

# RIO, AT THE FOREFRONT OF READING

Rio de Janeiro, a stage for so many immortal stories and the birthplace of great figures of national literature, such as Machado de Assis, Lima Barreto, among others, is a city that breathes culture on every corner. Its streets carry memories and narratives that shape our very Carioca identity.

With immense pride, we celebrate the elevation of our cultural vocation to a global level, crowned by UNESCO's prestigious honor in designating us as the World Book Capital 2025. This recognition reaffirms the city's relevance not only as the epicenter of Lusophone literature but as a cultural beacon on the international stage.

This distinction symbolizes, above all, the validation of excellent public policies that, over the years, have consolidated literature as a powerful tool for social, civic, and cultural transformation. Our libraries, especially those revitalized by the Libraries of Tomorrow program, go beyond the traditional role of reading spaces, acting as true cultural bridges, connecting the public to a vast network of facilities such as theaters and museums.

As we approach 2025, we are preparing a year of unprecedented literary celebrations. We invite Cariocas and visitors to embark on this journey, immersed in the pages of our rich history and culture, where we continue to write, with passion and pride, the next chapters of our literary journey.

#### **EDUARDO PAES**

Mayor



# RIO, CAPITAL OF THE BOOK

We are planning a range of activities that capture the vibrant, inclusive, and diverse essence of Rio, with events that encompass all forms of literary and cultural expression.

Our preparatory actions are already underway, such as the Libraries of Tomorrow program, which is revitalizing all the libraries in the city, and the Rio World Book Capital Notice, which will reward initiatives to promote books and reading and conduct a mapping and diagnosis of the reading spaces in the municipality.

In addition to these, starting in April 2025, during a year of activities, the city will carry out five major initiatives to promote reading that are part of the dossier presented to UNESCO in the City's application, as well as various other activities divided into thematic and geographic axes, promoted in partnership with civil society and other public and private institutions.

We are sure that this will be a remarkable year in Rio's history.

In the following pages, you will be able to learn more about this journey.

We are on our way and will continue together!

#### MARCELO CALERO

Municipal Secretary of Culture



# "THE CITY WILL PLAY AN ACTIVE ROLE IN PROMOTING READING AND BOOKS, HAVING A POSITIVE IMPACT ON READING RATES AMONG YOUNG PEOPLE IN RIO DE JANEIRO AND BEYOND."

Mr Mayor

I am very pleased to inform you that, after close examination of your application and further to the Advisory Committee's recommendation, I have decided to nominate Rio de Janeiro as World Book Capital 2025.

I am fully confident that Rio de Janeiro will fulfill the commitments it has made in applying for this prestigious title. Moreover, we hope that under your guidance, the city will play an active role in the promotion of books and reading, and will have a positive impact on literacy rates among young people in Rio de Janeiro and beyond.

More information on this role will be communicated to the colleagues you have designated as coordinators for this initiative. At the earliest opportunity, Rio de Janeiro and UNESCO will sign a Memorandum of Understanding setting out these arrangements.

With my sincere congratulations and best wishes for success in implementing the activities planned to celebrate World Book Capital 2025.



Mr Eduardo Paes Mayor of the City of Rio de Janeiro Rua Afonso Cavalcante, 455 RIO DE JANEIRO - RJ, 20031-013

Via H.E. Ms Paula Alves de Souza Ambassador, Permanente Delegate of Brazil to UNESCO

-4 OCT 2823

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Ref.: DG/13/23/8846

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Yours sincerely.

Andry Byulay

Audrey Azouley

United Nations Educations, Stagniffic and Gultural Organization 7, Place du Fontency 15:55; Parts 07 SP France 7: 433 (07) 45 80 18 86

### WHY RIO?

The choice of Rio as World Book Capital 2025 reflects the city's rich literary tradition and the strategic decision of the Municipal Executive to place books and reading at the center of cultural policies. The choice reaffirms the commitment to promote literature as a fundamental pillar of cultural and civic development.

The city is home to important literary institutions such as the Brazilian Academy of Letters, the National Library, the National Union of Book Publishers, and the Royal Portuguese Reading Cabinet. It also features major events in the literary scene, such as the Book Biennial, the Literary Festival of the Peripheries, the Ler and Paixão de Ler festivals, literary celebrations at samba schools, poetry slams, and cultural circles.

It is worth remembering that Rio is the birthplace of renowned national and international authors, such as Machado de Assis, Lima Barreto, João do Rio, Cecília Meireles, among others.

The decision was also anchored in our robust candidacy dossier, which presented consistent proposals, such as the "Bibliotecas do Amanhã" project, and other actions focused on promoting books and reading. Furthermore, Rio is part of the UNESCO Creative Cities Network, specifically in the field of literature. We will also be the first Portuguese-speaking city to receive the title of World Book Capital.



# COMMITTEE RIO WORLD BOOK CAPITAL

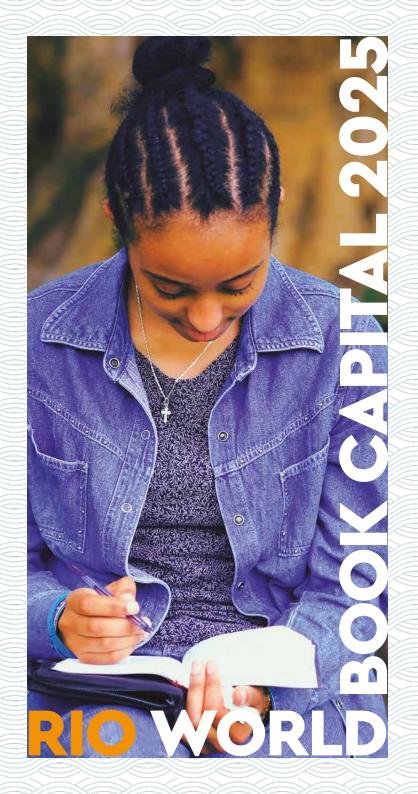
With the endorsement of UNESCO, the City Hall of Rio has committed to promoting, executing, and coordinating a series of activities and projects throughout the period during which the title of Rio World Book Capital will be in effect, from April 23, 2025, to April 22, 2026.

To ensure the reach and effectiveness of this calendar of activities, Mayor Eduardo Paes established, through Decree 53.294/2023, the Committee Rio World Book Capital. Under the responsibility of the Municipal Secretariat of Culture, the committee is tasked with coordinating all activities, events, and projects related to the title.

The committee is composed of the Secretariat of Education, the Secretariat of Tourism, the Special Secretariat for Policies and Promotion of Women, the Special Secretariat for Carioca Youth, Riotur, the Rio Heritage Institute, the Coordinating Office for the Promotion of Racial Equality, and the Special Coordinating Office for International Relations and Cooperation.

In addition, the Committee includes participation from other government spheres and various partners, including companies and organized civil society entities.





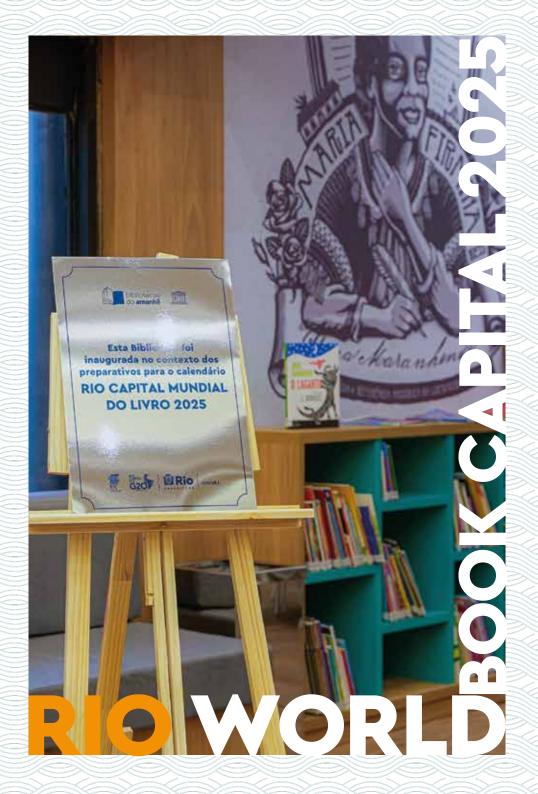
### **PREPARATIONS**

To live up to the title that positions us as protagonists in the global cultural scene, the City Hall of the Marvelous City, through the Municipal Secretariat of Culture, has already rolled up its sleeves and is building a robust, inclusive, and creative program.

We are committed to ensuring a lasting legacy for the people of Rio, as well as solidifying the city's position as a cultural destination on the international stage.

Among the preparatory actions already underway are the "Bibliotecas do Amanhã" program and the "Rio World Book Capital" Call for Projects.





# LIBRARIES OF TOMORROW

The Libraries of Tomorrow program focuses on the recovery and modernization of the library network.

The total investment is R\$ 30 million, encompassing, in addition to structural renovations, accessibility, new furniture, and collection acquisition.

The idea is that the municipal facilities follow a contemporary concept of libraries, which, in addition to maintaining and managing collections, serve as places of cultural enjoyment and production, as well as study spaces and community integration.





MANUEL IGNÁCIO DA SILVA ALVARENGA LIBRARY



JOSÉ BONIFÁCIO LIBRARY



LUCIO RANGEL MUNICIPAL LIBRARY



MARQUES REBELO LIBRARY



MACHADO DE ASSIS LIBRARY



MARIA FIRMINA DOS REIS READING SPACE



JORGE AMADO READING SPACE



ZIRALDO MUNICIPAL LIBRARY



EUCLIDES DA CUNHA LIBRARY



ANNITA PORTO MARTINS
LIBRARY



#### **UPCOMING INAUGURATIONS**

MILTON SANTOS LIBRARY - 23/11/24 JOSÉ DE ALENCAR LIBRARY - DECEMBER/24 CECÍLIA MEIRELES LIBRARY - DECEMBER/25

# CALL FOR PROPOSALS RIO WORLD BOOK CAPITAL

Among the initiatives launched to celebrate Rio as a global center for the promotion of literature is the Call for Proposals Rio World Book Capital, with a total investment of over R\$ 2.8 million. The funds come from the Federal Government, transferred by the Ministry of Culture, through the National Aldir Blanc Policy for Cultural Promotion (PNAB). A total of 20 non-profit Civil Society Organizations that develop and articulate ongoing cultural activities in the territories and communities where they operate will be funded. Each initiative will receive funding of R\$ 120,000. The Call for Proposals Rio World Book Capital will also include an initiative for the development of mobilization, training, mediation, articulation, and mapping of activities in the fields of books, reading, and literature, with an amount of R\$ 440,000. A total of 113 applications were received, with 110 in the first category and three in the second.

R\$2.84
MILLION
Call for Proposals Rio World Book Capital
Aldir Blanc Policy for Cultural Promotion (PNAB)

R\$2.400.000

**20 ORGANIZATIONS** 

R\$440.000

1 MAPPING



# THE COMMEMORATIVE PROGRAM

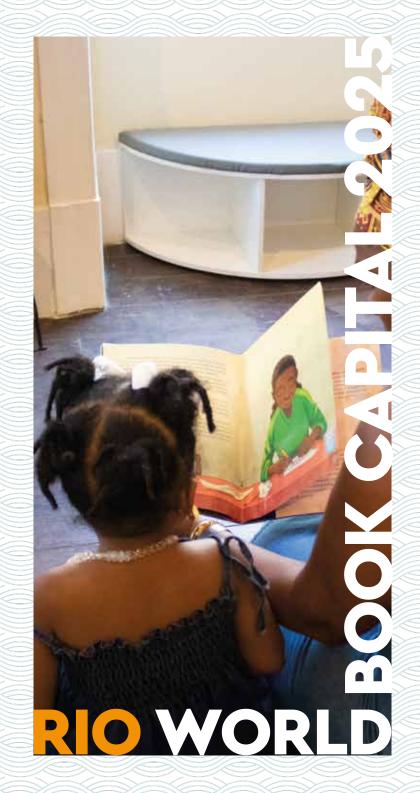
With the aim of consolidating Rio as a protagonist in the promotion of reading and culture, the City Hall is mobilized to ensure that the actions reach all corners of the city, with a special focus on young people and more vulnerable communities.

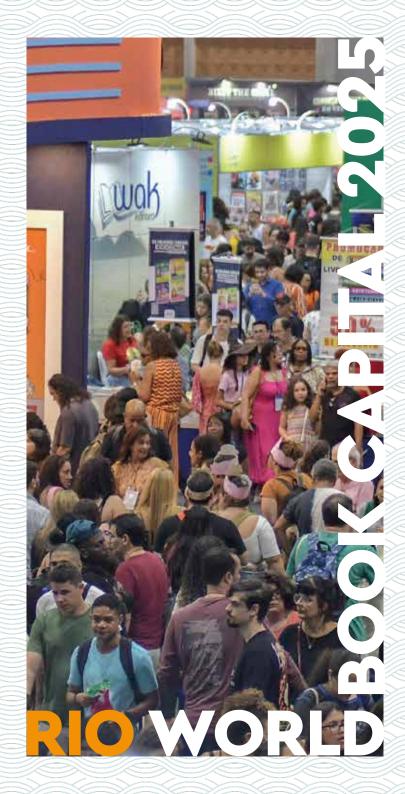
Thus, in addition to the anchor activities, the Rio World Book Capital Committee is working on building a diversified program that includes workshops, meetings with authors, literary fairs and festivals, book exchanges, among other activities that should promote a literary occupation in all the territories of the city.

Furthermore, we are working to promote the engagement of all stakeholders, including the government, cultural organizations, writers, publishers, and the general public, to transform Rio de Janeiro into a true world book capital.

All work is coordinated by the Rio World Book Capital Committee, which has an executive secretariat under the responsibility of the Municipal Secretariat of Culture.







# **ANCHOR EVENTS**

The event calendar for 2025 is extensive, with the official ceremony for the granting of the title Rio World Book Capital scheduled for April 24.

Among the numerous literary initiatives in progress, five have been defined as anchors, as outlined in the application dossier submitted to UNESCO.

- Rio Book Biennial
- Night of the Books
- Book on Rails
- Book Parade Rio 2025
- Junior Editorial Academy



### RIO BOOK BIENNIAL

The largest festival of literature, culture, and entertainment in Brazil and a Cultural Immaterial Heritage of Rio, the Rio Book Biennial celebrated its 40th anniversary in 2023, bringing 600,000 visitors to Riocentro. In total, more than 5.5 million books were sold by the 497 exhibiting publishers, averaging nine books per person with an average ticket of 200 reais. Over 100,000 students from municipal and state public schools participated in the school visitation program. During the 10 days of intense official programming of the last edition, 380 authors participated in more than 200 hours of activities on new stages with plenty of interaction with the public, always providing the best reader experience. Especially for children, a 600 square meters immersive interaction space was created.

In 2025, with the aim of activating the celebrations of Rio as the Capital of the Book, the Biennial will include numerous pre-event warm-up activities. It will also host the second edition of the Rio International Publishers Summit, bringing together professionals for the exchange of experiences, as well as discussing best practices in the publishing market.

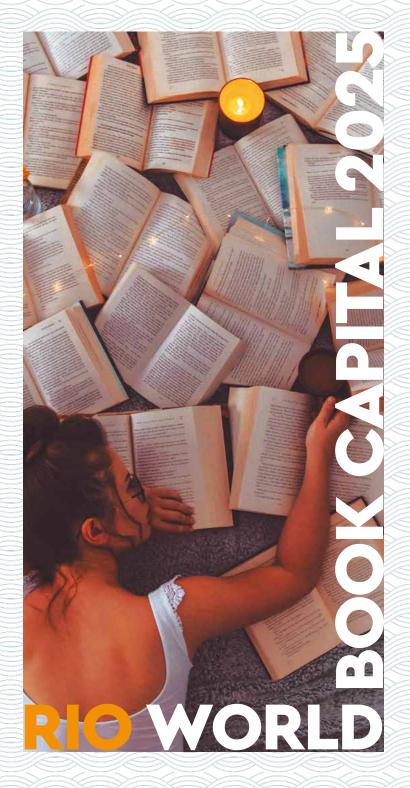




# **BOOK PARADE RIO 2025**

A literary urban intervention inspired by Cow Parade, the Book Parade intends to create an open-air literary museum in Rio de Janeiro. With the participation of national and international artists, the public will be able to interact with urban literary-illustrative interventions, created as installations, with the book as the main support and source of inspiration. The inauguration will be in April 2025.

More than 50 neighborhoods will host the exhibition, and the activity will last one year. The main objective of the action will be to encourage society to experience and relate to literature actively, through circulation in iconic spaces of the city.

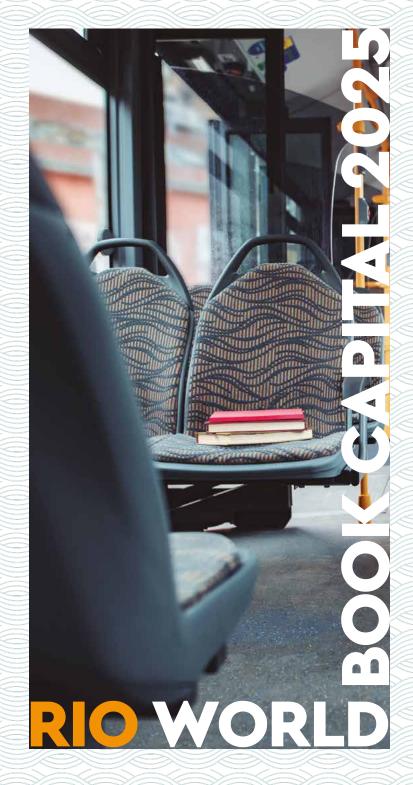




# **BOOKS ON RAILS**

Encouraging the habit of reading during metro, bus, and train journeys, as part of the celebration of the National Day of the Portuguese Language, on November 5th. The action will be promoted by the Rio City Hall, through the Municipal Secretary of Transport, State Government of Rio, SNEL, and associated publishers.

Focusing on the vulnerable and immigrant population, the action goes beyond book donations and provides other literary experiences for passengers of various modes. In addition to finding books on public transport seats, people will also be able to interact with circus artists, actors, musicians, and authors during their literary journey.

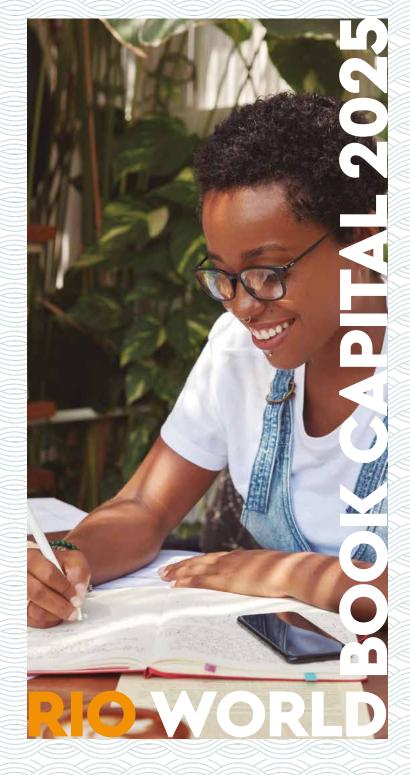




# JUNIOR EDITORIAL ACADEMY

Training new talents to work in the Brazilian publishing market, with the goal of engaging young people in vulnerable situations, combining social issues with a greater interest in the editorial profession. Developed by SNEL in 2023, the Academy features industry professionals lecturing on the various stages of the book production process. The training covers writing, creation, design, revision, content production for social media, digital marketing, etc. In addition to classes, young people also participate in guided visits to publishers, printers, and bookstores, and produce a book, launched during the Rio Book Biennial, at a project stand. To participate in the project, young people receive financial assistance and transportation, as well as vocational mentoring.

The new edition of the Junior Editorial Academy is scheduled to take place between April and September 2025.



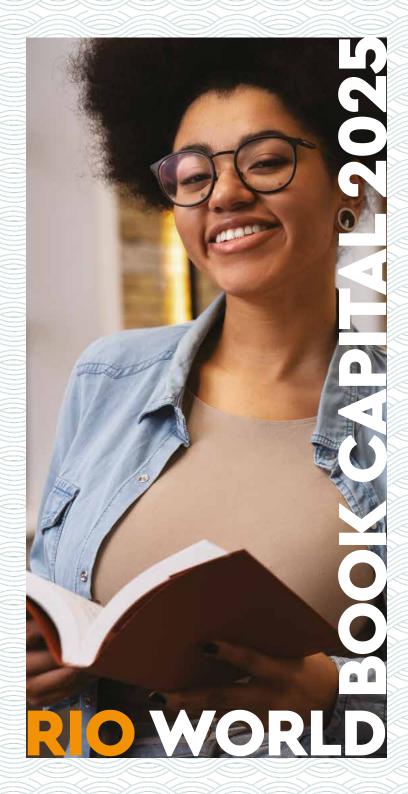


# **NIGHT OF THE BOOKS**

The Night of the Books is an event inspired by Madrid's annual "La Noche de los Libros," the first city named World Book Capital in 2001. The event will take place on the first day of the Rio World Book Capital 2025 program and aims to open the doors of libraries and bookstores until midnight, offering a variety of free activities that celebrate books and reading in various facilities and cultural institutions.

The program includes conferences, roundtables, activities for children, contests, literary tours around the city, and music and theater workshops.



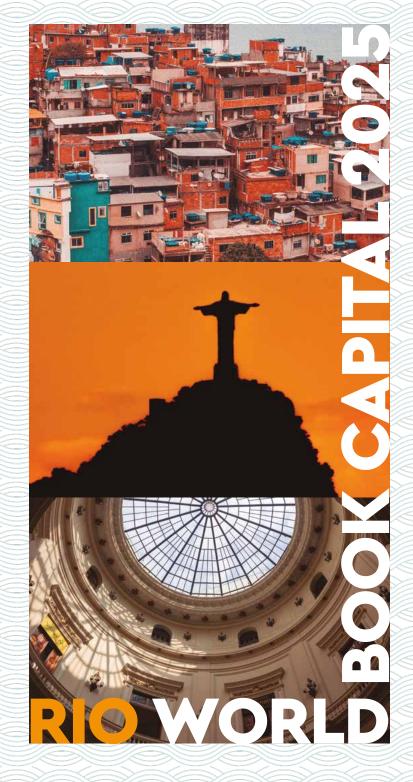


# **CONCEPTUAL MATRIX**

The City Hall, in partnership with civil society, nonprofit organizations, and private institutions, will promote a series of initiatives. All of this is translated into a conceptual matrix, which serves as a guideline, bringing together the elements that are important for the execution of these events.

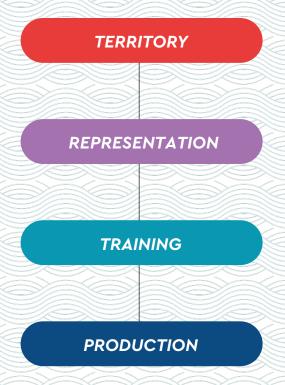
A matrix that envisions possibilities for action, with scope and approach across various areas, through actions that contribute to the development and promotion of literature, reading, and books in the city.

All initiatives on the agenda must observe the conceptual matrix, which will be presented below, encompassing two main axes—Thematic and Geographical.





#### THEMATIC AXIS



#### **GEOGRAPHICAL AXIS**





#### COMMUNITY LIBRARIES AND LITERARY SPACES

Map the city's libraries with a "call to action" for community libraries in different neighborhoods with free access to books and literary activities (highlighting the Libraries of Tomorrow). In addition, create small literary spaces in public squares or cultural centers to encourage reading.

#### **BIENNIAL IN SCHOOLS**

Support the Municipal Education Department in amplifying the Biennial in Schools action, as part of the grand celebration of Rio World Book Capital 2025. Besides fostering the creation of new reading clubs among students and teachers, the activity brings students closer to authors and encourages the discovery of new literary genres.

#### MOBILE LIBRARIES

■ Use mobile libraries to bring books and literary activities to remote or hard-to-reach areas, such as peripheral communities, indigenous villages, and other locations where access to literature is limited.

#### LITERARY RESIDENCIES IN DIFFERENT NEIGHBORHOODS

■ Establish literary residency programs in different neighborhoods of the city, inviting writers to live and create in diverse communities. Promoting literature and encouraging local community involvement in writing and reading.

#### LITERARY EVENTS IN ALL REGIONS

 Hold literary events, such as festivals, fairs, and debates, decentralizing cultural activities and allowing people from different neighborhoods to participate.





#### LOCAL LITERARY CONTESTS

 Promote literary contests at the local level in different neighborhoods and communities, encouraging literary creation and the recognition of local talents (new talents).

#### SUPPORT FOR BOOKSTORES

■ Encourage the opening and maintenance of bookstores within the REVIVER CENTRO project, as a new axis, bringing small bookstores back to the region.

#### WRITING AND READING WORKSHOPS

 Offer writing and reading workshops in various communities and neighborhoods, with the participation of local authors, to develop literary talent and stimulate a taste for reading.

#### PROMOTION OF LOCAL LITERATURE

■ Encourage the production and publication of local authors, documenting the rich culture and history of Rio de Janeiro in literary form (as already developed by SMC).

#### PARTNERSHIPS WITH LOCAL LEADERS

 Collaborate with community leaders, civil society organizations, and local authorities to ensure that literary initiatives meet the specific needs of each territory.

#### **AUTHOR TRAINING FOR PUBLICATION**

■ Provide guidance to authors who have not yet published their works, enabling knowledge in seeking agents, publishers, and online publishing platforms.





- Establish robust programs to encourage the writing, publication, and promotion of Black and Indigenous authors, ensuring representation and visibility in the publishing market.
- Organize and support literary events focused on Black and Indigenous literature, celebrating their narratives and expanding public access to these voices, contributing to the strengthening of cultural diversity in the sector.
- Ensure that public libraries have specific sections for Afro-Brazilian and Indigenous Literature, in accordance with Laws 10.639/03 and 11.645/08, guaranteeing access to information and the history of these communities.
- Implement policies that encourage bookstores to expand their collections, including works by Black and Indigenous authors, addressing Afro-Brazilian and Indigenous themes.
- Create exclusive literary residency programs for Black and Indigenous authors, providing a space for the creation and development of their works and their voices in the national literary scene.
- Encourage the inclusion of literary works and educational programs that address Black and Indigenous themes, promoting the appreciation of cultural diversity and the dissemination of knowledge and information.

#### PROMOTION AND ACCESS TO LITERATURE FOR PEOPLE WITH DISABILITIES

- Establish programs to encourage the writing, publication, and promotion of authors with disabilities, reinforcing the commitment to diversity and inclusion in the literary field.
- In partnership with publishers, promote the production of books in accessible formats, such as Braille and audiobooks, expanding the reach of literary works for people with visual and other disabilities.
- Offer literary residencies for writers with disabilities, creating favorable conditions for the creation of works that reflect their experiences and perspectives.

#### SUPPORT FOR DIVERSE AUTHORS

- Establish programs to encourage the writing, publication, and promotion of LGBTQIAP+ authors, peripheral authors, and senior authors.
- Promote specific scholarships and literary awards for marginalized populations.
- Encourage the translation of literary works by foreign authors representing diverse cultures and perspectives.
- Hold literary events focused on peripheral, LGBTQIAP+, female, and senior literature.



THEMATIC AXIS:

• Ensure that bookstores include a wide selection of works by diverse authors, addressing themes related to diversity, different identities, gender diversity, and cultural identities.

#### READING PROGRAMS WITH A FOCUS ON REPRESENTATION

Implement reading programs that promote diversity, encouraging the reading of works written by authors from different backgrounds and identities.

#### EVENTS AND DEBATES ON REPRESENTATION

• Organize lectures, roundtables, and debates addressing issues related to diversity in literature, inviting authors, academics, and activists to discuss these topics.

#### DIVERSE LITERARY RESIDENCIES

• Offer literary residency opportunities for LGBTQIAP+ authors, peripheral authors, and senior authors, creating an inclusive and creative environment.

#### SUPPORT FOR INCLUSION IN SCHOOLS

 Support the inclusion of literary works and educational programs addressing diverse themes, promoting knowledge and information.

#### MONITORING AND EVALUATION OF REPRESENTATION

• Conduct research to monitor the representation and inclusion of diverse authors in the city's literary initiatives.

#### PARTNERSHIPS WITH DIVERSITY ORGANIZATIONS

■ Collaborate with non-governmental organizations and groups that promote diversity and inclusion to develop joint initiatives.





#### LITERARY EVENTS FOR YOUNG PEOPLE

 Intensify the encouragement for young people's participation in existing fairs and events and create new spaces with the participation of authors who write for teenagers and young adults.

#### **CREATIVE WRITING WORKSHOPS**

- Organize writing workshops for young talents, where experienced writers can guide and inspire new authors (promote a call for writing support).
- Implement "gamification" by exploring the format in workshops.
- Promote literary contests among the participants of these workshops.

#### **FAMILY READING PROGRAMS**

 Encourage family reading, promoting actions such as "family gatherings" that involve parents and guardians in reading with children, through storytelling events and activities in libraries and public spaces.





#### ACCESS TO DIGITAL BOOKS AND AUDIOBOOKS

- Provide titles that cater to different reading preferences, especially for young audiences.
- Create partnerships with reading apps and platforms that are accessible and attractive to young people,
   and develop new ways of interacting with this audience.

#### LITERARY RESIDENCIES FOR YOUNG TALENTS

• Establish literary residency programs that offer young writers the opportunity to develop their skills and work on literary projects.

#### TRANSLATION INCENTIVE PROGRAMS

- Promote the translation of children's and youth books to encourage diverse reading among young audiences.
- Offer scholarships to young translators interested in bringing foreign works to the Brazilian audience.

#### **EVALUATION AND MONITORING**

Conduct regular surveys to measure the impact of training programs and identify areas that need improvement.

#### SELECTION OF ACADEMIC WORKS

Call for the selection and publication of academic works regarding literature, book market, and related fields.





#### SUPPORT FOR LITERARY CREATION

- Offer grants and subsidies for local writers, encouraging the production of new literary works.
- Organize creative writing workshops and discussion groups to stimulate literary creation.

#### SUPPORT FOR PUBLICATION

- Create a publishing call for local authors, providing funding for the printing and distribution of their works.
- Establish partnerships with local and independent publishers to facilitate the publication of emerging authors.

#### LITERARY FAIRS AND FESTIVALS

- Enhance existing book fairs and festivals, such as the Biennial, Flup, and Spring of Books.
- Encourage the realization of new literary events that include spaces for the promotion and sale of works by local and national authors, expanding connections with readers.

#### **DIGITAL PLATFORMS**

- Develop online platforms for the publication and distribution of literary works, including eBooks and audiobooks.
- Promote the availability of digital works in various formats.





- Support projects that combine literature with other media forms, such as comics, podcasts, and videos.
- Stimulate innovation in literary creation, opening up space for new narratives.

#### PROMOTION OF DIVERSE LITERARY GENRES

- Encourage the production and publication of a variety of literary genres, such as poetry, novels, short stories, essays, children's and youth literature, among others.
- Create awards and recognitions specific to different literary genres.

#### TRANSLATION OF FOREIGN WORKS

- Promote the translation of literary works by foreign authors into Portuguese, expanding the offer of international books in the local market.
- Facilitate Brazilian authors' access to foreign markets.

#### PARTNERSHIPS WITH PUBLISHERS

Establish promotional support for publishers in the production, distribution, and promotion of local works.

#### DEBATE ON THE BOOK ECONOMY

■ Debate on regulatory aspects, the ecosystem, future, and potentialities of the publishing market as a whole in Brazil and how it can be utilized in the socio-economic transformation of the population.



The **GEOGRAPHICAL** axis encompasses cultural and linguistic issues related to

# CARIOQUICE (RIO'S UNIQUE CULTURE), BRASILIDADE (BRAZILIANNESS), LUSOPHONY & EXCHANGE WITH THE WORLD

It's **fundamental** to imprint the city's identity and cultural diversity in the action matrix for Rio de Janeiro as the World Book Capital. Including these geographical and cultural dimensions ensures that Rio de Janeiro becomes a place where literature and culture from all over Brazil and the Lusophone world can be celebrated, shared, and appreciated.

In this way, we will contribute to enriching the city's literary scene and strengthening its position as an international literary center.



- Include elements that capture the carioca identity, such as Samba, Carnival, Bossa nova, Funk, and other local cultural manifestations in literary events, like fairs and festivals.
- Host literary events in neighborhoods and iconic areas of the city that are cultural centers of carioquice, such as Lapa, Santa Teresa, and Copacabana.
- Following the creation of the **RIO CAPITAL DO LIVRO** brand, activate it through branding actions in the city (e.g., the brand in all bookstores, on sidewalks, building facades, etc.).
- Create urban interventions, such as "Book Parade," through scenic installations around the city.
- Promote engagement with companies located in Rio, as well as institutions and governmental bodies in the city, to develop their respective actions.



- Encourage the production and promotion of literary works that reflect Brazil's cultural diversity, addressing issues such as diversity, indigenous culture, African heritage, and the influence of regional cultural traditions.
- Organize literary events that highlight the cultural riches of different regions of Brazil, including gastronomy, music, and visual arts.
- Promote "Bibliodiversity" that includes works from authors of different origins and regions, covering themes that reflect Brazil's cultural plurality.



- Organize literary events that include the participation of authors from other Lusophone nations, such as Portugal, Angola, Mozambique, Cape Verde, and East Timor. Encourage the translation and publication of works by Lusophone authors in Brazil and vice versa.
- Conduct debates and exhibitions on Lusophone literature, highlighting its cultural and literary connections. Promote partnership with literary institutions, embassies, and consulates of Lusophone countries, spreading Lusophone literature and culture.



- •Use Lusophony as a bridge to connect our literature with other cultures sharing linguistic or historical aspects beyond Portuguese. This could include collaborations with writers from other languages and traditions.
- Organize literary events that celebrate global cultural diversity, extending beyond Lusophony. This could involve the participation of authors from different parts of the world, promoting a broader cultural exchange.
- Establish literary residency programs welcoming writers of various nationalities. This initiative would allow foreign authors to immerse themselves in the Carioca literary scene, creating a rich cultural interaction.
- Establish partnerships with literary and cultural institutions in different parts of the world, resulting in exchanges, collaborations, and joint events that highlight the richness of our literature in a global context.
- Encourage Carioca authors to participate in international literary awards and promote Carioca literature at global forums. This would help attract international attention to the city's literary production.
- Consider online platforms and social media to actively promote Carioca literature globally. This includes participating in international literary communities and promoting online events that reach a global audience.



### THEMATIC AXIS

POSSIBLE CROSSINGS	Territory	Representation	Training	Production
Carioquice	Flup, Tomorrow's Libraries, International Literary Residencies	Afro-Brazilian Literature Festival	Young Writer Contest in the Communities	Promotion of Electronic Books and Audiobooks
Brazilianness	Book Biennial	Passion for Reading	Literary Residencies for Young Formation	Incentive for Multimedia Writing
Lusophony	International Literary Residencies	Inclusive Literary Events with Lusophone Nations	Writers' Workshops	Upport for the Translation of Foreign Literary Works
Exchange with the world	Partnerships with literary and cultural institutions in different parts of the world	Encourage literary events celebrating global cultural diversity	Residency programs that welcome writers of various nationalities	Use of online platforms and social networks to actively promote Carioca literature globally



# **WORK SCHEDULE**

October 4, 2023

Announcement of Rio as World Capital of Books 2025 November 2023

Creation, research, and development of the conceptual matrix and the thematic and geographical axes March 2024 to December 2024

Prospecting and project presentation meetings for RCML

September 2024

Initial Outline of the RCML timeline

October 5, 2023

Publication of decree

December 2023 to February 2024

Mapping and Identification of the city's literary landscape

July 2024

Launch of the RCML CALL

November 2024 to December 2024

Official notice
to project participants
and brand manual guidelines



### **WORK SCHEDULE**

#### December 2024

Definition of the RCML timeline

#### January 2025

Preparatory meetings, strategic agreements, and detailed action plan

#### January 2025

Meeting with UNESCO for alignment of actions and validation of proposed guidelines

#### April 26, 2025

Official launch ceremony of the RCML alongside World Book Day

# December 2024 to January 2025

Planning of communication and logistics for events and activities

#### January 2025

Completion of agreements with institutional and private partners

#### April 2025 to December 2025

Monitoring of the semiannual milestones for review and adjustments

#### December 2025 to April 2026

Closure and Legacy with evaluation and report of results and impacts





