



SANTOS

UNESCO CREATIVE CITY

Film

Association Monitoring Report

Period 2015-2019

Santos Unesco Creative City - Film Association Monitoring Report *Period 2015-2019*



1. Executive Summary

Santos is a bold, dynamic and entrepreneurial city in many aspects that range from cultural expression to business generation. Having a solid history of pioneerism, Santos was built around its port – the largest in Latin America – and 2015, it was the first Brazilian city to be included in UNESCO’s selective Creative Cities Network, UCCN, under the Film category.

Santos is one of the oldest cities in Brazil and was ranked among the top ten Film proportional audiences in the country. It has served as settings for hundreds of both national and international productions, which have been drawn here because of its diversity of landscape, which brings together history, urbanity and nature, not to mention the extensive infrastructure in services it has.

Santos has always had as its routine to welcome, through its port, the first African, European, Japanese and Arabic immigrants to arrive in the country, all ethnic groups that contributed to the formation of the miscegenation of the Brazilian people. Home of the international Santos Football Club, team that revealed to the world, soccer stars such as Pelé and Neymar.

Due to its ongoing development, the city has been a reference on social inclusion actions and has gained both national and international recognition. It was featured in the 3rd Sustainable Cities Award, this year, held by the Sustainable Cities Program and Oxfam – Brazil, in association with the Brazilian Association of Cities and National Front of Mayors, having been awarded the third position in the of “Accessibility” and “Reduction of Economic Inequality” categories. The latter praised the work that was carried out by Santos local government at the nine Creative Villages in the city,

a pool of multidisciplinary venues that offer leisure and other cultural activities and professional qualification training for the population who live in areas considered as socially vulnerable, by using the creative economy concept as an element for change.

Santos, which is only 43 miles far from São Paulo, the largest Brazilian economic metropolis, will host the annual UNESCO Meeting on Creative Cities, which will be held for the first time in the region of Latin America and the Caribbean, in order to debate on this progress and to promote the exchange of experiences to innovate, moving even further in the formulation of public policies and partnerships – as well as business generation. The event will take place from July 13-17, 2020, and will discuss the theme ‘Creativity, the Road to Equality’.

Creativity can be expressed in the local daily life not only in film, but also in the most diverse branches of creative economy, encouraged by the public power. Actions that include the revitalization of the Historical City Center as a reference neighborhood for innovative and creative activities, fostered by tax reduction for entrepreneurs in the segment, generating income and stimulating social transformation through productive activities.

Projects in the central neighborhood also include gastronomic and pop culture festivals, such as the Geek Festival, Santos Café and the Immigration Festival, as well as the installation of a technology hub by the means of the construction of a building that will house Santos Technological Park, a place for the incubation of startups and for discussion of digital innovations that facilitate everyday life.



2. General Information

- 2.1 - City Name Santos
- 2.2 - Country: Brazil
- 2.3 - Field of Creation: Film
- 2.4 - Current report submission date: 2015
- 2.5 - Data de envio do relatório atual: December 2019
- 2.6 - Reporting Body: Economic Innovation Office - Santos Local Government Secretary - SEGOV
- 2.7 - Previous Submitted Reports and Dates
Not applicable
- 2.8 - Focal Points of Contact:
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3. Contribution to Global Program Management

3.1 - Number of UCCN Annual Conferences attended in the last four years: 04

The city of Santos has been represented at all Annual Network Conferences since 2015, when it was included.

2016 - Östersund (Sweden) -

Focal point Niedja Santos.

2017 - Enghien-les-Bains (France) -

Ponto focal Niedja Santos and Mayor Paulo Alexandre Barbosa.

2018 - Krakow and Katowice (Poland) -

Focal Point Niedja Santos and Mayor Paulo Alexandre Barbosa.

2019 - Fabriano (Italy) -

Focal Point Rogério Santos and Mayor Paulo Alexandre Barbosa.

3.2 - Hosting a Past or Future UCCN Annual Conference

Santos will host the Network's Annual Conference in 2020

3.3 - To serve as Cluster Coordinator or Vice Coordinator and Period

The focal point Niedja Santos was deputy coordinator of the cinema cluster from April 2018 to March 2019. Santos also participated in other international meetings of UCCN:

- Summit Creative Cities in Beijing 2016
- Beijing Design Week 2017
- Creative Cities 2030
(Linked to Beijing Design Week)
- Qingdao Film Cities Meeting 2017
- 2018 World Urban Forum - UNESCO Training Event
- Unesco World Cities Day 2019 - Paris 2019

3.4 - Participation in the evaluation of applications from other cities

Santos evaluated the application of 8 cities in 2018 and 2 cities in 2019.

4. Key initiatives implemented at local level to reach UCCN Goals



4.1 Creative Villages

Cultural centers in vulnerable areas, with access to culture and professional qualifications in creative economic (design, fashion, handicrafts, music, film, literature). Partnership between the Municipality of Santos, and State and Federal governments and NGOs

Opened by the City Hall in 2017, 2018 and 2019, respectively, Vila Progresso, Vila Nova and Penha Creative Villages are equipped with multipurpose classrooms, recreation areas, industrial kitchen, sports court and movie theaters (one per village), with a capacity of 70 seats each, being an important, if not the only, access for the poor population to the movie exhibition. On weekends, there are free movie sessions, for all age groups, providing leisure and knowledge.

Also, at the Creative Villages we offer regular classes of dance, music, drama and handicraft, in addition to specific training in order to create job opportunities and increase income in the gastronomy area, through

a partnership with the State Government and Sebrae.

Video: <https://youtu.be/G7EWIhtyAgM>

960 places have been offered in more than 20 courses since 2017.

It contributes to the following Sustainable Development Goals:





4.2 Santos Film Commission SFC

The Agency of Development, created by Santos Local Government in 2005, awakened the city to its vocation as a film set. But it was only in 2007 that Santos was nationally recognized for its beautiful scenery. Among other productions, Santos was the setting for TV miniseries such as JK and Um Só Coração, the soap operas Terra Nostra, Sassaricando and Ciranda de Pedra, and the movie features Querô, Cidade de Plástico City and Reflexões de Liquidificador. One of the most attractive factors for these productions was the revitalization of the Historical City Center, influenced by the Tax Incentive Act, which brought to light buildings with more than a century of existence.

We are currently working on new legislation to facilitate and speed up filming permits, by writing a complete guide for executive production, also updating rental costs of locations, and registering suppliers and services to encourage and support new productions. The returns to the city are numerous. They range from publicizing the city in productions that are aired not only nationally but internationally, to providing positive impact on the local economy.

522 film productions were made between 2008 and 2019, which generated an estimate revenue of R\$ 7 million in services in the city, including hotels, restaurants, equipment and vehicle rental and other sectors.

4.3 Querô Institute - assignment of public venue

In July 2018, an area equipped with a movie theater was donated by Santos Municipality to the Querô Institute. The Institute is part of the Creative Village of Vila Nova, a recent public facility, located in a region of great social vulnerability.

Querô Institute is a Civil Society Organization of Public Interest (OSCIP, in Portuguese) founded in 2004, which uses audiovisual elements as a tool to encourage talents, promote cultural inclusion, share values, develop entrepreneurship and give a voice to

the young population who live under high social risk.

With their workshops, they promote cultural inclusion, by offering classes on citizenship, humanism and developing entrepreneurship. That enables young people to have more self-awareness and to be participative. The program has already received 50 national and international awards, rewarding not only the institution but also the productions made during the workshops.

The Institute, which also has a partnership with the private sector and other municipalities around the Metropolitan Region of Baixada Santista (which include Santos, São Vicente, Praia Grande, Cubatão, Bertioga, Guarujá, Mongaguá, Itanhaém and Peruíbe), and manages the following projects:

Querô Workshops - Workshops on audiovisual production, entrepreneurship and citizenship. 40 students are selected every year for the full two-year educational program. After the two-year training, these young students move to “Produtora Escola”,

the institution continuous education project, in which they are invited to work as audiovisual professionals, seeking insertion in the job market. The process is carried out by Querô Films producer and other partners of the Institute.

Querô at School - Young people who took the program bring the audiovisual segment to public schools.

Querô Community - This Institution works with the low-income communities residents.

It contributes to the following Sustainable Development Goals:



4.4 Arte no Dique Institute renovation of support

A Program focused on the cultural and social inclusion of populations in vulnerable areas through culture, especially music, with the promotion of international exchanges. It is a partnership between the NGO, the private sector, the federal government and the City of Santos.

Arte no Dique aims at stimulating culture through different artistic languages, emphasizing the sense of community and provoking the creative expression of children and young people. All factors mentioned above are just a few of the objectives of the renovation of the Development Agreement between Santos City Hall and the Arte no Dique Institute, which was signed in November 2019.

This partnership establishes the support from the Local Department of Culture (Secult) for the increase on the number of children and young people to be attended in cultural courses and workshops, in addition to the maintenance of the Plínio Marcos Popular School of Art and Culture, which operates at the entity's headquarters.



The audiovisual workshops (internet, film, games and photography), capoeira, choir singing, customization, sustainability, dance, IT, percussion, drama and guitar workshops will serve about 300 people, 100 more than in the previous period.

The Plínio Marcos Popular School of Art and Culture will also increase service to residents of Vila Gilda and surroundings, by offering workshops on entrepreneurship, gastronomy, painting, crochet and sustainable arts, as well as developing citizenship and culture actions in a partnership with the Federal University of Rio de Janeiro. São Paulo (UNIFESP) and Psychosocial Support Center (Naps), a social welfare service.

THE INSTITUTE

The Arte no Dique develops socio-cultural work with the population of Dique da Vila Gilda, located in the Northwest Zone of Santos, with around 26 thousand inhabitants. The entity proposes to carry out actions, workshops and vocational courses, driven by principles

of social inclusion, research and appreciation of local culture.

The project has already offered exchange opportunities for young Santistas in Italy, France and Spain.

<https://youtu.be/GmAx4W25DeQ>

In 2019, the Institute served 1,425 people, in courses from the audiovisual segment alone. There were 38,995 people from all areas.

It contributes to reach the following Sustainable Development Goals:



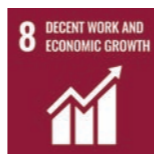
4.5 1st Contest of Support to short film projects

Aiming to increase the number of audiovisual productions in Santos and boost the local economy, the City Government launched the 1st Contest to Support Cultural Projects and Short length movies, in November 2019. In 2020, the local government will offer R\$ 300,000 to be shared among five projects, previously selected in the contest (R\$ 60,000 each).

Productions should last no longer than 25 minutes and be works of fiction. Participants must be Santos

residents, or if companies, have their headquarters or non-profit entities located in the city. As a way of stimulating local economy, 70% of all production contracts should be made with companies from Santos.

It contributes to reach the following Sustainable Development Goals:



4.6 It's Short Day today!

Aiming at the formation of the public and the access to the cinematic art, Santos City Hall has six public movie theaters, four of them in socially vulnerable regions, reaching an annual average of 20,000 people. The program includes national, international and mainly regional films from various genres. Among the initiatives is the Today is Short Day project. Launched in June 2019, the project aims to stimulate the region's film production and expand democratic access to cinema.

Every last Sunday of each month, initially at Cine Arte Posto 4 (28-year-old public room), 3 free sessions are held with short films produced in the region and award-winning productions at international festivals.

Next year the project should be extended to the other 5 public rooms in the city.

It contributes to reach the following Sustainable Development Goals:



4.7 Economic Innovation

Observatory - version 2019

A research initiative covering 25 indicators based on the UNESCO 2005

Convention for the Protection and Promotion of Diversity of Cultural

Expressions. It aims to measure levels of creative economy environment in the

city. A partnership between Santos Local Government and ESAMC University.

With the purpose of generating indexes regarding the growth of the creative economy sector in Santos, the Local Bureau of Economic Innovation and ESAMC – Santos University, signed a memorandum of understanding, in September 2019, for the creation of the Creative Economy Observatory.

This one-year-long initiative brings the Municipality and ESAMC together through its Economics undergraduate program, focusing on analyzing the impact that creative

businesses have on the city GDP. The aim is to generate a database to guide the formulation of public policies for the sector, contributing to the creation and improvement of companies and entrepreneurs that operate in this segment.

According to the latest Creative Industry Mapping in Brazil, published last February by Firjan Senai, referring to the year 2019, creative GDP represented 2.61% of all wealth generated in Brazil, a total of R\$ 171.5 billion, with 837.2 thousand professionals formally employed.



4.8 New Old City Center and Creative Hubs

In order to preserve the Historical City Center, and by bringing development to vulnerable areas through the creative economy, the NEW OLD CITY CENTER Program entails the City Urban Development Plan, the Land Use and Occupation Law and Santos Cultural Heritage Defense Council, which listed more than 1,300 assets for protection, as well as the renewal of the Alegra Centro Law, which provides tax incentives for the restoration of old properties. It is a partnership between the Municipality and civil society.

The Supplementary Law (Santos Criativa), which benefits the Historical City Center, provides up to R\$ 6.6 million in tax exemptions, that covers 284 kinds of activities and enables subscription of up to 457 companies in the city. Those who subscribe to the Santos Criativa Fiscal Incentive Program must register at Santos Public Employment and Labor Center, a municipal public agency, at least 50% of the job openings, in case of new hires or replacements.

- disclose cultural, sporting and leisure attractions of the City at the Tourist Information Offices;
- prove participation of employees in professional improvement courses related to the production chain;
- join campaigns for tourism, creative economy and others of public interest, organized and / or nominated by the municipality.

Applicants must comply to at least two of the following considerations:

- Provide informational materials and advertising with messages and / or content of public interest, in an easily accessible and visible place;

It helps reaching the following Sustainable Development Goals:



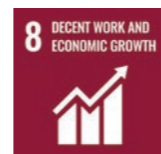
4.9 Supporting film festivals

Increased transfer and both logistical and institutional support to festivals such as Curta Santos and Santos Film Fest

The City Government supports two important film festivals in the city. Curta Santos has been rocking Santos cultural environment since 2002, when it was focused only on short film productions. Over the years, the event has grown and broadened its horizons, and now welcomes feature films and music video clips, promoting workshops for film buffs.

best professionals of Brazilian audiovisual industry are also honored every year. The program is free of charge and offers debates, workshops, exhibitions and musical performances, not to mention the exhibitions of short, medium and feature films.

It helps reaching the following Sustainable Development Goals:



Santos Film Fest - the city International Film Festival - aims to promote cinema, especially Brazilian, historic rescue, formation of public and the democratization of access to culture. It has been held since 2016. The

4.10 Culture Time



Created in August 2018, the Culture Time Project is the latest plan of action in town to generate audiences. Last year alone 55 local schools were attended, with over 100 artistic activities in areas of film, music, dance, literature and drama, involving 20,000 children and 545 teachers and collaborators.

part of the partnership, the 1st Comic Book Contest was held, with 5,600 participants from local public schools, who learned how to produce content through comics.

This year the project got the support of the Maurício de Souza Foundation, that donates comic books to students and promotes activities at local schools. As

It helps reaching the following Sustainable Development Goals:



4.11 Workshop "The Audiovisual Business"

Objective Training Project "Entrepreneurship in Focus".

SEBRAE and APRO Partnership

Santos held the workshop The Audiovisual Business, that gathered top Brazilian professionals from the segment. Among these, Odete Cruz (Executive Manager at the Brazilian Association of Productions of Audiovisual Works - APRO, and Training Project for the Audiovisual Market Project, promoted by SEBRAE and APRO, a nationwide pioneer activity for audiovisual training program, through modules such as Business Management/Business Planning,

Screenplay, Legislation, Notices, Incentive Laws, Distribution/Commerce and Innovation/Transmedia), and Debora Ivanov (former executive director at the Audiovisual Industry Union / SP - SIAESP. and director of the Film National Agency – ANCINE. The workshop took place on June 23rd, 2017, at the Pele Museum, and it had more than 100 participants, from students to professionals.

4.12 SEBRAE Workshop

APRO - Brazilian Association for the Production of Audiovisual Works and SEBRAE promoted a workshop for the presentation of the Training Project for Entrepreneurs of the Audiovisual Sector, aimed at micro and small producers all over the country.

The lecture, given by the consultant José Carlos Aronchi, addressed the following topics: The creative

economy network brings business partners together; Entrepreneurship and innovation in the media; Business model and trends; Management and access to markets.

The workshop was held at the Pelé Museum on September 13 and 14, 2017.

4.13 Meeting of the Creative Economy Productive Chain

Held in May 2019, the objective of the meeting was to bring closer all players from the various productive chains of creative economy in a space for discussion and information exchange. Gathered by creative segment, about 120 people wrote a demand report together, and ideas to be implemented in the coming years.



4.14 Ecofactory

A public carpentry school, aimed at vulnerable groups, with projects by renowned designers, using 100% recycled wood from selective garbage collection. Partnership between the local government and São Paulo Coast ClubDesign ClubDesign.

Ecofábrica Criativa aims to use raw materials that have been selected from the correct disposal of recyclables, also to generate training and income and emphasize

environmental education by highlighting the importance of recycling, and to reduce the amount of waste dumped at the landfill. The project is possible because of the

collection of wood by the local service called Cata Treco, which collects recyclable trash and other materials that would be dumped at landfills. This raw material is transformed into new furniture and other objects designed by architects, and is submitted to the application of old and modern woodworking techniques. So far, 3 tons of wood have been recycled in one year.

The partnership with the Litoral Paulista Club Design stimulates students' contact with shop owners and architects, turning employability into something feasible. The resultant parts of this partnership are exhibited at shows in the city, mall exhibitions, creative handicraft fairs, etc.

The project impacts on at least 8 of the 17 United Nations Sustainable Development Goals by 2030. In 2017, the project won the IF Design Social Impact, an important international design award in the Social Im-

pact category.

Website: <https://ifworlddesignguide.com/social-prize/if-social-impact-prize-2017-supported-projects#/pages/page/entry/238061-ecofabrica-criativa-santos/>

Video: <https://youtu.be/NsgpWPxnIKM>

It Contributes to reach the following Sustainable Development Goals:



4.15 "Mostra das Minas" Show

Civil society movement that encourages the leading role of women in film productions through debates and events. Partnership between civil society and the public power.



The GIRLS Exhibit (Mostra das Minas) emerged from an independent initiative, with the objective of encouraging film production by women, and keeping alive the discussion about the protagonism of women within the cinematographic and audiovisual market.

In March 2016, during the I Baixada Santista Audiovisual Meeting, the Show participated with an extraordinary session, followed by a discussion at the closing of

the event. The need to expand the project was emphasized, and to turn it into an opportunity for exhibition, discussion and training for women.

In May 2016 the first monthly debate of the Mostra das MINAS took place and, as from June, registrations were opened nationwide. The cine-debates bring together short films followed by a conversation circle and aim not only to discuss the film they've just watched,

but also their relationship with the female protagonism in the film industry, on and off screen.

The project has already made joint venture activities with other festivals and collectives, such as Curta Santos, VALONGO - International Image Festival, Satorio Geral Magazine and the Audiovisual Women platform.

The Mostra films are exhibited at two public cinemas:

MISS - Santos Image and Sound Museum and Cine Arte Posto 4.

It helps reaching the following Sustainable Development Goals:



4.16 Bistro Station Restaurant-School

Public School for Gastronomy for Socially Vulnerable Young people that operates as a tourist restaurant right across from Pelé Museum. A partnership between the Municipality of Santos, the Catholic University of Santos and the Federal Government



On June 5, 2012, Santos was given the Bistro Station School-Restaurant, the first of its kind in the Baixada Santista and on São Paulo Coast. It operates on the ground floor of the historical Valongo train station (Largo Marquês de Monte Alegre, 2, Historic Center).

The School-Restaurant is the result of a partnership between the Local Government, the Ministry of Tourism (MTur) and the Catholic University of Santos, which is in charge of the management. The main objective is to educate and train young people between 18 and 29 years old who live in areas of social vulnerability, in the segment of Food & Beverage. It is open during lunchtime from Tuesdays to Saturdays, and – on special occasions – in the evenings or on Sundays.

To date, 12 groups graduated, a total number of about 200 young people. 78% of these students are currently working in this area, many having been hired even before they finished the program.

ORIGINALITY - From the seven cities that applied to the Ministry of Tourism, Santos was the only one to, actually, turn the school-restaurant - the main project in the portfolio - into reality. The Ministry destined R\$ 1M, and the Local Government invested R\$ 246K, in return. The Bistro Station is a reference for MTur, as an example of a pioneering and successful experience of a training

project in the area of food and beverage for young people as part of the process of social inclusion.

All students are registered at the Centers of Reference for Social Assistance (Cras) and linked to the Novo Rumo Qualification Program, by the local Social Assistance Department (Seas). Through the program, they receive transportation vouchers, a minimum wage allowance and life insurance.

During the seven-month training, classes are taught by professors of the Catholic University Gastronomy and Nutrition Undergraduate Program, students rotate weekly in different sectors of the restaurant, including the lounge, where they have waitering practices. The City Department of Education provides Instrumental English classes. At the end of each stage, instructors evaluate individual and collective performance. Those who achieve average achievement receive a certificate of completion issued by the university.

It contributes to reach the following Sustainable Development Goals:



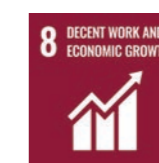
4.17 The Santos Criativa Geek Festival

The largest free pop culture event in the country, the Santos Criativa Geek Festival has had three editions, the latest in November 2019, when it gathered 75,000 people in the Historical City Center. For four days, geek/nerd universe fans enjoyed over 100 attractions including music concerts, trade shows, comic book artists exhibit, video game championships, cosplay contests, and K-Pop group performances, plus workshops and panels with national and international guests.

In addition to the Santos Criativa Geek Festival, pop culture is present in the city throughout the year in events such as Santos Comic Expo, Anime Santos

Geek Fest, Palafita Con and Nerd Cine Fest, as well as exhibitions, games and meetings at the Marcel Rodrigues Paes Municipal Comic Book Library (Posto 5 - Embaré), one of the very few public comic book libraries operating in Brazil.

It contributes to reach the following Sustainable Development Goals:



4.18 PIC Cultural Inclusion Program

Launched in October 2019, the Cultural Inclusion Program (PIC) combines inclusion in the job market with experiences related to culture, a pioneering activity in the country within the public sector. The initiative provides people with intellectual disabilities, between 18 and 40 years old, with opportunities to

work in areas of reception, production and cultural diffusion in different venues and cultural activities around town, providing social inclusion, as well as socio-cultural and socioeconomic development.

Those selected to participate in the program will

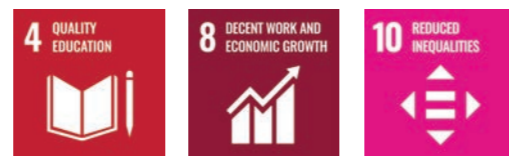
receive specific training and a monthly minimum wage allowance. A pilot of the project was held during the third edition of the Santos Creative Geek Festival, when five young people with intellectual disabilities worked on the four days of the event. We are currently waiting for the City Council approval to turn it into municipal law.

4.19 Technological Park

Merging technology, educational development and entrepreneurship is the main goal of Santos of the Future (Santos do Futuro), a program that is carried out in a partnership between the Technological Park and the Local Department of Education and the Government Secretariat. The program prepares students to encourage innovation, technology and entrepreneurial culture.

The activities take place in a modern environment, by using technology. To that end, six rooms have been renovated and house small groups for learning experiences. Students participate in supplementary activities to Elementary school, such as strategic games, robotics, programming language, financial education

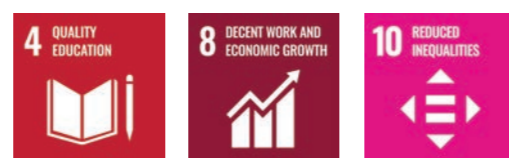
It helps reaching the following Sustainable Development Goals:



and entrepreneurship. Classes are held at the Technological Park facilities, which enables students to develop technological innovation along with public school education. Today, classes directly benefit 1,500 Elementary School students.

Expansion of the program is planned for the next 2 years, to at least 9 new hubs.

It helps reaching the following Sustainable Development Goals:



5. Key initiatives implemented through inter-cities cooperation to achieve UCCN objectives

5.1 Participation in Small Worlds Film Festival 2017 - BRADFORD CITY OF FILM Creative Cities Film Show - July 2017

Bradford Small World Festival, a traveling event by nature, was presented during the Santos Café Festival, featuring productions from 17 countries and the 8 film cities of the UNESCO Network.

There were 3 days of full house sessions at the Pelé Museum Auditorium (90 seats). Santos brought 10 films.



5.2 Santos Bandung Film Festival - SBFF

(JUL to OCT de 2017)

With film exhibits, debates between filmmakers and audiences from both cities and virtual exchanges among filmmakers. Santos participated in the Festival with nineteen productions.



5.3 Good Practices Panel on the 2030 Agenda (8-10/12, 2017)

It promoted the exchange of experiences between the cities of Denia (Spain), Duran (Ecuador), Óbidos (Portugal) and Amarante (Portugal) during the Culturally Santista Festival (Festival Culturalmente Santista) 2017, which had the 2030 Agenda as main topic.



For the first time, Santos hosted a cultural festival whose main theme was the debate on UN's 2030 Agenda. The Culturally Santista - Santos Cultural and Creative Forum, created in 2012, brought an innovation in its 6th edition. It promoted a debate on the central role of culture and creativity as driving forces for sustainable development in the city, in order to reach the 17 goals of UN's 2030 Agenda.

The 17 objectives were promoted through several different activities including handicrafts, cinema, design, gastronomy, music and literature, as well as the discussion of policies between the Departments of Culture from the cities in Baixada Santista Metropolitan Region. It also promoted the international sharing of good practices, carried out

during the Panel Discussion between five Ibero-American Creative Cities, which presented good practices related to the 2030 Agenda Objectives.

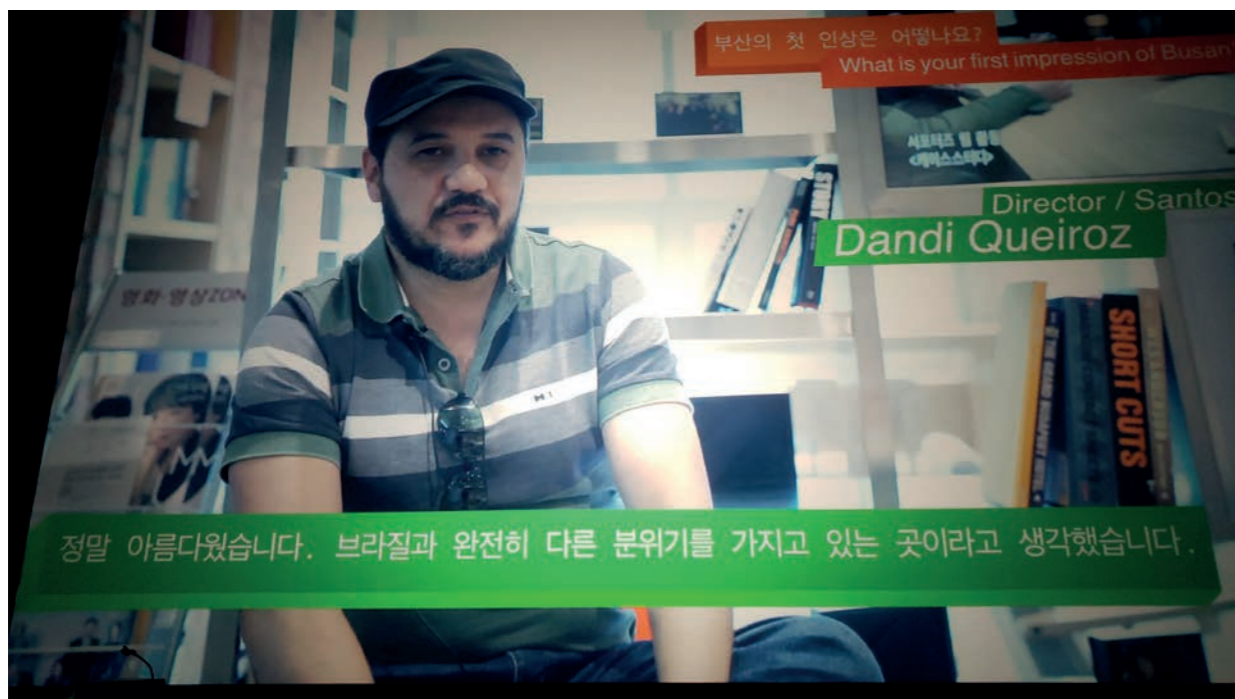
The event was free of charge and took place from December 8 to 10, on the ground floor of Patricia Galvão Cultural Center.

Given the theme of this edition and the fact that Santos has a UNESCO Creative City Film label, the Festival promoted a discussion between five creative cities - Santos, Brazil (Film), Denia, Spain (Gastronomy), Óbidos, Portugal (Literature), Duran, Ecuador (Crafts), and Amarante, Portugal (Music). These cities shared good culture and creativity practices for the development of the 2030 UN Agenda. It was carried out through live broadcast in the screening room, at the screening room at Santos Museum of Image and Sound, from each Ibero-American city.

In order to stimulate sustainability and regional artistic entrepreneurship, the CulturalMente Santista held its first cultural and creative fair. There were about 30 exhibitors, including artists, who sold books, comics, CDs, DVDs, crafts and visual arts. The event also featured food bikes and booths with creative cuisine.

5.4 Intercity Film Festival - Busan 2018 and 2019

Busan Intercity Film Festival, with a Residency program for Film Production, with Dandi Queiroz, a film director from Santos.



Film Festival with Residency Program for Film Production with Dandi Queiroz, a film director from Santos. Santos was one of the municipalities worldwide that is accredited to integrate the programming of the 2nd and 3rd editions of the Busan Intercity Film Festival, held in South Korea. The city was the only one among those that have the Creative City label granted by UNESCO to be chosen to send a representative to the festival.

Exchange - Dandi was in South Korea, from April 29 to May 20, 2019. During this time, he produced a short film. It had a production cost of US\$ 1,400 (about R\$ 4,480) funded by the host city, which included round-trip plane tickets, accommodation, a vehicle, cinema equipment, a Korean to English interpreter, rental availability and an assistant.

5.4.1 Intercity Film Festival (Busan 2018 and 2019)

Santos is a member of the Executive Committee of the Festival, which is part of the Unesco Creative Network program. They selected works that address the theme Our City. The purpose of the event is to praise cultural

diversity and regional identities. The Festival program included two short films from Santos: Number One, by Marcela Akaoui, and Super, by Ricardo Bueno.

5.5 Santos participated in the 1st International Creative Economy Fair in João Pessoa-PB



Scientific and Cultural Organization (UNESCO) attended the event.

It was promoted by the City Hall of João Pessoa and the National SEBRAE, with UNESCO endorsement.

During the International Fair of Creative Economy, Santos participated in the Cinema Exhibition with 3 short films:

One of the most important events about Creative Economy that took place in Brazil, the International Fair of Creative Economy was held in João Pessoa, in the state of Paraíba, a creative city of Unesco Network in the handicraft's category, from 19 to 25 November 2018. The Minister of Culture and other representatives from the Government, and the United Nations Educational,

City Windows (Janelas da Cidade) (2'11 "), by Tammy Weiss

I Love You, Santos (Santos, Eu te Amo) (4'42 "), Querô Film Institute

The Little Monster (O Pequeno Monstro) (2'40 "), by Nildo Ferreira, Kauê Nunes

5.6 Santos, participating in the Latin American Meeting of Creative Cities (Belém-PA)

Santistas Film Screening at Cine Olympia - Part of the Latin American Meeting of Creative Cities, held in Belém (Creative City in Gastronomy) in the State of Pará. Short films produced in Belém and Santos (SP) were screened, four short-length from Pará and ten of Santos productions.

5.7 Participation in the Days of Bread Project in Poland, June 2018, and in Fabriano, Italy, June 2019

Bread from Creative Cities is a project by International Traditional Knowledge Institute, US Division (ITKIUS) and its partner Tucson, a Gastronomy City. The purpose of this project is to record and promote bakery traditions of UNESCO's Creative Cities around the world, with the support of Krakow's City of Literature, Fabriano, Creative City of Crafts and Folk Art and Puebla, Creative City of Design.

Santos participated in the Days of Bread, in Poland, June 2018, with a recipe for carrot and guava bread,

created and prepared by teachers and students of the Social Solidarity Fund (FSS) bakery course.

The recipe was first presented in Fabriano, Italy, in 2019, and included malt, bananas and brown sugar, in a reference to the history and culture of the region.

The FSS Income Generation Program Bakery courses train more than 300 people every year, to help participants increase family budget and encourage them to entrepreneurship.



6. 2020-2023 Action Plan Proposal

6.1 Local Level

6.1.1 Cinema Public School

The creation of a Public School of Cinema and Audiovisual Arts is one of the initiatives by Santos Cultural Plan. The school will be set in Vila Nova neighborhood, at the City Market premises, which is currently a place of great vulnerability. The intervention aims to provide improvements to the surroundings. Pre-production, production and post-production training courses will be offered to young people and adults. They include screenplay creation, direction, production, photography direction, art direction, sound editing and finishing, entrepreneurship, workshops, lectures and a Cine Club schedule.

Objective: To offer free of charge courses in the various aspects of audiovisual arts, seeking practical and artistic experience of these languages.

Expected Results - All activities developed in the school will become tools for the development of the productive chain of the audiovisual sector in Santos.

Partnerships: Santos City Hall, SEBRAE and Universities.



6.1.2 Creative Market

Renovating the old City Market building and turning it into a venue for the various segments of the creative economy will be the focus of investments in the coming years. The building, built in 1902, measures 4,500 m², and offers 54 boxes. The surrounding area was home for the richest and most traditional families in Santos, between the end of 19th century and the beginning of the 20th. However, the commercial and port expansions, new communication and mobility technologies, created a concept of “living well” and, as a result, this high social segment began to move closer to the beach shore.

reorganizing its uses.

Expected Results:

- Promote urban requalification of Vila Nova neighborhood;
- Create multipurpose rooms inside the City Market, so that trade in antiques, souvenirs, design, crafts, music, literature and gastronomy can be included;
- Creatively requalify entrepreneurs based in the City Market.

Partnerships: Santos City Hall, Universities and private sector.

Objective: To promote the revitalization of the surroundings of the City Market starting from the architectural reformulation of its interior, redefining and

6.2 Internacional Level

6.2.1 Holding a creative intercities Festival

Following the existing guidelines of UCCN festivals, Santos wants to promote a festival of international scope to intensify the relationship between the Film Cities of the Network, directly benefiting professionals of this segment and its production chain.

6.2.2 Professional Exchange

Interchange Programs for directors and filmmakers for an artistic residency experience, resulting in the creation of an audiovisual product, using the structure and resources of the future Public School of Cinema.

6.3 Estimated Annual Budget for the Implementation of Proposals

In order to accomplish our projects, we will need resources from partnerships with the private sector and with state and federal government agencies, as well as those from the municipality. We will also count on the participation of volunteer work, especially in projects related to Creative Villages.

7. Communication and Awareness Plan

The Communication Plan for Santos Creative City Film Program includes communication, dissemination and raising awareness actions about audiovisual works which are carried out and received in Santos, as well as detailed information about the fostering initiatives regarding creative economy that take place in the city.

It also informs the media and general public about the interchange and other programs which are carried in partnership with the UNESCO's World Network of Creative Cities. It is also related to the World Meeting of Creative Cities, an event by UNESCO that will take place for the first time in Latin America and Caribbean, in July 2020 and will be held in Santos.

The dissemination work includes access to information, enabled by digital channels and general media (regional, state and national), about actions related to the Creative City label, with content

produced both in text and video formats, as well as the creation of advertisements with standard visual identity for the most diverse applications: print and digital.

It also involves the publication of communication material on the page www.unescosantos2020.org, with primary content related to the label and the International Meeting of Creative Cities, as well as the development of a mobile application to inform the public, tourists and opinion makers about the script of creative activities, both related to the Film segment and other areas of creativity, both developed and received in the city.

Such actions will have a positive impact on the dissemination of information, arousing public interest in the theme and the event, which will be a milestone in Santos history as well as the Baixada Santista Metropolitan Region.

8. Attachments

8.1 Creative Villas

(Vila Nova, Vila Progresso and Vila da Penha)



REGULAR COURSES	
Dance	Zumba Ritmos (Rhythms) Ballet Power dance Ritmix Hip hop music Urban Dances Ballroom dance
Capoeira	
Circus	
Music	Percussion Marching Band Classical guitar
Handicrafts	Crochet Fabric painting
Drawing and Crafts	
Drama	
PROFESSIONAL TRAINING COURSES	
Vocational Courses (Partnership Centro Paula Souza)	Bakery General Kitchen Helper Pizza and Snacks Pastry Baking Bartender
COURSES RELATED TO THE CREATIVE ECONOMY PRODUCTIVE CHAIN	
University and private sector partnership	Unconventional Fish (Penacos): intended for chefs and local communities, to encourage the use of unconventional fish in the family menu and in Santos restaurant cuisine.
IDEA Partnership (Law, Creative Economy and Arts Institute)	Regulatory aspects of the audiovisual sector
Partnership SEBRAE (Brazilian Micro and Small Business Support Service)	Start Well (Começar Bem) - Entrepreneurship Program
LEISURE	
FILM	Saturday movie sessions in the 3 creative villages for a total of 108 sessions with approximately 7,000 viewers.

Courses (Vilas Criativas Nova, Penha e Progresso)	Number of places (2019)
Professional Training Courses	240 places
Courses on the productive chain	60 places
Total	300 places

Regular Courses	Nb. Of participants
Vila Nova	6799
Vila da Penha	7104
Vila Progresso	5467
Vilas Criativas Fundo Social	1235
Vila Criativa Mercado	512
TOTAL	21.117 people

Number of students in vocational courses

30 students per class
100 people with certificate of completion

Number of students on regular courses

20 students per class
21,117 people served per year

Age / age group

Service in activities from 5 to 70 years old



8.2 Querô Institute

Number of direct beneficiaries of the project annually:

Querô Workshops (year 1) 40 Low-income young people, students from public schools and residents of Baixada Santista aged between 14-18 years old.

Querô Workshops (year 2) 20 young people (selected from those who completed Year 1) Low-income young people, currently students or graduated from public schools, living in Baixada Santista, aged between 15 and 19 years old.

Querô at School - 800-1000 students from public schools, aged between 12 and 13 years old. The project indirectly benefits teachers, principals and pedagogical coordinators who may also participate in project activities.

Querô Community - 20 to 40 Residents of peripheral communities in Santos or Cubatão, from 14 years old. Location to be defined. The documentary that was produced by the project benefits indirectly about 100 families in the community.

Number of students who were hired after training

Recent research carried out by the Querô Institute, pointed that about 34% of young people who took the workshops are inserted in the world of audiovisual work.

Level of education

54% of young people are in high school
37% of young people have finished high school
9% of young people are attending university

Renda mensal familiar

39% up to 1 minimum wage
53% have between 1 and 2 minimum wages
8% over 2 minimum wages

Age / age group

Querô Workshops 1st year - 14 to 18 years old.
Querô Workshops 2nd year – 15 to 19 years old.
Querô at School - 12 to 14 years old
Querô Community - 14 years old onwards

Sexual orientation:

15% of the group are heterosexuals

85% of the groups ate LGBT+.

Institutional Awards

1. Media for Peace Award

The Querô Workshop project received the “Media for Peace” award from the Press Magazine, in recognition of the work done by the project in 2007. This award includes content and communication actions related to peacebuilding.

2. Honorable Mention at the 5th Santos Short Film Festival

Award given to the project in honor to the excellence of the work developed with young people through audiovisual.

3. The BBC World Challenge

Querô Workshops were selected from 700 projects worldwide as one of the finalists of World Challenge 08, a selection of enterprising and innovative social projects, organized by BBC World News and Newsweek magazine in collaboration with Shell. From this selection, the Querô Workshops project was visited by a team from BBC that made a documentary aired on the BBC World network for over 200 countries (www.theworldchallenge.co.uk).

4. Guarujá CMDCA Award

The Querô Workshops project, in October 2009, was first place in the project evaluation of the IV Project Competition - 2009, of Guarujá City Council for the Rights of Children and Adolescents (CMDCA). For its role in training underprivileged young people in the audiovisual tool, the project received the highest score among 54 participants and is top of the list of best social projects in the region.

5. IBAC Award

In 2009, the Querô Workshopd project was honored with an honorable mention during an event by the Brazilian Institute of Art and Culture (IBAC), for its

contribution to the Brazilian memory through the preservation and diffusion of its artistic and cultural heritage.

6. Black Awareness Merit

The Cultural Association of Afrodescendants of Baixada Santista - Afrosan - offered the “Black Awareness Merit”, to Querô Institute for its action in the fight against racism and for equality, carried out through audiovisual training.

7. Zumbi dos Palmares Trophy

Santos Black Community Council honored people and institutions in 2016 that contributed to racial equality and a fair and just society. Among those honored was the Querô Institute, which received the Zumbi dos Palmares trophy in a ceremony held at the local headquarters of the Brazilian Bar Association - OAB.

8. Silver Button - YouTube Brazil

In June 2017, the Querô at School project reached the milestone of 100,000 subscribers on its youtube channel (www.youtube.com/queronaescola). As such, it won the Google Silver Play Button, a commemorative plaque with the YouTube silver “play” button for reaching the mark.

9. PSalvador Arena Award for Institutional Development

In 2018, the Querô Institute was one of the 13 institutions that were selected for the Financial Sustainability Training Program / 2018 promoted by Salvador Arena Foundation. At the end of the course, three institutions won money prizes after presenting projects for their institutions to a judging panel development, focusing on financial sustainability. Querô Institute was awarded the “Minute Award - Querô at School” project, a one-minute online film contest to increase the number of subscribers of Querô at School YouTube channel.



“Maria Capacete” (Querô Workshops, 2006)

First short film produced during Querô Workshops, in 2006. It portrays the daily life of an eccentric figure from the Mexico 70 neighborhood in São Vicente. Taken as someone with no feelings neither perspectives, Maria Capacete faces prejudice, but never loses her will to live. The short film participated in festivals and film exhibits, won Best Film at the Mogi das Cruzes National Festival (2006), Best Film by People’s Jury at the 3rd Mercosur Young Filmmakers Festival (2007), Best Film Caiçara Look at the 5th Curta Santos Festival and was exhibited at the 2nd Kugoma Film and Short length Forum in Mozambique.

“Aloha” (Querô Workshops 2010 in partnership with Querô Films)

Recorded in Guarujá, this documentary tells the love story of a man and surfing: the return of a surfer to the waves, after an accident that left him quadriplegic. The short length film won Best Documentary and Best Critics at the 9th Curta Santos, Best Digital Documentary at Curta Cabo Frio, Best Film in the Mini-dv Category, at the 1st National Film Festival of the Fluminense Federal Institute of Education, Science and Technology. It was also selected for 18 other film festivals across the country and be exhibited on Canal Futura. Querô Film Productions.

“Carregadores do Monte (The Hill Loaders)” (Querô Workshops, 2012)

This production was made during the Querô Workshops in 2012. The documentary tells the story of the residents of Morro Monte Serrat, in Santos, from a different perspective: the difficult task of men who go up and down the 402 steps of the hill every day, helping residents by carrying objects and goods on their backs. In addition to winning the 11th Curta Santos Best Documentary, the story ended up in Rio Grande do Sul, at the 41st Gramado Festival, where it received an Honorable Mention from the jury.

“The Little Monster (O Pequeno Monstro)” (Workshops Querô 2012)

Produced during the 2012 Querô Workshops, this fiction tells the story of a boy with a wild imagination. He believes his whole family is made up of monsters,

including him. The creative screenplay has already won 7 festival awards, including Best Screenplay and Actor (Vitor Lima) at the 11th Curta Santos.

“Time is Morphine (Tempo é Morfina)” (Querô Workshops, 2014)

A production of Querô Workshops, 2nd Year 2014, with screenplay and directing by Rafael Aidar. The film portrays the issue of substance abuse (chemical dependence) during difficult times for Jobson and Eliane, a couple played by Vinicius Ferreira and Priscilla Maia, both winners of Best Actor and Actress for the role, in the 13th Curta Santos. In addition to the winning actors, the short length movie was also chosen as Best Fiction Film and Best Director at 13th Curta Santos, Best Art Direction at 8th Curta Taquary and exhibited at the São Paulo International Short Film Festival.

“Open This Door (Abra Esta Porta)” (Querô Workshops, 2015)

Starting from the question “What feeds you?” A group of participants of Querô Workshops held in 2015 the social action “Literary Refrigerators”, turning the appliances into outdoor libraries, with the help of residents of Baixada Santista, which in addition to refrigerators , also donated about 300 books. The appliances were customized with the help of Santos artist Leandro Shesko, and delivered to 4 communities in Santos and São Vicente. The delivery was recorded in the documentary “Abra Esta Porta”, chosen as Best Film and Best Screenplay at Curta Taquary - Pernambuco International Short Film Festival.

“Ana” (Querô Workshops 2017 / Co-production: APAN)

Produced during Querô Workshops 2nd Year 2017, written and directed by former students at Querô Institute, and mentored by Association of Black Audiovisual Professionals - APAN. The film addresses the issue of racism among children, experienced by the character ANA, a black girl who does not recognize herself as being black. She meets Jeannette, a refugee with difficulties in adaptation in Brazil, and together they find a way to change themselves from within. The short film received Honorable Mention at the São Paulo International Short Film Festival and

3 more awards - Best Screenplay, Photography and Actress - at Curta Taquary, as well as being shown on TV Cultura on Spcine Play.

“Socrates” (Feature film Querô Institute + Querô Filmes 2018)

First feature film of Querô Institute and Querô Films the film tells the story of a 15-year-old boy who finds himself alone in the world after his mother’s death. In the search for survival, he faces situations of poverty, violence, racism and homophobia. Directed by Brazilian-American filmmaker Alexandre Moratto, the film its world premiere at the LA Film Festival in Los Angeles, had three nominations at the Independent Spirit Awards (the Oscar of Independent Film

Industry) and won 17 awards at both national and international festivals. Produced by former students of ages ranging between 16 and 20 years old, from Querô Institute, a social project in Santos-SP that uses audiovisual segment as a tool for social transformation for vulnerable young people. The aim of this work is to keep honest to the real situation of youth people who live on the fringes of society, by using real locations, local cast, realistic film language and subjective sound, bringing the viewer into the protagonist’s perspective, seeking a major impact on the public regarding social relevance with Brazilian minorities, rarely represented in international festivals relevance with Brazilian minorities, rarely represented in international festivals.

8.3 Arte no Dique Institute

2- QUANTITATIVE DATA	AMOUNT 2019												Answered
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
WORKSHOP													
Art	360	392	400	260	260	260	260	260	260	260	260	260	3.492
Audiovisual (Internet, cinema and photography)	95	100	105	112	125	135	128	123	120	128	128	126	1.425
Capoeira	150	163	175	180	195	200	192	200	210	220	222	222	2.329
Choir	110	118	130	133	133	128	116	110	104	120	118	121	1.441
Customization	125	135	144	150	157	160	153	160	160	175	175	175	1.869
Dance	390	400	407	410	410	414	405	410	420	435	442	442	4.985
Sports	260	260	260	260	260	260	260	260	260	260	260	260	3.120
IT	75	80	84	90	92	96	98	96	96	110	108	110	1.135
Environment	150	170	175	178	180	180	168	160	160	169	169	169	2.028
Percussion	710	750	790	820	865	880	906	920	935	957	973	980	10.486
Drama	88	96	115	120	135	180	160	158	153	160	160	160	1.685
Classical guitar	130	145	153	155	159	162	157	160	162	166	166	165	1.880
Pedagogical Experience	260	260	260	260	260	260	260	260	260	260	260	260	3.120
TOTAL	2.903	3.069	3.198	3.128	3.231	3.315	3.263	3.277	3.300	3.420	3.441	3.450	38.995

8.4 Bistro School-Restaurant

Number of students

25 students per class, 2 classes per year
Currently in 13th class
200 young graduates in 12 years

Number of students who were hired after training

78% employees

Level of education

90% of young people have finished high school

Gender

90% women

Age / age group

18 to 29 years old



United Nations
Educational, Scientific and
Cultural Organization



SANTOS
CITY OF FILM

• Designated
• UNESCO Creative City
• in 2015



PREFEITURA DE
Santos