



ALEJANDRO CASTAÑÉ

Associate Director at Garimpo de Soluções for projects involving research, innovation, creative entrepreneurship and regional development, as the active citizenship platform Sampa CriAtiva (FecomercioSP, SESC and Senac, 2013); and the international monthly debates Hackeando Futuros (Estação Hack, 2019/20); Interatividade Talks (Otima OOH, 2018/19); and My Future is now and Startup Dialogues, for the first year of the Creative Economy Arena at Santander Cultural Center (Farol Santander, 2018).

Ale co-directed a capacity-building project on creative economy and creative cities, held across 15 cities in the states of Ceará and Minas Gerais (2015). He was General Manager of OpenCity Lab, an open innovation platform for positive urban impact; and coordinated the Brazilian phase of Creative Business Cup, an annual global competition of creative companies (2017/18), based in Denmark. He is in charge of Garimpo's audiovisual projects, as the documentary series of creative entrepreneurship Pepitas do Ribeira (2022).

Alejandro was Technical Coordinator of various innovative projects on the creative economy and regional development, such as Território Criativo DF (2018), deployed in 14 regions of Brasília Federal District; Marca-território Vale do Jequitinhonha, a celebrated placebranding project decoding the universe of craftswomen (Sebrae MG, 2020/21); and Mapa da Energia Criativa (EDP, 2023), for the mapping and awareness generation of 100 entrepreneurs of 17 cities. He also coordinated many spearheading creative economy strategic plans, as Dá Gosto Ser do Ribeira, the first regional plan in the country (Sebrae SP, 2020 - awarded with São Paulo Government Prize and showcased as best practice at the Expo 2020 Dubai); a strategic study for Paranapiacaba railway village (Brasil Restauro, 2021); and for Itabira (UNESCO, 2021), a pilot plan for mining-dependent towns.

Alejandro is a requested speaker in the Americas and Europe.

