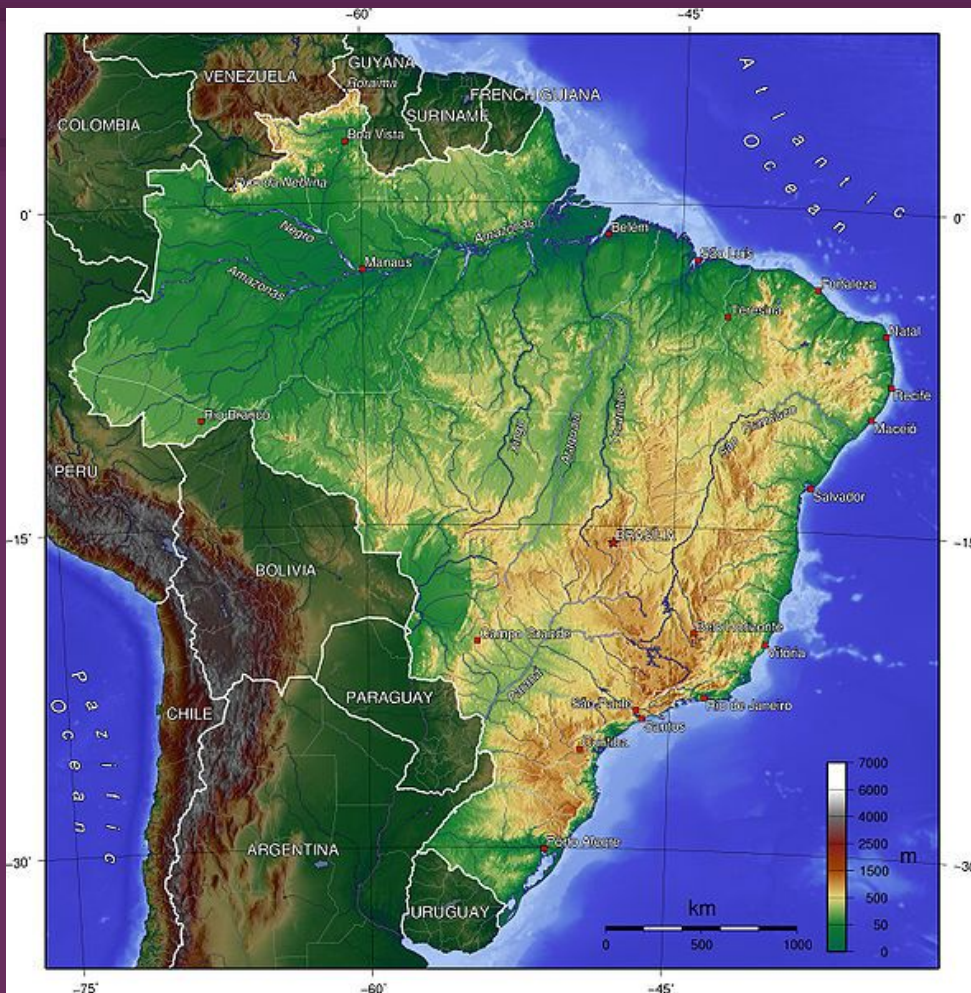




redes<sup>da</sup>maré

REDES DA MARÉ  
Arts and Culture Entrepreneurship ACE 2021  
4<sup>th</sup> November



# BRAZIL

- Population: 212 million (IBGE, 2020)
- 9th largest world's economy, 2nd most unequal country in the world (World Bank)
- 20% population live in poverty, the country's richest 5% have the same income as the remaining 95% (OXFAN, 2020)

# RIO DE JANEIRO

Rio de Janeiro is the capital of the state of Rio de Janeiro

With 6.72 million inhabitants, Rio de Janeiro is Brazil's second-most populous city and the sixth-most populous in the Americas. (IBGE, 2019).







## Favelas

- In Rio de Janeiro there are 763 *favelas*, which are home to 1.3 million people, 22% of the population.
- *Favelas* are low-income and informal housing settlements lacking in essential infrastructure and services that don't adhere to legal standards (2017, 1).

LOCATED BETWEEN AVENIDA BRASIL AND LINHA VERMELHA, IMPORTANT HIGHWAYS, THE CONJUNTO DE FAVELAS DA MARÉ IS PLACED IN A STRATEGIC POINT IN THE CITY, NEAR BAÍA DE GUANABARA (GUANABARAS'S BAY).

- o It is the biggest complex of favelas of Rio de Janeiro;
- o It is bigger than 96% of the Brazilian municipalities;
- o Formed by 16 favelas: Marcílio Dias, Praia de Ramos, Roquete Pinto, Parque União, Rubens Vaz, Nova Holanda, Parque Maré, Nova Maré, Baixa do Sapateiro, Morro do Timbau, Bento Ribeiro Dantas, Conjunto Pinheiros, Vila dos Pinheiros, Novo Pinheiros, Vila do João, and Conjunto Esperança.
- o Recognized as a neighborhood by law since 1994 ;
- o Distinct communities constitute it, and despite its specificities, there are many things in common: the history of fighting for the permanence in its original territories, the claims for more life quality and basic rights, and also the overcoming of adversities, as poverty and prejudice.









**MARÉ IN THE 1960s**



**MARÉ IN 2019**

- Maré was established in the 50s and 60s and became home to many migrants from rural areas who were escaping the droughts in Northeast Brazil. They had travelled to Rio de Janeiro looking for job opportunities, as the Government had plans for developing and industrialising urban areas.

## Favelas of Maré





**140**

THOUSAND  
INHABITANTS  
PER 2.5 MILES

**BIGGER**

THAN 96%

OF BRAZIL'S MUNICIPALITIES

**16**

FAVELAS

**47**

THOUSAND  
HOMES

**1**

MUNICIPAL  
CULTURAL  
SPACE

**3**

CULTURAL  
CENTERS

**44**

ELEMENTARY  
SCHOOLS

**3** HIGH  
SCHOOLS

**16**

INHABITANT'S  
ASSOCIATIONS

**3.182**

BUSINESSES

**1**

MUNICIPAL  
ADMINISTRATIVE  
REGION

AN AVERAGE OF  
**96**

RELIGION  
INSTITUTIONS

**1**

ECOLOGICAL  
PARK

**14**

CSOs

**1**

MAINTENANCE  
EQUIPMENT FROM THE  
WATER AND SEWAGE  
COMPANY

**1**

MILITARY POLICE  
BATTALION

**10**

HEALTH  
UNITIES

**1**

CITIZENSHIP  
DEFENSE  
CENTER

WE ARE A CIVIL SOCIETY ORGANIZATION THAT HAS ITS ACTIVITIES ONGOING FOR OVER TWO DECADES.

OUR MISSION IS TO ENSURE THE EFFECTIVENESS OF RIGHTS FOR THE POPULATION OF THE 16 FAVELAS OF MARÉ.

- o We work with mobilization and territorial articulation, knowledge production, projects, formations, and influence on public policies.
- o We act through four structural axes: Art, Culture, Memories and Identities; Territorial Development; Right to Public Security and Access to Justice; Education.



- KNOWLEDGE PRODUCTION AND DIAGNOSIS ON THE TERRITORY leading to the identification of structural demands;
- RESIDENTS MOBILIZATION AND STRENGTHENING OF LOCAL INSTITUTIONS, what guarantee the protagonism of inhabitants of the territory;
- CONSOLIDATION OF A BROAD NETWORK OF PARTNERSHIPS through the articulation of people and community institutions, Civil Society organizations, universities, national and international public and private organizations, that support interventions on important areas;
- INFLUENCE ON PUBLIC POLICIES in order to qualify and strengthen policies that guarantee the right of the inhabitants of the territory.

## DIRECT BENEFICIARIES



**+ 4.500**

**DIRECT  
BENEFICIARIES  
OF THE PROJECTS**



**LIMA BARRETO POPULAR LIBRARY**  
12K accesses and visits/year



**HERBERT VIANNA  
MUNICIPAL CULTURAL CANVAS**  
5K people/year  
spontaneous audience



**MARÉ ARTS CENTER**  
5K people/year  
spontaneous audience



## MAIN RESULTS



### *40 ONGOING PROJECTS*

WOMEN'S HOUSE OF MARÉ

DRUGS REFERENCE SPACE IN MARÉ

MARÉ ARTS CENTER

CAMPAIGN "SOMOS DA MARÉ TEMOS DIREITOS" (SINCE 2012)

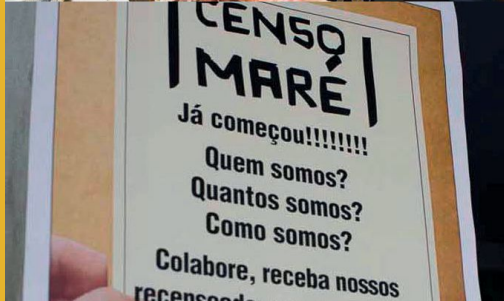
MARÉ CENSUS: STREET GUIDE, COMMERCIAL BUSINESSES CENSUS AND POPULATION CENSUS

ANNUAL BULLETIN WITH DATA ON PUBLIC SECURITY IN MARÉ

MONTHLY COMMUNITY NEWSPAPER, MARÉ DE NOTÍCIAS, WITH 50,000 COPIES PRINTED AND DISTRIBUTED PER ISSUE.

## HIGHLIGHTS

- o **MORE THAN 1,300 FORMER STUDENTS OF THE PREP COURSES** ENTERING technical high schools and UNIVERSITIES since 1997
- o **650 WOMEN FORMED BY THE GASTRONOMY COURSE** Maré de Sabores since 2009
- o **AÇÃO CIVIL PÚBLICA DA MARÉ, FIRST COLLECTIVE JURIDICAL ACTION ON PUBLIC SECURITY FOR FAVELAS** in Brazil that determined practices to be followed by the Police for risk control during police operations
- o **BEST 100 NGOs AWARDS in 2019**, for its transparency and management of its actions



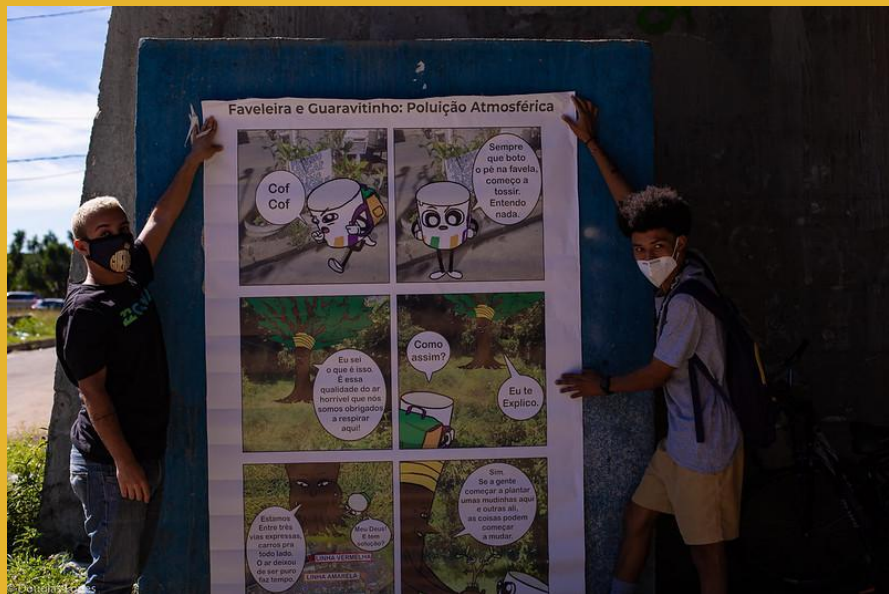


## HIGHLIGHTS

- o **WOW – Women Of the World Festival:** the first time Redes da Maré delivered a large scale event at a central area of Rio de Janeiro. More than 95.000 people over three days
- o **Launch a campaign to discuss climate change and its impact in peripheral communities**
- o **Produced the first research with data regarding the mental health of residents of favelas**, alongside with a mental health awareness campaign



# HIGHLIGHTS





# HIGHLIGHTS



- **During the COVID-19 pandemic, Redes da Maré led a large scale multidisciplinary campaign at Favela da Maré to support over 10.000 of the most vulnerable families in the community, who either lost their income or are sick due to coronavirus.**

**Here are some numbers of the campaign:**

- **- 300 staff members and volunteers involved in the campaign**
- **- 1980 tons of food and hygiene supply distributed so far (a total of over 56.000 people benefited from it)**
- **- A collective of 54 seamstress are making masks for the whole Maré population (280.000 at the moment), which are then distributed for free by Redes team**
- **- 66.000 hot meals distributed to people with experience of homelessness or unable to leave their houses due to disease, cooked by women part of their income generation programme at Women's House of Maré**

## COVID 19 Crisis - Actions





- o **Setting up of COVID Testing Centres within Maré**
- o **Vaccination campaigns: local campaign in partnership with Fiocruz (the biggest health institution in Brazil) to vaccinate all residents of Maré over 18 years old:**
  - 6 days of vaccination
  - over 37.000 residents vaccinated over 18 years old
  - 145 centres for vaccination
  - 1.620 volunteers and 500 healthcare workers involved







redes<sup>da</sup>maré

redesdamare.org.br

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Rua Sargento Silva Nunes, 1012 - Nova Holanda - Maré - CEP:21044 242 - Rio de Janeiro