

2023



# THE STATE CULTURE INCENTIVE LAW



# THE STATE CULTURE INCENTIVE LAW 2022

TOTAL PROJECT

105



AMOUNT:

**BRL 149.715.052,14**

## CULTURAL AREA

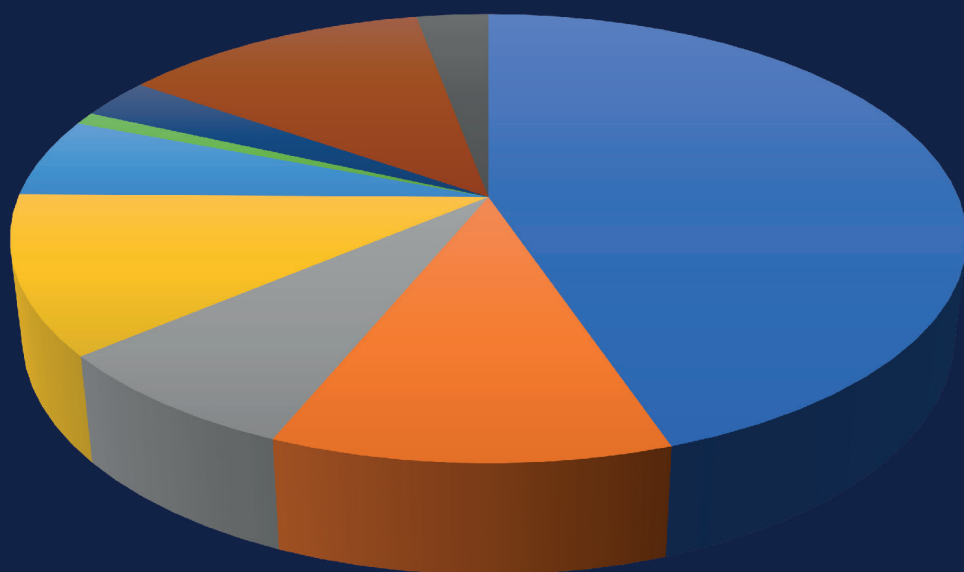


### PROJECTS VIA SYSTEM

**BRL 135.315.052,14**  
(103 projects)

### EXCEPTIONAL PROJECTS

**BRL 14.400.000,00**  
(02 projects)



MUSIC AND DANCE	47%
GASTRONOMY	3%
PATRIMONY AND COLLECTION	12%
LITERATURE	3%
FOLKLORE AND ECOLOGY	1%
INFORMATION AND DOCUMENTATION	6%
AUDIOVISUAL	11%
PLASTIC AND HANDMADE ARTS	8%
THEATER AND CIRCUS	11%

**AVERAGE PER PROJECT: BRL 1.425.857,64**

## GET TO KNOW

Democratizing the access to the financial resources of cultural portfolio involves strengthening the State Culture Incentive Law. Created in 1992, the mechanism works by granting a tax benefit to companies that pay the Tax on Circulation of Goods and Services (ICMS), to assure the reversal of the waived amounts as investments in cultural projects and financing Rio de Janeiro's art.

The process has been modernized and expanded in 2020, when the Department of Culture and Creative Economy of the State of Rio de Janeiro (SECEC-RJ) created a new platform to serve proponents and sponsoring companies: the Develop Culture System. This change optimized the relationship dynamics between the civil society, private companies, and public authorities, spreading the tax benefit to new places.

## HOW DOES IT WORK?

The State Program of Promotion and Incentive for Culture (laws no. 7035/2015 and no. 8266/2018), concerns to the promotion of cultural projects through the tax waiver of up to 3% of the total value of the ICMS paid by contributing companies. According to resolution no. 89/2020, the projects must be registered in the Develop Culture System for approval by the Project Evaluation Commission (CAP), and the tax benefit will be granted upon the presentation of a Sponsorship Declaration. The mechanism allows for up to 100% of the project to be sponsored with tax waiver resources.

## STEPS OF THE PROJECT ANALYSIS



## THE RESOURCE IS AVAILABLE

The registration for those who intend to use the State Culture Incentive Law, fiscal year 2023, is open. In a practical and simplified way, proponents, both individuals and legal entities, residing in the state of Rio de Janeiro, can access the Develop Culture System, register their cultural project, and apply for sponsorship via tax waiver. To sign up, click the link:

<http://cultura.rj.gov.br/desenvolve-cultura/inscricao/>





# LET'S GET AN OVERVIEW INTO SOME HIGHLIGHTED PROJECTS FROM 2022?

## SOCIAL ACTION THROUGH MUSIC



**SUPPORTED VALUE**  
**BRL 1,500,000.00**

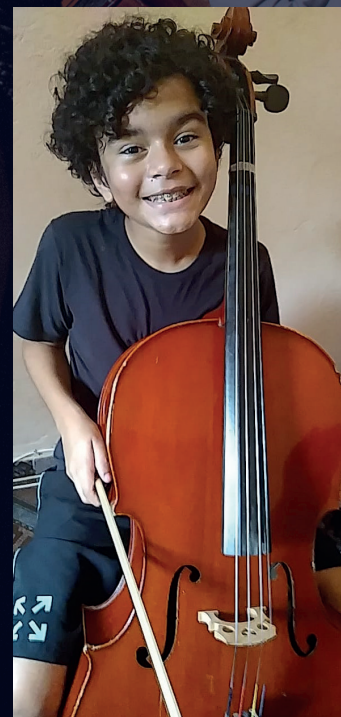
The cultural project with socio-educational purposes Ação Social pela Música (ASM), develops musical learning centers in many areas of Rio de Janeiro, such as Complexo do Alemão, Morro dos Macacos, Rio das Pedras, Cidade de Deus, Manguinhos and Tijuca.

For over 10 years, the initiative has served children, adolescents, and young people in situations of social vulnerability, expanding their future possibilities, and promoting positive social inclusion through music. String and wind instrument classes, orchestral practice, music theory, cultural tours and school tutoring are also offered.

The project transports many young people to a reality and to an environment that haven't been explored so far.

As is the case of Lucas Araújo, a 12-year-old teenager, who during his four years with the orchestra has already accomplished to perform on the boulevard of the historic Theatro Municipal of Rio de Janeiro. His mother, Tatiane Araújo, 42, who lives in Brás de Pina, in the North Zone of Rio de Janeiro, tells how this short journey has already changed the young man's life.

"We found out about the project in 2018, when he was 8 years old. I always really liked classical music, but I've never had the chance to study it. Apparently, I passed on this trait onto him, who is now able to follow his own path. It is very important to recognize culture as this sea of possibilities and to keep your horizons and perspectives open. I really appreciate the project and the dedication of the group of teachers for this opportunity", emphasizes Tatiane.



Fotos: Divulgação



# CHRISTMAS LEAGUE



**SUPPORTED  
VALUE:  
BRL 2.069.019,14**

Christmas League is an artistic, pedagogical, and transmedia language project. Its narrative presents Christmas in a renewed and tempting perspective for the whole family, and its purpose is to share art, culture and values of fraternity, environmental awareness and respect for diversity. The project operates on multiple platforms and features miniseries, films, comic books, itinerant event (theatrical show + games + cinema + local presentations) and digital content, within a hybrid, free and inclusive program.

"I have the honor of playing the character of Mrs. Claus, who represents so many women and mothers of different ages, colors and classes, especially black women, and mothers like me who have faced a lack of representation for so long. One of the most important things for me is to be experiencing this together with so many people in these collective spaces. It's so meaningful that the project is free of charge, so people can access the theater in the square, a public space, with so much diversity".

*Nady Oliveira, actress who plays Mrs. Claus.*

"I've learned that we must love each other, take care of everyone, and that Christmas is not just about the presents, and the celebration, it's about being together with your family and friends. They act very well, they are very, very nice and funny and I liked it a lot".

*Young Ludymilla da Silva watched the play in Guapimirim*





# PARQUE SÃO JOÃO MARCOS

The perfect match between art and nature, the Archaeological and Environmental Park of São João Marcos is a socio-educational, and cultural space located in a preserved area of Atlantic Forest, where visitors can find comfort and safety to enjoy a true multisensory experience.

Created in 2011 over the remains of the ancient city of Vale do Café, the space consists of a preserved stretch of the historic Imperial Road, Circuit of Ruins, Memory Center, with permanent exhibition, architectural model, information totems, bird observatory, scenic overlook, sensory garden, quiet corner, organic garden, soccer field, parking lot and accessible bathroom.

## **SUPPORTED VALUE: BRL 1.746.740,00**

“Eleven years after its inauguration, the Park of São João Marcos records more the 100 thousand visitors, and today it's a reference in history, culture, environment, and education in the South Fluminense region. This successful initiative has been built with great commitment, thanks to the partnership between the State Government and the power distribution company, Light, and the support of the Department of Culture and Creative Economy of the State of Rio de Janeiro”.



*Daniel Mendonça,  
Superintendent of  
Institutional Relations and  
Social Responsibility at  
Light*







Fotos: Leonardo Ferraz

## VASSOURAS FILM FESTIVAL

A public success in 2022, the 1st Vassouras Film Festival brought together more than 18,000 people during the five-day event. The intense program opened doors for representatives from all regions of the country and reinforced the powerful relationship between Brazilians and the seventh art. The event has already been confirmed for another edition for 2023, rolling out the red carpet for Vale do Café to establish itself as an important audiovisual center of Rio de Janeiro.



"Since we started to idealize the festival, we were sure that we wanted it to be an event prepared to be accessible to everyone and that the people of Vassouras would have that feeling of belonging. Together, we were able to provide the public a great experience, representing different regions of our country, portrayed on the screen, and combining it all with the opportunity of enjoying tourism and local gastronomy. We are so proud that more than 8,000 teachers and students attended to our sessions".

*Bruno Saglia, cultural producer, curator, and director of the event.*


"The festival lifted the city to a high level on the national scene and leveraged cultural tourism. It generated capital as it engaged companies, workers and public policies through partnerships that encouraged the production chain, creating direct and indirect job opportunities and boosted the local trade".

*Municipal Secretary of Culture of Vassouras,  
Angela Maria.*

**SUPPORTED  
VALUE:  
BRL 250.000,00**



# CRIA RJ



The CRIA RJ Program is a training platform for cultural agents and acceleration of creative businesses focused on three popular territories in the city of Rio de Janeiro: the complexes of Jacarezinho, Muzema and Cantagalo. Through the project, 72 courses are being offered in technical areas, 100 free workshops, and 20 courses focused on minority groups, 100 cultural presentations, 8 consultancies and 40 awards (totalizing R\$320.000). The estimated audience for the actions is approximately 20,000 young people and adults.

Fotos: Gui Maia

“Our proposal is based on the best national and international practices, such as the oriented microcredit program of Banco do Nordeste, which is an inspiration for an inclusive policy and presents methodological paths in the search for impacts that strengthen the economies of these popular territories”.



**Mardonio Barros, CEO of Quitanda Soluções Criativas, director of the project.**



**Paulo Feitosa, Master in Cultural Sciences and one of the creators of the project.**

**SUPPORTED VALUE: BRL 3.000.000,00**





# CLARO VERÃO RIO

One of the most famous places in Rio de Janeiro, the Ipanema beach was the perfect scenario for an event prepared for the whole family in the summer of 2022. From January 8th to the 20th, the Casa de Cultura Laura Alvim hosted the second edition of Claro Verão Rio, with free attractions that included activities for children, games, virtual reality, health and well-being areas, in addition to 13 pocket shows by renowned artists, such as Nando Reios, Toni Garrido, Evandro Mesquita, and others.

**AUDIENCE REACHED IN 2022  
TOTAL: 13 THOUSAND PEOPLE**



“Claro Verão Rio values an important public cultural facility, with free attractions, enhancing with art and innovation one of the main postcards of the city, expanding the democratization of the access to culture for all.”

*Pericles Maecenas  
Managing Partner of Peck Produções,  
event director*

**SUPPORTED VALUE:  
BRL 2.000.000,00**



Fotos: Divulgação