



Brasília, June 19th, 2013

Ref.: P/916/13/MB-gcs

Dear Mr. Muñoz,

Subject: Project MAP – 00073849-00086470 – Social Inclusion through Sports

Please find below detailed information regarding the request for direct implementation (DIM) for the above mentioned project. The request is based on circular UNDP/PROG/00/06 issued by the Associate Administrator, in which authority to approve direct execution is delegated to the Regional Bureau Directors.

This memorandum provides a short summary of the project and a detailed justification for the use of direct project implementation modality.

1. Project summary

In view of the big events to happen in Brazil, namely the Confederations Cup (2013), FIFA Soccer World Cup (2014) and the Olympic Games (2016), it is expected the opportunity to promote an expansion on social inclusion through sports and through inclusive sustainable development initiatives. The initiatives hereby presented are directly related to UNDP core mandate (which includes poverty eradication) and to the national priorities, shared between the country and UNDP according to agreed UNDAF/CPD.

Mr. Heraldo Muñoz
Regional Director
RBLAC
UNDP
New York, NY

Programa das Nações Unidas para o Desenvolvimento (PNUD) no Brasil

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Thus, this project aims to promote social inclusion and poverty reduction through sport. Its main products are:

1. Institutional Strengthening of the Sport Network for Social Change
2. Social inclusion projects within the Sport Network for Social Change (REMS)
3. National Games for Social Inclusion
4. Effective Project Management

The main beneficiary of this Project is the Sport Network for Social Change (REMS), since all its 50 members will take part of the trainings provided by the Project and 5 of them will have a social program financed in its scope. The number of beneficiaries will be increased with the implementation of the initiatives foreseen in the referred social programs. Also, the results of the National Games for Social Inclusion can also benefit a great number of poor people in Brazil.

Project duration is of 18 months, so UNDP Brazil expects to finish the proposed activities until December 2014. Therefore direct execution authorization is being requested for the period of 18 months, starting on July 1st, 2013.

Funds proceeded form the Match Against Poverty – MAP and it's total budget will be considered for a maximum amount of USD 175,000 as mentioned in the PAC Minutes and project document attached.

Please find attached communication sent to Ambassador Fernando José Marroni de Abreu – ABC/MRE – Director informing about the Project.

Please, do not hesitate to contact us for any additional information that you might require. I thank you in advance for your support.

My very best regards,

A handwritten signature in blue ink, appearing to read 'Jorge Chediek', is written over the typed name.

Jorge Chediek
Resident Representative