Abstract

Some projects developed within the sport have been known for presenting innovative models. This study focuses on the Grael Project and its relations with government, industry and the university. It aims at promoting reflection on the role of sport in developing regions. The theoretical model of the triple helix is used to analyze the participation of different actors. The conclusion shows that the main project partner is the mayor of the city of Niteroi. The performance of industries, basically, is located in the sponsorship. The University participates in a shy way.

Keywords

Physical education, Social investment projects, Sport.