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**nosso JOGO**

Initiative für globales Fair Play



## Our Game for Human Rights!

Action Programme around the 2016 Olympic Games in Rio de Janeiro

Report

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*“Nosso Jogo,”* the initiative for global fair play, was started in December 2013 by six Austrian development NGOs. The goal was to use the public interest in major sports events in Brazil to do innovative development work in education, culture, and information. In the process, the initiative draws on the positive potential and values of sports, but is critical of neoliberal models of sports and society and opens up new, alternative perspectives on Brazil as a new economic power.

After *Nosso Jogo* successfully highlighted the social and political events surrounding the Football World Cup in Brazil, the focus in 2016 was directed at the equally controversial Olympic Games in Rio.

No one can be harmed as a result of major sports events! Olympic Games and future mega sports events cannot violate human rights – that was the lesson from Rio. According to reports from Amnesty International, at least eight people were killed by the police at Rio 2016. The enormous public spending

led to shortages in the budget for education and health. Since 2009, 22,000 families in Rio de Janeiro alone were forced to resettle.

International civil society has to increase demands for binding human rights standards at major sports events, particularly concerning the 2018 FIFA World Cup Finals in Russia and 2022 in Qatar. This is why *Nosso Jogo* was renamed “Our Game” in 2017. We hope that our initiative will help increase public pressure on the large sports federations and UEFA, on sponsors, and on the host countries. The system with which FIFA, IOC, and others award the host country must be radically reformed and existing agreements with host countries like Russia or Qatar must be reviewed for human rights violations.

*Martin Kainz & Kurt Wachter,  
fairplay –VIDC*



## The *Nosso Jogo* Initiative in the year of the 2016 Olympics

### “Human Rights are Olympic” Activity

Participation in the activity organized by DKA Austria surpassed expectations: according to the meter count on [www.menschenrechte-sind-olympisch.at](http://www.menschenrechte-sind-olympisch.at), 9,442 people participated. The originally estimated distance of 10,000 kilometers from Austria to Rio was also surpassed many times over: a total of 93,043 kilometers were covered. The idea of “donating kilometers” to make a statement about respecting human rights at major sports events appealed to a variety of groups and people and proved to be a good way to participate easily.

### Activity days for sports clubs

Sports clubs and youth organizations in Austria were introduced to the subject of sports and human rights through six activity days with the slogan “Unser Spiel für Menschenrechte” [Our Game for Human Rights] for the first time. This new form of collaboration with new stakeholders allows the conceptual development of the global learning approach and human rights in sports. Activity days took place in Eisenstadt, Graz, Nußdorf am Haunsberg [Salzburg], Vienna, and Wieselburg. A total of 670 children and young people were involved in five states.



*“Actionday Eisenstadt” organized by the SPORTUNION Burgenland with 100 participants*

### Farewell to Austrian Olympic Team

At the official farewell to the 68 Austrian athletes, Minister of Sports Hans Peter Doskozil reminded us of the thousands of people from Rio who were driven from their home due to resettlements and encouraged the athletes to also be aware and critical of their surroundings at the Olympic Games: “Our top athletes practice fair play. But we should also

## Sports, Companies, and Human Rights

More than 200 subsidiaries of Austrian companies do business in Brazil. Many of them invested in the Olympic Games in Rio. As part of *Nosso Jogo*, the Ludwig Boltzmann Institute of Human Rights (BIM) published the study "Olympia-Hoffnungen für österreichische Unternehmen in Rio 2016? Herausforderungen, Potenziale und unternehmerische Verantwortung für Menschenrechte" [Olympic hopes for Austrian companies in Rio 2016? Challenges, potential, and corporate responsibility for human rights]. The study addresses corporate responsibility in major sports events and human rights and presents innovative approaches and examples of good practice. According to the study, the Austrian company Frequentis AG, for example, which offers communications and information systems, is leading by example in the field of corporate responsibility.



look at the bigger picture with a critical eye. The experience of being a top athlete and being able to perform at this level while also gathering global political experience shapes a person's character. This is why I signed the petition very deliberately, because I

believe it is important to think about these issues as well."

*Athletes left to right: J. Dachler (Rugby), J. Wenth (5000 meter), A. R. Lehaci (Canoeing), J. Bustamente, L. Sinn (Track & Field) & A. Hanakamp (Sailing) @ David Visnjic*

## Visibility, networking, and knowledge transfer

### Increasing visibility to the public and the inclusive potential of sports

- The publicity expectations were considerably surpassed: 215 articles were published in print and electronic media. The large number of articles made it clear that *Nosso Jogo* offered the media and stakeholders an angle from which to address the situation in Rio and Brazil as a whole.
- Over 10,000 youths and young adults participated in the *Nosso Jogo* activities and events. There were 474 at the fairplay workshops, 29 at the Mobile Reporting Workshop, 670 at the activity days, and the DKA activity alone recorded 9,442 [*Nosso Jogo* reached 14,682 people

including cooperation with the Ute Bock Cup].

- 20 multipliers took part in the training for fairplay workshop leaders, where they learned about new methods concerning human rights and major sports events.
- The *Nosso Jogo* branding and the main informational material (dossier, folder, programme, final report) communicated the basic content of the project and *Nosso Jogo* is perceived as one initiative – despite the heterogeneity of the participants; this way a media added value could be achieved through the umbrella brand that goes beyond the sum of individual actions.

### Development of strategic partnerships and networking

- Seven new partnerships were formed on an international level (UNOSDP, IHRB, SRA, Defence for Children International, Amnesty International UK, Human Rights Watch, Permanent Mission of Austria to the EU). Many more partnerships were formed on a national level.
- New partnerships in Austrian recreational sports concerning human rights were formed, particularly as a result of the activities of the Sports and Human Rights workgroup (four meetings).
- A whole new target group was reached through the Stand-Up Paddling (SUP) events organized by Globalista. Events with the five-time Brazilian SUP champion Babi Brazil took place in Stainach-Imnding, Hard, Bregenz, Moorbad Harbach, and Podersdorf. 150 people participated in the workshops and discussions.

## Teaching non-stereotypical perceptions of Brazil and knowledge transfer

- A significant interest in our content and approaches was demonstrated by the 17,267 hits on the [nossojogo.at](http://nossojogo.at) website, over 600 downloads of the participation manual, clicks on the factsheet on “Human Rights are Olympic,” as well as the newsletter views and orders, also the 3,400 signatures on the petition, plus the number of participants in our activities, the interest from politicians, as well as media reports on TV, radio, and newspaper.
- The transfer of knowledge and expertise can also be considered a success: the number of participants at three main dialogue events (240), the fairplay workshops with youths, and the online reporting and video workshops by Women’s Solidarity, as well as the high demand for the dossier (800 copies) and the large number of media clippings clearly prove this.

*DKA activity in front of Vienna's Ernst Happel Stadium*





## “Sports and Human Rights” Dialogue Forum

The sustainability of major sports events and what can be done for human rights on a national and international level were the subjects of a high profile dialogue forum on March 10, 2016, in Vienna, which was organized by the *Nosso Jogo* Initiative.

Minister of Sports Hans Peter Doskozil advocated, for example, linking the process of awarding the Football World Cup to human rights issues. “Awarding countries where human rights are not respected never helped anyone,” says Doskozil. ÖFB President Leo Windtner was optimistic that FIFA could improve under the new president, Gianni Infantino. “Now we can wipe the slate clean and leave old practices behind us,” the Upper Austrian believes. Sylvia Schenk from Transparency International, an NGO focused

on fighting corruption, hopes the same. But, says the former Olympian, “It won’t all change overnight.”

The Olympic Games in Rio de Janeiro were also discussed. “The Olympics should be a celebration for athletes, but also for the local population. The residents of Rio are paying a high price for the Olympic Games in their city right now.”

“They are facing displacement, increased police violence, and wasted tax money,” criticized the Brazilian human rights activist Julia Bustamante Silva from Instituto Políticas Alternativas para o Cone Sul (PACS). Over 60,000 people lost their homes because of the 2014 Football World Cup and the 2016 Olympic Games in Rio.

In the “Sports and Human Rights” dialogue forum more than 110 rep-

### Sports and Human Rights Workgroup

The workgroup “Sports and Human Rights” created in the Ministry of Sports in the course of *Nosso Jogo* was presented at the dialogue forum. The Ministry of Sports, Austrian Federal Sports Organization (BSO), the Austrian Football Federation (ÖFB) and the *Nosso Jogo* NGOs fairplay, Südwind, and DKA drafted an Austrian sports declaration on sports and human rights for the dialogue forum. Suggestions on “Sports and Human Rights” were discussed in workshops. These include transparent and democratic criteria to award host countries, providing athletes with clothing produced in compliance with social and environmental standards, fighting all forms of discrimination, as well as the sustainable use of sports venues. The results of the dialogue forum will be taken up by the workgroup in its further work.





representatives from sports, activists, scientists, and politicians discussed measures to support social development within the framework of major sports events. “Sports can change social circumstances for the better,” estimates Sports Minister Ditzel. “The international goal has to be to strengthen human rights and labour rights in the host countries. In Austria we try to use sports as an ambassador, for example, in the current discussion on refugees and integration.”

*The Sports and Human Rights workgroup presented a draft of an Austrian sports declaration in the dialogue forum.*



## Possibilities for Action on an International Level

*Nosso Jogo* is an Austria-wide project. It aims to draw attention to human rights violations but also the promotion of human rights within the framework of major sports events. As such, *Nosso Jogo* is also an international project. Collaboration on an international level is necessary to respect, protect, and promote human rights.

**On the EU level** Martin Kainz of the fairplay initiative took part in the regular meetings of the “Expert Group on Good Governance” from the European Commission’s Directorate of Sports. One focus of this group of experts was developing guiding principles for human rights in the invitation and application process for major sports events.

The principles they developed then went to the European Council and from

there to the members of the European Union.

On the initiative of *Nosso Jogo*, a hearing in the Human Rights Committee of the European Parliament (DROI Subcommittee) took place in July 2016. Martin Kainz made reference to the importance of human rights aspects in invitations as well as bi and multilateral agreements between host countries/cities, international federations, and companies at the hearing in Brussels. As long as due diligence and the protection of human rights are included in the central, binding documents, an important step has been accomplished.

A main focus of *Nosso Jogo* is to strengthen **international cooperation** and to work in networks, in short, to join forces and coordinate measures. This is why we organized a side event



to the UN Human Rights Council in Geneva titled “Human Rights Legacy in Sport Events” with Amnesty International Brazil and UK as well as Terre des Hommes. Side events are, for instance, panel discussions supplementing the official programme that raise issues and promote them with interest from member states and NGOs. Two of our speakers were affected by forced resettlement and police violence before the Olympic Games in Rio.

In Washington D.C., the “Sporting Chance Forum on Sport Mega Events,”



organized by the Institute for Human Rights and Business (IHRB) and chaired by the former UN High Commissioner for Human Rights, Mary Robinson, took place on October 13th and 14th. Here all parties involved in major sports events came together for the first time: associations, athletes, companies, sponsors, press, unions, international organizations, and NGOs. Along with *Nosso Jogo*, the two Brazilian women were also

invited to speak about their experiences with human rights violations associated with the 2016 Olympics – as they had in Geneva.

The aim of the forum is to establish a global alliance of various stakeholders who are all responsible for guaranteeing compliance with human rights around major sports events, thereby setting an example for many other areas.





## Nosso Jogo Petition “Together for Human Rights”



The Olympic Charter extols the basic principle of human dignity and pledges to advocate peace, respect, and ethical values. But because of the Olympic Games, the people of Rio de Janeiro are confronted with:

- Forced resettlement without due process or reasonable compensation
- **Police and military violence**
- Massive public expenses in times of extreme financial difficulties in the education and health sector

No one can be harmed through major sports events! Olympic Games cannot violate human rights – that must be the lesson from Rio. Representatives of **Nosso Jogo** and activists from Amnesty International and Terre des Hommes approached Philip French, director of the IOC’s Public Affairs and Social Development Department, with these demands on September 29, 2016, in Lausanne.

The call for human rights standards in sports events was already receiving

*Signatures on the petition: (left to right) Andreas Schieder (SPÖ), Ulrike Weigerstorfer (Team Stronach), Dieter Brosz (Greens), Minister of Sports Hans Peter Doskozil, Johannes Rauch (ÖVP), Petra Steger (FPÖ), and Claudia Gamon (NEOS)*

strong support in Austria. Over 13,000 people expressed their support for demanding Olympic Games without human rights violations with their signature on the petition “Keine Menschenrechtsverletzungen im Rahmen von Olympischen Spielen” (No Human Rights Violations associated with the Olympic Games) and through the solidarity kilometers collected in the campaign “Menschenrechte sind Olympisch” (Human Rights are Olympic).

## Presentation to Sports Committee

The *Nosso Jogo* project was presented to the Sports Committee in April 2016. Martin Kainz (VIDC), Ute Mayrhofer (DKA), and Konrad Rehling (Südwind) presented the background and objectives of *Nosso Jogo* as well as the national and international activities. The following matters were submitted to the members of the Sports Committee:

- **Signing the petition**
- Letter to the Mayor of Rio
- Stronger human rights agendas in possible amendments to the Sports Promotion Act
- Public statements from decision makers

## Sports spokespeople and Minister of Sports sign petition

100 days before the start of the Olympic Games in Rio de Janeiro leading sports policy makers sign the *Nosso Jogo* petition – among them the Min-



*Street protests in Rio by activists from Comitê Popular da Copa e Olimpíadas, a network of civil society organizations.*

ister of Sports Hans Peter Doskozil as well as sports spokespeople from all parties represented in parliament (SPÖ, ÖVP, FPÖ, Greens, Neos, and Team Stronach). The petition is directed at the

President of the International Olympic Committee (IOC), Thomas Bach, and calls for binding human rights standards at major sports events.

## Looking back – *Nosso Jogo's* Start at the 2014 FIFA World Cup

In Austria *Nosso Jogo* successfully drew attention to the political events surrounding the controversial 2014 FIFA World Cup. "*Nosso Jogo*" means "our game" and looked at Brazil beyond the samba, the beaches, and the Blackness.

In 2014, 171 events and activities took place across Austria. These ranged from alternative public viewings in outer districts of Vienna to stadium events with professional clubs, to discussion series and workshops with Brazilian experts. The interactive exhibition on children's rights took place in June in the ZOOM children's museum in Vienna's Museum Quarter.

The high point was the Arena Brasil Festival over Pentecost during which Brazilian artists provided an ambitious music and literature programme and

also invited the public to numerous workshops. Over the three days more than 9,000 visitors came to Vienna's Karlsplatz, many of whom were from the Brazilian and Latin American diaspora.

The *Nosso Jogo* Initiative provided information about the events in Brazil, the social aspects of football, and the cultural diversity of the World Cup host country to a broad Austrian audience. The project actively advocated fairness in major sports events with a large national and international network.

### Highlights of *Nosso Jogo* in 2014

Events: 171 (Discussions: 25; workshops: 66; concerts: 15; public viewings: 8; plus Arena Brasil with 12 concerts, 14 workshops/performances, and 2 readings).

Visitors/participants: 23,721

Fairplay workshops: 385 participants / 46 multipliers

National partner organizations: 131; international: 21

Website hits: 96,759 (31.3.2015)

Facebook likes: 905 (31.3.2015)

Newsletters sent: 11

Newsletter subscriptions: 2,651

Press conferences: 4

Press releases: 11; press invitations: 14; Range: over 2,000 journalists across Austria

Ad: 100,000 TV viewers and 6,000 moviegoers

Requests for expert interviews: 88

Media reports: 199 media clippings (comprised of 37 print, 13 radio, 10 TV)

Circulation of all print products: 54,000

Petition signatures: 7,351





## Future challenges

Two aspects need to be focused on in the coming years: on one hand, respecting and promoting human rights at major sports events that have already been awarded to host countries, on the other hand, the careful preparation of invitations and applications for competitions that have not yet been awarded, with the inclusion of all relevant parties.

Construction for the Football World Cups in Russia in 2018 and Qatar in 2022 has been underway for some time. Reports of horrendous conditions including fatalities at World Cup construction sites in **Qatar**, reported by organizations such as Amnesty International, or exploitation of workers in Russia, extensively reported by Human Rights Watch, precede the two major sports events.

**In Russia** the discrimination of lesbians and gays based on national legislation and practice that violates human rights is particularly worrisome – this was addressed extensively at the 2014 Olympic Games in Sochi.

Both countries promised general improvements related to respecting human rights, as did FIFA. However, often concessions to the media are nothing more than symbolic gestures that are not put into practice. After the 2016 Olympic Games in Rio de Janeiro, IOC president Thomas Bach announced that he wants to make the future Games “smaller and more pleasant.” Besides the 2018 Winter Games in Pyeongchang and 2022 in Beijing, the next Olympic Summer Games will be in Tokyo in 2020. The approach sounds similar to before Rio, before Sochi, and



before all other major global sports events in the recent past. Japan's Prime Minister Shinzo Abe: “Our motto is: higher, farther, faster – but also clean and transparent.”

International sports events will also be held in **Austria** in the coming years: these include the 2018 Women's Fist Ball World Championships in Linz, the 2018 Road Bike World Championships in Innsbruck, and the 2019 World Rowing Championships in Linz-Ottensheim.

It will be exciting to see whether these occasions will be used to respect human rights on one hand, but also, above all, to advance them through these national and global events – as *Nosso Jogo* and the Sports and Human Rights workgroup recommend.

**In Austria and around the world** the planning of future major sports events has been underway for some time. It is with anticipation that we wait to see which countries will apply with which content – for future winter sports events, for the 2024 and 2028 Olympic Games, and the 2026 FIFA World Cup.





## Materials & Publications



### **“Rio 2016 – Sportgroßereignisse und Menschenrechte” dossier**

A report with different perspectives on the situation surrounding the 2016 Olympic Games in Rio.  
VIDC (ed.), 2016, Vienna, pps. 28.



### **BIM study “Olympia – Hoffnungen für österreichische Unternehmen in Rio 2016? Herausforderungen, Potentiale und unternehmerische Verantwortung für Menschenrechte”**

Barbara Linder, Claudia Sprenger;  
Judith Tutzer, 2016, Vienna, pps. 56.



### **frauen\*solidarität – Nr. 136 – 2/2016**

Focus: major sports events and women's and human rights  
frauen\*solidarität (ed.), 2016, Vienna, pps. 38.



### **Documentation – “Dialogforum Sport und Menschenrechte”**

Conference report on the dialogue forum on Rio 2016, social sustainability, and human rights standards at major sports events in the Haus des Sports.  
VIDC (ed.), 2016, Vienna, pps. 20. Only available electronically.



### **Nosso Jogo Report 2014**

Four thematic focuses and one objective: Together for human rights! The final report offers an overview of the national and international activities of *Nosso Jogo* during the 2014 Football World Cup.  
VIDC (ed.), 2015, Vienna, pps. 24.



### **Programme – Nosso Jogo 2016**

Background information and all activities in the field of education and youth, sports and development, knowledge and dialogue, as well as advocacy VIDC (ed.), 2016, Vienna, pps. 16.



### **Notebook of Methods Rio 2016**

Background information on Brazil as well as educational material for children and youth at: [www.menschenrechte-sind-olympisch.at](http://www.menschenrechte-sind-olympisch.at). Katholische Jungschar Österreichs (ed.), 2016, Vienna, pps. 22.





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