Title of the Story: Centro Cultural Trampolim da Vitória

Destination Name: Parnamirim, Rio Grande do Norte

Country: Brazil

Submitter name: Paulo Lopes

Email address: lopes-roberto@hotmail.com

Position: Technical advisor at the municipal secretariat for planning, finance, tourism and economic development.

Nomination Category: (Please check the boxes that indicate the focus of your story)

☒ Culture & Communities
☐ Environment & Climate
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☐ Immediate responses in dealing with the COVID-19
☐ Post COVID-19 recovery
☐ One of the 17 SDGs* (if yes, which one) Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the SDGs? https://www.undp.org/content/undp/en/home/sustainable-development-goals.html

For further information on Tourism for SDGs: http://tourism4sdgs.org/

Find detailed instructions for submitting good practices here.
DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced
During Parnamirim's participation in World War II, two air bases were built: the American Base, called the east base and the Brazilian Base, called the west base. With the end of the war, the eastern base was handed over in 1946 to the Brazilian Air Force, which started to occupy it. With the gradual eviction of the west base, some buildings were occupied by a state school, fire department, leisure club, among others. Even so, today many buildings are unused and have a strong depreciation process, buildings that are included in the Trampolim da Vitória Cultural Center Project, to be used.

In the old American area, a passenger airport emerged, which was expanded to become the Augusto Severo International Airport, which operated from 1980 to 2014, being the largest airport reference in Rio Grande do Norte. It had three airstrips that allowed civilian and military operations with the capacity to receive more than five million passengers per year.

In 2014, civilian operations were transferred to the new Aluízio Alves International Airport, in the city of São Gonçalo do Amarante, with two runways and a similar receiving capacity. Since then, the facilities have been unoccupied, suffering the natural depreciation process. In this sense, the cultural center emerges as an initiative to occupy these spaces, also contributing to the regeneration of Parnamirim's history.

Methods, steps and tools applied
The Rampa Foundation was exhibiting an exhibition related to Parnamirim's participation in the 2nd World War, and in this event the Air Force commander, Brigadeiro Medeiros, was present and showed interest in dialoguing with the city of Parnamirim.

There was a meeting in which city managers explained to Brigadeiro Medeiros the intention to take advantage of not only the old terminal at Augusto Severo Airport, but also the entire west base, which portrays the history of French, Italians and Brazilians during World War II, in addition to narrating the history of aviation and the emergence of the city of Parnamirim.

The Brigadier approved the development of the project, giving 30 days for the new presentation. The management worked on the Project, delivered and showed a circuit that used the old passenger terminal, in addition to a French, Italian and Brazilian part. The pre-project was approved to develop a more detailed project, describing actions, partnerships and the entire process.

With the necessary adjustments, a new presentation of the project took place, however, due to the change of command, another presentation was made to the new Brigadeiro - Mr. Rivero - who approved it, forwarding it to Brasília.

In Brasília, the Parnamirim city hall presented the project to the American, French and Italian embassies, which signaled interest, in addition to presenting it to the aeronautical commander. The commander authorized the continuity of the project, emphasizing the need for more detailed details, asking for solutions such as management, agreement and raising legal issues could be carried out.
Then, the city made contact with the SENAC - National Commercial Learning System; FECOMÉRCIO- Trade Federation of Rio Grande do Norte and SEBRAE- Brazilian Service of Support to Micro and Small Enterprises, for
the structuring of the entire governance and economic feasibility project. Fecomércio made the touri'st demand survey available and with this information the project was realigned, returning to Brasília to present to the Air Force command. With the approval of the project, in November 2019, there was a positive signal for the use of the old passenger terminal.

Then there was a joint effort involving all municipal departments and, thus, Parnamirim managed to open on December 17, 2019, the city’s anniversary date, in January 2020.

It should be noted that the community was also part of the project. This community was represented by a group of enthusiasts who studied and collected collections on the history of World War II for the museum, as history teachers from public and private schools. In addition, SENAC, FECOMÉRCIO, SEBRAE, legislative assembly, Court of Justice, city hall made this great collaboration group for the development of the project.

In addition to those passionate about the history of aviation and World War II, we target students from our public and private schools in the city and state. In addition, the citizen of Paraná who makes a point of knowing and telling a little of his story.

In addition, the project includes flight simulators, holography, 3D projection, films, among other cutting-edge technologies.

**Key success factors**

- Consonance of the project with the Brazilian Air Force, without it the project would not have progressed;
- The collaboration between multiple public and private actors from different sectors such as the Brazilian Air Force,
- Support from the Rampa foundation, owner of the 2nd World War aviation history exhibition;
- Participation by Sebrae - Brazilian Support Service for Micro and Small Companies, and Fecomércio - Trade Federation of Rio Grande do Norte, to consolidate the project;
- Perseverance, for believing that this dream would be possible, putting a project into practice in less than 12 months;
- Availability of resources by municipal management.

**Lessons learned**
While implementing the Good Practice what challenges were faced, and how were they overcome? Click to add your text.
The biggest lesson learned is that in the public sector projects can also be carried out in a short period of time, with the collaboration of several partners and with reduced costs. In addition, wanting is the first step in carrying out the actions. Numerous said that they had no financial resources, but what we wanted most was the engagement, the belief and the support to do it, we got it with the support of everyone we look for who shares our dreams.

In addition, the creation of a network of partners and different channels of communication and contacts, whether at the municipal, state and federal levels, made it possible for the project to become more solid so that it could materialize.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice? Has it received any rewards? Click to add your text

- The high esteem of the Parnamirim’s population. As the city emerged around aviation and the Augusto Severo Airport was deactivated due to the new Aluizio Alves International Airport, residents felt that part of them had left. With the inauguration of the Cultural Center, history was recovered, putting it in evidence;
- Between February and March 2020, the Centro Cultural was visited by approximately 12 thousand people (including tourists and the local community), in addition to the 300 students from public and private schools;
- It has become important for tourism in Rio Grande do Norte as an element to diversify the tourist offer;
- In addition, there is a possibility of expansion and becoming a reference in relation to the entertaining history and culture in Rio Grande do Norte.

Additional references

Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

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