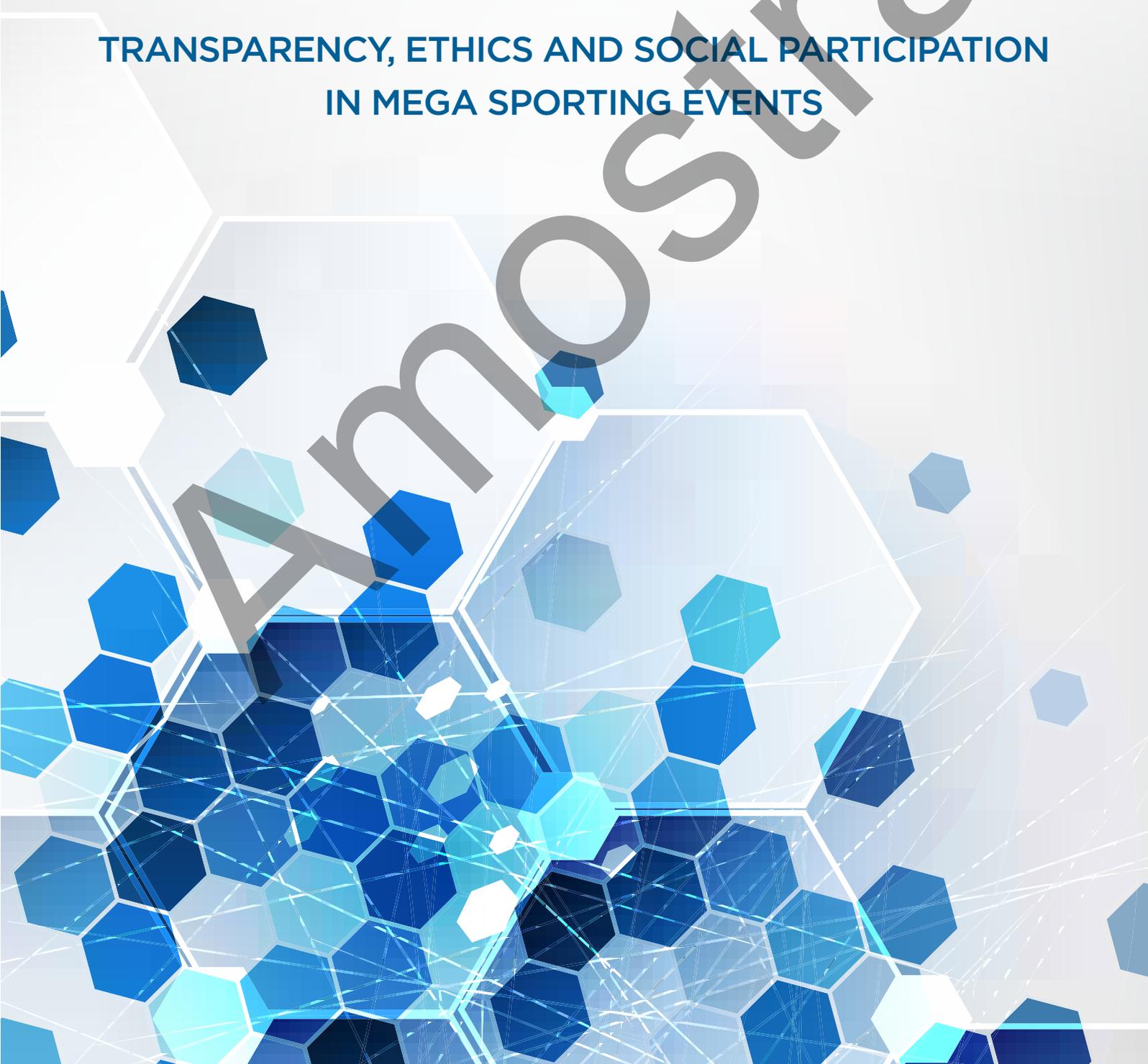


INSTITUTO  
**ETHOS**

# Clean Games Inside and Outside of the Stadiums

TRANSPARENCY, ETHICS AND SOCIAL PARTICIPATION  
IN MEGA SPORTING EVENTS



Amostra



Amostra

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# opening whistle

*"We, at the Ethos Institute believe that, to ensure the rights that Brazilians demanded on the streets, public policy must be open to participation and social control."*

**Jorge Abraão, director-president of the Ethos Institute**

# How things started

**While many celebrated the arrival of the 2014 World Cup to Brazil and many others protested against the event, the Ethos Institute decided to take the opportunity to mobilize the population and engage governments and companies in the discussion of ethics and transparency in view of so much investment. That is how the Clean Games Inside and Outside of the Stadiums project was devised.**

Mobilizing, encouraging and helping companies, governments and society to build an economically sustainable and socially fair world is Ethos Institute's mission. And, in this pathway, encouraging ethical and responsible behavior of all these players – whether the public sector or the population – is paramount.

Corruption is recognized as one of the most serious problems of several countries, including Brazil. It is harmful both to socioeconomic development and to governability. It maintains and worsens poverty, increases inequality, reduces social investment and affects government's effectiveness. An honest, transparent and corruption-free business environment is better for everyone: State, civil society and business.

In this sense, Ethos has been attentive to social, economic and behavioral changes, seeking improvement opportunities for all society. When the Rio de Janeiro Pan-American Games ended, in July 2007, although our athletes had reached the podium over one hundred times, the balance of bad planning, waste of public resources and lack of transparency brought a sense of frustration to the population.

Infrastructure works were often behind schedule, leading to emergency situations that caused uncontrolled expenditures, bypassing public bidding processes and changes in the projects. Besides, the more belated the works, the more expensive they became.

In October of the same year, after a strong campaign at the International Federation of Association Football (Fifa), Brazil was chosen to host the 2014 World Cup, a tournament even bigger than the Pan Games.



In the photo, part of the staff for the national and local actions of the Clean Games project in 2011. From left to right: Betina Sarue, Pedro Malavolta, Matias Rath, Mary Matsumura, Rafael dos Santos and Felipe Saboya

In this event of high visibility, the Ethos Institute found the possibility of contributing new debates related to transparency and ethics in investments, principles that the Institute advocates from its very beginning. It was a way to take advantage of the World Soccer Cup to leave a positive legacy in the anti-corruption effort. Based on these premises, the Ethos Institute created, in partnership with several entities, the Clean Games Inside and Outside of the Stadiums project, officially launched in December 2010.