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on Trade and Development**

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**Trade and Development Board**

Fifty-seventh executive session

Geneva, 26–28 June 2013

Item 4 of the provisional agenda

**Designation of non-governmental organizations and intergovernmental bodies  
for the purposes of rules 76 and 77 of the rules of procedure of the Board**

**Designation of non-governmental organizations  
for the purposes of rule 77 of the rules of  
procedure of the Board**

**Application from Iniciativa Cultural**

Note by the UNCTAD secretariat

*Executive summary*

The UNCTAD secretariat has received an application from Iniciativa Cultural requesting the inclusion of that organization by the Trade and Development Board in the list provided for in rule 77 of the rules of procedure of the Board.

Having reviewed the information provided, the secretariat is of the opinion that, subject to the concurrence of the Bureau of the Board, Iniciativa Cultural may be classified in the special category under the provisions of paragraph 12 (b) of Board decision 43 (VII).

The Board may wish to take action on the above-mentioned application at its fifty-seventh executive session.

Information concerning Iniciativa Cultural is annexed to this note.

## Annex

### Background information on Iniciativa Cultural

#### History

1. Iniciativa Cultural, a non-profit organization, was established in February 2007 to promote the development and awareness of creative industries in Brazil. The initial focus of the Organization was on issues related to the audiovisual, fashion and music industries. For instance, it engaged in activities such as the publication of books about the history of world cinema, the production of radio shows and the promotion of conferences on related subjects. At present, it also works in other spheres of the creative industry in Brazil.

#### Aims and objectives

2. Recognizing the increasing importance of the creative economy sector in income and employment generation, the main aims and objectives of Iniciativa Cultural are to create awareness of national and international cultural activities, formulate and implement mechanisms to help strengthen the creative economy sector and create a permanent database of the creative industries in Brazil.

3. Iniciativa Cultural regularly enters into project production agreements with government bodies, such as the São Paulo State Culture Secretariat, the São Paulo Municipal Culture Secretariat, the Ministry of Culture and Audiovisual Secretariat, and the Ministry of Culture Creative Economy Secretariat, as well as with semi-public institutions, such as the Commercial Social Service, and private companies, including the Brazilian Centre for Planning and Analysis, and Itaú Cultural.

#### Membership

4. Iniciativa Cultural's members are from the private sector. Membership of the Organization is by invitation from or recommendation by its members and subject to the approval of the Board. Candidates for membership must not be engaged in any activity that is contrary to the interest of the Organization. The criteria for acceptance differ according to the membership categories, which are set out in the by-laws of the Organization:

- (a) Founding member membership;
- (b) Honorary membership;
- (c) Meritorious membership for donors;
- (d) Foreign membership for members residing abroad;
- (e) Titular membership.

5. Membership can be withdrawn by resignation notified to the President of the Organization or by expulsion by the Board for non-payment of membership dues or on serious grounds.

## Structure

6. Iniciativa Cultural is managed by a board of directors that is elected by a general assembly of members. The Board of Directors currently consists of seven members: the President, the Vice-President, the First Secretary, the Cultural and Scientific Director, the Communications and Promotions Director, the Financial Director and the Creative Director. The remittance of each director is established by the Organization's by-laws.

7. The General Assembly is made up of all the members and can be convened by the Board of Directors or upon request of no less than 20 per cent of the membership. The General Assembly is responsible for approving the accounts of the Organization. The by-laws do not determine the periodicity of general assemblies or Board meetings. However, the Board meets at least once a month to discuss routine matters concerning the running of the Organization and other eventualities that may require attention.

## Financial resources

8. The regular running costs of Iniciativa Cultural are covered by membership dues and funds received from governmental organizations to carry out cultural projects. Funds received are used to run the Organization and to finance projects after they have been approved by the relevant public bodies. The table below shows total income and expenditure for the fiscal years 2010–2011, in Brazilian reais.

<i>Revenue (R\$)</i>	<i>2010</i>	<i>2011</i>
Donations	550 000.00	175 182.59
Applications	-	1 547.54
<b>Total</b>	<b>550 000.00</b>	<b>176 730.13</b>
<i>Operating expenditure (R\$)</i>		
Operational expenses	550 000.00	176 730.13
<b>Total</b>	<b>550 000.00</b>	<b>176 730.13</b>
Active	56 388.67	38 337.56
Passive	56 388.67	38 337.56
Revenue	550 000.00	176 730.13
Operating expenditure	550 000.00	176 730.13
<b>End of year result</b>	<b>0</b>	<b>0</b>

## Relations with other international organizations

9. Iniciativa Cultural has worked with UNCTAD through the Creative Economy Programme.

## Publications

10. Iniciativa Cultural publishes newsletters, papers, magazines and books on cultural policies and the creative economy. In 2010, it published a six-volume series entitled Film and Audiovisual Industries in Brazil. In 2007, the Organization released World Cinema:

Industry, Policy and Market, a book series sponsored by Sony Brazil Limited. The Series is made up of five volumes related to the United States of America, Europe, Asia, Latin America and Africa.

### **Liaison**

11. Liaison with UNCTAD will be maintained by the President of Iniciativa Cultural, Ms. Alessandra Meleiro.

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### **Language**

13. The working languages of the Organization are English and Portuguese.

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