

REGULATIONS

Program 2017 Itaú Cultural Observatory for Research in Culture Economics

1. Purposes

Program 2017 Itaú Cultural Observatory for Research in Culture Economics is aimed at graduate and post-graduate level researchers, and others who are linked to universities and research centers. One of the purposes thereof is to foster the education and development of professionals who are active in Brazilian or international academic and cultural institutions, whose research subject is Brazilian culture. Therefore, the strategy thereof is, on the one hand, to foment production of a reflection on the cultural industry, and, on the other hand, to afford sharing of the resulting experiences and knowledge.

The program proposes to identify and catalyze ongoing or concluded theoretical and applied research within the wide field of culture economics.

Papers must qualify into the following categories:

- i. national account systems (including satellite accounts), and cultural industry-related statistical systems;
- ii. quantitative data for the dados cultural industry, and indicators of the cultural industry's impact and economic situation;
- iii. culture funding: situational economic indicator models and production;
- iv. new business models for internationalization and international trade in culture economics;
- v. cultural job market and creative occupations;
- vi. studies and methodologies for measuring and comprehending the demand in culture economics;
- vi. creative cities, territorial development, and urban revitalization based on culture economics;
- vii. comparative analyses of the aforementioned categories.

Papers will be selected from two portfolios:

- a) Ongoing Research;
- b) Concluded Research.

Up to ten (10) projects in total will be selected from both portfolios.

2. Methodology

Papers submitted to program 2017 Itaú Cultural Observatory for Research in Culture Economics must be based on the application of research methods that prioritize the production of:

- i. applied research with quantitative information within the scope of analysis of indicators and sectoral database in the Brazilian cultural industry;
- ii. theoretical research on the proposition of comparative methodologies to survey culture economics-related information;
- iii. econometric and/or descriptive statistics methods for analysis of impact and productive processes in the cultural industry;
- iv. microeconomic analysis of the consumer's behavior;
- v. macroeconomic and industrial economy analysis regarding general and specific elements of productive chains and impacts of the Brazilian culture on the GDP;
- vi. quali-quantitative methods for understanding the profile of cultural consumption;
- vii. studies regarding economic and cultural value within the scope of the interrelations thereof;
- viii. studies regarding internationalization within the commercial and strategic scope (business models);
- ix. studies regarding culture financing models and impacts in Brazil and worldwide;
- x. history of economic thought applied to culture;
- xi. space, urban, political and economic geography, and applied economic sociology studies;
- xii. comparative analyses of the aforementioned items.

3. Applications

3.1 The period to submit applications to be selected for program 2017 Itaú Cultural Observatory for Research in Culture Economics will be from March 13 up to 11:59 PM on June 4, 2017 (Brasília time).

3.2 Application by the following parties will be accepted:

a) **In the Ongoing Research portfolio:** individuals of at least 18 years of age, who are Brazilian – either born on naturalized – residing in Brazil, or foreigners permanently residing in the country for at least three (3) years; and Brazilian legal entities (such as research centers, universities, NGOs, cultural institutions and observatories), subject to having project(s) followed up by a professional in charge (researcher, consultant, etc.).

Foreigners may apply – individuals only – as proponents or members of research centers, universities, NGOs, cultural institutions, observatories, etc. In any event, the applicant's project is required to address Brazilian art and culture (even if comparatively), and applications will be accepted in only Portuguese, Spanish, or English.

b) **In the Concluded Research portfolio:** only individuals who have concluded post-graduation, who are Brazilian – either born on naturalized – residing in Brazil, or foreigners permanently residing in the country for at least three (3) years.

Foreigners may apply – individuals only. In any event, the applicant's project is required to address Brazilian art and culture (even if comparatively), and applications will be accepted in only Portuguese, Spanish, or English.

3.3 Applications are free and may be submitted by internet only, exclusively at Itaú Cultural's web site, at www.itaucultural.org.br.

3.4 By accessing the web site, the applicant will find an application form, which must be fully completed.

3.5 Upon completion of the form and conclusion of such process, application will be automatically confirmed on the screen.

3.6 As a research source for Itaú Cultural Observatory, the application form will be accompanied by a questionnaire on the applicants' profile, completion of which is mandatory. The selecting commission will not have access to the data provided in the questionnaire, the contents of which will not be taken into consideration for selection, whereas same are aimed solely for the exclusive use of Itaú Cultural Observatory's professionals in the preparation of quantitative surveys regarding the profile of the applicants for program Itaú Cultural Observatory for Research in Culture Economics.

By applying to program 2017 Itaú Cultural Observatory for Research in Culture Economics, the applicants declare that the related materials do not include contents that:

- i. are confidential or subject to confidentiality agreements;
- ii. may cause damage to third parties, whether by defamation, maligning, slander, pecuniary damage and/or pain and suffering;
- iii. include data or information that characterize or may characterize a crime (or misdemeanor), or that may be understood as inciting the commitment of crimes (or misdemeanors);
- iv. include racist or discriminatory data or information;
- v. are intended to advertise a product or service, or any commercial purpose;
- vi. are campaign advertising, or advertise an opinion for or against a party or candidate;
- vii. have been produced by third parties;
- viii. breach entity's and intellectual property rights, especially copyrights and brand-related rights.

4. Participation and portfolios

4.1 Selection for program 2017 Itaú Cultural Observatory for Research in Culture Economics includes two (2) different portfolios:

a) **Ongoing Research:** this portfolio aims at encouraging research projects (in progress or to be developed) on the wide field of culture economics, in the categories described in 1. Purposes.

The proposed projects in this portfolio must have a party in charge (individual) with a degree (graduation or post-graduation) in courses in the areas of human sciences, applied social sciences or linguistics, and arts and letters, pursuant to the classification by the Coordination for Higher Education Level Personal Enhancement (Capes): www.capes.gov.br.

b) **Concluded Research:** this portfolio aims at advertising research, monographs, dissertations, theses, analyses and comparative studies, the theme of which is related to the wide field of culture economics, in the categories described in 1. Purposes.

To be awarded a prize, the research cannot have been published in full by a commercial publisher. If portions thereof are published (articles or chapters), the commission in charge will be responsible to decide whether a prize should be awarded or not. Therefore, the applicant must inform in advance in which vehicles and format (article, chapter, or passages) such publication took place.

The applicant in this category must be a graduate or post-graduate (specialization, MBA, master's, doctor's or post-doctor's degree) in the areas of human sciences, applied social sciences or linguistics, and arts and letters, pursuant to the classification by Capes: www.capes.gov.br.

4.2 The applicant may submit application only once in each of the portfolios.

4.3 For each portfolio in which the applicant intends to participate, a new application must be submitted.

5. Prohibitions

Participation by the following parties is prohibited:

- employees and interns of Itaú Cultural and their relatives (spouses, life partners, brothers or sisters, children and dependants);
- former employees and interns of Itaú Cultural, whose termination was perfected less than one (1) year from the date of publication of these regulations: March 6, 2017;
- employees and interns of Itaú Unibanco Banco Múltiplo S.A.;
- outsourced employees working at Itaú Cultural's premises whose agreement is in force during the application period;
- member of the judging commission and their relatives (spouses, life partners, brothers or sisters, children and dependants);
- parties (whether individuals or legal entities) engaged to carry out program Itaú Cultural Observatory for Research in Culture Economics.

Applications submitted by prohibited parties will be invalidated in any selection phase.

6. Requested materials

To take part in the selection, the applicant must enclose to the application form digital copies of the following documents:

6.1 Ongoing Research

- a) Professional resume or academic curriculum of the individual in charge of the project;

- b) applicant's graduation or post-graduation certificate or diploma, or graduation certificate or diploma of the individual in charge of the project (in case of application by a legal entity);
- c) project submitted pursuant to academic and scientific rules, containing the following items:

- title;
- abstract (maximum of 20 lines);
- introduction;
- rationale;
- purposes;
- theoretical-methodological references (bibliography analysis and list of research sources);
- general bibliography;
- work plan;
- timetable;
- budget.

The project must be submitted as a PDF file, with a maximum of 25 pages typed in double line spacing, size 12 Myriad Pro Light or Arial font. All footnotes must be typed in the same font, size 10, and simple spacing.

6.2 Concluded Research

- a) Academic curriculum;
- b) professional resume;
- c) applicant's certificate of conclusion of graduation or post-graduation (*stricto* and *lato sensu*) or graduation certificate or diploma of the individual in charge of the project (in case of application by a legal entity);
- d) full digital copy of the course conclusion paper (research, monographs, dissertations, theses, analyses and comparative studies);
- e) list of sources and vehicles where the paper was partially published (article, chapter, or passages).

7. Selecting commission

7.1 Selection of research will be exclusively incumbent upon the selecting commission, which will be composed of four (4) professionals whose activities in the area are reputable, and one (1) representative of Itaú Cultural.

7.2 The commission will take into consideration, in its decisions, all the requirements established in these regulations.

7.3 The selecting commission is independent, and its decisions are indisputable; accordingly, questioning and/or remedies will not apply thereto.

7.4 Selection of the projects (Ongoing Research portfolio) and concluded papers (Concluded Research portfolio) will take place during June through August, 2017.

7.5 Selection outcomes will be disclosed up to August 31, 2017 at Itaú Cultural's web site: www.itaucultural.org.br.

8. Awardees

Up to ten (10) projects in total will be awarded prizes in both portfolios (Ongoing Research and Concluded Research).

8.1 Ongoing Research

The award-winning project will receive financial support in the amount of up to R\$ 24.000,00 (twenty-four thousand reais), divided into up to twelve (12) installments. The value and number of installments

will be established by the selecting commission, according to the review of the submitted project, subject to timing, methodology, and complexity involved in carrying out the project.

Should the selected research be submitted by an individual, the support will be offered in their name – party in charge of the project. Should the selected research be submitted by a legal entity, the support will be offered in the latter's name.

Release of the funds will take place in each stage of the project's conclusion, as follows:

a) Periodical disbursements in the amounts and on the dates agreed to between the selecting commission and the awardee, upon delivery of monthly activity reports: at the end of each month, the awardee must, necessarily, submit a report describing the methods employed in carrying out the research, the progress or hindrances that arise up to such time. Disbursement will be made following the report's validation by a consultant engaged by Itaú Cultural. The last report must include an article regarding the research outcome of up to 30 thousand characters (with spaces), which may be advertised by Itaú Cultural Observatory. Translation of such article into English will be further covered by the Observatory.

b) In the month falling on the half of the timetable agreed to for the research, the awardee must submit a partial analytical report, which will be reviewed by the consultant engaged by Itaú Cultural and by the Observatory's team.

8.1.1 Disbursements will be made by means of deposits in the individual's or legal entity's bank account.

8.1.2 The consultant engaged by Itaú Cultural and the Itaú Cultural Observatory's team will be responsible for reviewing the report and the research's final outcome, authorizing the supporting disbursements following approval thereof.

8.1.3 In the event of rejection of the partial analytical report submitted in the month falling on the half of the timetable agreed to for the research, the subsequent disbursement will be suspended up to submission of a new report. If, following rejection of the partial analytical report, a new report fails to be submitted, or the new report is rejected, the commission will decide whether the subsequent disbursements will be suspended only, or the awardee will be further required to fully reimburse the amounts received from Itaú Cultural up to such time. In this event, reimbursement must be made by means of credit in a bank account held by Itaú Cultural, to be provided at the time of such decision, within a maximum of fifteen (15) days following notification thereof. In this case, the research will be automatically disqualified from program 2017 Itaú Cultural Observatory for Research in Culture Economics – Ongoing Research portfolio.

8.2 Concluded Research

8.2.1 To each author of an award-winning paper in the Concluded Research portfolio, financial support in the amount of R\$ 5.000,00 (five thousand reais), R\$ 10.000,00 (ten thousand reais), or R\$ 15.000,00 (fifteen thousand reais) will be offered proportionally to the time, methodology, and complexity involved in carrying out the project. The selecting commission will be responsible for reviewing such factors after reading the concluded project submitted with the application.

8.2.2 The selecting commission may invite authors of papers selected in the Concluded Research portfolio to widen their research. In this event, the amounts and time limits to widen the project will be established with the author of such paper.

8.2.3 The selected papers will be published by Itaú Cultural institute, within two (2) years, in the Observatory's collections. During such period, the awardee will be prohibited from having their paper published by other publishers without Itaú Cultural's knowledge and consent.

8.2.4 The author of each award-winning paper in the Concluded Research portfolio must submit an article regarding the project of up to 30 thousand characters (with spaces), which may be published by Itaú Cultural Observatory. The article must be submitted within up to two months following

disclosure that the paper was selected to win the award. Translation of such article into English will be further covered by the Observatory.

8.2.5 The awardees will receive the established amounts for financial support following submission of the article referred to in item 8.2.4.

8.3 The foregoing items are non-transferrable and are offered solely to the awardees. An exchange for something different from what is established in these regulations.

8.4 At the time of disclosure of the outcomes, the awardees will be notified of the conditions to receive the items established hereinabove.

8.5 Tax information

8.5.1 Individual awardees: the amounts granted under the heading of financial support to awardees who are individuals will be net, i. e., from the granted amounts Income Tax will be withheld, in accordance with the progressive list established by the Income Tax regulations.

8.5.2 Legal entity awardees: awardees that are legal entities must mandatorily issue a receipt or debit note to be granted the financial support. Issuing a services invoice to be granted the financial support is strictly prohibited.

Note: failure to comply with the requirements established in this item may result in the awardee's disqualification.

9. Agreement perfection, copyrights and image rights

9.1 Program advertising

If they are selected, the participating awardees hereby authorize Itaú Cultural to record and use their image and their resumes for disclosure in print and electronic media, institutional materials, and in the internet, exclusively for the purpose of advertising program Itaú Cultural Observatory for Research in Culture Economics.

The use established herein is neither time-, nor quantity-limited, and is valid for Brazil and abroad, for which no compensation, under any heading whatsoever, will be payable.

Itaú Cultural may advertise all stages of this program by means of any media, including the internet.

9.2 Agreement

Any and all applicants – subject to selection – is aware of, and undertakes before Itaú Cultural to perfect the agreement required to allow the institute to take all actions provided for in this program, under penalty of being excluded from the established awards. Therefore, please read this item thoroughly.

To be able to receive the financial support referred to in item 8 of these regulations, the awardee must execute an agreement with Itaú Cultural, which will provide for the conditions to receive the funds.

The agreement will establish the awardee's obligation to attribute to Itaú Cultural the credits of "fosterer" of the research when it is concluded and/or published, either partially or fully, in any type of digital or print vehicle, written or electronic media, and the internet.

By means of such agreement, Itaú Cultural will reserve non-exclusive rights to use, distribute and broadcast the research (in its finalized format) in different media, means, vehicles and modalities, on a nonprofit basis.

The Documentation and Reference Center of Itaú Cultural must be provided with a copy of the concluded research in both portfolios (Ongoing Research and Concluded Research), for the purpose of enhancing its collection regarding cultural management available for public reference.

The awardee will be fully and exclusively liable for occasional claims or allegations against them of plagiarism or breach of copyrights or property rights, or third party title, including by means of omitting information, guaranteeing the redress of damages sustained by Itaú Cultural under such heading.

9.2.1. Documents required to draw up the agreement

a) Individuals: simple copy of the CPF (Board of Individual Taxpayers) and enrollment with the INSS (National Institute of Social Security) or PIS/Pasep (Program for Social Integration/Program to Establish Public Servers' Equity). For foreigners, a copy of the passport or the Foreigner's ID Card (RNE).

b) Legal Entities: simple copy of the articles of incorporation (the entity's purpose must be compatible with the award-winning project), articles of association or bylaws of the legal entity; simple copy of the CNPJ (National Registry of Legal Entities) card; and minutes of shareholders meeting, certificate of office, or minutes of meetings for statutory amendments listing the legal entity's current legal representative(s).

Agreements will be executed, by means of which Itaú Cultural will reserve rights to widely and non-exclusively, use, advertise, publish and broadcast the papers on a nonprofit basis, both in Brazil and abroad. Itaú Cultural may further request the awardee to provide miscellaneous legal documentations and authorizations, such as those related to labor, safety, and children and adolescents.

The awardee will be responsible for securing any and all authorizations, licenses or assignments of rights that are required for the project to be carried out in compliance with the required legal provisions, whereas such project will be subject, at any state of the project, to disqualification in the event of noncompliance therewith.

10. Other information

Contingencies which fail to be covered by these regulations will be reviewed and decided upon subject to the exclusive criteria of the selecting commission of program 2017 Itaú Cultural Observatory for Research in Culture Economics.

Questions may be sent to the following e-mail for clarification: observatorio@itaucultural.org.br.

Submission of an application implies full and automatic agreement with the terms established in these regulations.