Abstract

**Paving the way to the sustainability of the Brazilian cinema**

*Maria Cristina Attayde*

The article intends to present the Brazilian cinema-related industry current difficulties of sustainability. By analysing its productive chain, the tax burden and the flaws in the tax incentive law, the article demonstrates a vicious cycle of dependence to the fiscal incentives. Due to difficult access to screening rooms, explained by the population’s low purchasing power and the geographical concentration of movies in large cities, the article proposes an effective partnership between the cinema-related industry and the television, facilitated by digital technology. This implies alterations in the current legislation, as well as the creation of regulation rules, aiming to the inclusion of national films in the television programming and to enable the viability of this industry.

**Key words:** cinema, partnership, television

**Public workers health: an issue for the personnel management – the experience of the municipality of São Paulo**

*Sérgio Antonio Martins Carneiro*

The present article deals with Brazilian public workers’ health focusing the aspects related to medical evaluation, medical assistance and health promotion. Public workers’ health is discussed as a problem related to the Personnel Management area. It analyzes the role played by the medical evaluation departments of public institutions, since they are in charge of evaluating the nexus between disease and labor capacity for the purposes of admission, days-off due to illness, retirement due to illness and work related accidents and diseases. It then highlights the importance of the interaction among the medical evaluation service, the medical assistance and the health promotion. It also presents the public workers’ health experience in the municipality of São Paulo, which carried out projects to enhance humanization, swiftness and transparency of the medical evaluation activities, to decentralize functions and processes, to build capacity in public workers’ health issues, as well to implement health promotion activities.

**Keywords:** public workers’ health, health promotion, medical evaluation, public management.

**For a Latin-Ibero-American chart of common competencies for public leaders: the proposal from Portugal**

*João Figueiredo and Luís Valadares Tavares*

This communication discusses the competencies required of public leaders regarding the new challenges of public management and proposes the basis of what may constitute a Latin-Ibero-American charter of competencies that must be developed and assured within the group of Public Administration leaders of the States represented in CLAD. This reflection is based on the diagnosis and capacity-building processes that have been taking place in the National Institute of Administration in the context of the ongoing Public Administration reform in Portugal.

**Keywords:** competencies, public leaders, common charter

**Career training for the contemporary public management: the case of the Specialists in Public Policies and Governmental Management**

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This paper analyzes the recently reformulated initial training course destined to the career of Specialists in Public Policies and Governmental Management (EPPGG). The article concludes that
the changes introduced in the course presented quite appropriate responses, given the problems faced in the earlier editions, the contemporary challenges of the public administration, the increasing complexity of the problems, as well as the growing expectations of the society. Many challenges, however, remain, particularly with regard to the improvement of the interaction between theoretical and practical training and the new technologies. Despite the administrative discontinuities, the main goals established in the initial project of the career seem to have remained unchanged throughout the nine editions of the course. The course for EPPGGs preserved the generalist profile and its multicompetency, enabling these professionals to have a broadened and integrated vision of the complex problems confronted by the public administration, as well as to develop the skills to analyze, decide and search for the best possible results for the citizen, while conducting their professional relationships and activities in accordance to the principles of the public ethics.

**Keywords**: career training, ENAP, specialists in public policies