

Client	Sebrae NA UGS
Project / Course	Development Agents
Object	<Video script>
Video type	Animation type III
Instructional Designer (script)	Guilherme Carbonari
Instructional Designer (reference)	Guilherme Carbonari
Project leader	Lucas Millan

<characters>	5831
<pages>	3.89
<voice-over>	05:16
<total>	05:19
<sector>	i

## Raw content:

# The Development Agent

As stated in paragraph 1 of article 85-A of Supplementary Law no. 123/2006 (General Law of Micro and Small Enterprises), “The role of the Development Agent is characterized by the coordination of public actions to promote local and territorial development, through local or community actions, individual or collective, aimed at complying with the provisions and guidelines contained in this Supplementary Law, under the supervision of the local managing body responsible for development policies.”

Based on the law, it is clear that the function of Development Agents is to drive the implementation of the General Law of Micro and Small Enterprises and to be fully involved in actions aimed at promoting local development.

The role of the Development Agent goes beyond the functions set out in the General Law of Micro and Small Enterprises.

Every initiative that contributes to the municipality’s economic development should have their active participation.

Development Agents represent the municipal government and act directly in implementing the municipality’s economic development policies, serving as a bridge between the municipal public sector and the productive sector.

One of the places where Development Agents work is the Entrepreneur Service Center (Sala do Empreendedor). Below are the main aspects to observe for its proper operation.

### **Development Agents have a wide field of action. Here are some of their main activities:**

- Contribute to the effective implementation of the General Law of Micro and Small Enterprises (Supplementary Law 123/2006), the Economic Freedom Law (Law no. 13,874/2019), and the REDESIM Law (Law no. 11,598/2007).
- Identify local leadership in the public sector, the private sector, and third sector organizations that are interested and engaged in promoting local development, and that are motivated to form an Economic Development Council in the municipality, giving this work an official character.
- Bring the municipal government closer to the business community to understand and help resolve its difficulties and meet its needs.
- To do this, they need to organize ideas and actions in a Work Plan that reflects the territory’s development priorities.

### **Prerequisites for appointment**

The General Law of Micro and Small Enterprises, in article 2, also sets out the prerequisites for appointing Development Agents:

- reside in the community area where they will work
- have successfully completed a basic qualification course for Development Agent training
- have education or experience compatible with the duties to be performed
- preferably be a permanent municipal civil servant.

# DEVELOPMENT AGENTS

THE DEVELOPMENT  
AGENT





<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

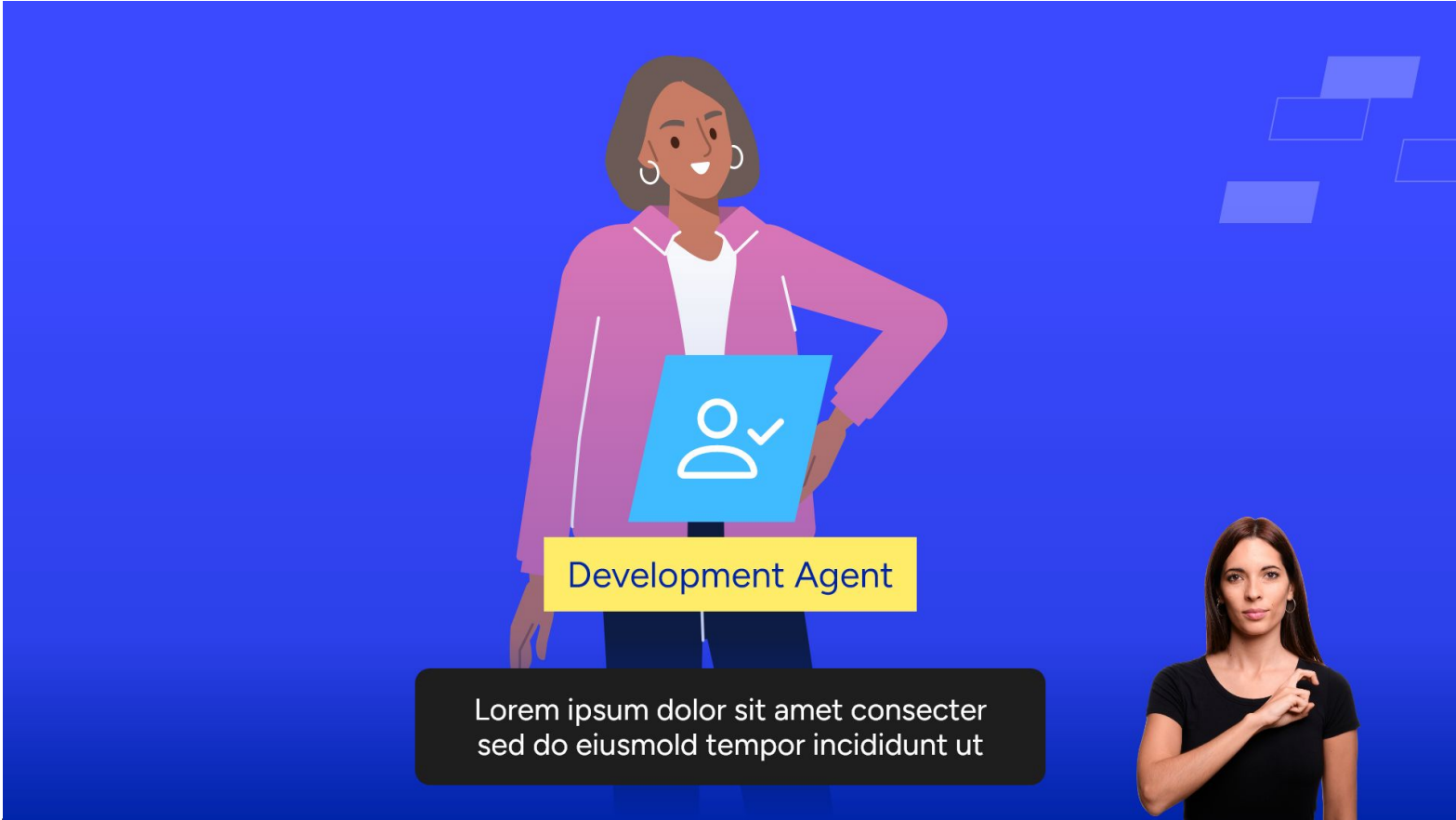
Hi, how are you doing?  
It's me, Sofia from Sebrae, and I'm here to talk about a key topic for the development of municipalities.

Image / icon / video:

Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.



<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

Let's understand the responsibilities of a role you know well: that of the **Development Agent**.  
You will learn what the legislation says, the strategic role, and the criteria for appointing this position.

Image / icon / video:

Icon

Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the lettering in sync with the narration highlighted in yellow.  
The hand should point to the lettering when it appears.

Scene 5

<scene\_time> 00:00

<narration\_time> 00:10

<total\_scene> 00:10



Lorem ipsum dolor sit amet consecter  
sed do eiusmod tempor incididunt ut

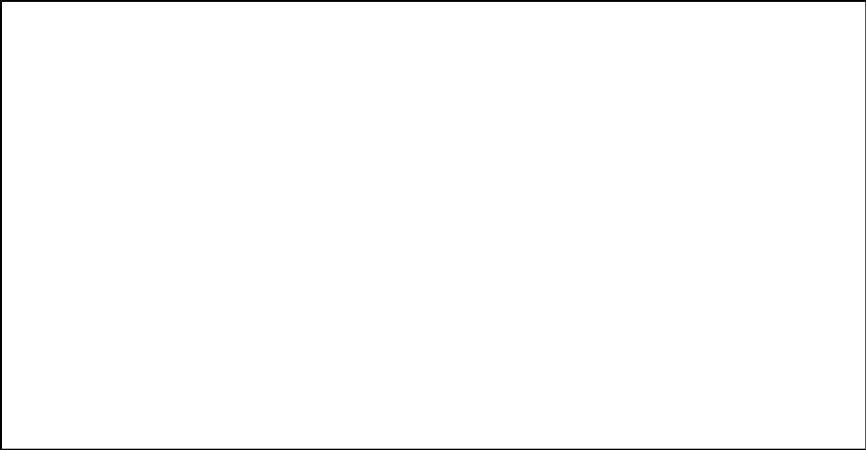
<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

And to enrich this conversation, I've invited someone who experiences this reality every day in the municipal context.

Mayor Priscila, welcome!

Image / icon / video:

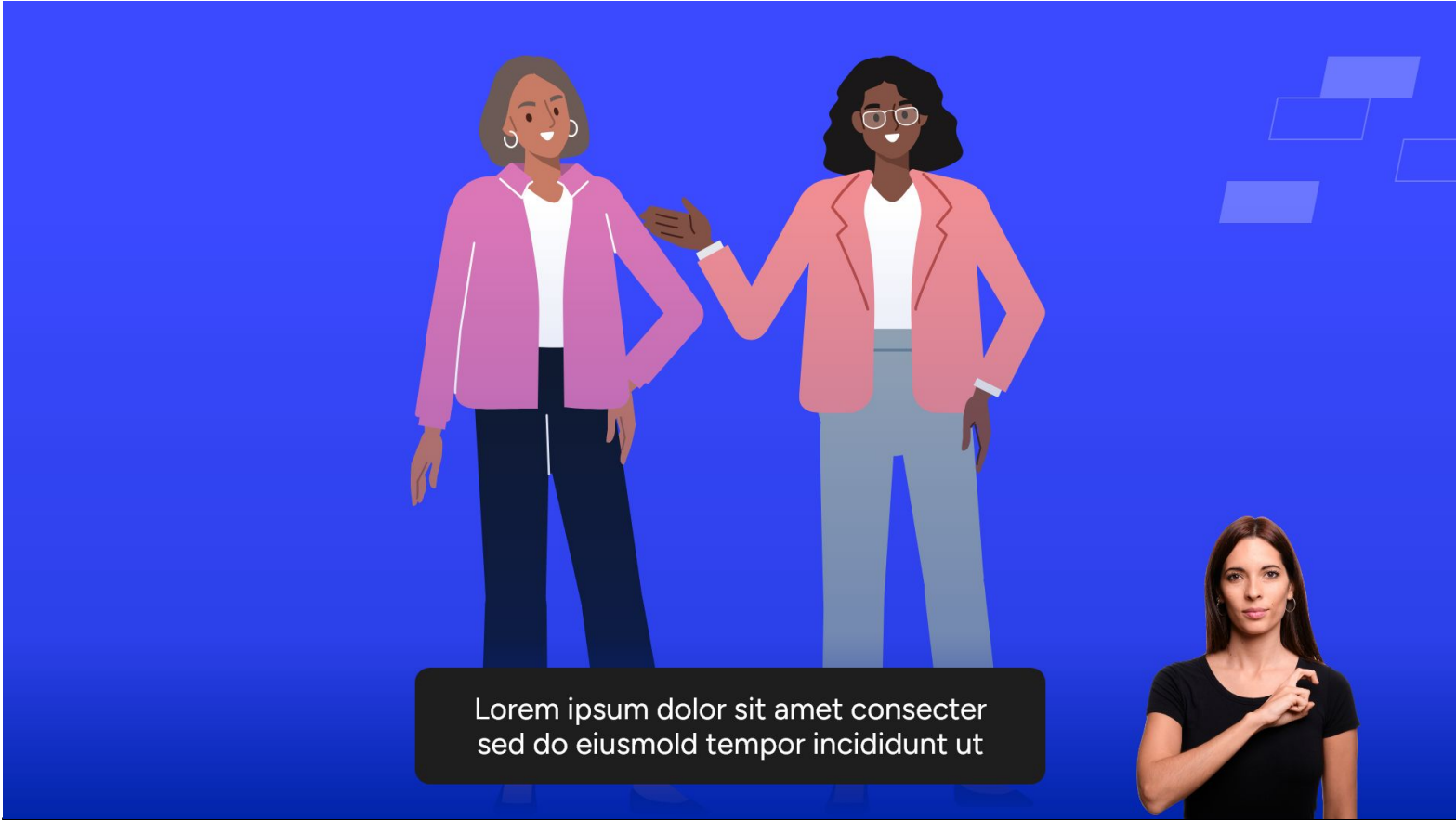


Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

He points to the mayor, who enters in sync with the narration highlighted in yellow.



<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

Thank you!  
It is a pleasure to take part in this moment.  
The work of the Development Agent is crucial to strengthening the business environment in municipalities. That is why I made a point of being here.

Image / icon / video:

Description and technical guidelines:

MMODEL 01 - CHARACTER

AV: the mayor should enter from the side of the screen walking. She looks at the representative, then at the camera. Both characters should be animated, with subtle body and facial movements, mouth synchronized with the narration.





<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

That's great! This is a great opportunity for us to develop this network of collaboration, building bridges between the public sector, the productive sector, and the community. Let's go!

Image / icon / video:

Description and technical guidelines:

MODELO 01 - PERSONAGEM

AV: personagens devem ser animados, com movimentos sutis no corpo e rosto, boca sincronizada com a locução.



Scene 8

<scene\_time> 00:00

<narration\_time> 00:00

<total\_scene> 00:00

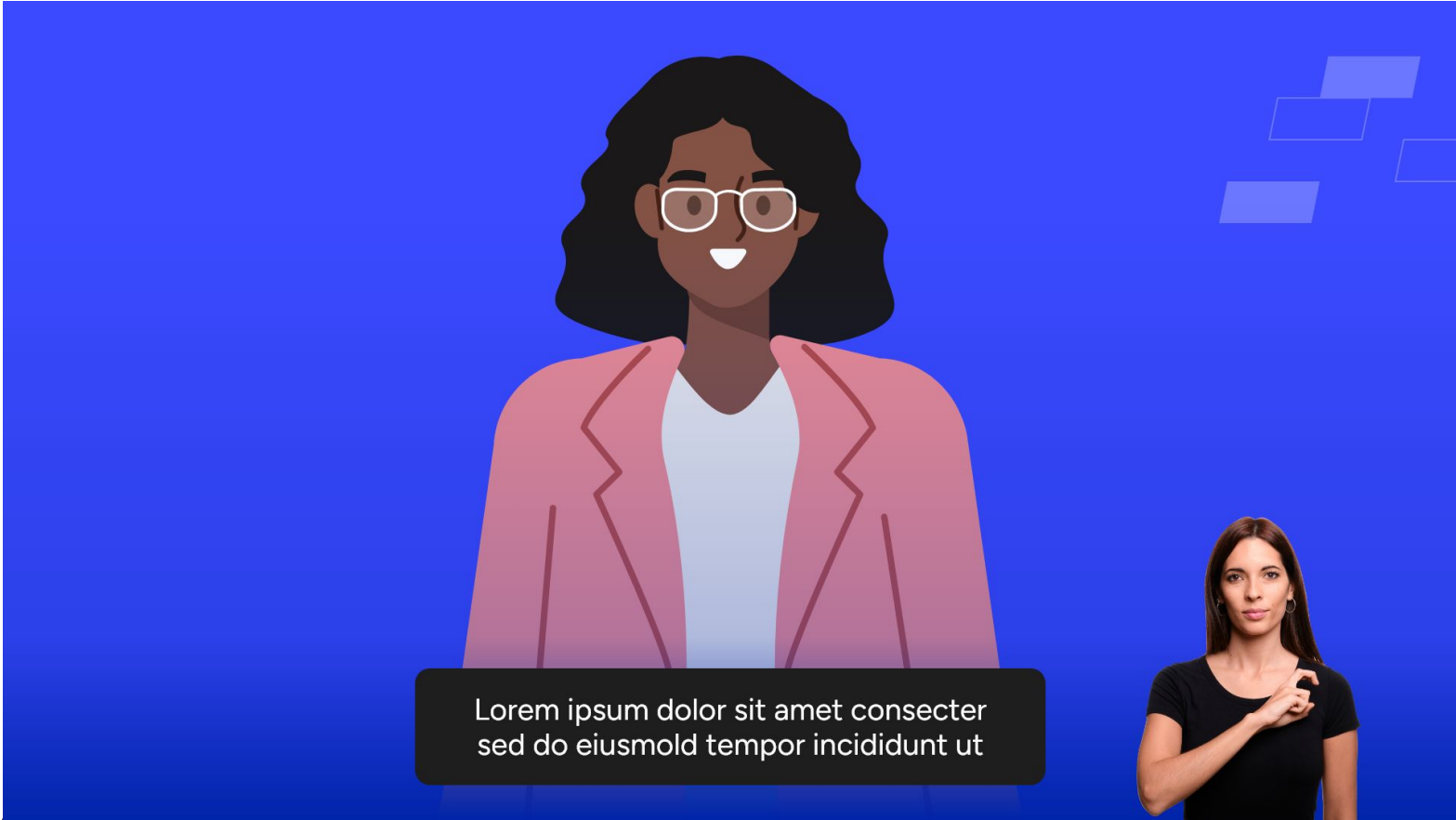


<voice-over> Presenter / Narrator / Caption:

Image / icon / video:

Description and technical guidelines:

Transition vignette



<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

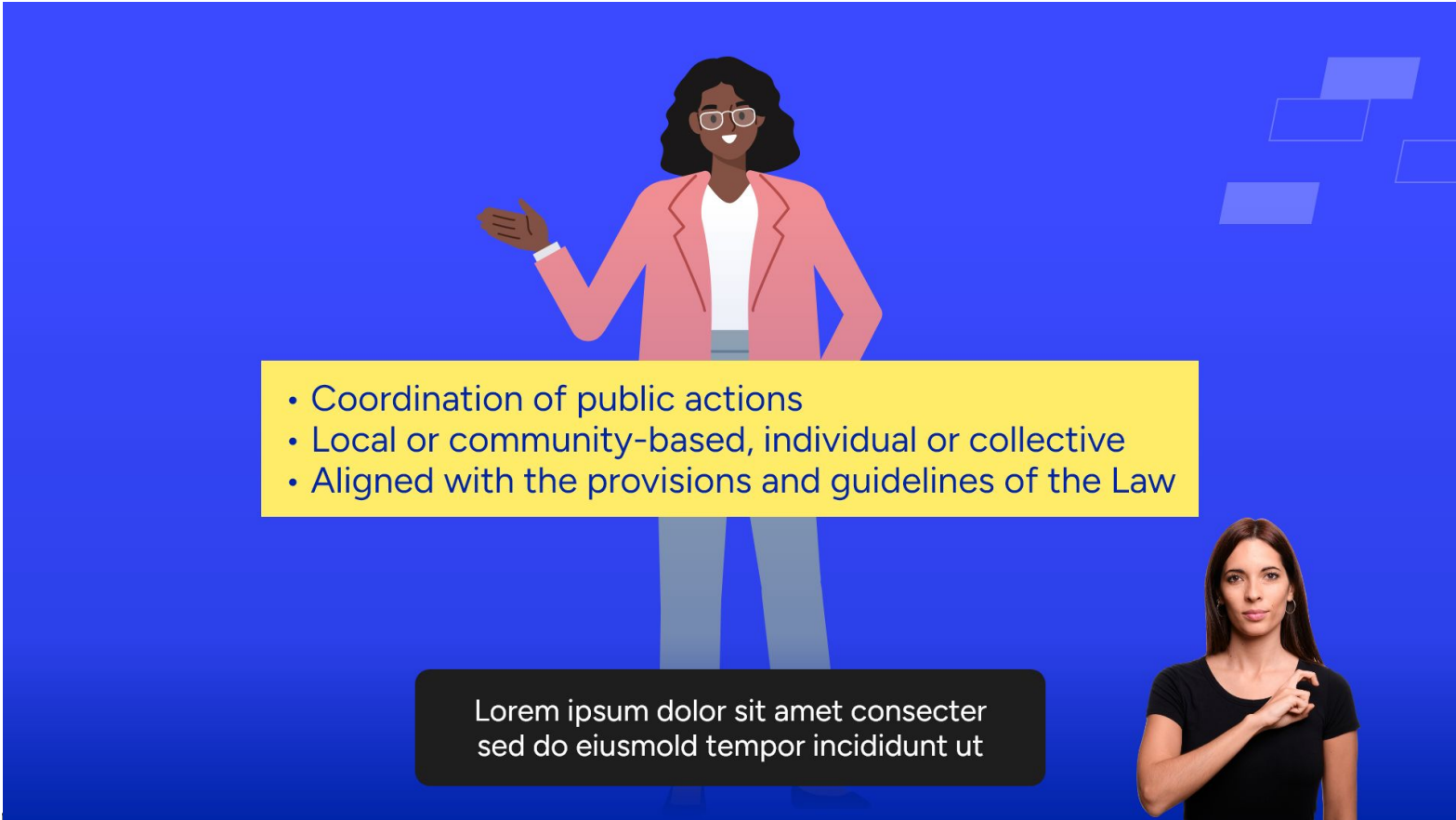
The role of the Development Agent is so essential that it is included in Supplementary Law no. 123, of 2006, known as the General Law of Micro and Small Enterprises.

Image / icon / video:

Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.



<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

According to paragraph 1 of article 85-A, this role is defined by the **coordination of public actions** aimed at promoting local and territorial development.  
These actions may be **local or community-based, individual or collective**.  
They must always be **aligned with the provisions and guidelines of the Law**.  
The work is supervised by the local managing body responsible for development policies.

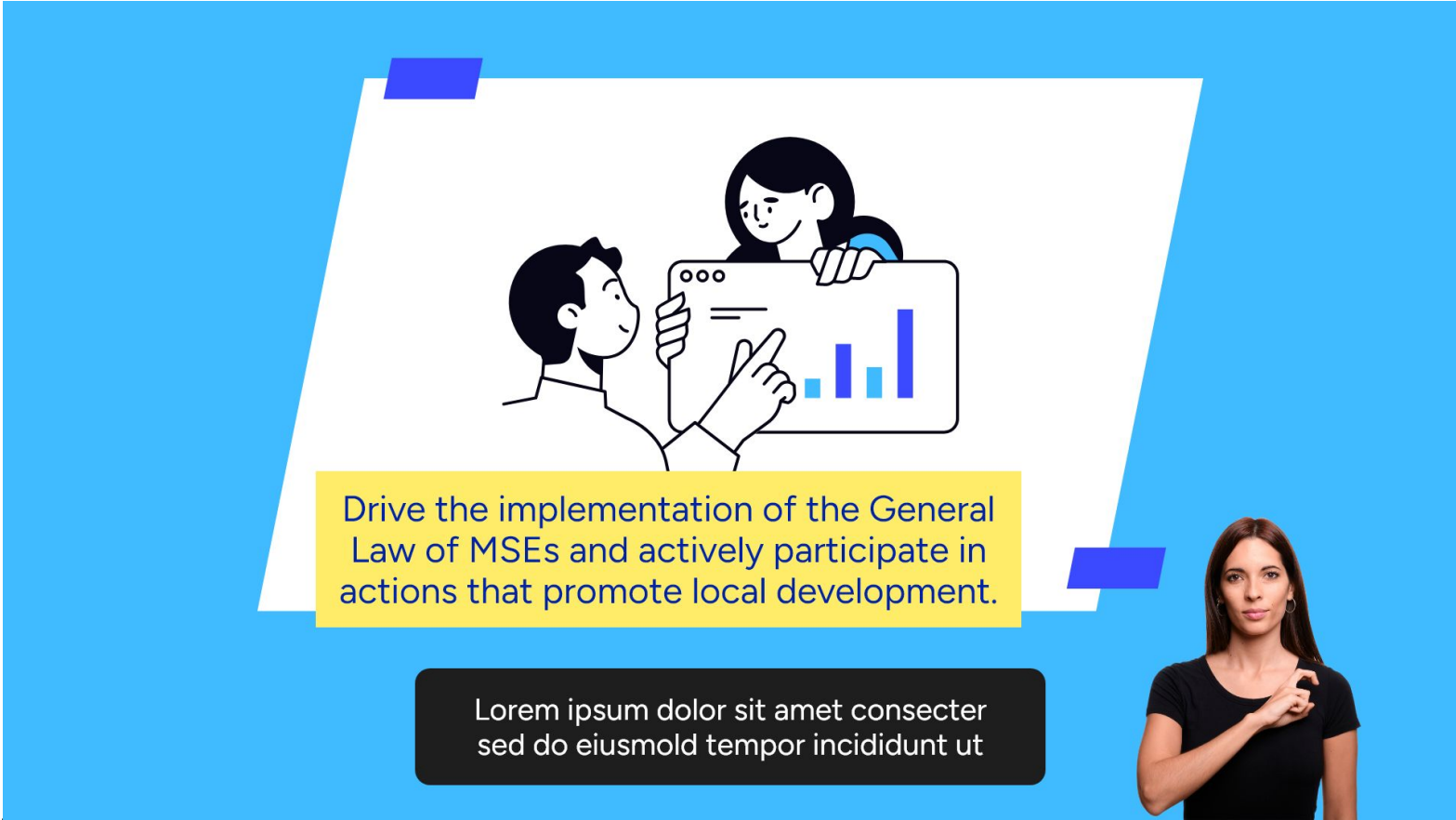
Image / icon / video:

Description and technical guidelines:

MODEL 04 - CHARACTER + BULLET

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the lettering in sync with the narration highlighted in yellow.  
The hand should point to the lettering when it appears.



<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

Did you notice? The text of this law makes it clear: it is up to the Development Agent to drive the implementation of the General Law of MSEs and to actively take part in actions that promote local development. That is the focus!

Image / icon / video:

[Image](#)

Description and technical guidelines:

MODEL 14 - ILLUSTRATION

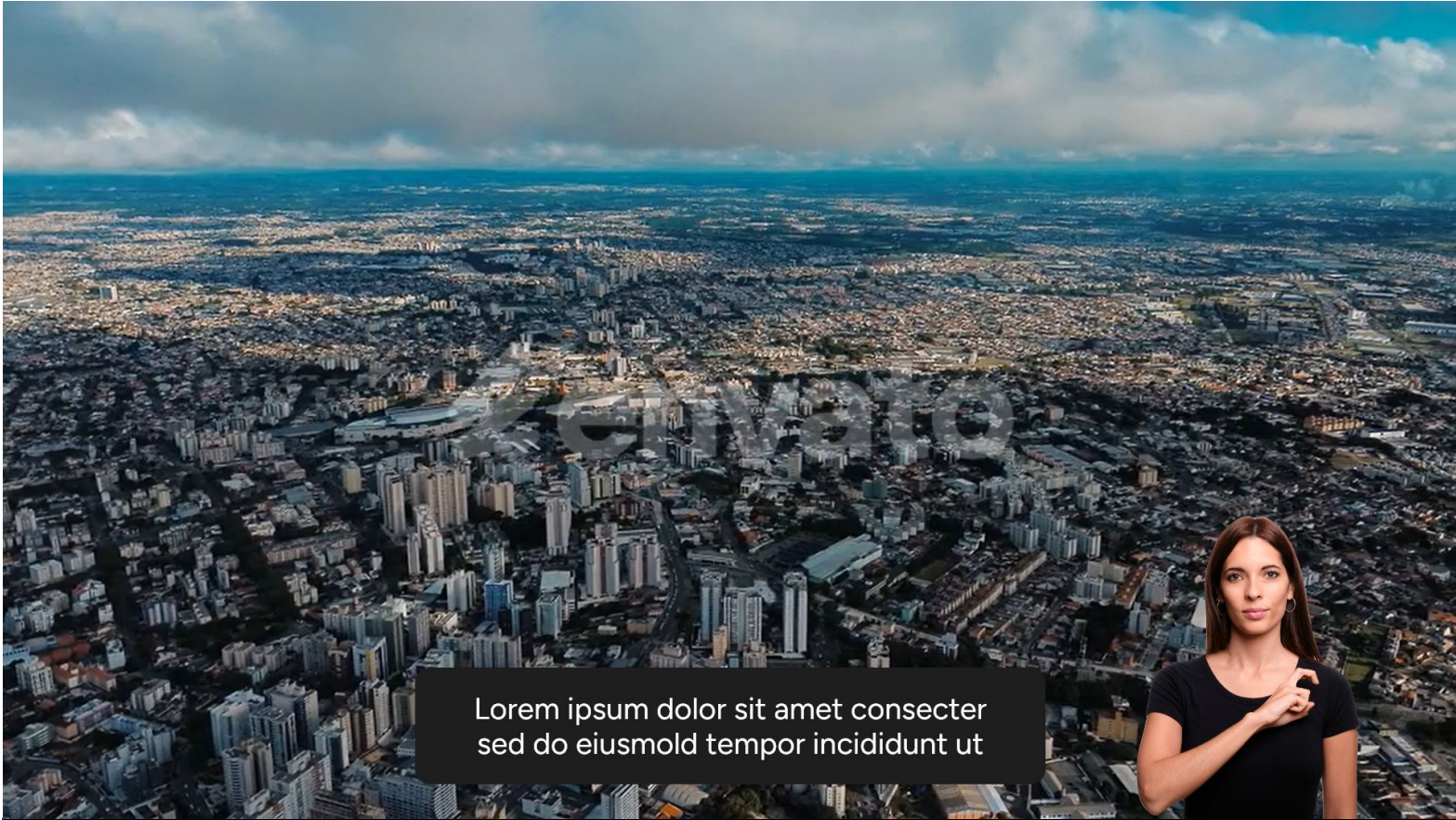
AV: animate the entrance of the image at the beginning, and the entrance of the lettering in sync with the narration highlighted in yellow.

Scene 12

<scene\_time> 00:00

<narration\_time> 00:11

<total\_scene> 00:11



Lorem ipsum dolor sit amet consecter  
sed do eiusmod tempor incididunt ut

<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

And this role goes even further: every initiative that contributes to the municipality's economic growth should include the participation of the Development Agent.

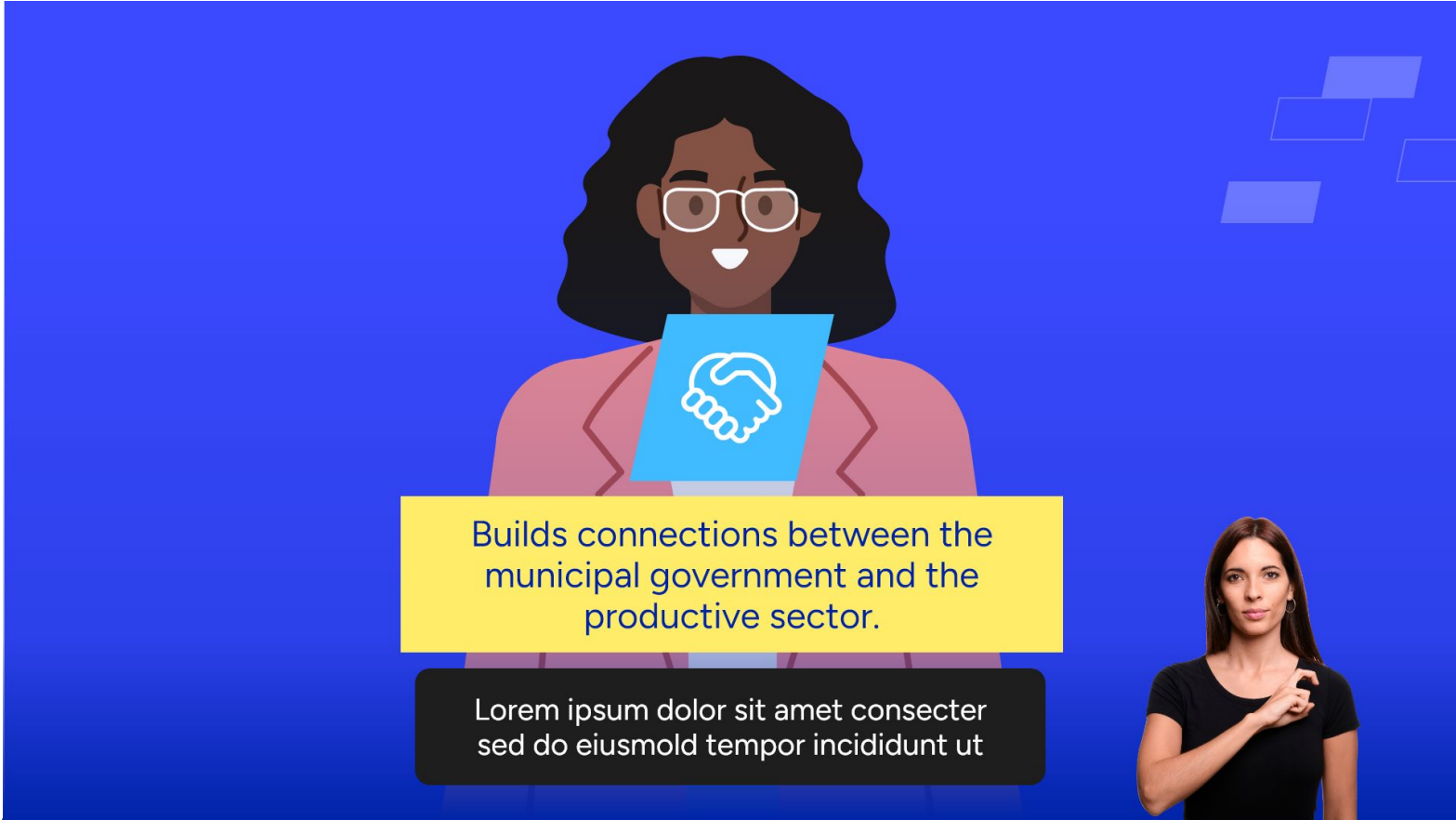
Image / icon / video:

[Video](#)

Description and technical guidelines:

MODEL 15 - VIDEO





<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

Something I like to emphasize is that, in practice, the Development Agent builds connections between the municipal government and the productive sector, representing city hall in the implementation of economic development policies. And that makes a big difference for us!

Image / icon / video:

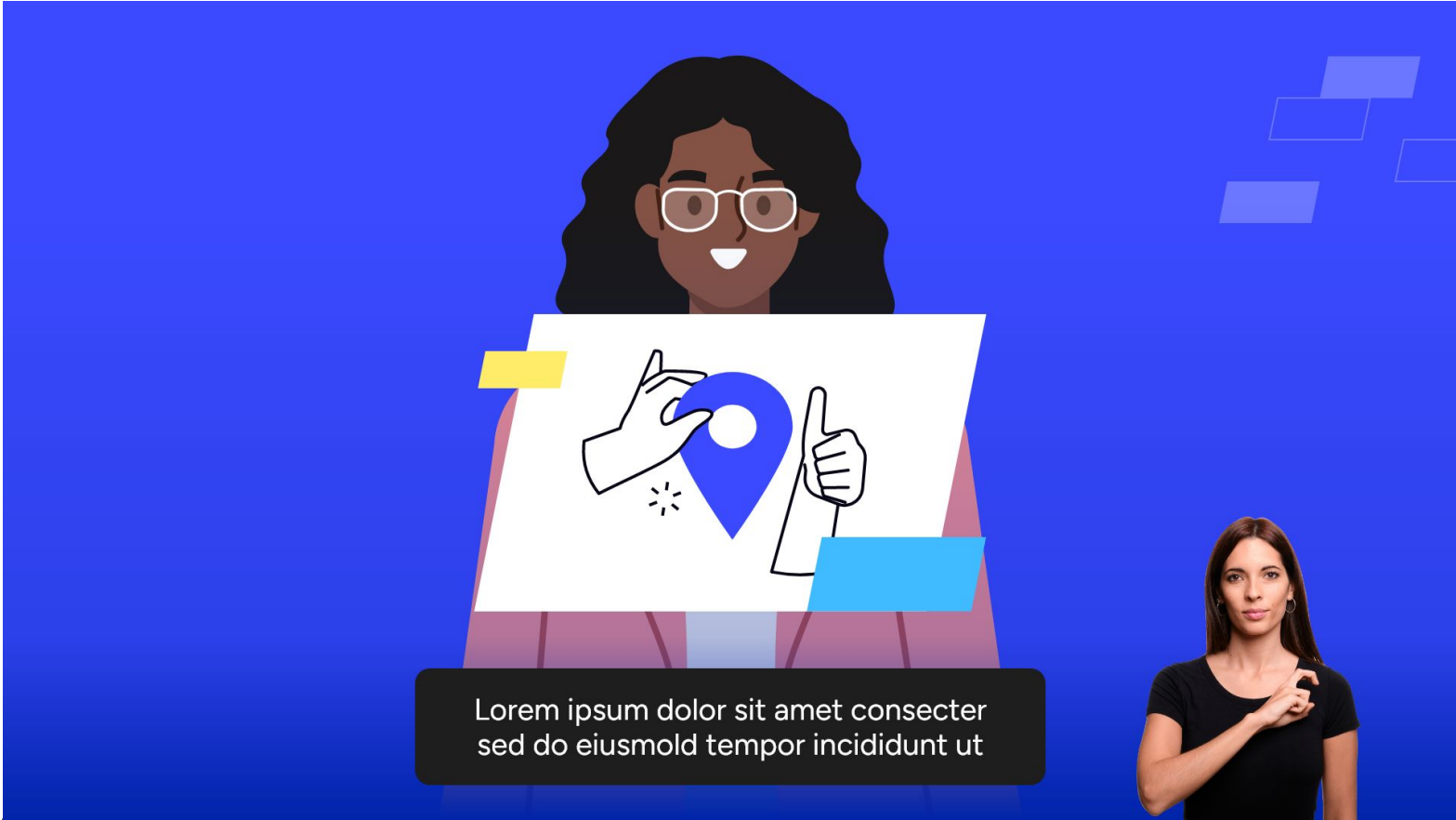
[Icon](#)

Description and technical guidelines:

MODEL 07 - CHARACTER + ICON + MIN. LETTERING  
(26 CHARACTERS)

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the lettering in sync with the narration highlighted in yellow.

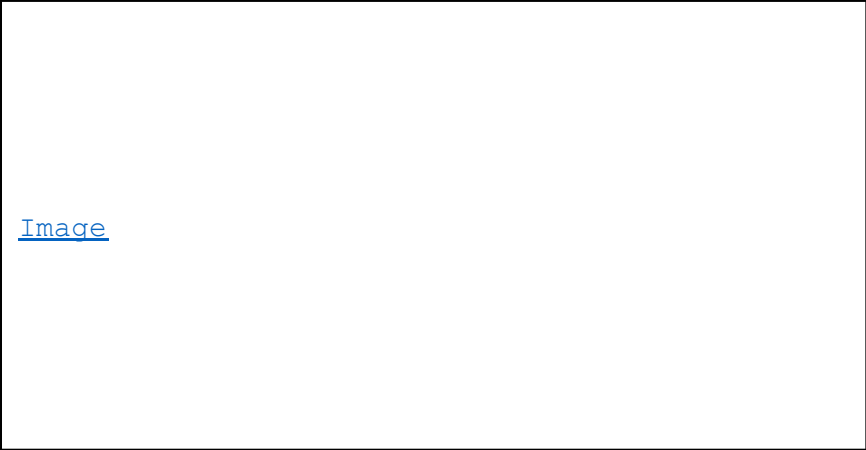


<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

And one of the most strategic areas of action is the Entrepreneur Service Center, where the services provided are directly influenced by the quality of this person's work.

Image / icon / video:



Description and technical guidelines:

MODEL 10 - CHARACTER + ILLUSTRATION

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the image in sync with the narration highlighted in yellow.

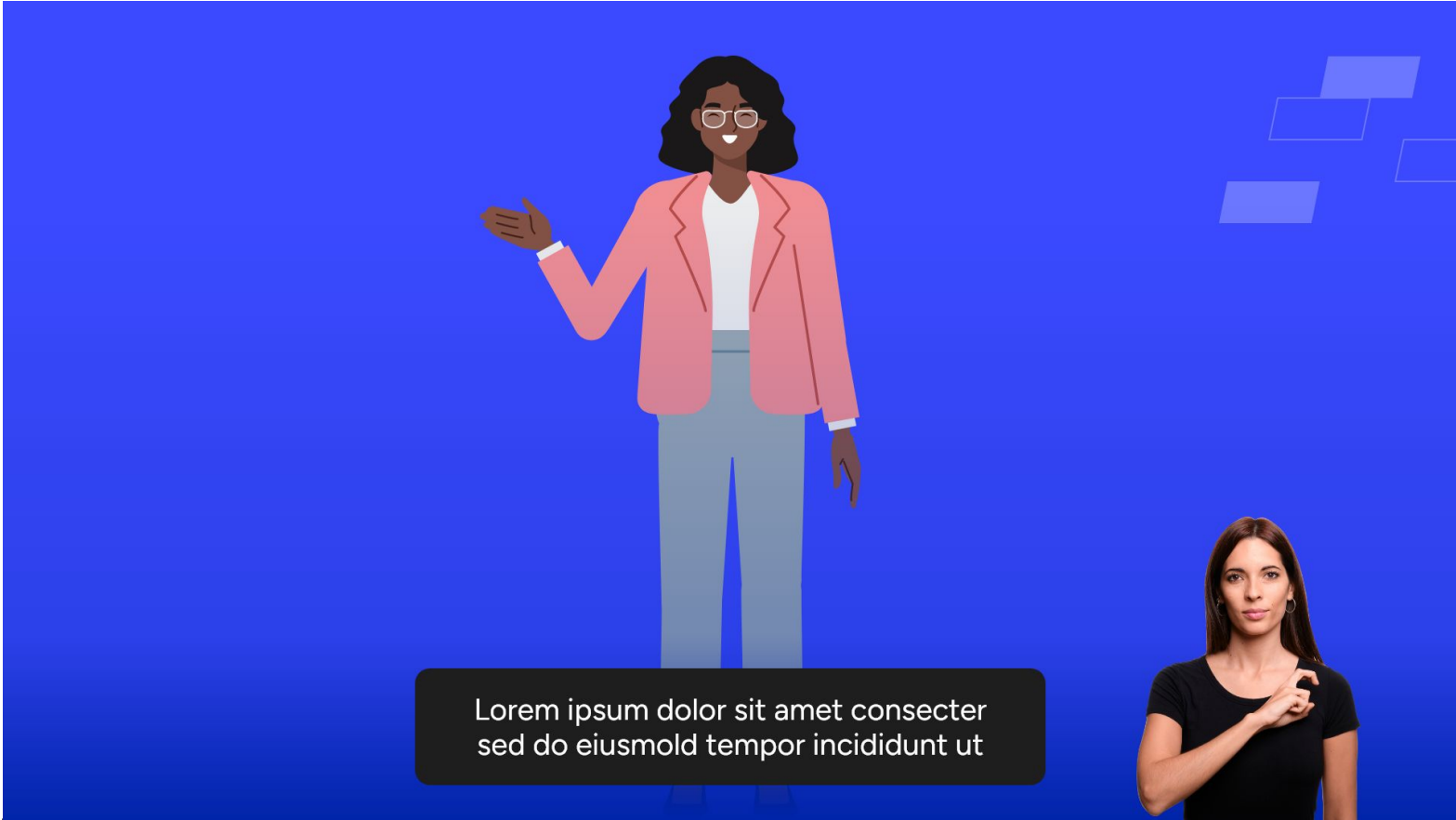


Scene 15

<scene\_time> 00:00

<narration\_time> 00:09

<total\_scene> 00:09



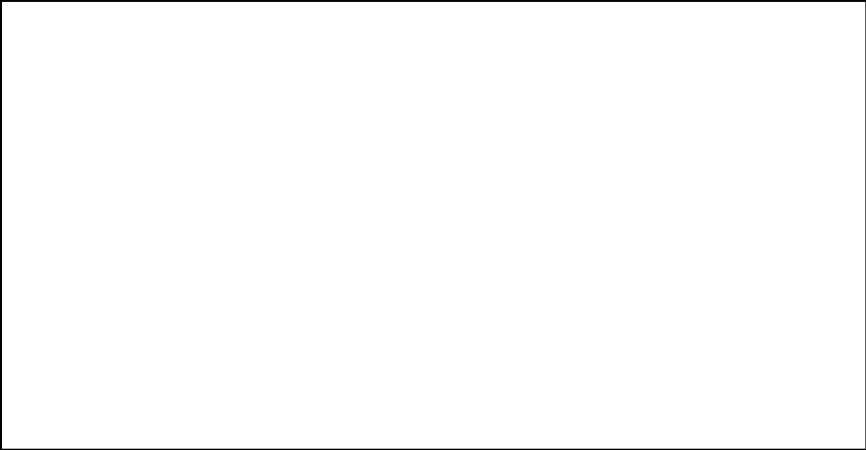
Lorem ipsum dolor sit amet consecter  
sed do eiusmod tempor incididunt ut

<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

Got it? Now, a very common question is about how and with what this person should work. Shall we find out?

Image / icon / video:



Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.



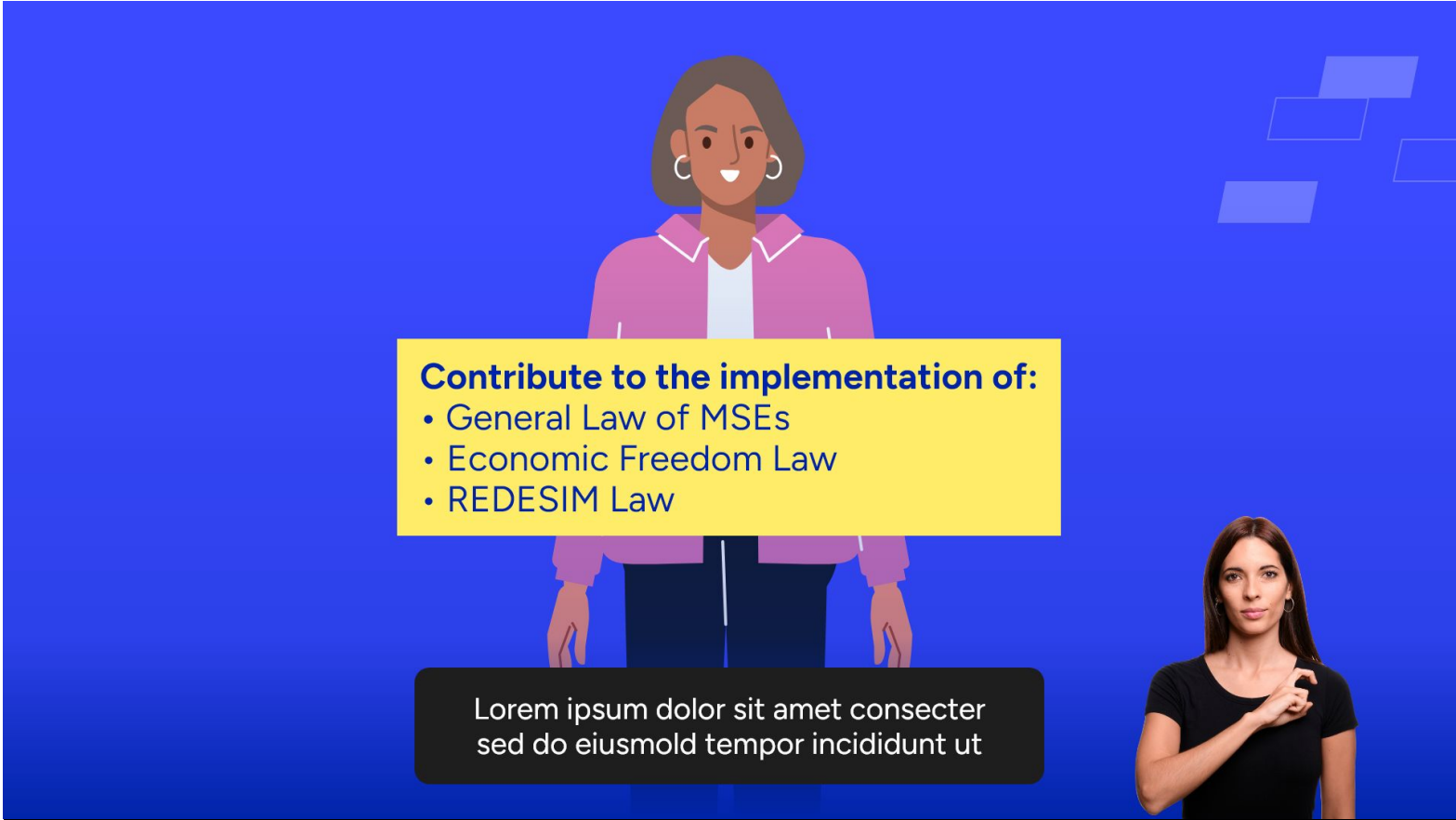
Main activities

<voice-over> Presenter / Narrator / Caption:

Image / icon / video:

Description and technical guidelines:

Transition vignette with lettering



<voice-over> Presenter / Narrator / Caption:

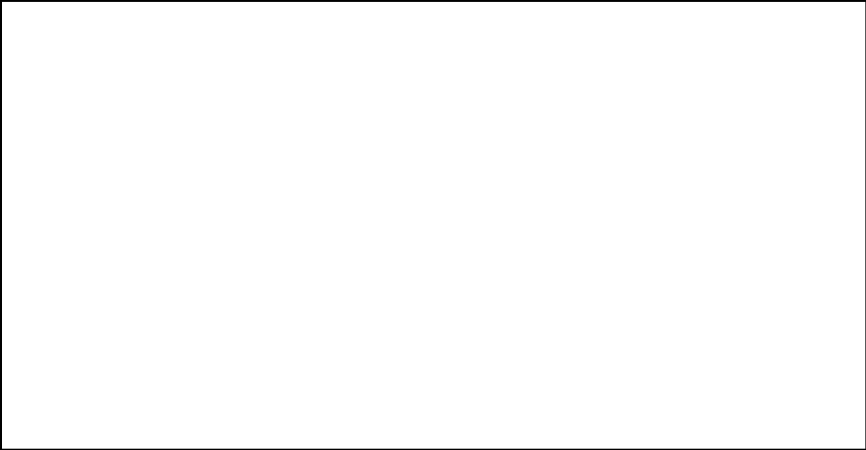
[Local Sebrae Representative]

Among the main activities, we can highlight the contribution to the implementation of the General Law of MSEs, the Economic Freedom Law, and the REDESIM Law. These are three essential laws.

Pronunciation:

Pronunciation of "REDESIM": RÊ-DE-SIM  
Pronunciation of "MSE": ÉME-PÊ-Ê

Image / icon / video:



Description and technical guidelines:

MODEL 04 - CHARACTER + BULLET

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the lettering in sync with the narration highlighted in yellow. The hand should point to the lettering when it appears.



<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

They also work on identifying local leadership from the public, private, and third sectors, with interest and engagement in local development.

Image / icon / video:

Image: G\_1443245439

Description and technical guidelines:

MODEL 13 - IMAGE

AV: animate the entrance of the image at the beginning, and the entrance of the lettering in sync with the narration highlighted in yellow.



<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

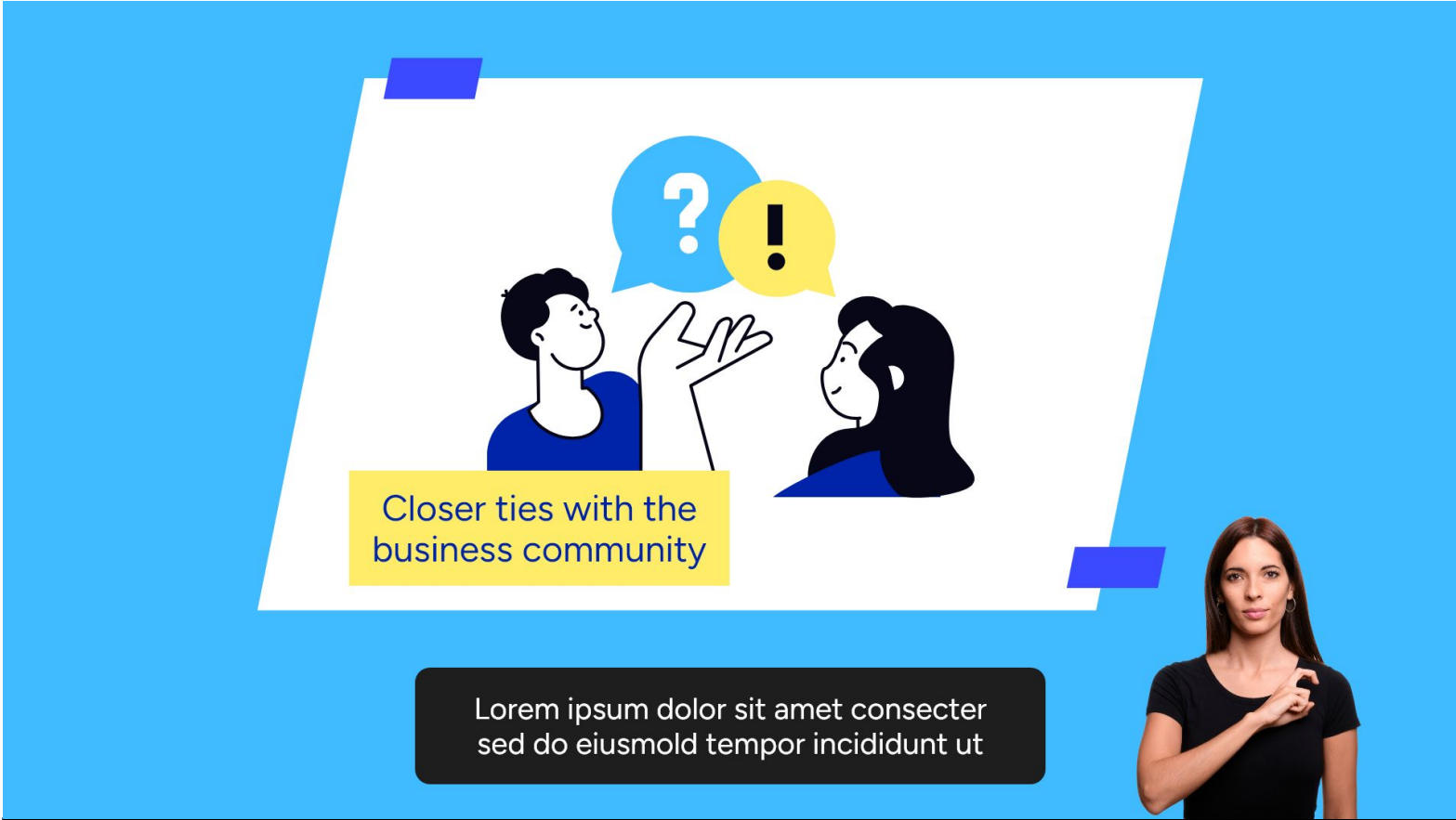
These leaders may form the Municipal Economic Development Council.  
This council ensures representativeness and legitimacy for the proposed actions.

Image / icon / video:

[Video 01](#) 00:00 a 00:05  
[Video 02](#) 00:00 a 00:05

Description and technical guidelines:

MODEL 15 - VIDEO



<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

Another important point is building closer ties with the business community, to understand and help address their difficulties and meet their needs.

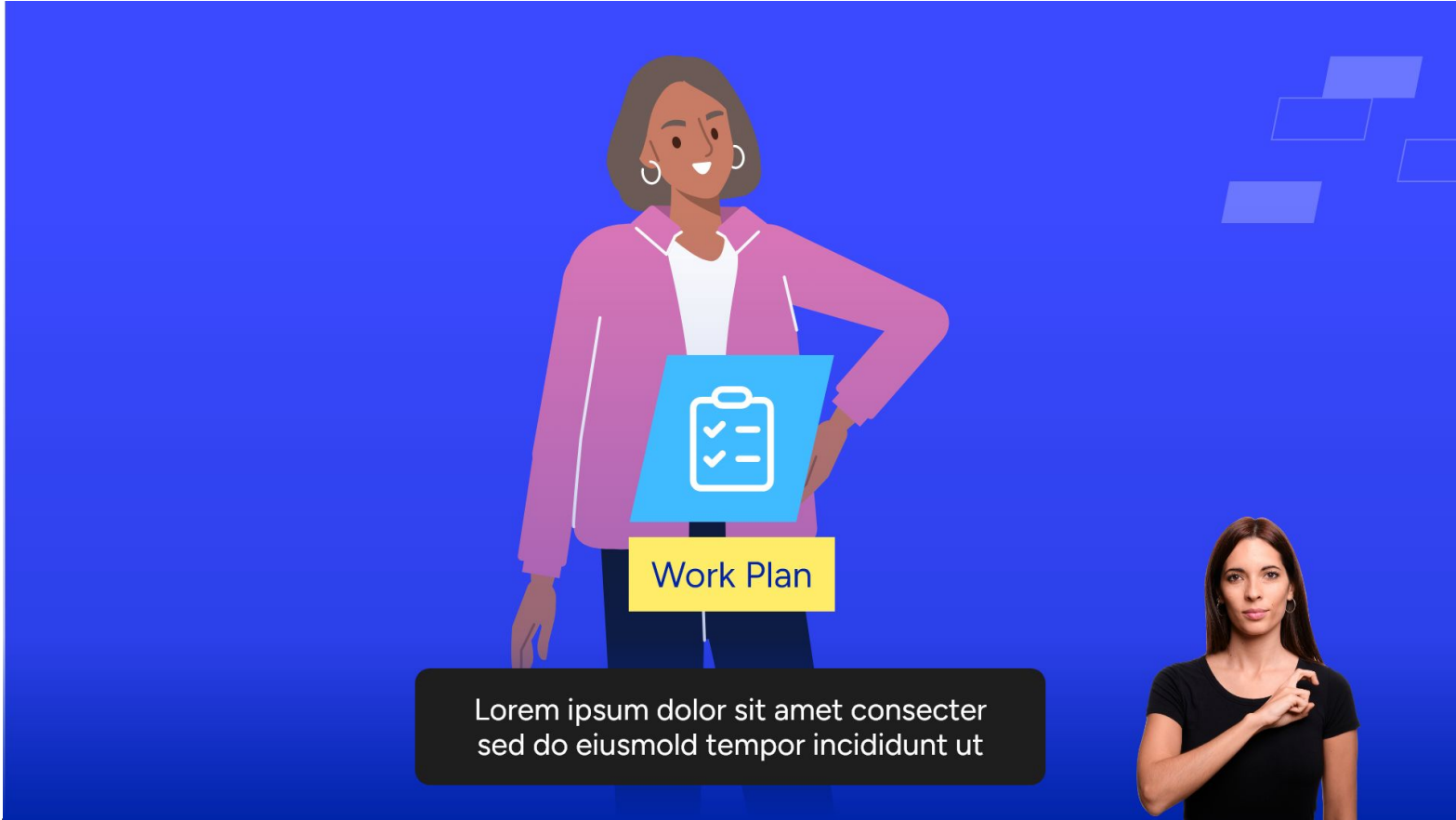
Image / icon / video:

[Image](#)

Description and technical guidelines:

MODEL 14 - ILLUSTRATION

AV: animate the entrance of the image at the beginning, and the entrance of the lettering in sync with the narration highlighted in yellow.



<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

For that, organizing actions into a Work Plan is essential. This plan must clearly reflect the territory's priorities.

Image / icon / video:

Icon

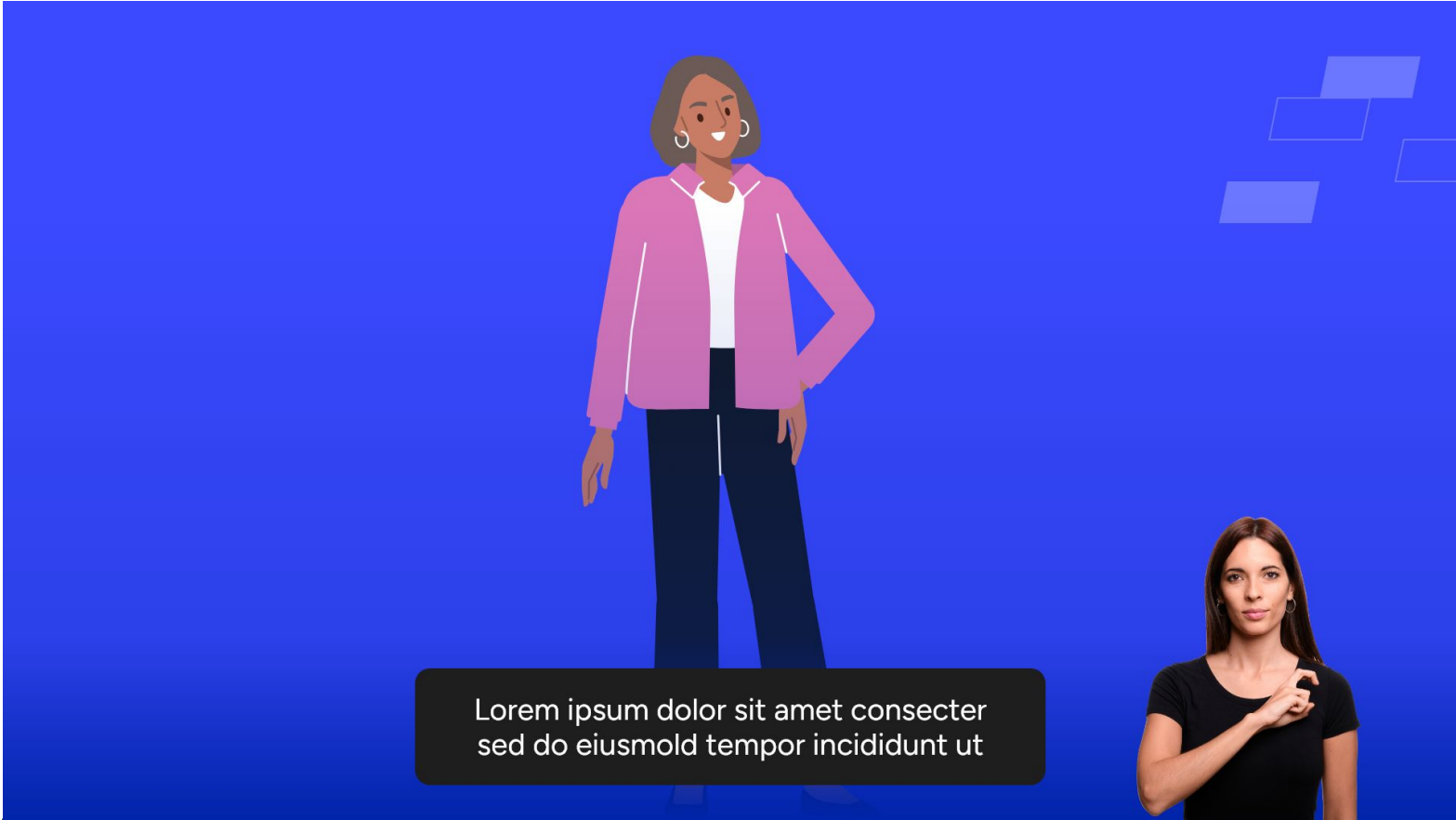
Description and technical guidelines:

MODEL 07 - CHARACTER + ICON + MIN. LETTERING (26 CHARACTERS)

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the lettering in sync with the narration highlighted in yellow. The hand should point to the lettering when it appears.





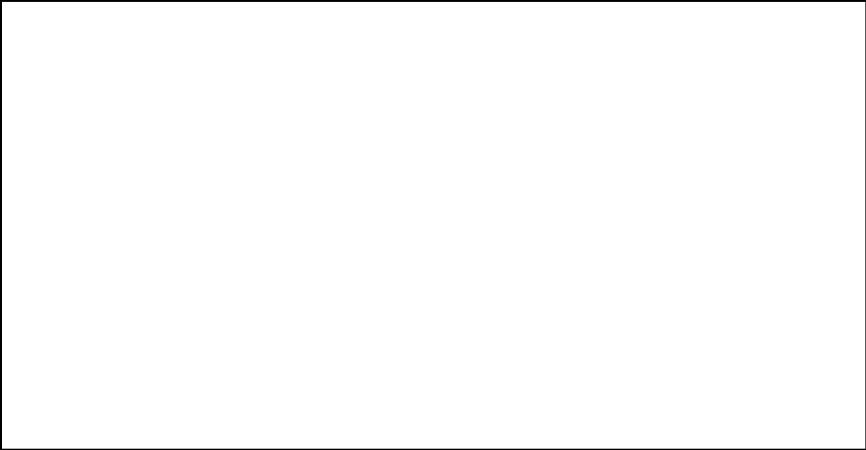
<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

Is that clear?

Now, for someone to be appointed as a Development Agent, it is necessary to meet a few prerequisites, which the mayor knows very well!

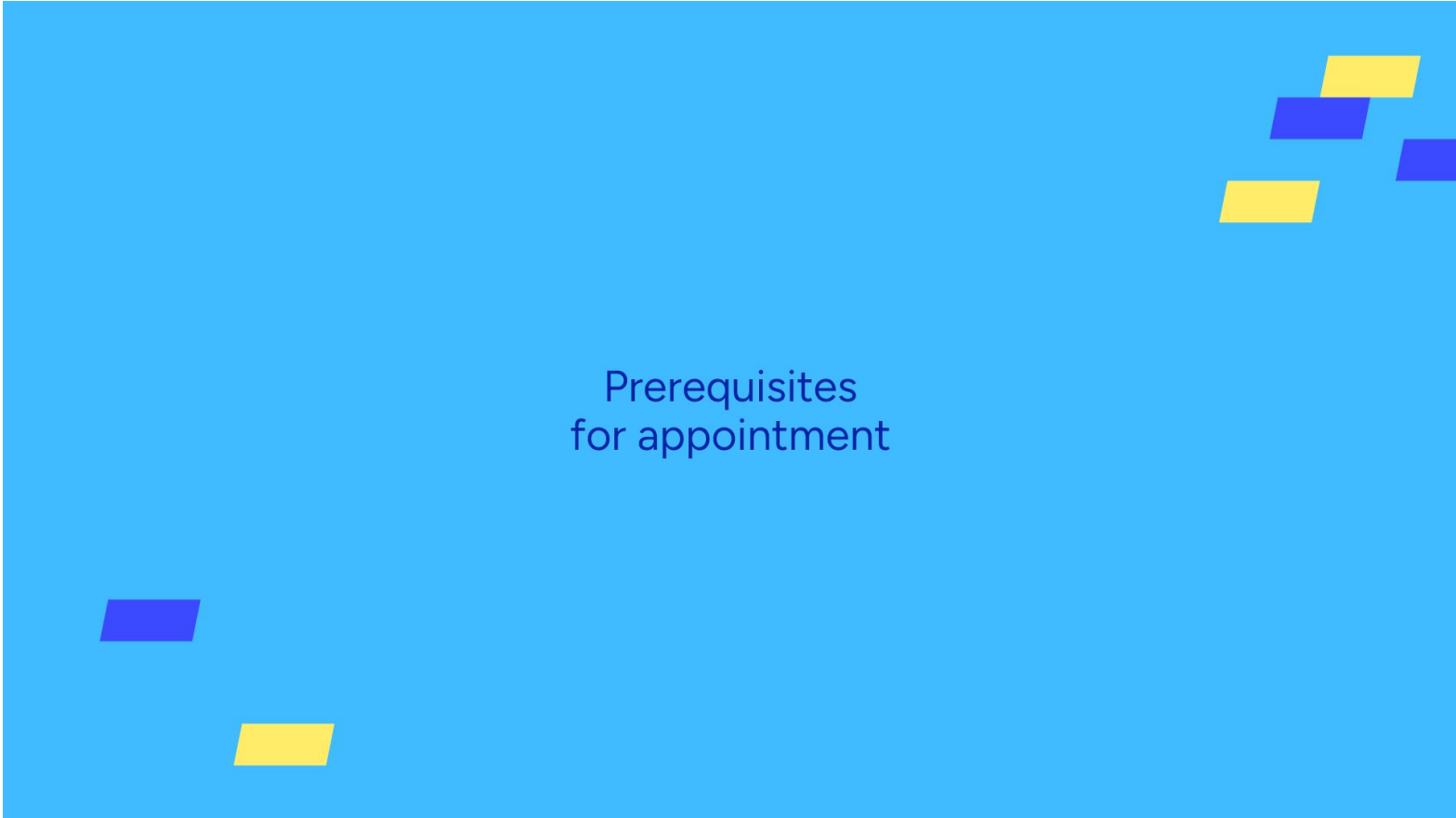
Image / icon / video:



Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

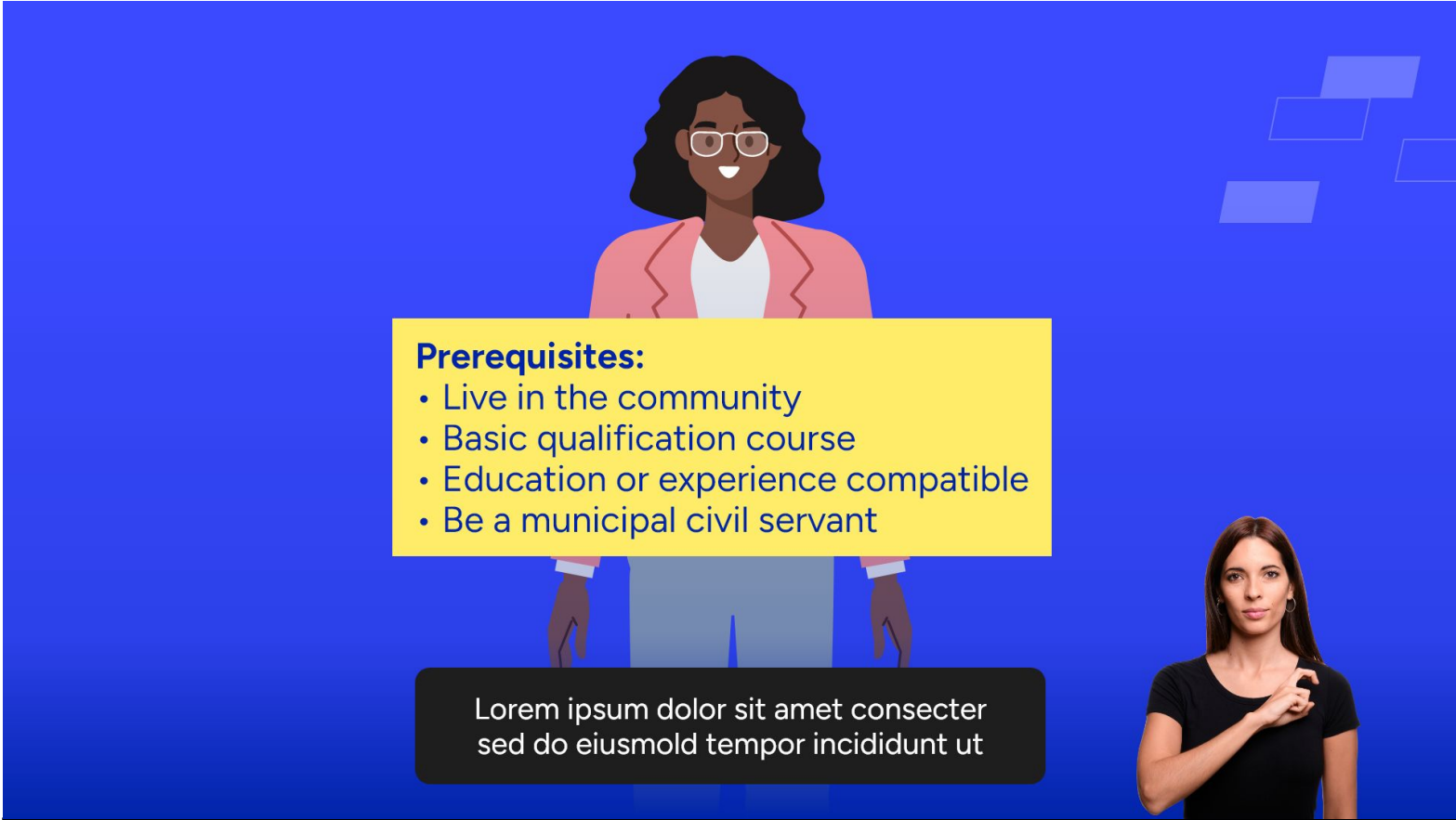


<voice-over> Presenter / Narrator / Caption:

Image / icon / video:

Description and technical guidelines:

Transition vignette with lettering

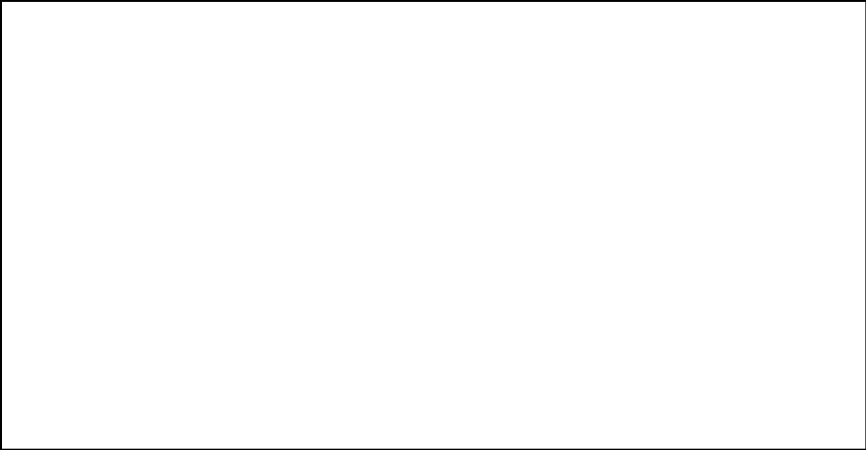


<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

The General Law of MSEs defines some important prerequisites for those who will serve as Development Agents. The person must live in the community where they will work. In addition, they must have completed a basic qualification course with good performance, have education or experience compatible with the role, and preferably be a permanent municipal civil servant.

Image / icon / video:

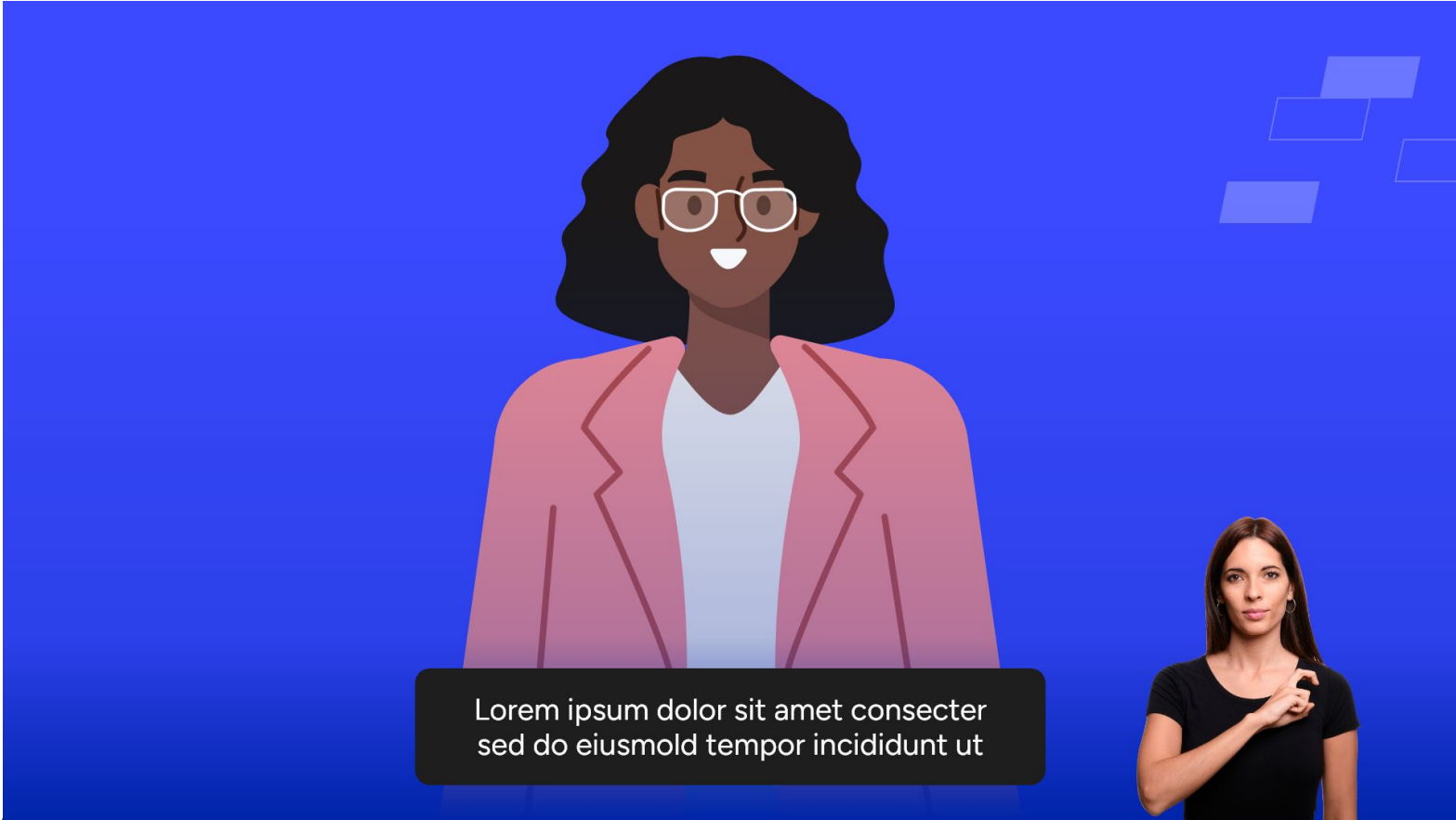


Description and technical guidelines:

MODEL 04 - CHARACTER + BULLET

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Animate the entrance of the lettering in sync with the narration highlighted in yellow.

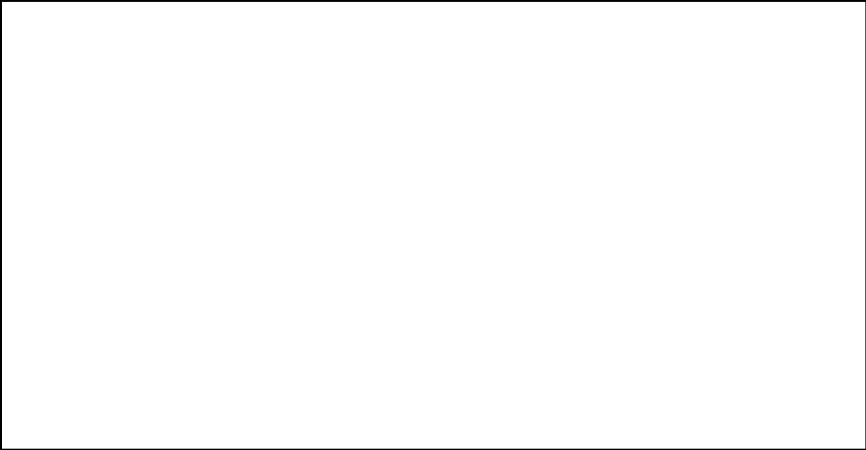


<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

These criteria help ensure that the work is close, qualified, and aligned with the real needs of the territory. Is that clear?

Image / icon / video:



Description and technical guidelines:

MODEL 01 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

Scene 26

<scene\_time> 00:00

<tempo\_locu> 00:00

<total\_scene> 00:00

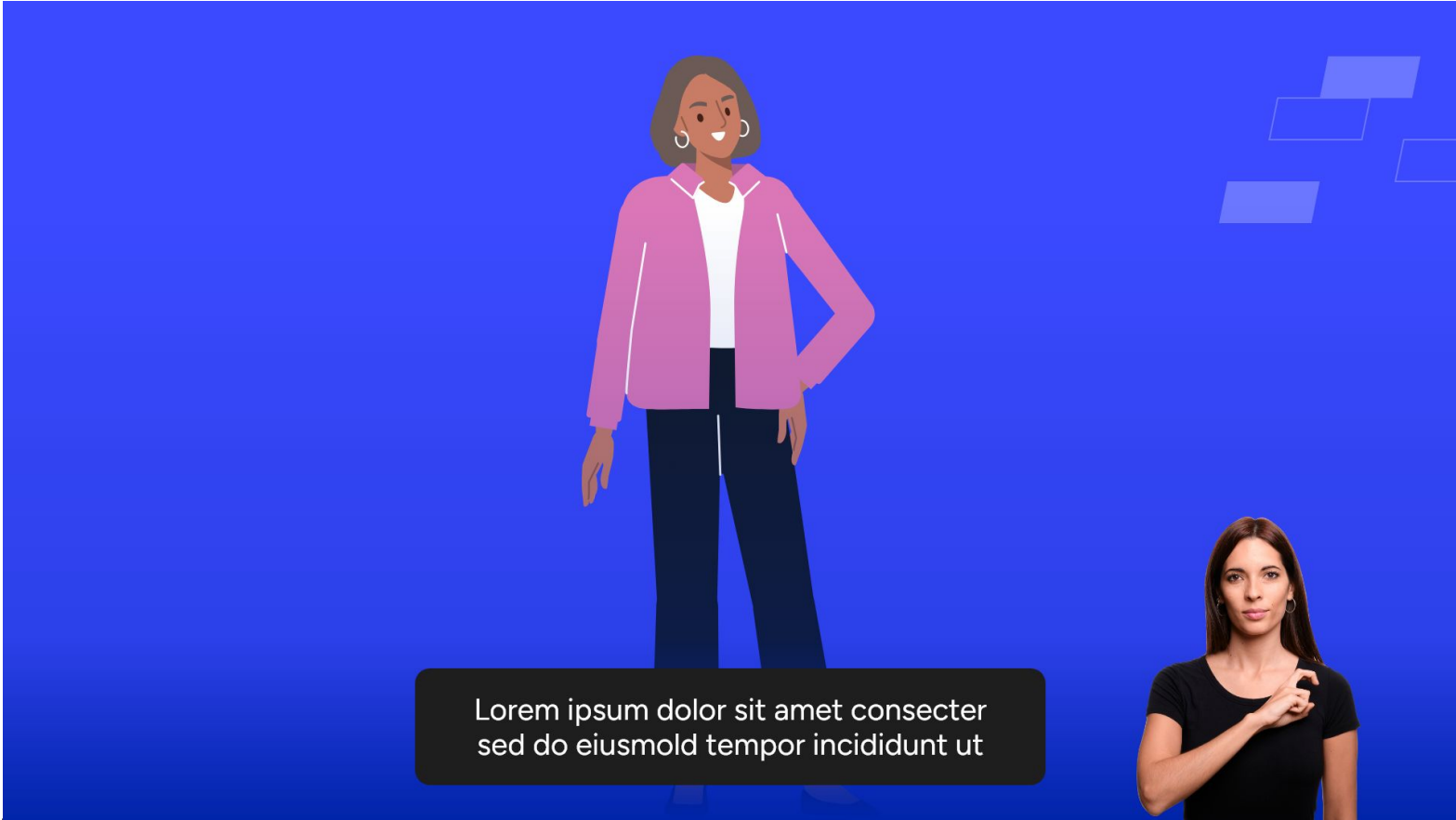


<voice-over> Presenter / Narrator / Caption:

Image / icon / video:

Description and technical guidelines:

Transition vignette



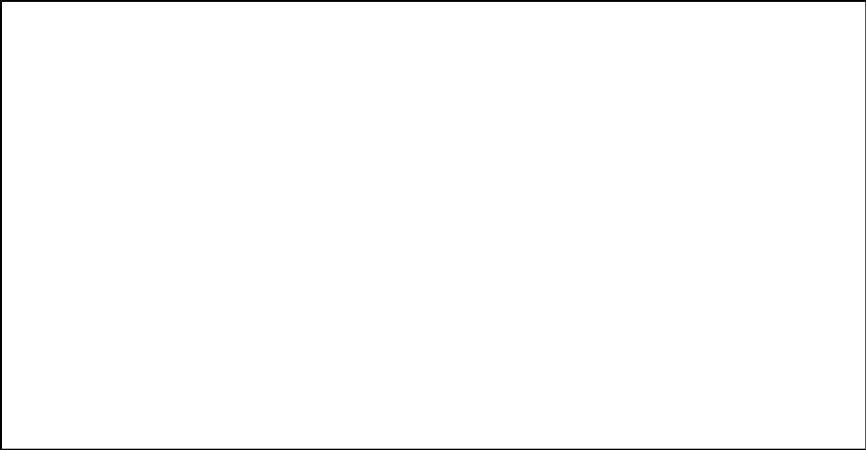
Lorem ipsum dolor sit amet consecter  
sed do eiusmod tempor incididunt ut

<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

Very good! We have just understood how the General Law of MSEs defines the role of the Development Agent, what the main activities related to their work in the territory are, and what criteria are required to perform this role.

Image / icon / video:



Description and technical guidelines:

MODEL 04 - CHARACTER

AV: character should be animated, with subtle body and facial movements, mouth synchronized with the narration.

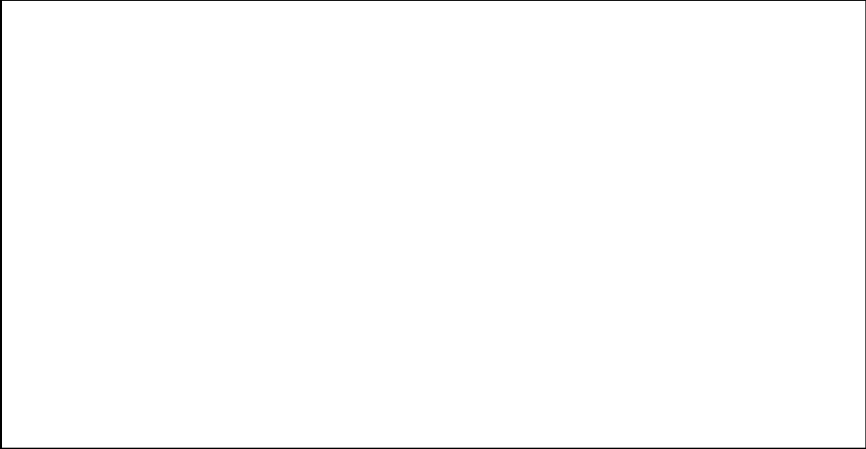


<voice-over> Presenter / Narrator / Caption:

[Municipal Mayor]

As you noticed, this is a role of coordination, listening, and collective building.  
By strengthening this work in municipalities, we expand the conditions for more structured, participatory, and lasting development.

Image / icon / video:



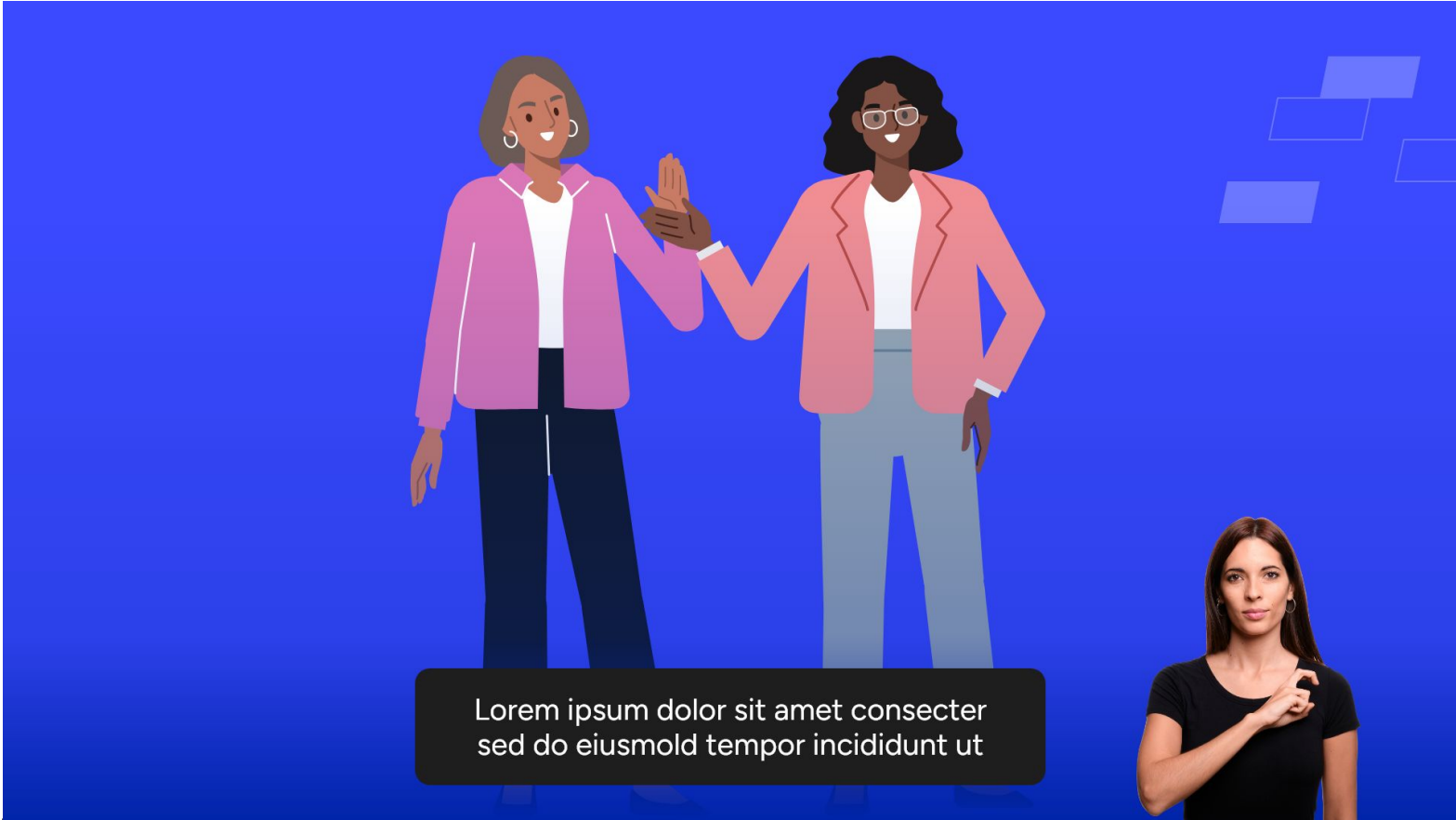
Description and technical guidelines:

MODEL 01 - CHARACTER

AV: the mayor should enter from the side of the screen walking.

Characters should be animated, with subtle body and facial movements, mouth synchronized with the narration.





<voice-over> Presenter / Narrator / Caption:

[Local Sebrae Representative]

Now, it is time to put this knowledge into practice.  
The transformation of the territory depends directly on your work as a Development Agent.  
We are with you on this journey. See you soon!

Image / icon / video:

Description and technical guidelines:

MODEL 01 - CHARACTER

AV: Characters should be animated, with subtle body and facial movements, mouth synchronized with the narration.  
They wave to the camera in sync with the narration highlighted in yellow.



<voice-over> Presenter / Narrator / Caption:

Image / icon / video:

Description and technical guidelines:

**CLOSING**

Soundtrack in fade out.

Closing vignette.