

Ethos Institute Clean Games Project

Since 2009, Brazil knew that would host the two major sporting events in the world. Brazilian society begun to concern with how much would be spent to host the FIFA World Cup and the Olympic and Paralympic Games.

In this context, Ethos Institute launched the Clean Games Inside and Outside of the Stadiums project. We wanted to contribute to our country on the challenge that it had taken to organize those two mega events. We always thought that this was also a rare opportunity to consolidate a legacy not only in terms of infrastructure, but also, and above all, in terms of improving social control and developing a business environment with greater integrity between companies and the government.

After the World Cup, we can say that most of our actions were successful. Thanks to the partnership with over a hundred entities, we were able to successfully implement the five strategies listed when the project was launched.

STRATEGIES AND MAIN ACHIEVEMENTS

1. Sectorial Agreements

The private sector can and shall contribute with the fight against corruption. One way to do this is by building voluntary agreements between competitors to establish bribery prevention measures. The Clean Games project is coordinating the creation of two agreements, one with Health Care Equipment producers (Orthotics, Prosthetics and Special Materials) and the other with companies that are sports sponsors.

This strategy is based on the experience of Transparencia por Colombia. In the 1990s, the Colombian Chapter of Transparency International developed a methodology for competing companies in the pipes sector.

2. Local Administration Transparency Pact

During the elections of 2012, the mayors of the 2014 World Cup host cities have committed to improve the transparency of investments for the event. They signed the Local Administration Transparency Pact, an initiative of the Clean Games project. These pacts were used for establishing dialogue between civil society and government and to press for local regulations of the Access to Information Act, similar to the Freedom of Information Act.

3. Local and State Administration Transparency Indicator

The Clean Games project created a tool to evaluate the level of transparency of the expenditures on the World Cup 2014. The Transparency Indicators show it in a simple and objective way. Check out this feature on www.jogoslimpos.org.br/transparencias.

We measured a significant improvement in transparency of the data on the World Cup, especially regards to the municipalities. This is partly due to project advocacy strategies. Now, these indicators are being adapted to evaluate the transparency about the investments in the 2016 Olympic Games.

This tool also generated a new project, called Transparent City, in partnership with Amarribo Brasil, the Brazilian International Transparency Chapter. Through another adaptation of these indicators, we will be able to evaluate the transparency of public expenditure in all the state capitals of Brazil.

4. Fostering the Social Control

To stimulate social control, in addition to Transparency Indicators, we create books and brochures to help the society to understand how contracts and public management work.

Know the titles:

- Fighting Corruption in Sport Sponsorship and Sport Related Hospitality: A Practical Guide for Companies, a guide produced in partnership with the Global Compact;
- Jogo Limpo x Jogo Sujo (Clean Game x Dirty Game), a booklet about the procedures for government procurement;
- How to Read Public Contracts, a guide to be released in March 2015;
- National Integrity System, a study developed in partnership with UN Global Compact, to be released in June 2015.

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NATIONAL AND LOCALS COMMITTEES

The Clean Games project constituted committees in the twelve 2014 World Cup host cities. Along with local entities, we monitored the investments in the cities and forwarded the demands to the public authorities. With the end of the World Cup, the committees were closed, except for Rio de Janeiro's, which will host the 2016 Olympics.

There are three national committees. The first is dedicated to assist the project in legal matters. The second brings together investors and companies sponsoring the 2014 World Cup and 2016 Olympics. This committee assisted in the elaboration of the guide Fighting Corruption in Sport Sponsorship and Sport Related Hospitality, jointly with the Global Compact. Finally, there is the National Committee for Coordination and Mobilization, which, as its name implies, is responsible for monitoring all project activities.

The following entities are part of the National Committee for Coordination and Mobilization: Brazilian Articulation against Corruption and Impunity (Abracci); Amarribo Brasil; Atletas pelo Brasil; Brazilian Confederation of Legislative Servers and Audit Offices (Confelegis); Federal Council of Engineering and Agronomy (Confea); Comptroller General of the Union (CGU); United Nations Office on Drugs and Crime (UNODC); Avina Foundation; Observatory of the Metropolis; and Brazilian Network of the UN Global Compact; besides Ethos Institute.

FUNDING

In 2010, Siemens Integrity Initiative fund made the first call for the financing of non-governmental organizations in anti-corruption actions. This fund was launched after an agreement between Siemens and the World Bank as part of the fine paid by the company after its executives involvement in corruption actions in several countries was proven.

Approximately 300 NGOs from 66 countries presented projects for the first call. The Clean Games project, submitted by Ethos Institute, was one of 30 chosen to receive resources from this fund. In total \$ 3.1 million will be invested in the project.

The UN Global Compact also received resources from Siemens Integrity Initiative. The goal is to promote collective actions and to engage companies in the fight against corruption in five different countries. In Brazil, the partnership of the UN GC is with Ethos Institute, as part of the Clean Games project.

FOR MORE INFORMATION

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