

CLIENT: City of Sao Paulo

BRIEF: To take engaging activities and sports directly into the poorest neighbourhoods / Favelas of Sao Paulo.

To create temporary sports participation facilities, in otherwise unusable spaces, and also to build social interaction programmes for all members of the community.



GGG SOLUTION:

Phase 1 – taking inflatable pitches and games into the community to create eye-catching, high impact, activities. Local community tournaments and coaching created first steps to social integration.

Phase 2 (to be implemented late 2010 / Early 2011) – integrate “Urban Activation” skills and education programme to empower local community to utilise and benefit from their environment.



LOGISTICS: Phase 1 saw a team of 3-4 staff travelling into the Favelas and setting up the games. Everything had to be self sufficient with generators etc and required extensive negotiation and planning with local government.



ROI: The results of Phase 1 are still being collected and calculated but the immediate feedback and results of the events were massively successful with incredible feedback and responses from the community, councils and governing bodies.