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The creation of jobs and productive units of the Creative Economy in the Region of Corede Vale do Rio dos Sinos - CONSINOS - RS / Brazil from 1996 to 2009. New Perspective Development

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# The creation of jobs and productive units of the Creative Economy in the Region of Corede Vale do Rio dos Sinos - CONSINOS - RS / Brazil from 2006 to 2009. New Perspective Development.

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## ABSTRACT

Activities that develop in a region, using resources to be produced and generating results that affect the economy and trigger a multiplier effect on employment and income. The activities on the economy of culture have this effect on the economy, namely the impact that investments generate benefits they bring on other productive activities. The United Nations Conference on Trade and Development (UNCTAD)- UN Special Body was established in 1964 as a result of demands from countries with lower levels of development, aiming to establish a permanent international court which would be based approach to development. This has pursued the implications of the importance of activities from creative industries, cultural activities linked to a region and argues that the value generated by them is able to turn them economically as their commercial value is transferred to different areas of economic a region. From this perspective, the creative industries are large group activities can boost a city economically; therefore they are highly creative ability of the population of this region. The Corede Vale do Rio dos Sinos - CONSINOS - is a region politically instituted in the early-1990s, the State Government of RS and aims to formulate and implement regional strategies, consolidating them into regional strategic development plans. It consists of 14 municipalities, with industrial production is strongly focused on five cities: Campo Bom Canoas, Novo Hamburgo, São Leopoldo and Sapucaia. Economically, it presents a strong dependence on the leather-footwear industry and its components which have resulted in a dynamic problem for the region, because it undergoes large swings forward exchange rate issues and export entry of Chinese products, among others. The objective is to define what is meant by creative industries and verify by the number of jobs and production units, whether the region can develop in the medium term other activities that may replace the dependence of the footwear sector and, therefore, make other possibilities in the production matrix.

**Keywords:** Employment, Creative Economy, Creative Industries, CONSINOS

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## **1.Introduction**

The Economy of Culture aims at assessing the relationship between cultural activities and a productive region, causing reflections on employment, wages, profits, services and more. Creativity, an important factor in creating goods and services can be a factor in improving the performance of stagnant regions due to the exercise of activities which in the short or long term, will be replaced partially or definitely on the agenda of the region.

The municipalities of COREDE Vale do Rio dos Sinos - CONSINOS's activities are concentrated in the production of shoes and your entire complex. Region formed mainly by descendants of German immigrants had on the production and export of shoes three decades of prosperity until the early 1990s, which with the input of Chinese shoes and other Asian countries saw their base collapse and increase levels of unemployment and violence.

This work is a first approximation of the data being worked on a research approved by CNPq and being developed in UNILASALLE about trying to change the activities in this region as a way to change their production profile. Based on information from MTE / RAIS - CAGED we used data on employment, income and number of productive units to determine, initially, the position of the municipalities of CONSINOS compared to SR, in order to observe points of convergence or not regarding the activities considered creative, between the years 2006 and 2009.

The work is divided into three parts: the first brings the concept and the economic relevance of the creative industry in the second one works with the characterization of the Regional Council of the Valley of the Bells, their regional training, the location in the state of Rio Grande do Sul, Brazil, and finally presents the detailed data regarding the distribution of productive activities among the 14 municipalities that comprise it.

## **2.Culture, Creative Economy and Creative Industries**

The culture must be understood as all forms of artistic expression and all the material and symbolic heritage of society, how memory and identity of a people. Faria (2000, p. 19) argues that: Culture is fundamentally human development: building the values of peace and solidarity, culturally healthy lifestyles, rich and riddled with imaginary utopias possible and impossible, job creation and income roots values and choices, identities and open new trends, a new world of poetry. Anyway, it's also a show that celebrates the human community and not just the shadowy world of business. The culture and the arts move part of the world economy.

According to Reis (2003, p. 51): The relationship between economics and culture are covered in great debates in the academic world. For some, if culture is understood [...] as this gives a people their distinction (values, habits, attitudes, creations), the economy would be part of culture itself. What interests us here, however, is how the cultural sector drives the economy of a particular place or society. Any activity that takes place within a region, involving resources to be generated and generating a result, affects the economy. The proposal of the economics of culture is precisely evaluate this multiplier effect of cultural activities, namely the impact that this investment generates, compared to what it cost.

The relationship between economy and culture is in an analytical tool, to resolve issues related to the economic effects of cultural activity, such as those related to employment and income generation, besides the tax expenditures that involve the industry. Therefore, multiplier effects of cultural activities can be defined as to effective productive logic of generating income and employment.

From the 1990s the culture started to have more emphasis as a tool for socio-economic development of a country. Understanding this issue has been establishing itself as a challenge, because it includes the concepts of creative industries and creative economy.

## **2.1 The creative industry: definitions and interpretations**

Economic creativity is a dynamic process leading to technological innovation, business practices, marketing, etc., and is linked to achieving competitive advantages in the economy.

Creativity is a key element in defining the scope of creative industries and creative economy. Creativity can be defined as the process by which ideas are generated, connected and made into things that are evaluated. (UNCTAD, 2009)

### **2.1.1 Goods and Cultural Services versus Goods & Creative Services**

The scope of the creative economy is determined by measuring the creative industries, although there is disagreement in the literature, especially in relation to the parallel concept of "cultural industries". Two situations occur: there is sometimes a distinction between creative industries and cultural industries, sometimes the two terms are used interchangeably.

An alternative to the definition of "cultural goods and services" is derived from an analysis of the value they generate. That is, these goods and services have cultural value as well as commercial value and cultural value that can not be fully measurable in monetary terms. In other words, the cultural activities of various types and produce goods and services that are

valued - both by those who make as by those who consume them - and driven by social and cultural rights can complement or transcend a purely economic evaluation. If this cultural value may be identified by the company, it can serve as a characteristic that distinguishes them compared with different types of commodities.

The cultural goods and services can be viewed as a subset of a broader category of products that can be called "creative goods and services." The latter relate to products that require a fairly high level of creativity. Thus, the category "creative goods" extends beyond the cultural property, as defined above, to include products such as fashion and software.

### **2.1.2 Creative Industries x Cultural Industries**

The term "culture industry" has emerged in the post-war members of the Frankfurt School led by Theodor Adorno and Max Horkheimer.

In UNESCO, for example, cultural industries are seen as the industries that "combine the creation, production and commercialization of contents which are intangible and cultural in nature. These contents are typically protected by copyright and may take the form of goods or services." An important aspect of the culture industry, according to UNESCO, is that they are "central to the promotion and maintenance of cultural diversity and to ensure democratic access to culture." (UNCTAD, 2009)

The designation of "creative industries", which has developed since then broadens the scope of cultural industries in addition to arts and marks a change in approach for potentially commercial activities, for these, until recently, were regarded purely or predominantly in terms uneconomic.

Different models, the classification of what is meant by industrial "core" and "peripheral" within the creative economy in recent years were presented as a means of providing an understanding of the structural characteristics of the creative industries.

### **2.1.3 The classification of creative industries – UNCTAD**

The approach of UNCTAD on creative industries expands the concept of "creativity" of artistic activities with a strong component of any economic activity "[...] producing symbolic products with high dependence on intellectual property and a market as broad as possible" (UNCTAD, 2009, p. 8).

UNCTAD makes a distinction between "upstream activities" (traditional cultural activities such as performing arts and visual arts) and "downstream activities" (much closer to the market, such as advertising, publishing or media) and argues that the second group derives its commercial

value of its low cost and easy transfer to other economic areas. This perspective, cultural industries are a subset of the creative industries.

To understand the development of creative industries, from the perspective of UNCTAD (2009), are considered the following aspects of these activities:

- involve cycles of creation, production and distribution of goods and services that use creativity and intellectual capital as primary inputs;
- are a set of activities based on knowledge, focused on the arts, but not limited to them, potentially generating revenue from trade and intellectual property rights;
- include tangible products and intangible intellectual or artistic services with creative content, economic value and market objectives;
- are a cross between the artisan, service and industrial sectors, and constitute a new dynamic sector in world trade.

The classification of creative industries UNCTAD is divided into four main groups, namely: heritage, arts, media and functional creations. These groups are, in turn, divided into nine subgroups.

- The property meets the cultural aspects of history, anthropology, ethnic, aesthetic and social points of view, is the source of a variety of goods and services to property, as well as cultural activities. This group is divided into two subgroups:

- Traditional Cultural Expressions: arts and crafts, parties and celebrations, and
- Cultural Sites: archaeological sites, museums, libraries, exhibitions, etc..

- Arts. This group includes the creative industries based purely on art and culture. This group is divided into two major subgroups:  
Visual Arts: painting, sculpture, photography and antiques, and  
-Performing Arts: live music, theater, dance, opera, circus, puppets, etc.

- Media. This group includes two subgroups of the media producing creative content for the purpose of communicating with large audiences ("new media" is classified separately).  
Subdivided into:

- Publishing and printed media: books, newspapers and other publications;
- Visual Aids: film, television, radio broadcasting and other derivatives.

- Functional Creations. This group includes the creation of goods and services with functional purposes. It is divided into the following subgroups:

- Design: Interiors, graphics, fashion, jewelry, toys;
- New media: software, video games, creative content and digitized, and

- Creative Services: architecture, advertising, cultural, research and development (R & D), digital and other related creative services.

The sport is not included in the classification of "creative industries" UNCTAD. Institute for Creative Economy of Brazil (IECB) which features a creative company is its ability to organize in order to innovate, that is, the way designs the processes, business model, and develops talent.

In Brazil as in other Latin American countries, the topic is very recent and there is a difficulty in the classification of activities upstream or downstream. Because of statistical problems, this study used the classification of the Brazilian Institute of Geography and Statistics (IBGE) - National Classification of Economic Activities (CNAE) as a first approximation of the set of cultural activities for the analysis.

As Table 1 shows the classification adopted in this work, starting from the record LINS (2011). **Table 1 - Classification of Activities of Creative Industries**

16	16.2	Fabricação de produtos de madeira, cortiça e material trançado, exceto móveis
17	17.4	Fabricação de produtos diversos de papel, cartolina, papelcartão e papelão ondulado
18	18.1	Atividade de impressão
	18.2	Serviço de préimpressão e acabamentos gráficos
	18.3	Reprodução de materiais gravados em qualquer suporte
26	26.2	Fabricação de equipamentos de informática e periféricos
	26.3	Fabricação de equipamentos de comunicação
	26.4	Fabricação de aparelhos de recepção, reprodução, gravação e amplificação de áudio e vídeo
32	32.1	Fabricação de artigos de joalheria, bijuteria e semelhantes
	32.2	Fabricação de instrumentos musicais
	32.3	Fabricação de artefatos para pesca e esporte
	32.4	Fabricação de brinquedos e jogos recreativos
33	33.1	Manutenção e reparação de máquinas e equipamentos
46	46.4	Comércio atacadista de produtos de consumo nãoalimentar
	46.5	Comércio atacadista de equipamentos e produtos de tecnologias de informação e comunicação
47	47.6	Comércio varejista de artigos culturais, recreativos e esportivos
	47.8	Comércio varejista de produtos novos não especificados anteriormente e de produtos
58	58.1	Edição de livros, jornais, revistas e outras atividades de edição
	58.2	Edição integrada à impressão de livros, jornais, revistas e outras publicações
59	59.1	Atividades cinematográficas, produção de vídeos e de programas de televisão
	59.2	Atividades de gravação de som e de edição de música
60	60.1	Atividades de rádio
	60.2	Atividades de televisão
61	61.1	Telecomunicações por fio
	61.2	Telecomunicações sem fio
	61.3	Telecomunicações por satélite
	61.4	Operadoras de televisão por assinatura
	61.9	Outras atividades de telecomunicações
62	62.0	Atividades dos serviços de tecnologia da informação
63	63.1	Tratamento de dados, hospedagem na internet e outras atividades relacionadas
	63.9	Outras atividades de prestação de serviços de informação
72	72.1	Pesquisa e desenvolvimento experimental em ciências físicas e naturais
	72.2	Pesquisa e desenvolvimento experimental em ciências sociais e humanas
73	73.1	Publicidade
74	74.2	Atividades fotográficas e similares
77	77.2	Aluguel de objetos pessoais e domésticos
79	79.9	Serviços de reservas e outros serviços de turismo não especificados anteriormente
85	85.4	Educação profissional de nível técnico e tecnológico
	85.9	Outras atividades de ensino
90	90.0	Atividades artísticas, criativas e de espetáculos
91	91.0	Atividades ligadas ao patrimônio cultural e ambiental
93	93.2	Atividades de recreação e lazer

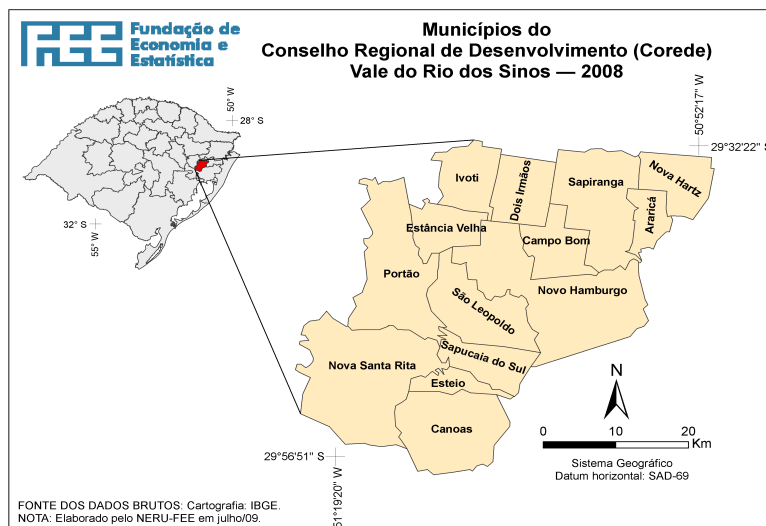
Fonte: LINS, 2011.

It is observed that there are activities which comprise the manufacturing sector, the services sector and trade soon, stand alongside the more traditional sectors such as handicrafts, entertainment and the arts with the latest development, such as those related to TI (Information of Technology).

There is, also, the items that all activities to a greater or lesser extent present creativity as a production factor. These creative activities are developed at different levels local, regional, state and national levels. The next segment features a CONSINOS Region - Regional Council of Vale do Rio dos Sinos.

### 3. CONSINOS: Characterization and Its Economic

The state of Rio Grande do Sul is divided into 28 planning units, called the Regional Development Councils (COREDE's) as territorial and cultural characteristics. The COREDES / RS have the legal framework to Law 10283 of 17 October 1994. The Coredem Vale do Rio dos Sinos - CONSINOS had a total population in 2008 of 1,287,805 inhabitants and an area of 1,398.5 km<sup>2</sup>. Included in this region has 14 municipalities: Araricá, Campo Bom Canoas, Two Brothers, Estancia Velha, Pillar, Ivoti, Nova Hartz, Nova Santa Rita, New Hamburg, Gate, São Leopoldo, Sapiranga, South Sapucaia His provision, in relation the RS, is recorded in Figure 1.



**Figure 1: Municipalities members of COREDE Bells - CONSINOS - RS**  
Source: FEE, 2010



As the percentage of the 14 municipalities in nominal GDP (Table 1) of CONSINOS stand out Canoas, São Leopoldo and Novo Hamburgo, representing 68.43% in 2006. The municipalities of Sapiranga, Field Well and New Hartz showed a significant drop in GDP in the region, because it has a strong focus on the production of footwear and its components, and has diversified its production staff unlike other COREDES the state, as the Sierra (region characterized by diversification of production through metal-mechanics, garment - knitting, wine, etc.).

Moreover, the valuation of R\$ against the US.\$ were made with a reduction in exports and an entry of Chinese products in the domestic market, given the lower price of competitors.

**Table 1 - Nominal GDP in 2006 and the participation of Municipalities in RS CONSINOS**

Municípios	PIB2006 (R\$ mil) (valor nominal)	Participação percentual no COREDE			
		1997	2000	2003	2006
Araricá	39.047	0,25	0,16	0,14	0,17
Campo Bom	1.099.010	6,36	6,49	5,08	4,73
Canoas	9.607.235	35,19	36,66	39,29	41,36
Dois Irmãos	455.309	2,61	2,42	2,22	1,96
Estância Velha	491.285	3,37	2,54	2,55	2,12
Esteio	1.686.721	6,74	6,95	7,27	7,26
Ivoti	295.221	2,17	2,18	1,38	1,27
Nova Hartz	230.556	1,95	1,33	1,00	0,99
Nova Santa Rita	217.779	0,98	1,15	0,93	0,94
Novo Hamburgo	3.897.297	17,62	15,85	16,92	16,78
Portão	507.466	2,06	2,91	2,76	2,18
São Leopoldo	2.390.931	9,06	9,19	10,18	10,29
Sapiranga	840.093	5,29	4,31	3,86	3,62
Sapucaia do Sul	1.468.189	6,35	7,86	6,42	6,32
<b>CONSINOS</b>	<b>23.226.134</b>	<b>100,00</b>	<b>100,00</b>	<b>100,00</b>	<b>100,00</b>

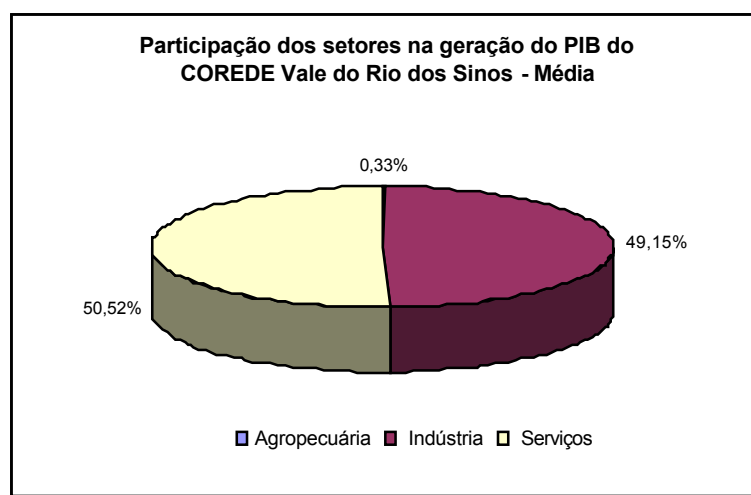
Source: CONSINOS, 2010

Regarding the participation of the sectors agriculture, industry and services in GDP generation of CONSINOS (Table 2, Figure 2), it appears that the services sector increased its share of contribution from 39% to 63.5%, while the activities of agricultural sector reveal insignificant portion in the context of the production of wealth in the region.

**Table 2 - Share of sectors in GDP generation of CONSINOS**

Anos	Agropecuária	Indústria	Serviços
1997	0,26	60,52	39,22
1998	0,32	57,48	42,20
1999	0,34	56,27	43,39
2000	0,27	59,74	39,98
2001	0,36	59,75	39,89
2002	0,29	39,88	59,83
2003	0,29	40,51	59,20
2004	0,64	41,80	57,56
2005	0,25	39,27	60,49
2006	0,27	36,26	63,46
Média	0,33	49,15	50,52

Source: CONSINOS, 2010



**Figure 2 - Share of sectors in GDP generation of CONSINOS - Average**  
Source: CONSINOS, 2010

Some factors may explain these structural issues:

- Moving companies in the sector service of Porto Alegre - POA (capital of Rio Grande do Sul) to the surrounding counties, because of the stranglehold of its capacity for growth;
- Search by reducing costs for these companies to settle in these towns, as spending on labor, rents, and others are reduced;
- Problems with transport, logistics costs, preventing the maintenance and growth of enterprises and other counties in PA and moving these businesses to the axis of the BR 116 - federal highway running through the country (Brazil) from north to south and is one of main routes of transportation of production of the RS, cutting the entire length of the region CONSINOS.

- With the reduction or even abandonment of footwear this labor, in the quest for survival, we sought an occupation in the service sector, opening up many times their own business or outsourced to a company officer;
- Tax incentives for municipalities;
- Formalization of companies operating illegally.

The GDP per capita of COREDE Vale do Rio dos Sinos (Table 3) is superior to that of Rio Grande do Sul in all years of the series. In some years, like 1997 and 2000, this difference has exceeded 31.5%. However, gradually, this difference decreases and, in 2006, equivalent to 18.4%. In the period, namely, the Gross Domestic Product per capita (GDPpc) of RS rose 104.24%, and 71.3% CONSINOS.

**Table 3: GDP per capita CONSINOS and Rio Grande do Sul**

Ano	Vale do Rio dos Sinos	RS
1997	10.237,43	7.006,34
1998	9.587,03	7.062,83
1999	10.129,65	7.440,68
2000	12.094,16	8.301,52
2001	12.763,33	9.071,21
2002	13.028,93	10.056,79
2003	14.778,32	11.741,68
2004	16.826,33	12.850,07
2005	16.981,29	13.298,02
2006	17.538,33	14.309,91

**Fonte: CONSINOS, 2010**

Regarding exports of municipalities (Table 4) Canoas, and Novo Hamburgo, Campo Bom had the largest share in value terms, the region of CONSINOS.

The main products exported by the region are: leather footwear c soled leather, plastics, rubber, parts of footwear, insoles, spats, leggings, piston engines, compression ignition of petroleum oils obtained from bituminous minerals, diamonds / skins , hair, cattle / horses ready.

Compared to SR, the region has been losing ground since 2003, although Canoas and San Leopoldo had increased this share over the period. The period showed a negative mean changes for the cases of the municipalities of Novo Hamburgo (footwear and its components), Sapucaia,

Ivoti, and above all, New Hartz (-17.9%). These declines are associated with the appreciation of U.S. dollar (USD) against the real (R \$).

According to Table 4, Canoas is the first municipality in the export volume of COREDE Vale do Rio dos Sinos, obtaining an average growth rate higher than the other cities of similar size in the region. Good field due to the crisis that befell the footwear industry had a meager share in the period considered, but has not presented a negative variation as New Hamburg, averaged and compared disparate indicators.

Among the main products exported by Canoas are: gasoline, fuel oil, tractors and parts for tractors and vehicles, totaling around 70% of the total. The city of Campo Bom exported during the period considered, other footwear of leather, other footwear of leather covering the ankle, other footwear of leather and outer soles of leather, other parts of footwear, etc.. other materials, other footwear rubber / plastic covering the ankle. These products account for more than 80% of its exports.

**Table 4 - Exports 2008 and participation of municipalities in RS and Export CONSINOS**

Municípios	Exportações (2008)	Participação percentual dos Municípios				Participação percentual no Estado				Taxa média de crescimento (%)
	US\$(FOB)	2003	2005	2007	2008	2003	2005	2007	2008	2003-2008
	1.411.095,9									
Canoas	54	26,61	34,42	40,61	44,39	6,26	8,04	7,52	7,64	22,9
São Leopoldo	348.938.935	6,54	7,20	10,72	10,98	1,54	1,68	1,85	1,89	23,1
Sapiranga	278.314.275	9,00	7,95	8,26	8,75	2,12	1,86	1,73	1,51	10,3
Campo Bom	267.249.024	13,69	12,09	9,92	8,41	3,22	2,82	2,60	1,45	0,7
Novo Hamburgo	260.849.296	14,75	12,69	9,28	8,21	3,47	2,96	2,64	1,41	-1,3
Dois Irmãos	163.036.252	7,57	6,46	5,44	5,13	1,78	1,51	1,26	0,88	2,7
Portão	119.351.644	5,53	4,66	4,35	3,75	1,30	1,09	1,04	0,65	2,7
Estância Velha	108.615.406	4,57	4,49	3,28	3,42	1,08	1,05	0,99	0,59	4,7
Esteio	96.604.520	3,82	3,04	2,97	3,04	0,90	0,71	0,60	0,52	6,0
Sapucaia do Sul	69.511.397	3,80	3,24	2,74	2,19	0,89	0,76	0,45	0,38	-0,6
Ivoti	33.589.220	2,05	2,28	1,33	1,06	0,48	0,53	0,48	0,18	-2,8
Nova Hartz	13.837.504	1,96	1,35	0,86	0,44	0,46	0,31	0,26	0,07	-17,9
Nova Santa Rita	7.336.786	0,11	0,15	0,21	0,23	0,03	0,03	0,04	0,04	28,4
Araricá	643.006	0,00	0,00	0,02	0,02	0,00	0,00	0,00	0,00	140,5
<b>Corede Vale</b>	<b>3.178.973,2</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>					
<b>Sinos</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23,54</b>	<b>23,35</b>	<b>21,46</b>	<b>17,22</b>	<b>11,0</b>

**Fonte: CONSINOS, 2010**

Regarding the indicator of economic and social development - IDEs CONSINOS between 2000 and 2007, this is superior to that of Rio Grande do Sul and in both cases is increasing. In

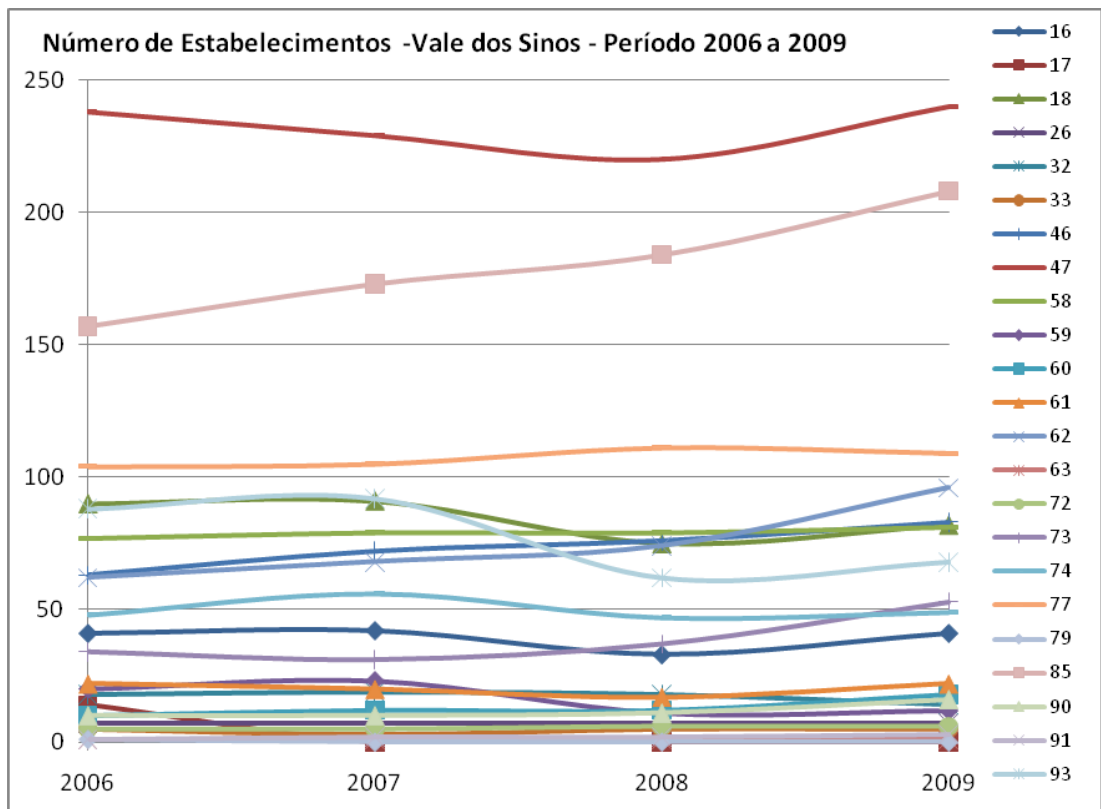
blocks sanitation, education and households, the value of CONSINOS is less than the RS, and blocks in income and health is superior to the state, giving it a sum greater than the general indicator of the state.

According to the data previously worked, one can see that there is a productive specialization of this region, being the same heavily dependent on foreign market fluctuations. The search for alternatives, considering the existing industrial park or redirection to other activities is the subject of the next subsection.

#### **4. Production units, employment and income generation of creative activities. An Alternative Development for CONSINOS**

There are at least two decades Region CONSINOS seeking alternatives to keep the labor and productive capital in it and, above all the development indicators met by your current specialization. In the counties Canoas, Pillar, and to a degree Sapucaia São Leopoldo and Nova Santa Rita have a more diversified productive structure or in other words, less dependent on the footwear sector. Canoas have a park linked to the chemical industry, engineering, transport to Nova Santa Rita, among others.

But as for the creative activities municipalities are performing as follows:  
- In considering the number of establishments the most relevant activities in number of businesses are retail trade of cultural items, entertainment and sports, education level professional technical and technological as well as other educational activities, rental of personal and household goods (figure 3 ). The statistics, which follow on establishments, employment, income, refer to Table 1 of the legends of economic activities in the Creative Industries.



**Figure 3 - Number of Establishments in the Activities of Creative Industries in the Region CONSINOS, RS in the period 2006 to 2009**

Source: Authors

FDB: MTE – RAIS/CAGED, 2011

You can measure the importance of certain activities by their socio-economic indicators. Among them may be mentioned those related to the labor market.

The labor market is processed so that labor is a commodity and the price of work is represented by wages. This paper used the concepts of the Ministry of Labor and Employment, the Brazilian Institute of Geography and Statistics (IBGE), among others. The number of jobs in a given period is the total employment relationships hired. The number of jobs differs from the number of people employed, since the individual may be accumulating at the reference date, more than one job. (IBGE, 2011)

It is understood by employment contracts, employment relations, established whenever there is paid work. Bonds are considered the working relationship of the CLT, the statutory workers covered by temporary contracts for a certain period, and employees loose when hired by unions. (IBGE, 2011)

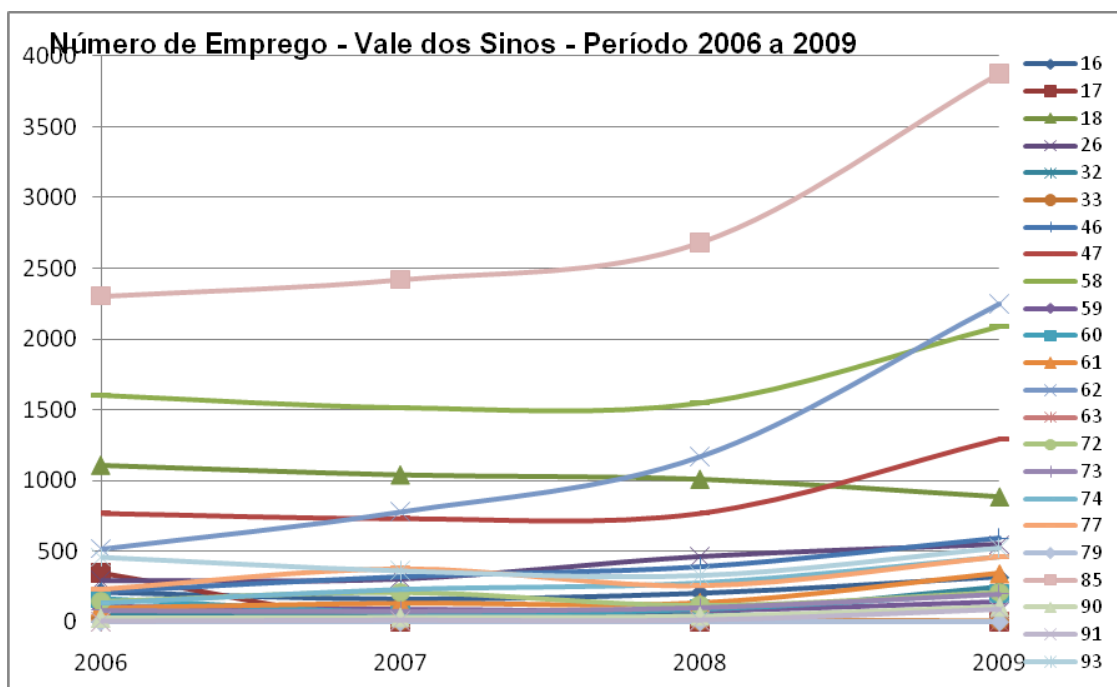
Average monthly minimum wage in the average earnings-monthly minimum wage is defined as the arithmetic mean of individual remuneration in the reference month, converted in

minimum wages, prevailing during the base year. Within that pay salaries, wages and salaries, fees, benefits, extras, bonuses, etc.. Is excluded from the remuneration of the 13th salary. Salaries and wages - is the result of the product between the average earnings of employees in December and the number of existing jobs in 31 days of that month. In this indicator, information is provided in minimum wages in effect at the time or par value (the currency of the time) from the base year 1999.

Figure 4 shows the evolution of the different activities of the creative industry in the region of CONSINOS composed of 14 municipalities in Rio Grande do Sul. The number of jobs absorbed in these activities exposes the possibility of their expansion, since the region presents an inventory of manpower. Except for activities with more than 500 employees which are: 85, 58, 62, 18, 47 the others have low momentum, although there is an increasing function in 46 and 26.

One can see that the activity 77 - Rent from personal and household goods (as classified page 7) is not representative of the generation of jobs as opposed to his cooperation as the variable number of establishments.

These activities are complementary, they revolve around the graphics (impressão.etc.)

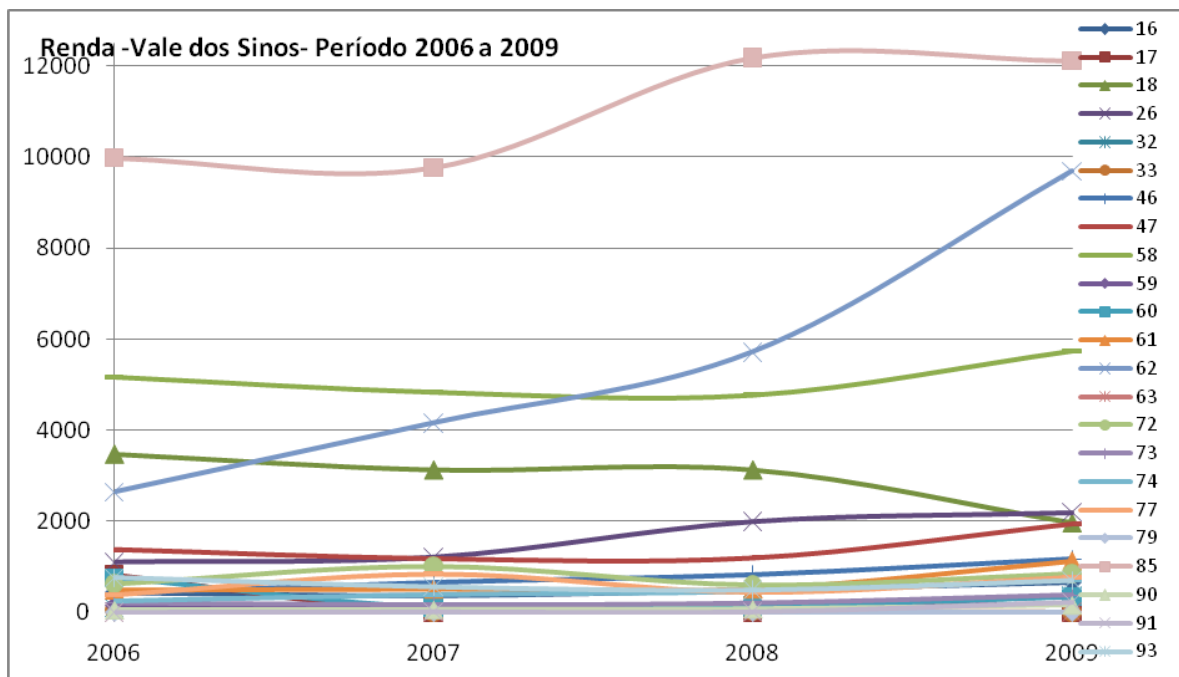


**Figure 4 - Number of Jobs in the Activities of Creative Industries in the Region CONSINOS, RS in the period 2006 to 2009**

Source: Authors

FDB: MTE - RAIS / CAGED, 2011

Figure 5 shows the income generated by the creative activities in the Valley of the Bells. In this economic indicator can be seen that there is a change in relation to previous studies, with the exception of activity 85 (professional education in technical and technological) activity 47 (retail trade of cultural items, entertainment and sports) comes as little relevance as well as a reduction in income-generating activity of 18 (activities of printing and finishing graphics). A strong rise in activity is number 62 (Information Technology - Park of Sao Leopoldo and Novo Hamburgo). This indicator can be seen that occurs in some cases the following contradiction: the higher revenues generated are not the same activities that require the greatest number of people or number of establishments. The highest salaries are in activities with lower number of individuals with greater expertise.

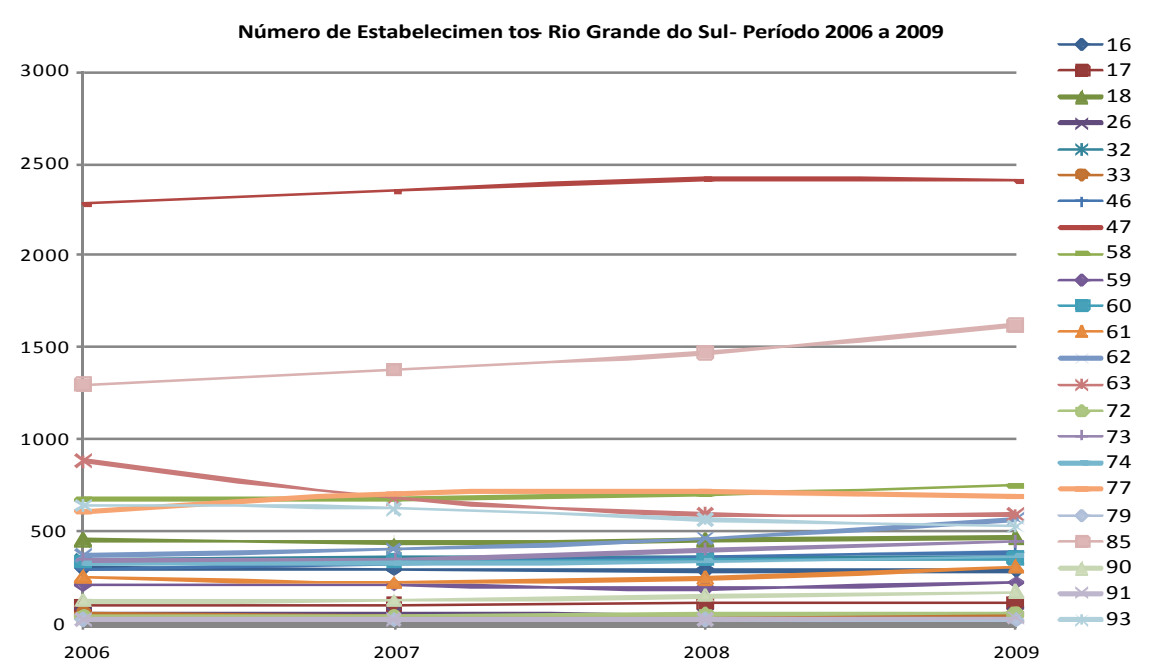


**Figure 5 - - Income Activities in the Region of the Creative Industries CONSINOS, RS in the period 2006 to 2009**

Source: Authors  
 FDB: MTE - RAIS / CAGED, 2011

The number of sites in the RS (Figure 6) concerning the exercise of creative activity is concentrated in 47 activities (retailing of cultural articles) and 85 (technical and technological education).



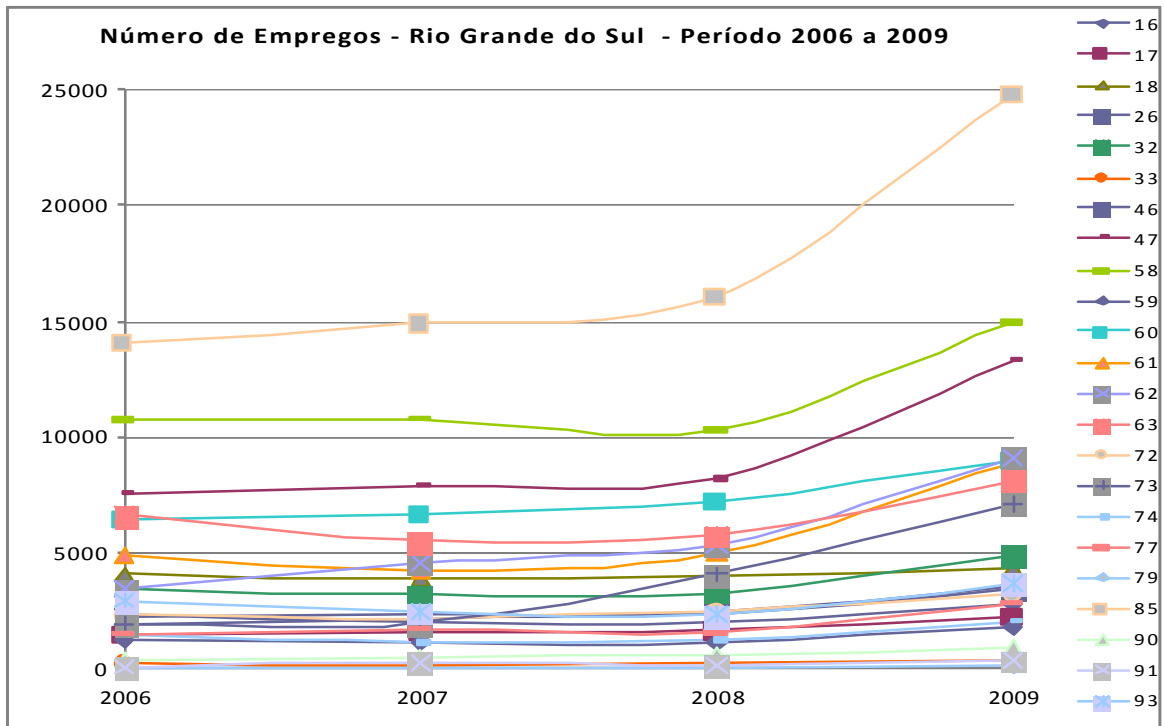


**Figure 6 - Number of Establishments in the Activities of Creative Industries in the State of Rio Grande do Sul in the period 2006 to 2009**

Source: Authors

FDB: MTE - RAIS / CAGED, 2011

The state of Rio Grande do Sul (Figure 7) configuration has a partly similar to the region of CONSINOS: editions of books, magazines and stationery, etc. ..., retail trade with regard to creative activities, research and experimental development on natural sciences and beyond the social sciences and humanities (as a result of the higher education institutions - HEIs large that exist in the state). But there is another range of activities which makes it uneven in terms of employment, the development and licensing of customizable computer programs or not, development of custom computer programs, consulting on information technology (software), and radio activity broadcast television, data processing, service providers and application hosting services on the Internet, portals, ISPs, etc., programs and activities related to pay television.

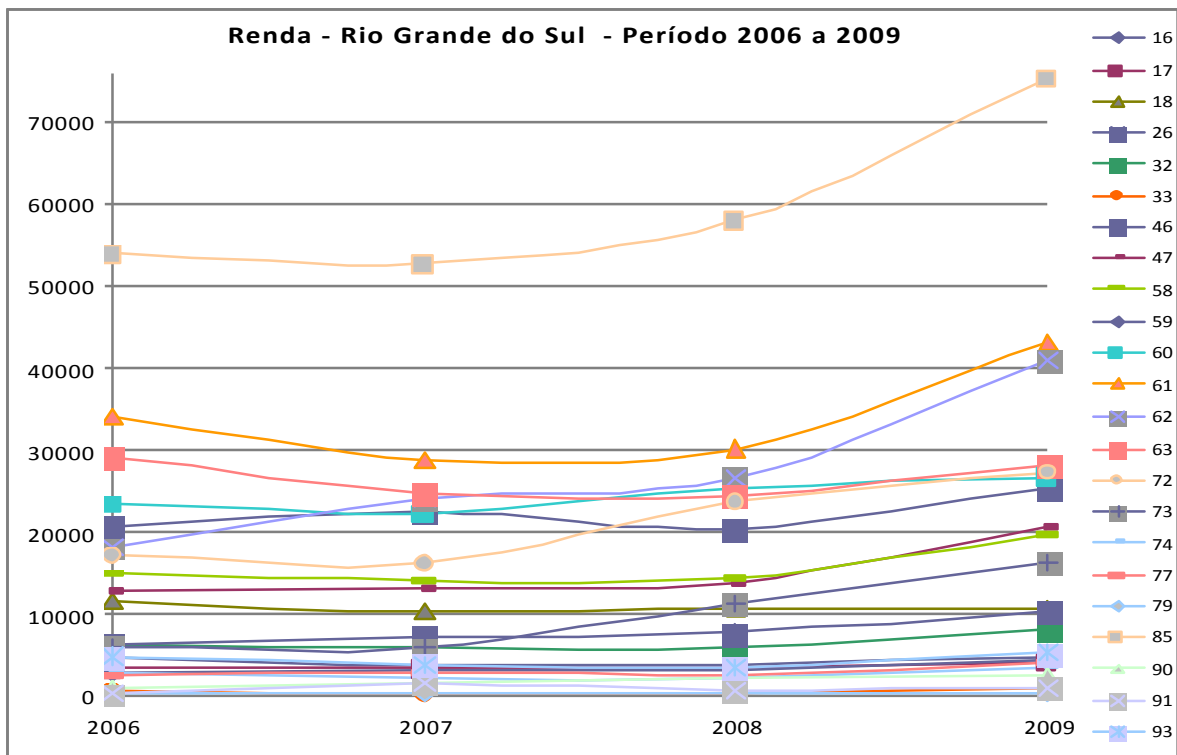


**Figure 7 - Number of Jobs in the Activities of Creative Industries in the State of Rio Grande do Sul in the period 2006 to 2009**

Source: Authors

FDB: MTE - RAIS / CAGED, 2011

As the average income paid in creative activities (Figure 8) differs from the order, being better paid ones (in addition to research and development) related to area of telecommunications, wireless and satellite operation activities related to television Signature / cable, activities related to licensing of software programs and consulting and information technology (IT), data processing, service providers and application hosting services on the Internet and its aftermath.



**Figure 8 - Income from Activities Creative Industries in the State of Rio Grande do Sul - the period from 2006 to 2009**

Source: Authors

FDB: MTE - RAIS / CAGED, 2011

### Concluding Remarks

Since culture is understood as all forms of artistic expression and all the material and symbolic assets of the company, this set is essential for memory and identity of the country. Culture is not just something that gives pleasure, it entertains the human being, but also the means of building values, identities to which individuals and society can enjoy a life of intellectual, moral and emotional, to the extent that the activities cultural stimulate the imagination, self-esteem, sensitivity and critical and creative capacities. One dimension of culture, through which all of society benefits, is economic. Cultural activities such as crafts, festivals, dining, concerts, shows, cinema, among others, promote a positive economic impact to the location where they are held. To run the cultural activities it is necessary actions, like being a legal activity, contract labor, make expenditures, such as leasing, restoration or construction of buildings, purchase equipment, hire of services, among others.

The designation of "creative industries", this article works has been developed since the 1980s, expanding what was previously known as cultural industries and arts in addition to marking a shift in approach for potentially commercial activities, as these by recently, were regarded purely or predominantly on non-economic terms. Creativity is the driving force behind these creative activities. As his main work factor is the ability of a human to be recycled, studying to increase their knowledge, these activities can change the performance of a region. In this sense, the regions with growth can reflect on creativity and the activities associated with it as a way to change their opportunities.

In the Region CONSINOS it appears that some activities are already developed, such as those related to education, Printing, Publishing, Retail Trade of cultural items and some activities related to Information Technology. On the other hand have yet to be explored. Na Region CONSINOS it appears that some activities are already developed, such as those related to education, Printing, Publishing, Retail Trade of cultural items and some activities related to Information Technology. On the other hand have yet to be explored

The state of Rio Grande do Sul include a greater diversity in the exercise of creative activities primarily in relation to Information Technology, Communications, providers of hosting services on the Internet. These activities and are more capital intensive have a better pay compared to traditional activities such as publishing, printing etc.

As a result of major higher education institutions are in the region or near the region of Vale do Rio dos Sinos evidence to its potential as a major area of training of professionals in the creative industry.

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