
	<p>CASE STUDY</p>
<p align="center"> Unlocking the transformative potential of culture and the arts Innovative practices and policies from social enterprises and third sector organizations active in the cultural sector WG2 Research Workshop 4-5 November 2019, Valletta campus, University of Malta </p>		
<p>Title Experiências com Audiovisual e Inclusão - Cinema Nosso</p>		
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<p>Historical background (incl. when, whom, why, how it was created)</p> <p>Cinema Nosso is a cultural institution that, through its trajectory, works to provide experiences of technology and inclusion for the production of juvenile narratives. Expanding the audiovisual production chain in Rio. Cinema Nosso is recognized as one of the largest popular audiovisual schools in Latin America, having more than 4000 young people trained in our courses.</p> <p>Cinema Nosso was informally constituted in the year 2000 - then under the name Nós do Cinema -, from the casting process for the film "Cidade de Deus" (City of God) by Fernando Meirelles and Kátia Lund. At that time, young leaders who participated in the workshops offered by the directors of the film decided to promote the access of young people of the popular classes to the tools of audiovisual production, through practical and theoretical classes. The goal was to produce films with themes and aesthetics typical of what the film community in Rio has to offer and to insert the students in the field of the audiovisual market.</p> <p>At first, in a small office in Botafogo and the first ideas of Nós do Cinema appeared in several forms: the first films, a few people, and a lot of will and desire to change the world through cinema. The film Cidade de Deus (City of God) inspired a group of young people to pass on what they learned from the experience of making the film.</p> <p>The Activities of the Popular School of Cinema began in 2002. In 2005, the organization began to prioritize the integral development of adolescents and young people into its criteria, especially students from the public that do not have financial access to education. We do this through workshops and activities that stimulate reflection and respect for diversity, plurality and class culture.</p>		

The actions of Cinema Nosso reflect the lives of Brazilians through the training of children and young people in the audiovisual field, enabling lower class individuals to access tools and knowledge that surround the world of film. We aim to qualify the young citizen in the domains of the different narratives of the digital world, looking for an understanding about the role of technology in contemporary society and creating strategies that will encourage young people to develop these skills.

Throughout its history, Cinema Nosso has focused on its search for different ways of producing narratives to follow the change in technological culture: we have done work with videos made by mobile phones, short films, TV series, digital games, applications, and more. Thus, we demonstrate our

In 2007, Cinema Nosso inaugurated a new space in Lapa, a place in the center of Rio De Janeiro. It had animation labs, audiovisual spaces where you could produce edited sound with a nice finish, and a cinema that had the capacity to fit 60 people. In that same year, Jabuti filmes began working with us, an independent production company focused on socially and environmentally-conscious content, functioning as a social business. Its team consisted of Cinema Nosso alumni. We began moving resources to promote their organization so that they could in turn help us.

In 2009, we created Produtora-Escola (production school), a program that aims to stimulate young people's development through entrepreneurship, enabling them to work in the audiovisual market.

In 2014, Cinema Nosso occupied Caixa Cultural with the 6th CineMundo Festival - a festival including shorts, films, and games with a diverse program focused on many audiovisual areas, including video games, with a gaming competition. In 2015, Cinema Nosso became a supporter of Digital Communication Culture through an announcement of the Municipal Department of Culture of Rio de Janeiro with the mission of assisting and consulting a network of 50 cultural projects of the city in its digital actions.

We further expanded our field of activity with the production of the Rio Indie Games festival in late 2016 at Imperator, a cultural center in the north of Rio De Janeiro. The aim of the event was for it to be a showcase for independent game developers, possibilities, and a place where people could exchange knowledge about gaming platforms and their use for education.

In the last three years, Cinema Nosso has been investing even more in technology, with another event similar to the Rio Indie Games Festival we hosted with courses focused on virtual reality and application production in the form of a Hackathon. This will further strengthen our innovation with social technology.

Cinema Nosso aims to fill the gap between technology and new concepts being used in the audiovisual production and technology markets. We're also aiming to gain access to film collectives that are in the audiovisual market that are outside of mainstream technical terminology.

As of 2018, Cinema Nosso has accumulated almost 18 years of audiovisual experience, 15 years as an audiovisual school, trained more than 4000 students of the capital of Rio; completed 107 courses, 171 workshops, produced over 185 short films, 2 feature films, 2 TV series', 6 editions of the CineMundo Festival, two editions of the Audiovisual market training seminar, 1 edition of 100x100 Brazil, and participated in many Film Festivals including England, Spain, Venezuela, Bolivia, Argentina, Chile, Senegal, Portugal, Italy, France, USA, Germany, Peru and Brazil. We've also worked in important film collections from São Paulo to Senegal, through Lisbon, Chile, and the United States.

Cinema Nosso invests in educational action that reflects the cinematographic product that has been presented to us in the form of stereotypes, cliches and mistaken symbolic values, especially in relation to children and young students of lower class. Our work is developed based on the STEAM Moviment and also based on the UN objectives for sustainable development. What we propose is the construction of an "Us Cinema"(Cinema Nosso) that reflects and respects diversity, plurality, and true class culture. We intend to be a popular center of reference in audiovisual education for adolescents and young students from public schools that are lower class.

Mission and objectives

Mission: Expand the aesthetic and cultural universe through audiovisual training with innovation and new technologies generating social impact.

To provide access to the audiovisual language for vulnerable children and young people

To promote cultural accessibility and inclusion to closed groups that have difficulty

accessing cultural devices through projects such as Inclusive Cinema and Lessons in Cinema.

To Boost innovation through new technologies aimed at producing narratives through events such as Rio Indie Games and other events and courses focused on technology such as Virtual Reality and Game Jams.

Main current activities

Training program in audiovisual (Documentary, Fiction, Virtual Reality, Games Production)

Legal form and legal status

Cinema Nosso is an Non profit organization formalized due brazilian laws and registration.

Mode of governance, stakeholders and forms of participation

Cinema Nosso is constituted by a fixed team structured by direction, management, planning team (fundraising and marketing), and projects team (training, technology and audiovisual). The organization has a council of members who were part of the foundation of the institution and the stakeholders are partners and sponsors, schools and education foundations or governmental structures, students and their parents and media.

Resources structure (monetary and non-monetary)

The monetary structure of Cinema Nosso includes public grants and non monetary is focused on partnerships that provides the organization with specific needs of the main projects.

Economic and financial sustainability

Cinema Nosso is funded mainly by public grants or private ones and also the organization has a program of paid courses and renting of the space, aiming the sustainability of the place without the public grants.

Main connections with the social and solidarity economy and the cultural or arts sectors

Cinema Nosso is part of many types of networks in the areas the organization deal with. Cinema Nosso is often invited to talks and meetings with the innovation and solidarity economy of Rio de Janeiro government to build with the public politics agenda and also we are part of a big group of cultural and artistic projects of the city where we focus on communication and digital culture activities.

Transformative potential statement (one sentence summarizing the innovative character of the initiative)

Through new technologies in these training programs and events, Cinema Nosso provides new perspectives of cultural repertoire and an expansion of critical sense in kids and youngsters, aiming new possibilities for the future and to potentialize competences and skills.

References