

Funchal City Council



**Municipal Strategic
Plan for**

**Culture
2021-2031**

CREDITS

Title

Municipal Strategic Plan for Culture 2030

Date

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Promoted by

Municipality of Funchal

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Approved by the Municipal Assembly on 29 June 2021

Municipal Strategic Plan for Culture

2021-2031

Funchal City Council

OPENING REMARKS



The Strategic Plan for Culture of Funchal is a historical landmark in the cultural development of the city, for being the first to be drawn up by a public institution in Madeira and for being one of the most participatory in Portugal. Therefore, Funchal is positioning itself as a city with vision, with its own thinking and dynamics, capable of underpinning its policies on strategic planning and participation mechanisms.

This document, which brings together the axes and objectives of the Municipality in the medium and long term, will serve as a guide for all policies in the cultural area of our territory for the coming years, being the logical consequence of all the work we have been carrying out since we took up office. As I have already publicly stated, this has been a golden period for Culture in Funchal, in which it has been possible to feel the transformation of our city's relationship with culture.

Over the last few years, venues have been opened and reconquered, multiple cultural policy tools have been implemented, new agents and associations have emerged, and, most importantly, new ways of thinking about culture and new artistic practices have gained space and echo. We have also undertaken a commitment to always invest in an accessible and cosmopolitan culture, which would allow us to go further, albeit without forgetting our roots and our people.

Today, it is with pride that we call upon all the cultural agents, associations, movements and audiences of our city and our Region, in a shared and transversal responsibility, to assert themselves as active partners in the implementation of this Municipal Strategic Plan for Culture and to associate themselves with one of the city's greatest goals for the next decade: the bid to become European Capital of Culture. Funchal is counting on you!

Miguel Silva Gouveia
Mayor of Funchal



It is often said that we don't need strategic plans, but actions. Perhaps because the fate of much of the work planned over the years has ended up being neglected, for various reasons, as various strategic programmes became mere ornaments of political projects.

The year 2020, with the pandemic context of COVID 19, exposed many of the weaknesses of the cultural sector. This is a golden opportunity for the different levels of political power to work towards a structural effort in the area of culture, reinforcing critical thinking, collaborative and interactive work with the community, in order to build the next decade based on a forward-looking vision.

The Strategic Plan for Culture in Funchal intends to take advantage of the opportunity that Funchal's application for the title of European Capital of Culture 2027 represents to invest and redirect Culture in the Municipality, opening space to the participation of cultural agents and the population in cultural programming, the involvement of audiences, and the development of cultural democracy, without forgetting the importance of its connection to education.

This is a turning point that the Funchal City Council does not want to miss. We have built this document with different voices, leaving room for even more people and associations to become part of it. So let us exercise our citizenship!

Madalena Sacramento Nunes
Councillor for Culture of the Funchal City Council

ACKNOWLEDGEMENTS

In 2020, the Funchal City Council announced the beginning of the development of a municipal strategic plan for culture. The creation of the plan was an important opportunity for sharing and learning, which exceeded expectations and contributed to building a long-term vision of public policies.

We express our deepest gratitude to cultural agents, associations and entities for their important participation, critical mass and suggestions within the scope of the mapping and consultation project. We are confident that these elements will engage with the same dynamism, willingness and sense of citizenship when they are invited to put the Municipal Strategic Plan for Culture into action.

We would also like to thank the 10 parish councils of Funchal, which welcomed the 'Pontos de Escuta' (Listening Points) initiative with a great sense of collaboration. Plus, we would like to thank the nearly 600 people who took the time to complete the cultural habits questionnaire in collaboration with GERADOR, which eventually became one of the most crucial and ambitious elements of the entire process. We would also like to thank all the people who agreed to be interviewed in the first phase of the consultation. Their participation was anonymous, but we hope that each of these people can relate to the work presented herein.

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‘Culture is, therefore, defined as a set of symbolic systems in which people live and which help give meaning to the personal and collective experience, and apply a human form to the world, determining the horizon of possibilities in which we move. Cultures are a continuous collective creative process, in which all groups of a given society are involved.’

Porto Santo Charter, 2021

“(...) culture consists of all the consumption instruments and goods, the constitutional codes of the various groups of society, ideas and arts, human beliefs and customs.’

Malinowski, 2009 edition

‘The set of distinctive spiritual, material, intellectual and emotional features of a society or social group, and it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.’

UNESCO, 2001

EXECUTIVE SUMMARY

The Municipal Strategic Plan for Culture already represents a milestone in local cultural policies, as it is the first plan to be presented in the history of the city of Funchal and the Autonomous Region of Madeira.

The Municipal Strategic Plan for Culture aims at strengthening culture as a crucial factor for promoting change and development in the city of Funchal. Culture comes across as an aggregating element and a catalyst of innumerable social dynamics, as well as a lever for the progress of a more critical, creative, participatory and inclusive society, with positive results in the area of local economy and trade, in addition to making urban spaces more dynamic. Currently, Culture plays a key role in the attractiveness of a territory, as a factor of competitiveness and differentiation, being an indicator of quality of life and well-being of the populations.

This plan shows that Culture will continue to be one of the great investments of the Municipality, by promoting and supporting initiatives, projects and actions aimed at the cultural development of the city and the broadening of its potential, as well as at the preservation of its cultural identity and cultural exchange in its various forms of expression.

The Plan was built by answering the following question: what is the cultural policy we want for the city of Funchal in 2031?

The resulting document is a decade-long planning instrument for the city’s cultural policies, built on processes of collaboration and consultation with cultural agents, associations, and entities. It will admittedly be a project under continuous construction, based on a logic of action research, anchored on the principle that, in order to decide, it is necessary to know the cultural reality and the specificities of the territory.

METHODOLOGICAL FRAMEWORK

In order to develop the Strategic Plan for Culture for Funchal, the diagnosis and consultation phase began in May 2020. This phase, which ran until February 2021, included:

- research, collection and processing of information about the city and the cultural sector;¹
- analysis of statistical data and municipal strategic documents;
- interviews with cultural personalities, entities and agents, and municipal technicians;
- 12 conversations with artists broadcast through digital platforms called 'Funchal Cultura 2030';
- 10 focus group sessions in collaboration with each parish of the municipality within the scope of the 'Pontos de Escuta' (Listening Points) initiative;
- preparation of a study of audiences in the cultural sector, with an online survey involving more than 600 people;
- mapping of facilities, associations, communities, events, and research centres in Funchal;
- questionnaire aimed at the cultural associations of the municipality, in order to characterise and diagnose the cultural and creative system.

The entire diagnosis phase involved around 750 people, making it one of the most participated strategic plans for culture in Portugal.

In this work of construction of the Strategic Plan for Culture of Funchal, we also took into account the Resolution of the Council of Ministers No. 11/2013, of 05 March, and its guidelines relating to the processes and areas that are decisive for effective action towards a full citizenship status, such as Education and Training, Civic Participation, Culture, Social Inclusion, among others. In its Strategic Axes and Objectives, we sought to integrate the European guidelines on the acquisition of civic and intercultural competences (European Commission, 2016), at a time when the relevance of municipal policies in facing current challenges related to the defence of democracy and new forms of radicalisation or discrimination is being recognised.

¹ It includes the book 'As Artes Performativas no Funchal' (Performing Arts in Funchal) by Paulo Esteireiro, which was created from research supported by Funchal City Council in 2018.

OPENING REMARKS

The first chapter intends to provide a profile of the Funchal community, identifying a set of historical, territorial, educational, tourist, and economic factors that have a relevant impact on audiences, cultural agents and associations, and the development of a strategic plan for culture. A macro-social scenario is presented, based on public statistics and focused on indicators that are particularly relevant for contextualising and understanding the cultural reality of the city.

The second chapter provides a cultural vision of the city, from municipal intervention to the current dynamics experienced in various artistic disciplines, such as the visual arts, dance, theatre, and cinema. It includes a detailed description of cultural facilities, as well as the results obtained from two recent actions carried out by the Municipality and which are part of the consultation process, namely the mapping and the audience study.

The third chapter presents the municipality's culture based on a forward-looking vision, with the next decade in mind. The intention is to outline a multidisciplinary action plan with general and specific objectives through the definition of four strategic axes, aiming at the structured development of the municipality in the cultural sphere and helping to monitor the ten-year project presented herein.



1. FUNCHAL WHO ARE WE?

HISTORY

The capital of the Madeira archipelago, Funchal stood out right from the beginning of its settlement as a desirable place, with an excellent bay and surrounding land suitable for the establishment of a large population centre. After the discovery of the island of Madeira in 1419, Funchal became the seat of the wealthiest of the two captaincies into which the island was divided, and it grew quite quickly, being the first village to become a town in the mid-15th century and a city in 1508. With the cultivation of sugarcane, and the subsequent export of sugar, Funchal became a city sought after by Portuguese merchants, but also by many foreigners from Genoa, Valencia, Biscay, and Flanders, who settled here and whose families have managed to perpetuate their name to this day.

The wealth generated by this trade transformed the city, providing it with sumptuous-looking stone buildings, as well as with a toponymy that harks back to that time and to occupations linked to the sea - Varadouros (Beaching Place) square, Praia (Beach) street, Alfândega (Customs) street, Esmeralda (Emerald) street, in honour of a Flemish man who settled here.

This first wave of foreigners who chose the city to settle was followed by a second one, consisting mainly of people from England, which marked and still marks the daily life of the people of Funchal, with its farms, houses and businesses.

The presence of the sea is unavoidable - it embraces the city from the south and was, for centuries, the only link between it and the rest of the world. The sea allowed the arrival and departure of merchants, pirates, scientists, high figures of the European nobility, emigrants and immigrants, a whole multitude of people that transformed it into such a cosmopolitan centre that Ferreira de Castro even considered one of its cafés as the 'corner of the world.'

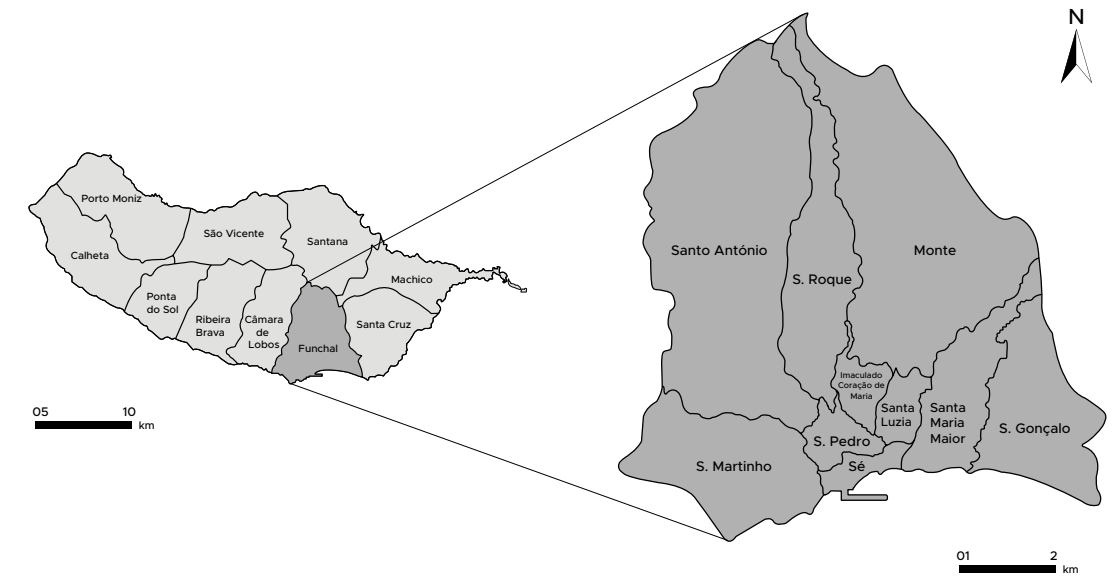
Affected over time by various disasters - a sacking by pirates, violent fires, deadly floods - the city knew how to get back on its feet and continued to grow, always imposing itself as the place with the highest concentration of population in the archipelago. Of the approximately two hundred and fifty thousand individuals inhabiting the archipelago today, about one hundred and four thousand live there (data from 2019).

In the 19th century, Funchal became a therapeutic reference for many tuberculosis patients who hoped to find relief in the air of the Island and who would eventually become ambassadors for the city in different parts of the world, attracting more and more visitors. The city is adapting once again and witnessing a growth in the number of hotel units that annually receive many thousands of tourists who visit it, enjoying what it has to offer in terms of religious and natural heritage, museums, and various events.

TERRITORY

Located in the Atlantic Ocean, Funchal is considered the capital of the Autonomous Region of Madeira, hereinafter referred to as RAM. The municipality of Funchal is located on the south side of the Madeira Island and occupies an area of 78.9 km² (according to the 2010 Official Administrative Map of Portugal), divided into ten parishes: Imaculado Coração de Maria, Monte, Santa Luzia, Santa Maria Maior, Santo António, São Gonçalo, São Martinho, São Pedro, São Roque, and Sé. Its territory corresponds to 10% of the island of Madeira, including the Selvagens Archipelago, which belongs to the parish of Sé. This sub-archipelago is made up of three islands - Selvagem Grande, Selvagem Pequena and Ilhéu de Fora. Besides being Portugal's first nature reserve (1971) and having a great biological interest, the Selvagens Islands play a very important role from a geostrategic point of view, being responsible for a considerable extension of the exclusive economic zone of the Portuguese maritime space.

The municipality borders the municipalities of Santa Cruz to the east, Câmara de Lobos to the west, Santana to the north, and Machico, in a very small area. Most parishes date back to the 16th century. The first to be created was Sé and the most recent one is Imaculado Coração de Maria (1954).



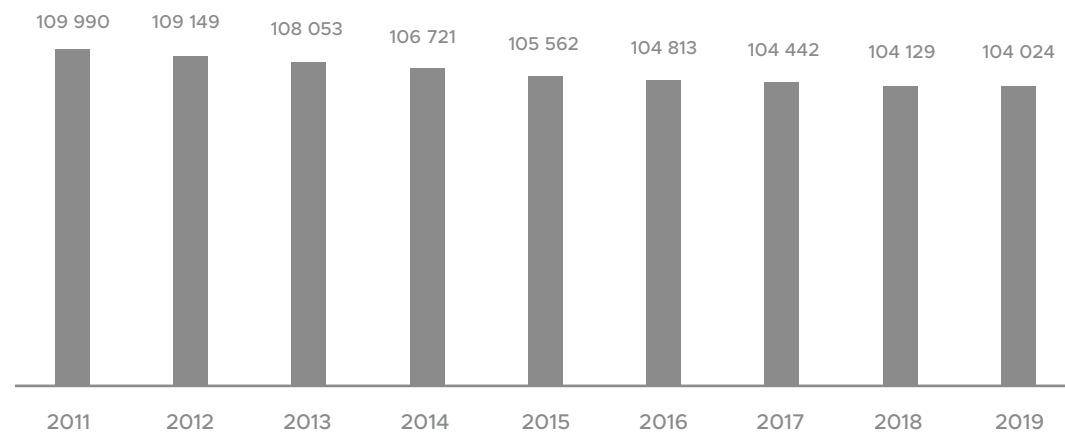
Territorial Framework - CAOP - Official Administrative Map of Portugal

From the physical point of view, Funchal has a rugged terrain, a feature common to the entire island, consisting of a mountainous part, to the north, and the city of Funchal to the south, which occupies the amphitheatre that stretches between the mountains and the sea and develops along the entire coastline up to the limits of the municipality.

In terms of weather, Funchal is characterised by mild temperatures, with annual averages of around 20°C, with little variation between maximum and minimum temperatures.

DEMOGRAPHY

In 2019, the municipality of Funchal had a resident population of 104,024 people (about 41% of the population of the RAM). 47,826 are men and 56,198 are women, representing a total population density of 1,318.4 inhabitants per km². The trend towards a population decrease that began in 2011 is still visible, although less markedly in the last three years.

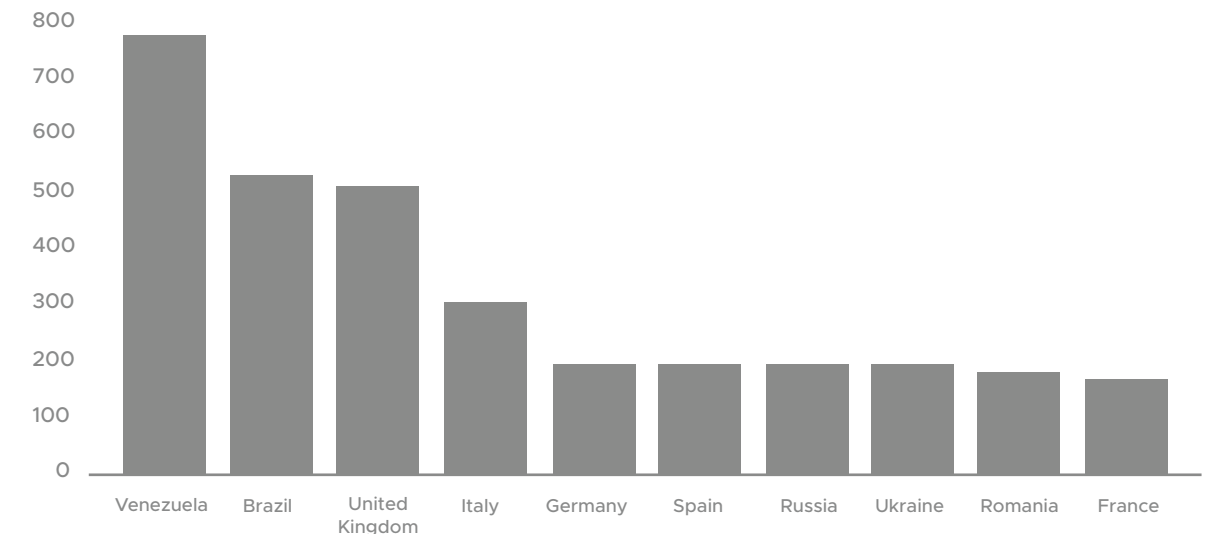


Population estimates for Funchal between 2011 and 2019 (No.)
 Source: Statistics Portugal/DREM - Estatísticas Demográficas

The resident population of Funchal is not evenly distributed among the parishes, which have different territorial dimensions: the smallest are located in the city centre (São Pedro, Sé, Imaculado Coração de Maria and Santa Luzia), the medium-sized ones correspond to the most recent areas of expansion of the city to the east and the west (S. Gonçalo and São Martinho) and the largest ones (Santo António, Monte, Santa Maria Maior and São Roque) include the highest areas of the municipality.

In Funchal, the share of young people continued to decline in 2019, in contrast to that of the elderly, which maintains the upward trend of recent years. The total dependency index stood at 45.8% (17.9% young people and 27.9% old people) per 100 persons of working age. There has been an increase in the population in the older age groups and a decline in the younger age groups, as the result of a low birth rate and the increase in the average life expectancy.

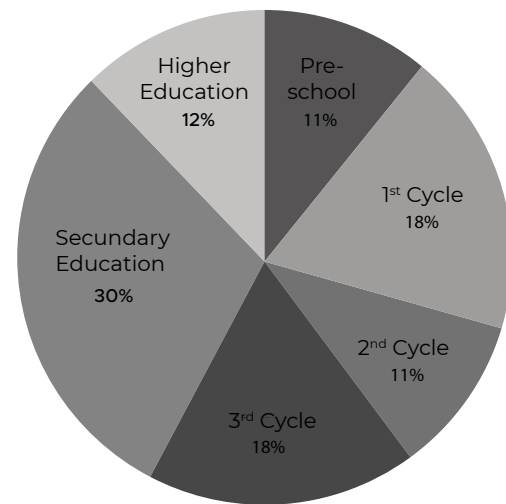
In the resident population there are 4556 (2019) foreign nationals, mostly from Venezuela (707), the United Kingdom and Brazil (515).



Foreign population residing in Funchal
 Source: Serviços de Estrangeiros e Fronteiras

EDUCATION

In Funchal, in the 2018/2019 school year, there were 52 pre-school education establishments, 45 basic education establishments, 12 2nd and 3rd cycle education establishments, 15 secondary education establishments and 8 higher education establishments, with a preponderance for the public system to the detriment of the private system. Currently, of the 23,656 male and female students enrolled in educational establishments in Funchal, 29.9% are in secondary education and 10.5% in the 2nd cycle (Anuário Estatístico da Região Autónoma da Madeira 2019).



Students enrolled in educational establishments in Funchal

Between the 2008/2009 and the 2018/2019 school years, there was an increase in the level of schooling in preschool education, 1st cycle and secondary education. On the other hand, there was a slight decrease in the 2nd and 3rd cycles.

	2008/2009	2018/2019
Preschool	86,6%	100%
1 ^o Cycle	100%	100%
2 ^o Cycle	95,2%	88,5%
3 ^o Cycle	84,7%	84%
Secondary Education	62,1%	72,9%

Actual schooling rate for the RAM, according to education level

With regard to the educational level of the population residing in Funchal, there is an illiteracy rate of around 4.9%, aggravated by the fact that the majority of the population with educational qualifications has only completed the 1st cycle of basic education (31.3%). This reality is a cross-cutting issue for the municipality and the Region: 6.9% of illiterates and 28.1% of inhabitants with the 1st Cycle of Basic Education (Censos 2011).

In 2014, the Funchal City Council joined the International Association of Educating Cities and the Portuguese Territorial Network of Educating Cities. An educating city develops projects and activities to improve the quality of life of its citizens, in accordance with the principles contained in the Charter of Educating Cities. These projects and activities are the responsibility of local authorities, as well as public and private institutions.

Aware that local strategies for economic and social progress are crucial for promoting sustainable and harmonious development, Funchal has recently joined the 'Rede Nacional de Cidades Circulares' (National Network of Circular Cities), with the aim of supporting and building capacity for the transition to a circular economy, without neglecting cross-cutting themes such as decarbonisation, digital transition, equality, and social inclusion.



TOURISM

The constraints that the COVID-19 pandemic is causing in most economic sectors, at global, national and regional level, are significant, with a special emphasis on the tourism sector, which represents the main lever of the regional economy.

From 2019 to 2020, the tourist accommodation sector in the RAM suffered significant drops. In 2020, there were only 493,735 guests (-64.3% compared to 2019) and 2.7 million overnight stays (-66.1%). The value of overnight stays usually amounted to 8.1 million. These drops are felt in all the main non-resident issuer markets.

In the Autonomous Region of Madeira, in 2019, the offer available in all tourist accommodation facilities (hotels, rural tourism and local accommodation above 10 beds) reached a total of 35,754 beds; with the effects caused by the pandemic, its capacity dropped by 36.1%, standing at 22,864 beds in 2020. The number of establishments in operation dropped from 391 in 2019 to 297 in 2020.

Capacity and Occupancy in Tourist Accommodation, 2019-2020

	2019	2020 (preliminary data)	Cumulative year-on-year change
Average stay (n° of nights)	5,11	4,83	-5,4%
Establishments in operation (n.º) ²	391	297	-24%
Accommodation Capacity (n.º beds) ³	35 754	22 864	-36,1%
Net Bed Occupancy Rate (%) ⁴	58%	30,8%	-27,2%
Net Room Occupancy Rate (%) ⁵	64,3%	34,3%	-30,1%

Source: Statistics Portugal/DREM - Estatísticas do Turismo²

At a regional level, total income in 2019 was 407,457 thousand euros, reaching unprecedented drops in 2020, of 68.1%, dropping to 129,965 thousand euros of total income. The falls in revenue per available room (RevPAR) were more significant, at 49% less, than those per room used (ADR), which were only -4.3%. This situation results from the decrease in occupancy rates.

²(2) Corresponds to all tourist accommodation establishments except local accommodation with a capacity of less than 10 beds.

(3) Maximum number of individuals that the establishments can accommodate at a given moment, determined by the number of beds, considering double beds as two. The annual figure is an average, as is the case for establishments. Local accommodation establishments with a capacity of less than 10 beds are not included in this variable.

(4) Indicator that allows evaluating the average accommodation capacity used during the reference period. Corresponds to the ratio between the number of overnight stays and the number of beds used, considering double beds as two. The change is shown in percentage points. This variable is calculated taking into account the establishments with guest flows during the reference period. Local accommodation establishments with a capacity of less than 10 beds are not included in this variable.

(5) Indicator that allows evaluating the average occupancy capacity used during the reference period. Corresponds to the ratio between the number of rooms used and the number of rooms available. The change is shown in percentage points. This variable is calculated taking into account the establishments with guest flows during the reference period. Local accommodation establishments with a capacity of less than 10 beds are not included in this variable.

In the Autonomous Region of Madeira, in 2019, the offer available in all tourist accommodation facilities (hotels, rural tourism and local accommodation above 10 beds) reached a total of 35,754 beds; with the effects caused by the pandemic, its capacity dropped by 36.1%, standing at 22,864 beds in 2019. The number of establishments in operation dropped from 391 in 2019 to 297 in 2020.

Income in Tourist Accommodation, 2019-2020

	2019	2020 (preliminary data)	Cumulative year-on-year change
Total Income (thousand €)	407 457	129 965	-68,1%
Accommodation Income (thousand €) ⁶	267 450	85 119	-58,2%
RevPar (€) ⁷	44,29	22,57	-49%
ADR(€) ⁸	68,83	65,84	-4,3%

Source: Statistics Portugal/DREM - Estatísticas do Turismo³

At the municipal level, we can say that Funchal, as the municipality that usually concentrates the greatest dynamics of tourist activity in the region, is also the one that has felt the impacts of the drops the most.

In 2019, Funchal concentrated 66.11% of the overnight stays registered in the Region, corresponding to 5.4 of a total of 8.1 million. Also in terms of total income, Funchal is particularly representative, accounting for 68.64 of the total income, which amounts to 279,686 thousand euros.

In terms of cruise ships, the data from 2019 points to 298 stopovers in the region, which gave rise to 594,974 passengers in transit. 2020 was marked by drops of -75.6%, with a record of only 143,159 passengers in transit in the port of Funchal.

³(6) With regard to local accommodation, only income from accommodation units with 10 or more beds is included.

(7) RevPAR is the Revenue Per Available Room, measured by the ratio between accommodation income and the number of rooms available in the reference period. This variable is calculated taking into account the establishments with guest flows during the reference period, excluding local accommodation establishments with a capacity of less than 10 beds.

(8) ADR, or Average Daily Rate, is the revenue per room used, measured by the ratio between accommodation income and the number of rooms used in the reference period. This variable is calculated taking into account the establishments with guest flows during the reference period, excluding local accommodation establishments with a capacity of less than 10 beds.

ECONOMY

Until 2019, the regional economy had been showing signs of growth, with Gross Domestic Product increasing above the national average. This more favourable environment contributed greatly to a decrease in the unemployment rate in the Region, which, although slightly above the national level, recorded a series of successive decreases between 2014 and 2019. In that year, in average annual terms, there was an unemployment rate of around 7.0%, a trend that has changed since then, reaching an average value of 7.9% in 2020, according to the statistics of the Employment Survey published by the DREM.

If we analyse the information by quarter, we find greater fluctuations. According to the DREM's quarterly statistical bulletin, after the minimum reached in the 1st quarter of 2020 (5.6%), the unemployment rate in the RAM grew to 6.7% in the following quarter and to 8.6% in the 3rd quarter of 2020, reaching the highest value since the 3rd quarter of 2017 (10.7%) in the 4th quarter.

In terms of annual average, in 2020, the active population comprised 135,000 individuals at the regional level, a decrease of 2.7% compared to 2019.

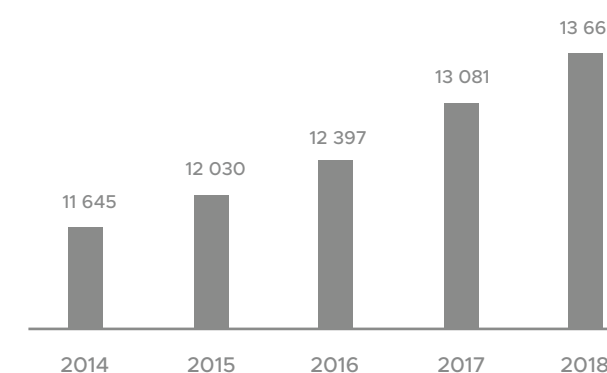
In terms of employed population, in the 4th quarter of 2020, there was a decrease in comparison with the previous quarter (-1.7%) and also year-on-year (-3.9%). In terms of annual average, in 2020, the employed population comprised 124.4 thousand people, falling below the figure for 2019, which was 129.1 thousand people.

With regard to the business sector, in the Autonomous Region of Madeira, in 2018, there were 27,875 (non-financial) companies, of which, in terms of legal form, about 67.5% are sole proprietorships (18,804), which prevail over Partnerships (9,071).

In terms of size, regional companies belong almost exclusively (99.9%) to the SME group (27,858). On the other hand, among these, most are micro-enterprises (96.2% of SMEs, or 26,803).

Of the 27,875 (non-financial) companies in the RAM, around half (13,667) had their headquarters in Funchal. These non-financial companies based in our municipality have been successively increasing, providing jobs for 45,922 people in 2018.

Evolution of Non-Financial Companies in Funchal, between 2014 and 2018 (N°.)



Source: Statistics Portugal/DREM - Estatísticas das Empresas

In 2018, the turnover of the region's non-financial companies stood at 5.1 billion euros. Of these, 3.5 billion euros correspond to the turnover of non-financial companies headquartered in Funchal.

Indicators for Non-Financial Companies in 2018

	RAM	Funchal
Companies (n°)	27 875	13 667
Employees (n°)	74 369	45 922
Turnover (10 ³ euros)	5 108 489	3 489 816
Added Value (10 ³ euros)	1 641 266	1 199 987

Source: Statistics Portugal/DREM - Estatísticas das Empresas

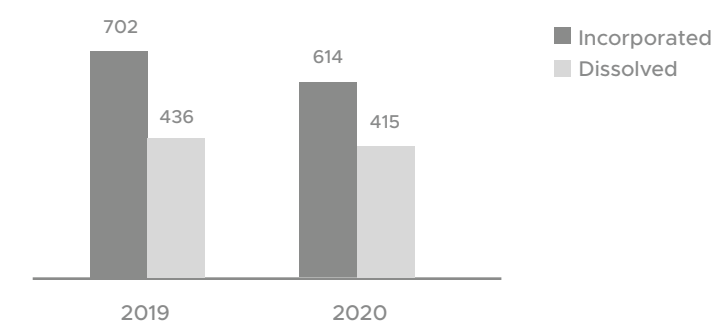
In terms of retail trade, in 2018, Funchal had 1,350 retail establishments, providing jobs for 6,192 people.

Indicators for Retail Trade Establishments, in Funchal, in 2018

Employees (N°)	Turnover (N°)	Added Value (10 ³ euros)
1350	6192	595 502

Source: Statistics Portugal/DREM - Estatísticas das Empresas

With regard to the incorporation and dissolution of companies, similarly to the RAM, Funchal presented, in 2020, a positive balance of a further 199 companies, which resulted from the difference between the number of companies that were incorporated (614) and dissolved (415); this trend has been steady since 2015.

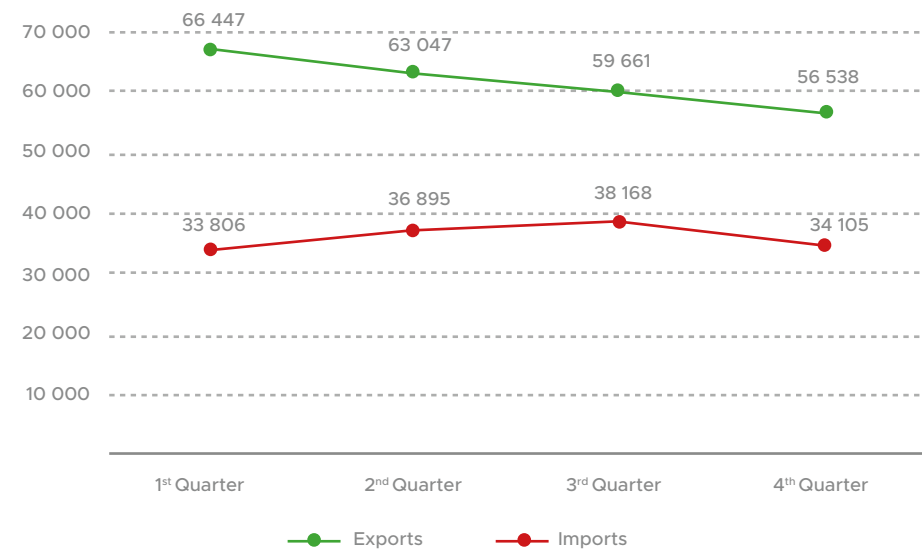
Companies Incorporated and Dissolved in the Municipality of Funchal, 2019 - 2020 (N.º)

Source: Statistics Portugal/DREM - Base de dados de Sociedades Constituídas e Dissolvidas

With regard to international trade, analysing the following chart, we can see that, in 2020, exports have been decreasing, albeit slightly, while imports only dropped in the 4th quarter of the year. Compared to 2019, imports suffered a greater impact than exports, as reported by the DREM in its international trade statistics - 'preliminary data on international trade for 2020 shows that, compared to the previous year, imports fell by 16.9%, while exports dropped by 9.7%.

ENVIRONMENT

International Trade of Goods in the RAM, by quarter, in 2020 (thousand euros)



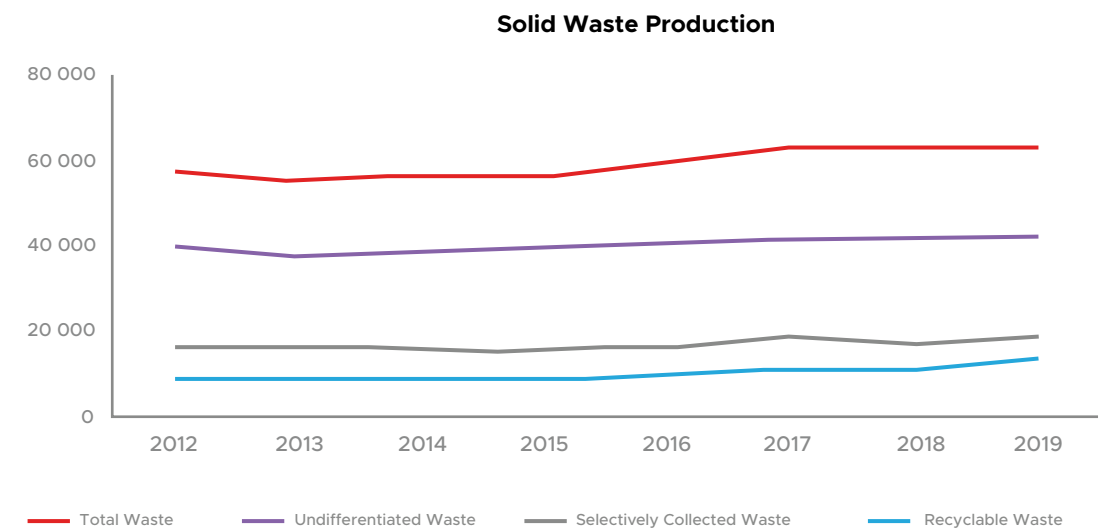
Source: Statistics Portugal/DREM - Estatísticas do Comércio Internacional

The Consumer Price Index (CPI), which allows checking the inflation trend, was -1.4% in the Autonomous Region of Madeira in 2020, equalling, according to the DREM's statistics on the consumer price index, 'the lowest value of the century, which had been registered in 2009. We should note that this macroeconomic variable had a 12- month sequence in which it successively declined, until it turned negative in November 2019. The figure continued along its downward trajectory until September 2020 (-1.6%), recovering thereafter until the end of 2020.'

In 2016, Funchal was the first Municipality in Madeira to present a Climate Change Adaptation Strategy, in coordination with the Ministry of Environment.

According to data from Statistics Portugal, in 2019, Funchal was the fourth municipality nationwide that invested the most in environmental management and protection, with 18,300,000 euros; the largest share of 10,095,000 euros was associated with waste management, representing an investment of 175 euros per capita.

With regard to the issue of solid waste production in Funchal, in 2019, selectively collected waste increased by about 10.7%, from 16,507 tonnes in 2018 to 18,265 tonnes in 2019, and recyclable waste collected also increased by 31.5%. The forwarding of processed recyclable waste, more precisely paper and cardboard packaging, plastic, metal and glass, scrap metal and batteries resulted in an estimated revenue of 1,140,000 euros. Currently, the Municipality is preparing the Municipal Waste Management and Urban Cleaning Plan, with a view to improving performance, increasing separation and recycling rates and ensuring a more modern and efficient urban cleaning.



Source: Câmara Municipal do Funchal

Comparing the CO2 emissions by sector in Funchal, we can say that, in the last 10 years, there has been a considerable reduction in emissions, namely in the services, transport, and residential sectors. Overall, this reduction reached 21%.

According to the Action Plan for Sustainable Mobility (PAMUS) - Mobility Strategy, and with regard to public parking, the municipality of Funchal has 534 car parks, 86 of which are accessible to the general public. In terms of the number of parking spaces, there is a total of 30,599, distributed as follows: 14,052 parking spaces available to the general public and around 16,547 parking spaces in private access car parks; there is a greater offer in the western area of the municipality, associated with the location of economic activities. The Municipality was distinguished with the 'CIVITAS Award Legacy 2020' by the European Commission for its Urban Mobility Strategy, aimed at reducing dependence on individual motorised transport.

We should also note that Funchal is a member of the Covenant of Mayors (since 2012), which is the world's largest movement of cities for climate action and local energy, and the Zero Association (since 2021), which arose from the common interest in achieving sustainable development in Portugal.



MUNICIPAL CULTURAL INTERVENTION

Legislation on competences in the local domain for Local Authorities dates back at least to 1999 (Law no. 159/99), a diploma revoked by Law n.º 75/2013, of 12 September, article 20º (heritage, culture and science), from which we mention the following:

1 - It is the responsibility of municipal bodies to plan, manage and make public investments in the following areas:

- a) Culture centres, science centres, libraries, theatres, and municipal museums;
- b) Cultural, landscape and urban heritage of the municipality.

2 - It is also the responsibility of municipal bodies to:

- a) Propose the listing of buildings, groups of buildings or sites in accordance with the law;
- b) List buildings, groups of buildings or sites considered to be of municipal interest and ensure their maintenance and restoration;
- c) Participate, by signing protocols with public, private or cooperative entities, in the conservation and restoration of heritage and listed areas;
- d) Organise and keep up to date an inventory of the cultural, urban and landscape heritage existing in the municipality's area;
- e) Manage museums, listed buildings and sites, under the terms to be defined by law;
- f) Support non-professional cultural projects and agents;
- g) Support cultural activities of municipal interest;
- h) Support the construction and conservation of local cultural facilities.

At the Funchal City Council, the organisational unit responsible for implementing cultural policies is the Culture and Tourism Division, hereinafter referred to as DCT, integrated in the Department of Economy and Culture, hereinafter referred to as DEC. According to Official Gazette no. 29/2015, Series II of 11 February, regarding the Municipal Services Organisation Model - Flexible Structure of the Municipality of Funchal, the DCT is responsible for:

- a) Managing the cultural activities of the Municipality and implementing municipal policies in this area;
- b) Promoting and encouraging the creation and dissemination of culture in its various manifestations;
- c) Safeguarding and promoting listing it; cultural heritage by cataloguing, studying and;

- d) Managing the cultural facilities of the Municipality, coordinating the conservation and safety of all cultural assets under its responsibility;
- e) Carrying out the survey and collection of data identifying the municipality with a view to promoting its culture, tourism and economy, while organising and centralising information about the municipality or other matters of municipal interest;
- f) Conducting satisfaction surveys aimed at the users of the cultural facilities of the municipality;
- g) Collaborating in the preparation of the Municipality's Cultural Activities Plan and ensuring logistical support and administrative procedures related to the execution of the plan;
- h) Receiving suggestions, proposals and complaints submitted by citizens and forwarding them accordingly;
- i) Exercising other functions, procedures, tasks or attributions assigned to it by law, rule, regulation, deliberation, order or superior determination.

Within the scope of this Division's competences are the activities of organisational units, such as Museums and Cultural Heritage, Funchal Municipal Library, Baltazar Dias Municipal Theatre, Cineteatro Santo António, 'Cais do Carvão' (Coal Pier), Municipal Garden Auditorium, and Tourism.

We should also highlight that there are other municipal facilities with cultural and educational purposes, which develop transversal activities in collaboration with the Department of Economy and Culture, namely the Municipal Archive of Funchal, under the management of the Department of Human Resources and Administrative Modernisation, hereinafter referred to as DRAHMA. This transversal work between culture and education is also developed with the Reading Centres, municipal gyms, the Senior University of Funchal and the Funchal Community Centre, which are under the management of the Department of Education and Quality of Life, hereafter referred to as DEQV. Similarly, the work of culture intersects with that of the Natural History Museum, which is run by the Department of Science and Natural Resources, hereafter referred to as DCRN. The municipal company SocioHabitaFunchal, hereinafter referred to as SHF, is also responsible for social and cultural development spaces in the Community Centres of Pico dos Barcelos, Canto do Muro, Galeão, São Gonçalo, Quinta Falcão, Palheiro Ferreiro, Quinta Josefina, Centro Musica@arte, and Espaço Sénior das Cruzes.

This transversal work is very evident in the Municipal Educational Project, which can be consulted at: <https://pem.cm-funchal.pt/>. This work tool, not only publicises the municipality's cultural and educational offer, but is also open to all entities that wish to use it to showcase their past, present or future work, encouraging the participation and broadening of audiences.

To execute the annual activities plan in the cultural sphere, the DCT has 55 male and female employees assigned to the cultural area, of which 14 are senior technicians and 2 are managers, 12 are technical assistants and 26 are operational assistants. The team is composed of 33 women and 22 men, with an average age of 52.

In budgetary terms, according to data available from Statistics Portugal and PORDATA, in recent years there, has been an increase in current and capital expenditure associated with culture in the municipality of Funchal. From 3,657,200 euros in 2001, it rose to 4,945,000. euros in 2019. Of this amount, which represents over 5% of the total municipal budget, around 2,179,800. euros (44%) correspond to activities and events associated with cultural programming and mediation developed and supported by the Municipality .

MAPPING

Since September 2020, the Municipality has been conducting a comprehensive survey of artists and other cultural agents, born or resident or who carry out regular cultural activities in the municipality of Funchal, through the collection of systematised data, with a view to making it gradually available on the Funchal 2027 platform. The main goals of this initiative are to collect information regarding those involved in the various areas of culture, to process the collected data for potential hirings and applications, and to get an in-depth knowledge on the cultural and artistic composition of Funchal.

This mapping was divided into the following thematic areas: music, theatre, dance, cinema/audiovisual, photography/video, circus arts, digital arts, plastic and visual arts, and others with cultural interest.

This is a process that is constantly being updated and will continue over time. So far, it has been possible to collect data on 510 individual artists who live or work regularly in the municipality, mainly in the area of music, with 219 registered artists. In addition, we should note that there are 85 informal music groups that often perform as a band but are not officially registered as a collective entity, as well as 10 dance groups.

At the associative level, it was possible to register the existence of 240 associations with a cultural nature or purposes that carry out activities in Funchal, 91 of which are based in Funchal. We also mapped 62 cultural and creative industries, with a special emphasis on the audio-visual and advertising sector.

Within the scope of this mapping, the Municipality has proven to be an active partner in the research and support project for public policies 'Mapping the Cultural and Artistic Territory in Portugal', which aims to develop the first National Culture Charter. All professionals working in the cultural and creative sector in Funchal have been called to participate in this mapping at a national scale, by answering an online questionnaire published on the Municipality's digital platforms.⁴

Brief summary

Artists	510 - 219 (music)
Associations	240 - 91 (based in Funchal)
Music groups	85 informal
Dance	10 groups
Cultural and creative industries	62 (mostly audiovisual and advertising)

⁴ You can find more information on mapping at: funchal2027.cm-funchal.pt/entidades-culturais/

AUDIENCE STUDY



In order to outline a cultural strategy, identify potential new audiences and assess satisfaction with the current cultural offer, the Municipality, in collaboration with the GERADOR association, developed, in November 2020, the first audience study focused on the city's cultural offer which involved the completion of an online survey.

The study, which covered a sample of 627 people, revealed that 90% of the respondents consider that culture is part of their lives on a regular basis, while 50% said that culture is essential to life; at the national level, these figures are 70% and 50% respectively.

Most people have the perception that culture in Funchal is aimed at all generations. However, there is a significant share (23%) that considers that the culture is more geared towards the older generations, and this happens mainly in the 16/24 and 25/34 age groups.

Most people have the perception that culture in Funchal is aimed at all generations. However, there is a significant share (23%) that considers that the culture is more geared towards the older generations, and this happens mainly in the 16/24 and 25/34 age groups.

There seems to be satisfaction with the cultural dynamics of Funchal, with 30% of the sample being very satisfied, particularly in the 55+ age group. With regard to cultural facilities, the Baltazar Dias Municipal Theatre stands out, as 70% of the respondents said they were 'very satisfied' with it. In terms of programming, Funchal Jazz stands out in terms of satisfaction, as 62% of the respondents said they were 'very satisfied' with it.

There is a general increase in cultural consumption and a more diverse offer seems to be the most decisive factor for any age group (68%). Secondly, there is a desire for better information (48%) followed by a reduction in prices (46%), which is especially important for younger people.

When people were asked to present an idea for the cultural dynamics of Funchal in the next decade, 255 people responded with various ideas, highlighting the need to diversify the cultural programming (45%) covering areas such as classical music, electronic music, dance, contemporary art, cinema and urban art; more outdoor initiatives (20%), both in terms of shows and urban art interventions; and more regional content and artists (13%), grounded in a logic of valuing local artists, from the emerging ones to the most traditional ones.⁵

⁵ You can find more information about the Audience Study in annex 2.

VISUAL ARTS

With regard to public art, Funchal has a vast public sculpture heritage with more than 100 items, including monumental and decorative urban fountains, heraldic emblems, monuments, characters, and allegories. Part of the vast public art collection was created by Pedro dos Anjos Teixeira (1908-1997), a contemporary sculptor who gave the city of Funchal a legacy of statues that praise the city and its traditions. Francisco Franco (1885-1955), a modernist sculptor from Madeira, who belonged to the first generation of Portuguese modernists, according to José Augusto França, the greatest of the 20th century, is also represented in the public art of the City.

One of the most important projects in this context is 'PROJETO ARTE PORTAS ABERTAS' (OPEN DOORS ART PROJECT), launched in 2011, which promoted the transformation of doors in the Historic Centre of Santa Maria into canvases, transforming the street, and later the surrounding streets, into a permanent art gallery.

We should also highlight PORTA 33- Associação Quebra Costas Centro de Arte Contemporânea, founded in 1989, a contemporary art production project. This association invites artists to hold new exhibitions, whenever possible, based on their experiences in Funchal.

Education plays an important role in sculpture and painting, and we highlight the University of Madeira, hereinafter referred to as UMa, which offers a degree in Visual Arts and a degree in Design. At UMa there is also the Experimental Laboratory of Intermediate Art, regarded as a space for experimentation and advanced study, aimed at raising awareness of contemporary artistic creation, based on the visual arts- sound art binomial. The Francisco Franco Secondary School has an art gallery integrated into the school context, thus asserting itself as a pedagogical project of a cultural nature. The 'EspaçoMar' gallery is another initiative in a school context, based at the Gonçalves Zarco School.

In Funchal, there are more than 14 exhibition spaces under associative, private, governmental and municipal management, namely Marca D' Água Gallery, Caravel Art Centre, Restock Gallery, Quinta Magnólia - Cultural Centre, Boa Viagem Chapel, Henrique and Francisco Franco Museum, Great Hall of the Baltazar Dias Municipal Museum, Lobby of the Funchal City Hall, Espaço Mar Gallery, Galeria.a, Sacred Art Museum of Funchal, Porta 33, Anjos Teixeira Gallery, and Francisco Franco Art Gallery.

In terms of events, the Fractal Funchal Fest, an annual project focused on cultural activism in the public space relies on the collaboration of artists from numerous artistic fields, from urban art to cinema. The Image Play Video Art Festival presents a series of works based on the intersection of art and technology, where selected artists exhibit video art works. It uses space, time, shapes and sound in an experimental way, while presenting new approaches in a diversity of styles, processes, and concepts.

We should highlight the Screenings Funchal, a project with regular screenings of the best independent cinema from around the world, bringing to Funchal previews and premieres of films from emerging and established directors that would otherwise be left off the island circuit. Also in Funchal, the Madeira Fantastic FilmFest takes place every year, dedicated to the dissemination of fantastic, science fiction, horror, suspense, and experimental films.

Also within the scope of cinema, there is the Shortcutz Funchal, which is part of an international network that promotes short films, with free admittance, in informal places, and, with a more scientific approach, there are the Cinema & Território International Meetings, promoted by the University of Madeira.

Funchal is the headquarters of the Madeira Film Commission, created in 1986 to promote film production in Madeira, seeking to attract international producers.

DANCE

The Dançando com a Diferença Group is the only professional artistic structure in the area of inclusive dance, which develops creative work in the field of contemporary dance with the participation of several international creators. Also in the artistic-social field, Funchal is home to Stg Crew, representatives of the Hip Hop culture, which promotes the inclusion of children and young people at risk through dance.

The secondary course of specialised artistic education in dance is ensured by the Funchal Dance School and the Conservatory - Professional School of Arts of Madeira . Other schools and associations provide non-regular teaching and organise performances in the area of dance, such as the Carlos Fernandes Ballet School, Artemotion, Open Dance - Madeira Dance Academy, Gig - Arts Schools, Casey Dance Studio and the Association of Dance and Arts of Madeira, and Ballerina' s Academy.

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THEATRE

Theatre is represented in the city by a number of structures that contribute, not only to the creation and production of shows, but also to the training of audiences. Highlight goes to Teatro Experimental do Funchal, established in the city for over 45 years, and Teatro Feiticeiro do Norte, as these are professional theatrical production structures with municipal presentation facilities, namely: Cineteatro Santo António and Balcão Cristal. We should also highlight the regular annual activity carried out in this area by amateur companies represented by the associations Contigo Teatro, GATO - Associação Amigos do Teatro, Teatro de São Gonçalo. On the other hand, associations such as Teatro Bolo do Caco and Teatro Amador do Livramento concentrate their performances in public spaces, alternating street theatre with animation. The highlight of these performances is concentrated in the Funchal Street Theatre Festival,, organised by Inatel and the Municipality of Funchal.

In the area of school theatre, O Moniz - Carlos Varela associated with the Jaime Moniz Secondary School has been operating for over 30 years, organising the annual Regional School Theatre Festival. Besides this festival, Funchal, in collaboration with Santa Cruz, hosts the AmoTeatro Festival, a project by Teatro Experimental da Camacha. The Municipality of Funchal organises Jornadas do Teatro, promoting an encounter between different agents in the artistic sector.

As spaces for the presentation of theatrical performances, in addition to municipal facilities with resident companies such as Cine Teatro Santo António and the Balcão Cristal, there is also the Baltazar Dias Municipal Theatre, the city's cultural hub, and the Auditorium of the Casino Congress Centre.

HERITAGE AND MUSEUMS

In terms of heritage, Funchal stands out with 76 cultural properties, 71 monuments, 4 complexes and 1 site. The 6 national monuments located in Funchal are: Santa Clara Church and Convent, São João Evangelista Church, Funchal Cathedral, São Lourenço Palace, Customs House, Episcopal Palace and Adjacent House. There are also 38 complexes and monuments listed as being of public interest, 3 monuments of regional cultural value, and 32 monuments of municipal interest.⁶

Funchal's museums stand out due to the fact that they are democratising, inclusive and polyphonic spaces, geared towards a critical dialogue about the past and the future. Recognising and dealing with the conflicts and challenges of the present, they are responsible, on behalf of society, for keeping artefacts and specimens. On its behalf, they preserve diverse memories for future generations, ensuring equal rights and access to heritage for all people. There are 21 museums and museum centres in Funchal, under private, religious, governmental, and municipal management.

Municipal museums include the Henrique and Francisco Franco Museum, a museum of modern Portuguese art, dedicated mainly to the well-known works of Madeira's own brothers Henrique and Francisco Franco; the 'A Cidade do Açúcar' (The City of Sugar) Museum, dedicated to Madeira's sugar industry, and the Natural History Museum, the oldest in the Autonomous Region of Madeira, with more than 37,500 specimens in its species collection.

In the field of technology and optical illusion, there is 3D FUN ART, which is a relaxed and innovative space aimed at all ages. In the area of sports, Funchal has the CR7 Museum. A museum dedicated to Cristiano Ronaldo and his career, and football in general. This museum offers experiences based on physical and technological sensations, captivating all kinds of people who visit it.



⁶Information available in the Funchal Heritage Charter

MUSIC

Music is one of the artistic areas with the greatest impact and representation in Funchal, thanks to its various music schools, the number of bands and musical groups and festivals dedicated to different genres that are part of the annual programme. The city's musical groups are diverse and inclusive, from Xarabanda, a 40-year-old band that plays traditional music from Madeira, to the indie rock band Men On The Couch and SOU, a hip-hop band. We should also mention the Madeira Classical Orchestra, with more than 50 years of activity and one of the oldest in the country.

With regard to the oldest musical groups, we highlight Banda Municipal do Funchal - Artistas Funchalenses, founded in 1850, and the over 100 years old Associação Recreio Musical União da Mocidade, whose activity is focused on the Madeira Mandolin Orchestra, which is simultaneously considered the oldest (due to its date of foundation) and the youngest (due to the age of its performers) in Europe.

In Funchal, we can find the workshops of master guitar makers João Virgílio Henriques, Carlos Jorge and Henrique Rodrigues, who build traditional instruments from Madeira. 'Braguinha', 'rajão' and 'viola de arame' are traditional instruments used by schools, musical groups, folklore groups, 'despique' groups, and popular initiatives.

The tradition of folk and ethnographic groups in Funchal is represented by 7 groups: Grupo Folclórico de Santa Rita, Grupo Folclórico do Centro Cultural de Santo António, Grupo Folclórico e Cultural Amigos do Funchal, Grupo de Folclore e Etnográfico da Boa Nova, Grupo de Folclore Monte Verde, and Grupo de Folclore, Cultural e Recreativo da Casa do Povo de São Martinho.

BOOKS AND LITERATURE

With regard to ethnographic events, we highlight Grupo de Folclore Monte Verde, which organises the Manuel Ferreira Pio International Ethnography and Folklore Gala, Grupo de Folclore e Etnográfico Boa Nova, responsible for the annual organisation of the European Folklore Week, and the São Martinho Parish Council, which hosts the São Martinho Ethnography and Folklore Festival.

Music is taught at various schools at different levels, from GIG - School of Arts to Oasys Music Academy, Estúdio 21, and the Conservatory - Professional School of Arts.

In terms of festivals, the city's annual calendar includes the Madeira International Mandolin Festival, the Madeira Piano Fest and the Madeira Organ Festival, each dedicated to a single instrument. There are also events dedicated to specific musical genres, such as the New Generation Festival, within the scope of classical music, Fado Funchal, Funchal Early Music Festival, Ilhatrónica, and the Funchal Jazz Festival. With regard to festivals aimed at younger audiences, we highlight the following examples: Fica na Cidade, an urban music festival, the Aleste Festival, with alternative music line-ups, and MEO - Festival Sons do Mar and NOS Summer Opening.

Musical performances take place all over the city, mainly in commercial spaces, hotels, public spaces, and gardens.

The Funchal Book Fair, the city's major literary event, in addition to its commercial component, includes a parallel cultural programme with talks, gatherings, concerts, and performances. This event promotes local publishers such as Imprensa Académica, which is related to the university, Cadmus, a generalist publisher of independent books, and Editora Madeirense. In terms of local bookshops, we highlight Livraria Sétima Dimensão, dedicated to comic books, and Livraria Esperança, a reference space since 1886 and the first establishment in Madeira to sell only books.

Funchal also has a network of Libraries, which includes the Funchal Municipal Library and the Penteada, Nazaré and Santo António Reading Centres, which are crucial spaces to promote and boost reading among the communities and various target audiences. The monthly sessions of the Funchal Reading Club are held at the Funchal Municipal Library. For the safeguard and enhancement of its archival heritage, Funchal relies on the Funchal Municipal Archive and the Madeira Regional Archive and Public Library.

'Translocal. Culturas Contemporâneas Locais e Urbanas' is a magazine published in Funchal, in a partnership between the Research Centre for Regional and Local Studies of the University of Madeira, the Funchal City Council and Imprensa Académica, geared towards the dissemination and study of local and urban contemporary cultural phenomena, with an international reach. In addition to this magazine, there are 'Pensardiverso', an academic magazine focused on lusophone studies, 'Islenha', a publication of the Regional Secretariat for Tourism and Culture, 'Boletim do Museu de História Natural', which presents important works in the field of Macaronesian Natural History, 'Revista Portuguesa de Educação Artística', dedicated to the dissemination of research and projects conducted in the areas of education and arts, and 'Revista Xarabanda', focused on traditional music from Madeira.

The Funchal City Council promotes two collections: 'Roteiro da Cidade', which has already addressed themes such as architecture, women, accessibility and geology, and 'Coleção Baltazar Dias', dedicated to publishing works by playwrights from Madeira.

CRAFTS

There is a wide variety of craft activities in Funchal, ranging from objects made from sorghum, wicker, wood, clay, wool, and linen. One of the best known is Madeira Embroidery, characterised by naturalistic motifs, and there are several embroidery factories in the city.

The Madeira Wine and Embroidery Institute, which outlines, coordinates, regulates, and enforces policies to value and preserve the vines, embroidery and crafts produced in the Autonomous Region of Madeira, is based in Funchal. The Institute has a museum that tries to recreate the romantic atmosphere of a house in Madeira and a craft shop aimed at disseminating and promoting local and regional products. 'Viveiro de Lojas' (Shop Nursery), a municipal initiative, is another space available in the Historic District of the City and aims to provide business projects with growth potential, serving as a temporary place to test and market products. This project includes craftsmen and craftswomen.

Craft fairs are held regularly in public spaces, namely the Funchal Municipal Garden, the Almirante Reis Garden and the Lavradores (Farmers) Market.

The 'Núcleo Museológico de Arte Popular' (Popular Art Museum) was created to display popular art from Madeira, not only through its pieces but also through extensive documentation collected and researched since the 1990s.

In terms of associations, we highlight Associação Garanito, which aims to defend and preserve the legacy of the Madeira Embroidery, and the Associação de Artesãos Madeirenses (Madeira Craftsmen Association).

The Madeira Wine, Embroidery and Crafts Festival is organised every two years and is a showcase for Madeira's tapestries, embroidery, folklore and gastronomy.

CULTURAL OFFER

In Funchal, every year, there are cultural events organised by private, associative, religious, municipal, and governmental entities.

With regard to religious events, we should mention the Nossa Senhora do Monte Festivity, the biggest festival in Madeira, the S. Tiago Festivity, an event in honour of the city's patron saint, 'Altars de São João' (St. John's Altars), a celebration dedicated to popular saints and the São Martinho Festivities. On the other hand, 'Missas do Parto' (Childbirth Masses) are one of the greatest Christmas traditions in Madeira since the early 18th century, consisting of nine masses celebrated in the nine days preceding Christmas Day in all parishes.

The Tourist Entertainment Calendar, organised by the Regional Secretariat for Tourism and Culture, comprises major events such as the Carnival Festivals, which include a variety of entertainment events in downtown Funchal, the great float parade and the 'trapalhão' parade; the Madeira Flower Festival includes exhibitions and a variety of entertainment events, the "Wall of Hope" ceremony, and the great float parade; the Atlantic Festival, with pyromusical shows; the Madeira Wine Festival, with various entertainment events and a live grape harvest; the Madeira Nature Festival and the New Year's Eve Festivals, which include decorative lights, Christmas exhibitions, fireworks and the 'Cantar os Reis' show. In addition to these, there are two annual musical events, namely the Madeira Organ Festival, consisting of various concerts held in emblematic liturgical spaces, and the 'Raízes do Atlântico' (Atlantic Roots) Festival, one of the oldest European music festivals in the world.

Also within the governmental scope, the Regional Secretariat for Education, Science and Technology organises the Regional Arts Week, promoting several shows and artistic interventions with Madeira's primary and secondary schools, as an investment to disseminate artistic education.

Every year, the Funchal City Council organises annual festivals aimed at different audiences, with the participation of guest programmers, such as Fica na Cidade, a festival that takes place in some of the main streets of downtown Funchal, presenting a cultural programme capable of boosting local trade; the Funchal Book Fair, which celebrates the literary world with entertainment events, conferences, book launches, concerts and exhibitions; the Funchal Jazz Festival, with an international dimension; Fado Funchal, which promotes initiatives that highlight this Intangible Heritage of Humanity. In terms of musical events, we should also mention the 'Música nos Museus' (Music in Museums), as a complementary offer of commented concerts at municipal museums, and the concerts promoted on the City Day and the April Celebrations.

The 'Noite do Mercado' (Market Night) is a traditional celebration that brings together a large number of people, who flood the Lavradores (Farmers) Market and the surrounding streets to socialise and taste the traditional Christmas treats from Madeira: meat marinated in wine and garlic, cocoa and 'poncha'.

With regard to events that promote reflection and debate on key issues that are important to the development of the city, the Funchal City Council also organizes the annual 'Encontro Cultura Acessível' (Accessible Culture Meeting), bringing together various cultural agents around the issues of accessibility and cultural diversity; 'Jornadas do Teatro', which bring creators and theatre professionals from all over the country to Baltazar Dias to discuss support to the arts, and the conditions of production, circulation and internationalisation; the 'Des(a)fiar a Escola' Conference, which brings together the educational community to debate school and give visibility to different educational experiences, the 'Dar Voz' Conference, which aims to discuss the problems of homeless people with the community and territorial associations, giving voice to those who are on the streets, as well as to those who work in this context. The 'Semana da Igualdade' (Equality Week) includes activities aimed at different target audiences, which aim, not only to inform and raise awareness, but, above all, to train citizens to exercise citizenship in a responsible, autonomous, supportive, and critical way.

We should note that there are annual events co-produced by the Funchal City Council, namely the International Mandolin Festival, an international reference celebrating the mandolin and music with regional roots; MARIOFA - Festival of Puppets and Other Animated Forms, organised by the Associação Nuvem Aquarela, dedicated to families and an audience composed mainly of children and young people, the Fractal Funchal Fest, whose fragmented form intends to create remarkable moments in urban living for all citizens, and the Image Play - International Video Art Festival, which promotes and disseminates the moving image format, exploring relationships with experimental tendencies and connecting them to technology, as a form of expression of contemporary art.

On the other hand, there are also events promoted by local cultural entities and associations with the financial and logistic support of Funchal City Council, such as: the European Folklore Week, organised by Grupo de Folclore e Etnográfico da Boa Nova, which brings together various traditional dance and music groups; 'Jardim dos Sabores' (Garden of Flavours), organised by Frente Mar Funchal and the São Martinho Parish Council, a gastronomy and music event the Aleste Festival, which takes place three times a year in key spaces of Funchal's shared identity, within the scope of alternative music, discovering new potential and promoting the diversification of the public space; the Manuel Ferreira Pio International Ethnography and Folklore Gala, an event produced by Grupo Folclórico Monte Verde with an international dimension; the Madeira Piano Fest, promoted by the Associação Amigos do Conservatório de Música da Madeira, with the participation of pianists of different nationalities in various combinations of piano recitals; the Termómetro Festival, created by Fernando Alvim, a festival/competition of acoustic music with regional representation; The NOS Summer Opening, an urban music festival with strong connections to nature.

GALLERIES AND EXHIBITION HALLS

Funchal has a number of galleries and studios created over the last decade, which host exhibitions that promote a reflection on contemporary artistic and discursive trends. We would like to mention the 'Museu da Eletricidade Casa da Luz' (House of Light Electricity Museum), Galeria.a, the Marca de Água Gallery and the Exhibition Hall of the Cecília Zino Foundation, which intentionally promote the involvement of audiences in their programming and educational project. Restock, La Salita Madeira, Centro Cultural Anjos Teixeira and Art Center Caravel, in addition to programming, organise competitions, workshops, seminars, lectures, and other events. In Funchal there are also exclusive exhibition spaces associated with the work of individual artists, such as the Teresa Gonçalves Lobo Studio, Galeria 30, and the Francisco Simões Arts Centre.

On the other hand, with more than 30 years of uninterrupted activity, PORTA 33 invites artists to create new exhibitions based on their experiences in Madeira. Being a non-profit institution, Porta 33 maintains a parallel activity as an art gallery, an option that allows stimulating the collection of contemporary art within quality parameters.

In terms of municipal facilities for temporary exhibitions, and considering the historical and architectural legacy of each space in the programme, Funchal can also rely on the Temporary Exhibition Room of the Henrique and Francisco Franco Museum, the Boa Viagem Chapel, the Lobby of the Funchal City Hall, the Lobby and Great Hall of the Baltazar Dias Municipal Theatre.

Quinta Magnolia - Cultural Centre is a space managed by the Regional Secretariat for Tourism and Culture, dedicated to exhibitions and cultural dissemination, showcasing the work of emerging artists and retrospective exhibitions of the work of established artists.

The Madeira Delegation of the Architectural Association, Fnac Madeira, Well.com, Living Room, BBC T1 and the Jesuit College have multidisciplinary spaces that are also used as temporary exhibition rooms. In this context, we should also mention the Santa Maria Maior, São Martinho and Santo António Civic Centres, managed by the local Parish Councils.

The Espaçomar Gallery and the Francisco Franco Art Gallery are part of the school context and as such are pedagogical projects of a cultural nature. As a gallery space with its own characteristics, it privileges exhibition activities that dialogue with the venue, in order to provide visitors in general, and students in particular, with an experience of different ways of producing and setting up exhibitions.

CLASSROOMS, REHEARSAL ROOMS AND WORKSHOPS

Funchal offers the conditions for artists to develop and mature their artistic projects in the various performing arts by means of rehearsals or meetings in small groups. In this context, artistic teaching facilities such as the Conservatory - Professional School of Arts, GIG - School of Arts, the Funchal Dance School, the Carlos Fernandes Dance School, Casey's Dance Studio, Artemotion - Carla Rodriguez, and Portal das Artes are privileged spaces. On the other hand, large spaces such as Espaço Fábrica can be used for the same purpose.

The Funchal City Council also offers spaces for classes, rehearsals and artistic workshops such as the 'Sala de Espelhos' (Mirror Room) of the Baltazar Dias Municipal Theatre, the São Martinho Municipal Gymnasium, the Barreirinha Municipal Gymnasium, the Santo António Municipal Gymnasium, and the Senior University. Also at the municipal level, the Games Library of the Santa Catarina Park has an intergenerational space equipped with a reading room that is used for many educational and cultural activities, especially for children and young people, from schools and community centres of the municipality.

RECORDING STUDIOS AND AUDIOVISUAL PRODUCTION

Estúdio 21, Paulo Ferraz Studio, MSM Studio, Eduardo Costa - Produções Audiovisuais and Fullzoom - Produções Audiovisuais are spaces dedicated to the different areas of pre-production, production and direction in audiovisual media.

The Naminhaterra TV project is an online channel dedicated to the Portuguese diaspora, whose main goal is the dissemination of cultural, sports and informational content; it has its own recording studio. In addition, there is the Madeira Live TV project, a streaming TV channel that aims to reach a vast global and multicultural audience, with a predominant interest in all events in Madeira.

ENTERTAINMENT VENUES

Funchal has a municipal network of entertainment venues of different sizes. Highlight goes to the Baltazar Dias Municipal Theatre, Madeira's cultural hub par excellence, with a capacity for 410 people and an average of 100 events per year. Cineteatro de Santo António, managed by the Associação de Teatro Experimental do Funchal on a free lease basis, with a capacity for 100 people, is also a municipal facility, as is Balcão Cristal, managed by the Associação Teatro Feiticeiro do Norte on a free lease basis, with a capacity for 25 people.

The largest entertainment venue in Funchal is the Auditorium of the Madeira Congress Centre, under private management, with a maximum seating capacity of 628, which allows hosting concerts, theatre and dance shows, film screenings and congresses. The Auditorium of the Congress Centre of the Vidamar Hotel Resort Madeira has been used for concerts, national and international meetings or conferences and has a seating capacity of over 200. We should also highlight Madeira Tecnopolo, Madeira's Science and Technology Park, which, besides being a centre of excellence to receive the headquarters of companies and organisations, has a space prepared and equipped with various pieces of equipment that allows hosting cultural events. From the removable stage to the scenic structure (30mx18m) with telescopic stands for more than 2000 people, the space is characterised by its flexibility and multipurpose use.

In the heart of the city, in the Marina Shopping Centre, there is also a small auditorium that can host cinema or theatre shows, and is currently the headquarters of the Madeira Film Experience project.

CONFERENCE AND TRAINING ROOMS

Funchal has several types of conference rooms and training rooms equipped with pedagogical and audiovisual material. This is the case of the hall of the Association of Municipalities of the Autonomous Region of Madeira, with a capacity for 24 people, often used for formal events.

The São Martinho, São Roque, São Pedro, Imaculado Coração de Maria, Santo António and Monte Community Centres aim to promote socio-cultural activities, as well as training and leisure activities to improve the quality of life of the local population, providing spaces capable of hosting crafts, gastronomy, music and dance courses.

Public Libraries have small rooms that can be used for training sessions, educational activities, informal conversations and book launches. The Funchal Municipal Library, the Nazaré, Santo António and Penteada Reading Centres and the Prof. Luiz Saldanha Library have an average capacity for 25 people. Also at the municipal level, the renovated Natural History Museum has a multi-purpose room focused on training and appreciation of scientific heritage.

The city's Museums also use their own premises to hold events, either by using a room specifically for this purpose, such as the Frederico de Freitas Museum House, or by adapting their own permanent exhibition rooms, as in the 'A Cidade do Açúcar' (The City of Sugar) and the Henrique and Francisco Franco Museums. Other museums use their outdoor spaces with gardens to host different activities, such as the Quinta das Cruzes Museum and the 'Núcleo Histórico de Santo Amaro - Torre do Capitão' (Santo Amaro Historic Centre - Captain's Tower).

AUDITORIUMS

The Santa Maria Maior, Santo António and São Martinho Civic Centres are spaces managed by the local Parish Councils with capacities for 100, 90 and 40 people, respectively, and can be used for technical and scientific events.

In terms of spaces under governmental management, the city has the auditorium of the Madeira Regional Public Library, with a capacity for 115 people, the auditorium of the Atlantic History Study Centre, with a capacity for 96 people, and the largest auditorium in the city, at Madeira Tecnopolo - Congress Centre, with a capacity for 696 people. These spaces are used by a variety of entities for various purposes, from classical music concerts to colloquia.

The University of Madeira has the Funchal Jesuit College in the city centre. It is one of the most emblematic buildings in the city, with an auditorium with a capacity for up to 150 people. Also in the area of higher education, the Higher Institute of Administration and Languages (ISAL) has a room with a seating capacity of 76. In addition to academic events, these spaces are used for congresses, formal ceremonies, conferences, book launches, and even small chamber music concerts.

Several schools in Funchal have a multipurpose auditorium on their premises, namely the Dr. Francisco Fernandes Professional School, with a total capacity of 168 people, the Institute for Qualification, with a capacity for 128 people, and the auditorium of the APEL School.

Under private management, we highlight the auditorium of the 'Museu da Eletricidade Casa da Luz' (House of Light Electricity Museum), which regularly hosts book launches by local artists, conferences, with a capacity for 148 people, and the auditorium of the Engineering Association, with a capacity for 50 people.

Downtown Funchal has a wide range of high-quality hotels, whose facilities offer several auditoriums whose capacity varies between 37 and 400 people. We highlight the Alto Lido Hotel, the Baía Azul Hotel, the Belmond Reid's Palace Hotel, the Escola Hoteleira Hotel, the Four Views Baía Hotel, the Four Views Monumental Hotel, the Jardins ' d'Ajuda Hotel, the Lido Atlântico Hotel, the Lido Madeira Hotel, the Meliã Madeira Hotel, the Pestana Casino Park Hotel, The Vine Hotel, and the Vila Porto Mare Hotel.

MOVIE THEATRES

Funchal has movie theatres located in the city's shopping centres. There are 6 cinemas in Fórum Madeira, managed by NOS Cinema, and another 7 at the Madeira Shopping, managed by Cineplace, with a total capacity for 2,500 people. Usually, the films shown in these cinemas are of a commercial nature. Alternative, more analytical cinema - film festivals and exhibitions - is mostly associated with the Baltazar Dias Municipal Theatre, except for the Screenings Funchal project.

PUBLIC SPACE

Funchal has unique conditions for using public space. It has a mild weather, it is safe and it has magnificent public spaces. The use of public spaces for holding various events has grown significantly. Events such as NOS Summer Opening, Funchal Jazz Festival, MEO Sons do Mar, Fado Funchal and MARIOFA - Festival of Puppets and Animated Forms take place in the Santa Catarina Park, taking advantage of a natural amphitheatre with the Atlantic Ocean and Funchal as a backdrop. The Santa Luzia Garden, with an area of 13,600 m² and remnants of Madeira's sugar industry, hosts various events associated with a juvenile audience such as the 'Festival Sorriso Encantado' (Enchanted Smile Festival). Also, in the context of Gardens, the event Monte do Imperador, organised by the Monte Parish Council, takes place every year at Quinta Jardins do Imperador, and 'Jardim dos Sabores' (Garden of Flavours) takes place at Lido Gardens.

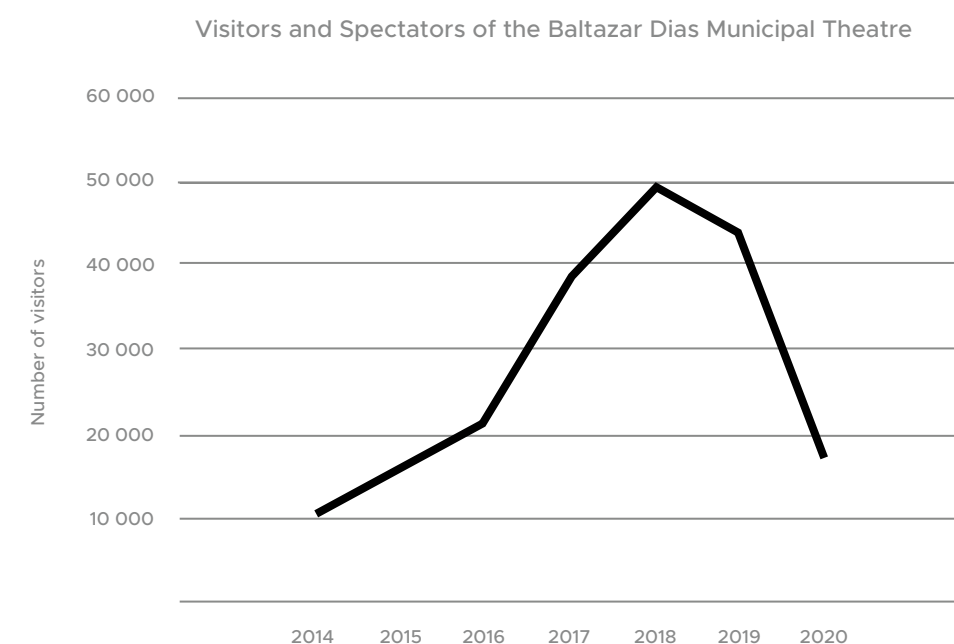
The antique, art, gastronomy and urban craft fairs are held on a weekly basis at the Funchal Municipal Garden and at the Almirante Reis Garden, with the main goal of promoting regional craftsmen and their productions.

For medium-sized musical events, cultural agents often use 'Cais do Carvão' (Coal Pier), an old warehouse that has been rehabilitated with a view to enhancing heritage, boosting culture, and attracting tourists. This facility has an annual calendar of events, mainly cultural, such as concerts, film screenings, exhibitions and various educational activities in conjunction with the Marine Biology Station. In this context, the city also relies on the Auditorium of the Funchal Municipal Garden, with a seating capacity of over 500, which hosts, on several occasions, artistic events with free admission, contributing to the dynamism of the city centre.

Major musical events associated with the municipality's festivities and celebrations usually take place at Largo do Colégio, while events related to the tourist entertainment calendar take place at Avenida Arriaga, Praça do Povo, and Praça do Mar.

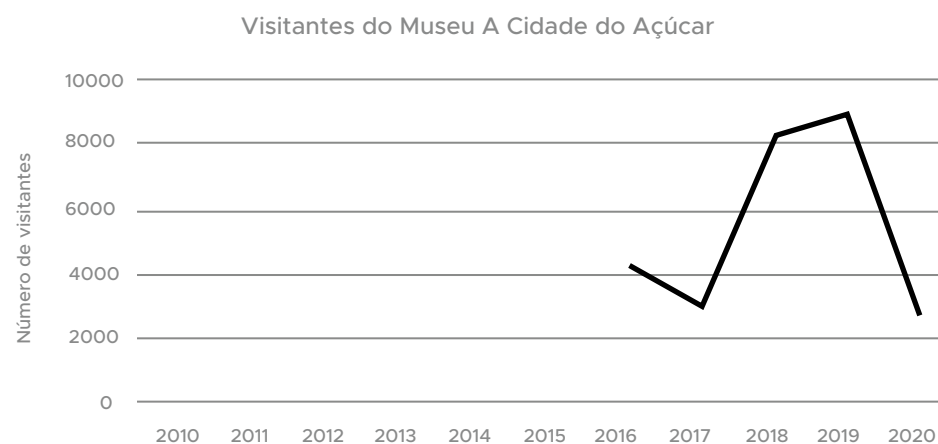
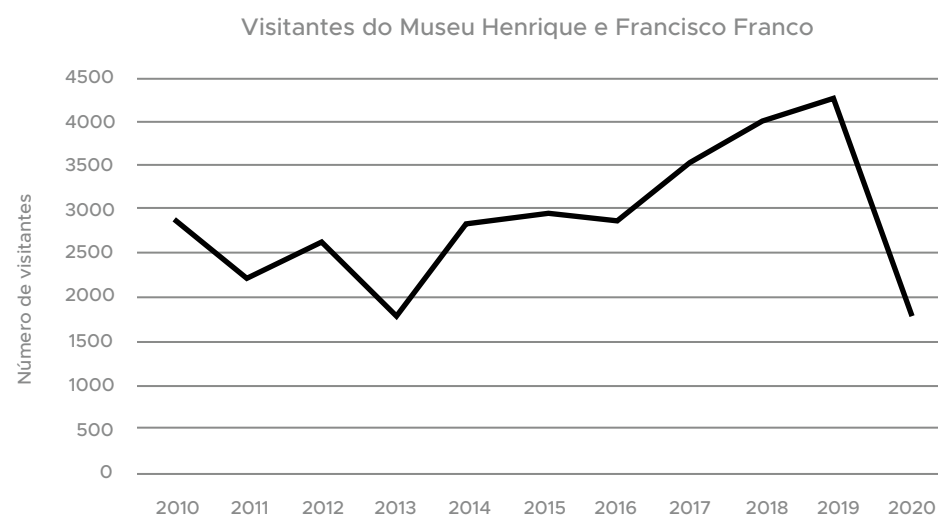
CULTURAL DEMAND

With regard to cultural facilities, there has been a growing increase in the number of visitors, with records reached in 2018 and 2019, particularly at the Baltazar Dias Municipal Theatre. On the other hand, due to the limitations imposed by COVID 19, 2020 brought a sharp drop in the number of visitors to cultural facilities.



Overall, according to data from the Regional Directorate for Statistics, in 2019 there were 1322 live performance sessions, with a total of 423,400 spectators, of which 71,000 paid for a ticket, generating a revenue of 938 thousand euros. With regard to access to paid shows, the Baltazar Dias Municipal Theatre represents around 55% of this universe. Of the 1322 live show sessions held in Madeira, 813 were held in Funchal, with 164,410 spectators and 63,310 tickets sold. Compared to 2018, there was an overall increase of 11.8% in the number of sessions held, 32.3% in the number of spectators, 7.3% in the number of tickets sold, and 28% in box office revenue.

In 2019, the 16 museums operating in Funchal received 129,119 visitors, of which 18,520 belonged to school groups.



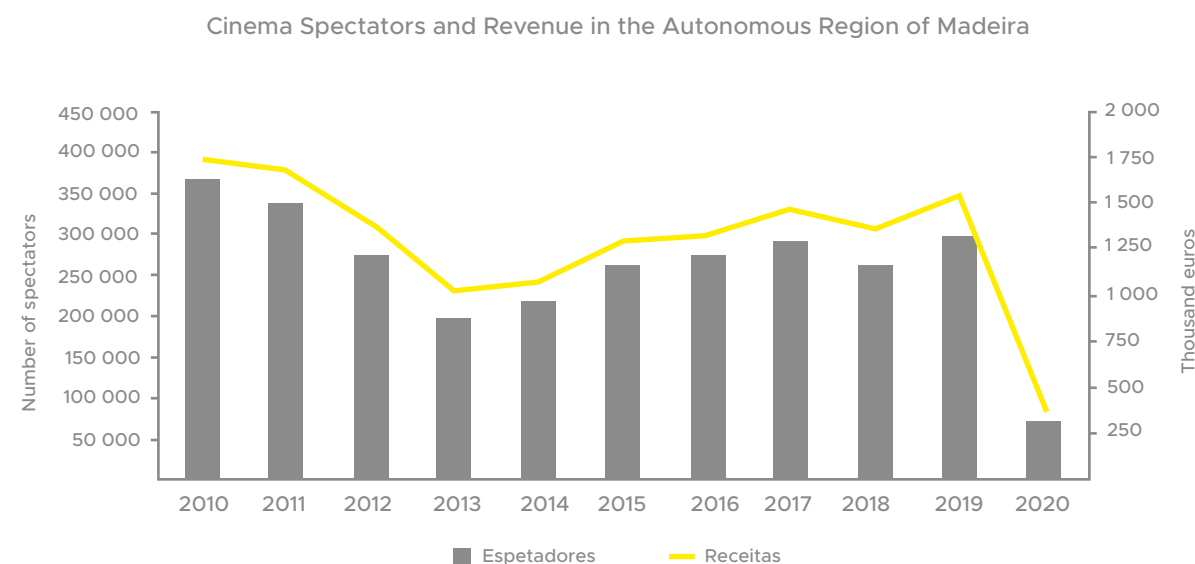
On the other hand, the number of visitors to the Funchal Municipal Library has been decreasing over the last 10 years. From 14,000 visitors in 2011, it dropped to just over 3,000 in 2019. This decrease is partly explained by the relocation of the Library to a more peripheral area of the city. It seems necessary to redefine the mission and objectives of this municipal space, in order to adapt it to the needs of the people who use it.

It is important to highlight the existence of new municipal spaces in the city of Funchal in the area of culture, such as the ‘A Cidade do Açúcar’ (The City of Sugar) Museum, which was closed to the public from 2010 until 2016, due to damages sustained during the floods of 20 February. In addition to that, the rehabilitation and opening of the Boa Viagem Chapel and ‘Cais do Carvão’ (Coal Pier) provided for new cultural spaces in 2019. In the opening year of the Boa Viagem Chapel, it was decided that its cultural dynamics would be focused on the performances by choral groups. From 2020, the Chapel is permanently open to the public, from 10 a.m. to 5 p.m., with the development of a regular fine arts programme, having reached 1,450 visitors in 2020.

In the governmental sphere, the city gained two new cultural spaces, namely the ‘Núcleo Histórico de Santo Amaro - Torre do Capitão’ (Santo Amaro Historic Centre - Captain’s Tower), which stands out as a space for visiting and interpreting the oldest traces of civil architecture in Madeira, including a space for temporary exhibitions; and the Quinta Magnólia Arts Centre, open to the public in 2019, with a gallery dedicated to contemporary art.

According to the data available at the Regional Directorate for Statistics and the Institute of Cinema and Audiovisual, in 2019, there were 18,733 cinema sessions in Madeira, representing an increase of 7.5% compared to 2018. The number of spectators stood at 298,422 and the box office revenue reached 1,536 thousand euros, representing an increase of 12.6% and 13.2%, respectively, compared to previous years. We should note that, with regard to sessions, spectators and revenues, 2019 reached the highest figures of the last 7 years. However, in 2020, the pandemic brought all these variables down, with a 55.8% decrease in the number of film screenings. A 74.8% decrease in the number of spectators and a 74.4% decrease in box office revenue.

OVERVIEW OF THE DIAGNOSIS



Source: Direção Regional de Estatística da Madeira

Also according to data from 2019, the periodical publications survey identified 27 publications, corresponding to 899 issues, 6.2 million overall print run copies and 4 million overall circulation copies, of which 3.7 million copies were sold. Of these 27 publications, 21 are published in Funchal - 3 newspapers, 4 magazines and 17 publications in hard copy and electronic format simultaneously. Compared to 2018, there were decreases in editions (-0.8%), in overall print runs (-6.3%), in overall circulation (-13.2%), and on copies sold (-15.3%).

With regard to investment in cultural and creative activities, in 2019, the total investment amounted to 8,823,733 euros in the Autonomous Region of Madeira (Anuário Estatístico da RAM 2019, published in 2020), and the investment made by the Municipality of Funchal amounted to 4,104,474 euros, being focused on heritage, public libraries and archives, performing arts, and support for cultural and creative activities. This investment corresponds to 3.48% of the total budget of the Funchal City Council.

Based on the data collected and presented above, we identified the following:

STRENGTHS

- Being the capital of the Autonomous Region of Madeira, bringing together the main decision-making centres, infrastructures and facilities, services and regional transport interfaces.
- Relevance of culture in municipal public policy, through the creation of an Office dedicated to this Councillorship and supported by a Municipal Department and Division, together with an intentional transversal work with other departments, namely Education, Tourism, Economy, and Urban Planning.
- A trend towards growth in the number of visitors to cultural facilities and increased notoriety as a reference hub in the offer of cultural programming. Great human potential in innovation and artistic creation.
- Growth in the number of cultural associations and agents, as well as events and new facilities over the last decade.
- Increased action by municipal and government educational services in museums and other cultural institutions.
- Presence of strong civic values of hospitality with a tourism-related tradition.

WEAKNESSES

- Difficulty in integrating Performing Arts students in the labour market of the Autonomous Region of Madeira.
- Insufficient availability of specialised and qualified spaces for the creation and presentation of visual and performing arts.
- Concentration of the cultural offer, structures and programming in downtown Funchal.
- Difficulty in circulating local, regional, national and international cultural production.
- Weak presence of the cultural sector in the business economic activity as a whole.
- Decapitalisation and underfunding of cultural entities.
- Poorly coordinated promotion and communication of the city's cultural offer.
- Lack of legal framework for professional careers in the cultural field.
- Scarce systematic information on the cultural sector.
- Lack of continuous training in the cultural sector.
- Shortage of qualified human resources in cultural associations.

THREATS

- Hegemonic role of the Municipality in the programming of the cultural agenda.
- Excessive economic dependence on the tourism sector, which channels many structural funds to this activity.
- Dependence on international demand for cultural consumption, namely classical music events, museums, and heritage.
- Very incipient local, inter-municipal, and regional cooperation networks
- Vulnerability of cultural consumption to economic conditions.

OPPORTUNITIES

- Public space available to enjoy throughout the year, thanks to a mild weather.
- Potential for internalisation enabled by the diaspora from Madeira.
- Structural effect of the extension of schooling on the growth of cultural audiences, in particular its youth segments.
- Intense and exponential demand for the city, in terms of Tourism.
- Dynamics and benefits generated in the bid to become European Capital of Culture 2027.



MISSION

Através da Cultura, fortalecer o sentido de comunidade, identidade e pertença, contribuindo para um tecido urbano dinâmico, crítico, criativo, sustentável e democrático.

VISION

Em 2031, o Funchal pretende ser um Município de referência no âmbito do apoio à criação e à promoção da cultura, no panorama regional, nacional e europeu, favorecendo o desenvolvimento sustentável e a melhoria da qualidade de vida dos funchalenses e dos seus visitantes.

VALUES

To pursue its mission and vision, the Funchal City Council guides its action, in the cultural field, according to the following reference values:

COMMITMENT

To scrupulously fulfil its responsibilities and strategic objectives in the cultural field, namely through a rigorous management, geared towards achieving results and maximising the available resources, with the aim of promoting a high-quality public service.

PROXIMITY MANAGEMENT

To promote the participation of citizens in a logic of participatory citizenship and participatory management, encouraging the establishment of partnerships with public and private entities.

INTEGRITY

To maintain honesty, credibility, impartiality, ethics, equality, and respect for people as core values.

VALUES

ENVIRONMENTAL SUSTAINABILITY

To develop territorial planning and management practices that improve attractiveness, competitiveness and quality of life in the Municipality, through the sustainable management of available resources, taking on responsibility towards future generations.

RIGOUR

To act with objectivity and professionalism, in strict compliance with the legal requirements and regulations in force, making decisions with economic, social and environmental rationality, safeguarding the interests of the citizens.

TRANSPARENCY

To guarantee transparency within the scope of decision-making processes, service provision conditions and organisational performance, acting with truth, clarity, and equality when responding to citizens.

STRATEGIC AXES

1. Accessibility, participation and cultural inclusion
2. Quality, cultural diversity and territoriality of policies and actions
3. Professionalisation of the cultural sector
4. Culture as a catalyst for sustainable development



AXIS 1.

ACCESSIBILITY, PARTICIPATION AND CULTURAL INCLUSION

According to the Constitution of the Portuguese Republic, enshrined in the Diário da República (Official Gazette) No. 86/1976, Series I, Article 73º, the State is responsible for promoting the democratisation of culture, encouraging and ensuring access to cultural enjoyment and creation for everyone, in collaboration with the media, cultural associations and foundations, cultural and recreational communities, associations for the defence of cultural heritage, residents' organisations and other cultural agents.

Accessibility is currently understood as a human rights issue recognised in the laws of several countries around the world - the right to equal opportunities, non-discrimination, inclusion and participation in all aspects of life in society. The Convention on the Rights of Persons with Disabilities and its Optional Protocol (2008), of which Portugal is a signatory, states, in its Article 30, the right to participate in cultural life, leisure, recreation and sport.

It is essential to promote physical access to cultural facilities and projects, but it is no less important to consider intellectual, social, cultural and economic access as well.

General Objectives (GOs) and Specific Objectives (SOs)

GO 1. Promoting accessibility to culture and knowledge

SO 1.1. Implementing and consolidating instances and mechanisms for social participation, considering the various municipal, local and digital dimensions

SO 1.2. Diversifying and defining a concerted cultural communication strategy

SO 1.3. Strengthening work on the inclusion of minorities and socially vulnerable groups

SO 1.4. Valuing and disseminating the research work that is developed

GO 2. Occupying public spaces with artistic and cultural activities, ensuring the right to the city

S. O 2. 1. Refurbishing and promoting accessibility to public spaces

S.O. 2.2. Promoting artistic interventions in the public space

GO 3. Decentralising cultural activity

SO 3.1. Strengthening relationships with Parish Councils

SO 3.2. Implementing initiatives, promoting other partners from other areas of governance, associations and universities, among other public and private partners

AXIS 2. QUALITY, CULTURAL DIVERSITY AND TERRITORIALITY OF POLICIES AND ACTIONS

Cultural diversity is the most important heritage of humanity. It is the product of many years of history, the fruit of the collective contribution of all peoples, through their languages, imagination, technologies, practices, and creations. Culture takes on diverse forms, always in response to dynamic models of relationships between society and territories. Cultural diversity contributes to a 'satisfactory intellectual, affective, moral and spiritual existence' (UNESCO Universal Declaration on Cultural Diversity, Article 3), and is one of the key elements for transforming urban and social reality.

General Objectives (GOs) and Specific Objectives (SOs)

GO 1. Protecting and promoting the diversity of cultural expressions in the city of Funchal

SO 1.1. Promoting the exchange of knowledge and good practices on cultural pluralism.

SO 1.2. Incorporating in the educational process pedagogical supports that preserve and optimise culturally adequate methods of knowledge communication and transmission.

SO 1.3. Encouraging the production and protection of tangible and intangible cultural heritage.

GO 2. Enhancing municipal cultural services and facilities

SO 2.1. Promoting the expansion and refurbishment of cultural infrastructures

SO 2.2. Ensuring the management, enhancement, conservation and restoration of Funchal's immovable, movable and intangible cultural heritage

SO 2.3. Promoting a collaborative management of spaces

SO 2.4. Investing in the expansion and qualification of human resources

GO 3. Consolidating and diversifying the cultural offer

SO 3.1. Ensuring a diversified cultural programme, through an integrated policy that reaches the entire city, in dialogue with various cultural agents, audiences, territories, artistic languages and practices

AXIS 3. PROFESSIONALISATION OF THE CULTURAL SECTOR

The lack of professional management in cultural areas is perhaps one of the greatest challenges facing the cultural fabric, along with a chronic problem of access to funding by cultural structures. There is a low level of professionalisation of the local cultural and creative sector, with repercussions on the investment capacity and autonomy of organisations, as well as on their management.

The Municipality can promote the professionalisation of cultural agents by developing systems for monitoring and training cultural projects from their inception.

General Objectives (GOs) and Specific Objectives (SOs)

GO 1. Promoting Cultural Associations

SO 1.1. Fostering conditions for the establishment and development of cultural associations

GO 2. Promoting artistic, technical and cultural management training

SO 2.1. Implementing programmes to develop skills and build up the capacity of the cultural fabric.

GO 3. Investing in the internationalisation of the city and its cultural agents

SO 3.1. Promoting the integration of Funchal and its facilities into national and international networks.

SO 3.2. Promoting cultural exchange.

AXIS 4. CULTURE AS A CATALYST FOR SUSTAINABLE DEVELOPMENT

According to the Agenda 21 for Culture, the ecological concern arises from the realisation that our economic development model is excessively predatory on natural resources and the common goods of humanity.

The sector of culture and cultural and creative industries can make a fundamental contribution to meeting major challenges, such as the fight against global warming and the transition to a green economy, as well as to creating a new sustainable development model. Art and culture have a unique transformative capacity to raise awareness, challenge social habits and promote behavioural changes in society, including the general attitude towards nature.

General Objectives (GOs) and Specific Objectives (SOs)

GO1. Mobilising people for environmental causes and leveraging the legacy of the landscape and endogenous resources

SO1. Continuing to promote more events and activities on the environmental theme.

SO2. Continuing to implement environmental sustainability programmes in municipal cultural facilities.

PLAN OF ACTION⁷

AXIS 1. ACCESSIBILITY, PARTICIPATION AND CULTURAL INCLUSION

SO 1.1. Implementing and consolidating instances and mechanisms for social participation, considering the various municipal, local and digital dimensions

Operationalising the Municipal Council for Culture

The Municipal Council for Culture is exclusively consultative in nature and its mission is to promote dialogue and cooperation between the municipality, the municipality's cultural agents and personalities of recognised cultural merit, thus contributing to the development of cultural activities of the Municipality of Funchal. The Council will also be responsible for developing a critical perspective on the municipality's cultural strategies and initiatives, suggesting proposals that enrich them.

Holding conferences and participatory forums

Conferences, participatory forums and other types of meetings that promote participation aim to be a voluntary space for discussion, participation and involvement of the community in the promotion of local culture. The Municipality should support this kind of informal participation.

Funchal Culturally More Accessible

In this context, we intend to invest in providing access to information and communication technologies, auxiliary mobility aids, devices and support technologies suitable for people with functional diversities, in order to improve their access to culture, the dissemination of programming and participation within the scope of proposals they wish to see contemplated in our territory. We will continue to focus on physical and social inclusion, cultural decentralisation and digitalisation of the sector, through the increase of information and communication technologies that are the foundations of our commitment to the citizens, in the search for and assertion of a culturally more accessible city.

⁷The Managers and Indicators for each action are indicated in annex 1.

Digital Library

We will create a platform to access information from the Municipal Library and Reading Centres, which is currently geographically dispersed. The process of integrating the existing collection in the Library into a digital catalogue available online has already started, facilitating the research process.

Artistic Creation Grants

Creation of 6 annual grants for artistic creation, aimed at supporting creators who develop projects in the areas of performing arts, visual arts and writing, providing them with a financial incentive. This is a response that enables the participation of artists, through the submission of proposals for analysis, and is a response to an increasingly extreme difficulty in putting together the minimum resources that allow satisfactory conditions for the development of individual artistic projects.

City of Funchal Literary Prize - Edmundo Bettencourt

Reactivation of the award, inactive since 2012, since the Municipality regards literature as an art, but also as a cultural development activity, which is extremely important. This project allows the free submission of proposals and awards a cash prize in the amount of 3 thousand euros.

Active partner of the National Arts Plan

Funchal intends to become an active partner of the National Arts Plan (PNA), supporting the PNA Academy and promoting artistic residencies in Funchal schools, in a direct coordination between arts and education.

SO 1.2. Diversifying and defining a concerted cultural communication strategy**Better Communication**

It is crucial to ensure communication through different means and supports, including an institutional website. In order to reach a wider and more diversified audience, the dissemination among associations, community centres, day care centres, universities, schools may be privileged, and we should also consider the possibility of carrying out cultural dissemination campaigns with community services that may reach potential interested parties. The aim is to make communication, whether about events or cultural facilities, more accessible and coordinated with all the cultural organisers and entities in the territory.

‘Tu Também Fazes Parte!’ (You Are Also Part of It!)

Organising cultural events especially aimed at the participation of people who traditionally don't have regular cultural habits or promoting their active participation in events through social inclusion shows. Furthermore, it may be possible to send invitations especially addressed to these audiences at certain events, guided tours and talks with artistic classes, with the aim of attracting new audiences and publicising the services offered by cultural facilities.

Promoting press trips, rehearsals and press conferences
Organising rehearsals and conferences aimed especially at the media. Promoting free by media outlets access to the press pack on municipal cultural events. We also intend to invite journalists from media outlets outside the Region, to disseminate and promote municipal cultural events.

SO 1.3. Strengthening work on the inclusion of audiences with functional diversities and socially vulnerable groups**Better Prepared**

Promoting the training of professionals and technicians, in order to raise awareness of the need to create conditions for welcoming people who are differently abled or come from socially vulnerable communities.

SO 1.4. Valuing and disseminating the research work that is developed**Supporting the Publication of the 'Translocal' Magazine**

Continuing to support the 'Translocal. Culturas Contemporâneas Locais e Urbanas' project, geared towards the dissemination and study of local and urban contemporary cultural phenomena, with an international scope. It is mainly materialised in the publication of a magazine aimed at a heterogeneous local, national and international public, which will have an online edition and a paper edition. The editions are autonomous, but maintain a dialogue, and each has its own ISSN registration.

Supporting the publication of the 'Pensar Diverso' Magazine

Continuing to provide financial support to the 'Pensar Diverso' Magazine. A magazine of lusophone studies, 'Pensar Diverso' is an academic journal of the University of Madeira that annually publishes the work carried out by Portuguese and foreign researchers, reflecting on topics related to culture, linguistics, literature, and inter-arts.

Baltazar Dias Collection

Continuing to develop the 'Baltazar Dias Collection' project, through the publication of annual volumes. This collection aims to retrieve and reveal to readers the Region's rich playwriting heritage.

Thematic itineraries

Continuing to develop a collection that presents several thematic itineraries across the city of Funchal, which the Municipality began to develop in 2017. The various itineraries come across as differentiating instruments for exploring the city, according to various perspectives and interests, enhancing the multiplicity of lenses that can be used to view the territory.

Bilingual catalogues of exhibitions held at cultural facilities

Launch of bilingual catalogues of permanent and temporary exhibitions held at municipal cultural facilities. The catalogues complement and disseminate the research work that gave rise to the various exhibitions, bringing together the contributions of various specialists.

Cooperation agreements between the Municipality and Higher Education Institutions

The aim of cooperation agreements is to establish collaborations between several institutions in order to jointly carry out academic, scientific, and cultural activities. Cooperation actions will take place in the areas of research, technical cooperation, joint projects, student exchange, documentation, and information.

Creation of two annual research grants in the area of culture

The Municipality will award research grants with the aim of supporting innovative research work on subjects of interest to the cultural development strategy defined for the territory. This process will help to attract qualified human resources, especially the younger ones.

SO 2. 1. Refurbishing and promoting the accessibility of public space**Refurbishing of the Funchal Municipal Garden Auditorium**

Refurbishing of the Funchal Municipal Garden Auditorium, with a view to improving the existing conditions, promoting the environmental, urban and landscape quality of the Auditorium. The planned interventions will be permanent and aimed at enhancing and refurbishing this collective facility located in a public space, turning it into a multifunctional element for regular use. The changes at the venue will improve its conditions to host outdoor events, such as concerts and plays.

Refurbishing and creation of new micro-centralities

Creation of squares, parks and refurbishment of attractive contemplation points in parishes outside the historic centre of Funchal, with the aim of creating new micro-centralities, generating spaces for artistic and social events. The revitalisation and reinforcement of the civic role of micro-centralities are important to increase the quality of life of the population and to correct certain asymmetries that still exist in the territory. This intervention, included in the Municipal Master Plan (PDM), is in line with Funchal's urban rehabilitation strategy, namely regarding the reinvention of vulnerable areas of the City, reinforcing their cultural identity and strengthening the experiences of those who live there.

Refurbishment of fountains

As part of the Funchal heritage preservation and public space refurbishment initiative, we intend to restore several fountains located in Funchal. This intervention is included in Funchal's Municipal Master Plan (PDM), with the aim of asserting the city as a cosmopolitan and core space, investing in elements that reveal the City's authenticity and history, boosting its economy and relevance as a touristic, authentic, and dynamic city.

Tourist/cultural signage

Developing an urban signage project, aiming at improving orientation and information for residents or tourists. Tourist/cultural signage should be used to indicate areas that stand out for their heritage and landscape values, as well as for reasons of cultural, historical/heritage-related and landscape-related relevance, according to a hierarchical classification.

Recovery of 'levadas' and royal roads

Project for the recovery of 'levadas' and municipal royal roads, seeking to enhance the regional heritage and increase the offer of pedestrian paths. The protection and enhancement of these municipal paths contribute to their enjoyment and to the permanence and transmission of a heritage that tells the story and the evolution process that humanity has been developing, boosting energy efficiency and the defence of environmental values.

Inclusive City - Plan for the Elimination of Architectural Barriers

Promotion of architectural accessibility in public spaces, which consists in the elimination of physical barriers in public spaces, collective facilities, and public buildings. This measure is framed by Decree Law No. 163/2006, of 8 August, which defines the accessibility conditions required in the design and construction of public spaces, collective facilities, public buildings and housing.

S.O. 2.2. Promoting artistic interventions in the public space**Maintenance and creation of more Bookcrossing spaces**

Maintenance and creation, in public spaces, of places for 'book offering/pick-up', in partnership with other institutions. In this context, it is considered important to concentrate books outside the usual places, decentralising this type of offer and promoting impacts on the improvement of the population's living habits. Bookcrossing is regarded as an agent of local development, fostering a different kind of urban entertainment and promoting new communities of readers, in a strategy of cultural democratisation.

Reactivation of the annual competition URB*ART

Reactivation of the Funchal Urban Public Art Project, which aims to develop various ideas and proposals for a unique creative experience in the city. It is a contemporary public art project that aims to enrich the city through artistic manifestations developed in the public space, making it visually more attractive and enabling a greater approximation of the language of the streets and of culture to people.

'Jardins dos Sentidos' (Gardens of Senses)

In addition to providing financial support for cultural initiatives and projects that take place in parks and gardens, giving priority to the involvement of ecological and climate change issues in their programme, our intention is to create an initiative promoted by professionals in the fields of culture, botany and sustainability, with the aim of spreading knowledge of nature in an urban environment and raising public awareness of the need to preserve green spaces. The gates to some of the city's most beautiful gardens, including private gardens, may open to the public during this event.

SO 3.1 Strengthening relationships with Parish Councils**'É já ali ao lado!' (It's just around the corner!)**

Strengthening our relationships with Parish Councils, by carrying out cultural actions in partnership with these proximity structures, reinforcing the decentralisation of the city's cultural offer, together with a more generalised involvement of all the organisational units of the Funchal City Council.

SO 3.2. Implementing initiatives, promoting other partners from other areas of governance, associations, universities, among other public or private partners**Creation of a Municipal Network of Cultural Facilities and Independent Spaces**

The aim is to create a network that contributes to maximising the City's financial, technical and material resources, in a perspective of dialogue with cultural entities and agents. We consider that the Municipality plays an important role in the development of the territory, whether by carrying out cultural activities or by managing the network of municipal facilities or independent spaces, offering a diversified programme, built in dialogue and partnership with the territory and contributing to the appropriation of the public space by residents or tourists.

AXIS 2.

QUALITY, CULTURAL DIVERSITY AND TERRITORIALITY OF POLICIES AND ACTIONS

SO 1.1. Promoting the exchange of knowledge and good practices on cultural pluralism.

Application to the UNESCO Creative Cities Network

Funchal is a territory with crafts activities that cover different types of productions, with an emphasis on embroidery and wood.

There are many dozens of artists and creators 'distributed among the various craft productions, which make this territory a living museum of Portuguese popular art and an identity factor for Funchal and Madeira in the World. The Creative Cities Network seeks to develop international cooperation between cities that have identified creativity as a strategic factor for sustainable development. Creative cities develop initiatives based on partnerships between the public and private sectors, professional organisations, communities, civil society, and cultural institutions.

Continuing to support the 'Núcleo Museológico de Arte Popular' (Popular Art Museum)

Renewal of the Municipality's annual support for the maintenance of the collection of the Popular Art Museum, consisting not only of pieces, but also of an extensive documentation collected and researched since the 1990s, which resulted in several publications.

Extension of the Mental Festival to Funchal

With the aim of promoting activities to unveil and destigmatise the issue of mental health, we intend to hold an annual extension of 'Mental - Mental Health Festival', a Safe Space Portugal production created to combat illiteracy on mental health. It is co-produced by the National Programme for Mental Health of the Directorate-General for Health. This festival also integrates the board direction of the international Nefele Network.

SO 1.2. Incorporating in the educational process pedagogical supports that preserve and optimise culturally adequate methods of knowledge communication and transmission.

Pedagogical Suitcases

In collaboration with a multidisciplinary working group, we intend to build sets of teaching resources for teachers and students aimed at raising awareness of the importance of safeguarding tangible and intangible cultural heritage. These pedagogical cases will allow the territory to be explored in a logic of formal, informal and non-formal education, reinforcing the sense of belonging and an interest in research.

Citizenship Ambassadors

Residents are invited to become Citizenship Ambassadors, preparing multimedia materials that promote the importance of education in the enhancement of culture and citizenship. They will be responsible for using their talents to mobilise the community towards these values.

SO 1.3. Encouraging the production and protection of tangible and intangible cultural heritage**Funchal (i)Material**

Mapping of the Tangible and Intangible Cultural Heritage of the municipality of Funchal. Mapping allows creating a narrative about the identity of a place by adding intangible cultural information that is important to communities - such as social practices, traditions, stories, know-how, and values - and that situates people in their places. Mapping is a powerful governance mechanism, involving communities in the process of determining what best defines their identity and what makes their place, with its idiosyncrasies, so important.

Supporting the Application for 'Charamba' to be included in UNESCO's World Heritage List

Supporting the application, coordinated by Associação Cultural e Musical Xarabanda, for 'Charamba' to be included in the national inventory and in UNESCO's World Heritage List. 'Charamba' - a form of singing unique to Madeira - is a good example of intangible cultural heritage in danger of disappearing, so the application is an important step towards contributing to its continuity.

'Arqueologia Sai à Rua' (Archaeology Takes to the Streets)

'Arqueologia Sai à Rua' (Archaeology Takes to the Streets) is a project aimed at raising students' awareness of the importance of research for discovering the history of their city. This activity will allow establishing protocols between the municipality and higher education institutions. It will also allow creating the Municipal Archaeology and History Office, which will work in the area of historical and cultural heritage. We plan to continue developing regular projects to disseminate Funchal's historical and cultural heritage to schools and even the general public. It is a way of awakening a more active citizenship among the population.

SO 2.1. Promoting the expansion and refurbishment of cultural infrastructures**Refurbishment of Cineteatro Santo António**

Refurbishment of the Cineteatro de Santo António building, including architecture, structures, general infrastructures, stage machinery, and furniture.

Opening of the Funchal Cultural Centre

Opening of a multidisciplinary cultural centre in the city, bringing together spaces for creation, meeting, exhibition and cultural enjoyment. The refurbishment of the Funchal Slaughterhouse building covers three major areas: an incubator for micro-companies in the creative industries area, a space for artistic performance and exhibitions and, lastly, workshops for equipment restoration and design. This space will also include a project based on the interaction with the surrounding population, investing in their training and empowerment through artistic practices: 'Funchal Skills'.

Refurbishment of Cine Deck

Refurbishment of Cine Deck as a municipal cinema and chamber music hall. This solution allows for cultural decentralisation, providing a new cultural space that can be used by a growing number of cultural agents.

Opening of the Monte Interpretation Centre

Investment in the renovation of the parish's old train station, with a view to creating the new Monte Train Interpretation Centre. This is an emblematic building in Monte that calls for a strengthening of the local identity, based on the recovery of the memory of the only train that Madeira had, regarded as a landmark of significant importance in the history of Funchal and the Region.

Rehabilitation of the Henrique and Francisco Franco Museum

Rehabilitation of the municipal museum, improving its external and internal accessibilities. This rehabilitation will allow improving the presentation of its collections, the museum's image, the areas dedicated to educational services, adapting the spaces to the needs of different audiences.

Refurbishment of the Baltazar Dias Municipal Theatre

This intervention will meet the needs that were identified with regard to stage machinery. This intervention will allow maximising human resources while improving safety conditions for workers and artists. At the same time, we intend to purchase light and sound equipment, which is crucial for putting together shows in this municipal space.

New space for the Funchal Municipal Library

Refurbishment of a new space to be used by the Funchal Municipal Library, contributing to the availability of more modern equipment, technologically updated and adapted to the demands of new types of audiences. The digital revolution and the expansion of the so-called knowledge society have changed the current concept of municipal libraries, giving them new functions and uses, justifying the need for a new space. We intend to rethink the functioning of this municipal space, , reversing the trends that have been witnessed in recent years, in order to attract new audiences and create new dynamics of use.

Municipal Bookshop

Creation of the Municipal Bookshop, aimed at selling, promoting and publicising publications launched or supported by the municipality, with a special emphasis on the areas of archaeological, architectural, historical, and cultural heritage.

City Museum

Opening a Municipal Museum to give visibility to the Municipality's assets, acquired or offered, in order to put on display a wide variety of collections, in different types of support, aimed at the general public.

SO 2.2. Ensuring the management, enhancement, conservation and restoration of Funchal's immovable and movable cultural heritage**Implementation of a plan for the protection, dissemination and conservation of works of art and documentary archives**

The intention is to implement a plan for the identification, cleaning and conservation of the works of art that make up the municipal collection. Considering that the municipal heritage is spread across historic buildings, archaeological sites and a varied museum collection, there is the need for various conservation and restoration actions. These conservation actions will be preventive, curative and will also include restoration.

Survey of Funchal's immovable cultural assets that are liable to be listed

It is crucial to continue to identify, study and prepare the listing of buildings at the municipal level, as well as to issue technical opinions for the other services of the Municipality , with regard to safeguarding historical and cultural heritage. We will continue to conduct a survey of Funchal's immovable cultural assets that are liable to be listed.

Programme for the acquisition of assets of municipal, museological and musicological interest

Development of an annual programme for the acquisition of assets of municipal, museological and musicological interest. This programme should allow the submission of proposals for the direct purchase of works from artists and artistic collectives every year, with the aim of boosting the Municipal Art Collection and enhancing Funchal's artistic heritage. This type of intervention promotes the documentation of the memory of the city's artistic practice. The acquisition process is intended take place with the support of an independent selection committee, composed of experts in different fields of contemporary art, appointed each year.

SO 2.3. Collaborative management of spaces**Pilot project for the collaborative management of a municipal cultural facility**

In the logic of involvement and participation in the City's cultural management processes, our intention is to invest in a new cultural management model for the Municipality, through a pilot project that reinforces cultural demunicipalisation, investing in cultural democracy. To give shape to the cultural programme, during a specific period, we should set up a multi-disciplinary artistic team. This group should keep in mind the need to ensure a project that takes into account the wider territory.

SO 2.4. Investing in the expansion and qualification of human resources**Expanding the human resources of the Department of Economy and Culture**

Human resources are a key instrument in the strategic cultural planning and management of the Municipality. Considering the growing workload, the allocation of new municipal cultural spaces and the fact that a regular number of workers are reaching their retirement age, it is urgent to expand the qualified human resources of the Department of Economy and Culture, by holding external recruitment competitions, while continuing to consolidate an internship policy.

Continuous training for culture workers with courses focused on production, management and cultural policies, public administration and technical update specific to each area

Organising multi-annual training plans for cultural workers that include complementary courses. By investing in specialised continuous training, it is possible to update or obtain new knowledge, as well as to improve individual professional performance and the performance of the organisation itself.

Municipal volunteering

Promoting volunteering initiatives, developed by the municipality's employees, to address the challenges of the local territory, in different areas of intervention: education, environment, population support, culture, social exclusion, and heritage. This work strengthens the relationship between those who live in or cross the City and the territory, reinforcing the knowledge of reality and the involvement of the population in the solutions due to be implemented.

SO 3.1 Ensuring a diversified cultural programme, through an integrated policy that reaches the entire city, in dialogue with various cultural agents, audiences, territories, artistic languages and practices**Programmers Group**

The cultural programme for the territory of Funchal, covering various thematic areas, will be designed by a group of programmers who, in an integrated way, will shape the set of activities and initiatives that will be carried out. The group will include municipal programming officials, as well as external elements invited to programme specific cycles or municipal spaces. While respecting the individual and authorial autonomy of each programmer, these should ensure, as much as possible, a comprehensive (integrated), consistent and coordinated programme for the territory, to generate cultural, artistic and civic sense.

Community

Funchal's cultural programme will be strengthened through a dialogue with various audiences, which will translate into greater community involvement and participation in the processes of creation and presentation with professional artists. Several projects will be developed in which artistic directors will direct professional people, amateur artists and non-artists. This project aims to contribute to bringing people closer to artistic creation and cultural spaces, as the concepts associated with the roles of the audiences have changed. Audiences not only see, hear and feel, but also know and participate in the construction of the cultural object in an active, critical and meaningful way, fostering appropriation relations.

Supporting event and project productions and co-productions
Commitment to ensuring support for annual events already promoted by the Municipality of Funchal, in a production and co-production format, namely: New Classic Festival, Fado Funchal Festival, MARIOFA - Festival of Puppets and Animated Forms, Funchal Jazz, ImagePlay, FRACTAL, 'Altars de São João' (St. John's Altars), Book Fair, Fica na Cidade, and International Mandolin Festival. In addition to these consolidated festivals, the Municipality has been supporting and co-financing a number of activities in the cultural sector that enhance and diversify the city's cultural offer.

AXIS 3. PROFESSIONALISATION OF THE CULTURAL SECTOR

SO 1.1. Fostering conditions for the establishment and development of cultural associations

Mapping Cultural Associations

Continue mapping cultural and artistic associations in Funchal, in order to understand their dynamics and keep the diagnosis of their heterogeneity and territorialisation up to date.

Supporting Associations and Activities of Municipal Interest

Continuing to develop the annual programme to support associations. This programme has been contributing to a participatory management of the territory, being open to proposals from the community and supporting the implementation of projects of municipal interest. On the other hand, the Municipality collaborates in the improvement of the associations' working conditions, providing financial support for the construction, conservation or improvement of their facilities, as well as purchasing equipment, in addition to supporting the organisation of events.

'Funchal, Balcão Cultura' (Funchal Culture Desk)

This measure consists in the creation of a specialised service desk in the area of culture, aimed at the city's cultural agents. Based on partnerships with institutions competent in matters of finance and social security, it will provide up-to-date information on this and other matters that are relevant to the sector.

Annual Meeting of Cultural Associations

This meeting aims to recognise the importance of the associative movement, promote the visibility of the different entities and a debate between representatives of the cultural associative movement, contributing to the dissemination of good practices.

SO 2.1. Implementing programmes to develop skills and build up the capacity of the cultural fabric

Mentoring Programme

Based on the assumption that public policies should help to improve individual and collective performance, we intend to implement a mentoring programme, in addition to organising courses and workshops. It will consist of a group of 5 professionals who will be accompanied over 6 months in the preparation of a cultural project.

SO 3.1. Promoting the integration of Funchal and its facilities into national and international networks

Culture Next

Maintaining Funchal's participation in this project which is open to cities which are or have been involved in the bid to become European Capital of Culture. The aim is to share good practices on urban cultural development strategies and to promote the development of projects in cooperation and partnerships. This network has a financial fund to allow artists and institutions to submit applications for cultural projects.

Integrating Municipal Museums into the Portuguese Museums Network

The Portuguese Museums Network is an organised system of museums, based on voluntary membership, configured in a gradual way and aimed at the decentralisation, mediation, qualification, and cooperation between museums. Designed in 2000 within a Project Structure dependent on the Portuguese Institute of Museums, the Portuguese Museums Network is crucial in the implementation of the national museological policy and the qualification of Portuguese museums. Its goals are the enhancement and qualification of the national museological reality, institutional cooperation and coordination between museums, decentralisation of resources, and planning and rationalisation of public investments. Funchal is in the process of joining this Network, with two of its municipal museums: The Henrique and Francisco Franco Museum and the 'A Cidade do Açúcar' (The City of Sugar) Museum.

Integrating the Baltazar Dias Municipal Theatre into the National Network of Portuguese Theatres and Movie Theatres

This network aims at decentralising resources, planning, mediation, qualification and cooperation between the Portuguese theatres and movie theatres, as well as at promoting the qualification of the human resources assigned to them. The network is composed of theatres and movie theatres operating in the Portugal, namely municipal theatres and movie theatres that wish to join it voluntarily and have an organisational structure with conditions to regularly hold artistic shows, which guarantees a programme that fosters the democratisation of access to culture, institutional cooperation between the different levels of administration, participation in the correction of asymmetries, territorial cohesion, and the development of populations.

Integration into the CIOFF

Manter o Funchal como membro integrante do Conselho Internacional das Organizações de Festivais de Folclore e Artes Tradicionais, uma organização internacional cultural não governamental, que mantém relações consultivas formais com a UNESCO, e que tem como objetivos, a salvaguarda, a promoção e a difusão da Cultura Tradicional e do Folclore.

Cultural Network of Ultrapерipheral Regions

Criação de uma rede, com sede no Funchal, para salvaguardar, apoiar e fomentar a cultural local e indígena, as artes e práticas populares, bem como a cultura ancestral das Regiões Ultrapерiféricas, melhorando o diálogo cultural e promovendo a divulgação de obras culturais e criativas, especialmente através das tecnologias digitais.

SO 3.2. Promoting cultural exchanges Programme to Support Artistic Internationalisation

This programme will support 3 internationalisation projects, promoting the city's culture and the work of artists, authors and cultural agents based in Funchal. This initiative aims to award a grant of 5,000 euros for internationalisation projects in the areas of visual arts and curatorship, performing arts, performance and musical composition, translation and literary creation.

Funchal's Application to become European Capital of Culture in 2027

The 'European Capital of Culture' action is promoted by the European Union and aims to catalyse transformations in social, educational, urban and economic development. The application triggers a broad movement of cultural reinforcement and participation in Funchal and Madeira. Funchal intends to undertake an ambitious set of objectives that are reinforced by the bid to become European Capital of Culture. In this context, the Municipality is developing an application that will be submitted in November 2021, as provided for in the application process to become European Capital of Culture 2027.

AXIS 4.

CULTURE AS A CATALYST FOR SUSTAINABLE DEVELOPMENT

SO 1. Promoting more events and activities on the environmental theme

Climate change and future generations

There will be a collective exhibition with works from the school community, on display in different public spaces, in which the students will be invited, in real time, to express their vision on how future generations will experience climate change through painting. In addition to raising awareness among young people, this exhibition aims to draw attention to the pressing need of reaching concrete agreements to improve the environmental quality and sustainability of cities.

SO 2. Implementing environmental sustainability programs in municipal cultural facilities

Most sustainable cultural facilities

Promoting the evaluation of municipal cultural institutions and facilities and the activities they develop within the scope of the various programmes in which the Municipality of Funchal acts as a partner, namely ECO XXI and the Covenant of Mayors. Routinely and intentionally internalising the logic of the '7 Rs' in daily practices: rethink, refuse, reduce, repair, reuse, reintegrate and recycle. Several measures will continue to be re-evaluated, from the room lighting system, the air conditioning system, the materials used, the use of paper and a whole set of bureaucracies associated with its operation. Moreover, during the evaluation of the annual carbon tax, the cultural facility's teams will collaborate in the planting of trees necessary to absorb the carbon released in the previous year, always in coordination with the Department of Science and Natural Resources and with all the other municipal departments.

Purchasing an anoxia chamber

In the municipal archive and library, there will be a hygienisation team responsible for preserving the works and we intend to purchase an anoxia chamber, an ecological disinfestation method that uses an inert gas (nitrogen) to cause the death of insects by asphyxiation and dehydration, without harmful effects on materials (paper and binding). This investment is crucial for the preservation of the valuable collection of the municipal library and museums.

Sustainable Events Management System

Promoting workshops and awareness campaigns for local producers with the aim of implementing the ISO 20121 Standard - Sustainable Event Management System, through an integrated vision with three main pillars of action: environmental, economic and social. This is a gradual process that will begin in 2021, with a view to certifying the sustainable management of events. Currently, the Municipality is already implementing this type of actions in the 'Market Night', 'Funchal Jazz' and in music events at Santa Catarina Park. However, there is still the need to systematically invest in all the pillars of action in order to comply with the ISO 20121 Standard.

DISSEMINATION

The Strategic Plan for Culture presented herein will be disseminated across the entire Funchal City Council (CMF), with particular emphasis on the Departments of Economy and Culture, Education and Quality of Life, Science and Natural Resources. These are municipal departments that work systematically and intentionally on the issues addressed in this Plan. It will also be published on Funchal City Council's website and on the website of the application to become European Capital of Culture - Funchal 2027. There will also be debates and informal talks that will help to publicise and promote it to the general public.

Considering the results of the Audience Study, which the Municipality carried out together with Gerador, about cultural communication and the privileged means to reach the population in general, we will try to present the main points of the Strategic Plan for Culture of Funchal in several media supports and in the Municipality's digital networks. We will also privilege street posters, following the indicators obtained in the aforementioned study, necessary to absorb the carbon released in the previous year, always in coordination with the Department of Science and Natural Resources and with all the other municipal departments.

MONITORING AND EVALUATION

In order to guarantee the effective implementation and strict monitoring of the Strategic Plan for Culture of Funchal, we propose to set up a Committee, which will meet every six months, with the following members and functions:

1. Strategic coordination, which is the responsibility of the Mayor of Funchal, or the person to whom he or she delegates;
2. Executive management of the Plan, under the responsibility of the Director of the Department of Economy and Culture and the Head of the Culture and Tourism Division;
3. Municipal Services, including a person responsible for the areas of Urban Planning, Economic Development, Environment, Science, Social Action, Education, Youth, and Sports;
4. Local cultural agents, from individual artists to cultural foundations, associations or entities;
5. Working Group for Funchal's Application to become European Capital of Culture in 2027.

Monitoring will also be based on the annual activity reports, in which the process of each action will be measured and qualified.

The ongoing evaluation of the implementation of the Strategic Plan for Culture of Funchal and the development of cultural policies in the municipality implies the creation of tools for the monitoring and systematisation of data, information and indicators in open, accessible, user-friendly platforms available for online consultation. Thus, the CMF website and the Funchal 2027 website will become the references for the dissemination of information and the evaluation of its implementation.

The Strategic Plan for Culture of Funchal is not a watertight planning tool, but a dynamic instrument that should be reviewed throughout its implementation process, since ten years is a long period in which there will be the need to adjust and incorporate changes and new demands.

Documents consulted in the context of the preparation of the Municipal Strategic Plan for Culture

- Agenda 21 for Culture.
- As Artes Performativas no Funchal: Contributo das Associações para o Planeamento Cultural.
- Minutes of the Municipal Council for Equality.
- Minutes of the Municipal Council for Youth.
- Charter of Educating Cities.
- Porto Santo Charter.
- Funchal Heritage Charters.
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions .
- Universal Declaration on Cultural Diversity.
- Guia de Apoio à Cultura e Criatividade.
- Município ECO XXI
- Municipal Master Plan (PDM) of Funchal
- Municipal Plan for Equality and Non-Discrimination.
- National Reading Plan.
- National Arts Plan.
- ROADMAP 2025. Portuguese Pact for Plastics.

List of Acronyms and Abbreviations

DAA - Procurement and Warehouse Division
DCP - Public Procurement Division
DCRN - Department of Science and Natural Resources
DCRN - Nature Conservation and Natural Resources Division DCT
- Culture and Tourism Division
DDS - Social Development Division
DA - Department of Environment
DEC - Department of Economy and Culture
DEOV - Department of Education and Quality of Life
DGFP - Department of Financial and Asset Management
DIE - Department of Infrastructures and Facilities
DJF - Legal and Inspection Department
DOT - Department of Spatial Planning
DRHMA - Department of Human Resources and Administrative Modernisation
DSI - Information Systems Division
SMPC - Municipal Civil Protection Service
UMa - University of Madeira

ANNEXES

Axis 1. Accessibility, participation and cultural inclusion		
GO. 1. Promoting accessibility to culture and knowledge		
Implementing and consolidating instances and mechanisms for social participation, considering the various municipal, local and digital dimensions.		
Action	Manager	Indicators
Operationalising the Municipal Council for Culture	DEC/DCT	Municipal Council set up. Representatives elected. Number of meetings and plenary sessions held.
Holding conferences and participatory forums	DEC/DCT	Number of conferences and forums held.
Funchal Culturally More Accessible	DEC/DCT/DEQV	Level of satisfaction of audiences with functional needs. Percentage of audiences with functional needs directly involved in the actions developed by the CMF.
Digital Library	DEC/DCT/DEQV/DSTI	Creation of the access platform. Number of digital documents in the platform. Number of accesses by the public.
Artistic Creation Grants	DEC/DCT	Number of grants awarded Number of cultural productions completed and impact on the city
City of Funchal Literary Prize - Edmundo Bettencourt	DEC/DCT	Number of applications Number of Prizes awarded
Active partner of the National Arts Plan	DEC/DCT	Signing of the protocol. Number of actions developed within the scope of the National Arts Plan. Number of schools covered. Number of resident artists. Number of students covered.

Axis 1. Accessibility, participation and cultural inclusion		
GO. 1. Promoting accessibility to culture and knowledge		
SO 1.2. Diversifying and defining a concerted cultural communication strategy		
Action	Manager	Indicators
Better Communication	Communication Office	Number of associations in the communication network. Number of communications implemented using cultural accessibility strategies. Number of people who had access to communication through associations, community centres, day care centres, universities, and schools.
'Tu Também Fazes Parte!' (You Are Also Part of It!)	DEC/DCT	Number of shows that promote social inclusion. Number of activities developed with the development of new audiences in mind.
Promotion of press trips, rehearsals and press conferences	DEC/DCT	Number of rehearsals open to the media Number of cultural press conferences. Number of events with press kit Number of journalists from outside the Region invited to municipal cultural events.

Axis 1. Accessibility, participation and cultural inclusion		
GO. 1. Promoting accessibility to culture and knowledge		
SO.1.3 Strengthening work on the inclusion of minorities and socially vulnerable groups		
Action	Manager	Indicators
Better Prepared	DCT/DDS	Number of training courses held. Number of technicians who participated in the training courses.

Axis 1. Accessibility, participation and cultural inclusion		
GO. 1. Promoting accessibility to culture and knowledge		
SO 1.4. Valuing and disseminating the research work that is developed		
Action	Manager	Indicators
Supporting the Publication of the 'Translocal' Magazine	DEC/DCT/DJF	Number of issues supported Number of copies printed Number of accesses to the Translocal platform Number of participant researchers
Supporting the publication of the 'Pensar Diverso' Magazine	DEC/DCT/DJF	Number of issues supported Number of copies printed Number of participating researchers
Baltazar Dias Collection	DEC/DCT/DJF	Number of issues published. Amount of funding associated with the Baltazar Dias Collection. Number of copies printed.
Bilingual catalogues of exhibitions held at cultural facilities	DEC/DCT/DJF	Bilingual catalogues in all municipal museums. Number of bilingual catalogues published within the scope of temporary exhibitions.
Cooperation agreements between the Municipality and Higher Education Institutions	DEC/DCT/DJF	Number of cooperation agreements between the Municipality and Higher Education Institutions. Number of events held in partnership. Number of participating institutions.
Creation of two annual research grants in the field of culture	DEC/DCT/DJF	Approval of Regulations for the annual research grants. Number of grants launched.

Axis 1. Accessibility, participation and cultural inclusion		
GO. 2. Occupying public spaces with artistic and cultural activities, ensuring the right to the city		
S.O 2.1. Refurbishing and promoting the accessibility of public space		
Action	Manager	Indicators
Refurbishment of the Funchal Municipal Garden Auditorium	DIE/DOT	Refurbishment of the Auditorium.
Refurbishing and creation of new micro-centralities	DEC/DCT/DIE/DOT	Number of spaces refurbished in the outskirts of Funchal that can be used to hold cultural events. Number of events promoted in micro-centralities.
Refurbishment of fountains	DIE/DOT	Number of fountains refurbished.
Tourist/cultural signage	DECC/DIE/DOT	Number of tourist/cultural signposts.
Recovery of 'levadas' and royal roads	DIE/DOT	Number of meters recovered in 'levadas' Number of meters recovered in royal routes. Number of interventions carried out in 'levadas' and royal routes.
Inclusive City - Plan for the Elimination of Architectural Barriers	DIE/DOT	Number of obstacles eliminated in the city. Percentage of people satisfied with urban mobility.

Axis 1. Accessibility, participation and cultural inclusion		
GO 2. Occupying public spaces with artistic and cultural activities, ensuring the right to the city		
S.O. 2.2. Promoting artistic interventions in the public space		
Action	Manager	Indicators
Creating more bookcrossing spaces and maintaining the existing ones	DEQV	Number of books available in bookcrossing spaces annually. Number of bookcrossing spaces in the city.
Reactivation of the annual competition URB*ART	DEC/DCT/DJF	Approval of new regulations for the URB*ART competition. Number of editions of the competition Number of participants in the competition
'Jardins dos Sentidos' (Gardens of Senses)	DCRN	Implementation of the annual event. Number of participating gardens. Number of people participating in each of the initiatives. Number of partners of the initiatives.
Protection, dissemination and conservation of public art works and statues	DEC/DCT/DJF/DFM/DCC	Number of inspections aimed at protecting public art. Number of cleaning initiatives aimed at public art and statues. Number of interventions carried out in the area of conservation and restoration. Number of actions carried out within the scope of the dissemination of public art and statues.

Axis 1. Accessibility, participation and cultural inclusion		
GO 3. Decentralising cultural activity		
SO 3.1 Strengthening relationships with Parish Councils		
Action	Manager	Indicators
'É já ali ao lado!' (It's just around the corner!)	DEQV	Number of events held in partnership with Parish Councils. Number of projects held in partnership with Parish Councils.

Axis 1. Accessibility, participation and cultural inclusion		
GO 3. Decentralising cultural activity		
OE 3.2. Concretizar iniciativas, promovendo parceiros de outras áreas de governação, associações, universidades, entre diversos parceiros públicos ou privados		
Action	Manager	Indicators
Creation of a Municipal Network of Cultural Facilities and Independent Spaces	DEC/DCT/DJF	Creation of the Network. Number of cultural facilities and independent spaces that are part of the network. Number of events held within the scope of the network.

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 1. Protecting and promoting the diversity of cultural expressions in the city of Funchal		
SO 1.1. Promoting the exchange of knowledge and good practices on cultural pluralism		
Action	Manager	Indicators
Application by Funchal to the UNESCO Creative Cities Network	DEC/DCT/DJF	Application by Funchal to the UNESCO Creative Network.
Continuing to support the 'Núcleo Museológico de Arte Popular' (Popular Art Museum)	DEC/DCT/DJF	Protocol of financial support to the Museum.
Extension of the Mental Festival to Funchal	DEC/DCT/DCP	Signing of the protocol. Number of editions held with an extension in Funchal

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 1. Protecting and promoting the diversity of cultural expressions in the city of Funchal		
SO 1.2. Incorporating in the educational process pedagogical supports that preserve and optimise culturally adequate methods of knowledge communication and transmission		
Action	Manager	Indicators
Pedagogical Suitcases	DEQV/DCT/DOT/SMPC	Number of educational resources produced Number of schools using educational resources. Number of classes using educational resources. Diversity of audiences covered
Citizenship Ambassadors	DEQV/DCT	Number of ambassadors Number of multimedia materials produced

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 1. Protecting and promoting the diversity of cultural expressions in the city of Funchal		
SO 1.3. Encouraging the production and protection of tangible and intangible cultural heritage		
Action	Manager	Indicators
Funchal (I)Material	DEC/DCT/DJF	Mapping of Funchal's material culture. Mapping of Funchal's immaterial culture. Number of mappings.
Supporting the Application for 'Charamba' to be included in UNESCO's World Heritage List	DEC/DCT/DJF	Letter of support for the Application. Number of projects and events held within the scope of the Application.
'Arqueologia Sai à Rua!' (Archaeology Takes to the Streets)	DEC/DCT/DCP	Creation of the Municipal Archaeology and History Office Unit.

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 2. Enhancing municipal cultural services and facilities		
SO 2.1. Promoting the expansion and refurbishment of cultural infrastructures.		
Action	Manager	Indicators
Refurbishment of Cineteatro Santo António	DIE	Refurbishment of CineTeatro
Opening of the Funchal Cultural Centre	DIE	Opening of the Funchal Cultural Centre
Refurbishment of Cine Deck	DIE	Refurbishment of CineDeck
Opening of the Monte Interpretation Centre	DIE	Refurbishment of the Monte Interpretation Centre
Rehabilitation of the Henrique and Francisco Franco Museum	DIE	Refurbishment of the Museum
Refurbishment of the Baltazar Dias Municipal Theatre	DIE	Refurbishment of the Municipal Theatre. Number of new pieces of light and sound equipment purchased.
New space for the Funchal Municipal Library	DIE	Refurbishment of a new space for the Municipal Library. Percentage of people satisfied with the Municipal Library.
Municipal Bookshop	DIE	Creation of the Municipal Bookshop. Number of books sold. Number of books available for purchase.
City Museum	DIE	Creation of the City Museum. Number of visitors

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 2. Enhancing municipal cultural services and facilities		
SO 2.2. Ensuring the management, enhancement, conservation and restoration of Funchal's immovable and movable cultural heritage		
Action	Manager	Indicators
Implementing a plan for the protection, dissemination and conservation of works of art and documentary archives	DEC/DCT/DJF/DRHMA	Number of interventions within the scope of the conservation and restoration of the municipal collection. Annual report on the state of conservation of the municipal collection. Number of works of art and documentary archives subject to intervention.
Survey of Funchal's immovable cultural assets that are liable to be listed	DEC/DCT/DJF	Number of listing requests submitted to the CMF. Number of listing processes completed. Number of immovable cultural assets listed.
Programme for the acquisition of assets of municipal, museological and musicological interest	DEC/DCT/DCP	Implementation of the programme. Appointment of the Committee. Number of assets purchased.

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 2. Enhancing municipal cultural services and facilities		
SO 2.3. Promoting a collaborative management of spaces		
Action	Manager	Indicators
Pilot project for the collaborative management of a municipal cultural facility	DEC/DCT	Number of members of the management group. Number of activities proposed and carried out by people outside the municipality.

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 2. Enhancing municipal cultural services and facilities		
SO 2.4. Investing in the expansion and qualification of human resources		
Action	Manager	Indicators
Expanding the human resources of the Department of Economy and Culture	DRHMA/DEC/DCT	Número de colaboradores em atuação. Número de concursos. Número de estagiários. Carreiras de cultura existentes.
Continuous training for culture workers with courses focused on production, management and cultural policies, public administration and technical update specific to each area	DRHMA/DEC/DCT	Number of training sessions. Number of trainees.
Municipal volunteering	DRHMA/DEC/DCT/DEQV	Number of volunteers

Axis 2. Quality, cultural diversity and territoriality of policies and actions		
GO 3. Consolidating and diversifying the cultural offer		
SO 3.1. Ensuring a diversified cultural programme, through an integrated policy that reaches the entire city, in dialogue with cultural agents, audiences, territories, artistic languages and practices		
Action	Manager	Indicators
Programmers Group	DEC/DCT	Number of people included in the programmers network. Number of people outside the municipality included in the programmers network. Number of meetings held. Number of actions/projects planned. Number of artistic areas covered. Number of artists involved. Number of spaces involved in the Network.
Community	DEC/DCT/DEQV	Number of projects involving the community in the creation process. Number of artists involved. Number of amateur artists involved. Number of non-artists involved. Number of spectators. Number of sessions held. Levels of satisfaction of those involved
Supporting event and project productions and co-productions	DEC/DCT	Number of events and projects supported. Number of artistic areas covered. Number of artists covered. Number of associations involved. Number of spaces involved. Amount of funding. Number of productions. Number of co-productions

Axis 3 Professionalisation of the cultural sector		
GO 1. Promoting Cultural Associations		
SO 1.1. Fostering conditions for the establishment and development of cultural associations		
Action	Manager	Indicators
Mapping Cultural Associations	DCT	Number of associations mapped
Supporting Associations and Activities of Municipal Interest	DEC/DCT/DEQV	Number of applications for Support to Associations. Number of applications approved. Amount of funding.
'Funchal Balcão Cultura' (Funchal Culture Desk)	DEC/DCT	Implementation of 'Funchal Balcão Cultura' (Funchal Culture Desk) Number of inquiries addressed.
Annual Meeting of Cultural Associations	DEC/DCT	Number of meetings held. Number of participants. Number of associations involved.

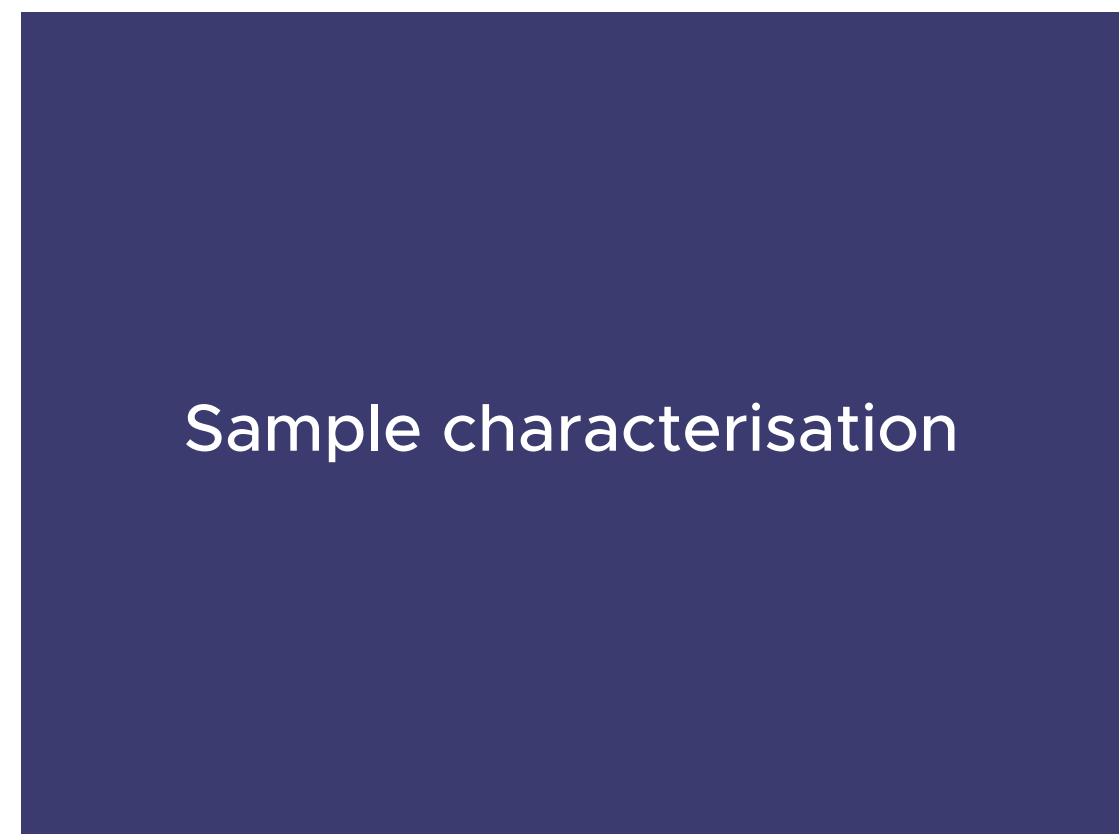
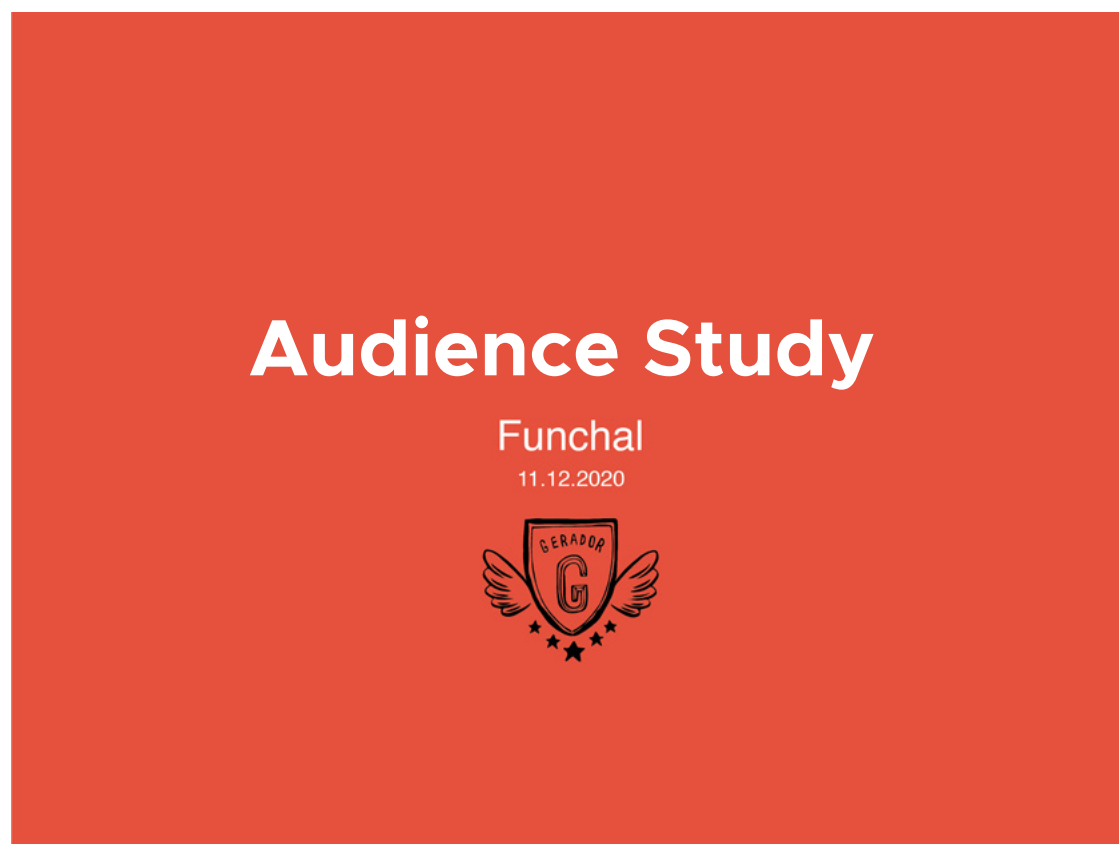
Axis 3 Professionalisation of the cultural sector		
GO 2. Promoting artistic, technical and cultural management training		
OE 2.1. Implementar programas de desenvolvimento de competências e capacitação do tecido cultural		
Action	Manager	Indicators
Programa de Mentoring	DCT	Number of courses held. Number of workshops held. Number of trainees. Number of people enrolled in the mentoring programme. Number of mentoring editions.

Axis 3 Professionalisation of the cultural sector		
GO 3. Investing in the internationalisation of the city and its cultural agents		
SO 3.1. Promoting the integration of Funchal and its facilities into national and international networks		
Action	Manager	Indicators
Culture Next	DCT	Integration into the network. Number of meetings in which the Municipality participated. Number of participations in projects within the scope of Culture Next.
Integração dos Museus Municipais na Rede Portuguesa de Museus	DEC/DCT/DEQV	Integration into the network. Number of initiatives carried out within the scope of the Network in which the Municipality participated.
Integrating the Baltazar Dias Theatre and CineTeatro de Santo António into the National Network of Portuguese Theatres and Movie Theatres	DEC/DCT	Approval of new regulations for the Baltazar Dias Municipal Theatre. Adaptation of Cineteatro for inclusion in the network. Inclusion in the network.
Integration into the CIOFF	DEC/DCT	Integration into the network. Number of meetings in which the Municipality participated.
Cultural Network of Ultra-peripheral Regions	DEC/DCT	Creation of the Network. Number of ultraperipheral regions associated Number of meetings held within the scope of the Network. Number of projects developed within the scope of the Network.

Axis 3. Professionalisation of the cultural sector		
GO 2. Promoting artistic, technical and cultural management training		
SO 2.1. Implementing programmes to develop skills and build up the capacity of the cultural fabric		
Action	Manager	Indicators
Programme to Support Artistic Internationalisation	DCT	Approval of the programme's regulations. Number of editions of the programme. Number of artists supported.
Funchal's Application to become European Capital of Culture in 2027	DCT	Submission of Funchal's application

Axis 4. Culture as a catalyst for sustainable development		
GO1. Mobilising people for environmental causes and leveraging the legacy of the landscape and endogenous resources		
SO1. Promoting more events and activities on the environmental theme		
Action	Manager	Indicators
Climate change and future generations	DEC/DCT/DA/DEQV/DCRN	Number of editions of the project. Number of participating students. Number of schools involved.

Axis 4. Culture as a catalyst for sustainable development		
GO1. Mobilising people for environmental causes and leveraging the legacy of the landscape and endogenous resources		
SO2. Continuing to implement environmental sustainability programmes in municipal cultural facilities		
Action	Manager	Indicators
Most sustainable cultural facilities	DEC/DCT/DA/DEQV	Assessment of the annual carbon tax. Number of trees planted. Number of LED lamps installed. Number of measures implemented. Energy consumption rate. Kilos of paper consumed.
Purchasing an anoxia chamber	DEC/DCT/DCP	Purchasing the anoxia chamber. Number of materials disinfected.
Sustainable Events Management System	DEC/DCT/DA/DEQV	Number of measures implemented. Number of sustainable events. Number of awareness-raising actions. Number of workshops. Number of producers. Number of artists involved.



Characterisation

- This study was carried out through an online survey, which took place between 26 October and 20 November 2020.
- The sample consists of 627 individuals: 383 (61%) women and 244 (39%) men.
- 132 (21%) are between 16 and 24 years old, 110 (17%) between 25 and 34 years old, 174 (28%) between 35 and 44 years old, while 126 (20%) are between 45 and 54 years old, and, lastly, 85 (14%) are over 55 years old.
- 97% are Portuguese and only 3% have other nationalities.
- The households of 61% of the respondents do not include anyone with professional activities related to culture.
- However, 52% say that they regularly develop, or have a relative who regularly develops, an activity related to culture in their free time, which shows that most respondents have a close relationship with the cultural sector.

Characterisation: location

70% of respondents live in the municipality of Funchal, while 15% live in the municipality of Santa Cruz. Of those who live in Funchal, the vast majority have been living in the municipality for more than 5 years.

In which municipality do you live?
Only one answer. Values in percentage.

How many years have you lived in Funchal?
Only one answer. Values in percentage.

	Geral		Geral
Funchal	70	Até 5	12
Santa Cruz	15	Entre 6 e 15	36
Madeira Oeste (Calheta, Porto Moniz, Ponta do Sol, Ribeira Brava, Camara de Lobos)	10	Entre 16 e 30	11
Madeira Norte (São Vicente, Santana, Machico, Porto Santo)	5	Mais de 30	41

Characterisation: education level

The level of education of most individuals is quite high, as 60% have completed a degree or a higher education course. These data are in line with our regular assessments, since the cultural audience usually has a high level of education.

What is the highest level of education you have completed?
Only one answer. Values in percentage. Gender.

	Geral	Fem	Masc
Up to the 11 th grade	6	6	6
12 th grade completed	19	17	21
Secondary courses or incomplete higher education	13	10	19
Degree or postgraduate course	42	46	36
Master's or higher	20	21	18

Background

Culture is very present in the respondents' lives

Around 90% of respondents consider that culture is, at least, regularly present in their lives. These figures are also above those of the Barometer, where the figure is 70%. The biggest difference arises with the statement that culture is essential to life for 50% of the respondents in Madeira, while at the national level only 20% are of this opinion.

Which of these phrases would best represent the role that culture plays in your life?
Only one answer. Values in percentage. Gender and Ages. Data: Gerador Qmetrics 2020 Barómetro

	Este Estudo	Fem	Masc	16/24	25/34	34/44	45/54	55 ou +	Barómetro
I have no space for culture in my life.	0,2	0	0,4	0	0	0	0,8	0	0,6
Culture is important, but I don't devote much time to it.	11	10	11	25	9	8	6	2	28
Culture is regularly present in my life, although not as much as I would like it.	42	45	38	38	47	44	42	40	51
Culture is essential to my life.	47	44	50	36	43	48	51	58	19

Culture is very present in the respondents' lives

Most of the respondents have the perception that culture in Funchal is aimed at all generations. However, there is a significant share (23%) who consider that the culture is more geared towards older generations. This happens mainly in the 16/24 and 25/34 age groups.

In your opinion, culture in Funchal is more geared towards which generation?
Only one answer. Values in percentage. Ages.

	Geral	16/24	25/34	34/44	45/54	55 ou +
Towards my generation	5	2	5,5	6	3	7
Towards a younger generation	4,5	2	3	3,5	7	8
Towards an older generation	23	42	35	18	15	3,5
Towards all generations	57	46	39	61	64	75
Towards no one	6	0	13	6	7	2



Public Gardens and Theatres are the favourite of the residents in Madeira

There are followed by museums, heritage and music venues. We can also see that, for the youngest audiences, in addition to Public Gardens, Movie Theatres are the most important element. As age increases, people seem to value all spaces more.

Considering a scale from 1 to 10, where 1 means 'I don't find them important at all' and 10 'I find them very important', how would you evaluate the following aspects of your relationship with the city of Funchal?
Scale of 1 to 10. Average of values. Ages.

Geral	16/24	25/34	34/44	45/54	55 ou +
8,57	8,75	8,25	8,68	8,41	8,73
8,21	7,61	8,21	8,45	8,3	8,53
7,95	7,68	7,95	7,83	8,06	8,48
7,91	7,5	7,74	7,82	8,2	8,52
7,86	7,37	7,57	7,98	8,06	8,48
7,73	7,63	7,96	7,55	7,51	8,27
7,69	8,06	7,83	7,42	7,6	7,65
7,61	7,32	7,64	7,6	7,62	8,04
7,29	7,37	6,8	7,31	7,24	7,83
6,53	6,95	6,32	6,61	6,11	6,58

The Lavradores (Farmers) Market, the TMBD and the Santa Catarina Park lead in popularity

They are followed by the Funchal Book Fair, Funchal Jazz and Fica na Cidade. Lesser known are Imageplay and FRACTAL.

Which of these initiatives or spaces in Funchal have you heard of?
Only one answer. Values in percentage. Ages.

Resposta única. Valores em percentagem. Idades.	Geral	16/24	25/34	34/44	45/54	55 ou +
Mercado dos Lavradores	96	95	99	96	94	99
Teatro Municipal Baltazar Dias	96	92	96	98	96	98
Parque de Santa Catarina	96	94	96	97	95	96,5
Feira do Livro do Funchal	93	83	93	98	94	99
Funchal Jazz	91	76	98	97	91	94
Fica na Cidade	84	61	89	94	86,5	87
Cais do Carvão	81	50	88	91	87	92
Museu Henrique e Francisco Franco	81	65	86	84	83	91
Museu A Cidade do Açúcar	74	49	74	81	80	91
Museu de História Natural	66	42	69	70	74	80
Altars de São João	46	10	33	53,5	66	78
Fado Funchal	45	36	35	42,5	48	68
MARIOFA – Festival de Marionetas e Formas	38	16	32	51	44	45
FRACTAL	32	10	38	43	32	33
Imageplay	11	5	10	11,5	13,5	15
Nenhum dos anteriores	2	0,8	0	0,6	5	3,5

The Santa Catarina Park is the most attractive space for all ages

Museums seem to have the need to capture the youngest audiences, as do, for example, 'Cais do Carvão' (Coal Pier), Funchal Jazz and 'Altars de São João' (St. John's Altars).

And have you ever been to those initiatives or spaces? Which ones?
Only one answer. Values in percentage. Ages.

Resposta única. Valores em percentagem. Idades.	Geral	16/24	25/34	34/44	45/54	55 ou +
Mercado dos Lavradores	88	88	95	88	85	85
Teatro Municipal Baltazar Dias	88	78	93	91	88	90
Parque de Santa Catarina	91	91	94	91	91	90
Feira do Livro do Funchal	80	60	76	88	86	93
Funchal Jazz	56	31	48	65	70	70
Fica na Cidade	66	37	68	79	74	66
Cais do Carvão	57	33	60	66	58	68
Museu Henrique e Francisco Franco	49	36	46	51	56	60
Museu de História Natural	42	24	41	43	52	54
Museu A Cidade do Açúcar	41	21	42	46	48	52
Altars de São João	24	4	18	26	31	48
Fado Funchal	11	9	9	9	13	20
MARIOFA – Festival de Marionetas e Formas	11	5	8	15	14	10
FRACTAL	10	2	16	14	9	11
Imageplay	3	0	4	2	4	6

The Lavradores (Farmers) Market was the most visited place last year

It was followed by the Santa Catarina Park and 'Cais do Carvão' (Coal Pier). Museums are the places that people seem to go the longest without visiting.

Do you remember when you last went to these initiatives or spaces?
Only one answer. Values in percentage.

Resposta única. valores em percentagem.

	Há menos de 1 ano	Entre 1 e 2 anos	Entre 2 e 5 anos	Entre 5 e 10 anos	Há mais de 10 anos
Mercado dos Lavradores	80	15	4	0	0
Teatro Municipal Baltazar Dias	53	26	12	5	2
Parque de Santa Catarina	66	25	6	2	0
Feira do Livro do Funchal	27	58	10	2	1
Funchal Jazz	12	56	21	7	1
Fica na Cidade	19	63	14	1	0
Cais do Carvão	65	26	4	2	1
Museu Henrique e Francisco Franco	26	34	20	11	8
Museu de História Natural	8	31	26	19	12
Museu A Cidade do Açúcar	27	31	23	12	4
Altars de São João	14	47	27	6	1
Fado Funchal	37	37	17	1	0
MARIOFA – Festival de Marionetas e Formas Animadas	52	36	3	0	0
FRACTAL	78	16	2	0	0
Imageplay	59	29	0	0	0

TMBD is the place that seems to leave the best memories

People seem to be satisfied People are also significantly satisfied with Funchal Jazz. Overall, people are satisfied with Funchal's cultural facilities, but there is still room to create more memorable experiences.

And how satisfied were you when you last went to these initiatives or spaces?
Only one answer. Values in percentage.

Resposta única. Valores em percentagem.

	Muito insatisfeito	Insatisfeito	Satisfeito	Muito satisfeito
Mercado dos Lavradores	5	4	49	41
Teatro Municipal Baltazar Dias	3	1	25	70
Parque de Santa Catarina	3	3	46	48
Feira do Livro do Funchal	4	3	58	34
Funchal Jazz	5	1	32	62
Fica na Cidade	2	5	48	44
Cais do Carvão	3	3	49	45
Museu Henrique e Francisco Franco	3	3	50	41
Museu de História Natural	2	5	56	32
Museu A Cidade do Açúcar	4	4	57	34
Altars de São João	5	4	73	16
Fado Funchal	4	2	52	42
MARIOFA – Festival de Marionetas e Formas Animadas	2	3	38	55
FRACTAL	7	2	34	57
Imageplay	7	0	53	40

The inhabitants of Madeira are satisfied with Funchal's cultural dynamics

However, there is room for improvement, as only 30% say they are very satisfied. The most dissatisfied age group is 25/34, while the most satisfied are those aged over 55.

Please indicate your general level of satisfaction with the cultural dynamics of the municipality of Funchal:
Only one answer. Values in percentage. Ages.

	Geral	16/24	25/34	34/44	45/54	55 ou +
Dissatisfied	12	11	17	13	13	6
Satisfied	56	61	57	57	51	56
Very dissatisfied	29	23	23	30	35	38

Most respondents pay attention to cultural information

In general, the respondents say they are usually informed about cultural activities in Funchal. However, it is important to highlight that the youngest age groups are those who consume the least amount of this information.

Do you usually see information about cultural activities in Funchal?
Only one answer. Values in percentage. Ages.

	Geral	16/24	25/34	34/44	45/54	55 ou +
yes	88	71	85	94	94	99
no	12	29	15	6	6	1

The inhabitants of Madeira are satisfied with cultural communication

However, from our experience in analysing this type of data, when there is a balance between those who are dissatisfied and those who are very satisfied, there is likely to be a significant room for improvement. We should also highlight the dissatisfaction expressed by the 25/34 segment, which is quite high.

Indicate your level of satisfaction regarding the information and communication of Funchal's cultural offer:
Only one answer. Values in percentage. Ages.

	Geral	16/24	25/34	34/44	45/54	55 ou +
Dissatisfied	15	10	22	16	13	12
Satisfied	67	74	63	64	68	67
Very dissatisfied	17	14	14	20	18	20

Diverse programme, outdoor initiatives and initiatives for young people

The respondents were asked to present an idea for the cultural dynamics of Funchal over the next decade, a question to which 255 people (41% of the total) answered with various ideas.

Please present an idea for the cultural dynamics of Funchal in the next decade (optional)
Open answer. Grouping into categories. Values in percentage.

	Geral
Diversity in programming	45
Outdoor initiatives	20
Regional content and artists	13
Activities by and for young people	11
Improvements in communication	9
Training and support for professionals	7
Creation of new cultural spaces	8
International artists	6
Society and community	6
Digital arts	4
Sports	4
Accessibility	1

