

Analysis of Institutional Actors in Creative Economy Initiatives of Crafts in João Pessoa (PB) †

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PURPOSE

Seeing crafts and popular art as creative assets, respecting people's culture and knowledge, allows to reflect on the creative economy and its monetization viability as an alternative for poverty reduction. It is important to know to what extent the practices of institutional actors influence the role of crafts as a means of reducing poverty, through cultural entrepreneurship and adaptation to new trends in the economy and society. Thus, this work sought to understand the actions of the institutional actors involved in the context of the development of artisan-entrepreneur initiatives in João Pessoa (PB), recognized by UNESCO in 2017 as a Creative City in the Crafts and Popular Art segment.

METHOD

Adopting a qualitative approach, the research collected data through interviews, observations, and informal conversations, applying qualitative content analysis. Individuals and representative actors managing creative economy actions in João Pessoa (PB) were approached. In addition, documentary research collected data from educational and research institutions, SEBRAE booklets, UNESCO reports, decrees, ordinary laws, and government ordinances, analyzing provisions aimed at fostering and sustaining craft entrepreneurs.

FINDINGS

Institutional actors influence the development of artisan-entrepreneurs in João Pessoa (PB) through public, economic and academic policies. Public Management, SEBRAE and Federal University of Paraíba (UFPB), each in its own way, favored the emergence and strengthening of the creative economy in João Pessoa (PB), through institutional work carried out in the following ways: (i) Public Management performed political institutional work, through political negotiation, decision-making, the creation of public policies and the establishment of legal instruments; (ii) SEBRAE performed technical institutional work, through technical support and incentives for the adoption of

good managerial and commercial practices; and, (iii) UFPB, also performed technical institutional work based on efforts to theorize existing practices. Overall, the Public Management stands out, as it is the institutional actor that supports the regulation of this economic activity, making it possible to understand which elements of the political context have an impact on the normative orientation of the field.



Research's framework
Source: Silva (2023, p. 74)

MANAGERIAL CONTRIBUTIONS

By promoting public policies and actions aimed at strengthening the craft sector, it is possible to boost income generation, local entrepreneurship, cultural appreciation, and poverty reduction, contributing to sustainable local growth. It is important that the actions of institutional agents are integrated and adapted to the specificities and challenges faced by artisan-entrepreneurs, considering cultural aspects and the sustainability of crafts in the region. In this way, it is possible to make policies and programs more effective, contributing to a more prosperous and innovative scenario for the creative economy in the city.

SUPPORTED BY:



† Silva, Claudyvanne dos Santos Nascimento (2023). *Analysis of Institutional Actors in Creative Economy Initiatives of Crafts in João Pessoa (PB)* (Master's dissertation). Federal University of Paraíba, João Pessoa, PB, Brazil. <https://repositorio.ufpb.br/jspui/handle/123456789/30654>