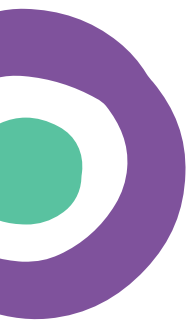




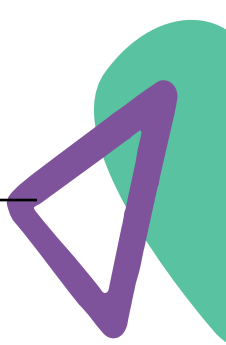
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# ALANA INSTITUTE 2019 REPORT

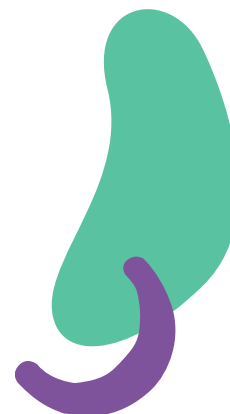




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# ABOUT US



## We seek to impact with excellence

In 2019, Alana Institute grew. This growing process and the challenging national context called for **building a new look and establishing a new path**, both made possible by our solid performance over the last 25 years. **Our choice was to dream together.** We gathered the whole team, about 80 people, in an immersion full of exchanges, learning, and dialogs for the first time. We emerged stronger and able to dream new dreams, strengthen even more the impact of our actions, and expand our partnerships.

Everything was made aiming to pursue, with excellence, our mission: to honor the child. In that same year, [we had a great victory at the Federal Supreme Court \(STF\)](#) for the rights of children and teenagers in partnership with other organizations; we shared with more than 22,000 pediatricians [the importance of nature in the children's development](#); we learned the relevance of [inclusive education](#) for the Brazilian population with Datafolha; we reached **1.2 million viewers** on [our film platform](#) and more than 8 million visits to [our journalism platform about childhoods](#); throughout 12 months, we contributed to the [United Nations General Comment on Children's Rights in Relation to the Digital Environment](#). **We have won lawsuits against large companies that made illegal advertising for children**; we have joined the [National Pact for Early Childhood](#), along with 34 other government institutions and civil society entities; we supported, in Jardim Pantanal (São Paulo), [the Pantaneira party](#) that brought together local residents and artists; **we took a technical mission of Brazilian managers and specialists to Germany** to get to know model cities in sustainability and children, and also [dozens of students and educators to Rome](#) for a **global meeting** with delegations from 65 countries including the presence of Pope Francis. And it didn't end there.

This report shows the strength and highlights of Alana Institute and our programs ([Absolute Priority](#), [Children and Consumerism](#), [Creatives in School](#), [Children and Nature](#), [Changemaker Schools](#) and [Territory of Play](#)) and our platforms ([Videocamp](#) and [Lunetas](#)) throughout 2019.

## Together, we seek to build a better future



“ 2019 was a year of important achievements and strengthening of collective work. This collective practice is essential in a time as

challenging as the one we currently live in – besides being a fundamental part of Alana’s culture.”

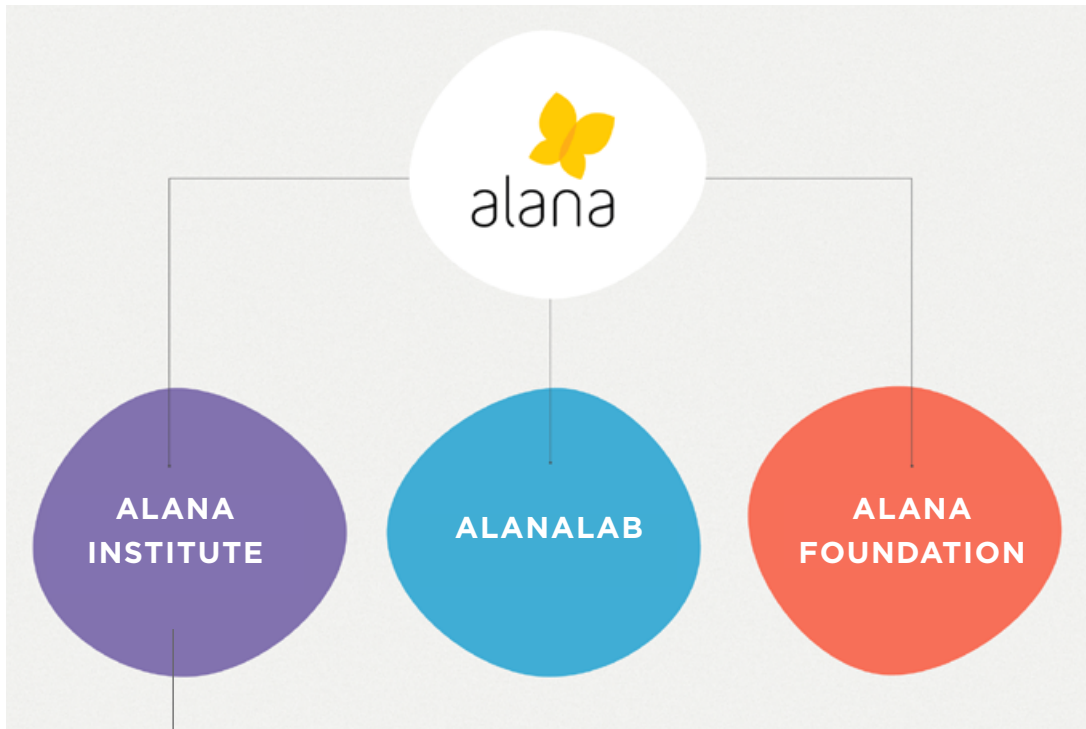
– Carolina Pasquali, *Executive Director of Alana Institute*

“ We will keep working with excellence, innovation, and depth, but we wish we had the lightness to fly higher and farther and make an even greater impact. With collective work, we come out stronger.”



– Isabella Henriques, *Executive Director of Alana Institute*

# How does Alana Institute work?



# HIGHLIGHTS AND INITIATIVES

In a year as challenging as 2019 turned out to be, we worked hard – and together – to honor our purpose: the pursuit of a childhood fully lived. Challenging projects, innovative initiatives, and the strength of advocacy for our causes have marked the trajectory of our matrices, programs, platforms, and research.



# MATRICES



**Paths and learning for an accessible communication**  
- [Learn more](#)



**Exclusive research: Brazilian population and inclusive education** - [Learn more](#)



**500 planning for experiences in childhood education** - [Learn more](#)



**Participation in the launching of the Mixed Parliamentary Front for the Promotion and Defense of the Rights of Children and Adolescents**  
- [Learn more](#)

# MATRICES



**Launching of the Exhibition on Lydia Hortélio Occupation**  
- [Learn more](#)



**The UN New General Comment on Children's Right and the Environment -**  
[Learn more](#)



**Exhibition in partnership with UNICEF for the 30th anniversary of the International Convention on the Rights of the Child**  
- [Learn more](#)



**The Brazilian Network for the Inclusion of Persons with Disabilities (Rede-In)**



# PROGRAMS

## ABSOLUTE PRIORITY

### HIGHLIGHTS

Working together with other organizations, we managed in the Federal Supreme Court to get the National Council for the Rights of Children and Adolescents (Conanda) back to work. Conanda is the custodian of all guarantees related to this subject.



Photo: Shutterstock

Children are an absolute priority, as stated in the Federal Constitution. In 2019, celebrating the 30th anniversary of the Convention on the Rights of the Child, we went to the STF to defend the best interests of children and adolescents on several fronts. In December, working together with other civil society organizations, we managed to reverse the decree that weakened Conanda's authority to guarantee the rights, formulation, and control of public policies aimed at children

and adolescents. We also defend the sections of the Child and Adolescent Statute that ensure the Freedom of Movement right, the role of the Guardianship Council, and the exceptional nature of internment measures within the socio-educational system. On the other front within the STF jurisdiction, and working together with the Getúlio Vargas Foundation, we elaborated the [Agenda for the Rights of Children and Adolescents adopted by the Federal Supreme Court](#).

In 2019, we will also integrate the National Pact for Early Childhood, which, among many actions, will diagnose the situation of children under the custody of the judicial authorities in 120 municipalities. On the occasion of the launch of the national pact for early childhood, we have introduced the book "[Primeira Infância no Sistema de Garantia de Direitos de Crianças e Adolescentes](#)" (Early Childhood in the Safeguard System on the Rights of Children and Adolescents). Another essential publication was *Pela Liberdade* (For Freedom), in which we highlight the pathways we took to grant a collective [habeas corpus](#) to benefit mothers and children.

# CHILD AND NATURE

## HIGHLIGHTS

We carried out a technical mission to the cities of Freiburg and Griesheim in Germany - which are references in sustainable public policies for children - with public managers and professionals from Brazil committed to children and nature.



How can we break down the walls for our childhood? Throughout 2019 we share the benefits of nature in the development of children and adolescents with more than 22,000 pediatricians across Brazil thanks to a partnership with the Brazilian Society of Pediatrics. We have gathered our best efforts to publish the [Handbook on the Benefits of Nature for Children and Adolescents Development](#). We have also joined municipal governments teams to organize and carry out a technical mission to Freiburg (Germany). Besides being a child-friendly city, it is a reference in sustainable and breaking down walls in urban planning that integrates nature and urban life. Among the several outcomes of this initiative, which also took place in 2017, is the

inclusion of a chapter dedicated to children in the master plan of the city of Jundiaí, located in the interior of São Paulo. And we keep moving forward.



We have released the **Camping with Kids Guide** to encourage everyone to sleep under the stars and disconnect (a little bit!). [Check it out!](#)



We have built important bridges and partnerships with the Sesc network, the ICMBio, municipal governments – such as Jundiaí (SP) and Boa Vista (RR) – including some schools.



In June, we gathered more than 400 specialists and educators from all over the country during the IV Child and Nature Seminar, held in Rio de Janeiro in partnership with Sesc.



We organized regional meetings throughout Brazil, encouraging the participation of the municipalities of Jundiaí, Campinas, and São Paulo (SP), Caruaru (PE), and Macaé (RJ).

# ALANA SPACE, URBANIZE AND ALANA BAND

## HIGHLIGHTS

We support the “Festa Popular Pantaneira” (Pantaneira Folk Party), organized and held by the residents of Jardim Pantanal, in Greater São Paulo. More than just a group meeting, the celebration rescues and values local culture and artists.



Alana Space, Alana Band, and Urbanize projects walk together at Jardim Pantanal, on the east side of São Paulo. In 2019, every step was an outstanding achievement. To intensify the residents’ engagement and mobilization, we carried out several activities at the Alana Space, including [changes in our facilities](#) based on the residents’ dreams and the Pantaneira Folk Party, which valued the local culture and cuisine and brought the whole community together. Throughout the year, we established more than 27 partnerships bringing together other organizations – such as the Alliance for Children, Barrichello Family Institute, UneAfro, Arte e Cultura na Kebrada, and local public schools – which resulted in courses such as sewing and dressmaking, and a meeting on peripheral literature.

We participated in the World Play Week and got together with Alana Band to offer activities such as the percussion workshop. The band also launched the Open Rehearsal project, open to the entire community. The band has held 19 live concerts in museums, theaters, and other venues, with an estimated audience of 50,000 people. Meanwhile, the Urbanize project, which has started up to promote community strengthening and to value the culture of Jardim Pantanal in 2019, established significant ground connections with local residents and other partners who work in the area. The action concentrated on mapping social actors, building a neighborhood plan, and holding community councils.

# CREATIVES IN SCHOOL

## HIGHLIGHTS

We took students and educators from every corner of the country to Rome, Italy, to represent Brazil at the international children and youth conference called “I can”.



“I’ve got all the world’s dream inside me,” wrote Fernando Pessoa. In 2019, we took 34 Brazilian students and educators to the global youth conference “I can,” part of the Design for Change movement, to dream these and many other dreams. The meeting gathered more than 2,000 people.

[The annual Creative School Challenge awards ceremony happened overseas for the first time](#) in the Vatican, Italy. It presented one challenge after another, which means mobilizing schools in a shorter period, selecting eight winners from more than a thousand entries, organizing an international trip with dozens of people – not to mention all the other actions under our responsibility that were happening at the same time! Whew! But in the end, everything went well, and we even met Pope Francis!

## CREATIVES IN SCHOOL



*Brazilian students dancing in Coliseu, em Rome.  
Photo: Alicia Peres/acervo Instituto Alana*

## And 2019 was the year of an incredible challenge: from Brazil to Italy!

Check this out: there were **1,443 projects** enrolled from **538 cities**, **26 states**, plus the Federal District.

We spent **30 days** researching and reading to award **7 Brazilian teams**, consisting of students and teachers from different realities - from large metropolises, quilombos, and rural communities. Eventually, we took **23 students** and **11 Brazilian educators** to Rome.

# CHILD AND CONSUMERISM

## HIGHLIGHTS

**Sestini signed a term of conduct adjustment after being reported for irregular and racist children’s advertising in 2017. The company committed to no longer carrying out this type of communication and establishing and implementing racial quotas.**

To defend our children from abusive and illegal advertising directed at them, we act firmly in the country’s courts to hold companies that break the law accountable. Throughout the year, we’ve joined the Alana Institute’s programs “Prioridade Absoluta” (Absolute Priority) and “Criança e Natureza” (Child and Nature) to collaborate with the new UN General Comment on children’s rights concerning the digital environment. The document presents actions and guidelines for governments, companies, and civil society organizations. [Firsthand, we show the social and environmental impact](#) generated by the packaging of the 800 million LOL surprise dolls sold worldwide: enough plastic to circle the Earth 24 times.

## Children’s advertising is no joke!

Child and Nature program has been active in nationally prominent legal cases that happened inside schools! Remember the World Cup sticker albums? We filed a lawsuit against Panini for irregular advertising in schools. And the court took on the case! Hooray! We also work to protect children’s exposure on TV. On the Internet, we manage to protect our children. We have reported Candide for advertising LOL surprise dolls to children.



YOU CAN ALSO REPORT  
ANYTHING LIKE THAT HERE  
[criancaeconsumo.org.br/denuncie](http://criancaeconsumo.org.br/denuncie)

# CHANGEMAKER SCHOOLS

## HIGHLIGHTS

We've published the book "Creativity - Changing Education, Changing the World", aiming to share multiple views on creativity, which we believe is a transformative value essential to overcoming challenges in education.

We can all be the transformers of our reality. The series "Corações e Mentes, Escolas que Transformam" (Hearts and Minds, Transformational Schools), directed by Cacau Rhoden and produced by Maria Farinha Filmes, uncovers the way this can happen inside the school, involving students, educators, and the community. Using creativity, with autonomy and mobilization capacity, we show how schools in São Paulo, Paraná, Bahia, Pernambuco, Ceará, and Amazonas have become protagonists of significant changes. We reached an audience of more than 30,000 people who have already watched the [four chapters of the series, which is available on the Videocamp platform](#). May the inspiration be with you too!

Click on the player beside to watch Hearts and Minds' trailer.



Focusing on the Changemaker Schools program, an Ashoka's initiative and coordinated by Alana Institute in Brazil, we produced videos about empathy in education, organized debates and meetings with educators from all over the country. We published the digital book Creativity - Changing education, changing the world, which deals with the relevant role of creativity in the school environment, in eight regional releases in the five regions of Brazil. In partnership with Undime, we promoted the 17th National Forum of Municipal Education Directors, based on the theme Quality of Education: Financing, Management, and Learning. The conference gathered 1,500 leaders in Bahia.



# PLATFORMS

## VIDEOCAMP

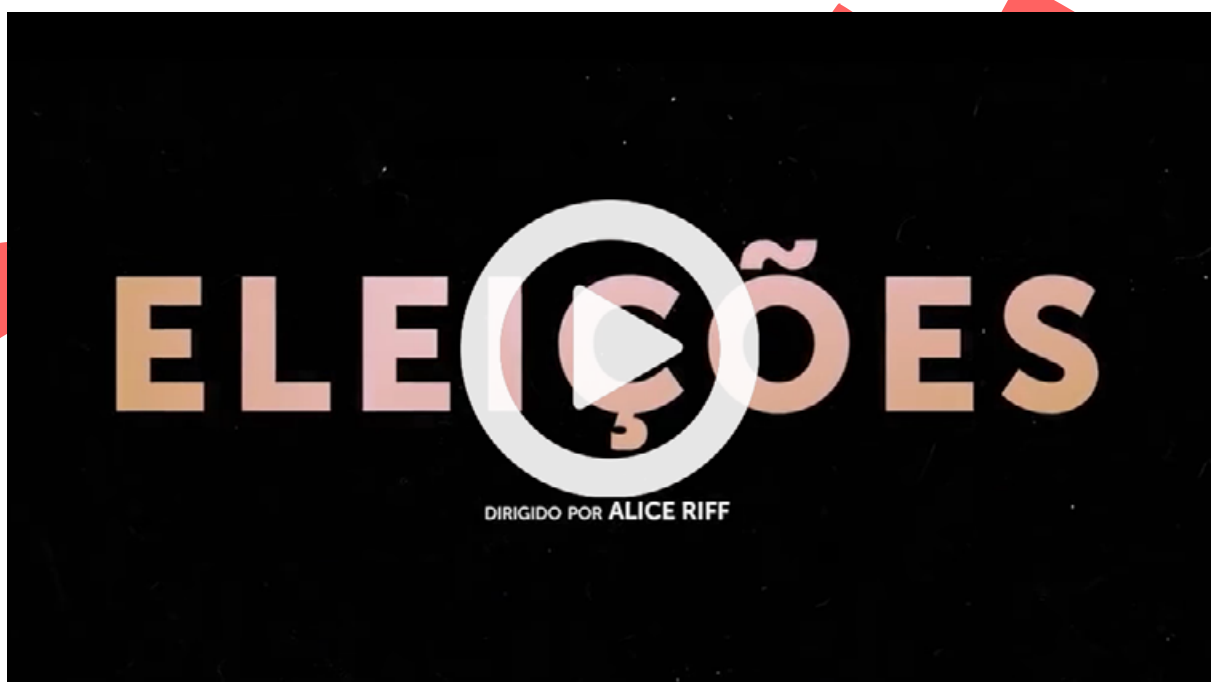
### HIGHLIGHTS

The winner of Videocamp's Transformational Films competition was "Eleições" (Elections), directed by Alice Riff, which portrays the voting season for a student council. The conflicts and tensions between the four competing slates reveal the dreams and resistance stories inside a school.

Our free online video platform has really taken off in these five years of existence. There are 400 potentially impactful films you can show nationwide and abroad – simply follow the guidelines [to be a mobilizer!](#)

**We have reached an audience of 1,200,000 in 120 countries. In Brazil, we are talking about 2,644 municipalities, and in 2019 we added more than 22,000 new subscribers. Over 42 thousand screenings rolled out - in the cities, in the countryside, in indigenous villages...**

From the amount of 400 films, one was born out of one of our requests for proposals: "Elections," by filmmaker Alice Riff. Click on the player below to watch the trailer.



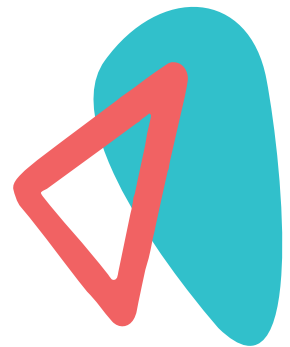
## VIDEOCAMP



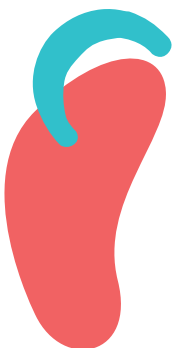
“ Screening the Videocamp films is definitely a transformational act. This screening meant a lot to me and my colleagues, future male and female teachers, because the change has already begun.”

— Yasmim, *about the film* La Educación Prohibida

“ The documentary helped and empowered the pedagogy trainees to open up because they often consider playing a difficult act.”



— Ellen de Alcantara Laudares, *about the film* “Brincadiquê?” (Playing What?) For the Right to Play



“ This video has an incredible power to affect the viewers. It shows the essence and what should be taken into consideration at the beginning of life. It contributed a lot not only to my pedagogical practice but also to my human essence.”

— Danielle Neves, *about the film* “O Começo da Vida” (The Beginning of Life)

# LUNETAS

## HIGHLIGHTS

The project “Lunetas Avista” (Lunettes InSight) was born as a series of meetings held in the four corners of the country to discuss, share and exchange experiences of multiple childhoods.

Accounting for nearly two years of existence, our journalism website focused on multiple perspectives on multiple childhoods had a lot to celebrate: more than 8 million page views, inspiring messages from readers – we quoted: “I wanted to live inside these texts” - not to mention the projects that went from online to offline. In 2019, we launched “[Lunetas Avista](#)” and “[Lunetas Itinerante](#)” ([Traveling Lunettes](#)), large face-to-face meetings with families and experts to think about childhood from the four corners of the country. As the poet Thiago de Mello would say, “it is the childhood that the world needs.”



- \* We have surpassed **8 million page views**
- \* Birth of **Lunetas Avista**
- \* Birth of **Lunetas Itinerante**
- \* **656,000 followers** reached on **Facebook**
- \* **38,000 followers** on **Instagram**

# SURVEY

## THE TERRITORY OF PLAY

What does the free and spontaneous play of children reveal to us? In 2019, we launched the documentary “Miradas” (Looks) a record of the work of eight researchers who for a year dedicated themselves to investigating the gestures and narratives of free play in distinct children’s groups.

[What can we learn by observing a child playing?](#) What does playing awaken in children that we adults may not be able to notice? These and many other questions guided the sensitive work of researchers who, for a year, plunged into this adventure for close and distant observation of children playing freely.

Click on the player below and watch the trailer for the documentary “Miradas.”





# ALANA INSTITUTE IN THE MEDIA

We have always respected the importance of a public, transparent, and plural debate throughout our operations. For this reason, working with the media is a fundamental pillar to support our activities. We believe that in a democratic society, it is essential to have an independent press that broadens the different opinions. And in 2019, it was no different. We seek to enlarge our presence in the media further to generate debate, deep thinking, and impact on society.

4975

mentions  
in the press

184

releases

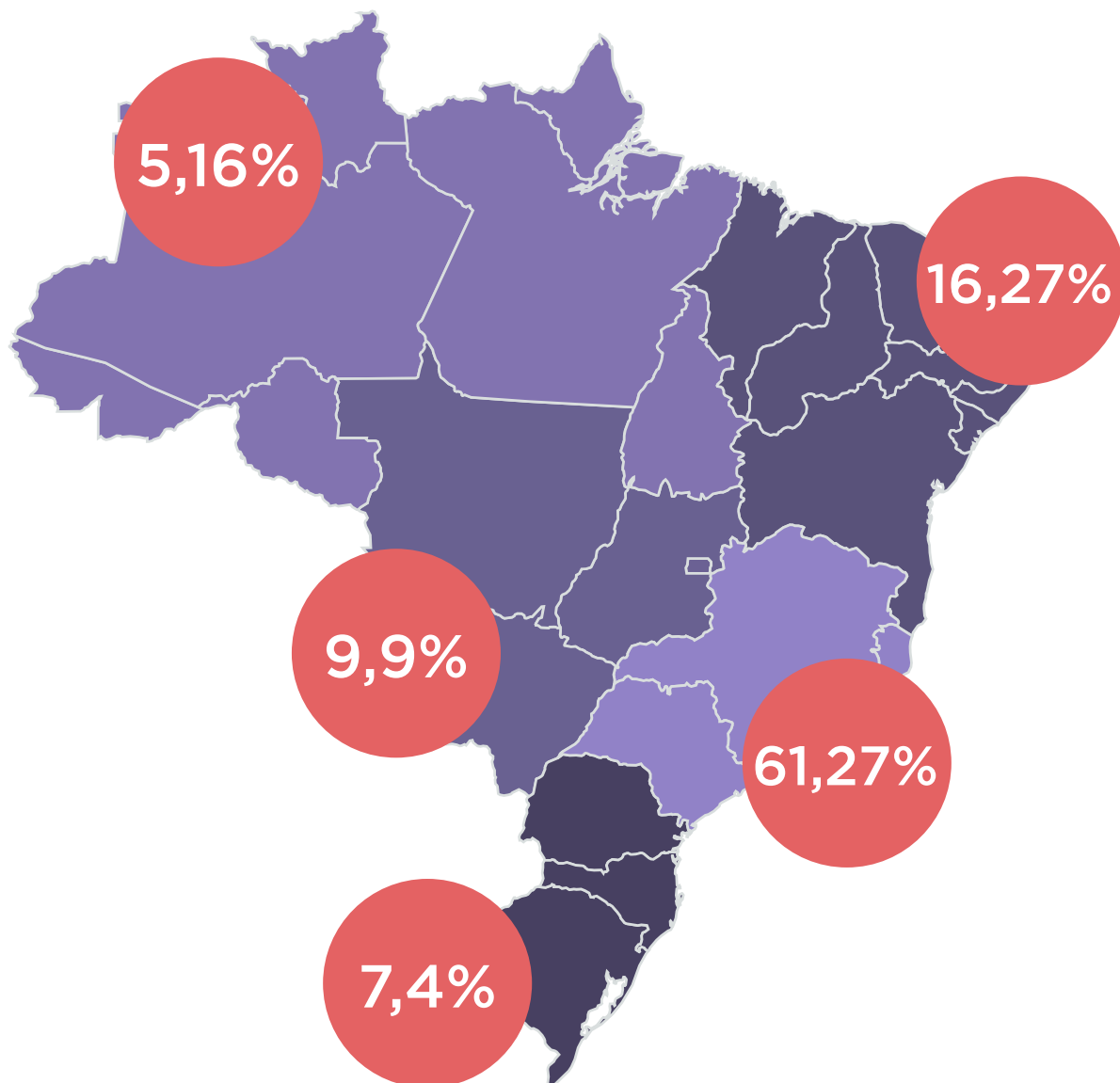
317

interviews

43

published  
articles

## Impact by region: Alana's news around the country



**Southeast Region: 61,27%**

**Northeast Region: 16,27%**

**Midwest Region: 9,9%**

**Southern Region: 7,4%**

**North Region: 5,16%**

# Where do we show up?

FOLHA DE S.PAULO

*meio&mensagem*

CORREIO DA PARAÍBA

CORREIO BRAZILIENSE

ESTADÃO 



UOL

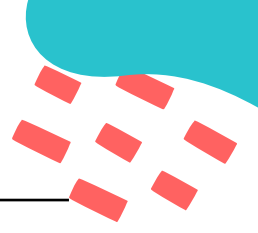
NEXO



Crescer



— WHAT MAKES US MOVE —



## HONORING CHILDREN

is the commitment we have renewed every day for the past 25 years. Children are the reason for our work, the driving force to change the present and the future. “Be plural, like the universe,” as Fernando Pessoa poeticized.

Click on the player below to watch the video.





# BALANCE SHEET

**INSTITUTO ALANA**  
**CNPJ: 05.263.071/0001-09**

**12/31/2019**  
**Financial Statement**

<b>ASSETS</b>	<b>R\$</b>
<b>CURRENT</b>	<b>364,441,220</b>
<b>Available</b>	<b>363,892,063</b>
Cash	23,839
Banks checking account	216,643
Financial operations	363,651,580
<b>Other Assets</b>	<b>427,031</b>
Advances to Third-Parties	68,422
Employee Loans	77,684
Other Accounts Receivables	280,924
<b>Prepaid Expenses</b>	
Despesas Antecipadas	122,126
<b>NON-CURRENT</b>	<b>105,378,824</b>
<b>PERMANENT</b>	<b>105,378,824</b>
<b>Investments</b>	<b>98,237,142</b>
Stock Investment	98,237,142
<b>Fixes Assets</b>	<b>7,058,380</b>
Property	446,200
Real State	2,224,018
Facilities	169,861
Furniture and Fixtures	433,467
Computers and Peripherals	349,863
Improvements to Third-Party Assets	3,434,969
<b>Intangible</b>	<b>83,302</b>
Software	82,682
Trademarks, Copyrights and Patents	620
<b>TOTAL ASSETS</b>	<b>469,820,044</b>

<b>LIABILITIES</b>	<b>R\$</b>
<b>CURRENT</b>	<b>1,803,401</b>
<b>Suppliers</b>	<b>412,684</b>
Suppliers	412,684
<b>Tax Liabilities</b>	<b>180,097</b>
Taxes and Contributions	180,097
<b>Labor Liabilities and Obligations</b>	<b>446,822</b>
Wages Payable	357,698
Charges	89,123
<b>Other Obligations</b>	<b>13,988</b>
Other Obligations payable	13,988
<b>Accuals</b>	<b>749,808</b>
Labor Provisions	749,808
<b>Financial Instruments</b>	<b>0</b>
Derivatives	0
<b>EQUITY</b>	<b>468,016,643</b>
<b>Social Asset</b>	<b>279,418,618</b>
Equity Fund	279,418,618
<b>Social Results</b>	<b>188,598,025</b>
Accumulated Surplus/ Deficit	154,515,009
Surplus/ Deficit for the Fiscal Year	34,083,015
<hr/>	
<b>TOTAL LIABILITIES</b>	<b>469,820,044</b>
<hr/>	

# STATEMENT OF FINANCIAL CONDITION FOR THE FISCAL YEAR

**INSTITUTO ALANA**  
**CNPJ: 05.263.071/0001-09**

**12/31/2019**  
**STATEMENT OF SURPLUS/  
DEFICIT**

**R\$**

<b>Gross Revenue</b>	<b>4,023,864</b>
Donations	3,800,000
Extraordinary itens	223,864
<b>Total Income</b>	<b>4,023,864</b>
<b>Gross Surplus</b>	<b>4,023,864</b>
<b>Operational Expenses</b>	<b>24,586,735</b>
<b>ADMINISTRATION</b>	<b>9,339,113</b>
Personnel Expenses	5,099,402
Utilities and Public Services	499,975
Third- Party Services	1,887,996
Materials Expenses	160,381
Events	58,422
General	797,350
Fiscal	108,950
Financial	29,553
Depreciation and Amortization	697,081
<b>EDUCATIONAL ACTIVITY</b>	<b>2,741,835</b>
Personnel Expenses	1,245,479
Utilities and Public Services	34,412
Third Party Services	729,871
Materials Expenses	16,993
Events	143,940
General	499,638
Donations	71,500

<b>SOCIAL ACTIVITY</b>	<b>12,209,612.06</b>
Personnel Expenses	4,538,981
Utilities and Public Services	109,863
Third Party Services	4,483,761
Maintance and Conservation	43,069
Materials Expenses	61,697
Events	225,628
General	1,846,611
Documentaries	900,000
<b>PARTNERSHIPS</b>	<b>99,428</b>
Third-Party Services	49,128
General	50,300
Donations	-
<b>AUDIOVISUAL PROJECTS DEPT</b>	<b>196,746</b>
Third-Party Services	746
General	100,000
Documentaries	96,000
<b>Other Operational Revenues</b>	<b>54,645,887</b>
<b>Operational Net Surplus</b>	<b>34,083,015</b>
<hr/> <b>NET SURPLUS</b> <hr/>	<hr/> <b>34,083,015</b> <hr/>



## **ALANA**

### **President**

Ana Lucia Villela

### **Vice Presidents**

Alfredo Villela Filho e Marcos Nisti

### **CEO**

Marcos Nisti

### **Director of Human and Material Resources Management**

Lilian Okada

## **ALANA INSTITUTE**

### **Executive Directors**

Carolina Pasquali

Isabella Henriques

### **Chief Treasurer**

Daniel Costa

### **Advisory Board**

Carlos Alberto Libânio Christo (Frei Betto)

Claudia Leme Ferreira Davis

Jordana Berg

Maria Lúcia Zoega de Souza

Paulo Velasco

### **Fiscal Council**

Eduardo Marchetti Rios

Henri Penchas

Richard Lyon Thorp Bilton



# REPORT 2019

## Executive Edition

Laura Leal

## Coordinator

Maria Clara Matos

## Text, multimedia project, design, and development

FALA - Unforgettable Stories, with Laboota and Studio Cubo Web

## Graphic supervisors

Helaine Gonçalves

William Luz

## Editing

Polyana Lima



-  [alana.org.br](http://alana.org.br)
-  [/InstitutoAlana](https://www.facebook.com/InstitutoAlana)
-  [@institutoalana](https://www.instagram.com/institutoalana)
-  [/VideoAlana](https://www.youtube.com/VideoAlana)

