



UCCN MEMBERSHIP MONITORING REPORT 2018



1. EXECUTIVE SUMMARY

Curitiba is known as a city that developed solutions that have been exported worldwide. The Bus Rapid Transit System, created in the city in 1973, is just one of the initiatives that made Curitiba a reference in urban planning and urban design. Now, since joining the UCCN in 2014, Curitiba has implemented projects and activities that positioned the city once again in the global map of innovative design. The city has hosted significant events, generating knowledge, value and relevant information for the local and international creative communities. Events like 'Design and the New Cities', in 2016, 'Design for a Better World', and the 'Smart City Expo Curitiba,' have gathered design experts from several UCCN Cities of Design, such as Helsinki, Puebla, Buenos Aires, and Brasilia. As the first city in Brazil to officially host a 2030 HUB for Sustainable Development Goals' implementation, Curitiba is further exploring possibilities for linking design activities with the SDGs. Major projects also have been developed, as a result of the strengthening of the network over the past years. In 2017, the city started the 'Pinhão Valley Project,' an initiative that fostered the local market through the requalification of urban spaces. The project rapidly developed, and new initiatives have started, created by groups and collectives that concentrated around the project.

In October 2018, the Mayor of Curitiba has officially created the UCCN City of Design Management Committee, that marked a major shift in the management of the activities related to the UCCN in Curitiba. The committee is constituted of members of design schools of four major universities in Curitiba, as well as of representatives local design associations and the public sector. Decision-making has shifted from the public sector to the design community as a whole. This structural change in the control of the activities at the local level has already delivered results, and a strategic plan for the activities of the committee and the interaction with the city and the network has already been laid for the coming years.

2. GENERAL INFORMATION

2.1. Name of the city: Curitiba

2.2. Country: Brazil

2.3. Creative field of designation: Design

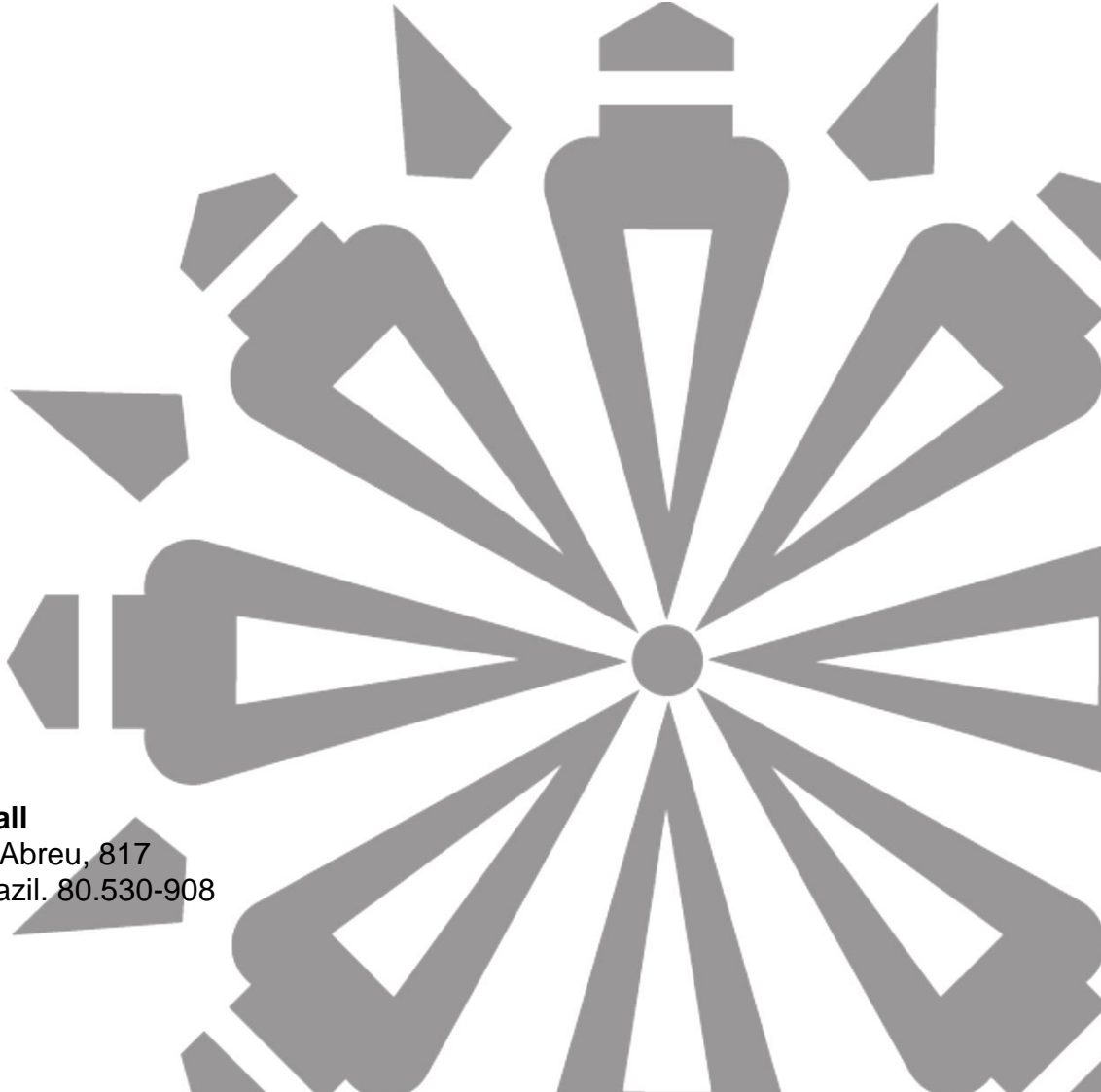
2.4. Date of designation: December of 2014

2.5. Date of submission of the current report: 30/11/2018

2.6. Entity responsible for the report: Curitiba City Hall

2.7. Previous reports submitted and dates: A large report has been submitted in August 2018.

2.8. Focal point of contact: Rodolpho Zannin Feijó,
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3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

3.1. Number of UCCN annual meetings attended in the last four years:

The city has justified its absence in UCCN meetings due to financial constraints. The presence of a delegate from Curitiba has been confirmed for the 2019 meeting in Fabriano.

3.2 Hosting of a UCCN annual meeting and dates:

Curitiba has not yet hosted a UCCN annual meeting. This idea is part of the action plan to be developed by the Management Committee of the Seal Curitiba City of Design, which was implemented in October 2018.

3.3 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives.

The city had bilateral talks with Brasilia, City of Design, aiming cooperation between the cities. Additionally, the city organized in 2018 a meeting with the Consulate of Argentina in Curitiba to develop cooperation with Buenos Aires, also a City of Design. The topic was later discussed in a high-level meeting at the Embassy of Argentina.

Further meetings have been coordinated with City of Mexico and Puebla, UCCN Cities of Design.

The city also had bilateral talks with Santos, Creative City of Cinema. Following Mayor's instructions, Curitiba is now preparing to host a Cinema exhibition with curatorship from Santos. The exhibition is due to happen in the first semester of 2019 at the 'Cine Passeio.'

3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

In November of 2014 and 2015, respectively, the city realized the 1st and 2nd International Forum Design Friendly Cities. The events gathered design experts and associations from different countries, including a representative of the Pan-Asian Network and University of Tongji – School of Design and Innovation, from Shanghai, a UNESCO Creative City of Design. A representative of Cape Town, a UNESCO City of Design, from the Cape Peninsula University of Technology, was also one of the keynote speakers

In March 2018 the City hosted the ‘Smart City Expo Curitiba’ event, the first edition of the Smart City World Expo Congress in Brazil. One of the main topics of the event was ‘Urban Design.’ Professionals from around the world gathered in Curitiba, including representatives of Cities of Design Buenos Aires, Puebla, Brasilia, and Helsinki.

3.5 Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

The city has offered its media platforms to promote the network. The newsletters and other materials are divulged to the internal community and the organizations related to design and culture.

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

Several international meetings have taken place in Curitiba. In 2016, the city hosted the event ‘Design and the New Cities’, in partnership with the General Consulate of the United States of America in São Paulo, Brazil. In 2018, the city promoted the ‘Design for a Better World’ event, taking advantage of the momentum from the creation of the Management Committee of the Seal Curitiba City of Design. The event gathered representatives of the World Design Organization, including its president.

4.1. Establishment of the Management Committee of the Seal Curitiba City of Design

The membership for the ‘City of Design’ Seal, introduced by Curitiba in 2014, came from a popular initiative. Although its official attribution is a responsibility of the public power, the seal always had the interest of professionals in the area. The objective of civil society was to make the seal a promoter for the design sector, creating a synergy movement for the numerous actions that already occur in a dispersed way. From this need demonstrated by the design community, the public power in its attributions opened the possibility to shared the management seal's use and, for this to occur, was signed on November 6, 2018, a municipal decree inviting professional and academic entities to be part of the Management Committee.

The document was drafted considering the need to order the municipal innovation policy aiming at strengthening the design and investment in creativity as a propulsion for sustainable urban development, social inclusion and the diffusion of culture, to fulfill the mission of the city of Curitiba as a member of the UNESCO Creative Cities Network, as well as, bearing in mind the importance of design development planning in order to stimulate cooperation between

government, private initiative and other sectors of society in the process of consolidating the areas related to the creative economy.

The committee is going to be formally established at the beginning of 2019 and will have among its attributions the definitions of use and application of the City of Design Seal to make the design movement stronger and better structured in the city of Curitiba.

See attached the Municipal Decree's full translation.

4.2. Pinhão Valley

The Pinhão Valley (Vale do Pinhão) is the movement of Curitiba to promote smart cities strategies and to foster the creative market. The program was created by the Curitiba City Hall, through the Curitiba Agency of Development S/A, but it involves all the municipal secretariats and the innovation ecosystem of Curitiba as part of the city plan.

This innovation ecosystem is composed of all actors whose goal is the development of innovation, such as universities, accelerators, incubators, investment funds, research & development centers, startups, cultural and creative movements, and society. In addition to the Curitiba City Hall, other institutions also foster the ecosystem, among them the Paraná Micro and Small Business Support Service (SEBRAE-PR), the Federation of Industries of the State of Paraná (FIEP) and the Federation of Commerce of Goods, Services and Tourism of Paraná (FECOMERCIO-PR).

All the events held by Curitiba Agency of Development S/A are open and free, impacting an average of 1,200 people per month.

Curitiba has a rapidly growing startup ecosystem, founders and entrepreneurs are fortunate to have access to many resources to help their journey. The Pinhão Valley is being co-created to boost Curitiba's technological development

and connect universities, public institutions, and private initiatives to drive economic growth through the creative economy.

The Pinhão Valley is organized into six pillars aligned with the Sustainable Development Goals: 1) Education and Entrepreneurship; 2) Technology; 3) Redevelopment and Development, 4) Integration and Articulation of the Innovation Ecosystem.

Part of the Pinhão Valley's initiatives, the Conecta Engenho Event was created to incentivize the City's innovation ecosystem. It had participants from universities, startups, co-working spaces, and research institutions.

The event took place on 1th and 2th of April 2017. More than 30 speeches of 30 minutes each - named "short talks - happened on the rooftop of the Mill of Innovation, an exclusive venue destinated for events, situated in the old industrial neighborhood of Curitiba.

The talks focused on themes such as urban design, sustainability, startups, new technologies, and entrepreneurship. Besides the short speeches, some startups exhibited their products and solutions; two local artists performed during the event while a gastronomy fair happened at the parking lot. More than a thousand people visited the Conecta Engenho during the days, attending the speeches, experiencing new technologies, experiencing gastronomy, and connecting with other people.

4.3. HUB 2030

The 2030 Local HUB is a center for convergence of multisectoral actions aimed at meeting the Sustainable Development Goals, with Curitiba as its headquarters in Brazil. Its goal is to monitor and create a database of good practices to be reported to the country and the UN - and from there, developing a series of actions to promote the SDGs.

The Local HUB will promote, in a partnership between the public, private and academic sectors, the recognition of innovative projects, becoming a dynamic center of connection and alignment between the actors. Since its inauguration, the HUB has hosted several meetings with design professionals and organizations, such as 'Reurb: Urban Reaction,' a collective that aims to promote urban design as a tool for the requalification of the city and its public spaces.

The United Nations has decided to deploy local HUBs to advance the Agenda 2030 globally, based on the estimate that 65% of the SDGs targets will not be met without the active participation of state and municipal governments.

4.4. Lighthouses of Knowledge and Innovation

The Lighthouses of Knowledge project started in 1993. A mix between a library and an internet café, they were the first public spaces with free internet access in Brazil. In 2017, the City remodeled the project, creating the "Lighthouses of Knowledge and Innovation," now transformed into innovative educational spaces.

The Lighthouse of Knowledge and Innovation, besides bringing information and literature to the students, also allows them to explore new areas of knowledge, making possible for them to design prototypes using 3D printers. With the equipment, the students can create solutions for their daily problems. Curitiba is one of the first capitals in the country to take advantage of this technology.

The Lighthouses of Knowledge and Innovation Project was selected to participate in the Creative Learning Challenge 2018, promoted by the Lemann Foundation and the MIT Media Lab.

4.5. Design for a Better World

The Brazilian Design Center (Centro Brasil Design, CDB) promoted the first edition of the "Design for a Better World" event and brought together

entrepreneurs, institutions and people interested in discussing the role of design in line with the UN Sustainable Development Goals.

In the auditorium of Sebrae/PR, the audience was asked about what designers, companies, cities, and country do to seek solutions to the many challenges present in today's society. Sriniv Srinivasan, the president-elect of the World Design Organization (WDO), was the international speaker who brought to the debate some of the 17 SDGs that are affected by the design. The event brought entrepreneurs and social and sustainability cases, such as the Caravela project, from Furf Design Studio. Another example shown at the event was the startup Yvy, a brand of 100% natural cleaning products. Waldick Jatobá, an adviser to the Campana Institute, also participated in the event with the history of the institution that develops projects with communities in Brazil along with the brothers Humberto and Fernando Campana, as the Arrastão project. Carlo Pereira, executive secretary of Rede Brasil Global Network, brought to the debate Brazilian numbers that demonstrate the environmental and social impacts and how the UN acts to combat the challenges that reality presents. At the time, a letter of commitment from CBD was signed for them to become a global partner for the promotion of the SDGs.

4.6. Curitiba Comic Book International Biennial

Considered the biggest comic book exhibition of the south of the country, Curitiba's Comic Book International Biennial happened in September of 2019. The event gathered more than 30 thousand people and 300 exhibitors showcasing their works, during four days.

The Biennial also counted with workshops, debates, musical shows, and autographs sessions. One of the event's highlights was Juliao Enrico's talk, creator of the animation "O irmão do Jorel."

4.7. International Tango Congress

For the past two years, Curitiba received a Tango Congress. Organized by the Consulate of Argentina in Curitiba, the schedule included workshops with renowned dancers and free lessons for the community. The idea is to promote the tango culture in the city, making Curitiba another great center of promotion and diffusion of music and dance in Brazil. Each event received more than 2 thousand people, who watched the presentations or participated in the lessons.

4.8 Boqueirão Fashion Day

The Boqueirão Citizenship Street hosted two editions of the "Boqueirão Fashion Day," an event directed to the local textile and fashion designers - an idea to promote the textile industry and local entrepreneurs. The community had the opportunity to see the collections created by 30 different designers.

4.9. Prize for innovative ideas for people with disabilities

Curitiba awarded 53 initiatives with the Viva Inclusão Prize, focused on good practices for rights equality to people with disabilities. The City researched practices and experiences in the areas of health, culture, work, sports, and others.

Among the projects were a fashion collection designed together with disabled people, a color code system for blind people, and project of ergo design applied to technology.

4.10 Italia Design Day

Curitiba was one of the 100 cities in the world to take part in the Italian Design Day (IDD), held on March 7th, 2017, and March 2018. The choice for Curitiba is due to its strong work in the design field. The City also participated at the Worldwide Italian Language Week, was the headquarters of Brazilian Design Biennial in 2010, is a UNESCO Creative City and recently was a finalist at the World Capital Design. In Curitiba, the event is promoted by the Italian Foreign

Affairs Ministry (MAECI), the Italian Economic Development Ministry (MISE), the Italian Ministry for Assets and Cultural Activities (MiBACT) and the RAI TV, with the local support of the Italian General Consulate in Curitiba, the Curitiba City Hall and the Centro Brasil Design and Prodesign/PR. This meeting celebrated the innovations on the Italian design and its influence on other countries with special guests and an open program of speeches and workshops targeted to entrepreneurs and people interested in public policy and smart cities.

In September 2016, the city promoted the Furniture Congress, oriented to investors, businesspeople, and entrepreneurs of the furniture sector. The congress was sponsored by FIEP – Paraná State Industry Federation – and showed the main innovations and new trends in the area. It also works as a site to discuss the tendencies and transformations of the design of the national furniture market.

4.11. Smart City Expo Curitiba

From February 28 to March 2, the City of Curitiba hosted the Smart City Expo Curitiba event. This was the first edition in Brazil of the biggest Smart Cities event of the world, Smart City Expo World Congress, that happens annually in Barcelona. One of the main topics of discussion was Urban Design.

Discussions on urban innovation and solutions for the future of cities around the world dominated the panels, lectures, and stands, which received more than 8 thousand participants between Wednesday (28) and Thursday (1st), at the Renault Barigui Expo. The number surpassed the expectations, which had about 5 thousand people.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

5.1. World Design Organisation Mayor's Meeting

The Mayor of Curitiba, Rafael Greca, participated in the World Design Organisation (WDO) mayors' meeting in the City of Mexico. He presented the Pinhão Valley, Lighthouse of Knowledge and Innovation and the BRT System to the participants.

At this opportunity, a meeting between Curitiba and City of Mexico, also a City of Design, happened to develop a strategy for mutual benefit between the cities.

5.2. MICBR

Curitiba presented, in November 2018, its experience with urban design at the Brazilian Creative Industries Market (Mercado das Indústrias Criativas do Brasil, MicBR). The event was promoted by the Ministry of Culture and the Brazilian Agency for Promotion of Exports and Investments (Apex-Brasil) and gathered thousands of Brazilian entrepreneurs and representatives from seven South American countries in activities of capacitation, business rounds, and artistic-commercial presentations.

5.4. Creative Cities Meeting in João Pessoa

The Pinhão Valley Project was one of the highlights at the I Brazilian Creative Cities Meeting, which happened in João Pessoa, Paraíba. The event brought together the seven cities in the country that are part of the network.



5.5 10th Friendly Cultures Fair

Invited by the Brazilian Embassy in Mexico, Curitiba represented Brazil with an exhibition about good practices and urban design at the 10th edition of the Friendly Cultures Fair, hosted by Mexico City in April 2018.

At the stand, people could watch a talk about the history of urban planning in the city, which was organized by the Institute of Research and Urban Planning of Curitiba (IPPUC).

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

The use of the UCCN Seal and the action plan for the next four years is going to be responsibility of the Management Committee members established by the City Hall at the beginning of 2019. Even so, many projects related to Design and Creativity have already been proposed and are in the final adjustments' process.

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

6.1.1. Curitiba Creative Mill Project

A management contract made between ICAC - Instituto Curitiba de Arte e Cultura and FCC - Fundação Cultural de Curitiba, create a new area named as Creative Economy, to be part of the Artistic and Cultural Languages, such as Visual Arts, Cinema, Dance, Literature, Music, Cultural Heritage, Theatre and Circus.

The work plan for this new area is based on the following demands:

- a. Offer conceptual subsidies, propose actions through the area's references to the FCC's cultural spaces, as well as issue opinions on contracts and cultural proposals submitted by the institution, demanded by the FCC Action Plan or institutional partnerships.*
- b. Implement a schedule of support for independent or sponsored initiatives when aligned with the strategic plan for the Creative Economy.*
- c. Collaborate in the production and organization of events related to the Creative Economy in the scope of Gastronomy, Design, Fashion and Integrated Arts.*

- d. *To promote the exchange of artists with other cultural institutions, bringing and taking to presentations, courses and / or lectures, at national and international level, when attending to the artistic interests of the institution, even using video conferencing and distance learning mechanisms.*

The Creative Economy folder has also gained a place to host the development of the work. The space is located at Cine Passeio, a new cultural complex installation of Curitiba's prefecture in the city's old Quarter, which now has 3 movie theaters rooms, a terrace for events, a training room, a coffee shop, and even the first public coworking in Brazil: Worktiba, that has already another location in the city, but which at the Cine Passeio will have 40% of the vacancies destined to projects in the areas of Audiovisual, Urban Arts, Food Culture, Cultural Production, Design, Architecture, Fashion and Advertising. The official opening of the space to the public will be in mid-March 2019.

Worktiba is a project of the Curitiba Innovation Agency and counts on the contribution of FCC and the Coordination of Creative Economy to accompany the project of Cine Passeio, entitled Cultural Worktiba. The coordination of Creative Economy will accompany the development of all coworkers, as well as the creation and execution of a joint project among space goers, which will be aimed on creating an intervention that will generate improvements to the space, the surrounding community and the creative workers.

In the year 2017 was issued an Edital of Incentive to Culture, with the municipal fund to encourage culture, offered by the city hall. The edital was called "Shared Authorship and Temporary Bases", and contemplated 13 projects in the most diverse areas of the Creative Economy for temporary occupations in public or private equipment. The calendar of supported events is still underway.

For the beginning of 2019, the launch of a second edital aimed at promoting activities occupying the spaces of Cine Passeio and private spaces with a research program, shared knowledge and diffusion of projects in the following areas of the Creative Economy: Design, Fashion, Gastronomy and Integrated Arts. In return, a catalog containing information about each intervention / course / event will be released.

6.1.2. Face of the City Project

Recovering the city center as an area for housing, tourism, and leisure, and strengthening commerce and services, is one of the goals of the Face of the City, a Curitiba City Hall project. Conceived by the mayor Rafael Greca and developed by the Institute of Research and Urban Planning of Curitiba (Ippuc), the project seeks the recovery of real estate in an area of 2 km² where it is intended to add value and preserve the built heritage. The project involves a series of interventions ranging from property prospecting and the study of incentives for its recovery and use for the benefit of the city. In the urban space defined for the execution, the Face of the City provides four stages with the restoration of an approximate area of 230 thousand square meters. The estimated investment is of R\$ 4.8 million in the recovery that involves the cost of the material, execution of the painting and repairs in the buildings.

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented.

6.2.1. Smart City Expo Curitiba

The event mentioned on item 4.11 will be hosted by the city in the following years.

6.2.2. Italian Design Day

The event mentioned on item 4.10 will be hosted by the city in the following years.

6.3 Estimated annual budget for implementing the proposed action plan Please present the estimated overall annual budget for implementing the proposed action plan, as well as the percentages that will be devoted to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any funding applications envisaged to national and international funding bodies, in order to complement the budget.

Estimated budget for the next four years

Description	Budget est. (USD)	National	Intl.
<i>Travel expenses</i>	<i>\$ 20,000.00</i>	<i>30%</i>	<i>70%</i>
<i>Personnel</i>	<i>\$ 20,000.00</i>	<i>100%</i>	
<i>Support for events</i>	<i>\$ 25,000.00</i>	<i>95%</i>	<i>5%</i>
<i>Venues</i>	<i>\$ 10,000.00</i>	<i>100%</i>	
<i>Infrastructure for events</i>	<i>\$ 20,000.00</i>	<i>95%</i>	<i>5%</i>
<i>Local transportation</i>	<i>\$ 5,000.00</i>	<i>100%</i>	
<i>Catering and food expenses</i>	<i>\$ 5.000,00</i>	<i>100%</i>	
<i>Accommodation</i>	<i>\$ 10.000,00</i>	<i>50%</i>	<i>50%</i>
<i>Promotional material using the City of Design Seal</i>	<i>\$ 30.000,00</i>	<i>95%</i>	<i>5%</i>

Funding will be provided by the City annual budget, organizations represented in the Management Committee and other partners.

6.4 Plan for communication and awareness Presentation of the communication and awareness plan for disseminating and promoting the objectives of the Network to a wide audience, as well as the impact of the proposed action plan.

A primary strategy for dissemination of initiatives surrounding the Creative Cities Network are the City Hall's pages on Facebook, Instagram, and Twitter.

At the same time, Curitiba also has an official news agency that shall work to promote the local design updates using the different reporting formats such as texts, video, and audio. The City Hall in-house journalists are prepared to work with the press to emphasize the importance of this theme for the economy and strengthening of local capacities.

Also, the local partners will divulge the events and other materials related to the Network's Mission within their groups via newsletters, social networks and whatsapp messenger.

Further development regarding the communication and awareness plan will be carried out by the Management Committee based on swot analysis and other methodologies that should provide a diagnosis and identify the best way to engage the target public towards the Network's objectives.