

Online Workshop on the Creative Angola Brand 1

Follow up to National workshop on Angola's cultural and creative industries mapping and strategy

THE CREATIVE BRAZIL PLAN

The Creative Brazil Plan represents the challenge of building a new development alternative based on cultural diversity, social inclusion, innovation and sustainability. To this end, it chooses the creative economy as an axis of development for the Brazilian State.

The **objective** of the Plan is to leverage policies and programs of 10 ministries, with a focus on local and regional development, to encourage micro and small Brazilian creative enterprises, through the formalization of businesses and entrepreneurial and innovative training.

1. Vectors and axes of action

The **Creative Brazil Plan** is structured around 2 economic vectors:

One of a **Macroeconomic** (or structuring) nature includes all the actions that will allow the creation of a favorable environment for the development of the creative economy, considering processes of institutionalization of creative territories, the articulation and carrying out of studies and research, in addition to the promotion of debate and preparation of proposals for the construction and adequacy of legal frameworks; It is

Another of a **Microeconomic** nature (or Entrepreneur and Innovator) includes all the actions that will be developed and implemented directly in the field, related to the promotion of entrepreneurship and the innovation of creative ventures, in addition to training for creative and innovative skills for professionals in these sectors.

FIGURE 1: Creative Brazil Plan – Vectors and Axes of Action



Source: Plano da Secretaria da Economia Criativa: políticas, diretrizes e ações, 2011 – 2014 Brasília, Ministério da Cultura, 2011

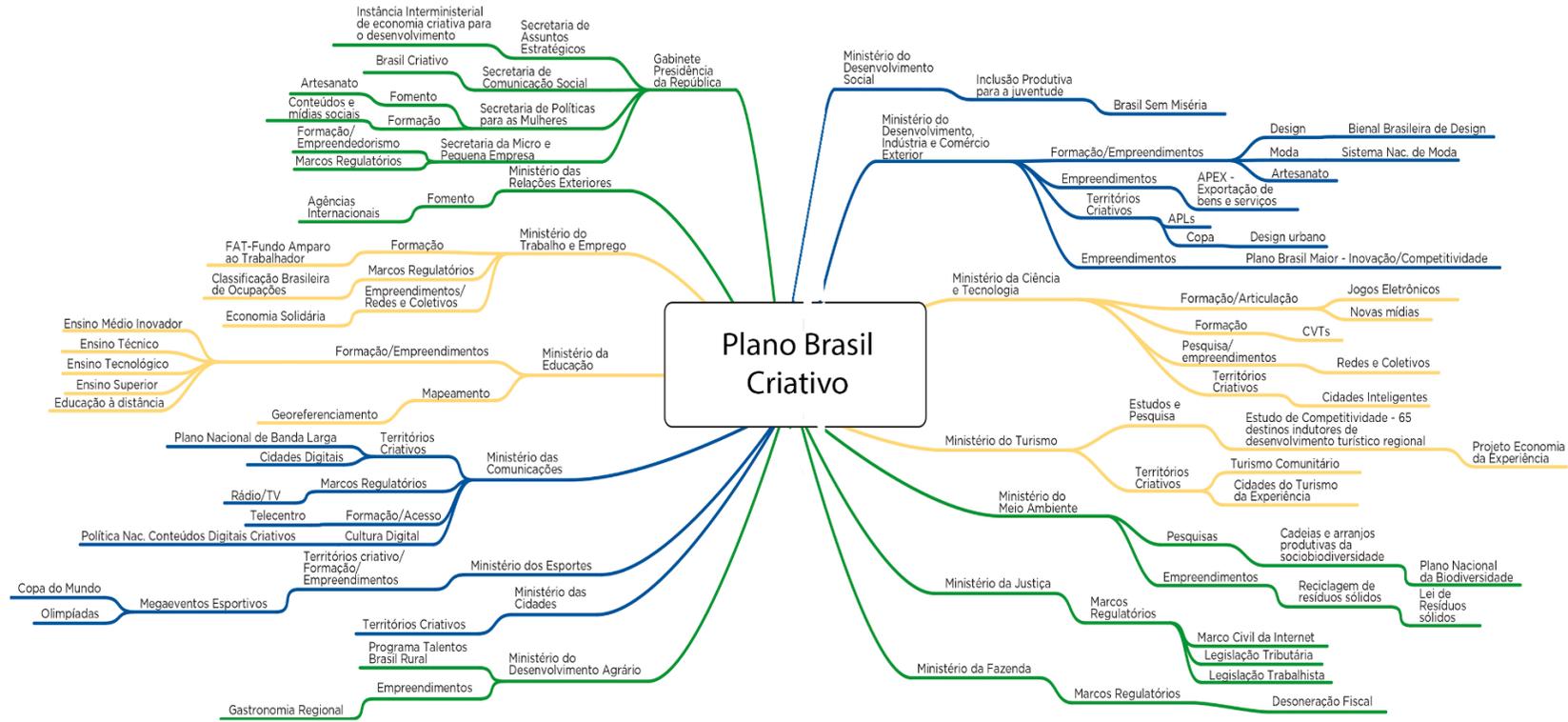
2. Profile of the target group

- **Priorities:** creative individual entrepreneurs, in addition to micro and small enterprises;
- **Related:** Medium and large creative ventures.

3. Member Ministries of the Creative Brazil Plan Management Committee

The Creative Brazil Plan Management Committee is led by the Ministry of Culture together with 10 Ministries classified into 3 groups: the **Sectorial Competitiveness Group**, which corresponds to the ministries that promote the competitiveness of creative sectors such as fashion, design, audiovisual etc; the **Structuring Challenges Group**, which corresponds to the ministries whose contribution is structuring and transversal to the creative sectors; and, finally, the **Local and Regional Development Group**, which is made up of those ministries whose performance and interfaces are given by their performance in the territory. See the description of the groups in FIG. 2 to follow.

FIGURE 2: INTERFACES BETWEEN THE MINISTRY OF CULTURE AND OTHER MINISTRIES OF THE MANAGEMENT COMMITTEE FROM THE CREATIVE BRAZIL PLAN



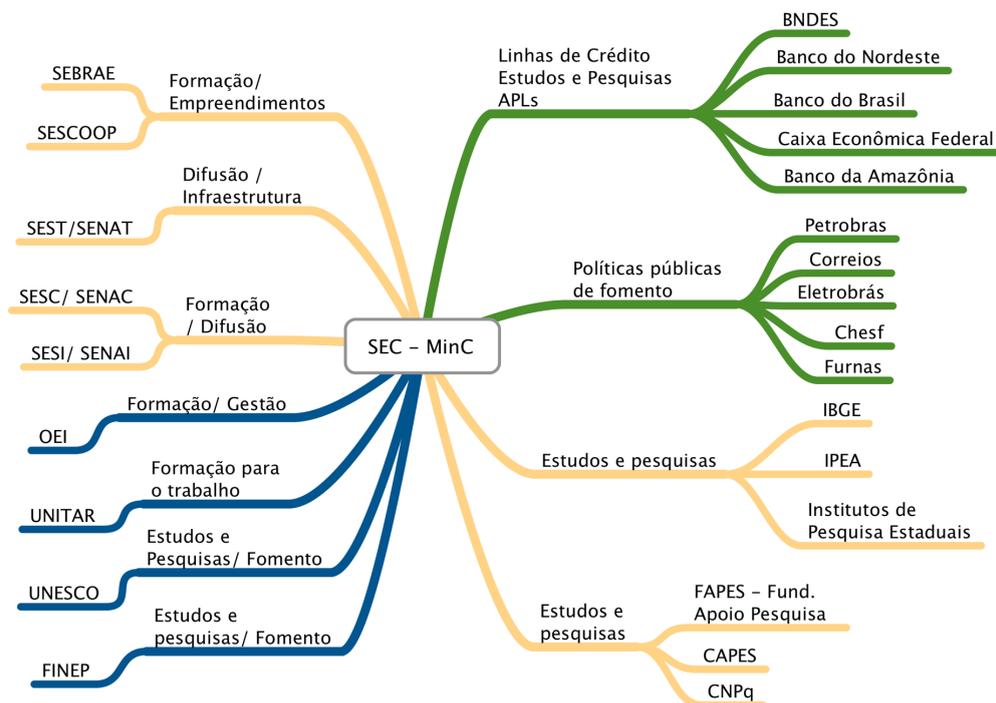
Source: Plano da Secretaria da Economia Criativa: políticas, diretrizes e ações, 2011 – 2014 Brasília, Ministério da Cultura, 2011

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4. Institutional partners

In addition to the Management Committee, the Ministry of Culture has a partnership with various public bodies, private organizations and third sector institutions that will contribute with their expertise and infrastructure to implement and execute the actions foreseen in the Creative Brazil Plan. See the description of these organizations in FIG. 3 below:

FIGURE 3: Creative Brazil Plan – Institutional Partners



Source: Plano da Secretaria da Economia Criativa: políticas, diretrizes e ações, 2011 – 2014 Brasília, Ministério da Cultura, 2011

TABLE 1

Axes	Partner institutions	Linked actions
Promotion and Training	SISTEMA S SEBRAE SESC/SENAC SESI/SENAI SESCOOP	Consultancy Advisory Training Diffusion
Promotion	Development and development banks and agencies BNDES Banco do Nordeste Banco da Amazônia Banco do Brasil Caixa Econômica Federal	Studies and research Credit lines for creative professionals Promotion of APLs in the creative sectors

Local and Regional Development	Institutions of Search	IBGE IPEA CAPES CNPq Institutos de pesquisa estaduais FAPES	Culture satellite account Studies and research Mapping Scholarships
Promotion, Training and Development	Bilateral and Multilateral Agencies	OEI UNITAR UNESCO FINEP	Technical cooperation Studies and research Training Fostering Innovation

Source: Plano da Secretaria da Economia Criativa: políticas, diretrizes e ações, 2011 – 2014 Brasília, Ministério da Cultura, 2011

5. Governance Model

There are two governance models to consider:

TABLE 1

Decision Instances	Assignments	Composition and coordination
<ul style="list-style-type: none"> • National Council of Creative Economy • Intersectoral Consultative Forums 	<ul style="list-style-type: none"> • Instances of superior and intersectoral advice 	<ul style="list-style-type: none"> • Advisory bodies and forums: composed of representatives of the three levels of government and society from creative activities; • Coordination: Ministry of Culture
<ul style="list-style-type: none"> • Management Committee • Executive Group 	<ul style="list-style-type: none"> • Level of management, coordination and deliberation • Instance of a deliberative nature, it is incumbent upon the National Managing Committee of the Creative Brazil Plan, to approve the Plan's programs, its targets and indicators; settle disputes; analyze results; and propose pertinent adjustments, in addition to guiding the formulation, implementation, monitoring and evaluation of the Plan. • The Executive Group of the Creative Brazil Plan is responsible for ensuring the execution of policies, programs and actions developed under the Plan. The Executive Group will be responsible for articulating and consolidating the Plan's programs and actions, monitoring it and solving problems at different levels of management. 	<ul style="list-style-type: none"> • National Steering Committee – Members Casa Civil, MinC, MF, MDIC, MCTI, MEC, MTE, MCidades, MTur, ME, MDS, MCom, • Coordination: MinC/Casa Civil • Executive Group – Executive secretaries of the ministries that make up the Management Committee. • Coordination: MinC/Casa Civil

<ul style="list-style-type: none"> ● Situation Rooms by Axis of PBC execution 	<ul style="list-style-type: none"> ● Level of articulation, formulation and intragovernmental agreement involving the different ministries and federal agencies involved in the execution of the axes that structure the PBC. 	<p>Axis 1. Fostering entrepreneurship and innovation in creative ventures Members: MF, MDIC, MCTI, BNDES, BB, Caixa, Banco do Nordeste, Banco da Amazônia, SEBRAE Coordination: MF</p> <p>Axis 2. Training for creative and innovative skills Members: MEC, MCTI, MDIC, MTE, MinC Coordination: MinC</p> <p>Axis 3. Promotion of local and regional development Members: MIN, ME, MC, MTur, MinC. Coordination: Ministry of National Integration</p> <p>Axis 4. Construction and institutionalization of legal frameworks Members: Civil House, MDIC, MTE, MF, MinC Coordination: Civil House</p>
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Source: Plano da Secretaria da Economia Criativa: políticas, diretrizes e ações, 2011 – 2014 Brasília, Ministério da Cultura, 2011

TABLE 2

Instance	Assignments	Composition and coordination
I - National Management Committee	It is incumbent upon the Creative Brazil Plan's National Management Committee, a deliberative body, to set goals and guide the formulation, implementation, monitoring and evaluation of the Plan.	I - Ministry of Culture (coordinator); II - Civil House of the Presidency of the Republic; III - Ministry of Finance; It is IV - Ministry of Planning, Budget and Management.
II - Executive Group	It is incumbent upon the Executive Group of the Creative Brazil Plan to ensure the execution of policies, programs and actions developed within the scope of the Plan.	The Executive Group will be composed of the Executive Secretaries of the bodies that make up the National Management Committee and a representative of the Ministry of Culture, who will coordinate it.

<p>III - Interministerial Monitoring Group</p>	<p>The Interministerial Group for Monitoring the Creative Brazil Plan is responsible for monitoring and evaluating policies, programs and actions developed within the scope of the Plan.</p>	<p>The Interministerial Follow-up Group will be composed of representatives, holder and alternate, appointed by the following bodies:</p> <ul style="list-style-type: none"> I - Ministry of Culture, which will coordinate it; II - Civil House of the Presidency of the Republic; III - Ministry of Finance; IV - Ministry of Planning, Budget and Management; V - Ministry of Cities; VI – Ministry of Development, Industry and Foreign Trade; VII - Ministry of Labor and Employment; VIII – Ministry of Science, Technology and Innovation; IX - Ministry of Sports; X - Ministry of Education; XI - Ministry of National Integration; XII – Ministry of Tourism.
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Source: Plano da Secretaria da Economia Criativa: políticas, diretrizes e ações, 2011 – 2014 Brasília, Ministério da Cultura, 2011