

ALANA

2014

Year 01 | Edition 01 | March 2015

CONANDA AND CHILDREN'S ADVERTISING

The topic becomes a national issue and attracts the spotlights of the market

EXPIRATION DATE: 40 YEARS

Alana should end – and how this impacts the work of the institution

DOWN SYNDROME AND THE JOB MARKET

THE BEST CHILDREN'S ACTIVITY IN SÃO PAULO

TARJA BRANCA CONQUERS THE WORLD

Maria Farinha's new film is screened in over 40 countries

I MOVE, YOU MOVE, THEY MOVE

And so the whole world moves too. See how Alana is putting this idea into practice



Detach, cut out the shapes and create your own illustrations. Have fun! ✂



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ALANA 2014**Editor**

Carolina Pasquali

Art Editor

Luiza Esteves

Reporting

Julia Contier

Laura Leal

Revisions

Rosana Tanus

Graphic Design

Papanapa

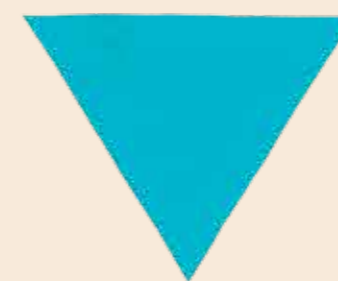
Illustrations

Sílvia Amstalden



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LETTER FROM THE EDITOR



I write this letter as I return from SXSW (South by SouthWest), a festival of music, cinema and technology that happens every year in Austin, in the United States. The last talk I saw was given by Astro Teller, the man responsible for Google X. Essentially, Google X is the division of Google that has as its mission to invent what nobody else is doing yet. Its professionals create innovations that change the world. It is from there, for example, that the self-driving car will come.

Thousands of people gathered to see Teller speak. In the largest space for talks at the festival – which was packed – Teller talked about how much he learns when something goes wrong. And how it is more fun to be, say, the Costa Rica team at the World Cup than it is to be Brazil, just to bring an analogy he used to Brazilian reality. This is because Brazil has the obligation of winning, and a 7 x 1 score is something that marks – and will mark – us forever. But Costa Rica... Well, Costa Rica came to have fun. Defeat is expected, but victory... Ah, victory has a very special taste. Astro Teller said he always wants to behave in life like the Costa Rican team:

learning from defeats, having lots of fun along the way, and savoring each victory as if it was the final of the World Cup.

I think that is, in a way, the spirit we have here at Alana, and that I and the brilliant communications team that helps me try to express in this report. We have felt this movement grow: more and more people transform, sense that there is another way, connect and begin to collaborate in order for this change to happen. Alana itself grew in 2014. I took part in a meeting recently and realized that it has already become difficult to explain Alana and all its projects in just one hour. We widened our scope, multiplied the connections between initiatives, elevated exponentially the possibilities for action.

In this report that you have in your hands (or are reading on the internet), we tried to share with people a little bit of what 2014 was like for us. The idea was to write it in a light, fun way so it could be read with the same pleasure with which we read a good magazine. We took care so that every line of text, every illustration and every photo has its value. Without any flourishes in the form but with every desire to offer you who follow our work a pleasant read and a dazzling visual experience.

This experience begins already with the cover and illustrations by Silvia Amstalden, created especially for this publication. She created a bank of shapes, colors and textures (which you can see on the back cover) that served as the basis for all

the illustrations that came after. This beautiful work inspired us so much that we decided to print two covers: one for you to keep with its contents, the other to peel, glue and play as an illustrator too. The possibilities are infinite!

We are still getting used to Alana's new size. This does not mean, of course, that we have stopped. The purpose of this trip to SXSW was to launch a new platform there, one that believes in cinema as a tool for social transformation (see more details on page 56). We have not and will not stop. But we certainly continue with the same levity that allows us to make mistakes. And to laugh along the way. May both serve as inspiration for us all in 2015.

Best regards,

Carolina Pasquali

Director of Communications





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ALANA INSTITUTE'S PROJECTS

Children and Consumerism

Promotes awareness and
defence of children rights on
market communications

Absolute Priority

Informs, sensitizes and mobilizes
society and legal officers in relation
to Federal Constitution Article 277

Another Glimpse

Produces and spreads knowledge to
stimulate society to have a different
view over Down syndrome people

INSTITUTO ALANA

SlowKids

An invitation for families to slow
down and enjoy quality time together
and without hurry

Territory of Play

Brings a documentation of games
and the culture of childhood
in Brazil through films, books,
exhibitions, etc.

Toy Trade Fair

Promotes a reflection about
consumerism in childhood through an
exchange of toys between children

Banda Alana

Has a transformational role in the
lives of children and teenagers
through music and art

Catraquina

Unveils the city so that it may be
occupied, lived and explored by all
children and their families

Ciranda de Filmes

A film festival focused on education
and childhood that provokes,
sensitizes and invites change

Maria Farinha Filmes

Audiovisual production company that
believes that well-told stories can
make a difference and transform

Satisfeito

Presents alternatives to
food waste that favor child
nutrition at the same time

Espaço Alana

Believes in the power of community
engagement for transformation
and supports this process in Jardim
Pantanal, in São Paulo

ALANAPAR

ON LIVING (FROM/BY AND FOR) MOVEMENTS

By Camila Martinez Lima and Max Nolan Shen,
of Dervish Cultural Insight

We were invited to help **Alana** embody the concept of social entrepreneurship to its essence; we ended up broadening our view by understanding that everything springs from the same source: Alana lives for transformation

Dervish

In 2014, we had the opportunity and the privilege of seeing Alana up close. What we saw was an organization that is quickly transforming itself in order to become the future of institutions and NGOs. Alana called so we could learn its culture and study the best way to incorporate the latest concepts of social entrepreneurship to its essence. We wound up doing much more than that.

We spoke to many people and learned from the passion and desire for transformation that each one of them has. We learned that it is possible to work doing something we believe in, that moves us and can change the world. And we discovered that the organizations that will have a global impact from now on will be those that manage to meld the pragmatism of impact from results with a caring spirit.

We concluded at Alana that, in the future, a vision of sustainable business and generosity can – and should – walk hand in hand. This Alana that unites what many still see as separate and solves the dualities of our era is the fruit of the maturity of a seed that was planted long ago.

When Alana emerged, it was understood that one had to take care of people in order to take care of the world. And that, above all, it was necessary to care for children and preserve the culture of childhood. This vision became complete when the difference that can be made by producing content and disseminating beautiful messages in order to express new forms of relation and broaden our conscience.

The Alana of today brings all this experience and the belief that we are on the path towards a Purpose Economy, through which projects are being transformed into businesses and gain lifelong financial sustainability within Alanapar. In this sense, Alana wants to be a partner in the most incredible social innovation projects.

The interaction and appropriation of public spaces and cities is another of Alana's interests, and they are rethinking these concepts in order to improve our quality of life. As we saw these changes, we understood Alana's new essence. From this essence arises a feeling that unites everyone that passes through here, one that is Alana's *raison d'être*: to create and nourish MOVEMENTS.

Movements that are meant to improve the lives of everyone. Movements that happen from within and without, connecting people through common beliefs. Movements that have the power to awake and involve in people an encounter with their own causes and purposes. Movements that transform realities and environments. It is not a coincidence that Alana lives off moments, off change, off innovation and off forward-looking visions.

It is also not a coincidence that Alana is following the movement that gives reason to the existence of an NGO: to cease to exist in 40 years. We believe that setting a date to shut its doors is a courageous, audacious and disruptive attitude. Beyond this, we believe that setting an end date is Alana's duty, since it creates and feeds the movement in which most NGOs are created to solve a problem and once this problem is solved it no longer feeds this same NGO.

To us, every end is a new beginning. A new beginning de-

mands that we adapt, reinvent ourselves and keep moving. At Alana, we understand that this is the house rule. We are certain that this "end" will bring about a new vision in order to think of new ways to impact the world, and to innovate for a better world.

Ana Lucia Villela, Alana's president, told us something that encapsulates this entire journey: "Alana's role is to illuminate what needs to be illuminated."

We wish Alana a lot of light for the next 40 years, which, we are sure, will be beautiful.



Camila Lima is a publicist by training and a researcher by curiosity. She did her post-graduate at Yunus Social Business Brasil/ESPM and is the creator of the project Sou Brasileira, which is dedicated to bringing to light the diversity and plurality of Brazilian women.



Max Nolan Shen is a cultural hacker dedicated to curating culture, community and entrepreneurship. He started the Dervish network in order to promote cultural changes that seek a more realized society. Did his post-graduate in communications strategy at Miami-Ad-School/ESPM and management at FGV.

ALANA IS MOVEMENT

Ana Lucia Villela, president and founder of **Alana**, and **Marcos Nisti**, CEO and vice-president, talk about the year of 2014 and what comes next – including planning the closing of the institution in 40 years

She is serene, levelheaded. He is fast and impulsive. She reflects. He takes risks. They both intuit and, together, define Alana's path, which is now going through a moment of growth at the same time that it announces that it must end. We had a chat with Ana Lucia Villela and Marcos Nisti. The topics: 2014, 2015, risks, directions and challenges. Enjoy!

Let's start at the end. Why has Alana decided to work towards shutting its doors?

Marcos Nisti – To me, the real question is: shouldn't it be like this in most civil society organizations? We only exist because there is something that needs to be cared for, that is lacking, that needs improvement. We are a remedy. If we exist forever, that means we will never solve the problem. Especially organizations like ours that have an endowment fund: you're always itching to administer this fund so it lasts forever.

Ana Lucia – That's it! We need urgent action. We have 40 years ahead of us – it's a long time! We are conducting an exercise of looking at the future and answering the question: what do we need to build in order for childhood to be respected in Brazil? That is Alana's mission, and we are certain that, if we can achieve it, the next generations will be much better. Our projects are structured towards achieving profound changes that can impact childhood and everyone's view of children. It's a very enriching project, that strengthens and defines our path.

How should Alana act during this time?

MN – We restructured ourselves in 2014 in order to strengthen our mission. We have made innovation, communication, and advocacy our pillars. We opened a new area to empower social entrepreneurs – we became partners in high impact projects that need investment and help in management. We have three projects that sustain themselves and have an enormous potential for transformation. We are looking at communication in a different way, working for change at the individual and systemic levels. We want to consolidate our position and keep expanding, with a focus on the impact we can have.

AL – When we started our work, 20 years ago, we had no idea of where we would arrive. These years have shown us that we were right to choose difficult subjects, almost taboo, and to look at them in a different light. Discussions about consumerism in childhood, advertising directed towards children, child exploitation, a more humane education that also considers culture, play and nature. We have contributed a lot so more families, more educators, and a larger section of our society can reflect on these themes. I think that is our mission: to provoke reflection and offer a new point of view.

It was a year of important achievements in the discussion surrounding consumerism in childhood, but it also showed that there is still a lot to be done, no?

AL – Without doubt! Brazil has very consistent legislation in relationship to children's rights. They are an absolute priority, according to article 227 of the Federal Constitution, and it is the duty of the State, of families, and of society to take care of them. But, in practice, there is still a lot that is lacking. From very grave violations all the way to those the market insists are harmless, such as advertising directed towards children. This manipulation is only the tip of the iceberg, with grave consequences such as childhood obesity. What we have found is an ever-greater understanding of the seriousness of this issue – reinforced by Conanda (National Council for the Rights of Children and Adolescents), by the UN, and by other national and international agencies. At the same time, there is a stronger resistance from those who feel directly threatened and believe that to discuss this issue is to interfere in the relationship between parents and children. You couldn't be more wrong! This is the State and society fulfilling its constitutional duty of guaranteeing families the right to educate their children without the market saying what the child must want!

This dream is a part of the design for the next 40 years?

AL – Of course! It is part of something bigger, a concern that children can be children. It is not nostalgia, but a question: what are we letting go? Childhood is the most important phase in the formation of any person. It is when we learn to respect and to love. A healthy childhood is a guarantee of a healthy society.

MN – At Alana, we use the tools we have in order for these questions to reach as many minds as possible. We surround ourselves with people who are competent, who investigate, question, reflect and communicate. Our obsession is to raise this question. We believe that to change the world, we must change ourselves, change another person, and another, and so on. As people change, relations change, everything changes. That is Alana: movement. We are living through a moment in which we must regenerate ourselves as human beings. You know the story about regenerating the environment, that it's no longer enough just to reduce, reuse and recycle? I think this is what needs to happen to all of us: we are empty, we have lost the reigns of our lives. We need to regenerate and regain what unites us all.



THREE AREAS, THREE PILLARS

Alana has restructured itself with the creation of new areas and the launch of new projects, and it assumes as its pillars its work in communications, innovation and advocacy

A day-to-day routine that no longer fit in the old structure. An eternal questioning of its calling, the calling of each project, the calling of family organizations. A point of view that at times comes close, at other times steps back, in order to find what makes a difference in each step taken. The certainty that big transformations come from small internal changes, and that they all happen when you leave your comfort zone.

All of this made 2014 a very special year for Alana: it was the year for rearranging our house, making renovations and presenting ourselves again. Of course you do all of this while you're "closed for inventory," right? That's not what happened: the train was in motion – speeding up, as you will see in the following pages – and the surprises our day-to-day brought helped us to better shape the paths that were being drawn.

“WHAT IS IN ALANA’S
DNA IS WHAT MUST
REMAIN AND BE
STRENGTHENED”

MARCOS NISTI
CEO and Vice-President

THREE PILLARS

Communication

1 Action, effect or method of communication. 2 Process through which ideas and feelings are transmitted from one individual to another, making social interaction possible. Give communication to; give access to; make possible a passage to.

Would it be a passage to another world? Maybe! Sensitize, awaken, inform with quality and beauty. Make common, but not banal. Be accessible, be unforgettable. These are some of the challenges that Alana poses to itself whenever it thinks about communication. To communicate a cause is not branding. It is mobilizing. It is moving.

Innovation

1 Act or effect of innovation, that is, to introduce new ideas in (laws, customs, arts, etc.), to produce something new, to find a new process. 2 Something introduced once again. 3 Renovation.

To always do the same thing yields the same results. Right? Then why keep doing the same thing? And what if it goes wrong? If it goes wrong, you just have to start over. There is no crazy idea, there is no pre-established limit, there is no “we don’t do that.” Unless that is what everyone else is doing.

Advocacy

1 Political influence. 2 Actions aimed at influencing the elaboration, approval and execution of public policies. These may take place in the Legislative, Executive or Judiciary branch and in the mobilization of society in general.

If Alana wants to promote great change through individual transformation, acting with the Three Branches of Government and mobilizing our society paves the way for this. Democratizing access to the creation of laws and public policies and monitoring how our money is spent is also a tool for empowerment.

THREE AREAS

Instituto Alana

The year that marked 20 years of Alana also cemented its expansion. A non-profit civil society organization, Alana is maintained by the earnings of an endowment fund that guarantees its financial sustainability today and for next 40 years. With the mission of honoring children, Alana never stops: learn the details of each project in the following pages.

Alanapar NEW

The key stone, oops, question: can this project sustain itself and also help to thicken the stew of the new Brazilian economy? Alanapar was created to make social projects and enterprises in a different way: the so-called “social enterprises.” One day this term will no longer exist, once every enterprise is “social” – doesn’t this seem basic and elementary? Until then, however, one of the objectives of the newly created Alanapar, which ended its first year with three projects, is to build beautiful success cases.

Alana Foundation

Since 2012, Alana has maintained an arm in the United States with one goal in mind: to foster research it considers relevant and potentially transformative. In 2014, this area developed a new model of cooperation between North American universities with the potential to greatly improve the quality of life of those who have Down syndrome, given the innovative character of the research and the sums invested. For more details, visit the site www.alana.org.br.





IT'S A FESTIVAL, IT'S THE FIRST ONE AND IT'S IN BRAZIL!

The **Ciranda of Films** goes beyond screening incredible short, medium, and feature length films about education and childhood - the ideas and emotions that explode on the screen illuminate talks, sensitize debates, transform the participants

Many people attended to enjoy the films and talks. But first, a game to sensitize the public.

PHOTO ALINE ARRUDA



The public had a special space dedicated to remembering and describing their childhood games. PHOTO ALINE ARRUDA



“The challenge of organizing a festival about film and education is in preserving the idea that there is no distinction between education and life.” This idea, mentioned in the talk by Patrícia Durães, the curator of the Ciranda of Films, during her speech became even clearer throughout the days of the festival, in São Paulo.

The idea was for the festival to take place in just one day, but the project expanded like a *ciranda* circle and became the first Brazilian audiovisual festival dedicated to education and childhood. The Ciranda of Films, like the *ciranda* dance, had in its first edition a rhythm that gave it fluidity, with roundtable discussions, spaces for games and memories, concerts – all of this guided by the themes of the 35 films that were exhibited for free.

In this rhythm of *ciranda* the event, co-produced by the Alana Institute, the Cinearte Circuit and Aiuê Content Productions, attracted over 3000 educators, parents, artists and others interested in themes about childhood, learning and transformational movements. During three days in São Paulo, domestic and international films curated by Fernanda Heinz Figueiredo and Patrícia Durães inspired the roundtable discussions, conducted during the event in order to share and reconsider childhood and processes of education in a playful manner.

Attendees became *cirandeiros*, experiencing a melting pot that mixed various forms of expression, such as music, debates, playful expressions and an exhibition of the Territory of Play project. Those who joined in this atmosphere also became children: they were invited to recall their own childhood in a quest for reflections and new paths.

The premiere of the film *Tarja Branca* (Drops of Joy), during opening night, was driven by the dances and music of the multifaceted artist Antônio Nobrega, long known as Brincante. The following day, open to the general public, had the screening of films that had birth and childhood as their theme. And it ended with a roundtable talk with the pedagogue Adriana Friedmann, the pediatrician Carlos Eduardo de Carvalho Córrea (known as Cacá), the pedagogue Luiza Lameirão, and the educator Renata Meirelles.

The second day had inspiring learning experiences as its backdrop. The talk involved the pedagogue and art educator Marcos Ferreira Santos, the pedagogue Maria Amélia Pereira (known as Péo), the artist and educator Stela Barbieri, and the producer and filmmaker Fernanda Heinz Figueiredo. During the final day of the festival, films that presented ideas for reinterpreting the concept of education and transformational movements. The talk was with the pedagogue Ana Lucia Villela, president of Alana, the researcher of de-schooling Ana Thomaz, Argentine filmmaker German Dorín, and the sustainability and peace consultant Regina Migliori.

In order to wrap up these three intense days of learning and exchange, the final night had the premiere of the film *Sementes do Nosso Quintal* (The Seeds of our Garden), by Fernanda Heinz Figueiredo, and an exciting *ciranda* led by Tião Carvalho and educator Therezita Pagani from the Te-Arte school, featured in Fernanda’s film.

Changes in 2015

The festival was so big that in 2015 it will have a different format. The three creators of this initiative – Ana Claudia Arruda Leite, Fernanda Heinz Figueiredo and Patrícia Durães – became partners and turned it into a social enterprise under the guidance of Alanapar.

The 2nd Ciranda of Films is scheduled for May 2015, in São Paulo, and the work has already started. The opening, on the 20th, will have the premiere of the documentary feature *Território do Brincar* (Territory of Play) at the Ibirapuera Auditorium. Then, from May 21st to the 23rd, Cine Livraria Cultura will once again host the film festival and all the transformations it causes...



What is it: A film festival focused on childhood and education. Its first edition happened in 2014 at the Cine Livraria Cultura, in São Paulo. 35 films were screened, curated by Fernanda Heinz and Patrícia Durães.

Highlight: Over three days, the festival attracted 2,700 people.

cirandadefilmes.com.br
facebook.com/cirandadefilmes
bit.ly/cirandadefilmes

Co-production: ALANA, CINEARTE AND AIUÊ



A PERSPECTIVE THAT CHANGES THE WORLD



Life-changing stories wove the work of **Maria Farinha Filmes** in 2014. From this thread, the production company builds its history

There is no age, time or place: play is essential. It's not something just for children – it's for all of us. Featuring interviews with adults of different generations, professions and origins, the feature documentary *Tarja Branca – A Revolução que Faltava* (Drops of Joy – The Revolution That Was Missing), from director Cacau Rhoden, shines a light on the child that exists within us all and makes clear the need to value and make space for play in our life.

Premiering at the opening of the Ciranda of Films, at the end of March 2014, *Tarja Branca* was a success with audience and critics. It was awarded best documentary at Brafft (Brazilian Film & TV Festival of Toronto) and was among the 15 most downloaded items in the Brazilian Apple store. Maria Farinha also made the film available to those interested in organizing free public screenings. In a little over six months, over 1,000 events

were organized in Brazil and the film reached over 40 countries.

The third feature documentary by Maria Farinha – the first two are *Criança, a Alma do Negócio* (Target Market: Kids, 2008) and *Muito Além do Peso* (Way Beyond Weight, 2012) – was also part of a daring (and successful) initiative by the production company. Even with the films available on the internet, Maria Farinha released the *Caixa de Mudança* (Moving Box) at the end of the year. The three films, in DVD, filled a box that looks like those used for moving house – the idea is to symbolize how this content can bring change. The box, available online and in bookstores, sold out and is already in its second edition.

The three films, along with the feature film *A Educação Está Proibida* (The Forbidden Education), co-produced by Maria Farinha with the Argentine production company Reeve, are also available through the Netflix streaming service.



Experimenting with formats

In partnership with the Rodrigo Mendes Institute, Maria Farinha produced a film in an unusual format: in 27 minutes, it tells the story of Ranata Basso, a 17-year-old with Down syndrome that graduated from high school in a regular school in the state of Rio Grande do Sul. *Outro Olhar* (Another Glimpse) debates inclusive practices through interviews with Renata, her family and classmates, educators and public policy managers. The story is so inspiring that it was the subject of a story on Rede Globo's *Jornal Nacional*, emphasizing the growth of education for special needs children and adolescents in regular schools in Brazil.



What is it: Audiovisual production company that seeks inspiring and life-changing stories that can make a difference. Its films have been seen over 10 million times. In 2013, it received the international B Corporation certification.

Highlight: The films *Target Market: Kids* and *Way Beyond Weight* were included in a list of 20 films that can change your life by the website *Hypeness*. And the magazine *Galileu* included *Way Beyond Weight* among 11 documentaries that can change the worldview of its audience.

mff.com.br

facebook.com/mariafarinhafilmes

twitter.com/MariaFarinha

youtube.com/user/mariafarinhafilmes

vimeo.com/mariafarinhafilmes

MARIA FARINHA PRODUCES A SERIES FOR REDE GLOBO

"Everything changed when I had a great idea," said the young inventor. She is part of a group of teenagers from Brazil that, with support of their school, found solutions for a variety of problems. The stories were told by Maria Farinha in 15 minute films and aired in the segment *Young Inventors* during the *Caldeirão do Huck* program on Rede Globo. On the stage, the young inventors featured in the films could also win prizes of up to 30,000 reais (\$10,000 dollars). The project encouraged many teenagers from different regions to find solutions for problems in their communities – and it is already in its fourth season.

OTHER RELEASES

Minutos Atrás (Past Minutes)

Fiction feature film directed by Caio Sólh, with Paulinho Moska, Vladimir Brichta and Otavio Muller.

#FicaBrincante

The manifesto-short was created to mobilize society around the cultural importance of the Teatro Brincante, in Vila Madalena, which is under threat of closing due to real estate speculation in São Paulo.

Brincante

Feature documentary that presents a poetic view of multi-artist Antônio Nóbrega's universe, co-produced with Gullane.



THE CITY UNVEILS ITSELF

Relationships are born in every little crevice.
These are stories of empowerment that
Catraquinha loves to tell - and encourage.

It was a hot Thursday, and around 200 people gathered at Cine Caixa Belas Artes – a symbol of cultural resistance in the city of São Paulo – to see the presentation of the Prêmio Cidadão SP awards, promoted by Catraca Livre and Agência Tudo. People like Welling Nogueira, the Doutor da Alegria (Happiness Doctor) and the artist Mundano, famous for his project Pimp My Carroça (Pimp My Cart), were awarded in their categories and received warm cheers from the audience.

Alice was awarded too. This little citizen was there to be honored by Catraquinha in a special category. From the hands of Gilberto Dimenstein of Catraca Livre and Marcos Nisti of Alana, she received the Prêmio Cidadão SP for being the driving force behind the creation of the Movimento Boa Praça (Good Park Movement). Next to her mother, Cecilia Lotufo, Alice talked about how she “really loved that park.” Because of this, one day she asked that her birthday party take place there. Faced with her mother’s surprise and her questions in relation to the state of disrepair of the space, the girl responded: “Mom, we’ll fix it.”

The birthday presents were traded for improvements to the park. Everyone

pitched in, and from this collective energy (and its results, of course!) was born the basis for a movement that has been mobilizing neighbors and renewing the ties of those who live near a park. And, precisely for having such great transformational power in the city, families, and children, Catraquinha chose the story of little Alice to be honored with an award.

Complete success

Launched in a beta version in May of 2014 and later officially in October, Catraquinha has quickly shown its potential. In its first months of life, it already received over 1 million unique visitors and reached over 170,000 people with its posts on Facebook. All of this without a clear plan for promotion – just “feeling” if there was a demand for this type of content. In 2015, Catraquinha wants to gain more relevance, broaden its reach, and contribute to the construction of a more welcoming city. In a time of crisis, like the one we are living, understanding the city as an extension of your home, learning from its challenges and appropriating its territory becomes more and more a question of survival. May all the

Alices that exist out there continue inspiring adults and promoting revolutions!



What is it: A joint venture between Alana and Catraca Livre. A website that encourages cities to be more welcoming to children and childhood through its content. Gathers information relevant to parents, educators and families.

Destaque: 1,168,698 visits from the day it launched (December 15, 2014) to February 1st, 2015.

catraquinha.catracalivre.com.br
facebook.com/Catraquinha

Co-production: Catraca Livre



'A NEW PERSPECTIVE' OF THE JOB MARKET

A study by the consulting firm **McKinsey&Company** shows that hiring people with Down syndrome has a positive impact in the work environment. More companies are hiring them, according to a study by Apae.

Three hundred people with some type of cognitive disability were hired just in the city of São Paulo in 2014 – a figure 25% higher than the previous year, according to the study released by Apae (Associação de Pais e Amigos dos Excepcionais). These are companies that are looking ahead: they bet on the value that these people bring to their business.

According to a broad study conducted by the consulting firm McKinsey&Company by Alana's request and released in March, the presence of people with Down syndrome has a positive impact in five of nine indicators that measure organizational health. Company leaders change their management style, the whole team benefits and the environment improves.

The conclusion of the study by McKinsey is proven every day by Juliana Bessa, the 24-year-old reporter for the website of the project Another Glimpse and an employee of Alana. Hired to cover events, film thematic videos and develop interesting

stories for the website, Juliana quickly became a star. She has fans inside and outside the office and carries out her duties with humor, joy, and a dose of skepticism – more than healthy for any good journalist!

This change in the way we see deficiencies is one of the banners of the Outro Olhar (Another Glimpse) project, created with the mission of inspiring the respect and recognition of diversity, promoting the discussion and dissemination of the inclusion of people with Down syndrome. The project acts on many fronts – in addition to focusing on the job market, it also encourages changes in education and families.

Inclusion in education

If the doors are opening in the corporate world, schools are also adapting. Especially in high school, where the challenges are



Juliana Bessa, Outro Olhar's reporter, with Instituto Alana's designer, Helaine Oliveira, at the release of the study by McKinsey at the Museu da Casa Brasileira, in São Paulo.
PHOTO JOÃO LACERDA

greater. The shot film Outro Olhar (Another Glimpse), produced by Maria Farinha Films and the Rodrigo Mendes Institute, tells the story of Renata Basso, a student from Rio Grande do Sul who has Down syndrome and finished high school in a regular school. The successes and difficulties she faced should serve as an example for other schools to follow. The website Diversa (www.diversa.org.br), from the Rodrigo Mendes Institute, has case studies designed to inspire teachers and school principals.

With less than a year online, the website Outro Olhar is already a success. Besides Ju's videos, there are interviews, stories, comics and materials that deal with Down syndrome, families, friends, and others who may be interested. There are also essays by Carol Rivello, blogger and the mother of little Alice. The project's Facebook page is also a hit: there are over 63,000 likes and the posts have been shared by more than 9,000 users! It's a whole battalion of people who have experienced this new perspective.



What is it: Acts to support the training of health professionals, debates about inclusive education, the training of people with Down syndrome for the job market, and articulates clinical research in the United States.

Highlight: Over 63,000 likes on its Facebook page in less than one year.

outroolhar.com.br

facebook.com/projetooutroolhar

instagram.com/projetooutroolhar

McKinsey&Company

IS THERE A GOOD ACTIVITY FOR CHILDREN?

Yes, there is! **SlowKids**, in São Paulo, was chosen by the readers of Folha de São Paulo as the best children's activity in 2014

During the first edition, in 2013, a scalding sun decided to appear and made everyone sweat profusely – even in the shade. In the second edition – held at the Museu da Casa Brasileira in May of 2014 – we were surprised by a hailstorm during the performance of the band Música em Família and the open air cinema that was next on the agenda had to be moved to the museum's (covered) varanda. On the third edition, in November of 2014, Saint Peter was sure to help.

The event was scheduled for the same weekend as the Formula 1 GP at Interlagos. Weather predictions indicated that the cars would have to race with rain tires. "High chance," they said. "Weather predictions during Formula 1 can't be wrong," thought the creators of the idea, Tatiana Weberman from Respire Cultura and Juliana Borges of Maria Farinha Filmes.

Rescheduled. It's going to rain, for sure. Then... it doesn't rain! That's impossible, Saint Peter is toying with us. "Let's reschedule and, if the weather doesn't help again, we'll rethink everything!" they decided.

Feeling the crisis – after all, the situation was tense and the movement was under threat! – Saint Peter backed off. "It's one

of the best events for children in São Paulo," he thought. Finally, the day was perfect from beginning to end: pleasant temperature, sun just right, a breeze during the hotter moments. A light that made the Burle Marx Park – which is already gorgeous – even more gorgeous.

Everything went right. Very right! Through contact with nature, art, storytelling, workshops and music, all the fathers, mothers, aunts and uncles experienced moments of delight with their little ones in a (slow) proposal to slow down.

The children were entertained through reading circles that stimulated the imagination underneath trees, performance installations that left the park looking like a backyard, traditional Brazilian games, and art workshops. The SlowKids movement encourages children to disconnect from their electronics and come in contact with nature and those around them. They also participated in a space dedicated to recycling and the Toy Exchange Fair. To wrap the day up, a show by the band Brasileirinhos.

Tatiana and Juliana are more confident. With all the pressure that the award for best children's activity has placed on Saint Peter, he will certainly think twice before any more mischief.



Parents and children enjoyed a slow day with lots of games, a picnic, music and workshops at the Burle Marx Park.
PHOTO MARIANA CHAMMA



What is it: A movement that advocates for the slowing down of children's routines and valuing free time during childhood. They are outdoors events for families, with games, films, picnic, music and workshops.

Highlight: Chosen as best children's activity by the readers of Folha de São Paulo in 2014

slowkids.com.br

facebook.com/movimentoslowkids

Co-production: RESPIRE CULTURA

RESPIRE
CULTURA



A YEAR TO REMEMBER

In Brazil and abroad, 2014 was marked by key moments in the **discussion about children's advertising**

It was impossible not to think about Oscar Niemeyer and Brasília as we arrived at the UN (United Nations) headquarters in Geneva. The lawyer Pedro Hartung, Alana's representative at Conanda (National Council for the Rights of Children and Teenagers), took part in the Day of General Discussion, in the name of the Children and Consumerism project and of Conanda, to speak about advertising in social media and the rights of children.

The event gathered specialists from various countries in September to discuss the involvement of children with new information technologies and their rights within this scenario. Perhaps Brazil would not have been present had it not published Resolution 163 by Conanda, on April 4th, 2014, in the Union's Official Gazette, which defined clearer criteria to identify what is considered abusive in marketing communication directed at children.

The day at the UN was just as memorable as the many trips to Brasília – as well as the talks, articles published, interviews given, events organized, law suits filed, articulations, etc. – during a very special year for the Children and Consumerism team: advertising for children was an important theme on a national scale, even with Brazil so wrapped up in the World Cup, the water supply crisis in the Southeast, presidential elections, etc.

To crown this leadership, the theme was presented as an essay topic to the almost 9 million students that took the Enem (National High School Test) in November. Based on a text by BBC Brazil, the candidates had to write about whether or not advertising should be directed at children. It was a great end to an unforgettable year!

In 2014...

- The São Paulo Public Defender's office began 1 investigation based on a report by Children and Consumerism.
- 8 companies were notified.
- 1 representation send to the National Consumer's Department at the Department of Justice
- The Public Prosecutor's Office installed 3 civil inquiries based on reports by Children and Consumerism.
- 2 companies reverted their fines from the Consumer's Office in the courts.
- 1 company had its fine by the São Paulo Consumer's Office upheld by the courts.
- 2 companies changed their practices after being notified.
- 3 food companies were notified by the Rio de Janeiro Consumer's Office for selling snacks with toy prizes.

Alana at the UN

A report on the impact of marketing on cultural rights was presented during the 69th General Assembly of the United Nations, in October. The Alana Institute is cited twice in it: for the website of the project Children and Consumerism, which documents the constant presence of advertising in schools, and for the participation of the lawyer Ekaterine Karageorgiadis at the meeting of the specialists that contributed to the document. The UN Special Rapporteur in the field of cultural rights, Farida Shaheed, signed the text, and it states that all forms of advertising toward children under 12 should be prohibited, regardless of the type of media.

criança e
CONSUMO

What is it: Since 2006, it has advocated with the goal of spreading and debating ideas related to questions of advertising products and services directed at children, and finding ways to minimize and prevent damages resulting from this practice.

Highlight: Publishing of the Resolution 163 by Conanda in the Union's Official Gazette of April 4th, 2014, which considers all advertising directed towards children to be abusive.

criancaconsumo.org.br

facebook.com/projetocriancaconsumo

bit.ly/criancaconsumo

twitter.com/criancaconsumo

A DAY IN THE LIFE OF A LITTLE RACE HORSE

“I will never forget that dark and dusty bin,” said the little horse, happy after being traded at a fair

“I remember it like it was today. I was talking with my friends about the future, and we were having fun trying to guess who would be next to leave the store. I was used to watching all the excited children and would imagine what my life would be like outside that shelf. Would my owner take me everywhere? Would I be his favorite?”

Then finally came the day I met you. You were so excited to see me! We were inseparable... But it didn't last long: soon after you got another toy and I was cast aside. I felt abandoned. I kept thinking: if toys are made to play, what am I doing in this dark and dusty bin? Along with me were the other toys you had also left behind. We planned many ways to get your attention, so you would play with us again, but nothing worked.

After almost losing all hope, we were placed in a box. We didn't know what was going to happen. Some said the garbage, others told of the horrors some kids do to toys. We were terrified, but I knew you wouldn't do us any harm. I was right!

We arrived at a park filled with children, it was like heaven. I would finally be “played” again, I thought! We were placed next to you and I waited without knowing what would happen, until a kid pointed at me. After saying goodbye, you handed me to them and, in exchange, you got a game that you seemed to really want! I realized that from that point on I had a new owner! And I remembered what it's like to be a toy.

If all children did what you did, we would never feel re-

jected. With each trade, we become a toy... I wanted to thank you for making me happy again. And I hope to see you at the next trade fair!”

Signed: Your Little Race Horse (that was once your favorite).

New uses, lots of fun!

A toy that is no longer fun, a nice space full of other children, and the chance to rediscover games, give new use to toys and take home something new and special. That's the Toy Exchange Fair, a project by Alana, that deeply believes that trading is much more fun than buying.

The project organized new fairs in 2014 with a new face, in addition to encouraging other people to hold their own where and when they want – there were over 100 fairs registered on the website (not to mention the ones organized without registering!). Alana's fairs happened during the Virada Educação at MAM (Museum of Modern Art in São Paulo), the Virada Sustentável, Children's Day, and the two editions of SlowKids that happened during the year.

All the material that explains how to organize a fair is available on the project's website. There it is also possible to register an event and see where new fairs are happening all over Brazil. The trades are a fun way of rethinking consumerism and exercising detachment – and they are becoming a routine for many families!



The Toy Exchange Fairs were a success – many children and toys left happy.
PHOTO JOÃO LACERDA

FEIRA DE TROCAS DE BRINQUEDOS

What is it: A mobilizing action that began in 2012 in order to create a reflection on consumerism through trading toys, involving children and adults.

Highlight: New fairs organized by Alana and over 100 autonomous fairs.

feiradetrocas.com.br



POETRY ON THE BIG SCREEN

Territory of Play becomes a feature documentary with a premiere planned for May of 2015. The editing process was a careful and sensitive immersion in over 500 hours of filmed material

It took two years traveling throughout Brazil and visiting many communities – rural, indigenous, descendants of escaped slaves, in the badlands, the coast, and in cities. In each one, an eye dedicated to children, to games, to the culture of childhood. A documentation in photos, texts, sound, and many, many hours of filming.

Renata Meirelles and David Reeks spent a good part of 2014 deep in the 500 hours of material they brought in their luggage. She's an educator, and he's a documentary filmmaker. Both had the challenge of creating a story, finding a narrative thread and delivering a feature length film – the work that will take to cinema screens the richness of what was captured by the couple during their journey.

But... where to start? Renata decided to study. She read film theory, buried her head in film editing manuals, studied structure, discovered tricks. Despite being rich, this process kept her away from playing and its subtleties. She decided to jump over to poetry. She delved into a variety of poets, in the hope that from one of them would come the inspiration for her film.

However, the answer was not in poetry. Suddenly Renata realized that reading was not moving her forward. The production only started moving once she started listening to her own intuition and searched for a path to the film within herself. "I realized that I could only make a film if I found the truth in the material, what it had to say through my point of view," she explains.

With this new lens, Renata and David – as well as the ever

present team of collaborators and Maria Farinha Filmes! – dove headfirst into the images, revealing the subtleties of childhood expressed through play. There, they saw what they had not seen yet, rediscovered, revisited. Their monitor revealed such a rich universe... A the film made itself.

With time slipping through their fingers

As if this process wasn't intense enough, the daily demands of the projects kept happening. An exhibition with part of the material collected by Renata and David during their trip was set up during the Ciranda of Films at the Conjunto Nacional, in São Paulo. The same exhibition moved to the Sports and Physical Education School at the University of São Paulo (USP), to Colégio Oswald de Andrade, to the International Festival of Language Exchange (FIL) in Rio de Janeiro, and to the VII Paideia Festival. The short documentaries produced by David and Renata also received honorable mention at the International Children's Film Festival in Florianópolis.

The material the two produced in São Paulo – the last stage of their trip – was released on the project's website. And Renata still published a book, *Cozinhando no Quintal* (Cooking in the Backyard, Editora Terceiro Nome), with photos that show the culinary world of children's games, where flowers, grass, leaves and seeds are transformed into the ingredients of great banquets.



The subtleties of play were documented during Renata Meirelles and David Reeks' trip through Brazil.
PHOTOS RENATA MEIRELLES



What is it: A project dedicated to research, documentation, and raising awareness of the culture of childhood in Brazil, coordinated by the educator Renata Meirelles and the documentary filmmaker David Reeks.

Highlight: Short films from the exhibition received honorable mention at the Children's Film Festival in Florianópolis.

territoriodobrincar.com.br
facebook.com/TerritórioDoBrincar
bit.ly/territoriodobrincar



FROM THE SERTÃO TO THE CHUÍ...

The **Absolute Priority** Project traveled throughout Brazil to create partnerships and announce its mission to legal practitioners: to guarantee the application of article 227 of the Federal Constitution, which places children first

The heat was searing. The sun was harsh, punishing, and the few trees around did not alleviate the desert climate. Like a dream, the sound of an accordion echoed through an auditorium filled with men in suits and women in formal dresses, hypnotized by the beauty of the performance. Following this, their senses were taken by the recital of *cordel* poetry and guitarists fingering *sertanejo* melodies.

This northeastern symphony set the tone of the I Encounter of Lawyers from the Sertão, at the Cariri Convention Center in the state of Ceará, in May of 2014. Organized by the Federal Council of the Brazilian Order of Lawyers (CFOAB), it gathered law professionals from the whole country in order to learn and discuss law practices in the *sertão* region, and the challenges and difficulties faced by those who practice outside the large urban regions.

"These are lawyers who fight every day in the most adverse conditions possible in order to serve Justice to a rural population that, at the end, will have nothing, or almost nothing, with which to pay," said Pedro Hartung, Alana Institute's lawyer, who attended the event.

Like many others who attended this event, Pedro learned and became enchanted by the reality of the northeast. "I fell in love with the *sertão*!" he said when he returned. Alana's lawyer had been there with one goal in mind: bring Absolute Priority into this context. The project offers paths for law practitioners to denounce children's rights violations and help guarantee the application of article 227 of the Federal Constitution, which places them as the priority in the plans and concerns of the nation.

Absolute Priority built many partnerships during its first year, always with the aim of engaging the largest possible number of agents and give strength to its work. Among the partners are the CFOAB, the chapters in the states of Sergipe (OAB-SE) and Rio de Janeiro (OAB-RJ), and Ejur (Junior Judicial Enterprise of the Paulista State University – Unesp, in the city of Franca).

Absolute Priority also sought to increase the debate over the inclusion of ECA (Children and Adolescents Statute) as a mandatory subject in the nation's law

schools. The project sent a letter in March to OAB (Order of Brazilian Lawyers) and MEC (Department of Education) asking for the inclusion of ECA in the course curriculum. The project also proposed that the awareness of issues related to Brazilian children be done in practice by attending individuals in vulnerable social situations. OAB responded to the letter, emphasizing that "the suggestion has been included in the debate points for the consideration of the National Commission for Law Education."

An enriching debate

In the same path of mobilization, the Alana Institute – with the support of Sesc-SP – gathered specialists and agents from civil society and the government at the I Absolute Priority Forum.

The participants spent three days dis-

cussing childhood, the formation of children and their rights, always with a focus on article 227.

Another important event was the debate Priority of Children in Regards to Labor Rights, Family Rights and the Brazilian Judiciary, conducted during the XXII National Lawyers' Conference in Rio de Janeiro. This issue is not normally present during these conferences and Absolute Priority, with the support of OAB-RJ, promoted a discussion among an interested audience that listened to heavyweight lawyers, judges, and the Public Prosecutors' Office.

Together with the Down Movement and the Another Glimpse project, Absolute Priority brought a focus on educational inclusion to its areas of action. This beginning was marked by an event in Rio de Janeiro and the launch of the guide School for All by the Down Movement.

AREAS OF ACTION

Inclusive education
Essential conditions for schools
Advertising aimed at children
Play streets
Tutoring councils



What is it: Created to bring awareness and efficiently build on article 227 of the Constitution. Its mission is to inform, sensitize and mobilize law agents in order for them to become defenders and promoters of children's rights.

Highlight: Participation in the XXII National Lawyers Conference.

prioridadeabsoluta.org.br
[facebook.com/artigo227](https://www.facebook.com/artigo227)

THE WORLD IS SATISFIED

Nourished and born in Brazil, the **Satisfeito** project reached countries like the United States and Italy

The idea was born during a trip to the United States. In a snap, as he was eating more than he wanted so no food was left on his plate, Alana CEO Marcos Nisti created the basis of what would become the Satisfeito project. Back in Brazil, the nourishing began. It took months from conception to structuring and, finally, to launch – a birth with pomp and circumstance that happened in 2012 at the restaurant Káa, in São Paulo.

One year later, it's safe to say the baby has become well traveled. From Brazil, it left for Mexico, then to the United States, then to Italy – and it won fans everywhere it went. The idea is always the same: to help in combating child malnourishment by saving and reducing food waste. For this, the restaurants partnering with Satisfeito offer reduced versions of their dishes, serving two-thirds of the portion. By choosing the smaller version, the customer pays the same price and the restaurant's monetary savings are passed on to NGOs that work for children's food safety.

The project also encourages the reduction of food waste through partnerships – and it is getting hungrier for more allies! For example, the Mexican group CMR started this work in their country last year. Soon after, Satisfeito ambassador in the United States, Katie Sylva, presented the initiative to the Zero Waste Forum and took part in the American Dream Seekers competition, which presents innovations in various areas.

The next stop was in the world capital of fashion: Milan, Italy. There, Satisfeito was acknowledged as a partner in the development of the Milan Protocol, a document co-written by specialists from the whole world that wants to improve the system of production, distribution and consumption of food in our planet.

The last stop was at the United Nations. Highly acclaimed, Satisfeito reached global recognition, becoming a partner in the campaign Think.Eat.Save by Unep (United Nations Environmental Program), FAO and Messe Düsseldorf. The initiative seeks to broaden the concept and practice of conscientious consumption through an exchange of studies, ideas and projects.

But Satisfeito is not carried out only through international partnerships. It also works (a lot) here in Brazil. Marcos Szrajer, from project team, presented the principles that drive Satisfeito around the world to hundreds of people at the Ideias Solidárias (Solidarity Ideas) event in São Paulo. In addition, there was a deepening of the relationship that already existed with Sodexo, a company that integrates various services in the industry. They started to promote the program to its credentialed restaurants, spreading further our network of satisfieds.

WHO RECEIVES DONATIONS IN BRAZIL?

The money donated by restaurants in Brazil go to the **Associação Prato Cheio (Full Plate Association)** and to **Cren (Center for Nutritional Recovery and Education)**.

satisfeito 

What is it: Global movement to fight against child hunger and food waste through direct actions with restaurants and organizations.

Highlight: Partnership with Unep's Think.Eat.Save program

satisfeito.com
facebook.com/Satisfeito





ALANA INSTITUTE

A PARK, IT'S A LARK



The community of Jardim Pantanal, in the city of São Paulo's east zone, gets a park with a library, "toybrary," and a space for concerts and meetings

Espaço Alana had already been changing its look over the past few years. But, in 2014 the change was even bigger. The institute's plans were that this would be a transition year, with an end to direct services and actions aimed at developing a broad community network. It was all planned to happen gradually. Until the unexpected happened.

A great fire hit part of Espaço Alana's installations in January of 2014. The amphitheatre was completely destroyed, as well as a part of the building that held Nureca, the Culture and Recreation Center. The library was also burned, and the fire abruptly interrupted the work that would have been done in that space.

Fortunately, no one was hurt. But the fire wound up hurrying what had already been planned. A park with the headquarters of the Jardim Pantanal Community Association will be built on the adjoining lot and the space of the burnt building, as well as a new library, a "toybrary," and a space for rehearsals and concerts by the Alana Band.

The architect Rodrigo Ohtake was commissioned for the project. After a few months, construction began. The movements of the workers and the construction tarps helped the team get over the emotional shock. The formal creation of the Commu-

nity Association was announced – encouraged and supported by Alana, it has become an important channel for the community.

And the park was born. Soon after, the space became essential for Alana's newly proposed actions to happen. In this new home, the Alana Band got an auditorium for rehearsals; the Community Association has an administrative office; and the community got a library, a "toybrary," and a charming park, the stage for lots of games, conversations, discussions and meetings.

CEI changes hands

The ICC (Child Citizen Institute) has taken over the administration of the Centro de Educação Infantil (Child Education Center – CEI) Alana. The transition took place over the end of 2014 and the beginning of 2015, and there was no reduction in places. ICC already works with other daycare centers in the region and now manages the space, the pedagogical proposal, staff, etc.

All this movement has already presented results. Some of the cooks that worked at the CEI organized to provide food for the space's staff. With the help of Alana, they are opening their own business and will expand their service to the whole area.



Rodrigo Ohtake's architectural project.



espaço
alana

What is it: Created 20 years ago in Jardim Pantanal, its mission is to foster local development through social-educational actions and community engagement.

Highlight: Construction of the new space, designed by the architect Rodrigo Ohtake and opened in 2015.

A UNION OF THE UNEXPECTED

The fire at Espaço Alana's amphitheatre, in January of 2014, forced the **Alana Band** to reinvent itself

Silvanny Rodriguez was returning from vacation when she learned that a fire had destroyed the amphitheatre and part of the Nureca, the Culture and Recreation Center, at Espaço Alana in Jardim Pantanal. Silvanny, one of the coordinators and conductors of the Alana Band, was in shock. "Can you imagine what it's like to arrive at work and find everything in ruins?" she recalls. This was the space the band used for rehearsals and storing their instruments.

In one of those unexplainable coincidences, the band's instruments were having maintenance done outside the building. They had been taken from the amphitheatre the day before the fire destroyed everything. With their work tools intact, Silvanny and Adriana Biancolini, who shares with her the coordination of the work, decided that they couldn't stop.

They transferred the rehearsals to the band's old warehouse, where their story had begun in 2007. A literal return to its origins. "It was a death that led to a rebirth," says Adriana. And so, what could have deflated and disbanded the group had the opposite effect.

Despite the difficulties of any new beginning, the process made the team even more united. To get over the loss of the building, the group put all its energy into its music and, as a result, developed a new repertoire with their own songs and an expansion of their show for children.

Over the course of the year, as things got back in order, the band established partnerships with Música em Família (Music in the Family), Pequeno Cidadão (Little Citizen), and with MAM (Museum of Modern Art) for the project Todo Domingo (Every Sunday), an event that tries to revive culture and leisure at the Ibirapuera Park in São Paulo. These were all important incentives to move ahead!

The Alana Band also diversified: besides performances, the coordinators also started giving corporate workshops. These are talks with musical activities, aimed at stimulating teamwork, valuing respect and listening and, with this, reaching a better level of production. The idea is to serve as inspiration for companies to develop like a musical group.



What is it: The Band was created in Jardim Pantanal in 2007 through music workshops under the guidance of Silvanny Rodriguez and Adriana Biancolini. It currently has 34 members, all residents of the community. Beyond developing musical skills, it strengthens the sense of citizenship.

Highlight: 26 performances for an estimated audience of 10,000 in 2014.

bandaalana.org.br
facebook.com/BandaAlana

26
SHOWS

34
STUDENTS

5
IN UNDERGRADUATE
SCHOOLS

6
IN TECHNICAL
SCHOOLS

10,000
YEARLONG AUDIENCE

SMALL BUSINESSES, GREAT POTENTIAL

A fund invests in small businesses in São Paulo's east zone because it believes in the transformational potential of these initiatives

Created in 2010 with the objective of stimulating innovative businesses that were relevant to the local community, the Fundo ZL Sustentável (Sustainable East Zone Fund) became incorporated in 2014: it is now an association, with the Tide Setubal Foundation and Alana Institute as its founders.

Since its creation, 710,000 reais (\$240,000 dollars) have been invested in 27 businesses in various fields. Their work bets on good ideas that need a little push in order to get started or that need to reach a level that allows it to move along without help.

The managers of the Tide Setubal Fund saw this situation up close during a study conducted in São Paulo's east side: at the time, they found many great ideas, lots of drive, and lots of obstacles too. From there the fund was born, and it picks who it wants to support through an open call. The businesses must be socially inclusive and sustainable, and they receive technical support and a financial investment of up to 25,000 reais (\$8,000 dollars). In addition, the Fundo ZL works to broaden the reach of each business, building bridges and bringing together the community agents.



What is it: Fund that supports micro and small businesses in São Paulo's east zone through partnerships, management support and investments. Has the Alana Institute as a partner, along with the Tide Setubal Foundation.

Highlight: 710,000 reais (\$240,000 dollars) invested in 27 businesses since its creation.

zlsustenta.org.br
facebook.com/fundozonalestesustentaveloficial

IF IT DOESN'T EXIST, WE'LL CREATE IT

Vox Capital establishes itself as an investment fund for businesses with great potential for social impact and continues seeking incredible entrepreneurs with great ideas

Created in 2009, the Vox Fund came to help foster the environment for social businesses in Brazil. Since then, it has sought out businesses and entrepreneurs to invest in and offer help in management. Vox Capital is structured in two fronts: the equity, which currently maintains investment in six companies, and Vox Lab, which supports five projects that are not yet ready for shareholder participation, but are promising and can grow a lot with investment. Alana is one of the investors in Vox Capital – with an investment of 10 million reais (\$3.3 million dollars) in 2012 – and is part of the council that conducts the selection process for businesses that will receive investment. These are ideas that impact the lives of millions of Brazilians – and that can no longer wait to gain scale and reach their potential.



What is it: Company that invests in innovative businesses with a high impact that serve a low income population. The Alana Institute is one of its investors.

Highlight: Investment of 10 million reais (\$3.3 million dollars) by the Alana Institute in 2012.

voxcapital.com.br
facebook.com/voxcapital



A BREATHLESS YEAR

Month by month, **Alana** accumulated news, successes, some setbacks, launches, conclusions, and surprises. Over the following pages, travel through 2014 with the team and learn more details about events that entered the organization's history

JANUARY

• ART OR ADVERTISING IN SCHOOL MATERIALS?

A partnership between Pritt and Disney led to a campaign that involved workshops for children in shopping malls in Rio de Janeiro and São Paulo, making use of glue and characters of both brands. The action resulted in a notification by Alana to the companies. "The children were used for commercial ends during their moment of leisure, without the right to defend themselves," explains Ekaterine Karageorgiadis, the lawyer of the Children and Consumerism Project.

• AN INVASION OF SCHOOL LOCKERS

On the first day of school, over 15,000 students in 220 schools in the state of São Paulo found kits comprised of snacks, coupons and vouchers inside their lockers. The companies Bauducco, Colgate-Palmolive, Starpoint, Daquirafora and Hershey's, all managed by Global Box, thought it would be a good idea to distribute their "prizes" directly to students without even notifying their parents. "Advertising within schools is especially worrisome because, besides abusing the children's inexperience to promote sales, it invades a space that is essential to their formation," says Renato Godoy, researcher for the Children and Consumerism project. Alana notified all of the companies.

• "GREEN" CONCERN BECOMES A SALES TOOL

The Children and Consumerism project delivered a report to the Specialized Consumer Protection Center and the Specialized Childhood and Adolescence Center of the Public Defender's Office in the State of São Paulo calling for the end of marketing actions directed at children by the drinks brand Tang, conducted by Mondelez International (current name of Kraft Foods). The "Esquadrão Verde Tang" (Tang's Green Squadron) campaign, which had recycling as its theme, involved ads, games, an internet radio, public spaces, competitions in children's programs and actions inside schools. Alana had already notified the company in September of 2012.

• A FIRE DESTROYS THE AMPHITHEATER AND PART OF ALANA SPACE'S BUILDING

On the 24th, a part of the Alana Space installations, in Jardim Pantanal in São Paulo, caught fire. It reached the amphitheater, library and the building where NURECA (Culture and Recreation Centre) was located. Luckily, there were no victims. The space's team quickly mobilized to clean the area so the CEI (Children Education Centre) installed in the building next door could re-open in February.



FEBRUARY

• REBRINC AT IBIRAPUERA

The IV Rebrinc (Brazilian Network of Childhood and Consumerism) Meeting, of which Alana is a member, took place in Ibirapuera Park in São Paulo. These bimonthly meetings feature the attendance of people interested in the relationship between children and consumerism. Yves de La Taille, a psychologist specializing in moral psychology and a professor at USP (University of São Paulo), was present at this edition.

• WHERE IS ECA IN THE LAW SCHOOLS?

In a letter to OAB (Brazilian Order of Lawyers) and to MEC (Department of Education), Alana requested, through its Absolute Priority project, for the inclusion of ECA (Childhood and Adolescence Statute) as a mandatory subject in all of the countries' law courses. Among the ten most honored Brazilian universities, only one – the Pontifícia Universidade Católica de São Paulo (PUC-SP) – has ECA as a mandatory subject. In response, OAB emphasized that “the suggestion has been included in the debate points for the consideration of the National Commission for Law Education.”

Creating and transforming with shapes and colors. . PHOTO JOÃO LACERDA



O Estado de S. Paulo, 16/2/2014

“THERE ARE MANY WAYS OF LEARNING. EDUCATION HAPPENS OVER MANY TIMEFRAMES, IN DIFFERENT SPACES, WITH DIFFERENT AGENTS”

ANA CLAUDIA ARRUDA LEITE

Coordinator of Education and Childhood Culture

MARCH

NEW

• ANOTHER GLIMPSE FOR DOWN SYNDROME

On March 21st, the International Down Syndrome Day, Alana launched the Another Glimpse project. Its website and social network pages went online and since then have accumulate thousands of fans and followers – all of them interested in maximizing the content's reach, in following the feats of the reporter Juliana Bessa, in reading entries by the blogger Carol Rivello, and following the comic strip story of O Mundo Segundo Bia (The World According to Bia) by Flávio Soares.

• THE ALANA BAND IN THE PARK!

In partnership with MAM (Museum of Modern Art), the Alana Band became a part of the permanent program of the Museum at Ibirapuera Park project, in São Paulo, where they play the last Sunday of every month.

Beyond cinema, the Ciranda of Films had lots of talks, games and dances. PHOTO ALINE ARRUDA



Folha de S. Paulo, 21/03/2014

• AND IN THE WORKPLACE?

In the workplace, this new perspective brings improved results in five of nine indicators used to measure the organizational health of a company, according to the consulting firm McKinsey&Company. This conclusion is contained within a study commissioned by Alana. There was a positive impact on the levels of leadership, client satisfaction, culture and mood, team motivation, and control and coordination. The study was presented to human resources executives and directors of large companies at the Museu da Casa Brasileira, in São Paulo.



O Estado de S. Paulo, 28/3/2014

• ADVERTISING OF FOOD PRODUCTS MUST FOLLOW RULES

Brazil needs legislation that regulates “the labeling, advertising and other market practices of food products, focusing especially on the protection of children.” This was one of the main conclusions, expressed in a letter, from the 4th CNSAN+2 (4th Conference on Food and Nutritional Security + 2), which happened in Brasília and included Alana's participation.

• HAPPINESS AGAINST UNFETTERED CONSUMERISM

An event at the Alana Auditorium brought Kumi Naidoo, the executive director of Greenpeace International, to discuss the impacts of consumerism on the environmental agenda. “Unfettered consumerism creates waste, and waste has an impact on the environment. We must break this cycle,” said Naidoo. During the conversation, mediated by Marcelo Sodré, attorney and professor at PUC-SP, as well as a member of the council of the Children and Consumerism project, also talked about happiness: “We are creating false desires in youngsters who believe that if they consume, they will become better,” said the Greenpeace leader.

• THE CIRANDA DANCED – AND ENCHANTED!

A film festival focusing on childhood and education, based on three themes: birth and infancy, spaces for learning and education, and transformational movements. That was the 1st Ciranda of Films, which happened at the Cine Livraria Cultural in the Conjunto Nacional, in São Paulo. The festival included over 35 films, among them the premiere of the documentary Drops of Joy, produced by Maria Farinha Films and directed by Cacau Rhoden.

APRIL

• RESOLUTION 163 BY CONANDA IS A VICTORY FOR CHILDHOOD

What was already stated in law is now even clearer, and the issue is now one of the interests of Conanda (National Council for the Rights of Children and Teenagers). Resolution 163, published on April 4th, considers advertising and marketing communications aimed at children to be abusive. The text states that a practice done “with the intention of persuading them towards the consumption of any product or service is abusive and, therefore, illegal under the Consumer Protection Code.” It also considers abusive any advertising inside daycare centers and schools, including on uniforms and didactic materials.

• SUPPORT FROM THE NATIONAL HEALTH COUNCIL

A Motion in Support of Resolution 163 was approved in a plenary session.

• ABSOLUTE PRIORITY ORGANIZES ITS FIRST FORUM

Respected speakers, deep discussions, and a strong repercussion: this was the I Absolute Priority Forum, an initiative by Alana Institute with support from Sesc-SP. With the theme of “Children First,” the opening featured the associate judge of the São Paulo State Court Antonio Carlos Malheiros; pediatrician and former dean of Unicamp (State University of Campinas); and Marcelo Nascimento, general coordinator of the Sistema de Garantia de Direitos (System for Guaranteeing Rights). The jurist Dalmo Dallari participated remotely and Munir Cury, retired attorney general, was the mediator. The following day, the debate “Who is the Brazilian Child?” was mediated by Ladislau Dowbor, economist at PUC-SP and council to Children and Consumerism. The participants were the psychoanalyst César Ibrahim, children’s author Ilan Brenman, researcher Irene Rizzini, and the educator Renata Meirelles. The forum ended with the debate “Children, Media, and the City,” mediated by professor



Valor Econômico, 11/4/2014

Rachel Biderman. At the table were Diego Medeiros, representing Conanda; Julio Pompeu, professor of ethics at Ufes (Federal University of Espírito Santo); João Sette Whitaker, urbanist; Rodrigo Nejm of Safernet; and Salomão Ximenes of Ação Educativa. The philosopher Clóvis de Barros Filhos participated remotely.

• REBRINC HOLDS ANOTHER MEETING

The topics of the V Meeting were the reactions to Conanda’s Resolution 163 and the need for movements to organize in favor of childhood. “The market is resisting the change and keeps running advertising directed at children,” said Desirée Ruas of Rebrinc. “This is a challenge to all movements that defend childhood,” she concluded.

• ALANA INSTITUTE SIGNS PARTNERSHIP TERMS WITH OAB

During the I Absolute Priority Forum, Children First, Marcos Nisti, CEO of the Alana Institute, announced the signing of the partnership terms with the Federal Council of the Brazilian Order of Lawyers (CFOAB), with the aim of repeating events such as the forum.

MAY

• MEC ASKS FOR THE END OF ADVERTISING IN SCHOOLS

MEC (Department of Education) sent a technical note to its departments in order to orient the secretaries of the state and municipal education systems about the text of Resolution 163 by Conanda, and requesting that no marketing communications be allowed within school grounds. MEC stated that the school is designed for the full-time formation of children and, therefore, it must not allow the use of its space for the promotion of products and services.

• ENTITIES RELEASE MOTION IN SUPPORT OF CONANDA

The Alana Institute, along with 44 institutions, signed a motion in support of Resolution 163 by Conanda. Among the signatories are WPHNA (World Public Health Nutrition Association), Proteste, Procon-RJ, Procon-SP, Obesity Policy Coalition Australia, UFRGS (Federal University of Rio Grande do Sul), Idec (Brazilian Consumer Protection Institute), and Sinesp (Nutritionists Union of the state of São Paulo).

• ALANA CONTINUES IN THE COUNCIL OF CONSEA

The entities participating in Consea (National Council on Food and Nutritional Safety) renewed their positions as counselors for another two years (2014-2015). Among them is Alana, still represented by the lawyer Ekaterine Karageorgiadis.

• ALANA AT THE VIRADA EDUCAÇÃO

A group of youngsters interested in the relationship between schools and communities created the Movimento Entusiasmo (Enthusiasm Movement). By organizing the Virada Educação (an education festival), Movimento Entusiasmo organized over 60 free activities around Roosevelt Park in São Paulo, with the active participation of the area’s schools. Alana contributed with a Toy Exchange Fair at the Gabriel Prestes Middle School and screened the documentary Target Market: Kids, followed by a roundtable discussion with the psychologist Maria Helena Masquetti.

• MUSEU DA CASA BRASILEIRA WELCOMES SLOWKIDS

It was magical! Parents, children, grandparents, aunts and uncles, friends and lots of fun. The day, which started beautifully and ended with heavy rain, consisted of a variety of workshops, a toy trade fair, storytelling, and a concert by Música em Família with guests Alana Band, as well as a screening of the film E.T. SlowKids was part of the Virada Cultural festival, which happened during the same weekend throughout the city of São Paulo.

• A WEEK DEDICATED TO PLAYING

Children and adults were united in activities throughout Brazil with a common goal: to play. With the theme of “Playing Together We All Win,” the World Play Week involved 200,000 people in workshops, music, dance, theatre, circus classes, storytelling, among other activities. Alana, a partner of the Week, organized two activities: a games workshop in Jardim Pantanal, in São Paulo’s east zone, with sack racing, jump rope, hopscotch, tops and marbles; and the opening of the Territory of Play exhibition at the School of Physical Education and Sports at Universidade de São Paulo.

• RNPI DEFINES STRATEGIES

RNPI (National First Infancy Network), of which the Alana Institute is a backer, met from the 22nd to the 24th of May in Fortaleza to define its strategic planning. The main objectives of the meeting were to establish the representation criteria of the network, discuss strategies for articulation, and create, develop and coordinate actions focusing on its economic, political and technical sustainability.



SlowKids: attending curiously to the immense ground of possibilities. PHOTO JOÃO LACERDA



JUNE

• ABSOLUTE PRIORITY ESTABLISHES PARTNERSHIP WITH OAB-RJ

Alana and the Rio de Janeiro chapter of the Brazilian Order of Lawyers established a partnership with the goal of joining their efforts in defense of children's rights, in which they committed to organize events, conduct institutional promotions and other activities in order to mobilize lawyers around this cause.

• FRIENDS OF JARDIM PANTANAL

On June 13th, the Association of the Community and Friends of Jardim Pantanal was officially founded, in São Paulo's east zone.



O Estado de S. Paulo, 23/6/2014

• DROPS OF JOY HITS THE THEATRES

Produced by Maria Farinha Filmes, Tarja Branca – A Revolução Que Faltava (Drops of Joy) premiered in movie theatres throughout the country. The film, directed by Cacau Rhoden, highlights the importance of keeping a playful spirit and the lightness of play through every phase of our lives. The documentary was well received by critics and had an attendance of over 20,000 in theatres.

• VI REBRINC MEETING

• AWARDED AT A FESTIVAL

Short documentaries by Territory of Play received honorable mention in the category Children's Series at the International Children's Film Festival in Florianópolis.

Poster for the film Tarja Branca (Drops of Joy), which attracted over 20,000 viewers to movie theatres. PHOTO PATRICIA SOUZA

JULY



Folha de S. Paulo, 28/6/2014

“ALANA HAS THE DUTY OF ILLUMINATING WHAT MUST BE ILLUMINATED”

ANA LUCIA VILLELA
President

• SUSTAINABLE DEVELOPMENT AND CONSUMERISM

Over 30 member organizations of the Latin America and Caribbean Consumers International, including Alana, signed a declaration urging the governments of each country to promote the inclusion of the United Nations Directives for Consumer Protection as part of the Objectives for Sustainable Development. The goal is that they be implemented by 2030.

• MAM AND ALANA ORGANIZE TOY EXCHANGE FAIRS

A school vacation month, July has become the month of trading toys. The Toy Trade Fairs, organized by Alana in partnership with MAM (Museum of Modern Art), happened every Saturday during July in São Paulo, ending always with a free show by the Alana Band.

• CHILDREN AND CONSUMERISM PROJECT LAUNCHES NEW WEBSITE

• CONSTRUCTION AT ESPAÇO ALANA

Replacing the building that burned down in January, a great social space. Designed by architect Rodrigo Ohtake, the new Espaço Alana is a great park, with a library, a “toybrary,” auditorium and an office for the Community Association, set to open in March of 2015.



AUGUST

• A PORTRAIT OF INCLUSIVE EDUCATION IN HIGH SCHOOL

Produced by Maria Farinha Filmes and directed by Renata Sette, the film Another Glimpse which tells the story of a student from Rio Grande do Sul named Renata Basso, premiered during an event at Alana's Auditorium. Renata, who has Down syndrome, finished high school and is preparing to enter university. The Rodrigo Mendes Institute, a partner in this production, developed supporting materials that contextualize and systematize the learning experiences. "Contemporary education should value differences, contributing to the formation of individuals adapted to today's world," stated Rodrigo Mendes during the event. The film was sponsored by Itaú BBA and Alana Institute, in addition to support from the Unibanco Institute, the Department of Education, and the Brazilian Federation of Down syndrome Associations.

• ANOTHER GLIMPSE SUPPORTS THE BRAZILIAN FEDERATION OF DOWN SYNDROME ASSOCIATIONS

In order to strengthen the network of NGOs that work with Down syndrome in Brazil, the Alana Institute offered financial help to the Brazilian Federation of Down syndrome Associations. They agreed on a donation of 300,000 reais (\$100,000 dollars) to improve the human and technical resources of the current administration. The Federation has already received 60,000 reais over the past six months, and the rest will be transferred over the next three years.

• ON INNOVATION, WITH INNOVATORS

During a visit to Alana's offices to talk to a small group of guests, Joi Ito, director of the MIT Media Lab, talked about innovation and the paths to creating technologies with the potential to transform the way we live. Ito is one of the most acclaimed thinkers on innovation and technology today.

• THE ALANA BLOCK AT THE VIRADA SUSTENTÁVEL

The fourth edition of the Virada Sustentável (a sustainability festival) in São Paulo, from August 27 to 31, had a Toy Exchange Fair, the Territory of Play exhibit, a talk about consumerism and social business, performances by the Alana Band and Cia. Brasiladança, and a screening of the documentary Tarja Branca (Drops of Joy). Alana was honored at the circuit Causa+Arte (Cause+Art), where the artist Binho Ribeiro, one of the pioneers of Brazilian street art, represented the Institute's concepts through art.



Portal UOL, 17/8/2014

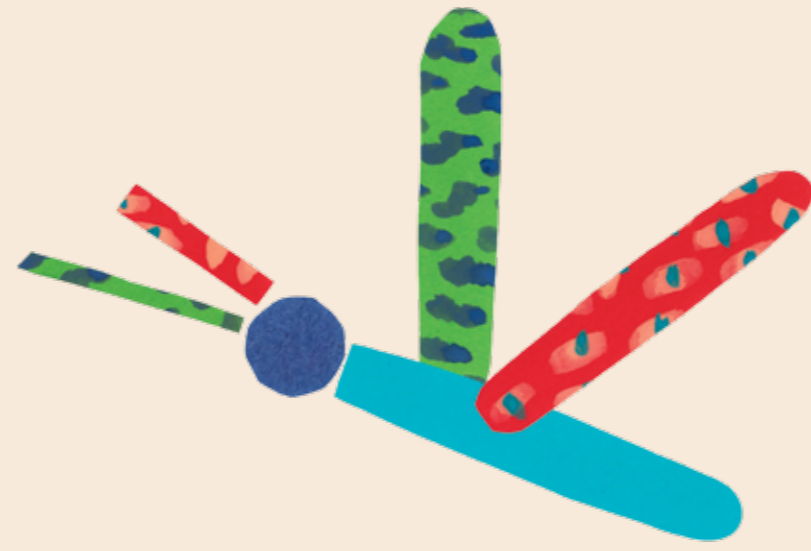
• ALANA LAUNCHES NEW WEBSITE

• ADVERTISING ON THE WEB

The study TIC Kids Online Brasil 2013 evaluated for the first time the exposure of children and teenagers to advertising and marketing communications on the internet and other media. The result was staggering: 61% have contact with advertising on social networks.

• AN INSPIRATION FOR PUBLIC POLICY

The Official Gazette of the State of São Paulo published the constitution of a working group to present a proposal for the continuous training in management and leadership. The project, by the State Department of Education, was inspired by the Managers' Academy, created by Alana and Itaú BBA.



Fair: an exchange that excites, brings us closer and leads us to think a lot about consumerism. PHOTO RENAN SATTI



SEPTEMBER

• CHILDREN SHOULD BE FREE OF ONLINE ADVERTISING, SAYS ALANA AT THE UN

"Children up to 12 years of age must be protected from marketing communications in all media, including those done through social networks and other new information technologies," said Pedro Hartung, lawyer for the project Children and Consumerism, at the Day of General Discussion during the 67th session of the Children's Rights Committee at the UN in Geneva. The event attempted to understand the effects of children's involvement with social media.



• FORMAL CREATION OF ALANAPAR

• TARJA BRANCA HAS INTERNATIONAL PREMIERE

The documentary film Tarja Branca – A Revolução que Faltava (Drops of Joy) has its international premiere at the Los Angeles Brazil Film Festival, in California. After screening at the festival, the film was made available on iTunes for the United States, Latin America and Europe.



Folha de S. Paulo, 20/9/2014

• GAMES WITH ADVERTISING SHOULD HAVE A +12 RATING

The Children and Advertising project took part in Inmetro's public inquiry and asked that games with advertising be recommended to adolescents over the age of 12.

• CHILDREN AND CONSUMERISM PARTICIPATES IN INTENTIONAL EVENT ABOUT NUTRITION

A public health issue, healthy diets are dealt constant blows by advertising for ultra-processed foods – especially those directed at children. Because of this, the Children and Consumerism project participated in the Building Healthy Global Food Systems: A New Imperative for Public Health conference in Oxford, England, organized by the World Nutrition and Public Health Association, where it presented the Tang case (more information in the January section).

• NEW PARTNERSHIP WITH OAB, THIS TIME WITH ITS SERGIPE CHAPTER

The lawyer Ekaterine Karageorgiadis, representing the Absolute Priority project, signed partnership terms with the Sergipe chapter of the Brazilian Order of Lawyers (OAB-SE) during the Family, Gender and Establishment of Fundamental Rights congress in Aracaju.

• ALANA AT FIL

The 12th edition of the International Language Exchange Festival (FIL), organized in Rio de Janeiro, featured Alana's participation through the Territory of Play and Absolute Priority projects, and its Education and Childhood Culture department. The film Drops of Joy was screened for the participants. The National Forum on Culture and Childhood was also held during FIL, with the participation of Ana Claudia Arruda Leite.

• INCLUSIVE EDUCATION AT THE GLOBAL ACTION WEEK

The Global Action Week (GAW) 2014 had the right to inclusive education as its theme. The Alana Institute participated by screening the short Another Glimpse and holding a roundtable discussion. GAW is an initiative of the Global Campaign for Education (GCE), and since 2003 it has been held simultaneously in over 100 countries as a way of pressuring politicians to carry out laws that seeks to guarantee quality public education for all.

• SATISFIED JOINS THE THINK.EAT.SAVE CAMPAIGN

This global campaign seeks to reduce food waste, and is led by UNEP (UN Environmental Program) and FAO (United Nations Food and Agriculture Organization). "This is the first project in Brazil to become a partner in the campaign. This action reinforces Satisfied's importance in preventing food waste," said Luiz Esteves, coordinator of the project. Think. Eat. Save has partners in South Africa, Kenya, United Kingdom, United States, France, Canada and Denmark. "The partner organizations bring their experiences and maximize the reach of the campaign's actions," said Denise Hamú, UNEP representative in Brazil.



OCTOBER



• TERRITORY OF PLAY LAUNCHES NEW WEBSITE

• EVENT REMEMBERS THE MEANING OF CHILDREN'S DAY

Beyond buying (or receiving) a new toy: a Toy Exchange Fair organized by Alana at the Eder Sader Square in Vila Madalena, São Paulo, invited families to experience a new kind of fun on Children's Day. Trades, street games and activities proposed by Recreat – a recreational group dedicated to reviving the culture of childhood – market the 12th of October in São Paulo.

• REBRINC MEMBERS GATHER FOR VII MEETING

• CHILDREN AND CONSUMERISM CREATES THE CAMPAIGN #ANUNCIAPRAMIM

On Children's Day, the Children and Consumerism project launched the campaign #anunciapramim (#publicizeforme), which continues without an expiration date, in order for adults to express their displeasure at marketing communications actions aimed at children. All one has to do is access the website www.anunciapramim.com, enter their email (which won't be shared) and inform what company was caught acting illegally. The information serves as a basis for a letter addressed to the company requesting that it stop breaking the law and start addressing their communications to adults.

• CONANDA RESOLUTION IS CONSTITUTIONAL

At the request of Children and Consumerism, Bruno Miragem, doctor and masters of Law, president of Brasilcon (Brazilian Institute of Consumer's Rights and Politics) from 2014 to 2016 and professor at UFRGS (Federal University of Rio Grande do Sul), elaborated a detailed opinion in which he concludes that Conanda's Resolution 163 is absolutely constitutional. An authority in Consumer's Rights, Miragem says the text defines "criteria for the interpretation and application of arts. 37, paragraphs 2 and 39, IV, of the Consumer Protection Code, in view of protecting the interests of children and adolescents, being considered an absolute priority in the terms of art. 227 of the Constitution of 1988."

• ABSOLUTE PRIORITY LAUNCHES NEW WEBSITE

• CHILDREN'S RIGHTS IS PRESENT IN OAB EVENT

The XXI National Lawyer's Conference attracted around 200,000 people to Rio de Janeiro. Among various debate tables, a special event gathered over 200 lawyers, law students and others interested in children's rights. The discussion Priority of Children in Face of Labor Rights, Family Rights and the Brazilian Judiciary, organized by the Rio de Janeiro chapter of the Brazilian Order of Lawyers (OAB-RJ) in partnership with the Absolute Priority project, covered themes such as parental alienation, child labor, and the judicial system for children and adolescents.

• ABSOLUTE PRIORITY PARTICIPATES IN EVENTS IN ACRE AND RONDÔNIA

Taking the discussion of children's rights to the entire country, Alana was represented in two events in Brazil's northern region organized by the Brazilian Order of Lawyers (OAB) in the states of Acre and Rondônia.

• TERRITORY OF PLAY RELEASES COZINHANDO NO QUINTAL

Renata Meirelles, educator and creator of the project Territory of Play, released the book Cozinhando no Quintal (Cooking in the Backyard, Editora Terceiro Nome), which shows through photographs how children use the materials around them while play-cooking.

• ROUNDTABLE TALK ABOUT CHILDREN AND NATURE

Rita Mendonça, of Instituto Romã, defended at a roundtable talk organized by the Alana Institute that nature is children's natural habitat. The coordinator in Brazil of Sharing Nature Worldwide, Rita explained that "as they play in nature, children develop their own perception of the world, as well as their creativity, sensitivity and intelligence."

• FOCUS ON INCLUSIVE EDUCATION

Can schools deny enrollment to a child with a disability? What does the legislation say? The Another Glimpse project brings the answer to this question to help guide parents. Meanwhile, Absolute Priority included this issue in its areas of action so agents of the Law can help curb any abuses and illegalities.

Renata Basso, protagonist of the film Another Glimpse, was the subject of a story on the growth of inclusion in formal schools. PHOTO REDE GLOBO

Jornal Nacional, 8/10/2014



NOVEMBER

• ENEM ESSAY COVERS CHILDREN'S ADVERTISING

"Children's advertising in question in Brazil" was the theme of the essay question posed to 8.7 million students taking the 2014 Enem (National High School Exam). To inform the students' writing, the test provided an article discussing if advertising towards children should be outlawed in Brazil, along with a chart on children's advertising around the world and an essay on children as the consumers of the future.



Portal G1, 9/11/2014

• ALANA INSTITUTE HOSTS SEMINAR ON CHILD LABOR

Kailash Satyarthi, Nobel Peace Prize winner in 2014 for her work in combating child labor around the world, led the End Child Slavery Week campaign, a set of global actions aimed at spreading information about this problem and supporting initiatives that try to extinguish it. The Alana Institute and Gesto Comunicação e Cultura organized the seminar Labor and Child Slavery: Let's Get Rid of This?, an event that gathered professionals interested in the issue, as well as partner organizations and public officials.

• DEPARTMENT OF HEALTH LAUNCHES NUTRITION GUIDE FOR THE PEOPLE OF BRAZIL

• SLOWKIDS AT BURLE MARX PARK

Children and their families having time for fun, games, enjoying nature and each other. That was the mood of the third edition of SlowKids at the Burle Marx Park in São Paulo. The afternoon had a Toy Exchange Fair, a show by Brasileirinhos, nature walks, activities with educators from Instituto Brincante, performances, book readings, yard games, art for babies, and slowbikes.

• LAUNCH OF THE REBRINC WEBSITE ON THE 21ST

The date of the launch was chosen to commemorate 25 years of the United Nations Convention on Children's Rights.

• #ESCOLAPARATODOS CAMPAIGN PROMOTES INCLUSION

A new campaign, #EscolaParaTodos (#SchoolForAll), joined the fight for the inclusion of children with disabilities in all schools. The Absolute Priority and Another Glimpse projects supported the launch, an initiative by the Movimento Down (Down Movement), and took part in elaborating the guide Inclusive Education: What Parents Should Know, with information on the rights to education for children with disabilities. The launch happened at the Inclusive Education over the Past 25 Years forum at OAB-RJ (Rio de Janeiro chapter of the Brazilian Order of Lawyers).

• CEI ALANA CHANGES HANDS

The transfer of CEI (Children Education Center) Alana was made official on November 28, 2014. In January of 2015, the Instituto Criança Cidadã (Child Citizen Institute) took over the management and operation responsibilities of the Children's Education Center.



Folha de S. Paulo, 23/12/2014



SlowKids at Burle Marx Park (São Paulo): a day dedicated to play. PHOTO JOÃO LACERDA

DECEMBER

• EDUCATORS REFLECT ON THE PROTECTION OF CHILDREN

Docents and future teachers of the state of Acre discussed the protection of children in a consumer society and the impacts of children's advertising on their development in a short course given by lawyer Pedro Hartung during the XVII Week of Education at the Federal University of Acre (Ufac). Hartung was also a speaker on the panel Children and Consumerism: A Transversal and Urgent Theme in the Educational Environment.

• SUPPORT FOR RATINGS SYSTEM

Over 80 entities, Alana among them, signed a Public Letter addressed to the Supreme Court reinforcing their support of the Ratings System.

• MARIA FARINHA RELEASES THE MOVING BOX

Maria Farinha's three partners – Marcos Nisti, Estela Renner and Luana Lobo – gathered in public for the first time for a casual talk that revealed a lot about the spirit of the production company. The encounter took place at the release of the box set with the documentaries Criança, a Alma do Negócio (Target Market: Kids), Muito Além do Peso (Way Beyond Weight) and Tarja Branca – A Revolução que Faltava (Drops of Joy), at Livraria da Vila in São Paulo. Critics considered the three films to be impactful, with each one of them being considered as a potential agent for change. From there came the idea of creating a packaging that alludes to its moving role.

• DROPS OF JOY WINS 3RD PLACE AT THE ONLINE INTERNATIONAL FESTIVAL

December was a month of celebration at Maria Farinha Filmes. The documentary Tarja Branca – A Revolução que Faltava (Drops of Joy) won 3rd place at the online festival #VOFF (Viewster Online Film Fest), which features works from around the world. The film also won the approval of the audience and was among the ten best voted in the popular jury. #VOFF is the largest online film festival in the world, with over 1 million visitors. In addition to this prize, Drops of Joy was awarded in the best documentary category at Brafftv (Brazilian Film & TV Festival of Toronto) and acclaimed by the critics of the major news vehicles in Brazil. It is available on Netflix and Net Now in Brazil, and on iTunes in 39 countries.

• EDUCATION BEYOND THE PLATE AWARD REVOLUTIONIZES SCHOOL MEALS

The Prêmio Educação Além do Prato (Education Beyond the Plate Award) encouraged hundreds of schools in the São Paulo municipal school system to create actions aimed at improving the eating habits of its students by encouraging those who bring box lunches, discussing food and by engaging with partners. The competition was organized the São Paulo Municipal Department of Education in partnership with São Paulo Carinhosa – the city's policy initiative for early childhood – and had the support of the Alana Institute. At the end of the year, six schools were awarded and the real winners were its thousands of students.

• RNPI RECEIVES HUMAN RIGHTS AWARD

The highest honor given by the Brazilian government to people and organizations that develop actions for the defense of the basic rights of citizens was given by president Dilma Rouseff to Rede Nacional Primeira Infância (National Early Childhood Network).



Childhood is the best version of each life story, and you can't put a price on it.
PHOTO MARIANA CHAMMA

• THE COST OF OBESITY IN THE COUNTRY IS 2.4% OF GDP

The study Overcoming Obesity: An Initial Economic Analysis, released by the consulting firm McKinsey Global Institute, revealed that obesity in Brazil leads to a loss equivalent to 2.4% of its GDP, which amounts to approximately 110 billion reais (\$36 billion dollars). According to the last Pesquisa de Orçamento Familiares (Family Budget Survey, POF 2008-2009), over half the adult population is overweight. The numbers for children are also alarming: 33% show problems, with 15% already being obese. According to McKinsey, over 2.1 billion people in the entire world, or one third of the global population, are overweight or obese. Currently, 5% of deaths are caused by obesity. If nothing is done, almost half of the adult population will be overweight by 2030.

• PROTECTING CHILDHOOD IS MUCH MORE LUCRATIVE

The study Economic Impacts of the Application of Resolution 163 by Conanda (National Council for the Rights of Children and Adolescents), commissioned by Maurício de Sousa Produções, showed that prohibiting advertising aimed at children would lead to a 33.3 billion reais (\$11.1 billion dollars) loss for the industry. A quick calculation show that, considering a population of 40 million children up to age 12, each child is worth 825 reais (\$275 dollars). "It is essential to think not about the economic loss, but the consequences that stimulating consumerism since early childhood can have on the future," said Ekaterine Karageorgiadis, Alana Institute lawyer.

• COURTS LIMIT BEER ADVERTISING

The 4th Circuit Regional Federal Court determined the restriction on TV and radio advertising for all drinks with alcohol content equal or superior to 0.5 on the Gay-Lussac scale. Until then, the restriction was only for drinks with a level above 13. "This decision is another step towards protecting the rights of children and adolescents," said Renato Godoy, researcher at Children and Consumerism.

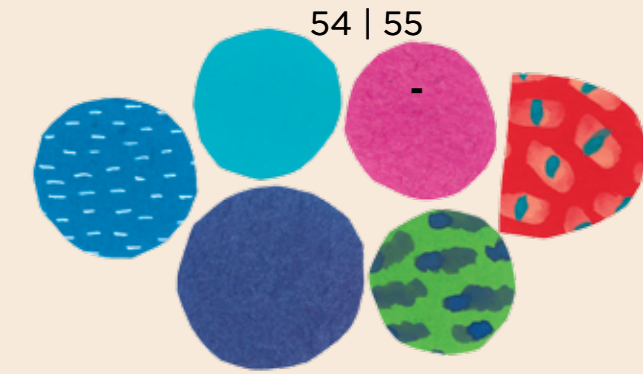
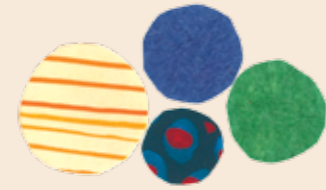
• ALANA INSTITUTE IS RE-ELECTED AS CIVIL SOCIETY REPRESENTATIVE IN CONANDA

Alana was re-elected as councilor to Conanda (National Council on the Rights of Children and Adolescents) for the years 2015-2016. Alana is represented by the lawyer Pedro Hartung.

• MANAGEMENT ACADEMY GRADUATION

Twenty-six public school directors from the São Paulo state school system concluded the project Academia de Gestores (Management Academy), a partnership between Alana and the Mid-West Region Teaching Department of the State of São Paulo Department of Education. They attended workshops and coaching sessions over three semesters in order to strengthen their leadership and management capabilities. Over 21,000 students were directly impacted by this initiative.





NUMBERS AND HIGHLIGHTS

For those who enjoy numbers, a compilation paints a picture of **Alana in 2014** Partnerships, events, new brands, new websites, awards and films are all in the long list of achievements.

PARTNERSHIPS

33 partnerships by **Alana projects with other entities**

22 partnerships at **Espaço Alana**, among them Instituto Criança Cidadã (Child Citizen Insitute)

5 NEW BRANDS

3 of them by **Oz Design**

10 NEW WEBSITES

9 done in-house
1 commissioned

13 PRODUCTIONS BY MARIA FARINHA FILMES (MFF)

ALANA IN THE PRESS

1,382 mentions in newspapers, magazines and websites

86 releases sent to journalists

EVENTS

27 events that Alana produced or participated

3 AWARDS

Territory of Play shorts received special mention at the Children's Film Festival in Florianópolis

Slowkids elected best children's activity by the readers of Folha de São Paulo

MFF Tarja Branca (Drops of Joy) wins 3rd place at #VOFF (Viewster Online Film Festival)





COMING UP...

In addition to all the projects done in 2014, the team has been working on **those that will happen in 2015**. Some deepen old ties, others establish new international partnerships. There is also the launch of an award, new films, and a transformational platform. To kill a little bit of the suspense, we give you a taste of what's to come. Following all the news at our website!

BRINCANTE

Alana strengthened the partnership it has with Instituto Brincante in 2014. It took part in the #FicaBrincante (#StayBrincante) movement, which started in the face of threats of the institute having to close its headquarters, located in Vila Madalena in São Paulo for 22 years, due to real estate speculation. A great *ciranda* in defense of the space gathered 10,000 people at the Ibirapuera Park in September. Images of this event (which, by the way, was a great success!) were documented in the video-manifesto *Brincada*, produced by Maria Farinha Filmes in order to mobilize the community around the cultural significance of the space. And the fight goes on. In 2015, Alana will further deepen its ties with Brincante's founders, Antônio Nóbrega and Rosane Almeida, and is committed to help build the space's new headquarters, taking part in a crowdfunding campaign that will raise funds for the construction, and with a financial contribution for the management and administration of the space. Another special collaborator was the architect Thiago Bernardes, who designed the project for the space. Learn more at www.ficabrincante.com.br.

CRATIVOS DA ESCOLA

The final adjustments were made in 2014 to launch Criativos na Escola (Creatives at School) in February of 2015. The project is part of global movement that offers children and adolescents

the opportunity to transform the reality around them with the help of educators. The initiative started in India, by the hands of the educator and designer Kiran Bir Sethi in 2006. Originally named Design for Change, today the project is present in over 30 countries. Alana became the representative of this idea in Brazil in 2014, and developed the website, videos, and supporting materials for the project, which offers inspiration and the necessary information to be implemented at any school or organization in the country. Empathy, leadership, creativity and teamwork are the pillars of Creatives, which stimulates engagement and community action. Those educators interested can take part in the Creatives at School Challenge by signing up their students on the website. At the end of 2015, the most inspiring stories will be awarded. Learn more at www.criativosdaescola.com.br.

VIDEOCAMP

It all started with Cine Debate, a project that toured Brazil screening the Maria Farinha Filmes productions. During their wanderings, the team noticed the transformational films' potential. The idea for VIDEOCAMP, a free global bilingual (English/Portuguese) platform created by Alana Institute and Maria Farinha Filmes was born. Through the website, the audience will be able to live the full experience of watching, sharing, and playing a direct role in the move-

ments inspired by the films. The platform uses cinema as a powerful tool for social transformation: the films featured in it have as their mission to raise awareness of causes that deserve attention. Each page will bring additional content in order to mobilize its audience, who will learn how to help and what to do in each case. VIDEOCAMP – Moved by Movie was incubated throughout 2014 and launched in March of 2015 at the SXSW (South by Southwest) Festival in Austin, in the United States, and in São Paulo.

WHO? WALLS AND BRIDGES

Another transformative film joins Maria Farinha Filmes' portfolio in 2015. *Quem? Entre Muros e Pontes (Who? Walls and Bridges)*, directed by Cacau Rhoden, was released in March and is available for free online on the VIDEOCAMP platform. The film brings attention to the drama of the Sahrawi people, whose territory was occupied by Morocco 40 years ago. A wall separates approximately 200,000 refugees from the rest of their lives. Surrounded by land mines, they depend exclusively on international aid to survive. With the film and the mobilization for its premiere, Maria Farinha hopes to help keep this cause from being forgotten and that it is embraced – with all of its political nuances – by the international community.

TRANSFORMATIONAL SCHOOLS

Technology and globalization are making the world more complex and dynamic. Academic knowledge becomes a necessity and faces to the challenge of reinventing itself to help in the development of transformational agents. The school must, therefore, form an active subject, capable of acting in the world with a systemic, multidisciplinary and sensitive eye. The Transformational Schools project comes from this premise, with the objective of recognizing schools that promote the development of these new skills and abilities. This is a global initiative by Ashoka, an international organization that supports new ideas and proposals in the social area, and that will execute the project in Brazil in partnership with Alana Institute. The intention is to build a network for exchanging experiences in order to influence paradigm

changes in education. The project will travel Brazil in search of schools with transformational practices and mobilize social agents in order to influence the educational environment, spreads these principles, and inspire the creation of new schools. The Transformational Schools launch is expected in the second semester of 2015.

MIL DIAS

Another Maria Faria Filmes project expected to be ready in 2015 promises to put a focus on early childhood for all of society. The film *Mil Dias – A Época em que Tudo Acontece (A Thousand Days – The Time In Which Everything Happens)*, directed by Estela Renner, will show how the first one thousand days of the life of a child are essential to their healthy development, not only in childhood but also in their adult life. To invest in early childhood is to invest in a better society, one that is more sustainable and humane and that respects and prioritizes children. Guaranteeing rights related to childhood – starting with gestation, birth conditions, breastfeeding, all the way through the child development essential during early childhood – is a determining factor in the life of a human being and the planet. Well cared for and loved, children grow confidently and take better care of themselves and their surrounding. Altogether, eight countries will be visited in order to show family routines, conduct interviews with specialists, and visit schools. Trips to Kenya, India and China are in the plans for 2015.

PRÊMIO CIDADE DA CRIANÇA

Alana's Absolute Priority project, in partnership with Cidades Sustentáveis (Sustainable Cities), will launch in April the Prêmio Cidade da Criança (Children's City Award). The award seeks to identify municipal managers that guarantee children full access to knowledge, a healthy life, help through a protection network, and the safety of their rights. Its methodology is based on broad themes included in the childhood universe, such as education, health, leisure and safety of children. The award also wants to spread successful experiences, so they can be repeated in other municipalities. The result will be announced in 2016.

2014 FINANCIAL STATEMENT

Information collected up to 12/31/2014, referring to Instituto Alana, CNPJ 05.263.071/0001-09.

BALANCE SHEET

ASSETS	R\$	LIABILITIES	R\$
CURRENT ASSETS	94.541.329,92	CURRENT LIABILITIES	2.355.129,31
Available	93.826.482,03	Suppliers	897.817,34
On hand	3.400,00	Suppliers	897.817,34
Current account	575.517,69	Tax Obligations	109.296,07
Financial applications	93.247.564,34	Taxes and Contributions	109.296,07
Other loans	710.159,16	Labor Obligations	375.553,52
Advances to third parties	114.732,97	Salaries payable	163.764,26
Loans to employees	1.808,27	Obligations	211.789,26
Other receivables	593.617,92	Other Obligations	746.691,26
Prepaid expenses	4.688,73	Other Financial Obligations	746.691,26
Prepaid expenses	4.688,73	Provisions	225.771,12
		Labour provision	225.771,12
NON-CURRENT ASSETS	195.747.760,83	EQUITY	287.933.961,44
Permanent Assets	195.747.760,83	Social Capital	279.418.618,08
Investments	186.975.854,45	Endowment Fund	279.418.618,08
Investments in stock	186.975.854,45	Social Outcomes	8.515.343,36
Real estate	8.751.068,35	Surplus / Deficit Accumulated	-1.748.241,32
Land	446.200,00	Surplus / Deficit for Fiscal Period	10.263.584,68
Buildings	3.029.895,86		
Installations	549.141,96		
Furniture and fixtures	875.876,28		
Vehicles	39.026,28		
Computers and peripherals	190.213,01		
Construction in progress	2.080.622,78		
Improvements to third party properties	1.540.092,18		
Intangible Assets	20.838,03		
Software	20.218,03		
Trademarks, Copyrights And Patents	620,00		
TOTAL ASSETS	290.289.090,75	TOTAL LIABILITIES	290.289.090,75

SURPLUS / DEFICIT BALANCE SHEETS

	TOTAL		TOTAL
Gross Income	3.023.442,96	SOCIAL ACTIVITY	5.467.788,54
Donations	1.655.076,21	Personnel Costs	2.623.620,70
Extraordinary Income	1.368.366,75	Utilities and Public Services	51.231,96
Total Income	3.023.442,96	Third-party Services	1.985.400,18
Gross Surplus	3.023.442,96	Maintenance and Conservation	9.811,00
Activities Expenditures	20.041.303,57	Supply Costs	69.971,87
ADMINISTRATIVE	7.208.884,51	Events	63.000,67
Personnel Costs	3.331.483,26	General	588.277,28
Utilities and Public Services	447.028,00	Advertising	890,00
Third-party Services	1.333.609,32	Documentaries	75.584,88
Supply costs	356.770,34	PARTNERSHIPS	755.460,52
Events	47.780,38	Personnel Costs	4.650,50
General	843.581,45	Utilities and Public Services	63,30
Tax Expenses	41.271,98	Third-party Services	76.863,00
Financial Expenses	269.661,72	Events	6.787,22
Depreciations and Amortizations	537.698,06	General	37.096,55
EDUCATIONAL ACTIVITY	4.528.650,37	Donations	629.999,95
Personnel Costs	3.176.920,67	AUDIOVISUAL PROJECTS DEPARTMENT	2.080.519,63
Utilities and Public Services	13.445,50	Personnel Costs	15.910,24
Third-party Services	448.719,07	Utilities and Public Services	30.170,18
Maintenance and Conservation	15.752,97	Third-party Services	270.329,59
Supply Costs	281.541,96	Maintenance and Conservation	600,00
Events	12.553,47	Supply Costs	60.961,73
General	146.880,73	General	285.067,02
Advertising	16,00	Documentaries	1.417.480,87
Documentaries	432.820,00	Other Operating Income	27.281.445,29
		Operational Surplus	10.263.584,68
		Non-operating Profit	-
		NET SURPLUS	10.263.584,68