

A stylized illustration of a park scene. A large, dark blue tree with blue leaves and red, bell-shaped fruit dominates the right side. In the center, four children are playing, holding red balls. To the left, a person in a striped shirt and red hat stands next to a person in a wheelchair. A basket of red fruit sits on the ground near the tree. The ground is scattered with red petals. In the background, there are green hills and a small pink tree. The text 'ALANA 2018' is written in large, red, hand-drawn letters on the left side.

ALANA 2018



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HIGHLIGHTS AND NUMBERS

ALANA INSTITUTE

IN THE PRESS

4,663 clippings
308 interviews

181 releases
48 articles

BANDA ALANA

[facebook.com/BandaAlana]

28 shows performed; participated in **The Encontro Street Band Festival** in Glasgow, Scotland; celebrated **10 years** as a band.

CRIANÇA E CONSUMO (CHILDREN AND CONSUMERISM)

[criancaeconsumo.org.br]

4 Toy Exchange Fairs organized by the program; publication of the book "Autorregulação da publicidade infantil no Brasil" (The self-regulation of advertising to children in Brazil).

CRIANÇA E NATUREZA (CHILDREN AND NATURE)

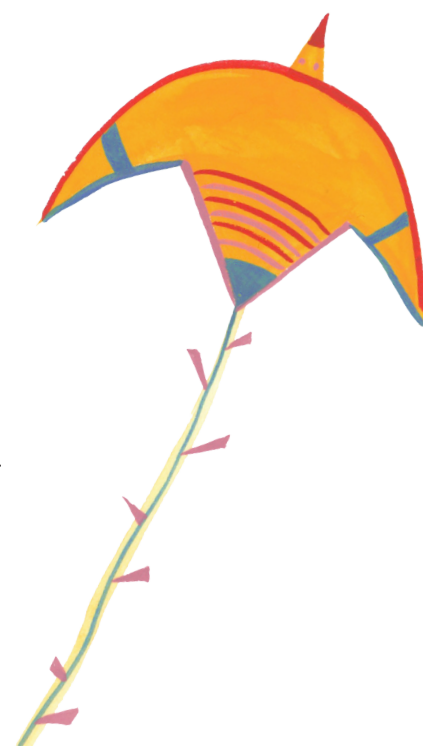
[criancaenatureza.org.br]

Produced the **Children and Nature Latin American Seminar**; release of the publication "Desemparedamento da infância: a escola como lugar de encontro com a natureza" (Unwalling childhood: the school as a meeting place with nature), distributed in **all states in Brazil**.

CRIATIVOS DA ESCOLA (DESIGN FOR CHANGE)

[criativosdaescola.org.br]

1,654 submissions, from **480 Brazilian cities**, in the Design for Change Challenge.



ESCOLAS TRANSFORMADORAS (CHANGEMAKER SCHOOLS)

[\[escolatransformadoras.com.br\]](http://escolatransformadoras.com.br)

3 new schools recognized, coming to a total of 21 Changemaker Schools; 4 debates on education streamed live on Facebook.

ESPAÇO ALANA

[\[facebook.com/programaespacoalana\]](https://facebook.com/programaespacoalana)

Produced and participated in 14 events; more than 40 partnerships with other organizations, among them Fundação Tide Setubal and Sesc Itaquera.

LUNETAS

[\[lunetas.com.br\]](http://lunetas.com.br)

Year of launch for the news website; 1.8 million people visited through 3.1 million pages; produced 350 new articles.

PRIORIDADE ABSOLUTA (ABSOLUTE PRIORITY)

[\[prioridadeabsoluta.org.br\]](http://prioridadeabsoluta.org.br)

Presentations in 38 events; held 4 editions of Expresso 227 online chats with guests.

TERRITÓRIO DO BRINCAR (TERRITORY OF PLAY)

[\[territoriodobrincar.com.br\]](http://territoriodobrincar.com.br)

Monthly meetings with phenomenology researchers; 2 editions of Dialogues of Play.

VIDEOCAMP

[\[videocamp.com\]](http://videocamp.com)

Videocamp Transformational Films Grant, with "Inclusive Education" as its theme; 164 projects submitted, from 29 countries and 5 continents.

ALANALAB

MARIA FARINHA FILMS

[mff.com.br]

In development: 9 series, 3 feature films and 2 shows for television channels.

In production: 6 exclusive content pieces for channels, 1 feature film and 2 TV series.

FLOW

[flowimpact.com]

10 new licenses, including 2 global contracts with Netflix; 41 streams of revenue, between digital platforms, TV channels and the Maria Farinha Filmes online store; 2 distribution contracts in Latin America with Participant Media and Magnolia Pictures.

JUNGLEBEE

[junglebee.film]

Produced 7 Virtual Reality (VR) films, among them "Ocupação Mauá."

ALANA FOUNDATION

Continued partnership with Case Western Reserve University and Albert Einstein Hospital; new partnership with the LuMind foundation.

BELIEVE.EARTH

[believe.earth]

5 Believe Talks; partnership with Flow to create the label Believe Films: films to believe; produced 4 specials with partners.



TIMELINE

January

For the end of violence

Civil society entities, among them the Alana Institute through its Absolute Priority program, demanded the federal government take action to end violence against children and teenagers and take part in the UN's Global Partnership.



February

Carna-Autores celebrates Mário Quintana

The Alana Space's event presented the story "The poet I loved since I was a child. Simply Quintana, gauchesco and pantaneiro." The event included 500 people in a parade through the streets of the Jardim Pantanal neighborhood in the "O Pantanal Chegou" block.

EcoAtivos appears to contribute towards a new culture of sustainability

With online and in-person training, the project tries to raise awareness about sustainable habits and attitudes, engaging educators, students and educational communities in seven Brazilian cities.

Collective habeas corpus for mothers

The Absolute Priority program participated as Amicus Curiae in the Brazilian Supreme Court's decision that ruled that women imprisoned while awaiting trial and interned teenagers, who are pregnant or the mother of children under 12 or of people with disabilities, should serve their sentence under house arrest.

Believe Woman Special

In partnership with the collectives AzMina and Catarinas, Believe. Earth published a series of articles produced with women who are leading the creation of a more equal and fair future.



March

Partnerships between school and family

Changemaker Schools organized an online debate to highlight the importance of mothers and fathers participating in the school beyond just parent-teacher meetings.

Children and Consumerism at the World Social Forum

The program, together with some civil society organizations, participated in the discussion "Children and adolescents: internet, leadership and publicity" to talk about the theme "Territory | Communication, Technology and Free Media."

Videocamp Grant is launched at the UN

On the 21st, Videocamp launched the 2018 edition of the Videocamp Transformational Films Grant. The grantee will receive US\$400 thousand to finance a film under the theme "Inclusive Education."



photo credit: Alana



“Self-regulation of advertising to children in Brazil and around the world” book

To help contribute to the debate about regulating advertising aimed at children, the Children and Consumerism program and ANDI - Communication and Rights released on the 26th, through the publisher Verbatim, the book "Self-regulation of advertising to children in Brazil and around the world."



The future is feminine

Believe.Earth invited strong women to the Believe Talks to rethink and discuss the theme “How to reach gender equality and empower all women and girls is essential for us to get there (feminine future).”

Dialogues on Play: Play and words

The writer and doctor of education Severino Antônio talked about the theme "Playing with words." During the discussion, Antônio emphasized the strength and importance of words in the construction of human subjectivity.

April

Legislative Journal: Advertising to Children 2018

To help update legislative proposals on the regulation of advertising aimed at children, the Children and Consumerism program published the 2018 edition of its "Legislative Journal - Advertising to Children," at the National House of Representatives in Brasília.

Our current context and the meanings of a change-making education

The discussion held by the Changemaker Schools program, in partnership with Faculdade Sumaré, was streamed online and covered the challenges, motivations and paths found by schools in educating changemaking people and in changing society.

Children and Nature Meeting in Brasília

In partnership with the Mangarandú NGO, the Children and Nature program held this regional event in Brasília.

Solidarity Movement at Espaço Alana

The event brought the community closer to public and private services.

Expresso 227: Impacts of EC 95 on health and education

Expresso 227, an initiative from the Absolute Priority program, invited experts to talk about the possible consequences of the cuts to the government budgets for health and education on our children.

"Believe Amazônia" Special

The event was held in partnership with Instituto Socioambiental (ISA), Greenpeace, El País newspaper and Believe. Earth, to write articles that show the importance of traditional peoples in the preservation of the Amazon.

Public screening: “Parece Comigo”

A free screening of the documentary, organized by Videocamp, discussed the lack of black dolls in the Brazilian marketplace and how some doll makers are mobilizing to change this.



May

Launch of the Lunetas website

The Alana Institute launches the news website Lunetas, with the goal of spreading information, telling stories, making people think, inspiring movements and exploring the multitude of views in a multitude of childhoods.

Unwalling childhood

In São Paulo, Children and Nature released the book "Unwalling childhood: the school as a meeting place with nature," which sought to lay the path for the process of resignifying school grounds as powerful spaces for healthy development and for children to learn with (and from) nature.



Plans for early childhood education

With support from the Alana Institute, Fundação Lemann and Google.org, Nova Escola organized the elaboration of plans for early childhood education aligned with the new National Common Curricular Base.

Expresso 227: Child marriage in Brazil

To debate this issue, the Absolute Priority program invited experts on the subject: Vivana Santiago, from Plan International Brazil; Norma Sá, from Instituto Promundo; and Nana Queiroz, from Revista AzMina.

I am not a robot: post-truth and critical thinking in education

Changemaker Schools organized a talk with experts on the challenges for education in the post-truth era.

World Week of Play

The theme of the 9th annual week was “Playing with body and soul,” an invitation for children to be fully in play, in the experience and in the development of their selves and their way of being in the world. Espaço Alana participated in the event with a diverse line-up.

Changemaking Education in Identity Territories in Bahia

The Changemaker Schools program and the Superintendency of Professional and Technological Education of the Department of Education in the State of Bahia [SUPROT] conducted a workshop on changemaking education with over 200 pedagogical coordinators from the state of Bahia.

Call for projects by children and youngsters

The Design for Change Challenge competition opened its registration to select 11 transformational projects that stand out for their leadership, empathy, teamwork and creativity.

June

Latin American Children and Nature Seminar

The event, held at Sesc Interlagos in São Paulo, welcomed Latin American experts in the fields of education, health, urbanism and public administration, who debated the paths to strengthen the contact children have with nature.

Lu de Lupa channel is launched

Design for Change launched the channel, which deals with a variety of themes in the youth universe.

Expresso 227: Data protection x open data - can they coexist?

How can data analysis tools be used in the best interest of the child, and what are the limits of its use in safeguarding children's rights? This question guided Expresso 227, with guests Yasodara Córdova, Renato Leite Moreno, Henrique Góes and Fabro Steibel.

Sustainable Community

During the activity at Espaço Alana, in the Jardim Pantanal neighborhood, some families helped build trash cans out of old tires, with two compartments for separating recycling. The event also included workshops, a documentary screening, and a talk on recycling.



July

Banda Alana and youngsters recognized by Design for Change took part in a meeting with Malala Yousafzai

The band played at the event, which welcomed the youngest person to win the Nobel Peace Prize. Youngsters who won the Design for Change competition presented the projects developed in their communities.

This is all abusive

A citizen tired of seeing McDonald's disrespect for the law and childhood by advertising and selling food with toys reported the company to the public prosecutor's office. Inspired by this act, Children and Consumerism launched the campaign "Abusivo Tudo Isso" (This is All Abusive), a pun on the company's marketing slogan in Brazil, "Amo Tudo Isso" (I Love All of This).

Arraial da Comunidade

Nearly 300 people attended the party in Jardim Pantanal, with the support of Espaço Alana. The event was created to value local culture and artists, and encourage a solidary economy.

Changemaker Schools recognizes three new institutions

Dedicated to taking education in Brazil on a different and more inclusive path, the Escola Pluricultural Odé Kayodê, from Cidade de Goiás (Goiás), Projeto Âncora, from Cotia (São Paulo), and Centro Municipal de Educação Infantil Hermann Gmeiner, from Manaus (Amazonas) were recognized by the program.

Expresso 227: Motherhood and early childhood on the streets

The debate, organized by Absolute Priority, highlighted the challenges faced by children, mothers and pregnant women living on the street. The participants were: Bruna Angotti, Juanína Gomes, Manoel Torquato, Thais Berberian and Maryara Silva de Souza.

Alana Foundation takes part in The World Down Syndrome Congress

The event gathered various experts to inform, inspire and influence.

In times of electoral war, who looks after the children

The special report produced by Lunetas talked to experts to understand the different ways of talking about politics with children.

Banda Alana in Europe

Members of the band visited the United Kingdom to teach workshops and take part in The Encontro Street Band Festival, during Glasgow's street carnival.



August

Children and Nature meeting in Florianópolis

The event was held in partnership with Cria que Voa, a collective of organizations that develops initiatives and activities for learning and leisure with kids.

Creativity: other worlds are possible

Mediated by Diane Sousa, a social entrepreneur recognized by Ashoka, the talk, organized by Changemaker Schools, dealt with the importance of creativity today. The meeting included Viviane Mosé, master and doctor of Philosophy from the Rio de Janeiro Federal University, and the social educator Alemberg Quindins, creator of Fundação Casa Grande.

Brazil must adopt rigid pollution emissions standards

Absolute Priority submitted a declaration to representatives of civil society, businesses and public administrators in the National Environmental Council (Conama) to bring attention to the effects of pollution on children and teenagers.

September

Premiere of the series “Politics: how to use”

The series is a co-production by Maria Farinha Filmes, GloboNews and Instituto Update that presents initiatives by residents in communities that are making a difference and reducing inequality in their territories.

“Believe Democracy” special

The series, in partnership with Instituto Update, seeks to present people, initiatives and solutions that show ways to strengthen democracy and build a new way of doing politics.

Alana Foundation participates in the 4th Sabará International Congress on Children’s Health in São Paulo

Premiere of the short film “Be what you are”

The film is a partnership between Maria Farinha Filmes and Natura, a loose adaptation of the letter “Dear girl in the green swimsuit,” about the importance of self-love.

Adélia Prado is honored at a literary festival

To bring light to all people dedicated to reading, the Espaço Alana Library held, for the second year, the literary festival A Primavera e os Livros [Spring and the Books - PRILI].

Screening of the film “Not even in a wildest dream” with Believe.Earth

The screening, at Virada Sustentável, included a conversation about three SDGs [Sustainable Development Goals]: SDG 4 (quality education), SDG 10 (reducing inequality) and SDG 16 (peace, justice and efficient institutions).



“Forget me not” is selected by the Videocamp Film Grant

The production, by American filmmaker Olivier Bernier, was chosen by the panel. The production company Rota6 Films was awarded US\$400 thousand to develop a film about inclusive education.



October

IX Mirar para Volver a Jugar Seminar

The Territory of Play program visited Medellín, in Colombia, to talk about the importance of play at the seminar dedicated to educators and students.

Toy Exchange Fair on Children's Day

The Fair was held at Praça Rotary, in downtown São Paulo, and was attended by more than 70 children and their families.

“Hearts and minds, changemaker schools”

The four-episode series presents initiatives by eight schools that share a practice of rethinking their teaching and learning methods. Produced by Maria Farinha Filmes, under the initiative of the Alana Institute, Ashoka and Fundação Itaú Social, and with support from Gávea Investimentos and Mercur, the series is available for public screenings on Videocamp.



photo credit: Alana

30 years of absolute priority for children

The Absolute Priority program celebrated 30 years of the Federal Constitution and Article 227, which places children and adolescents above all else.

Children and Nature meeting in Natal

The 2nd meeting in Natal was held in partnership with Instituto Casadágua and the Museu da Memória Afetiva, and brought attention to initiatives that explore the sense of belonging between people and their territories, treating the city as an educational space.

Banda Alana at TEDx São Paulo

Banda Alana performed at the opening of the conference, whose goal is to spread ideas and share inspiring experiences.

Design for Change Challenge closes its submissions with 1,654 registered projects from 480 cities.



November

Dialogues of Play: Listening to the body for children

The scholar Jussara Muller talked about recognizing the language of spontaneous body movements as an essential form of expression for children.

The documentary “Rethink that Compliment” wins the Effie Brasil and El Ojo de Iberoamérica awards

The documentary proposes a reflection on the way children are praised. Was launched by Maria Farinha Films in partnership with Avon.

Banda Alana celebrates 10 years

The band - formed in Jardim Pantanal through music workshops under the guidance of Silvanny Rodriguez and Adriana Biancolini - celebrated 10 years. It currently includes 32 members, all children and youngsters from the area.



photo credit: Alana

“A New Perspective” (2014), “The beginning of life” (2016), “Rethink that compliment” (2017), “Not even in a wildest dream” (2017) and “Wappa” (2017) were selected for the 12th Human Rights and Cinema Festival

December

Design for Change Challenge awards

The Design for Change team arrived in Fortaleza (Ceará) to present the awards ceremony with the students and teachers from the 11 selected projects.

The Alana Institute is elected to the board of Conanda

The National Council on the Rights of Children and Adolescents (Conanda) held an election to select the representatives that will be a part of the Council during the 2019-2020 administration. Alana was one of the institutions elected to represent civil society. This will be the institute's fourth term - the first as a primary board member.

“Tomorrow has come” exposes the impacts of climate change on Brazilians’ lives

Premiering in the COP 24's Espaço Brasil, in Poland, the documentary was presented by the Alana Institute, the Articulation of Indigenous People of Brazil (Apib), Artigo 19, Conectas Direitos Humanos, Engajamundo, Greenpeace and Instituto Socioambiental (ISA).

Premiere of the series “Aruanas” at the Brazil edition of CCXP

The series premiered at the Brazil edition of the biggest event for pop and geek culture, Comic Con Experience. The show tells the story of an NGO founded by three friends dedicated to protecting the environment. “Aruanas” is a production by Globo made exclusively for Globoplay, co-produced by Maria Farinha Filmes.

Design for Change participates in Ceará Científico

The program made a presentation at the event, organized by the state of Ceará's Department of Education, which seeks to popularize science and promote the development of technologies, encouraging investigation, innovation and the search for knowledge for the whole school community.

Screening of the film “Never in a wildest dream” on Canal Futura during the month

FINANCIAL STATEMENT

INSTITUTO ALANA
CNPJ: 05.263.071/0001-09

12/31/2018
Financial Statement

ASSET **CURRENT**

Available

Cashier
Bank account movement
Financial assets

Other credits

Imprest to Third Parties
Credits to Employees
Other accounts receivable

Prepaid expenses

In advance

R\$

344,996,751.77

344,526,791.99

5,400.00

368,812.37

344,152,579.62

457,703.09

7,953.13

97,330.00

352,419.96

12,256.69

12,256.69

NON-CURRENT ASSETS

PERMANENT

Investments

Investment in stocks

Fixed assets

Lands

Buildings

Installations

Furniture and tools

Vehicles

Computers and peripherals

Improvements to third party assets

Intangible assets

Software

Brands, Rights and Patents

91,781,179.94

91,781,179.94

84,223,328.74

84,223,328.74

7,485,408.53

446,200.00

2,385,193.94

233,678.34

483,323.94

-

326,558.94

3,610,453.37

72,442.67

71,822.67

620.00

TOTAL ASSETS

436,777,931.71

LIABILITIES

CURRENT

Suppliers

Suppliers

Tax obligations

Tax and contributions

Labor obligations

Salaries payable

Charges

Other obligations

Other payable obligations

Provisions

Labor provisions

Financial instruments

Derivatives

R\$

2,844,303.74

1,320,581.00

1,320,581.00

173,848.88

173,848.88

523,019.22

324,140.59

198,878.63

105,326.34

105,326.34

721,528.30

721,528.30

0.00

0.00

ASSETS

Social Assets

Endowment

Social results

Accumulated Surplus / Deficit

Year Surplus / Deficit

433,933,627.97

279,418,618.08

279,418,618.08

154,515,009.89

126,193,988.49

28,321,021.40

TOTAL LIABILITIES

436,777,931.71

STATEMENT OF INCOME FOR THE YEAR

INSTITUTO ALANA

CNPJ: 05.263.071/0001-09

12/31/2018

**STATEMENT OF
SURPLUS / DEFICIT**

R\$

RGross Revenue

4,265,044.26

Donations

3,818,673.68

Extraordinary Revenue

446,370.58

Total Revenue

4,265,044.26

Gross Surplus

4,265,044.26

Activity expenditures

26,109,465.89

Administrative

7,368,164.00

Staff expenditures

3,917,867.99

Public Services and Utilities

474,384.85

Third Party Services

1,415,458.30

Supplies

132,669.93

Events

41,538.66

General

544,804.44

Taxes

68,091.55

Financial

72,744.60

Depreciation and Amortization

700,603.68

Educational Activities

3,800,386.47

Staff expenditures

1,542,290.59

Public Services and Utilities

15,091.88

Third Party Services

983,677.67

Supplies

3,547.69

Events

44,913.90

General

619,359.74

Donations

591,505.00

Social Activities	12,129,243.34
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Staff Expenditures	3,831,398.12
Public Services and Utilities	83,107.55
Third Party Services	4,631,846.16
Maintenance and Conservation	11,697.15
Supplies	45,800.13
Events	64,904.94
General	2,260,489.29
Documentaries	1,200,000.00

Partnerships	1,387,572.08
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Third Party Services	408,270.41
General	85,731.93
Donations	893,569.74

Audiovisual Projects Department	1,424,100.00
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Third Party Services	1,131,900.00
General	100,000.00
Documentaries	192,200.00

Other Operating Revenues	50,165,443.03
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Net Operating Surplus	28,321,021.40
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NET SURPLUS	28,321,021.40
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ALANA

President

Ana Lucia Villela

Vice Presidents

Alfredo Villela Filho
Marcos Nisti

CEO

Marcos Nisti

Administrative-Financial Director

Lilian Okada



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2018 REPORT

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