

# Rio 2016™ Project

**Pedro Fraga**

Sponsorship Sales Executive

**João Saravia**

Procurement Manager

Rio 2016™ Organising Committee  
for the Olympic and Paralympic Games

04 March 2013 | Rio de Janeiro



An aerial photograph of Rio de Janeiro, Brazil, showing a wide sandy beach along the coast, a dense urban area with many high-rise buildings, and several large, green mountains in the background under a blue sky with scattered white clouds. The city is built on a hillside, and the ocean is visible on the left side of the frame.

# Agenda

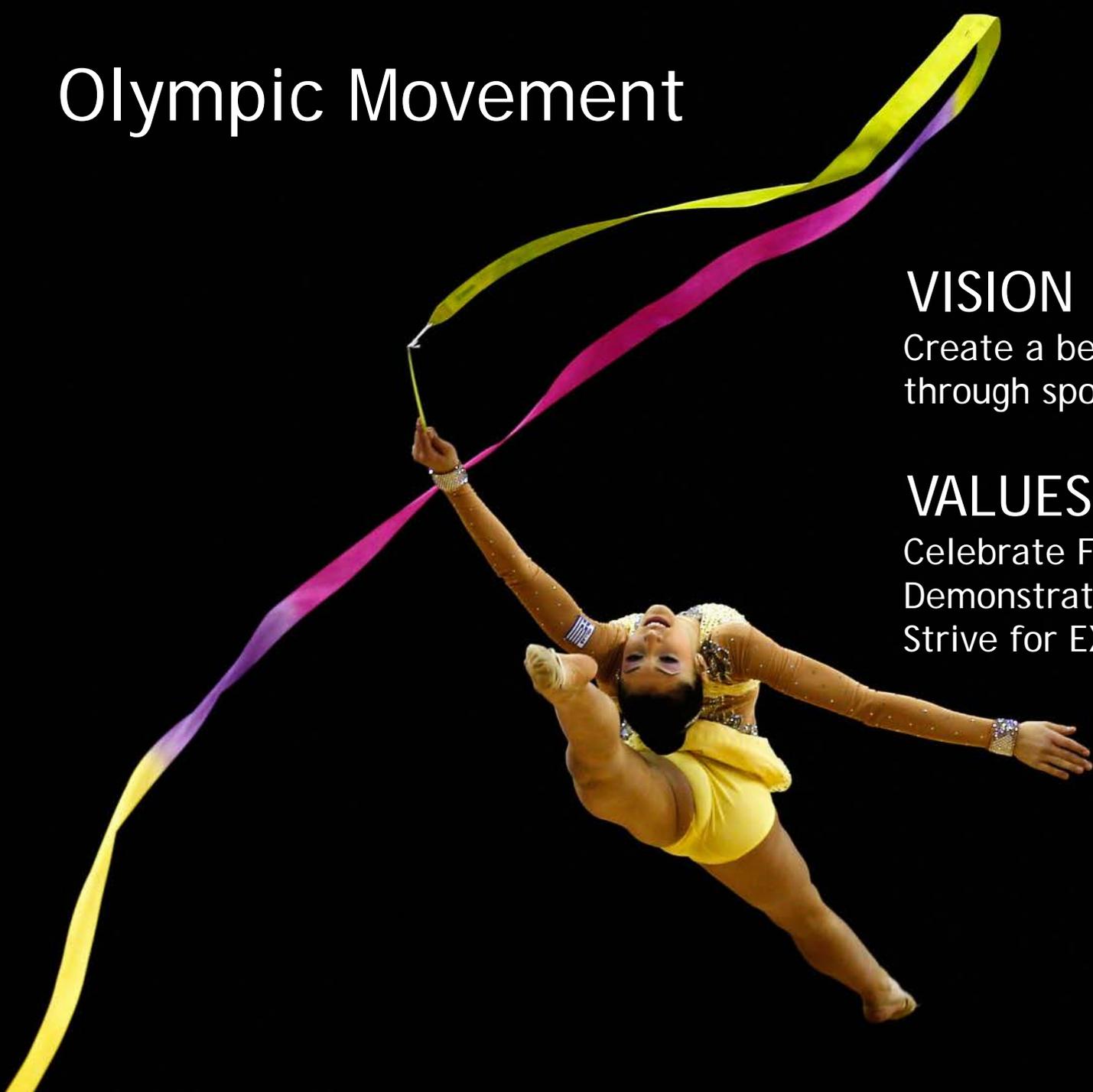
1. Olympic Movement
2. The Rio 2016™ project
3. Opportunities for partnership with Rio 2016™
4. Rio 2016™ sustainable supply chain programme
5. Rio 2016™ sustainable supply chain planning and next steps
6. Rio 2016™ sustainable supply chain market development



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# Olympic Movement

# Olympic Movement



## VISION

Create a better world  
through sport

## VALUES

Celebrate FRIENDSHIP  
Demonstrate RESPECT  
Strive for EXCELLENCE

# OLYMPIC GAMES



41

WORLD CHAMPIONSHIPS  
IN 17 DAYS

10,500

ATHLETES FROM 204 COUNTRIES\*

25,100

ACCREDITED MEDIA  
PROFESSIONALS\*\*

70,000

VOLUNTEERS\*\*

8.8 million

TICKETS SOLD\*

\*London 2012 / \*\*Estimated for Rio 2016™

# PARALYMPIC GAMES

22

SPORTS IN 12 DAYS

4,200

ATHLETES FROM 174 COUNTRIES\*

7,200

ACCREDITED MEDIA  
PROFESSIONALS\*\*

30,000

VOLUNTEERS\*\*

2.2 million

TICKETS SOLD\*

\*London 2012 / \*\*Estimated for Rio 2016™

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# The Rio 2016™ PROJECT



# 2 October 2009: an unprecedented victory

Global impact: 250 newspaper front pages across the world



# The secrets of victory

- A positive moment for Brazil on the world scene
- Success of 2007 Pan and Parapan American Games
- Technical excellence of the project
- Three levels of government united behind bid
- The only bid city led by sport: total COB involvement





# VISION

All Brazilians uniting  
to deliver the greatest festival on Earth,  
proudly advancing through sport, our national  
promise of progress

# Rio 2016™ team



End of 2012

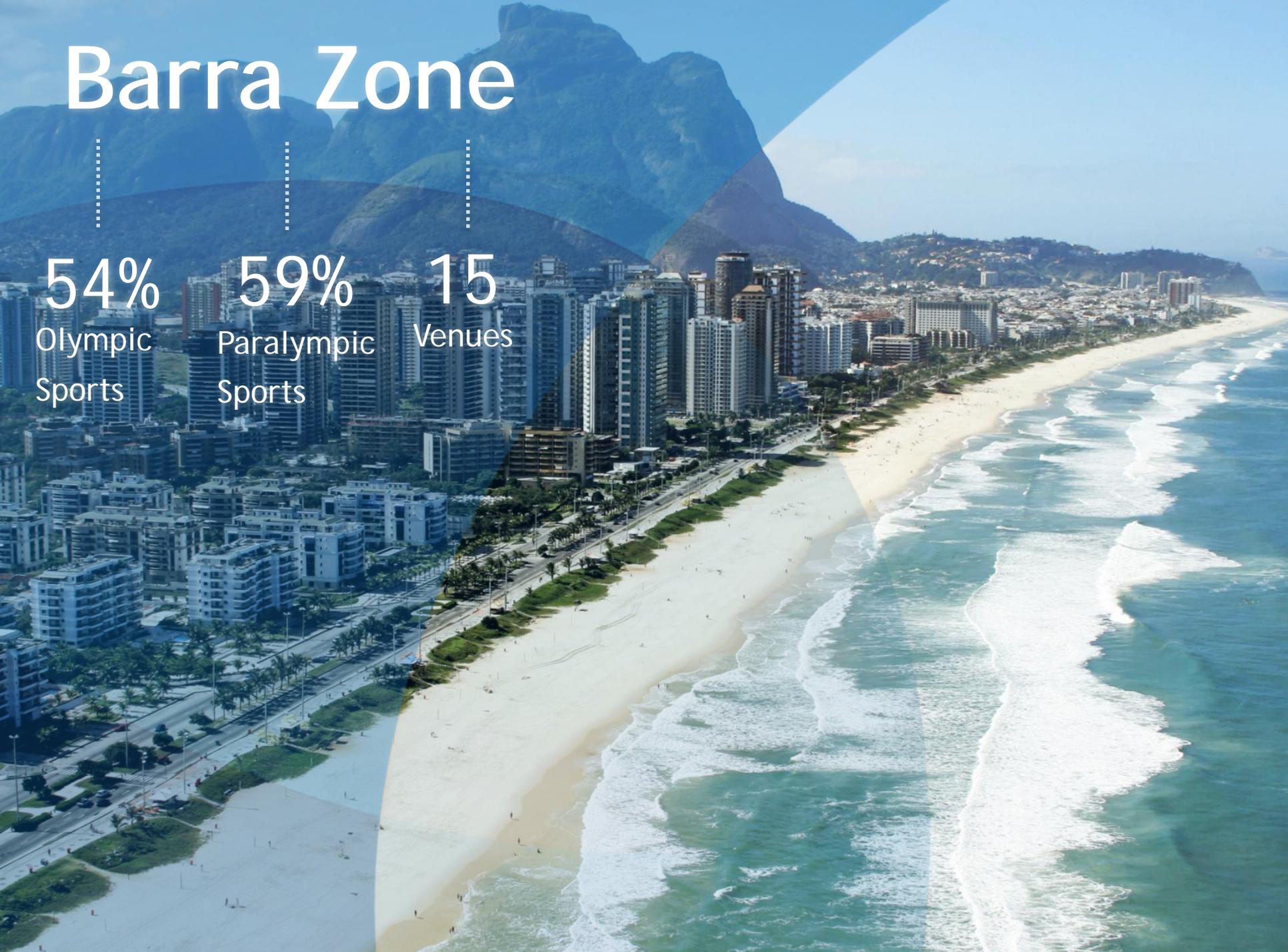
375

Games time

113,000

Employees	8,000
Volunteers	70,000
Suppliers	35,000

# Barra Zone



54%  
Olympic  
Sports

59%  
Paralympic  
Sports

15  
Venues

# Copacabana Zone

14%

Olympic  
Sports

18%

Paralympic  
Sports

5

Venues





# Maracanã Zone

18%

Olympic sports

9%

Paralympic sports

5

Venues

# Deodoro Zone

14%

Olympic  
Sports

14%

Paralympic  
Sports

7

Venues



# Competition venues

Temporary Existing To construct To renovate

Olympic Mountain Bike Park (X Park)  
Deodoro Modern Pentathlon Park  
Olympic Hockey Centre

Olympic Whitewater Stadium (X Park)  
Olympic BMX Centre (X Park)  
Deodoro Arena

National Equestrian Centre  
National Shooting Centre

Riocentro

Olympic Park  
Golf Reserva Marapendi

João Havelange Stadium  
Maracanã Stadium

Maracanãzinho Arena  
Sambódromo

Maracanã

Copacabana

Flamengo Park  
Copacabana Stadium  
Fort Copacabana

Lagoa Rodrigo de Freitas  
Marina da Glória

Deodoro

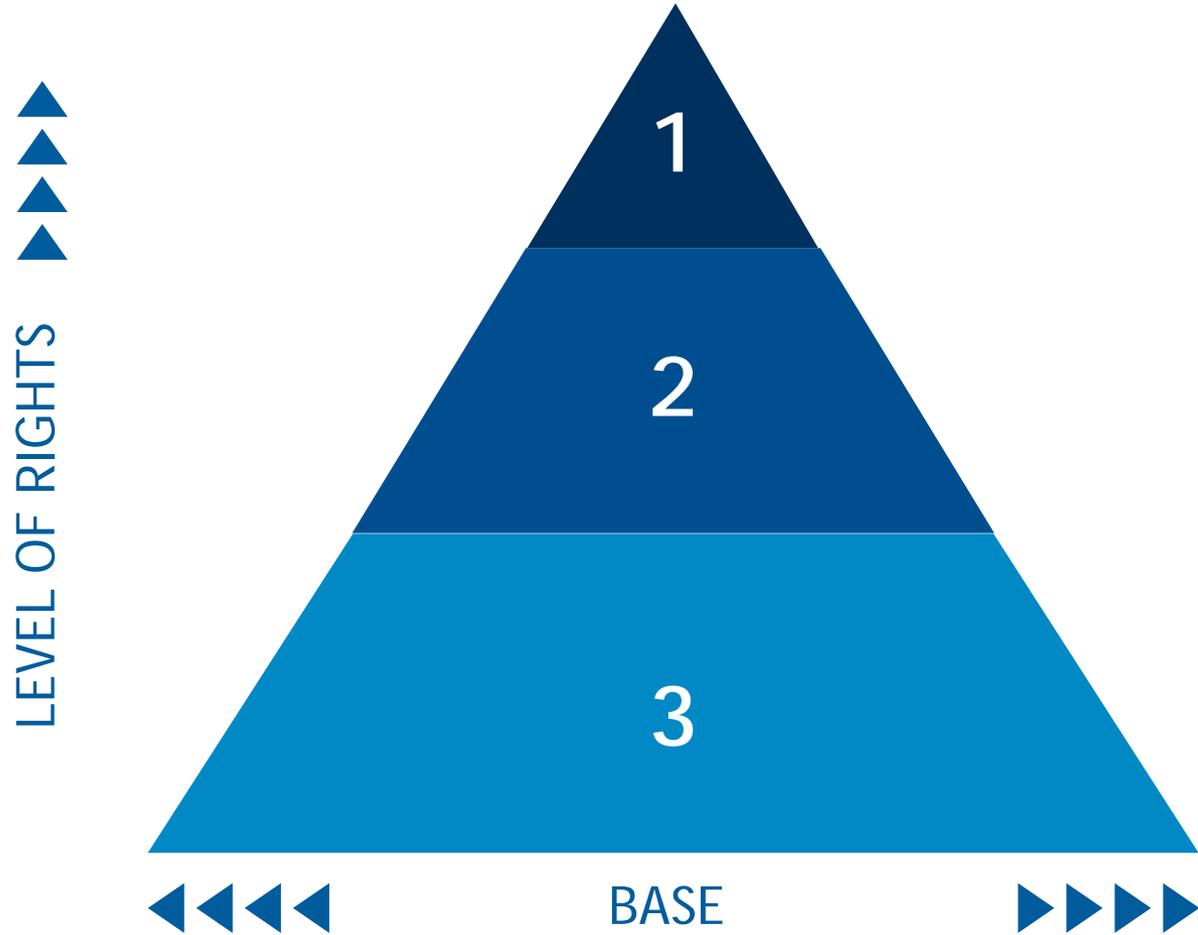
Barra

A photograph of two female athletes in yellow and red athletic wear hugging. The athlete on the right is wearing a white visor with 'BRA' on it and yellow-tinted sunglasses. The background is blurred, suggesting an outdoor sports setting. A large blue and orange graphic element is on the left side of the image.

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Opportunities for  
partnership with  
Rio 2016™

# Sponsorship levels





## Strengthen Your Brand

- Increase brand loyalty
- Create awareness and visibility
- Step-change brand through Olympic affiliation
- Ignite emotional connection with customers and partners
- Showcase innovation and technical excellence
- Enhance corporate reputation
- Align the portfolio of your brands
- Grow brand value
- Develop affinity programs

## Boost Business Performance

- Lock out competition through exclusive Olympic partnership
- Build new business and consumer relationships
- Drive retail traffic and promotions
- Launch new product or service
- Stimulate sales, trial and usage
- Expand market share
- Leverage multi partner cross selling strategies
- Engage in sustainability programmes

## Unleash Human Potential

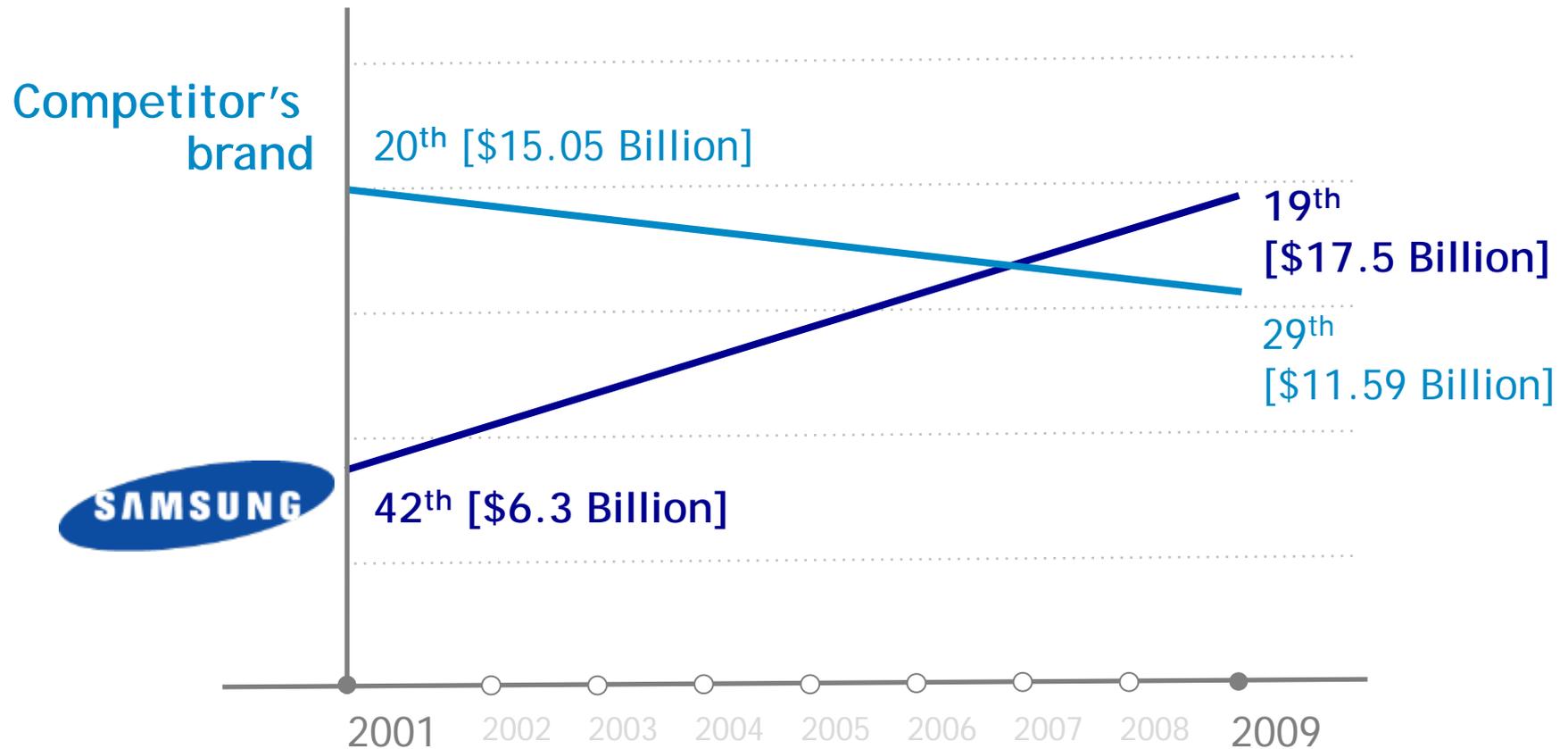
- Increase employee morale and pride
- Improve employee retention
- Motivate sales force
- Attract new talent
- Engage in volunteerism
- Promote youth programmes
- Build corporate citizenship
- Foster diversity and community

# INTERNATIONAL PARTNER'S CASES

The   
London 2012  
Shop



# Improving the brand's value



Source: Samsung - 'The Making of a Global Brand' ICMR Case Study, 2003/Interbrand.com



“If we can do it for the Olympic Games...”

Exclusive presence



# Competing for best talents



# Development of GE business Beijing 2008



- Partnership with Chinese aircraft company
- Provision of safety solutions for 25 underground rail lines
- Partnership for generation of wind energy
- Hybrid vehicle test market



# Sales force incentive programme



## Decathlon Challenge concept

- “The ultimate contest for sales athletes”
- Year round incentive calendar based around 10 sales disciplines
- “Champion” based on overall performance across the 10 disciplines





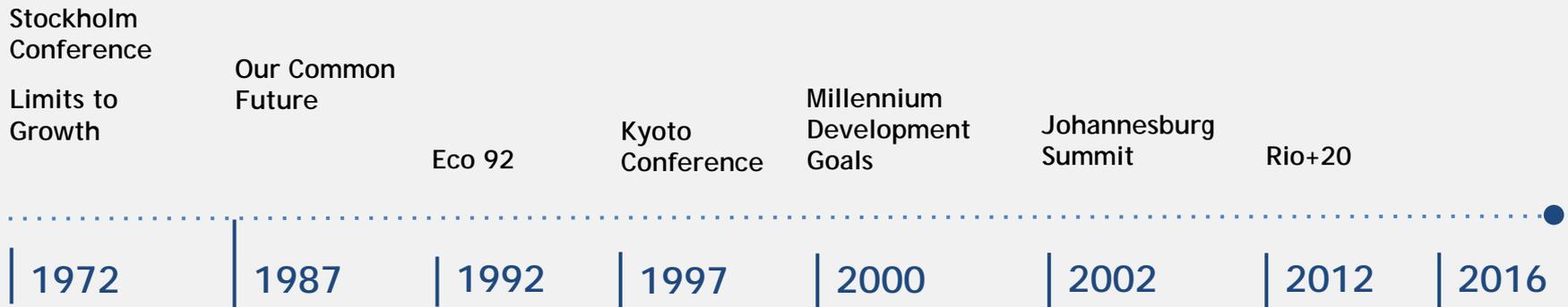
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RIO 2016™  
SUSTAINABLE  
SUPPLY CHAIN  
PROGRAMME

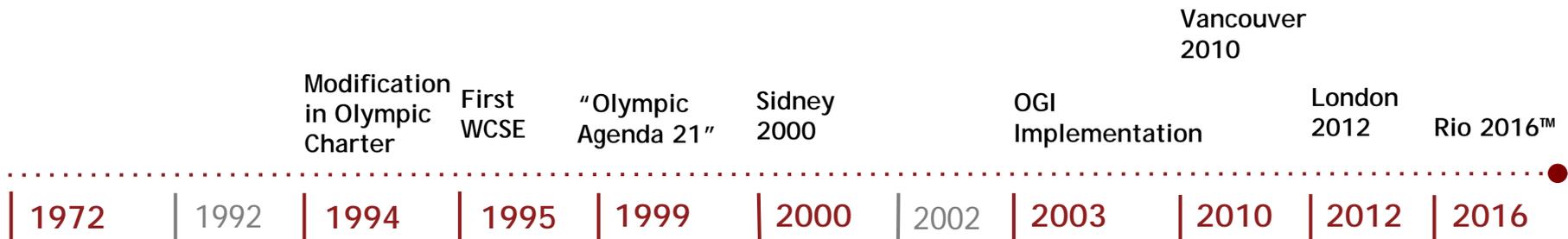
# Brief History on Sustainable Supply Chain in Olympic Games



## UN: from Environment to Sustainable Development



## IOC: the evolution of Sustainability in Olympic Games



# Rio 2016™ Sustainable Supply Chain Programme



## Procurement Role

### Sustainability Management Plan (SMP)

- **Planet** - overall environmental commitment to act locally with a global vision of sustainability
- **People** - need for ample social benefits, consistent and inclusive for the entire Rio population
- **Prosperity** - good and transparent management of the Games, contributing to the economic growth of the city

Integrating sustainability to our day-to-day business practices, by ensuring that all products and services procured or licensed are aligned with our commitments:

Setting clear requirements and guidelines

- ISO 14001, OHSAS 18001, ISO 26000, ISO 20121, FSC, ABNT Green Labels, FLO
- Restrictions and requirements

Building capacity and engagement within the local and external market

- Early communication of purchasing needs
- Workshops, guidelines and training sessions

Considering Sustainability requirements during tendering processes

- RFI, certifications, supplier master catalogue
- Cost reduction through efficiency
- Value added / brand protection

Monitoring suppliers' compliance

- Audits, corrective actions, reporting
- Database monitoring

Dissolution management

- Logistics planning
- Packaging and waste management
- Reverse logistics
- Assets dissolution and distribution

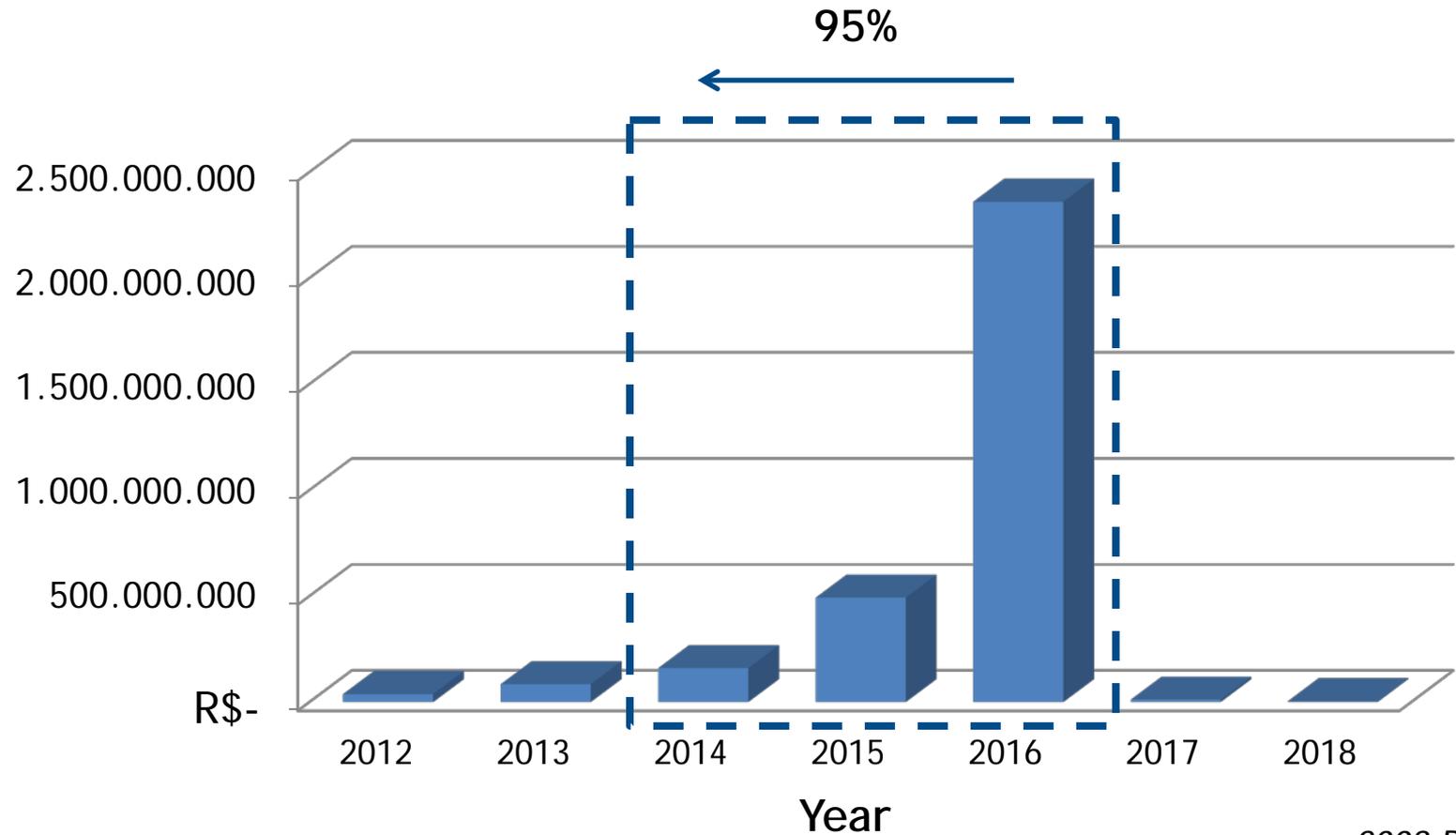
# 5

## PLANNING AND NEXT STEPS



# Rio 2016™ Budget

Near R\$ 3 BILLION until 2016



*2008 Budget*

# Supply Chain Programme



2012

Framework

- Policies
- Processes and Tools
- General Requirements
- KPIs
- Demand Planning
- Logistics services demand planning
- Logistics operations requirements

2012-2013

Market Development

- Demands and requirements communication
- Workshops and training sessions
- Suppliers development to meet future demands and requirements
- Suppliers pre-registration
- Operational partners selection

2014-2015

Procurement Execution

- Negotiation of 75%-80% of the total volume
- Catalogues and rate cards for materials and services
- Logistics planning adjustment
- Beginning of the logistics operations

2015-2016

Implementation

- Purchase orders
- Contract management
- Suppliers management
- Compliance control
- Supply chain operation

2016-2017

Dissolution

- Contracts Closure
- Assets sales
- Safe disposal
- Donations
- Returns



# 6

## MARKET DEVELOPMENT

# Supplier Portal

<http://portaldesuprimentos.rio2016.com/>



← IR PARA O SITE OFICIAL RIO 2016™

ACESSIBILIDADE PORTUGUÊS

LOGIN



## COMITÊ ORGANIZADOR

PROGRAMA DE DESENVOLVIMENTO DE FORNECEDORES

GUIA DA CADEIA DE SUPRIMENTOS SUSTENTÁVEL

PERGUNTAS FREQUENTES

NOVIDADES

CADASTRO

## Novidades



22/10/2012

### Portal de Suprimentos Rio 2016™ reafirma compromisso com a transparência

Contratações de bens e serviços no Rio 2016™ seguem processos claros e critérios de sustentabilidade. Continue reading →

## Avanço



Uma força olímpica para as empresas brasileiras

## Sustentabilidade



# Supplier Portal

<http://portaldesuprimentos.rio2016.com/>



On the Supplier Portal suppliers will be able to:

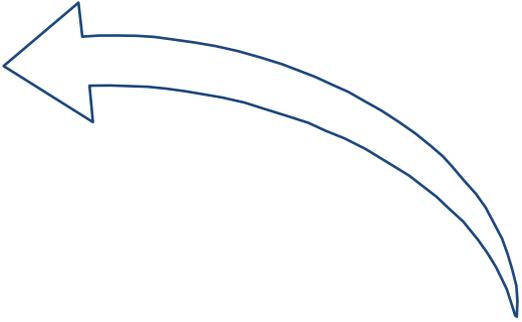
- Pre-Register
- Register
- See past, current, and future RFXs
- Receive procurement related information
- Download Procurement related documents  
(i.e. Sustainable Supply-Chain Guide, Packaging Guide, Prohibited Substances, etc)

# Pre-Registration and Registration



Approved Suppliers Monitoring

Approved Suppliers are available to receive RFQs, RFPs and POs



Suppliers have their Registration approved and are available to do transactions

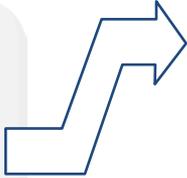
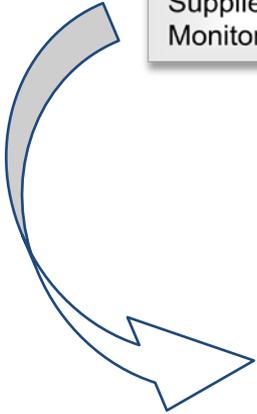
Buyers search database to look for suppliers that can participate in specific RFP and ask for further information - Registration



Suppliers fill-out the pre-registration and become available to Rio 2016 buyers

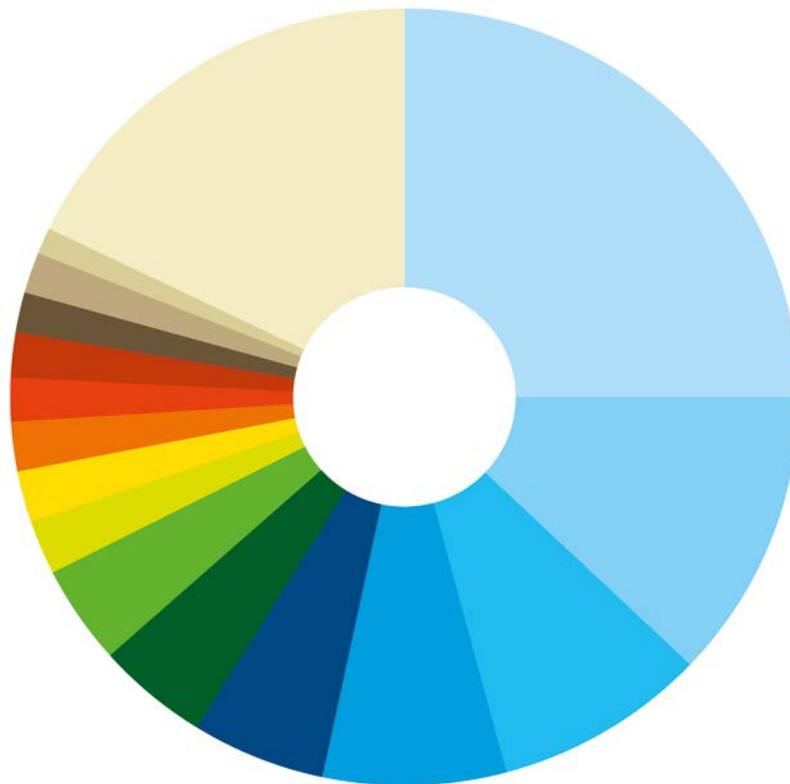


Interested suppliers access the Supplier Portal



# Rio 2016™ Budget

Approximately R\$ 3 Billion on purchasing until 2016 -  
Major categories

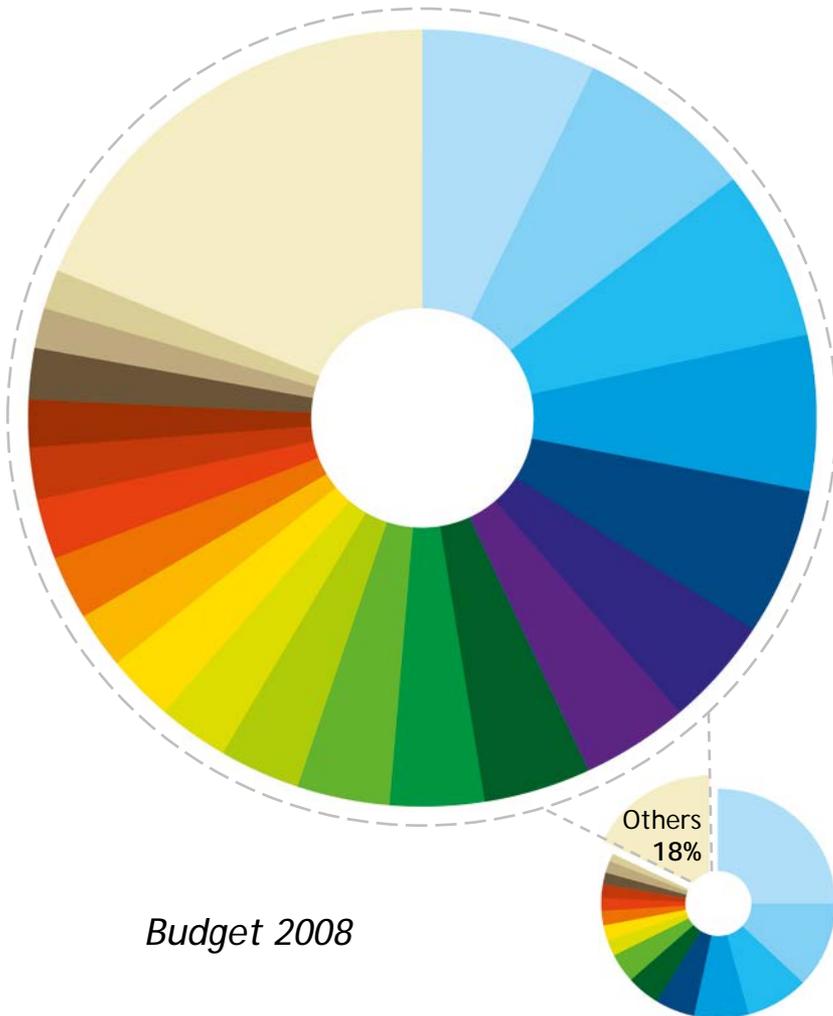


- Temporary constructions - 28%
- Transportation (bus, taxi, van, car) - 10%
- Events (materials & services) - 9%
- Services outsourcing - 7%
- Food - 6%
- Installations, furniture, non sports equipment- 5%
- IT equipment /computers - 4%
- Look of the Games - 2%
- Software - 2%
- Marketing services - 2%
- Games management systems - 2%
- Cleaning services and laundry- 2%
- Video equipment- 2%
- Electronic equipment - 2%
- Printing- 1%
- Others - 18%

*Budget 2008*

# Rio 2016™ Budget

The group "Others" represents approximately R\$ 600 Million on purchasing until 2016



- Accommodation - 7%
- Ship accommodation - 7%
- Consulting services- 7%
- Equipment installation - 7%
- Operational serv. - 6%
- Uniforms - 5%
- Logistic equipment rental- 4%
- Air freight - 4%
- TV, DVD, CD players - 4%
- Sporting equipment- 4%
- Cleaning & caretaker services - 3%
- Doctors - 3%
- Air travel - 3%
- Video, digital media and photography - 3%
- Maintenance installations - 3%
- Radios and radio systems - 2%
- Promotion - 2%
- Medical supplies- 2%
- Maintenance supplies- 2%
- Travel - 2%
- Public relations - 2%
- Other materials and services - 19%



Thank you

[rio2016.com](http://rio2016.com)

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