

RIO 20C

THE LEADING EVENT OF
CREATIVITY AND INNOVATION
IN LATIN AMERICA

SUSTAINABILITY AND SOCIAL IMPACT

RIO2C IS DESIGNED TO INFORM, CONNECT AND INSPIRE. DURING SIX DAYS, THE EVENT CELEBRATES DIVERSITY AND BRINGS TOGETHER THOUSANDS OF PEOPLE IN ONE SINGLE PLACE, ALL EAGER FOR KNOWLEDGE AND THE CHANCE TO EXCHANGE IDEAS.

OUR TOOLS TO GENERATE POSITIVE SOCIAL IMPACT IN THE WORLD REVOLVE AROUND PROMOTING DIALOGUE TO DESIGN COLLABORATIVE SOLUTIONS AND WORKING IN A SUSTAINABLE MANNER.



EMPLOYMENT
& BUSINESS



ACCESSIBILITY



ENVIRONMENT



SUSTENTABILIDADE E IMPACTO SOCIAL



EMPLOYMENT
& BUSINESS

+3K JOBS CREATED DIRECTLY AND INDIRECTLY

257 MILLION REAIS IN ECONOMIC IMPACT FOR THE CITY OF RIO DE JANEIRO

+180 MILLION REAIS IN BUSINESS DEALS GENERATED FOR THE MARKET



ACCESSIBILITY

IN ORDER TO CONSTITUTE AN IMPORTANT ENCOUNTER FOR CREATIVE MINDS, RIO2C IS DESIGNED AND STRUCTURED TO RECEIVE ALL THOSE WHO WISH TO EXPERIENCE THE EVENT.

WE CHOSE THE CIDADE DAS ARTES AS OUR MEETING PLACE. ASIDE FROM BEING A ICON OF RIO DE JANEIRO, THE VENUE HAS

- RAMPS AND ELEVATORS
- SPECIAL PLACES IN PROGRAMMING ROOMS
- ADAPTED BATHROOMS
- GUIDANCE ALWAYS ON HAND WITH OUR RECEPTION TEAM
- A PARTICIPATION CERTIFICATE FROM THE “RIO ACCESSÍVEL” [ACCESSIBLE RIO] PROJECT

IN ORDER FOR EVERYONE TO HAVE ACCESS TO OUR EXCLUSIVE CONTENT, WE PROVIDE:

- SUBTITLES FOR ALL FILMS SCREENED
- SIGN LANGUAGE TRANSLATION FOR ALL FILMS SCREENED
- SIGN LANGUAGE TRANSLATION FOR ALL PANELS



CARBON OFFSETTING AND SUSTAINABLE DEVELOPMENT



ENVIRONMENT

THE MAGNITUDE OF RIO2C IMPACTS THE ENVIRONMENT BY GENERATING WASTE. IN ORDER TO PROTECT THE ENVIRONMENT, RIO2C HAS DEVELOPED PARTNERSHIPS WITH NGOS AND RECYCLING COOPERATIVES FOCUSED ON CARBON OFFSETTING AND ECOLOGY TO MITIGATE ANY POTENTIAL DAMAGE. WE ALSO OFFER PANELS AND WORKSHOPS ON THE ISSUE OF SUSTAINABLE DEVELOPMENT, CONNECTING TO ALL 17 OF THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS (SDGS), AS WELL AS PRIORITIZING THE HIRING OF AT RISK MARGINALIZED YOUTH TO BE PART OF THE EVENT TEAM.



ENVIRONMENT

WASTE MANAGEMENT DESIGNED TO MINIMIZE ENVIRONMENTAL IMPACT IS AN INTEGRAL PART OF RIO2016 EVENT PLANNING. OUR STRATEGY IS DEVELOPED IN ACCORDANCE WITH THE NATIONAL SOLID WASTE PLAN AND THE ISO 14001:2015, PRIORITIZING PROGRAMS THAT REDUCE, REUSE AND RECYCLE WASTE. THIS PRACTICE INCLUDES:

- PLANNING AND COORDINATION OF A MANAGEMENT STRATEGY FOR ALL SOLID WASTE GENERATED AT THE EVENT;
- TRAINING FOR SUPPLIERS' TEAMS;
- ECOPOINT IN THE EXTERNAL AREA FOR TEMPORARY CONDITIONING OF WASTE;
- IMPLEMENTATION OF THE WASTE MANAGEMENT SYSTEM (INEA DZ-1319.R-7);
- ADEQUATE DISPOSAL FOR EACH TYPE OF WASTE : AS PER NORM ABNT N° 10.004:
 - RECYCLABLE WASTE IS DISPOSED OF VIA WASTE COLLECTION COLLECTIVES (COOPIDEAL - COOPERATIVA DE TRABALHO E PRODUÇÃO DOS CATADORES DE MATERIAIS RECICLÁVEIS IDEAL LTDA AND COOPQUITUNGO COOPERANDO E RECICLANDO O RIO LTDA)
 - NON-RECYCLABLE WASTE IS DISPOSED OF VIA LANDFILLS (ATERRO SANITÁRIO CICLUS AMBIENTAL - SERB SANEAMENTO E ENERGIA RENOVÁVEL DO BRASIL AS)
 - ORGANIC WASTE IS DISPOSED OF VIA COMPOSTING (VIVERDE COMPOSTAGEM LTDA-EPP, LOCATED IN THE MUNICIPALITY OF CACHOEIRA DE MACACU IN THE STATE OF RIO DE JANEIRO)



AFRO-BRAZILIAN REPRESENTATION



AFRO-BRAZILIAN REPRESENTATION

SINCE THE RIOCONTENTMARKET, THE EVENT HAS PROMOTED AFRO-BRAZILIAN REPRESENTATION IN THE AUDIOVISUAL SECTOR, GUARANTEEING THE PRESENCE OF SUCH LUMINARIES AS: JEFFERSON DE, JOEL ZITO, MARIA GAL, TOM FARIAS, AND ADYR ASSUMPÇÃO. THE AFROBRASILIDADES MOVEMENT WAS CONSOLIDATED AT RIO2C, AND FEATURED IN 2019:

- THE PRESENCE OF 74 AFRO-DESCENDANT PROFESSIONALS, INCLUDING CREATIVES AND EXECUTIVES INVITED TO PARTICIPATE AS SPEAKERS;
- 415 RIO2C BADGES ISSUED WITH PARTNER DISCOUNTS TO MEMBERS OF ASSOCIATIONS PROMOTING AFRO-BRAZILIAN REPRESENTATION;
- DISTRIBUTION OF 30 RIO2C BADGES TO TALENT IDENTIFIED BY THE AFROBRASILIDADES GROUP;
- SELECTION OF SELF-AFFIRMING CREATORS AND CONTENT FOR AUDIOVISUAL PITCHING SESSIONS AND THE PITCHINGSHOW;

THESE INITIATIVES WERE REFLECTED IN THE SIGNIFICANT INCREASE OF AFRO-DESCENDANT PARTICIPANTS PRESENT AT RIO2C 2019

**RIO
2C**

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