

**Project Recommended by the IFCD Panel of Experts**

Score	Country	Request number	Applicant	Field of activity	Focus on capacity-building for cultural policies
33	Brazil	2014 / 119	Thydêwá (NGO)	Cultural industries	Yes

<b>Project title</b>	Indigenous E-books – Cultural Entrepreneurship, Indigenous Creators and Digital Culture in Brazil.
<b>Project duration</b>	March 2014 – March 2015
<b>Aim</b>	The project aims at empowering indigenous creators from Brazil by promoting their participation in the digital publishing sector.
<b>Brief summary</b> <b>(§ 16.1)</b>	Thydêwá, a Brazilian NGO committed to the promotion of indigenous rights and a culture of peace, proposes to: 1) train 16 indigenous people in the creation, production and distribution of e-books; 2) support the trainees in the creation of an e-publishing start-up company to market their cultural products; and 3) raise their awareness about the UNESCO 2005 Convention, digital culture, copyright/copyleft and creative commons.
<b>Expected results and impact</b> <b>(§ 16.2)</b>	<ul style="list-style-type: none"> <li>The capacities of 16 indigenous people from eight different communities to participate in the digital publishing sector are strengthened – Participants will learn how to produce and distribute an e-book. For this purpose, workshops in narrative techniques, illustration, graphic design, as well as web application programming will be carried out by six professionals. As a result, two e-books will be published and distributed in four languages: Portuguese, English, French and Spanish.</li> <li>An E-publishing start-up company is created – Thydêwá will support the trainees to set up their own company to produce and distribute their e-books.</li> <li>Indigenous creator’s awareness about the UNESCO 2005 Convention and digital culture is raised – Exchange sessions and meetings will be carried out to raise the participants’ awareness about different opportunities offered by the Convention and digital technologies to promote their cultural expressions.</li> </ul>
<b>Recommended amount in US\$</b> (§ 16.3)	90,950
<b>Relevance to the objectives of the Convention and the fields of activity of the IFCD</b>	<ul style="list-style-type: none"> <li>Empowers members of disadvantaged communities through the cultural industries in Brazil – by targeting training and coaching efforts in eight indigenous communities, this project is giving cultural professional tools and resources that they can share with their communities, promoting self-confidence, social cohesion and income generation opportunities.</li> <li>Contributes to the strengthening of a cultural industry – participants will be introduced to digital technologies and given the necessary resources</li> </ul>

<b>(§ 16.4)</b>	to participate in a growing cultural industry in Brazil: the e-publishing sector.
<b>Feasibility and expected structural impact</b> <b>(§ 16.5)</b>	<p>Since 2002, Thydêwá has developed several training programs to promote the self-expression of indigenous people and organized several meetings to encourage dialogue between indigenous and non-indigenous people with the support of an important number of partners, including the Ministry of Culture and the Ministry of Education in Brazil. Moreover, this proposal is in line with two national policies: the 11.645/2008 law which provides for the teaching of Indigenous History in schools and the 'Indigenous Cultural Hotspots' programme. The multiplier effect that this initiative will have thanks to their partnership with the ministries of culture and education demonstrates the substantial potential for structural impact of the project.</p> <p>The support given to the participants to create their own company will contribute to achieving long-term sustainable results.</p>
<b>Comments from evaluators</b>	<p>The evaluators recommend the project because it meets the objectives of the 2005 Convention and the IFCD, especially in terms of capacity building, promotion of cultural entrepreneurship and awareness raising. Furthermore, the project has the potential to contribute to the development of strategies and action plans to promote the participation of indigenous peoples in the cultural industries.</p> <p>The applicant has relevant experience operating this kind of projects and has the support of the Ministry of Culture and the Ministry of Education in Brazil.</p> <p>The expected results are measurable and most of the funds are allocated to activities. Nevertheless, the evaluators suggest to decrease by half the coordinator's salary because they consider that it is overestimated (9,000 US\$ instead of the proposed 18,000 US\$).</p>