

Pedro Affonso Ivo Franco

International consultant for culture, arts and creative economy - Brazil

***Academic background and areas
of expertise***

Pedro is a Brazilian musician and consultant with nearly 10 years of experience across the cultural, creative and development sectors. Holding an MA in International Relations and Cultural Diplomacy from Furtwangen University, Germany, Pedro areas of expertise include culture, arts, creative economy and sustainable development.

***The focus on Latin America and
African contexts***

Focused on integrating culture and creativity in sustainable development frameworks, Pedro works mostly in Latin American and African contexts developing countries and regions scoping research, program evaluation, and analysis, advising and project conception.

***Tom Fleming Creative Consultancy
and Global South Arts and Culture
Initiative***

Since 2017 Pedro is an associate consultant to Tom Fleming Creative Consultancy - international leader in the creative economy sector. Pedro is also the Deputy Director of the Global South Arts and Culture Initiative- Glosaci and Director of O Galo da Madrugada, biggest carnival group on earth with 2 million revelers parading in the Recife Carnival.

