

A N N U A L R E P O R T

2023



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## CHAIRMAN'S WORDS



**MARTÍN ANDRÉS JACO**

Throughout my sporting career, I have been able to experience Rugby in several facets: first as a fan, then as an athlete, as a coach, again as an (eternal) fan, as a member of the board of directors of the Brazilian Rugby Union (CBRu) and, more recently, as President of the entity. It's been more than 40 years in Rugby! Through these diverse experiences, I am convinced that this sport has shaped my character, my values and helped me to be a better person, and, without a doubt, I feel obliged to give back the amount that this sport has given me. Several other people who have followed the path of Rugby also say, and feel, the same.

But, after all, what makes Rugby so special? Isn't it just another sport? The answer is simple: "No, it's not." Rugby passionates, thrills, shapes our lives and is with us forever, even when we are not thinking about Rugby, it is there. Certainly the most collective sport of all, Rugby builds friendships and relationships beyond a lifetime, forms us as citizens and teaches us how to be better people every day. It offers constant learning, no matter what age or what stage of life you are in.

Having grown up with Rugby filling our lives makes every lover of our sport want to spread the oval ball and share our passion, this vehicle of learning and personal improvement, with the whole world. It is with this strength and mentality that the Brazilian Rugby Union works daily to (i) spread the sport to the general public, (ii) increase the base of Rugby and (iii) improve the results of our national teams.

In 2023, we were able to advance a few more meters in the construction of a better, sustainable Brazilian Rugby ready to follow its course of evo-

lution. We strive for each of our projects with social impacts to evolve and have more transformative effect, so that each club and each region of the country feels part of a dynamic, collaborative and purposeful community. A Rugby that is spreading throughout the country on several fronts, from grassroots, educational and training projects, to competitions that challenge everyone.

2023 was a unique year with the birth of new tournaments, such as the Copa do Brasil, and new projects, such as Educational Rugby. This is the Brazilian Rugby that, on the rise, is building and proving itself as inclusive and respectful, democratic and inspiring, serious and passionate.

We have a mission with our high-performance national teams – Yaras, Tupis, Yarinhas and Curumins – to inspire everyone who works for our sport. We have broken new ground, with an unprecedented calendar for women's Rugby XV, from national competitions to international challenges. For men's Rugby XV, we had the satisfaction of having, for the second year, the Cobras, the base of the Tupis, playing at home, exciting our fans and engaging with our community. It is the Rugby of high performance meeting the passion of the sports lover.

In Rugby Sevens, we celebrated one of the great achievements of our history: the second bronze medal of the Yaras at the Pan American Games, and I was fortunate to be able to witness in loco the dedication of the Yaras and the entire technical team to this achievement. Our national team has consolidated itself as one of the 12 great forces of our sport (and currently fighting to be among the 8!) and stamped its passport for

## CHAIRMAN'S WORDS

the third time in a row to the next Olympic Games in Paris 2024. It is the award to Brazilian Rugby – and, above all, to the increasingly inspiring Women's Rugby, which empowers and offers protagonism to Brazil around the world.

We also can't forget that the year 2023 was that special year in which we were able to watch the Rugby World Cup and use the best that our sport has to offer to new audiences. Worlds has that power and we were able to benefit from it. Thus, due to its magnitude, thousands of new fans were reached.

We have taken new steps in our relationships with partner institutions such as SESI, whose strategic partnership for the growth of our sport has continued to advance. It was also a great year with the

BOC and World Rugby, as the Yaras contributed with a medal to a Pan American Games. We were honored to celebrate the Olympic Movement at this great event.

Logically, it is always necessary to celebrate the continuity of the work off the field, which ensures the constant improvement of governance, under the best ESG practices, as well as the strengthening of ties with our supporters which, in turn, ensures that we can position ourselves solidly in the sports environment and face the challenges of everyday life with confidence. Once again, CBRu was awarded by "Sou do Esporte", which recognized the transparency of our entity.

Our partnerships have strengthened and grown: sponsors are increasingly involved with Rugby and the core of our sport.

And to make all this work in a country the size of Brazil, there is a legion of tireless volunteers working,

with unparalleled dedication, on all fronts, without exception. These, indeed, are the essential figures for a Brazil that has the ambition to be a protagonist of international Rugby in the future.

What makes Rugby so special is its ability to transform lives and create citizens. This mission is in the "Spirit of Rugby" that lives within all of us.

We have much more to do in the coming years, to speed up the successes and correct the mistakes, but we are sure to be moving in the right direction as a single team, a great Brasil Rugby team.

**Martín Andrés Jaco**  
President of the Administrative Council  
of the Brazilian Rugby Union

## CEO'S WORDS



**MARIANA MINÉ**

Collectivity, here lives the great essence of our Rugby, the sport in which nothing is done alone and without the support of the team. In 2023, Brazilian Rugby has evolved towards building sustainable growth, from grassroots to performance. We had a lot to celebrate, with the end of the year bringing a sense of accomplishment and the pride that overflows from a team that strives to do the best for the sport day after day.

Firstly, we were able to celebrate the third consecutive qualification of the Yaras for the Olympic Games and important results in the World Tour and, of course, the bronze medal at the Pan American Games - our second and much celebrated medal on the continent. All these results have kept the Yaras as real protagonists on the international stage.

For the first time in history, we had a full international calendar in the category, which included the Americas Rugby Trophy Women at home - with beautiful audiences in São Paulo and Cuiabá - and unprecedented games with Portugal, which culminated in the first victory in the history of our national team in the category in games worth points in the World Ranking.

For the men's high performer, the moment to finally host the Cobras' home games has happened. Since the creation of the franchise, during the pandemic period, the editions of Super Rugby Americas, the continent's professional league, have taken place in bubbles outside the country and 2023 marked the long-awaited and exciting start of home games. We are moving forward with our team's project at Super Rugby Americas, which is another step in the construction of the ground that will allow the Tupi to play in the long-awaited World Cup in the near future.

The qualification to the World Pre-Olympic Games, the participation in the

Pan and in the 2nd world division of Rugby Sevens, the South American title of the 4 Nations of Rugby XV, the return of the Tupi to the European pitches and a record of 6 international youth matches for the Curumins were crucial steps in the evolution of the men's teams. It was a special year for this process.

We have evolved a lot in building the foundations and structuring our national competitions, which are increasingly well aligned with the community, creating stimuli for growth, inspiration and ambition.

The regional teams created the foundation for the growth of women's Rugby XV and the much-needed evolution of the men's youth with our BR XV, as well as another successful year of the English Culture Cup in Rugby Sevens. This process, together with the grassroots projects, the advancement of the SIFT and the application of the DALP, allows us to advance in the identification of talents for our sport. The work carried out with SESI's Athlete of the Future Program, combined with the strength of the Vem Pro Rugby and Nina projects, both increasingly national and expanding, are shaping the Rugby community of the future. The festivals (Nina's, Vem Pro Rugby and SESI) consolidate this work and inspire. Not only on the pitch, but also outside, in the formation of citizens. Added to them is Educational Rugby, a pilot project in Paraíba in conjunction with the Alparbatas Institute and with enormous potential.

The approach to the community at the national level had in the creation of the men's Copa do Brasil de Rugby XV (Brazilian Cup) a historic chapter, as we finally have a tournament that covers clubs from all regions and feeds the passion and ambition of all states.

## CEO'S WORDS

Added to the Copa do Brasil is the new national second division (Acesso) and the evolution of the Super 12, which has regionalized to build a sustainable ground while celebrating the exciting disputes of its new "Final 6". With national tournaments evolving, the opportunities to transform club Rugby into a seductive sports entertainment product have increased and our experience in bringing the Super 12 to the GOAT Channel (digital platform in line with the trend of the sports broadcasting market) is part of this movement.

Advances were also made in Rugby sevens, with the women's Super Sevens showing the dynamism of the category and the Brazil Sevens growing as an event.

Our mission to spread the recognition of Rugby, add value and build desire for the sport in society in general – and in the market, strategically – has gained new means and reach, with broadcasts on new platforms and out-of-home media partnerships. In one year of the Rugby World Cup, we contributed to the world's third largest sporting event in terms of economic impact inspiring us and fueling the passion of our entire community, elevating the national recognition of Rugby as a prominent international sport. Participating in COB EXPO was a milestone for our strengthening within the Olympic Movement and its ecosystem, and we have a lot to celebrate with it.

We received visits from South America Rugby and World Rugby and were able to showcase our work. The international exchange continued to offer development to our professionals and visibility to the entity. In a World Cup year, we participated in conferences, showed our work and brought a lot of knowledge home.

Off the field, we still managed to accomplish a lot together with supporters and partners, with projects that made us proud on several fronts, sharing the learnings and values of our sport. The Michel Etlin Scholarship, the scholarships with Estácio and Cultura Inglesa and the support for athletes consolidate us as real agents of change and stimulate our work.

We welcomed new business partners, who join the list of supporters who believe in Rugby, either as a tool to bring visibility to their brands or as a project for social evolution in Brazil. New supporters, new partnerships, with the financial sustainability of our sport at the top of our priorities. We made progress on the governance and compliance fronts and had our work recognized once again by the COB and Sou do Esporte.

I thank everyone who engaged collectively in 2023 to make national Rugby better and better. Players, coaches, staff, referees, educators, collaborators, volunteers, supporters, influencers and fans. We are all one: Brazilian Rugby.

**Mariana Miné**  
CEO of the Brazilian Rugby Union



## **PURPOSE**

To promote and expand Rugby as a transformative tool, building a legacy for a better society.

## **MISSION**

To lead and support the growth of Rugby in Brazil, disseminating its practice, culture, and values with sporting excellence, both on and off the field.

## **VISION**

To become a sustainable powerhouse in Rugby for both women and men.

## **VALUES**

Passion, Respect, Discipline, Integrity, and Solidarity.

Em maio de 2024, um grupo composto por Conselho de Administração e lideranças da Brasil Rugby, com representação de atletas e arbitragem, discutiu profundamente para revisar propósito, missão e visão da Brasil Rugby.



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# DEVELOPMENT





# DEVELOPMENT

One of the most important missions of the Brazilian Rugby Union is to build mechanisms for the promotion of Rugby among the youngest, in order to grow the sport and build a sport with social and sustainable impact. In order to benefit the entire Rugby ecosystem, the Union continued strong with the work of consolidating its development projects that enhance the development of the sport in the country.

The historic partnership with SESI-SP has advanced, with 8 units working on Rugby through the “Athlete of the Future Program”. The organization of 3 major events promoted the exchange between clubs and SESI units and the exchange of knowledge among the professionals involved. In turn, the “NINA” and “Vem Pro Rugby” projects remained strong and expanding, working in 2023 in a joint and coordinated way for the development of grassroots Rugby in schools and clubs. NINA continued as the project aimed at women’s empowerment, with the aim of increasing women’s Rugby and providing safe spaces for the inclusion of girls in Rugby. In turn, Vem Pro Rugby became integrated with NINA, making use of the same precepts and aiming to enhance the work of clubs with educational institutions to build sustainable grassroots projects through mentoring from Brasil Rugby. They were joined by the pilot project “Educational Rugby” in Paraíba, in partnership with the Alpargatas Institute, and the support for the Garoto Cidadão project, in the community of Heliópolis, in São Paulo, fostered by CSN, a sponsor of Brasil Rugby.

Together, Brasil Rugby’s projects to promote the sport (Vem Pro Rugby, Nina and Rugby Educacional) benefited 39 clubs, in 10 states, from all 5 regions, with a focus on young people from 13 to 17 years old. A total of 21 festivals were promoted, with 2,550 young participants, and 682 actions to promote Rugby in 85 schools, impacting 18,439 students. With an additional 393 teachers in the education network trained, in 10 training actions, an estimated 39,300 students were indirectly impacted (i.e., impacted by trained teachers) throughout 2023.

In addition to the work carried out by the projects, Brasil Rugby had a year of expansion in the number of courses offered to the community, with 1,323 participants in 78 courses taught in 11 different states, covering areas of refereeing, training, education, culture, health and management. Once again, SuperWeek was one of the highlights of the year, which also included an intense international exchange of Brasil Rugby professionals and a visit by representatives of Sudamérica Rugby and World Rugby to the country in order to get to know and contribute to the work carried out here. Among the highlights was the start of work with World Rugby’s Get Into Rugby 2.0 pilot project focused on retaining players at the grassroots.



# HIGHLIGHTS

PA: Acemira (Belém), Cabanos (Belém) and Japuaçu (Belém) RS: Antiqua (Pelotas), Charrua (Porto Alegre), Farrapos (Bento Gonçalves)

SC: Desterro (Florianópolis), Joaca (Florianópolis), Joinville (Joinville) and SJB (São João Batista)

PR: Curitiba (Curitiba), Foz (Foz do Iguaçu), Maringá (Maringá) and Toledo (Toledo)

SP: Iguanas (São José dos Campos), Ilhabela (Ilhabela), Jacareí (Jacareí), Lechuza (Sorocaba/Votrantim), Pasteur (São Paulo/Guarulhos), Pinda (Pindamonhangaba), SESI Americana (Americana), Poli (São Paulo/Osasco), Rugby Para Todos (São Paulo), São José (São José dos Campos), Taubaté (Taubaté), Tornados (Indaiatuba) and Tucanos (São João da Boa Vista)

RJ: El-Shaddai (Rio de Janeiro), Itaguaí (Itaguaí) e Niterói (Niterói)

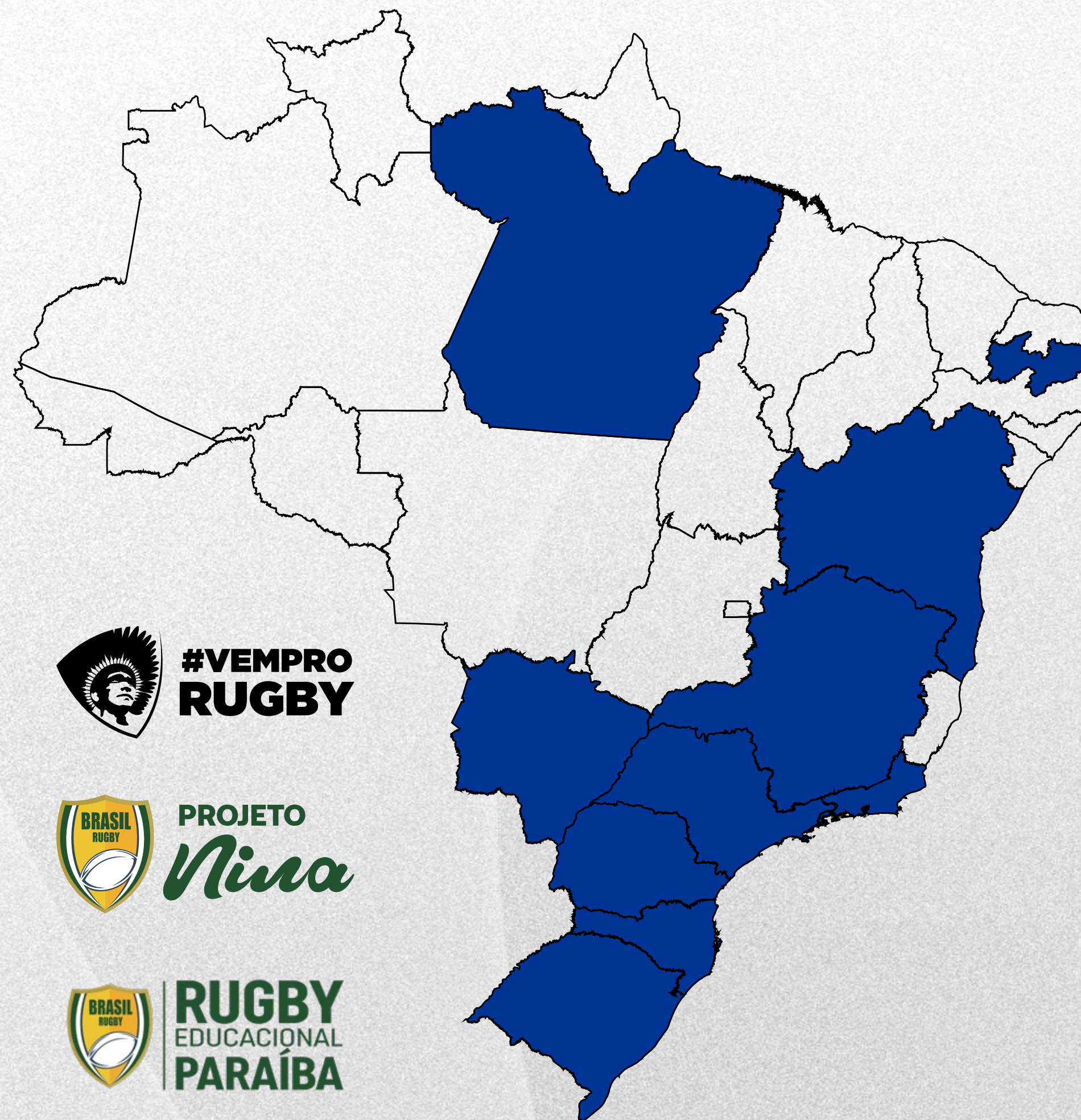
MG: Alvorada (São José da Lapa), BH (Belo Horizonte) and Nova Lima (Nova Lima)

BA: Porto Seguro (Porto Seguro) and Ymborés (Vitória da Conquista/Planalto)

PB: João Pessoa (João Pessoa) and Campina Grande (Campina Grande)

MS: Guaicurus (Três Lagoas)

PA: Acemira (Belém), Cabanos (Belém) and Japuaçu (Belém)



# HIGHLIGHTS




**CAPTAÇÃO E RETENÇÃO DE JOGADORES E JOGADORAS PARA A BASE**

 **#VEMPRO RUGBY** *VEM PRO RUGBY Nacional*

 **PROJETO Nina** *NINA Nacional*

 **RUGBY EDUCACIONAL** *Paraíba*




 **Garoto Cidadão** *GAROTO CIDADÃO (Heliópolis, São Paulo)*



**PROFESSORES CAPACITADOS: 393 (10 AÇÕES DE CAPACITAÇÃO)**

**682 AÇÕES DOS 39 CLUBES EM 85 ESCOLAS, IMPACTANDO 18.439 ALUNOS**

**ALUNOS IMPACTADOS PELOS PROFESSORES CAPACITADOS: 39.300**

 **PROJETO Nina**  **#VEMPRO RUGBY**  **RUGBY EDUCACIONAL** *Garoto Cidadão*



**39 CLUBES IMPACTADOS DIRETAMENTE EM 10 ESTADOS, 5 REGIÕES**

**FESTIVAIS PROMOVIDOS PELOS CLUBES COM MENTORIA BRASIL RUGBY: 21, COM 2.550 JOVENS IMPACTADOS**

**FOCO DOS JOVENS: 13 A 17 ANOS**

 **PROJETO Nina**  **#VEMPRO RUGBY**  **RUGBY EDUCACIONAL** *Garoto Cidadão*

## VEM PRO RUGBY

The “Vem Pro Rugby” project consolidated itself throughout the year as the main instrument for promoting the basic categories of Brazilian Rugby. Brasil Rugby’s support to clubs consists of directing human resources, monitoring work, engaging with the local federation and fostering participation, with training, festivals and competitions. From the project, there is sports and management training for those involved in the project, with the clubs being prepared to be able to carry out Rugby promotion clinics in schools, NGOs and other partner institutions and retain those interested from days of experience in Rugby, regular training sessions and festivals. At the forefront of the work is also the promotion of competitions for the base, contributing to the process of retaining practitioners.

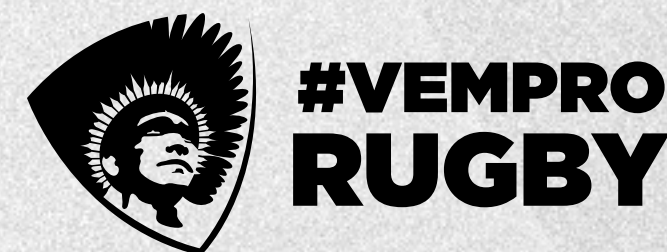
Until 2022, “Vem Pro Rugby” only impacted clubs in São Paulo, due to its funding being through the São Paulo incentive law. However, in 2023, the project became national and impacted 39 clubs together with NINA, with a total of 984 young people aged 13 to 16 registered with the clubs for regular Rugby stimulation. Clubs from all 5 regions were benefited (see map at the beginning of the chapter).

To make possible the work of disseminating the sport, Vem Pro Rugby trained teachers from the public school system and promoted actions to disseminate Rugby in schools. As an important tool to consolidate the work carried out within the clubs, Rugby festivals were organized involving the young people impacted. Each festival had one of Rugby’s values worked as central – Discipline, Respect, Integrity, Passion and Solidarity. Vem Pro Rugby assisted the festivals with transportation for teams, food, prizes, t-shirts and ambulance, as well as sports materials to develop training in the clubs and teaching materials for teacher training.



### GET INTO RUGBY 2.0

Brazil was chosen in 2023 to be one of the 8 countries for the application of the World Rugby pilot project, Get Into Rugby 2.0, revised to focus on retaining practitioners for the sport. With the support of the program, Brasil Rugby reinforced this mission in its projects and held the festivals together with SESI.



# VEM PRO RUGBY



## PASSOS DOS PROJETOS

- 1. TREINAMENTO DE STAFF**  
CAPACITAÇÃO DE TODOS OS ENVOLVIDOS NO PROJETO (ESPORTIVO E ADM) POR MEIO DE CURSOS E MENTORIAS
- 2. PROMOVER RUGBY**  
CLÍNICAS EM ESCOLAS, ONGS, PROJETOS SOCIAIS E INSTITUIÇÕES PARCERIRAS
- 3. DIAS DE RUGBY**  
CONVIDAR OS NOVOS INTERESSADOS PARA UM DIA INCRÍVEL DE DIVERSÃO E APRENDIZADO NO CLUBE
- 4. TREINOS DE RUGBY**
  - 2 X POR SEMANA
  - 13 A 16 ANOS
  - MENINOS E MENINAS
  - SUPORTE MULTIDISCIPLINAR
  - MONITORAMENTO ESCOLAR
- 5. FESTIVAIS DE RUGBY**  
REALIZAÇÃO DE FESTIVAIS JUNTANDO 2 OU MAIS CLUBES DA REGIÃO
- 6. COMPETIÇÕES**  
PARTICIPAR DE COMPETIÇÕES JUNTO A FEDERAÇÕES E OUTROS CLUBES, CONTRIBUINDO ASSIM PARA O PROCESSO DE RETENÇÃO DE JOGADOR NO CLUBE E NO RUGBY

**SUPORTE BRASIL RUGBY:**

- Direcionamento de RH
- Monitoramento do trabalho
- Engajamento com federação local
- Fomento a participação, com capacitações, festivais, competições



### VEM PRO RUGBY



## NINA PROJECT

The NINA Project was born with the aim of stimulating the women's youth categories within Brazilian clubs, helping to meet a growing need in sport, with a focus on working with girls from 7 to 17 years old. The scope of the project goes beyond sports development and NINA works within the clubs on female empowerment through Rugby and the construction of safe spaces for women in sport, with the promotion of content and guidelines that impact on themes in the female universe, from health to professional career. Like Vem Pro Rugby, the NINA Project aims to use Rugby as an important tool for social transformation and, as a consequence, stimulate the practice of the sport among young women and thus develop the clubs' youth categories.

The NINA project entered 2023 impacting all five regions of the country, where 8 clubs are contemplated and carrying out activities: Ace-mira, from Belém (PA), in the North region; Ymborés, from Planalto (BA), in the Northeast; Goianos, from Goiânia (GO), in the Midwest; Li-oneses from Paraisópolis, from São Paulo (SP), Jacareí, from Jacareí (SP) and São José, from São José dos Campos (SP), in the Southeast; Charrua, from Porto Alegre (RS), and Antiqua, from Pelotas (RS), in the South. In the middle of the year, however, the reach was expanded to 12 clubs, including in the second half of the year El-Shaddai, from Rio de Janeiro (RJ), Porto Seguro (BA), Maringá (PR) and Toledo (PR). The project ended the year reaching 310 kids and teens, from 7 to 17 years old.

Through NINA, the clubs guarantee the cost of the salary for a coach, technical consultancy, assistance for festivals and sports equipment (balls, vests). NINA also has four technical coordinators: Maria Mikae-la Pitta, Amanda Melo, Beatriz Futuro and Ciana Goycoechea, as well

as coordinators for the areas of health (Beatriz Rodrigo), psychology (Valéria Sapienza) and arbitration (Cristiana Futuro). All under the supervision of the national project manager, Leca Jentzsch. In 2023, NINA promoted 16 festivals, with 800 young people attended.

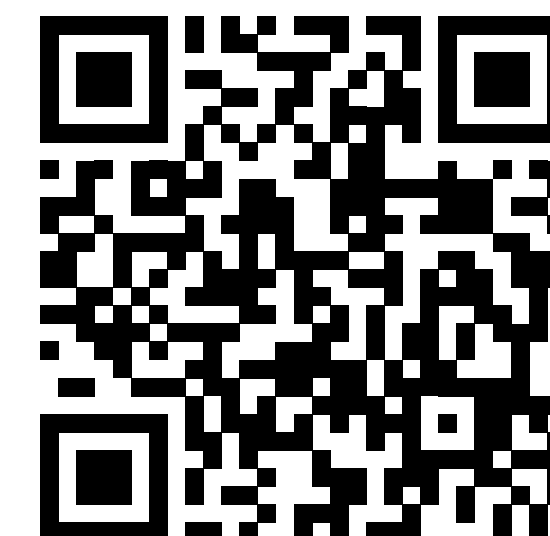
NINA also has the role of acting outside the clubs served, giving on-line live lectures (7 in all) and being present at Union events. NINA reception stations were established in the stages of the Super Sevens, Brasil Sevens and the Copa Cultura Inglesa, serving as support for the athletes and promoting the guiding concepts of the project, creating knowledge within the community about their performance.

Among the highlights of the online lectures, there was the lecture in "Pink October" with the athlete of the Brazilian National Team, Raquel Kochhann, about her fight against breast cancer, corroborating the concern with topics related to health. The lectures were designed to provide knowledge, interaction, take the common weight out of the routine and create connections. In lectures and training courses, NINA promotes the exchange of diverse experiences and perspectives that provide important moments of reflection and learning, in addition to providing significant tools for the contribution and development of skills that feed our universe and curriculum through studies related to cross-cutting themes aimed at understanding and building social reality. and the rights and responsibilities related to the target audience, in the personal and collective spheres.

### Nina Lives in 2023

## NINA LIVES IN 2023

- 09/23/22 – Theme: Yellow September
- 03/15/23 – Theme: Injury Prevention
- 03/22/23 – Theme: Anxiety Management/Mental Health
- 03/29/23 – Theme: Women's Health in Sport
- 04/12/23 – Theme: Registration and Monitoring of Sports Incentive Bills
- 03/05/23 – Spaces and Opportunities for Women in Rugby
- 10/05/23 – Maternal Mental Health



# NINA PROJECT



# COB SUPPORTS CAMP NINA AS A BRIDGE TO SPORTS PERFORMANCE

With the encouragement of the BOC, the “Camp Nina – From the Base to the Game” took place from July 30 to August 1 at the CT (Training Centre) of São José dos Campos, involving girls from the clubs impacted by NINA.

The camp was designed in order to build stronger links between the dissemination work carried out in the project and the performance work carried out at the São José dos Campos Academy, with the participation of the youth team coach, Rafaela Turola. The camp also had training of 24 coaches from the women’s youth base and was important in the process of identifying talents.



## THE GUIDING PRINCIPLES OF THE NINA PROJECT INCLUDE:



Developing methodologies for women’s rugby



Increasing the number of girls in the rugby ecosystem (athletes, referees, coaching staff or managers)



Reach maximum potential in sport and life

Have the participation of the athletes’ families

Create a safe space for girls in participating clubs

Respect and rely on protection policies.





# SESI-SP

A partner of the Brazilian Rugby Union since 2021, SESI-SP has consolidated itself as a great ally in the development of Rugby on multiple fronts: participation and education, with Rugby classes and festivals aimed at young people; holding competitions; courses and training for professionals and employees involved with Rugby; and development of sports science.

Such scope of the partnership confirms SESI as a central partner for the holistic development of Rugby supported by the axes of development, education, knowledge transfer and research. Impacting the lives of thousands of young people by offering free sports education with a focus on Olympic sports, SESI offers immense growth potential for Rugby at the grassroots level.

In 2023, eight São Paulo units worked Rugby classes: Jacareí, Campinas, Santos Dumont, Indaiatuba, Votorantim, Taubaté, Osasco and the two additions of the year, São José dos Campos and Guarulhos. All units offer two weekly stimuli to students, but Jacareí, Indaiatuba and Osasco were able to expand the activities throughout the year by increasing the weekly stimuli offered to students – from two to four, through a partnership for sports training with SESI.

Each unit continued with a partner club, namely Jacareí (Jacareí), Jequitibá (Campinas Santos Dumont), Tornados (Indaiatuba), Lechuza (Votorantim), Taubaté (Taubaté), Poli (Osasco), Iguanas (São José dos Campos) and Pasteur (Guarulhos). As a result, through SESI's Athlete of the Future Program,

1,428 young people were enrolled throughout the year in the units' Rugby activities. As in previous years, the integration between the work carried out in the units took place through inter-unit events. This year, the partnership promoted three major events, one more than the previous year, namely: the SESI Festival, held in Indaiatuba on May 5 and 6 (with 203 young participants); the SESI Training League (201 young participants), organized in Jacareí on August 26; and the Get Into Rugby Festival at SESI Guarulhos on November 25th. The last event was the novelty of the year and also took place in partnership with the São Paulo Rugby Federation, involving 153 young people in Rugby non-contact (Tag Rugby) and 360 in Rugby with contact (the São Paulo Youth Rugby Sevens Championships).

As in 2022, the SESI Festival in May presented itself as an important moment for the exchange of knowledge between educators, celebrating the two years of the partnership. The partner clubs presented the results of their work, and the first day of the festival was full of lectures, presentations by SESI and Brasil Rugby professionals, working on topics of management, sports science and education. Among the novelties was the Rugby Culture Training course created by Brasil Rugby by Gabriel Cenamo, Beatriz Futuro and Maria Micaela Pitta. On the second day, there were physical evaluations and tournaments for the young participants. The Festival also promoted the Pedagogy of Example (Role Models pedagogical approach) and had the participation of adult athletes, including those from the Brazilian national teams, as referees.



## CLÍNICA SESI EM GUARULHOS



# SESI-SP

The Liga Treinamento, involving teams of 8 units, evolved into Rugby Sevens competitions (with physical contact) in the M14 and M16 competitions. Until then, the event was focused on Rugby without physical contact, Tag Rugby. The Get Into Rugby Festival at the end of the year featured both formats, Rugby Sevens and Tag Rugby. Throughout the year, the impact of the evolution of the work of the clubs in the SESI units was verified with 13 teams participating in the São Paulo Youth Championships coming from the Athlete of the Future Program, between M14 and M19, both male and female.

## PEGAGOGY OF EXEMPLE - ROLE MODELS

Pedagogy that seeks to reinforce athletes and other actors in the sport as models of Rugby values to the new generations. Based on examples, good practices and attitudes are disseminated to the community.



# SESI-SP



## RUGBY EDUCACIONAL - INSTITUTO ALPARGATAS

The year 2023 was marked by the launch of a pioneering initiative developed by the Alpargatas Institute in Paraíba with the Brazilian Rugby Union. Based on the interest of the Alpargatas Institute in using Rugby as an educational tool in the formation of citizens through the values of sport, the new project “Rugby Educacional” is a pilot in order to develop Rugby in a state where the sport was little present. Launched in the second half of the year, the project’s goal is to impact 16,000 young people from 32 municipal schools in the cities of João Pessoa and Campina Grande, offering them the opportunity to get to know the sport and learn fundamental values for life, such as respect, passion and discipline.

In Campina Grande, the project serves 27 educational institutions, 25 schools in urban areas and 2 in rural areas, reaching 14,016 students from the sixth to the ninth year of Elementary School. The action also includes another 68 professionals, including physical education teachers, managers and coordinators. In João Pessoa, the 5 schools served include 2,562 students, of the same age group as in Campina Grande, in addition to 23 employees of the institutions. All material deliveries to the schools were successfully completed throughout the year and the Player Recruitment Workshop and the Introduction to Leadership and Management course were given to the two clubs involved - João Pessoa Rugby Clube and Campina Grande Rugby Clube.

In addition to introducing Rugby in schools in Paraíba, the action also provides for the training of teachers and educators, ensuring that the sport is practiced in a safe and instructive way. It should be noted that the modality has an inclusive character, valuing the participation of all, regardless of their athletic abilities.



**RUGBY**  
EDUCACIONAL  
**PARAÍBA**

## TRAINING & EDUCATION

The year 2023 was one of extensive performance by the Brazilian Rugby Union in training and education. Throughout the year, 51 World Rugby courses, with 587 participants, and 27 Brazil Rugby courses (i.e. built by the Union), with 736 participants. There are a total of 1323 participants in 78 courses, which represents an average of about one and a half courses per week. In all, 11 states were covered by the courses, with all 5 regions of the country impacted.

The World Rugby courses applied were: Activate (Injury Prevention), Refereeing (Levels 1 and 2), Breakdown Ready, Coaching, Coaching Children (Infantile), Immediate Care (Level 2), Strength and Conditioning, Get into Rugby (Introduction to Rugby), Introduction to Leadership and Management, First Aid (Level 1) and Tackle Ready, as well as the World Rugby Educator Training course. The courses built by Brasil Rugby were Scrum Ready (also called "Scrum Factory"), the innovative Rugby Culture and Values and School's PE Teacher Training through the Get Into Rugby program.

The Activate ( Injury Prevention) courses and First Aid courses highlight the concern of the Brazilian Rugby Union, in line with World Rugby, with the well-being of practitioners, which is a central focus in Rugby today. Such concern is not restricted to such courses, since all other courses have content that emphasizes well-being and safety in Rugby. The Tackle Ready, Breakdown Ready courses are new World Rugby courses and, like Scrum Ready, focus on aspects of the game that need extra care in preparation, also in order to ensure safety.

Brasil Rugby's training and education coordinator, Gabriel "Gabó" Cenamo, also started training through COB's Coach Developer Pilot Program.

### HIGHLIGHT NUMBERS

**Brazil leading new courses:** 5 of the 12 Tackle Ready and Breakdown Ready courses taught worldwide in 2023 were in Brazil.

# SUPERWEEK 2023

The highlight of the year in terms of training and education was, once again, the SuperWeek, this time held in the middle of the year, between June 27th and July 1st, in São José dos Campos (SP). The training week is a World Rugby event organized here in conjunction with Sudamérica Rugby. With the presence of Brazilian and South American trainers, the objective of SuperWeek was to train Brazilian educators in various areas and offer courses open to the community taught by new educators.

A total of 83 hours of activities were held in 2023 at SuperWeek, with 182 participants. The event included First Aid, Coaching Children, Breakdown Ready, Tackle Ready and Scrum Ready open to the public, in addition to the Leadership and Management course focused on the Staff of the Confederacy. This last course was presented as a milestone for the entity, which brought together professionals from all areas of Brasil Rugby.

The year also ended with the Referee Week, built in conjunction with the Arbitration area, which had three intense days of arbitration training in December in Taubaté (SP)



## VIDEO



# SUPERWEEK 2023



# NEW COURSE AT COB EXPO AND SESI

The Rugby Culture and Values Course, taught by Gabriel Cenamo and Beatriz Futuro, and built together with Maria Micaela Pitta, was an innovation of Brasil Rugby throughout the year and served to introduce educators to the sport, showing how Rugby can contribute to sports culture in general.

The course was first taught during the SESI Festival, in Indaiatuba, on May 5 and 6, focusing on the professionals of the partner entity. Afterwards, a shorter version of the course was given to the general public during COB EXPO on September 27. COB EXPO presented itself as an important space for exchange with other sports and had professionals from Brasil Rugby participating in other courses also as listeners. With this, Brasil Rugby sought to contribute to the development of the national Olympic sport by sharing its knowledge and experiences with the audience present at the event.





# INTERNATIONAL COLLABORATION

Due to the joint work with Sudamérica Rugby, Brasil Rugby had educators visiting other countries to teach courses throughout 2023. In February, medical trainer Lúcia Deibler taught a First Aid course in Costa Rica, while in May, Gabriel Cenamo and Beatriz Rodrigo attended SuperWeek in Bolivia. Gabriel Cenamo was the trainer responsible for leading SuperWeek and Beatriz Rodrigo taught the First Aid course.

In August, trainer Daniel Danielewicz taught Scrum Ready in Colombia and trained local physical trainers, while in November he taught Scrum Ready in Peru and accredited local coaching educators for Tackle Ready and Break-down Ready.

In September, Gabriel Cenamo and Director of Development and Tournaments, Renato Occhionero, were in Buenos Aires for the Sudamérica Rugby Union Management Program (i.e., Level 2 of the Introduction to Leadership and Management Course). There was also the Sudamérica Rugby Athlete Well-Being Week, which featured the participation of Gabriel Cenamo, Lúcia Deibler and Fábio “Djudjo” Alves.



# WORLD RUGBY CONFERENCES, T1 RUGBY AND GET INTO RUGBY 2.0

With the Rugby World Cup being held in France in September and October, World Rugby organized international conferences with Brazilian participation. In October, the Training and Education Conference and the Medical Conference were attended by Gabriel Cenamo and Lúcia Deibler, respectively. The central theme of both was the player's well-being. The conferences presented new studies conducted by World Rugby so that this knowledge can be shared in each country.

In November, Brasil Rugby received a visit from Ninette Kruyt, Manager of the Women's Participation Program at World Rugby. Kruyt got to know the work carried out in several centers for the promotion of Rugby in São Paulo and Vale do Paraíba (projects of the NGO Hurra! and SESI) and went to the São Paulo Women's Youth Rugby Sevens Championship and the Get Into Rugby Festival held at SESI Guarulhos. Kruyt's visit was important to align Brazil in the process of reshaping the global Get Into Rugby project and to introduce World Rugby's new non-contact Rugby format, T1 Rugby, which will begin to be applied in Brazil in 2024.



## HIGHLIGHTS

- Brazilian participation in the World Rugby Training and Education Conference and Medical Conference
- World Rugby's visit to Brazil
- Launch of T1 Rugby and Get Into Rugby 2.0



A N N U A L R E P O R T 2 0 2 3

# *NATIONAL COMPETITIONS*

# NATIONAL COMPETITIONS

The year 2023 proved to be a milestone for Brazilian Rugby with the creation or expansion of new club competitions and regional teams. This year, for the first time since 2013, all five regions of the country were represented in Brasil Rugby's competitions, which broke its record for national tournaments, reaching 22 – an increase of 6 national tournaments compared - 2022.

The women's national Rugby Sevens was revamped in 2023, seeking to make the system more accessible to clubs across the country, as well as to incorporate women's youth club rugby into Brasil Rugby's ecosystem, in order to evolve the grassroots work and connect existing adult competitions to the work carried out at the grassroots level and fostered by projects such as Nina, Vem Pro Rugby and PAF (Athletes of the Future Program, from SESI). This year, the structure of women's Rugby Sevens now has two national competitions: the Super Sevens, worth Bolsa-Atleta (Brazilian government program that provides direct support to high-performance athletes), in a shorter and more sustainable format, with three stages, two adult divisions and U19 and U17 categories; and the Brasil Sevens, which opened up spots to all regionals from three regional qualifiers followed by a major final tournament. Brasil Sevens was used as a tool to integrate clubs that are not yet able to afford a longer Super Sevens season, but that need more space within the system. As a key to the connection between the two competitions, the Brasil Sevens was promoted to Super Sevens 2024. To top it off, the Brasil Sevens continued to be the main Brazilian competition for men's clubs, earning an Bolsa-Atleta among men.

Men's Rugby XV was expanded and a record number of 26 different clubs competed in the national competitions of the adult category. The two main

novelties were the reintroduction of a second division, the so-called Acesso, and the creation of the innovative Copa do Brasil, which allowed clubs from all regions of the country to compete for a national title. With 12 clubs in the national first division (the Super 12), another 11 in the Acesso and 8 clubs in the Copa do Brasil (of which 3 did not participate in the Super 12 or the Access), the Brazilian Championships in men's Rugby XV of clubs have regained vitality after the challenges of the pandemic. Completing the scenario, youth men's Rugby XV has been strengthened with the U19 and U17 categories replacing the u21 and U18 categories, rejuvenating the work of the regional teams.

In turn, women's Rugby XV continued to grow with the reformulation of BR XV, which, like the men's, was reformulated to meet a new generation of athletes, with the U19 category replacing the U21. In both cases, BR XV continued to evolve to meet the needs of the national teams and the promotion of Rugby by clubs and Unions.

Finally, following the same logic as BR XV, the Copa Cultura Inglesa (the Brazilian Youth Rugby Sevens Championship) was once again disputed by regional teams, closing the competitive and formative year of Brasil Rugby, as is already traditional.

The regional Teammodel continued to be used to promote the integration of clubs and joint work with state and regional Unions. By uniting club competitions and regional national competitions, the national competition system responded to the demands of national rugby evolution from the grassroots to the adult, following the concepts of the Long-Term Athlete Development (DALP) system, built over the previous year.



# NATIONAL COMPETITIONS

## CHAMPIONS | CLUBS

### RUGBY XV

<b>Super 12</b> – Adult Male - Pasteur (SP)
<b>Copa do Brasil</b> – Adult Male - Poli (SP)
<b>Acesso Tournament (2nd division)</b> – South Cup – Adult Male - URTC (RS)
<b>Acesso Tournament (2nd division)</b> – PR-SP Cup – Adult Male - Piracicaba (SP)
<b>Acesso Tournament (2nd division)</b> – RJ-SP Cup – Adult Male - Niterói (RJ)

### RUGBY SEVENS

<b>Super Sevens 1st division</b> – Adult Female - Niterói (RJ)
<b>Super Sevens 2nd division</b> – Adult Female - El-Shaddai (RJ)
<b>Brasil Sevens</b> – Adult Male – Farrapos (RS)
<b>Brasil Sevens</b> – Adult Female - Melina (MT)
<b>Super Sevens</b> – Women U19 - Jacareí (SP)
<b>Super Sevens</b> – Women U17 - Lionesses of Paraisópolis (SP)

## CHAMPIONS | REGIONAL SELECTIONS

### RUGBY XV

<b>BR XV</b> – Adult Female - Centre-West Team (MT/MS/GO/DF)
<b>BR XV</b> – Women U19 - Paraná Team(PR)
<b>BR XV</b> – Men's U19 - São Paulo Vale Team(SP)
<b>BR XV</b> – Men's U17 - São Paulo Vale Team(SP)

### RUGBY SEVENS

<b>Copa Cultura Inglesa</b> – Women U19 - Seleção Paraná (PR)
<b>Copa Cultura Inglesa</b> – Women U17 – Seleção São Paulo Capital (SP)
<b>Copa Cultura Inglesa</b> – Men's U19 - Seleção São Paulo Vale (SP)
<b>Copa Cultura Inglesa</b> – Men's U17 - Seleção São Paulo Vale (SP)



The second season in the history of the Women's BR XV, the Brazilian Women's Rugby XV Championship, consolidated the work of the state Unions in the construction of the national women's Rugby XV and had great importance for the evolution of the Brazilian Women's National Team, which had the longest calendar in its history. This year, the adult and youth competitions (U19) were held at different times of the year. The adult tournament took place from May to July and the U19 (under 19, which replaced the U21) was played from August to October.

Regarding the inaugural 2022 edition, the main change in the format of the adult competition was the division of the groups. The adult BR XV had a group of 3 teams in the South (Paraná, Santa Catarina and Rio Grande do Sul) and another of 6 teams in the Southeast (São Paulo Capital, São Paulo Vale, São Paulo Interior, Rio de Janeiro, Minas Gerais and Centre-West), which involved athletes from Mato Grosso, Goiás, Distrito Federal and Mato Grosso do Sul throughout its assembly. Despite not being part of the Southeast region, the Centre-West team was integrated into that region). The first phase followed, being played in short-time games, with 40-minute matches. The games were divided into two stages for each group, with the teams from the South Group playing 4 matches in total and the teams from the Southeast a total of 5.

As in 2022, the semifinals were played in full 80-minute games, with São Paulo Capital defeating Paraná away from home (22 - 7) and the Centre-West winning at neutral ground (Jacareí, SP) Rio de Janeiro (45 - 5). The two matches were in June and preceded the Yaras' trip to the decisive games against Colombia in the qualifiers for the WXV, consolidating the BR XV as a crucial tool for the development of the category and in the increase of minutes played by the athletes of the national team.

The grand final was held in Cuiabá for the first time, with the Centre-West beating São Paulo Capital (18 - 15). The game was also historic because it was the first broadcast nationally on UOL's YouTube channel, together with the channels of Team Brazil and Brazil Rugby.

As a sensible effect, the realization of the second year of the BR XV adult helped to promote the category also at the club level locally. An example of this was the launch of the Paulista

Women's Rugby XV Championship, held by the São Paulo Rugby Union as a preparation for the BR XV, with 5 teams.

The U19 category debuted in 2023, lowering the age of the youth teams, which were organized in the U21 category in 2022, which increases the focus on talent development from youth rugby. The competition featured 5 teams, which faced each other in games of reduced time, of 17 minutes, with each team playing 8 matches over two stages. The grand final, held between Paraná and São Paulo Vale, was played in a full-time 70-minute period and was the first national final in history held in Maringá. The team from Paraná won 46-0.



## HIGHLIGHTS

14 teams (9 adults and 5 U19) from 6 states (SP, RJ, MG, PR, SC, RS) + Centre-West. More than 270 athletes

Over 13 hours of matches video recorded, with over 4k views

**2 live games:** adult final on UOL, Team Brazil and Brazil Rugby (sum of 5.5k views) and U19 final on Brasil Rugby (1k views)

**Adult final:** Centre-West 18 x 15 São Paulo Capital

**U19 Final:** Paraná 46 X 00 São Paulo Vale

# NATIONAL COMPETITIONS

# BR XV WOMEN



## NATIONAL COMPETITIONS

## BR XV MASCULINO JUVENIL



The BR XV Men's Youth in 2023 featured the U19 and U17 categories, evolving from 2022, which featured U21 and U18 tournaments. As a result, the year 2023 was marked by the rejuvenation of the competition, which began to reach younger athletes with the U17, in addition to continuing the work of the U18, which became U19.

Feeding the high-performance system and building a robust and sustainable scenario for club rugby requires a focus on the youth categories and the construction of the BR XV met these demands. The first phase was based on short-time games (35 minutes), while the knockout stage featured full-time games (70 minutes).

The U19 was contested by 8 teams, divided into the South Group, with 3 delegations (Paraná, Santa Catarina and Rio Grande do Sul), and the Southeast Group, with 5 teams (São Paulo Vale, São Paulo Capital, São Paulo Interior, Rio de Janeiro and Centre-West — based in Mato Grosso and integrated with the Southeast). The loan of athletes between the teams

also occurred, due to the developmental character of BR XV, which sought in the first place to stimulate the game and participation. Each team played 4 games in two stages and the semifinals were held in full time (70-minute

games), with São Paulo Capital beating Paraná in Curitiba (46 - 7) and São Paulo Vale defeating in Jacareí the Centre-West (40 - 3), both in June. The semifinal matches preceded the trip of the Brazilian Youth Team (Curumins) to Paraguay for two international friendlies, proving its importance in the formative work. The grand final was in August, with Vale beating Capital by 17 - 3, in São José dos Campos, in a match broadcast on Brasil Rugby's YouTube.

The U17 followed the same concept, with 5 teams (São Paulo Capital, São Paulo Vale, São Paulo Interior, Paraná and Centre-West) playing games in reduced time (40 minutes) in the first phase over two stages. The grand final, in October, had Vale beating Capital (50 - 3), in Jacareí, in a game shown on Brasil Rugby's YouTube and played full-time (70 minutes).

### HIGHLIGHTS

13 teams (8 U19 teams and 5 U17 teams) from 5 states (SP, RJ, PR, SC, RS) + Centre-West. More than 260 athletes

Over 19 hours of matches video recorded, with over 6k views

2 live games on YouTube Brasil Rugby: U19 final and U17 final (more than 3 thousand views combined)

**U19 Final:** Sao Paulo Vale 17 x 03 Sao Paulo Capital

**U17 Final:** São Paulo Vale 50 x 03 São Paulo Capital





# NATIONAL COMPETITIONS

# BR XV MASCULINO JUVENIL



## NATIONAL COMPETITIONS

## COPA DO BRASIL (BRAZILIAN CUP)



Men's adult Rugby XV gained a great novelty in 2023: the Copa do Brasil. For the first time since 2014, Brasil Rugby held a national club competition in the category with the participation of teams from outside the South and Southeast, increasing the national reach and representativeness of the sport. The Copa do Brasil was designed as a knockout tournament involving all the champions of the state and regional competitions with the aim of stimulating the creation and development of tournaments throughout the country, offering the chance to compete for a Brazilian title to all clubs in Brazil.

8 clubs participated in the competition. In the quarterfinals, on one side, Porto Seguro, champion of Bahia, defeated União Pernambucana, champion of the Copa Nordeste (12 - 3), while Niterói, champion of Rio de Janeiro, overcame Rugby Sem Fronteiras, from the Distrito Federal, champion of the Copa Centro-Oeste (32 - 23). The round was remarkable for Porto Seguro, União Pernambucana and Sem Fronteiras, which gained national prominence. On the other hand, Poli, champion of São Paulo, beat Desterro, champion of Santa Catarina (57 - 10), while Farrapos, champion of Rio Grande do

Sul, defeated Curitiba, champion of Paraná (49 - 7). The two clashes made up for the absence of games between these clubs in the first phase of the Super 12 (the Brazilian Championship), affirming another important function of the Copa do Brasil – that of providing a greater variety of matches to more teams. In the semifinals, Poli defeated Farrapos (38 - 13) and Niterói beat Porto Seguro (43 - 3). Porto Seguro's two matches took place in Bahia, in games that were held at the municipal stadium and had ample local support, proving the importance of the new tournament.

The grand final was at USP with Poli beating Niterói by 27 - 7. Even with the club playing in the second division of the Super 12 (Acesso), the match marked Niterói's return to an elite national final. The game was shown on Brasil Rugby's YouTube live.

### HIGHLIGHTS

8 clubs from 8 different states. More than 190 athletes

New competition open to the champions of all state and regional championships in Brazil

7 matches, almost 14 hours of video recorded matches

**Final:** Poli 27 x 07 Niterói, with 3 thousand views on YouTube Brazil Rugby

# NATIONAL COMPETITIONS

# COPA DO BRASIL (BRAZILIAN CUP)



## NATIONAL COMPETITIONS

## SUPER 12



The main competition of Brazilian men's Rugby XV continued to be the Super 12, the Brazilian Championship. After the challenges imposed by the pandemic, the year 2023 marked the return of 12 clubs to action in the national first division. The competition's new dispute formula was inaugurated with the 12 clubs divided in the first phase in 3 groups with 4 clubs each, geographically organized. Thus, Group A had Farrapos and Charrua, from Rio Grande do Sul, and Desterro and debutante Joaca, from Santa Catarina; Group B had Curitiba and Pé Vermelho, from Paraná, and São Paulo's Jacareí and São José; and Group D was all from São Paulo, with Poli, Pasteur, SPAC and Tornados Indaiatuba. Group C,

however, was designed to include clubs from Rio de Janeiro and Minas Gerais in the future as well.

After the first phase, the two best teams in each group advanced to the new hexagonal, built with the objective of opposing the strongest clubs in the country in the final phase in a round-robin system. After five rounds, the top two qualified for the grand final. The participants of the hexagonal were Pasteur, Poli, Jacareí, São José, Farrapos and Desterro, who faced each other in a single round, totaling 5 rounds.

Pasteur and Poli dueled in the final, held at SPAC, in São Paulo, on October 21. The match marked the debut of Super 12 live on the GOAT Channel, a new sports channel on YouTube with more than 1 million followers at the time the broadcast was made. The GOAT Channel offered exposure to a new audience, given the channel's multi-sport vocation, which broadcasts national and international football leagues (male and female), American football, motor racing, basketball, among others.

The match between Pasteur and Poli had more than 9,000 views and ended with Pasteur's title, the first since the foundation of the Brazilian Rugby Union (in 2010), in a 15-13 victory. The result meant that the Brazilian Championship had its fifth different champion since 2010.

### HIGHLIGHTS

12 clubs from 4 different states. More than 250 athletes

1st regionalized phase, seeking sustainability

52 games, over 100 hours of video recorded matches

**Final:** Pasteur 15 x 13 Poli, with more than 9 thousand views



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# SUPER 12



## NATIONAL COMPETITIONS

## ACESSO TOURNAMENTS AND QUALIFIERS

In 2023, men's Rugby XV celebrated the return of the second division of the Brazilian Championship. The model was unprecedented, with clubs divided into three distinct tournaments (called "cups") with three different champions. This year, unlike the pre-

pandemic seasons, there was no single second division champion. The option for such a model was made in order to favor the economic sustainability of the participating clubs, since regionalization reduced the distances traveled by the teams, reducing potential costs. Precisely because of the existence of three independent cups, the name given to the second division was "Acesso Tournaments", in the plural, reflecting its function within the competition system.

The three Acesso Tournaments were: the South Cup, with clubs from Rio Grande do Sul and Santa Catarina; the PR-SP Cup, open to clubs from Paraná and São Paulo; and the Rio-Minas Cup, open to clubs from Rio de Janeiro and Minas Gerais. Within each tournament, the clubs faced each other in a round-robin system, totaling 3 rounds to define the champions. The classification for Acesso took place through the state championships, with vacancies proportional to the number of clubs competing in the Unions' competitions. The participants of the South Cup were SJB (SC), URTC (RS), Centauros (RS) and Antiqua (RS). The PR-SP Cup, on the other hand, had one less club, due to the withdrawal of teams from Paraná. As a result, three clubs from São Paulo participated in the competition: Piracicaba, Engenha-

ria and Leões de Paraisópolis. In turn, the Rio-Minas Cup was disputed only by clubs from Rio de Janeiro, since Minas Gerais did not have a state championship in 2022. Thus, the clubs of Niterói, Rio Rugby, Itaguaí and Carioca competed for the cup. The titles went to URTC, Piracicaba and Niterói.

After the Acesso matches, the top two teams in each tournament advanced to the Qualifier Tournaments, the competition that pitted the top two clubs from each Acesso Cup against the teams ranked third and fourth in each Super 12 group. Again, the teams were distributed into regionalized groups, with 4 teams in each group. The teams faced each other in a single round, totaling 3 rounds, and the top 2 teams in each group secured places in the 2025 Super 12, thus defining the promoted clubs and the relegated clubs.

In the Qualifier, the RS-SC Group was disputed by Charrua (RS), Joaca (SC), URTC (RS) and Centauros (RS), with Charrua champion and Joaca runner-up. In the PR-SP Group, Curitiba (PR), Pé Vermelho (PR), Piracicaba (SP) and Engenharia (SP) faced each other, with Curitiba being champion and Piracicaba runner-up. Finally, in the Rio-São Paulo Group, SPAC (SP), Tornados Indaiatuba (SP), Niterói (RJ) and Rio Rugby (RJ) were strengthened, with Niterói being champion and SPAC runner-up.

### HIGHLIGHTS

Return of the 2nd national division of men's Rugby XV

Regionalized and sustainable format

**Access:** 11 clubs from 5 different states, with 15 games and almost 30 hours of video recorded games. About 250 athletes

**Acesso Champions:** URTC (South Cup), Piracicaba (PR-SP Cup) and Niterói (Rio-Minas Cup)

**Qualifier:** 12 clubs from 5 different states. 18 games and 35 hours of matches video recorded

**Qualifier Champions:** Charrua (RS-SC), Curitiba (PR-SP) and Niterói (RJ-SP)

**Relegated from the 2023 Super 12 to the 2024 Access:** Pé Vermelho and Tornados Indaiatuba

**Promoted from the 2023 Access/Qualifier to the 2024 Super 12:** Piracicaba and Niterói

# NATIONAL COMPETITIONS

# ACESSO TOURNAMENTS AND QUALIFIERS





The Brazilian Women's Rugby Sevens Championship, known as Super Sevens, experienced a reformulation season in 2023 and featured the additions of the U19 and U17 tournaments in an unprecedented way. The adult Super Sevens continued with two divisions, with 8 clubs in the first division and 8 in the second division, with the mission of defining the three best teams in the country, which will be entitled to the Bolsa-Atleta.

The first adult division had the participation of Melina (MT), Band Saracens (SP), São José (SP), Niterói (RJ), Curitiba (PR), Delta (PI), Leas de Paraisópolis (SP) and Pasteur (SP), while the second division was disputed by Desterro (SC), Maringá (PR), El-Shaddai (RJ), Jacareí (SP), Rio Rugby (RJ), Goianos (GO), USP (SP) and Maricá (RJ). The cariocas of El-Shaddai and the Paraná of Maringá debuted in the adult competition. In the U19, SESI Jacareí (SP), Pasteur (SP) and Melina (MT) were present, while the unprecedented U17 had 8 participants: Lioness from Paraisópolis (SP), Melina (MT), SESI Jacareí (SP), São José (SP), Pasteur (SP), Maricá (RJ), Tornados Indaiatuba (SP) and Maringá (PR). Thus, the Super Sevens structure in 2023 had a record 17 different clubs, coming from 7 states.

The season was built with three stages, all in Jacareí, in order to reduce the impact of costs and travel. The first stage, in September, had the adult tournaments of the first and second divisions, with Niterói and El-Shaddai champions. In the second stage, in October, the adult first and second di-

vision tournaments and the U17 tournament were held, with Melina champion in the first division, El-Shaddai champion in the second division and Lioness of Paraisópolis U17 champions. Finally, the third stage, in November, had the first adult division, with Band Saracens being crowned champion, and U19, which had SESI Jacareí champion. At the end of the season, Niterói was crowned champion of the Super Sevens in the first division, with Melina and Band Saracens forming the podium of the teams that guaranteed the Bolsa-Atleta. In the second division, the overall title went to newcomers El-Shaddai, who secured promotion to the 2024 first division.

By the regulation of the adult Super Sevens, the first 6 places ensured permanence in the first division, namely: Niterói, Melina, Band Saracens, Curitiba, Delta and São José. Pasteur and Lioness of Paraisópolis were demoted. In the second division, the 6 best also guaranteed permanence for 2024: Maringá, Jacareí, Goianos and Desterro, in addition to the promoted El-Shaddai and Rio Rugby.

Rio Rugby secured their promotion through the Brasil Sevens. By regulation, the best team in the Brasil Sevens that did not yet have a place in the first division would guarantee its promotion - and the feat fell to Rio Rugby. Similarly, two spots in the 2024 second division were allocated to the best remaining teams in Brazil Rugby, with USP and Charrua securing those spots.

## DESTAQUES

122 games, with over 40 hours of footage

8.5 hours of live games, with 3 stages broadcast live on Brasil Rugby's YouTube

17 clubs from 7 different states. Nearly 250 athletes

**Adult categories (2 divisions):** U19 and U17

**Adult Champion 1st Division:** Niterói (RJ)

**Adult Champion 2nd Division:** El-Shaddai (RJ)

**U19 Champion:** SESI Jacareí (SP)

**U17 Champion:** Lionesses from Paraisópolis (SP)



# NATIONAL COMPETITIONS

# SUPER SEVENS





The Brasil Sevens resumed a special place in the national calendar in 2023. In 2022, Brasil Sevens had only had its adult men's tournament, but in 2023 there was the return of the women's version of the competition. The tournament closed the adult season of national Rugby and was organized in partnership with SPAC Lions, the most traditional event of Brazilian Rugby Sevens, always played in São Paulo, in December.

For the men, the Brasil Sevens continued to be valid as the Brazilian Men's Rugby Sevens Championship, offering an Bolsa-Atleta to the top three finishers. For women, the Brasil Sevens became a second national title and was valid as a playoff to promote Super Sevens 2025.

The 2023 edition was broadcast live on the Canal Olímpico do Brasil (Brazilina Olympic Comittee's YouTube and OTT channel) for its finals. In the men's division, Farrapos, from Bento Gonçalves, became the first club from Rio Grande do Sul to win the Brazilian men's championship by defeating Poli 12-0 in the final. SPAC, playing at home, returned to a Brazilian Championship podium by beating Jacareí 26-14 in the third-place decider. The men's tournament featured 16 clubs, classified through state and regional championships. In all, 10 different states were represented, from all 5 regions, including for the first time a club from Pará (Cabanos). Porto Seguro, from Bahia, Rugby Sem Fronteiras (Distrito Federal) and Melina (Cuiabá) completed the list of clubs from outside the South-Southeast axis, while BH ensured the return of a club from Minas Gerais to the tournament.

In the women's category, Melina was crowned champion, repeating the feat of 2021, the last year that the women's Brasil Sevens had been held. In the final, the club from Cuiabá beat the cariocas of El-Shaddai by 15 - 0. The tournament was the first of the national elite that El-Shaddai played. In the 3rd place match, Niterói defeated Rio Rugby by 24 - 0. The 4th place earned Rio Rugby an unprecedented promotion to the first division of the Super Sevens. With the 12th and 13th places, respectively, USP and Charrua secured their places in the second division of the Super Sevens, as they were the best placed who had not yet secured places in the competition.

The women's Brasil Sevens had an innovative format in 2023. Prior to the final tournament, three regional Qualifier Tournaments were held, with the participation of a total of 24 clubs from 9 different states. The Qualifiers were held in August, in Pindamonhangaba (SP), Florianópolis (SC) and Brasília (DF), and opened the national women's Rugby Sevens season, preceding the start of the Super Sevens. The purpose of these tournaments was to provide more competition opportunities to clubs that were not involved in the Super Sevens, especially to clubs further away from São Paulo.



## HIGHLIGHTS

Brasil Sevens during SPAC Lions, in São Paulo, on December 9 and 10

**Men's:** 16 clubs from 10 different states, with more than 190 athletes. 44 games, with almost 15 hours of live games on Brasil Rugby's YouTube

**Women's (final tournament):** 17 clubs, from 10 different states, with more than 200 athletes. 41 games with 15 hours of live games on Brasil Rugby's YouTube

**Women's (qualifying tournaments):** 3 tournaments held in Pindamonhangaba (SP), Florianópolis (SC) and Brasília (DF), in August, with 46 matches and 24 participating clubs

Final and 3rd place of the men's tournament + final of SPAC Lions + Final, 3rd, 5th and 7th places of the women's tournament shown live on the Canal Olímpico do Brasil (COB), with more than 6 thousand people of audience

# NATIONAL COMPETITIONS

# BRASIL SEVENS

**Brasil Rugby's YouTube audience over 31 thousand views**

**Men's Brasil Sevens**  
Champion: Farrapos (RS)

**Brazil Women's Sevens - Final Tournament**  
Champion: Melina (MT)

**Brasil Sevens Women - Southeast Qualifier**  
Champion: São José (SP)

**Brasil Sevens Women - Southeast Qualifier**  
Champion: Curitiba (PR)

**Brasil Sevens Women - North Central Qualifier**  
Champion: Melina (MT)



## NATIONAL COMPETITIONS

## COPA CULTURA INGLESA



The Copa Cultura Inglesa, the Brazilian Youth Rugby Sevens Championship, closed the 2023 competition season. The competition was held in Taubaté, at the Volkswagen Club, between December 16 and 17, and featured a live broadcast of the finals on the Canal Olímpico do Brasil, in addition to Brasil Rugby's YouTube and exclusive content on social media in the networks of Cultura Inglesa, whose sponsorship of the competition reached its 14th year.

The Copa Cultura Inglesa maintained the proposal of fielding the regional youth teams and, in 2023, the categories chosen were U19 men, U19 women, U17 men and U17 women, involving selected from 7 state Unions (Paulista, Fluminense, Mineira, Paranaense, Catarinense, Gaúcha and Baiana), in addition to the Centre-West. Due to the number of athletes that the state of São Paulo has, three regional teams were formed for each category: Capital, Vale do Paraíba and Interior. Adding up all categories, 30 teams participated in the Copa Cultura Inglesa, with more than 350 athletes.

The ages were different from 2022, which had contact with U20 and U18, which allowed the continuation of the work of the teams that played the U18 in 2022, which moved up to the U19, in addition to the introduction of new athletes with the U17.

In the women's U19, Paraná was champion again, repeating the feat of the 2022 U18, while in the men's U19 the title went to São Paulo Vale. In the women's U17, the title also went to Vale, while São Paulo Capital won the women's U17.



## HIGHLIGHTS

**4 categories:** Women's U19, Men's U19, Women's U17 and Women's U19, with a total of 30 participating teams, from 7 states + Centre-West, and more than 350 athletes

80 games, with 27 hours of live broadcasts on Brasil Rugby's YouTube and more than 18 thousand views. More than 3 hours live on the Canal Olímpico do Brasil, with an audience of more than 4.5 people

**Women's U17, final classification:** 1 São Paulo Capital, 2 Centre-West, 3 São Paulo Interior, 4 São Paulo Vale, 5 Paraná, 6 Rio Grande do Sul, 7 Rio de Janeiro;

**Men's U17, final classification:** 1 São Paulo Vale, 2 São Paulo Capital, 3 Paraná, 4 Bahia, 5 São Paulo Interior, 6 Centre-West, 7 Rio Grande do Sul, 8 Santa Catarina, 9 Rio de Janeiro, 10 Minas Gerais;

**Women's U19, final classification:** 1 Paraná, 2 Centre-West, 3 São Paulo Vale, 4 São Paulo Capital, 5 São Paulo Interior;

**Men's U19, final classification:** 1 São Paulo Vale, 2 São Paulo Capital, 3 Centre-West, 4 Paraná, 5 Rio de Janeiro, 6 Bahia, 7 São Paulo Interior, 8 Santa Catarina;

# NATIONAL COMPETITIONS

# COPA CULTURA INGLESА



## NATIONAL COMPETITIONS

## STATE & REGIONAL CHAMPIONSHIPS

Finally, it is crucial to highlight the progress of the implementation of the new national Rugby competition system, which began in 2022. This system allows the integration of Brasil Rugby's competitions with all competitions - Rugby XV and Rugby Sevens - of clubs organized by state Unions and regional entities promoting the sport.

Throughout 2023, Brasil Rugby followed the work of all affiliated entities and supported the development of independently organized competitions that claimed Acesso to national competitions. This monitoring was done in conjunction with the implementation of the new Brazil Rugby Platform, whose development continued in 2024.

In addition to the competitions organized by the Unions, the work of approximation with these entities also took place by monitoring the formation of the state and regional teams that participated in the BR XV and the Copa Cultura Inglesa.

### Brazil Rugby Platform

The implementation of the new Brazil Rugby Platform has advanced and the competitions at the end of the year – Brasil Sevens and Copa Cultura Inglesa – have made full use of it.

The Platform was built in partnership with the company SporTI, a specialist in Information Technology solutions for sports entities, and replaces the old CNRU. The objective of the Platform is to register and map all Rugby clubs, referees, players and coaches in the country,

also allowing the administration of Brasil Rugby competitions and all state Unions and regional entities, which includes the generation of match summaries.

The development and implementation of the Brazil Rugby Platform continues throughout 2024.



### VACANCIES FROM STATE/REGIONAL COMPETITIONS TO NATIONAL COMPETITIONS:

**Copa do Brasil:** Paulista, Fluminense, Paranaense, Catarinense, Gaúcho, Baiano, Copa Nordeste and Copa Centro-Oeste

**Super 12 (Access):** Paulista, Fluminense, Catarinense and Gaúcho

**Brasil Sevens:** Paulista, Fluminense, Mineiro, Paranaense, Catarinense, Gaúcho, Baiano, Liga Norte and Copa Centro-Oeste



A N N U A L R E P O R T 2 0 2 3

# *HIGH PERFORMANCE*



# HIGH PERFORMANCE – NATIONAL TEAMS

The Brazilian Rugby High Performance System underwent a consolidation and remodeling process in 2023. The System's Director of Rugby, Josh Reeves, improved the work carried out in 2022 in collaboration between the technical committees of the various Brazilian teams and academies and intensified his commitment to the entity's strategic plan to evolve the results of the national teams, through actions aimed at the development of athletes for the national teams and the improvement of the system's team of professionals.

In Rugby Sevens, the Yaras maintained their continental protagonism and international relevance by qualifying for the Olympic Games for the third time in a row and winning the bronze medal at the Pan American Games for the second time. In addition to the two achievements, the Yaras achieved their 21st South American title, remained in the elite of the Rugby Sevens World Tour with the end of the 2022-23 season and concluded the year reaching an 8th place overall after the first two stages of the 2023-24 World Tour season. In turn, the Tupis in Rugby Sevens qualified for the World Pre-Olympic and practically doubled their competitive calendar from 2022 to 2023.

In Rugby XV, the year was marked by the growth of the South American men's professional league, Super Rugby Americas (formerly the American Rugby Super League), which was expanded in 2023 and started to be played in all participating countries. With this, Cobras Brasil XV made its debut on Brazilian soil, with six events being held in São Paulo. The work was followed by the Tupis's new title in the South American Rugby XV and the return of the team's transcontinental travels, which played a tournament in Spain at the end of the year against the United States and Canada. In addition, the

Curumins (the youth men's teams) had a year with a record number of international games, fielding the U18 and U20 teams and building bases and minutes for our team.

The Yaras, on the other hand, experienced an unprecedented season in Rugby XV, with six international matches that included the new Americas Rugby Trophy Women at home, the qualifier for the new WXV and the unprecedented series of test matches against Portugal that resulted in the first victory in the history of the national team in games worth points in the World Ranking.

The work was completed with the finalization of the hiring process for the new head coach of the Brazilian Rugby 15s national teams (Yaras and Tupis), which lasted three months and had 55 candidates from 17 different countries. The chosen one was Uruguayan Emiliano Caffera, who was assistant coach of the Uruguay national team in the 2015 World Cup, in addition to having played in the 2003 edition of the World Cup as a player. In 2023, Caffera was Chile's defensive coach at the World Cup, which adds to the Brazilian coaching staff extensive experience in successful World Cup qualification campaigns.

The 45-year-old Uruguayan arrives in Brazil with the mission of putting the Tupis and Yaras once and for all in the fight for places in the World Cup, taking advantage of the fact that World Rugby has expanded the number of participants in the men's (from 20 to 24 teams) and women's (from 12 to 16) World Cups for the next editions (2025 women's and 2027 men's).





# HIGH PERFORMANCE – NATIONAL TEAMS

By assuming the position of head coach of the two national teams, Caffera began pioneering work in the world of Rugby. Supported by World Rugby in the proposal, the Brazilian Rugby Union seeks to build a connected work between all its teams, which allows the sharing of experiences and knowledge between the men's and women's categories, providing mutual collaboration and joint learning that can favor the two World Cup qualification campaigns.

The monitoring of athletes abroad continued, with players in the male and female, adult and youth categories, being observed and gaining international projection. Highlights for Wilton "Nelson" Rebolo debuting in Super

Rugby Pacific and Taís Gomes debuting in the French Women's Championship, in addition to Matteo Dell'Acqua captaining the semifinalist club of the Italian Championship. The scope of the performance training provided by Brasil Rugby, the Michel Etlin Scholarship gained a new chapter by taking three Brazilian youth athletes to study and develop for five months in South Africa at the Stellenbosch International Academy, the training house of the South African Rugby Sevens teams. Of the scholarship holders, João Amaral and Gustavo Sirino, were called up to the adult team for the South American Championship in August of the same year.



## TECHNICAL EXCHANGE AND SPORTS SCIENCE

The proximity to World Rugby and Sudamérica Rugby provided valuable international exchange for the Brazilian coaching staffs. Among the highlights are the participation in July in Los Angeles (United States) of Josh Reeves, Marina Torres and Arnu Koch Southey at the World Rugby “Women’s Shape of the Game” Conference, which allowed the international debate to define directions for the future of world women’s rugby; the visit to Brazil of the technical consultant of Sudamérica Rugby, Rodolfo Ambrosio; and the SAR Academy, in Córdoba (Argentina), which brought together dozens of high-performance professionals from Argentina, Brazil, Uruguay, Chile, Paraguay and Colombia from November 26 to meet and exchange knowledge between the countries of the region.

Brazil was represented at the SAR Academy by Leandro Gevaerd (Coaches Group), Maurício Ramos (Physical Preparation Group), Guilherme Coghetto (Video Analysis Group), Felipe Fontana (Physiotherapists Group), Taís Verdi (Nutritionists Group), André Rebelo (Managers Group), Gustavo Pompeo (Logistics Group), João Paulo Pedroso (Medical Group), Lucas Saccomanno (Arbitration Group) and Victor Hugo Barboza (BMT Group, i.e. video refereeing).

In addition, the work carried out within the NAR-SP (the High Performance Center of São Paulo) provides high-quality scientific production. Throughout the year, three scientific articles based on the work such as Rugby were published, published in important scientific journals.

In March, Brasil Rugby also promoted a training week for coaches at NAR, contributing to the transfer of High Performance knowledge to Rugby professionals in the community.

In the field of health, the High Performance System celebrated the continuity of the partnership with CETE, the Sports Traumatology Center of UNIFESP (Federal University of São Paulo), coordinated by Prof. Dr. Paulo Santoro Belangero, orthopedist responsible for the Brazilian National Teams.

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# LAUNCH OF THE DALP

On January 31, 2023, the DALP, the Long-Term Athlete Development document, the Brasil Rugby project in partnership with the BOC that was created in 2022 to build a strategic guideline for the development of Rugby players, was launched and presented. The DALP joins the SIFT (Coach Identification and Training System), consolidating the structure of athlete training for national Rugby. Combining the departments of High Performance and Development, the final document was presented at SESI Osasco and was co-authored by Ademir Felipe Schultz de Arruda, Bruno Pasquarelli, Gabriel Colini Cenamo, Julio César Carmo Faria dos Santos, Rachel Macedo and Yura Yuka Sato dos Santos and mentored by Michel Milistetd and Vinicius Zeilmann Brasil. The launch event of the DALP was broadcast live on Brasil Rugby's YouTube, allowing the public access to the work carried out, and strengthened the sides of collaboration in sports science with SESI



# SUPER RUGBY AMERICAS FRANCHISE

The year 2023 was a milestone for the construction of the South American professional league. Expanded from 6 to 7 teams, the American Rugby Super League (SLAR), renamed Super Rugby Americas, left the boundaries of South America and began to include North America with the addition of the American Raptors, a team based in the United States, in the state of Colorado. The expansion was further accompanied by the replacement of the Argentine Jaguares XV team with two regional teams from the country, the Dogos XV, representing Córdoba, and the Pampas, representing Buenos Aires, compensating for the loss of the Colombian team from the Cafeteros Pro.

With 7 teams and new frontiers, the new Super Rugby Americas brand, with the support of SANZAAR, the entity that organizes the main professional competitions in the Southern Hemisphere. The name "Super Rugby" has strength in the Rugby world because it is the old name of the great franchise league that involved teams from New Zealand, Australia, South Africa, Argentina and Japan, being the most prestigious league in the sport. The old Super Rugby was revamped with the recent pandemic and was restricted to Oceania, taking on the name Super Rugby Pacific. The Super

Rugby Americas brand was thus born associating the best of Rugby in the Americas with the best of international Rugby.

The other milestone of 2023 is the transformation of Super Rugby Americas into a competition with games in all participating countries. Until 2022, sanitary bubbles were preferred for the league's dispute, reducing travel and risks to athletes. In 2023, the competition was transformed and, for

the first time, Cobras Brasil XV played matches on Brazilian soil.

## First league games in Brazil

In all, 6 matches were held in Brazil, with the Nicolau Alayon Stadium in São Paulo hosting 5 matches, while the Francisco Ribeiro Nogueira Municipal Stadium (the "Nogueirão"), in Mogi das Cruzes, was the stage for 1 match. In the events held in São Paulo, there was the creation of an area for entertainment and interaction between fans and players, the so-called "Vila dos Cobras", in addition to pre-game events and courses, which placed the Cobras' events as important in building ties between the team and the Rugby community in favor of the development of the sport.

For the third season of the league, the Cobras had their coaching staff reshuffled, with New Zealander Josh Reeves (former player of the Brazilian National Team and the Cobras) assuming the position of coach, in addition to his position as Technical Director of the Brazilian national teams. Argentine Maximiliano Bustos, a former player of the Argentine national team (with participation in the 2011 World Cup) took over as assistant coach. Lucas Abud, a former player of the Tupis and the Cobras, also took over as an assistant, consolidating Brasil Rugby's macro project of forming a native coaching staff, also strengthening the internal culture of Brasil Rugby teams among passing generations.



## COBRAS BRASIL XV - RUGBY XV

According to the franchise's proposal, the Cobras mixed Brazilian athletes in the squad – including players with experience in the Brazilian National Team (Tupis) and new talents – with foreign athletes. One Irishman (Donnacha Byrne), two Colombians (Diver Ceballos and Alain Altahona) and four Argentines (Bautista Vidal, Lucio Anconetani, Facundo Villalba and Nicolás Cantarutti) arrived at the Cobras, in addition to New Zealander Ben Donald, who started to defend the Tupis in the second half of the year.

The competition was played from February to May, with the finals in June. The Cobras had two victories in the competition, defeating Selknam, from Chile (30-24, in March, in São Paulo), and the American Raptors, from the United States, (43-40, in April, away from home, in Glendale). In addition to the two triumphs, the Cobras also played a friendly match in Charlotte, in the United States, against the Hawks, an American development team, and won (43 to 14). Throughout the competition, the Cobras had athletes named to the best player of the round lists. Daniel "Maranhão" Lima, Endy Willian Pinheiro, Ben Donald, Alain Altahona, Donnacha Byrne, Cleber "Gela-

do" Dias, Ariel Rodrigues, Nicolás Cantarutti, Lucio Anconetani, André Arruda, Lucas "Zé" Tranquez, Matheus "Nego" Cláudio, Brendon Alves and Henrique Ferreira were nominated throughout the year.

Due to the support of Superbid Exchange, Cobras Brasil XV took on a new visual identity, adopting the colors of Superbid Exchange - lilac, orange and white - in its uniform, reinforcing the bonds with the supporter. Irko Hirashima and Universal Assistance also continued as supporters. All Super Rugby Americas matches were broadcast on ESPN channels and the Star+ platform.

### HIGHLIGHT



**MATHEUS CLÁUDIO**

# COBRAS BRASIL XV - RUGBY XV



# SAR XV AND FUTURE



VIDEO

## Brazilian player in the “South America XV”

During Super Rugby Americas, South America received a visit from the Black Lion, a professional team from Georgia. On April 28, in Montevideo (Uruguay), the Georgian team faced Sudamérica Rugby XV, the South American team, which had a Brazilian athlete in the squad: Felipe Gonçalves, from Cobras and Pasteur. The match ended 28-24 for the South Americans. “Felipinho” joined a select group of Brazilians who have already defended the continental team, created in 1980. In the past, the historic Pedro Cardoso and Diego Padilla, in the 80s; Júlio “Panda” Figallo, Lucas “Tanque” Duque, João Luiz “Ige” Da Ros, Moisés Duque, André Arruda, Wilton “Nelson” Rebolo, Felipe Sancery, Josh Reeves, Luiz “Monstro” Vieira, Joel Ramirez, and Lucas Abud, in the last 15 years.



## Super Rugby Americas Future in the second semestre

Despite being played exclusively in the first half of the year, Super Rugby Americas held a competition in the second half of the year with Brazilian participation. In November, young talents from the countries involved in the league gathered in Montevideo, Uruguay, to compete in the Super Rugby Americas Future, a fast-paced tournament involving Argentina XV, Uruguay XV, Paraguay XV and the combined Chile-Brazil team. In all, 10 Brazilian athletes were sent to the challenge, which also included the participation of coach Josh Reeves. The Brazilians involved were Levy Marinho, Brendon Alves, David “Bob” Muller, Kauã Guimarães, Gabriel “Fúria” Oliveira, Iarley Santana, Pedro Aparecido, Aramis Padilla, João Amaral and Widson “Cafu” Menezes, all under 23 years of age.

# TUPIS - RUGBY XV

After the Super Rugby Americas competition in the first half of the year, the second half of the men's Rugby XV was dedicated to matches between national teams. The Tupis played two tournaments abroad: the South American 4 Nations, in August, which ended with a new Brazilian title; and the La Vila International Rugby Cup, in Spain, which marked the return of the Tupis to games in Europe – which had not occurred since 2020.

## South American Champions!

In August, the Tupis traveled to Paraguay to compete in the South American 4 Nations Championship. Repeating the feat of 2022, Brazil was crowned champion of the competition again. On the 19th, the Tupis defeated Chile XV by 27 to 12, while on the 23rd the Brazilian team overcame Colombia by 64 to 7. The final game was against Paraguay, who had also won their previous games. The Brazilian title was won with a 41-22 triumph, extending the unbeaten streak against the Paraguayans in the senior teams to 8 years.

For the tournament in Paraguay, the Tupis were again coached by Josh Reeves. Athletes who play abroad were called up in addition to the athletes who played for the Cobras. With that, Matheus "Blade" Rocha (from CDUL, Portugal), Felipe Rosa (who plays for Benfica, Portugal), Lorenzo Massari (from Calvisano, Italy), Antonio Zanatta (from Mogliano, Italy) and Leonel Moreno (from Civiotavecchia, Italy) were called, in addition to the two Brazilians who were in South Africa in the first semester with the Michel Etlin Scholarship, João Amaral and Gustavo Sirino.

## Rugby World Cup will be expanded!

The Rugby World Cup is one of the biggest sporting events on the planet. According to World Rugby, the competition is the third sporting event of its kind in the world in terms of economic impact. In 2023, France hosted the

10th edition of the men's competition, with broadcasts to Brazil on ESPN and Star+ channels. Even so far without the participation of the Tupis, the World Cup presents itself every four years as an important moment for the diffusion of Rugby in Brazil and its potential has increased for the next cycle. After the 2023 World Cup was held with 20 participating teams, World Rugby announced the expansion to 24 teams for the 2027 edition, to be played in Australia.

The second challenge of the year for the Tupis took place in November and was directly linked to the announcement of the expansion of the Worlds. Four teams that were left out of the 2023 edition were chosen to compete in the tournament in the Spanish city of Villajoyosa. The La Vila International Rugby Cup brought together four teams from strategic markets for the expansion of the World Cup: Brazil, Canada, Spain and the United States (which will host the 2031 World Cup).

For the trip, the Tupis had the returns of second line Matteo Dell'Acqua, who plays in Italian Rugby, for ValoRugby Emilia, and first lines Caique Segura, who played for Salles, in France, and Wilton "Nelson" Rebolo, who played in the second half of the year for Northland, in New Zealand. Brazil was defeated by the United States 48-3 in the semifinals and Canada 40-15 in the 3rd place match.

The coach of the Tupis during the tournament in Spain was Josh Reeves, but the trip was the first that had the participation of Emiliano Caffera, appointed as the new head coach of the Tupis and the Yaras. The La Vila International Rugby Cup was aired on ESPN and Star+.

## HIGHLIGHT



**ANDRÉ ARRUDA**



# TUPIS - RUGBY XV



## YARAS - RUGBY XV

The next women's edition of the Rugby World Cup will be in 2025 in England, with the South American qualifiers taking place in 2024. The 2025 World Cup will feature 16 teams and will be the

first in history with a guaranteed spot for South America, which generated extra stimulus for the development of the category in Brazil. Throughout 2023, World Rugby (the international federation) revealed details about the competition, including a record number of stadiums and attendance capacity, suggesting a World Cup with record-breaking viewership and economic impact.

The international calendar was also strengthened by World Rugby with the creation of the WXV, the women's world league of Rugby XV. The new competition was designed to involve the 18 best teams in the world, staggered into 3 divisions with 6 teams each. South America was assured a place in WXV 3 (the third division), played in October in Dubai. As a strategic country for the development of the sport, Brazil became part of the World Rugby Women's Rugby XV high-performance program, which supports 10 national federations around the world chosen for their growth potential.

With well-defined objectives, the Brazilian Women's Rugby XV Team had the longest season in its history, with a record of four matches valid for the World Ranking. The work of the Yaras, led by South African coach Arnu Koch "AK" Southey, included a series of camps held throughout the year to identify and develop athletes, and was complemented by the advancement of the BR XV (the Brazilian Women's Championship for Regional Representative Teams) and the work and support of the Melina Rugby Clube, from Cuiabá. The club undertook a historic tour of South Africa in March that included friendlies against the South African national team and against local clubs.

In preparation for the WXV qualifiers, the Yaras competed in June in the Americas Rugby Trophy Women, a friendly tournament involving the senior teams of Brazil and Colombia and the United States under 23 national team. The tournament was all held in Brazil, but did not count points for the World Ranking. In São Paulo, at the Nicolau Alayon Stadium, the Yaras faced the Americans, in a game that ended in a 15-15 draw. The event had a record audience for the sport, reaching around 1 thousand people, and the "Aldeia das Yaras", a space that provided interaction between athletes and the public. The United States M23 and Colombia dueled in Mogi das Cruzes, at the Francisco Ribeiro Nogueira Municipal Stadium, with a 27-24 U.S. victory. Finally, Brazil and Colombia faced each other in Cuiabá, at the Eurico Gaspar Dutra Stadium, the "Dutrinha", in what was the first game of a Brazilian Rugby team in the Midwest. The victory went to the Colombians (18 to 15), but the title went to the Americans. The tournament was broadcast on Brasil Rugby's YouTube, with the final game being shown on ESPN2 and Star+.

After the Americas Rugby Trophy Women, the Yaras traveled to Medellín, Colombia, where the qualifier for the WXV was played. The South American spot in the competition was played in two games at the same venue between Brazil and Colombia. The first, on July 5, ended in a Colombian victory by 24 to 23, while the second, on the 9th, ended in another Colombian victory by 30 to 19. Both



# YARAS - RUGBY XV

games were shown on Sudamérica Rugby's YouTube channel and earned points in the World Ranking.

## First win in history and new audience

Despite not playing in the WXV, the Brazilian team played two more matches at home worth points in the World Ranking in November against Portugal, also considered an emerging team. The two matches were the first for a European team in Brazil in the category and were played at SESI Guarulhos, in order to strengthen the ties between Brasil Rugby and SESI. The first game took place on the 21st and ended with the first victory in the history of the Yaras in Rugby XV in matches worth points in the World Ranking. The match ended 10-7 was also the first shown by the GOAT Channel and reached 12,000 viewers.

The second game was on the 25th and ended with a Portuguese victory by 13 to 5, broadcast by the GOAT Channel reaching 14 thousand viewers. The match was held within a broader event, which included the SESI Youth Tag Rugby Festival (Non-contact Rugby) and the disputes of the Paulista Youth Women's Rugby Sevens Cup, organized by the São Paulo Rugby Union.

The games against Portugal were the first to feature coach Emiliano Caffera, who worked together in both matches with Arnu Koch Southey. Caffera took over the role of head coach of the Yaras at the end of both games.

## Yarinhas contra Xohã at Rugby XV

The event held at SESI was also historic because of the first Rugby XV match between Yarinhas (the Brazilian women's youth team) and Xohã (the development team) on November 21. Led by coach Rafaela Turola, the action expanded the work with Rugby XV preparing new athletes for the future of the national teams.



## HIGHLIGHT



**AMANDA ARAÚJO**

# YARAS - RUGBY XV



# YARAS - RUGBY SEVENS

The Brazilian Women's Rugby Sevens Team had a year 2023 with three great achievements under the command of coach Will Broderick (former player of the Brazilian national team): qualifying for the Paris 2024 Olympic Games combined with the 21st South American title; winning the bronze medal at the Santiago 2023 Pan American Games; and qualification to the quarterfinals of the Dubai tournament of the World Rugby Sevens Series.

Throughout the year, the coaching staff had the addition of two former Tupis players, João Luiz "Ige" da Ros and Guilherme Coghetto. The season started with the 2022-23 World Tour (HSBC World Rugby Sevens Series) and the first half of the year concluded with the Pre-Olympics. In the second half of the year, the Yaras competed in the Pan American Games and started the 2023-24 season of the World Rugby Sevens Series, renamed "HSBC SVNS".

The development squad was also consolidated under the guidance of coach Rafaela Turola, who also acted as Broderick's assistant. The group was worked on in the High Performance program, with youth athletes added to promising athletes identified by the SIFT (Talent Identification and Training System), creating a bridge between Yaras and the base. This year, the Xohã squad (the development squad) competed in its first competition officially, the South American Championship in the second half of the year.

## World Rugby Sevens Series with Top 8 for Brazil

The year 2023 has begun for the Yaras with the 2022-23 season underway. Among the 11 best teams in the world, Brazil entered the competition with its permanence in the world's elite already guaranteed due to the expansion of the Series from 11 to 12 permanent teams for the 2023-24 season.

This meant that the 2022-23 season was the last that featured invited teams at each tournament. In all, the season featured seven tournaments (stages), with two taking place at the end of 2022.

So, in January, the Yaras traveled to Oceania for the third and fourth stages. In Hamilton, New Zealand, Brazil beat Spain (36-17) and Papua New Guinea (41-7) to take 10th place in the tournament. Then, in Sydney, Australia, the Yaras again took 10th place after again beating Spain (31-5) and Papua New Guinea (41-0). In March, in Vancouver (Canada), Brazil closed the fifth stage in 11th place with a victory over the invited Colombia (26 to 12). In April, the Yaras went to Hong Kong and obtained the 11th place by beating the home team in the final game of the sixth stage (21 to 10). Finally, in May, in the final stage, in Toulouse (France), Brazil finished in 12th place, with no wins. As a result, the final place of the season was 11th overall.

The Yaras' evolution on the World Series was proven in December with the start of the 2023-24 season. With the Series renamed to "SVNS" and with 12 teams in the first division, Brazil proved its growth by returning to the Top 8 in the world. In Dubai (United Arab Emirates), in the first stage, the Yaras beat Japan (21 -12) and secured themselves in the quarterfinals. However, Brazil ended up defeated and finished in 8th place - the best result of 2023. The second stage closed the year with the Yaras taking 9th place in the Cape Town (South Africa) stage after victories over Spain (21 -7) and Japan (15 - 14). After two tournaments, Brazil closed the year 2023 with 8th place overall in the SVNS, with the season underway.

### HIGHLIGHT



**RAFAELA ZANELLATO**

**RAFAELA ZANELLATO - ELECTED THE BEST BRAZILIAN RUGBY PLAYER IN 2023 AT THE COB'S BRASIL OLÍMPICO AWARD. It is the 2nd time that Zanellato has won the award (the other time was in 2019)**

# YARAS - RUGBY SEVENS

## Yaras at the Olympic Games for the third time!

On June 17 and 18, Montevideo, Uruguay, hosted the South American Rugby Sevens Championship in the first half of the year, valid as the South American Olympics Qualifiers. The Yaras maintained their hegemony of the continent and won their 21st undefeated continental title, securing their place in the Olympic Games for the third time in a row. Brazil's perfect campaign was victories over Paraguay (27-0), Argentina (17-5), Peru (27-0), Colombia (38-0), Chile (45-7) and Uruguay (48-0).

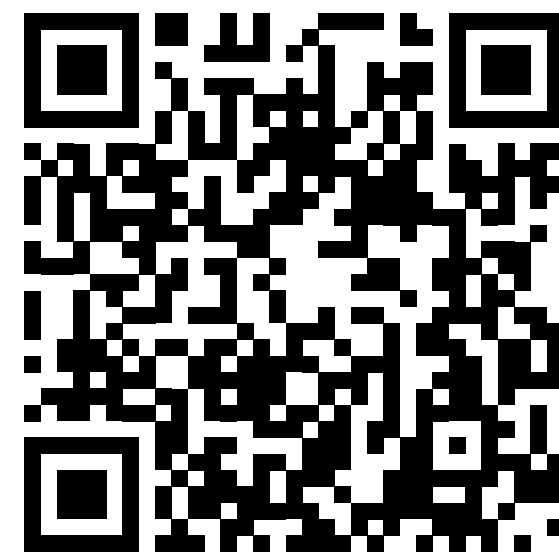
The tournament was shown on Sudamérica Rugby's YouTube.

## Brazil bronze medalist at the Pan American Games

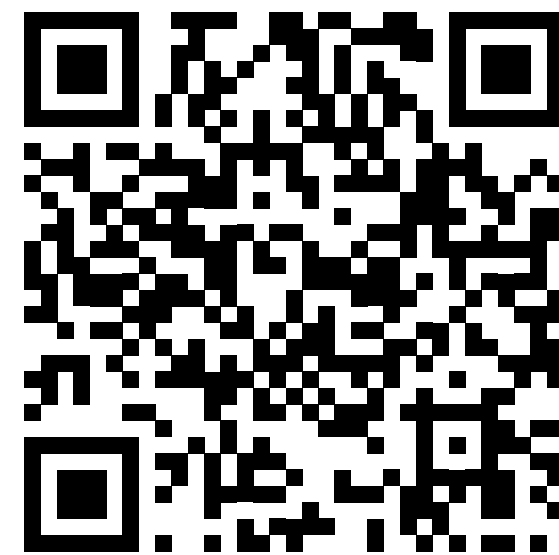
The biggest event of the year was a conquest for Brazil! The Yaras repeated the feat of 2015 and won the bronze medal at the Pan American Games, which were broadcast nationally live by Cazé TV and the Olympic Channel of Brazil. The medal had even greater weight for contributing to Team Brazil in the record medal campaign of the Brazilian delegation in the Pan American Games.

The Yaras went to the event with an experienced squad, with the base of athletes who competed in the World Series. The Brazilian team had six athletes remaining from the 2019 edition: Aline Furtado, Bianca Silva, Mariana Nicolau, Milena Mariano, Rafaela Zanellato and Thalia Costa. The medal was won after victories over Chile (41-0), Mexico (47-0) and Colombia (45-0). In 2019, the defeat in the bronze medal match had been against the Colombians, offering special taste for the 2023 conquest.

### CAZÉ TV



### TIME BRASIL YARAS BRONZE



### HIGHLIGHT



**MARIANA NICOLAU**

# YARAS - RUGBY SEVENS

## Xohã in the South American

For the South American Women’s Rugby Sevens Championship played in the second half of the year, Brasil Rugby chose to officially register the country’s development team, the “Brasil VII”, nicknamed Xohã, in order to offer more international rotation to more athletes. The nickname given to the development cast comes from the Pataxó language and means “Warriors”.

The tournament held on September 30 and October 1st in Asunción (Paraguay) ended with Brasil VII becoming runner-up, with victories over Paraguay (24 - 12), Chile (22 -12), Peru (24 - 5), Colombia (29 -0) and Uruguay (38 -7) and defeat to Argentina (20 -12).

In all, the adult women’s Rugby Sevens team had an average of 30 players, with the athletes who had fewer participations in the Yaras and those who were younger, fresh out of the youth category or newly identified as promising talents, participating in activities such as the “Xohã” group. The work of the Xohã is led by coach Rafaela Turola, who was part of the coaching staff with Will Broderick during the South American Championship in Paraguay.



# YARAS - RUGBY SEVENS





# TUPIS - RUGBY SEVENS

The Brazilian Men's Rugby Sevens Team had a season with four tournaments throughout the year - a number higher than 2022. The Tupis had 22 matches throughout the year, up from 12 the previous year.

With Lucas "Tanque" Duque as coach, the Tupis started the year competing in the World Rugby's second division, the World Rugby Sevens Challenger, which brought together 12 teams in Stellenbosch, South Africa, for two tournaments. Not being centralized, the selection was formed throughout the year with camps held at the CT (Training Centre) of São José dos Campos and at the NAR-SP, in São Paulo.

The first tournament, from April 20 to 22, saw Brazil finish in 8th place after victories over South Korea (17-5) and Jamaica (17-12) and losses against Uganda, Hong Kong, China and Chile. In the second tournament, between April 28 and 30, the Tupis finished in 9th place with victories over Zimbabwe (24-19) and South Korea (35-0) and losses against Italy, Uganda and Germany. The matches were broadcast on the Springboks' YouTube channel (i.e. the South African federation) and Brazil had a young squad, with athletes who were not involved in Super Rugby Americas. In addition to athletes based in Brazilian clubs, three players based abroad were called up: Laurent Bourda Couhet (Barcelona, Spain), who was at the 2016 Olympic Games; Lorenzo Massari (Calvisano, Italy); and Dominic Oliveira (Life University, United States). In addition to Bourda-Couhet, another Rio 2016 athlete, Gustavo "Rambo" Albuquerque, was on the roster, who joined the coaching staff after the World Rugby Sevens Challenger.

The Tupis's third commitment in Rugby Sevens was the South American Pre-Olympic Games, held on June 17 and 18 in Montevideo (Uruguay). Brazil did not qualify directly for Paris 2024, but secured one of the two South American spots in the Global Olympics Qualifiers, which will be played in June 2024 and will be worth the last spot at the Olympic Games. Uruguay

joined Argentina as the South American teams guaranteed in Paris, while Chile and Brazil qualified for the tournament that will be played in Monaco.

The Brazilian squad for the tournament in Montevideo featured six athletes from the Cobras and three athletes based abroad: Laurent Bourda-Couhet, Lorenzo Massari and Moisés Duque (Académica de Coimbra, Portugal). The Tupis defeated Colombia (2 times, 36-7 and 19-14), Paraguay (26-5) and Peru (68-0).

## Pan and Cazé TV

The Pan American Games, in Santiago (Chile), closed the Tupis season in Rugby Sevens. The tournament was played on November 3 and 4, aired by Cazé TV and Canal Olímpico do Brasil.

The Brazilian Men's National Team was formed by the base of athletes who were in the Pre-Olympics, with Lorenzo Massari and Moisés Duque (in his fourth Pan) again in the squad, in addition to six athletes from the Cobras. Veteran Felipe Sancery, who played in the Pan American Games in 2019, also returned to the Tupis for the competition. The Tupis beat Jamaica (27-14) and Mexico (29-0), but were outclassed by Canada, the United States and Uruguay and finished in 6th place.

### CAZÉ TV



### HIGHLIGHT



**LORENZO MASSARI**

# TUPIS - RUGBY SEVENS



# YOUTH TEAMS

The Brazilian Rugby Union (CBRu) focuses its efforts on the development of youth teams as a fundamental part of the High Performance work. The goal is to build a sustainable system to train talents who will represent Brazil internationally in sports. The holding of six official matches for the Curumins, the Brazilian men's youth teams (four in the U20 and two in the U18) was the record for the Brazilian base in history. In addition, the number of camps held for youth was the highest since the pandemic.



# YOUTH TEAMS

## SIFT – Talent Identification System

The Talent Identification and Training System (SIFT) emerged from a close collaboration between the areas of High Performance and Development. Its objective is to identify, train and monitor young athletes (aged between 16 and 20 years, both male and female), establishing connections between the work carried out in clubs, regional teams and the high performance system of the Brazilian Rugby Union (CBRu). In addition, the SIFT aims to identify and develop members of the technical committees who can contribute to specific missions and improve their training for performance.

Since its launch in 2021, SIFT has continued to be coordinated by the new High Performance Technical Director, Josh Reeves. Throughout 2023, the coaches of the youth teams, Leandro Gevaerd and Rafaela Turola, carried out visits to identify talents to clubs, social projects and schools. Visits were made in the states of Rio de Janeiro, Rio Grande do Sul, Paraná and Bahia, in addition to the daily work of the academies in São Paulo. Between SIFT's four visits outside of São Paulo, about 400 athletes were impacted.

The system also relies on the work of identifying talents in São Paulo conducted by Cláudia Teles, a former Olympic athlete for the Brazilian national team and coach. There were 88 visits to schools in São Paulo, expanding the actions of introducing the sport in new spaces and identifying potential athletes.

## Youth Academies

One of the notable highlights of the year was the reactivation of the São José dos Campos Academy, operated at the Training Center of the Brazilian Rugby Union, thanks to the partnership with CSHG (Credit Suisse Hedging-Griffo). This academy was financed throughout the year by an agreement between the city of São José dos Campos and SNEAD (National Secretariat of High Performance Sport), and is managed by the Brazilian Rugby Union itself. The work at the academy continued under the coordination of Maurício Coelho, former coach of the Brazilian youth teams and the adult men's sevens team. The Academy complements the work already done at the NAR (High Performance Center of São Paulo), where young people from the capital train under the supervision of coach Lucas Abud, assistant coach of the Tupis and Cobras national teams.

The project in São José dos Campos offered two weekly meetings for each category: U19 for women and U19 for men. Both categories had more than 40 athletes in 2023, all coming from clubs in the region. At the end of the year, the agreement was terminated, but the work continued to be financed directly by the Union.



# YOUTH TEAMS

## Curumins in action in Paraguay

With six talent identification and training camps held throughout 2023, the Curumins, the Brazilian men's youth teams, prepared for an unprecedented two international game windows under the command of coach Leandro Gevaerd. The first international window was the trip to Paraguay for friendly matches U20 (under 20) and U18 (under 18) in July, between the semifinals and the final of the BR XV, the Brazilian Youth Championship of Regional Teams, which also played an important role in the training of the selected athletes.

Two Rugby XV friendlies were held in each category against the respective Paraguayan national teams in Asunción. In the U18, there were two narrow victories for Paraguay (22 to 27 and 15 to 10), while in the U20 there was a Brazilian victory (25 to 19) and a Paraguayan victory (13 to 11). The four games guided the work carried out in the first half of the year.

In the second half of the year, the resumption of the work of the U20 was guided by the South American Championship of the category in November, again in Asunción. The Curumins defeated Colombia on November 1 by 24 to 6, but were overcome by Paraguay on the 5th by 27 to 11. The two trips had stops in Foz do Iguazu (PR) and Toledo (PR), respectively, for joint work with local clubs.

To top it off, the work with the Curumins was also accompanied by the identification of talents abroad. Thus, Davi Rodrigo Bizusko, who plays in Rugby Portuguese (at CDUL); Tiago and Luca Wiesenthal, identified at the Thunder academy in the United States; and Raphael Hollister, at Exeter University in England.

### HIGHLIGHT



**JOÃO AMARAL**

### HIGHLIGHT



**DANILO MESSIAS**

# YOUTH TEAMS

## Camp Nina and Yarinhas debut in Rugby XV

With the encouragement of the COB, the “Camp Nina – From the Base to the Game” took place from July 30 to August 1, which had 33 girls from 13 to 17 years old, coming from different regions of the country for three days of sports immersion.

The camp was designed in order to build stronger links between the dissemination work carried out in the Nina project and the performance work carried out in the Academy of São José dos Campos, with the participation of the coach of the youth team, Rafaela Turola. The camp also had training of coaches from the women’s youth base and was important in the process of identifying talents.

With the lack of an international grassroots competition for the women’s youth team , Camp Nina joined the other five women’s youth camps held throughout the year (covering the U17, U18 and M21 categories) to move forward with the work of training high-performance athletes for the Yarinhas and Xohã. The year ended with a camp during the match between Yaras and Portugal in November. The event featured an unprecedented match between Yarinhas and Xohã in Rugby XV.



## DESTAQUE



**GIOVANNA BARTH**

# ATHLETES ABROAD

Dozens of Brazilian athletes play Rugby around the world at all levels. In 2023, however, two athletes reached the highest level of their categories in Rugby XV: Wilton “Nelson” Rebolo and Taís Gomes.

Wilton “Nelson” Rebolo, from São Paulo, first line of the Tupis, became the first Brazilian trained in club rugby in Brazil to play in Super Rugby Pacific, which brings together franchises from New Zealand, Australia and Fiji, with the base of athletes from the national teams of these countries playing in the league. Rebolo played for Western Force, from Australia, and made his debut on June 3 against the Chiefs, from New Zealand. Despite Force’s loss, Rebolo was the athlete with the most tackles in the match.

Super Rugby Pacific is played in the first half of the year, with its finals in June. In the second half of the year, the athletes compete in the national championships. With that, Rebolo went to New Zealand and became the first athlete trained in Brazilian Rugby to compete in the NPC (National Provincial Championship), the New Zealand Championship. Rebolo played in the competition for Northland with several appearances.

In women’s Rugby XV, Taís Gomes, first line of the Yaras, became the first athlete trained in Brazilian Rugby to compete in Élite 1, the French Women’s Rugby XV Championship, one of the most important in the category, playing for Montpellier. Taís started in the sport at Ceará Rugby and developed within Melina Rugby Club. Edna Santini, Franciele Barros and Carolina Palazzini, played in Rugby Portuguese, for Sporting, while Larissa Alves and Camilla Carvalho did a Rugby training camp in England intermediated by Brasil Rugby.

Also at a prominent level in Rugby XV were the three Brazilians who played in the Serie A Elite, the first division of the Italian Men’s Rugby XV Championship: Lorenzo Massari, in the first half of the year for Calvisano; Matteo Dell’Acqua, year-round for ValoRugby Emilia; and Antonio Zanatta, in the second half of the year, for Mogliano. Dell’Acqua even captained his club, which reached the semi-finals of the competition. Caique Silva also played in French Rugby, for Salles, in the Nationale 2 division.

In Rugby Sevens, Bianca Silva became the first Brazilian to be a Japanese champion, playing for the Nagato Blue Angels. In turn, the Premier Rugby Sevens, the professional Rugby Sevens league in North America, had five athletes from the Brazilian national teams. Bianca Silva went from Japan to Canada and became a North American champion also playing for Northern Loonies. Rafaela Zanellato, Luiza Campos, Mariana Nicolau and Robert Tenório also competed in the competition.

Athletes with interest for the Brazilian national teams were also in South African, Australian, Argentinean, North American, British, Irish, French, Italian, Spanish and Portuguese Rugby, being monitored by Brasil Rugby.

## HIGHLIGHT



**WILTON “NELSON” REBOLO**

## HIGHLIGHT



**TAÍS GOMES**

# YOUTH RUGBY INTERNATIONAL EXPERIENCE: MICHEL ETLIN SCHOLARSHIP

The already traditional Michel Etlin Scholarship gained a new face in 2023 to be able to move forward with its purpose of developing young talents for the Brazilian national teams through an impactful international exchange program.

In 2023, three Brazilian under-20 athletes – Gustavo Sirino, Luiz Felizardo and João Amaral – were sent to South Africa to spend five months at the Stellenbosch Academy of Sport, a partner of South Africa Rugby (the South African federation) and a world reference in Rugby.

The exchange offers the opportunity for scholarship holders to develop as high-performance athletes in a high-level technical environment (since South Africa is the current men's Rugby XV world champion, being the biggest champion of the competition with four achievements). The program was divided into two major cycles: the first with 75 days that worked as a pre-season, with the work of building the team for the competition; and the second, lasting 65 days of competition, with 10 games against local teams.

By being exposed at a young age to a high-level training routine and living in a competitive and international environment, athletes go through an important stage of maturation that will have a positive impact on their training as high-per-

formance professional players, bringing a higher level of play and work ethic acquired to the environment of Brazilian national teams and clubs.

At the end of the exchange, Gustavo Sirino and João Amaral were integrated into the Tupis, consolidating the connection between the work of excellence at the base and the adult High Performance.

The scholarship honors businessman Michel Etlin, who died in 2021 and is the father of Jean-Marc Etlin, one of the grant's sponsors and a former member of the entity's Board of Directors. In addition to Jean Marc Etlin, the group of maintainers includes Eduardo Mufarej, Patrice Etlin and Roberto Germanos.







A N N U A L R E P O R T 2 0 2 3

# REFEREEING

# REFEREEING

The refereeing area had a historic year in 2023, with the expansion of the national and international calendar, with the holding of an entire week dedicated exclusively to refereeing, the Referee Week, with the compilation of material from World Rugby refereeing courses, level I, level II and Sevens in a manual called "Refereeing Course", with the realization and launch of a 12-chapter refereeing series, as well as with the historic participation of our refereeing for the first time in a semi-final of a World Rugby championship, the Trophy, held in Nairobi, Kenya.

The refereeing groups followed the proposal established in 2021, with the referees divided into 3 groups: Yellow (High Performance referees), Green (referees in the process of improvement) and Blue (referees in the initial phase of development). The Yellow Group brings together the referees who have the best physical indexes, technical knowledge and the greatest understanding of the game. The referees of the Green Group are able to referee matches of national tournaments of Brasil Rugby and are still in the process of evolution, while the Blue Group are the referees at an early stage.

In January, the year began with the census of Brazilian referees, which identified 119 referees spread across the country (91 men and 28 women). The realization of courses throughout the year allowed the continuity of the process of training new referees, with five Level 1 courses being held in four different states, as well as with the entry of several in the Blue group.

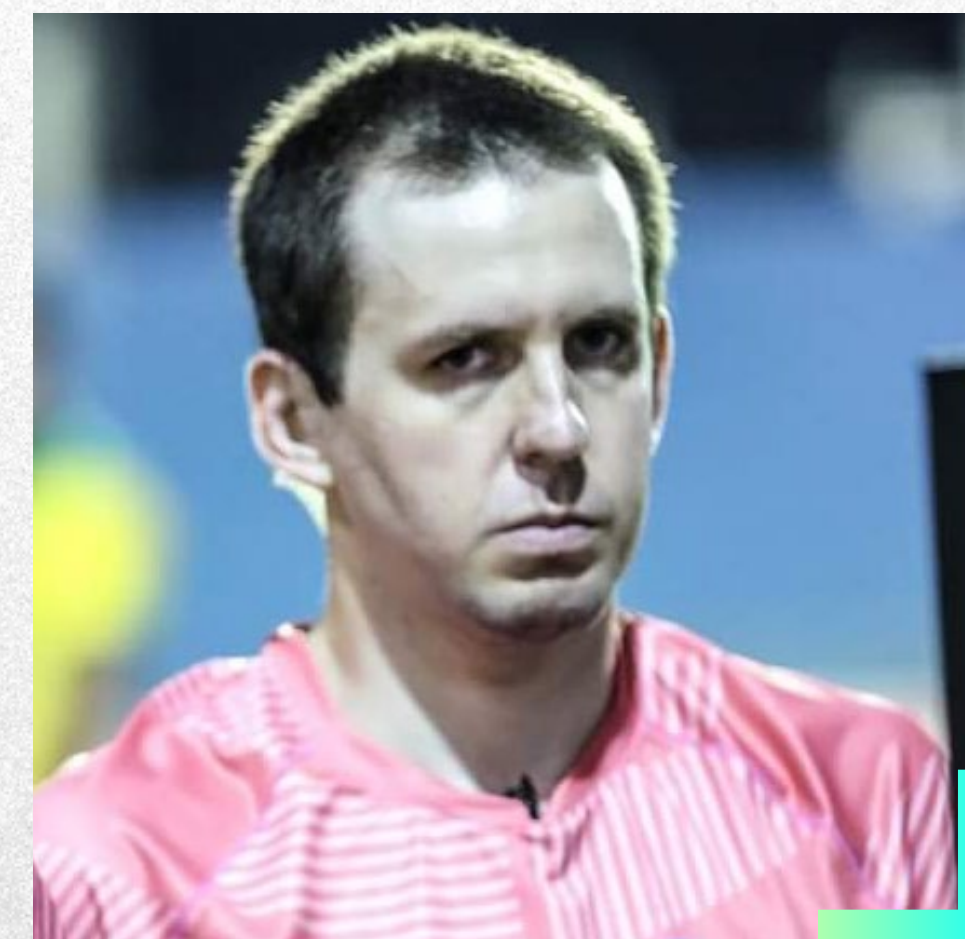
With this, the work was not only with the referees, but also with clubs and regional teams. The rapprochement between referees and teams began with pre-tournament meetings with managers and coaches and feedback during tournaments. The beginning of a joint work of Refereeing and Devel-

opment was an important step for the advancement of the development work of Rugby as a whole, with emphasis on the Referee Week, a week of training in refereeing, held in December.

Visits to the clubs and to Brasil Rugby's High Performance were also carried out by the coordinator of the refereeing area, Xavier Vouga, and the referees Cauã Ricardo, Guilherme Zaparoli, Victor Hugo Barboza and Érika Weiss. Among them, visits to the Cobras, Yaras (XV) and Tupis (Sevens) stand out, dealing with game situations and technical aspects of refereeing.

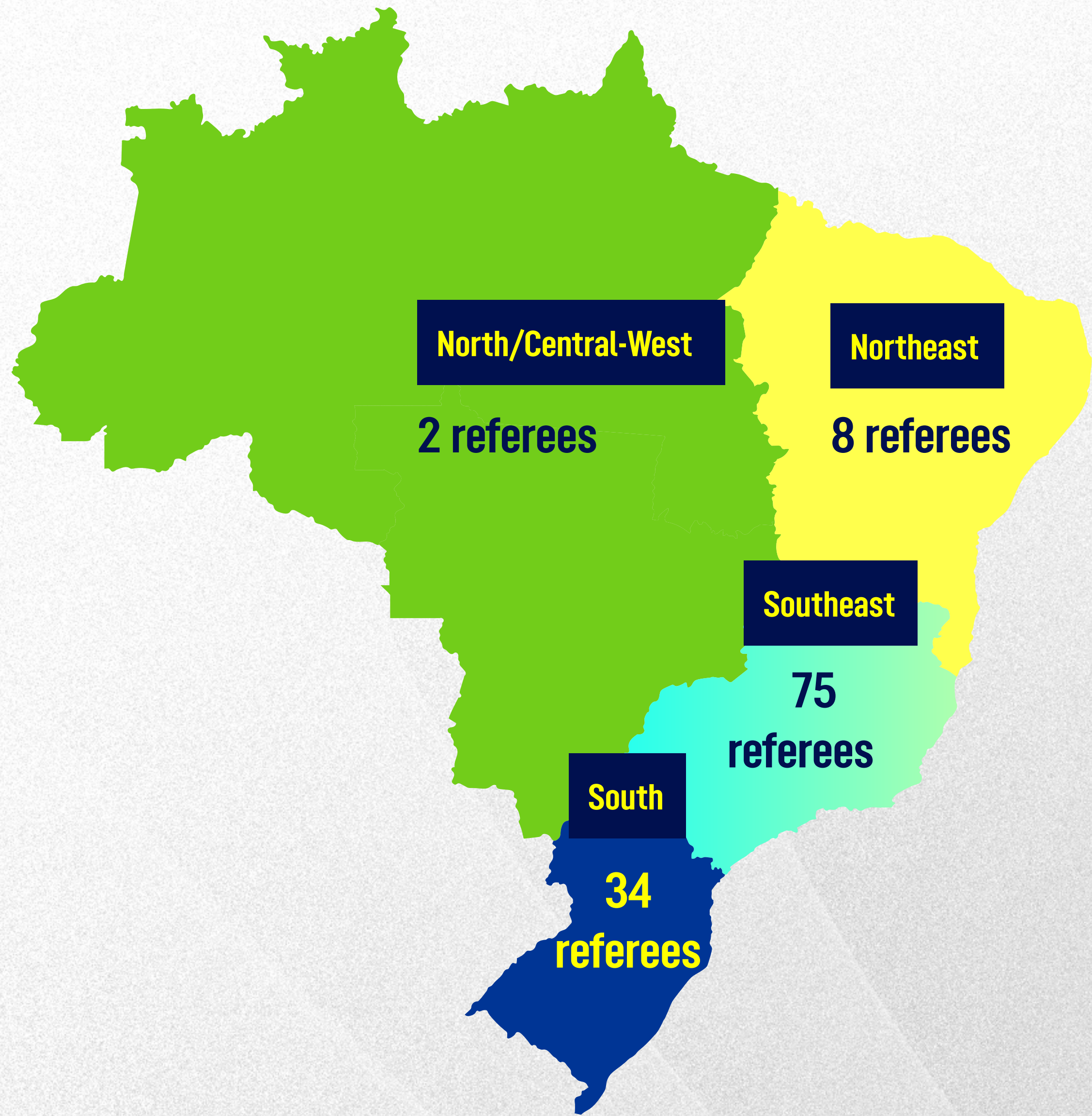
The filming of all national championships is an essential tool for the analysis of the games and the performance of the referees, with meetings between referees and their coaches periodically to discuss and analyze their performances.

The Refereeing department also worked on the construction of didactic and dissemination materials aimed at disseminating the contents of the area. A new series of videos was filmed and edited for broadcast on YouTube, the "Arbitration Episodes". The project was finalized in 2023 and the videos released in early 2024 to the public. Finally, in the second half of the year, the "Refereeing Manual" for Brasil Rugby courses was produced based on the World Rugby manual and adapted to the Brazilian reality.

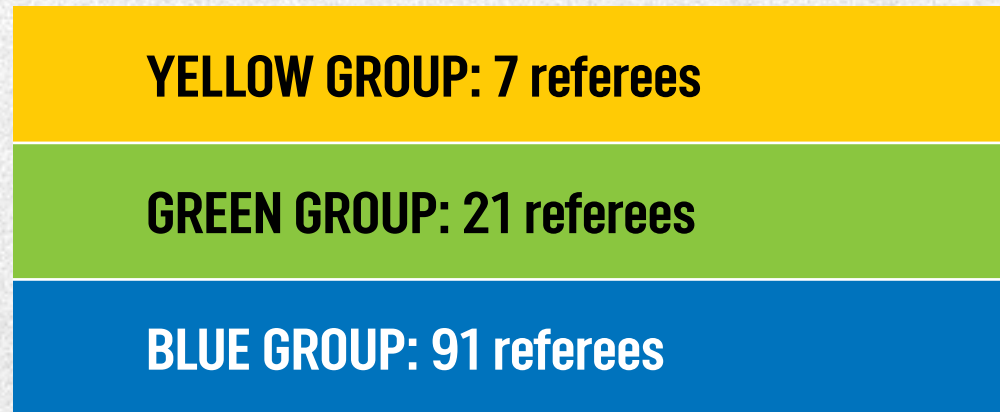


# REFEREEING

## MAPPING:



## REFEREES' GROUPS



## HIGH PERFORMANCE

The participation of Brazilian referees in international events is strategic for the development of the area, raising the level of national match officials and promoting a valuable exchange of experiences. More than that, internationalization serves as a stimulus and inspiration for new referees.

High-performance Brazilian refereeing had a year like no other, with several games abroad and a unique growth. In all, nine referees (two women and seven men) had experience in international tournaments that contribute to the development of national refereeing, with emphasis on referee Cauã Ricardo for his great performance in the year leading to unique results.

In February, and for the first time in history, a Brazilian referee spent ten days in Limerick, Ireland, participating in the daily life of the local referees' association and conducted club and school matches. Cauã then went to Uruguay to referee games of the country's first division and international friendly matches involving the M20 teams of Uruguay, Spain and Canada, as preparation for the great challenge of the year that would be the Trophy, also having participation in the Super Rugby Americas.

Parallel to his performance in the XV, in April, Cauã was appointed as the main referee of the World Rugby Sevens Challenger, the 2nd world division of men's Rugby sevens, held in Stellenbosch, South Africa. In June, Cauã Ricardo was the main referee of the Pre-Olympic Rugby Sevens.

In July, Cauã Ricardo was the head referee of the World Rugby U20s Trophy, the 2nd men's under-20 world division, held in Nairobi, Kenya. Due to his good performances, he was appointed as the central referee for the match between Uruguay and Scotland, which earned a place in the grand final of

the competition. Despite being the game that defined the champion of the group, in practice, it was a semifinal. The final between Spain and Uruguay was attended by the Brazilian.

Cauã Ricardo was also appointed as assistant referee in August for two preparatory games for the 2023 World Cup, working in Uruguay against Argentina XV and Chile against Argentina XV. In the latter part of the year, Cauã Ricardo was the central referee at the Santiago 2023 Pan American Games in Chile.

Finally, and to crown the year abroad, Cauã was invited to referee the Georgian professional championship in Tbilisi, having refereed two games with good performances. Taking advantage of his trip to Europe, Cauã also refereed matches for the national championships in Portugal and Georgia and regional championships in Spain.

Another milestone was the appointment of Victor Hugo Barboza as TMO (video assistant referee) during Super Rugby Americas, being the first Brazilian to hold such a position in the history of the competition. There were 3 nominations for Victor Hugo, in addition to a game as an assistant.

Lucas Saccomanno, Fernando Zemann and Guilherme Zapparolli were the other three Brazilian referees appointed as assistants for Super Rugby Americas matches. Saccomanno was also appointed as an assistant for two matches at the South American 4 Nations Championship (men's Rugby XV) in August and was a central referee during the South American M20 Championship in November.



# HIGH PERFORMANCE

In women's Rugby XV, the Americas Rugby Trophy Women held in Brazil presented itself as an opportunity for the development of women's refereeing with Érika Weiss and Ana Cecilia Kruschewsky appointed as assistants. Paulo Arruda was also an assistant and Victor Hugo Barboza was the central referee of the final match between Brazil and Colombia. At the end of the year, the friendlies between Brazil and Portugal had Fernando Zemann, Érika Weiss and Lucas Saccomanno as assistants. Kruschewsky was also appointed as an assistant at the Pre-Olympic Games in June and refereed youth matches in Uruguay earlier this year.

Finally, Pedro Oliveira participated in the SAR Sevens Trophy in Costa Rica, a tournament involving emerging teams affiliated with Sudamérica Rugby.



## DEVELOPMENT

With a full calendar for national competitions, 2023 brought more demands on match officials, due to the number of competitions, both state and regional, as well as national and international, compared to last year. Rugby XV had the growth of the Super 12, the creation of the Access and the Copa do Brasil and the maturation of the BR XV, in addition to the state tournaments. Rugby Sevens, on the other hand, once again featured Super Sevens, Brazil Sevens and Copa Cultura Inglesa, which presented itself as an important moment for the end of the year, coinciding with the Referee Week.

In all, the referees of 126 Rugby XV and 297 Rugby Sevens matches were analyzed and evaluated.

The transformations of the game and the constant zeal for the well-being of the athletes were reinforced throughout the year. Thus, combining the work of excellence, which contributes to the continuous evolution of the game, with safety for all participants, with the grassroots work, in the training and retention of referees working in the competition system, continues to be a constant concern of the department.

Refereeing plays a crucial role in the development of the quality of the game, with the constant evolution in the performance of referees directly impacting the development of athletes and the work of coaches involved in national competitions.



## HIGHLIGHT

126 Rugby XV matches and 297 Rugby sevens matches analysed

## TRAINING & EDUCATION

The year 2023 began for the match officials with an important census work to map the situation of the area in the country. Five Level 1 courses were conducted in person by match educators in the community of Paraisópolis in São Paulo (SP), and in the cities of Toledo (PR), Florianópolis (SC), Cuiabá (MT) and Maringá (PR), with a total of 48 participants.

The year ended with the Referee Week in December, in Taubaté (SP), an entire week dedicated to the improvement of refereeing, with several sessions and training, and it was the first time that an exclusive match officials' training event was held in Brazil. The week featured a Level 2 World Rugby refereeing course taught by trainers Xavier Vouga and Victor Hugo and educators Marcelo Blanco, Pedro Oliveira and Cristiana Futuro. The Referee Week also had the participation of UAR educator Luis Marchisio, a scrum specialist, to teach activities and show the importance of refereeing becoming familiar with such an important facet of the game as scrum. The Referee Week was designed as a week of immersion with the referees, in order to work on refereeing topics and expand knowledge. The event included a philosophy lecture by Professor Pedro Paulo Pimenta, from USP.

The referee also participated in the Brasil Rugby SuperWeek held in São José dos Campos (SP) in June, with Xavier Vouga and Cauã Ricardo involved in the event.

### Teaching materials are a highlight of the year

Considering that Brazil is a continental country and the need to bring more and good relevant information to an avid Rugby audience, Brasil Rugby understood that the launch of a didactic series on some facets of refereeing on Youtube and Instagram platforms would be a good way to do so.

Thus, together with a production company focused on education, the Refereeing department scripted, produced, filmed and edited this series of videos aimed at disseminating content from the area to the public. The "Rugby Refereeing" series was completed in 2023 and its publication on the Brasil Rugby channel was scheduled for 2024. In all, 12 short episodes were produced dealing with various topics such as communication, scrum, breakdown and others

Finally, in the second semester, the "Match Officials Manual" for the courses in Brazil was completed. The manual, which is guided by the World Rugby manual of refereeing I and II and Rugby Sevens, aims to help our educators to teach courses in Brazil, being adapted to our realities

#### HANDOUT



#### VIDEO





A N N U A L R E P O R T 2 0 2 3

# COMMERCIAL AND MARKETING





# COMMERCIAL AND MARKETING

Connection with fans. Audience engagement in our sport. And strategies for the growth of Brazilian Rugby. The work of Brasil Rugby's marketing area is broad and its fundamental mission is to disseminate the passion for the sport, either by cultivating the relationship with the Rugby community, or by promoting the sport and reaching new fans, increasing awareness, that is, the recognition of the sport within Brazil.

In 2023, the calendar of Rugby events on national soil has increased enormously. Of the five international events held in Brazil in 2022, the year 2023 was eleven international games held in Brazilian territory (100% increase in one year). The control of the pandemic allowed such an expansion of the calendar of international events, which added to the also expanding national calendar. The Cobras and Yaras matches held in Brazil proved to be an important moment of connection with the public and offering entertainment via sport. The construction of the "Vila dos Cobras" and "Aldeia das Yaras", the fan fest area for the fans, was one of the highlight actions of the year.

The need to break bubbles and reach new audiences gained new opportunities in 2023 with the Pan American Games, aired by Cazé TV; the Rugby World Cup, held in France and broadcast to Brazil by ESPN and Star+; and the new COB EXPO, the annual fair of the Brazilian Olympic Committee with notable participation of Rugby.

Acting in the sports environment, seeking to produce quality and inspir-

ing entertainment, which generates visibility to the sport, the institutions and the people who represent it and return to the supporters, while ensuring the values that live in the soul of our sport and differentiate it, are the daily challenges of the Union's performance within the market, requiring zeal for the sport's identity and creativity to innovate and transform the potential of Rugby into results of tangible impact and return. Rugby as a style and philosophy of life is passionate. Its collective, democratic and civic character puts it in a privileged position to offer its supporters a valuable tool to be able to act affirmatively in society.

In this section, we will take stock of the events and actions carried out in 2023 that converge with such premises and meet Brasil Rugby's strategic objectives of increasing the visibility of our sport and the financial sustainability of the entity, by bringing it closer to supporters and the public.



# COMMERCIAL AND MARKETING

## Cobras' Village and Yaras' Village

In 2023, with the aim of improving the fan experience work in the games held in the country, Brasil Rugby partnered with the House of Rugby agency, a specialist in live marketing and knowledgeable about the Rugby environment.

The mission of the House of Rugby was to build an attractive event for the public, with pre and post-match activations, offering food, drink, music and games for the fans. Thus, the "Vila dos Cobras" (Cobras' Village) was built for five matches of the Cobras held at the Nicolau Alayon Stadium and the "Aldeia das Yaras" (Yaras' Village) for the duel between Brazil and the United States organized in the same stadium. In all, an audience of more than 2 thousand people was served, with actions for sponsors and an innovative "Third Time" with the players together from the community to reinforce this incredible Rugby ritual with the public.

In all Cobras games, the VIP Area engaged partners, offering in-stadium experience to those who support Rugby.



## HIGHLIGHT

The field belongs to the community!

Before the Cobras' matches, the pitch at the Nicolau Alayon Stadium received a lot of Rugby from the community. Throughout the 5 games held at the venue, Touch à Fantasia, Veterans Game, Children's Festival, University Rugby Sevens Tournament and training courses for coaches and educators were organized. Thus, generating connection between events, public, practitioners and developers of our sport.



# COMMERCIAL AND MARKETING

## Super 12, Brazil Sevens and Copa Cultura Inglesa

The national club rugby events were worked in order to strengthen the relationship between supporters, clubs and Brazil Rugby.

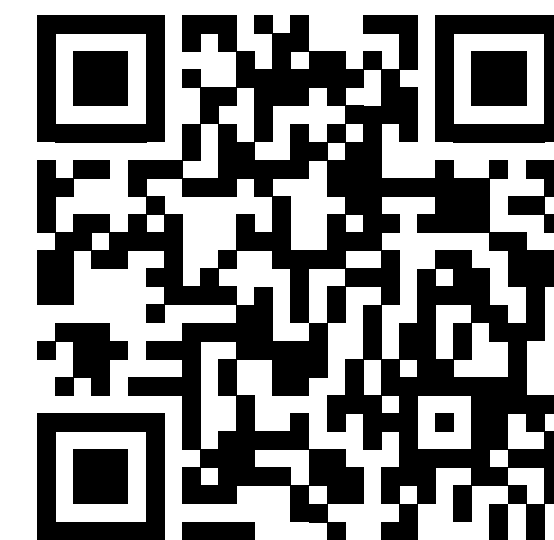
In 2023, the national Rugby party was strengthened with three events of great importance: the Super 12, the Brazil Sevens and the Copa Cultura Inglesa. In São Paulo, on the SPAC field, the month of October saw the final of the Super 12 (Brazilian Championship) between Poli and Pasteur. With the two teams from the capital of São Paulo in the final, the public filled the premises of the SPAC, in an event married to the fan fest of the semi-final of the Rugby World Cup, shown on a big screen at the club in an event of the House of Rugby, adding space for food and entertainment to the public. The event featured exhibition work by Brasil Rugby's sponsors, with the arena's visuals worked with the activation of the brands displayed on the signs around the field, in addition to the broadcast of the GOAT Channel.

The Brazil Sevens was also held at the SPAC. The event took place in December (9th and 10th) and was organized in conjunction with the traditional SPAC Lions Sevens, bringing together more than 50 Rugby teams and their fans. The same arena visual work was worked on in Brasil Sevens, with the brands supporting national Rugby being displayed in an event broadcast by the Olympic Channel of Brazil.

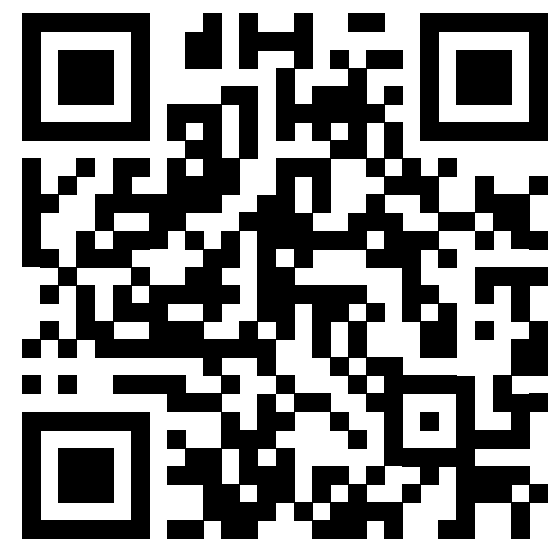
The last event of the year, on December 16 and 17, was the Copa Cultura Inglesa, the Brazilian Youth Championship, organized in Taubaté, at the Volkswagen Club, with activations by Cultura Inglesa, which completed 13 years as the event's supporter. Among the activations with young people, there was the presence of Cultura Inglesa's mascot, the Lion, and with actions with the athlete Rafaela Zanellato (who has more than 100 followers on TikTok) as an influencer, showing the event and interacting with the athletes and public. The proposal for Zanellato's presence also put into practice the pedagogy of example, bringing a reference athlete from the Brazilian National Team (and elected the best player in the country in the same year by the COB).



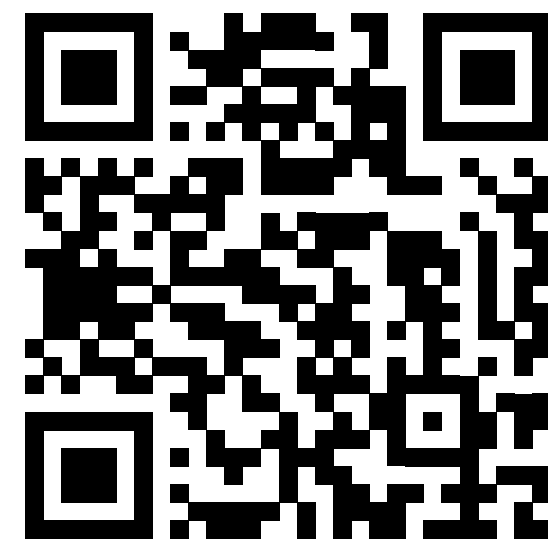
**BRASIL SEVENS**



**CULTURA INGLESA**



**GOAT CHANNEL**



**GOAT CHANNEL SHOW**



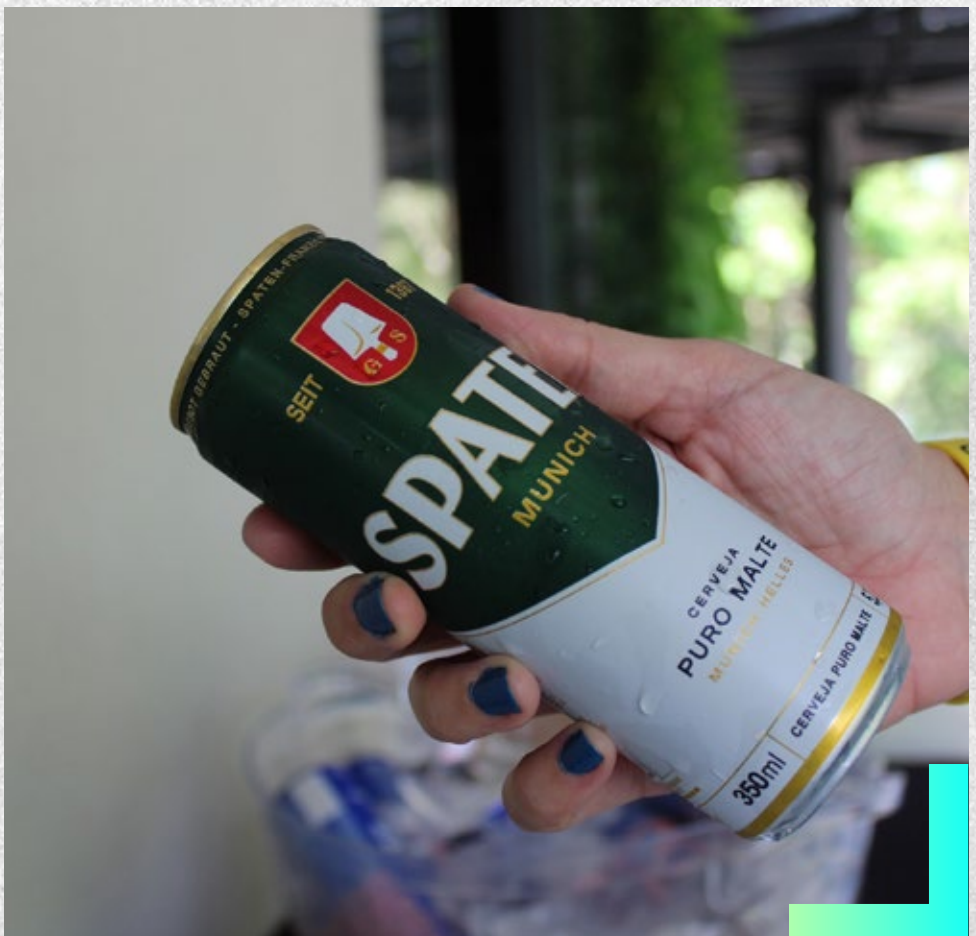
# COMMERCIAL AND MARKETING

## Rugby World Cup as an opportunity

A long-awaited event for Rugby fans, the Rugby World Cup was played from September 8 to October 28 with France as the host country. Second only to the FIFA World Cup and the Olympic Games in terms of economic impact, the Rugby World Cup generated £4.3 billion in its 2019 edition (played in Japan).

The 2023 edition had all the games shown for Brazil by ESPN and Star+ channels live. Despite the non-participation of Brazil, the event always presents itself as an opportunity to promote Rugby as a spectacle in the country. To this end, Brasil Rugby promoted all the World Cup games on social networks, in its podcast, RugbyCast, on Eletromidia and with press releases.

For the opening of the World Cup, on September 8, Brasil Rugby held an innovative event in partnership with the Centauro Arena, located in Ibirapuera Park, in São Paulo, for journalists, Rugby fans and curious people to enjoy the opening day. The Rugby World Park, designed in conjunction with the House of Rugby agency, had a big screen, an auditorium for 70 people, an exhibition of historical collection of shirts and balls from various countries (provided by Werner Grau, former player, former vice-president of CBRu and current president of STJD), chat with experts and experience with virtual reality glasses for the public to experience the feeling of being face to face with the New Zealand haka.



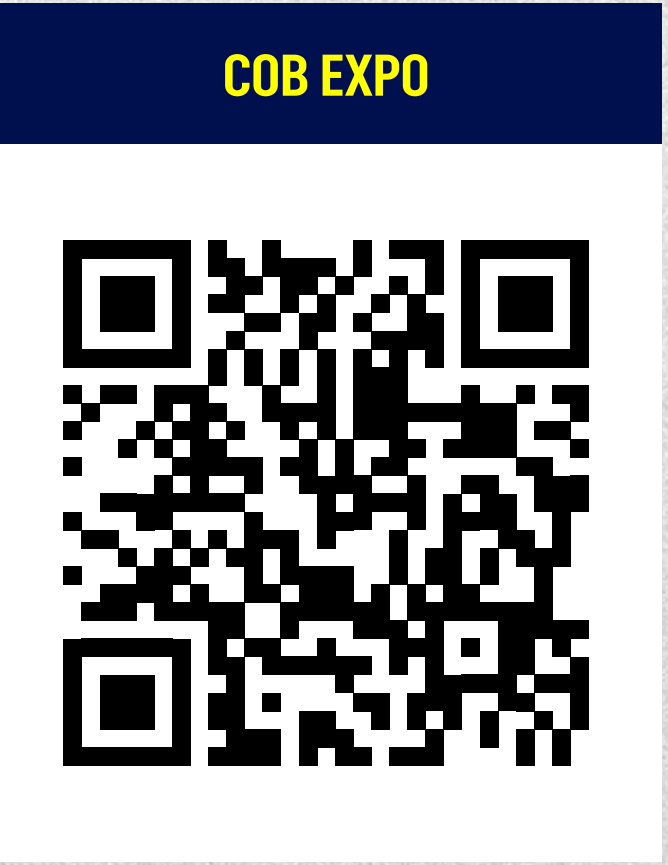
# COMMERCIAL AND MARKETING

## COB EXPO: Rugby in the spotlight in the Olympic universe

The year 2023 marked the launch of a new major event in Brazilian Olympic sport: COB EXPO. Held between September 25 and 29, at Espaço Pro Magno, in São Paulo, the fair brought together the Unions of all Olympic sports and other exhibitors of the sports market, who were able to present their work and carry out actions with more than 60 thousand people over five days of the event. The public had the opportunity to dive deep into the universe of Olympic sports through courses, activations and competitions.

Brasil Rugby had a 120 m<sup>2</sup> stand, one of the largest among the Olympic entities present, where it carried out activities to introduce Rugby, with athletes from the Brazilian national teams and educators teaching the public how to make passes with the oval ball, form a scrum and learn more about the sport and its values. With virtual reality glasses, the public revived the New Zealand haka performed at the Morumbi stadium in 2018 and educational videos were shown teaching the sport to those interested.

Among the courses, Brasil Rugby was present with a special course with the Olympic athlete Beatriz “Baby” Futuro and with the educator Gabriel Cenamo on the culture and values of Rugby, with the aim of demonstrating how Rugby can contribute to other sports. In turn, CEO Mariana Miné was one of the participants in the lecture “Women in Sport 360” on female leadership, and in the course “IOB: training sports managers”. Will Broderick, coach of the Brazilian Women’s Rugby Sevens Team, participated as one of the speakers of the “Performance of Women Athletes” course.



# COMMERCIAL AND MARKETING

## Broadcasts reaching new audiences

Brasil Rugby's mission is to spread Rugby and knowledge about the sport in all its dimensions. It is part of the objectives of the Union to create public interest in Rugby and the passion for the sport breaks the borders of our country. To exhibit international rugby is to show the public the full potential of our sport on and off the pitch. It is in our interest that as many international matches as possible are broadcast within Brazil to inspire generations of Rugby fans and show the sports market the full economic potential of Rugby. In this way, the exhibition of Rugby on TV and streaming platforms is strategic in consolidating the image of Rugby and, therefore, the Union seeks to work with media partners.

ESPN channels and the Star+ platform continue to be the largest promoters of international Rugby broadcasts and had as highlights in 2023 the Super Rugby Americas - for the first time held in Brazil - and the long-awaited Rugby World Cup.

Super Rugby Americas featured all the games of the Cobras, the Brazilian franchise, shown live on ESPN channels, while the World Cup had all 48 of its games broadcast live, with the addition of 27 special programs featuring the best moments of the competition. The 2023 World Cup was celebrated by ESPN as having a higher audience than the 2019 edition.

In addition to Super Rugby Americas and the World Cup, ESPN channels continued to be the home of the Brazilian national teams showing live games of Tupis and Yaras, with emphasis on the World Rugby Sevens Circuit, which has the Brazilian participation in the

world women's elite. In addition, ESPN has shown on TV important international tournaments such as the European Six Nations and Champions Cup, The Rugby Championship and friendlies between the world's great teams.

The other highlight event of the year, the Pan American Games, was shown live on Cazé TV, which has a growing audience on YouTube, with more than 9 million subscribers. The games of the Brazilian women's and men's Rugby Sevens teams were on the channel during the Pan impacting new potential fans, especially from younger generations.

The diversification of the channels that show Rugby was also a concern of Brasil Rugby's marketing work. The partnership with Canal GOAT, a new YouTube channel with more than 1 million followers, allowed new audiences to have access to Rugby with the broadcasts of the Super 12 final (the Brazilian Men's Rugby XV Championship) and international games of Yaras, also of Rugby XV. channel diversification. UOL Esporte's YouTube channel gave space to the final of BR XV, the Brazilian Women's Rugby XV Championship.

Finally, the Brazilian Olympic Channel showed Rugby Sevens in weight with the Brazil Sevens, the Super Sevens and the Copa Cultura Inglesa, in addition to the Pan American Games. The broadcasting ecosystem was also complemented by the YouTube channels of Sudamérica Rugby and Brasil Rugby.

The balance of 2023 was another year with all games involving the Brazilian teams featuring live broadcasts.





# COMMERCIAL AND MARKETING

# LIVE RUGBY

<p>INTERNATIONAL RUGBY ON ESPN AND STAR+:</p> <ul style="list-style-type: none"> <li>• Rugby World Cup</li> <li>• SVNS</li> <li>• Six Nations</li> <li>• The Rugby Championship</li> <li>• Test Matches • Super Rugby Américas</li> <li>• Super Rugby Pacific e Super Rugby Aupiki</li> <li>• Champions Cup e Challenge Cup</li> <li>• United Rugby Championship</li> <li>• Premiership</li> <li>• Currie Cup</li> <li>• NPC and Farah Palmer Cup</li> <li>• URBA Top 12 and Torneo del Interior</li> <li>• Super URU</li> <li>• Copa Chile</li> </ul>	<p>YARAS, TUPIS, XOHÃ AND CURUMINS ON THE SUDAMÉRICA RUGBY CHANNE</p> <ul style="list-style-type: none"> <li>• Olympics Qualy Rugby Sevens</li> <li>• South American Men’s Rugby XV Championship</li> <li>• WXV Qualifiers</li> <li>• South American Men’s U20 Championship</li> </ul>	<p>The TV is a TV show</p> <ul style="list-style-type: none"> <li>• Jogos Pan-Americanos</li> </ul>	<p>YARAS ON CANAL GOAT</p> <ul style="list-style-type: none"> <li>• Brasil vs Portugal (Rugby XV)</li> </ul>
<p>The ESPN and STAR+</p> <ul style="list-style-type: none"> <li>• Americas Rugby Trophy Women (Rugby XV)</li> <li>• Circuito Mundial de Rugby Sevens (SVNS)</li> </ul>	<p>COBRAS ON ESPN AND STAR+</p> <ul style="list-style-type: none"> <li>• Super Rugby Americas</li> </ul>	<p>RUGBY NACIONAL NO CANAL OLÍMPICO DO BRASIL</p> <ul style="list-style-type: none"> <li>• Super Sevens</li> <li>• Brasil Sevens</li> <li>• Copa Cultura Inglesa (Brazilian Rugby 7s Championships)</li> </ul>	<p>YARAS AND TUPI ON BRAZILIAN OLYMPIC CHANNEL</p> <ul style="list-style-type: none"> <li>• Pan American Games (Rugby 7s)</li> </ul>
	<p>NATIONAL RUGBY ON CANAL BRASIL RUGBY</p> <ul style="list-style-type: none"> <li>• Super 12</li> <li>• Super Sevens</li> <li>• BR XV</li> <li>• Copa do Brasil</li> </ul>	<p>TUPIS ON SPRINGBOX TV</p> <ul style="list-style-type: none"> <li>• World Rugby Sevens Challenger</li> </ul>	<p>RUGBY NACIONAL NO CANAL UOL ESPORTE</p> <ul style="list-style-type: none"> <li>• BR XV (Campeonato Brasileiro Feminino de Rugby XV)</li> </ul>
		<p>RUGBY NACIONAL ON CANAL GOAT</p> <ul style="list-style-type: none"> <li>• Super 12 (Brazilian Men’s Rugby Championship XV)</li> </ul>	<p>TUPIS BY MY STAR+</p> <ul style="list-style-type: none"> <li>• La Vila International Rugby Cup (Rugby XV)</li> </ul>

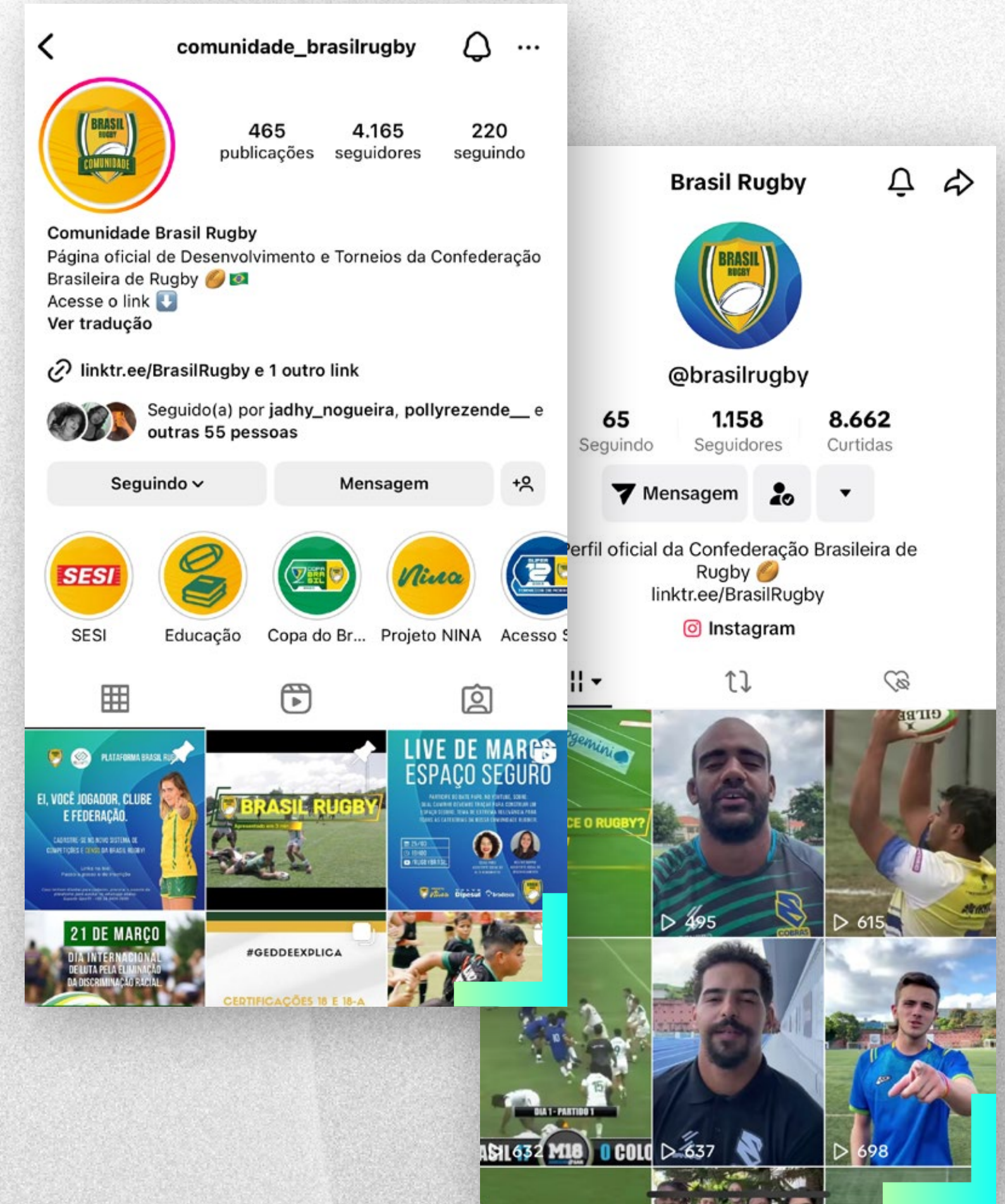
# COMMERCIAL AND MARKETING

## Social Networks: new networks and intelligence

Brasil Rugby's digital ecosystem evolved throughout 2023 and two new accounts were created with the aim of improving the reach of new audiences and strengthening the relationship with the community. In January, Brasil Rugby's official TikTok account was launched, with the goal of reaching the younger audience that has a preference for the network. In February, the Instagram profile of Comunidade Brasil Rugby was launched, focused on users most immersed in national club rugby. In order to control the number of posts made on Instagram to maximize the result of the network's algorithms and seek to more efficiently reach the most engaged users in national Rugby, the new Comunidade Brasil Rugby profile has the scope to address topics related to Club Rugby for clubs, education and training, development projects (such as Nina and Vem Pro Rugby), among others.

With the two new accounts, Brasil Rugby now has 10 official profiles, 3 on Instagram (Brasil Rugby, Comunidade Brasil Rugby and Cobras Brasil XV), 2 on Facebook (Brasil Rugby and Cobras Brasil XV), 2 on X (former Twitter, being Brasil Rugby and Cobras Brasil XV), 1 on YouTube (Brasil Rugby), 1 on TikTok (Brasil Rugby) and 1 on LinkedIn (Brasil Rugby). As a result, the work of improving content, identifying the target audiences and the vocation of each social network advanced throughout the year.

In the second half of the year, the NXT agency worked with Brasil Rugby providing consultancy for the analysis of social media data. The growth of all social networks was recorded, with Brasil Rugby's Instagram accounts, for example, increasing their number of followers by 19% and their digital reach by 15%.





# COMMERCIAL AND MARKETING

## DIGITAL INFLUENCERS

2023 was a year of influencers and celebrities interacting with Rugby, with the aim of “breaking the bubble” of the sport and reaching new audiences

### Posts with:

Raí (former soccer player)

Piquerez (Uruguayan football player for Palmeiras)

Kevin Crescenzi (American NBB basketball athlete)

Cartolouco (influencer)

Helmet Goalkeeper (influencer)

Edson Burger (influencer)

Alex Tseng (ESPN host)



## RUGBYCAST

Season 2 of Brasil Rugby’s official podcast, available on YouTube and Spotify

Weekly programs of about 30 minutes, with interviews with athletes, coaches, managers, referees and other Rugby professionals, as well as a sports news bulletin.

47 episodes were recorded in 2023

Cumulative audience of more than 11k listeners

## TOTAL POSTS ON INSTAGRAM

Brasil Rugby: **648**  
Comunidade Brasil Rugby: **402**

## SOCIAL MEDIA ACCOUNTS NUMBER OF FOLLOWERS:

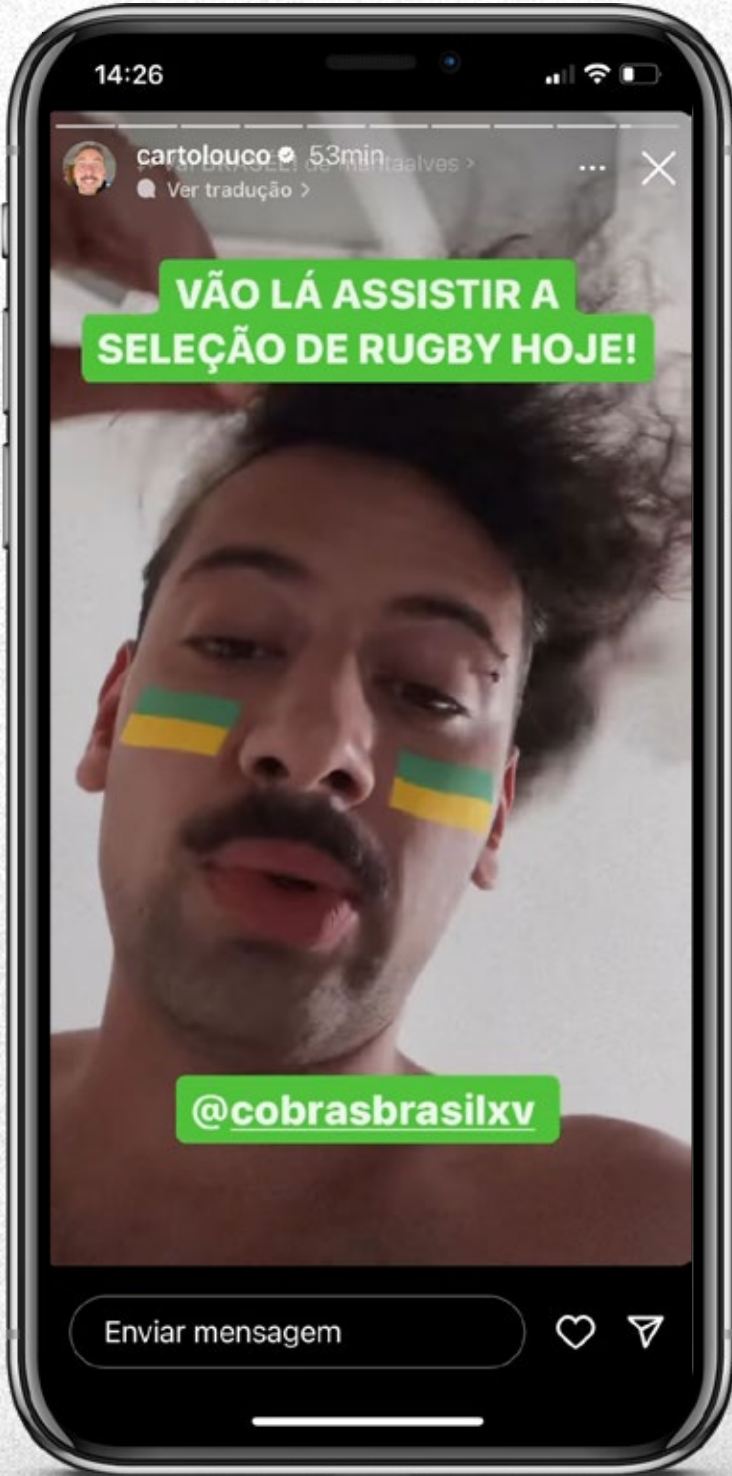
INSTAGRAM BRAZIL RUGBY	59K
INSTAGRAM COMMUNITIES BRAZIL RUGBY	4K
INSTAGRAM COBRAS	9K
FACEBOOK BRAZIL RUGBY	203K
FACEBOOK COBRAS	743
TWITTER (X) BRAZIL RUGBY	20.1K
TWITTER (X) COBRAS	3K
TIKTOK	650
LINKEDIN	10.4K
YOUTUBE	12K

# COMMERCIAL AND MARKETING

The strategies of the accounts were transformed throughout 2023 based on the analysis of the formats and characteristics of the content so that the posts had the best performance. As a result, the increased focus on videos and identifying trending songs has evolved over the course of the year.

Greater exploration of Tiktok and Instagram was developed and typical content from such platforms was prioritized, such as videos with entertainment quality, allowing positive feedback from comments, forwards and reach. The search to bring athletes closer to their followers, using behind-the-scenes content, was also important throughout the year.

On the other hand, informative content, such as factual coverage of national tournaments, the promotion of courses and transparency in the publication of activities remained crucial and benefited from the creation of the "Comunidade Brasil Rugby" page.



# COMMERCIAL AND MARKETING

## Rugby in the Media: visibility in the national media

The visibility of Rugby in the press is crucial work for the development of the sport. Spreading knowledge about the game, inspiring new fans (telling the achievements and stories of our teams, athletes, community), showing the social impact work carried out, reinforcing good governance practices and giving visibility to those who work for Rugby and those who support it are in the daily concerns of Brasil Rugby.

In 2023, 17 Rugby stories (17 different stories) were featured in the press, with a 70% increase compared to 2022. These do not include factual news coverage of Rugby events.

In all, there were 2,215 publications on Rugby in the national press in 2023. Among the stories that had the most repercussions in the year are: the qualification of the Yaras to the Olympic Games; the growth of the Yaras' games in Rugby XV; Brazil's women's bronze medal at the Pan American Games; the Cobras and their impact on the Pedagogy of Example; the diffusion of Rugby throughout the country with national competitions opening space for teams from all states; the advancement of development projects such as Nina, Vem Pro Rugby and the work carried out with SESI, as well as NGOs that work with Rugby (such as Hurra! and Instituto Rugby Para Todos); the Michel Etlin Scholarship (from Brasil Rugby) and the Women's Leadership Scholarship (from World Rugby, which includes Brazilian scholarship holder Beatriz Futuro); diversity actions (such as LGBTQIAPN+ Pride Day); the Sou do Esporte Award, won once again by Brasil Rugby; and the new supporters who joined Brasil Rugby in the period.



# COMMERCIAL AND MARKETING

## Brasil encerra a 3ª etapa feminina do Circuito Mundial de Rugby Sevens em 10º lugar

Terminou a 3ª etapa da temporada 2022/2023 do Circuito Mundial de Rugby Sevens. As Yaras venceram neste domingo (22), a seleção da Papua Nova Guiné, por 41x7 e encerrou na 10ª colocação na busca por uma das 4 vagas para os Jogos Olímpicos de Paris, em 2024.

No primeiro desafio da noite, as Yaras fizeram uma excelente partida contra a seleção da Oceania com destaque para a maranhense, Thalia Costa, correndo para seu hat-trick (3 tries), enquanto a sua irmã gêmea, Thalita também anotou seu try na partida. Outros destaques foram: Rafa Zanellato, Marcelle e Gabi Lima, que também correram para seus tries, enquanto Aloisi marcou o try papua.

Assine

**Olhar Olímpico**  
Sobre o autor e redes

Reportagem • Esporte

## Raquel volta a jogar e busca 3ª Olimpíada após tratar câncer e retirar mama

Demétrio Vecchioli • Colunista do UOL

23/12/2023 04h00

Torcidas Mercado do Esporte Finanças Colunista

## Com novo patrocinador, franquia muda identidade visual para a disputa da Super Rugby Américas

Representante do Brasil no torneio continental recebeu o apoio de plataforma de transações

COB JOGOS DA JUVENTUDE COMISSÃO DE ATLETAS FALE CONOSCO

PALAVRA DA PRESIDENTE INTEGRANTES MISSÃO, VISÃO, VALORES HISTÓRIA DOCUMENTOS FALE COM A COMISSÃO

SANTIAGO 2023

## Rugby do Brasil volta ao pódio dos Jogos Pan-americanos

Seleção feminina derrota Colômbia e conquista a medalha de bronze que escapou em Lima 2019 masculina encerra sua participação em 6º lugar

04/11/2023 18:40:00

Christian Dawes/COB

Episódio de podcast

## Top Suado #51 - Baby Futuro, lenda do rugby brasileiro

Top Suado

Análise Mídia Futebol Apostas F1 Paris 2024 Copa 2026 M

Home > Outros

## Copa do Mundo de Rúgbi XV abre chance do Brasil se classificar pela primeira vez e dar visibilidade ao esporte no país

World Rugby aumentará o número de vagas para o Mundial de 2027, de 20 para 24 países; seleção brasileira ocupa o 26º lugar no ranking

por Adalberto Lester Filho - São Paulo (SP) — 25/10/2023 17:19 Em Outros Tempo de leitura: 2 minutos lidos

Esporte

## Brasil derrota Paraguai e é campeão do Sul-Americano 4 Nações de Rugby XV

25/08/2023 19h55

Tupis campeões! A Seleção Brasileira Masculina de Rugby XV fechou o domingo celebrando seu segundo título seguido do Campeonato Sul-Americano 4 Nações ao derrotar por 41x22 o Paraguai, no Estádio Heróicos de Curupaytí, em Assunção. No outro jogo da rodada, os chilenos derrotaram a Colômbia por 57x19 na disputa do terceiro lugar.

Foi o Paraguai quem abriu o placar no começo da partida com penal chutado por Urbietta, mas o Brasil respondeu na mesma moeda logo sequência pelos pés de Lucas Spago. O jogo esquentou e a arbitragem mostrou um cartão amarelo para cada time, deixando o jogo com mais espaços. Não tardou para o Brasil aproveitar e marcar o

# COMMERCIAL AND MARKETING

## Out-of-home media: Electromedia and Hello

Brasil Rugby's communication work expanded the sport's audience reach throughout 2023 by closing out-of-home media partnerships, acting as a Rugby content producer for these companies, reaching new audiences with sports content both nationally and internationally.

Brasil Rugby now has a partnership with Eletromídia, the largest network in the segment in Brazil, with more than 67 thousand screens spread across the country. In all, a total of 92 Rugby content was published in 2023 on Eletromídia, with the exhibition of photos, videos and sports news. The reach was 60,257,103 views. Eletromídia estimates that it reaches more than 22 million different people every day.

6 news items were also broadcast on the screens of Helloo, which has a reach in residential buildings in greater São Paulo, in addition to advertising in BR Properties buildings through Bluez.



## HIGHLIGHTS

92 contents in Eletromídia

With 60,257,103 views

# COMMERCIAL AND MARKETING

## PROJECTS WITH PARTNERS

Valuing the synergy with our supporters is a mission of the commercial and marketing of the Brazilian Rugby Union. Important actions were promoted with our supporters and below are the main ones.

### Cobras' wear Superbid's colors

"The Cobras shed their skin." The digital campaign that opened the year 2023 marked the deepening of the partnership between Cobras Brasil XV and the master sponsor Superbid Exchange.

For the 2023 season, the Cobras changed their colors and took on the visual identity of the partner brand, adopting Superbid Exchange's purple, orange, and white. The change of colors strengthened the delivery to the sponsor, creating an umbilical bond between the team and the partner. With that, the 2023 season - historic, as it was the first that the Cobras played games in Brazil - opened with the visual change video.



## HIGHLIGHT

### Cobras' on Avenida Paulista

The launch of the Cobras jersey took place in February with athletes walking along Avenida Paulista for photos and videos, as well as interaction with regulars in the region.

## NEW UNIFORMS

In January, the launch of the Cobras' new uniform gained a digital campaign, "The Cobras shed their skin", showing the change in colors with the adoption of the Superbid Exchange identity.

### COBRAS SHED THEIR SKIN



### COBRAS ON AV. PAULISTA



# COMMERCIAL AND MARKETING

## PROJECTS WITH PARTNERS

### Superbid's "Immersion of Leaders" Event

On August 1st, Superbid held its "Immersion of Leaders" event in São Paulo, focused on its employees. The event mobilized more than a hundred employees of the company who were impacted by the presence of athletes and coaching staff of the Cobras. Rugby was presented to the participants, with a demonstration of the game, interaction with the Cobras and presentation of the values of Rugby. The work ethic of high-performance sports, the sharing of athletes' life stories and their experiences as professionals enriched the event.

### Lectures with Bradesco

Supporting the development of women's sports and the empowerment of women based on their leading role in all areas, Bradesco promoted two lectures with Brasil Rugby:

- "Entrepreneurship that Transforms", with CEO Mariana Miné;
- "Get ready for a dose of Inspiration and Attitude!", with former Olympian Beatriz "Baby" Futuro;

Bradesco was the master sponsor of Brasil Rugby for ten years (2011 to 2020) and continues to be an important promoter of Brazilian Rugby by supporting the Nina project, which contributes to the development of female leadership in the sport. Nina builds safe environments for girls' development in sport, opening doors for women on and off the field.



# COMMERCIAL AND MARKETING

## PROJECTS WITH PARTNERS

### Supley offers products to the community

In action with athletes from the Brazilian national team, Supley produced videos together with Brasil Rugby offering discount coupons on food supplementation products, gaining insertion within the community of practitioners. The action was made at the beginning of the 2023 season.

### Spaten Moment and Cobras' Cup

The Vila dos Cobras at the Nicolau Alayom Stadium opened space for actions together with brands. In all games, the "Spaten Moment" was held, with athletes and fans celebrating together the traditional Third Half of Rugby, promoting the activation of Spaten.

The relationship with the brand was also made through the "Copa Cobras" campaign at the beginning of the season. Through a competition between more than 100 clubs from all over Brazil, who engaged their community to vote on the Cobras' Instagram page, Spaten was promoted by being offered as a prize to the winning club of the dispute. 60 cans were sent to the champion club, Grêmio Náutico Maricá.

The action also brought an audience to the Cobras' page, almost doubling the number of followers.



### SUPLEY - VIDEO





# COMMERCIAL AND MARKETING

## PROJECTS WITH PARTNERS

### Cultura Inglesa taught the sport to the public

Cultura Inglesa has reached out to the Rugby audience and connected Rugby to its audience by promoting the sport's culture through its Instagram. Two publications produced in conjunction with Brasil Rugby took advantage of the second half of the events to teach the public the history of the sport.



### VISIT TO PARAISÓPOLIS

In November, athletes from the Brazilian national teams visited the Cultura Inglesa unit in the community of Paraisópolis, in São Paulo, to lecture to students. The unit has a philanthropic character and serves many students who practice Rugby at the Rugby for All Institute. The visit yielded material that promoted the sport and strengthened the ties between English Culture and Rugby.

### CULTURA INGLESA - VIDEO



# COMMERCIAL AND MARKETING

## PROJECTS WITH PARTNERS

### The new Brasil Rugby store: a partnership with Rugby Hookers

The year 2023 was also a year of change in the marketing of Brasil Rugby's official products. From a new partnership with the virtual store specialized in Rugby, Rugby Hookers, Brasil Rugby brings to the game entrepreneurs passionate about the sport to increase the offer of official products to the public, making them more accessible to the public and present at Rugby events in Brazil.

The store sold a portfolio of 64 different items with Brasil Rugby's brands (Tupis, Yaras and Cobras, with 898 sales – a number that surpassed previous years – in addition to having participated with the Brasil Rugby Store in 16 events of the sport in the year, both international events and national or local tournaments





A N N U A L R E P O R T 2 0 2 3

*ESG*

# ESG

Collective, formative and educational sport. Rugby is built as a sport that values its values, understood as referential pillars for all practitioners. "Discipline, Respect, Integrity, Passion and Solidarity" are the set of values that guide each action of our sport, adding positively to a better society in each action. Rugby is a philosophy of life above all else.

With our transformative mission, we form a community with citizen values, which acts in society in a positive and impactful way. The ESG agenda is therefore a natural one for Rugby, which always works with socially transformative, environmentally conscious and responsible governance practices in mind.

Here, we will present some of our direct actions, which complement the day-to-day practices already incorporated within Brasil Rugby and its community.



## DIVERSITY IN OUR DNA

Rugby guides all its actions by five values: discipline, respect, integrity, passion and solidarity. Due to this intrinsic bond with Respect, Rugby is a sport for everyone and, therefore, it always advocates, in all spheres, in favor of diversity and inclusion. In this section, actions that reinforce this position will be shown.

### Female Protagonism

It is not new that the Brazilian Rugby Union stands out as a reference in the issue of gender equality, being a pioneer among Olympic sports in hiring a female CEO, Mariana Miné. The leadership of Brazilian Rugby also has a Board of Directors that has 38% women and an Executive Committee with 43% female representation.

In the field of sports protagonism, the Yaras continue to be a reference for female empowerment in sports. Rugby, seen as a sport of physical strength and contact often associated with masculinity, has in the Yaras an incredible example that women can go far beyond the female stereotype. The hegemonic condition in Latin America places the Yaras in a prominent position and as an example for an entire generation of sportsmen. Throughout the year, guided by the concept of Pedagogy of Example, women in Rugby – athletes and staff – were the subject of articles in the media.

The Brasil Rugby team was also present at corporate events, reinforcing Brasil Rugby's leading role in the theme. Beatriz Futuro was at a Bradesco event and gave the lecture "Get ready for a dose of Inspiration and Attitude!" for the Laboratório team, which impacted 66 people. The lecture addressed the values of Rugby and how they can help in the construction of the professional.

At COB EXPO, in September, Brasil Rugby was highlighted in the themes of sport and women with CEO Mariana Miné as one of the participants in the lecture "Women in Sport 360" on female leadership. Will Broderick, coach of the Brazilian Women's Rugby Sevens Team, participated as one of the speakers of the "Performance of Women Athletes" course.

As for the recognition received by Brasil Rugby in terms of gender, it is also worth mentioning the women's leadership scholarship offered by World Rugby, the international federation (Capgemini Women In Rugby Leadership Programme). In 2023, another Brazilian became a beneficiary of the scholarship, Beatriz "Baby" Futuro, a member of the COB Athlete Commission and the Brasil Rugby Athletes' Commission. As a former Yaras athlete, Futuro went through the career transition process and worked in 2023 in the Development and Tournaments area of Brasil Rugby and joins two other great leaders of Brazilian women's Rugby, Marjorie Enya and Natasha Olsen, to be part of a select group of women in the world who were part of the program. In September 2023, Beatriz Futuro and Natasha Olsen also participated in the scholarship recipients' meeting in Paris.



It is also essential to highlight the progress of the NINA Project, which was born with the aim of stimulating the women's youth categories within Brazilian clubs, helping to meet a growing need in sport, with a focus on working with girls from 7 to 17 years old. The scope of the project goes beyond sports development and NINA works within the clubs on female empowerment through the construction of safe spaces for women in sports, with the promotion of content and guidelines that impact on themes of the female universe, from health to professional career. In 2023, NINA began to be worked on together with the Vem Pro Rugby project, which incorporated the themes of safe sport for girls as the basis of its work. Vem Pro Rugby is Brasil Rugby's project aimed at the development of youth categories, currently reaching 38 clubs in 10 states.

The COB's recognition of Brasil Rugby's work towards the development of women's sport resulted in the choice of CBRu as one of the 4 Unions benefiting from the public notice for women's sport in category A, with the highest investment. The project of public notice in women's sports added to NINA a relevant investment for the realization of Camp Nina and training of coaches.

In addition, through its "Coach Developers Training Program", COB chose Gabriel Cenamo, Training and Education coordinator at Brasil Rugby, for the program. As part of the training, Cenamo mentored two coaches with the aim of training them for High Performance. In November 2023, coaches Rafaela Turola (from the Brazilian Women's Youth Team) and Pâmela Nascimento (from Melina Rugby Clube) started the mentoring process.



### Visit to the Piaçaguera Indigenous Land

In June 2023, Brasil Rugby took the initiative to strengthen its ties with the native peoples, who give their names to the national teams and whose values have been incorporated into the national Rugby identity. Rugby is a sport that goes beyond competition and physical performance. It is an activity that promotes core values such as respect, teamwork, and solidarity. In this context, social activities play a crucial role in strengthening community bonds and generating a positive impact on society as a whole.

The visit to the Tabaçu Reko Ypy village became an unforgettable experience, allowing interaction between athletes from the youth and Yaras teams and the indigenous community and illustrating the transformative potential of Rugby. The interaction between athletes and villagers provided an enriching cultural exchange and both parties were able to share their life experiences, traditions and customs.

This coexistence strengthened the bonds of friendship and fostered a sense of belonging and mutual empathy. This visit not only benefited the indigenous community who were able to present us with activities - such as blessing and sacred speech of the shamans, smoking baths, face painting with annatto, traditional songs and dances, traditional games, hand-craft exhibition - but also had a

profound impact on our athletes, who broadened their horizons and expanded their knowledge of the existing cultural diversity and deep respect for nature.



### HIGHLIGHT

Tabaçu Reko Ypy Village is located in the municipality of Peruíbe (SP) in the Piaçaguera Indigenous Land. The settlement of the Guarani Nhandeva ethnic group was visited by athletes from the Brazilian Rugby teams, providing an experience that strengthened the bonds and respect for the native peoples



### LGBTQIAPN+ Pride Month

Rugby has been positioning itself affirmatively in relation to the causes of inclusion and against discrimination in society. As a result, as is tradition, Rugby continued to be a protagonist in the LGBTQIAPN+ agenda.

In June, Marjorie Enya, a member of the Board of Directors of the Brazilian Rugby Union and the entity's Athletes' Commission, spoke at an online event promoted by JDE, a supporter of national Rugby. The lecture was "Inclusive and welcoming environment for LGBTQIAPN+ people" within the "Pride Month Webinar". The event worked on essential agendas for the LGBTQIAPN+ community and for allies, among them: how we can act to create a safe environment for the LGBTQIAPN+ public and a global vision of LGBTQIAPN rights and acceptance.

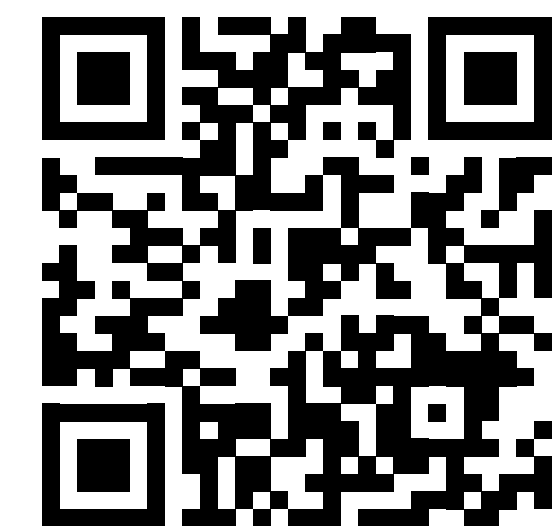


### GLOBO ESPORTE REMEMBERS RUGBY'S ICONIC MOMENT

At Rio 2016, Yaras player Izzy Cerullo was proposed to by her then-girlfriend Marjorie Enya. The kissing scene went around the world and was remembered in 2023 by Globo Esporte



### GLOBO.COM





## PEDAGOGY OF EXAMPLE

One of the most important tools for social transformation promoted by the Union is the “Pedagogy of Example”, which seeks to reinforce athletes as models of the values of our sport to the new generations, in addition to disseminating the good examples of Rugby to the community. The distribution of wristbands with the values of Rugby during the practice of the sport or in children’s festivals has already been consolidated as a tradition, reinforcing discipline, respect, integrity, passion and solidarity as values to be cultivated by young athletes. The gesture is a symbolic way to highlight the participants who have demonstrated behaviors aligned with good collective behavior.

The participation of Tupis and Yaras in actions with the community, especially with kids and teens, was very relevant in 2023, where high-performance athletes were encouraged to visit clubs, serving as a model of conduct for young practitioners.

During children’s and youth festivals, Cobras athletes refereed games, serving as an example, educating kids and teens and collaborating with the development of Rugby. This experience was highlighted at the Vem Pro Rugby and SESI festivals.

The participation of children in the events of the national teams, promoting the direct contact of the new generations with the athletes, and the visit of the players to schools and social projects, consolidate the process of creating examples for the community. One of the practices that gained strength was the entry of children with the athletes in the Cobras and Yaras games.

The presence of athletes in the media, with stories about their origins and their careers, reinforces the role of Pedagogy of Example in the dissemination of Rugby. Athletes who had inspiring trajectories were on the agenda throughout the year.

## HIGHLIGHTS

Bianca Silva (Yaras athlete with a background in social projects) - interview - SporTV, PodSport, and Olympics

Robert Tenório (Tupis athlete with a background in social projects) - interview - Olympics

Gabriela Lima (Yaras athlete with a background in social projects) - interview - Olimpíada Todo Dia

Raquel Kochhann (Yaras athlete who fought against breast cancer) - interview in Zero Hora and UOL

Marina Fioravanti (Yaras athlete, on female and LGBTQIAPN+ protagonism) - interviews on PodSport, TV Brasil, SporTV, and CBN

Luiza Campos (Yaras athlete, on female protagonism) - interview on BandSports

Rafaela Zenellato (Yaras athlete, on female protagonism) - interview on Surto Olímpico

Íris Coluna (Yaras athlete in Rugby XV, on female protagonism) - interview on Rádio Trianon

Baby Futuro (former Yaras athlete and member of the COB Athletes’ Commission, on female protagonism) - interview - Portal Mulheres Jornalistas

Wilton Rebolo (the first Tupis athlete to play in one of the major Rugby leagues in the world, the Super Rugby Pacific, in Australia) - news with statements - ESPN

### Cobras visits kids and inspire

With the purpose of pedagogy of example, Brasil Rugby took its Cobras franchise for educational visits, disseminating the values of the sport and offering days of inspiring experience for kids and teens.

On March 28, the coaching staff and players of the Cobras visited the renowned Rugby For All Institute, which develops the sport in the community of Paraisópolis.

On May 11, athletes from the Cobras visited the Professor Dermeval Arouca School, in Mogi das Cruzes, the city that hosted that week's duel between Cobras and Peñarol. As the only game of the year in the city, the proposal to leave a legacy was achieved with the visit to sow Rugby in a school that has already shown interest in continuing to work with the sport in its physical education.

On May 24, the Cobras closed their actions by paying a visit to CEU Aricanduva, in the East Zone of São Paulo, where the NGO Hurra! develops a sports and educational project teaching Rugby. The Cobras athletes lectured to the youngsters, from 10 to 18 years old, and did Rugby activities on the court.



**HIGHLIGHT**

The Cobras' at-home events were opportunities to connect with the community. The Vem Pro Rugby and Nina projects took children from clubs and social projects in the state of São Paulo to live a day of Rugby at the Nicolau Alayon Stadium on February 26, when the Cobras received the Argentine Dogos.



### Garoto Cidadão: promoting Rugby in Heliópolis, São Paulo

Brasil Rugby had a great performance with the CSN Foundation's Garoto Cidadão Project during 2023. There were 4 visits throughout the year in two CCAs (Centers for Children and Adolescents), with the participation of athletes and staff of the Union and training of the program's educators.

In each visit, about 60 children were impacted, in addition to the project's educators. The activities were always carried out based on the values of Rugby, the DRIPS (Discipline, Respect, Integrity, Passion and Solidarity) and with the purpose of disseminating Rugby. During the visits, our athletes played games, scavenger hunts and played a little Rugby with the children, introducing the modality, that is, creating awareness about the game and its potential.

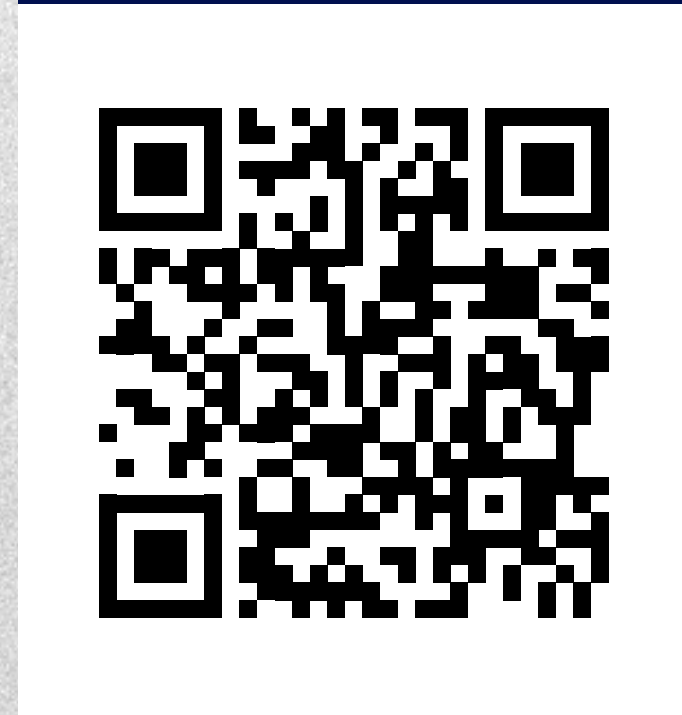
### STAGES IN THE IMPLEMENTATION OF RUGBY IN "GAROTO CIDADÃO" PROJECT



### GAOROT CIDADÃO VISITS THE COBRAS

In March, the Garoto Cidadão project visited the Cobras, creating a moment of inspiration and experience for the kids and teens. The visit was made by the members of the Garoto Cidadão drum project, who honored and cheered for the Cobras, cheering the crowd with their music.

### VIDEO



### Somar Project visits NAR

In September, the athletes of the Brazilian national teams received more than 50 kids from the SOMAR project, supported by Banco Alfa, at the NAR-SP (High Performance Center, the training house of the Brazilian national rugby teams). The SOMAR project serves kids and teens from communities in the South Zone of São Paulo, who were able to experience Rugby for an afternoon and got to know the athletes. In addition to the game demonstration, inspirational conversations were held with the players.



VIDEO



### Yaras and Tupis bring inspiration to the Cultura Inglesa in Paraisópolis

In November, the partnership with Cultura Inglesa yielded a unique moment for athletes and young students. Olympic player Leila Silva (a graduate of the Rugby Para Todos Institute in Paraisópolis), professional athlete Wilton Rebolo and South African coach Arnu Southey, from Yaras, spoke to Cultura Inglesa scholarship students in the community. The unit is philanthropic and the kids and teens were able to ask questions (practicing the English language) to learn more about the lives and careers of the three. It was a moment of inspiration and example for the kids and teens served by Cultura Inglesa.



VIDEO



### Rugby values and social transformation

Throughout the year, Brasil Rugby used the Values of Rugby in lectures and courses with the aim of disseminating our beliefs beyond the universe of our sport. The course “Values and culture of Rugby”, taught by Gabriel Cenamo and Beatriz Futuro, was applied to the SESI audience, during the SESI Festival in May, and was adapted for a lecture at COB EXPO in September. The purpose of the course and the lecture was to show how the culture of our sport can be taken to other sports and other areas of activity, positively impacting our community.

In addition, CEO Mariana Miné gave the lecture “Entrepreneurship that Transforms”, with 347 people connected online to Bradesco’s networks. It was an important moment to disseminate values within the corporate world.



## MISCELLANEOUS ACTIONS

### Education: partnership with Estácio and Cultura Inglesa

Brasil Rugby's focus on Education is one of the pillars of our social performance. The year 2023 included a new selection process for university scholarships offered to athletes, employees and the Rugby community through the partnership with Estácio, as well as for scholarships for English courses with Cultura Inglesa.

Marcelle Souza graduated from Estácio in the undergraduate course in physical education and the former athlete of the youth team Matheus de Oliveira in the undergraduate course in architecture. In addition to them, Ana Ripoll, executive director of the Rio Grande do Sul Rugby Union, graduated from a postgraduate degree in Corporate Education and Knowledge Management.

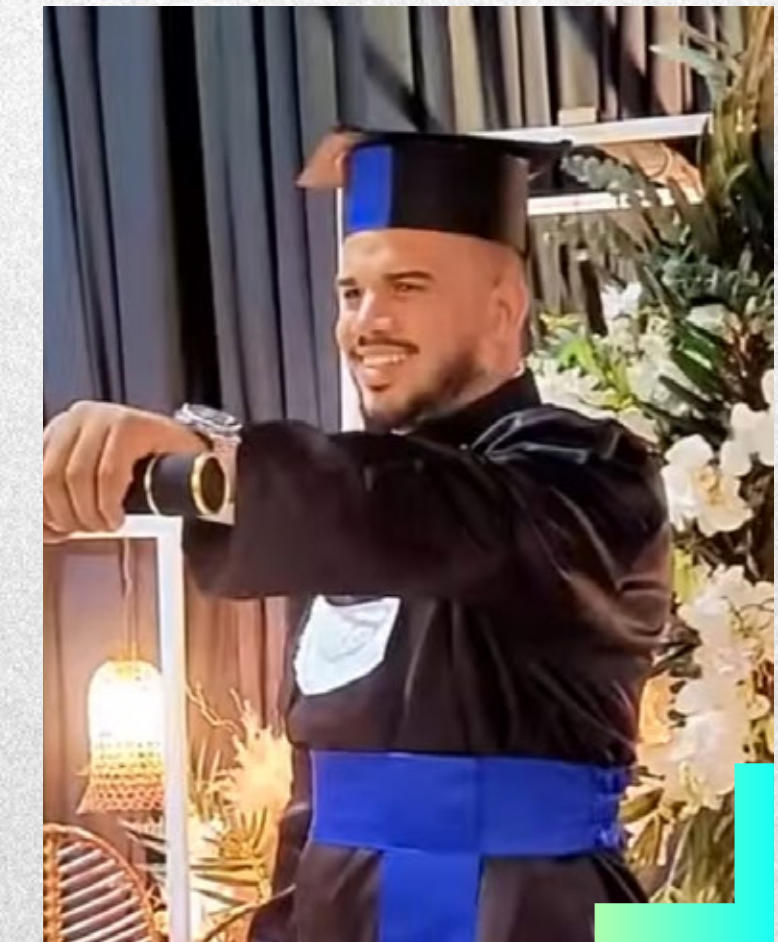
## GRADUATES



**Ana Ripoll**  
 Post-Graduation  
 Corporate Education and Knowledge Management



**Marcelle Souza**  
 Physical Education  
 Undergraduate



**Matheus Oliveira**  
 Undergraduate  
 Architecture

## Humanized work with youth athletes

The development of youth teams brings with it the challenge of seeing kids and teens beyond the potential athlete that exists in them, discovering the human being and the demands for their personal development. Rugby has become in recent years a sport embedded in many disadvantaged communities, which reinforces the need to provide social assistance to kids and teens who train centrally. Since 2018, the Brazilian Rugby Union's youth program has been sponsored by the philanthropy area of CVC Capital Partners, which sees the program as a relevant platform for social impact in the community. No less than 2/3 of the athletes of the Union's youth teams come from families that live or have lived in some type of situation of vulnerability and, with this, Brasil Rugby's mission expands beyond the athletes, radiating to families, clubs and communities that can be impacted directly and indirectly through the values of our sport and the significant changes in the lives of kids and teens. Throughout 2023, socio-educational lectures and activities led by our social worker, Silvia Pires, positively impacted the lives of athletes inside and outside the sports environment through information, guidance and education, helping in personal development and bringing new perspectives, reflections, a sense of belonging, listening and care.

## ACTIVITIES

- Activity with the women's junior group on the theme "Gratitude"
- Women's Month activity on "Women in Sport" with women's group
- Visit to the houses of the juvenile male group and orientations regarding cleaning and organization of tasks
- Environmental awareness activity with a women's group on the importance of recycling
- Conversation with a group of women to stimulate self-knowledge, critical thinking, clarity of strengths and points for improvement, what they see as opportunity and threat in Rugby and in their social life
- Experience of social projects in the NAR and interaction with athletes
- Karate athlete Lyoto Machida visits for a motivational lecture that expands the horizons of kids and teens
- Activity with a male group to work on the theme of "negativity"
- Activity with the theme of self-management and citizen development with a male group
- Lecture on representing Brazil abroad and creating team identity for the Curumins
- Supporting Camp Nina with activities on life expectancy with the players
- Visit of the Curumins (men's youth team) to the Itaipu Power Plant – cultural activity during a trip to Paraguay



## Michel Etlin Scholarship

The exchange with abroad is an incredible tool in Rugby for the training of the Brazilian athlete, both for the sporting factor and for human development. Experiencing other cultures allows a young person to reinforce their self-knowledge and build themselves as citizens. Living abroad forges a sense of responsibility and broadens horizons and worldview, which is essential in the training of athletes with a professional attitude and in the formation of citizens. In order to offer this experience to young talents, the Union has been offering the Michel Etlin Scholarship since 2014, through a group of sponsors.

Relaunched in 2022, the destination chosen for the new beneficiaries was the Stellenbosch Academy of Sport, a partner of South Africa Rugby and a world reference in Rugby. The scholarship seeks to combine English language learning and the personal development of athletes, reinforcing Brasil Rugby's commitment to social impact, with the sporting objective of leveraging the careers of players who can be influential within the national teams and, consequently, contribute to the technical evolution of Brazilian Rugby. The beneficiaries who lived this experience in 2023 were Gabriel Sirino, João

Amaral and Luiz Felizardo Taleriga, all between 18 and 19 years old and already involved in regional teams and Curumins. As a novelty, a godfather was assigned to the three athletes: Victor Guilherme "Feijão" Silva, current player of the Tupis and Cobras, who is a veteran of the scholarship, having spent six months in New Zealand in 2017. The goal is to create a tradition of mentorship between veterans and new beneficiaries, building strong bonds in the program. The scholarship honors businessman Michel Etlin, who died in 2021 and is the father of Jean-Marc Etlin, one of the grant's sponsors and a former member of the entity's Board of Directors. In addition to Jean Marc Etlin, the group of maintainers includes Eduardo Mufarej, Patrice Etlin and Roberto Germanos.

The result of the athletes' stay was positive, with the three playing in local competitions and training at a good level. Taleriga stayed for three months, while Sirino and Amaral had a full stay of five months until the end of the benefit. Sirino and Amaral experienced participation in the Brazilian youth team and the Brazilian adult team in the same year after returning from South Africa.

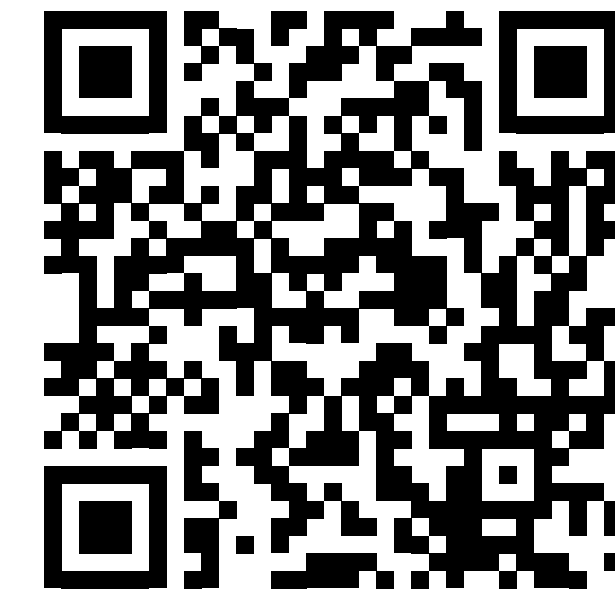


### Vila dos Cobras and Aldeia das Yaras with solidarity

For another year, Brasil Rugby chose not to charge tickets to the events held. Instead, the proposal was to collect donations of non-perishable food such as tickets. The games also had space for the donation of clothes and sports materials, which were collected by the NGO Hurra!, which develops Rugby projects in the outskirts of São Paulo.



VIDEO



### NGO Ecopatas: environmental action

In 2022, Brasil Rugby carried out work to collect recyclable materials that were destined in 2023 to the NGO Ecopatas, which reverts the sale of recycled material into resources for donation campaigns, veterinary care and neutering of dogs and cats.

The NGO was visited by the youth athletes, who had an environmental education day at the site in March.



### Tree planting in Paraguay and visit to the Itaipu Power Plant

International travel is always an important moment of legacy. On a trip to Paraguay for friendly matches, the Curumins (Brazilian men's youth team) carried out a tree-planting activity at the Paraguayan Olympic Center.

The team also visited the Itaipu Hydroelectric Power Plant, which included an educational tour on the environmental impacts of the work and an action to raise awareness on topics such as water consumption, electricity consumption and the preservation of fauna.



Zeal for governance is in the DNA of the Brazilian Rugby Union. Since its foundation in 2010, the entity has sought to base all its actions on the best precepts of corporate management. Over more than a decade of work, Brasil Rugby is proud to have been recognized for its governance many times and has its identity in serious and transparent work. The continuous evolution of governance processes remains a priority and, in 2023, Brasil Rugby deepened the work of monitoring its KPIs and strategic objectives.

## Recognitions

2023 was another year with Brasil Rugby receiving recognition for its good practices. The entity won the award for the most transparent entity of the Olympic Movement in the “Sou do Esporte” award. Since the creation of the “Sou do Esporte” award in 2015, CBRu is proud to have been among the top 5 every year, being highlighted for its good management and governance. This recognition is in addition to the high score obtained in the evaluation of the Management, Ethics and Transparency Program (GET), carried out by the COB. Brasil Rugby obtained a score of 9.30 in the GET Program, becoming the category with the highest level of demand, a category in which the average score was 8.40. The program has been evolving year after year, increasing its evaluation criteria.



## COLLEGIATE BODIES

The collegiate bodies that make up the management of the Brazilian Rugby Union continued their activities in 2023 as provided for in the statute and supporting the entity in the fulfillment of its strategic plan.

Due to the existence of an open vacancy on the Board of Directors, the Nomination Committee appointed Paulo Motta as an independent member, who, for this purpose, resigned from his position on the Fiscal Council. As a result of his resignation, the alternate member who filled the vacancy on the Fiscal Council was Daniel Lombardi.

### General Assembly

In 2023, the general meeting was convened and held to approve the financial statements and the annual management report for the financial year 2022. The Assembly unanimously approved the Financial Statements and the Annual Management Report. On the occasion, they were also informed about the Budget approved by the Board of Directors.

### Board of Directors

Paulo Motta was appointed as an independent member of the Board of Directors.

9 ordinary meetings of the Board of Directors were held throughout the year, totaling one meeting above the minimum required by its Internal Regulations. It was a common agenda of almost all meetings to monitor the entity's Budget and updates in the areas of high performance and development and tournament, thus ensuring a proximity of the Council to what is effectively being operationalized at CBRu.

### The following topics were discussed in the Board of Directors:

- 2023 Budget
- 2022 National Competitions Calendar
- 2022 Financial Statements
- 2022 Activities' Report
- Hiring of Simon Coulter and Maximiliano Bustos
- 2023 and 2024 Audit Definition
- New version of the Code of Ethics and Conduct

### Athletes' Commission

The CBRu Athletes' Commission formally met twice in 2023, meeting the minimum stipulated in its Internal Regulations. Among the topics discussed, the Commission discussed some situations that affect the community of Rugby athletes and discussed the importance of conducting a satisfaction survey of the athletes who are part of the men's and women's 7s and XV teams.

### Fiscal Council

The Fiscal Council played an active role and sought to meet quarterly to, among other duties, examine the documents, financial statements and budget of the entity. Throughout the meetings, the balance sheets and results were unanimously appreciated and approved by the members. Also, it is worth noting that in all meetings the financial statements were sent in advance. Due to the resignation of Paulo Motta, a new president was elected for the Fiscal Council, Luciano Consentino.

### Committees

In 2023, the Committees were also active and met to discuss advisory and consultation issues with the Board of Directors when requested, namely: High Performance and National Team Technical Committee, Development Committee, Recruitment and Marketing Committee, Legal Committee and Anti-Doping Committee.



### Education in sports law and governance

In 2023, Brasil Rugby propagated content to its community with a special series on Instagram aimed at clubs, federations and NGOs in order to transmit knowledge about sports law and governance. The educational material was developed by GEDDE (Study Group of Corporate Sports Law of Mackenzie Presbyterian University), in partnership with Brasil Rugby. A total of 11 publications were produced on Comunidade Brasil Rugby's Instagram.

The partnership with GEDDE also yielded a lecture by Gustavo Almeida (Governance and Legal Manager of the Brazilian Rugby Union) and João Nogueira (Director of High Performance) in October at the university for the students who are part of the group.

Finally, it is worth mentioning the participation of CEO Mariana Miné as a speaker in the course "IOB: training sports managers", in training at the Brazilian Olympic Institute during COB EXPO, reinforcing Brasil Rugby as a reference in the theme of sports management.





A N N U A L R E P O R T 2 0 2 3

*STRATEGIC PLAN*  
*2022- 2028*



## STRATEGIC PLAN 2022 - 2028

Building the Rugby of the future requires a lot of study and planning, seeking to articulate short, medium and long-term goals. In 2023, the leadership of the Brazilian Rugby Union and the Board of Directors engaged in the planning review process in order to evaluate the last years of work and the present state of Rugby, taking on the challenge of planning the next year and the continuity of this cycle with the responsibility of raising the sport to another level.

The direction of the plan is very clear – to grow Brazilian Rugby in a sustainable way, from base to performance – and the strategic pillars that support this growth are: (1) growth in the Rugby base, (2) improvement of the sporting results of the national teams, (3) strengthening of the image of Rugby and (4) financially sustainable entity.

The process of consolidating the 2022-28 plan included the areas carrying out the deployment of their planning and internal activities to evaluate and review the objectives and goals for the next year.

The KPIs were reviewed, the evolution measured and the results presented to the Board of Directors as part of the monitoring of the evolution.

In this way, we are moving towards the construction of the sustainable growth of Rugby, in a perspective that encompasses the entire ecosystem of the sport, that is, that engages federations, clubs, athletes and fans in favor of the growth of the sport.


The year 2023 was the second in the cycle that will run until 2028 and it is time to evaluate how much progress has been made in relation to the goals set.

# STRATEGIC PLAN 2022 - 2028

## STRATEGIC PILLARS


The Strategic Pillars were created based on the analysis of the entity's Mission, Vision, and Values. These strategic pillars form the foundation of our path toward success

### GROW BRAZILIAN RUGBY SUSTAINABLY, FROM GRASSROOTS TO HIGH PERFORMANCE



GROWING GRASS-ROOTS RUGBY

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IMPROVE ON FIELD RESULTS

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STRENGTHENING RUGBY'S IMAGE

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Financially Sustainable Organization

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## GROW BRAZILIAN RUGBY SUSTAINABLY, FROM GRASSROOTS TO HIGH PERFORMANCE

1

### GROWING GRASSROOTS RUGBY



1.1 Rugby will significantly increase the number of registered athletes in Brazil

1.2 Rugby will have tournaments that grow, strengthen, and contribute to the athletes' development

1.3 Rugby will increase the number and strength of the grassroots-focused clubs

2

### IMPROVE ON FIELD RESULTS



2.1 Rugby in Brazil will continue to evolve the results of the national teams, aiming to develop more high-performance Brazilian athletes, referees, and staff, while also improving resource efficiency

3

### STRENGTHENING RUGBY'S IMAGE



3.1 Rugby in Brazil will grow and diversify its quantitative and qualitative television and digital exposure, with a focus on increasing audience and entertainment relevance for the public (Sport-Desire)

4

### FINANCIALLY SUSTAINABLE ORGANIZATION



4.1 Rugby will increase its relevance in the Brazilian sports scene, standing out for its values and being a reference in ESG

4.2 Rugby will increase and diversify its revenue sources, strengthening bonds and delivery to partners, and seeking to balance its income and expenses.



<b>PILLAR</b>	<b>1</b> <b>GROWING GRASSROOTS RUGBY</b>		
<b>GOALS</b>	<b>1.1 RUGBY WILL RELEVANTLY INCREASE THE NUMBER OF ATHLETES REGISTERED IN BRAZIL</b>	<b>1.2 RUGBY WILL HAVE TOURNAMENTS THAT GROW, STRENGTHEN AND CONTRIBUTE TO THE EVOLUTION OF ATHLETES</b>	<b>1.3 RUGBY WILL INCREASE THE NUMBER AND STRENGTH OF TRAINING CLUBS</b>
<b>KPIS</b>	<ul style="list-style-type: none"> <li>• Number of athletes</li> </ul>	<ul style="list-style-type: none"> <li>• Total number of registered games</li> <li>• Number of qualified referees</li> <li>• Differences in scores</li> </ul>	<ul style="list-style-type: none"> <li>• Number of training clubs</li> </ul>



<b>PILLAR</b>	<b>2 IMPROVE ON FIELD RESULTS</b>			
<b>GOAL</b>	<b>2.1 RUGBY IN BRAZIL WILL CONTINUE TO EVOLVE THE RESULTS OF THE NATIONAL TEAMS, AIMING TO DEVELOP MORE HIGH-PERFORMANCE BRAZILIAN ATHLETES, REFEREES, AND STAFF, WHILE ALSO IMPROVING RESOURCE EFFICIENCY</b>			
<b>KPIS</b>	<p><b>YARAS 7s</b></p> <ul style="list-style-type: none"> <li>• Stay on the SVNS Circuit</li> <li>• Classify for LA 2028 (in 2027)</li> </ul>	<p><b>YARAS XV</b></p> <ul style="list-style-type: none"> <li>• Classify for RWC 25</li> </ul>	<p><b>TUPIS XV</b></p> <ul style="list-style-type: none"> <li>• Ranking Position</li> <li>• Classify for RWC 27 (in 2025)</li> </ul>	<p><b>Sustainable Growth</b></p> <ul style="list-style-type: none"> <li>• Qualify for JWT in 2028</li> <li>• Number of athletes trained in the system for high performance</li> <li>• Number of athletes monitored by SIFT</li> <li>• Number of games for national teams and franchises</li> </ul>



PILLAR

3

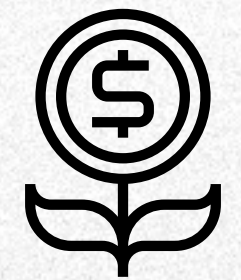
STRENGTHENING RUGBY'S IMAGE

GOAL

**3.1 RUGBY IN BRAZIL WILL GROW AND DIVERSIFY ITS QUANTITATIVE AND QUALITATIVE TELEVISION AND DIGITAL EXPOSURE, WITH A FOCUS ON INCREASING AUDIENCE AND ENTERTAINMENT RELEVANCE FOR THE PUBLIC (SPORT-DESIRE)**

KPIS

- Number of Games Broadcast
- Digital Reach
- Followers



<b>PILLAR</b>	<b>4</b>	<b>FINANCIALLY SUSTAINABLE ORGANIZATION</b>
<b>GOALS</b>	<b>4.1 RUGBY WILL INCREASE ITS RELEVANCE IN THE BRAZILIAN SPORTS SCENE, STANDING OUT FOR ITS VALUES AND BEING A REFERENCE IN ESG</b>	<b>4.2 RUGBY WILL INCREASE AND DIVERSIFY ITS REVENUE SOURCES, STRENGTHENING BONDS AND DELIVERY TO PARTNERS, AND SEEKING TO BALANCE ITS INCOME AND EXPENSES.</b>
<b>KPIS</b>	<ul style="list-style-type: none"><li>• Number of published guidelines relating to ESG and Rugby Values</li><li>• Number of sponsors with a social bias</li><li>• Number of actions associated with example pedagogy</li></ul>	<ul style="list-style-type: none"><li>• Number of Partners and Supporters</li><li>• Resource raised from free funds</li><li>• Total revenue realized</li><li>• Positive DRE</li></ul>

Let's now understand the result of the entity's goals in 2023, which measure success in the journey towards our strategic objectives.

#	STRATEGIC OBJECTIVES	GOALS	2022 Result	2023 Goal	2023 Result	Goal Status
1	Rugby will significantly increase the number of registered athletes in Brazil	Number of Athletes	2.081	2.395	2.605	OK
2	Rugby will have tournaments that grow, strengthen, and contribute to the athletes' development	Total registered games	612	704	510	NOK
3		Base of referees acting	NA	NA	62	NA
4	Rugby will increase the number and strength of the grassroots-focused clubs	Number of clubs with an evaluation above 80% and number of clubs with an evaluation between 50% and 79% in the club diagnosis	0 / 16	0 / 16	1 / 11	NOK
5	Rugby in Brazil will continue to evolve the results of the national teams, aiming to develop more high-performance Brazilian athletes, referees, and staff, while also improving resource efficiency	"YARAS 7s Stay on the SVNS Circuit"	Position: 12th	SVNC Circuit maintenance	Position: 12th	OK
6		"TUPIS XV Achievement of minimum ranking position of 26"	27	27	28	NOK
7		Number of athletes trained in the high performance system	201	201	210	OK
8		Number of games for franchises and national teams	87	92	113	OK
9	Rugby in Brazil will grow and diversify its quantitative and qualitative television and digital exposure, with a focus on increasing audience and entertainment relevance for the public (Sport-Desire)	% of Games Streamed	100%	100%	100%	OK
10		Digital Reach	460.200	NA	527.500	NA
11		Followers	52.000	NA	62.000	NA
12	Rugby will increase its relevance in the Brazilian sports scene, standing out for its values and being a reference in ESG	Guidelines relating to ESG and Rugby values	10	12	17	OK
13		Number of Sponsors with a social bias	13	15	18	OK
14		Recognition in at least 1 of the Pillars of the Sou do Esporte Award	OK	1	1	OK
15	Rugby will increase and diversify its revenue sources, strengthening bonds and delivery to partners, and seeking to balance its income and expenses.	Number of Partners or Supporters	37	40	41	OK
16		Total revenue realized	16.587.053	18.000.000	20.495.980	OK
17		Positive DRE	Surplus	Surplus	Surplus	OK
18	All areas	Monitoring of plan and KPIs every 3 months	-	-	-	NA

Of the entity's 14 goals, 11 were achieved, totaling 79% achievement.

(\*) The methodologies for measuring the results of the goals associated with strategic pillar 1, growth at the Rugby base, were refined. Firstly, only athletes and games registered on the Brasil Rugby Platform, a tournament management platform implemented by Brasil Rugby, were considered valid, which had an impact on the reduction of games compared to 2022, when games reported by the federations were also considered. and clubs but without a summary. Additionally, the diagnosis of clubs in 2023 included an audit by the supervisors of the Nina and Vem pro Rugby Projects, which results in more standardized and strict evaluation criteria, unlike in 2022 when the clubs completed the questionnaire without an audit.

(\*\*) The goals marked as "NA" are those that only became goals at the beginning of 2024.

Brasil Rugby understands that in 2023 there was a relevant evolution of its results towards achieving its strategic objectives, towards the sustainable growth of Rugby from base to performance.





A N N U A L R E P O R T 2 0 2 3

*THANKS TO PARTNERS  
AND FANS*



## WORLD RUGBY AND SOUTH AMERICA RUGBY



Brazil currently occupies a strategic position for the growth of Rugby in South America and in the world, being an important potential market for the sport. To realize the potential, a transversal work, which includes all areas, from high performance to development, is necessary.

Thus, the Brazilian Rugby Union works together with Sudamérica Rugby and World Rugby. The cooperation and exchange of knowledge between the entities have made the evolution of our Rugby constant, both in specific missions and in the dissemination and development of the game.

With regard to the high-performance project, World Rugby and Sudamérica Rugby work together to build an ecosystem of competitions at all levels. In Rugby Sevens, the Yaras and the Tupi benefit from the World Tour system, which has first and second divisions well articulated with regional competitions – in the case of South America, organized by Sudamérica Rugby. The participation of the Yaras in 2022 in the 1st division World Tour and also in the prestigious Rugby World Cup Sevens offered invaluable visibility for Brazilian Rugby. Meanwhile, Brazil hosting the South American Women's Rugby Sevens, with the support of Sudamérica Rugby, allowed to consolidate Brazil's position in sevens, both as a regional protagonist and as a host country capable of delivering good events for the sport.

In Rugby XV, World Rugby's policy of expanding the category has been the crucial incentive for Brazilian women's rugby to develop. The announcements of the ex-

pansion of the Women's Rugby XV World Cup to 16 teams and the creation of the new WXV world league, both with a South American spot, are the crucial stimuli to advance the women's Rugby XV project in Brazil.

In men's Rugby XV, the support of global and continental entities for a robust schedule of Tupi matches throughout the year was crucial, highlighting here the advancement of the American Rugby Superleague (SLAR), which promotes the terrain of professionalism necessary for Brazilian men's Rugby to evolve. In such a crucial year for the renewal of the Tupis squad at the beginning of a new cycle, the promotion of very high quality games becomes even more relevant. The support of World Rugby and Sudamérica Rugby was also of paramount importance for the refereeing, for the promotion of international exchange, and for the technical commissions, with emphasis on the SAR Academy and the intense period of work during the SLAR.

World Rugby and Sudamérica Rugby also provided invaluable support for the Union's development actions, with highlights for the realization of Superweek, the work of the Nina and Vem Pro Rugby projects (based on World Rugby's Get Into Rugby program), the realization of the Women's Leadership Forum "Grassroots to Global" and the support and visibility given to the Course of Attracting and Retaining Players to the Base, Presented as a case at an international conference.

We thank both entities for the trust placed in the work done by Brazilian Rugby.



The Brazilian Olympic Committee (COB) plays a fundamental role in the construction of the High Performance of Brazilian Rugby. With the support of the BOC, the Brazilian Rugby Sevens teams, a sport present in the Olympics, can engage in an intense international calendar, which has as important highlights the multi-sport competitions in which Team Brazil participates.

In 2022, Brazilian Rugby successfully participated in Team Brazil's delegations at ODESUR events, that is, at the Rosario 2022 South American Youth Games, in May, and at the Asunción 2022 South American Games, in October. On both occasions, the Brazilian women's Rugby Sevens teams (youth and adult) won gold medals, with invaluable support from the BOC in the process. The men's Rugby Sevens team was also in Asunción and its participation yielded important experience so that, in the following month, the Tupi won qualification for the Pan American Games via the South American Men's Rugby Sevens Championship, held in Costa Rica. The Yaras, in June, had already won a place in the Pan via the South American Women's Rugby Sevens Championship, organized in Brazil. In addition to sports support, such events also brought benefits from a marketing and communication point of view, with constant contact and support with the COB team that takes care of this area.

Looking to the future, the support of the BOC has proven to be essential for the construction of the SIFT (Talent Identification and Training System). The funds from the entity were also essential to pay for travel to SIFT events and training camps held for the youth categories, in addition to the maintenance of several administrative actions of CBRu.

It was precisely with the objective of improving the ability to reveal new talents and consolidate grassroots Rugby that the COB was a partner of CBRu in the construction of DALP, the Long-Term Athlete Development model, worked together by technical teams from both institutions, in a study strongly based on the best of sports science. promoting the transmission of knowledge.

Our total gratitude to the Brazilian Olympic Committee, which walks side by side with Brazilian Rugby and only strengthens the national sport.

## SESI - SP



A partner since 2021, Sesi-SP is today one of the most relevant partners of the Union, having become a true development engine for Brazilian Rugby. Uniting education, sport and the values of Rugby, the partnership allows the dissemination of the sport to hundreds of children and adolescents, also integrating and strengthening the local clubs close to the educational units in the process. Sesi-SP is today a fundamental foundation for the work of basic categories in the country, also offering a means for Rugby to act in society as a valuable instrument of social transformation.

The year 2022 was one of consolidation of the partnership, with the formation of Rugby classes in the 7 units that incorporated Rugby as a regular activity in the after-school hours, with the Athlete of the Future Program becoming central to the dissemination of Rugby in the interior of São Paulo. The work was also complemented by the holding of a festival between the units and the introduction of Rugby in the Training League, an important annual event among the units in São Paulo.

More than that, Sesi's support was also given in terms of the training of educators, with the support of courses, and in the dissemination of knowledge, with the "1st Meeting of Science Applied to Rugby". Finally, Sesi also opened the doors to the organization of competitions within its units, with the fields of the Osasco and Guarulhos units receiving the best athletes in Brazil in events organized by the Union, the São Paulo Union and the clubs.

Many thanks to Sesi-SP for becoming a true home of Rugby.

# SPONSORS AND PARTNERS

Through its various supporters, the Brazilian Rugby Union was able to promote national Rugby across the board, from grassroots to high performance, supporting the game at all levels of the country and with special support to the athletes of our national teams. Our special thanks to the companies that believed in the strength and seriousness of Brazilian Rugby and its social impact.

## INDIVIDUAL SUPPORTERS

- |                                                                                                   |                                                                                              |                                                                                                  |                                                                                                   |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <p>ALAIN LEPLUS<br/>ALEXANDRE CHIOFETTI<br/>CID VINHATE FERRARI FILHO<br/>DENYSE LUQUE BASTOS</p> | <p>EDUARDO MUFAREJ<br/>EDUARDO ROGATTO LUQUE<br/>FLAVIO LUQUE BASTOS<br/>JEAN-MARC ETLIN</p> | <p>JOYCE LUQUE BASTOS BERTHAUD<br/>LUDMILA GRAGNANI WOLF<br/>MICHEL LEPLUS<br/>PATRICE ETLIN</p> | <p>ROBERTO GERMANOS<br/>ROBSON BONANCEA VAIANO<br/>TERESA BRACHER<br/>WILSON ROBERTO CATAPANI</p> |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|

# SUPPORTERS

## COBRAS BRASIL RUGBY SPONSORS

We welcome the 9 new partners who joined Brasil Rugby in 2023: Capua Engenharia, Catupiry, Control Union, Digith, Interfood, Sicoob, Stocche Forbes, Tereos, and Volvo.

# SUPPORTERS



## NAR

The São Paulo High Performance Center (NAR), coordinated by technical director Irineu Loturco and maintained by the Peninsula Institute, has been the home of the Brazilian national teams since 2013. A center of excellence in sports science, the NAR allows Cobras, Tupis, Curumins, Yaras and Yarinhas to enjoy one of the best high-performance sports structures in Latin America, which is a reference in scientific production and dissemination and in the training of professionals in the area. In almost a decade of partnership with NAR, Brazilian Rugby has reaped the fruits of a work of excellence that has offered the conditions for our sport to achieve great things, such as South American titles (male and female), participation in World Cups and international visibility never before achieved. Many thanks to the NAR family.



# SUPPORTERS



## CSHG

Since 2011, the Brazilian National Rugby Teams have also been home at the São José dos Campos Training Center, based in a partnership with CSHG (Credit Suisse Hedging--Griffo). The CT is the soul of our national teams, due to the history of the place. We thank CSHG for the opportunity to continue with this work of building our national teams.



## SNEAR AND SÃO JOSÉ DOS CAMPOS CITY HALL

The CT is also the home of the Academy focused on the youth categories. With the support of SNEAR – the National Secretariat for High Performance Sports – and the Municipality of São José dos Campos, the High Performance system can work with 40 young people in each category (male and female), up to 19 years of age, forming a whole new generation of Tupis and Yaras.



## CETE

The High Performance System of the Brazilian Rugby Union has a partnership with the Sports Traumatology Center (CETE) of UNIFESP (Federal University of São Paulo), coordinated by Prof. Dr. Paulo Santoro Belangero, orthopedist responsible for the Brazilian Rugby Teams. CETE has been offering surgical treatment, follow-up of treatments, support for physiotherapy and advice on the release of athletes for CBRu's High Performance activities. With this, we thank CETE for its valuable support to Brazilian Rugby.



# REGIONAL UNIONS AND CLUBS

Synergy with Unions and clubs is among the main concerns of the work of the Brazilian Rugby Union. State Unions and clubs are the heart of our Rugby, as they train athletes and passionate about Rugby. More than gratitude, we pay tribute to the dedication of this legion of selfless people for the sport.

We leave here the special mention to the Bahia Rugby Union (Federação de Rugby da Bahia), Rio de Janeiro Rugby Union (Federação Fluminense de Rugby), Minas Gerais Rugby Union (Federação Mineira de Rugby), Paraná Rugby Union (Federação Paranaense de Rugby), Rio Grande do Sul Rugby Union (Federação Gaúcha de Rugby), Santa Catarina Rugby Union (Federação Catarinense de Rugby) and São Paulo Rugby Union (Federação Paulista de Rugby).



# VOLUNTEERS

## Tireless Collaborators

Regardless of the club, Union, whether they played or not, there is an informal group of Rugby Volunteers who, rain or shine, are dedicating their time and resources to Brazilian Rugby, in the most varied dimensions.

Naming them all would be impossible, as we would certainly forget someone, but it is these people who make Rugby grow throughout Brazil, in the most unexpected places and constantly.

A big thank you to these Volunteers for being present always, without ego or need for counterparts, solely with the effort to improve Rugby in Brazil. Thank you so much for being examples of what Rugby is all about!





A N N U A L R E P O R T 2 0 2 3

# *OUR TEAM*



## OUR TEAM

Brazilian national teams, federations and regional teams, clubs, social projects, referees. There are many protagonists who enhance our Rugby every day. However, we must never forget our staff and the legion of collaborators and volunteers to whom the Confederation can only thank.

It is with the sweat of our team over 365 days a year of great commitment and dedication that our Rugby advances.

We are honored to have a dedicated, diverse team with great knowledge and passion. The Values of Rugby are in our team.

**The Values of Rugby are in our team.**

# BOARD OF DIRECTORS

The Board of Directors of the Brazilian Rugby Union consists of 13 effective members: five independent members appointed by the Nomination Committee, five members elected by the General Assembly, one member elected by referees, and two members elected by athletes. The current Board of Directors was elected for the 2021-2024 quadrennium, with five of its members set to be replaced in 2023, transitioning to biennial elections.

Thanks to the efforts of all members and representatives, Brazilian rugby has become a reference both on and off the field. We also extend our gratitude to the previous board, which contributed with immense passion to the growth of our sport.

**Thank you very much!**

## INDEPENDENT MEMBERS APPOINTED BY THE NOMINATION COMMITTEE



**Martin Andrés Jaco**  
(President) CEO of the company BR Properties



**Alexandre Chiofetti**  
CEO of Gastrading



**Andrea Costa**  
Partner at Visagio



**Paula Korsakas**  
Managing Partner of Interação Inteligência & Performance



**Paulo Renato Motta**  
Director of Saren

# BOARD OF DIRECTORS

## MEMBERS ELECTED BY THE GENERAL ASSEMBLY



**Diego Hamilton Reis**  
President of the Bahia Rugby Federation



**Fabian Daniel Maggiori**  
Managing Partner of EFX Corretora de Câmbio



**Juarez Lorena Villela Filho**  
Director of Plenary Assistance at the legislative assembly of Paraná



**Julie Marielle Yvonne Cransac**  
Product and Technology Manager at OLX Brasil



**Ricardo Marangoni Filho**  
Founding partner of Marangoni, Imbernom e Fischer Advogado

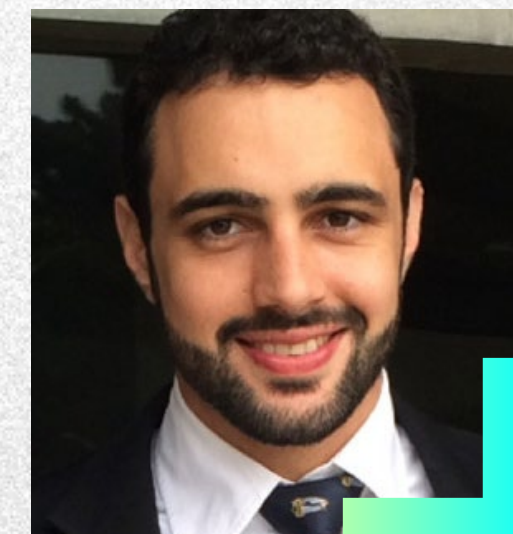
# BOARD OF DIRECTORS

## MEMBER ELECTED BY THE REFEREES



**Natasha D'Andrea Monica Olsen**  
Partner and editor of CicloVivo,  
a news site focused on  
Sustainability

## MEMBERS ELECTED BY THE ATHLETES



**Alcino Pisani Amato**  
Indaiatuba Rugby athlete  
Tornados Club



**Marjorie Yuri Enya**  
Project Management  
Officer - Purpose PBC

# COLLEGIATE BODIES

## SUPERVISORY BOARD

### MEMBERS:

Daniel Lombardi

Luciano Consentino  
(Presidente)

Maria Helena Petterson

### ALTERNATE MEMBERS:

Daflas Alexandre da Cruz

## ATHLETES' COMMITTEE\*

Alcino Pisani Amato  
(Presidente)

Antonio Gorios Filho

Beatriz Futuro Mühlbauer

Benedito Rodrigues Filho

Marjorie Yuri Enya

\*Members elected by direct vote  
by athletes and former athletes  
registered with the cnru

## NOMINATING COMMITTEE

Alexandre Chiofetti

Marjorie Enya

Martin Andrés Jaco

Paula Korsakas

Ricardo Marangoni

## ETHICS BOARD

Ana Carolina Gazoni

Monica Minako Futami Piccirillo

Olyntho de Lima Dantas  
(Presidente)

## HIGH-PERFORMANCE COMMITTEE AND SELECTIONS

Alexandre Chiofetti

Camila Gobo de Freitas

Fabian Daniel Maggiori

Fabiano Gelatti Ferrari



# COLLEGIATE BODIES

## DEVELOPMENT COMMITTEE

Alcino Pisani Amato  
Fabian Daniel Maggiori  
Juarez Lorena Villela Filho  
Natasha D'Andrea Monica Olsen  
Paula Korsakas  
Rodrigo Santoro

## FUNDRAISING COMMITTEE AND MARKETING

Fabiano Gelatti Ferrari  
Fernanda Arechavaleta  
Hugues Godefroy  
Marjorie Yuri Enya  
Martín Andrés Jaco

## LEGAL COMMITTEE

Fabio Mariz  
Fernando Mirandez  
Marianne Calil Jorge  
Ricardo Marangoni

## DOPING CONTROL COMMITTEE

Rafael Pinski  
Renato Martins  
Roberto Germanos  
Roberto Lohn Nahon

# COLLEGIATE BODIES

## SUPERIOR COURT OF SPORTS JUSTICE

### MEMBERS APPOINTED BY CBRU'S NOMINATING COMMISSION

Renan Moresco Pirath  
Werner Grau Neto (Presidente)

### MEMBERS NOMINATED BY THE PRACTICE ORGANIZATIONS SPORTS

Jessica Karina Sala Attilio  
João Feltipe Artioli

### MEMBERS APPOINTED BY OAB WITH NOTORIOUS SPORTS LEGAL KNOWLEDGE

Carolina Danieli Zullo  
Geancarlo Borges Caruso

### MEMBER NOMINATED BY THE REFEREES

Ramon Bisson Ferreira

### MEMBERS NOMINATED BY THE ATHLETES

Alexandre Beck Monguilhott  
Wanderson Rocha

## DISCIPLINARY COMMITTEE

### AUDITORS

Evandra Duarte Botteon Baldin – Presidente

Desirée Emmanuelle Gomes dos Santos

Vinicius Guilherme Bion

### ATTORNEY GENERAL

Erick da Silva Regis

## CBRU EXECUTIVE TEAM

In this section, we would like to thank CBRu's collaborators, a group that keeps the wheels of national rugby turning, a team that dedicates itself daily to making national rugby grow and that deserves every recognition.

We would also like to thank all the volunteers who dedicated themselves and contributed out of love for Brazilian Rugby. Their presence was fundamental during the countless events, projects, and actions, whether at national tournaments, in High Performance, Development, Tournaments, Refereeing, and other actions.

## CBRU EXECUTIVE TEAM

### **CEO**

Mariana Miné

### **HIGH PERFORMANCE**

Andre Fujita

André Rebelo

Arnu Kosh

Brigida Otoni Ferreira

Cesar Henrique Ferreira

Danielle Abreu

Dayana Dakar

Felipe Antônio Fontana

Flavio Mazzeu

Henrique Von Rondow

Isabelly Giulia Souza Santos

Ismael Arenhart

Joshua Reeves

João Luiz da Ros

João Nogueira

Leandro Gevaerd

Leandro Rodrigues

Letícia Martins

Mariana Vido

Marina T. Beteli

Mauricio Coelho

Mauricio Soares

Nagela Rayanne

Rafael Klosterhoff

Rafaela Turola

Rodrigo de Almeida Teles

Silvia Pires

Simon Coulter

Tiemi Saito

Walter Schildberg

William Broderick

Yuri Rafael Franco

### **REFEREEING**

Cauã Ricardo S. Maria

Victor Hugo Barboza

Xavier Vouga

### **DEVELOPMENT & TOURNAMENTS**

Arthur Rodrigues da Mota

Beatriz Futuro Mulhauer

Cristiana Futuro Muhlauer

Gabriel Cenamo

Guilherme Marques

Icaro Ferrarini

Julio Cesar Faria

Maria Mikaella Pitta

Pedro Henrique Siqueira

Renato Occhionero

Wanderleia Jentzsch

### **LEGAL AND GOVERNANCE**

Ana Teresa Zanfelicci Lacerda Ferraz

Antônio Vento Ortencio

Gustavo Henrique Almeida do Nascimento

### **SALES AND MARKETING**

Alexandre Bulhões Pereira

Bianca Cardoso

Fernando Podesta Guimarães

Lucas José Borelli dos Santos

Lucca Carelli

Milagros Dogliotti

Rodrigo Bordini

Romulo Tebaldi Medeiros da Silva

Victor Sá Ramalho Antonio

### **CONTROLLERSHIP**

Sandra Viana Misevicius

### **HUMAN RESOURCES**

José Wesley da Silva Oliveira

Luanna Costa

### **FINANCIAL ADMINISTRATION**

Angela Maria do Nascimento

Marlene Monteiro

Tiago Rondini

### **PURCHASING**

Aida Maria Borghi

### **INFORMATION TECHNOLOGY (IT)**

Bruno Bragante Lopez



A N N U A L R E P O R T 2 0 2 3

# *FINANCIAL STATEMENTS*

**BRAZILIAN RUGBY CONFEDERATION - CBRU BALANCE SHEETS****Years ended December 31, 2023 and 2022**

(In thousands of reais, unless otherwise indicated )

<b>Active</b>	<b>Explanatory note</b>	<b>2023</b>	<b>2022</b>
<b>Current</b>			
Cash and cash equivalents	3	2.148	711
Funds from agreements to be appropriated	4	11.536	9.344
Prepaid expenses	-	258	98
Other Credits	-	-	16
Stock held by third parties	-	1	1
		<b>13.943</b>	<b>10.170</b>
<b>Non-current</b>			
Fixed assets	5a	288	253
Intangible	5b	21	1
		<b>309</b>	<b>254</b>
<b>TOTAL ASSETS</b>		<b>14.252</b>	<b>10.424</b>

<b>Liabilities and equity</b>	<b>Explanatory note</b>	<b>2023</b>	<b>2022</b>
<b>Current</b>			
Suppliers	-	649	515
Labor obligations	-	557	535
Tax obligations	-	6	74
Funds from agreements to be applied	7	11.536	9.344
Related parties	6	1.331	-
Unearned revenues to be recognized	9	1.509	121
		<b>13.943</b>	<b>10.589</b>
<b>Non-current</b>			
LP Labor obligations	-	60	-
Contingency provisions	8	14	38
Related parties	6	-	1.255
		<b>74</b>	<b>1.293</b>
<b>Shareholders' equity</b>			
Accumulated deficit	10	(1.410)	(1.458)
<b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>		<b>14.252</b>	<b>10.424</b>

The notes to the financial statements are an integral part of the financial statements.



Green Green