



SANTOS

BRAZIL

Host City
2020 UNESCO Creative
Cities Annual Meeting

www.santos.sp.gov.br/2020hostcity



United Nations
Educational, Scientific and
Cultural Organization



PREFEITURA DE
Santos

Designated
UNESCO Creative City
in 2015



Santos, **host city** of 2020 UCCN Annual Meeting



Reasons to choose Santos:

- **Meets all requirements;**
- Committed to the **UCCN Mission Statement**, to the **Agenda 2030** and **New Urban Agenda**, a city where culture and creativity are factors of sustainable development with cultural inclusion;
- One of the **10 most safe cities in Brazil** according to the 2017 Connected Smart Cities Ranking;
- Home of soccer players **Pelé**, **Neymar** and Santos Soccer Club;
- It **breathes culture, innovation and art** in fields such as film, music, literature, theatre, dance and other, always on the forefront of political, urban and cultural movements in Brazil;
- One of the **10 oldest cities in Brazil**, telling Brazilian history through cultural heritage, with a strong heritage protection program linked to the economic development strategy;
- **“Home of Charity and Liberty”** as city’s motto, where the first Mercy Hospital of Brazil was built;
- The **largest beach garden in the world** is in Santos, according to Guinness World Records;
- **70 km from Sao Paulo**, where is the 2nd* ranked airport in Latin America (GRU);
- **Brazilian capital of cruise ships**, hosting around 1 million passengers each season;
- Home of the **largest Port in Latin America**;
- Traditional route for **business tourism**, hosting large national and international conferences, highlighting the 2013 World Surf Cities Annual Meeting, the 2014 **FIFA World Cup**, when was the only city to host 2 squads and the **2016 Summer Olympics** when hosted 13 squads;
- **Best to city to live in Brazil** from 2014 to 2017, as well as best city to live after age of 60, being **urban security the highlight**.

* The Mexico Airport is the first.

Santos

connected to the world

Santos is connected to the world through
Sao Paulo International Airport (GRU) (70 km).

During season (november to april), transatlantic cruise ships
link Santos to Europe, the Caribbean and North America.



SAO PAULO INTERNATIONAL AIRPORT (GRU):

- **38 million passengers** in 2017;
- **24,000 flights** each month;
- **42th most connected megahub** in the world*;
- **23th world position** for international low cost connections*;
- **6,500 possible international connections** each month;
- **40 international airlines** from all continents.

*2017 Megahubs International Index (OAG)



Santos, sustainable city: People

- **430,000 inhabitants**; recognized by quality of life;
- **Major city in metro area** of 1.7 million people comprising 9 cities;
- **2nd most connected city** in Sao Paulo State (Medialogue Digital Ranking), aligned to Brazil, the 4th in world in number of internet users, according to UNCTAD;
- **6th highest HDI** in Brazil (0.840);
- **Strong network of public services** (all free) related to education, social welfare, health, sports, access to culture and capacity building in creative economy fields, focused on vulnerable people;
- **Educational Hub** with 110 public schools with 50,000 students aged 3-18;
- **20% of inhabitants over 60 years** (double of national average),
- **10 universities** with 40,000 students;
- **9 public libraries** with 271,406 books and works.





Santos, sustainable city: Planet

- Area of 280 km², with **56% of preserved Rain Forest**;

- Sustainability as main guideline to Urban Mobility Plan, highlighting the **11.5 km of Light Rail** connecting Santos to the metro area, electric bus, 100% public transportation with free on-board WiFi, and **48 km of bike paths** with bike sharing program;

- **Waste Management** including disposal, collection and recycling of about 15,000 tons of garbage each month;

- **Recycling Center Program**

(partnership between City Hall and Without Borders NGO) using tricycles for collecting recyclable waste in downtown, minimizing truck traffic and giving opportunities to vulnerable people;

- **Creative Ecofactory**, woodwork school recycling 3 tons of wood while preparing marginalized people to the labor market, it conquered the **iF International Design Social Award Prize in 2017**.

Santos, sustainable city: Prosperity

- **One of the 10 best cities for business** in Brazil (2017 McKinsey Ranking);

- GDP of **US\$ 7 billion**;

- **Santos Port** responsible by **28% of Brazilian trade balance** (US\$ 103.3 billion in 2017);

- 31% of oil produced in Brazil is extracted in Santos Basin. It's the **largest oil pre-salt exploration field in Brazil**;

- **Technology Park**, in partnership with 9 universities and tax exemptions to develop innovative technology.

- **1st city by Sao Paulo Audit Court** in the effective municipal management index;

- **1st in the transparency ranking** by Brazilian Federal Prosecution Service.

Santos Creative Economy in numbers:

- **21,894 employees in creative fields** (12% total);

- **3,601 creative businesses** (22% total);

- **4,457 sole proprietorship businesses** (38% total);

- **12 Committees and Councils** in creative fields with civil society

- participation (40% total);

- **Av. 40 cultural festivals** each year;

- **3,980 slots in college courses** in creative economy fields (22% total);

- **24 unions and professional associations** in creative fields;

- **50 public service media** established in city;

- **15 meetings per year** with civil society participation related to **cultural public policies**;

- **1,500 slots for capacity building programs on creative fields.**





Culture

& Cultural Expressions in Santos

Santos is a melting pot. It resulted from a **fusion of immigrants** from all over the world such as Portuguese, Spanish, Japanese, Italian, Arab and African that arrived to Brazil through Santos port and integrated with **indigenous people**. This diversity is reflected in the cultural heritage, **standing out**:

- **Santos Carnival;**

- **40+ Cultural Festivals** per year, highlighting:

- Santos Coffee Festival;
- Film Festival Curta Santos;
- Santos Film Festival;
- Literature Festival Tarrafa Literaria;
- Theatre Festival FESTA;
- Santos Ibero American Scenic Arts Festival Mirada;
- Santos Jazz Festival;
- Valongo Image International Festival;
- Cineme-se.

- **10+ Museums**, including Coffee, Sound and Image, Fishing and Pele;

- **Patricia Galvao Cultural Centre** (theatre, movie theatre, library, museums, art galleries, Culture Secretariat);

- **Northwest Cultural Centre** (movie theatre, cultural workshops, carnival stadium);

- **Municipal Symphony Orchestra;**

- **Public Ballet School;**

- **22 commercial and 3 municipally run movie theatres** (including the “4th Station Art Film”, on the beach), with the highest Brazilian cinema audience;

- **5 great theatres** (3 municipally run);

- **5 small theatres**, including an open-air theatre on the beach;

- **More than 100 indigenous families of Guarani** ethnicity live in protected villages in Santos metro area.



Santos, Creative City

International partnerships:



May, 2018

Santos (Film) & Busan (Film)

Santos Busan Intercity Film Festival – 2030 Agenda, with Film Production Residency Program, with participation of Santos' director Dandi Queiroz.



December, 2017

Amarante (Music), Denia (Gastronomy), Duran (Crafts & Folk Art), Santos (Film), Obidos (Literature)

2030 Agenda Good Practices Panel during Culturalmente Santista Festival (Culturally Santos Festival) focused on 2030 Agenda.



July-December, 2017

Bandung (Design) & Santos (Film)

Santos Bandung Film Festival with film screening and virtual exchange and debates among filmmakers and audience between cities.



July, 2017

38 Creative Cities, Bradford (Film), Santos (Film)

Creative Cities Film Festival during Coffee Festival as moving screening of Bradford Small World Film Festival with movies from 38 UNESCO creative cities.



April, 2017

Denia (Gastronomy) & Santos (Film)

Traditional recipes of Denia taught through film by gastronomy school students.



2015 to 2018

Santos' Mayor is South America Director of Mayors for Peace, network composed for more than 7,500 cities led by Hiroshima (Japan) aiming nuclear weapons abolition in the world.

2016 to 2018

International Conferences:

- II Creative Cities Summit Beijing (2016);
- Qingdao Film Cities Forum (2017);
- Beijing Design Week (2017);
- Beijing Creative 2030 (2017);
- 9WUF (2018).



Santos, Creative City

Major local projects in line with UCCN Mission Statement



Bistro School Restaurant

Public Gastronomy School for vulnerable young people, while serving as tourist restaurant in front of Pele Museum.

Partnership: City Hall, Unisantos University, National Government.

Impact: 6 SDGs

Creative Villas

Cultural centres in vulnerable districts offering cultural access and capacity building in creative fields (design, crafts, music, film, literature).

Partnership: City Hall, National and Subnational Government, NGOs.

Impact: 6 SDGs



Creative Ecofactory

Woodwork school for vulnerable people that build works from projects by renowned designers using 100% recycled wood waste collected around the city. Awarded by 2017 IF Design Social Impact Prize.

Partnership: City Hall, Club Design of Santos.

Impact: 8 SDGs

Quero Institute

Film School for vulnerable young people, preparing them to the labor market. They hold 50 national and international awards.

Partnership: NGO, private sector, metro area municipalities.

Impact: 5 SDGs



Art in Stilt Houses District (Arte no Dique)

Aims cultural and social inclusion for marginalized groups in vulnerable district through cultural fields, especially music and crafts, with international exchanges for vulnerable people.

Partnership: NGO, City Hall, National Government, private sector.

Impact: 6 SDGs



Girls Show (Mostra das Minas)

Civil society movement to incentivize woman protagonist in film production through events, debates and screenings.

Partnership: City Hall, civil society.

Impact: 4 SDGs



Creative Economy Observatory

Research initiative with 25 indicators on the framework of 2005 UNESCO Convention of Protection and Promotion of Diversity of Diversity of Cultural Expressions aiming to measure the creative economy environment in Santos.

Partnership: City Hall, Universities.

Impact: 3 SDGs



New Historical City Center and Creative Hubs

Aiming city center regeneration as well as vulnerable districts development through creative economy, it involves the Urban Master Plan, the land-use planning law, the Cultural Heritage Council, which listed more than 1,300 buildings for protection, with tax breaks for restoration.

Partnership: City Hall, civil society.

Impact: 4 SDGs

Technology Park for Children

Aims to raise awareness about creative innovation and entrepreneurial skills through classes on digital technologies, robotics, media arts and financial lessons for children aged 7-12 afterschool.

Partnership: City Hall, Santos Technology Park Foundation and Sebrae (Entrepreneurship National Promotion Service).

Impact: 6 SDGs



Entrepreneur's Space

Entrepreneurs can register their business in 4 days, also receiving financial and management advice by Sebrae, as well as they can apply for a micro fund. About 1,000 entrepreneurs are attended each month

Partnership: City Hall, Subnational Government, Sao Paulo State Bank (Banco do Povo Paulista), Sebrae Entrepreneurship National Promotion Service).

Impact: 3 SDGs

2020 Annual Meeting in Santos

Santos affirms the commitment and capacity to carry out all activities mentioned in the Host City Criteria, proposing the 2020 annual meeting between march and june 2020, in accordance to dates and program to be agreed with UNESCO. Santos would propose this meeting themed on “**Creativity, path to Equality**” demonstrating **creativity and culture power as factors of sustainable development while enabling social and economic inequalities reduction in the world**. The proposal considers:

- **4 days event** with special program to debate the **UCCN Mission Statement**, the **2030 Agenda** and the **New Urban Agenda**;
- Opening and closing ceremonies, transversal thematic workshops, mayors’ meetings and forums, creative clusters formal and informal meetings and other activities to be agreed with UNESCO;
- Brazil hosting the annual meeting, through involvement of other

creative Brazilian cities, with special activities in their fields: design, Gastronomy, Crafts & Folk Art and Music;

- **Transversal innovative and creative activities** involving the 7 creative fields, through projects built in the months prior to the meeting, with steering group support and UNESCO approval;

- Association of the annual meeting to **3-4 additional days** with local cultural festivals such as Santos Coffee Festival, Santos Jazz Festival, Curta Santos, Santos Film Festival, Tarrafa Literaria Literature Festival, among other, as well as international festivals in partnership with creative cities such as creative economy fairs, workshops for creative entrepreneurs, technical visits and academic meeting led by Santos Technology Park;

- **Experiences of Brazilian culture**, such as indigenous communities, quilombolas heritage (communities founded in pre-19th century by

escaped african slaves), favelas (slums), cultural centers in vulnerable neighborhoods, carnival, soccer, beaches and others;

- Special program to **involve creative professionals**, cultural entrepreneurs, artists, immigrant communities, indigenous people;
- Involvement of other 12 film cities to build a **special program on film** during the annual meeting;

Santos will use innovative and creative methods to enhance the attractiveness of the event to the UCCN members and general audience, as well as for sharing good practices among creative cities and to encourage international partnerships.

Santos will sign the official document for the hosting of the annual meeting with UNESCO, as well as the special document on security guidelines, being requested the prior analysis of its Legal Department because of compliance rules in force in Brazil.

Santos committed to 2020

Logistical Plan



Santos is committed and has capacity to provide:

- Fully-equipped **main conference room, 7 other conference rooms** (at least) for sub-network meetings, **meeting room for the Steering Group** sessions, all of them with screens, fixed and mobile microphones (stage and audience), event sound and lighting and other necessary materials;
- fully-equipped **office area for the UCCN Secretariat** and Santos staff, with computers, printer, office stationary and internet connection;
- **2 English and 1 French-speaking experienced professionals** to assist the UCCN Secretariat;
- **Press and media areas** with dedicated room, for journalists with internet;
- **Publication corner** for the dissemination of relevant and approved publications;
- **WiFi connection** in all main venues;
- **Simultaneous interpretation in English, French and Portuguese** for all plenary sessions and Mayors' sessions, with headsets for all participants;
- **Conference services**, including registration desk with 6 English and 2 French-speaking receptionists, help desk, badges, signs, indications, stationary, notebooks, pens, conference bags;
- **Dedicated team with 3 English and 2 French-speaking professionals** will be established in January 2019 to carry out all the tasks related to the meeting preparation and implementation and two of them will be highlighted as contact person;
- **UCCN Secretariat's preparatory onsite mission** between July 2019 and April 2020, accompanied by dedicated Santos' team, covering all necessary expenses related to the mission;
- **Lunches, coffee breaks, dinners and local transport** for all participants during the meeting;
- **Accommodation** for UNESCO's representatives during the meeting, as well as negotiated rates and pre-booking service in hotels for all participants;
- **Website in English, French and Portuguese** from June 2019;
- Preparation (together by UNESCO) and reproduction of relevant and **technical meeting documents**, also made available electronically;
- Facilitation of **visa** application and issuing for all participants, with support of National Foreign Affairs Minister (formal support letter in annex);
- **Provision of security in all venues** and surroundings over the event period in accordance with **UN and UNESCO rules regulations**, designating a focal point for this subject in January 2019;
- Submission to UNESCO of the **general report** on the full event (preparation, implementation, follow-up and analysis) until August 2020;
- Santos will work on necessary arrangements to **provide resources via ad hoc financial contribution to UNESCO** for the recruitment of one temporary international staff for 9-12 months.

Santos committed to 2020 Communication and Promotion Plan

Santos is committed and has capacity to develop the plan from September 2018 to June 2020, in compliance with UNESCO rules and guidelines, including:



- **Target audience involving:** local and national media, international organizations and governments;

- **World competition for visual element** for the Annual Meeting, involving all creative cities, preferring projects co-produced by creative cities, to be discussed with UNESCO;

- **Communication and promotion strategy** for involving stakeholders at the most diverse levels using printed, digital media, TV and key promotion material. Pre-event to be held in Fabriano, Italy in 2019, participation in specialized fairs, among others;

- Engaging of **specialized agency** in press services as the beginning of the Annual Meeting preparation to implement the communication action plan approved by UNESCO, which will work under the direct supervision of the Municipality of Santos in collaboration with UNESCO.

Available conference venues

Annual Meeting

The annual meeting venues will be decided together by UNESCO, among choices below (maps in annex), all of easily served by transportation and close to accomodation:

Historical City Center

The annual meeting would take place in heritage buildings and sites, highlighting:

- **Coliseu Theatre** (600 seats orchestra/centre and 400 seats balcony);
- **Guarany Theatre** (300 seats);
- **Pele Museum** (80 seats);
- **Bistro School Restaurant** (80-120 seats);
- **City Hall - Isabel Princess Room** (60 seats);
- **City Hall - Noble Hall** (80-100 seats);
- **City Hall - Situation Room** (20-30 seats);
- **Coffee Exchange** (100-120 seats);
- **Santos Chamber of Commerce - Meeting Room** (80-100 seats);
- **Santos Chamber of Commerce - Auditorium** (150 seats);
- **Portuguese Tiled Facade House** (100-200 seats);
- **Historical Vintage Tram to connect venues.**



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- **Theatre** (772 seats);
- **10 meeting rooms** and for 20-200 people;
- **Living area** for cultural activities.



Mendes Convention Center

- **Complex of 25,000 m²** especially designed for conferences and fairs, with modifiable rooms and spaces, with capacity for up to **7 conference rooms of 4,600 people**, besides **10,000 m² pavillion**.

Infrastructure in Santos



- **Accommodation:** 4,788 bed places in more than 20 hotels of all types (3-5 stars and hostels);

- **Hospitals:** 12;

- **Emergency Medical Services:** 24h call service (192), 10 Urgent Medical Care Units (4 public), besides 32 public medical centers with specialized medical care;

- **Consulates:** 7 in Santos and all

other in São Paulo City (70 km);

- **24h Drugstores:** 11;

- **Tourism Service:** 6 Tourism Information Offices and 13 Currency Exchange around the city;

- **Security:** 7 Police Departments (subnational government), with specialized services for women and tourists, 700 surveillance cameras around the city

connected to the municipally managed control center, besides the city's security force, Santos Municipal Guard;

- **Public Transportation:** city widely served by buses, 11 km Light Rail, 48 km bike paths with public bike sharing system;

- **Private Transportation:** taxis, transportation by apps and car rentals.



Santos 2020 UCCN Annual Meeting Host City

Santos meets all requirements

- **First city** in the Latin America and the Caribbean Region to **host the Annual Meeting**;
- **Brazil** will host the meeting for the **first time**;
- By the first time, a **film city will host the meeting**;
- The **Mayor of Santos is the main patron of the event** (support letter in annex);
- **National, Subnational, Metro and local authorities support** the application (support letters in annexes);
- **Santos has been UCCN member as film city for almost 3 years**, since December 2015;
- **Santos is completely committed to the UCCN Mission**, with international initiatives carried out in partnership with creative cities and several local actions involving partnerships with civil society, national and subnational governments, universities, civil society and NGOs, impacting in 2030 Agenda;
- **Santos' first monitoring report will be submitted in 2019** and is already under development;
- **Santos is committed to sustainability**, being awarded because of its Creative Ecofactory, selected among other 150 projects from all over the world;
- **Santos is 70 km from the second Latin American Airport**, connected to the world;
- **Both the event program and communication plan will be built together with UNESCO** in compliance with all its guidelines;
- Since joining the Network, **Santos has participated in all the annual meetings**:

• **2016 - Ostersund, Sweden:**
focal point (Ms. Niedja Santos)

• **2017 - Enghien-les-Bains, France:**
focal point (Ms. Niedja Santos) and Mayor (Mr. Paulo Alexandre Barbosa)

• **2018 - Krakowice, Poland:**
focal point (Ms. Niedja Santos) and Mayor (Mr. Paulo Alexandre Barbosa)

Annex 1

Support Letter from the Santos' Mayor
Mr. Paulo Alexandre Barbosa



Santos

GABINETE DO PREFEITO

Ofício nº 187/2018-GPM-E

Santos, May 9th, 2018.

The Honorable Mr. Ernesto Ottone Ramirez
Assistant Director-General for Culture
Unesco Headquarters, Paris, France

Dear Mr. Ernesto Ramirez:

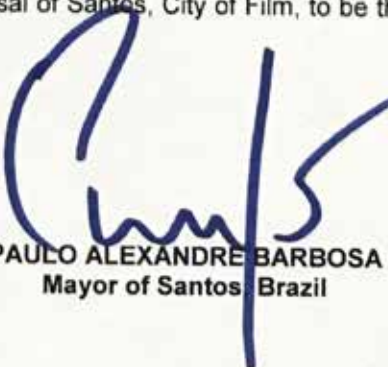
It is a great pleasure to submit the application of Santos, Brazil, City of Film in UNESCO Creative Cities Network since 2015, to become the host city of the 2020 UNESCO Creative Cities Network Annual Meeting.

In fact, I am fully engaged with the network since 2013 when we decided to begin the project to become a City of Film. So now, I reiterate the commitment of Santos City towards the Network's mission statement, the 2030 Agenda, the New Urban Agenda and the New Strategic Framework, while working on the implementation of the UCCN programme at the local level, as well as partnering several initiatives with our fellow creative cities in the network. I, my city and our stakeholders, including local authorities and national and subnational governments, are really committed to the UNESCO, the UCCN and the UCCN Annual Meeting.

Also, I hope to gather all the 8 creative brazilian cities, as well the new creative brazilian cities that may join the UCCN in 2019 to build a meeting that will show to the world not only Santos, but our wonderful country, Brazil.

I hope we can meet in Katowice and Krakow, Poland in June, when I wish to present the proposal of Santos, City of Film, to be the Host City for the 2020 annual meeting.

Sincerely,



PAULO ALEXANDRE BARBOSA
Mayor of Santos Brazil

Annex 2

Support Letter from National Government Foreign Affairs Minister – Mr. Aloysio Nunes Ferreira

ALOYSIO NUNES FERREIRA
Minister of Foreign Affairs

Brasília, 23 de agosto de 2017.

The Honorable Mr.
PAULO ALEXANDRE DE BARBOSA
Mayor of Santos

Mr. Mayor,

I was pleased to learn the interest of the city of Santos to bid to host the 15th Annual Meeting of the UNESCO Creative Cities Network (UCCN), to be held in 2020.

According to UNESCO, the candidate city should demonstrate its ability to host the event and its commitment to the UCCN mission statement. The evaluation process will consider the candidates' political commitment and their performance as UCCN members, as well as aspects of practical logistics, such as venues; accommodation, meals, and transport availability; security; support for visa application; staff to be appointed to the event; drafting of the meeting program and other relevant documents; development of the event website, and so forth.

I believe that Santos fulfills the criteria of geographic distribution and diversity of creative fields, since neither a Latin American city nor a UCCN member representing Films, as is the case of Santos, has ever hosted the Annual Meeting.

The election of Santos to host the 2020 Annual Meeting would result in manifold benefits to its tourism sector, attracting international attention to the city and generating opportunities for a rich exchange of experience with representatives of other cultures. It would also contribute to the dissemination of local initiatives and businesses, as well as foster partnerships with other creative cities.

I am convinced that Santos gathers the requirements to present an eligible proposal built in compliance with the UNESCO Host City Selection Criteria, to be approved by the Steering Group, and subsequently, selected by creative cities through vote, highlighting the commitment of Santos to foster creativity as a factor for sustainable social, economic, and urban development.

In this context, I am honored to support the bid of Santos to host the 2020 Annual Meeting of the UNESCO Creative Cities Network.

Wishing you in advance success in the candidature process, I take the opportunity to reaffirm the assurances of my highest consideration.

Sincerely,



Aloysio Nunes Ferreira
70470-900 Brasília DF

Annex 3

Support Letter from UNESCO Goodwill Ambassador & Former Brazilian Ministry of Culture – Mr. Gilberto Gil

Senhor Ernesto Ottone Ramirez
Assistant Director-General for Culture
UNESCO
7 place Fontenoy
75007 Paris, France

May 14th, 2018

For the attention of Mr. Ramirez

Dear Sir,

Subject: UNESCO Creative Cities Annual Meeting

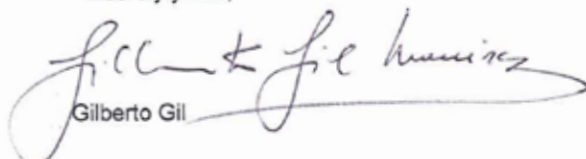
Historically, Santos, the coastal city in São Paulo State is the city of cultural diversity, an example on the using of culture and creativity as factors of social development. Among the 430,000 inhabitants there are young people and children accessing culture through music, film, gastronomy, dance and literature. I am proud to be the sponsor of one of its main programs, "Arte no Dique", inspired in Oldum of Salvador, Bahia, that promotes cultural and social inclusion through music and art. In Santos they are committed to the protection and promotion of cultural expressions.

As UNESCO Honorary and Goodwill Ambassador, Artist for Peace, I express my full support for Santos' candidature to host the UCCN ANNUAL Meeting in 2020. It will be emblematic to Brazil and Latin America to host this important meeting for the first time.

As Brazilian Minister of Culture from 2003 to 2008, I was proud to participate in 2005 of the historic moment when the Convention on the Protection and Promotion of the Diversity of Cultural Expressions was adopted. The international community had long awaited such a Convention, so I was honored to learn that Santos developed the Creative Economy Observatory, with indicators on the framework of that Convention.

I am happy and proud to support the meeting of world cities that develop their policies and programs complied to the 2005 Convention.

Sincerely yours,



Gilberto Gil

Annex 4

Support Letter from UNESCO Goodwill Ambassador & Modern Art Museum of Sao Paulo & Itau Cultural Institute – Ms. Milu Villela

The Honorable Mr. Ernesto Ottone Ramirez
Assistant Director-General for Culture
UNESCO
7 place Fontenoy
75007 Paris, France

May 14th, 2018

For the attention of Mr. Ramirez

Dear Sir,

Subject: UNESCO Creative Cities Annual Meeting 2020

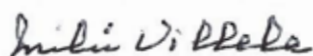
As Honorary and Goodwill Ambassador with mission to promote voluntary action and basic education in Latin America, as well as leading two important cultural Brazilian institutions, the Sao Paulo Museum of Modern Art and Itaú Cultural (not-for-profit cultural institute owned by Itau-Unibanco bank, aiming to foster artistic research and production in all cultural fields), I **hereby express my support** to Santos application to host the 2020 UNESCO Creative Cities Annual Meeting. It will be its first time in Latin America, so a milestone to Brazil and our region.

In 2002, I was honored to address the speech in the opening session of the 57th UN General Assembly in view of the International Year of Volunteers (IYV), when Brazil stood out in two aspects: the great involvement of civil society and the emphasis on education. In this sense, it is amazing to see those concepts applied in Santos, where the public policies are focused on social transformation and cohesion, with volunteers transmitting their knowledge to vulnerable groups through gastronomy, crafts, fashion design, beauty, nails, make-up, training, among others. In addition, relevant Santos' programs promote full-time education for children and young people, with cultural and innovative activities. They are initiatives towards UN 2030 Agenda.

Santos has always been at the forefront of cultural and political movements in Brazil, with relevant cultural production in visual arts, music, film, theater and more than 40 festivals held each year.

By supporting the candidature of Santos, I reaffirm my commitment to UNESCO. It will be amazing to share the Brazilian cultural diversity with the world in 2020.

Sincerely yours,

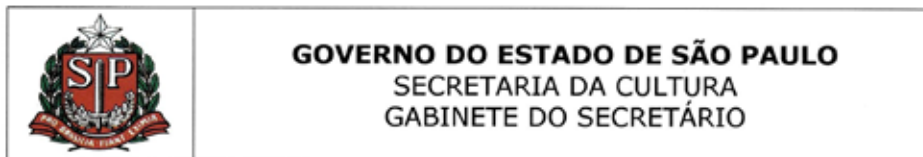


Maria de Lourdes Egydio Villela

President of Sao Paulo Museum of Modern Art

Annex 5

Support Letter from Subnational Government
Secretary of State for Culture - Romildo Campello



May 21th, 2018.

The Honorable Mayor Paulo Alexandre Barbosa
Mayor of Santos

Dear Mr. Barbosa,

Santos, one of the ten oldest Brazilian cities, is a symbol of cultural diversity, historically at the forefront of political, cultural and artistic movements, breathing creativity and innovation in its squares and streets, where children, young people and the elderly integrate through culture fields, such as music, film, dance and literature.

Proudly, it is the only city in São Paulo State member of UNESCO Creative Cities Network, and absolutely in compliance with 2005 UNESCO Convention of Protection and Promotion of the Diversity of Cultural Expressions. In 2017 Santos implemented the Creative Economy Observatory, by scaling the Convention's national guidelines to the local level.

So, as subnational government representative, as Culture State Secretary, I express my support for Santos' candidacy to host the UNESCO annual meeting in 2020, because I believe that the city has all the conditions and characteristics needed. Our Secretariat will be by side, participating actively in the organization of this important meeting that will transform the state of São Paulo into the world capital of creativity in 2020.

It's very important to Brazil and Latin America to host this meeting for the first time.

Sincerely,


ROMILDO CAMPELLO
Secretary of State for Culture

Annex 6

Support Letter from Metro Area
Metro Area Council President – Mr. Pedro Gouvêa (Sao Vicente Mayor)



May 8th, 2018

Ref. Of. n°. 026/2018

Dear Mr. Barbosa,

As representative of Santos Metro Area, comprising 9 cities (Peruíbe, Itanhém, Mongaguá, Praia Grande, São Vicente, Cubatão, Guarujá, Santos and Bertioga), we express our support to the candidature of Santos to host the UNESCO Creative Cities Annual Meeting in 2020.

Santos highlights in film and is committed to the 2030 Agenda and the New Urban Agenda, which will be the main themes on discussion makes Santos the perfect site. Besides hosting the largest port in Latin America and a large and pioneering industrial complex, our area is located on the Atlantic Coast, with amazing natura and cultural heritage, including indigenous people, quilombolas and traditional communities, which tell the Brazilian history in depth.

We are sure that Santos and our region will be able to host this important meeting, which will be held for the first time in Brazil, attracting attention to the sustainable development initiatives developed in the metro area, opening up oportunities for future partnerships with cities around the world.

Sincerely yours,


PEDRO GOUVÊA
Metro Area Development Council President
Mayor of São Vicente

The Honorable Mayor
PAULO ALEXANDRE BARBOSA
Mayor of Santos

Annex 7

Support Letter from Local Authorities Hotels and Restaurants Union of Santos and Metro Area

Support Letter from Metro Area Atlantic Sea Coast Convention & Visitors Bureau



**SINDICATO DE HOTÉIS, RESTAURANTES, BARES E
SIMILARES DA BAIXADA SANTISTA E VALE DO RIBEIRA
O SEU REPRESENTANTE LEGAL**



The Honorable Mayor Paulo Alexandre Barbosa
Mayor of Santos

May 7th, 2018

Dear Mr. Barbosa,

Our Union gathers owners of hotels and restaurants in Santos and metro area, sectors that will be directly impacted by an international event such as the Annual Meeting of the UNESCO Creative Cities Network.

We affirm our full support for your pretension.

It is important to highlight that Santos has stood out in recent years as a business tourism destination, hosting important national and international conferences, being able to host events involving from 100 to 5,000 people with total security.

Hotels will be on hand to negotiate special rates for event's participants, as well as to make pre-reservations. Restaurants will be at our disposal to work out special menus.

Therefore, we request that as soon as UNESCO let you know about the selection results, let us know so that we can communicate to our associates.

Sincerely,



Salvador Gonçalves Lopes
Union of Hotels, Restaurants, Bars and similars in Santos and metro area

AV CONSELHEIRO NÉBIAS, 261 - VILA MATIAS - SANTOS - SP - CEP: 11015-061 - TELEFAX: (13) 3223-7272 / 3261-1401 / 3261-1173
www.sinhores.org.br - FSN: sinhores_br@hotmail.com - sinhorstahadassartista - E-mail: sinchiba@ibop.com.br



May 9th, 2018

The Honorable Ms. Jyoti Hosagrahar
Director Division of Creativity
UNESCO
UNESCO Headquarters, Paris, France

On behalf of Costa Mata Atlântica & Visitors Bureau we would like to express our pleasure to support the Santos' bid to be Host City of UNESCO Creative Cities Network Annual Meeting in 2020.

The Convention Bureau is a non-profit institute that gathers the main entrepreneurs, businesses, suppliers and services related to events, transportation, lodging and food in Santos metro area. Thus, we express our institutional support to the conference to be held in Santos in 2020.

Certainly the Rain Forest in the Atlantic Ocean Coast will surprise the event's participants, with its great infrastructure, services, natural scenarios, history and architecture, gastronomy, culture, leisure and much more.

We will pleased to work effectively on the promotion, articulation and also to provide all the necessary institutional support to the success of this meeting. It will be a great pleasure to assist in the realization of the 2020 UNESCO Creative Cities Network Annual Meeting in Santos, also, making our logo available for promotional materials, as a seal of a worldwide recognized entity that works for Rain Forest development.


Leonardo Carvalho
CEO
CMA&CVB



Annex 8

Support Letter from Local Authorities
President of Santos City Council – Mr. Adilson dos Santos Júnior



CÂMARA MUNICIPAL DE SANTOS

Of. 116/2018 - GP.

The Honorable Mayor Paulo Alexandre Barbosa
Mayor of Santos

May 14th, 2018

Dear Mr. Barbosa,

It was a great great pleasure to learn that Santos will bid to be host city to the 2020 Annual Meeting of UNESCO Creative Cities Network of, what I am pleased to support.

The work that I have been leading in the Santos Municipal Council aims to foster economic development and reduce inequalities in our city and I believe that education, culture and creativity are genuine factors of sustainable development, as well as one of the UNESCO's program main premises.

In addition to the rich cultural environment, the security we enjoy, the joy and lightness of our people, we have here creative entrepreneurs, countless cultural festivals, a rich historical heritage, culture o four traditional communities, thus transforming Santos into the world capital of creativity in 2020 will crown this set of actions.

I therefore confirm my support for this amazing project, making the City Council's facilities available for carrying out activities in 2020.

Sincerely,


Adilson dos Santos Júnior
Vereador Presidente da Câmara Municipal de Santos

Annex 9

Support Letter from Local Authorities Technology Park Foundation (comprising 9 universities)



FUNDAÇÃO PARQUE TECNOLÓGICO DE SANTOS

OFI – DP 39/2018 – PMS

Santos, 09 de maio de 2018

Subject: Support for the candidacy of the Municipality of Santos to host the UNESCO Creative Cities Meeting in 2020

Your Excellency Mayor

Technological Park of Santos Foundation - FPTS, is a non-profit public institution, and its main objectives are to manage Santos Technology Park and to promote entrepreneurship, technology and innovation with social inclusion.

In view of the above mentioned objectives, we hereby express our full support to Municipality of Santos to host UNESCO Creative Cities Meeting in 2020, since our city meets all the conditions for this event.

We would like to emphasize that FPTS is an organization strongly linked to innovation promotion and its administrative constitution has Technical Council composed of nine universities (Universidade Santa Cecília – UNISANTA; Universidade Paulista – UNIP; Universidade Católica de Santos – UNISANTOS; Centro Universitário Monte Serrat – UNIMONTE; Faculdade de Tecnologia Rubens Lara – FATEC RL; Universidade de São Paulo – USP; Universidade Metropolitana de Santos – UNIMES; Escola Superior de Administração e Gestão – ESAGS e Centro Universitário Lusitadas – UNILUS) which directs and supports initiatives related to technology and innovation, in order to promote economic, social and cultural development of Baixada Santista. These initiatives are perfectly aligned with the events carried out by UNESCO. We also would like to offer support to the Organizing Committee of the Meeting, and we can collaborate about design of innovative and creative activities, as well as hosting the events defined by the Organizing Committee in our future headquarters of 7500 m², now under construction.

We would like to renew our high esteem votes and consideration.

Sincerely yours,

ANTONIO CARLOS SILVA GONÇALVES
CEO

Your Excellency
Paulo Alexandre Barbosa
Mayor of Santos

Annex 10

Support Letter from Local Authorities Sebrae (national agency for entrepreneurship promotion) and Sesc (brazilian entity aimed and leisure and culture promotion)



April 14th, 2018

The Honorable Mr Paulo Alexandre Barbosa
Mayor of Santos

Subject: Creative Cities 2020 Meeting - Support to Santos' bid

Dear Mr. Barbosa,

We would like to let you know that we fully support the Santos' bid to host the 2020 UNESCO Creative Cities Meeting in Santos.


The tropical climate in Brazilian seaside cities, the urban security in Santos, the quality of life, Santos featuring one of the best HDI (Human Development Index) rates in Brazil, as well as the cultural and creative economy environment in Santos are reasons to ground our support and long term partnership.

In addition, Santos is a famous business travel destination. The city hosted important conferences and events in last years such as the World Surf Cities, 2 squads during 2014 FIFA World Cup and 13 squads during the 2016 Summer Olympics.

Our office have been developing programs to enhance entrepreneurship focused on cultural expressions preservation on indigenous communities, which we will be proud to introduce and share with you during the 2020 meeting

Thus, being Santos approved to host the meeting, SEBRAE-SP (national service for entrepreneurship promotion) through its Santos's office, as well as through its Reference Center in Entrepreneurship, Technology and Creative Economy will be your partner and part of this great event.

Sincerely yours,


Marco Aurelio Roada
SEBRAE-SP - Santos Office



Sesc - Serviço Social do Comércio
Administração Regional no Estado de São Paulo

Ofício Sesc Santos nº 73/2018

May 8th, 2018.

Dear Mayor:

We hereby express our support to the Santos bid to host the 2020 Annual Meeting of UNESCO Creative Cities.

Santos has great tourist infrastructure considering hotels, transportation, security and health.

In this regard, we confirm the participation of SESC in the organizing committee, making our spaces available to host part of program and declare support to the candidacy of Santos.

We are at your disposal for further clarification.

Sincerely yours,


Luiz Hmesin Figueiredo
Manager
Sesc Santos

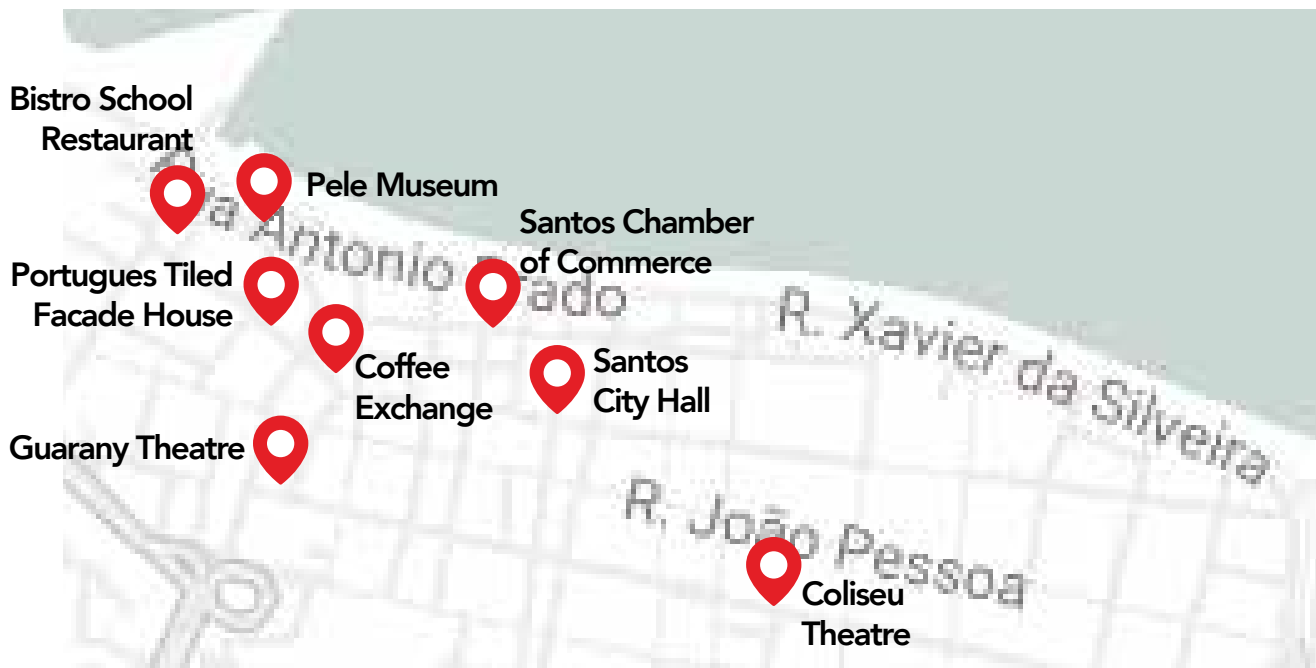
The Honorable Mayor
Paulo Alexandre Barbosa
Santos City Hall
Praça Mauá, s/n,
Centro, Santos, SP, Brazil

Sesc Santos - Rua Conselheiro Ribas, 118 - CEP 13045-000

Tel. + 55 13 3219-9020 - Fax + 55 13 3227-6232 - Santos/SP - email@santos.sesc.org.br - sescsp.org.br

Annex 11

Maps of Proposed Event Venues



Annex 12

Photo Gallery



Subtitle: 1) Coliseu Theatre; 2) Largest beach garden in the world; 3) Coffee Exchange; 4) 2nd largest new year fireworks in Brazil; 5) Santos by night; 6) Santos Aquarium: most visited tourist attraction in Sao Paulo State.

Annex 13

Film in Santos



- Largest cinema-going audience in Brazil;
- 22 comercial and 3 municipally run movie theatres;
- 1 movie theatre on the beach (Art Film Program);
- 1st Brazilian Cine Club in 50's;
- 9 film festivals, standing out Curta Santos Short Film Festival, Santos Film Festival and Cineme-se;
- 2 international art festivals involving film, Valongo International Image Festival and Mirada Ibero American Theatre Festival;
- Movements in civil Society focused on 2030 Goals, like Girls Show (Mostra das Mina) aimed at Goal 5 to empower women on film and Society;
- 10 film independent collectives producing films;
- 2 college courses on film;
- 1 post graduate on film;
- Research Center on Film at Unimonte São Judas University;
- Starlight Animation Studio of "Chico and Rita", nominated for the 2017 Emmy is installed in Santos, working on animations worldwide;
- Quero Institute, providing capacity building on film techniques for vulnerable young people, preparing them to the labor Market;
- 330 companies on productive chain of film industries;
- 1,350 employees under formal economy in film industry productive chain;
- Santos Film Commission with at least 75 locations for films, realizing more than 60 film Productions each year among long and short films, soap operas, commercials and other.

Annex 14

History of UCCN Annual Meetings

YEAR	MEETING	CITY, COUNTRY	REGION	FIELD
2008	I	Unesco Hd – Paris, France	Europe & N. America	-x-
2008	II	Santa Fe, US	Europe & N. America	Crafts & Folf Art
2009	III	Lyon, France	Europe & N. America	Media Arts
2010	IV	Shenzen, China	Asia & the Pacific	Design
2011	V	Seoul, South Korea	Asia & the Pacific	Design
2012	VI	Montreal, Canada	Europe & N. America	Design
2013	VII	Bologna, Italy	Europe & N. America	Music
2014	VIII	Chengdu, China	Asia & the Pacific	Gastronomy
2015	IX	Kanazawa, Japan	Asia & the Pacific	Crafts & Folk Art
2016	X	Ostersund, Sweden	Europe & N. America	Gastronomy
2017	XI	Enghien-les Bains, France	Europe & N. America	Media Arts
2018	XII	Katowice & Krakow, Poland	Europe & N. America	Music & Literature
2019	XIII	Fabriano, Italy	Europe & N. America	Crafts & Folk Art
2020	XIV	Santos, Brazil	Latin America & the Caribbean	Film

FIRST TIME

In Latin
America &
the Caribbean
Region

In Film City

In Brazil



Annex 15

Credits

Mayor

Paulo Alexandre Barbosa

Government Secretary

Rogério Pereira dos Santos

Culture Secretary

Rafael Leal

Communication Secretary

Luiz Dias Guimarães

UNESCO Focal Point in Santos

Niedja de Andrade e Silva Forte dos Santos

Santos Host City Application Committee

Aline Cristina de Burgos Ubida Malavasi

Ana Amélia Moura

Carla Mariani Pinto

Caroline Mazzoco Tavares dos Santos

Daniela Colin Lima

Eduardo Fernandes Rodrigues

Flavia Neves Dantas

Gabriel Silvio dos Santos Silva

Hector Martins Fernandes Pereira de Melo

Juliana Menezes Cavalcanti

Kuka Herrador

Maria Francisca de Oliveira Romão

Marisol Izabela Ramos

Marjorie de Carvalho Fontenelle de Medeiros

Niedja de Andrade e Silva Forte dos Santos

Paula Franchi Quagliato Tringali

Rafael dos Santos Oliva

Rafael Lima

Raquel Pellegrini

Renata Costa Bravo Oliveira

Selley Storino

Sylvio Alarcon Estrada Junior

Wania Mendes Seixas