



**ANNUAL  
REPORT**

**20  
24**



*ANNUAL  
REPORT*

20  
24

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## MESSAGE FROM THE PRESIDENT

The Annual Report of the Brazilian Olympic Committee is an essential document for our institution and for all our stakeholders. In it, the results of all areas of the entity throughout the year are presented, in this case, 2024. The current tenure, which took office in January 2025, recognizes the sum of showing Brazilian society that, behind each achievement and medal, there is the hard and dedicated task of a team of excellence, composed of our employees. This reporting also acts as a valuable record of our entity's memory.

With it, we end another Olympic cycle, marked by achievements inside and outside the competitive scene. It is a responsibility of Brazil Olympic Committee ensure that everyone involved in Brazilian Olympic sport - especially the affiliated Federations, the Athletes' Commission and the BOC Councils, in addition to sponsors and partners - have full knowledge of what has been done throughout the year. The new tenure is committed to be more and more open and aboveboard about our achievements and the use of resources. Together, we remain firm in the mission of transforming Brazil into a great sports nation.

**Marco La Porta**

*President of the Brazil  
Olympic Committee*



# THE REPORT

**The Annual Report covers the period from 01/01/2024 to 31/12/2024 and is divided into four main bullet points:**

Management and Governance, Sports Development and Sports Sciences, High Performance and Relationship jointly with Society.

It is a publication in which the Brazil Olympic Committee provides clarifications about its tenure to the Brazilian Olympic Sports Federations, to sports clubs, athletes and coaches, and Brazilian society, in a general format.

The document searches to be aligned with the International Olympic Committee's guidelines regarding tenure Modern sports bike. In the first chapter, a presentation of the organization, with its strategic map, councils and policies adopted, among other governance themes, and what was produced by some of the areas of the institution.

Then, the report addresses the entity's raison d'être: sport and the entire organizational structure aimed at promoting Olympic sport in the country, from the discovery and development of talents, through practices improvement of the sports performance of already consolidated athletes, to the conditions offered to athletes to compete in sports competitions most important events of the year, such as the Paris 2024 Olympic Games.

Finally, the social debt security of the BOC, jointly with the execution of indirect actions, not specifically sports-related, but which help athletes in the search for the best possible performance and that inspire children and young people to aim for a future in sport.







## ABOUT THE BOC

**The Brazil Olympic Committee (COB) is a non-governmental organization, affiliated to the International Olympic Committee (IOC), which works in the tenure technique, administrative and policy of national sport.**

The mission of the Brazil Olympic Committee (COB) is to develop and represent with excellence the country's high-performance sport, working for the improvement of sports results, raising the tenure maturity of the BOC and affiliated federations, and strengthening the image of Brazilian Olympic sport.

It is also the entity's duty to protect and to

foster the Olympic Values in the national territory. Over of its 100 years of existence (founded on June 8, 1914), the BOC has already led Brazil to win 170 medals (40 gold, 49 silver and 81 bronze) in Olympic Games; 37 at the Summer Youth Olympic Games (11 gold, 15 silver and 11 bronze) and 1 (bronze) at the Winter Youth Olympic Games.

The main source of COB funds for compliance with its strategic objectives comes from Federal Law 13.756/2018, which allocates a percentage of the collection of federal lotteries to sport. The resources are managed respecting the precepts of public administration and rectitude, and their use is audited by the Federal Government Court of Accounts (TCU) and the Office of the Comptroller General of the Federal Government (CGU).





# MANAGEMENT AND GOVERNANCE

# MISSION, VISION AND VALUES (VALID UNTIL 2024)

In 2020, the new Strategic Planning was prepared, which came into take effect in 2021 and was valid until 2024. This planning includes the BOC's Mission, Vision and Values, like others



## MISSION

To develop, to foster and protect the Brazilian Olympic Movement and to ensure excellence in its international representations.



## VISION

To be recognized for the excellence of sports results, and tenure and governance.



## VALUES

Respect, Excellence, Friendship, Passion for Sport, Transparency, Equality.

# STRATEGIC PILLARS

For an organization to establish itself and be successful, it is necessary to define the basis of its strategy, that is, its Strategic Pillars. They were created from the analysis of the Mission, Vision and Values.



## SPORTS RESULT

Maximizing Sports Results



## MANAGEMENT AND GOVERNANCE IN SPORT

Excellence and Competence in Management, Ethics and Transparency



## IMAGE OF THE OLYMPIC MOVEMENT

Strengthening of the Olympic Movement



## CULTURE AND EDUCATION IN SPORT

Promotion of Olympic Values and Production and Dissemination of Knowledge



# BOC STRATEGIC MAP 2021-2024

## 4. SPORTS RESULT Maximizing Sports Results

4.1 Consolidate the level of sports results achieved by Brazil in the Olympic Scenario.	4.2 To seek excellence in the sports services offered during the Missions.	4.3 Improving science infrastructure and services and health in sports offered to athletes.
4.4 Invest in and support high-performance athletes, coaches and multidisciplinary teams.	4.5 Structuring programs and actions to encourage the development of new athletes, coaches and sports managers.	4.6 Support the federations in the detection and development of talents with investments in structuring projects for the youth and training categories.
4.7 Encourage the practice of sports and new modalities in youth.		

## 3. MANAGEMENT AND GOVERNANCE IN SPORT Excellence and Competence in Management, Ethics and Transparency

3.1 Lead the Brazilian Olympic Movement in an efficient, open and aboveboard formatting, aligned with the 2020 Olympic Agenda.	3.2 Improve good corporate governance practices for the sports environment.	3.3 Conduct the processes of sustainable format, ethics and open and aboveboard.
3.4 Seek the continuous improvement of the meritocratic process of transferring resources to the federations.	3.5 Capture new business dealings to increase revenues.	3.6 Improve the Olympic Preparation Program model.

## 2. IMAGE OF THE OLYMPIC MOVEMENT Strengthening the Olympic Movement

2.1 Include sustainability in the actions to promote the Brazilian Olympic Movement.	2.2 Broaden the relationship jointly with society through the enhancement of the image of the BOC and the Brazilian Olympic Movement.	2.3 Promote a sporting environment, governance and tenure free of any type of discrimination.
2.4 Transform our stakeholders into ambassadors.	2.5 Communicate in a modern, effective and open and aboveboard format the main actions and results.	

## 1. CULTURE AND EDUCATION IN SPORT Promotion of Olympic Values and Production and Dissemination of Knowledge

1.1 Promote culture and education as agents of development of Knowledge Management.	1.2 Enhance survey and innovation in sports, generating values for society.
1.3 To foster and increase programs and studies on Olympism and its values with society.	1.4 Prepare and provide educational support to athletes during and after their careers.

# BOARD OF DIRECTOR

(2024 FORMATION)

The Board of Directors (BoD) is the BOC's top executive management body, responsible for defining the strategy and good governance practices.

The BOC's mission is to develop and represent with excellence the country's high-performance sport, working to improve sports results, raising the maturity of its tenure and of the affiliated federations, and strengthening the image of Brazilian Olympic sport.

The main source of COB funds for compliance with its strategic objectives comes from Federal Law 13.756/2018, which allocates a percentage of the collection of federal lotteries to sport.

The resources are managed respecting the precepts of public administration and rectitude, and their use is audited by the Federal Government Court of Accounts (TCU) and the Office of the Comptroller General of the Federal Government (CGU).

## COMPOSITION: 13 MEMBERS

- > President of the BOC
- > President and Vice-President of the Athletes' Commission
- > Brazilian IOC members (2)
- > Independent Member (1)
- > Presidents of Federations (7)

## MAIN STATUTORY COMPETENCES OF THE BoD

- > Guide the BOC administration.
- > Present the budget, the financial statements and the annual report of activities to the Assembly.
- > To prepare and approve codes and regulations and to propose reforms to the Bylaws.
- > Elaborate or Strategic Plan.
- > Grant binding and certification to sports administration entities, as well as propose affiliation of entities to the BOC Assembly.
- > Authorize the signing of contracts that exceed the amount of R\$1 million.

## MEMBERS OF THE BOARD OF DIRECTORS

- Paulo Wanderley**  
President of the BOC and of the Board of Directors
- Yane Marques**  
President of the BOC Athletes' Commission (until 20/03/2024)
- Fabiano Peçanha**  
Vice-President of the BOC Athletes' Commission (until 20/03/2024)  
President of the Athletes' Commission (since 20/03/2024)

- Poliana Okimoto**  
Vice-President of CACOB (since 03/24/2024)
- Ricardo Leyser Gonçalves**  
Independent Member
- Andrew Parsons**  
IOC Member
- Bernard Rajzman**  
IOC Member
- José Luiz Vasconcellos**  
President of Cycling
- Karl Anders Ivar Pettersson**  
President Snow Sports
- Matheus Figueiredo**  
President (until 21/12/2024) Ice Sports
- Raphael Nishimura**  
(until 23/03/2024)  
Sport Climbing
- Alberto Cavalcante Maciel Junior**  
President (until 26/03/2024) Taekwondo
- Silvio Acácio Borges**  
Judo President
- Ernesto Teixeira Pitanga**  
Triathlon President
- Enrique Montero Dias**  
President (since 24/04/2024)
- Luiz Fernando Coelho de Oliveira**  
(from 24/04/2024 until 7/11/2024)  
Aquatics



# FISCAL COUNCIL

It is one of the authorities of the BOC, like others to the General Assembly, the Board of Directors and the Ethics Council.

It has a term of office of four (4) years and is made up of three (3) sitting members and two (2) alternates, elected by the Assembly. The President will be elected from among the effective members of the Fiscal Council, at its first meeting. Meetings take place ordinarily, once a quarter, and extraordinarily, when called by its President or by the President of the BOC.

## THE FISCAL COUNCIL IS RESPONSIBLE FOR:

- > Examine the income and expense documents, and the monthly trial balances.
- > To give an opinion on the monthly balance sheets, the financial and equity balance sheet of the previous year and other matters submitted to it by its President.
- > To examine, when it deems appropriate, all the documents in the plant of its competence.
- > To approve, until December, the annual budget for the following year and the requests for budgetary and extraordinary credits.
- > Giving an opinion on the sale of real estate, or recording them in rem guarantee.

- > Organize your annual report.
- > Prepare and approve its internal regulations.

## MEMBERS OF THE FISCAL COUNCIL

### Effective Members

- > Ângelo Moniz Freire Vivacqua (President)
- > Bianca de Azevedo
- > Sebastião Dantas Ramos

### Alternates

- > Marcus de Carvalho Mussa Gaze
- > Guilherme de Oliveira Campos
- > Marcos José de Carvalho Neto

# ETHICS COUNCIL (2024 TRAINING)

The Ethics Council is the body endowed with autonomy, in charge of defining the ethical parameters expected by the BOC and its agents, based on the values and principles enshrined in the Olympic Charter and the IOC Code of Ethics, public administration and democratic tenure.

It is also responsible for investigating and judging complaints raised in relation to non-compliance with such ethical principles, including violations of the Code of Ethical Conduct and, if necessary, sanction or propose sanctions to the competent authorities.

### Members Non-Independent

- > Sami Arap Sobrinho
- > Joanna de Albuquerque Maranhão Bezerra de Melo (President until 13/01/2024))

### Independent Members

- > Humberto Aparecido Panzetti (President since 15/10/2024)
- > Guilherme Faria da Silva (President – from 14/01/2024 to 14/10/2024)
- > Eduarda Amorim Taleska (since 04/09/2024)

# ATHLETES' COMMISSION *(2024 FORMATION)*

Formed by great highlights of national sport, the COB Athletes' Commission (CACOB) was created in 2009, following the model of the Athletes' Commission of the International Olympic Committee (IOC). The following is the training in force in 2024:

**Yane Marques**  
modern pentathlon  
President  
(until 20/03/2024)

**Fabiano Peçanha**  
athletics  
President  
(since 20/03/2024)

**Poliana Okimoto**  
marathon swimming  
Vice-President  
(as of 20/03/2024)

**Adriana Aparecida da Silva**  
athletics

**Ana Sátilla**  
canoe slalom

**Bárbara Seixas**  
beach volleyball

**Beatriz Futuro**  
rugby

**Clodoaldo do Carmo**  
athletics

**Edson Bindilatti**  
bobsled

**Eduarda Amorim**  
handball  
(until 03/07/2024)

**Emerson Duarte**  
shooting sports

**Fernanda Nunes**  
rowing

**Francisco Barretto**  
artistic gymnastics

**Gilvan Bitencourt Ribeiro**  
artistic gymnastics

**Gustavo Guimarães**  
canoeing speed

**Hortência Marcari**  
water polo

**Jade Barbosa**  
artistic gymnastics

**Janice Gil Teixeira**  
shooting  
(since 04/09/2024)

**Jaqueline Antônia Ferreira**  
weightlifting  
(since 9/04/2024)

**Jaqueline Mourão**  
mtb cycling/cross-country  
skiing/biathlon

**Jefferson Sabino**  
athletics

**Joana Cortez**  
tennis

**Juan Nogueira**  
boxing

**Lígia Santos da Silva**  
table tennis  
(since 9/04/2024)

**Lucas Duque**  
rugby sevens

**Rodrigo Santana**  
volleyball

**Thiagus Petrus**  
handball

# FEDERATIONS AFFILIATED TO THE BOC (2024)

FEDERATION	PRESIDENT
BRAZILIAN ATHLETICS FEDERATION	Wlamir Leandro Motta Campos
BRAZILIAN BADMINTON FEDERATION	José Roberto Santini Campos
BRAZILIAN BASKETBALL FEDERATION	Guy Rodrigues Peixoto Junior
BRAZILIAN BOXING FEDERATION	Marcos Cândido de Brito
BRAZILIAN CANOEING FEDERATION	Rafael Girotto
BRAZILIAN CYCLING FEDERATION	José Luiz Vasconcellos
BRAZILIAN FEDERATION OF AQUATIC SPORTS	Luiz Fernando Coelho de Oliveira (until 7/11/2024)
	Diego Rocha Dias de Albuquerque (since 7/11/2024)
BRAZILIAN FEDERATION OF SNOW SPORTS	Karl Anders Ivar Pettersson
BRAZILIAN FEDERATION OF ICE SPORTS	Matheus Bacelo de Figueiredo (until 21/12/2024)
	Emilio Strapasson (since 21/12/2024)
BRAZILIAN FEDERATION OF SPORT CLIMBING	Raphael Nishimura (until 23/03/2024)
	João Ricardo da Costa Gonçalves (from 23/03/24 to 28/03/2024)
	Thiago Campacci (since 28/03/2024)
BRAZILIAN FENCING FEDERATION	Ricardo Pacheco Machado
BRAZILIAN FOOTBALL FEDERATION	João Perdiz - interim administrator (from 10/12/2023 to 4/01/2024)
	Ednaldo Rodrigues (since 4/01/2024)

BRAZILIAN GYMNASTICS FEDERATION	Maria Luciene Cacho Resende
BRAZILIAN GOLF FEDERATION	Osmar da Costa Sobrinho
BRAZILIAN HANDBALL FEDERATION	Felipe Tadeu Moreira Lima do Rêgo Barros
BRAZILIAN EQUESTRIAN FEDERATION	Fernando Sperb
BRAZILIAN FEDERATION OF FIELD AND INDOOR HOCKEY	Bruno Patricio Oliveira da Silva
BRAZILIAN JUDO FEDERATION	Silvio Acácio Borges
BRAZILIAN WEIGHTLIFTING FEDERATION	Enrique Montero Dias
BRAZILIAN FEDERATION OF MODERN PENTATHLON	Celso Sooma Sasaqui
BRAZILIAN ROWING FEDERATION	Magali Moreira
BRAZILIAN RUGBY FEDERATION	Martín Andrés Jaco
BRAZILIAN SKATEBOARDING FEDERATION	Eduardo Musa
BRAZILIAN SURFING FEDERATION	Flávio Padaratz
BRAZILIAN TAEKWONDO FEDERATION	Alberto Cavalcante Maciel Junior (until 20/05/2024)
	Rivanaldo Ferreira de Freitas (since 28/05/2024)
BRAZILIAN TENNIS FEDERATION	Rafael Westrupp
BRAZILIAN TABLE TENNIS FEDERATION	Alaor Gaspar Pinto Azevedo
BRAZILIAN ARCHERY FEDERATION	João Luiz Araujo da Cruz
BRAZILIAN SHOOTING SPORTS FEDERATION	Jodson Gomes Edington Junior
BRAZILIAN TRIATHLON FEDERATION	Ernesto Teixeira Pitanga
BRAZILIAN SAILING FEDERATION	Marco Aurélio de Sá Ribeiro
BRAZILIAN VOLLEYBALL FEDERATION	Radamés Lattari
BRAZILIAN WRESTLING FEDERATION	Flavio Cabral Neves
NATIONAL FEDERATION OF SPORTS DANCE	Patric Machado Tebaldi



# PROJECT OFFICE

The area is responsible for adopting the best governance and tenure practices, promoting the continuous improvement of processes, aligning the strategy with the projects and providing support to Senior Management in decision-making.





## THE FOLLOWING ACTIVITIES ARE UNDER THE RESPONSIBILITY OF THE AREA:

- > Governance; Normative; Strategic Planning; Performance Indicators; Quality Management System Certification ; Management Projects; Management, Ethics and Transparency Program – GET.

## MAIN DELIVERABLES

### GOVERNANCE

Assistance in meetings: Assembly: 03 (2 ordinary and 1 extraordinary); Board of Directors: 12 meetings held (6 ordinary, 3 extraordinary, 3 electronic systems); Board of Directors: 304 meetings held (257 electronic and 47 face-to-face).

### MANAGEMENT OF REGULATIONS

61 regulations (resolution, regulations, policies, procedures, manuals, practical guides) were prepared and/or revised together with the areas. The regulations are available on the COB website and/or on the COB online, acknowledged and agreed jointly with classification of the information of the COB Information Security Policy.

### MANAGEMENT OF CORPORATE RISK

A review of corporate risks was carried out, together with jointly with plant of Internal Controls. During this process, the areas identified the risks, mitigation plans, and internal controls.

### STRATEGIC PLANNING

Aligned with the Strategic Planning of the Brazilian Olympic Committee (COB), 71 indicators and goals were defined for 2024, covering all COB Boards and Areas, and are distributed in 4 (four) Strategic Pillars: Sports Result; Management and Governance in Sport; Image of the Olympic Movement and Culture and Education in Sport. Monitored quarterly, the indicators play an essential aspects in Management, which is to ancillary in the evaluation of results, in order to ensure that the BOC remains on track to achieve its goals.

From March to June, the review of the Strategic Planning 2025-2028 was carried out, jointly with the participation of the Advisory Committee, composed of the director of the Advisory Committee, general member of the Brazilian Olympic Committee (COB), member of the International Olympic Committee (IOC), president of the Athletes' Commission (CACOB), member of the BOC Board of Directors, President of the Federation and jointly with the contribution of all COB boards. The methodology was based on strategic tenure techniques and tools, based on the best practices of the corporate market and adapted to the reality of the sports segment.

### QUALITY MANAGEMENT SYSTEM CERTIFICATION

In 2024, the entity achieved the international ISO 9001:2015 certification, a seal of certification comprehensive which proves the jointly with quality commitment and continuous improvement of processes. The certification audit, focusing on the tenure process of BOC regulations applicable to the Quality Management System, was carried out on the 6<sup>th</sup> and August 7, 2024 by DNV (Det Norske Veritas) Business Assurance Assessments and Certifications Brasil Ltda.

### SATISFACTION SURVEY

8 satisfaction surveys were carried out through a questionnaire with qualitative and quantitative questions, aiming to understand the perception of internal and external users (Building Administration of the BOC Training Center and Culture and Olympic Values/Library) about quality of products, processes, services, customer service, among other aspects.

#### **Application Areas:**

Building Administration of the BOC Training Center; Services Administrative and Protocol; Culture and Olympic Values (Library); Procurement and Contracts; Project Office; Travel Management; Legal; and Information Technology.

The results obtained serve as inputs for continuous improvement, guiding efforts and enhancing results.

**PERFORMANCE REPORTS**

Issued 12 management reports with monitoring of activities; 4 project and program reports with the monitoring of progress information never plural, points of attention and next steps of projects and programs. Everyone the Programs and Projects are contributing to the strategic objectives of the Map Strategic 2021-2024.

**MONDAY TOOL**

It was held on December 16, 2024, in the Auditorium of the BOC training, the Monday Day event. The aiming was to present the task and project tenure platform, highlighting its intuitive and dynamic interface for organization of activities, projects and goal monitoring.

During the event, participants also had the opportunity to exercise what they learned through group dynamics. The event was attended by 109 employees from various areas of the BOC, and the final satisfaction evaluation was 95%.

**MANAGEMENT, ETHICS AND TRANSPARENCY PROGRAM – GET**

Another year of implementation of the GET Program has been successfully completed, the main objective of which is the continuous process of increasing the maturity in management and transparency of the Brazilian sports system. The program is supported by an online platform, with 9 areas of knowledge; 35 themes and 336 questions grouped into 5 different levels of maturity, which generated, to arise from 2024, a total of 13,302 pieces of evidence analyzed. In this formatting, it was possible to develop sports entities with realities and characteristics so different.

In order aiming to hold the seniority of excellence, between October and November 2024, we reviewed the criteria of the GET Program, with an emphasis on the definitions of shipping and its value ranges. The process had jointly with contribution of a Committee Advisory Department, formed by representatives of the BOC, IOC, CACOB and sports entities.

**EDUCATIONAL ACTIONS TO SUPPORT SPORTS ENTITIES**

- > Management, Ethics and Transfer Webinars: Mental Health;
- > Women in Sports;
- > Manipulation of Competitions; and
- > Sustainability.

Participated, on average,  
**93**  
professionals of  
**32**  
sports entities  
by webinar.

The overall assessment  
of the webinar cycle, at  
the maximum levels of  
satisfaction, was  
**99%**

During the year,  
**10**  
support meetings  
to sports entities.



GET PROGRAM RESULTS:

Adhesion of  
**38**  
sports entities:

**33** olympic games  
**4** pan-americanas games  
**1** university student

OLÍMPICAS	
Brazilian Federation of Snow Sports	Brazilian Shooting Federation
Brazilian Federation of Basketball	Brazilian Canoe Federation Brazilian
Cycling Federation	Brazilian Boxing Federation Brazilian
Sailing Federation	Brazilian Badminton Federation
Brazilian Table Tennis Federation	Brazilian Taekwondo Federation
Confederação Brasileira de Skateboarding	Brazilian Surfing Federation
Brazilian Fencing Federation	Confederação Brasileira de Wrestling
Brazilian Federation of Ice Sports	Brazilian Rowing Federation
Brazilian Triathlon Federation	Brazilian Survey Federation of Weights
Brazilian Archery Federation	Brazilian Association of Sport Climbing
Brazilian Sailing Federation	Brazilian Pentathlon Federation Modern
Brazilian Table Tennis Federation	Brazilian Golf Federation
Brazilian Federation of Skateboarding	Brazilian Federation of Hockey Grass
Brazilian Fencing Federation	National Sports Dance Council
Brazilian Federation of Ice Sports	Brazilian Federation of Aquatic Sports
Brazilian Triathlon Federation	Brazilian Handball Federation
Brazilian Archery Federation	

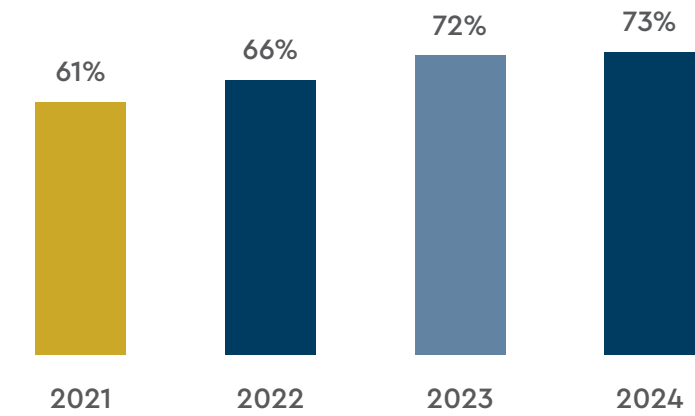
PAN AMERICANAS
Brazilian Bowling Federation
Brazilian Hockey and Skating Federation
Brazilian Squash Federation
Brazilian Federation of Aquatic Skiing and Wakeboarding
COLLEGIATE
Brazilian Federation of University Sports

DEFINITION OF THE SIZES OF SPORTS ENTITIES

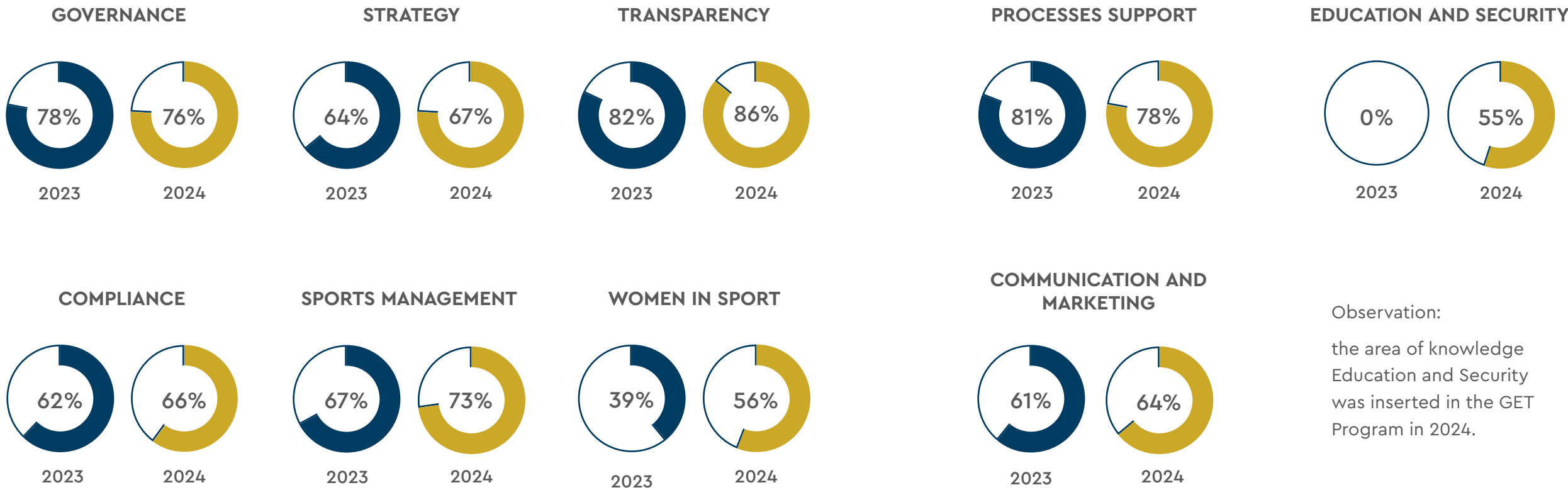
MATURITY LEVELS

1   INITIAL	2   ACQUAINTANCE	3   STANDARDIZED	4   MANAGED	5   OPTIMIZED
Process jointly with the law. Minimum ordered for its operation.	Processes already known, but executed without standardization. Each employee performs in a different formatting.	Known, mapped process, Formalized and with policies Set.	Standardized process, featuring efficiency measure, with performance measurement.	Efficient process, where it is also sought to carry on its business improvement actions.
DEFINITION OF SHIPPING				
CATEGORY 1 UP TO R\$ 6,000,000.00				
CATEGORY 2 FROM R\$ 6,000,000.01 TO R\$ 11,000,000.00				
CATEGORY 3 FROM R\$ 11,000,000.01				

# PERFORMANCE OF SPORTS ENTITIES IN THE GET



The program is supported by an online platform, which has 306 questions grouped into 5 different maturity levels. In this formatting, it was possible to develop sports entities with such different realities and characteristics.



Observation:  
the area of knowledge Education and Security was inserted in the GET Program in 2024.

# COMPLIANCE

It is the area responsible for supervising processes and internal controls at the BOC, as well as for tenure of compliance programs (Compliance Programs) of the entity.



AMONG THE MAIN ACTIVITIES,  
THE FOLLOWING STAND OUT:

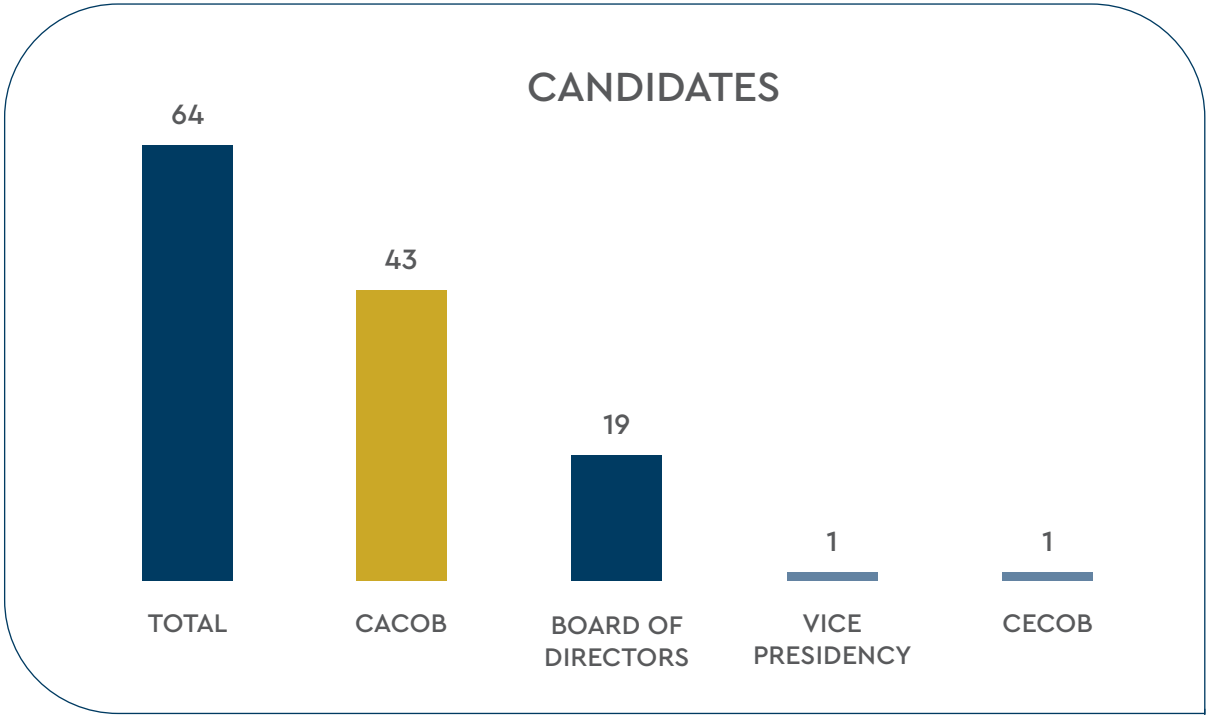
- > Management and diligence of complaints from the Ombudsman and Ethics Channel;
- > Dissemination of the culture of risk prevention and management, internal controls and Corporate Governance;
- > Adherence to the entity's internal laws and regulations in force in the country.

MAIN  
DELIVERABLES

Among the main achievements in 2024, the revision and publication of the Code of Ethical Conduct stand out.

In the same period, the Compliance plant acted directly in the election process for the following elective positions: (i) Independent member of the COB Ethics Council; (ii) Election to the position of Vice President; (iii) Election of Members of the COB Athletes' Commission (2025-2028 cycle) and (iv) General Elections of the COB (2025-2028 cycle) for President, Vice-President and Members of the Board of Directors.

ELECTIONS BRAZILIAN OLYMPIC COMMITTEE		
CYCLE	LAWSUIT	CANDIDATES
2025 - 2028	CACOB	43
2025 - 2028	BOARD OF DIRECTORS	19
2020 - 2024	VICE-PRESIDENCY	1
2020 - 2024	CECOB	1



DATA  
RELEVANT

64 integrity verification processes were carried out for candidates in the 2024 elections.





## *HUMAN RESOURCES*

The area acts as a facilitating agent in the people tenure process, making available to the other areas of the BOC the resources and instruments necessary to attract and retain the best professionals in the labor market. This is done considering the development permanent assets of qualified labor, seeking the concept maximum to to hold the right professional in the right place. It also ensures the application of labor laws through the determinations of public agencies, allowing the company to comply with statutory requirements.



# MAIN DELIVERABLES

- > Application of the new model of performance evaluation, performance appraisal, with close monitoring of managers in relation to feedback, and the implementation of the action plan, through a form filled out by all employees, in order to be more assertive in the certification and the need for training;
- > Leadership Development Program, with mentoring;
- > Awarding employees for time on the job, with medals and commemorative plaques;
- > Creation of the Competence Management and Performance Evaluation Procedure;
- > Adequacy of everyone's description the positions to meet the ISO standard;
- > Participation in the Quality Project, with Recruitment policies and Selection, Competency Management, Positions and Salaries and Training; being audited and approved to collaborate jointly with the certification received by the BOC;
- > Social and engagement actions: White January, Mother's Day lunch, action with donation of chocolates in an institution at Easter, donations to Rio Grande do Sul, actions during the Paris 2024 Olympic Games, etc.;
- > Payment payroll, admission, dismissal and other personnel management routines, acknowledged and agreed with labor laws;
- > Administration of benefits (I Owe You – IOU informal- transportation, health and dental plans, meal/day care unit tickets);
- > Payment and control of self-employed and athletes;
- > Recruitment and selection processes, following the institution's policies.



# RELEVANT DATA

We highlight the performance evaluation, performance appraisal process, which can show employees where they can improve.



# ACCOUNTING

The area is responsible for ensuring the rectitude, integrity, and accuracy of accounting information never plural, promoting financial tenure responsible and in full compliance with current regulations. Acts as a strategic pillar in support decision-making, ensuring the efficient control of resources and strict compliance with tax liabilities. Through the recording and analysis of transactions, accounting strengthens governance, boosts the financial sustainability of the organization and contributes to the comprehensiveness of its strategic objectives.



# MAIN ACTIVITIES CARRIED OUT

- > Registration of assets/rights and obligations;
- > Monthly analysis of equity and income accounts (income and expenses);
- > Systemic records of fixed assets;
- > Monitoring of the annual inventory (fixed assets and stock of uniforms for training and competitions);
- > Capture of financial/tax documents for the acquisition of goods/services in general;
- > Preparation and submission of ancillary obligations;
- > Preparation of monthly, quarterly and annual Financial Statements; and
- > Issuance of management reports requested by Senior Management, such as KPI's, accounting indicators.

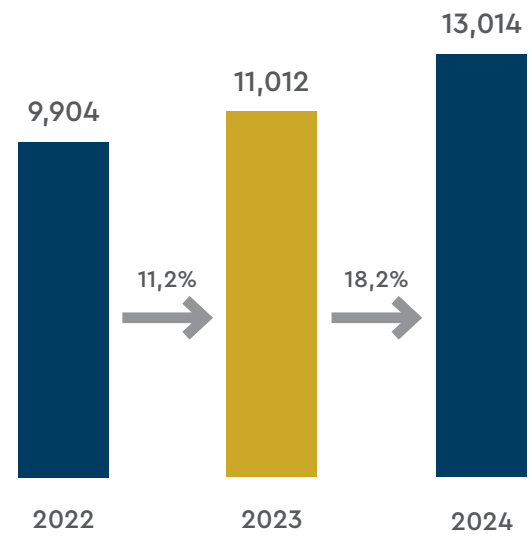
# DATA RELEVANT

2024 was challenging in all aspects, due to the fact that it was the last year of the Olympic cycle. Based on this sensitivity, it was possible to observe an increase in the financial and tax documents captured by the Accounting and Tax area (comparison between 2024 and 2023), for reason of a higher demand in the hiring of goods and services.

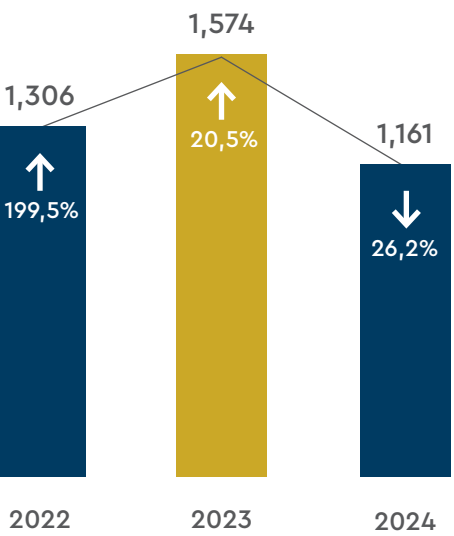
Also along these lines, we also observed a quantity higher of systemically generated accounting records, when comparing the periods of 2024 and 2023. On the other hand, there was a decrease, reduction in the registration of new assets in the asset fixed assets, since such assets are acquired in large party in the pre-Olympic year, in order to prepare Brazilian athletes for the Olympic Games.

Finally, the area maintains constant observation of current accounting standards, as well as current tax legislation, aiming to maintain adherence to internal accounting and tax processes.

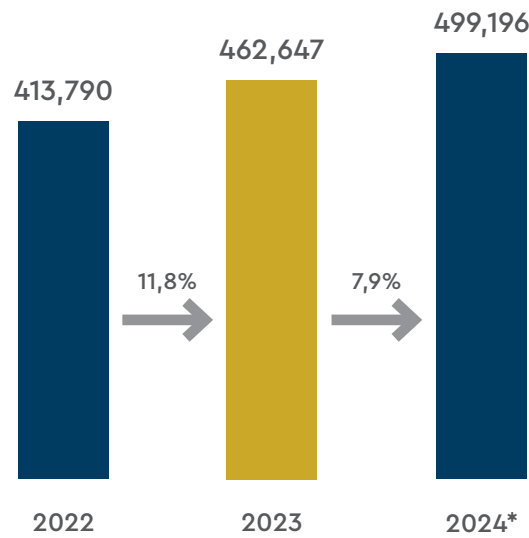
TOTAL ANNUAL FINANCIAL/  
TAX DOCUMENTS RELATED TO THE  
ACQUISITION OF SYSTEMICALLY RECORDED  
GOODS AND SERVICES



TOTAL ANNUAL ACQUIRED  
AND SYSTEMICALLY RECORDED  
PROPERTY, PLANT AND EQUIPMENT



TOTAL ANNUAL JOURNAL  
ENTRIES RECORDED SYSTEMICALLY



\* For the year 2024, an estimate was made based on an average of the variations in recent years, as the data for 2024 are currently in process conducted by independent auditors.



# ACCOUNTABILITY

The area is responsible for efficiently analyzing and approving, in an efficient format, the accountability of decentralized public and private resources to the National Sports Administration Entities (ENAD's), ensuring rectitude and the correct application of funds in accordance with the rules in force. In addition is responsible for the analysis and approval of the travel accounts of employees and non-employees who travel on behalf of the BOC.



## ROUTINE TASKS

- > Control of the regularity of ENAD's with the BOC for the receipt of Lottery funds;
- > Approval of the planning of the Lottery resource projects, decentralized to ENAD's, through the Integrated Sports and Financial Management System (SIGEF);
- > Financial analysis and approval of accountability, through SIGEF, of the resources of the Lotteries decentralized to ENAD's;
- > Identification and support to ENAD's in the process of installment of arrears of Lottery resources;
- > Execution of Special Accounting to ENAD's;
- > Training of ENAD's in SIGEF, aiming at the good use of resources, the improvement of knowledge and compliance with the standards of Accountability;
- > Management of the service channel to the federations – Federations Service Center (CAC);
- > Analysis of requests for Donation resources, monitoring of the approval and payment inflow, analysis and approval of accountability;
- > Agreements/Development Terms/Incentivized Projects: planning and preparation of the project in conjunction with the COB areas, monitoring of the execution and preparation of accountability with the state, municipal or federal spheres;
- > Analysis and approval of the rendering of accounts of: travel, reimbursement of expenses and travel advances of employees and non-employees who travel on the service of the BOC, in addition to the rendering of accounts of the Fixed Fund and Jeton;
- > Reports and presentations of support to Senior Management;
- > Accountability Indicators.

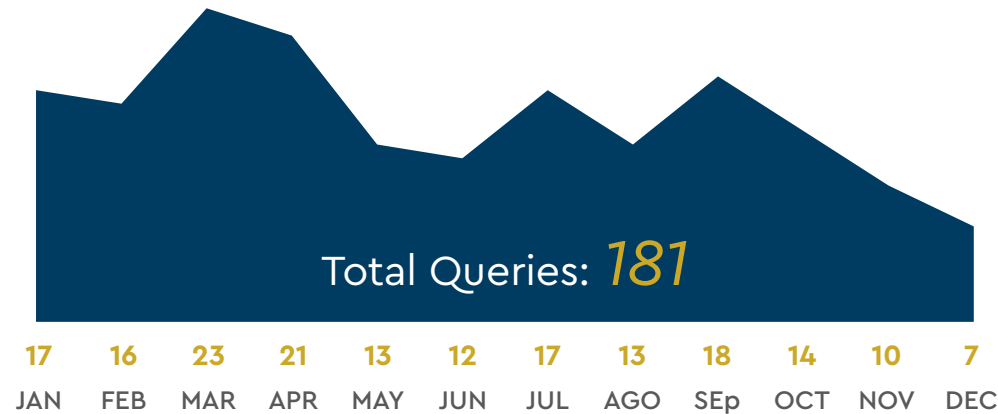
## MAIN DELIVERABLES

- > Possibility of project adjustment in the Accountability phase at SIGEF;
- > Financial Supplementation Adjustment Project at SIGEF;
- > Optimization of the Accountability Ranking Criteria;
- > Team Rio Project;
- > Participation in the Annual Meeting for the Update of Federation Managers;
- > Participation in the Paris 2024 Olympic Games;
- > Participation in the Youth Games of João Pessoa;
- > Participation in the New Olympic Federations Seminar Los Angeles 2028.

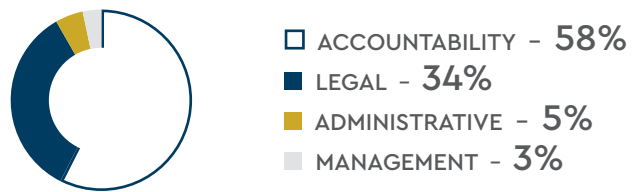
RELEVANT DATA

ACTIVITIES		RESULTS/DELIVERIES IN 2024
Federations Service Center (CAC)		181 queries answered
Analysis of Request for Donation of Resources to ENADs		124 requests for donations of resources analyzed
Analysis of Accountability of Resources Donated to ENADs		443 analyses performed
Review of the Accountability Ranking		01 review completed, and new Ranking published on 06/05/24
Revisions Resource Decentralization Policy		3 reviews carried out, and review 4 in progress
Regulatory Review	Donation Request and Accountability Procedure	2 revisions carried out, and revision 3 in progress
	Progress Procedure Accountability Report of advance without fluig	Procedure revised and published in Mar/24
	Procedure Report of Accountability of Travel without Daily Allowance / Travel Expenses	Procedimento revisado e publicado em jan/24
	Procedure Report of Accountability of advance with fluig	Review in progress
	Travel Application and Accountability Procedure	RDM in progress
	Travel Expense and Daily Allowance Reporting Procedure (Travel Expense Report)	Procedure revised and published in Oct/24
Team Rio Project	Renewal	Amendment entered into 06/26/24. Elaboration of a new Team Rio Project, with a Term of Promotion Signed on 10/18/2024.
	Accountability	4th Partial Rendering of Accounts sent in Apr/24; 5th Partial Rendering of Accounts sent in Jul/24; 6th Accountability – FINAL sent in Dec/24.
SIGEF Approvals – Project Planning and Adjustments		7,905 planning analyses and project adjustments approved in SIGEF
Receipt and analysis of Legal Documentation		An average of 137 legal documents analyzed monthly, totaling 1,643 legal documents in the year.
Pre-Analysis of Accountability of Decentralized Resources to the Federations	Initial Analysis	2061 initial pre-analyses performed
	Sanitation	1197 pre-analysis cleanups carried out
	Sanitation	439 pre-analysis remediation carried out
Installment Analysis of Decentralized Resource Accounts to the Federations	Target: Completion of Initial Project Reviews 2022 until Oct/24	Goal achieved in Oct/24
	Initial Analysis	2616 initial analyses performed
	Sanitation	2161 sanitations carried out
	Sanitation	1759 remediation carried out
	Financial Opinion	3088 financial opinions granted
Accountability of Decentralized Resources to the Federations approved and finalized		2916 Accounts approved and finalized
Analysis of COB Travel Accounts		213 analyses of travel advance accounts, and 3590 analyses of travel per diem/expense and airfare accounts
Fixed Fund Accountability Analysis		49 reviews
Jeton Request and Accountability Analytics		136 Analysis
Analysis of Expense Reimbursement Requests to Individuals		359 reviews
Training for Execution of COB Advance Trips in Major Events		3 trainings carried out
Procedure Training		1 training conducted
Training of Federations – Planning and Accountability in SIGEF		4 trainings carried out

FEDERATIONS SERVICE CENTER -  
CONSULTATIONS ATTENDED IN 2024



FEDERATIONS SERVICE CENTER -  
CONSULTATIONS BY THEME IN 2024

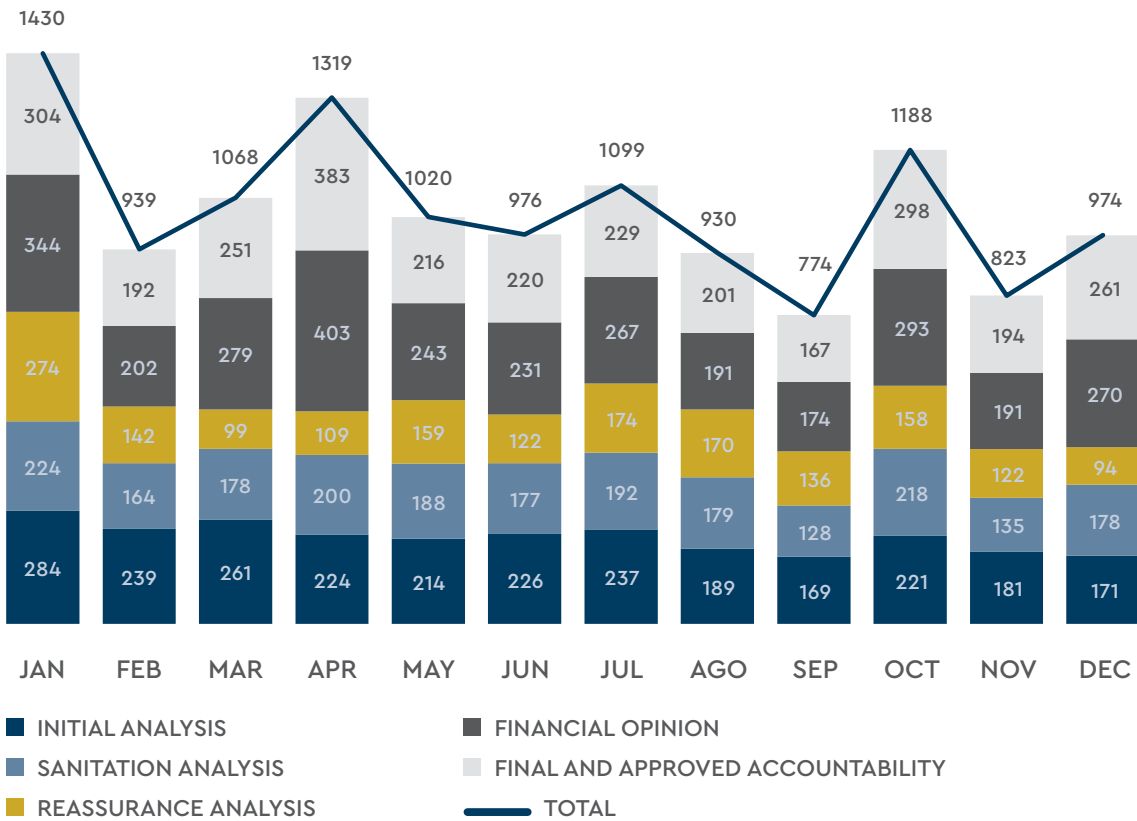


EVOLUTION COMPARED TO THE LAST THREE YEARS

EVOLUTION OF ANALYSIS AND FINALIZATION OF ACCOUNTABILITY  
DECENTRALIZED LOTTERY RESOURCES TO ENAD'S



NUMBER OF ANALYSES AND FINALIZATIONS OF ACCOUNTABILITY IN 2024  
LOTTERY RESOURCES DECENTRALIZED TO ENAD'S



As illustrated in the graph above, there was a significant evolution in the quantity of analyses carried out in the four phases of the Financial Analysis of Accountability of Decentralized Lottery Resources to ENAD's process, in the period from 2022 to 2024: Initial Analysis (12% increase), Sanitation Analysis (58% increase), Sanitation Analysis (111% increase) and Opinion Financial (45% increase). In addition, the final phase of the process, which includes the completion and cancellation of accountability, also registered an increase of 45%.

Such progress is due to the implementation of action plans in the plant, as well as the application of targets and indicators. These initiatives culminated in the fulfillment of the internal goal established for the year 2024, according to the strategic indicator of the area, which recommended the completion of the initial Accountability analyses of the projects for the year 2022 until October 2024.



# FINANCIAL PLANNING AND CONTROL

The area is responsible for coordinating, organizing, analyzing and controlling the budget plan of the COB and the federations.

The area must also ticking if what was established in the planning is being carried out and what measures are needed to correct possible budget distortions. To support decision-making, the area prepares graphs and management reports on a monthly basis and, with the help of these instruments, monitors and analyzes the results.







## MAIN DELIVERABLES

Routine tasks: analysis and consolidation of the annual budget planning of the BOC and the federations; act or fact of bringing up to date, control and report reports and financial indicators, ensuring rectitude and accuracy of information; analysis of blockages, adjustments and budget balances; continuous review of policies and procedures to ensure compliance and the efficiency of financial operations.

Participation in projects: the area plays a debt security essential aspects in several strategic projects. Among his contributions in 2024, the following stand out:

- > Training and delivery of the online dashboard of the federations, which provides an integrated and updated financial view;
- > Delivery of the request for financial supplementation in the Integrated Financial Management System (SIGEF);
- > Optimization of PCF-32 to improve internal processes;
- > Active participation in the BOC quality certification;
- > Normative Instructions and procedures for the remittance of information to the Federal Government Court of Accounts (TCU), ensuring compliance with statutory requirements

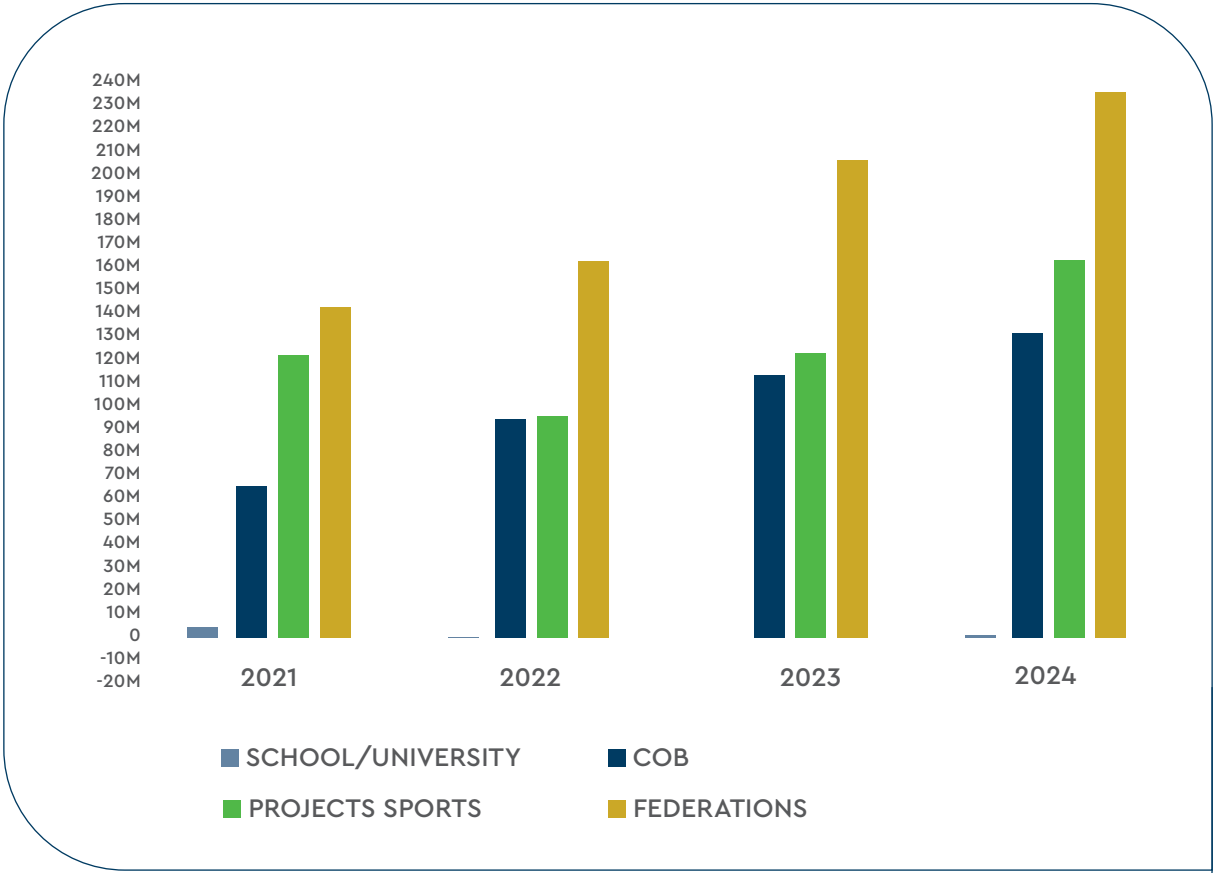
# RELEVANT DATA

In 2024, the entity received a total of R\$ 445,106,646.11 of Lotteries, an amount intended to foster various Olympic sports. This amount was distributed both through the federations and directly by the BOC, with the aiming of fostering the development of sport in Brazil. The following graph shows a significant increase in the amounts applied by the BOC from 2022 onwards.

This growth is mainly attributed to the resumption of the Youth Games, which had been canceled in 2020 and 2021 due to the Covid-19 pandemic. The return of these games represented a relevant milestone for the encouragement of sports among young athletes. In addition, there is an increase in sports projects in the years 2021, 2023 and 2024, which coincide with major sporting events: the Tokyo 2020 Olympic Games, the Santiago 2023 Pan American Games and the Paris 2024 Olympic Games, respectively. These events have driven additional investments to ensure the proper preparation of Brazilian athletes.

Although the BOC does not receive more resources for Sport School and University since June 2018, due to provisional measure No. 841, investments in these areas were maintained thanks to a residual balance available in cash. In 2024, the amounts

invested by the federations reached an all-time high, reflecting the commitment to support the Olympic sports. As a direct consequence of this investments, Brazilian athletes achieved excellent results at the Paris Games, standing out in several competitions.







## OLYMPIC SOLIDARITY

The area acts as a link between the International Olympic Committee (IOC) and the Pan American Sports Organization (Panam), ensuring that the functional areas (AFs) of the BOC, related to the to each program, have full access to the opportunities offered. In addition, it works to optimize fundraising, to monitor effectively the projects carried out and conduct the accountability process, both internal and external, with rigor and careful analysis.

# MAIN DELIVERABLES

In 2024, eleven internal areas of the BOC received support through resources from the Olympic Solidarity, totaling R\$ 5,062,501.36 raised in specific programs offered by the IOC and Panam Sports.

More than half of the resource was allocated to education programs and sports projects, directly benefiting young and adult athletes. There were several benefits, such as scholarships for coaches appointed by international federations and Brazilian federations, tenure courses organized by the BOC, acquisition of sports equipment and scholarships for athletes focused on qualification for Paris 2024.

Part of the resources was also used to cover costs of training and operations related to the Paris Olympic Games.

Another significant portion of the resources supported initiatives such as the actions of the BOC Athletes' Commission, programs aimed at Women in Sport, Sustainability and Transforma, a program of the Culture and Olympic Values area of the Brazil Olympic Committee.

Among the athletes who benefited from the support of Olympic Solidarity for qualification at the Olympic Games, only one did not qualify, while two reached the round of 16, four played in the finals and one won the gold medal.

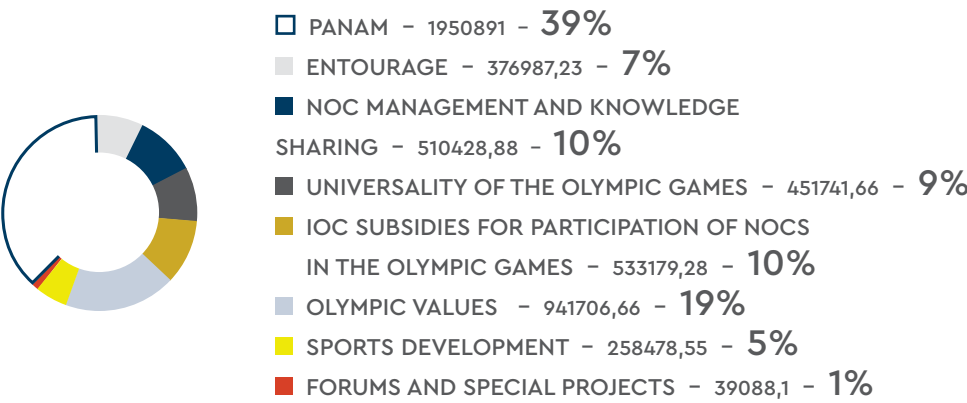
# RELEVANT DATA

Among the total collected in 2024, 61% were from SOI programs and 39% from PANAM.

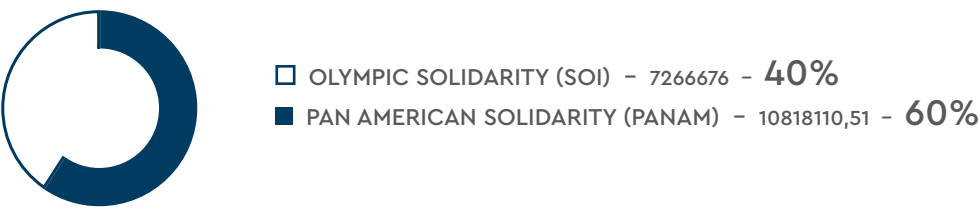




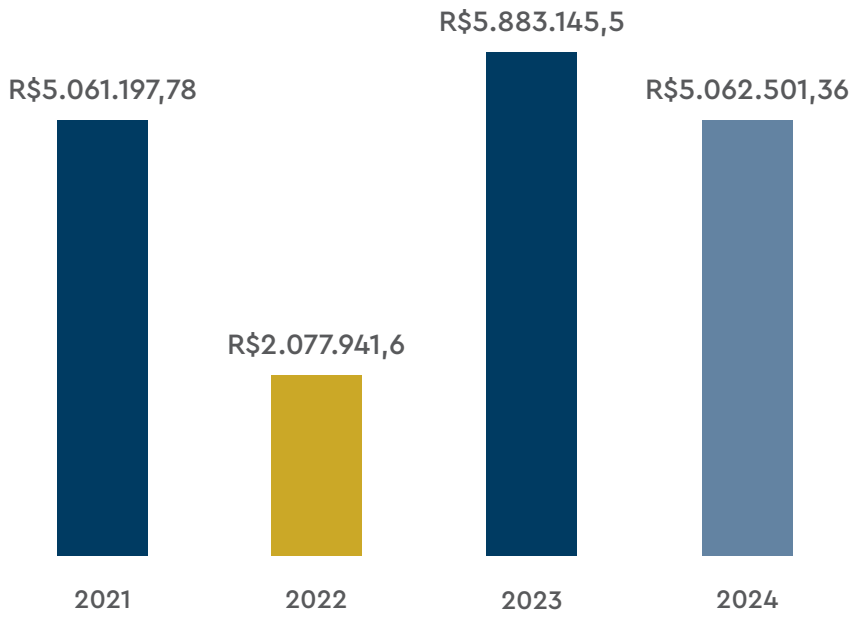
COLLECTION BY SOI AND PANAM PROGRAMS IN 2024



EVOLUTION COMPARED TO THE LAST THREE YEARS



ANNUAL COLLECTION



TOTAL COLLECTED

2021-2024

**R\$18.084.786,51**  
(\$ 3.437.925,45)





# TECHNOLOGY INFORMATION

The area is the backbone of all BOC business dealings, and is responsible for ensuring that any technologies adopted are aligned with its objectives, safe and feasible in the long term. That is, it provides guidelines for the use of technologies, develops, directs and monitors resources, improves confidentiality, integrity and availability of information and identifies opportunities for applications of new technologies.





## MISSION

Develop and maintain information systems and technological infrastructure to maximize organizational efficiency while reducing costs through process optimization and innovation. Ensure information security, always aligned with the BOC Strategic Planning.

## VISION

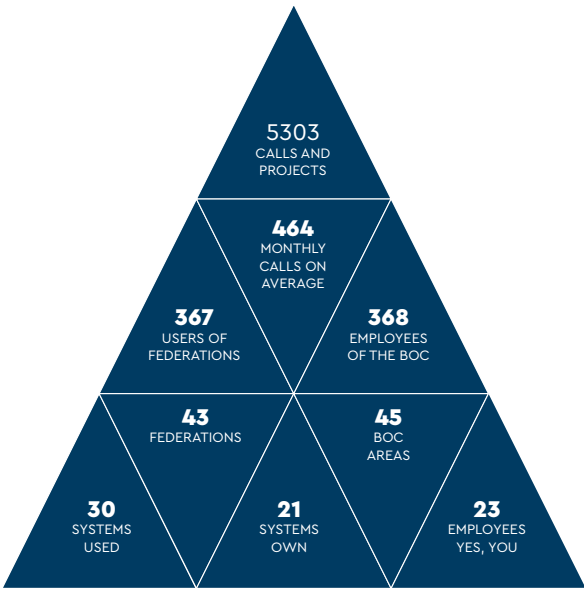
To be recognized as an efficient business in information technology, operating securely and meeting strategic and operational needs, promoting evolutions to the Brazilian Olympic Committee, generating a positive striking, impact on all affiliated entities and linked.

## MAIN DELIVERABLES

- > 190 projects and RDMs delivered;
- > 4,797 calls answered;
- > Dedicated support for the Paris 2024 Olympic Games Mission;
- > Projects: PCF32, regulatory tenure, new BOC website, Compliance and BI;
- > Design of the new technological infrastructure for the Youth Games;
- > BI projects to enhance the tenure of the BOC areas;
- > Implementation of the technological infrastructure of the Paris 2024 Mission;
- > Microsoft Copilot (IA) Workshop;
- > Implementation of the SOC (Security Operations Center);
- > media collection center in partnership jointly with Communication;
- > Call Center for General Services and Communication;
- > ODF (Olympic Data Feed) High Performance Sports Project;
- > Results System Project for the Youth Games;
- > Web Service Provider Portal;
- > Updating the server infrastructure for approval and testing;
- > Process redesign project (HR, Procurement and Contracts, Legal).



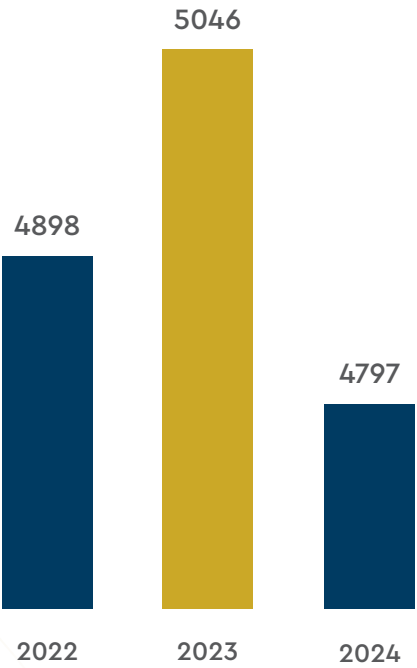
DATA FOR THE  
YEAR 2023



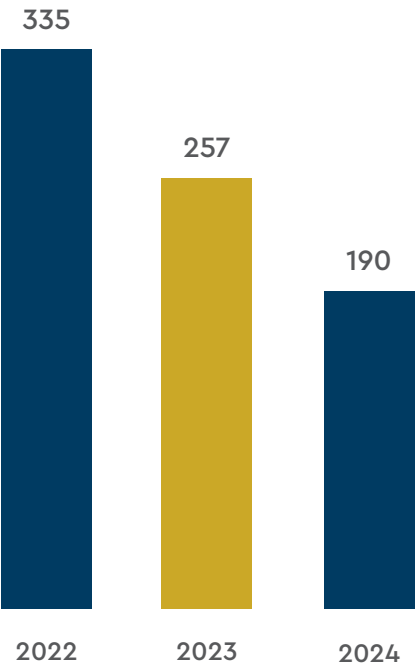
DATA FOR THE  
YEAR 2024



TICKET DELIVERIES



PROJECT DELIVERABLES







# SPORTS DEVELOPMENT AND SCIENCE SPORTS



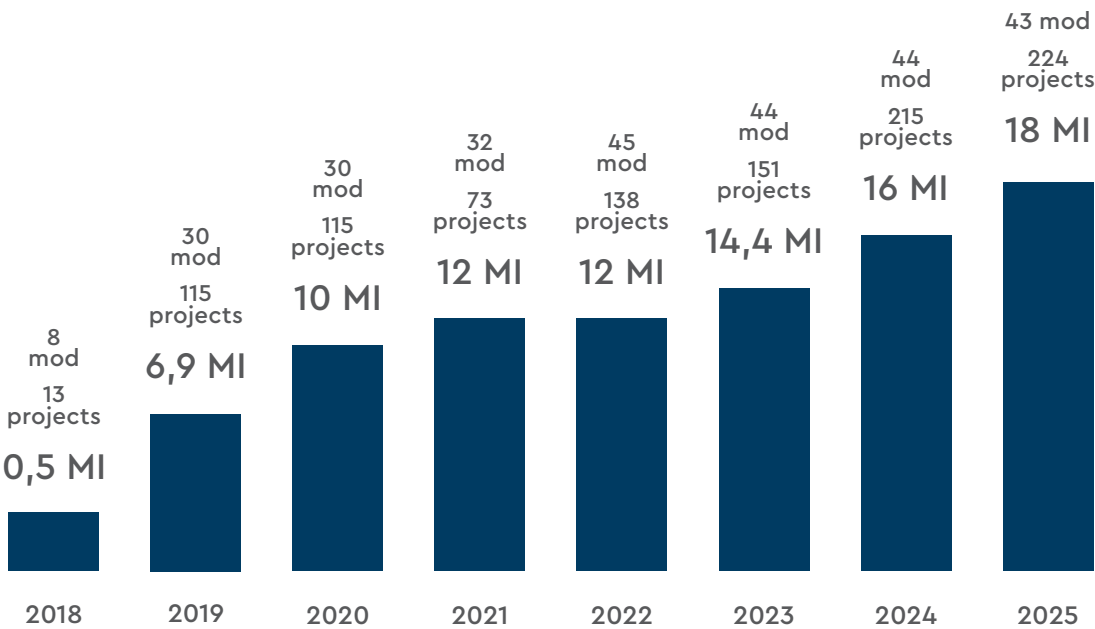


## ***SPORTS DEVELOPMENT***

The area works in the planning and implementation of strategies aimed at sports development, focusing on young athletes and the sports environments, in a systemic formatting. Its main objectives are: to provide a better environment for sports development in the federations; to guide the processes of sports training in long-term; and enhance the transition process to adult teams.

# SPORTS DEVELOPMENT PROGRAM – FEDERATIONS

Main project of the area with the aiming of financial support, so that the federations can complement the Sports Development plans of the Olympic modalities. This investment has allowed the diversification of the strategies of the federations, with an expansion of the scope of action, aiming at the development of coaches, or the work with groups of athletes who have not yet been selected for the national teams, or even the realization of concentration periods opposite diversification before the main international competitions, for example. This resource is applied in the realization of field training, participation in competitions, acquisition of sports equipment, remuneration and development of human resources, preparation of documents guiding sports development, among others.



In 2024,  
were distributed

**R\$ 16  
millions**

in

**224**  
projects

**45**  
olympic sports.

# SUPPORT FOR YOUNG ATHLETES

The Youth Athlete Support project focuses on specific actions for the development of young athletes and aims at the main sports competitions in the youth and transition categories, such as the Junior Pan American Games, Youth Olympic Games, in addition to world and Pan American championships, in preparation for future participation in the Olympic Games. In 2024, promising athletes had individualized plans to enhance their sports results and became world champions in their respective age categories, such as Lucas Fonseca - sailing, Mateus Nunes - speed canoeing and Clarice Ribeiro - judo.

In addition to supporting the world champions, investments of approximately R\$ 3,500,000.00 were made, in partnership with the federations, in 130 athletes from 30 sports. In each such 80 actions were carried out, including 25 participations in international competitions, 27 national and/or international field training, 15 evaluations of athletes and/or teams in the Olympic Laboratory, in addition to support for 11 qualifying events for the Asunción 2025 Junior Pan American Games.



## OLYMPIC EXPERIENCE

Created in 2012, the Olympic Experience Program has been providing young athletes with the experience of the Games environment. The aim is to minimize the striking impact of the dazzle of the first Olympic experience as athletes. Big names have already passed through the program, such as Martine Grael, Thiago Braz, Felipe Wu, Isaquias Queiroz, Rebeca Andrade, Edival Ponte "Netinho" and Bia Ferreira.

For the Paris edition, the program selected 12 young people aged between 18 and 23 years old, who have potential for future classification and Olympic results. The athletes were divided into 2 blocks and, for a week, they were able to live the experience and the environments of the Games through a series of actions; such as the visit to the Olympic Village and the training base of Team Brazil, the monitoring of sports competitions, training of Brazilian athletes, conversations and switching of experiences with the Olympic ambassadors, in addition to participate in the celebrations at Parque Time Brasil, in São Paulo. The athletes 2024 were: Celine Bispo - swimming; Isabelle Estevez - archery; Julia Kudiess - block volleyball; Kailanny Cardoso - judo; Lucas Fonseca - sailing; Matheus Melecchi - open water; Pedro Oliveira - beach volleyball; Rebeca Lima - boxing; Ryan Kainalo - surfing; Taiane Justino - weightlifting; Thiago Resende - athletics; and Yuri Guimarães - artistic gymnastics.



## COACH DEVELOPERS TRAINING PROGRAM

Starting in August 2024, in the first half of 2024, the coach developer training program was completed, whose aim main was to train professionals with the skills necessary for planning, conducting, and evaluating coach development initiatives and programs and coaches.

In this first edition, in a selection process open to all federations, 48 professionals, representing 22 sports, applied. After analyzing the professional curriculum, the field of activity in the federation, the planning of future actions, and compliance with the minimum quantity of women, the process was concluded jointly with the selection of 20 professionals; 11 men and 9 women, representing 17 sports, in addition to 2 BOC employees and a representative of the Olympic Training Center and Research.

Part of the program had an emphasis on the improvement of professionals to work in the development of coaches, with emphasis on the use of mentoring as a training strategy.

## MENTORING FOR FEDERATIONS

Mentoring is a program that, since 2022, has offered specialized support for the systematization of guidelines for the long-term development of athletes and structuring of training initiatives aimed at coaches, following the premises of the BOC Sports Development Model. The federations are instructed to create task groups, which include managers, researchers and specialists in the sport, so that, based on a reflective process, they can define new paths for the development of the sport.

In 2024, the following modalities participated in the process aimed at coach development initiatives: athletics, swimming, fencing, weightlifting, tennis, triathlon, and shooting. In the process focused on the path of development of athletes, we had the following modalities: snow sports (cross country and biathlon), rhythmic gymnastics, golf and archery.





## **SPORTS DEVELOPMENT MANAGEMENT DIAGNOSIS**

A tenure tool that enables the BOC to map the processes and structures offered by the Federations for the Olympic sports, with compliance with the development of young athletes, focusing on the youth teams, and the development system sports. In 2024, an External Committee, composed of 5 professionals from different federations (Claudio Castillo - CBAT; Marcia Aversani - CBG; Eduardo Medeitos - CBHg; Marcus Agostinho - CBJ; Gabriel Karnas - CBDG) and a consultant in statistics and multifactorial analysis (Prof. Dr. Filipe Quevedo - UFMS), was responsible for reviewing the Diagnosis and proposing improvements, which were later appreciated by the COB Board of Directors. In 2024, the Modalities were acknowledged and agreed to 24 critical success factors, organized into 3 axes: National Team Environments, National Athlete Development Structure and Organization and Structure for Sports Promotion.

## **SPORTS DEVELOPMENT WORKSHOP**

The Workshop is a strategy for leveling information between the different tenure teams responsible for the development of the modalities and young athletes. In 2024, it was held in format face-to-face, in the auditorium of the BOC Training Center, jointly with the participation of about 70 managers, technical coordinators and coaches from 42 Olympic sports. In this issue, discussions with the federations aimed to reflect on specific moments of the Athlete Development Path, such as the Training and Competing stage and the Transition from Junior to the Adult seniority.

Based on the analysis of the national and international competition calendars, sports intelligence strategies and the path to Olympic qualification were discussed, in addition to performance indicators. Finally, managers and Technical coordinators responsible for the modalities worked on the elaboration of individualized plans for young athletes and on the definition of criteria and support for the different development groups, an essential aspect for participation in the Support Program for Young Athletes, offered by the area.

# SPORT AND YOUTH

## YOUTH GAMES

The Brazilian Olympic Committee has an plant dedicated to the planning and realization of the Youth Games, a multi-sport event of great relevance in the national sports scene. For more than 20 years, the Youth Games have yearly brought together representatives of the 27 Federation Units, totaling more than 4,000 athletes up to 15 years old in competitions of 18 Olympic sports.





The main objectives of the event are:

1. To stimulate the practice of sports in youth;
2. Strengthen grassroots sports in the country;
3. Identify young people with sporting potential;
4. Spread the Olympism and the Olympic Values;
5. Contribute to education through sport.

The 2024 edition of the Youth Games, held in João Pessoa, Paraíba, from November 13 to 28, represented the most relevant initiative of the BOC in promoting sports in base and in the identification of athletes with potential. The event brought together athletes from all over the country and promoted comprehensive development actions, in line with the Olympic Values. This report presents the main results and impacts of the edition, highlighting quantitative data and qualitative relevant to the project assessment.

## PARTICIPATION

Number of athletes:

**4.125**

**2.072** women

**2.053** men representing all Federation Units.

The most numerous delegations:

**1<sup>st</sup> > RJ** 212 members

**2<sup>nd</sup> > SP** 205 members

**3<sup>rd</sup> > PR** 203 members

**4<sup>th</sup> > PE** 202 members

**5<sup>th</sup> > DF** 201 members

Number of tests taken:

**196**

Medals disputed:

**1.542**

Sports facilities:

**27**

competition arenas, **10** of which were operating simultaneously.

Organizing Committee:

**182** people.

Arbitrators

**542**

(**37%** women)

Number of schools represented:

**2.142**

Students impacted in the Transforma and Você nos Jogos program:

**+ 1.500**

Number of volunteers:

**148**

Accommodation rates: more than

**35.000**

contracted daily rates.

Restaurante oficial: More than

**65.000**

meals served.

More than

**2.500**

vehicle allowances.

# BEYOND SPORTS COMPETITION

The 2024 Youth Games in João Pessoa boosted several social and educational impact initiatives. The BOC reaffirmed its commitment to the integral development of athletes and the promotion of Olympic Values through programs such as Ambassadors, Safe Sport, Women in Sport, and Transforma. Sustainability Actions, the Memorabilia space, the Library and the Education and Doping Prevention activities were also present, promoting awareness, engagement and education through sport.

# COMMUNICATION

The communication area of the 2024 Youth Games mobilized a robust team to ensure complete coverage and dissemination of the event. In each such, 144 professionals were involved, with the support of 4 external producers, in addition to 96 accredited press professionals and 25 journalists representing the delegations. This structure allowed the production of high-quality contents and the dissemination of information to a wide public."

The results achieved by the communication area were expressive, reflecting the interest and engagement of the public with the event. Team Brazil's YouTube channel recorded an increase of 10,000 new subscribers, driven by the 2.4 million views achieved. The live conveyance of 40 dispute sessions, totaling 190 hours, provided sports fans with the opportunity to closely follow the performance of young Brazilian talents.

The Youth Games Instagram stood out as a platform of great reach and engagement, consolidating itself as a strategic channel of communication for the event. The official account registered 14 million impressions, reaching 2.5 million people and generating more than 400 thousand interactions. In addition, the external links published on the platform received 133 thousand visits, demonstrating the public's interest in learning more about the Games and its participants.

# ATHLETES IN TEAM BRAZIL MISSIONS

The Youth Games contribute significantly to the training of high-performance athletes, serving as a gateway to the international sports scene. The relevance of the event is evidenced by the percentage of athletes who have passed through the Games and later joined BOC international missions.

TABLE WITH THE PERCENTAGES AND EVENTS:

EVENTS	PERCENTAGE OF ATHLETES WHO HAVE PASSED THROUGH THE JJ
Pan American Games Lima 2019	30%
Tokyo 2020 Olympic Games	27%
Paris 2024 Olympic Games	37%
Junior Pan American Games Cali 2021	74%
South American Games Asuncion 2022	34%

The percentages of athletes who participated in the Youth Games and were part of the Brazilian delegations in the aforementioned events refer to the modalities that are part of the Games' sports program.

The 2024 edition of the Youth Games in João Pessoa confirmed the sum of the event as a platform for the development of grassroots sport and the promotion of Olympic Values. The data presented in this report demonstrate the positive impact of the program in several areas, from sports performance to development of athletes, and the socioeconomic impact on the host city.



# TRAINING CENTER AND OLYMPIC LABORATORY

The Brazilian Olympic Committee and Training Center aims to provide support services to athletes of the Brazilian youth and adults teams through the areas of Athlete Health, Sports Science and Technology and Sports Preparation, which together make up the concept of the Olympic Laboratory.



ITS OBJECTIVES ARE:

- > To act in an integrated formatting in the support of young and adult athletes, from the prospect of sports performance;
- > Propose more effective and efficient methods, standards, procedures, protocols and conducts of evaluation and training, based on scientific knowledge;
- > Guide and develop professionals in the ability to work with resources, technical and technological innovations applied directly in the evaluation, monitoring, training and development of athletes;
- > Provide sports infrastructure support and sports services for the realization of training camps and competitions;
- > Promote the exchange of information and technical and scientific cooperation among professionals involved in Sports Science.

RELEVANT DATA

Considering the three areas of the CT-COB (Athlete Health, Sports Preparation, and Science and Technology), we obtained the following numbers in 2024:

975  
Athletes served.

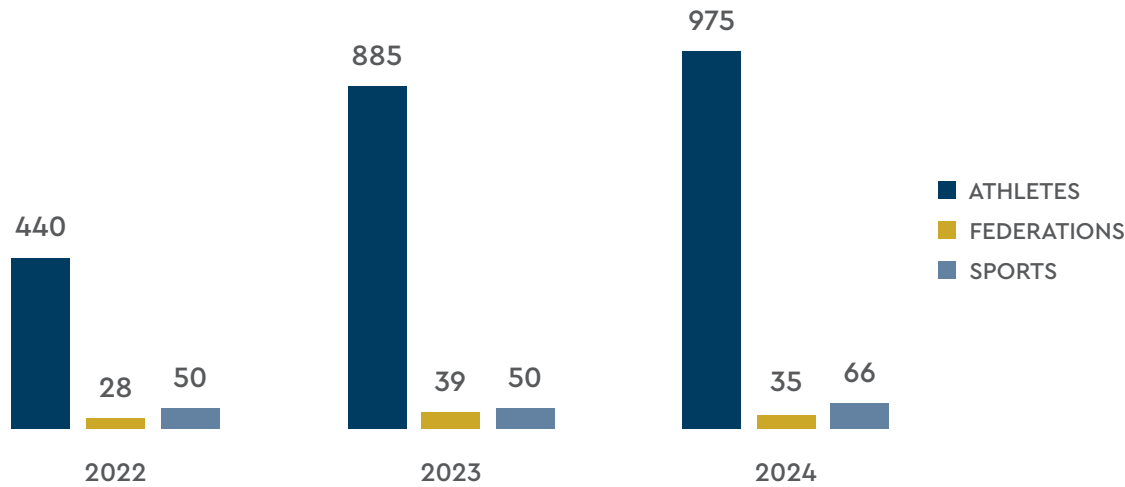
36  
Federations served.

66  
Modalities served.  
60.320  
Attendances performed.

MAIN DELIVERABLES

- > Evaluations and monitoring of sports performance indicators (\*);
- > Development of evaluation protocols, technological support for the modalities and injury evaluation and prevention programs for athletes;
- > Assistance to athletes, coaches and multidisciplinary teams, in person format at the BOC Training Center, in places intended for the specific training of the modality, in training camps, in competitions and remote format, through videoconferences;
- > Assistance for medical emergencies and hospital needs, remote care to guide interventions, use of medications and support for athletes;
- > Performance at the Paris 2024 Olympic Games, reaching 92.98% of Olympic athletes with health, performance and technologies services in the Olympic Village, competition and training venues and other sub-venues.
- > Coordination of the Youth Games Evaluation and Monitoring Center in Aracaju, where 91.35% of the more than 4,000 participating athletes were evaluated, with body measurements, physical and motor tests.

EVOLUTION COMPARED TO THE LAST THREE YEARS







## ATHLETE HEALTH

The area concentrates its specialties to accomplish evaluations, monitoring; support and guide athletes and federations in the development of actions aimed at the health and longevity of the athlete. In addition, it takes care of the organization of assistance services in TCs and Missions. It is made up of the following departments: medicine; physiotherapy; massage therapy; nutrition; dentistry; pharmacy and mental health (psychology and coaching), which, acting together and integrated with the other areas of knowledge of the CT-COB, they support the technical commissions of athletes; federations and the Sports and Development directorates in decision-making.

In addition to supporting athletes, it acts in the approximation and interface with professionals from federations and clubs that support athletes, with the objective of standardizing; to monitor and create care protocols that can be supported and replicated.

## MAIN DELIVERABLES

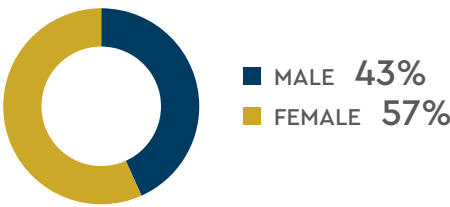
- > Improvement and organization of Athlete Health Management, working on processes and guidelines, with points of development, ideas, suggestions and guidelines with the coordinators.
- > Holding periodic meetings with the health areas of the federations, clubs and athletes, aiming to improve the support and monitoring of athletes.
- > Search for tool to capture and form a data bank with the athletes' information, in order to observe the entire evolution of their sports career, in parallel tracing a profile of the athlete with a medical record in which we will collect information never plural relevant to the development and monitoring.
- > Interface with stakeholders of rebound material and treatment in the areas of Health. Acquisition of materials and equipment aimed at service (in the CT; in the Missions and in support of the federations), which were planned within the premises of modernity; austerity and ease of transportation in Missions.
- > Response to the Control of the CT Service Request Center, ensuring compliance with procedures and deadlines and improving responses, deadlines and intervention needs.
- > Development of Health Indicators, not only quantitative, but qualitative, through control and monitoring tools, together with the Project Office to adapt to the entity's Strategic Plan.
- > Inclusion of the Dentistry area in the COB ordinance, to further improve support for target athletes.
- > Inclusion of a professional jointly with pharmaceutical expertise to improve the processes of acquisition; control and organization of medicines, aiming to mitigate losses in the control and use processes.
- > Indication, for the area of Technical-Scientific Management, of possible partnerships and/or lines of survey aimed at studies and tools related to the issues of athletes' practices, seeking to improve, to streamline and/or to accomplish academic and scientific partnerships.
- > Improvement and enhancement of interdisciplinary relationships, both in TCs and in Missions, with the development of programs/meetings and tenure models that favor the participation of all, clearly demonstrating the line of task to be developed to align expectations and solutions.
- > Development and encouragement of the approximation of high performance and development managers, in order to understand, to improve, to streamline and participate in the development of attention to the athlete.
- > Improvement of the area in the Youth Games, in order to search not only for professionals who can stand out and participate in Missions, but also to provide opportunities and give experience to young athletes, so that they have contact with the services and facilities that the BOC presents in large Missions.
- > Construction and development of a technical-scientific partnership jointly with the Brazilian Society of Exercise Medicine and the Brazilian Society of Sports Physical Therapy.
- > Development of injury assessment and rebound protocols for the modalities, guided by customized evaluations by sport modality that guide the activation and injury prevention work for athletes.
- > Assistance to athletes, coaches and multidisciplinary teams of face-to-face format at the BOC Training Center, in the places intended for the specific training of the modality, in training camps, in competitions and remote format, through videoconferences.
- > Assistance for medical emergencies and hospital needs, remote care to guide interventions, use of medications and support for athletes.
- > Performance, at the Paris 2024 Olympic Games, in the organization, planning and assistance in the logistics of medical-hospital materials; assembly of bases and support to Olympic athletes and the entire TEAM BRAZIL delegation in the Olympic Village, in the competition and training venues and in other sub-headquarters.



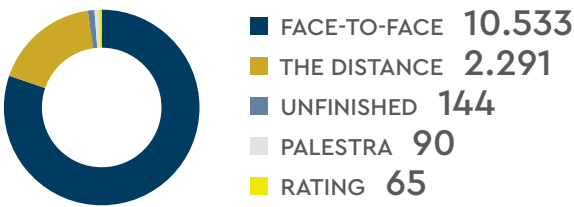
INDICATORS – HEALTH AREA

AREA: ALL

ATHLETES SERVED BY GENDER



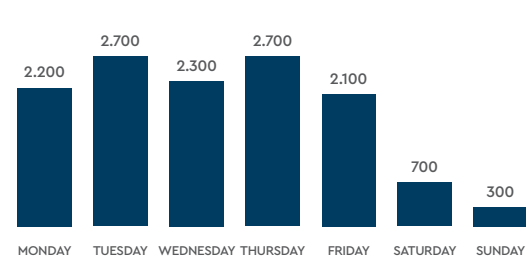
SERVICE BY FORM



SERVICE BY AREA



DISTRIBUTION OF CARE PER DAY



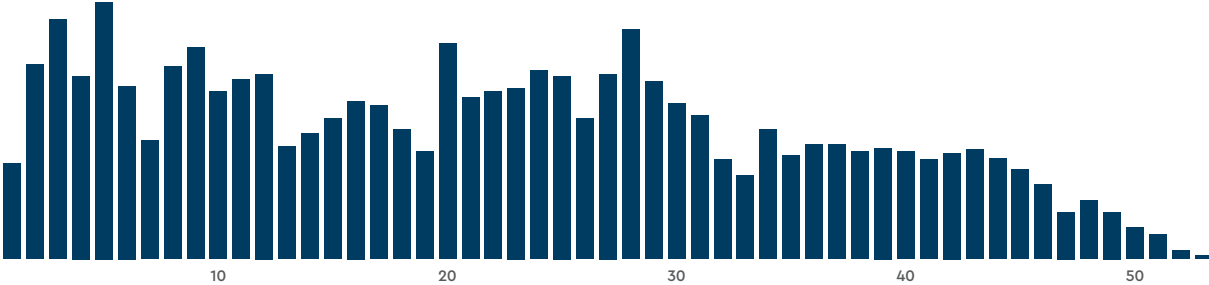
13mil  
Appointments  
made

601  
Scheduled  
people

64  
Modalities

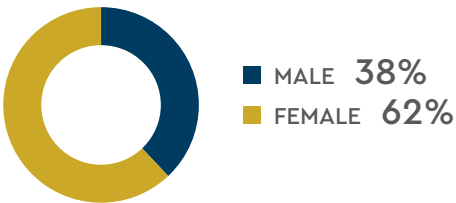
36  
Federations

ATTENDANCE PER WEEK

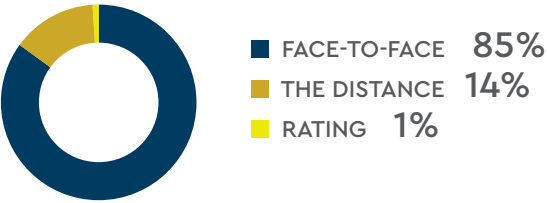


AREA: MEDICINE

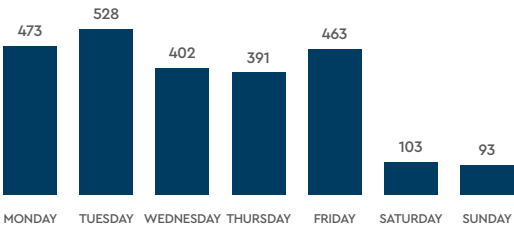
ATHLETES SERVED BY GENDER



SERVICE BY FORM



DISTRIBUTION OF CARE PER DAY



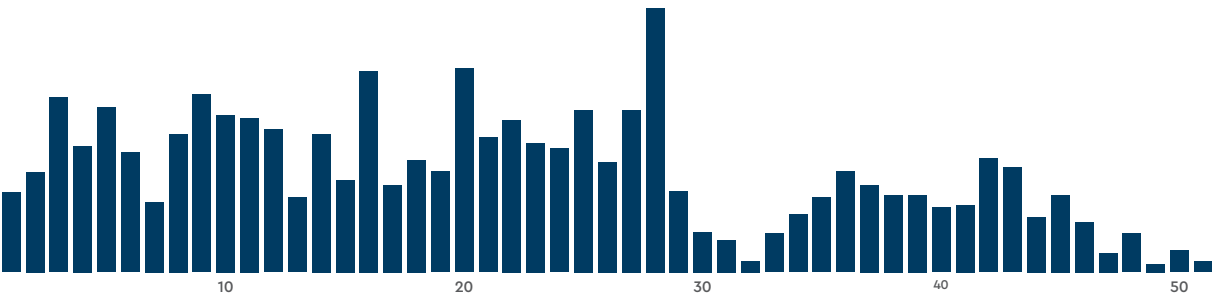
2.453  
Schedules  
made

311  
People  
scheduled

52  
Modalities

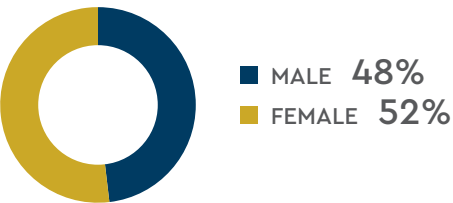
31  
Federations

ATTENDANCE PER WEEK

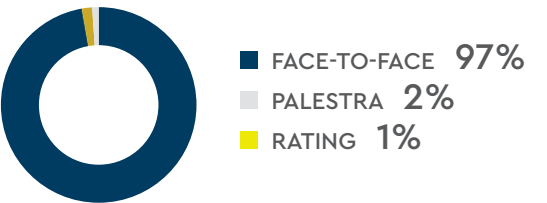


AREA: PHYSIOTHERAPY

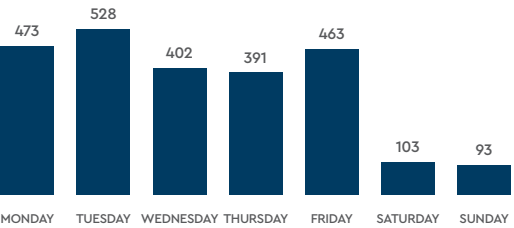
ATHLETES SERVED BY GENDER



SERVICE BY FORM



DISTRIBUTION OF CARE PER DAY



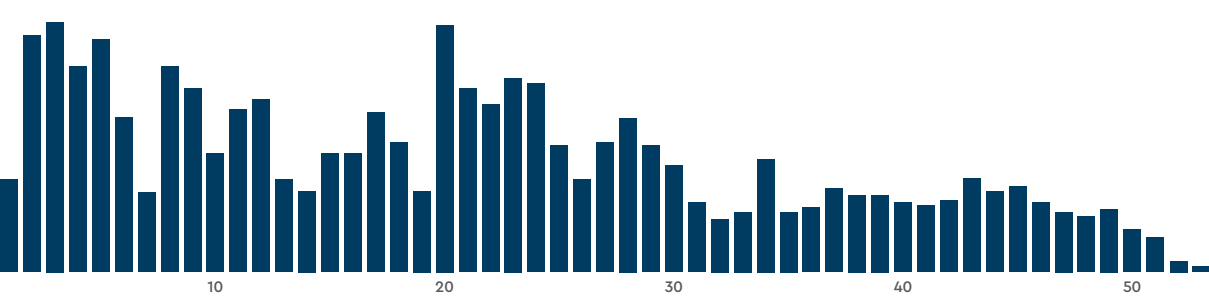
4.894  
Schedules  
made

349  
People  
scheduled

42  
Modalities

31  
Federations

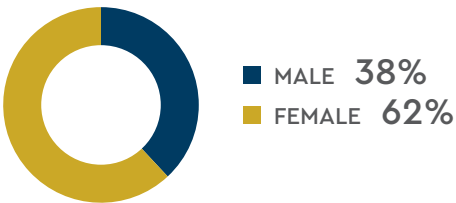
ATTENDANCE PER WEEK



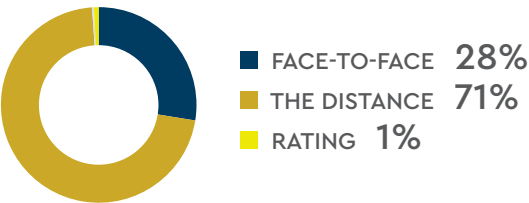


ÁREA: NUTRIÇÃO

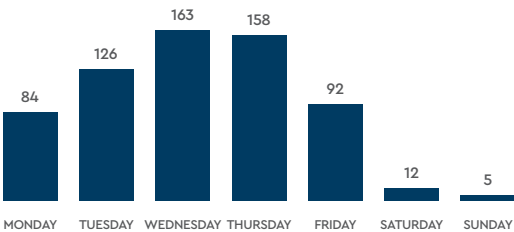
ATHLETES SERVED BY GENDER



SERVICE BY FORM



DISTRIBUTION OF CARE PER DAY



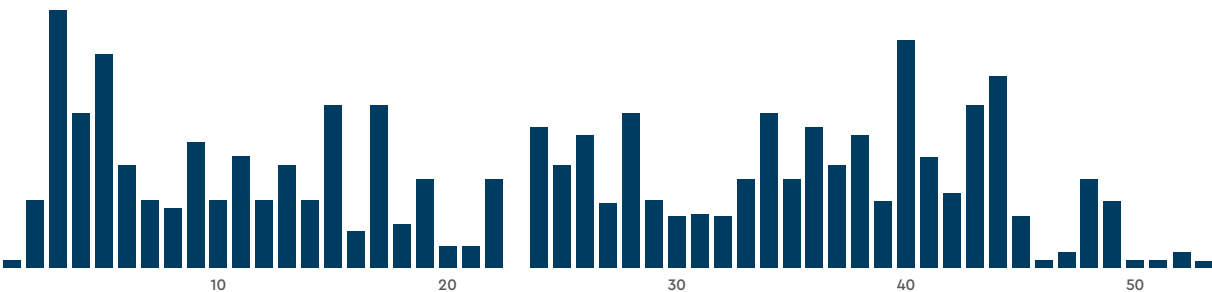
**640**  
Schedules  
mades

**113**  
People  
scheduled

**29**  
Modalities

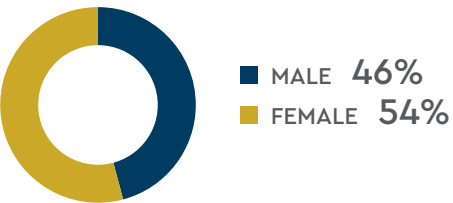
**24**  
Federations

ATTENDANCE PER WEEK

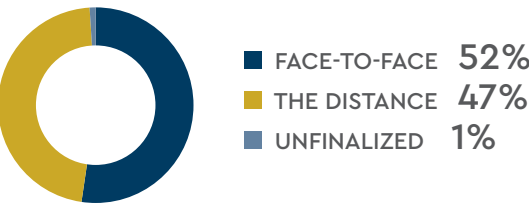


ÁREA: PSICOLOGIA

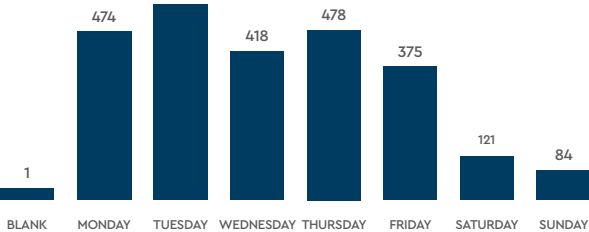
ATHLETES SERVED BY GENDER



SERVICE BY FORM



DISTRIBUTION OF CARE PER DAY



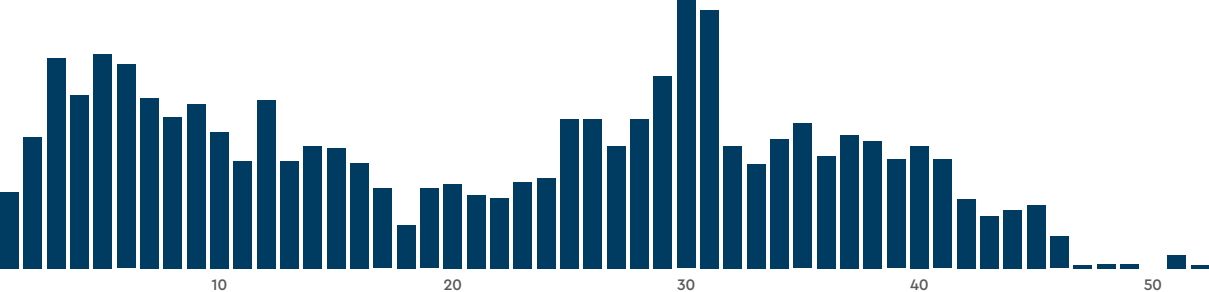
**2.509**  
Schedules  
mades

**157**  
People  
scheduled

**32**  
Modalities

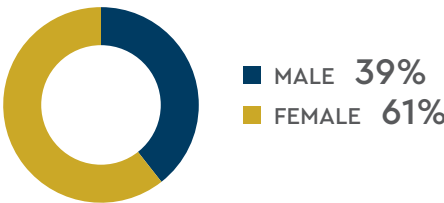
**23**  
Federations

ATTENDANCE PER WEEK

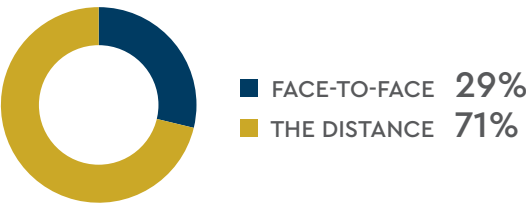


ÁREA: COACHING

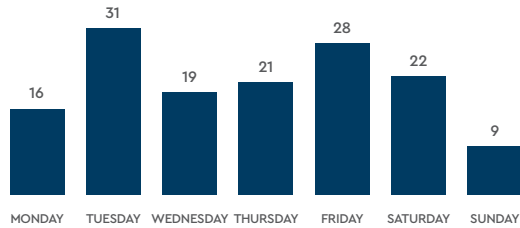
ATHLETES SERVED BY GENDER



SERVICE BY FORM



DISTRIBUTION OF CARE PER DAY



146

Schedules  
mades

33

People  
scheduled

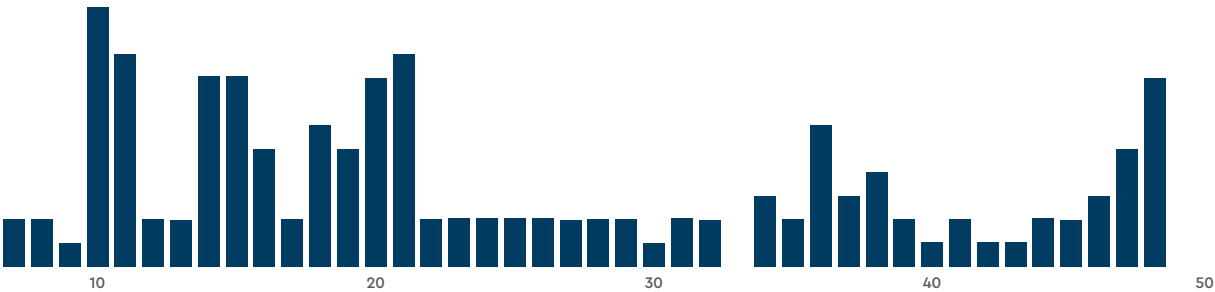
8

Modalities

7

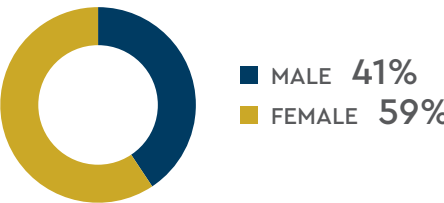
Federations

ATTENDANCE PER WEEK



ÁREA: MASSOTERAPIA

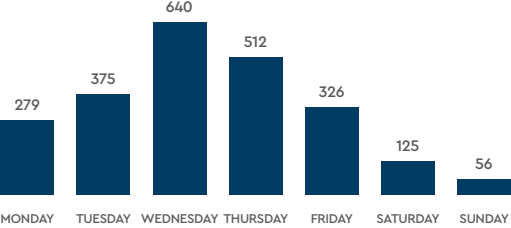
ATHLETES SERVED BY GENDER



SERVICE BY FORM



DISTRIBUTION OF CARE PER DAY



2.313

Schedules  
mades

182

People  
scheduled

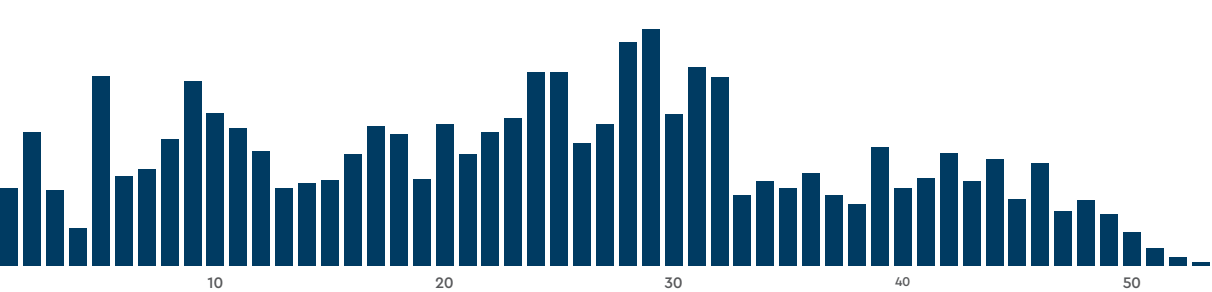
31

Modalities

22

Federations

ATTENDANCE PER WEEK





# EDUCATION AND DOPING PREVENTION

The area preserves the sacred right for Brazilian athletes to compete and to train in a doping-free environment, preserving ethics in sport and also the health of athletes. Thus, the aiming is to ensure that athletes have their rights to anti-doping information and education met, as provided in the WADA Athletes' Rights Act.



We carry out several individual and group educational actions for Team Brazil athletes, club athletes, coaches, doctors, nutritionists, massage therapists and physiotherapists, in order to raise awareness and inform the sports community that it is essential and essential aspects to care for Fair Play.

To this end, we support and honor the actions of the World Anti-Doping Agency - WADA, the International Federations and the Brazilian Doping Control Authority - ABCD related to prevention and education or that compliance with to doping control.

RELEVANT DATA

4.007

lectures aimed at athletes, doctors, physiotherapists, coaches and athlete support staff.

122

individual consultations.

38

federations served.

13.850

accesses to the Anti-Doping page.

1.300

to the BOC's AI application.

31.080

to Youtube and VIMEO.

MAIN ACTIVITIES CARRIED OUT

- > Participation in Partiu Gangwon – Winter Youth Games 2024;
- > Launch of the new BOC Anti-Doping Policy;
- > Participation in the Brazilian Anti-Doping Forum;
- > Participation in the WADA Annual Symposium;
- > Support for Team Brazil's mission at the Paris 2024 Olympic Games;
- > Participation in the Youth Games in partnership jointly with ABCD;
- > Participation in the Meeting of Team Leaders for the Paris 2024 Games;
- > Participation in the Annual Meeting of Managers;
- > Update of the area's process and procedure flows;
- > Update of the Management, Ethics and Transparency Program – GET;
- > Update of the area's Risk Management;
- > Implementation of a new educational model on anti-doping;
- > Participation in ITA webinars;
- > Participation in WADA webinars;
- > Construction of the drug search application in partnership jointly with ABCD and ANVISA.



## WOMEN IN SPORT

The area aimed to boost the development of women in sports in the most diverse roles. It works with actions aimed at promoting equity and sports performance; initiatives related to governance; the dissemination of relevant information; the survey and training; and sports projects.







## WOMEN IN SPORT COMMISSION

In 2024, the Women in Sport Commission held 2 face-to-face meetings and 1 meeting open to federations and interested professionals. At the first meeting, Pedro Dias, manager of the International Olympic Committee (IOC), was received to share the work carried out in favor of gender equity in sport. Pedro was an active voice during the meetings, he even made a presentation specifically focused on the task done at the BOC.

At the second meeting, held in October, Dr. Julia Barreira, a researcher at Unicamp, spoke about the challenges and actions to foster gender equity in sport. After this exposure to such relevant contents, the Commission decided to accomplish a second Open Meeting, with the participation of the federations and interested professionals. With the participation of 70 people, the results obtained in some recent research and strategies for confronting gender barriers were addressed.



# WOMEN'S SPORTS DEVELOPMENT PROGRAM

The Women's Sports Development Program (PDEF), created in 2023, had a significant expansion in 2024. The federations sent 79 projects, an increase of 119% per annum, and 15 sports were contemplated with actions aimed at the development of female athletes and coaches. The modalities contemplated in 2024 were: snow sports, ice sports, sport climbing, rhythmic gymnastics, field hockey, judo, weightlifting, swimming, surfing, taekwondo, table tennis, triathlon, sailing, beach volleyball and rugby.

## TARGETING TRAINERS

The International Olympic Committee (IOC) constantly reinforces the sum of finding solutions to the low percentage of female coaches working in high-performance sports and, consequently, in the Olympic Games. In order to change this reality in Brazil, the area of Women in Sport launched, in 2024, the COB MIRA - Coaches Program, which offered individualized mentoring to 10 coaches of national teams, from different Olympic modalities, as a formatting to accelerate the development of these professionals.

The objectives of the program are: to stimulate awareness and reflection; establish individual goals for the improvement of specific skills; to foster contextualized learning in practical action, with emphasis on their daily challenges; to articulate professional, interpersonal and intrapersonal knowledge; and to shore up the support network.

Mentoring was carried out through individual and group meetings over 8 months. The mentors also had the opportunity to follow their trainers in person, in their respective places of work. With the initiative, some coaches had the opportunity to travel worldwide on a basis, composing the technical commission and working jointly with the national team of their respective modality. The project was supported by NeoEnergia and Solidariedade Olímpica





The coaches covered by the Program in 2024 were:

MODE	COACH	FUNCTION
Archery	Alexandra Cardoso	Coach of the Brazilian national men's and women's base
5x5 Basketball	Bruna Rodrigues	Coach of the Brazilian national female adult
Badminton	Fabiana Silva	National team technical assistant adult male and female
Rhythmic gymnastics	Gabrielle Moraes	Assistant technique of the Brazilian as a whole
Volleyball	Helia Souza (Fofão)	Coach of the women's under-17 team
Swimming and Open Waters	Luiza Fantoni	Coach of the youth teams male and female
Judo	Maria Portela	Coach of the men's and women's youth teams
Beach volleyball	Nayara Pontes	Assistant technique of the Brazilian under
Athletics	Sandra Regina Crul	Coach of national seniority athletes
Rugby	Rafaela Turola	Head coach of the women's youth team

## WOMEN'S PERFORMANCE

In 2024, the Women in Sport area, together with the Sports Sciences of the Olympic Laboratory and the Team Brazil Training Center, created the Female Athlete Performance working group. The aim was to call together professionals in the areas of sports health and preparation to discuss particular issues of female performance, in order to search the positive impacts on high performance, in accordance jointly with health and the

### OTHER ACTIONS

- > In partnership with Human Resources, the area carried out an activity with COB employees to celebrate Women's Day. The activity was held at the BOC Training Center and brought together more than 100 women.
- > In partnership with the Brazilian Olympic Institute, the free courses in Sports Gynecology and the module Achieving Gender Equality in Sport were launched, in the course Forming Champions for Sport and for Life.
- > At the Paris 2024 Olympic Games, the Equity Booklet was distributed - Promoting Gender Equality in Sport for all members of the Brazilian delegation.
- > At the Youth Games, in João Pessoa, the Equity and Menstrual Health booklets, developed by Mempodera, were distributed.

well-being of athletes.

Professionals from each plant raised topics pertinent to women within their areas of expertise, with an integrated and transversal approach to issues relevant and current, to provide directions that contribute positively to the results and jointly with health of women athletes. The meetings took place in the first half of 2024, online, being interrupted jointly with the proximity of the Paris Games. The return of activities is scheduled for 2025, jointly with the creation of booklets and actions to disseminate knowledge, and jointly with meeting of federations to share good practices.



5

*HIGH  
PERFORMANCE*



# SPORTS PLANNING AND PERFORMANCE

The area's main mission is to establish sports strategies for continuous improvement of results and the image of Brazilian sport. It is responsible for proposing and managing the sports criteria for the distribution of ordinary resources to the affiliated Brazilian federations to the BOC and to the Olympic Preparation Programs (PPOs) and Pan American Preparation Programs (PPPs). It analyzes and approves the work plans of the federations, with which it maintains a close and daily relationship. Identifies, together with the federations, athletes and professionals to benefit from the resources of PPOs and PPPs, establishing the best strategies to enhance the chances of medals.



## MAIN DELIVERABLES

- > Analysis and approval of 2,223 (two thousand, two hundred and twenty-three) projects executed by the federations with decentralized resources from the Lotteries, in alignment with the sports plan of each modality. Federation support on a daily basis in all issues related to high sports performance.
- > Direct execution of 4 sports programs for Brazilian federations prevented from receiving funds, after approval of the Sports Collegiate and Board of Directors (basketball, aquatics, handball and skateboarding), 20% minus than in 2023. In the case of the skateboarding federation, it was prevented punctually only in the first months of the year. In addition, there was also the punctual execution (issuance of tickets and insurance) of a project for the Brazilian Federation of University Sports. There were 1,201 issuances of air tickets, 349 requests for accommodation, 732 issuances of travel insurance and 20 contracts for ground transportation.
- > Analysis and technical opinion of all projects executed directly by ENADs.
- > Establishment of strategies and monitoring of the main Brazilian athletes and their opponents, in partnership with the federations and their technical commissions.
- > Direct support for the training and development of high-performance athletes through 27 Olympic Preparation Programs and 7 Pan American Preparation Programs.
- > Evaluation meetings for the year 2024 and planning for the following year (2025) with the 37 federations that will receive ordinary appeal from the Lotteries in 2025, five of which are new to the Los Angeles 2028 Olympic program.

- > Technical and operating management of the Time Rio Program, a partnership jointly with the City of Rio de Janeiro. In 2024, 43 athletes who met the criteria required by the program, which pays a monthly scholarship of eight thousand reais per athlete and awards for medalists in Paris 2024. In total, 28 women and 15 men benefited, from 14 different sports disciplines. There were 6 athletics athletes; 1 of the open water; 4 of swimming; 2 diving; 1 from canoeing; 4 from artistic gymnastics; 2 from judo; 3 weightlifting; 1 rowing; 2 from surfing; 1 shooting; 7 of sailing; 6 in beach volleyball and 3 in wrestling. The payment of the prize was also made to the athletes of Team Rio, medalists at the Santiago 2023 Pan American Games (R\$ 16,000.00 for each) and for medalists at the 2024 Olympic Games (R\$ 56,000.00 for each).
- > Direct payment (athlete aid) made to 321 athletes (excluding those of Team Rio) throughout the year, including requests from the prevented federations.
- > Hiring by RPA of 171 professionals from multidisciplinary teams/ referees and 24 coaches/consultants through invoice.
- > Operating management of the beneficiaries of Prevent, a partner of the COB that provided health insurance for approximately 1,400 athletes and officials, based on strategic criteria created by the Sports Planning and Performance area throughout 2024. This benefit was a essential aspects of the athletes in their health treatments, with medical consultations and exams in preparation for the Olympic Games.
- > Sports management of the participation of Brazilian teams in the Paris 2024 Olympic Games.
- > On-site monitoring of the needs of the sports, jointly with the participation of the managers of the sports in 36 sporting events throughout 2024 and during the Paris 2024 Olympic Games, in the 6 bases of Team Brazil (Olympic Village, St. Ouen, Lille, Vaires Sur Marne, Marseille, Tahiti and Chateauroux).



# RELEVANT DATA

- > 27 Olympic Preparation Programs were executed, benefiting 40 Olympic disciplines (in 2023 there were 26 programs, benefiting 38 disciplines).
- > 7 Pan American Preparation Programs executed, benefiting 9 Pan American disciplines, like others in 2023.
- > Direct execution of sports actions for 4 affiliated federations that were prevented from receiving resources from the Lotteries in some period of 2024, aiming to hold the sports activities of the modalities without prejudice to athletes (Support projects). For 3 of these ENADs, the following were 100% of the high-performance sports projects (basketball, aquatics and handball) are executed. In the case of skateboarding, actions were carried out in a specific period when the federation was prevented from receiving resources.
- > The sports results targets set for 2024 were related to the Paris 2024 Olympic Games. The goal set was to win 21 medals in 17 disciplines. 20 medals were won (3 gold, 7 silver and 10 bronze) in 11 disciplines (athletics, boxing, speed canoeing, soccer, artistic gymnastics, judo, skateboarding, surfing, taekwondo, beach volleyball, block volleyball). Of the six disciplines in which medals were not won, we had results among the top 5 in 4 of them, and in the other two we obtained a top 8 and a top 10. At the Paris 2024 Olympic Games, 57 top 8 results were achieved.

## PARIS 2024 OLYMPIC GAMES

Team Brazil had 288 athletes competing in Paris 2024 (163 women and 125 men), competing for medals in 167 events. In terms of medals, we had the second best Team Brazil's campaign in history, with 20 medals, just one minus than in Tokyo, where 21 were won. An interesting fact is that, for the first time, 100% of the gold medals were won by women, with the women's representing 60% (12) of the medals, the men's 35% (7) and the mixed teams 5% (1).

In Paris, we competed in 38 sports, of which 11 won medals. Football had 100% success, and the men's did not qualify. Volleyball had a 50% success rate, with the men's team taking 5th place. Surfing had a success rate of 33.33%; followed by judo, with 28.57%, which achieved its best campaign in terms of total number of medals. Taekwondo and beach volleyball had a 25% success rate; However, beach volleyball won a gold medal, while taekwondo won a bronze. Artistic gymnastics reached 21.05% of success; followed by speed canoeing and skateboarding, with 16.67%; boxing, with 10% and athletics, with 4.65%. However, it is relevant to entertain to hold in mind that these percentages of use were calculated based on in the aggregate of medals disputed by Team Brazil.

**Athletics:** two medals won: one silver, with Caio Bonfim, and another with Alison Santos. We obtained some records (personal, South American), with emphasis on the four breaks made by José Fernando Santana, in the decathlon; Valdileia Martins, in the high jump; and Luiz Maurício da Silva, in the javelin throw; among others. We had only three top 8 in the modality.

**Badminton:** participation of 2 athletes in the individual seniority. The athlete Juliana Viana won the first victory in the history of women's badminton in the Olympic Games.

**Basketball:** Only the men's 5x5 team qualified for the Games, making it through the group stage, losing in the quarterfinals against the Olympic champions (USA) and finishing in 7th place.

**Boxing:** Beatriz Ferreira won a bronze in the under 60kg category. We also had four top 8 in the modality.

**Canoeing:** In slalom we reached three top 8, all with Ana Sátilla in the events in which she competed, including a fourth place; a good result considering that in the last edition we did not have any top 8. In sprint canoeing, the silver medal was won by Isaquias Queiroz in the C1 1000m event. We also got a top 8 in the C2 500m race.

**Cycling:** Classification for the final of the BMX Park cycling, in which Gustavo Oliveira was in 6th place.

**Aquatics:** In open water we won a 4th (Ana Marcela) and an 11th place as best results. In swimming, we participated in 18 events, qualifying four athletes for finals. The exclusive athlete who swam below his time was Guilherme Costa, who broke the Pan American record in the 400m freestyle, with 3:42.76. In diving, we had the injury of the athlete Isaac Souza, and we participated only jointly with the athlete Ingrid Oliveira, who did not advance to the semifinals

**Fencing:** the best place was the 19th place of Nathalie Moelhausen, who was injured and underwent surgery shortly after her competition.

**Soccer:** we won a silver in the women's category, losing the final to the United States. During the competition, we eliminated the current world champions (Spain) and the hosts (France).

**Gymnastics:** in artistic gymnastics, Rebeca Andrade was the highest medalist of Team Brazil. Among the four medals, three were hers in the individual: gold in the floor, silver in the individual all-around and vault; in addition to the unprecedented bronze for women's teams. We also had six top 8 and participated in eight finals. Rebeca became the Brazilian athlete with the most Olympic medals in history, and we obtained the first Olympic medal in competition for Team. In Trampoline gymnastics, the athletes of Team Brazil did not reach the final phase. In rhythmic gymnastics, for the first time, a Brazilian athlete qualified for the final of the individual all-around, with Bárbara Domingos.

**Handball:** only the women's team qualified for the Games, going through the group stage and losing in the quarterfinals to Norway, finishing in 7th place.

**Equestrian:** we qualified for two finals: one in the Team Eventing, in which we were in 12th place, and another in the individual jump, with Stephan Barcha in 5th. The jumping team had expectations of a good result, but we had a set disqualified due to bleeding in the horse (spur mark).

**Judo:** we won four medals, three in the individual and one in the mixed team, which yielded the first judo medal in this event (bronze). Beatriz Souza's gold, Willian Lima's silver and Larissa Pimenta's bronze stand out. We had athletes in six medal matches.

**Weightlifting:** we won a seventh (Laura Amaro) and an eighth (Amana Schott) place.

**Rowing:** we participated with 2 athletes, 1 in the men's single skiff and 1 in the women's single skiff. The 2 athletes finished in 15th place.

**Rugby:** the Yaras, the women's rugby sevens team, present in all editions of the Games since the sport debuted on the program, demonstrated a constancy in the Olympic classification in an evolving sports scenario. The team was 10th out of 12 participating teams. In addition, it was the first time that Team Brazil had a flag bearer of the sport, the athlete Raquel Kochhann.

**Skateboarding:** we won two bronzes: one with Rayssa Leal, in the street, and another with Augusto Akio, in the park; also having the athlete Pedro Barros, in fourth, and Luigi Cini, in seventh, in the men's park; Dora Varella, in fourth, in the women's park and Kelvin Hoefler, in sixth, in the men's street.

**Surfing:** we got a silver with Tatiana Weston Webb and a bronze with Gabriel Medina. Luana Silva and João Chianca were in fifth position, rank, status. Of the six participations, four were in the top 8.



**Taekwondo:** a medal won in the men's category, with Edival Marques, in the category up to 68 kg.

**Tennis:** the results of this edition were lower than expected; no athlete reached the top 8 in the competition.

**Table tennis:** Hugo Calderano achieved the best result of a non-European or Asian athlete at the Olympic Games, placing 4th; and the men's team finished 5th.

**Archery:** Ana Luiza Caetano broke her personal record in the qualifying phase, with 660 points, and was in 9th place; like others Marcus D'Almeida, in the men's category. The 2 still ended in 9th in the mixed double.

**Shooting:** Geovana Meyer won the best position in the rifle event: 3 positions in the Olympic Games with the 22nd place, being the second best placed among the athletes of the Americas.

**Triathlon:** achievement of two expressive results: 10th place in the men's individual, with Miguel Hidalgo, and 8th place in teams.

**Sailing:** our athletes qualified for four medal races (finals), jointly with best place being Bruno Lobo, who was in 7th place.

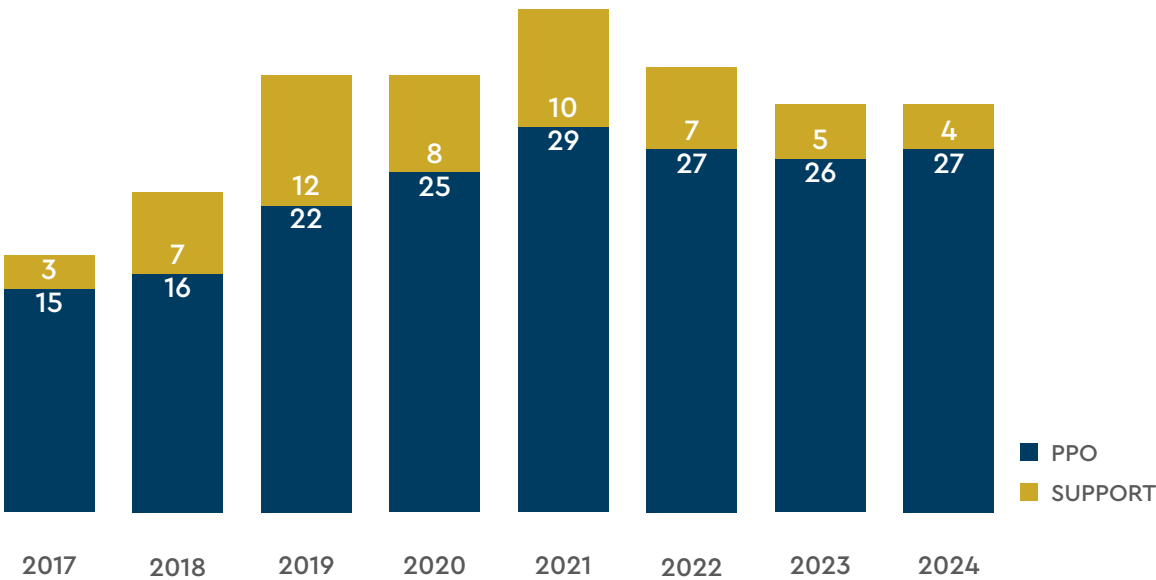
**Volleyball:** in beach volleyball we won a gold medal jointly with the duo Ana Patrícia and Duda. In addition, we had another top 8 jointly with the men's duo Evandro and Arthur, improving the result compared to the Tokyo edition. In volleyball we won the bronze medal in the women's category, in addition to a 5th place in the men's category.

**Wrestling:** Giullia Penalber achieved the best result of the sport in an edition of the Olympic Games, finishing in 5th place.

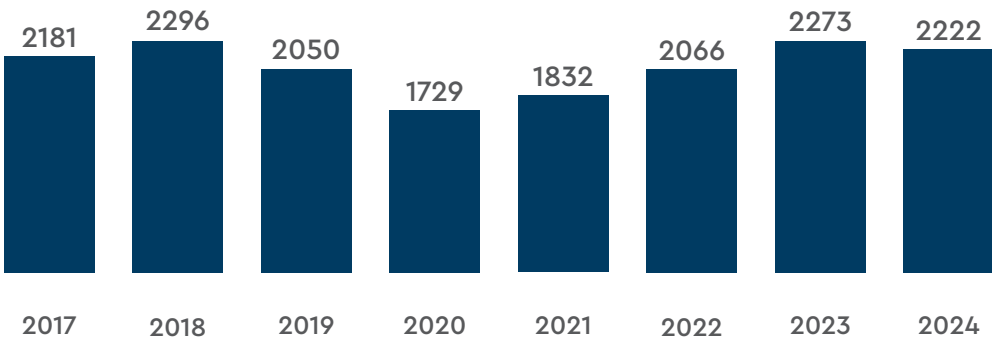
RESULTADOS EM CAMPEONATOS MUNDIAIS 2024

MODE	EVENT	MEDAL
Alpine skiing	Alpine Skiing World Ranking Slalom 2023/2024	1st place: Lucas Pinheiro
Lifting weights	World Championships 2024	Silver: Thiago Felix (55kg, non-Olympic seniority)
Skateboarding	World Championships 2024	Gold: Rayssa Leal (street) Gold: Raicca Ventura (park) Gold: Augusto Akio (park) Silver: Pedro Barros (park)
Surfing	World Championships 2024	Gold: Gabriel Medina Silver:: Tatiana Weston-Webb
Archery	World Cup 2024 Final	Bronz: Marcus D'Almeida
		TOTAL: 8 Medals in Olympic events or rankings (plus one non-Olympic medal)

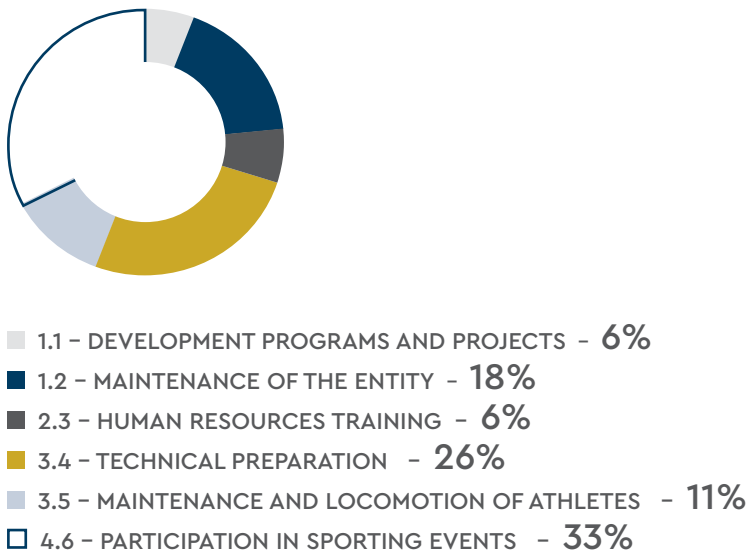
SUPPORTING PROJECTS AND PPOS  
IMPLEMENTATION COB 2017-2014



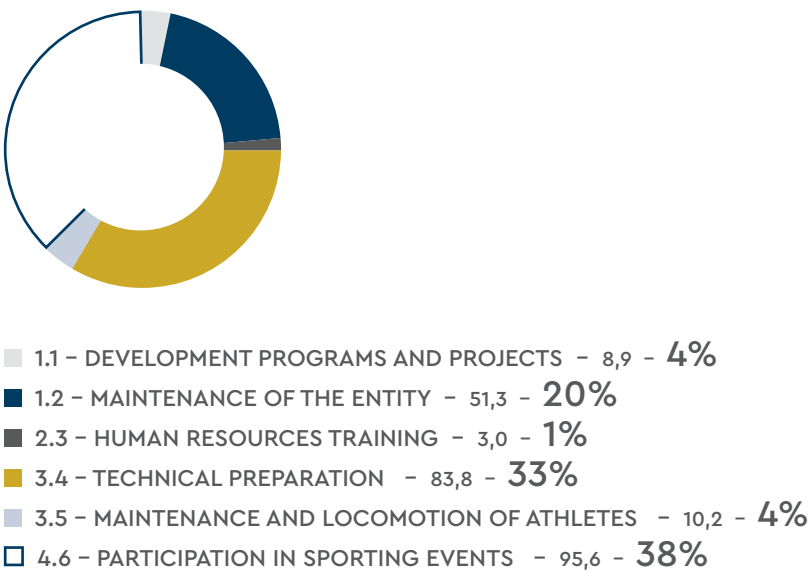
NUMBER OF SIGEF PROJECTS EXECUTION  
FEDERATIONS 2017-2014



QUANTITY BY TYPE OF  
SIGEF PROJECTS 2024

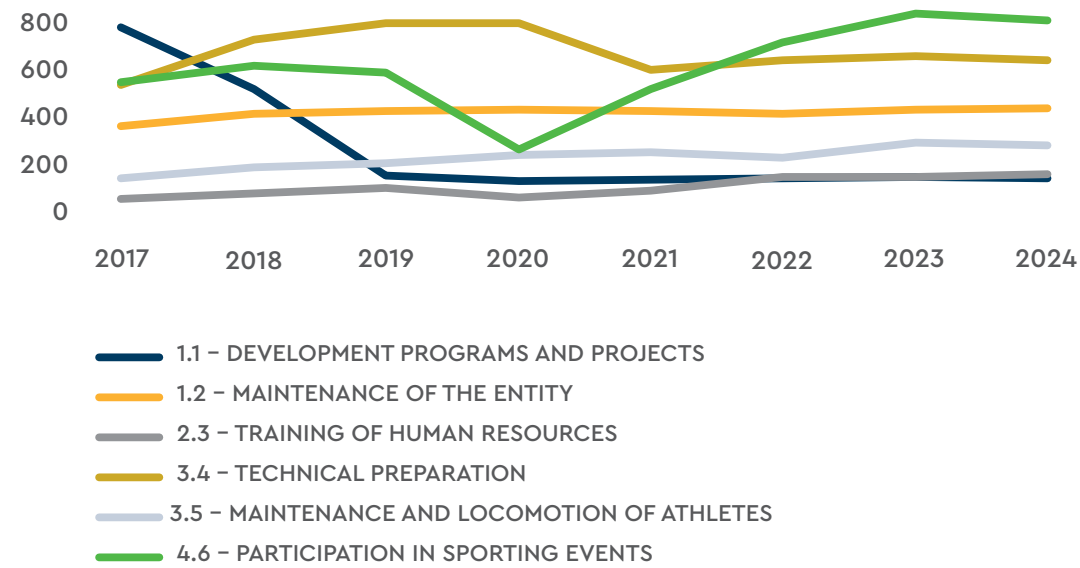


RESOURCE BY TYPE OF  
SIGEF 2024 PROJECTS

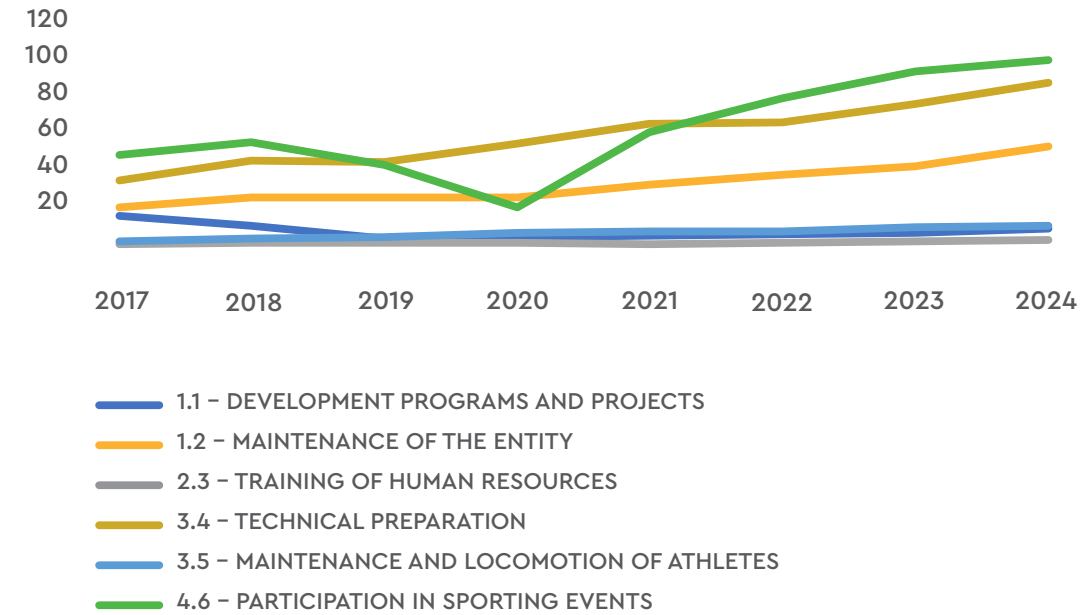




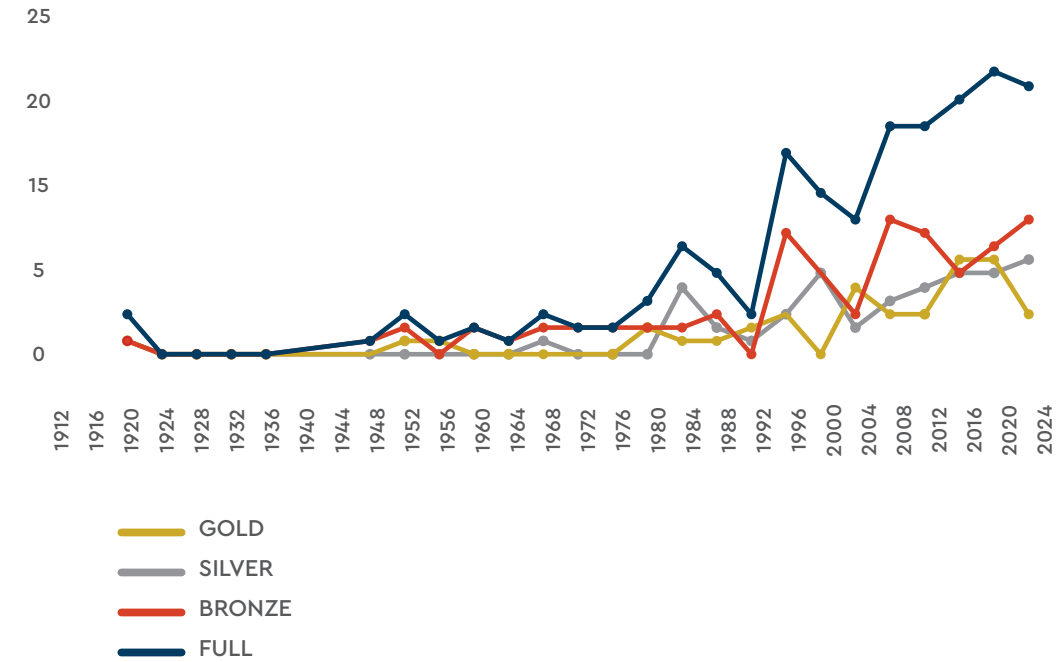
NUMBER OF PROJECTS BY TYPE



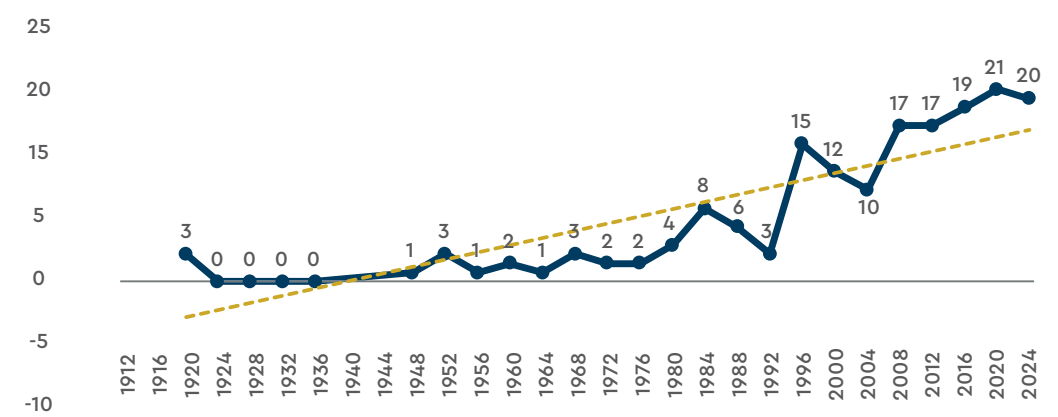
RESOURCES BY TYPE OF PROJECTS (MILLIONS)



BRAZIL'S OLYMPIC MEDALS



TOTAL OLYMPIC MEDALS



# INTERNATIONAL GAMING AND OPERATIONS

The area leads the planning and the participation of the Brazilian delegation in the international multisport games, providing strategic solutions for the performance of the teams, like others the infrastructure and logistics of people and materials. The so-called "Missions" are diverse and cover both the base and the top teams performance in Olympic, Pan American, South American and Winter sports, always aiming at the best possible performance for athletes and teams.





Mission planning and execution, which requires years in lead time, include:

- > Identify sports facilities, accommodations, warehouses and operational areas in each host country of the events in which Brazil participates, in order to establish solutions for support services in the missions.
- > Lead and engage all areas involved in the missions, like others lead the communication process with the federations and athletes with compliance with each event.
- > Execute: accreditation, sports enrollment, air and ground transportation, airport services, hiring accommodation, sports facilities, meals, hydration and infrastructure, in addition to taking care of all the logistics of materials, uniforms and sports equipment.



## MAIN DELIVERABLES

### GANGWON 2024

We started the year 2024 on the right foot, marked by a historic result at the Winter Youth Olympic Games, which took place between January 19th and February 1st. Brazil celebrated its first medal in the winter editions, won by Zion Bethonico in snowboard cross. This victory not only highlighted the country's potential, but also celebrated the progress of a task relevant developed by the snow and ice federations in conjunction with the BOC.

The event brought together athletes from more than 80 countries and, with a total of 15 sports, 81 medals were distributed, 34 of which were equally divided between the female and male categories, reinforcing the commitment to the gender equality. The event was held in four competition regions: Gangneung, PyeongChang, Hoengseong, and Jeongseon, with the events being accommodated in the two Olympic villages: Gangneung and High 1.

The Brazilian delegation was composed of 17 young athletes, who competed in 8 different sports, including biathlon, bobsled, curling, alpine skiing, cross-country skiing, short track speed skating, skeleton and snowboard. This was the highest number of athletes and sports ever recorded by Brazil in an edition of the Winter Youth Olympic Games.

The goal set by the Brazilian Olympic Committee (COB) for the edition was to provide a positive experience and improve the results of the sports performance of the athletes of the Team Brazil delegation. The aiming was, in addition to competing, to shore up the sporting legacy of Brazilian youth in the Olympic scenario, offering an enriching experience for young athletes in an international competition, in a multi-sport environment under the direction of the BOC.

To achieve the objectives and goals, the International Games and Operations plant worked directly with the International Olympic Committee and the National Olympic Committees to ensure an adequate structure for a high level competition and optimize the accreditation and registration processes, transportation, accommodation, meals and support for athletes, among others. This contribution ensured that the Brazilian delegation, even though it was smaller compared to other nations, had the best possible conditions to compete.

To complement the services offered by the Organizing Committee, the BOC offered athletes and sports officials full support, ensuring medical services, sports technicians and operating support during the Games. In addition, an investment was made in the communication team, composed of two professionals, who were responsible for documenting, disseminating and to compute the history of each athlete throughout the Games, sharing their trajectories and achievements. This support aimed not only at sports performance, but also at creating a detailed and inspiring record of each timing experienced by the Brazilian delegation, highlighting the commitment and precedent of the athletes.



## PARIS 2024

Upon returning from Gangwon, the Games and Operations team, like others in all areas of the BOC, turned the BOC's attention to the sole purpose of the Paris 2024 Olympic Games. Scheduled to take place in July and August, it represented not only a prominent opportunity for Brazilian athletes, but also a significant challenge in terms of preparation and investments.

The construction of the planning for the deployment and support of the Brazilian delegation in Paris 2024 involved several areas and professionals, each contributing with their expertise to ensure a successful mission. The main areas involved included sports management and the monitoring of technical issues with the modalities; the management of Gaming and International Operations in task jointly with management of Infrastructure, the direction of Communication, health and performance services, Safe Sports and the BOC Legal.



We entered an execution phase after years of planning, testing and refinement, which required an discretionary funds effort from various parties of the entity. Every detail was strategically analyzed and adjusted to ensure infrastructure, security and services to the Brazilian delegation.

The BOC organized, sent and led a Mission composed of about 650 members, of which 284 were athletes, during the Paris 2024 Olympic Games, between July 26 and August 11. Even in the face of a shorter Olympic cycle, the preparation and services offered by the Mission contributed to several athletes and teams achieving the most expressive results of their careers.

With the short preparation time after the Tokyo 2020 Olympic Games, held in 2021, the precursor visits to the plant were fundamental for setting up the structure offered to Brazilian athletes in Paris and in the other six Olympic venues.

Knowing the need to guarantee three main pillars: training, rebound and rest, the diagnosis of the conditions in Paris was made (the order of priorities, like others the seniority of service offered by the Organizing Committee). Thus, the BOC invested in ensuring:

- > Positioning of the building in the Olympic village: close to transportation, the main cafeteria and the exit closest to the Team Brazil support base, thus avoiding large daily commutes and wear and tear of the members in the delegation.

- > Adequacy of the spaces of the Team Brazil Building for direct access to the main services: medical care, physiotherapy, massage therapy, cryotherapy, strength and restrictive conditions room, cardio, mental preparation, biomechanics, biochemistry, video analysis, meeting suites and lounge for interaction and decompression. Having all the services inside the building, we avoid distractions and excessive displacements within the Olympic Village, in addition to ensuring privacy and priority access to services.
- > Adaptation of the rooms with air conditioning installation to ensure the temperature between 21°C-23°C, notional for rest, so necessary for athletes to compete at their maximum capacity.
- > Offer of Brazilian meal and exclusive for delegation in a calm and cozy environment. The meal was made through the guidance of the COB nutritionist, who considered important aspects for the rebound of the athletes in the composition of the menu.
- > Strategic support in the Satellite villages:  
Marseille for the sailing team, jointly with hiring a support base for training for 3 years before the Games and positioning a type workshop container with all the repair structure and a container type lounge for the teams to stay during the long day of competition, which depends on the wind conditions.

Tahiti, for the surfing team, jointly with hiring an inn next to the competition venue, for the use exclusive of Team Brazil, with strength training infrastructure, personalized meal, privacy and security.

Vaires Sur Marne for rowing and canoeing teams, with the hiring of a hotel close to the competition venue, avoiding the transportation of approximately one hour from the Olympic Village; supplementation of meals and infrastructure strength and restrictive conditions; like others health service and physiotherapy.

Lille for the basketball team and later with the contracting of refrigeration for the rooms, support hotels and suites for implementation of the athletes' health service.

Chateauroux, jointly with the shooting sports team, where it was possible to secure the closest accommodation to the competition venue and integrated with the village services offered by the Organizing Committee.

A historical monument and symbol of the city, the Château de Saint-Ouen was the exclusive support point next to the Village for operations of the Brazilian Mission, with medical services, mental preparation, nutritional care and meals in addition to the place of meetings with family and friends - more than 500 relatives and friends of the athletes passed through the place. The action of uniforms required a large space for the receipt of more than 45 thousand parts, which were organized for the assembly of the athletes' bags. For this, the place chosen was Serre Wangari, which also worked for team training boxing. The Gymnase des Docks offered a strategic place for volleyball and wrestling teams to train without time restraint. A strength and restrictive conditions structure for the athletes was also set up at the site.

From the privileged space in the Village, close to the official transport and the cafeteria, to the support services with several professionals complementary to the athlete's performance during the periods of the Games; everything was thought out with great care, detail and professionalism by a team that surpasses itself in each edition of the Games, making the lessons learned the basis for constant improvement.

The structure set up had a exclusive intention: to enable that the real stars of the party would shine as they deserve. Our athletes responded to the occasion and created several reasons for the country to be proud of the participation of the Brazilian delegation in the Paris 2024 Olympic Games.

## INTERNATIONAL PARTNERSHIPS

On an international level, representatives of the area became parties of discussion groups in a comprehensive context, representing a voice of the National Olympic Committees and being able to advocate for service levels and prioritization at the Games that directly impact athletes and sports delegations.

Task group meetings (NOC Operation Connect), with more than 20 countries, were held for information leveling and contribution in preparation for Paris 2024.

In addition, we were invited to participate in the Paris debriefing with the International Olympic Committee and the Association of National Olympic Committees.

Finally, already thinking about the next Olympic cycle, the BOC hosted the meeting of the Club of 6 (Belgium, Brazil, Netherlands, Norway, Sweden and Switzerland + United States) in Los Angeles, promoting discussions about the next Games and visiting strategic locations.





## *SPORTS INFRASTRUCTURE*

The area is dedicated to the development of projects considered necessary so that physical spaces can be adequately meet the needs of Brazilian sport.



In this context, sports training and competition facilities are included, focusing on the BOC Training Center and the Multisport Games, in addition to special project demands. The assumptions of the projects include:

- > Increased sports performance;
- > Injury prevention;
- > Functionality;
- > Comfort;
- > Accessibility;
- > Safety;
- > Socio-environmental measures that encourage sustainable attitudes and practices.

Therefore, Sports Infrastructure is the basis of a process, which can determine improvement and influence changes in the routine of a facility and its users, generating performance.

In 2024, it is possible to highlight the progress of the projects related to Phase 01 C of the Program for the Improvement of the Olympic Legacy of the Maria Lenk Aquatic Park - BOC Training Center, according to Next: treatment and rebound of the metal roof, new lighting system for the pool deck in LED technologies, structural rebound and waterproofing of the bleachers, a new multipurpose room attached to the bleachers.

A major challenge was the execution of projects related to the infrastructure of the Paris 2024 Olympic Games, which required commitment and involvement from the entire team to complete the planning stage and start the execution on the field with the necessary adjustments so that the facilities could support in line with Team Brazil's deliveries.

In each such, approximately 9000 m<sup>2</sup> of treated areas were treated in the following facilities:

- |  |   |
|--|---|
| > Paris Olympic Village;                     | > Subvillage rowing and canoeing –              |
| > Team Brazil Base – Chateau Saint Ouen;     | > Vaires-Sur Marne;                             |
| > Team Brazil Base – Docks Gymnasium;        | > Rowing and canoeing venue – Vaires-Sur Marne; |
| > Team Brazil Base – Serre Wangari;          | > Sailing venue – Marseille;                    |
| > Surf base – Tahiti;                        | > Venue Equestrian – Versailles;                |
| > Basketball subvillage – Lille;             | > Athletics Venue – State de France;            |
| > Basketball and football subvillage – Paris | > MPC.  |
| > Sports shooting subvillage – Chateauroux;  |   |





It is worth mentioning the delivery of the setting project of the BOC corporate office, which used sport as a funding, bringing the main activity closer to corporate activities, generating:

- > Productivity and well-being, using the environments to stimulate increased motivation and employee satisfaction, contributing to better performance and the decrease, reduction of stress;
- > Strengthening the BOC's image, seeking to involve users jointly with the magic of sport, bringing the culture and Olympic Values through aesthetically pleasing solutions, generating comfort and a good impression on the BOC's main stakeholders;
- > Efficiency in the use of space, through the optimization of the use of available spaces, providing multipurpose functional areas for meetings, decompression, individual tasks and contribution;
- > Ergonomics, with the use of ergonomic furniture and accessories suitable for each type of use;
- > Creativity and innovation, with sport as an inspiring source, which can stimulate creativity and innovation, promoting and generating new ideas and solutions.
- > Sustainability, incorporating sustainable practices such as responsible use of materials, energy efficiency, employee well-being, and encouraging responsible waste disposal.

## MAIN ACTIVITIES CARRIED OUT IN 2024

- > Program for the improvement of the Olympic Legacy, which aims to develop the BOC Training Center; planning the use of the facility, recovering underused spaces, renovating obsolete equipment and developing innovative solutions to support different sports. The following projects have been carried out:

**Phase 01 A** – New Auditorium: expansion of the audio system, final adjustments in the scenic lighting system and completion of all projects involved with the Auditorium.

**Phase 01 B** - Implementation of interior projects – Health and Performance Room, administrative and operational areas, support for events and support for athletes.

**Phase 01 C** - Continuation of the works related to the treatment and structural rebound of the PAML metal roof; structural rebound and waterproofing of the bleachers; new multipurpose room in the bleachers, new lighting system for the pool deck in LED technologies; renovation of the rainwater system; and renovation of the electrical infrastructure to support the roof equipment.

**Phase 02** - Beginning of implementation planning.

**PAML Licensing** - Processing of the Certificate of Approval (CA) of the facility with CBMERJ.

**CTGA Areninha** - Implementation of a new layout for the Paris 2024 equipment set; design and implementation of a new damping platform for the ground equipment; renewal of equipment and accessories; beginning of planning for the new projects of the continuous renewal program for the LA 2028 cycle.

- > Ambiance and signage project for the BOC's corporate headquarters.

- > Support for BOC sporting events:

**Paris 2024 Olympic Games** - support to the Games and International Operations area in the planning, design and implementation of the infrastructure.





**RELATIONSHIP  
WITH SOCIETY**



# BRAZILIAN OLYMPIC INSTITUTE

The IOB is the BOC's Education and Security area for Olympic sport. Launched in 2009, its main aiming is to generate and disseminate knowledge to foster high-quality professional training through training and development programs, like others to make sport a safe place for all.





In this formatting, it contributes significantly to the preparation and maturation of national high-performance sports through courses, seminars, congresses and other academic and scientific events; in addition to actions to prevent and cope with violence and behavioral deviations ethics, acting through two sectors: Education, composed of: Brazilian Academy of Coaches (ABT), Managers Program (PG), Athlete Career Program (PCA) and Special Projects (PE); and Safety, with the Safe Sport (PES) and Safe Sport for Organizations (PESORG) programs.



# MAIN DELIVERABLES

## HOLDING OF THE FIRST EDITION OF THE FORUM ODESUR SOUTH AMERICAN SPORT

From March 21 to 23. Held in the host city of Rio de Janeiro, the event was composed of varied activities, such as meetings, General Assembly, tourist visits, social activities and workshops, with the aim to foster discussion, the switch of knowledge and the interaction in the sports scene of the Americas among the 15 member countries of ODESUR.

## HOLDING OF THE I SAFE SPORT FORUM

In order to disseminate good practices and unite all sports organizations for the same focus: safety in Sport. With international speakers, the forum promoted awareness of safety issues in sport; identified and discussed the common challenges that sports organizations face in relation to safety in Sport, shared good practices related to safety and further launched the International Safeguarding Manual for Children in Sport.

## LAUNCH OF THE FUNDAMENTALS OF SPORTS TRAINING (FTE) COURSE

Free online course, aimed at coaches, aiming to democratize access to training in the area of Sports Training and which, since its launch in October hereof this year, already has more than 3,000 enrolled.

The coach is at the base of sports development, which is composed of good professionals, good results and sports development. In this formatting, the training and continuous training of coaches is one of the priorities of the institute.



### **LAUNCH OF THE SPORTS GYNECOLOGY COURSE**

Conceived by the Area of Women in Sport and carried out by IOB, the course aims to intention to foster education with focus in women, through knowledge of the compliance with of the female body and its characteristics, in addition to help athletes to understand and deal appropriately with health and performance issues.

With this, the BOC reaffirms its commitment jointly with the promotion of gender equality, through actions aimed at the inclusion and continued occupation of women in sport; in order to expand gender equity initiatives. One of the most recent results, coming from a higher investment in gender equality, was the historic performance of women, who were the majority in the Brazilian delegation for the first time and the unprecedented medals in events of the Olympic program.

### **TRAINING AND EDUCATIONAL ACTIONS FOR SOME AGENTS WHO WERE PART OF THE PARIS 2024 MISSION**

Directly impacting the development of methodologies that could to calculate results to these professionals.

## **PROJECTS AIMED AT THE PARIS 2024 GAMES**

### **TEAM LEADERS TRAINING COURSE 2024 (CCCE)**

Throughout each such year 2024, the IOB promoted the CCCE aimed at the Team Leaders who would be at the Paris Games, aiming to complement, through educational activities, the training of these professionals who are so important within a Mission, in order to contribute in a relevant format to the achievement of the of positive results. The course was structured based on a programming composed of activities, face-to-face and distance, which brought reflections in a concrete way, in assertive actions in the daily life of the Team Leaders in the Missions led by the BOC.

The Team Leader is the most relevant trustee of each modality. He/she comes from a federation and is the link between the BOC and each modality. This person is responsible for the planning and operation of each sport that participates in an Olympic Mission led by the BOC.

### **PARIS 2024 AMBASSADORS PROGRAMME**

The IOB was responsible for the COB Ambassadors Program in Paris 2024, whose mission was to inspire new generations of athletes, opening paths for new generations, through the switch of experiences with big names in the sport, promoting a winning environment. The ambassadors, renowned athletes of the national Olympic sport, were officially announced at the party in celebration of the 100-day milestone for Paris. They are: Virna Dias, Mauricio Lima, Thiago Camilo, Vanderlei Cordeiro, Janeth Arcain and Natalia Falavigna. They participated in a series of activities, such as ceremonies, conversation circles, sports competitions, visits to the Olympic Village, among others.

### **SAFE SPORT PROGRAM FOR THE PARIS 2024 OLYMPIC GAMES**

The Safe Sport Program aims to contribute to the construction of a respectful, equitable athletic environment free from all forms of violence and deviance of behavior.

For the Paris 2024 Olympic Games Mission, the program carried out several deliveries before, during, and after the games, including: creation of the BOC Safeguard Plan, covering scopes, incident management protocols, criminal background analysis, and risk mapping; realization of 5 mandatory courses, 6 lectures and analysis of 1,084 criminal records; supervision of environments, service shifts, support in occurrences and participation in IOC workshops; among others. All these actions were aimed at preventing and confronting violence, harassment and abuse, manipulation of competition, doping and racism.

In addition, especially for this Mission, a plant upgraded was created, which incorporated a partnership jointly with Federal Police. In this context, there was an opportunity to expand knowledge and learning in relation to the scope of violence, covering the following topics: invasion; theft of goods; depredation; fire; natural disasters; terrorist attack; rescues; loss of documents; theft and/or robbery; among others.



## RELEVANT DATA

In 2024, the IOB completed 15 years of existence and achieved its highest mark in training in one year, with 22,538 students trained and 230 actions and projects carried out, distributed as follows: 04% in the Managers Program; 12% in the Brazilian Academy of Coaches; 29% in the Athlete Career Program; 36% in the Safe Sport Program; 20% in the Special Projects courses.

In addition, there was growth in the performance of Safe Sport, in which security actions - criminal background assessments, educational actions with face-to-face and online educational lectures, prevention and monitoring actions with certified countervailing duty GATT officers and development of guiding documents - were parties of two major events of the year 2024: the Paris 2024 Olympic Games, with a final delegation of 660 members; and the Youth Games, in which it involved approximately 5,000 people, including young athletes and professionals.



# PROJECTS CARRIED OUT IN 2024 – IOB

It shows the distribution of the 230 actions and projects carried out in the 5 IOB Programs in 2024.



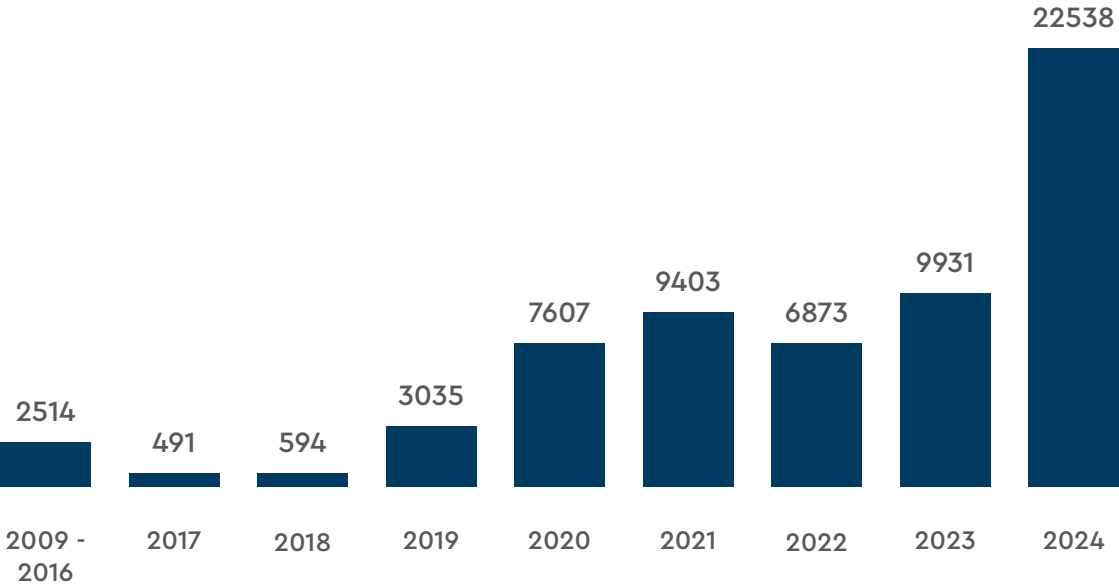
230 actions and projects carried out

DISTRIBUTED IN IOB PROGRAMS IN 2024.

# EVOLUTION COMPARED TO THE LAST THREE YEARS

## QUANTITATIVE GROWTH IOB

Since its creation, the IOB has trained more than 62 thousand students. Between the last three years, it has increased its attendance more than 3 times, with a growth of approximately 228% in student training. The following is the graph that demonstrates the growth in the number of people trained by the IOB.



QUALITATIVE ANALYSIS

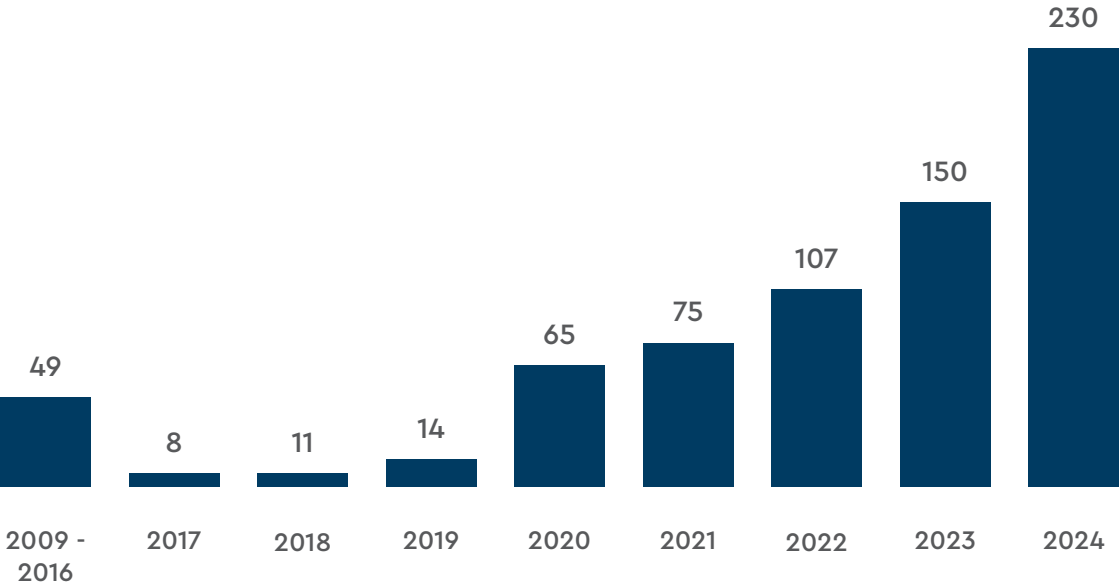
Even in the face of an exponential growth in the training of students and in the offer of courses, the IOB has been able to hold the quality of the service rendered over the years.

This is evidenced by the feedback reports from the students served, who continue to demonstrate high levels of satisfaction and informing the high degree of applicability of the contents taught in the courses in the day-to-day professional life of the trained, reaching the degree of 92% satisfaction.

In addition to the degree of satisfaction, the surveys also point out that students have the perception that IOB courses have practical applicability, reaching the mark of 90% applicability.

ACTIONS AND PROJECTS OF THE IOB

Throughout its history, the IOB has carried out more than 700 educational and security actions and projects, covering a variety of themes and formats. The following is the graph that demonstrates the growth in the volume of deliveries.







## CULTURE AND OLYMPIC VALUES

The department of Culture and Olympic Values is responsible for the actions, programs and publications that record and disseminate Olympic history and promote the Olympic Values, serving as a bridge between sport and society. Below the detailed description of each area.



## LIBRARY

The BOC library is open to the public and is located at the Team Brazil Training Center. As a reference source in the sports area, its mission is to preserve the entity's bibliographic collection and make it accessible, through support services and guidance for survey and knowledge. The publications deal with Brazil's participation in the Olympic Movement and are aimed at teachers, researchers, journalists and students with disabilities with the purpose to foster Olympic education, teaching and diligence.



## MAIN ACTIVITIES CARRIED OUT IN THE YEAR

Continuity of routine activities:

- > Cataloguing of the items that were incorporated into the collection;
- > Manual cleaning and making of polyester covers, to improve the packaging and handling of some works that were worn out by the action of time;
- > COB traveling library, during the João Pessoa 2024 Youth Games. Selection of approximately 300 publications that were available for consultation and loan during the event;
- > Response to 32 survey requests about the Olympic Movement and sports in general, through e-mail and visits to the library.

## RELEVANT DATA

- > The collection has 22,110 documents cataloged in the collection's tenure system, including books, periodicals, brochures and multimedia collection;
- > 39 volumes were restored to preserve the collection;
- > Acquisition by purchase of 41 new publications to compose the collection, with emphasis on literary works (for adult and children's audiences); biographies of Brazilian athletes and great names in sports. This initiative aims to offer not only informational resources for survey, but also leisure reading options, accordingly offering several options for users;
- > Acquisition by donation – 29 publications received as a donation for incorporation into the collection.





# OLYMPIC MEMORY

With the aiming of preserving and disseminating the Olympic Movement, the plant is responsible for the acquisition, control and custody of parts of the historical-cultural collection of the Brazilian Olympic Committee. It is also responsible for the planning, organization and tenure of exhibitions and cultural activities.

## MAIN ACTIVITIES CARRIED OUT

### MANAGEMENT AND PRESERVATION OF THE COLLECTION

- > Continuity of cataloging activities;
- > Interventional cleaning to prioritize porcelain and silverware items;
- > Manufacture of 20 personalized boxes for packaging the collection;
- > Disposing of inappropriate or degraded packaging.

### DIGITISATION

- > 896 images captured and edited from 220 items in the collection;
- > 10 edited videos of the life stories of former athletes who participated in the project to develop the collection.

### ACQUISITION BY PURCHASE

Paris 2024 items: pins; commemorative medals; stamps; postcards; mug; poster; mascot etc.

### ACQUISITION THROUGH DONATION

Among the most significant, we received some items from Paris 2024: Olympic Torch; Rayssa Leal's sneakers; Augusto Akio's sneakers; Luigi Cini's shape skate; tennis ball signed by Bia Haddad; shirt signed by Hugo Calderano; among others.

**Other items:** Tokyo 1964 commemorative coin; Tokyo 1964 postage stamps; CD Sydney 2000; coins Mexico 1968, Helsinki 1952, Rio 2016 etc.

PROMINENCE

During the task of tenure and sorting the museum collection, we identified a postcard written by Pierre de Coubertin (founder of the Olympic Movement and the Olympic Games of the Modern Era) on July 16, 1931, addressed to Frantz Reitchel (multi-athlete, Olympic champion and sports journalist). In the message, he apologizes for not being able to attend an interview scheduled with Frantz and asks that they be able to reschedule for another later date. This document with this simple message has become one of the most important items in our collection, being the exclusive one directly related to Coubertin.

Article was published in G1 on 07/22/2024.

<https://g1.globo.com/mundo/olimpiadas/paris-2024/news/2024/07/22/olympic-letter-conheca-a-curiosa-e-misteriosa-historia-de-pierre-de-coubertin-o-fundador-das-olimpiadas.ghtml>

EXHIBITIONS

- > "Olympic Women of Brazil" at the Château de Saint-Ouen – Team Brazil's base at the Paris 2024 Olympic Games – with an exhibition of a little of the trajectory of Brazilian athletes from their first participations in the Olympic Games to the present day. Curatorship with image selection, text production, captions and exhibition suggestion.
- > "Paris was theirs" at COB Expo, between September 25 and 29, in São Paulo – SP. Curatorship, selection of collection and preparation of texts. Technical guidance for the event's production team for expography. Monitoring of the transfer of the collection, assembly and disassembly.
- > "A brief history of the Olympic Games and its symbols" at the 2024 Youth Games, held in João Pessoa – PB, between the days.
- > November 13 and 28. Curatorship, selection of collection and preparation of texts. Exhibition and design project. Monitoring of the transfer of the collection, assembly and disassembly.

SERVICE

- > Donation of approximately 260 items related to the Rio 2016 Olympic and Paralympic Games for the Rio 2016 Olympic Games Organising Committee, in order to collaborate jointly with the creation of the Rio Olympic Museum.
- > Loan of collection, transfer and contribution in the assembly of the scenario for the recording of the painting "My Medal", on TV Globo, in which Brazilian athletes remember the backstage of their achievements. The episodes were shown in the evenings on Saturday, in the lag basis of the soap opera "Renascer", and on Sunday mornings, in an extended version within "Esporte Espetacular". Among the items in the collection, we selected Olympic torches; pins; commemorative medals; uniforms and mascots. We participated in the recordings of the athletes: Shelda, talking about her silver medal in Sydney 2000; Pedro Barros, silver in Tokyo 2020; Italo, gold in Tokyo 2020; Fabiana Alvim, gold in London 2012; Rafaela Silva, gold at Rio 2016; and Lucarelli, gold at Rio 2016.
- > Collaboration jointly with the BOC infrastructure team for the setting of the meeting suites of the administrative headquarters: Pierre de Coubertin, Mascots, Medals, Olympic Flame and Olympic Values. Selection of items from the collection, photos and production of texts.

EVOLUTION COMPARED TO RECENT YEARS

Tenure plan dedicated to the sorting of the collection: disincorporation and incorporation of items; creation of collections: removal physical and documentary of the items, acknowledged and agreed jointly with typology; packaging with technical materials.



# TRANSFORMA

Through the Transforma program, the area promotes the Olympic Values in schools, contributing to the strengthening of the sports culture, the integration of the Olympic theme into the school curriculum in all curricular components and the development of students' socio-emotional skills, jointly with the BNCC.



## MAIN DELIVERABLES

### ACTIONS FOR STUDENTS

- > Promotion of four Transforma Festivals, in partnership with 33 schools from the municipal networks of Rio de Janeiro, São Paulo, Vila Velha and Araçás, reaching a total of 3,791 students in Elementary School I and II through these actions.
- > Realization of two Transforma Classes during COBEXPO. The event was attended jointly with 480 students from 7 municipal schools in São Paulo, who were in the preparation phase for ENEM.
- > The schools E.M.E.F. Prof. Judith Macedo de Araújo and E.M.E.F. Vereador Antônio Giúdice, located in Porto Alegre, were awarded jointly with the donation of sports materials, benefiting approximately 1,560 students from these institutions. This initiative was carried out to replace the Transforma Festival, which could not take place due to the rains that affected the state of Rio Grande do Sul.
- > Graffiti paintings were carried out at the Geo Ivone Nunes, Geo José de Mello and Geo Isabel Salgado schools, impacting approximately 1,446 students from these schools.
- > The Transforma in the Youth Games action, in partnership with 8 schools in Paraíba, reached approximately 360 students. The initiative took the students to the Community Center, where they participated in recreational activities such as basketball, human foosball and archery and climbing sports clinics , carried out in partnership with the federations of these modalities.
- > The Transforma no Dia Olímpico (Transform on Olympic Day) action, carried out in partnership with schools in the county of Rio de Janeiro, impacted 280 students. The activities included boxing, taekwondo, athletics, judo and fencing sports clinics, in addition to a theatrical presentation about the Olympic Movement and interaction with the mascot Ginga.

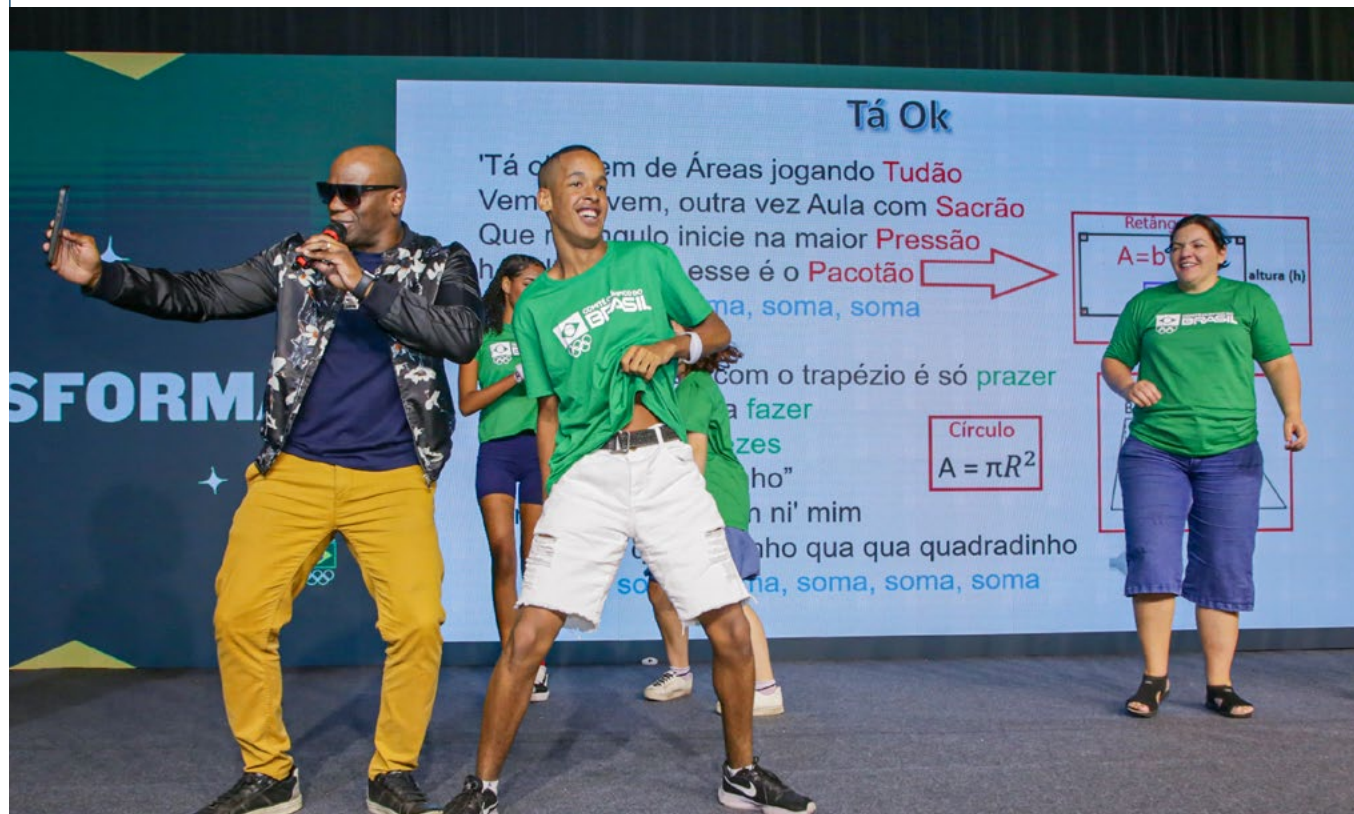


## TRAINING FOR EDUCATORS OF ALL CURRICULAR COMPONENTS

- > VOS (Olympic Values for Society) and VOV (Olympic Values for Life) online courses: around 1,300 participants throughout the year.
- > Workshop on Olympic education "Dreams Transform", for 755 professionals from all curricular components. The initiative was jointly with several institutions, such as the municipal education departments of Porto Alegre, Rio de Janeiro, Vila Velha and São Paulo, as well as the Maicon França and Vanderlei Cordeiro de Lima institutes, in the state of Paraíba and the Rio de Janeiro State Department of Education.

## PARTNERSHIPS

In 2024, we signed cooperation agreements with the Vanderlei Cordeiro de Lima Institute and the Maicon França Institute, expanding our network of partnerships. We also renewed the agreement with the county of Vila Velha. In addition, we maintained active partnerships jointly with the Municipal Department of Education of São Paulo (SME-SP), the Municipal Department of Education of Rio de Janeiro (SME-RJ), the Municipal Department of Education of Araçás (SME Araçás), the Municipal Department of Education of Porto Alegre (SME Porto Alegre), the State Department of Education of Rio de Janeiro (Seeduc-RJ) and SESC São Paulo.







## SUSTAINABILITY

The BOC Sustainability Program develops actions based on the pillars Educate, Inspire, Reduce and Compensate; with the aim of engaging all members of the Brazilian Olympic Movement in the adoption of practices that are both environmentally responsible and socially conscious.

# MAIN DELIVERABLES

## South America Working Group

In March, the event brought together representatives of the National Olympic Committees of South America in Rio de Janeiro to discuss Sustainability in the Olympic Movement, in addition to presenting the achievements and advances of each Committee on the subject. The occasion also provided a relevant switch of experiences and good practices.

## Brazil's Olympic Forest

Launched in May, the project aims to clearing, compensation of carbon emissions through participatory forest restoration. Located in Tefé (AM), it aims to train indigenous and quilombola communities and restore 6.3 hectares of forest by planting about 4,500 native trees, in addition to offsetting about 4,000t of CO2eq. The event was jointly with the presence of Rayssa Leal, as an athlete-ambassador of the project, and representatives of the Brazilian Olympic Committee.

In December, a new monitoring visit was carried out. The training courses for local residents have already been completed and the stages of seed collection, seedling production, beginning of planting and forest restoration tests.

## Organization and selection of

**contents** from the page dedicated to the theme of Sustainability on the new BOC website.

## Preparation and publication of the BOC Sustainability Policy

## Waste management of the Youth

**Games**, improved through a partnership with a booster training cooperative, for the collection of recyclable materials and donation of items for reuse, including: tarpaulins, TNT, vinyl boards, adhesives, paperboard and cooking oil.

## Participation in the following events:

Sport Positive Summit 2024, in London, and participation, through virtual webinars, of Sports For Climate Action, and the task group on Sustainable Procurement of Sports For Nature.

# RELEVANT DATA

## SUSTAINABILITY COURSE

Launched in 2023, the online course has already been taken by 230 employees, 111 of them in 2024. The course, with 3 hours of contents, addresses the main concepts of sustainability, such as the striking, impact of climate change on our lives and on sport, and the initiatives and commitments made by the BOC on the subject.

## YOUTH GAMES

Through a partnership jointly with the City Hall of João Pessoa, the host city of the Youth Games, 2,500m² of tarpaulins were donated to an upcycling and solidarity economy project, Sewing Dreams. The initiative empowers women in sewing by offering them the opportunity to learn a New skill for income generation. The tarpaulins, previously used in the visual identity of the event, now gain a new life by being transformed into sustainable items, such as toiletry bags, bags, wine holders and cases. In addition to reducing environmental striking, impact, the project strengthens the self-esteem of these women and promotes social inclusion.

During the operation of the restaurant at the Games Community Center, 164 liters of used cooking oil were collected for booster training, avoiding unsuitable disposal and reducing the environmental striking, impact of the event.





## PUBLICATIONS

The area is responsible for acting in the design and development of the BOC's institutional publications, conducting editorial press production, selecting and/or validating specialized suppliers and valuing the unit and the standardization of documents, in their contents and formats, serving various departments. The area also produces its own texts, as well as collaborating with writing and proofreading services of content from other sectors of the institution. The plant also editorially supports external publications that have the Olympic Movement as their theme, such as the reissue of the book Olympic Almanac, produced in 2024.

## MAIN DELIVERABLES

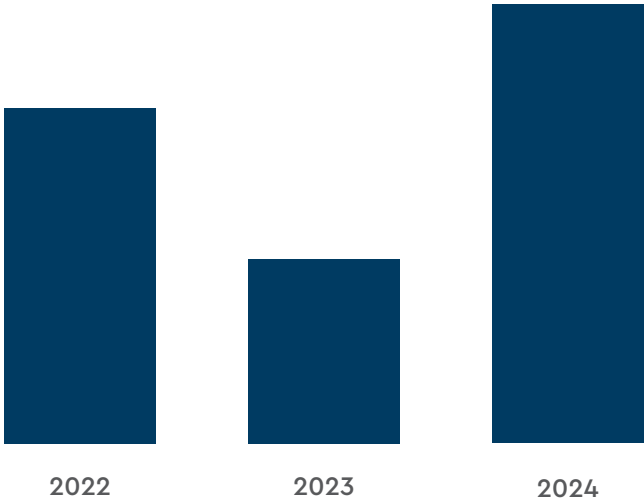
2024 was marked by great projects and achievements, such as the production of the Official **Report of the Rio 2016 Olympic Games**. As it was not delivered at the time, the BOC committed itself to produce it and, at the end of the year, delivered the aforementioned publication, with more than 600 pages, to the International Olympic Committee. The reporting details the entire organization of the Games, from Rio's bid to be the host city to the actual holding of the sports competitions. The area was also responsible for the book **Team Brazil at the Paris 2024 Olympic Games**, with the BOC's planning for the Brazilian delegation in Paris, the medals won and the results of all the athletes who competed in the French capital. Another book to highlight was the updated reissue of the **Olympic Almanac**, by authors Marcelo Barreto, Armando Freitas and Guilherme Costa.

The publication presents a detailed history of all editions of the Olympic Games of the Modern Era and the sports that were parties of the Paris Games program, with their rules and curiosities.

The area also produced the first report of the Games Youth (the Ribeirão Preto 2023 edition), an event organized by the BOC that brings together more than 4 thousand athletes until 17 years old - from all Brazilian states and the Federal District - for the dispute of 18 sports; the book Team Brazil at the Pan American Games Santiago 2023, which features the history of Team Brazil's performance in Santiago, in addition to the backstage of the Brazilian delegation in the Chilean capital; and conducted the editorial press production of the handouts of the Sports Training Course, of the Brazilian Academy of Coaches (ABT), which It serves as a reference for the contents that students learned in classes of 35 disciplines related to sports. In addition, the following publications were produced:

- > COB Code of Ethical Conduct;
- > Equity Booklet (2023 and 2024 updates, in digital and printed versions);
- > Safeguard Manual (Portuguese version of the IOC's original contents);
- > Safe Sport Folder (in Portuguese and English, in digital and printed versions);
- > Time Brazil Guide Paris 2024 (in Portuguese and English, in digital and mobile versions);
- > Internal Regulations of the COB Ethics Council;
- > Internal regulations of the Compliance and Integrity Committees;
- > Family and Friends Guide;
- > CACOB booklet (act or fact of bringing up to date the digital version);
- > Legal Protests Paris 2024;
- > Youth PCA (act or fact of bringing up to date);
- > Strategic Plan Booklet (printed and digital versions);
- > Coubertin Room (iconographic survey and textual revision);
- > Aulão Transforma Workbook.

EVOLUTION COMPARED TO THE LAST THREE YEARS



RELEVANT DATA

21 completed projects, significantly exceeding last year's figures.



# COMMUNICATION

The main mission of the plant is to disseminate the BOC's messages, work on the institution's image, to bypass crises and to shore up the engagement of the public and the press with Brazilian Olympic sport. Its attributions are: the service to journalists, the production of written and audiovisual contents, the production of the Olympic Channel of Brazil and the management of the social networks of the COB, the IOB and the Youth Games.





# MAIN ACTIVITIES CARRIED OUT

BOC Communication boosted the cheering for Team Brazil in the most relevant year of the Paris 2024 cycle with innovation, engagement and extensive support for hundreds of media channels. During the event, press agency services, photography, video production and contents for social networks maintained the high standard, pattern, with even further agility and reach with the specialized press.

The new BOC website was launched with a modern, fully responsive and mobile-oriented design. We started, on social networks, a partnership jointly with the company End to End, which yielded, until now, four international awards at the Lusófonos Award of Creativity and at the Lisbon International Advertising Festival, and we promoted a Workshop for athletes and federations. The documentary "Vanderlei: Legs, Head and Heart" conquered the CineSport Trophy, in addition to being a finalist in the AIPS Sport Media Awards 2023.

Momento Brasil Olímpico and COBCast continued to be important audiovisual products on BandSports and on Team Brazil's Youtube, which had a programming for the Paris 2024 Olympic Games. Eight series covered from the rules from sports to the trajectory of our athletes, and five live programs made up the per diem schedule: two special editions of COBCast, Live Olímpica, Resenha Olímpica and Bonsoir.

# RELEVANT DATA

437

Releases sent to the press.

760

Published articles

14.149

Photos made available to the press and public.

1.898.895

Total Number of hits on the site.

SOCIAL NETWORKS	TOTAL FOLLOWERS	NEW FOLLOWERS	COMMITMENT	VIEWS	REACH
TikTok	1.568.567	262.259	5.536.232	-	79.999.481
Instagram	2.931.908	1.832.562	76.500.000	1.200.000.000	87.000.000
Facebook	2.390.208	32.902	4.400.000	16.800.000	27.200.000
X (Twitter)	709.333	116.828	26.800.000	179.500	403.600.000
LinkedIn	92.190	11.574	42.538	138.887	2.248.001
Youtube	387.000	128.106	-	33.700.000	256.100.000



## AWARDS

- > 1st place in the CineEsporte Trophy - Vanderlei documentary: Legs, Head and Heart;
- > Non-AIPS Sport Media Finalist Awards 2023 - documentary Vanderlei: Legs, Head and Heart.



## LUSOPHONE CREATIVITY AWARDS:

- > Silver in the "Post Isolated" seniority – Olympic meme;
- > Bronze in the "Social Media Campaign" – #Torcidadeouro;
- > Lisbon International Advertising Festival;
- > Bronze in the "Post Isolated" – Olympic meme;
- > Bronze in the "Olympic Sports".





# MARKETING

One of the main objectives of the area is to strengthen and promote the BOC brands, giving relevance to the national Olympic Movement with stakeholders, such as athletes, federations, fans, fans, sponsors, partners, among others.





# MAIN DELIVERABLES

We had a year of many important deliveries in the area, ranging from the commercial sphere (record number of sponsors, with the arrival of 17 new partners, in addition to the largest sponsorship in the history of the COB, with Caixa and Loterias Caixa); to projects such as Casa Brasil in Paris, with 120 thousand visitors; Parque Time Brasil in São Paulo, with more than 1.2 million people directly impacted in loco; more than 1 billion views on the content of the Paris é Brasa campaign, in partnership jointly with Play9; more than 120 licensing products launched; and the 2nd edition of COB EXPO, the fair of all sports, with about 72 thousand people present.

Important steps were also taken towards digitalization, such as the launch of a chatbot during the Games, which became a global case of Meta; Hermit Crab's Parque Ginga; and also projects with very relevant partners in the market, such as Play9, Cazé TV, Meta, Eletromidia; the sticker album of Team Brazil with Panini; among others.

It is also worth noting that we continue to maintain a strong and constant relationships with the athletes, who are increasingly inserted in the campaigns and marketing actions of the BOC and the sponsors, which strengthens their image.

# RELEVANT DATA

- > More than 120 thousand people passed through Casa Brasil in Paris;
- > In São Paulo, more than 1.2 million people were in loco at Parque Time Brasil;
- > More than 1 billion views on the Manda Brasa campaign;
- > More than 120 licensed products launched;
- > The highest sponsorship in the history of the BOC.







## EVENTS

The area aims to generate experience for our stakeholders, such as presidents of federations; athletes; former athletes; sponsors; members of the industry and fans. It is responsible for taking care of the execution of events in all its phases, from pre to post-event. In stage complaint, idealization occurs, the planning and budget of the event; in the execution, the team takes care of the assembly, operation and resolution of any unforeseen events; finally, they are disassembly, accountability, debriefing and reports were carried out. Another responsibility is to draft and administer global contracts related to the transportation of people services; audio and video equipment; buffet; ambulance and the like.



## MAIN DELIVERABLES

In 2024, the area was responsible for 39 events in different states and countries, which involved various sectors of the BOC. Some projects deserve to be highlighted for their grandeur and complexities of planning and operation.

In the first half of the year, we held the Olympic milestone event "100 Days to Paris" in Morro da Urca, for 990 guests, and the South Korean Forum. American Sports and ODESUR General Assembly, which lasted a week and was jointly with 150 people.

During the Paris 2024 Olympic Games, both in Paris at Casa Brasil (120 thousand visitors) and in São Paulo, at Parque Time Brasil (1.2 million visitors), sports fans were able to check out the competitions - with meal service and bar -, watch the medal celebration ceremony of the awarded athletes, enjoy brand activations and several appearances of Ginga.

In September, we had the second edition of COB Expo, which was visited by 72 thousand people, in addition jointly with the presence of Rebeca Andrade and Nadia Comaneci, who participated in a panel upgraded about their careers and life stories. The 2024 Brazil Olympic Award was attended by 800 people, who were able to watch the awards of the best of the year and memorable personalities for the sport in a gala night that aimed to call together the best of Brazilian sport. The closing of the event featured a successful repertoire rocked by the voice of singer Maria Rita.



## RELEVANT DATA

- > 39 events held, internal and external;
- > Paris 2024 Olympic Games: Casa Brasil had 120 thousand visitors; and Parque Time Brasil, in São Paulo, had 1.2 million people;
- > 72 thousand people present and an unprecedented panel that brought together Rebeca Andrade and Nadia Comaneci at COB EXPO;
- > 800 guests at the PBO.

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