



São Paulo in the 2014 FIFA World Cup

Organization, operational plans and programme





The World Cup Organization in São Paulo

* **FIFA**
(Local Organizing Committee)

* **Federal Government**
(Ministry of Sports)

* **Sao Paulo State Gov.**
(Paulista Committee)

* **City Government**
(SPCOPA)

* **CORINTHIANS**





Timeline (2007-2014)



October 30th, 2007

FIFA officially announces Brazil as the 2014 FIFA World Cup host nation

May 31st, 2009

São Paulo is announced as one of the 12 host cities of the event



May 30th, 2011

Corinthians and Odebrecht begin the works at Arena Corinthians





Timeline (2007-2014)

October 20th, 2011

FIFA announces São Paulo as host of the opening ceremony

September 12th, 2012

DERSA begins the works of the Itaquera Road Complex

April 15th, 2014

Odebrecht delivers the construction of the Arena Corinthians

April 28th, 2014

State and City Government start to deliver the Road Complex





Numbers and forecasts for the World Cup in São Paulo

- * 1 billion household viewers in the opening match
- * 5,200 thousand accredited journalists
- * 15 national teams in SP
- * 391 thousand tickets
- * 258 thousand foreign tourists
- * 1,18 million Brazilian tourists





Arena Corinthians

*The stadium will host 6 matches.
Teams train in the Arena one day
before the match.*

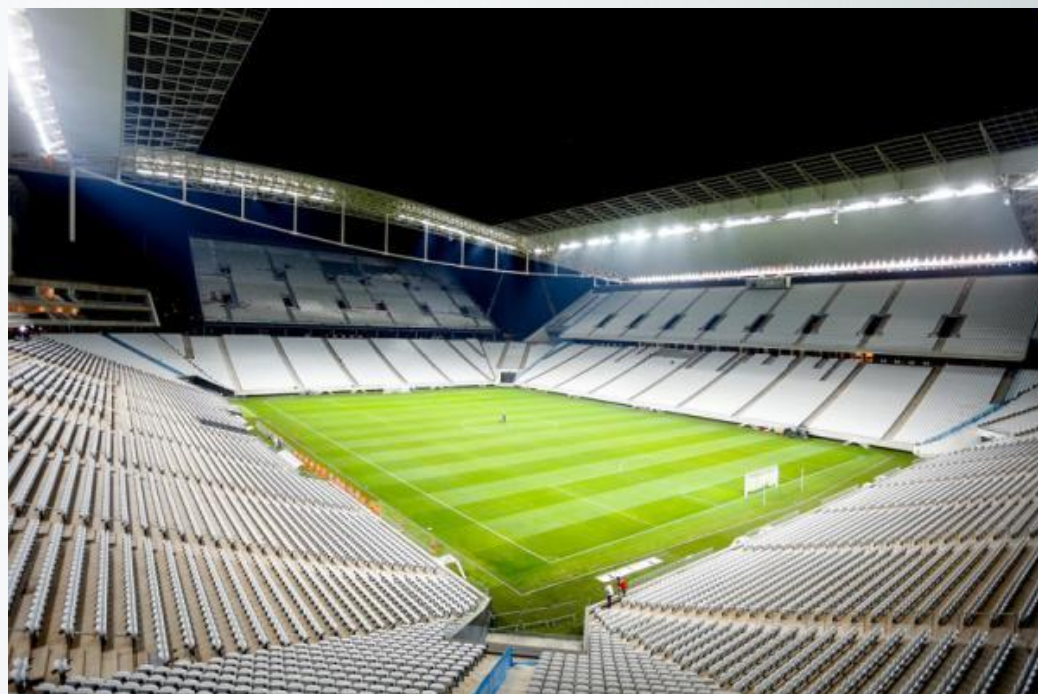
Venue

Av. Miguel Inácio Curi, s/nº

Capacity (during the World Cup)

* Opening: 61.606 people

* Other matches: 66.200 people





Itaquera Road Complex

Works

Five road improvement works, a new footbridge and urban interventions in the public spaces surrounding Arena Corinthians and the Itaquera Institutional Hub.



Investiments

- * State Gov.: R\$ 397,9 million
- * City Hall: R\$ 150,6 million
- * *Total: R\$ 548,5 million*

Impacts

26 expropriations and 8 removals



Infrastructure Works around the Arena

- Itaquera Overpass (240 meters long)
- New Public Plaza (17,500 sqm)
- Renovation and Expansion of Itaquera City Terminal (additional 18,500 sqm)
- Renewal of the Public Lighting System in the 'Radial Leste' Corridor (24 km)
- Roof installation and light points in the Corinthians-Itaquera station overpass.





Matches in São Paulo

12 de junho – 17h

5ª feira



Brasil x Croácia

19 de junho – 16h

5ª feira



Uruguai x Inglaterra

23 de junho – 13h

2ª feira



Holanda x Chile

26 de junho – 17h

5ª feira



Bélgica x Coréia do Sul

1 de julho – 13h

3ª feira



Oitavas de Final

9 de julho – 17h

4ª feira



Semifinal



Holidays

Holidays during match days in the Arena Corinthians

- * Municipal: June 12th (*does not affect critical services*)
- * Religious: June 19th (*Corpus Christi*)
- * State: July 9th

School Calendar

- * State network: holidays from June 12th to July 11th
- * Municipal network: holidays from June 12th to July 13th

Hours on match days of the Brazilian National Team

- * Municipal public servants: up to three hours before the match





Mobility Plans: guidelines

TO THE FANS

- * Use public transport to go to the match
- * Buy 2 tickets (round trip) at once
- * Arrive early at the sta

TO ACCREDITATED GUESTS

- * Follow strictly the orientations in your map to access the correct parking
- * Avoid “Radial Leste” – this road will be dedicated to service transportation

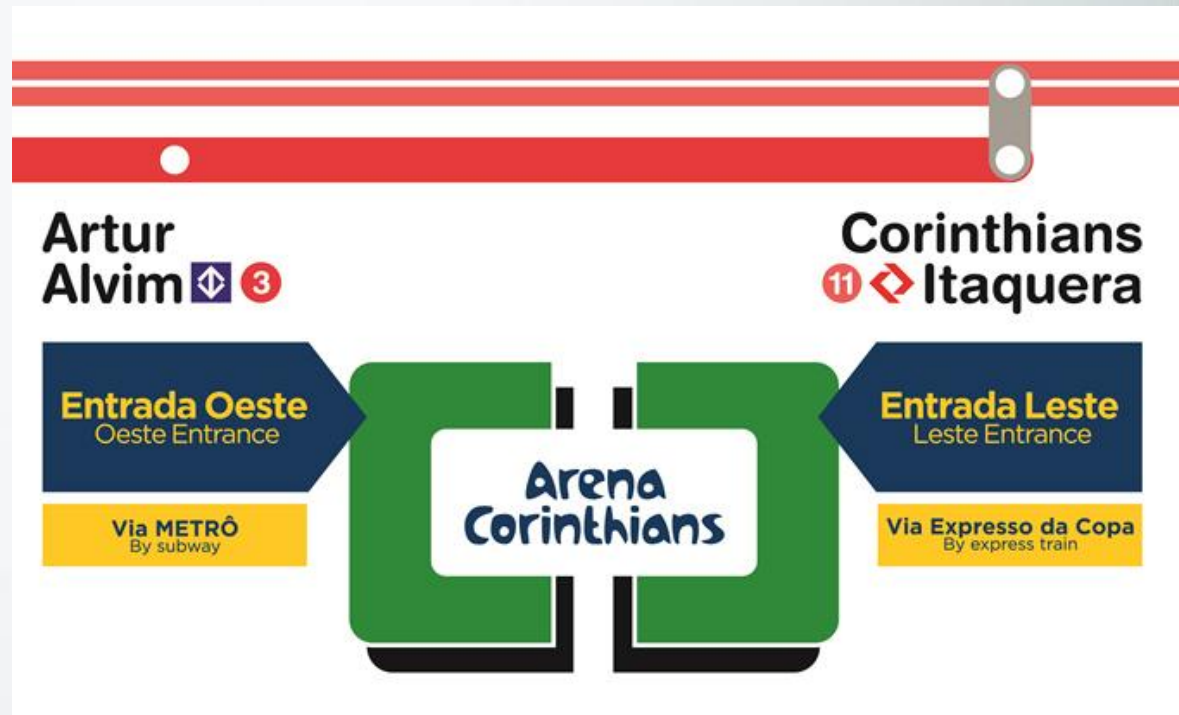


Mobility Plans: how to get to the stadium

Verify your ticket for the entrance side for the match

* For **WEST ENTRANCE**, access Metro Line 3 - Red and go to Artur Alvim station

* For **EAST ENTRANCE**, access CPTM Line 11- Coral (“Expresso Copa”) and got to Corinthians-Itaquera station





Mobility Plans: how to get to the stadium

“Expresso Copa” (CPTM)

* By train, nonstop, from Luz station to Corinthians-Itaquera station, in 19 minutes

* The operation starts three hours before the match

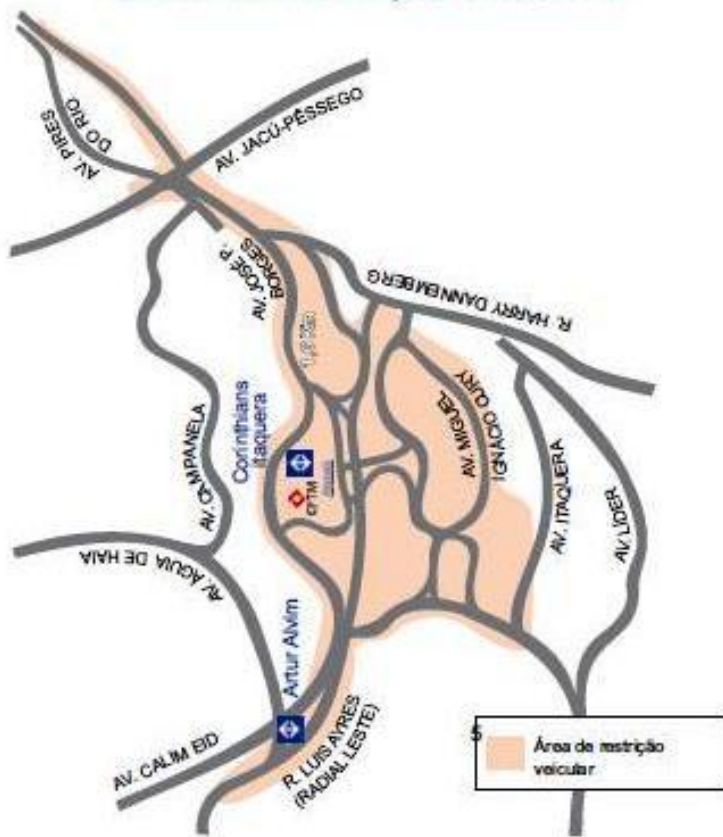




Mobility Plans: restrictions in match days

ARENA CORINTHIANS

ÁREA DE INTERDIÇÃO VEICULAR



- The access to the surroundings of the stadium will be restricted to fans with tickets, area residents and accredited vehicles

- There will be 2,850 parking spots for accredited vehicles (buses, vans and cars)

* After visiting 130 households and commercial establishments in the restricted area, CET has issued 116 'Area Resident Access Authorizations'



Mobility Plan: “World Cup operation” (CET)

Changes to the Road System

- 6 Vehicle Checkpoints: *access only to accredited vehicles*
- 26 Operational Roadblocks: *no access to vehicles*
- 12 Local Access Points
Streets where access is allowed to accredited area residents





Mobility Plan: support from 'Atende' network

What is it?

Special Attention Service (Atende), with free door-to-door transportation for people with disabilities and reduced mobility

How to use

'Atende' vehicles will stay at Itaquerá City Terminal. To access the service, users must go to Corinthians-Itaquerá station





Mobility Operation: how to get to the stadium



From the Guarulhos International Airport:

- To the stadium: Airport Bus Service (R\$ 36,50)
- To the Metro: EMTU Bus Service to “Metrô Tatuapé” (R\$ 4,45)

From Congonhas Airport

- To the Metro: Bus Line “Metrô São Judas” (R\$ 3)



Taxi

- There are 34 thousand taxis in São Paulo
- The airports have accredited taxi stops



Security Plans: the Command Center

CICCR (Integrated Command and Regional Control Center) is working since May, in the Luz area.

Composition:

60 public institutions (federal, state and municipal), from four different areas: transports and traffic, security, health and civil protection

Monitoring

Through 500 cameras installed in the City

Working Hours

24 hours a day





Operational Plans Security

- The 'Special Operation' will last from June 10th to July 18th
- The police command will have 4,625 officers working in 40 strategic points
- The security within the stadium will be under Stewards responsibility (in service to FIFA)



- The Surveillance and Operations Center will work in the stadium, under the supervision of public authority
- The Municipal Guard will support the surroundings of Arena Corinthians and the Public Views





Operational Plans Health

Main objective

To offer universal medical assistance, with quality to all visitors



Governing body

Integrated Center of Health Operations (CIOCS): risk situations, situações de risco; epidemiological and health surveillance; responses to public health emergencies.





Responsibilities during match days

- FIFA: to attend fans within Arena Corinthians, in accordance to the municipal sanitation legislation
- City and State Government: to attend the surroundings of the stadium, through SAMU (Emergency Care Transfer Service) and, in contingency cases, through GRAU (Rescue and Emergency Services)

**There will be operations in other strategic locations such as, Fan Fest, Public Views, Open Media Center, among others.*

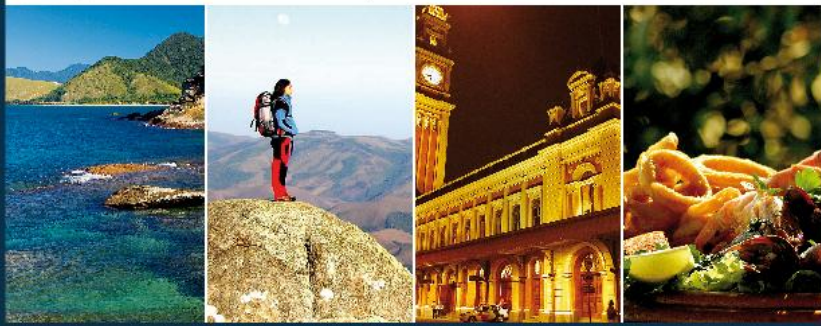




Tourism Promotion

ROTEIROS PAULISTAS:

O que fazer durante a Copa do Mundo 2014™



- Launch of the “2014 São Paulo Guide” and “São Paulo Itineraries”

- Modernization of Touristic Information Centres (TIC’s) and inauguration of other six new TIC’s.

SÃO PAULO 2014

GLOBAL CITY
THE LAND OF SOCCER

- Installation of tourist signs (downtown and Paulista avenue)

- Dashboards in Bus Terminals (Barra Funda, Jabaquara and Tietê) and airports (Congonhas, Guarulhos and Viracopos)



CIDADE GLOBAL
TERRITÓRIO DA BOLA



Fifa Fan Fest (Vale do Anhangabaú)



What is it?

Cultural programme and free live transmission of the World Cup matches

When?

June 12th till July 13th, from 12h00 to 22h00

(no activities on June 27th, July 2nd, 3rd, 6th, 7th, 10th and 11th)

Capacity

35 thousand people





Free Entrance Public Views

PRAÇA DO SAMBA

- * District: Perus
- * Capacity: 5 mil people

PARQUE JACUÍ

- * District: São Miguel Paulista
- * Capacity: 5 mil people

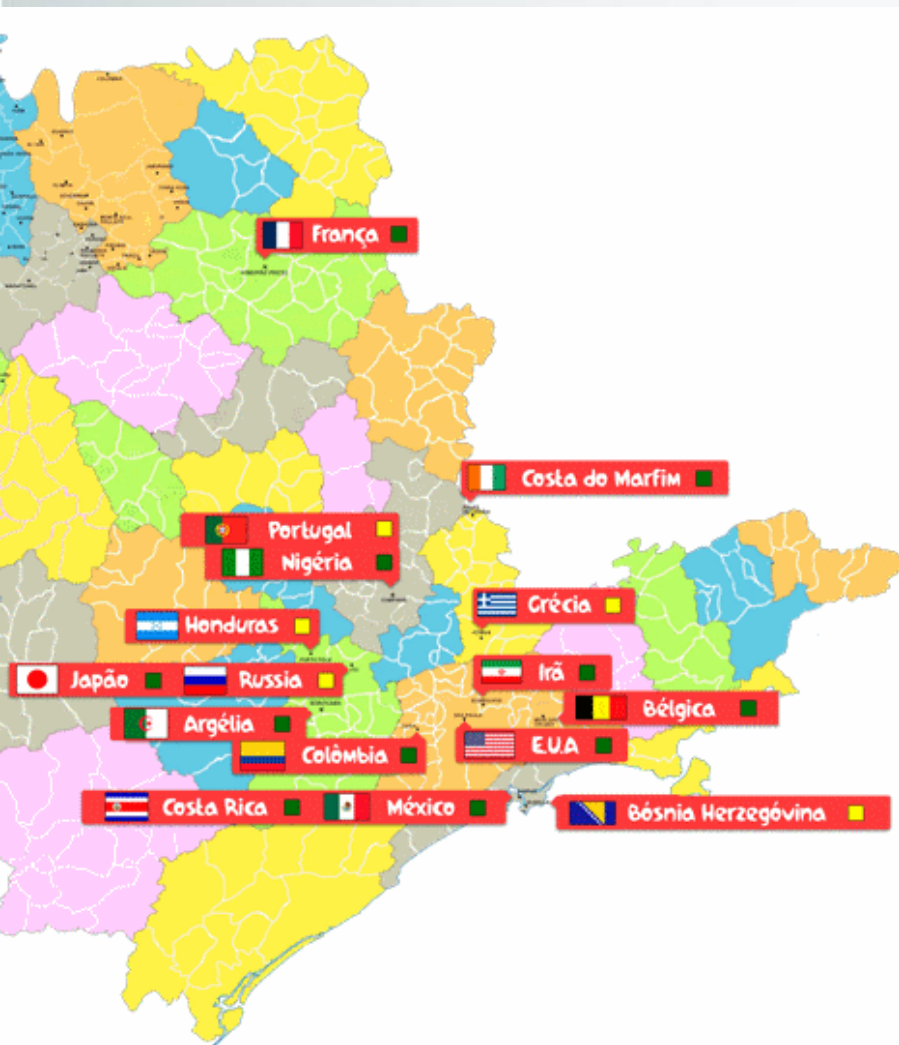
PRAÇA JOÃO TADEU PRIOLLI

- * District: Campo Limpo
- * Capacity: 5 mil people





Team Base Camps



* The state of São Paulo hosts 47% of all base cities of the World Cup

* Of all 32 National teams competing, 15 will stay in the state of São Paulo

* These teams will stay at traditional clubs from São Paulo, such as Corinthians, Guarani, Ituano, Ponte Preta, Santos, among others



Team Base Camps

- 1) **Águas de Lindoia:** Ivory Coast
- 2) **Campinas:** Nigeria and Portugal
- 3) **Cotia:** Colombia
- 4) **Guarulhos/São Paulo:** Iran
- 5) **Guarujá:** Bosnia and Herzegovina
- 6) **Itu:** Japan e Russia
- 7) **Mogi das Cruzes:** Belgium
- 8) **Porto Feliz:** Honduras
- 9) **Ribeirão Preto:** France
- 10) **Santos:** Costa Rica and Mexico
- 11) **São Paulo:** USA
- 12) **Sorocaba:** Argelia



Official Training Camps

The teams train at the Official Training Camps two days before the match in that host city

Pacaembu (Team A)

Praça Charles Müller, s/nº

Palmeiras (Team B)

Av. Marquês de São Vicente, 2.650

Audax (back up)

Av. Duquesa de Goiás, 571





Open Media Center (Arts Plaza)

Structure

Working space with computers, internet access, auditorium, touristic information, among others

Target audience

Media professionals, accredited or not by FIFA

Registration

<http://spnacopa2014.credencam.com.br/visitante>

Working Hours

From 9h00 to 21h 00(up to July 13th)





International House (Arts Plaza)



Main activities:

- * Support diplomatic representations
- * Promote São Paulo's international agenda

Working Hours

From 9h00 to 21h00 (up to July 13th)





FIFA Venue Ticketing Centre's

Until July 9th, 2014, from 9h00 to 21h00

Location:

- 1) Ginásio do Ibirapuera
R. Manoel da Nóbrega, 1361
- 2) Centro Cultural São Paulo
R. Vergueiro, 1.000
- 3) Praça Antônio Prado
R. XV de Novembro, 347





Brasil Voluntário

Participants

Around 1,100

Concentration Points

- The Volunteer's House (Fatec Itaquera)
- Advance Point (São Bento Metro Station)

Area of Operation

Airports, Bus Terminals, Metro and CPTM Stations, tourist attractions , Fan Fest, Open Media Center and International House





Commercial Restriction Zones

Areas

Surroundings of the Arena Corinthians (up to 1,2 km) and the Fan Fest (up to 500 meters)

Main Goal

To ensure the full operation of regulated commercial activities, inhibiting irregular commerce.

Creating jobs

600 jobs for street vendors – 400 in Itaquera +
200 in downtown São Paulo





Week Schedule

June 7-8: FIFA Executive Committee meeting (Hotel Grand Hyatt)

June 10-11: FIFA Congress (Transamerica Expo Center)

June 12th

- * 12h00: Opening of the FIFA Fan Fest (Vale do Anhangabaú)
- * 15h15: Opening Ceremony of the 2014 FIFA World Cup (Arena Corinthians)
- * 17h00: Brasil vs. Croácia – Opening Match (Arena Corinthians)



More information

SPCOPA / São Paulo City Government

- Website: spnacopa2014.prefeitura.sp.gov.br
- Phone: (55 11) 98399-9250 / (55 11) 95735-5964
- Email: andrecintra@prefeitura.sp.gov.br

Paulista Committee / State Government

- Website: <http://www.copa2014.sp.gov.br>
- Phone: (55 11) 98797-8788 / (55 11) 3913-8877 ext.8798
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