



United Nations
Educational, Scientific and
Cultural Organization



JOÃO PESSOA
City of Crafts and Folk Arts

Member of the
UNESCO Creative Cities
Network since 2017

Annual Report

2019



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Educational, Scientific and
Cultural Organization



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Presentation

The actions carried out in 2019 by the João Pessoa City of Crafts and Folk Arts Program, whose summary is presented in this report, go beyond those originally planned, favorably affecting our population and other cities of the World Network of Creative Cities, especially in Latin America, without losing sight. Considering the projects proposed in the application dossier, whether structuring as the creation of the Cultural Innovation Laboratory, or strategic, such as research on cultural identity, demand and craft offer in João Pessoa.

We have advanced especially in institutional collaboration, cooperation and exchange, the main reason for this Network, of which we are proud to participate.

Luciano Cartaxo - Mayor of João Pessoa



Program Structure

Program Coordination is the responsibility of the João Pessoa City Hall, performed by a team specially designated by the Planning Secretariat.

Collaborate in the proposition, monitoring and evaluation of actions, projects and representative activities indicated by the partner institutions that make up the Manager group:
 Federal University of Paraíba - UFPB; Paraíba Federal Institute of Education - IFPB; University Center of João Pessoa; Paraíba Industry Federation –FIEP; SEBRAE; SENAI, Fecomercio; Northeast Bank and Municipal Secretariats.

The Advisory Board is composed of people nominated by the scientific and cultural community and its purpose is to suggest actions and collaborate in the dissemination of the program.



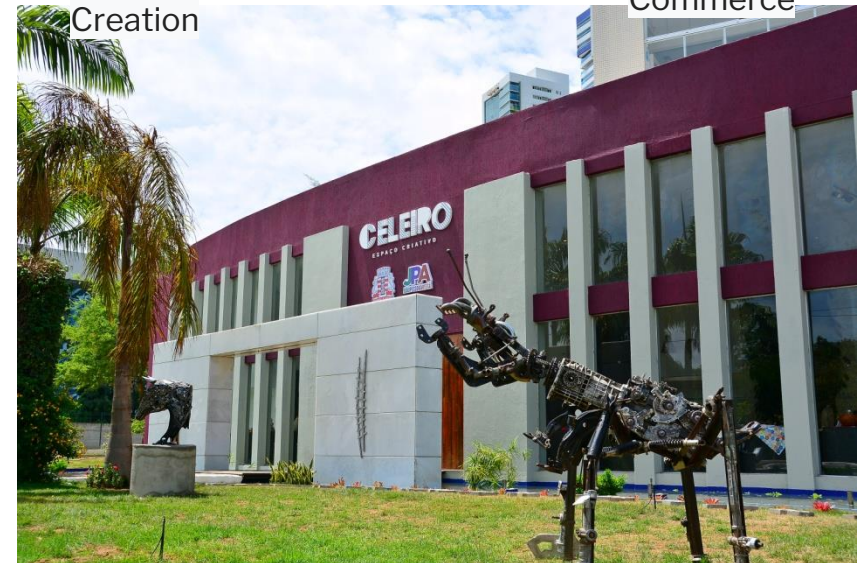
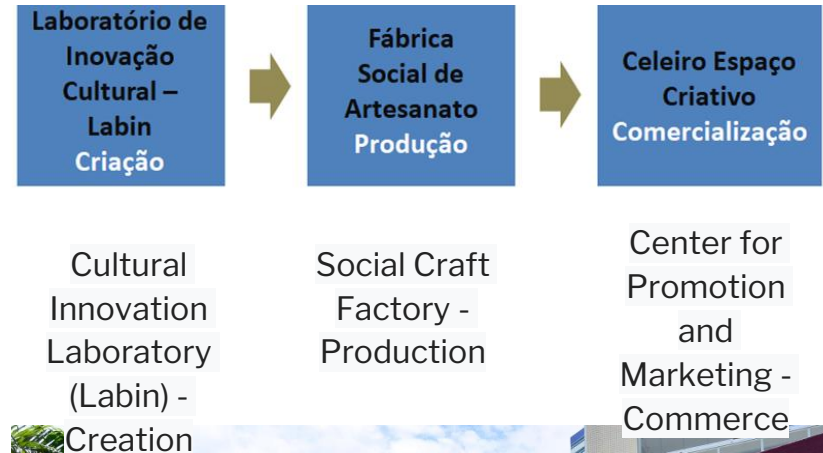
Structuring Projects

According to João Pessoa's application dossier as UNESCO's Creative City, it was proposed to create three facilities, each of which would deal with one of the three links in the craft production and consumption chain.

A Cultural Innovation Laboratory, A Social Craft Factory and a Center for Promotion and Marketing.

The Commercialization Center was inaugurated in January 2018 called Celeiro Espaço Criativo. Consisting of training, exhibition / sale space and art gallery. On the upper floor, from December 2019, will be the Cultural Innovation Laboratory - LABIN.

The space destined for the Social Handicraft Factory is secured, now missing the bidding, purchase and installation of equipment.



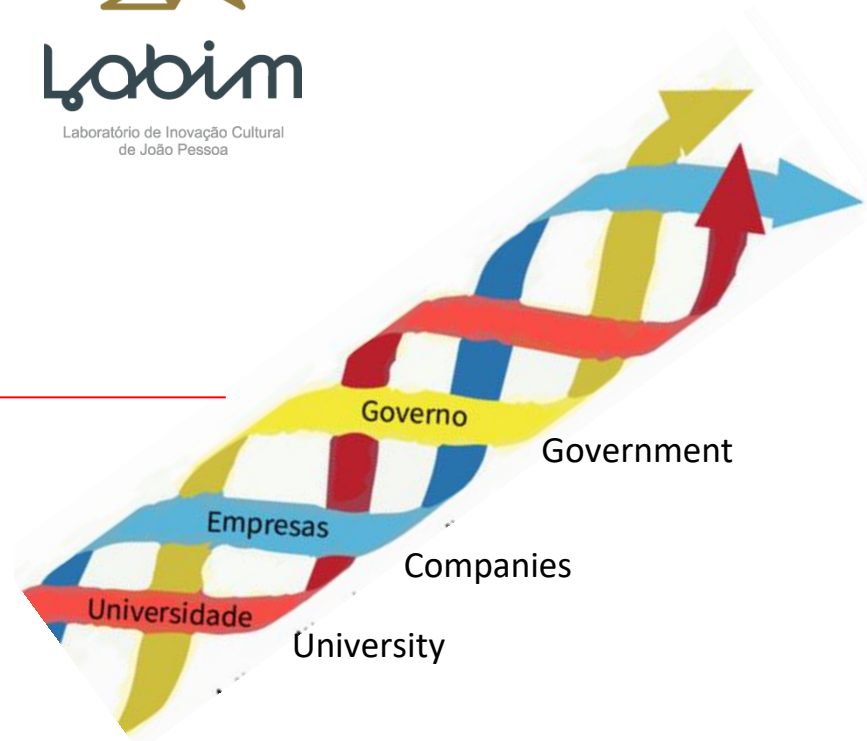
Cultural Innovation Laboratoryl

The coordination of the actions of the João Pessoa Creative City Program of UNESCO is effectively exercised by the members of the Cultural Innovation Laboratory - LABIN, designated by the João Pessoa City Hall by the Federal University of Paraíba and the Federation of Industries of Paraíba.

To make the ~~triple helix of innovation~~ viable, a cooperation agreement was signed between these three institutions.

Labin acts as a space for proposing and executing research and strategic projects, starting from the premise of **Commons Design**, where products and services are developed for the common good.

In 2019 LABIN started to use the physical area located on the second floor of the Villa Sanhauá in João Pessoa.



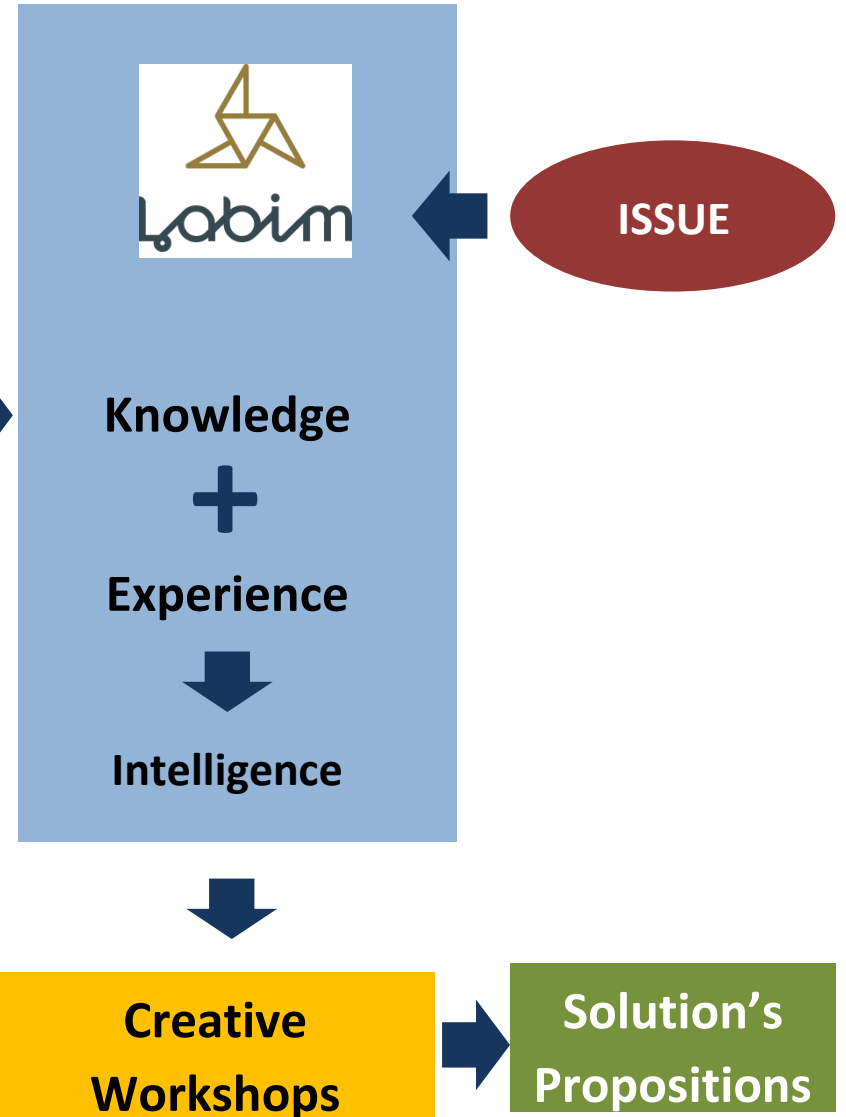
Federação das Indústrias do Estado da Paraíba

Cultural Innovation Laboratory

Research about the Material and Immaterial Culture of João Pessoa;
 Research about the demand for symbolic goods;
 Research about the artisanal offer;

Labin utilizes, as fundamental input to the processes of decision making, the experience of the technical team capable to decodify the informations, transforming it in knowledge, which application on the solution of problems it's what defines as intelligence.

For this information to be useful, it must be a result of actual and reliable data analysis about the three themes, which make it possible to create a product based on the territory culture.



Strategic Projects

Research about the material and immaterial culture of João Pessoa.

The main input for the developing of products with regional identity is the knowledge of the local cultural matrix, revealing the most expressive and singular elements, present, overall, in the collective unconscious.

This is the major objective of this research, which will be facilitated thanks to a covenant of technical cooperation with the Federal University of Paraíba, which provided the professor Kléber Barros (*UFPB* – in Rio Tinto) to coordinate the research, supported by 10 students trainees of design, sociology and anthropology.

The results of this research will be published in the beginning of 2021.



International

João Pessoa was represented on the annual Reunion of the Worldwide Network of Creative Cities, realised in the city of Fabriano, Italy, in June of 2019, by Eduardo Barroso Neto.

An allusive video to the realizations of João Pessoa on the area of Creative Economy was produced and exhibited during the encounter of the subgroup of Handicraft Cities, realised on the Paper Museum, in Fabriano.

The annual reunions of UCCN are configured as the main compulsory activity of the network cities, thus it allows the trade of experiences, exposure of actions and projects of common interest, providing the necessary approximation to the establishment of bilateral agreements of cooperation and exchange.



International

Serving the invitation by the Culture, Arts Ministry, and the patrimony of Chile, they participated on the International Seminary of Handicraft, realised in Santiago on September 12nd, 2019. Eduardo Barroso Neto, representing the City Hall of João Pessoa, and Mayrles Emile, representing the craftspeople of Paraíba.

Preceding the Seminary and seizing the presence of the international guests, the Design + Handicraft Journey was realised on the days 09 and 10 of september, and an ordinary reunion of the World Crafts Council to Latin America.

XVII SEMINARIO INTERNACIONAL DE ARTESANÍA

Desafíos y reflexiones para la Artesanía en un contexto global: el futuro hecho a mano



International Appointments

The Market of Cultural Industries of Argentina relied on the participation of representatives of public, private and academic institutions from various countries of the American continent.

The chosen themes to MICA 2019 were visual arts, handicraft, audiovisual, scenical arts, editorial, music, videos, games and creative businesses with the participation of 98 international guests. On the arts and crafts group, Eduardo Barroso participated, representing the Program João Pessoa: Creative City, from UNESCO.



MICA
Mercado de Industrias
Creativas Argentinas



International Appointments

UNESCO's João Pessoa Creative City Program coordinator, Eduardo Barroso, participated as an invited international speaker at the 4th Congress of the Design Schools of Mexico, Integra 2019, held in the city of San Luis Potosi, from March 6th to 8th. 2019.

Approximately 1,500 students and students from all Mexican design schools and a dozen guests from abroad attended.



International Appointments

Formalization of the Technical Cooperation Agreement between João Pessoa, Innovation Factory of Buenos Aires, Argentina and Ibero-American University of Puebla, Mexico, which has already hosted two visiting scholars to work on Program projects.

This technical cooperation agreement was signed to facilitate the exchange of researchers, students and teachers between these three institutions. In this sense, the city of João Pessoa received two students, Daniel Randon Farfan, in 2018, and Arantxa Contreras, in 2019, both from Puebla City.



International events

Promoted by Sebrae, this event was held at Espaço Cultural, in João Pessoa, between 25 and 28 September, with the purpose of providing business and access to new markets among professionals from the music, audiovisual, cinema, crafts, design, gastronomy, literature, startups, information and communication technology, theater, dance, circus, museums, visual arts and fashion, among others.

In parallel to the Fair, the International Seminar on Creative Economy was held with the participation of speakers from the UNESCO Creative Cities Network, Puebla and Mexico City, Buenos Aires / Argentina, Bogota / Colombia, Praia / Cape Verde and Salvador.



National Events

From March 26 to 28, the eight Brazilian cities that are part of the UNESCO Creative Cities Network gathered in Florianópolis. They are Florianópolis, Belém and Paraty (gastronomy); Brasilia and Curitiba (design); João Pessoa (handicraft); Salvador (music); and Santos (Cinema). Also participated three municipalities that were in the process of application: Belo Horizonte, São Paulo and Fortaleza. Also present were representatives of UNESCO Brazil, the Ministry of Culture and the Ministry of Tourism and National Sebrae.

The creation of the Creative Cities Forum of Brazil was an initiative of João Pessoa, which held its first meeting in 2018, becoming an annual event, being scheduled for 2020 in Salvador and 2021 in Brasília.



National events

Between October 3rd and 5th, the Latin-American Conference of the UNESCO Creative Cities was held in Belém, the capital of the state of Pará.

Over fifteen cities participated in the meeting, and several events were open to the public. Among the guests were Marianne Góes, the representative from João Pessoa, and the artisan Joseane Izidro, from the handicraft group Sereias da Penha. There, they shared experiences and showcased handicraft from João Pessoa.

The goal of the event, as well as the meeting between the focal points of the eight Brazilian cities that are a part of the global network, was to encourage creativity among the Latin-American cities in the areas of gastronomy, music, design, handicraft and film.



Local events

With the goal of encouraging self-esteem, pride and belonging, crucial for creativity to flourish, the João Pessoa Creative Cities program, in partnership with the AnimaCentro project of the City Hall of João Pessoa, organized a photography contest celebrating the anniversary of the city.

Selected works were exhibited at Hotel Globo in August 2019.



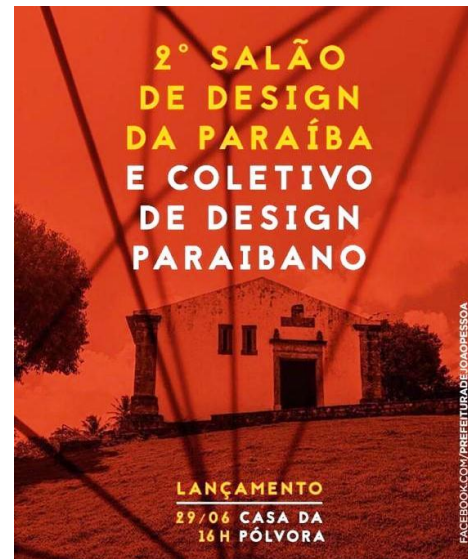
Local events

The second Design Hall of Paraíba was launched on June 29th at an event dedicated to the Global Day of Design.

Ninety-four professional and student projects enrolled, and fifty were chosen to compete for the prize and participate in the exhibition held at Hotel Globo between October 31st and November 8th.

On November 5th, the Global Day of Design, a round table was held with special guest Joaquim Redig, former business partner of Alóísio Magalhães, patron of Brazilian design.

This event was sponsored by SEBRAE and FIEP, with support by the City Hall of João Pessoa.



Local events

On October 8th, with support from SEBRAE and the City of João Pessoa, the goal of the seminar was to share information related to the most unique aspects of the cultural identity of João Pessoa, highlighting the specificities of each cultural segment, supporting the creation of an image database, and serving as a reference for all of the creative processes ballasted by the local cultural repertoire.

Figures from the cultural world of João Pessoa gave talks and, through their knowledge and experience, were able to offer an impartial, plural and comprehensive view of the most relevant aspects of their area of expertise.



Local events

Between June 20th and 23rd, the I Arraiá of Creative Economy and IV Corn Festival took place at the Center of Commerce and Family Agriculture (CECAF). This event united the creative chain of handicraft, music, popular culture, gastronomy and literature, as well as offered workshops, training, gastronomical displays and performances typical of Brazilian Northeastern festivities in June.



Local events

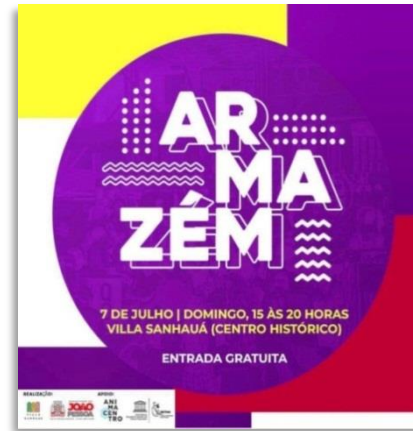
Between November 7th and 9th, the I Pineapple Festival was also held at CECAF.



Local events

The City Hall of João Pessoa also participated in creative fairs at the Historical Center of João Pessoa, in partnership with the other secretariats of the city, with several editions throughout the year.

City Hall also participated in the Historical Center Committee, formed by various sectors of City Hall, with the intention of promoting and strengthening actions within the region.



Local events

The Home and Decor Fair of Paraíba took place in October 2019 at the Maison Blunelle in João Pessoa. This event was part of activities celebrating the two years since João Pessoa's inclusion in the UNESCO Global Creative Cities Network (UCCN).

The fair was open to the public and featured over thirty exhibitions, which showcased new trends in decor, furniture, lighting, plastering, plants, curtains and more, with pieces from the artisans from Celeiro Espaço Criativo.

Alongside the fair, in the same location, the I Architecture, Design and Decor Congress of Paraíba was held. Its theme was: Innovation and new technologies in the Paraíba scene.



Local events

A creative workshop titled “Introduction to Engraving”, taught by Túlio Paracampos, designer, artist, engraver, potter and representative of Brazilian Northeastern art, with the theme “Iconography of the Historical Center of João Pessoa” was given at Hotel Globo on June 29th and August 1st.

This activity was done in partnership with the AnimaCentro project and took participants to historical locations of the city with the intent of recovering culture and memory through iconography. Each student could learn how to make an engraving and create their own reinterpretation of the iconography of the city.



Articulation and promotion

Meeting with the secretariats of the city to develop a common agenda, seeking to converge actions that promote creativity. Representatives from the secretariats participated in the event with the intent of planning and developing creative and innovative actions, as well as creating the yearly calendar of activities of the João Pessoa Creative City program.

This meeting counted on the participation of several institutions, among them the CDL (Chamber of Shopkeepers), the Commercial Association of Paraíba, SENAI, SESI, IFPB, and UFPB, to present the program and build future partnerships.



CDL



IFPB



SENAI



2020 agenda / January

Launch of the João Pessoa Criativa website

In development by the TagZag team, with technical supervision by the program team, the website will be launched in January 2020.



2020 agenda / March

Participation of the III ECriativa in Salvador, BA

Representatives from City Hall will be present in the third edition of ECriativa (Conference of UNESCO Creative Cities in Brazil), created in 2018 through initiative from João Pessoa.

Domingo, 31 de Março de 2019 - 13:00

Salvador vai sediar terceiro Encontro das Cidades Criativas da Unesco



Foto: Max Haack / Ag. Haack / Bahia Notícias

A terceira edição do Encontro das Cidades Criativas da Unesco (ECriativa), será realizada em Salvador. A vitória da capital baiana foi anunciada nessa quinta-feira (28), durante o evento deste ano, que aconteceu em Florianópolis, em Santa Catarina.

2020 agenda / April

Conclusion of the project “Cartography of the Cultural Singularities of João Pessoa”

In order to integrate all seven segments of creative economy in a single action, as advocated by UNESCO, we proposed this project, which will be shared with the other cities of the UCCN. It is a mobile app that shows the cultural singularities of João Pessoa on seven maps. Locations were chosen through interviews with a group of thirteen curators for each area of creative economy.



2020 agenda / July

Participation in the Annual Conference of the UNESCO Creative Cities in Santos, SP

Santos will host in 2020 the Annual Conference of the UNESCO Creative Cities. For the first time, the event will take place in Latin America. The city of Santos is the only representative of the film sector in the region. The theme of the event is “Creativity, Path to Equality”. João Pessoa will actively participate in the event with a promotional booth.

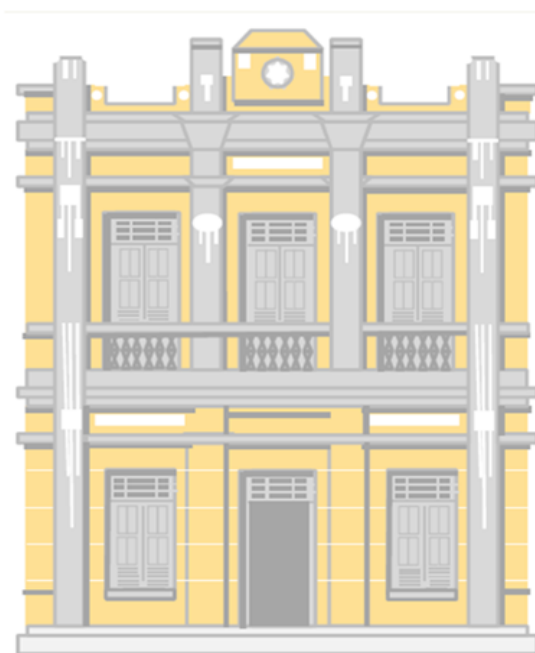


2020 agenda / August

Supervision of the creation of the City of João Pessoa Museum

Through the initiative of the Federation of Industries of Paraíba, an educational, digital and interactive space will be created, with projections and hi-tech audiovisual resources, presenting the different stages of development of the city of João Pessoa, from its founding to today. It will feature historical facts, important figures, and singular elements of the culture and art of the city.

The museum will be at Hotel Globo, a historic building, heritage site and iconic landmark, where one can see the River Sanhauá, where the city's founders first arrived and which is a popular tourist attraction today.



Museu da Cidade
J o ã o P e s s o a

2020 agenda / September

Conclusion of the project **“SABERES E SABORES DA PARAIBA”**

To integrate the three segments (handicrafts, gastronomy, and design) in the same action of the creative economy, as recommended by UNESCO, it was proposed to carry out this project that looks for the dishes of regional cuisine which are present in people’s emotional memory. The first part of the project included qualitative research and a Creative Workshop, leaving now the production of prototypes and the publication of results. To finish the project, financial support was requested from SEBRAE and UFPB..



Technical Team / October

Setup of the Social Handicraft Factory.

By October 2020, it is estimated that bids have already been tendered and purchased for the production of refractory ceramics and screen printing.

The beginning of the production will depend on the hiring of technical personnel and instructors, and should only occur in 2021.



Commitment with SDGs

Proposal of a model for monitoring the achievement of sustainable development goals.

The main actions undertaken by João Pessoa converging with the goals of Sustainable Development advocated by the ONU were:

Objective 1. To end poverty in all its forms, everywhere;

Housing program for people living in risky areas. (SEM HAB)



Commitment with SDGs

Objective 2. End hunger, achieve food security, improve nutrition, and promote sustainable agriculture;

Investment in Popular Restaurant, hiring nutritionists and providing low-cost meals with quality and high nutritional value;

Investment in family farming through the trading center (CECAF), which also promotes actions and activities to boost sales and leverage the sector;

Supporting the Cinturão Verde (Organic Products);

Objective 3. Ensure a healthy life and promote well-being for all, at all ages;

To help people get out of their routine and exercise develops the João Pessoa Healthy Living project. The project, which initially took place in only six squares, is now present in 23 squares and 16 public spaces, such as Family Health Units (USF), Health Academies and Schools. There are 39 project centers throughout the capital.

Through the Department of Health, assists the population in the Family Health Units (FHU). There are 199 Family Health Teams (FHT) distributed in 100 buildings, providing more than 200,000 calls per month. To provide these services, the FHU rely on Family Health Teams (FHS). Each one has about 2,000 to 3,500 people registered in the territory. These FHS have doctors, nurses, nursing technicians, dentists, oral health aides, and community health agents, as well as support teams with administrative agents, who are receptionists, pharmacy assistants, and general services assistant. About 3,500 professionals work in the primary care network. There are 16 new buildings, 17 health teams leaving the rent and 28 new teams to further increase the coverage of primary care in the municipality. We already have five units in the final stages of construction.

Commitment with SDGs

Objective 4. Ensure inclusive and quality education and promote lifelong learning opportunities for all;

The City Hall of João Pessoa (PMJP) has the investment in education as one of its main brands. In the last six years, the number of child care centers has risen from 43 to 89 and childhood education has expanded from 4,000 to over 13,000 students. The growth of children's education from early childhood does not stop, also serving people with special needs with trained professionals in the classroom. The mayor delivered the 67 daycare center within the new quality standard that has been implemented throughout the network, transforming the physical spaces, improving the structures of the units and encouraging the teaching of children.

The Department of Education expands the number of educational gardens in the Municipal Network through the Department of Environment; Education professionals attend seminars on smoking prevention through the municipal health department.

The Department of Education and Culture (Sedec), of João Pessoa City Hall (PMJP), also carries out the project "Soletra", with the participation of 5th-grade students from 12 full-time schools in the municipality, sensitizing students about the importance of spelling, taught in a very fun and thought-provoking way;

Opening of Bilingual School, Full-time schools and investments in CELEST (Center for Foreign Languages);

Contest and training for education professionals and through the Federal Government maintains PROJOVEM URBANO (youth and adult education).

Commitment with SDGs

Objective 5. Achieve gender equality and empower all women and girls;

The City Hall of João Pessoa, carries out a diverse range of actions for the benefit of the female population, through the Extraordinary Secretary of Public Policies for Women (SEPPM). Activities range from educational campaigns to combat violence sharing the safety net that serves women, to activities aimed at ensuring employability and income generation. This year, the number of women assisted by this department is already over 11 thousand;

Through SPPM, it conducts and shares programs to combat violence against women;

Through the municipal secretary of education, ensures access to sexual and reproductive health and reproductive rights.

Objective 6. Ensure availability and sustainable management of water and sanitation for all

Promotion of the municipal sanitation plan with conferences and public participation (SEMAM, SEPLAN and EMLUR). Issues such as maintaining the city's environmental heritage, flood and flood solutions, restoration of rivers and water systems, environmental education, among others, are discussed to improve access for the entire population.

Commitment with SDGs

Objective 7. Ensure reliable, sustainable, affordable and modern energy access for all

The City Hall of João Pessoa reduced by nearly 40% the energy consumption in the city traffic lights after the implementation of the system that uses LED (Light Emitting Diode) lamps;

Modernization of more than 100 lighting points with the LED Streets program which consists of replacing high-energy bulbs with more efficient LED bulbs at a lower cost.

Objective 8. Promote economic, inclusive and sustainable growth, full, productive and decent employment for all.

To stimulate the creative economy and the workforce of the population to overcome the crisis and generate employment and income, the mayor of João Pessoa, Luciano Cartaxo, released R\$ 1.7 million in microcredit to 254 small entrepreneurs of the capital.

Citizen Bank is the largest microcredit program ever carried out in the Capital and with this release of funds surpasses the mark of R\$ 50 million invested; The Entrepreneur's House concentrates the services of all agencies related to business registration and legalization, such as the Revenue, Planning, Environment, and Sanitary Surveillance departments. Integrated on-site secretariat services make it easy to open, licensing modify of companies, and answer questions about business registration and licensing issues;

The Sine Municipal (João Pessoa National Employment System) offers daily job openings and training for youth and adults.

Commitment with SDGs

Objective 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Promoting Digital Inclusion through Fundamental Informatics and Free Internet Access courses and training through Digital Stations, significantly increasing access to information and communication technologies and striving to provide universal and affordable internet access; 89,576 digital television conversion kits were distributed free of charge to the low-income population of João Pessoa, registered in Federal Government social programs;

Objective 10. Reduce inequality within and between countries

Through youth and adult education, it empowers and promotes the social, economic and political inclusion of all, regardless of age, gender, disability, race, ethnicity, origin, religion, economic status, ensuring equal opportunities;

Objective 11. Make cities and human settlements inclusive, safe, resilient and sustainable

Delivery of residential buildings;
Housing policy for monitoring residential residents delivered by the City Hall of João Pessoa (PMJP), made by SEMHAB teams.
The City Hall promotes several actions of preservation and restoration of environmental and cultural heritage;
Restoration of the historic center.

Commitment with SDGs

Objective 12. Ensure responsible consumption and production

The City Hall of João Pessoa (PMJP) received a seal of the Ministry of the Environment for the Sustainable Gastronomy program: utilization of green coconut pulp as a strategy to reduce waste and fight hunger;

EMLUR carries out a waste reuse program, including a project to reuse materials from civil construction in paving streets of the capital;

The mayor signed a Memorandum of Understanding to establish cooperation to implement processes and actions in the execution of the João Pessoa Cidade Sustentável Program, which aims to execute and manage the fulfillment of loan agreements with the Inter-American Development Bank (IDB).

Objective 13. Take urgent action to combat climate change and its impacts

In 2018, the Capital received the title of the greenest city in the country, promoting reforestation programs. About the impacts, the civil defense is always acting to attend the damage control for the population;

The city also promotes training for the elaboration of public policies on climate change, which resulted in the greenhouse gas emission inventory of João Pessoa city, which outlined the city's gas emission profile.

Commitment with SDGs

Objective 14. Conservation and responsible use of oceans, seas and marine resources for sustainable development.

Defines preservation areas, oversees unsafe bathing areas, cares for and regulates fishermen's colonies to control overfishing (illegal fishing); EMLUR regularly cleans beaches, reducing the impact of pollution on the oceans;

Objective 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, stop and reverse land degradation and biodiversity loss

Containment of barriers at risk;
Reforestation actions and public policies contribute to preserving João Pessoa's biodiversity (SEMAM).

Objective 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels.

Conducts educational campaigns against child labor and exploitation and released R\$ 1.4 million to institutions (SEDES);

The municipal council for public transparency and anti-corruption promotes actions aimed at formulating, debating, and suggesting measures to improve methods and control systems in the municipal public administration, as well as strategies to combat corruption, administrative misconduct, and impunity.

Team

Marianne Góes

Coordenadora e Ponto focal do
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