



Activities
Report
2012



1 History

Alana Institute was created almost 20 years ago, out of the desire to transform. Transforming relations which have become more and more superficial, materialistic behavior, inability to listen, lack of attention to one another and towards the environment, and absence of a critical approach to the challenges faced by contemporary society. Alana Institute is guided by the principle that the essence of these changes resides in ensuring that our children will be able to live in a fulfilling and dignified manner. This means offering them our attention, a welcoming environment, access to culture and to quality health and education, recognizing their rights and their knowledge, and creating awareness of the importance and the need to dignify childhood.

Since 1994, Alana Institute has been working consistently at Jardim Pantanal, a highly vulnerable neighborhood in the east zone of the city of São Paulo. The organization maintains an Education Center for Children

there, which is a reference in the district, and undertakes a number of activities to strengthen the notion of citizenship.

In 2006, the Institute was a pioneer in drawing attention towards the issue of child consumerism and advertising targeting 12-year-old children, through its Child and Consumption Project. Since then, the institute has matured and conquered the trust of Brazilian society, allowing us to move yet another step forward.

In 2012, Alana Institute broadened its scope of activities and, once again, showed its vocation to question and to innovate, in the pursuit of actions that could have a positive impact on the world we live in.

This document will help you learn a little bit more of what we do and the way we think.

Enjoy your reading!

“I learnt that the most important thing in our life is to love and to be brave, letting our heart guide our actions. By doing this, we will be dignifying the life of children.”

Ana Lúcia Villela, president of Alana Institute.

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Mission



"Dignifying children is an invitation to solidary re-globalization, to make a world that, by focusing more on children, will benefit everyone."

Raffi Cavoukian, singer, composer and activist (in "Dignifying children: how to transform the world").

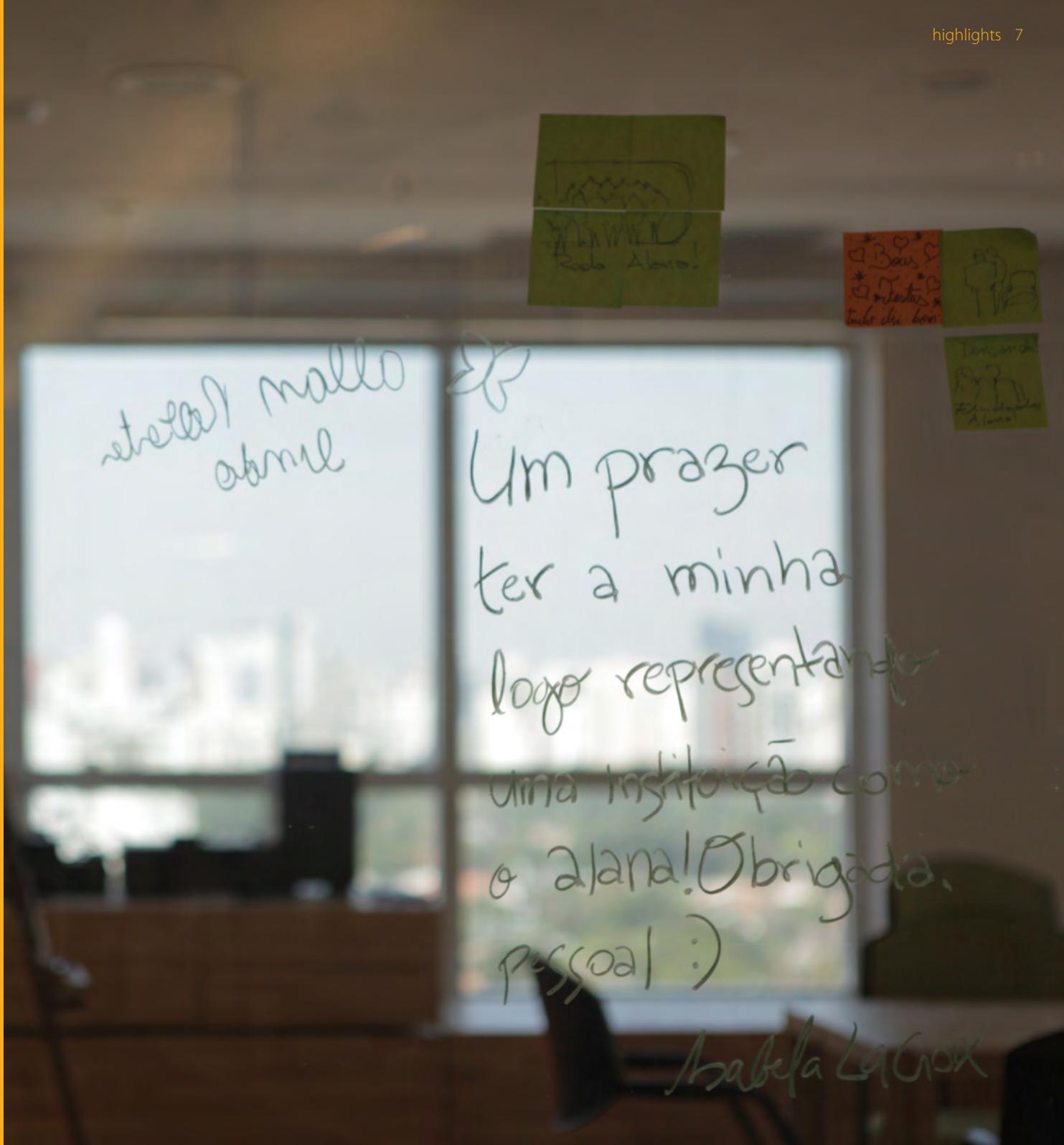
Alana Institute's mission is
to dignify children.

- Listening to and respecting every child;
- Ensuring him the right to be and to speak out;
- Talking and paying attention to him;
- Satisfying his physical and emotional needs;
- Offering space and forms of expression;
- Being present;
- Providing a welcoming environment, open to the innate curiosity and playfulness of children;
- Promoting interaction between children and the culture, and the values of human coexistence;
- Ensuring the conditions to develop a social and family sense of belonging.

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Highlights

See below some of the institutional actions that were important for Alana Institute during 2012.



Alana Contest

In May, Alana Institute launched a contest for creation and design students and professionals to develop the Institute's new logo. The contest was developed in partnership with the firm Kokeshi Comunicação e Conteúdo and support from the Beaux Arts University Center of São Paulo.

A jury composed of three well-known names in the branding and design area took part in the selection process, in addition to our vice-president, Marcos Nisti. They were:

- Ricardo Guimarães, president and founder of Thymus Branding;
- André Poppovik, designer and director at OZ Design;
- Kiko Farkas, designer and director at Máquina Estúdio.

The brand designed by Isabela La Croix Ferreira, a Graphic Design undergraduate student at PUC-RJ, was selected among more than 500 proposals. As a prize, Isabela won a scholarship to the University of the Arts London – Central Saint Martins (www.csm.arts.ac.uk) and chose one of the seven short-term art design courses offered by the institution.

The registration fee, airline ticket, 15-day accommodation and per diem allowance were all sponsored by Alana Institute.

According to the judging commission, the overall composition of the logo transmits confidence and inspires transformation. The new symbol forms the body of a butterfly with overlapping wings, portraying the soundness, consistency and seriousness of the institution. The figure is light, receptive and harmonious, symbolizing Alana's transparency and flexibility.

Alana's Logo Contest was part of the restructuring and expansion process of the Institute who works to protect childhood, its mission being to dignify children.

instituto
ALANA

**CONCURSO
logo ALANA**

Uma organização sem fins lucrativos
em defesa da criança

Honrar a criança é a missão do Instituto Alana.
Simbolizar essa missão é o seu desafio!

**Participe e concorra a um
curso de Design em Londres.**

University of the Arts London - Central Saint Martins

Concurso válido de
03 de maio a 15 de junho de 2012

Mais informações no site: www.alana.org.br/logo

As ilustrações deste cartaz foram feitas pelas crianças do Espaço Alana

Apóio:
BELAS ARTES
UNIVERSIDADE DE LONDRES

Alana Institute at Rio+20

For two weeks during the month of June, Alana Institute brought forward its concern over childhood to the Rio+20 (United Nations Conference on Sustainable Development) and to the Peoples Summit, that took place 20 years after the memorable Eco92.

Alana Institute's objective at the Rio+20 was to debate the relationship between children and sustainability, to ponder over the future and to point out the risks faced by children exposed to the pressures of a consumerist society. A world that fosters consumerist, sedentary children who are ill-prepared for citizenship, and deprived of playing - an expression of the natural spirit of childhood - will certainly deepen environmental, social and economic problems.

With this in mind, Alana organized several events during the conference:

June 12

ALANA'S WORKSHOP AT THE YOUTH BLAST - RIO+20 YOUTH CONFERENCE

Alana Institute took part in the event offering a workshop on the impact of calls for consumption on society and on the environment.

June 13

SIDE EVENT: CHILD CONSUMERISM, ADVERTISING AND SUSTAINABILITY

Organized by Alana Institute, this side event was intended for organizations accredited by the United Nations to discuss the subject Child Consumerism, Advertising and Sustainability, and to watch the documentary "Children, the soul of business", followed by lectures by Ana Maria Wilhelm from Akatu Institute, Mariana Ferraz from Idec (Brazilian Consumer Defense Institute), Roseli Goffman from the Federal Council of Psychology, Ute Craemer from Alliance for Childhood, Ana Claudia Bessa from the Movement for Consumerism-Free Childhood, and Gabriela Vuolo from Alana Institute.

June 13 to 15

GLOBAL RESEARCH FORUM: SUSTAINABLE CONSUMPTION AND PRODUCTION

Gabriela Vuolo, Mobilization coordinator at Alana Institute and Carla Rabelo, researcher at Alana Institute presented the essay "Children, Consumption and Sustainability - The negative effects of advertising and the need to define appropriate public standards", with the intention of raising the issue during one of the

largest worldwide meetings of researchers and government and civil society leaders in the field of sustainable production and consumption.

June 20

PEOPLES SUMMIT MARCH

Alana Institute brought its concern over the future of children and over the negative impact of childhood consumerism to the march promoted by the organizations participating in the Peoples Summit, which took place on the same day as the Heads of State opening session during the United Nations Conference on Sustainable Development.

June 21

PEOPLES SUMMIT ROUNDTABLE OF DEBATE WITH FREI BETTO

The Institute promoted a round of conversations with writer Frei Betto to debate on ethics, values and childhood. He questioned the absence of spaces that foster children's imagination and the influence of TV and other screens on this suppression.

“Way Beyond Weight” further discusses childhood obesity

In November, the premier of the documentary “Way Beyond Weight”, produced by Maria Farinha Films and sponsored by Alana, found receptivity in different spheres of society, receiving ample press coverage. Thus, the conversations over the quality of the food offered to our children and about the effects of child-targeted advertising of unhealthy food attracted the attention even of those not usually interested in the subject.

The documentary discusses why 33% of Brazilian children are overweight. The answers involve the industry, advertising, the government and society in general. Showing true and alarming stories, the film promotes a discussion on childhood obesity in Brazil and the world as a whole. For years, childhood obesity has been a concern for Alana Institute - and undoubtedly, in 2012, the Institute

went a long way, to make this issue reach its true dimension in the eyes of Brazilian society. As a member of the National Food and Nutrition Safety Council (CONSEA), Alana took part in the agency’s Food Advertising Control Work Group. Several parliamentary initiatives, at federal, state and municipal levels, are trying to enforce the regulations of marketing communication practices that explore the vulnerability of children to sell unhealthy food.

“The film is mandatory for anyone who cares about the health of children.”

Jamie Oliver, British chef and media personality.

Technical record: “Way Beyond Weight”

With Jamie Oliver, Amit Goswami, Frei Betto, Ann Cooper, William Dietz, Walmir Coutinho, and others.

Director: Estela Renner

Executive Producer: Marcos Nisti

Production Director: Juliana Borges

Photography: Renata Ursaia

Stage Setting: Jordana Berg

Graphic Project: Birdo

Soundtrack: Luiz Macedo

Producer: Maria Farinha Filmes

Sponsor: Alana Institute

www.muitoalemdopeso.com.br



Dos mesmos produtores de "Criança, a Alma do Negócio", maria farinha filmes apresenta

Obesidade, a maior epidemia infantil da história.

A silhouette of a young girl with a ponytail, walking on a sandy beach. The background shows a city skyline under a blue sky with scattered clouds. The girl's shadow is cast on the sand.

MUITO ALÉM DO PESO

Satisfied project in the battle against hunger and waste

The Satisfied project combats child hunger and food waste through a joint action promoted by consumers, restaurants and organizations who feed children around the world or who work for the safety of child food.

The project was launched in December by Alana Institute in partnership with the Egeu Group. The restaurants who joined the Satisfied movement offer in their menus, reduced versions of their dishes (1/3 smaller) for the same price. The difference in cost is passed on to Alana Institute who ensures that this money is forwarded to organizations that combat hunger in Brazil and in the world.

The Satisfied movement receives support from the Food and Agriculture Organization (FAO), a branch of the United Nations that deals with hunger around the world.

FAMOUS PEOPLE LEND SUPPORT TO THE SATISFIED PROJECT

The project's promotional campaign had TV entertainer Serginho Groisman as the star of the institutional video produced by Maria Farinha Films. In a simple and objective way, he explains how consumers may contribute with donations at the restaurants that have joined the project. The photos made for the campaign counted with the participation of TV star Paola Oliveira, who lent her name and image as a contribution to the cause.



4 Defense

In 2012, Alana Defense carried out its activities through the **Child and Consumption Project**, the mission of which was to promote awareness of children's rights and their defense against marketing communications*.

Concern over the negative impact of child consumerism triggers debate among parents, educators, organizations, social movements, public agents and the market, besides occupying space in the Brazilian media.

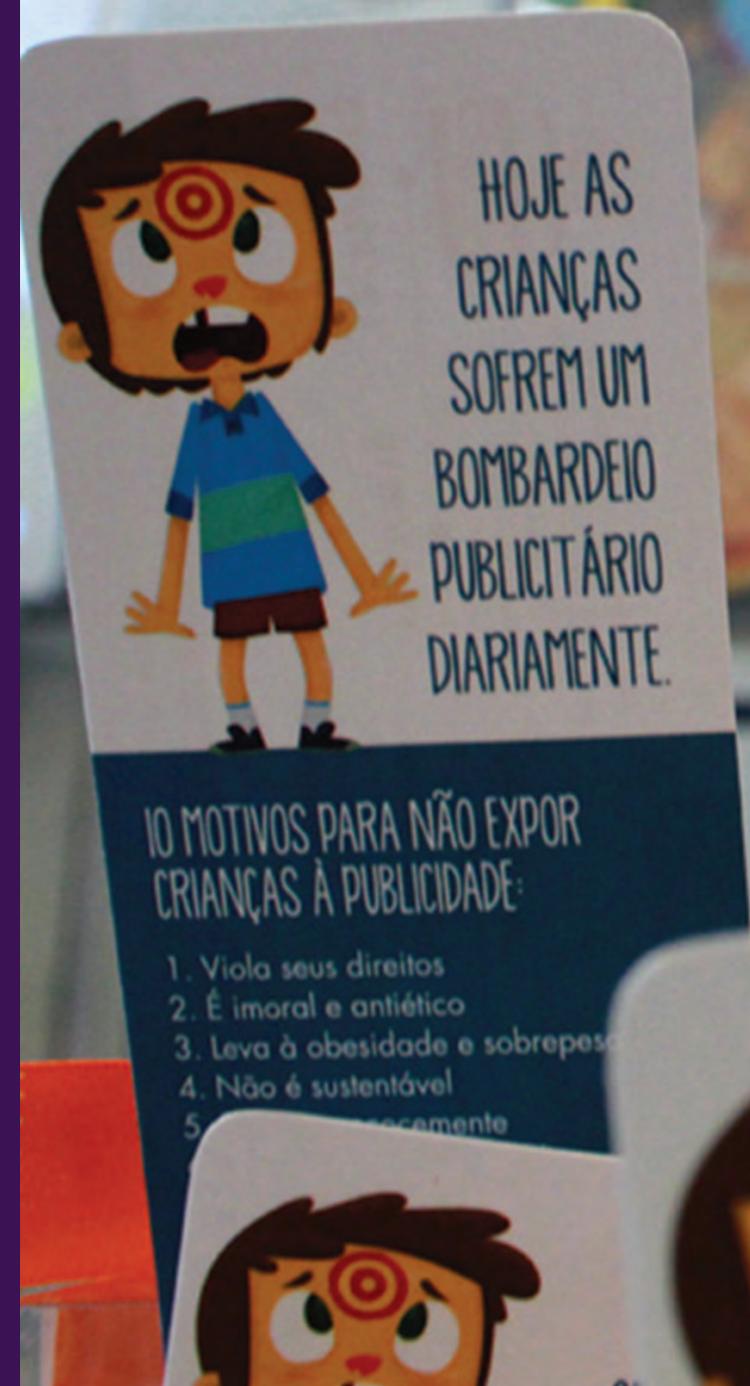
The subject has also attracted increasing attention from researchers and academic figures all over the world, who have associated frequent and exaggerated

exposure of children to marketing communications, with recurrent (and multi-factor) problems in current society, such as:

- Childhood obesity
- Adultized children and early erotization
- Early consumption of alcohol and tobacco
- Reduction of creative games
- Violence
- Family stress

*What is marketing communications?

Any commercial communication activity carried out to promote services and products independent of the means used to this effect. It includes advertising (print, TV, radio, billboards), packaging, promotions, merchandising, point of sales marketing, among other strategies.



What does the Child and Consumption Project defend?

The **Child and Consumption Project** defends that combat against child consumerism is essential to promote citizenship and the development of a fair society. Thus, children's rights must be ensured - an obligation that must be shared by the State and by society, including companies, organizations, families and educators.



The **Brazilian State** has the duty, together with its citizens, to set the standards for marketing communications and to protect children against consumption relations.



Parents and tutors should talk to and set limits for their children. Saying "no" to unnecessary calls for consumption is important for the child to learn to cope with frustration.



Companies must act with responsibility and ethics, guiding their marketing communications to adults. Being more vulnerable, children should never be the target of calls for consumption.



Educators must contribute to form creative and critical, autonomous agents. Putting consumption and its impacts on debate in the school environment is crucial for the child's development process.

In 2012, the Children and Consumption Project...

Continued its journey around the country with its project Cinema Debate, taking to eight Brazilian cities the documentary "**Children, the soul of the business**", which shows the negative aspects of the shower of calls for consumption that young audiences are daily exposed to.

The project participated in a number of events and lectures across the entire country, promoting debate and producing material to further encourage society to reflect on the issue. There were 33 lectures, roundtables and other events in different regions of the country, in addition to three international events (Argentina, Italy and Mexico).

Together with the Ministry of the Environment, it launched "**Child Consumerism: on the opposite way to sustainability**", which is part of a series of booklets on sustainable consumption, issued by the federal government.

2012 Flowchart of events

February

- Journalist André Trigueiro launches the book “Sustainable World 2 – new directions for a planet in crisis”, with reports published in different communication vehicles, in addition to articles by 35 specialists, among them psychologist Lais Fontenelle, who is also part of the **Children and Consumption** team.

April

- On April 17, President Dilma Rousseff inducted the new management of the National Food and Nutrition Safety Council (CONSEA), in Brasília. The new councilors will remain in office for a term two years, 2012/2013; Ekaterine Karageorgiadis, lawyer, from Children and Consumption, was elected deputy member.
- World Nutrition, the most important congress on food and nutrition in collective health took place in Brazil. Children and Consumption participated in a work group on the involvement of civil society organizations in the definition of public policies.

During the congress, the Pan-American Health Organization (OPAS/WHO) launched the document “Recommendations by Pan-American Health Organization Specialists on Promoting and Advertising of Foods and Non-Alcoholic Beverages to Children in the Americas”, resulting from a meeting of specialists held in Washington during the previous year (2011) in May, where Isabella Henriques, director of Alana Defense, also took part.

The document was translated into Portuguese and distributed in Brazil by Alana Institute.

2012 Flowchart of events

May

- To highlight the World Playing Week, the **Children and Consumption Project** and the Childhood Alliance organized a Toy Exchange Fair at Ibirapuera Park, aimed to encourage families to ponder over excessive consumption.



July

- Bill of Law # 5,921/2001, regulating child-targeted advertising, is the subject of a public hearing at the Science, Technology Communication and Information Commission (CCTCI) of the Chamber of Deputies. **Alana Institute** is invited to speak and lends its support to the unprecedented participation of a group of mothers and fathers from the Consumerism-Free Childhood movement.

August

- The “1st Seminar on Consumerism-Free Childhood – For a legislation that protects children against marketing calls” is carried out at the Chamber of Deputies in Brasilia, supported by **Alana Institute**. Promoted by the Chamber’s Human and Minority Rights Commission (CDHM), the event debates issues such as integral and special protection of children against calls for consumption, child-targeted food advertising, and ideas for Brazilian legislators to collaborate in the prevention of consumerism.

Launch of legal opinion “Constitutionality of the Restriction of Child-Targeted Advertising of Food and Non-Alcoholic Beverages”, signed by Virgílio Afonso da Silva, full professor of Constitutional Law at the School of Law of the University of São Paulo (USP), at the request of **Alana Institute**.

A public hearing on child-targeted advertising is promoted by the Federal Attorney’s Office for the Rights of Citizens (PFDC/MPF) in Brasilia, carried out jointly with **Alana Institute**.

2012 Flowchart of events

October

- CONSEA issues Recommendation 13/2012, oriented to the Chamber of Deputies, requesting the approval of Bill of Law 1,637/2007, regulating the advertising of unhealthy food. The Recommendation results in the creation of the Work Group for the Regulation of Food Advertising, of which Alana Institute is part.

The success of the Toy Fair carried out in May inspired Alana Institute to expand the scope of fairs during Child's Day. The Institute makes a call for people to set up Toy Exchange Fairs in their own communities. The movement generated 51 events of this kind across Brazil.

November

- Pedro Hartung, part of the Alana Defense team, becomes a member of the National Child and Adolescent Council (CONANDA) for the two-year term 2013/2014. During this period, Alana Institute will help the agency to deliberate on child rights policies.



December

- Bill of Law # 5,921/2001, regulating child-targeted advertising completes 11 years in progress at the Chamber of Deputies. Children and Consumption promotes a public protest in Brasília, with support from the Human and Minority Rights Commission (CDHM) and the participation of Infancy National Broadcast (RNPI), ANDI, UnB Food Safety Observatory, Intervezos, CONANDA and Consumerism-Free Childhood. A number of congressmen attended the protest.
- Forum in Mexico joins specialists from Brazil, Chile, Mexico, Ecuador, Peru, Argentina and Costa Rica to debate ways to combat obesity and promote healthy nutrition. The director of Alana Defense, Isabella Henriques, is invited to talk and she presents the documentary "Way Beyond Weight".
- Alana Institute presents Child and Teen Consumption 2012, in Milan, a panel on the negative impacts of child-targeted advertising and the regulation of this issue in Brazil.
- Two bills of law regulating child-targeted marketing communications are approved by the deputies during the Legislative Assembly of São Paulo (Bills of Law 1,096/2011 and 193/2008). One prohibits the sale of food that includes free gifts, and the other restricts child-targeted advertising from 6:00 AM to 9:00 PM on radio and TV, and at any time inside schools. Despite a wide mobilization of the population demanding their sanction by State governor, Geraldo Alckmin, both were vetoed at the beginning of 2013.

Summary of legal activities



10 cases are denounced to the Consumer Protection agency, PROCON, in São Paulo and five other cases to PROCON in other states.



6 cases are denounced to state Public Ministries.



7 cases are followed by the National Treasury.



3 are underway and 2 more are started at the Consumer Protection and Defense Department (DPDC), of the Ministry of Justice.

Emblematic cases

In February

a Conduct Adjustment Agreement (TAC) is entered into between Mauricio de Sousa Produções Ltda. and Panini Brasil Ltda. and the Justice Department in Defense of Diffuse and Collective Interests of Childhood and Youth of São Paulo. According to this agreement, the companies undertake to insert on every advertising page in their comic books “Turma da Mônica” the highlighted words “ADVERTISING MATERIAL”. The TAC is the result of a complaint filed by the **Child and Consumption Project** at the Public Ministry in 2008.

In July

three decisions of PROCON São Paulo are published in the Official Gazette: the first maintains a fine of R\$ 2,408,240.00 against Habib’s for their advertising of Habib’s Kit. The same occurring with company Dunga Produtos Alimentícios, who received a fine of R\$ 158,240.00 for abusive advertising of their Spuleta cookies, and against Mattel, who received a fine of R\$ 534,613.00, for abusive advertising of their Barbie line.

In the same month, company Roma Jensen received a R\$ 33.991,00 fine from PROCON-SP, which was maintained. The amount was paid by the company who decided not to appeal.

In October

The investigation started in 2011 by the Consumer Protection and Defense Department (DPDC), to inquire about merchandising aired on channel SBT’s children programs, reached an end – abuse was established and a 1 million real fine was imposed. SBT appeals and loses. The decision may give rise to proceedings in another court.

In December

an important decision is made at the Public Treasury: the fine imposed by PROCON-SP in March 2011 against , for abusive advertising of the Max Steel line was being questioned by the company, however it was considered unfounded and the fine was confirmed.

5

Education

Creating a space for reflection and innovation in education was a natural way to go for Alana Institute, who, since its origin at Jardim Pantanal, a neighborhood in the east region of São Paulo, has been striving for a different way to teach, placing emphasis on playing, on creative manifestations, culture, and the arts. Alana Education promotes a sensitive and attentive look on childhood years and on the development of the skills needed to undertake leading roles.



Territory for playing

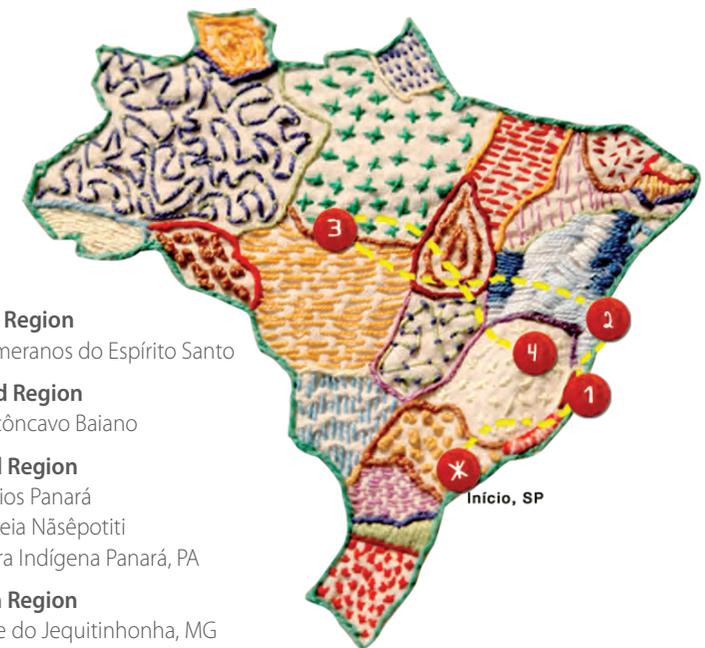
Aimed to immerse in the culture of Brazilian children, educator Renata Meirelles and documentary producer David Reeks took off at the end of April on a 2-year journey to record in films, photos and texts, the different manifestations of the most genuine of child languages: playing. Financially supported by Alana Institute, the projects established partnership with schools Sidarta (Cotia), Escola Viverde (Bragança Paulista), Vera Cruz (São Paulo), Colegio Oswald (São Paulo), Casa Amarela (Florianópolis) and Alana Institute's Child Education Center.

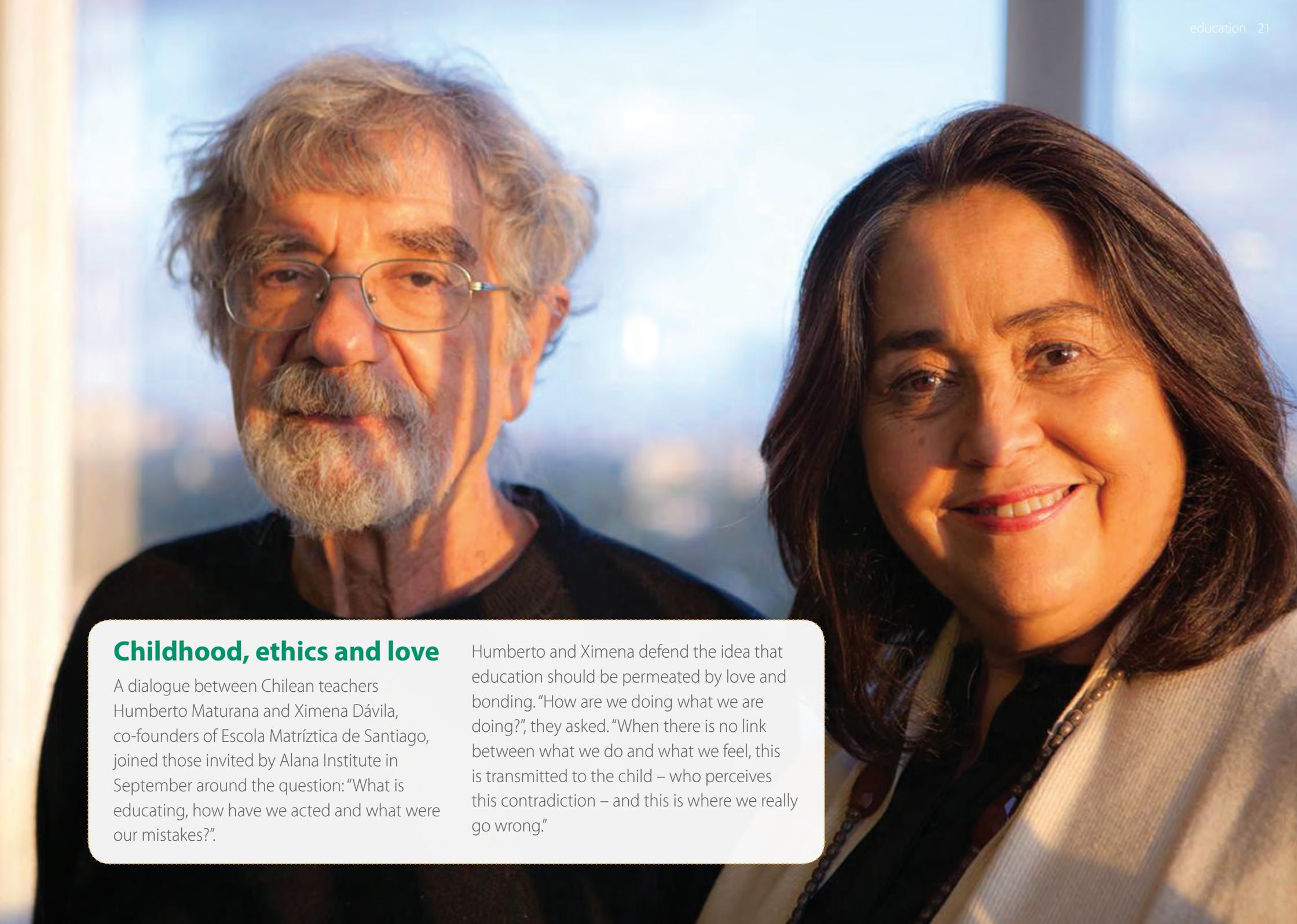
In addition to the records of the expedition, the researchers promote an unprecedented dialog with teachers and educators, providing an exchange of cultural and educational practices in Brazil, and reflecting on knowledge acquired inside and outside the school.

In 2012, Renata and David visited a Pomeranian community in the state of Espírito Santo, an area of the state of Bahia known as Recôncavo Baiano, an Indian tribe in the Xingu Park and the region of the Jequitinhonha Valley.

The contents of the project are available at www.territoriodobrincar.com.br, and its aim is to form educators throughout Brazil, to create among teachers, the awareness that the life of children goes far beyond the school walls.

Territory for Playing, alongside with boys and girls, proposes to carry out an exchange of games, respecting diversity and cultural aspects, observing children and their relations with society, relatives, school, traditional festivities, stories, foods, nature, beliefs and the environment as a whole.



A close-up portrait of two people, an older man on the left and a woman on the right, both looking towards the camera. The man has grey hair, a beard, and glasses. The woman has dark hair and is smiling. They are positioned in front of a window with a view of a city at dusk or dawn, with warm light filtering through.

Childhood, ethics and love

A dialogue between Chilean teachers Humberto Maturana and Ximena Dávila, co-founders of Escuela Matriztica de Santiago, joined those invited by Alana Institute in September around the question: "What is educating, how have we acted and what were our mistakes?"

Humberto and Ximena defend the idea that education should be permeated by love and bonding. "How are we doing what we are doing?", they asked. "When there is no link between what we do and what we feel, this is transmitted to the child – who perceives this contradiction – and this is where we really go wrong."

Our programs and projects:

PUBLIC AGENTS PROJECT

The project was designed to mobilize agents to make a significant improvement in the quality of public education in Brazil. One of the aims of the project is to foster the development of the attitude and skills required to undertake leading roles, through group and individual work supported by coaching techniques.

The program also strives to promote pondering about and developing a dimension of relations, helping professionals to transform the standards of personal relationships, modifying ways of talking, negotiating, interacting, guiding and following the work team.

The original idea was to target school principals only, in partnership with the Regional State Education Offices (DRE) of West Downtown, of São Paulo. In September 2011 and during all of 2012, it assisted 16 school principals, 8 supervisors, and 4 nucleus directors.

Eight individual coaching sessions were conducted, with duration of 90 minutes each, and five group sessions with duration of two hours each.

PEDAGOGICAL JOURNEY

In July, Alana Institute took part in the III Pedagogical Journey for Child Education of Rio de Janeiro. The event included five days of activities and a lot of reflection. The Journey, organized by the Municipal Secretariat of Education, for public school professionals, debated subjects such as "Playing", "Child Consumerism" and "Body and Movement".

The lectures offered by the specialists who conducted each discussion were broadcast live to poles joining approximately two thousand educators each day. Those who were not able to reach the poles received, at their schools or nurseries, a DVD with material on the subject of the day, so they could later watch it and reflect about the subjects proposed.

Alana Institute took part as curator of the event and produced 1,200 DVDs to encourage debate inside the schools. Renata Meirelles, coordinator of Territory for Playing, was one of the specialists who participated in the live transmissions to discuss the project.

Educators also received an interview with plastic artist Adelson Murta Filho, who spoke about the importance of allowing children to build their own toys, of offering variety and an appropriate space where they could create their own games.



TRAINING CENTER

Originally created to improve teacher training for those working at Alana CEI, in 2007, the Center expanded its assistance to educators working at public and affiliated schools. It offers courses, lectures, and seminars on different fields of knowledge, all free of charge, aiming to provide a space to reflect on and improve their professional practices.

One of the Center's outstanding projects in 2012 was "Creative Ways to Art", oriented to Child Education. It was one of the courses selected through a contest organized by Minidi Pedroso Institute of Art and Social Education (IMPAES), and counted with support from the Center of Studies and Research on Education, Culture and Community Action (CENPEC). Forty openings were created in 2012.

The goal of "Creative Ways to Art" was to develop the educators' artistic skills, creating awareness of how they can become a multiplying agent of artistic knowledge. To this end, the course approached subjects such as

history of art, appreciation of images, elements involved in artistic production and appreciation, didactic contents and notions of child development in visual arts. In addition to the lessons and practice inside the classroom, the project also included cultural outings – such as visits to the Art Museum of the State of São Paulo and to Tomie Ohtake Institute.

The lectures offered during 2012 were also quite representative of the work developed by the Training Center. The first theme approached was "Moral and Ethics: Sense of Humor", offered by Professor of Developmental Psychology and Genetic Psychology at the University of São Paulo (USP), Yves de La Taille. Economist Ladislau Dowbor and Professor and PhD in Education, Celso Vasconcellos, also offered much appreciated lectures organized by the Training Center.

Alana Institute also promoted a debate entitled “Emotional Bonds Meetings”, conducted by therapists and professors Suzanna Amarante Levy, Eliete Belfort Mattos and Adriana Fraguas, e Human Systems Institute. The purpose of the debate was to reflect about the fundamental needs of human beings, such as establishing and maintaining, since the very beginning of life, solidarity and gratifying relationships with other human beings.

Other courses offered by the Training Center in 2012::



Alphabetization I:

How to diagnose what children know about the alphabetic writing system? The purpose of this course was to discuss the main contributions of the psychogenesis of writing theory to children’s alphabetization.



Mathematics in elementary schools:

Course for Elementary School I teachers and coordinators and for psycho-pedagogues, the goal of which was to present and discuss a Problem Shooting project to be applied inside the classroom.



Development of sexuality:

Proposes to ponder on development theories that have become the pillars of western subjectivity and guide our clinical and educational practices.



Summer course: Massage and Meditation:

To get rid of stress and tension, a specialist presented self-massage and medication techniques, to sooth the mind and enhance focus.

6

Community

Alana Institute's activities at Jardim Pantanal, undertaken since 1994, have been reinvented year after year. 2012, marked the onset of a new phase, with a stronger focus on local development and on strengthening the notion of citizenship.

Alana Institute continued lending assistance to children and adolescents in areas such as child education, art and culture, and to youngsters and adults through courses and workshops intended for professional initiation and health consultation.

Approximately two thousand people are seen daily at the two facilities the Institute has in Jardim Pantanal.



Keeping focus on local development

Capacity to transform individual dreams into collective dreams: this is the concept of local development that guided the activities undertaken by Alana Institute at Jardim Pantanal during 2012. The idea was to understand, in depth, what local inhabitants are striving for and, together with them, construct what will truly make a difference in their lives.

To achieve this, the Institute counted with help from specialists who went to Jardim Pantanal to talk about local development and help the community and the team itself to shape their understanding of the concept.

Sociologist Tânia Zapata, a human development specialist and United Nations Development Program (PNUD) consultant was invited to share her experience on local and human development. She stated that the pursuit should be for a “space enabling social construction, that gives appropriate value to knowledge, culture and the way people think, as well as the potential of the territories”. Another guest invited to talk on the subject was economist Ladislau Dowbor, who stated that “change is already underway”, as an increasing number of communities, instead of waiting for things to happen are taking a more active position, to the extent possible, towards

solving their problems. The next step, in his opinion, is to invest consistently in forming local managers/agents – who, with the appropriate tools, could structure themselves and take this development in their hands.

Professor Elie Ghanem, from the School of Education of the University of São Paulo (USP), also took part in an educational event held at Jardim Pantanal, where he spoke about local development and the relationship between school and the territory. According to him, “people should understand that the school is part of the community, therefore, it has the moral duty to play an active role in the life of this community”.



See details about the work undertaken by Alana Community in 2012:

Child Education Center (CEI)

In 2012, Alana Child Education Center (CEI) assisted 230 children aged between 3 months and 3 years and eleven months. Each child receives five meals daily during their stay at the CEI: breakfast, morning hydration (milk or fruit juice), lunch, afternoon hydration (same) and supper.

This assistance is provided by a multidisciplinary team of almost 70 people including education, nursing and nutrition professionals.

CEI Projects in 2012:

STRENGTHENING BONDS

In 2012, Alana CEI saw its first country-level commission emerge, its aim being to involve those responsible for the children's day-to-day routine, besides creating a space where they could formally give their opinions on subjects related to the management of the CEI. Among the subjects discussed with the parents who formed the commission were the arrival time of pupils at the school, adjustments to be made in communications between the CEI and the families, the best way to carry out the organization of CEI events, and the participation of parents in activities related to the study of the environment. At the end of the year, these same parents organized a farewell party for the children who in 2013 would move on to an EMEI (Municipal School for Child Education).

VALORIZATION OF ART AND STUDENTS

One of the highlights of the year was interdisciplinary project "Round, round, round I go, but where will I end?" which included an exhibit of art work produced by children at Itaú Cultural, in September.

The purpose was to put the children's art work under the spotlights, inside a specialized facility, offering parents, pupils and teachers a moment of cultural expansion.

STORIES TOLD BY THE ELDERLY, LISTENED TO BY THE CHILDREN

The CEI also developed an intergeneration project (in partnership with a nursing home) called "Can you tell me a story?" Eight elderly people assisted by Alana were trained so they could tell stories to the little ones, on a weekly basis, according to the children's age group. The stories were previously selected and trained, and the elderly were organized in pairs.

The initiative was acknowledged during International Seminar "Child Education and Difference", of the Federal University of São Carlos (UFSCar), which took place last July. Almost 200 projects were entered, yet only eight were selected for presentation, among them "Can you tell me a story?". The Seminar counted with the presence of Professor Michel Vanderbroek, from Ghent University, in Belgium, who studies family relations and diversity during childhood.

See details about the work undertaken by Alana Community in 2012:

FIGHT AGAINST CHILDHOOD OBESITY

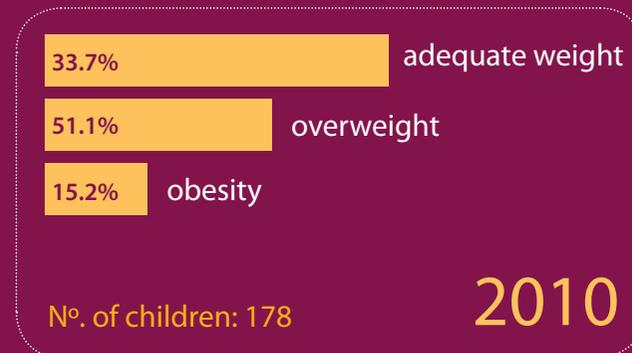
The nutrition team of Alana Community has been working tirelessly to improve the quality of the food offered to children at the CEI – the agenda was given special attention in 2012, with an ample review and discussion of food habits and daily menu, among other subjects.

Additionally, Alana nutritionists continue monitoring the children's nutritional status, evaluating WEIGHT X HEIGHT X AGE.

In two years, the percentage of obese children dropped from 15% to 9.5%.

See on the right:

Weight evaluation - Alana CEI (2010 X 2012)



See details about the work undertaken by Alana Community in 2012:

Entertainment and Culture Nucleus (NURECA)



The Nucleus, which assists children and teens from 6 to 15 years of age during their off-school period, received 340 pupils in 2012. The activities were carried out in two periods: from 08:15 to 11:45 hrs and from 13:00 to 16:45 hrs.

Fifteen workshops were offered to children and youth: Cooperative Games; Musicalization; Singing and Choir; Capoeira (Brazilian martial art); Visual Arts; Guitar; Graffiti; Information Technology; Percussion; Dancing; Sports; Body and Movement; Ethics, Culture, Citizenship and Society; Environment; and Drama. One of the fruits of the work undertaken by NURECA is Cia Brasilidança (and also the Alana Band, see box).

In 2012, twenty percussionists and 25 dancers got together to rehearse and promote, during their presentations, popular culture dancing and music – expressed in their diversity by Samba, Maracatu, Caboclinhos and other rhythms.

Alana Band grows and hits the spotlights in 2012

A new website, new visual communications, a page on Facebook and much more; 2012 was a remarkable year for Alana Band, who totaled 63 presentations and many learning experiences.

The Band was formed in 2007, at the music workshops offered at Alana's Entertainment and Culture Nucleus (NURECA). Boys and girls had singing, musical theory and percussion lessons. The workshops grew and gave origin to what is now known as the Alana Band.

The workshops grew and gave origin to what is now known as the Alana Band. Formed by 40 musicians - their ages ranging from 11 to 21 years, all residents of the region -, the Band

has performed for more than 100 thousand spectators since it was created. In 2012, it matured – and its visual identity reflects this new phase. The Band's repertoire was reconsidered and it now offers children and youth an immersion in quality cultural work with a true potential to transform. Not to speak of the effect it exerts on the audience: their music is absolutely contagious!

Alana Band is approved by the Rouanet Law (law encouraging and regulating cultural investment by firms and citizens in return for fiscal benefits). In 2012, the project received sponsorship from Votorantim Institute.

See details about the work undertaken by Alana Community in 2012:

Professional Initiation Nucleus (NIP)

The mission of the NIP is to develop in youngsters from Jardim Pantanal, the skills needed to enter the job market, as the Nucleus believes this knowledge will constitute the professional basis that the youngster will carry throughout his entire career, thus, it should be broad and solid.

Each semester, approximately 700 youngsters and adults can take one of the professionalizing courses offered, free of charge, by the NIP. In 2012, 17 courses were offered (information technology, English, education for labor, graphic design, etc.).

EDUCATION FOR LABOR PROGRAM (PET)

The program has already assisted 626 youngsters since 2007. Out of this total, 406 are now employed, i.e., a 65% hiring rate!

KEEPING AN EYE ON THE JOB MARKET:

As part of the year-end closing activities of the Education for Labor Program (PET), 52 students organized a Professions Fair at Jardim Pantanal. Aiming to help the community's youngsters to choose a profession, the event held rounds of conversation with professionals from different areas, workshops to prepare their résumés, simulation of a selection process, vocational tests, issuance of the employment booklet and signing up for job offers. The Fair took place in December and attracted around 1,200 people.

NUMBER OF ASSISTANCES IN 2012:



See details about the work undertaken by Alana Community in 2012:

Social Action Nucleus (NAS)

Offers assistance in the social service and health areas, besides articulating projects to strengthen and empower the community – reassuring its autonomy, diversity and democratic practices.

To enable this, it strives to know the community, its desires and its needs in depth. This explains why among the outstanding projects in 2012, is “Jardim Pantanal’s Memories and Identity” (see below), which traced the history of the oldest residents of the location, to build – based on their reports – the web that formed the neighborhood.

Additionally, NAS projects foster local development, the perspective of valorizing and preparing people to undertake leading roles in the community.

See some of the activities promoted for the community in 2012:

Physical activity: to help people to breathe properly and reduce tension, improving the functioning of all vital organs and posture, among other benefits. 125 places.

Free dance: activity that promotes changes in life style and has no contraindications. 30 places.

Painting on canvas: to stimulate students’ self-expression and self-esteem, teaching drawing and painting techniques, and enhancing the development of individual skills. 20 places.

Besides that, Alana’s sports field is used by 25 teams, who take turns during week days from 17:00 to 22:00 hrs, and during the entire day Saturdays and Sundays.

Alana Institute also offers a volunteer program. In 2012, 15 volunteers offered their services to the community.

See details about the work undertaken by Alana Community in 2012:

Social Action Nucleus (NAS)



JARDIM PANTANAL'S MEMORIES AND IDENTITY PROJECT

To carry out this work, Alana Institute entered into a partnership with The Person Museum. The aim was to record the life histories of Jardim Pantanal residents – and the community actively participated in capturing this information.

With The Person's Museum know-how, the project formed eight youngsters and nine adults who became "agents of history", taking off from the premise that the history of a neighborhood is what defines its identity and differentiates it from all the other neighborhoods in the city. These are the stories that help to strengthen each one's identity – and this identity forms the symbolic territory of the community.

The group of "agents" carried out 20 interviews in total, after learning research techniques, recording practices, oral history methodology, preparation of the interview script, and techniques for audio and video recording and edition.

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Future

Alana Future is the Institute's newest action front, created to ponder on sensitive social issues from a different viewpoint. The area originated in 2012, with initiatives that somehow reflect what we understand as a sustainable, dignified and fulfilling future for children.

Indian physicist Amit Goswami takes part in Alana Institute's event

Amit Goswami, quantum physicist born in India, author of the book "The Quantum Activist", took part in a free event which took place at Alana Institute in December 2012. In the filled to capacity auditorium, he spoke about how to construct new meanings, ways of thinking, and generate value through leadership that is in line with the spirit of current times. Dr. Goswami also made reflections about childhood, consumerism and the generalized discontentment which is typical of our times.



Partnership with Vox Capital

Alana Institute's first action in the area of the Future was to establish a partnership with Vox Capital, to create social enterprise investment funds. Its goal is to foster the development of enterprises that will have a social impact on Brazil, with a view to ensuring an economic environment that brings well-being to children.

The initiative is unprecedented in the country, as this is the first time that an organization from the third sector dedicates financial resources to private companies. The contribution to Vox totaled 10 million reais and Alana Institute is part of the Investment Committee, will have a voting right during the selection of the companies who will receive resources, and will follow these actions.

Alana Institute is interested in investing on enterprises created as a result of demands made by society itself to solve a social or an environmental issue. They should, mandatorily, generate a positive impact on society, going beyond the generation of income. The idea is not to create a burden for low-income populations, but to empower them. It is important to emphasize that Alana Institute will not lend support to enterprises that in any way encourage unrestrained and irresponsible consumption - particularly among children.

Alana Institute takes its view on social enterprises to two international events

Two important events spread the Institute's view on enterprises making a social impact in 2012. Isabella Henriques, director of the Defense and Future areas, took part as a debater at one of the roundtables of the Social Enterprise World Forum (SEWF) hosted by Rio de Janeiro in October. Marcos Nisti, Alana Institute's vice-president, was a Board member of Foundation School's Module III, also in October, the purpose of which was to contribute to form social investors and was promoted by the Institute for the Development of Social Investment (IDIS).

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Balance Sheet 2012

The balance sheet and the operational surplus up to 31/DEC/2012 of Alana Insitute, C.N.P.J. 05.263.071/0001-09, are presented below.



Balance Sheet 2012

Asset	R\$
CURRENT ASSETS	1,937,968.30
Available Asset	940,261.14
Cash	3,400.00
Banks checking account	936,545.30
Financial investment	315.84
Other credits	995,812.76
Advances to third parties	136,385.54
Employee credits	324,666.06
Other accounts receivable	534,761.16
Prepaid expenses	1,894.40
Anticipated spending	1,894.40
NON CURRENT ASSETS	6,586,431.21
LONG-TERM RECEIVABLE	8,654.02
Accounts receivable	8,654.02
Securities receivable	8,654.02
PERMANENT	6,577,777.19
Fixed Assets	6,552,107.68
Land	356,200.00
Real Estate	3,352,246.82
Premises	473,079.91
Furniture and utensils	978,722.83
Vehicles	24,791.75
Computers and peripherals	127,473.17
Asset under development	1,206,851.84
Improvement to third-party assets	32,741.36
Intangible	25,669.51
Software	25,049.51
Trademarks, copyrights and patents	620.00
Total	R\$ 8,524,399.51

Liabilities	R\$
CURRENT	2,251,223.16
Suppliers	225,269.55
Suppliers	225,269.55
Tax obligations	70,507.05
Taxes and contributions	70,507.05
Social security obligations	548,694.90
Salaries payable	334,006.08
Payroll taxes	214,688.82
Other obligations	799,219.56
Other obligations payable	799,219.56
Provisions	607,532.10
Provision for labor risks	607,532.10
EQUITY	6,273,176.35
Social equity	106,698.08
Trust fund	106,698.08
Social results	6,166,478.27
Accumulated surplus/deficit	4,737,148.08
Surplus/deficit for the fiscal year	1,429,330.19
Total	R\$ 8,524,399.51

Operational surplus

	R\$
Income	18,325,841.78
Donation from supporting members	16,602,553.23
Agreements with City Hall	1,440,733.75
Other donations	282,554.80
Expenses	17,096,062.01
Administration	4,695,816.04
Educational activity	4,628,200.80
Social activity	3,141,860.67
Child defense activity	3,211,480.45
Educational center	771,634.77
Partnerships	136,306.19
Project area	510,763.09
Other operational income	199,550.41
Net surplus	1,429,330.18

	R\$
ACTIVITIES IN DETAIL	
ADMINISTRATION	4,695,816.04
Staff expenditure	2,005,860.13
Public utilities and services	109,266.14
Contract services	640,281.08
Materials expenditure	395,713.74
Events	893,355.90
General	216,006.05
Taxes	4,220.90
Financial	10,432.95
Depreciation and amortization	420,679.15

	R\$
ATIVIDADE EDUCACIONAL	4,628,200.80
Nursery	3,145,727.30
Staff expenditure	2,503,208.95
Public utilities and services	43,930.89
Contract services	13,550.00
Maintenance and repair	105,663.36
Materials expenditure	405,337.53
Events	9,221.95
General	64,814.62
NIP - Professional Initiation	1,299,514.43
Staff expenditure	717,068.48
Public utilities and services	74,321.83
Contract services	16,600.00
Maintenance and repair	15,124.50
Materials expenditure	114,039.26
Events	11,198.91
General	351,161.45
Library	182,959.07
Staff expenditures	160,225.42
Public utilities and services	946.05
Materials expenditure	6,596.78
Events	1,676.90
General	3,513.92

Operational surplus

	R\$		R\$		R\$
SOCIAL ACTIVITY	3,141,860.67	Percussion Group	565,641.56	TRAINING CENTER	771,634.77
NURECA - entertainment and culture	1,403,474.58	Staff expenditure	265,051.35	Teacher training	771,634.77
Staff expenditure	1,137,202.77	Public utilities and services	401.74	Staff expenditure	470,360.62
Public utilities and services	31,046.18	Contract services	188,473.90	Public utilities and services	374.55
Contract services	3,800.00	Maintenance and repair	3,207.90	Contract services	102,627.06
Materials expenditure	183,827.11	Materials expenditure	72,853.97	Materials expenditure	14,603.84
Events	11,043.29	Events	190.00	Events	15,350.00
General	36,555.23	General	35,462.70	General	118,626.36
				Documentary - Territory	49,692.34
NEC - Communication and events	116,421.20	CHILD DEFENSE ACTIVITY	3,211,480.45	PARTNERSHIPS	136,306.19
Staff expenditure	99,777.26	Child and Consumption Project	3,211,480.45	General	806.19
Public utilities and services	25.40	Staff expenditure	1,445,385.59	Donations	135,500.00
Contract services	4,590.00	Public utilities and services	23,799.72		
Materials expenditure	4,822.84	Contract services	460,105.68	PROJECT AREA	510,763.09
Events	1,421.59	Materials expenditure	2,860.83	Special project and	fund raising
General	5,784.11	Events	27,912.89	Staff expenditure	4,487.50
		General	334,457.92	Public utilities and services	632.88
NAC - Community Action	1,056,323.33	Advertising	44,941.85	Contract services	456,200.03
Staff expenditure	756,459.74	Documentary - childhood obesity	872,015.97	Materials expenditure	8,571.85
Public utilities and services	8,850.17			Events	3,473.78
Contract services	138,164.61			General	37,397.05
Maintenance and repair	12,566.00				
Materials expenditure	105,676.40				
Events	418.73				
General	34,187.68				

Instituto Alana

President

Ana Lúcia Villela

Vice-Presidents

Alfredo Villela Filho

Marcos Nisti

Directors

Antonio Carlos Carneiro (Comunidade e Educação)

Isabella Henriques (Defesa e Futuro)

Treasurer

Daniel Vieira da Costa

Advisory Committee

The main task of the Advisory Committee is to give their opinion on the mission, vision and guidelines of the Institution, proposing new ideas to the team. By doing so the Committee helps the Institute to follow the guiding principle of its activities, as defined in its by-laws. The group is formed by: Carlos Alberto Libânio Christo (Frei Betto), Claudia Leme Ferreira Davis, Maria Lúcia Zoega de Souza e Paulo Velasco.

Advisory Committee Child and Consumption Project (Alana Defense)

Ana Olmos, Clóvis de Barros Filho, Edgard Rebouças, Flávio Paiva, Inês Silvia Vitorino Sampaio, João Lopes Guimarães Junior, José Eduardo Elias Romão, Ladislau Dowbor, Marcelo Sodré, Nádia Rebouças, Pedrinho Arcides Guareschi, Rachel Biderman, Solange Jobim e Souza, Vidal Serrano Júnior e Zico Góes.

Fiscal Council

The Fiscal Council's attributions include following, analyzing and auditing the Institute's financial operations and equity management. The members of the Fiscal Council are: Eduardo Marchetti Rios, Henri Penchas e Richard Lyon Thorp Bilton.

2012 Activities Report

Communications Coordinator

Júlia Magalhães

Editor

Carolina Pasquali

Graphic Project

Eólica – Nicole Unger, Mariana Vidigal e Mayara Pillegi

Translator

Cecilia Reccius



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