

Creativity and culture of innovation.
Productive restructuring and organization
of the work process in Brazil

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Abstract

The process of productive restructuring and the search for new forms of production and organization of work have strongly affected the labor market. The global capitals are demanding the dismantling of social protective labor legislation, forcing national governments to adjust to the phase of flexible accumulation. In Brazil, the restructuring of the economy is intended to be established in order to cope with the high unemployment rates, for which it seeks to follow the steps of Europe, creating a flexible labor system with greater contracting facilities. The new condition of work increasingly loses social rights and guarantees. The central argument is that, in this way, the modernizing ideology has been the perpetual legitimator of proposals for the increase of the social metabolism of capital, with high levels of competition and the growing need for the constitution of a public sphere; sphere that promotes organizational, managerial and technical innovations, before the necessary structural changes, to promote the entrepreneurial culture in society as a whole. In short, it is expected to make the transition from an industrial society based on production to an information and knowledge society based on a service economy. In summary, this essay, on the one hand, seeks to generate a critical reflection on the policies of entrepreneurship and innovation as economic strategies to escape poverty and, on the other, generate a matrix of analysis to understand the dynamics of social change in Brazil projected to Latin America.

Keywords: Work; Creativity; Innovation; Culture; Entrepreneurship.

1. Neoliberal economic dogma and the policies it promotes

Grows each day the conviction that field communication mass plays, or should play an essential role in communicating to the public the new morphology of work, whose most visible

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element is the multifaceted design that results from the strong transformations that have taken place in the world of capital in recent decades. This with the development and emergence of new productive paradigms, the conformation and coupling of Latin American economies to the capitalist world system, and the definitive installation of economic subordination to transnational interests (Boltanski and Chiapello, 2009), which implies: 1) a new form of insertion into the international division of labor and 2) the centrality of the category in contemporary society, especially enlargement service sector in business, in addition to systematic progress in information technologies, telecommunications and ways to market goods with emphasis in distribution and consumption. All this despite the deepening of the entropic character of capitalism and the submission of human needs to the imperatives of constantly expanding exchange value (Mészáros, 2010).

Antunes explains how, during the last decades, capitalism was confronted with an acute critical situation, affirming that the understanding of the essential constituent elements of this crisis implies a complex task, to the extent that in that same period there were intense economic changes, social, political and ideological, with strong repercussions on the ideology, the subjectivity and the constitutive values of the working-class-that-lives; mutations of a diverse order that, as a whole, had a strong impact (2005, p. 21).

Mészáros says that (2010, liv) despite all the theoretical discussion, the decision element, applicable to all grades and categories of workers everywhere, was and still is the structural subordination of labor to capital and not the standard of living relatively higher of the working people in the privileged capitalist countries.

To implacably impose the structural subordination of labor to capital, even in countries of 'liberal democracy' (recently with more openly anti-labor laws), and to pretend at the same time that such a thing does not happen, which is the best of all possible worlds, is the typical way of dealing with difficulties. Thus, the intervention on a large scale of the State at all levels and in all matters directly or indirectly relying on the continued dominance of capital over labor-which the deepening of the structural crisis of the system makes more necessary than ever- goes from the hand with the most cynical ideological mystification concerning the only and only form of viable socioeconomic reproduction, the idealized 'market society' and the 'equality of opportunities' that this type of society is supposed to offer to all individuals (Mészáros, 2010, pp. 222-223).

Mészáros, in his project to review the postulates of Marx in the light of the phenomenon of globalization and socialist experiences, presents the essential forms of primary mediation -within which both individuals of the human species as the moral/intellectual/cultural conditions of its life activity, progressively more complex and interconnected, are reproduced according to the socio-historical scope of action available and cumulatively widened- including the regulation of the process of the work, assuring that none of these primary mediator imperatives demands by itself the establishment of structural hierarchies of domination and subordination as the necessary framework of metabole reproduction social ca (Mészáros, 2010, pp. 207-208). The author in question states that the oppressive determinations of the

hierarchical modes of reproductive control arise from other roots in the course of history. They emerge because, inevitably, the second-order mediations of historically specific social reproductive systems profoundly affect the performance of primary mediating functions. Thus, through the second-order mediations of capital, each of the primary forms is altered beyond any recognition “[...] in order to satisfy the self-expanding needs of a metabolic control system social fetishist and alienating, which must absolutely subordinate everything to the imperative of the accumulation of capital” (Mészáros, 2010, p. 208).

The author identifies the second-order mediations of capital: i) the alienated means of production and their “personifications”, through which capital acquires a “strong will” and a firm conscience, with the strict mandate of impose on everyone conformity with the dehumanizing objective requirements of the established social metabolic order; ii) the money that assumes a multiplicity of mystifying and increasingly dominant forms in the course of historical development, from the adoration of the golden calf already in the time of Moses to the global oppression of the international monetary system of the present; iii) the objectives of the fetishist production that subject, in one way or another, the satisfaction of human needs (and the corresponding provision of use values) to the blind imperatives of the expansion and accumulation of capital; iv) work structurally divorced from the possibility of control, both in capitalist societies, where must function as wage labor forced and exploited by economic compulsion, as well as under the dominance of post-capitalist capital over the politically submitted workforce; v) the varieties of state formations of capital in their global scenario, where they face each other as national states with their own orientation; and vi) the uncontrollable world market, within which the participants, protected by their respective national states to the extent permitted by the prevailing power relations, must conform to the precarious conditions of economic coexistence while striving to procure the greatest Possible advantages for themselves surpassing, in vividness, their competing counterparts, and thereby sowing the seeds of increasingly destructive conflicts (Mészáros, 2010, pp. 163-164).

Mészáros warns that the second-order mediations of the capital system constitute a vicious circle from which, apparently, there can be no escape. The emergence of the system of mediations of second order corresponds to a specific period of human history that ended up deeply affecting the functionality of first-order mediations by introducing fetishizing and alienating elements of metabolic social control (Antunes, 2005, pp. 6-7). Antunes ever after Mészáros, presents necessary for the validity of mediations second order, which conditions have a constitutive core formed by the triad *Capital, Work and Status*; as it expresses, originate with the advent of the capital system and are identified by the following elements: a) the separation and alienation between the worker and the means of production; b) the imposition of those objectified and alienated conditions on workers as a separate power that exercises control over them; c) the personification of capital as a selfish value -with its usurped subjectivity and pseudo-personality- devoted to satisfying the expansionist imperatives of capital; and d) the equivalent personification of labor, that is, the personification of the workers as work destined to establish a relationship of dependence on historically dominant capital; this personification reduces the identity of the subject of that work to its fragmentary productive functions (2005, pp. 7-8).

Thus, each of the forms of mediation of the first order is altered and subordinated to the imperatives of the reproduction of capital. The productive and control functions of the social work process are radically separated between those who produce and those who control. Having constituted itself as the most powerful and extensive system of social metabolism, its system of second order mediation has a constitutive nucleus formed by the triad *Capital, Work and State*, three fundamental dimensions of the system that are materially interrelated, what impossible to overcome without eliminating all the elements that comprise the system (Antunes, 2005, p. 8).

To cope with changes driven by this new morphology of work programs and agendas of governments, public and private entities aimed at building new identities for workers have required significant attention from Universities and research centers, cultural and information institutions, researchers and teachers; this with the purpose of contribute to the achievement objectives and desired outcomes of the policies adopted. As intellectuals servants of neoliberalism, considered essential to this kind of social intervention that must be by not only the communication field journalists and Information tools are put to maximum test- but of teachers and scientists. The ideologists maintain, with great confidence, that the different social problems are solved with more and better education, and that it seems unlikely to grow through labor productivity if the shortcomings in the formation of "human capital". Valencia states:

Without labor and without value, capitalist society can not exist, at least, that which is based on genetic-constitutive foundations such as private ownership of the means of production and consumption, the cycle of capital and mercantile production, the irrepressible speculation real estate and financial, the production of surplus value through labor exploitation systems based on absolute, relative and extraordinary surplus value and, of course, in super-exploitation (2003, pp. 136-137).

Uncritical adoption of economic adjustment policies, through the pressures exerted by international financial institutions created the Washington Consensus (World Bank and its neoliberal brother, International Monetary Fund) and strategies, agendas and sponsored by the European Union², have created programs in Brazil, a box -to reduce public spending, increase austerity to close a record fiscal deficit and recover investor confidence- in which e l neoliberal dogma has dominated the political, economic and media culture.

2 The basic legal framework for bilateral trade relations between Brazil and the European Union is set out in the EC-Brazil Trade and Economic Cooperation Framework Agreement of 1995. As a member of the Common Market of the South (MERCOSUR), it implies bilateral relations with the EU They are also governed by the Interregional Framework Agreement for cooperation between the European Union and MERCOSUR, signed in 1995 and in force since 1.7.1999. In 2007, a strategic alliance between the EU and Brazil was signed at the European summit in Lisbon, with a wide range of different topics *among which* can be distinguished: (1) the promotion of peace and security through an effective multilateral system; (2) the promotion of an economic, social and environmental alliance for sustainable development; (3) the promotion of regional cooperation; (4) the promotion of science, technology and innovation; (5) the promotion of exchange among people.

The current trend of internationalization of the market has forced Third World countries to adopt the so-called *National Innovation Systems*³, in which technology and innovation are considered key elements for economic development of a country and the expansion of the systemic competitiveness of its companies. The World Bank, the IMF and the GATT (General Agreement on Tariffs and Trade) and also the regional development banks are powerful instruments of domination that have been forced upon the countries of the European Union. Third World to accept greater transnational insight into their economies out of situations -to budget deficit and debt- which cannot yet be marred by construction of a single speech and exclusive on innovation, creativity and entrepreneurship.

As a consequence, current governments seek to stimulate technological modernization and the improvement of competitiveness through the opening of the economy to international flows of capital, trade and technology, forcing companies to improve the quality of their products and processes, and also to improve the productivity of the worker - not only in quantitative terms but also qualitatively- with the incorporation of innovations. The central hypothesis proposes that companies capable of profitably generating and exploiting scientific and technological advances in products and/or services placed on the market will have a better chance of occupying leadership positions in the socioeconomic future.

In Brazil, after the failure of the economic policies neoliberal '1h2lh' policies of economic development, driven by the countries of the first world, has prevailed the tendency to reproduce standardized policies in different areas of the planet, tinged by effects of imitation, in diverse contexts in terms of economic, social, political and institutional conditions, which have had a markedly negative impact on the collectivist dimension of citizenship rights, in many ways the essence of strong civil societies. Without making an adequate translation to the own and particular characteristics of the country, where different areas coexist with a set of specific general environments, each one with its own epistemological statutes, the recent Brazilian governments -ith nuances to the center, to right and left- have advocated practical measures on various issues such as the doctrine of innovation and its corollaries, requires something similar to a promise of universal salvation '1h2lh'.

However, in the 90s the productive reorganization gains new dimension with the commercial and financial opening, neoliberal policies and the need to restructure to compete in the global market. These changes in position, in developed countries, are reflected in the Brazilian labor agenda and in the policy agenda of Science, Technology and Innovation (CT+i), with all the inherent limitations of Brazil's position in the international division of work. The promotion of innovation and entrepreneurship (a new social marginalization and not a new business) through the cultural field now become the very showcase of creativity, and direct our attention to the dominant private sector in the market, with an analysis of the culture structured around the concept of *cultural and creative industries*.

3 To understand the NIS in an empirical way: The European Commission has published, in December 1995, the Green of Innovation, a strategy to identify the different elements on which innovation depends in Europe and the possibility of formulating proposals for action to increase the capacity of innovation of the Union.

According to Garnham (1987) an analysis of the culture structured around the concept of cultural industries “[...] directs our attention precisely to the dominant private sector in the market”. Culture constitutes “[...] a material process of production and exchange that is part of the broader economic processes of society with which it shares many common forms and is determined by them”. Cuenca and Pedrajo (2008), in turn, argue that the growth of the economy towards financial speculation and computerization caused a shift towards the dematerialization of production, a growing importance of services and entertainment as the main source of income, bases of what is now known as cultural capitalism. As Jameson summarized it in general terms:

[...] any new general theory of financial capitalism will have to extend into the expanded realm of cultural production to exploit its effects: in truth, mass production and cultural consumption -on a par with globalization and new technology of information- are as profoundly economic as the other productive areas of late capitalism and are equally integrated into the generalized commodity system of the latter (1999, pp. 189-190).

Concretely, Cuenca and Pedrajo (2008) affirm that these two phenomena (the passage of the symbolic function-function that had previously played religion, mythology, art- towards the mass media and the subsumption of the cultural in the economic) are a sample of the central social transformations in the last four decades. Thus, in the face of the crisis of the 1980s, culture-museums, cultural tourism, the film industry, television and the record industry, among others-through private investment or the State, has been used as a resource to be inserted within the circuit of global metropolis in which they are defined and by which the large financial capitals circulate.

In his work *The Age of Access: the revolution of the new economy*, Rifkin examines promotion of intellectual property as well as increasing commodification of relationships human beings and affirms that, in the new era of cultural capitalism, access becomes important in the structuring of economic life, when we enter into a new economic paradigm, in a new era governed by the omnipresence of digital communication and cultural commerce technologies, with respect to its main objective: the commercialization of life experiences through cultural experiences of payment, the purchase of goods and entertainment and the privatization of common cultural assets “Culture -the common experiences that give meaning to human life- is being dragged inexorably into the communication market, where it is renewed with commercial criteria” (Rifkin, 2000 , p. 97). The author warns that the transformation of industrial capitalism into cultural capitalism, from property rights to access rights, has been slow, and that “[...] the concepts of democratic participation and rights Individuals moved successfully to the market, where they were reborn in the form of sovereignty and consumer rights” (Rifkin, 2000, p. 98).

That’s why the thinker reminds us that, during the romantic period of the eighteenth and nineteenth centuries, artists were associated with opposing values. They expressed the feelings and desires repressed by the philosophy of the Enlightenment and the demands imposed by the industrial market. In a world organized around efficiency, utility, objectivity, distancing, obsession with material values and the accumulation of properties, artists represented the

other side of human experience: the desire to overcome lifestyle industrial. The artist became the jánica expression of modernity. They substituted objectivity for subjectivity, and the effort for creativity (Rifkin, 2000, p. 99). If the old capitalism, oriented to production, had repressed creativity, personal development and the desire for pleasure and play, the new capitalism, oriented to consumption, would release these repressed psychological needs, using art to create a broad consumer culture. In this way, consumption drew art from the cultural sphere, where the main means of communication of the values shared by a community, to the market, where it became hostage of the advertising companies and marketing consultancies that used it to sell a new “lifestyle” (Rifkin, 2000, p. 100).

In fact, we have imported and plagiarized almost dumb and blind an economic model based on the trinomial *innovation, creativity and entrepreneurship*. The Neo-Schumpeterian evolutionary theory of innovation-and the idea of technological change as a condition of development-was extended and consolidated in the capitalist production system until it became a central social actor in the current scenario, which remains valid to this day. As of the Framework Agreement for commercial and economic cooperation between the European Community and the Federative Republic of Brazil (OJEU, 1995), the general principle was adopted that adapt to economic changes It is crucial for competitiveness. Since then we have faithfully followed the EU’s approach, especially in relation to the theme of the development of an economy based on knowledge and innovation and sustainable growth that breaks the current vicious circle between trade deficit, specialization pattern and technological learning pattern true that such projects are based on argumentative strategies that mix personal/social needs and those of hegemonic capital, making the latter disappear, since everything is anchored in the mutual interest of cooperation due to the synergies that It causes the appreciation of cultural differences as a source of wealth and ‘span’ multiplication of the possibilities of discovering or generating new knowledge and innovation, and the establishment of joint actions to protect and improve the environment, promote sustainable development, expansion of reciprocal trade, technology transfers, cooperation between SMEs, to reinforce the scientific baggage and innovation capacity⁴.

What is at stake: global transformations and changes in power relations that reveal inefficiencies from the perspective of the political and economic system and demand a redefinition of their principles? Promoting “culture of innovation” and “innovation in culture” the mantra of the new economy is thus assumed as an end in itself and as the presumed solution, but not probe able, of structural problems. We copied strategies, agendas and programs for in-

4 In March 2000, to address the rapid implementation of new technologies and the growing globalization, the Lisbon European Council defined its objectives in terms of employment, economic reform and social cohesion. By 2010, the Union aimed to “become the most competitive and dynamic knowledge-based economy in the world, capable of sustainably growing economically with more and better jobs and with greater social cohesion”. A year later the strategy was extended with a dimension of sustainable development by adding the environment, uniting in this way the economic, social and environmental aspects in a single process. Ten years later, in March 2010, the Europe 2020 project proposes three mutually reinforcing priorities: (1) smart growth: development of an economy based on knowledge and innovation; (2) sustainable growth: promotion of an economy that makes more efficient use of resources, that is greener and more competitive; and (3) inclusive growth: promotion of an economy with a high level of employment that has social and territorial cohesion.

novation and culture Sponsored by European Union, significant impacts on labor and social security fields -aspiring to be integrated coherently within the same project political-, and I to construction work identity in the contemporary evolution of work.

In this critical phase for the labor universe with the process of structural casualization of labor, these pressures and doctrinal positions of the WB and IMF -together with global capital- the dismantling of social protective labor legislation is also being demanded. In this regard, the Government of Brazil -supported by political, economic and media sectors (especially television)- faced the current levels of global competition and the crisis of “productivity”, has basically raised the ideologues of the European Union and OECD projects to explain the need to promote the necessary changes for the maintenance and reproduction of the domination system, changes indispensable in the subjects to adapt to the sociopolitical and productive needs of a capitalism model of pure market, oriented to the short term and to the immediate gain.

The economic approach used by the experts is based on the assumption that the rigidity of the institutional framework of the labor market is the cause of their imbalances as well as that responsible for their inefficiency. For this reason, labor reforms have been aimed at deregulating the market, making working conditions more flexible and undermining the contractual relationship, helping to intensify the adjustment via depreciation of wages. In addition, it is important to say that labor reforms in Latin America did not produce the expected results and generated dire consequences in terms of working conditions and employment, and also negative effects on the economy. In this regard Boff states that:

Ideology is the discourse of power, especially of the dominant power. Power is dominant because it dominates several social areas. Brazilian elites have so much power that they can buy from other elites. Because they are dominant, they impose their idea on the Brazilian crisis, accusing the State of inefficient and perdular, the leaders of corrupt and the politics of being the world of the dirty. On the other hand, they extol the virtues of the market, the advantages of the privatizations and the need to reduce the forest reserves of the Amazon to allow the advancement of agribusiness. Here the corruption of the market is consciously hidden, where the big companies that subtract millions of taxes, maintains a B-box, promote high interests that favor the financial speculative system that drains public money, taken from the town, into the pockets of some minorities. That, in the Brazilian case, there are six billionaires who have the same wealth as 100 million poor Brazilians. These elites hide the ecological aggressions, the denationalization of the industry and make propaganda that agriculture is pop. They practice a shameless ideology as deception. There are television networks that are machines that produce ideology of concealment, denying the people information about the seriousness of the current situation, generating alienated spectators, because they believe in such unreal versions (2017).

Brunet, Pizzi and Moral (2016) remind us that Brazil went through a period of neoliberal policy trials begun in 1990, under the government of Fernando Collor de Melo, and continued with the administrations of Itamar Franco and Fernando Henrique Cardoso. During the

management of FHC (1995-2002), liberalizing reforms were implemented that addressed the “Washington Consensus” and orthodox formulas were applied to combat inflation, which can be summarized in the following measures: overvaluation of the currency, wide openness of the internal market to imports, exponential increase in indebtedness, mainly external (64%, against an increase in GDP of only 10%), raising interest rates, privatization of public companies and precarization of labor relations. This formula caused the destruction of the national productive apparatus, the invasion of imported products and the deterioration of the domestic market, the greater dependence on international financial capital and the increase in poverty. In the rise of neoliberalism the Brazilian socioeconomic system is characterized by the financialization of the economy and the precariousness of the employment relationship that became evident as deregulation, flexibilization, deindustrialization and privatizations that led to an increase in informality labor, subcontracting, job insecurity, underemployment and unemployment.

After the policy implemented by the Workers Party (PT) in Lula’s two terms (2003-2010), the State regained its strategic planning capacity: it generated economic growth, which it accompanied with elimination of extreme poverty and reduction of social inequalities, with income transfer for the immediate improvement of the living conditions of families in poverty, access from families to basic services of health, education, and social assistance and development programs for occupational alternatives.

Meanwhile the *Lulismo* (we can include the first years of the government of Dilma Rousseff) was developed on a new pattern of accumulation of capital that was established by the government of Fernando Henrique Cardoso. Unlike other cases of the so-called “left turn” in Latin America, where a prevailed a strong break with the neoliberal model, in Brazil the pattern was the implementation of changes in continuity.

Alves has built a thesis that is not very crazy but quite plausible:

In short, what may seem to the unwary with deficit of dialectical perception and political acumen more hurried in a scenario of social revolution is rather the prelude to social fascism under the mantle of ameazquindada democracy that reiterates the perversity of the bourgeois order inequality in Brazil. The neo-developmental approach is not only a new mode of development of capitalism in Brazil but also a political front inspired by a government strategy called lulism. In this way, it is important to distinguish the concepts of neodesarrollismo and Lulismo. The first -Neo-development- refers to a development model of the capitalist order of the country, operated by a political front based on layers, fractions and categories of the power block of capital (the internal bourgeoisie of large companies, agro-business, contractors and pension funds) with support of layers, fractions and social categories of the Brazilian proletariat, noting that the multitude of the poor sub-proletariat and the low-income proletariat, however, also has support in organized segments of the proletariat of the zones rural and urban. The second -lulism- refers to a strategy of government or political strategy that characterizes this political front born in 2003. Lulism -as we interpret the ideas developed by André Singer

in the book “Os sentidos do lulismo” (The senses of lulism)- is composed of three basic elements and is a strategy of government in the new bourgeois order in Brazil that is characterized by: (1) interpellate the support of the poor sub-proletariat and the low income segments of the Brazilian proletariat of the field and the city through social programs (“Bolsa-Família”, “Minha Casa-Minha Vida”, for example), increasing the minimum wage by 70%, from 2002 to 2012; (2) by adopting a position of not confronting capital as part of power, which explains the Bonapartist bias of Lula and Dilma, acting apparently above the antagonistic social classes, eradicating, even from the horizon of political discourse, the lexicon of class antagonism and cultivating social conciliation as a fundamental value, with the slogan “Lula Paz e Amor” or even “Brazil País de Todos”; (3) finally, by adopting a weak reformism based on anti-poverty policies, encouraging consumption and prioritizing the development of the internal market and creating social programs aimed at reducing social inequality. In truth, weak reformism conceals the political capacity of the neo-development front to introduce social reforms that disturb the interests of layers, fractions and social categories of the block of neoliberal power. These are the limits of the neodesarrollismo (2013).

It is known how this situation changed gradually, and how it ends the PT government headed by Dilma Rousseff (who held the presidency from 1 January 2011 to on August 31, 2016) without, on the other hand, achieving to achieve cohesion and coherence with Lula’s development programs and initiatives, in order to maintain political support and prevent changes in direction in the middle of the process. It is already known, also, how the current president, Michel Temer, who won throughout his government the impulse of the Federation of Industries of the State of São Paulo (FIESP) for the reform of labor laws , and the measures adopted to maintain itself in power, with unconditional concessions to the economic powers of Brazil. This table is increased in Brazil with the tragic end of the government of Workers Party ended his term with Dilma Rousseff in an unfortunate situation, with deep corruption and a policy that, in the end, kept the essential pillars of neoliberal economic policy structured.

As Souza (2017) states: “That road has to be reconstructed because the left was appropriate to a large extent on the right. The left thinks with right-wing categories. The understanding of Brazil that the left has was built exactly by the economic and financial elite”. For his part, Boff explains it this way:

Under the pretext of ensuring governability and avoiding systemic chaos, as was alleged, this privileged class managed to impose what interested it: to maintain the accumulative logic of capital unalterable. The social projects of the government did not oblige to renounce anything, rather they were adequate for their purposes. They came to say to each other that instead of us, the elite, ruling the country, it is better for the PT to govern, keeping our historical interests untouchable, with the advantage that we no longer have any opposition. He signs our essential projects (2016).

1.1 Labor Reform

Capitalism in the era of globalization has produced great transformations in labor relations and in the organization of work. The epistemological struggle for a more competitive labor market -which shows an evident gap between existing legal and contractual frameworks, on the one hand, and the realities of the world of work, on the other- seeks to facilitate transitions in the labor market; for this, it encourages permanent learning and develops the creativity of the whole workforce; Thus, workers and companies are forced to better understand their rights and obligations. As stated in the Green Paper *Modernizing labor law to meet the challenges of the 21st century*:

The traditional model of employment relationship may not be appropriate for all workers with stable contracts of indeterminate duration who have to face the challenge of adapting the changes and taking advantage of the opportunities offered by globalization. Overprotective clauses and conditions may discourage employers from contracting during periods of economic boom. Other models of contractual relationship can reinforce the ability of companies to develop the creativity of their staff as a whole and increase their competitive advantage (European Commission, 2006, p. 5).

It also seeks to mix the balsam of creativity and the virtues of globalization to remove rigidities and evolve towards a more efficient labor market and with a more flexible operation. Besides this, the first labor reform of 2017, approved in Brazil on March 31 by Law 13,429, established the so-called *unrestricted outsourcing* and introduced a definition of temporary work as that provided by a person physically hired by a temporary employment agency that places it at the disposal of a service provider company, to meet a need for temporary replacement of permanent staff or a complementary demand for services (article 2, Law 6,019, amended by Law 13,429). Propagated through a neoliberal discourse, under the pretext that labor relations needed to be modernized to generate more jobs, the proposed offensive was imposed in an emergency regime by the government. Fear of the working class.

The second labor reform, adopted on 13 July 2017 under number 13.467, under the name of *Modernization Act Labor Relations* or *Law Modernization Work*, suffered many changes in the parliamentary process and faced strong political, social and union opposition. The new law generates a broad and deep transformation of the rules of hiring and employment with the purpose proclaimed, by the government of Temer, of: “[...] overcoming the economic recession that has been affecting the Brazilian economy for two years, endowing of competitiveness to the Brazilian market, generate new jobs, incorporate the country into the 21st century”. Propeller of the minimum State to the workers and maximum to the banks and to the great industrialists. To fear preserves the old ways to make effective the policies of privatista and anti-nationalist stamp to “flexibilize the labor relations”. The new rules give priority, even above the law, to agreements that unions can reach with companies in matters such as the division of vacations, the flexibilization of the working day, the intervals for lunch, wages and replacement of overtime.

The Brazilian labor reform came into force amid protests by workers who say they have lost rights and commemorations of employers, which they consider a tool to modernize the labor legislation of 1943 and facilitate hiring, a new framework “[...] will increase competitiveness and reduce unemployment”. One of the key points of the reform is the liberation of the labor agreements of the 1943 law, so that the negotiated position between employers and employees is positioned before the law, which is why it is proven that this will allow reduce labor costs, allowing private hiring to be encouraged. Likewise, it will try to attract investment and foreign business location to the country through a flexible labor system and with greater contracting facilities.

Asked by Brazilian union entities, the *International Labor Organization* (ILO), the only agency ‘tripartite’. UN published a document in which denounces the violation of various agreements and international conventions in which incurs the labor reform approved in the Brazilian parliament. According to the agency, some of the International Labor Standards (NIT) violated is: the 98 (Convention on the right to organize and collective bargaining, 1949), the 151 (Convention on labor relations in public administration, 1978), 154 (Collective Bargaining Convention, 1981) and 155 (Occupational Safety and Health Convention, 1981). As stated bluntly Center for Studies and Analysis Materialista Ernesto *Che* Guevara:

With the labor reform, what will be configured ‘within the law’ are the new forms of political domination and overexploitation of work by part of the capital with everything that already implies: a total detriment in the standard of living of the working classes, a huge historical setback in the struggle of the workers, a brutal waste of human capacities of millions of young people and adults due to unemployment, millions of lives full of material and spiritual precariousness, a rupture and a radical fragmentation of the social ties -atomization and isolation- that cause atrocious competition among the workers themselves, a brutal squandering of labor power and subjective capacities on the part of capital in its exploitation process, a new level of separation of the direct producers from their material conditions of social reproduction, an unprecedented mode of submission of the working classes to the forms of organization and control of work, flexibility and fragmentation of the working class (Cedam-ECG, 2012, p. 4).

The labor reform does no more than deepen, adapt and update at a legal level the relations of the wage labor system in its neoliberal development to sustain the pillars of competitiveness and productivity of the modern company. That is a reality that exists in Brazil since long ago, with the dismantling of the achievements of social work and the official establishment of a lit; labor flexibility, deregulation job realization. In the same direction of the labor reforms implemented in Spain in 2010 and in Mexico in 2012, the Brazilian reform comes to alter the labor code in Brazil with more than 100 changes in the CLT (Consolidation of Labor Laws, 1943).

The economic and political process could not be different in Brazil, given its incorporation into the expansive economic cycle of capitalism in a subordinate condition, together with the countries of Latin America. So Chile, Peru and Argentina are just some of the countries that

have approved or are discussing reforms in labor regulations in the last two years, to which Brazil has added ⁵.

In Europe, the institutions that defended “structural reforms” of the labor legislation a few years ago are now worried about the effects of precarization. The ECB, the European Commission and the IMF, the former troika, have changed their speech: the 2017 troika criticizes the 2011 troika. Neither the IMF nor the OECD nor the European Commission is now defending labor deregulation. Imposed on Spain, Portugal, Greece and Romania during the crisis. Apparently, then, nobody defends the policy followed in the last decade. “The regulation of the labor market does not have statistically significant effects on productivity,” the IMF confirmed in its 2015 annual report.

The OECD economists admitted in 2016 that, just being very optimistic, there is “[...] a limited positive impact on employment levels” generated by labor deregulation. But that statement is as valid as saying it has no impact, assumes the same OECD report. A study published in May 2017 by the European Institute of Trade Unions (ETUI), the reflection group of the EU trade unions, examined this issue in eight countries, including Spain, Poland and Germany. The data reveal “[...] a very clear result”. There is “[...] no empirical evidence that deregulation increased employment or reduced it” (Infolibre, 2017).

1.2 Pension Reform

The big bet labor reform recently approved by Congress is the incorporation of new social needs such as concerning the system pension for increase working hours and retirement age. This change would be one of the measures of a broad reform of the provisional system, motivated by the “increase in the life expectancy of the population” and the “need to achieve the sustainability of the system” to increase, without exceptions, the minimum retirement age at 65 for men and 60 for women (currently 55 for women). For both cases, a minimum of 25 years of contributions is foreseen, with a transition regime to be debated for the active population with at least 50 years of age. Experts argue that the social security system in Brazil will need to continue with the necessary adaptations to the socioeconomic reality and, in particular, to the fiscal constraints, including mainly the changes that arise from the labor market and the demographic situation.

It is curious to note that in 1999 the Commission of the European Communities published: *Towards a Europe for all ages - Promoting prosperity and solidarity between generations* (1999), with the main challenges of: 1) adapting the aging of employment policies and practices, given that changes in the market, technology and the organization of work demand an increasingly rapid adjustment of the training of the working-age population; and 2) adapt retirement and pensions to aging, given the greater life expectancy and the improvement of health.

5 Major labor reforms in Latin America and Europe: Chile from 1979 to 1982, 2016; Brazil in 1998; Colombia in 2002; Mexico in 2012; Argentina from 1991 to 2000; 2017 (project); Spain in 1984, 1992, 1994, 1997, 1998, 2001, 2002, 2006, 2010 and 2012; Italy in 1997; Germany in 2005; France in 2006; Portugal in 2012; Greece in 2012 (and a new *labor reform* required by the Troika).

Brazil | a majority of speeches have focused to attack early retirement, changing regimes in favor of a later and more gradual retirement by creating more sustainable and flexible (private) pension plans; this to deal with the relative decline of the population in age of to work, the aging of the active population, and the pressure exerted on the pension systems and public finances, given the increasing number of retired people and the decrease in the population of active age. The cognitive manipulation that is required: train and motivate workers to remain active for longer and change the behavior of workers when it comes to retirement. That easy. The government's reform package has very little new. The old song of necessity of an ambitious economic package composed of, pension, tax and fiscal labor reforms is now heard very often, such as speakers very powerful to sell mantra of the end of the crisis and recovery. Already heard?

The capitalist offensive is consolidated, right now, through regressive restructuring of the relationship between capital and labor; in the change of functions of the State, increasingly oriented to solve the demands of capital; in the logic of the privatization of companies and areas traditionally assigned to the public sector, in the case of health, education or security; and the subordinated international insertion. The norm is the problem of employment, with increasing unemployment and underemployment, job insecurity, outsourcing and over exploitation, fueling a strategy against the workers' and popular organization. In this framework, labor and social security reforms are registered.

Every day we hear that Brazil does not escape the need to reform its pension system. We often hear that several studies highlight the financial imbalances of their current system, but also the huge implicit pension debt with which they operate⁶. This debt would result in significant tax liabilities if the reform in Brazil opted to replace its current pay-as-you-go system with one of individual capitalization. However, we hear that a large part of the obligations of the old system arise from the weaknesses of its benefit calculation rule, which end up being extremely generous and privilege especially the public sectors whose income increases at the end of working life of affiliates. As Ricardo Antunes has stated, in an interview with Mario Hernández:

The Brazilian situation is very complex. There is, on the one hand, an intense government campaign through television to say that this *pension reformis* to eliminate privileges and, in reality, is a very serious attack in two dimensions, the population in general that will work many more years to receive the right to live in minimally reasonable conditions at an advanced age and, on the other hand, it is a very hard attack on public officials because in Brazil the system is different, the public civil servant pays much larger rates and has your retirement guaranteed in a comprehensive manner. In the private system the rates are lower than the public ones and today the maximum of retirement is at 6,000 reais, something like 1,700 dollars. The problem is that the government is making a very hard

6 It is very remarkable that private insurance companies are a key pillar of the financing and growth of the Brazilian economy, once the technical reserves of insurers contribute to the financing of public debt and stimulate new investments in infrastructure projects and development. Its impact is positive in the formation and consolidation of the huge capital market of the sector that together already reaches 1.2 million of Reales.

campaign to say that it is a reform to end privileges. There is also a large division in the union movements, because a part of them threatens to strike and then does not do so and negotiates with the government. This creates a very deep division because the government managed to divide the union centrals a lot.

For the government of Temer, the modification of the retirement system is one of the three fundamental reforms that had been proposed to recover the economy when it assumed power after the controversial *impeachment* to Dilma Rousseff on 31.08.2016. Market analysts defend the reform as essential for Brazil to regain the confidence of international investors, since retirements represent almost 60% of the federal government's disbursements; for the year of 2017 it was already estimated that the system's deficit was US \$ 85,000 million. However, a Parliamentary Commission of Inquiry in the Federal Senate of Brazil, it concluded that by 2017 pension debt does not exist, something the Economics and Finance already knew, and the mass media have been bent on hiding. After approving a Constitutional Amendment that limits increases in public spending to the record of the change in the Consumer Price Index of the previous year for a period of twenty years, and a labor reform that makes the labor market more flexible, the pension reform -always marked by the expectation of the financial market on a new pension scheme, and by the intention of fiscal savings, thought of the World Bank to end the chronic structural fiscal slippage and the large deficit in the public accounts-, expresses a series of steps carried out to check. The exhibition of threats to the social security of the Brazilian State has become an important resource in media wars resulting in the political use of the "capital of fear". The Government of Brazil has just renounced hundreds of billions of reais by approving, by the end of 2017, freezes for large debtors and stop charging those same debtors who have almost 2/3 of their stock in their hands of provisional debt of half a billion reais. The government does not want to charge its political funders. After benefiting big businessmen with the forgiveness of their debts and giving up billions of reais, the Federal Government yields to the pressure of international risk agencies and uses the pension reform as a currency so that the country note does not be reduced.

However, the risk rating agency *Standard & Poor's* announced on 01, 11, 2018 that has lowered by one notch note Brazil, and the 23, 02, 2018 Fitch also downgraded, which has gone from "BB" to "BB-" due to the delay in the approval fiscal adjustment and pension reform. Meanwhile, the Brazilian government abandoned its attempt at a constitutional amendment to reform the social security system, considered vital to shore up financial whoosh of the country, after enacting federal intervention in the area of security Rio de Janeiro; situation that gives the military the task of ending with a wave of violence that bleeds to Rio and that in 2017 caused 6,731 violent deaths. Constitutional amendments cannot be voted on during this type of intervention.

The pension reform project does not intend to solve Brazil's problems, but only to privatize the management of multimillion-dollar resources for the costing of this important system. It is, once again, the misuse of the public machine for political purposes. There is news of non-republican agreements, excessive use of public funds in advertising, negotiation of strategic positions of the nation for support and, now, use of official social networks to approve the reform. Current and future retirees will not bankrupt the country. The future of Brazil is held

daily by the innumerable forgiveness of billionaire debts, deterioration and devaluation of state careers and by corruption. With the federal intervention of Rio de Janeiro, the continuity of the process for the reform was suspended until the government withdraws the measure.

So we are witnessing a silent crisis of thought, a labor crisis that has involved productive restructuring with consequences for power relations in the struggle for markets, deregulation of the labor market to gain competitiveness, collapse of the workers' movements, the union crisis and the extension of subcontracting, the disposition of a new labor culture of a liberal individualistic nature (with emphasis on the free market economy and private property) and, ultimately, the conceptual and procedural in the form of the State - whatever it may be, of any ideological nuance - towards neoliberalism. This opens the possibility of conceiving the action of the public sector as articulated, at least in some instance, to the private action⁷, a resolution on the union of all forces in the name of the triumph of Thought Only.

2. The bases for creating the Neo-Schumpeterian institutional environment

The theorists of the National Systems of Innovation maintain that the specific policies to promote the accumulation of knowledge are central to development (Lastres, Cassiolato and Arroio, 2005). At the root of this approach is the idea that the drive for change is technological

7 It is important to note that these challenges are not unrelated, but rather imbricated in Brazil: Henrique Meirelles, who was minister of Finance of Brazil in the Government fear, was in the presidency of the Central Bank between 2003 and 2011, during the two terms of former President Lula and in the early days of the government of Dilma. Before exercising the presidency of the Central Bank, she was world president of Bank Boston. It has been indicated by Lula as his favorite to occupy the position of Dilma's Minister of Finance. Lula's suggestion was a clear message to calm the "market", the international capitalists, as a guarantee of Dilma's government's commitment to "anti-people" adjustments. It is not that Guido Mantega (Minister of Finance in the first mandate of Dilma) did not have to play this role as an indirect representative of the banks; however the requirement is for immediate adjustments and hard cuts in expenses, in labor and salary rights. Henrique Meirelles has been chairman of the Board of J & F (a meat giant that controls companies like JBS, Flora and Eldorado), involved in the Lava Jato corruption scandal. As administrator of JBS Friboi, Meirelles guaranteed net profits/net profits of US \$ 423 million, a value five times higher than in the third quarter of 2013. This is already a first message to the other businessmen: in the middle of the global crisis, the JBS monopoly reduced the so-called "operational expenses", that is, those linked to adjustments in the productive chain of the meat industry, of the exploitation of the precarious labor of its thousands of workers in Brazil and abroad. JBS, which became the largest meat monopoly in the world with the help of public loans at cheap costs from the National Bank for Economic and Social Development (BNDES), was already condemned for serving meat with fly larvae to its employees. This is the recipe for the "success" of the administrator Meirelles, friend of Lula and the businessmen. By his turn Joaquim Levy, Finance Minister in the second term of Dilma, was responsible -as Secretary of the National Treasury- for executing the objectives of the fiscal adjustment between 2003 and 2006, in the first term of Lula. Before, it would have been *head of the economic advisory* Ministry of Planning, Budget and Management the government of Fernando Henrique Cardoso, also called Government FHC (1995- 2003). He has worked at Banco Bradesco SA, one of the largest private equity banks in Brazil, in terms of total assets. He was appointed as vice-presidency of *Finance and Administration* Inter-American Development Bank (BID), and then invited finance minister in the government of Sergio Cabral, detained in November 2016 in the framework of Operation Calicute for being involved in Lava Jato, the corruption case at state oil company Petrobras.

revolution and technical progress, and that innovation is the engine of growth (Schumpeter, 1982). In general, they consider, on the one hand, that wealth originates from immaterial forces, creativity and knowledge and, on the other that the accumulation of assets occurs through the incorporation of new technologies and innovation. The SNI theorists maintain that the development of an advanced country is based on the accumulation of new scientific knowledge and the application of such knowledge for the solution of practical problems.

Boltanski and Chiapello (2009) outline the model of the new moral framework of this emerging order with the re-reading of Schumpeter (1982), which introduced, in its proposal for economic development, two concepts that have had an enormous impact: innovation as a cause of development and the innovative entrepreneur as a promoter of innovation processes. The process described by Schumpeter becomes responsible for the benefits of innovation, and the current trend, both in academic circles and those responsible for the implementation of technology policy, to establish a technological determinism when considering that innovation and technological developments are the fundamental engine of economic development and social welfare.

The third spirit of capitalism, proposed by Boltanski and Chiapello, takes the step (often coercive, after the approval of the labor reform) of the salaried worker and subordinated to the autonomous individual and without guaranteed social rights. This discussion of Boltanski and Chiapello, tackled in the French context, quickly gained international repercussion to think about the legitimizing dimensions of capitalism in the south of the planet, where state participation can be observed in the dissemination of the new discourse and the labor legal field as a place of resistance to this third spirit of capitalism. Following the recent implementation of labor reform in Brazil, the site of resistance need be rethought significantly to ensure legal certainty labor system.

State involvement in the dissemination of speeches involving creativity, the innovation and entrepreneurship usually occur directly through public universities⁸ that implement courses that promote the values, ideals and beliefs of the new spirit, as well as through entities that, with a foot in the State and another in companies (the case of the “Sistema S” in Brazil⁹, with emphasis on support for SMEs), are central actors on the neoliberal side of the new spirit, mainly in the fixed idea of the entrepreneur. In Brazil these changes have been felt since the second half of the 1990s, with the start of the implementation of the productive restructuring, and especially in the year 2004, with the Brazilian edition of the Oslo Manual, which has been used as a methodological model for governments to play their role in promoting innovation

8 The Ministry of Education of Brazil has obliged Social Communication courses to promote the creation of the entrepreneurship subject, along with others aimed at the development of entrepreneurial skills in journalism courses, to promote the entrepreneurial culture in the classes, and to conceive the “learning by projects” that allows young people to develop their creative, resolute and analytical skills and acquire important skills such as teamwork, self-expression, decision making and the implementation of ideas and initiatives.

9 Income from contributions paid to System S is reviewed by private law entities, which must apply them as provided by Law. The main entities are: Brazilian Support Service for Micro and Small Enterprises (SEBRAE), National Industrial Apprenticeship Service (SENAI), Social Service of Industry (SESI), National Service of Commercial Learning (SENAC), Social Service of Commerce (SESC).

throughout the economy. And at this time there was also a greater need to raise awareness and raise public awareness of the importance of innovation for society after the approval of the Law of Innovation (Law 10,973, of 02.12.2004) and the Law of the Public-Private Partnerships (Law in 11.079, of 30.12.2004), making her be included in the political agendas of S+T (Science and Technology) and R+D+i (Development and Innovation)¹⁰.

Plan is organized in four strategic axes namely: (1) quality education as a path to citizenship and social and economic development; (2) social inclusion and reduction of inequalities, with better distribution of opportunities and access to quality public goods and services; (3) expansion of productivity and competitiveness of the economy, with solid macroeconomic foundations, sustainability and emphasis on public and private investments, especially in infrastructure; and (4) strengthening of public institutions, with participation and social control, transparency and quality in management. In January 2016, the Congress of the Republic approved the Law n or. 13.243. That provides for stimuli to scientific development, research, scientific and technological training and innovation, and has come to represent the legal framework of Science, Technology and Innovation, given the significant changes introduced in the field of application of the Law in 10.973/2004. In 2016 the National Science, Technology and Innovation Strategy 2016-2019 was published, in which the 11 priority areas of the country are defined. It establishes as pillars the promotion of basic and technological scientific research, the modernization and expansion of the infrastructure of science, technology and innovation, the expansion of financing for the development of science, technology and innovation, training, attraction of human resources, and the promotion of technological innovation in companies. Also, in 2016 the Ministry of Planning, Budget and Management released the Multi-Year Plan 2016-2019, opting for a model of development with social inclusion and reduction of inequalities, with focus on the quality of public services and on the balance of the economy. As part of a policy of fiscal adjustment and strategic alliances for the promoting productivity.

This was done with the offer of broader structural conditions (the legal, economic, financial and educational factors), which establish the rules and range of innovation opportunities, pave the way for the accumulated knowledge by science and technology institutions and can support the ideology of commercial innovation and services, with the support of transfer factors, which are strongly influencing the effectiveness of information flows and skills to maximize learning absorption required and essential for innovation.

The technical change is not, however, a quick process or easy implementation in peripheral countries. They can only be legitimized by the implementation of important changes in the legal framework both in the financing of CyT+i; and in the creation of a general institutional atmosphere that, step by step, will consolidate in Brazil, with profound changes in the organization of education and work. This is through mediating actions such as: (1) National Education System composed of the Basic, Middle and Superior types, focused on the market

10 The Ministry of Education of Brazil has obliged that Social Communication courses promote the creation of the entrepreneurship subject, along with others aimed at the development of entrepreneurial skills in journalism courses, to promote the entrepreneurial culture in the classes, and to conceive the "learning by projects" that allows young people to develop their creative, resolute and analytical skills and acquire important skills such as teamwork, self-expression, decision making and the implementation of ideas and initiatives.

and new technologies, where is essential to have a preparation in languages and technologies of information and communication; (2) Education system complementary to continuous formation to the work and the worker, which determines minimum patterns of education of the workforce and the domestic consumer market (“Sistema S” and Canal Futura, a project of the Globo organizations with private support); (3) Financial institutions that determine the ease of access to venture capital: e I and National Bank for Economic and Social Development (BNDES) and the Financial Studies and Projects (Finep) of the Ministry of Science and Technology, in addition to private banks; and (4) access to the market structure industry and competitive atmosphere (the investments of BNDES, Finep and other agents, reinforced by the Law of Innovation, by the Project of the Law of Higher Education/University, Trade Union and Labor Reform).

2.1 Law of Innovation and the new Legal Framework of CyT+i

The Law of Innovation, created in the government of Fernando Henrique Cardoso, which was supported and sanctioned by the Lula government in December 2004, separates Brazilian society and, far from allowing social cohesion, gives centrality to determinations and market wishes. Those who win with it are the commercial sectors and private interests, whose objectives have nothing to do with the democratization of access to scientific knowledge, the progress of national science or the autonomous and sovereign industrial and technological development. According to the law, Universities, and not the State and its agencies, begin to be the main institutions of a relationship scheme around which companies are organized, which will be the main dynamic actors of the innovation process. The activity of the academy begins to consider the market as ‘responsible’ for the intermediation of government guidelines in the orientation of research. At the conceptual level, the university-society relationship is completely replaced by the university-company relationship. This relationship is perceived as reckless by large sectors of the scientific community that criticize, in addition, the forms of public financing of I+D, through Sectorial Funds for Scientific and Technological Development, created since 1999 to be complementary sources of resources for the development of sectors considered strategic for the country.

With greater amplitude (and intensity), this new competitive shock tends to be incorporated into the capital horizon, with demands for quality and productivity, impelling Brazilian industry, in theory, to competition in the international market, mainly at the regional level, with the growing need to create new production methods, new technologies and new types of work control, capable of establishing a new hegemony of capital in production. The institutional and power bases of this new accumulation regime are characterized by the increase in the degree of subordination of the State to financial capital, by the hegemony of multinational companies, by the degradation of work and by the influence of financial capital in the patterns of income distribution, with strong impacts on the modes of inclusion / social exclusion.

The Legal Framework of Science, Technology and Innovation, created in the government of Dilma Rousseff in January 2016, allows Public-Private Partnerships, and stimulates the teaching staff at Regime Exclusive Dedication to carry out investigations in the private sector

apart from the public, with remuneration (416 hours/year), cannot only be shared with private laboratory companies and university technical team of public research institutions, but also with companies in charge of the maintenance of the Rights of Intellectual Property on the results (products) of the research.

The incorporation of new laws to promote innovation, both for the convergence of technological and industrial policies and to achieve the strengthening of links between the industrial sector and universities in the desire to stimulate research and development, represents a dangerous change for the autonomy and independence of Brazilian public institutions, in the effort to make innovation a priority policy. In addition, it is easy to remember that an indispensable function of the public sector, no less honorable and noble (so to speak) than the others, is that of being a scapegoat when misfortunes come.

3. The paradigmatic transition in the field of innovation and culture

In Brazil, for the creation of this favorable institutional and cultural atmosphere, with the implementation of important changes in the legal framework and the financing of CyT+i, the ideologues of the panacea have blatantly copied, but not one, not two, but almost all decisions and plans of the European Commission for the development of the European Union through -innovation and creativity- in the framework of the Lisbon Agenda. The strategies have been plagiarized, some better than others, of course, but with little originality since they have not been able to do anything different, or remodel what has already been written, applying to Brazil inadequate solutions for the crisis and the result is spooky¹¹. For proper understanding TRANSITION (or “interpretive turn”) from culture style is a subject that must be reformatted into two levels: in the conditions of paradigmatic transition and inside the new paradigm.

3.1 The conditions of the paradigmatic transition

3.1.1 Innovation business culture. Since 1990, with the support of the media communication most prestigious masses begin to see competitiveness, innovation and the promotion of an entrepreneurial culture as determining conditions for growth. Innovation operates as a source of competitive advantages and a differentiating factor in the market, which improves the experience of the client and the talents of an organization. With the support of companies and associations from the industrial and service sectors, the configuration of this project-based on the aforementioned Green Paper on Innovation, published by the European Commission in December 1995- intensified this process that seeks the creation of a business culture of innovation, quality and productivity that contributes to the advancement in the processes

11 Brazil ranks 69th among the 130 countries evaluated by the World Index of Innovation, jointly developed by Cornell University, INSEAD and the World Intellectual Property Organization (WIPO). Each year, the World Index assesses the situation in 130 economies through dozens of parameters, from the filing of patent applications, to spending on education, and thus provides a landscape for decision makers, about the innovative activity.

of production, marketing, distribution and customer service of micro and small businesses. However, it was not significant as to increase the productivity of work teams, for the insertion of SMEs in global value chains, to stimulate business competitiveness, to create and maintain competitive advantages, to boost exports and attract foreign investment. We must recognize that it is an ambitious development and long-term project.

3.1.2 Innovation in culture. With the support of state and municipal governments in Brazil -and also with the support of the media of most prestigious mass communication, foundations, development banks and other public and private organizations- we have started to see culture as a resource and not just as a right¹². In the past, different public administrations, with competences in the cultural field, had the responsibility of guaranteeing access to culture by citizens, preserving heritage and cultural heritage, ensuring cultural diversity and promoting cultural and artistic development. All this has changed with the *economization of culture* and the progressive introduction of a set of standardized policies and procedures under the paradigm of cultural and creative industries. Then a new way of doing politics, destined to promote a strictly economic vision of the role it has to meet the culture, also flourish management companies cultural and the term *acculturation of the economy* with the consequent commodification of all cultural spheres.

3.2 The interior of the “new” paradigm

Driven by the entrepreneur’s inability to execute the guidelines of innovations and promote the necessary investments for the economic return of human creativity -and blinded by “the logic of the market”-, the ideologists establish that the culture is an ideological and political scenario conducive to generating growth, employment, innovation and competitiveness, as an example of the promotion of culture as a catalyst for creativity within the framework of the Lisbon Strategy, with the consequent system of intellectual and industrial property rights, trademark, patents and. As noted by Yúdice, more importantly, copyright is, increasingly, in the hands of producers and distributors, large conglomerates of entertainment that gradually met the requirements to obtain the intellectual property, and they did so under such conditions that “creators” are now little more than “content providers” (2002, p. 33). Culture is invoked to solve problems that previously corresponded to the sphere of economics and politics. As Yúdice maintains, the public space where cultural forms circulate is increasingly conditioned by commercialized and transnational discourses and ideologies, and the repercussions on our way of understanding the public sphere and relating to it are enormous demands (2002, p. 22). To understand the new paradigm -the subsumption of the cultural into the economic- must go back in time to April 27, 2010, with the launch of the Green Paper; Unlocking the potential

12 We have blatantly copied and used on a large scale the arguments included in documents of the European Commission, such as: *Green Paper. Unlocking the potential of the cultural and creative industries.* COM (2010) 183 final. Brussels, 2010; *Report on the implementation of the European Agenda for Culture.* COM (2010) 390 final. Brussels, 2010; *Europe 2020 - A strategy for smart, sustainable and inclusive growth.* COM (2010) 2020 final. Brussels, 3.3.2010; *Europe 2020 flagship initiative - Innovation Union.* COM (2010) 546 final. Brussels, 6.10.2010; *Guidelines for the employment policies of the Member States - Part II of the Europe 2020 Integrated Guidelines.* COM (2010) 193 final. Brussels, 27.4.2010.

of cultural and creative industries, framed by the campaign of communication the “European Year of Creativity and Innovation 2009” with the slogan “Imagine, Create, Innovate”, used to promote creative and innovative approaches in different sectors of the human activity in the countries of the EU. From there, in Brazil, all sectors involved in implementing economic development policies, have been called to act within this new paradigm to try to inform, train, educate and sensitize the population (and the working class in particular) on the importance type and the need of creativity and innovation as key competences for personal, social and economic development.

The Secretariat of the Creative Economy (SEC)¹³, linked to the Ministry of Culture, sought from 2011 the implementation of public policies for development based on social inclusion, sustainability and innovation. The central arguments of the SEC Plan have come from the Report on the Creative Economy, 2008, of the United Nations Conference on Trade and Development (UNCTAD), which considers the creative economy as a strategic axis for development in the face of the great cultural and technological changes that affect our society. For the Ministry of Culture of Brazil the intersection between creativity, culture, economy and technology, which is manifested in the ability to create and distribute intellectual capital, had the potential to promote entrepreneurship, nurture innovation, improve labor productivity, generate income, employment and export earnings, and at the same time promote economic growth, social inclusion, cultural diversity and human development. And it was no wonder: in the context of the EU-Brazil Summit to European Commission and Brazil sought to intensify cooperation in cultural matters. Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth, and Ana de Hollanda, then Minister of Culture of Brazil, signed on 4 October 2011 “The Joint Program for Culture”, a four-year joint action plan that focused on cultural diversity, cultural heritage and the development of a sustainable cultural and creative economy. The Joint Program for Culture is based on a Joint Declaration on Culture signed in May 2009.

But, the simple solutions to complex problems are mostly attractive but almost always wrong. As well as Plan SEC joined the EU projects, and presented the same problems observed by Bustamante (2011) regarding cultural and creative industries versus their classification systems; system established by UNCTAD in 2008 and 2010, and by UNDP in 2013; Likewise, it defined competition as a final objective, including cultural innovation in I+D+i; projects and the productivity of creative work in the productive sector. Innovation and entrepreneurship are synonymous terms, and innovation and culture, elements that are assembled through creativity. The program of the Secretariat of the Creative Economy had as objectives, among others: contribute to the formation and continuous, deep, integral training of the professional collective, that founds the motivations of workers in culture at the time of becoming cultural entrepreneurs; develop creative and innovative skills and improve employability style through professional qualifications; and encourage the creation and management of creative ventures (cultural management).

13 The Secretary of the Creative Economy (SEC) was created in January 2011 in the government Dilma Rousseff, being Minister of Culture Ana de Hollanda. The SEC has been abandoned in March 2015 under the administration of Minister Juca Ferreira.

Does entrepreneurship in culture is something imposed necessary, natural, wanted by the creators or induced by the job insecurity, employment and labor relations? In Brazil, after a three-year recession almost 14 million people they were unemployed in March 2018 In October 2017 the unemployment rate was 12.2% and reached 12.7 million people, reported the IBGE statistics institute. Those who went to work in the cultural sector, in many cases done in subhuman conditions and, yes, they could stay even without salary. Just for pleasure, for working in the “cultural sector” and unalienable the perfectly functional development to capitalism. Paradigmatic TRANSITION (or “interpretive turn”) from the innovation and culture, presupposes that inside the A new paradigm coexists with the old scene -in which certain form of class compromise between capital and labor power had to be built in organizations- and the new scene where the working-class-undertakes to undertake and create jobs for themselves and for others in the cultural field which promotes active and tautological way the spread of innovation in culture and consolidates the continuing need for implementation of a “culture of innovation” in the so-called cultural and creative sector, which appears as belonging to a certain conception reductionist.

Vasapollo, (2005) characterizes the so-called entrepreneurship in a clear way: the new figures of the labor market, the new phenomena of entrepreneurship, are increasingly configured in hidden forms of subordinate, precarious, unstable work, “autonomous” work of last generation that masks the harsh reality of the reduction of the productive cycle. In reality, it is a new social marginalization and not a new business. In the context of the creativity industry, it would be more appropriate to speak of “self-deceiving self-deception” as an aspect of precarization of oneself. But this time, and according to Raunig, this “self-deception” would constitute the possibility of introducing, in this order of things, resistance, “[...] which would be updated on the plane of immanence of what is still today designated as *creative industries*” (2008, p. 42).

Flexibilization, deregulation of the labor relationship, absence of rights, informalisation in the “era of computerization”, everything becomes precarious, without any guarantee of continuity: the new condition of work increasingly loses rights and social guarantees. It is true that we cannot speak of social emancipation and encourage the uncritical adoption of precooked ideas and launched into the field of mass communication. The truth is that the general assault on the work force and the deliberately deceptive and interested quenching policy of the class struggle was a direct attack on the living conditions of the workers, with reforms that comply with the orders of the interests of the rich and set in motion a range of values completely different from those linked to social justice, economic, political and cultural. As Harvey (2007) advocated, in the last lines of his *A Brief History of Neoliberalism*: “[...] there is a prospect of freedom far nobler than winning than preaches neoliberalism. There is a system of government that is much more valuable than building than what neo-conservatism allows” .

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