SANTOS
BRAZIL

Host City
2020 UNESCO Creative Cities Annual Meeting

www.santos.sp.gov.br/2020hostcity
Santos, host city of 2020 UCCN Annual Meeting

Reasons to choose Santos:

- Meets all requirements;
- Committed to the UCCN Mission Statement, to the Agenda 2030 and New Urban Agenda, a city where culture and creativity are factors of sustainable development with cultural inclusion;
- One of the 10 most safe cities in Brazil according to the 2017 Connected Smart Cities Ranking;
- Home of soccer players Pelé, Neymar and Santos Soccer Club;
- It breathes culture, innovation and art in fields such as film, music, literature, theatre, dance and other, always on the forefront of political, urban and cultural movements in Brazil;
- One of the 10 oldest cities in Brazil, telling Brazilian history through cultural heritage, with a strong heritage protection program linked to the economic development strategy;
- “Home of Charity and Liberty” as city’s motto, where the first Mercy Hospital of Brazil was built;
- The largest beach garden in the world is in Santos, according to Guinness World Records;
- 70 km from Sao Paolo, where is the 2nd * ranked airport in Latin America (GRU);
- Brazilian capital of cruise ships, hosting around 1 million passengers each season;
- Home of the largest Port in Latin America;
- Traditional route for business tourism, hosting large national and international conferences, highlighting the 2013 World Surf Cities Annual Meeting, the 2014 FIFA World Cup, when was the only city to host 2 squads and the 2016 Summer Olympics when hosted 13 squads;
- Best to city to live in Brazil from 2014 to 2017, as well as best city to live after age of 60, being urban security the highlight.

* The Mexico Airport is the first.
Santos is connected to the world through Sao Paolo International Airport (GRU) (70 km).

During season (November to April), transatlantic cruise ships link Santos to Europe, the Caribbean and North America.

SAO PAULO INTERNATIONAL AIRPORT (GRU):

- 38 million passengers in 2017;
- 24,000 flights each month;
- 42nd most connected megahub in the world*;
- 23rd world position for international low cost connections*;
- 6,500 possible international connections each month;
- 40 international airlines from all continents.

*2017 Megahubs International Index (OAG)
Santos, sustainable city:

People

- 430,000 inhabitants;

- Major city in metro area of 1.7 million people comprising 9 cities;

- 6th highest HDI in Brazil (0.840);

- Strong network of public services (all free) related to education, social welfare, health, sports, access to culture and capacity building in creative economy fields, focused on vulnerable people;

- 20% of inhabitants over 60 years (double of national average), recognized by quality of life;

- 2nd most connected city in Sao Paulo State (Medialogue Digital Ranking), aligned to Brazil, the 4th in world in number of internet users, according to UNCTAD;

- Educational Hub with 110 public schools with 50,000 students aged 3-18;

- 10 universities with 40,000 students;

- 9 public libraries with 271,406 books and works.
Santos, sustainable city:

**Planet**

- **Area of 280 km², with 56% of preserved Rain Forest;**

- **Sustainability as main guideline to Urban Mobility Plan,** highlighting the **11.5 km of Light Rail** connecting Santos to the metro area, electric bus, 100% public transportation with free on-board WiFi, and **48 km of bike paths** with bike sharing program;

- **Waste Management** including disposal, collection and recycling of about 15,000 tons of garbage each month;

- **Recycling Center Program** (partnership between City Hall and Without Borders NGO) using tricycles for collecting recyclable waste in downtown, minimizing truck traffic and giving opportunities to vulnerable people;

- **Creative Ecofactory,** woodwork school recycling 3 tons of wood while preparing marginalized people to the labor market, it conquered the **iF International Design Social Award Prize in 2017.**
Santos, sustainable city: Prosperity

- One of the 10 best cities for business in Brazil (2017 McKinsey Ranking);
- GDP of US$ 7 billion;
- Santos Port responsible by 28% of Brazilian trade balance (US$ 103.3 billion in 2017);
- 31% of oil produced in Brazil is extracted in Santos Basin. It’s the largest oil pre-salt exploration field in Brazil;
- Technology Park, in partnership with 9 universities and tax exemptions to develop innovative technology.
- 1st city by Sao Paulo Audit Court in the effective municipal management index;
- 1st in the transparency ranking by Brazilian Federal Prosecution Service.

Santos Creative Economy in numbers:

- 21,894 employees in creative fields (12% total);
- 3,601 creative businesses (22% total);
- 4,457 sole proprietorship businesses (38% total);
- 12 Committees and Councils in creative fields with civil society participation (40% total);
- Av. 40 cultural festivals each year;
- 3,980 slots in college courses in creative economy fields (22% total);
- 24 unions and professional associations in creative fields;
- 50 public service media established in city;
- 15 meetings per year with civil society participation related to cultural public policies;
- 1,500 slots for capacity building programs on creative fields.
Cultural Expressions in Santos

Santos is a melting pot. It resulted from a fusion of immigrants from all over the world such as Portuguese, Spanish, Japanese, Italian, Arab and African that arrived to Brazil through Santos port and integrated with indigenous people. This diversity is reflected in the cultural heritage, standing out:

- **Santos Carnival**;
- **40+ Cultural Festivals** per year, highlighting:
  - Santos Coffee Festival;
  - Film Festival Curta Santos;
  - Santos Film Festival;
  - Literature Festival Tarrafa Literaria;
  - Theatre Festival FESTA;
  - Santos Ibero American Scenic Arts Festival Mirada;
  - Santos Jazz Festival;
  - Valongo Image International Festival;
  - Cineme-se.
- **10+ Museums**, including Coffee, Sound and Image, Fishing and Pele;
- **Patricia Galvao Cultural Centre** (theatre, movie theatre, library, museums, art galleries, Culture Secretariat);
- **Northwest Cultural Centre** (movie theatre, cultural workshops, carnival stadium);
- **Municipal Symphony Orchestra**;
- **Public Ballet School**;
- **22 commercial and 3 municipally run movie theatres** (including the “4 Station Art Film”, on the beach), with the highest Brazilian cinema audience;
- **5 great theatres** (3 municipally run);
- **5 small theatres**, including an open-air theatre on the beach;
- **More than 100 indigenous families of Guarani ethnicity** live in protected villages in Santos metro area.
Santos, Creative City

International partnerships:

May, 2018
Santos (Film) & Busan (Film)
Santos Busan Intercity Film Festival – 2030 Agenda, with Film Production Residency Program, with participation of Santos’ director Dandi Queiroz.

July-December, 2017
Bandung (Design) & Santos (Film)
Santos Bandung Film Festival with film screening and virtual exchange and debates among filmmakers and audience between cities.

April, 2017
Denia (Gastronomy) & Santos (Film)
Traditional recipes of Denia taught through film by gastronomy school students.

December, 2017
Amarante (Music), Denia (Gastronomy), Duran (Crafts & Folk Art), Santos (Film), Obidos (Literature)
2030 Agenda Good Practices Panel during Culturalmente Santista Festival (Culturally Santos Festival) focused on 2030 Agenda.

July, 2017
38 Creative Cities, Bradford (Film), Santos (Film)
Creative Cities Film Festival during Coffee Festival as moving screening of Bradford Small World Film Festival with movies from 38 UNESCO creative cities.

2016 to 2018
International Conferences:
- II Creative Cities Summit Beijing (2016);
- Qingdao Film Cities Forum (2017);
- Beijing Design Week (2017);
- Beijing Creative 2030 (2017);

2015 to 2018
Santos’ Mayor is South America Director of Mayors for Peace, network composed for more than 7,500 cities leaded by Hiroshima (Japan) aiming nuclear weapons abolition in the world.
Santos, Creative City

Major local projects in line with UCCN Mission Statement

**Creative Villas**
Cultural centres in vulnerable districts offering cultural access and capacity building in creative fields (design, crafts, music, film, literature).
*Partnership:* City Hall, National and Subnational Government, NGOs.
*Impact:* 6 SDGs

**Woodwork school for vulnerable people that build works from projects by renowned designers using 100% recycled wood waste collected around the city. Awarded by 2017 IF Design Social Impact Prize.**
*Partnership:* City Hall, Club Design of Santos.
*Impact:* 6 SDGs

**Technology Park for Children**
Aims to raise awareness about creative innovation and entrepreneurial skills through classes on digital technologies, robotics, media arts and financial lessons for children aged 7-12 afterschool.
*Partnership:* City Hall, Santos Technology Park Foundation and Sebrae (Entrepreneurship National Promotion Service).
*Impact:* 8 SDGs

**Entrepreneur’s Space**
Entrepreneurs can register their business in 4 days, also receiving financial and management advice by Sebrae, as well as they can apply for a micro fund. About 1,000 entrepreneurs are attended each month
*Partnership:* City Hall, Subnational Government, Sao Paolo State Bank (Banco do Povo Paulista), Sebrae Entrepreneurship National Promotion Service).
*Impact:* 6 SDGs

**Girls Show (Mostra das Minas)**
Civil society movement to incentivize woman protagonist in film production through events, debates and screenings.
*Partnership:* City Hall, civil society.
*Impact:* 4 SDGs

**New Historical City Center and Creative Hubs**
Aiming city center regeneration as well as vulnerable districts development through creative economy, it involves the Urban Master Plan, the land-use planning law, the Cultural Heritage Council, which listed more than 1,300 buildings for protection, with tax breaks for restoration.
*Partnership:* City Hall, civil society.
*Impact:* 4 SDGs

**Entrepreneurs can register their business in 4 days, also receiving financial and management advice by Sebrae, as well as they can apply for a micro fund. About 1,000 entrepreneurs are attended each month**
*Partnership:* City Hall, Subnational Government, Sao Paolo State Bank (Banco do Povo Paulista), Sebrae Entrepreneurship National Promotion Service).
*Impact:* 6 SDGs

**Creative Ecofactory**
Woodwork school for vulnerable people that build works from projects by renowned designers using 100% recycled wood waste collected around the city. Awarded by 2017 IF Design Social Impact Prize.
*Partnership:* City Hall, Club Design of Santos.
*Impact:* 6 SDGs

**Entrepreneurs can register their business in 4 days, also receiving financial and management advice by Sebrae, as well as they can apply for a micro fund. About 1,000 entrepreneurs are attended each month**
*Partnership:* City Hall, Subnational Government, Sao Paolo State Bank (Banco do Povo Paulista), Sebrae Entrepreneurship National Promotion Service).
*Impact:* 6 SDGs

**Art in Stilt Houses District (Arte no Dique)**
Aims cultural and social inclusion for marginalized groups in vulnerable district through cultural fields, especially music and crafts, with international exchanges for vulnerable people.
*Partnership:* NGO, City Hall, National Government, private sector.
*Impact:* 6 SDGs

**Girls Show (Mostra das Minas)**
Civil society movement to incentivize woman protagonist in film production through events, debates and screenings.
*Partnership:* City Hall, civil society.
*Impact:* 4 SDGs

**Research initiative with 25 indicators on the framework of 2005 UNESCO Convention of Protection and Promotion of Diversity of Cultural Expressions aiming to measure the creative economy environment in Santos.**
*Partnership:* City Hall, Universities.
*Impact:* 3 SDGs

**Creative Economy Observatory**
Research initiative with 25 indicators on the framework of 2005 UNESCO Convention of Protection and Promotion of Diversity of Cultural Expressions aiming to measure the creative economy environment in Santos.
*Partnership:* City Hall, Universities.
*Impact:* 3 SDGs

**Bistro School Restaurant**
Public Gastronomy School for vulnerable young people, while serving as tourist restaurant in front of Pele Museum.
*Partnership:* City Hall, Unisantos University, National Government.
*Impact:* 6 SDGs
Santos affirms the commitment and capacity to carry out all activities mentioned in the Host City Criteria, proposing the 2020 annual meeting between March and June 2020, in accordance to dates and program to be agreed with UNESCO. Santos would propose this meeting themed on “Creativity, path to Equality” demonstrating creativity and culture power as factors of sustainable development while enabling social and economic inequalities reduction in the world. The proposal considers:

- **4 days event** with special program to debate the UCCN Mission Statement, the 2030 Agenda and the New Urban Agenda;
- Opening and closing ceremonies, transversal thematic workshops, mayors’ meetings and forums, creative clusters formal and informal meetings and other activities to be agreed with UNESCO;
- Brazil hosting the annual meeting, through involvement of other creative Brazilian cities, with special activities in their fields: design, Gastronomy, Crafts & Folk Art and Music;
- **Transversal innovative and creative activities** involving the 7 creative fields, through projects built in the months prior to the meeting, with steering group support and UNESCO approval;
- Association of the annual meeting to 3-4 additional days with local cultural festivals such as Santos Coffee Festival, Santos Jazz Festival, Curta Santos, Santos Film Festival, Tarrafa Literaria Literature Festival, among other, as well as international festivals in partnership with creative cities such as creative economy fairs, workshops for creative entrepreneurs, technical visits and academic meeting leaded by Santos Technology Park;
- **Experiences of Brazilian culture**, such as indigenous communities, quilombolas heritage (communities founded in pre-19th century by escaped african slaves), favelas (slums), cultural centers in vulnerable neighborhoods, carnival, soccer, beaches and others;
- Special program to involve creative professionals, cultural entrepreneurs, artists, immigrant communities, indigenous people;
- Involvement of other 12 film cities to build a special program on film during the annual meeting;

Santos will use innovative and creative methods to enhance the attractiveness of the event to the UCCN members and general audience, as well as for sharing good practices among creative cities and to encourage international partnerships.

Santos will sign the official document for the hosting of the annual meeting with UNESCO, as well as the special document on security guidelines, being requested the prior analysis of its Legal Department because of compliance rules in force in Brazil.
Santos committed to 2020

Logistical Plan

Santos is committed and has capacity to provide:

• Fully-equipped main conference room, 7 other conference rooms (at least) for sub-network meetings, meeting room for the Steering Group sessions, all of them with screens, fixed and mobile microphones (stage and audience), event sound and lighting and other necessary materials;

• fully-equipped office area for the UCCN Secretariat and Santos staff, with computers, printer, office stationary and internet connection;

• 2 English and 1 French-speaking experienced professionals to assist the UCCN Secretariat;

• Press and media areas with dedicated room, for journalists with internet;

• Publication corner for the dissemination of relevant and approved publications;

• WiFi connection in all main venues;

• Simultaneous interpretation in English, French and Portuguese for all plenary sessions and Mayors’ sessions, with headsets for all participants;

• Conference services, including registration desk with 6 English and 2 French-speaking receptionists, help desk, badges, signs, indications, stationary, notebooks, pens, conference bags;

• Dedicated team with 3 English and 2 French-speaking professionals will be established in January 2019 to carry out all the tasks related to the meeting preparation and implementation and two of them will be highlighted as contact person;

• UCCN Secretariat’s preparatory onsite mission between July 2019 and April 2020, accompanied by dedicated Santos’ team, covering all necessary expenses related to the mission;

• Lunches, coffee breaks, dinners and local transport for all participants during the meeting;

• Accommodation for UNESCO’s representatives during the meeting, as well as negotiated rates and pre-booking service in hotels for all participants;

• Website in English, French and Portuguese from June 2019;

• Preparation (together by UNESCO) and reproduction of relevant and technical meeting documents, also made available electronically;

• Facilitation of visa application and issuing for all participants, with support of National Foreign Affairs Minister (formal support letter in annex);

• Provision of security in all venues and surroundings over the event period in accordance with UN and UNESCO rules regulations, designating a focal point for this subject in January 2019;

• Submission to UNESCO of the general report on the full event (preparation, implementation, follow-up and analysis) until August 2020;

• Santos will work on necessary arrangements to provide resources via ad hoc financial contribution to UNESCO for the recruitment of one temporary international staff for 9-12 months.
Santos is committed and has capacity to develop the plan from September 2018 to June 2020, in compliance with UNESCO rules and guidelines, including:

- **Target audience involving**: local and national media, international organizations and governments;

- **World competition for visual element** for the Annual Meeting, involving all creative cities, preferring projects co-produced by creative cities, to be discussed with UNESCO;

- **Communication and promotion strategy** for involving stakeholders at the most diverse levels using printed, digital media, TV and key promotion material. Pre-event to be held in Fabriano, Italy in 2019, participation in specialized fairs, among others;

- Engaging of **specialized agency** in press services as the beginning of the Annual Meeting preparation to implement the communication action plan approved by UNESCO, which will work under the direct supervision of the Municipality of Santos in collaboration with UNESCO.
The annual meeting venues will be decided together by UNESCO, among choices below (maps in annex), all of easily served by transportation and close to accommodation:

### Historical City Center
The annual meeting would take place in heritage buildings and sites, highlighting:

- **Coliseu Theatre** (600 seats orchestra/centre and 400 seats balcony);
- **Guarany Theatre** (300 seats);
- **Pele Museum** (80 seats);
- **Bistro School Restaurant** (80-120 seats);
- **City Hall - Isabel Princess Room** (60 seats);
- **City Hall - Noble Hall** (80-100 seats);
- **City Hall - Situation Room** (20-30 seats);
- **Coffee Exchange** (100-120 seats);
- **Santos Chamber of Commerce** - Meeting Room (80-100 seats);
- **Santos Chamber of Commerce** - Auditorium (150 seats);
- **Portuguese Tiled Facade House** (100-200 seats);
- **Historical Vintage Tram** to connect venues.

### Sesc
- **Theatre** (772 seats);
- **10 meeting rooms** and for 20-200 people;
- **Living area** for cultural activities.

### Mendes Convention Center
- **Complex of 25,000 m²** especially designed for conferences and fairs, with modulable rooms and spaces, with capacity for up to 7 conference rooms of 4,600 people, besides 10,000 m² pavilion.
Infrastructure in Santos

- **Accommodation**: 4,788 bed places in more than 20 hotels of all types (3-5 stars and hostels);
- **Hospitals**: 12;
- **Emergency Medical Services**: 24h call service (192), 10 Urgent Medical Care Units (4 public), besides 32 public medical centers with specialized medical care;
- **Consulates**: 7 in Santos and all other in São Paolo City (70 km);
- **24h Drugstores**: 11;
- **Tourism Service**: 6 Tourism Information Offices and 13 Currency Exchange around the city;
- **Security**: 7 Police Departments (subnational government), with specialized services for women and tourists, 700 surveillance cameras around the city connected to the municipally managed control center, besides the city's security force, Santos Municipal Guard;
- **Public Transportation**: city widely served by buses, 11 km Light Rail, 48 km bike paths with public bike sharing system;
- **Private Transportation**: taxis, transportation by apps and car rentals.
Santos 2020 UCCN Annual Meeting Host City

Santos meets all requirements

- First city in the Latin America and the Caribbean Region to host the Annual Meeting;
- Brazil will host the meeting for the first time;
- By the first time, a film city will host the meeting;
- The Mayor of Santos is the main patron of the event (support letter in annex);
- National, Subnational, Metro and local authorities support the application (support letters in annexes);
- Santos has been UCCN member as film city for almost 3 years, since December 2015;
- Santos is completely committed to the UCCN Mission, with international initiatives carried out in partnership with creative cities and several local actions involving partnerships with civil society, national and subnational governments, universities, civil society and NGOs, impacting in 2030 Agenda;
- Santos’ first monitoring report will be submitted in 2019 and is already under development;
- Santos is committed to sustainability, being awarded because of its Creative Ecofactory, selected among other 150 projects from all over the world;
- Santos is 70 km from the second Latin American Airport, connected to the world;
- Both the event program and communication plan will be built together with UNESCO in compliance with all its guidelines;
- Since joining the Network, Santos has participated in all the annual meetings:

  - 2016 - Ostersund, Sweden: focal point (Ms. Niedja Santos)
  - 2017 - Enghien-les-Bains, France: focal point (Ms. Niedja Santos) and Mayor (Mr. Paulo Alexandre Barbosa)
  - 2018 - Krakowice, Poland: focal point (Ms. Niedja Santos) and Mayor (Mr. Paulo Alexandre Barbosa)
Support Letter from the Santos’ Mayor
Mr. Paulo Alexandre Barbosa

GABINETE DO PREFEITO

Ofício nº 187/2018-GPM-E
Santos, May 9th, 2018.

The Honorable Mr. Ernesto Ottone Ramirez
Assistant Director-General for Culture
Unesco Headquarters, Paris, France

Dear Mr. Ernesto Ramirez:

It is a great pleasure to submit the application of Santos, Brazil, City of Film in UNESCO Creative Cities Network since 2015, to become the host city of the 2020 UNESCO Creative Cities Network Annual Meeting.

In fact, I am fully engaged with the network since 2013 when we decided to begin the project to become a City of Film. So now, I reiterate the commitment of Santos City towards the Network’s mission statement, the 2030 Agenda, the New Urban Agenda and the New Strategic Framework, while working on the implementation of the UCCN programme at the local level, as well as partnering several initiatives with our fellow creative cities in the network. I, my city and our stakeholders, including local authorities and national and subnational governments, are really committed to the UNESCO, the UCCN and the UCCN Annual Meeting.

Also, I hope to gather all the 8 creative brazilian cities, as well the new creative brazilian cities that may join the UCCN in 2019 to build a meeting that will show to the world not only Santos, but our wonderful country, Brazil.

I hope we can meet in Katowice and Krakow, Poland in June, when I wish to present the proposal of Santos, City of Film, to be the Host City for the 2020 annual meeting.

Sincerely,

[Signature]

PAULO ALEXANDRE BARBOSA
Mayor of Santos, Brazil

Palácio José Bonifácio - Praça Mauá, s/n° - Centro Histórico - Santos/SP
CEP 11.010-900 - Tel.: (13) 3201-5650 - Email: pmr@santos.sp.gov.br
Dear Mr. Mayor,

I was pleased to learn the interest of the city of Santos to bid to host the 15th Annual Meeting of the UNESCO Creative Cities Network (UCCN), to be held in 2024.

According to UNESCO, the candidate city should demonstrate its ability to host the event and its commitment to the UCCN mission statement. The evaluation process will consider the candidates’ political commitment and their performance as UCCN members, as well as aspects of practical logistics, such as venues; accommodation, meals, and transport availability, security; support for visa application; staff to be appointed to the event; drafting of the meeting program and other relevant documents; development of the event website, and so forth.

I believe that Santos fulfills the criteria of geographic distribution and diversity of creative fields, since neither a Latin American city nor a UCCN member representing films, as is the case of Santos, has ever hosted the Annual Meeting.

The election of Santos to host the 2020 Annual Meeting would result in manifold benefits to its tourism sector, attracting international attention to the city and generating opportunities for a rich exchange of experience with representatives of other cultures. It would also contribute to the dissemination of local initiatives and businesses, as well as foster partnerships with other creative cities.

I am convinced that Santos gathering the requirements to present an eligible proposal built in compliance with the UNESCO Host City Selection Criteria, to be approved by the Steering Group, and subsequently, selected by creative cities through vote, highlighting the commitment of Santos to foster creativity as a factor for sustainable social, economic, and urban development.

In this context, I am honored to support the bid of Santos to host the 2020 Annual Meeting of the UNESCO Creative Cities Network.

Wishing you in advance success in the candidature process. I take the opportunity to reaffirm the assurances of my highest consideration.

Sincerely,

[Signature]

Palácio do Planalto
70070-000 Brasília DF
Annex 3

Support Letter from UNESCO Goodwill Ambassador & Former Brazilian Ministry of Culture – Mr. Gilberto Gil

Senhor Ernesto Ottone Ramirez
Assistant Director-General for Culture
UNESCO
7 place Fontenoy
75007 Paris, France

May 14th, 2018

For the attention of Mr. Ramirez

Dear Sir,

Subject: UNESCO Creative Cities Annual Meeting

Historically, Santos, the coastal city in São Paulo State is the city of cultural diversity, an example of the using of culture and creativity as factors of social development. Among the 430,000 inhabitants there are young people and children accessing culture through music, film, gastronomy, dance and literature. I am proud to be the sponsor of one of its main programs, “Arté no Dique”, inspired in Olodum of Salvador, Bahia, that promotes cultural and social inclusion through music and art. In Santos they are committed to the protection and promotion of cultural expressions.

As UNESCO Honorary and Goodwill Ambassador, Artist for Peace, I express my full support for Santos’ candidacy to host the UCCN ANNUAL Meeting in 2020. It will be emblematic to Brazil and Latin America to host this important meeting for the first time.

As Brazilian Minister of Culture from 2003 to 2006, I was proud to participate in 2005 of the historic moment when the Convention on the Protection and Promotion of the Diversity of Cultural Expressions was adopted. The international community had long awaited such a Convention, so I was honored to learn that Santos developed the Creative Economy Observatory, with indicators on the framework of that Convention.

I am happy and proud to support the meeting of world cities that develop their policies and programs compiled to the 2005 Convention.

Sincerely yours,

Gilberto Gil
Annex 4

Support Letter from UNESCO Goodwill Ambassador & Modern Art Museum of Sao Paolo & Itau Cultural Institute – Ms. Milu Villela

The Honorable Mr. Ernesto Cione Ramirez
Assistant Director-General for Culture
UNESCO
7 place Fontenoy
75007 Paris, France

May 14th, 2018

For the attention of Mr. Ramirez,

Dear Sir,

Subject: UNESCO Creative Cities Annual Meeting 2020

As Honorary and Goodwill Ambassador with mission to promote voluntary action and basic education in Latin America, as well as leading two important cultural Brazilian institutions, the Sao Paolo Museum of Modern Art and Itaú Cultural (not-for-profit cultural institute owned by Itau-Unibanco bank, aiming to foster artistic research and production in all cultural fields), I hereby express my support to Santos application to host the 2020 UNESCO Creative Cities Annual Meeting. It will be its first time in Latin America, so a milestone to Brazil and our region.

In 2002, I was honored to address the speech in the opening session of the 57th UN General Assembly in view of the International Year of Volunteers (IVY), when Brazil stood out in two aspects: the great involvement of civil society and the emphasis on education. In this sense, it is amazing to see those concepts applied in Santos, where the public policies are focused on social transformation and cohesion, with volunteers transmitting their knowledge to vulnerable groups through gastronomy, crafts, fashion design, beauty, nails, make-up, training, among others. In addition, relevant Santos’ programs promote full-time education for children and young people, with cultural and innovative activities. They are initiatives towards UN 2030 Agenda.

Santos has always been at the forefront of cultural and political movements in Brazil, with relevant cultural production in visual arts, music, film, theater and more than 40 festivals held each year.

By supporting the candidature of Santos, I reconfirm my commitment to UNESCO. It will be amazing to share the Brazilian cultural diversity with the world in 2020.

Sincerely yours,

Maria de Lourdes Egydio Villela
President of Sao Paolo Museum of Modern Art
Annex 5

Support Letter from Subnational Government
Secretary of State for Culture - Romildo Campello

GOVERNO DO ESTADO DE SÃO PAULO
SECRETARIA DA CULTURA
GABINETE DO SECRETÁRIO

May 21th, 2018.

The Honorable Mayor Paulo Alexandre Barbosa
Mayor of Santos

Dear Mr. Barbosa,

Santos, one of the ten oldest Brazilian cities, is a symbol of cultural diversity, historically at the forefront of political, cultural and artistic movements, breathing creativity and innovation in its squares and streets, where children, young people and the elderly integrate through culture fields, such as music, film, dance and literature.

Proudly, it is the only city in São Paulo State member of UNESCO Creative Cities Network, and absolutely in compliance with 2005 UNESCO Convention of Protection and Promotion of the Diversity of Cultural Expressions. In 2017 Santos implemented the Creative Economy Observatory, by scaling the Convention’s national guidelines to the local level.

So, as subnational government representative, as Culture State Secretary, I express my support for Santos’ candidacy to host the UNESCO annual meeting in 2020, because I believe that the city has all the conditions and characteristics needed. Our Secretariat will be by side, participating actively in the organization of this important meeting that will transform the state of São Paulo into the world capital of creativity in 2020.

It’s very important to Brazil and Latin America to host this meeting for the first time.

Sincerely,

ROMILDO CAMPELLO
Secretary of State for Culture
Annex 6
Support Letter from Metro Area
Metro Area Council President – Mr. Pedro Gouvêa (Sao Vicente Mayor)

May 8th, 2018

Ref. Cf. n° 025/2018

Dear Mr. Barbosa,

As representative of Santos Metro Area, comprising 9 cities (Peruíbe, Itanhaém, Mongaguá, Praia Grande, São Vicente, Cubatão, Guarujá, Santos and Bertioga), we express our support to the candidature of Santos to host the UNESCO Creative Cities Annual Meeting in 2020.

Santos highlights in film and is committed to the 2030 Agenda and the New Urban Agenda, which will be the main themes on discussion makes Santos the perfect site. Besides hosting the largest port in Latin America and a large and pioneering industrial complex, our area is located on the Atlantic Coast, with amazing nature and cultural heritage, including indigenous people, quilombolas and traditional communities, which tell the Brazilian history in depth.

We are sure that Santos and our region will be able to host this important meeting, which will be held for the first time in Brazil, attracting attention to the sustainable development initiatives developed in the metro area, opening up opportunities for future partnerships with cities around the world.

Sincerely yours,

PEDRO GOUVÉA
Metro Area Development Council President
Mayor of São Vicente

PAULO ALEXANDRE BARBOSA
Mayor of Santos
Annex 7

Support Letter from Metro Area
Atlantic Sea Coast
Convention & Visitors Bureau

Support Letter from Local Authorities
Hotels and Restaurants Union
of Santos and Metro Area
Annex 8
Support Letter from Local Authorities
President of Santos City Council – Mr. Adilson dos Santos Júnior

CÂMARA MUNICIPAL DE SANTOS

Of. 115/2018 - GP.

The Honorable Mayor Paulo Alexandra Barbosa
Mayor of Santos

May 14th, 2018

Dear Mr. Barbosa,

It was a great great pleasure to learn that Santos will bid to be host city to the 2020 Annual Meeting of UNESCO Creative Cities Network of, what I am pleased to support.

The work that I have been leading in the Santos Municipal Council aims to foster economic development and reduce inequalities in our city and I believe that education, culture and creativity are genuine factors of sustainable development, as well as one of the UNESCO’s program main premises.

In addition to the rich cultural environment, the security we enjoy, the joy and lightness of our people, we have here creative entrepreneurs, countless cultural festivals, a rich historical heritage, culture o f four traditional communities, thus transforming Santos into the world capital of creativity in 2020 will crown this set of actions.

I therefore confirm my support for this amazing project, making the City Council’s facilities available for carrying out activities in 2020.

Sincerely,

Adilson dos Santos Júnior
Vereador Presidente da Câmara Municipal de Santos
Annex 9

Support Letter from Local Authorities
Technology Park Foundation (comprising 9 universities)

FUNDAÇÃO PARQUE TECNOLÓGICO DE SANTOS

OFI – DP 3/2018 – RMS
Santos, 02 de maio de 2018

Subject: Support for the candidacy of the Municipality of Santos to host the
UNESCO Creative Cities Meeting in 2020

Your Excellency Mayor

Technological Park of Santos Foundation - FPTE, is a non-profit public
institution, and its main objectives are to manage Santos Technology Park and
to promote entrepreneurship, technology and innovation with social inclusion.

In view of the above mentioned objectives, we hereby express our full
support to Municipality of Santos to host UNESCO Creative Cities Meeting in
2020, since our city meets all the conditions for this event.

We would like to emphasize that FPTE is an organization strongly linked
to innovation promotion and its administrative constitution has Technical
Council composed of nine universities (Universidade Santa Cecília –
UNIGANTA, Universidade Paulista – UNIP, Universidade Católica de Santos –
UNISANTOS, Centro Universitário Monte Serrat – UNIMONTE, Faculdade de
Tecnologia Rubens Lara – FATEC RL, Universidade de São Paulo – USP,
Universidade Metropolitana de Santos – UNIMES; Escola Superior de
Administração e Gestão – ESAGG e Centro Universitário Losadedes – UNILUS)
which directs and supports initiatives related to technology and innovation, in
order to promote economic, social and cultural development of Baixada
Santos. These initiatives are perfectly aligned with the events carried out by
UNESCO. We also would like to offer support to the Organizing Committee of
the Meeting, and we can collaborate about design of innovative and creative
activities, as well as hosting the events defined by the Organizing Committee in
our future headquarters of 7500 m², now under construction.

We would like to renew our high esteem votes and consideration.
Sincerely yours.

ANTONIO CARLOS SILVA GONÇALVES

Your Excellency
Paulo Alexandre Barbosa
Mayor of Santos

Rua Barão de Sobradinho, 34, 4º andar – Vila Nova – Santos – SP – CEP 11035-310
Contact (11): 2201-5884 secretaria@fps.org.br
Dear Mayor,

We hereby express our support to the Santos bid to host the 2020 Annual Meeting of UNESCO Creative Cities.

Santos has great tourist infrastructure considering hotels, transportation, security and health.

In this regard, we confirm the participation of SESC in the organizing committee, making our spaces available to host part of program and declare support in the candidacy of Santos.

We are at your disposal for further clarification.

Sincerely yours,

Iair Enescu
Manager
SESC Santos

The Honorable Mayor
Paulo Alexandre Barboza
Santos City Hall
Santos, SP, Brazil

Dear Mayor,

The tropical climate in Brazilian seaside cities, the urban security in Santos, the quality of life, Santos featuring one of the best HDI (Human Development Index) rates in Brazil, as well as the cultural and creative economy environment in Santos are reasons to ground our support and long term partnership.

In addition, Santos is a famous business travel destination. The city hosted important conferences and events in last years such as the World Surf Cities, 2 squares during 2014 FIFA World Cup and 13 squares during the 2016 Summer Olympics.

Our office have been developing programs to enhance entrepreneurship focused on cultural expressions preservation on indigenous communities, which we will be proud to introduce and share with you during the 2020 meeting.

Thus, being Santos approved to host the meeting, SEBRAE-SP (national service for entrepreneurship promotion) through its Santos’s office, as well as through its Reference Center in Entrepreneurship, Technology and Creative Economy will be your partner and part of this great event.

Sincerely yours;

Maria Antonia Rodrigues
SEBRAE-SP - Santos Office
Annex 11
Maps of Proposed Event Venues

Santos City Map

Historical City Center Map
Subtitle: 1) Coliseu Theatre; 2) Largest beach garden in the world; 3) Coffee Exchange; 4) 2nd largest new year fireworks in Brazil; 5) Santos by night; 6) Santos Aquarium: most visited tourist attraction in Sao Paolo State.
Annex 13
Film in Santos

- Largest cinema-going audience in Brazil;
- 22 commercial and 3 municipally run movie theatres;
- 1 movie theatre on the beach (Art Film Program);
- 1st Brazilian Cine Club in 50’s;
- 9 film festivals, standing out Curta Santos Short Film Festival, Santos Film Festival and Cineme-se;
- 2 international art festivals involving film, Valongo International Image Festival and Mirada Ibero American Theatre Festival;
- Movements in civil Society focused on 2030 Goals, like Girls Show (Mostra das Mina) aimed at Goal 5 to empower women on film and Society;
- 10 film independent collectives producing films;
- 2 college courses on film;
- 1 post graduate on film;
- Research Center on Film at Unimonte São Judas University;
- Starlight Animation Studio of “Chico and Rita”, nominated for the 2017 Emmy is installed in Santos, working on animations worldwide;
- Quero Institute, providing capacity building on film techniques for vulnerable young people, preparing them to the labor Market;
- 330 companies on productive chain of film industries;
- 1,350 employees under formal economy in film industry productive chain;
- Santos Film Commission with at least 75 locations for films, realizing more than 60 film Productions each year among long and short films, soap operas, commercials and other.
Annex 14
History of UCCN Annual Meetings

<table>
<thead>
<tr>
<th>YEAR</th>
<th>MEETING</th>
<th>CITY, COUNTRY</th>
<th>REGION, COUNTRY</th>
<th>FIELD</th>
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<tbody>
<tr>
<td>2008</td>
<td>I</td>
<td>UNESCO Hq – Paris, France</td>
<td>Europe &amp; N. America</td>
<td>-X-</td>
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<tr>
<td>2008</td>
<td>II</td>
<td>Santa Fe, US</td>
<td>Europe &amp; N. America</td>
<td>Crafts &amp; Folk Art</td>
</tr>
<tr>
<td>2009</td>
<td>III</td>
<td>Lyon, France</td>
<td>Europe &amp; N. America</td>
<td>Media Arts</td>
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<tr>
<td>2010</td>
<td>IV</td>
<td>Shenzen, China</td>
<td>Asia &amp; the Pacific</td>
<td>Design</td>
</tr>
<tr>
<td>2011</td>
<td>V</td>
<td>Seoul, South Korea</td>
<td>Asia &amp; the Pacific</td>
<td>Design</td>
</tr>
<tr>
<td>2012</td>
<td>VI</td>
<td>Montreal, Canada</td>
<td>Europe &amp; N. America</td>
<td>Design</td>
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<tr>
<td>2013</td>
<td>VII</td>
<td>Bologna, Italy</td>
<td>Europe &amp; N. America</td>
<td>Music</td>
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<tr>
<td>2014</td>
<td>VIII</td>
<td>Chengdu, China</td>
<td>Asia &amp; the Pacific</td>
<td>Gastronomy</td>
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<tr>
<td>2015</td>
<td>IX</td>
<td>Kanazawa, Japan</td>
<td>Asia &amp; the Pacific</td>
<td>Crafts &amp; Folk Art</td>
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<tr>
<td>2016</td>
<td>X</td>
<td>Ostersund, Sweden</td>
<td>Europe &amp; N. America</td>
<td>Gastronomy</td>
</tr>
<tr>
<td>2017</td>
<td>XI</td>
<td>Enghien-les Bains, France</td>
<td>Europe &amp; N. America</td>
<td>Media Arts</td>
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<tr>
<td>2018</td>
<td>XII</td>
<td>Katowice &amp; Krakow, Poland</td>
<td>Europe &amp; N. America</td>
<td>Music &amp; Literature</td>
</tr>
<tr>
<td>2019</td>
<td>XIII</td>
<td>Fabriano, Italy</td>
<td>Europe &amp; N. America</td>
<td>Crafts &amp; Folk Art</td>
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<tr>
<td>2020</td>
<td>XIV</td>
<td>Santos, Brazil</td>
<td>Latin America &amp; the Caribbean</td>
<td>Film</td>
</tr>
</tbody>
</table>

**FIRST TIME**

- In Latin America & the Caribbean Region
- In Film City
- In Brazil
Annex 15

Credits

**Mayor**
Paulo Alexandre Barbosa

**Government Secretary**
Rogério Pereira dos Santos

**Culture Secretary**
Rafael Leal

**Communication Secretary**
Luiz Dias Guimarães

**UNESCO Focal Point in Santos**
Niedja de Andrade e Silva Forte dos Santos

**Santos Host City Application Committee**
Aline Cristina de Burgos Ubida Malavasi
Ana Amélia Moura
Carla Mariani Pinto
Caroline Mazzoco Tavares dos Santos
Daniela Colin Lima
Eduardo Fernandes Rodrigues
Flavia Neves Dantas
Gabriel Silvio dos Santos Silva
Hector Martins Fernandes Pereira de Melo
Juliana Menezes Cavalcanti
Kuka Herrador
Maria Francisca de Oliveira Romão
Marisol Izabela Ramos
Marjorie de Carvalho Fontenelle de Medeiros
Niedja de Andrade e Silva Forte dos Santos
Paula Franchi Quaglialto Tringali
Rafael dos Santos Oliva
Rafael Lima
Raquel Pellegrini
Renata Costa Bravo Oliveira
Selley Storino
Sylvio Alarcon Estrada Junior
Wania Mendes Seixas