



Creative Economy & Public Policies

UFV
Universidade Federal de Viçosa



NAP2

UNESCO Chair – Creative Economy & Public Policies

International Collaborative Project for Brazil Development

2020

© Edited by

Magnus Emmendoerfer, Greg Richards and Elias Mediotte

With research partners from

Universidade Federal de Viçosa - UFV

Research Group on Management and Development Creative Territories - GDTec

UNESCO Chair in Brazil

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UNESCO Chair – Creative Economy & Public Policies

Universidade Federal de Viçosa - UFV

PRELIMINARY CONSIDERATIONS

Since the year 2000, Brazil has recognized the creative economy as a sector of productive activities in need of development, inspired by the work of researchers such as the economist Celso Furtado, and an effective building process of public policies in a democratic and participatory environment. One of the ramifications of this situation is the strong growth over the last decade, of creative economy and consequently of studies of this sector, covering also the related areas of culture, innovation, entrepreneurship, tourism and education. In this context, the Research Group on Management and Development of Creative Territories (GDTeC) was established in 2012 as a locus for understanding and dealing with the creative economy. The Research Group is registered with the National Council of Technological Development (CNPq) from the Nucleus of Administration and Public Policy (NAP2) and linked to the Graduate Program in Public Administration, Department of Administration and Accounting, Center of Human Sciences, Languages and Fine Arts at Universidade Federal de Viçosa (UFV). UFV is a university of reference in several networks related to economics (applied, rural, solidarity and domestic), and with the launch of GDTeC/NAP2 it also seeks to contribute to a creative and more equitable Brazil.

GDTeC/NAP2/UFV conducts studies and surveys with its fixed staff of professors who also work in research and in activities with governments and communities, augmented with a team of six research fellows, and students at doctoral, masters and undergraduate levels. Among these initiatives were the technical coordination of the agreement Programa Minas Territórios de Cultura, in partnership with the Government of the state of Minas Gerais, Brazil (2013-2014); studies on creative cities (2018); and participation in activities undertaken by the Project CREATOUR.PT, led by the University of Coimbra, Portugal, for the development of creative tourism in small towns and rural areas, with funding from the European Community (2017-2019). In addition, the researchers of GDTeC/NAP2/UFV have successful experience in raising funding from public and private organizations for scholarships, events and research.

In the context of UNESCO Chair, it is the intention of GDTeC/NAP2/UFV to develop a center of excellence, with a center of advanced studies, with an associated network of researchers contributing to the knowledge dissemination process and delivering high-quality education and training to professionals who work in the field of the creative economy & public policies. Therefore, this proposal under the mentorship of UNESCO Chair Coordination of Cultural Policies and Management - FCRB in Brazil, is based on the accumulated experience based on the research, reflection and training activities of GDTeC/NAP2/UFV staff. These include the Graduate Program in Public Administration, which has been running for over a decade and which has a strong network of partners. We are also seeking by means of this Chair, longer term progression toward an international UNITWIN network of UNESCO in Creative Economy & Public Policies.

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A. INSTITUTIONAL DATA

1. Project

UNESCO Chair – Creative Economy & Public Policies

2. Expected starting date: 01/08/2020

3. Duration: 3 years

4. Domains

Public Administration, Creative Economy, Public Policies, Regional Development, Management and Tourism.

5. Host institution

Universidade Federal de Viçosa (UFV), Brazil

6. Faculty / Department

Research Group on Management and Development Creative Territories (GDTeC), Nucleus of Administration and Public Policies (NAP2) linked to Graduate Program in Public Administration (PPGADM) - Department of Administration and Accounting (DAD) – Center of Human Sciences, Languages and Fine Arts (CCH).

7. Executing institution

GDTeC/NAP2/UFV

8. Project leader / contact person

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9. Supported partners

Researchers from Brazilian universities:

- [Centro Universitário SENAC – São Paulo](#)
- [Pontifícia Universidade Católica de Minas Gerais – PUC Minas](#)
- [Universidade de São Paulo - USP](#)
- [Universidade do Amazonas - UNAMA](#)
- [Universidade do Estado de Santa Catarina - UDESC](#)
- [Universidade Federal do Amazonas – UFAM](#)
- [Universidade Federal de Goiás- UFG](#)
- [Universidade Federal de Juiz de Fora - UFJF](#)
- [Universidade Federal de Ouro Preto- UFOP](#)
- [Universidade Federal da Paraíba - UFPB](#)
- [Universidade Federal de Pernambuco – UFPE](#)
- [Universidade Federal de São João Del Rey - UFSJ](#)
- [Universidade FEEVALE](#)
- [Universidade Federal Fluminense - UFF](#)

Researchers from universities abroad:

- [Breda University of Applied Sciences, Holland.](#)
- [Erasmus University Rotterdam, Holland.](#)
- [Tilburg University, Holland.](#)
- [Universidade de Coimbra, Portugal.](#)

10. Total project budget

US\$ 187.238

11. Funding sources

87% own UFV's funds. 13% institutional partners.

12. Summary

The Unesco Chair of Creative Economy & Public Policies - GDTeC/NAP2/UFV, has as its main objective the development of this Chair for the co-production of knowledge and expertise about the Creative Economy and Public Policies, thus contributing to the development of the creative economy as a promoter of regional and sustainable development in Brazil. The project envisages a number of regular activities, including staging international seminars and training activities for advanced qualifications, in partnership with researchers from Brazilian and foreign universities; studies of the development and effects of the creative economy and related public policies; publications presenting the results of these studies; and educational activities in the areas of Management, Culture, Tourism and Events. This chair will strengthen public policies for the creative economy, adapted to the specific contexts and challenges of developing countries like Brazil, aiming to reduce inequalities and contribute to the achievement of sustainable development goals (SDGs) of 2030 Agenda of the United Nations.



B. PROJECT DESCRIPTION

1. Title of project

UNESCO Chair - Creative Economy & Public Policies

2. Domains & Disciplines

I National Development

II Regional Development

III 2030 Global Agenda with highlights for Sustainable Development Goals (SDGs):



The chosen area - Creative Economy & Public Policies - is directly related to the priorities of development and promotion to the SDGs, in which Brazil is a signatory with the United Nations (UN) for its implementation.

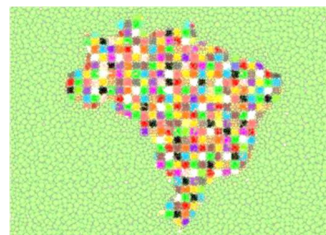
3. Context & Justification

The Creative Economy is a productive sector that has gradually gained importance in many countries, due to its potential for developing endogenous resources and talent as differentiating factors of production. It supports the development of communities and creative cities, and traditional and contemporary productive sectors. The effects of the creative economy can be enhanced by means of effective management practices and public policies, as well creative linkages with tourism, events and Information and Communication Technologies (ICT's).

In the last 20 years, the creative economy has been highlighted and promoted in international policy agendas and in public policies and national development plans in several countries (Cunningham, 2009; Madeira, 2014), indicating articulation of culture and creativity as contributory resources for sustainable development at local and regional levels (Furtado, 1981; Howkins, 2001; Florida, 2011).

Thus, the creative economy has been presented as a guiding sector in the development of the 21st century, which by means of public policies can foster sustainable specialization, and which with intelligence, can become more resilient and attractive in cultural, social and economic terms. The productive activities included in the creative economy create new job opportunities, innovative goods and services, and assist in the generation of new skills for decent and inclusive work, with more sustainable production and consumption.

In this international context, **the creation of the UNESCO Chair - Creative Economy & Public Policies - GDTeC/NAP2/UFV can support the linkage and strengthening of public administration and the drafting of policies directed to the creative economy, which provide opportunities for learning and exchanges of information, experience and expertise to the promotion of sustainable development, as recommended by SDGs/UN.** In this sense, it is necessary to provide specialized education to support public policies for the promotion and development of the creative economy, which in Brazil represents an emerging market sector employing 245,000 entrepreneurs and 837,200 professionals, generating approx. US\$ 45 billion dollars/year (FIRJAN, 2019).



In addition, the creative economy in Brazil has grown strongly in the last decade (Emmendoerfer, 2017), with an attendant growth in public policies, including the development of territories and creative tourism (Duxbury & Richards, 2019).

In this scenario, the first research group on Creative Economy & Public Policy emerged in 2012, linked with the management and development of creative territories (GDTeC) from the Nucleus of Administration and Public Policy (NAP2), associated with the Postgraduate Program in Public Administration (PPGAdm) at the Universidade Federal de Viçosa (UFV). GDTeC with its network of national and foreign researchers has gradually become a reference for studies and masters and doctor's formation in this area in Brazil. From this vocation, **GDTeC/NAP2/UFV is the locus for the implantation of this Chair, seeking to expand the expertise accumulated in Public Policies in the field of the Creative Economy.**



4. Objectives

4.1. Development Objective

To establish a UNESCO Chair for the co-production of knowledge and expertise about the Creative Economy and Public Policies, so as to contribute to the development of the creative economy as a promoter of regional and sustainable development in Brazil.

4.2. Specific Goals (SG)

- To create a center of excellence that will gather and disseminate knowledge about Creative Economy and Public Policies, as well as their effects and impacts on local and regional development.
- To develop training and research programs to empower academicians, practitioners and partners involved with the Creative Economy and Public Policies.
- To establish a multidisciplinary network that brings together researchers and partners at national and international level on the Creative Economy and Public Policies, concerning issues such as tourism, culture, management and events.

5. Related Activities

5.1. Institutional

- To encourage exchange among researchers, students and partners from the educational institutions, other UNESCO Chairs and the community at national and international level, enabling formation and academic and professional development about Creative Economy and Public Policies.
- To promote technological meetings between universities and other educational and professionalizing institutions, between public and private managers, between students and off-site community, aiming at formation and inclusive and equitable co-participation in the area of Creative Economy and Public Policies.

5.2. Research-and-Application

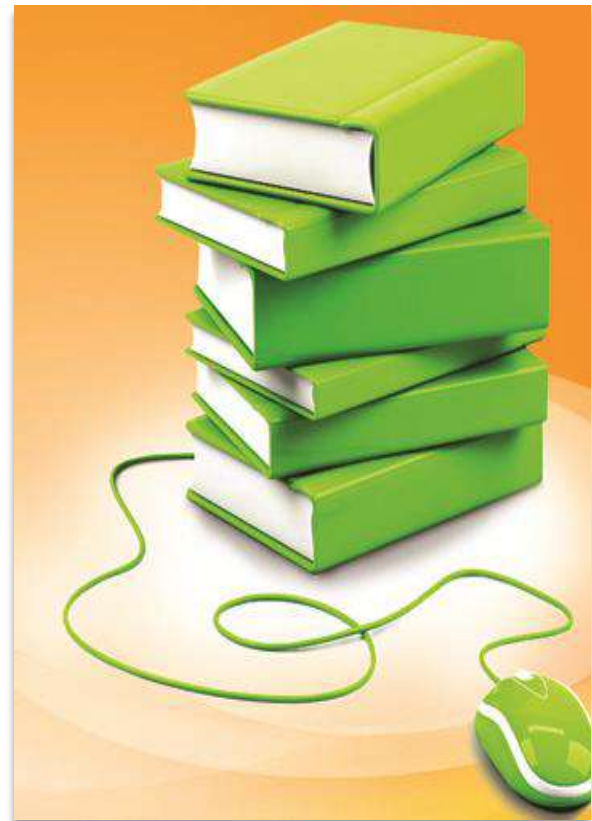
To develop and conduct research projects on Creative Economy and Public Policies, aiming to disseminate the results obtained by the Chair through congresses, conferences and seminars, as well as disseminating them through *websites*, books, annals, printed materials and journals.

- To create and develop training modules on Creative Economy and Public Policies for professors, researchers, students, professionals, experts and the community.
- To create an online channel for public access to information on the Creative Economy and Public Policies, with calls for jobs, courses and events; publication of material prepared by the Chair; interviews with experts in the field, lectures, debates and round tables.
- To create a virtual library for provision of national and international literature with public access, on the Creative Economy and Public Policies.
- To make a public database available, with a collection of documents related to the activities promoted and encouraged by the chair on the Creative Economy and Public Policies will be distributed.
- To promote the implementation of research grants for students of Basic Education (high school) and higher education (undergraduate and postgraduate), with a focus on training and applying the knowledge obtained and produced by the chair.
- To stage international seminars, bringing together professors and specialists in various disciplines, with special emphasis in the field of studies on the Creative Economy and Public Policies, in activities involving the provision of lectures, workshops, conferences, courses and experiences on the topic.

5.3. Additional Expectations

From this chair it is expected to generate new knowledge applicable to the Creative Economy and Public policies to form, integrate and certify people capable of associating learning with the practical and competent performance, so as to develop the productive sector increasingly sustainable.

In addition, it is expected that the Chair is consolidated as a reference in the field of this issue in a multidisciplinary and permanent way, seeking exchanges with other entities and national and international partners that could contribute to studies on the Creative Economy and Public Policies in Brazil and abroad. Thus, it is expected in the future, that such Chair becomes a UNITWIN/UNESCO Program to inspire and strengthen the bonds of sustainable development, related to SDGs/UN, through education promoted by universities interested in the Creative Economy and Public Policies.



Specific Goals (SG)	Objective of Development		
	To establish the UNESCO Chair for the co-production of knowledge and expertise about the Creative Economy and Public Policies, so as to contribute to the promotion and consolidation of the creative economy as a promoter of regional and sustainable development in Brazil.		
	Correlated Activities		
	Institutional	Products	
<p>SD1 To create a center of excellence that will gather and disseminate knowledge about Creative Economy and Public Policies, as well as their effects and impacts on local and regional development.</p> <p>SD2 To develop training and research programs to empower academicians, practitioners and partners involved with the Creative Economy and Public Policies.</p> <p>SD3 To establish a multidisciplinary network that brings together researchers and partners at national and international level on the Creative Economy and Public Policies, concerning issues such as tourism, culture, management and events.</p>	<ul style="list-style-type: none"> ▪ To encourage the exchange among researchers, students and partners from the educational institutions, other UNESCO Chairs and the community at national and international level, enabling education and academic and professional development on Creative Economy and Public Policies. ▪ To promote meetings between universities and other educational and professionalizing institutions, between public and private managers, between students and the wider community, aiming at education and inclusive and equitable co-participation in the area of Creative Economy and Public Policies. 	<ul style="list-style-type: none"> • Online channel (www) • Virtual library and a Document Data Base • Books with collected works in e-book format (two volumes) • International conference of UNESCO Chair – Creative Economy & Public Policies (two editions) 	
	Research-and-Application		
	<ul style="list-style-type: none"> ▪ To create an online channel for public access on the Creative Economy and Public Policies, with calls for jobs, courses and events; disclosure of material prepared by the Chair; interviews with experts in the field, lectures, debates and round tables. ▪ To create a virtual library with public access, for the provision of national and international literature on the Creative Economy and Public Policies. ▪ To develop a public database, with a collection of documents on the Creative Economy and Public Policies related to the activities developed by the chair. ▪ To promote the implementation of research grants for students of Basic Education (high school) and higher education (undergraduate and postgraduate), with a focus on training and practical application of the knowledge obtained and produced by the chair. ▪ To develop international seminars, bringing together professors and specialists in different disciplines, with special emphasis on the Creative Economy and Public Policies, involving the provision of lectures, workshops, conferences, courses and experiences shared on the topic. 	<ul style="list-style-type: none"> • International interchange network between the supported researchers and practitioners • Technical Activity Report of UNESCO Chair • Activity Report of research grants of students • Courses and Workshops • Tutorials and Manuals • Dissertations and Thesis • Book Chapters and Articles published in Scientific Journals and Magazines • Create new research groups at the universities where researchers are based 	

Figure 1: Synthesis of Objectives, Activities and Products of this project.

Source: own elaboration (2019).

6. Target beneficiaries

6.1. Students & Academics

- Researchers, teachers, academics and professionals will have access to a center for advanced studies, with a high level of production. The aim is to have a center of excellence for dissemination of knowledge and training of human resources, as well as exchange of experiences and knowledge. And from the activities carried out, facilitate the promotion of research and academic production through engagement of scholars with public and private organizations.



6.1. Practitioners

- Researchers and students at universities, graduate programs and institutions that carry out activities related to the Creative Economy, Public Policies, Regional Development and Tourism.
- Analysts and managers responsible for the development of policies in the Creative Economy, Regional Development and Tourism, in national and subnational governments.
- The professionals who are responsible for the implementation of public policies in these areas of work, both in the public and private sectors.

- State and municipal departments of culture, tourism and development, through formation programs in the thematic areas of excellence. A continuous process of training and empowerment, sharing knowledge.
- Creative economy professionals and those aiming to enter the sector.

7. Products & Results

7.1. Main Products

- Online Channel - UNESCO Chair website in UFV.
- Virtual Library and document database.
- Books with a collection of works, in e-book format (two volumes).
- Unesco Chair International Conference - Creative Economy & Public Policies (two editions).
- National and International Exchange Network among partners.
- Technical Report of the activities of the Chair.

We also expect to develop the following products through the work of the Chair:

- Reports on Research grants and Technical Support.
- Semester courses and Workshops with supporting techno-scientific researchers.
- Manuals and handouts.
- Dissertations and Theses.
- Scientific articles and Book chapters published annually, on websites, annals, printed materials and journals.

7.2. Expected Results

- Partners network to share and gather knowledge about the Creative Economy and Public Policies, as well as their effects and impacts on local and regional development.

- Mapping of the creative economy and the effects on the labor market, and how these are influenced by public policies at the regional and national level.
- Capacity building for researchers and partners by means of exchanges and cooperation actions.
- Holding events to gather and share knowledge, to improve understanding on the theme and the identification of new ideas and possibilities.
- Publication of books on Creative Economy and Public Policies aiming to gather and share knowledge.
- development of new research groups at the universities where the researchers are based.

8. Implementation Strategy

8.1. Management

The Universidade Federal de Viçosa, through the Research Group Management and Development of Creative Territories (GDTeC), with its research partners, has extensive experience regarding public policies and/or creative economy, with special focus on local development and tourism. The coordination and organization of activities will be under the responsibility of GDTeC, which will establish a governance structure for their activities. The background in Administration and the performance of the coordinator of the current proposal in the area of management qualifies him to competently manage this project.

8.2. Sustainability

The work of the Universidade Federal de Viçosa is based on three pillars: Education, Research and Application/Community Activities. The GDTeC/NAP2/UFV conducts studies and activities, with the support of academicians and researchers in the area of Public Administration, with experience in Management, Public Policies, Tourism and Creative Economy. This multidisciplinary context encourages and promotes discussion concerning these issues. The

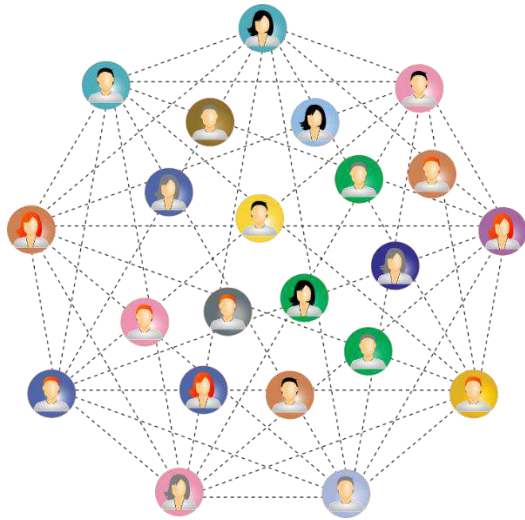
development of these studies and activities have received the intellectual support of our partner researchers, financial backing for scholarships for research, conducting studies and organizing events and links with agencies related to science, technology and innovation, including the Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq), Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES), Fundação de Amparo à Pesquisa do Estado de Minas Gerais (FAPEMIG) and Fundação Arthur Bernardes (FUNARBE).

Thus, with the creation of UNESCO Chair in Creative Economy and Public Policies, with the support of partner researchers from Brazil and abroad, and the supporting agencies mentioned above, the execution of activities of this proposal will be feasible, reaching the degree of excellence that has been envisaged for this Chair.

8.3. Capacity-building

The activities to be carried out through the Unesco Chair of the Creative Economy and Public Policies will enhance and improve the ongoing activities in the sphere of GDTeC/NAP2, as well as the Master's degree, Doctorate and Post-doctorate in Public Administration at UFV.

It should be emphasized that members of GDTeC/NAP2/UFV and the present proposal of the Chair already participated in international meetings in the years 2016-2017 of the UNESCO Chair/UNITWIN-UNESCO network "Culture, Tourism, Development" coordinated by the Université de Paris-1 Panthéon-Sorbonne, France, and the Chair Unesco "Intangible Heritage and Traditional Know-do", coordinated by the University of Évora, Portugal. Such experience enables them to have practical knowledge of activities related to the Chair. Thus, the Chair proposal will promote full exchange activities with other UNESCO Chairs, as the Chair of Cultural Policies and Management coordinated by Fundação Casa de Rui Barbosa (FCRB), Rio de Janeiro, Brazil.



8.4. Transfer of knowledge

Knowledge sharing will occur through several channels. The first of them will be the numerous in-class activities that are planned and that will always count on the transmission over the internet. The second channel of knowledge transmission will be by the digitalisation of documentation and information that will be available at the UFV portal. Part of the shared knowledge from in-class meetings and/or produced in research projects, will be made available in physical and virtual publications.



The Chair will use the social networks as channels of transmission of information that will lead to knowledge sharing. The studies networks in Creative Economy and Public Policies in Brazil will also have an important role in the process of dissemination and

sharing of information and knowledge, such as the Brazilian Network of Creative Cities.

9. Proposed plan for the main activities

Completion of the 1st and 2nd edition of the International Conference UNESCO Chair - Creative Economy & Public Policies - during the first half of 2021 and 2023.

- Invitation to academicians and practitioners in the field, as well as the wider community with an interest in the theme.
- Invitation of research and development institutions in the field, as well as partner institutions and UNESCO Chairs related to the project.

The conferences will be held over three days. During the first day, there will be round tables, conferences and debates with the public in general. The last two days will be devoted to workshops and training activities for the exchange of experiences, exchange of methodologies and assessments which contribute to knowledge development. The preparation of the seminar will take six months. The goal will be the socialization and presentation of the work carried out in the area of Creative Economy and Public Policies, sharing the results and helping in the regional development process. Moreover, the meetings will produce proceedings, to build a collection for availability of published works for the community as a whole.

Publication of the 1st and 2nd volume of the Book UNESCO Chair Creative Economy & Public Policies - December 2021 and June 2023.

- Call for papers for participants of scientific events and seminars, with emphasis on the actions of public policies on the field.
- Selection and systematization of supplementary material from the seminar and production of papers.
- Production of books in e-book format.

The initial step of collecting texts for the book will last five months. The organization and selection of the material will take six months. The book manufacturing process and publication will take three months.

Construction of a channel and a virtual library of knowledge, information and documentation - December 2020.

Surveys and information about the activities carried out by the Chair network will be made available on a website. The website will be hosted on the Universidade Federal de Viçosa portal. The launch date expected for the site is December 2020.

Network and International Seminar

Development of a network of researchers and trainers in Public Policies and the Creative Economy, starting with the international seminar.

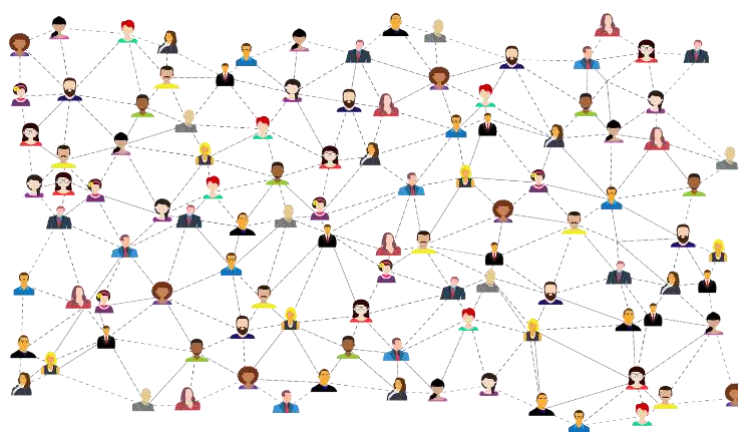
Consolidation of GDTeC/NAP2 as the Reference Center in Creative Economy & Public Policies - June 2023.

The creation of the Studies Center aims to bring together researchers from the area for discussion and analysis of the creation and implementation process of public policies to encourage the creative economy, as well as the development of creative territories and local development, through creative tourism. The discussions will be by means of debates, presentations and workshops that contribute for the development of the creative economy.

10. Partnerships & Networking

The Research Group on Management and Development of Creative Territories (GDTeC) belonging to the Nucleus of Administration and Public Policy (NAP2) associated to the Graduate Program in Public Administration, Department of Administration and Accounting of Universidade Federal de Viçosa, has throughout its history, maintained cooperation and exchanges with several academics and practitioners in international and national institutions. There are many researchers from public universities who work in research groups and participate in events with publications on topics related to the Creative Economy and Public Policies, legitimating the activities of the Chair as supporters/partners (see ANNEXES).

Therefore, the UNESCO Chair - Creative Economy and Public Policies will be carried out by the GDTeC/NAP2/UFV with the intellectual support of professors/researchers who have indicated they will contribute part of their time to this project. With this support the planned activities will be developed, and additional funding can be generated by means of access to funding sources linked to public agencies for research development (CNPq, CAPES, FAPEMIG and FUNARBE) and private organizations. It should be emphasized that UFV maintains agreements and technical cooperation with countless public and private organizations, which will be strengthened in the context of this Chair.



C. FUNDING OF THE PROJECT

1. Total Project Budget

CATEGORIES OF EXPENDITURE	AMOUNTS Subtotals 3 years	GDTeC/NAP2/UFV	Others PARTNERS
Infrastructure coordination and research room (with computers, printers with scanners, cameras, audio recorders), auditorium for 120 places (with video equipment, audio transmission over the internet), library, meeting room and workshops.	R\$ 150.000,00 US\$ 35.715	R\$ 50.000,00 US\$ 11.905	
Human Resources* Technical support (1) and research (5) fellows. Chair Coordinator (UFV Professor)	R\$ 230.400,00 US\$ 54.857 R\$ 450.000,00 US\$ 107.142	R\$ 76.800 US\$ 18.285 R\$ 150.000,00 US\$ 35.714	
Activities and products <ul style="list-style-type: none"> ▪ Channel on the internet - Website of Unesco Chair with virtual library and documental database (Creation and Maintenance). ▪ Books - with a collection of works, in e-book format (two volumes). ▪ International Conference Unesco Chair - Creative Economy & Public Policies ** (two editions for 3 years - includes tickets, lodging, accommodation, etc.). 	R\$ 30.000,00 US\$ 7.142 R\$ 16.000,00 US\$ 3.809 R\$ 60.000,00 US\$ 14.285	R\$ 10.000,00 US\$ 2.380 R\$ 8.000,00 US\$ 1.904 R\$ 30.000,00 US\$ 7.142	FAPEMIG*** FAPEMIG*** FUNARBE
Overall Value - TOTAL	R\$ 786.400,00 = US\$ 187.238		

* The UFV researchers and the partner universities will be remunerated by their respective institutions, which will be granted partially, without charge to their routine activities in their institutions of origin, in order to devote themselves to the activities of the Chair. The grants are UFV quotas to be obtained by the researchers of GDTeC/UFV, as well as in external notices of continuous flow of science development organs (CNPq, CAPES, FAPEMIG, FUNARBE).

** The meetings will be conducted with funding from the payment of subscriptions and sponsors (Public and Private ones), with administrative and financial advisory board of Fundação Arthur Bernardes - FUNARBE at UFV.

*** The channel on the internet and the books will be carried out with the support of the project approved in FAPEMIG - Fundação de Amparo à Pesquisa do Estado de Minas Gerais, in the context of the notice Call 02/2018 - Programa Pesquisador Mineiro - PPM XII, process PPM-00049-18, the value of R\$ 50,400.00 = US\$12,000.

2. Contribution of the UFV - Minimum values

The percentage of the total value of the project. This sum will be invested in the project through infrastructure and human resources. Such resources are own UFV's funds, which should receive contributions, for the CNPq, CAPES, FAPEMIG, FUNARBE scholarship programs.

3. Budgetary provision

The proposal coordinator has a project in the area of Creative Economy and Public Policies about Public Policy and Development of Territories in the Context of Creative Level at Municipal Level, approved in FAPEMIG - Fundação de Amparo à Pesquisa do Estado de Minas Gerais, in the context of the notice Call 02/2018 - Programa Pesquisador Mineiro - PPM XII, process PPM-00049-18, to the value of R\$ 50,400.00 = US\$12,000. This project has a budgetary fund that may assist with the implementation of this Chair. In addition, new applications will be made by the coordination and team of researchers of the Chair for funding of new financial resources, aiming to provide financial sustainability for the project.

4. Additional resources

The two editions of the International Conference UNESCO Chair - Creative Economy & Public Policies will be coordinated by GDTeC/NAP2/UFV in partnership with Fundação Arthur Bernardes - FUNARBE, which will provide administrative and financial advice, according to UFV institutional standards. These technical-scientific events will be supported by participant registration fees. In addition, it is expected to offer periodic training events such as courses and workshops after creation of the Chair to enlarge the financial resources supporting the Chair.

D. EVALUATION & REPORTS

The activity reports will contain qualitative and descriptive information about the activities developed in research, and the meetings and events organized for knowledge exchange and dissemination. The scientific-academic activities performed in the first year will serve as a starting point for subsequent evaluations. The profiles of participants, partners and researchers shall be mapped and tabulated.

The online channel (www) - UNESCO Chair Website - Creative Economy & Public Policies will be the main means of communication, together with the use of social networks for the dissemination of the activities and their results, which will assist in the transparency and accountability of this project.

E. VISIABILITY

The meetings and events will be accessible to an external audience. All of them will be recorded and subsequently made available over the internet. The publications (eBooks) will be available on the online version for free download. The articles and documents will be available in on the internet. The Chair will make extensive use of social networks as well as the physical networks of researchers who work in different universities in Brazil for the dissemination of knowledge related to the Creative Economy & Public Policies (see below).

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ANNEXES