



ACTIVITY REPORT 2022

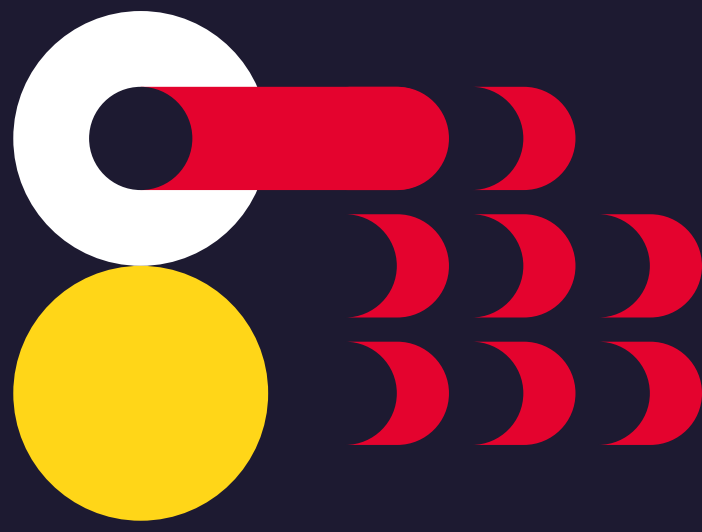
# CHILDREN FIRST

Is our purpose

ACTIVITY REPORT 2022

# CHILDREN FIRST

**Is our purpose**



# Summary



Drawing by  
Eric, 3 y.o.



NÃO  
Eric 3 anos





# Children first. Is our purpose.

Alana exists to ensure that children and adolescents have their rights guaranteed with absolute priority. Our mission is to promote and inspire a sustainable, fair, inclusive, egalitarian and plural world. A world that celebrates and protects democracy, social justice, human rights and the rights, desires and protagonisms of all children. A world that takes care of their peoples, their forests, their seas, their air.

This work involves different Advocacy strategies. It involves the production of knowledge, entertainment and impact communication, political incidence, strategic dispute, relationships and partnerships with international organizations, investment in scientific research and development of technologies.

The year 2022 began with a change of perspective. We began to look jointly at the programs, areas and actions that make up our three fronts - Alana, Alana Lab and Alana Foundation - to enhance our impact. We named this new way of thinking and acting Alana System. And when we act as a system, the possibilities of these tools are strengthened, become collaborative and unfold on other fronts within the central themes of our performance: environment and climate, digital and social justice.

The 2022 Report is a portrait of the power that systemic work has in face of isolated actions. All this was only possible because we are a team of over 130 people committed to the causes in which we act. Therefore, here we celebrate the people who are part of this construction. Alana ensues because we are a system always in motion, ready to expand our social and environmental impact, with innovative strategies and an organizational culture that encourages collaboration, innovation, autonomy, agility, quality, care and intelligent use of resources.

To make this reading even better, we share letters-drawings that Alana Institute's Program Criança e Natureza (Children and Nature) presented the ministers of the Supreme Court (STF) on the occasion of the Green Package trial. In them, children and adolescents expressed, in their own way, their ideas and reflections on the subjects of actions aimed at avoiding the aggravation of climate emergency in Brazilian soil.

We thank each person and partner organizations who have joined Alana so far. Collectively, we can do much more and better.

**Flavia Doria and Isabella Henriques**  
ALANA EXECUTIVE DIRECTORS

PHOTO **MIRO**





# New emergencies require better, more agile and more collaborative answers

From Jardim Pantanal, in the far-east of São Paulo, to COP 27, in Sharm El Sheikh, Egypt. From Buenos Aires to Adis Abeba. From Rio de Janeiro to Recife. From California to Brasilia. In 2022, Alana crossed the world to ensure that children and adolescents had their rights effective as an absolute priority.

We expanded our answers and actions to be up to the urgencies the planet and childhoods face. But we didn't do it alone - and we couldn't. We worked alongside more than 100 partners, organizations, networks, coalitions and international organizations, such as the United Nations (UN), which granted Alana the Special Advisory Status on its Economic and Social Council. We also became a member of the Child Rights Connect, a Geneva-based international coalition, which brings together 85 organizations focused on ensuring that children around the world have their rights respected.

Alana's relevance in supporting the construction of policies aimed at childhood increased proportionally to our efforts, as can be seen in this report, the result of almost 30 years of action, with the maturity and the wingspan that the cause (children) demands.

We have a lot to celebrate.

Our executive director, Isabella Henriques, was invited to join the transition government's Working Group; we launched *General Comment No. 25 on children's rights in relation to the digital environment*, in addition to all the mobilization around Agenda 227.

We also had good news from Jardim Pantanal, where Alana's story began. Around eight thousand families are in the process of becoming owners of their homes, thanks to land regularization, and some 56 thousand other people will benefit from water and sewage works carried out by the Basic Sanitation Company of the State of São Paulo (Sabesp), the result of strong coordination between Alana, the community, the Executive and the Legislative. All of this is aligned with the purpose of reducing socio-environmental inequalities, valuing culture and promoting improvements in the territory's quality of life through community strengthening and influence on public authorities.

Alana has also achieved an unprecedented feat on the international scene: the recognition, at COP27, of children as agents of transformation in response to climate change, through a lot of advocacy, and also the launch of the #KidsFirst campaign, in partnership with Our Kids' Climate and Parents for Future. And our work in tackling the climate crisis doesn't stop there. We entered the semi-finals of the XPRIZE Rainforest, in Singapore, an international competition sponsored by the Alana Foundation, which involved 100 research groups from 40 countries with the aim of creating innovative technologies to map the biodiversity of tropical forests.

We embraced the mother of all causes, the environment, because we understand that the survival of humanity, especially the lives of children, depends on our ability to know and protect forests and their biodiversity, but there is very little time left to protect them. Therefore, we are proud to support XPRIZE Rainforest's bold efforts to find, as



Drawing by  
Agnes, 9 y.o.

quickly as possible, new technologies and applications to preserve our rainforests and their people.

We cannot forget that the Foundation also sponsored research on the use of memantine, a medication recommended for the treatment of individuals with Alzheimer's and a potential therapeutic resource to improve the cognition of people with Down Syndrome. This research appeared in *The Lancet Neurology*, the world's number 1 medical journal in the field of neurology.

As you can see in this brief report, Alana's journey has as values innovation, articulation and inspiration to create impact and promote social transformation. It's a journey full of challenges, but, as writer Daniel Munduruku said at the opening of *O som do rio*, by Maria Farinha Films: "We must be like the river, there is no obstacle in the world that can make it leave its path".

We end by opening up space and inviting you to read the article written by Ana Lúcia Villela, president of Alana, on the occasion of the dinner held in April 2022, which opened the works on Agenda 227. In it, Ana Lúcia put into words many of our challenges, and, above all, our dreams.

May they be even closer to becoming reality in 2023.

**Ana Lucia Villela**  
PRESIDENT OF ALANA

**Marcos Nisti**  
VICE-PRESIDENT OF INSTITUTO ALANA

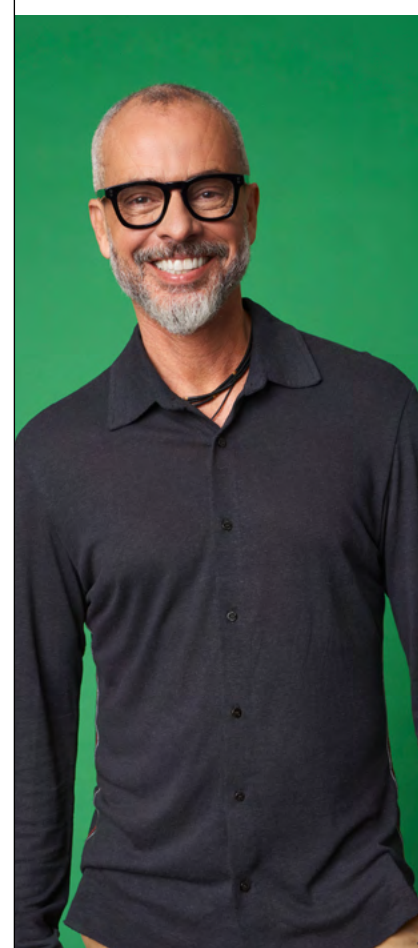


PHOTO MIRO





Article published in Folha de São Paulo newspaper  
Pre-launch speech of movement Agenda 227 held at the  
Museu da Casa Brasileira in São Paulo on April 18, 2022.

# For a country that complies with its Constitution

Brazil is entering a new presidential race, perhaps the most important of our democratic journey, and yet we are surrounded by uncertainty. We face a climate emergency that puts our very existence at risk. The planet is reaching its limits, with floods, storms, deforestation, forest fires and extreme temperatures.

Today, we see children themselves taking on the responsibility of fighting climate change and going public to ask for concrete actions to guarantee their future. We can agree that it is unfair for all the responsibility to fall on them, without us adults doing something.

We are still in the midst of the Covid-19 pandemic, in which children and adolescents were and are invisible victims. There are many families in situations of vulnerability and extreme poverty, especially among black children, residents of peripheral, quilombola and indigenous communities.

Added to this is the stress generated by the lack of support during the pandemic, in addition to the increase in poverty and hunger, and the breakdown of family and social coexistence. Reminding that Brazil was the country in which schools were closed for the longest time during the coronavirus crisis.

The loss of friends and family, resulting in numerous cases of orphanhood, compromised the mental health of children and adolescents, which led to psychological suffering and the worsening of existing health issues.

I also want to stress the impact of the health crisis on the lives of children and young people with disabilities. Many were excluded from educational policy during the crisis due to inequalities in access to materials and learning. Teaching began to be through textbooks, printed activities and videos, without guaranteeing the use of accessibility resources, for example. Currently, we also face a far up and worrying high school dropout rate amongst teenagers.

And, as if everything I mentioned wasn't enough, still we are witnessing several conflicts and wars happening around the world. During a war, the time of childhood is suspended, as being a child is incompatible with the horrors of armed conflicts between adults.

We are far from being able to overcome all the setbacks brought about by the economic, social and health crisis that is plaguing Brazil and the world. It is the first time in 20 years that child labor has increased again. Hunger also began to haunt Brazilian families, keeping in mind that we left the United Nations Hunger Map in 2014. The country is at risk of regressing two decades in access to education.

I know that the scenario I describe here is one of hopelessness. But it doesn't need to be so. Brazil is recognized worldwide for having



one of the most advanced legislations regarding the protection of children and adolescents. It is there, in Article 227 of our Magna Carta, that children and adolescents, their rights and interests, in all decisions of families, society and the State, including political, social and economic choices, are, yes, absolute priority.

This law materializes our desire; we know that a good country for children is a good country for everyone. We all dream of Brazil placing children and adolescents first.

No matter your area of activity, whether in research and development, health, economy, finance, environment, industry, entertainment, education, sports or politics: children and adolescents must be seen as the center of our development.

We will plant more trees if we put children's lives, their present and their future, first.

We will have more sidewalks accessible to everyone when we consider that this path must be accessible to children. Schools will be of quality and we will have food security for families when we understand that the child's integral development is an absolute priority.

Our goal is for all of us, aware of our responsibility, to mobilize in order to change the course of childhood in the country.

Together, we can contribute to the holding of elections anchored in respect for democratic institutions and qualified debate around solutions to Brazil's problems, in which childhood and adolescence occupy the center of the debates.

Because we believe in the strength of collective construction and in the vision of a country attentive to its present and future, Alana, the Children's Rights News Agency (ANDI) and other civil society organizations created a movement inspired by the letters of the Constitution: Agenda 227.

Imagine all political parties placing Article 227 at the center of their electoral programs when formulating public policies. This is one of the main goals of the movement, which was born at a time of so many challenges to reaffirm the importance of guaranteeing the absolute priority of the rights of children and adolescents in Brazil.

I can see businesspeople and influencers reminding their audiences that building a fair, inclusive, sustainable and democratic society depends on putting the rights of children and adolescents first.

I see the press demanding parties and candidates to enforce the Constitution and guiding the debates of presidential candidates, in accordance with Article 227, which guarantees children "the right to life, health, food, education, leisure, professionalization, to culture, dignity, respect, freedom."

This is not just our dream. Let's share together this dream and this project for society and country!

**Ana Lucia Villela\***



Article published in Folha de São Paulo newspaper

\* **Ana Lucia Villela** is a member of the Board of Directors of Itaú and also co-founder and president of Alana, a socio-environmental impact organization that promotes the rights and integral development of children and encourages new ways of welfare.



# Alana: dynamic and innovative par excellence

**BEINGS WITH RIGHTS** Understanding children as creators and protagonists of unique ways of being, thinking, feeling and participating in the world is the principle that guides Alana's actions

In 2022, a very important institutional step marked the 28-year history of Alana: self-recognition and organization to act in a systemic way, in which three interconnected, independent and convergent spheres cohabit: a civil society organization, a philanthropic front, based in the USA, focusing on research and technology and a core of socio-environmental impact businesses.

Systemic action reflects institutional maturity in face of the challenge of promoting and inspiring a more promising future for all children and adolescents. And, to this end, we brought together educators, filmmakers, lawyers, scientists, journalists, administrators, activists, communicators, designers, pedagogues, content writers, entrepreneurs and artists working together every day to promote and inspire new possibilities for the world.

With a dynamic, creative and excellence approach, Alana is a unique combination of education, science, impactful entertainment and political and legal advocacy, which is organized as follows:







### ALANA INSTITUTE

Non-profit civil society organization whose mission is to honor children and work to ensure conditions for the integral development of children and adolescents in their different living spaces.



URBANIZAR

espaco  
alana

Banda  
Alana



### ALANA FOUNDATION

US-based family philanthropic organization that invests in technology research and development in the areas of inclusion, health, environment and digital governance.



XPRIZE  
RAINFOREST



### ALANA LAB

Business center and laboratory, with investment and participation in the management of companies that promote socio-environmental impact.

## Priority Agenda

During planning for 2022, Alana called on all its employees to feel confident in choosing "systemic action for exponential impact".

This reformulation brought with it the understanding that Alana is greater than the sum of its parts, as programs and actions would become intertwined and increasingly strengthened to ensure the three priority thematic agendas: Environment and Climate, Social and Digital Justice. In the strategic theme of Environment and Climate, Alana's actions seek to support the role of children and adolescents in solutions to deal with climate emergencies. We exist to be agents of demands, articulation and transformation with international organizations, as well as the Justice system itself, the Brazilian Legislature and Executive.

In the theme of Social Justice, we focus to find solutions that promote warrant of the basic rights of boys and girls, guaranteed in international laws and treaties. The search for social justice for all children and adolescents is understood as a priority in institutional actions.

When it comes to Digital, balance is key. Access to technologies guarantees the rights of children and adolescents, amplifies voices, learning and capabilities, but brings with it new problems. Children's digital citizenship needs to go hand in hand with the monitoring of platforms, the regulation of content and virtual actions. States and companies need to take responsibility for creating a virtual world that children can enjoy safely, freely and consciously.

Our mission: to inform, mobilize and raise awareness for our cause: the children.



PHOTO DENIS KUYAEV

## Our expertise is connection and engagement for social transformation

**ADVOCACY** Communication, advocacy and articulation constitute the tripod of Alana's partnership policy and impact actions.

Our work is inspired by the possibility of a better world for children, sustained by our vocation for positive transformation in the world, guided by our Child First mission, guided by the UN Sustainable Development Goals and organized into three major strategic themes.

As an advocacy organization, the lines of action on all fronts that make up the organization are: legal support to influence the formulation and implementation of public policies, actions focused on promoting an agenda of comprehensive education for children and adolescents and excellent communication on themes that affect multiple Brazilian childhoods, with national and international mobilization.

In the area of Legal Incidence, the work contributes, through strategic action, to promoting access to Justice and a system of guaranteeing rights for children and adolescents, in an accessible, sensitive and friendly manner. Advocacy actions, nationally and internationally, have a wide reach, with emphasis on acting as *amicus curiae* – from the Latin, in free translation, friend of the court.

Legal work is strongly linked to advocacy in favor of childhood and adolescence agendas. And that was why, in 2022, the Institute became a signatory to Agenda 227, defending priorities with advisors and campaign heads of pre-candidates for the Presidency. The actions of the Government Relations axis contributed decisively to Alana having a leading role in the elaboration, implementation and monitoring of public policies.

In education, Alana teamed up with several partners to enhance the reach of educational actions, which included training, production of materials, support and participation in large events and publications. Communication strategies are designed to boost priority agendas and position Alana as a reference organization in the three areas of activity: Social Justice, Climate and Environment and Digital, in addition to boosting institutional visibility. In the following pages, we will present each of these axes.



# Rights of children and adolescents come first

**LEGAL IMPACT** Action contributes to important victories in the field of rights warranty

Organize advocacy within the scope of the Justice system and international organizations, focusing on strategic action to promote access to Justice and an accessible, sensitive and friendly system of guaranteeing rights for children and adolescents. This was the main goal pursued by the Legal Incidence axis in 2022 in the legal action field.

Advocacy actions, nationally and internationally, had a historic reach, with emphasis on acting as *amicus curiae* - from the Latin, in free translation, friend of the court, which means, in practice, the entry of a third party (in this case, Alana) in a judicial process, with the function of providing subsidies to the jurisdictional body with the aim of achieving a favorable result for the cause in dispute.

The *amicus curiae* must prove representativeness and legitimacy, the relevance of the matter discussed and the social repercussion of the controversy. Therefore, being accepted as *amicus curiae*, Alana has recognized its expertise acting on causes of social relevance.

Advocacy and technical contribution work gained power through coordination with government relations and education, combined with the production of knowledge about the rights of children and adolescents, in close partnership with Communication. The team that worked on this front provided technical assistance to all of the Institute's programs on the topic of children and adolescents' rights and promoted institutional alignment with the training of lawyers at the Alana Institute in periodic meetings.

## Favorable trials

Several legal support fronts were opened on the topics of Juvenile Justice, Climate Justice, Education, among others, totaling 6 legal actions as *amicus curiae* and 8 favorable trials, all guided by a look at multiple childhoods, considering the intersectionality of social markers beyond the age group, such as race, gender, ethnicity, disability and social class.

In a victory for children, in June, the Federal Supreme Court (STF) declared the Connectivity Law constitutional, which provides for Internet granted access for educational purposes for teachers and students in basic education. In July, a positive result was obtained within the scope of the Green Package in the STF, as in the case of ADPF 708, which reactivated the Climate Fund. Oral arguments and judgment were also made on Direct Unconstitutionality Action No. 6,926.

From the perspective of childhoods and vulnerabilities, the institution joined as *amicus curiae* in the Claim of Failure to Comply with Fundamental Precepts (ADPF) 709, currently being processed by the STF, and sought to combat the federal government's omission in confronting the pandemic, demanding action regarding the threat to life and health of indigenous children and adolescents during the pandemic.

Important work was carried out in the context of the pandemic and ensuring vaccination. Among the actions, the *Dossier Children and covid-19 was launched: the impacts of pandemic management on children and adolescents*, in partnership with the Research Center for Health Law at the University of São Paulo (USP). The document marks the institutional position on the effects of the pandemic and its inefficient management on the rights of children and adolescents.





## Youth Justice Project

The Youth Justice Project, the result of a partnership with Porticus, supported the launch of two research studies related to the socio-educational system during the pandemic period. The survey *Covid-19 and the socio-educational system – National panorama of the first half of 2020* was produced in partnership with other organizations that make up the Coalition for Socio-Education, seeking to fill the data gap on the situation of the socio-educational system during the Covid-19 pandemic.

The research *Hearings by videoconference in the Youth Justice System: reflections on the model, its limits and potential* was developed in partnership with the collective Center for Education and Intervention in Human Rights (NEIDE).

### HIGHLIGHTS

#### MARCH

Launch of the *Dossier Children and Covid-19: the impacts of pandemic management on children and adolescents*.



#### SEPTEMBER

Launching of the book *For inclusion*, in favor of inclusive education and against Decree nº 10,502/2020.



Judgment of Extraordinary Appeal No. 1008166, with a favorable decision from the STF obliging the provision of places in daycare centers.



child rights connect  
NGO Working Group on  
Children and Violence

#### JUNE

Alana joined as a member Child Rights Connect, an international coalition based in Geneva that maintains a working partnership with the Committee on the Rights of the Child at the United Nations (UN). Organization and participation in the 15th Conference on the UN Convention on the Rights of Persons with Disabilities.

#### NOVEMBER

Participation in the *Public Hearing – Homeless population*, held by minister Alexandre de Moraes within the scope of ADPF 976.

Participation in the 1st Regional Consultation for Latin America and the Caribbean, a meeting held in Buenos Aires, for the drafting of General Comment nº 26 on the rights of boys, girls and adolescents and the environment, with special attention to climate change.

#### JULY

Contribution, at the request of the Public Ministry of the State of Minas Gerais, with a technical-legal opinion on the indicative classification of content on national broadcast.

Contribution to the analysis of Sustainable Development Goal 16 (Peace, justice and effective institutions) of the Civil Society Report of the 2030 Agenda for Sustainable Development Brazil.

#### DECEMBER

Granting of special consultative status to the Alana Institute by the UN Economic and Social Council.

Election of the Institute as a substitute advisor to the National Council for the Rights of Children and Adolescents (Conanda).

### HIGHLIGHTS

# 10

RELEASED PUBLICATIONS

# 23

GRANTED INTERVIEWS

# 6

AMICUS CURIAE

# 8

FAVORABLE ACTIONS



# Election year demanded intense advocacy work

**ELECTIONS** Alana advocates for children and adolescence, becomes a signatory of Agenda 227 and defends priorities with advisors and campaign heads of Presidency pre-candidates

Government Relations contributed decisively to Alana's leading role in the development, implementation and monitoring of public policies for children. The strategic presidential election year of 2022, demanded great commitment on this work front, which included a series of political situation analysis and thematic team training to strengthen advocacy actions, articulations and support institutional decisions.

One of the highlights was the launch of Agenda 227, a movement that has 407 signatory organizations and which has Alana as one of its creators. The movement created a set of public policy proposals with the aim of placing children and adolescents at the center of the electoral debate.

These proposals were presented to several Presidency of the Republic candidates. The Alana Institute took over the executive team of Agenda 227, alongside ANDI Communication and Law, with the responsibilities of coordinating the movement, representing it with the parties, guiding communication strategies and promoting the creation of the Country Plan for Children and Adolescence, a set of 137 public policy proposals.

The ties with Agenda 227 allowed Alana to directly contribute to the construction of government plans for the main Presidency candidates. And it didn't stop there: shortly after the elections were decided, Isabella Henriques, executive director of Alana, received a formal invitation to join and report on the Children and Adolescents Subgroup of the Human Rights Working Group of the Transition Government.

Along with other experts in the field, Isabella supported discussions on government priorities to ensure that the rights of children and adolescents are promoted with absolute priority. For her work, she received direct assistance from the Alana team, with surveys and research that contributed to the Transitional Government's report. The public policy proposals presented in the Country Plan for Children and Adolescence were incorporated into the final report of the Human Rights Working Group of the Transitional Government.



1

Ana Lucia Villela, president of Alana, in opening speech at the Agenda 227 event photo Soul em Cena  
**PHOTO** Soul em Cena



2



3

**2e3** Presidency candidates in the Agenda 227 folder  
**PHOTO** Team Alana





## MONTHLY

**JANUARY**

Formation of the Agenda 227 Coordination and Articulation Group.

**FEBRUARY**

- Formation of the 22 thematic Working Groups of Agenda 227.
- Contribution to the Work Plan of the External Commission on Early Childhood Policies.

**MARCH**

Presentation of Agenda 227 to the press and at the International Early Childhood Seminar, organized by the Mixed Parliamentary Front for Early Childhood.

**APRIL**

- Organization of the Agenda 227 pre-launch dinner with the launch of the movement's strategic vision document.
- Presentation of Agenda 227 at an event held by the Commission on the Rights of Children and Adolescents of the São Paulo Section of the Brazilian Bar Association.

**MAY**

Live public launch of Agenda 227, mediated by Joyce Ribeiro, representation of the Coordination and Articulation Group in the movement carried out by Suelaine Carneiro (Education and Research coordinator at Geledés Instituto da Mulher Negra) and Rodrigo Hübner Mendes (superintendent of Instituto Rodrigo Mendes) and participation by Thaynara OG, digital influencer and UNICEF ambassador.

**JUNE**

- Submission of the *Country Plan for Children and Adolescents - Summary of the proposals* for the directors of all 32 political parties registered with the Superior Electoral Court, with a presentation of the movement and an invitation to a dialogue meeting. Hybrid public hearing to present Agenda 227 at the External Early Childhood Committee of the Chamber of Deputies.

**JULY**

- Hybrid public hearing to present Agenda 227 at the Minorities and Human Rights Committee of the Chamber of Deputies.
- Participation of Agenda 227 in the hybrid public hearing on the 32nd anniversary of the Child and Adolescent Statute in the Participatory Legislation Committee of the Chamber of Deputies.

**AUGUST**

- Meeting with the Republic's Presidency and vice-presidency candidates Simone Tebet and Mara Gabrilli to deliver the Country Plan and discuss Agenda 227 proposals.
- Analysis of the Presidency main candidates' government plans in the 2022 electoral race, at the request of Lunetas Portal.

**SEPTEMBER**

- Meeting with the Republic's Presidency and Vice-presidency candidates Luiz Inácio Lula da Silva and Geraldo Alckmin, and with the candidates Ciro Gomes and Soraya Thronicke, to deliver the final version of the Country Plan.
- Launch of the *Country Plan for Childhood and Adolescence - Public policy proposals*, containing the 137 final proposals in 22 thematic areas prepared by 146 organizations that made up the Agenda 227 Working Groups, detailing the movement's proposals with justification, diagnosis, actions, goals and relationship with the SDGs.

**ALSO WENT ON**

- ◆ Participation in the campaign for the world's most urgent Law, for approval of the amendment to Constitution nº 37/2021, which proposes the inclusion of the right to a balanced climate.
- ◆ Participation in civil society's articulation for the readjustment of per capita values of the National School Meal Program (PNAE).







# Education: Shaping the future now

**PARTNERSHIPS** Content production and advocacy actions were important impact, dissemination and training strategies for the Institute's operations, which counted on several partners

Enhancing the impact of the Alana Institute's educational actions, in conjunction with its partners, was one of the team's main goals in 2022. The best example of this was the documentary *Brincar Livre: de Dentro para fora*, made in partnership with the Território do Brincar.

The documentary tells of how children's play from families in the city of São Paulo took place from the lockdown period, decreed during the Covid-19 pandemic, until the out of the home transition phase.

The work also involved the creation of material on the right to free play and carrying out training on the topic for counselors from the National Union of Municipal Education Councils (UNCME) and the National Union of Municipal Education Directors (UNDIME), reaching counselors and leaders from across the country.

The content and research production contributed strategically to the dissemination of the Institute's priority agendas, reaching a wider audience and supporting training actions, such as debates, lectures, workshops, courses, etc..

The Alana Institute's role in propagating its ideas and values also took place through advocacy and media actions, with emphasis on positioning and campaigning, alongside education networks, against homeschooling. The Institute launched a public note against the approval of Bills (PLs) 3,179/2021 and 3,262/2019, which were processed in the Chamber of Deputies, and aimed to regulate the practice of homeschooling and/or decriminalize the non-enrollment of children and adolescents in schools in Brazil.

Another important launch was two executive summaries: *For a method of sensitive listening to children and Listening to children about nature and climate change*, both focused on promoting children's participation. In addition, support material entitled *Recreating the school from the perspective of ethnic-racial relations* was also produced and released.





1

Raquel Franzim, Alana's education director, at the LED Festival



2

In the center, Clélia Rosa, education for ethnic-racial relations consultant who promoted the workshop *Recreating the school*, based on ethnic-racial relations, in the Alana space at the LED Festival.

## Research will reveal behind the scenes of Law nº 10,639/03 implementation

An important research carried out in an unprecedented partnership between Geledés – Instituto da Mulher Negra and the Alana Institute will reveal the behind-the-scenes, previously unknown, of the municipal Education departments actions in Law nº 10.639/03 implementation, which deals with teaching African and Afro-Brazilian history and culture in schools.

The work reached 21% of all Brazilian municipalities, that is, 1,187 municipal education departments, and will verify how the law is (or is not) being applied in basic education networks. The research, carried out by Plano CDE, included participation with support from UNDIME and UNCME and the organization Imaginable Futures.

Data collection was carried out through the application of a digital questionnaire, filled out by representatives of the municipal Education departments. The launch is scheduled for April 2023.



**GELEDÉS**  
INSTITUTO DA MULHER NEGRA



**imaginable**  
futures



**UNDIME**  
União Nacional dos Dirigentes Municipais de Educação

plano cde



### OTHER HIGHLIGHTS

- ◆ Coordination with the Singularidades Institute to co-realize the Tinis Course for Educators.
- ◆ Training on multicultural curriculum and anti-racist education for the Movimento pela Base.
- ◆ Participation in the UNDIME National Forum with the theme *The use of technologies in education: fun, knowledge, skills, abilities and learning*.
- ◆ Holding a cine-debate, in partnership with the Singularidades Institute, about the film *Brincar livre: from the inside out*.
- ◆ Lecture on digital games and education at the *Sesi com Ciência* exhibition.
- ◆ The panel *Future now: childhoods, education and environment* marked participation in the Rec'n'play Festival, held in Recife, promoted by Porto Digital.
- ◆ Partnership with Globo Social Responsibilities for the production of the LED Festival – Luz na Educação, held in Rio de Janeiro.





# Communication strategies boost Alana's image

**SOCIAL LISTENING** Theme topics were worked on strategically to ensure the brand's presence and recognition across a wide range of channels

## ALANA INSTITUTE ON SOCIAL NETWORKS

### 6,5 M

Reach on Instagram  
(300% growth compared to 2021)

### 6 M

Reach on Facebook  
(170% growth compared to 2021)

Alana's Communication area was a pilot for systemic work during 2022, with the mission of including its causes in a transversal, strategic, creative and innovative way in the social debate. Alana's center themes - Social Justice, Climate and Environment, Digital - were worked on strategically to ensure the brand's presence and recognition across a wide range of channels.

To ensure greater efficiency and agility in processes, the Communication area underwent a restructuring process, which divided the operation into two fronts: Internal Communication (IC) and Press, and Social Networks and Data. The CI area took on the challenge of interconnecting all parts of Alana based on a systemic narrative, acting as a facilitating and mediating area to strengthen transparency, belonging and recognition of the work carried out, ensuring that each employee connect with Alana's culture and strategic guidelines. And there was no shortage of innovative ideas to disseminate Alana's activities and promote organizational culture. A highlight was the Extraordinary Chat with Felipe Castanhari, presenter, director and one of the characters in the series *O som do rio*, with gamer Nyvi Estephan, Latin America's biggest eSports host.

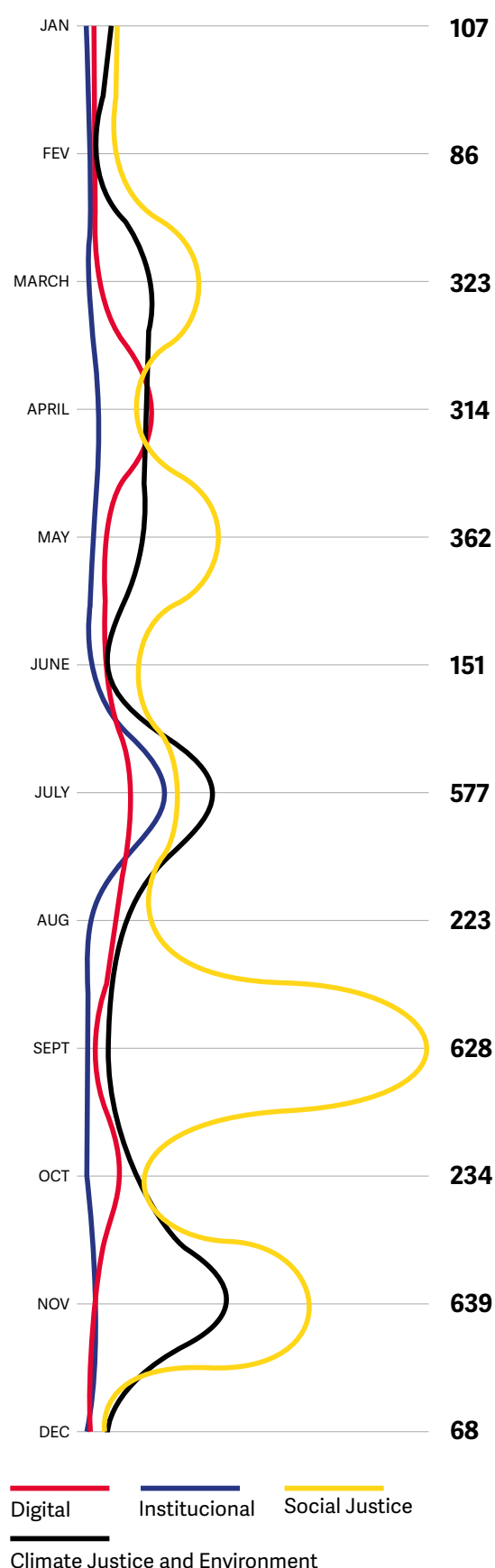
Alana, its programs, projects and initiatives had 3.7 thousand insertions in the media in 2022. Media exposure was driven by the advocacy actions aimed at preventing setbacks, such as the campaign against homeschooling as a teaching modality and participation in actions under the Green Pact of the Federal Supreme Court (see graph). In addition to publishing the *Childhood and Covid-19 Dossier*, which deals with the impacts of pandemic management on children and adolescents, and the #Kids-First campaign, aimed at placing childhood at the center of negotiations at the 27th Conference of the UN on Climate Change (COP27), held in Egypt.

It is worth highlighting that Digital initiatives had three exposure peaks: in March, following an announcement by US President Joe Biden on regulations for advertising to children; in July, driven by themes such as the dissemination of ICT research and the case of eroticizing children





NUMBER OF SUBJECTS



SOURCE ALANA

and, in October, a wave caused by topics on consumerism and Children's Day. The Alana Institute also had an intense exposure spike caused by the trial of the case involving Allan dos Santos, a Brazilian YouTuber and blogger, currently on the run from Brazilian Justice, who defamed the actions of Alana and one of the partners of Maria Farinha Films, the largest producer of impact entertainment in Latin America.

In the area of Social Networks and Data, one of the highlights was the implementation of the Stilingue social listening tool, which consolidated Alana's intelligence area as an important communication tool. With the possibility of monitoring, in real time, what the public feels, thinks and talks about, it was possible to measure results, monitor what is being done by other institutions and, with agility, discover opportunities to create content, take a stand and contribute to what guides the debate in the digital environment.

Communication had a strategic participation in promoting the Agenda 227 movement, created at the beginning of 2022, which mobilized civil society entities, networks and coalitions to create an advocacy agenda, together with candidates for the 2022 presidential elections, focused on defense of children and adolescents' rights. The campaign around Agenda 227 sought to strengthen the Institute's voice and relied on an innovative strategy of weekly reports on the topic to improve communication and expand the impact, which, in fact, occurred.

HIGHLIGHTS

- ◆ General Comment nº 25 on children's rights in relation to the digital environment, Recreating the school from the perspective of ethnic-racial relations and Parliamentary speeches on adolescence and infraction act.
- ◆ Strategic content support – *Aruanas* at BBB on Instagram.
- ◆ Communication strategy and campaign for International Down Syndrome Day on social media.
- ◆ Communication Strategy for the release of the film *Brincar Livre: From the Inside Out*.
- ◆ Launch of Ponto Futuro editorial, in partnership with the electronic newspaper Nexô.
- ◆ Excellence warranty in Alana Institute publications and materials in compliance with accessibility guidelines.



# Foster child-centered innovations for good living in the present and future

**INVESTIMENTO** A Alana Foundation, braço filantrópico do Alana com sede nos EUA, apresentou avanços significativos em seu compromisso de promover mudanças positivas nas áreas de saúde, educação e meio ambiente



## PURPOSE

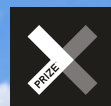
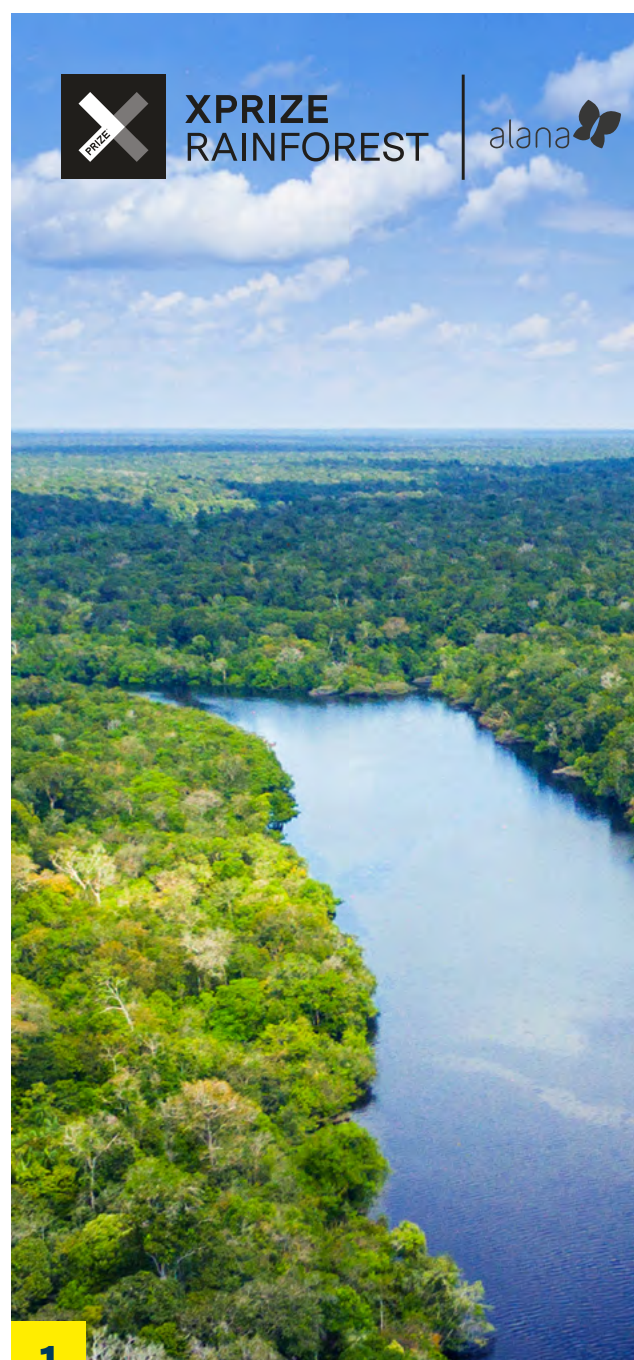
Alana Foundation is a global organization, rooted in Brazil, that defends children's rights and promotes new welfare ways from a Global South perspective.

Created in 2019, from a philanthropic investment made by the Alana Foundation, the Alana Down Syndrome Center is a multidisciplinary research center that encompasses laboratories and programs in the areas of neuroscience, biology, engineering and computer science at the Massachusetts Institute of Technology (MIT) to increase understanding of Down Syndrome.

The Alana Foundation's initiatives in 2022 were grouped into three essential areas for this objective: health, inclusive education and the environment, and international strategic articulations for Alana's causes.

In June, during the World Biodiversity Forum in Davos, the XPRIZE Rainforest - Tropical Forests announced the teams that advanced to the competition semifinals, sponsored by the Alana Foundation. With a prize pool of US\$10 million, its goal is to encourage the discovery of new technologies that can increase our knowledge and understanding of tropical forest biodiversity.

"Alana Foundation not only is the sponsor, but also the creator of the award, a five-year competition that encourages teams to develop autonomous technologies to map the biodiversity of tropical forests," said Laís Fleury, international relations director.



XPRIZE RAINFOREST



1

Aerial photo of the Amazon Rainforest  
**PHOTO** worldclassphoto/shutterstock



2

The Alana Down Syndrome Center uses new technologies and interventions for health, autonomy and inclusion  
**PHOTO** Diversifylens/Canva



## Leading climate change with focus on children

Together with the Institute, Alana Foundation stood out by placing children at the center of climate negotiations, especially children in Brazil and the Global South. We actively participate in COP27, in Sharm el-Sheikh, Egypt, and Climate Week, in New York, USA, to strengthen and articulate the environmental agenda with strategic partners.

Fleury's participation was also guaranteed on the leadership council of The International School Grounds Alliance (ISGA), an international network of architects and urban designers who work with naturalized school grounds. Through this articulation, the Child and Nature program and Sesc São Paulo will hold the first ISGA conference in Latin America in 2023. In yet another important articulation, the Alana Foundation became a signatory of The International Philanthropy Commitment on Climate Change, a movement to take urgent action on climate change.

## Diversity: nothing about us without us

The pursuit of inclusion and the promotion of innovative initiatives were at the heart of the Alana Foundation's activities in 2022. An advocacy coalition with self-advocates, including people with Down Syndrome, was created in collaboration with the Alana Institute, FBASD and Jô Clemente Institute. "The aim is to guarantee representation in advocacy in the field of the rights of people with disabilities", says Laís.

## Cutting-edge research

The Foundation has also funded cutting-edge research, such as research into the use of memantine to improve cognition in individuals with Down Syndrome. Currently, this medication is indicated for the treatment of individuals with Alzheimer's. The study was developed by researchers from Brazil and the United States, and published in *The Lancet Neurology*, the number one medical journal in the world in the field of neurology.

Another advance in research on Down Syndrome was the publication of a pioneering study on the reversal of cellular aging signs caused by trisomy 21, by researcher Hiruy Meharena, a previous fellow at the Alana Down Syndrome Center at MIT.

Getting closer to large environmental organizations in the USA is a great opportunity that the Foundation is taking advantage of to open doors for future collaborations with Alana

**LAÍS FLEURY**

INTERNATIONAL RELATIONS DIRECTOR



Pacto Global  
Rede Brasil





# Maria Farinha Films announces international co-production

**IMPACT ENTERTAINMENT** Launch of *O som do rio*, editing of *Quantos dias*. *Quantas Noites* and announcement of *Esperanza* make a mark in 2022



## PURPOSE

MFF is the largest impact entertainment producer in Latin America, focused on stories that inspire positive environmental and social change, anchored in the United Nations (UN) Sustainable Development Goals (SDGs).

"Never rush the inner river. Nature has a time and we must follow the same time". These phrases, pronounced by the unmistakable hoarse voice of Maria Gadú, open the series *O som do rio*, produced by Maria Faria Films (MFF) exclusive to YouTube, which had more than 9 million views in 2022. With the participation of Thelminha, Victor DiCastro, Felipe Castanhari and Lenine, the series also features Val Munduruku, an indigenous activist, on a journey of knowledge and discovery along the Tapajós River, in the Amazon, to show the richness of the forest and draw attention to the urgency of curbing environmental impacts in the region.

The production adds to the production company's more than 50 films and series, whose commitment is to tell stories that connect with the biggest global challenges.

For MFF, 2022 was also marked by the diversification of its portfolio in the development area and the announcement of *Esperanza*, a series inspired by the challenges experienced by environmental activists from Greenpeace, and has Marcos Nisti, Estela Renner and Fernando Meirelles as project showrunners, an international co-production with Californian producer Participant.



1

Marcos Nisti, Célia Xakriabá, Alok and Mapu Huni Kuî at Rio2C

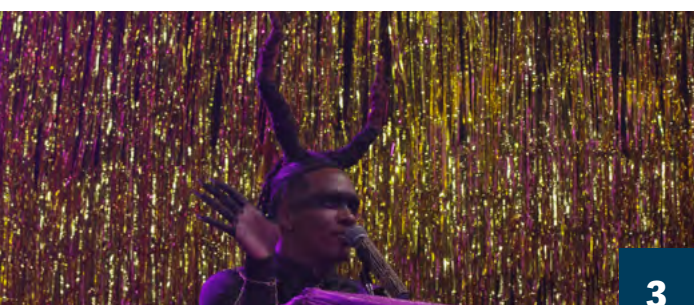


2

Poster from the series *O Som do Rio*

## Before the crown, Brazil wore a cockade

MFF took indigenous leader Célia Xakriabá, music producer and DJ Alok and chief Mapu Huni Kuî to the main stage of Rio2C, the largest meeting of innovation and creativity in Latin America. Rio2C is a platform for promoting the creative industry, mapping new talent and generating business opportunities. Under applause, Celia Xakriabá opened her speech with the phrase "Before the crown, Brazil wore a cockade", at a panel mediated by Marcos Nisti, co-founder of Maria Farinha. The urgency to understand the past, traditions and wisdom of original peoples guided the entire panel.



3

Publicity photo for the series Segura essa pose



**'Esperanza' Environmental Activism Brazilian Scripted Series In Works At Participant**

4

Announcement of the partnership between MFF and Participant to produce Esperanza in the American online magazine Deadline



5

Publicity photo for the document Quantos dias. Quantas noites PHOTOS Disclosure

**Quantos dias. Quantas noites**

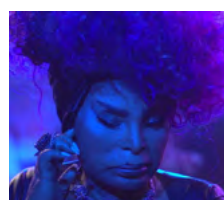
It is the latest documentary from Maria Farinha Filmes, directed by Cacau Rhoden (*Nunca me sonharam, Tarja Branca*) and scheduled for release in 2023. The production takes a deep dive into the purposes of our existence on the planet. Experts and thinkers invite us to see the opportunities and inequalities in this topic, in addition to our own connection with time and age. With the participation of Alexandre Kalache, Sueli Carneiro, Ana Claudia Arantes, Mona Rikumbi, Ana Michelle Soares, Tom Almeida and Alexandre Silva, the film brings to light an essential investigation in our century: the longevity revolution, which has already begun and has come to transform the future of all generations.

**WHAT ELSE HAPPENED IN 2022:**

Recording of the series *Segura essa pose*

Recording, at the UN headquarters, in New York, for *The future is ancient*

Partnership closed with Bela Gil for the project *A mão invisível*



Co-production with Globoplay and Globo Filmes for the documentary about Elza Soares

Acquisition of adaptation rights for the book *Copo vazio*



National announcement that Daiane dos Santos' story will become a film, which generated an avalanche of reactions on the networks

Creating an audience area

Raising the total amount to launch the documentary *Quantos dias. Quantas noites* together with the Expansion Board (DEX)

**MFF in the Summit of the Americas**

Estela Renner, filmmaker, screenwriter and founding partner of MFF, represented the company at the ninth edition of the Summit of the Americas, held in July 2022, in Los Angeles. Entitled *Building a sustainable, resilient and equitable future*, the event discussed economic growth linked to the commitment to preserving natural resources for future generations.

At the invitation of Google, Estela Renner participated in a discussion about the transformative power of audiovisual, based on the experience of MFF, which has been a leader in impact entertainment in Latin America for 14 years.

"To participate in this event, which takes a concerned and attentive look at the needs for improvements throughout the Americas, is a huge honor, a recognition that our work is fulfilling its purpose. I hope it adds to the global movement and inspires other voices as well. We bring urgent and relevant issues to society in the form of films, documentaries and series, and with them, we seek to provoke dialogue and changes in behavior, both essential for any personal transformation. We believe in the power of culture as one of the main sources of knowledge and we continue to invest in this as a pillar of our work", says Estela Renner.

PHOTO Miro



Estela Renner, filmmaker, screenwriter and founding partner of MFF





In 2022, Criança e Consumo (Children and Consumption) played an active role in protection and use of technology by children **PHOTO** Towfiqu Ahamed Barbhuiya - Canva

## For a consumerism-free childhood

**PROTECTION** Ensuring the safety of children on the Internet is one of the most important topics today



### PURPOSE

Since 2006, the Children and Consumption program has had the mission of disseminating and debating ideas on issues related to the rights of children and adolescents in the context of consumer relations, given the consumerism to which they are exposed online and offline.

“Because we are exposed to various types of content and are judged based on our social media profiles, we can end up losing our identity because of changes in the way others see us.” The statement is from a 14-year-old Brazilian girl and was included in the document *Our rights in a digital world (2021)* along with 708 children, adolescents and young people interviewed aged between 9 and 22, in 27 countries (including Brazil) of six continents.

Among the key themes brought to children and young people, the publication collected testimonies on expression, identity and culture, privacy, protection, health and the right to access the Internet.

Due to the importance of the virtual environment for children, in 2022, Children and Consumption (CeC) played an active role in monitoring, protecting and guiding children's use of technology.

One of the actions that maintained the power to disseminate knowledge aimed at effective action by companies and government was the launch, in April, of *General Comment No. 25 on children's rights in relation to the digital environment: annotated version*, a publication by the Alana Institute and the CeC, in partnership with the Public Ministry of São Paulo. Furthermore, the program worked closely on issues involving brands that failed to comply with Brazilian legislation by advertising products and services inappropriately.

In February, the Superior Court of Justice (STJ) confirmed the fine of R\$3,192,300 imposed on Grendene due to advertising that promotes early adultization and eroticization. The campaign was reported by CeC to Procon-SP and, when it was launched, the program acted as *amicus curiae* throughout the process.

Child eroticization can occur in different contexts, including the media, advertising, the Internet and even in interpersonal relationships, in addition to harming emotional development, affecting self-esteem and exposing the child to risks of sexual exploitation and abuse.





## Digital environment and children's data on networks

In March, the company Candide signed an agreement and committed to ending the practice of exploiting child YouTubers for commercial purposes. Not surprisingly, *General Comment No. 25* reinforces that it is the duty of states “to take appropriate measures to prevent, monitor, investigate and punish any disrespect for children’s rights by companies”.

In the document *Our Rights in a Digital World*, children and adolescents identify that privacy is constantly threatened by companies. “Advertisers’ goals were never to improve people’s lives, but to get rich and gain control,” said a 14-year-old Brazilian girl.

“Although Brazil has already prohibited advertising to children since 1990, advertisers and digital platforms illegally continue this abusive practice”, says Pedro Hartung, director of Childhood Policies and Rights at Alana Institute.

## HIGHLIGHTS

### APRIL

Publication of the document *Artistic child labor on social networks*, which analyzes Brazilian legislation with the aim of assisting legal operators, public bodies and other actors in society in combating the violation of children's rights on the Internet.

### JULY



Launch of the publication *Data and rights in childhood and adolescence in the digital environment: paths to legal protection in Brazil and Argentina*, a partnership between Alana and the Asociación por los Derechos Civiles (ADC) and Associação Data Privacy Brasil de Pesquisa.



The report *Global Platforms, Partial Protections: Design Discriminations on Social Media Platforms* has been released, the result of collaboration between Fairplay and organizations around the world, including CeC.

Former Meta employee, Frances Haugen, participated in a meeting at Alana with organizations and social actors, about the role of big techs in relation to the protection of children and adolescents on platforms.

### OCTOBER

CeC concentrated its efforts and notified three children's makeup companies that, together, advertised on more than 50 profiles of child influencers.

### DECEMBER

CeC sent a warning letter to Coca-Cola due to the activities carried out during the World Cup, which had a direct impact on children's audiences.

# In the era of digital convergence, targeted advertising impacts children's lives

**STRATEGY** Whether consuming or producing content, the rights and data privacy of children and young people must be preserved, both in the digital environment and online.

In April, CeC brought topics such as commercial exploitation of children on the Internet and digital environments and artificial intelligence (AI) to the center of discussions. *Artificial intelligence and advertising aimed at children and adolescents*, written by Isabella Henriques, executive director of Instituto Alana, published in InternetLab's Internet & Society magazine, showed how AI impacts children's lives, as it plays a significant role in the evolution of advertising aimed at children and young people.

Targeted advertising is a marketing strategy that uses AI algorithms, social networks, search history, among others, to collect and analyze data about users, with the aim of personalizing ads according to their specific interests and behaviors.

However, the practice raises ethical concerns and issues related to the privacy and protection of children and adolescents, in particular.

"Advertising in the current 21st century is, in effect, part of a society marked by consumerist and individualistic values, being increasingly segmented and individualized for specific groups of consumers", wrote Isabella.

The reflection is in line with another publication, written by João Francisco Coelho, lawyer at CeC, and by Maria Mello, coordinator of CeC: *Commercial exploitation of children on the Internet: rights and data privacy in the era of convergence*, published in ComCiência in March. The topic is a growing concern in the era of digital convergence.

With children's increased access to the Internet and the widespread use of digital devices, challenges have arisen relating to children's rights and data privacy in the context of online advertising. Furthermore, the business model of technology companies is oriented towards commercial purposes.

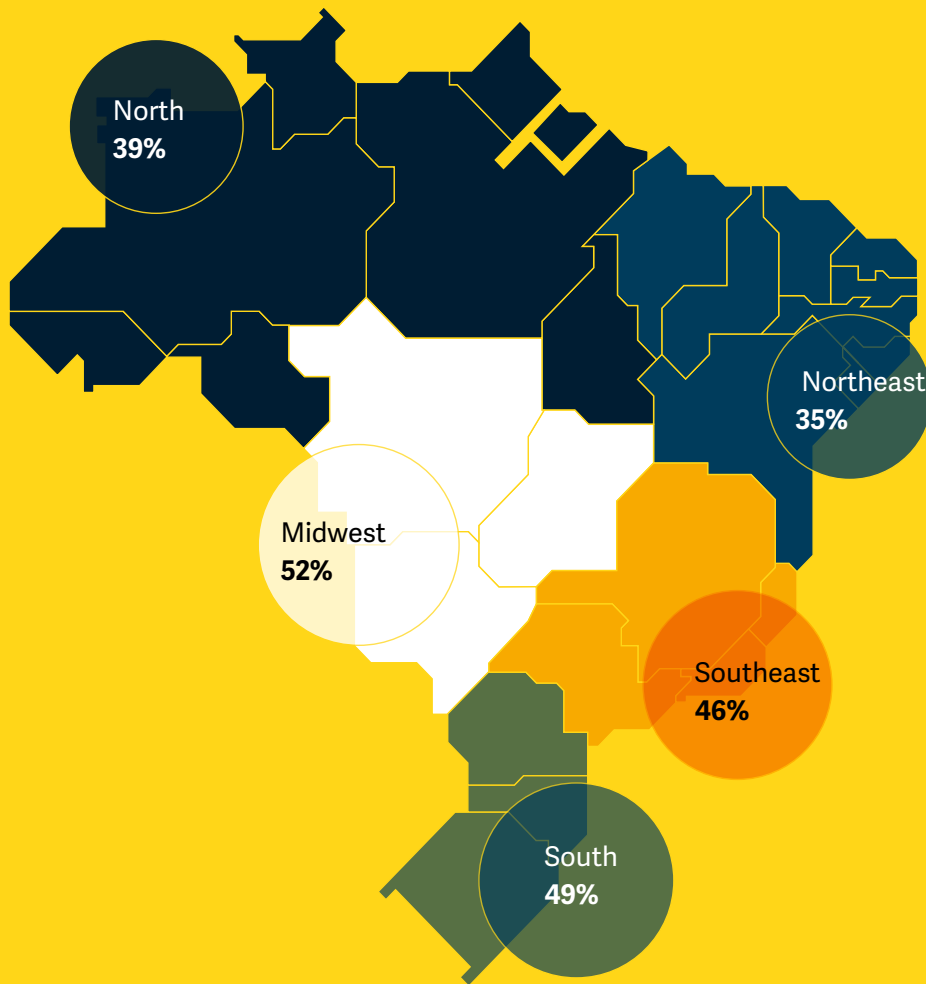
"Today, in Brazil, the commercial exploitation of children through the targeting of advertising to children, as well as the direct exploitation of the workforce of people under the age of 16, continues, regrettably, to be a reality which we must rise up against and ensure compliance with child protection standards", say the authors. And it would be precisely in Internet browsing, they say, that lies one of the biggest challenges surrounding data protection for this public, which represents, according to UNICEF data, 1/3 of Internet users in the world.

**With our actions, we want to raise awareness among public authorities and technology companies about the harmfulness and illegality of digital children's advertising and the commercial exploitation of children's and adolescents' data, working to dialogue with two groups: the first would be families, educators, children's caregivers. The other would be a group that is knowledgeable about the digital environment and that needs to be more engaged in the topic of childhood.**

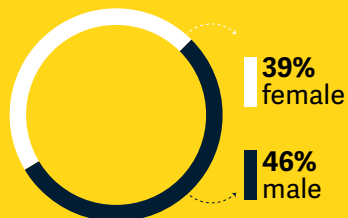
**MARIA MELO**  
COORDINATOR OF  
THE CHILDREN AND  
CONSUMPTION  
PROGRAM

## INTERNET USE BY CHILDREN AND ADOLESCENTS

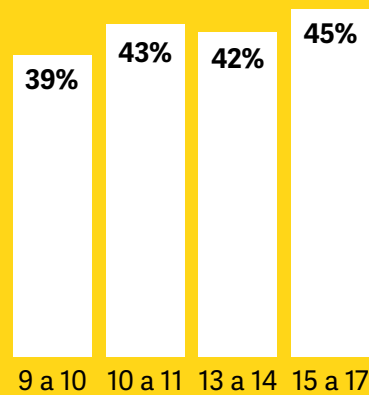
Brazil, from 9 to 17 years old



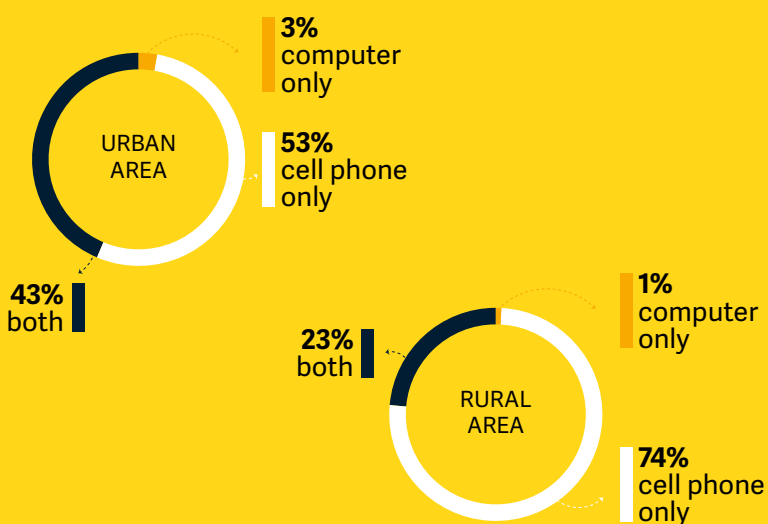
### INTERNET USERS BY GENDER



### BY AGE GROUP



### BY DEVICE



DATA SOURCE FROM TIC KIDS ONLINE BRAZIL 2022 PUBLISHED BY THE REGIONAL CENTER OF STUDIES FOR THE DEVELOPMENT OF THE INFORMATION SOCIETY (CETIC.BR).

## Smartphone in hand

And what are these children and teenagers who surf the Internet looking for? How do they access social channels and networks? Who do they interact with? The questions have a reason: the influence of the Internet on the growth of new generations and the effect of the digital environment on the lives of children and adolescents are extremely important aspects to be considered.

In the article *Public square or shopping center: what is the digital environment we want for our children and adolescents?*, written by Giovana Ventura, CeC journalist, Maria Mello, CeC coordinator, and Thaís Rugolo, CeC legal assistant, the authors highlight not only the “emancipatory and educational” potential for the development of Information and Communication Technologies (ICTs), but also the fact that the network was not designed for a younger audience.

“Currently in Brazil, 49% of children already have their own smartphone. As a result, they undeniably start accessing content that is not always safe for them. There is research, for example, that proves that platforms, games and social networks like YouTube, TikTok, Instagram, Facebook and PK XD, among others, which prohibit the use of services by users under the age of 13, have a large number of users in this age group.”

Therefore, when it comes to children, it is essential to think about digital literacy and enable boys and girls to develop critical skills to evaluate and understand online advertising, identify manipulative practices and protect their privacy so that they can navigate the Internet safely and consciously.





# Children must be at the center of climate issues

**ENVIRONMENTAL EQUITY** Alana was at COP27, an event that highlighted the importance of protecting children from the impacts of climate change

Between the 6th and 18th of November 2022, in Sharm El Sheikh, Egypt, one of the most important international meetings on the planet took place: COP27. One of the main objectives of the climate conference is to boost the implementation of the Paris Agreement, an international framework agreement adopted in 2015, which seeks to limit the increase in global temperature to 1.5°C above pre-industrial levels.

COP27 was an opportunity for the international community and environmental organizations to reaffirm commitments, set more ambitious goals and promote global cooperation in relation to global warming and its consequences. Among the results achieved in this edition, the European Union announced the reduction of emissions from 55% to 57% by the year 2030.

The Criança e Natureza (Children and Nature) team was present at the conference as part of the International Children First movement and launching the #Kids-First campaign with Our Kids Climate.

"Until we prioritize reducing the burning of fossil fuels, children, especially those from the Global South, will continue to have their future and rights threatened," said Laís Fleury, director of International Relations at the Alana Foundation.

## PURPOSE

Legal basis Art. 225. Everyone has the right to an ecologically balanced environment, an asset for the common use of the people and essential to a healthy quality of life, imposing on the Public Power and the community the duty to defend and preserve it for the present and future generations.



1

Marina Silva, then candidate for federal deputy, Pedro Hartung, director of Policies and Children's Rights at Alana, Laís Fleury, director of International Relations at the Alana Foundation, and JP Amaral, coordinator of the Children and Nature program at COP27



2

Pedro Hartung and the delegation of children and teenagers from various countries in front of the entrance to the Children and Youth Pavilion



3

Illustration of Lucca, 10 years old, sent to the STF during the vote on the Green Package



Alana's booth at the Conference in Egypt.

## 7

This was the number of times the word “children” appeared in the resolution document called *Cover Decision*. This means that, for the first time in 30 years, there was a formal recognition that children and adolescents are agents of change and must be included in the design and implementation of policies and actions to combat climate change.

### TESTIMONIALS

Feelings and opinions shared by Brazilian children in the short film *Céu Fumaça: the climate emergency in the voice of children*



Back in my old house, where I lived, there was a lot of rubbish spread out on the street, polluted, full of bottles, dirty. It was quite ugly there



I'm worried that one day natural resources will run out and then human beings will no longer exist.

## Children's voices, global impact

COP27 brought significant progress in including children in discussions about climate change and actions related to it. During the conference, the voices of girls and boys were present, so that they could be heard and considered in negotiations and decisions on climate policies.

Opening a direct channel of dialogue and active participation for children allowed them to express their concerns, ideas and immediate solutions in relation to the climate emergency. The animated short film *Céu fumaça: the climate emergency in the voice of children*, produced by Toca de Barro Filmes and Portal Lunetas, an initiative of the Alana Institute launched at COP27, gives us the dimension of how human interference has affected the lives of girls and boys from different regions of Brazil. In their statements, they express feelings of insecurity and uncertainty about the future, sadness, fear of dying, loss and everything that the fires and destruction took from their lives.

"So that there is a future, we need to have stricter laws to punish people who are deforesting trees, burning forests, polluting the oceans. Everyone should be aware that when we do something against the environment, we are harming ourselves", said one of the children.

In a statement, Pedro Hartung, director of Children's Policies and Rights at Alana, who was at COP27, said that this “was an important COP for children and their rights.

In addition to the creation of the Loss and Damage Fund, children, girls and young people were included in several decisions, showing that children are not just the future generations, they are already suffering the dramatic weight of the climate crisis”.

### GREENER

In Caruaru, we implemented a Naturalized Park, with 80% of the project carried out by the city hall, with the community and children's participation.

In Mogi das Cruzes, we started another implementation with great engagement of secretariats and city hall's employees, recovery of springs in the region and community involvement in creating a leisure area, in a vulnerable region.



# Discrimination and racism in the climate debate

**SOCIAL AND ENVIRONMENTAL JUSTICE** Criança e Natureza played a decisive role in *General Comment 26* by including topics such as environmental racism in the document



**CRIANÇA E NATUREZA**

## PURPOSE

To defend the right of every child to live in a healthy environment, so to strengthen their bond with nature

Every day of 2022, the Criança e Natureza (Children and Nature) (CeN) Program planted ideas aiming to bring actions to fruition that enable realizing the dream of seeing more children connected to nature, greener, more accessible and friendly cities for them, as well as school environments that allow for integral development and encourage outdoor learning.

More than wishing a better world for children, it also seeks climate and socio-environmental justice for all childhoods. One initiative that made a difference, at the beginning of the year, was Alana's legal contribution to *General Comment 26*, focusing on climate change. The Criança e Natureza Program played an active role in preparing the document addressed to the United Nations (UN), which establishes guidelines and recommendations for countries, companies, judges and society in general, with the aim of ensuring the rights of children and the environment, especially in regards to climate change.

One of the issues raised by the program to be included in *General Comment 26*, environmental racism stands out, reflecting deep social and structural inequalities that result in environmental disparities, influenced by factors such as racial discrimination, residential segregation, economic and political inequalities, lack of participation in environmental decisions and limited access to environmental justice.

Communities affected by environmental racism have struggled to gain recognition, justice, and corrective action to address these inequities. In Brazil, movements and activists, such as the Institute Perifa Sustentável, work to raise awareness about environmental racism. But not just that: demanding stricter policies and regulations to protect these communities and promote environmental justice come in tow. The fight against environmental racism is also closely linked to the fight for social justice, human rights, racial and environmental equity.

The impacts of air pollution on the lives of children and adolescents, ensuring access to nature, food security and clean drinking water for all children and increased attention to the rights of indigenous children were other issues recommended as a priority by Alana in the *General Comment 26*.



### Alana's contributions

In Contribution to the Online Consultation for the first draft of the General Comment 26 from Alana Institute, Alana pointed out the current situation of children and adolescents around the planet and made 5 important suggestions:

Approximately 1 billion children – almost half of the world's 2.2 billion girls and boys – live in one of 33 countries classified as "extremely high risk to climate change." They face a range of challenges and vulnerabilities, including poverty, lack of access to basic health services, poor education, violence, armed conflicts and political instability. The situation of these children requires special attention and collective action to ensure their well-being, protection and opportunities for a better future.

- 1 the priority increase in investments in mitigation, climate adaptation and resilience of key services for children in the Global South;
- 2 the reduction of greenhouse gas emissions by States and transnational companies, without the use of double standards or unfair trade practices;
- 3 the promotion of climate and ecological education linked to the cultures and local identities of multiple childhoods;
- 4 the inclusion of the best interests of children and their direct participation, especially the most vulnerable and traditional peoples, in all climate negotiations and decisions;
- 5 ensuring a sustainable, low-carbon and inclusive recovery from the Covid-19 pandemic.

### HIGHLIGHTS

#### **JUNE**

Launch of the book *Parques Naturalizados*, by Maria Isabel Amando de Barros.



#### **JULY**

Launch of the Alana Institute's first Legal policy brief, entitled *The right of children and adolescents to nature and a healthy environment*. The document "aims to contribute to the development and recognition of the legal foundations of children's right to nature".

#### **AUGUST**

Launch of the book *Quem precisa de justiça climática no Brasil?* (Who needs climate justice in Brazil?), by the Climate Observatory, with the collaboration of the Alana Institute.



#### **OCTOBER**

Acting as amicus curiae in the Direct Action of Unconstitutionality by Omission (ADO 59), which dealt with the Amazon Fund. To make the children's voices echo, drawings and letters from more than 400 girls and boys were delivered to the ministers of the Federal Supreme Court (STF), which were registered in the process.

#### **NOVEMBER**

In partnership with the Criança e Natureza program, Urban 95 Brasil, Jardim das Brincadeiras and Caruaru city hall, in Pernambuco, another Naturalized Park was implemented, with the community and children's participation.

### NUMBERS

**40 M**

Brazilian children are at climate risk

**1 in every 4**

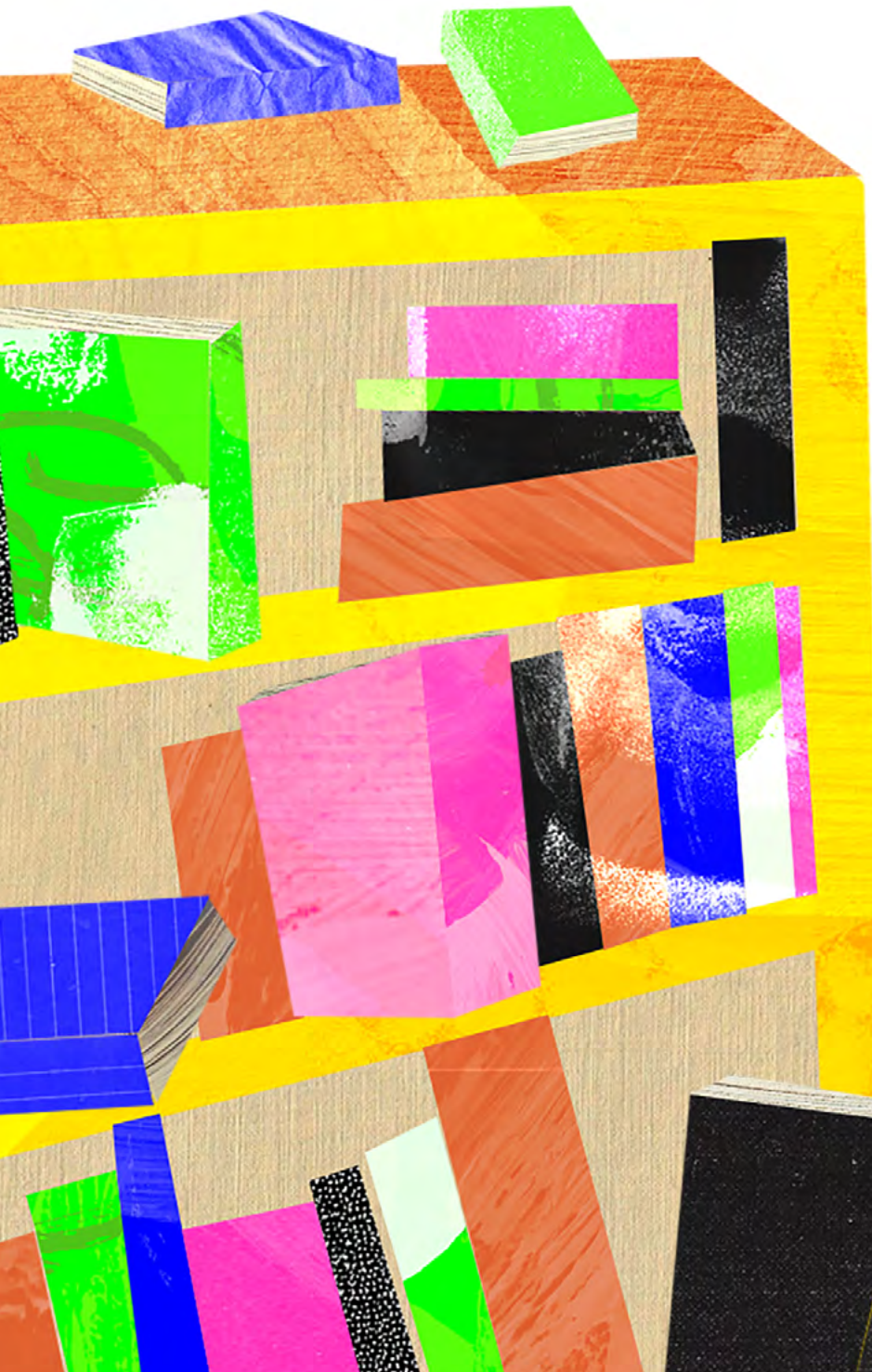
deaths of children up to 5 years old are related to environmental risks

**21**

of the 27 Brazilian states and the Federal District do not meet the current air quality regulations recommended by the UN

**99%**

of the world's population breathes air with pollutants above the recommended level.



## A shift in the program's approach

**STRATEGY CHANGE** Criativos da Escola agenda starts investing in defending the rights of children and adolescents to participate



### PURPOSE

To inspire children and teenagers to transform their realities, empowering them to become protagonists of their stories. The approach is based on the pillars of protagonism, empathy, creativity and teamwork.

With certainty that all students are able to making a difference with creativity, teamwork and empathy to solve problems and promote social transformations, Criativos da Escola has always had one goal: to empower young people to become agents of transformation in their communities. The year 2022 was a "turning point" for the program, as now at Alana it becomes an agenda to defend children and adolescent's right to participate.

From October onwards, Criativos da Escola stopped being a specific program and became a principle and a provocateur of transversal actions in all areas of activity at Alana. Although the program format has been terminated, the commitment to promote and strengthen students voice and participation is a priority.

One of the first initiatives was the creation of an advocacy plan, to map possibilities and guide our advocacy for the right to participate in laws and policies to structure education in the country. Among the changes that took place in 2022 is the systematization of Desafio Criativos da Escola award, which featured awards between 2015 and 2021. The award has been recognized as a social technology, that can be replicated and aims at valuing transformation initiatives led by children and teenagers from all over the country. An initiative by Criativos da Escola that, up until then, has reached around 1,200 Brazilian municipalities and 60 thousand people, including students and teachers from the most varied contexts and realities.





# Criativos da Escola has contributed to Agenda 227

**ARTICULATION** The actions reflected Alana's commitment to promote participation and empowerment of children and adolescents

In May, Criativos had the privilege of making significant contributions in defending the rights of children and adolescents. The active participation of a national organization in favor of Agenda 227 allowed the program to support an event that addressed the importance of children's participation in the Legislative Authority.

The actions reflected Alana's commitment to promote participation and representation of children and adolescents. The transition showed Alana's plight to advance democratic education as a fundamental right, to ensure that everyone participates effectively and is recognized based on their different realities and characteristics.

In addition, an online conversation was held with students from around the country to raise proposals for the Agenda 227 Country Plan as a contribution to the Education Working Group.

## CRIATIVOS EM AÇÃO

### JANUARY

Release of the music video *Let's dream together*. Made in partnership with Banda Alana in 2021, it was released on social media and streaming platforms and reached 140 thousand views on YouTube.

### MAY

Participation as a member of the judging panel at the Restaura Natureza Olympics, an award ceremony held by the organizations WWF and Quero na Escola.

### JULY

Promotion of an interactive workshop during the LED Festival, organized by Globo. Submission of audiovisual productions to be shown at the exhibition.

### SEPTEMBER

Completion of Desafio Criativos da Escola award systematization and its proposition as a social technology. Preparation of an advocacy plan aimed at strengthening and promoting the right of children and adolescents to participate..

### NOVEMBER

Participation in the annual meeting of the global *Design for Change* movement, held in Montevideo, Uruguay, which brought together representatives from Latin America, India and Israel.

## Collaborate and get involved

Agenda 227 proposes a series of measures and guidelines to guarantee protection and promotion of the rights of children and adolescents, covering areas such as education, health, culture, sports, leisure, family and community coexistence, protection against violence, among others. The aim is to ensure all children and adolescents have access to decent living conditions, development and active participation in society.

Our project works not only on the street with collectors, but also in practices to take the issue of selective collection to the school environment and our community

### VICTÓRIA MELL

MEMBER OF THE RECYCLING PRACTICES PROJECT, JUAZEIRO DO NORTE (CE)

IMPACT: 2015 TO 2021

6.586

projects received

1.172

guiding educators

10.758

municipalities reached

49.951

students

+ de 400

thousand people impacted by student actions





# Espaço Alana resumes activities in full force

**TERRITORY** Meeting grounds for transformations, life returns to the community's pulse, leaving behind the difficult period of social isolation

espaço  
alana

## PURPOSE

To provide an actual environment for access to leisure and culture, primarily for children, and contribute to local development involving the community and leaders in various actions – training and social

Jardim Pantanal community is at the origin and among Alana's main priorities. In the territory, Espaço Alana, Urbanizar and Banda Alana operate. The Space was created to encourage new ways of welfare in the neighborhood, located in the far east of São Paulo city.

Espaço Alana symbolizes the root of a work that was born locally and became global, without borders. A network that emerged as a community, but also connects with partners from different corners of Brazil and the world, with the common purpose of honoring all children, each one with their particularities.

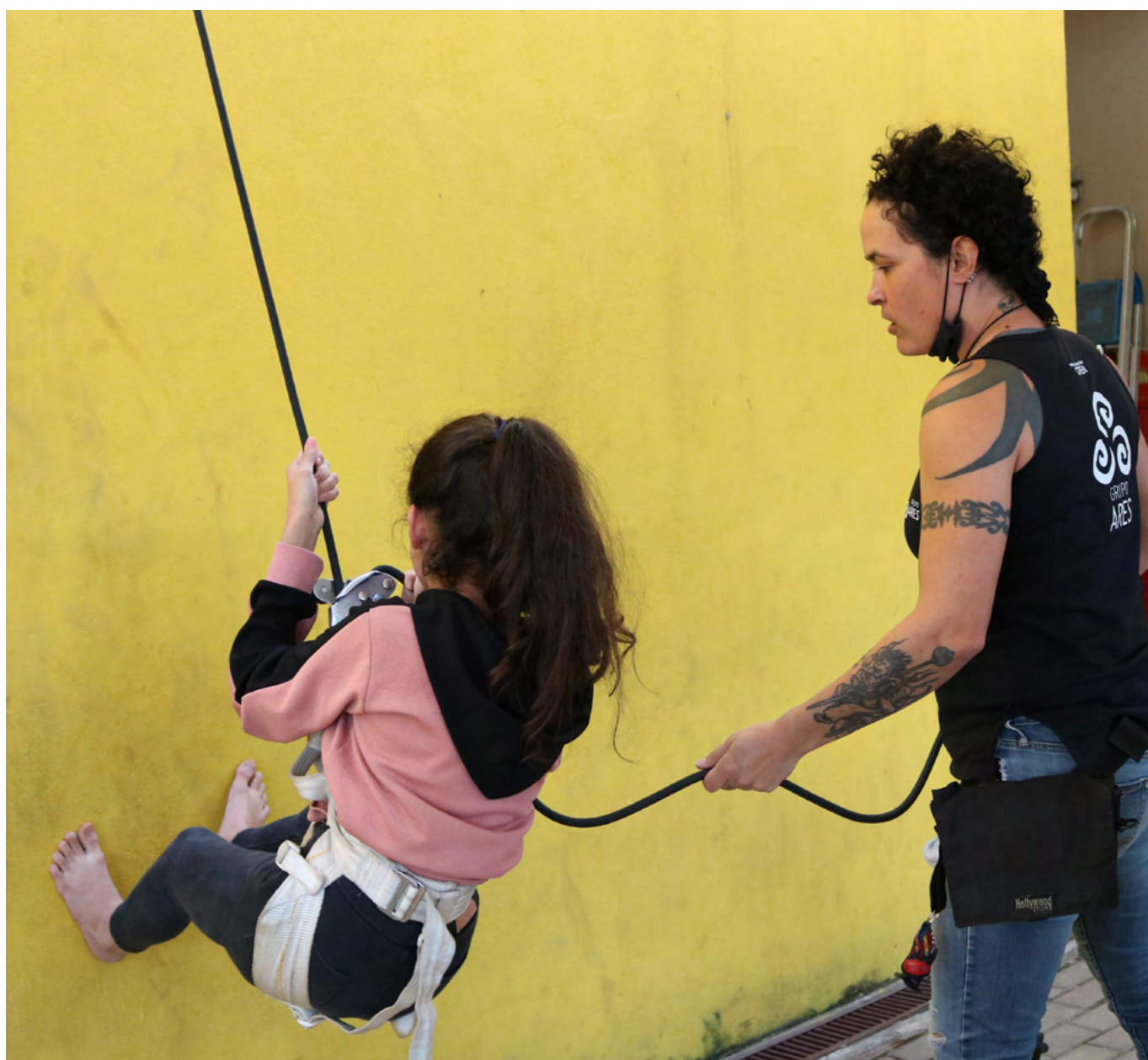
The projects, articulations and actions carried out at Espaço Alana boost local development and guarantee rights, focusing on culture, education, socio-environmental issues, employability, leisure, among others, always prioritizing children and adolescents as protagonists.

For all these reasons, it was very difficult for the entire community to interrupt in-person activities at the space in 2020 due to the Covid-19 pandemic. It was only in April 2022 that the site was reopened, following health standards and protocols. The reopening was met with extra enthusiasm



Photos of activities carried out during the 13th edition of World Play Week, held in partnership with Aliança pela Infância.





from those involved, eager for collective exchanges and construction.

In this exciting atmosphere, the space returned to the community life and not just in the online world, as it was during social isolation. The physical restart had the support of numerous partners from public and private authorities, as well as civil society. This broad articulation made possible, for example, face-to-face and online professional training courses for residents, such as basic mechanics (Instituto Aromeiazero), entrepreneurial training (Sebrae-SP), web development programming (Mais1Code) and preparation for the World of Work (Senac São Miguel Paulista), to name a few.

Other important achievements took place there, such as the 13th edition of World Play Week, held in partnership with Aliança pela Infância. This initiative is already public policy in more than 60 Brazilian cities, which understand play as a fundamental right for every child. With the theme *Trusting in the power of play*, Espaço Alana promoted online and in-person programming for all audiences, showing that it is through playing that children connect with the world around them and create new possibilities for existence.

The games and experiences involved literature, music, art and bodily practices, as well as reflections on *Playing in the suburban area: an act of resistance*; mediated reading about the Generous Tree; circus workshop and juggling and acrobatics with fabric classes. In a sensorial and playful space, children played with their senses and also with objects and textures, percussion instruments made from recycled materials, enjoyed artistic workshops with natural paints and many other entertainments.

#### ESPAÇO ALANA

It all started in 1994, with the creation of a center as a meeting point for local leaders, which resulted in a daycare center and after-school activities for children. Partnerships with the community and public authorities led to the official creation of the Alana Institute in 2002. Twenty years later, the local community, the Alana team and partners celebrated the reopening of the space after 24 months without in-person activities due to pandemic.





## Playing and learning from nature cycles

**GERMINATE** From educational movements in favor of caring for the land to celebrations for children, Espaço celebrates achievements and cultural milestones

Plant, water, watch it germinate and bloom. All of this in green spaces, where kids learn by playing and being enchanted by the cycles of nature. Espaço Alana encourages many projects that value the environment, such as the Jardim Helena Naturalized Park, germinated and inaugurated in Jardim Pantanal in partnership with the Criança e Natureza program and the Urbanizar project, as part of the 13th International Architecture Biennial of São Paulo program.

The event included games, a literary tent, a Banda Alana concert, exploration of the park with the children and a conversation with the team responsible for planning and implementing this natural landscape for play.

### WHAT IS A NATURALIZED PARK

Outdoor green spaces that value outdoor coexistence, encourage free play and strengthen the bond between public areas and nature. They promote physical and mental health and well-being of the entire community. In the Naturalized Park, the natural elements – trees, stones, branches – take the shape of toys and furniture, for example, encouraging sensory and motor experiences, stimulating creativity.



1

Pantaneira Festival



2

Children play at the inauguration of the Jardim Helena Naturalized Park



3

Children play at the inauguration of the Jardim Helena Naturalized Park





## **Parties and Childhood celebrations**

Celebrating achievements and cultural milestones are always on Espaço Alana's agenda. Each program is designed together with the residents of Jardim Pantanal, such as the Festa Popular Pantaneira. The event featured local artists performances, a concert by Banda Alana, food and drink stalls, run by families in the region, bingo and games for all audiences.

In the month of childhood celebrations, the space was once again filled with lots of fun, story telling, games and workshops. Before year end, the show *Traveling with poetry* presented the community with interactive, fun and affectionate experiences. Espaço Alana also supported Expresso do Brincar (Playful express), an itinerant project, designed in trailers, promoting games based on themed stations. Children, caregivers and family members were invited to embark on the adventure of playful learning.

The initiative was carried out by Movimento Unidos Pelo Brincar and had institutional support from Urban95, Fundação Bernard Van Leer and Alana Institute. The project visited 11 cities in 2022, taking games and playful learning as means of integral development for children.

## **Community strengthening**

Espaço Alana invests in socio-economic and physical-territorial studies of the neighborhood as a way of supporting public policies and the rights of residents. The actions are the result of continuous dialogue with the community, public agencies and partners committed to improve life in the territory

One of the main interlocutors in the territory is the Association of Residents and Friends of Jardim Pantanal (Amojap). The entity was officially created in 2015 and, in 2022, elected a new board of directors. The association is housed in Espaço Alana and is active in efforts to improve the neighborhood and the lives of residents.

And it was with the healthy aging of the local population in mind that the *Viver Melhor* project was prioritized, promoting physical activities for adults and the elderly, carried out by the Instituto Família Barrichello (Barrichello Family Institute).

## **Metamorphosis after fire, flood and pandemic**

The history of Espaço Alana is permeated with episodes of overcoming. In 2014, a fire destroyed the space and, the following year, it was already refurbished. The site has a community library, toy library, music school, auditorium, canteen, covered square for lectures, courses, classes and events of interest to the community.

In addition to the fire, the space was challenged by floods and the pandemic. At the beginning of 2020, Jardim Pantanal was flooded, as happened in 2010. The Covid-19 pandemic also required replacing face-to-face with online activities.

After reopening, the Space continues to be a reference for community coexistence, professionalization activities, welfare and strengthening local articulations.



# Banda Alana: music educating towards citizenship

**AT PACE** Resilience set the tone that kept the project alive, with shows, workshops, in-person classes and place offers for 90 children



Banda Alana performs for Jardim Pantanal community at the reopening of Espaço Alana after long months closed due to the covid-19 pandemic

*Banda Alana*

## PURPOSE

Provide access to knowledge through musical education as a way of combating exclusion and social inequality, as well as training conscious citizens, valuing quality cultural work with effective transformative potential and promoting human rights.

When the sound of Banda Alana echoed again in Espaço Alana and on the outdoor stages, joy radiated throughout Jardim Pantanal and around the world. During the isolation period, the team's creativity and resilience set the tone to keep the project alive. But nothing replaces the richness and beauty of in-person collective development based on musical practices, exchange of experiences and human development.

In February 2022, the members of Banda Show met again at Espaço Alana and soon performed a live show with a workshop on the history and origins of Carnival, during the music discipline, at the Avenues Educational Institution (Avenues The World School). The Band also gained a new visual identity.

In April, it was the students' turn to return to in-person music classes at Escola Banda Alana. In 2022, the motivation was renewed with the expansion of place offering for 90 children aged between 6 and 12 years old, covering percussion (56 students), popular singing (14 students) and guitar (20 students), in addition to 18 members of Banda Show.



## Lullabies lull children

Music that soothes children became part of Banda Alana's repertoire, after conductors Silvanny Rodriguez and Adriana Biancolini participated in Lullaby method training. Focusing on lullabies, the Lullaby pilot project was launched in the city of Jundiaí (São Paulo), in partnership with the Social Assistance and Development Management Unit, through Criança Feliz Program (PCF) team and funding from the Bernard VanLeer Foundation

## Dreams turned into music

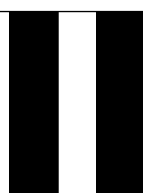
Students from nine countries were able to hear their own dreams. The song *Bora Sonhar Junto, Let's Dream Together* brings together the imagination and desires written in letters by young people from Nigeria, Sudan, Serbia, Uruguay, Peru, Kenya, Spain, Israel and Brazil. In common, young people in the Design for Change global network take a leading role in change projects in their schools and communities. The music video mixes funk, piseiro and trap rhythms to invite people to build a better present and future for everyone. The event is carried out by Banda Alana, in partnership with Criativos da Escola.



Even with difficulties and fear, I learned to take risks to get where I want. Banda Alana encouraged me

**AYARA DINIZ**

PERCUSSIONIST AND MONITOR



Banda Alana made me evolve as an artist and also as a human being because it has education, citizenship and empathy in its DNA

**ROBSON FREIRES**

GUITARIST, SINGER AND MONITOR

## **SHOWS AND SOIREES FOR COMMUNITIES**

- ◆ The year was full of weekly classes for children and rehearsals by Banda Alana for public performances, including open rehearsals at Espaço Alana, soirees, lots of shows and an estimated audience of 6 thousand people. Check out the main presentations in 2022:
- ◆ 13th edition of World Play Week
- ◆ 13th São Paulo International Architecture Biennial
- ◆ Plan International Event
- ◆ Playing in the Park, at Parque do Carmo
- ◆ Challenge Day, at Sesc Pinheiros
- ◆ Centro de Educação Infantil Paulo César Fontelles de Lima
- ◆ Online show for the São Paulo Economics Congress of the São Paulo Regional Economic Council





# Urbanize: Rights guaranteed in the territory

**LIVING LEGALLY** Residents of Jardim Pantanal benefit from land regularization programs and infrastructure Works

## URBANIZAR



### PURPOSE

To reduce socio-environmental inequalities, value culture and promote improvements in residents' quality of life, based on community strengthening and coordination with public authorities. The aim is to facilitate public policies investments in the areas of housing, mobility, income and provision of public health, education and cultural facilities, always based on listening to residents to identify and overcome the main local challenges.



In the photos, presentation of Jardim Pantanal Neighborhood Plan for community representatives

Eight thousand families in Jardim Pantanal are in the process of land regularization with the aim of being recognized as definitive owners of their homes. Another 56 thousand people will benefit from water and sewage works. All of this is part of infrastructure, basic sanitation, drainage and land tenure work, which is the result of strong coordination between the Alana Institute and the community with the Executive and Legislative powers.

The territory has the commitment of the former São Paulo governor, Rodrigo Garcia, and mayor Ricardo Nunes to continue infrastructure work and other improvements for the region. The promises were publicly reinforced during the launch event of the Água Legal Program, for the regularization of water and sewage, promoted by the Basic Sanitation Company of the State of São Paulo (Sabesp).



## Free legal advice

Residents of Jardim Pantanal received legal guidance from the University of the Neighborhood (Jurídica UniBairro), offered free of charge in the territory.

The objective is to ensure access to Justice and overcome inequalities and exclusions. The initiative is the result of Urbanizar's partnership with the Legal and Solidarity Guidance Clinic, linked to the MackCidade: Direito e Espaço Urbano extension program, at Universidade Presbiteriana Mackenzie.

The partnership with the university has also generated booklets on social benefits, assistance and public services. An approach is also underway with the University of São Paulo (USP). The community received a visit from representatives from USP's Dean of Research and Innovation and the dialogue remains active.



In the photos, presentation of Jardim Pantanal Neighborhood Plan for community representatives

### COORDINATION WITH PARTNERS

The Alana Institute's advocacy work with representatives of public authorities involves meetings, technical visits to the neighborhood and technical studies.

#### ◆ CIVIL SOCIETY

Institute of Architects of Brazil (IABsp), Mackenzie University, CoCriança, Association of Residents and Friends of Jardim Pantanal (Amojap) and Frente de Bairro da Várzea.

#### ◆ SÃO PAULO CITY HALL

Municipal Department of Housing (SEHAB), Municipal Department of Urban Infrastructure and Works (SIURB), Municipal Department of Urban Planning and Licensing (SMUL), Subprefecture of São Miguel Paulista.

#### ◆ SÃO PAULO GOVERNMENT

Basic Sanitation Company of the State of São Paulo (Sabesp).

### OTHER HIGHLIGHTS

◆ Participation in the 13th São Paulo International Architecture Biennial.

◆ Prototype project award from the Municipal Department of Human Rights and Citizenship.





# Neighborhood plan promotes life improvement

**URBANIZATION** The year 2022 saw actions completed and others underway to improve residents' quality of life

Since 2020, Jardim Pantanal residents have been developing the Neighborhood Plan, with support from partners, during thematic workshops on education, environment, mobility, public space and health. The territory's main problems and potential, from the community's perspective, were systematized and resulted in the elaboration of proposals for its urbanization.

Initially, an Emergency Plan and Initial Proposals were created for Jardim Pantanal Neighborhood Plan, driven by the covid-19 pandemic.

In addition to the residents' impressions and suggestions, the main information about the territory was gathered from secondary data.

Since then, the collaborative development of the Plan has been carried out in stages. The next step to the Emergency Plan was the launch, in 2022, of the 1st phase of the Neighborhood Plan, with a report on actions already completed and others in progress to improve the residents' quality of life. As part of this phase, the *Neighborhood Plan: Jardim Pantanal, phase 1 publication was created, with the wishes and dreams of children, young people and adults for the neighborhood.* Workshops were also held, including construction workshops for women.

The 2nd phase of Jardim Pantanal Neighborhood Plan is also underway. Plans include the formation of a management council, the continuation of land regularization and actions to generate employment and income. The collective construction of the entire Neighborhood Plan process has been an opportunity for listening and learning, generating organic planning and establishing itself as one of the greatest powers of community articulation and residents' emancipation as active transformation agents of their territory.

## LOCAL POPULATION PROFILE

SOURCE Neighborhood Plan: Jardim Pantanal, phase 1, 2022.





**SOME WISHES AND DREAMS OF RESIDENTS****Education** plus nurseries full-time schools**Health** hospital and UBS within Jardim Pantanal and ambulance base point**Social assistance and food** CRAS and popular restaurant**Security and services** functioning police station and more policing**Mobility** Asphalt and regularized zip codes on the streets**Environment and infrastructure** treated water and sewage network**Public spaces, culture and leisure** Parque Jardim Helena open from 6am to 8pm and club with swimming pool**Lighting and power grid** light on dark streets near the Tietê River and light for all**By bike: experience the territory and learn about its history**

Cycling through Jardim Pantanal has been a strategy to promote the cultural, environmental and socioeconomic development of the territory. In 2022, the Cycle Tourist Route inauguration further enhanced the local identity, encouraging bicycle trips to the region's main cultural and environmental heritage sites, as well as allowing people to learn about the city's history, the neighborhood and its residents. At the launch of the new bike circuit, there was cycling and a Banda Alana concert.

The initiative is part of Jardim Pantanal Neighborhood Plan, the municipality's leisure cycle lanes agenda and the tourist cycle routes in the state of São Paulo, created in partnership with Pedale-se collective. Two-wheel mobility also gained encouragement with the 6th edition of Bike Alana, which encourages the conscious use of bicycles in the territory. The event, held by Espaço Alana, included cycling around the neighborhood, mini-circuit for children, free services, such as bike repairs for residents, and cultural activities, such as conversation circles *Tietê River Day: importance of the APA of Várzea do Rio Tietê*.

We hope the plan will strengthen territorial planning and the community in the fight for the transformation of this territory, encourage debate between representatives of public authorities and local communities and contribute to the construction of fairer and more democratic cities

**LEILA MARIA VENDRAMETTO**  
URBANIZATION PROGRAM COORDINATOR

**Redesign of urban spaces**

With attentive eyes and signs, paints and felt tip pens in their hands, Jardim Pantanal children and teenagers helped revamp a public space in the neighborhood, making it more attractive for leisure for the entire community. The interventions at the site are part of the Prototype City São Paulo Project, an architectural exchange program that tests new ideas around the world.

Prototype City is part of Jardim Pantanal Neighborhood Plan to allow the collaborative construction process to intervene in public space to inspire other transformations in the neighborhood, giving new meaning to places and promoting new experiences. The initiative is promoted by the British Council, in partnership with Urbanizar, CoCriança, Instituto de Arquitetos do Brasil – Departamento SP and Escola Municipal de Ensino Fundamental Virgílio de Mello Franco.

The intervention and audiovisual recording of the creative and consultative process were exhibited at the 13th São Paulo International Architecture Biennial. Held by the Institute of Architects of Brazil (IABsp), with the theme *Crossings*, the biennial invited participants to shift their attention from the center to peripheral areas, seeking interaction between territories.



## Lunetas: the child's gaze guides the contents

**ON-LINE** With material designed to produce news and entertainment tips, the project remains focused on children

### NUMBERS

# 4,2 M

users

# 110 k

Instagram

# 5,1 M

sessions per year  
(425 thousand  
sessions/month)

# + 742 k

Facebook

Children are a central characters in reports, news, articles, entertainment tips and other content produced by Lunetas, a multimedia journalistic portal that keeps reinventing itself to ensure that childhood remains a priority on the public agenda.

Lunetas has been on air since 2018 and soon became a national reference, for producing and disseminating quality information and content. The portal has a large and qualified team, made up of journalists and correspondents, who provide the portal with diverse, differentiated and contextualized perspectives on multiple childhoods and their singularities.

The poorest person would be president so that the poor would have priority in life

**LEONARDO**

7 YEARS OLD, FROM GOIÂNIA





**PURPOSE**

To be a reference for reflection and information about childhoods, by disseminating and mediating information, telling stories, provoking reflections, inspiring attitudes and exploring multiple perspectives on multiple childhoods in Brazil, based on article 227 of the federal constitution.

Lunetas also contributes to the construction of a common agenda for a more fair, inclusive, egalitarian and plural world. The 17 UN Sustainable Development Goals guide its actions.

**COVERAGE DIFFERENTIALS**

**Sources of plural and welcoming information,** guided by reference, quality and trustworthy content.

**It provokes reflections** based on approaches that bring different perspectives on the childhood agenda in Brazil. Encourages children to grow up free from stereotypes, with inclusion, racial and gender equality.

**It respects the context of each family,** highlighting the multiple family compositions, helping to avoid judgments and the search for ready-made formulas.

**On the agenda, elections and childhood**

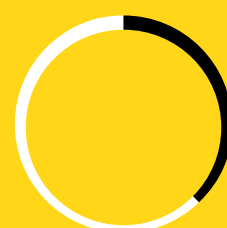
An example of this unique coverage was the report series *Childhood in focus: who votes for children?*, which highlighted children's rights as priority in public policies, calling attention to the importance of the topic during the year marked by presidential election.

The reports addressed the relationship between the elections, the past, present and future of Brazilian children, highlighting topics such as daycare, illiteracy, hunger, basic sanitation, street children, child labor, among others. All content ensures different forms of accessibility and different presentation formats are explored. In a video, 40 children from different regions of the country describe the Brazil of their dreams and give clues about what is needed to make this idealized world real. Interviews with future voters were also systematized into a study of what children think and feel about politics.

**What is the the candidates priority ?**

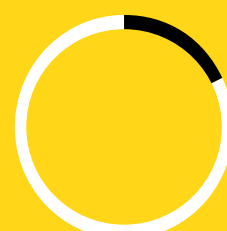
Lunetas team also analyzed, verified and contextualized the statements and proposals of presidential candidates for topics that directly and indirectly impact Brazilian childhoods. The study focused on candidates' posts via Twitter. Innovation lies in the activity of research and checking information, with the aim of contributing to quality information and increasing interest in public debate. Lunetas also highlighted how children and adolescents were present in each candidate's government plans, in partnership with Alana Institute's Government Relations team. Government plans are important references so the population can demand that they fulfill the commitments made in the electoral campaign.

**SOME RESULTS OF THE RESEARCH**  
WHAT WOULD BE THE FIRST THING YOU WOULD DO IF YOU WERE PRESIDENT?



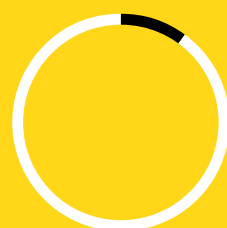
**38%**

Would provide housing, food and school for those in need and end hunger and inequalities



**18%**

Would lower prices



**10%**

Would create more space for play, offering toys and freedom for children





# Climate crisis: children at the heart of the debate

**OUR PLANET** Guided by comic book and animated short language, publications report situations that impact the environment

One of the most relevant themes today: *Climate emergency and childhoods: for a future now* won a special in HQ language (comic book) and animated short film. Both present reflections and inspirations for changes in behavior and worldview. The contents interact with children and adults alike.

In *Climate Education (Comic book)* publishing, the characters Tuane, Hugo and Luana are smart children who are committed to the causes of the climate crisis. In six brief comic stories, they report everyday situations that impact the environment and create solutions together. The publication supports dialogue on urgent topics that can be addressed with simplicity and practical examples of individual and collective attitudes.

The short film *Céu Fumaça - the climate emergency in children's voices*, created from listening to the opinions of girls and boys, presents powerful children's testimonies from different regions of the country who reveal their perceptions on the impact of the climate emergency in their lives. The film is made by Portal Lunetas and Toca de Barro Filmes, as part of the #KidsFirst movement. The production was launched at the United Nations Conference on Climate Change (COP27), in Egypt.

## NUMBERS

**16,3 M**

people reached via Facebook

**3,4 M**

people reached on Instagram



1

Image from the short film *Céu Fumaça: the climate emergency in children's voices*



2



Excerpt and cover from the comic book *Climate education*

**I think everyone should be aware that when we do something against the environment, we are harming ourselves**

**RAPHAEL KAWÊH**

13 YEARS OLD, STATEMENT IN CLIMATE EDUCATION (COMIC BOOK) PUBLICATION



## TESTIMONIALS

Children who participated in the short film **Céu Fumaça: the climate emergency in children's voices**

Human beings take things without thinking twice, they don't think about the future, they only think about the now

I'm worried that one day natural resources will run out and then human beings will no longer exist

To help, we can plant more trees, stop polluting the world

## Plurality of childhoods on the public agenda

What issues threaten the childhood of the Yanomami in the Amazon and what are the challenges facing children in the extreme south of the country? What are the experiences of boys and girls in a peripheral community in the capital of Bahia and children in Pantanal? It is to account for the multiple childhoods of our continental country that the Lunetas Correspondentes project was created. Ongoing since 2021, it selected 10 journalists who produce reports from a regional perspective.

### PRODUCED REPORTS

#### **INFÂNCIAS À BEIRA-MAR** (CHILDHOODS BY THE SEA)

The social challenges of what it's like to be a child in two communities close to the Museum of Modern Art and Baía de Todos os Santos - Solar and Gamboa, in the capital of Bahia, Salvador, a land of contrasts.

#### **EU SOU UM MARUJINHO** ('I'M A LITTLE SAILOR')

Children's perspective on popular traditions. In Pará, boys and girls create affectionate and respectful bonds with their elders, in a tradition that spans generations.

#### **BRINCADEIRA DOS BUMBÁS** (BUMBÁS PLAY)

In Parintins (AM), host city of one of the biggest folklore events in the country, an independent festival created and carried out by children and young people, made with miniature oxen.

#### **BANHO DE SÃO JOÃO** (SAINT JOHN'S BATH)

Better known as the Festa Junina do Pantanal, the Bath of São João, in Corumbá (MS), is a Cultural Heritage Site of Brazil. During the festivities, children learn dances and rituals.

#### **BOI DE MAMÃO** (PAPAYA OX)

A tradition that mobilizes children in Santa Catarina, the Boi de Mamão (papaya ox), is a game that brings generations together and keeps Azorean folklore alive with lots of music, dance and street theater.

## Chosen by children

Lunetas' distinctive journalism is that it always includes children's perspectives. Therefore, they are always among the interviewees in our reports. And some of them are made exclusively from qualified listening to children from all over the country.

One example is the Literary Retrospective, in which we took advantage of the topic favorite books of 2022 to investigate a little further our interviewees' relationship with literature. "When you read, it seems like you are in another world. It feels like you're in the book, only it's in real life", says Malu, 9 years old. On Lunetas website, you can check excerpts from the video interviews: <https://lunetas.com.br/melhores-livros-2022/>.

### TOP 3

#### 1 **A pele que eu tenho** (The skin I have)

bell hooks and Chris Raschka (Boitempo)



#### 2 **Mesma nova história** (Same new story)

Everson Bertucci, Mafuane Oliveira and João Vaz (Peirópolis)



#### 3 **A tela de Yulu** (Yulu's screen)

Cao Wenxuan and Suzy Lee (Cai cai)

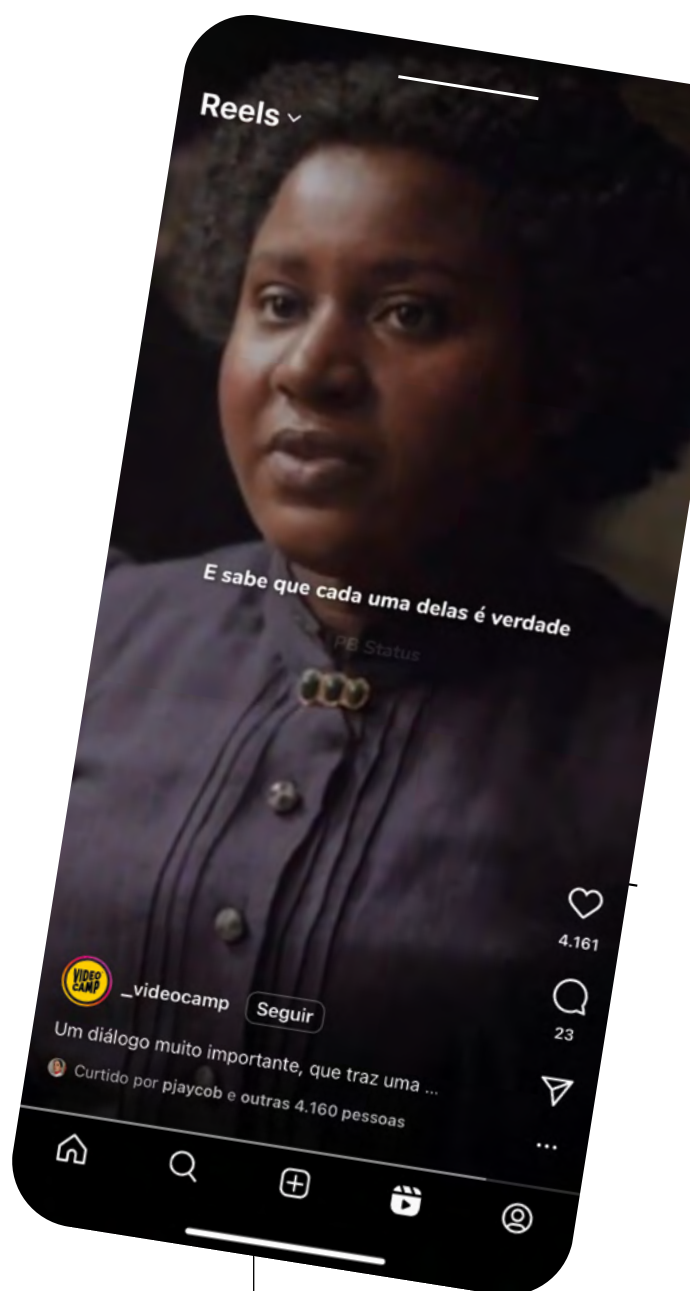






# Videocamp still to believes in transformative stories

**CONTENT SHARING** Online platform changes strategy and renews itself



**VIDEO  
CAMP**

**PURPOSE**

To understand and question the world through entertainment.

Created at the end of 2015, the Videocamp film platform made history by being the first to allow free public screenings of all works available in its catalog to be carried out by anyone, anywhere in the world.

Seven years were dedicated to democratic access to impactful entertainment, which resulted in a community of 199,410 subscribers on the platform. Together, these people delivered 57,000 sessions to an audience of more than 1.3 million viewers in 120 countries.

From July, Videocamp changed its strategy and started dedicating itself exclusively to creating and sharing content about art, culture and stories inspired by its social networks. The farewell to the original format stirred emotions in followers and the audiovisual industry, but it shows Alana's ability and agility in responding to changes in the world and the public's desires – in this case, changes relating to the way audiovisual content is offered and consumed.

Videocamp ends 2022 with an Instagram follower target reached (+45 thousand people) and remains steadfast in its mission to offer the public content to understand and question the world through entertainment.

**HIGHLIGHTS OF THE PLATFORM FORMAT**

**199.410**

people registered

**57 k**

thousand sessions held

**1,3 M**

declared audience on the platform

**120**

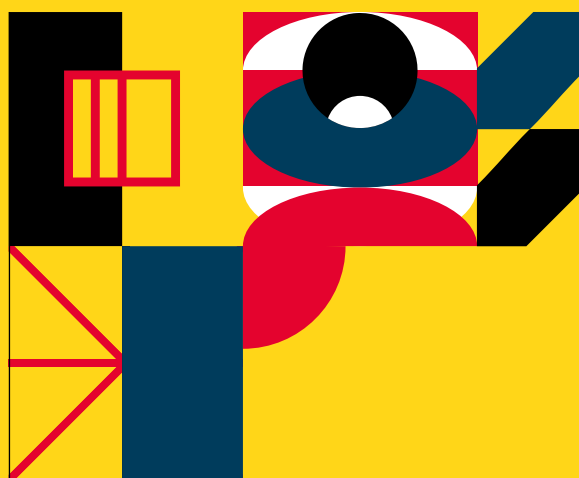
countries with exhibitions held





**Alana  
exists so that  
children and  
adolescents  
have their  
rights  
guaranteed  
with absolute  
priority.**

PROTECTING  
CHILDREN AND  
ADOLESCENTS  
IS THE LAW



**Art. 227.** It is the duty of the family, society and the State to guarantee children and adolescents, with absolute priority, the right to life, health, food, education, leisure, professionalization, culture, dignity, respect, freedom and family and community coexistence, in addition to keeping them safe from all forms of neglect, discrimination, exploitation, violence, cruelty and oppression.

**Art. 225.** Everyone has the right to an ecologically balanced environment, an asset for the common use of the people and essential to a healthy quality of life, imposing on the Public Power and the community the duty to defend and preserve it for the present and future generations.



# Balance Sheet Alana Institute

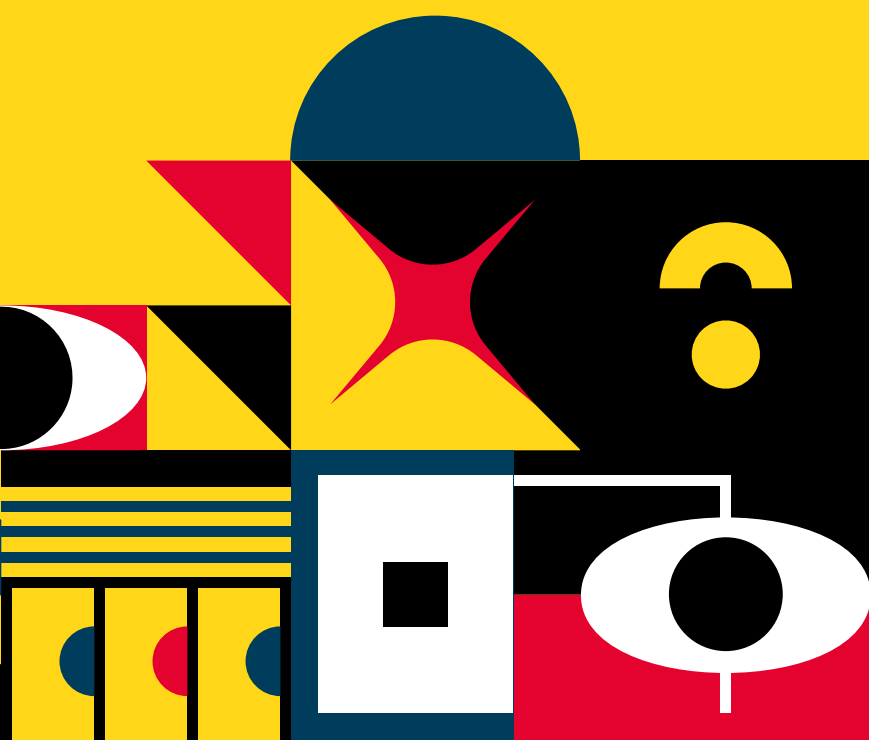
INSTITUTO ALANA  
CNPJ: 05.263.071/0001-09  
12/31/2022

ASSETS	R\$
<b>CURRENT ASSETS</b>	<b>356.576.213,05</b>
<b>Available</b>	<b>353.903.550,18</b>
Cash	33.713,75
Account transactions	1.377,46
Investments	353.868.458,97
<b>Other receivables</b>	<b>2.668.746,53</b>
Third-party payments	125.940,97
Employee Credit	82.874,12
Other accounts receivable	2.459.931,44
<b>Prepaid Expenses</b>	<b>3.916,34</b>
Prepaid Expenses	3.916,34
<b>PERMANENT CURRENT ASSETS</b>	<b>74.912.113,27</b>
<b>PERMANENT CURRENT ASSETS</b>	<b>74.912.113,27</b>
<b>Investments</b>	<b>68.528.587,63</b>
Stock Investment	68.528.587,63
<b>Fixed assets</b>	<b>6.339.572,21</b>
Land	446.200,00
Property	1.740.492,02
Equipment	33.483,68
Furniture and Utensils	340.921,96
Associated Interests	1.000,00
Computers and Peripherals	399.940,39
Improvements to Third Party Assets	2.908.518,17
Fixed Assets in Progress	469.015,99
<b>Intangible assets</b>	<b>43.953,43</b>
Software	43.333,43
Trademarks, Rights and Patents	620,00
<b>TOTAL ASSETS</b>	<b>431.488.326,32</b>



LIABILITIES	R\$
<b>CURRENT</b>	<b>2.470.751,12</b>
<b>Suppliers</b>	<b>504.318,05</b>
Suppliers	504.318,05
<b>Tax obligations</b>	<b>352.295,89</b>
Taxes and contributions	352.295,89
<b>Labor obligations</b>	<b>701.279,85</b>
Wages payable	571.792,29
Fees	129.487,56
<b>Other duties</b>	<b>7.931,97</b>
Other payable obligations	7.931,97
<b>Provision</b>	<b>904.925,36</b>
Labor provisions	904.925,36
<b>Financial tools</b>	<b>0,00</b>
Derivatives	0,00
<b>PATRIMONY</b>	<b>429.017.575,20</b>
<b>Social equity</b>	<b>279.418.618,08</b>
Endowment fund	279.418.618,08
<b>Social outcomes</b>	<b>149.598.957,12</b>
Cumulative Surplus/Deficit	137.396.845,29
Fiscal Year Surplus/Deficit	12.202.111,83
<b>TOTAL LIABILITIES</b>	<b>431.488.326,32</b>

STATEMENT OF SURPLUS/DEFICIT	TOTAL
<b>Gross revenue</b>	<b>4.492.522,64</b>
Donations	3.803.877,84
Extraordinaries	688.644,80
<b>Total revenue</b>	<b>4.492.522,64</b>
<b>Gross surplus</b>	<b>4.492.522,64</b>
<b>Activity expenses</b>	<b>28.892.835,77</b>
<b>ADMINISTRATION</b>	<b>15.475.299,38</b>
Staff payroll	8.074.635,35
Public utilities and services	621.381,53
Third-party services	3.722.353,65
Material expenses	201.186,21
Events	209.823,67
General	1.923.102,99
Tax	95.744,15
Finance	27.575,99
Depreciations and amortizations	599.495,84
<b>EDUCATIONAL ACTIVITY</b>	<b>2.705.095,79</b>
Staff payroll	1.008.241,61
Public utilities and services	6.250,90
Third-party services	1.038.657,22
Material expenses	1.348,45
Events	159.893,13
General	465.700,67
Publicity	25.003,81
<b>SOCIAL ACTIVITY</b>	<b>9.874.174,03</b>
Staff payroll	4.711.405,23
Public utilities and services	91.672,84
Third-party services	3.490.852,00
Maintenance and upkeep	24.669,86
Material expenses	34.783,66
Events	45.165,61
General	1.281.819,60
Publicity	193.805,23
<b>PARTNERSHIPS</b>	<b>734.266,57</b>
Third-party services	626.465,61
General	107.800,96
<b>AUDIOVISUAL PROJECTS AREA</b>	<b>104.000,00</b>
Third-party services	104.000,00
<b>Other operating revenues</b>	<b>36.602.424,96</b>
<b>Operating net surplus</b>	<b>12.202.111,83</b>
<b>NET SURPLUS</b>	<b>12.202.111,83</b>







**The 2022 Report - Children First Is Our Purpose**, by Alana, is an overview of the group's actions on issues that drive the organization: environment, climate, social justice and the digital world, the fundamental pillars of Alana's actions.

