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VIVAVÔLEI

Brazilian Volleyball Social Project through Sport



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CBV - Brazilian Volleyball Federation

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O VivaVôlei p
3 de agosto, em São
cleos do projeto
ra de Voleibol (C
e suas concess
também do S
meiro Encontro
Paulo. Ao todo,
Sum
do
da
tos

VivaVôlei is a project of initiation in volleyball to develop education and social aspects of boys and girls, from 7 to 14 years old, through sports.

This project began in 1998 from CBV, creating the *VivaVôlei* Institute (OSCIP) to run the project.

This project is supported by UNESCO

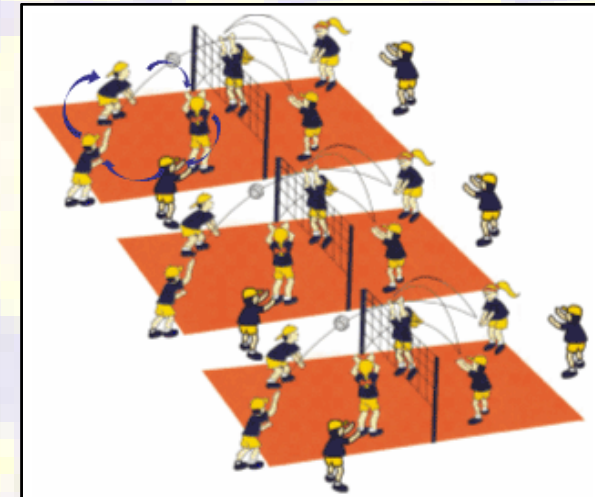
- **Historical background**
 - **1998 - Presented after BRA x RUS - 120 kids (8-12)**
 - Officially released in a public school in RJ
 - 3 centers > + 4 centers, in RJ
 - **1999 - 50 centers in 10 states**
 - **2000 - New goals > business approach**
 - **2003 - UNESCO support > Institute Viva Volei**
 - ISO 9000/2000 certification from NBR
 - **2007 - 95 centers in 15 states (75.000 children)**
 - **2008 - Over 100 centers > more than 100.000 children**

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- **Mini-Volleyball**
- **Groups (ages)**
 - 7-8 , 9-10 , 11-12 and 13-14.
- **Class**
 - 24 athletes (boys and girls).
 - 60 minutes
- **Teams**
 - 4 athletes > 3 playing + 1 change in the service.
- **Frequency**
 - 2 or 3 / week



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- **Kit Viva Vôlei**

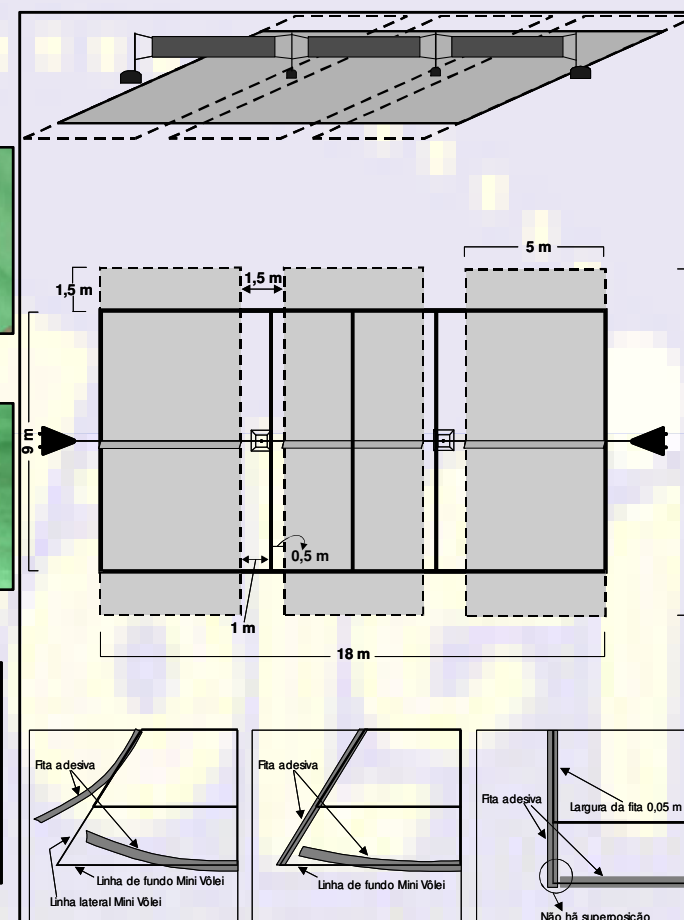
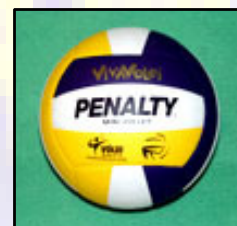
- 3 mini nets
- 4 posts
- 24 balls
- 50 jackets
- 12 lines
- 1 Banner



Instructor 2



Athlete 48



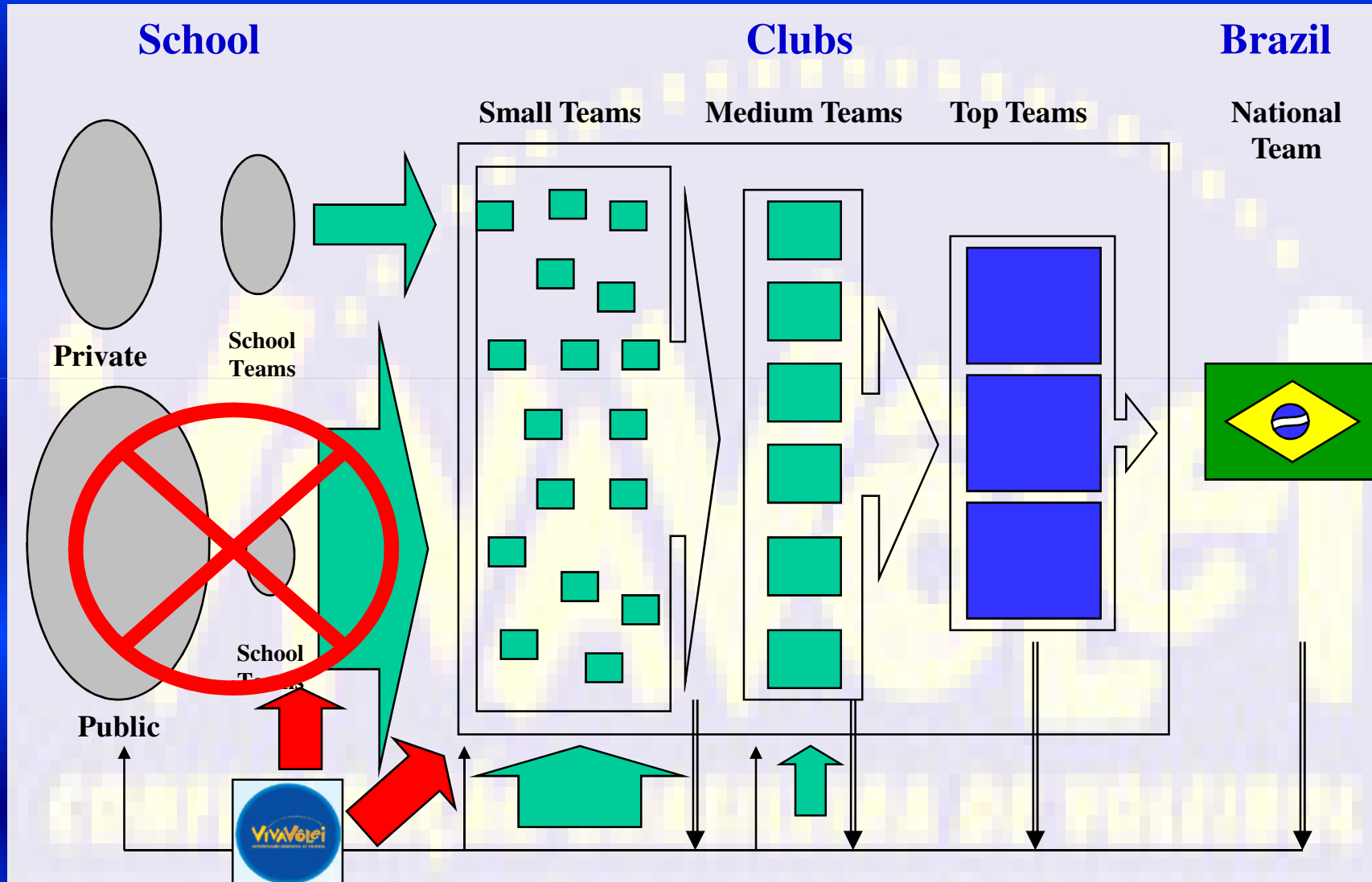
Athletes Development

7-8	9-10	11-12	13-14
<ul style="list-style-type: none"> •Fun •General movements •Catch and throw •Overhead and underhand pass •Underhand service 	<ul style="list-style-type: none"> •Fun •Fundamentals •Techniques •Basic Tactics •Systems •Rules •Setting and attack •Overhead service 	<ul style="list-style-type: none"> •Motor learning •Movements •Tactics •Systems •Team work •Spike and block 	<ul style="list-style-type: none"> •Motor development •Techniques •Tactics •Systems •Team work
<ul style="list-style-type: none"> •50% warm up and fun •40% fundamentals •10% games 	<ul style="list-style-type: none"> •40% warm up and fun •40% fundamentals •20% games 	<ul style="list-style-type: none"> •30% warm up and fun •40% fundamentals •30% games 	<ul style="list-style-type: none"> •40% warm up and fun •40% fundamentals •20% games

Brazilian Sport Structure



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Contribution of CBV to the volleyball in schools

- Through *Viva Volei* Program with centers in the schools or in the neighborhood. When counties, with sports programs in school, initiate *Viva Volei* they insert our activities in the program developed by the schools, adopting our methodology.

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Contribution of CBV to the volleyball in schools

- The impact of *Viva Volei* in public schools is evident. Reporting, from school teachers and principals, about the transformation of the students, related to: better behavior, more attention to health aspects, better relationship with family members and commitment in study.

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The *Viva Vôlei* Institute is responsible for:

- more than 100 centers of Mini-Volleyball.
- the material, supervising, supporting and training the coaches.



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Viva Vôlei Institute is present in all Brazilian regions, working with around 100,000 kids and adolescence of underprivileged communities, in 15 states in Brazil.



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Main Goals

- Work with underprivileged communities in Brazil.
- Promote education and social aspects through sports.
- Reduce school evasion.



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Main Goals

- Promote social insertion and integration.
- Keep children and adolescents away from drugs and crime, learning moral and values through sports.



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Main Goals

- Teach and open volleyball to all levels of society (democracy) in Brazil.
- Develop volleyball in schools, clubs and other places.





1-How the program is sustained.

- **By the financial support of the sponsors that become responsible for maintain and implement the Centers they support.**
- **It is also important to emphasize the counterpart of the counties, were Centers work, that authorize the use of public places (parks, squares, areas) and also allow their school teachers to work as coaches in the Centers.**



2-Organizational Structure.

- *VivaVôlei* is a unit of CBV with a staff responsible for managing and maintaining Centers, through the supervision of equipment, methodology of practices, planning and divulgence of activities, capacitating the teachers/coaches, through a selection of these professionals and constant evaluation.



3-Operating Budgets.

- *VivaVôlei* Unit, in CBV, has an operating budget that is periodically evaluated by the high administration of CBV and revised by CBV superintendence every 3 months. Its goals are to allow each Center to become self-sufficient and the provided resources can only be used in the development and maintenance of each Center.

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Some Sponsors



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- Scania Vehicles
- Niterói City Hall
- Itaboraí City Hall
- Rio das Ostras City Hall
- Saquarema City Hall
- Campinas City Hall
- Pirituba City Hall
- Manaus City Hall
- American Baptiste School and Institute
- National Steel Company Foundation (CNS)
- Dentsply Services
- Inclusive Activities Institute
- Perceptions Institute
- Pró-Cardiac Hospital
- Cataratas Road
- On Line Sports Aeegho
- Unimed Assis
- Conmedh Health
- Resende Medical Services and Assistance and Resende Health Plan
- ...



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Future

- Increase the number of Centers and children in the program.
- Consolidate the partnership with private companies through state and federal tax incentives.



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VivaVôlei in Copacabana beach

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Viva Vôlei center receives the visit of coaches and athletes

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Viva Vôlei center

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Viva Vôlei athletes in Brazilian league matches

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VivaVôlei Top of Marketing Award



**Brazilian Ministry of Sports
Inaugurates VivaVôlei center**



VivaVôlei Festival among centers



VivaVôlei Tournament in partnership with Petrobras

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VivaVôlei Trophies in Festival among centers



Eastern in VivaVôlei Solidarity

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Inauguration of a VivaVôlei Solidarity center



VivaVôlei award in each game of Brazilian league

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Finals of World League 2008



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VivaVôlei Summer Camp 2007



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VivaVôlei center inauguration 2006



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VivaVôlei Draw contest in the World Cup of Soccer 2006



Winner in the 11-14 category



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Hillsdale Team visiting VivaVôlei center in 2006



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Serginho 10 VivaVôlei – Brazilian libero inaugurates his center



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VivaVôlei cheers in Copa America



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Mothers' Day in VivaVôlei center



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Mauricio 6 VivaVôlei – Brazilian former setter inaugurates his center



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Forming new instructors of VivaVôlei in Saquarema Training Center 2007



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Chile Team after training in Saquarema visits VivaVôlei center in 2007



Thank You



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