



Criativos 2020: João Pessoa's Creative Economy Award

João Pessoa, a UNESCO Creative City of Crafts and Folk Art in Brazil, organized the first Creative Economy Award to recognize the best ideas and innovative products and services, created during the COVID-19 confinement period.

Titled 'Criativos 2020', the project aims to highlight the important role that the creative sector plays in supporting the national and global economy mainly through generating income and wealth, providing employment opportunities, and enhancing social and environmental commitments. Under the global theme 'Solidarity in times of isolation', the award recognized local talents who were able, in times of isolation and introspection, to think about the common good and create innovative and human centered solutions for addressing everyday problems.

Reflecting on the great diversity of creative sectors present in the city, the award covered the 7 creative fields covered by the UNESCO Creative Cities Network, namely Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music. Therefore, the award targeted a large audience, including over 10,000 formal creative workers from the region, informal workers, associations, NGOs, cooperatives, micro and small companies, amongst others, located in the metropolitan region of João Pessoa.

Following the selection of the submitted proposals based on various criteria including creativity and innovation, values of solidarity and belonging, as well as, economic relevance, a virtual exhibition is foreseen in October to submit the shortlisted creations for a public vote. Successful applicants will be granted a Certificate of Recognition for their creative merit.

While stimulating creativity and innovation in coping with the crisis, João Pessoa seeks to foster exchanges of good practices and learnings to devise solutions to global issues. The city has also encouraged other member cities of the Network to implement similar initiatives.

KEY WORDS:

- Access to and participation in culture
- Solidarity and mutual aid