

Intellectual Capital and Regional Development:
New Landscapes and Challenges for Planning the Space

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ABSTRACTS BOOK and PROGRAM

1224 MAGIC WALL IN PUBLIC LOCATION TRANSFORMING THE SCENERY

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With the increase of the negative environmental impacts, which produce criminogenic conditions, it is necessary a pressing change of behavior and habits, based on commitment and protagonism, to minimize them in the school environment. This work seeks to systematize and analyze an Art-Education experience applied to Education that triggered a curious positive change, probably replicable model. The locus was the Alexandrina dos Santos Pita Municipal School, in Pirajá, a peripheral district of Salvador, Bahia: a context of material and social difficulties and marked degradation and depredation of the facilities. The Magic Wall allowed us to approach the cognitive set validated by the students, revalorizing the endogenous (school) and exogenous spaces (community), making them areas with identity and belonging, allowing to identify others that reflect negatively on school environment. It was observed that the school should be revisited with practices that exercise affectivity and citizenship, providing rediscovery of its role in promoting social relations and reducing environmental conditions that facilitate risk behaviors and social harm to young people.

1222 THE POLICE APPROACH AND CRIMINAL STIGMA: HOMICIDE AS A FORM OF SOCIAL CONTROL?

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The theme of this article, initially, refers us to the reflection about concepts related to violence, non-violence and power; The human and non-human as well as the preservation of people's physical integrity and human rights. Human Dignity as the end of our actions. We all want freedom not to be afraid, but from the perspective of human rights this question will depend on whether the state or even society may be against or in favor of the individual. What do people labeled deviant, "useless" have in common? At the very least, they share: "The label and the experience of being labeled as deviant, as well as being labeled a criminal, is only necessary to commit a single crime. However, the word carries with it many connotations that specify auxiliary traits characteristic of any person who carries the label. It is presumed that a man convicted of burglary is someone who will also assault other houses; The police, by collecting known offenders for investigation after a crime, operate based on this premise. In addition, it is considered likely that this person could commit other types of crime, because he turned out to be a person without 'respect for the law'. Thus, contact with the penal system by a deviant act exposes the person to the probability of having his or her image exposed as deviant or undesirable. Faced with such an approach some people may be labeled deviant, criminal "without actually breaking a rule." Thus, the police approach and stigma of the criminal, from the point of view of Law and Human Rights, given the current numbers indicate a significant trend of deaths of criminals, which can generate a questioning if, in fact, it is a Social control.

1157 A ODEBRECHT E A REESTRUTURAÇÃO DA INDÚSTRIA NACIONAL DE DEFESA NO BRASIL

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A manutenção da soberania nacional depende da capacidade da nação em se defender das possíveis ameaças externas. O presente estudo tem como objetivo apresentar as políticas públicas do Brasil nesta área, da Política Nacional de Defesa e da Estratégia Nacional de Defesa, para a segurança nacional. Uma das principais diretrizes apresentadas por essas políticas públicas é a reorganização da indústria nacional de defesa objeto de estudo deste artigo. No contexto da segurança e desenvolvimento regional, pode-se observar neste caso as correlações econômicas, culturais e políticas com progresso regional. Em 2011, a Organização Odebrecht diversificou o seu ramo de atuação abrindo uma subsidiária Odebrecht Defesa e Tecnologia e realizando a compra da Mectron, fábrica de armamentos de alta tecnologia (mísseis, foguetes, radares). Por meio do presente estudo de caso, e uma pesquisa qualitativa, acompanhada de uma análise documental, o ensaio verifica a influência das políticas públicas sobre as indústrias de defesa, e como a Odebrecht veio se estruturando para atuar neste novo setor, com vistas a segurança e o desenvolvimento regional.

1225 DEMOGRAPHIC ABANDONMENT: A DISASTER ANNOUNCED

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Abandono demográfico: este parece ser o resultado trágico encontrado em um estrato populacional socioeconômico vulnerável de uma amostra do município do Nordeste brasileiro, ao analisar, do ponto de vista do desenvolvimento, a presença de dispositivos do estado de bem-estar social no nível municipal. Que elementos analíticos de natureza social cooperam para entender o "desastre anunciado", de acordo com a agenda da ONU para combater a pobreza e seus males, que impregnam essa amostra cuja análise pode ser replicada em muitas regiões empobrecidas do país? O que os documentos da ONU oferecem como um guia para enfrentar e superar a trágica situação de inúmeras famílias no interior do Brasil reféns da violência da pobreza e do desprezo pela vida humana?

1226 CRIMINAL ANALYSIS: BODY OF KNOWLEDGE APPLIED TO THE MANAGEMENT OF PUBLIC SAFETY

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This paper deals with the presentation of an emerging issue in the area of Public Administration, Criminal Analysis. Although the nomenclature might suggest a sociological, criminological or criminal approach, this knowledge is about how to manage public safety based on a management model. The research brings to the discussion the need to build a body of knowledge capable of systematizing the studies of analysis, planning, execution and evaluation of the public security service. This essay seeks to present a solution to the question of the need to incorporate new knowledge into the management of public safety. Its purpose is to examine the evolution of the Criminal Analysis and how it can be used to serve as a scientific basis in the administration of the public security service. The Criminal Analysis is segmented into six major subareas: Tactical Criminal Analysis, Criminal Analysis of Operations, Investigative Criminal Analysis, Strategic Criminal Analysis, Criminal Intelligence Analysis and Administrative Criminal Analysis. Each type of analysis has a specific application and requires differentiated techniques for its use. Finally, it is concluded that there is a need to systematize and disseminate knowledge about Criminal Analysis so that it becomes part of everyday life in the training of individuals who work in the execution and administration of the public service of public security.