

A vibrant, hand-drawn floral border surrounds the central text. It includes various elements like pink and yellow flowers, green leaves, red berries, and abstract shapes in yellow, pink, and blue. The style is whimsical and artistic.

Alana 2017

Activity Report





Table of Contents

| | |
|------------------------|------|
| Multiplicity | p.4 |
| Highlights and Numbers | p.6 |
| Timeline | p.8 |
| January | p.8 |
| February | p.8 |
| March | p.9 |
| April | p.11 |
| May | p.12 |
| June | p.14 |
| July | p.15 |
| August | p.16 |
| September | p.18 |
| October | p.20 |
| November | p.22 |
| December | p.25 |
| Financial Statement | p.26 |





Multiplicity

We believe in and bet
on a multiplicity of voices
and perspectives



Our initiatives, publications, films and events in 2017 reflected this desire to expand dialogues.

If, as an organization, we try to have an impact by promoting children's rights and integral development, then we must assume that expanding and contributing to the amplification of voices and perspectives are a way of helping build a more just society for all.

In this report, we have gathered some of the highlights our team has accomplished and present a timeline with the main activities conducted by the Alana Institute's programs (Children and Consumerism; Children and Nature; Design for Change; Changemaker Schools; Espaço Alana; Absolute Priority; Territory of Play; Videocamp), as well as the AlanaLab (Catraquinha; Maria Farinha Filmes) and the Alana Foundation (Believe.Earth and research).

Enjoy your reading, and we will keep working together on various fronts to build an equal, plural and democratic society.

Highlights & Numbers

Alana in the Press

2.201
clippings

208
releases

227
interviews

48
articles

Espaço Alana

Over 6,000 regular users;
46 partnerships.

Banda Alana

50 children take part in percussion,
voice and music classes.

Children and Nature

II Children and Nature Seminar
on unwalling childhood, with
200 participants

Design for Change

1,492 submissions to the Design
for Change Challenge, coming
from 436 cities in 26 states
(25 states + Federal District);
11 projects selected.

Maria Farinha Filmes

10 campaigns; 2 feature films;
10 TV shows; 14 projects in
development; 8 branded content;
60 digital content.

Territory of Play

Two new films: Waapa, with over
2,300 screenings, and Lands of
Play, with over 147 screenings -
both are available on VIDEOCAMP.

Changemaker Schools

Recognized 3 new schools, coming
to a total of 18 Changemaker
Schools; release of the publications
"Leadership - The power of action
in the school community" and "Being
and Acting as a Changemaker -
Renewing the conversation on
education;" 4 debates on education
streamed live on Facebook.

Children and Consumerism

Release of one publication, one
study, and one initiative with over
50 Toy Exchange Fairs.

Videocamp

Over 8,000 screenings; 114 films
signed up, to a total of 335 films
available; over 38,000 users.

Absolute Priority

Conclusion of seminars on Early
Childhood, in partnership with the
State of São Paulo Supreme Court
[TJSP] and Fundação Maria Cecília
Souto Vidigal [FMCSV]. Event in
Brasília with over 1,000 attendees.

Catraquinha

36,964,814 page views;
9,317,621 unique users;
1,993 articles published.

Believe.Earth

63,000 unique users in its first
year; 100 inspiring stories about
changemaking people on the site.



Timeline

January

Alana in Conanda

Alana joined the list of civil society representatives that make up the National Council on the Rights of Children and Adolescents (Conanada) for 2017-2018.



February



Carna-Autores at Espaço Alana

The 3rd edition of the event featured a Carnaval parade through the streets of the Jardim Pantanal neighborhood in São Paulo, celebrating the author Cora Coralina.

March



Videocamp at SXSW: "Airbnb of Movie Theaters: Free Anytime, Anywhere" Anytime, Anywhere

Dialogues on Play: "Cities, Children and Nature"

The first videoconference of 2017 in the Dialogues on Play series featured the Children and Nature coordinator, Laís Fleury. The discussion was mediated by Renata Meirelles, coordinator for Territory of Play.



Debate on high school reform

In order to promote a reflection on the current state of public education and its new policies for high school, Changemaker Schools gathered with teachers from the Alan Pinho Tabosa State School, in the state of Ceará, and the Federal Education Institute - Jacarezinho Campus, in the state of Paraná.

Launch of Videocamp's Changemaking Films Grant

At the Rio Content Market, Videocamp and Coca-Cola launched a R\$1 million grant to fund a Brazilian film based on the theme "Dialogues."

Release of the translation of the Report on the Impact of Marketing on the Enjoyment of Cultural Rights

The Children and Consumerism program released the Portuguese version of the Report on the Impact of Marketing on the Enjoyment of Cultural Rights, by the special rapporteur for the United Nations, Farida Shaheed, which deals with the issue of advertising aimed at children, especially when it is conducted inside schools.

Banda Alana at HeforShe

Banda Alana performed at the event organized by UN Women and MAM [Modern Art Museum of São Paulo], which dealt with issue of feminine empowerment in the arts.

Release of the booklet Cities Richer in Nature

The booklet, based on an interview with Richard Louv, is a partnership of Children and Nature with the Rede Nossa São Paulo's Children and Adolescent Task Force and the Cidades Sustentáveis [Sustainable Cities] Program. The release took place during a roundtable with the architect and urbanist Irene Quintáns, which discussed how it can be possible to ensure children have the right to enjoy and take ownership of public and natural spaces in the city.



Alana in Consea

Alana was selected to be in the group of counsellors for 2017-2019 in Brazil's National Council on Food Safety [Consea].



April



New court decision ratifies that advertising directed towards children is illegal

Brazil's Superior Court of Justice ratified the decision that publicity aimed at children is abusive and, therefore, illegal, and upheld a fine of over R\$305 thousand applied against Sadia by São Paulo's Consumer Defense Department in 2009. The decision was in relation to the case of the campaign "Mascotes Sadia" [Sadia Mascots], promoted during the 2007 Pan-American Games in Rio de Janeiro. The charges were filed following a complaint by Children and Consumerism.

Debate on the National Curricular Base

Alana was selected to be in the group of counsellors for 2017-2019 in the National Council on Food Safety [Consea].

Banda Alana performs at the opening of the Brazilian League of Legends Championship, in Rio de Janeiro

Dialogues on Play: "Children and Folk Cultures"

Starting with the question "What is a terreiro?," the discussion focused on the space for children in folk traditions in Brazil.

Three new schools recognized

The Changemaker Schools program, co-organized by Ashoka and Alana in Brazil, recognized three new schools that are now a part of the Changemaker Schools network.

They are: Escola Nossa Senhora do Carmo, in Bananeiras, Paraíba; Escola Municipal Professor Waldir Garcia, from Manaus, Amazonas; Associação Pró-Educação Vivendo e Aprendendo, from Brasília, Distrito Federal.

World Play Week

Espaço Alana celebrated the 8th edition of World Play Week, an initiative by Aliança pela Infância, with the theme "Play that Enchants Time."



Campaign for "It's already a consensus! Children need protection"

Children and Consumerism launched the campaign demanding that representatives in Brazil's Congress defend the rights of children by supporting the exclusion of Paragraph 4 in Article 37 of the Consumer Defense Code [CDC], which weakened protections for children in relation to advertising. On the 24th, the representatives in the Consumer Defense Committee listened to society's request and removed the paragraph from the text.



Premiere of the films Lands of Play and Waapa at the 4th Ciranda de Filmes in São Paulo

The films were created by Territory of Play and produced by Maria Farinha Filmes. "Lands of Play" presents the diversity of traditional communities in Brazil. The short film "Waapa" deals with childhood in the Yudjá people, who live in the Tuba Tuba village, in the Xingu National Park.

June

O Gandhi Piorski releases the book Toys on the Floor: Nature, Imagination and Play in Belo Horizonte (Minas Gerais)

Partnership with the Distrito Federal State Supreme Court

The Coordinator for Childhood and Youth in the Distrito Federal State Supreme Court [CIJ/TJDFT] signed a term of partnership with Absolute Priority to create joint initiatives to promote the rights of children between 0 and 6 years old, by training the network of protection for children and youth's rights in Distrito Federal.

Virada Sustentável

The event featured Cine Virada Videocamp, which screened the films "Children and Nature" and "Playing with Nature in the City."

Release of the publication Leadership - the power of action in the school community

The inspiration behind the publication, organized by the Changemaker Schools program, was to develop an understanding of the importance of youth leadership in education, so that it can become one of the main tools for problem resolution and intervention in the world.

II Children and Nature Seminar

Why do children spend most of their time in closed spaces if they are truly passionate about nature? This was the theme of the II Children and Nature Seminar, which took place in Rio de Janeiro in partnership with the Tijuca National Park.

Boi Pantaneiro Celebration

To celebrate National Bumba Meu Boi Day, on June 30th, the Espaço Alana Library organized the Boi Pantaneiro Celebration in the Jardim Pantanal neighborhood, in São Paulo, inspired by the works of Luís da Câmara Cascudo, an important Brazilian folklorist. The celebration included a parade through the neighborhood's streets.

July

Jardins da Infância in Brasília

Absolute Priority organized, along with several partners, two days of meetings in Brasília, with film screenings, conversations and activities to reflect on childhood in Brazil.



August

Debate on sexual and gender diversity in schools

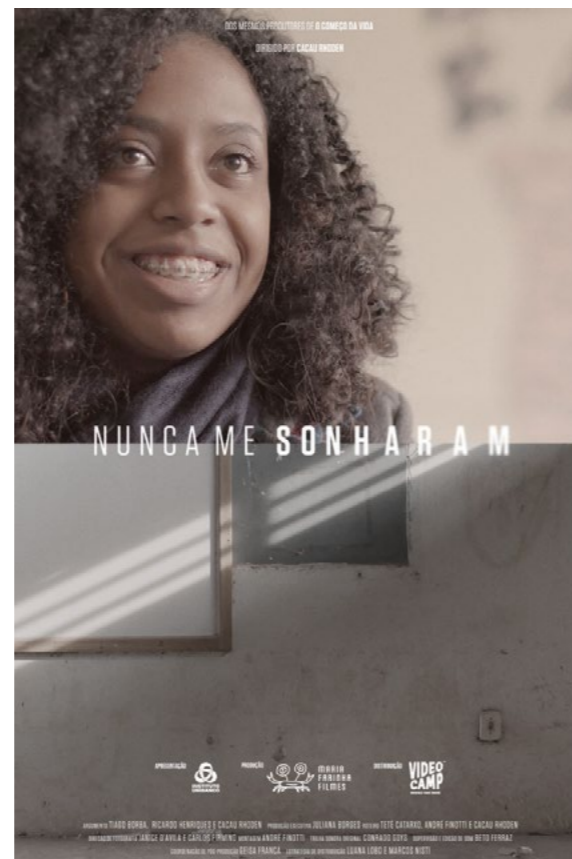
The Changemaker Schools program organized a debate, streamed live on the internet, on diversity in schools and how students have organized and led movements in defense of LGBT rights.

Release of the film Never in a Wildest Dream

Presented by Instituto Unibanco and produced by Maria Farinha Filmes, the film, directed by Cacau Rhoden, presents through students, administrators, teachers and experts the current challenges, expectations for the future, and dreams of those who experience daily life in Brazil's public high schools.

Studio Riff is selected in VIDEOCAMP's Changemaking Films Grant

The film "Eleições" [Elections], which presents the electoral process for student body elections in a public school in São Paulo, starts production.



Undime's 16th National Forum of Municipal Directors of Education

The event gathered 1200 municipal education administrators in the city of Fortaleza, and Alana participated with a table for Design for Change.

Dialogues on Play: "The Right to Play"

Play is so important that it is protected as a right for children in article 31 of the Convention on the Rights of Children and in article 16 of the Children and Adolescent Statute [ECA]. To discuss this issue, Territory of Play invited Guilherme Perisse, lawyer for the Absolute Priority program.



Children and Nature meeting in Goiás

The regional meeting was held in partnership with the Goiás State Department of Education, Culture and Sports [Seduc].

Release of the study The Impacts of Banning Advertising Directed at Children in Brazil

Children and Consumerism released the study, conducted by The Economist Intelligence Unit [EIU], at Insper, in São Paulo. According to the study, the banning of advertising directed at children will bring a positive economic benefit of R\$76 billion.

September

Release of the publication Being and Acting as a Changemaker – Renewing the conversation on education

The publication seeks to denounce our current reality and present new horizons through stories that came to life in the voices of students, educators, families, community leaders, thinkers and education workers. The publication was produced by the Changemaker Schools Brazil program.



Technical Mission in Freiburg

Children and Nature landed in Freiburg, Germany, with a delegation of 17 Brazilians committed to the issues of children, nature and cities, in order to discover what makes this city so friendly to children.



Virada Comunicação

Alana, together with Fundação Tide Setubal and the Ford Foundation, supported Virada Comunicação, produced by Rede de Jornalistas das Periferias [Network of Peripheral Journalists]. Geared towards students, communications professionals, activists, social movements and residents from the outskirts of the São Paulo metropolitan region, the meeting debated the media coverage given to the daily issues of those who live in the slums.

Kiran Bir Sethi gives keynote lecture at Educação 360

The creator of the global movement Design for Change, organized by Alana in Brazil as Criativos da Escola, took part in the event that presented studies on innovative and successful cases in education.

Launch of Believe. Earth at Rock in Rio

Believe.Earth was born out of the need to renew people's faith in a better future. The global movement was launched at the opening of Rock in Rio 2017 by supermodel Gisele Bündchen, who is also a social and environmental activist.

3rd edition of Bike Alana

With the goal of encouraging the use of bicycles, Espaço Alana held the 3rd edition of Bike Alana, in partnership with H-Bike, Instituto Aromeiazero, Pedal Urbano, Portal Wheeling and bicycle shops from Jardim Pantanal (Bike Nicky, Lemes and Irmãos Almeida).



October

Partnership with ZL Vórtice

Espaço Alana, Fundação Tide Setubal, Viveiro Escola, CDHU [Housing and Urban Development Company] and neighborhood associations took part in the meetings in partnership with ZL Vórtice, a project that offers art and technology workshops in the search for infrastructure improvements for communities in the Tietê River floodplains.

Piripkura wins Best Documentary at Festival Rio 2017

The feature doc, produced by Maria Farinha Filmes, Grifa Filmes and Zeza Filmes, tells the story of Jair Candor, an employee of Funai, Brazil's National Indigenous People's Foundation, and two nomadic members of the Piripkura tribe, known as "the butterfly people."

Dialogues on Play: "Play and the Urban Territory"

The architect and urbanist Beatriz Goulart raised questions on how cities are structured to welcome children, and how public spaces could become places that welcome and embrace childhood.



Training course "Family Nature Group Mobilizers"

Two editions of the course were held: one at the Marapendi Municipal Park (Rio de Janeiro), in partnership with Movimento BrincaCidade, and the other at UMAPAZ (São Paulo), in partnership with Movimento Boa Praça.

3rd edition of the Design for Change Challenge receives 1,490 submissions from every part of Brazil

Toy Exchange Fair initiative

Children and Consumerism started an initiative to encourage individuals and institutions to organize Toy Exchange Fairs. The program held its own Fair on the 12th, at the Museu da Casa Brasileira, in São Paulo.

Maria Farinha Filmes premieres the documentary Rethink that Compliment

The film explores the power of words and culture, and the extent to which compliments directed differently towards boys and girls can end up limiting someone's true self and reinforcing sexist culture. The film was directed by Estela Renner, screenwriter and co-founder of Maria Farinha Filmes, and produced in partnership with Avon.



Conexão Infância gathers digital influencers to reflect on consumerism

Experience, opportunity, information, networks and mobilization were some of the issues debated by digital influencers from various cities in Brazil at Conexão Infância, an event organized by Children and Consumerism and Movimento Infância Livre de Consumismo [Milc].

No microchips in school uniforms!

São Paulo's Municipal Chamber approved a bill that allowed for the installation of microchips on school uniforms for student identification. Absolute Priority saw that the project was a threat to children's right to privacy and submitted an opinion requesting that ' the bill draft be vetoed. The mayor vetoed the project in November.

Premiere of the political series Politics: How to Use

The series, co-produced by Maria Farinha Filmes, is part of the work conducted by Instituto Update, a Brazilian organization that studies and fosters emergent political practices in Latin America. The series, aired on GloboNews, shows how citizens are becoming agents of inspirational change in their respective countries.

Criativos at Be The Change Conference, in Spain

Coming from Mulungu (Ceará), the students Pedro de Lima and Erikson Oliveira and teacher Déborah Freire presented the project Tenda Móvel [Mobile Hut], winner of the 2016 Design for Change Challenge in Brazil, at the Be The Change Conference [BTC]. The event, organized by Design for Change, gathered educators and students from 33 countries.

Launch of the EcoAtivos project

EcoAtivos came out of Alana's participation, through the Children and Consumerism program, in the grant from the United Nations Environment Programme [UNEP] through its Lifestyle and Sustainable Education Program, approved in 2016. The project will deliver in-person and online training to teachers and pedagogical coordinators in public schools from different regions in Brazil, in order to expand the school community's awareness and knowledge of sustainable habits and attitudes.

Contemporary Challenges: The Potential of Empathy

The event, held at the São Paulo Museum of Modern Art [MAM-SP], was organized by Intermuseus, with sponsorship from GNT and in partnership with the British Council and the Alana Institute.

November

More than 50 films on VIDEOCAMP are screened at Virada Varginha (Minas Gerais)

Not Even in a Wildest Dream wins Best Documentary at the 10th Los Angeles Brazilian Film Festival





Piripkura wins the Human Rights award at the International Documentary Film Festival Amsterdam [IDFA]

Cultural Production and Achievements at Espaço Alana

The event included a roundtable discussion, poetry and workshops, and was organized in partnership with the São Paulo Municipal Department of Human Rights and Citizenship, Sarau Pretas Peri and the Ashanti project.

Grant on Good Practices in the System of Guarantees for the Rights of Children and Adolescents

The São Paulo State Supreme Court [TJSP], through its Childhood and Youth Department, in partnership with Absolute Priority and Fundação Maria Cecília Souto Vidigal [FMCSV], announced the five winning projects devoted to Early Childhood.

Videocamp takes part in the 25th Mix de Cultura da Diversidade Festival

December

Awards ceremony for the Design for Change Challenge in Rio de Janeiro

Play, creativity, power, emotion and affection marked the 2017 Design for Change Challenge awards. Students and teachers representing the 11 selected projects gather to create a music video and a cooperative game, ending with the ceremony at the Museum of Tomorrow's auditorium.

Dialogues on Play: "Play and Children's Integral Health"

The 14th edition of the series featured the pediatrician Ricardo Ghelman, expert in anthroposophic medicine and vice-president of the Genetics Committee of the São Paulo Pediatrics Association.

Returning to the communities in Territory of Play

The team returned to the communities that were featured in the documentary Territory of Play and filmed their reunions with the adults and children who participated in the film.



2017 Financial Statement

| ASSET | R\$ |
|------------------------------------|-----------------------|
| CURRENT | 318,244,703.71 |
| Available | 316,682,590.74 |
| Cashier | 5,400.00 |
| Bank accounts | 568,295.34 |
| Financial Assets | 316,108,895.40 |
| Other credits | 1,544,786.92 |
| Imprest to Third Parties | 68,100.02 |
| Credits to Employees | 7,188.10 |
| Other accounts receivable | 1,469,498.80 |
| Prepaid expenses | 17,326.05 |
| Prepaid expenses | 17,326.05 |
| NON-CURRENT ASSETS | 91,208,866.37 |
| PERMANENT | 91,208,866.37 |
| Investments | 83,196,987.82 |
| Investment in stocks | 83,196,987.82 |
| Fixed assets | 7,964,946.37 |
| Lands | 446,200.00 |
| Buildings | 2,546,369.42 |
| Installations | 307,808.83 |
| Furniture and tools | 593,679.02 |
| Vehicles | 31,122.86 |
| Computers and peripherals | 253,829.07 |
| Improvements to third party assets | 3,785,937.17 |
| Intangible assets | 46,932.18 |
| Software | 46,312.18 |
| Brands, Rights and Patents | 620.00 |
| TOTAL ASSETS | 409,453,570.08 |

| LIABILITIES | R\$ |
|-------------------------------|-----------------------|
| CURRENT | 3,394,686.57 |
| Suppliers | 539,913.11 |
| Suppliers | 539,913.11 |
| Tax obligations | 140,881.42 |
| Tax and contributions | 140,881.42 |
| Labor obligations | 571,035.43 |
| Salaries payable | 263,709.20 |
| Charges | 307,326.23 |
| Other obligations | 318,350.49 |
| Other payable obligations | 318,350.49 |
| Provisions | 441,746.56 |
| Labor provisions | 441,746.56 |
| Financial instruments | 1,382,759.56 |
| Derivatives | 1,382,759.56 |
| ASSETS | 406,058,883.51 |
| Social assets | 279,418,618.00 |
| Endowment | 279,418,618.00 |
| Social results | 126,640,265.51 |
| Accumulated Surplus / Deficit | 36,428,847.98 |
| Year Surplus / Deficit | 90,211,417.53 |
| TOTAL LIABILITIES | 409,453,570.08 |

2017 Statement of Surplus / Deficit

| | TOTAL |
|-------------------------------|----------------------|
| Gross Revenue | 1,464,746.56 |
| Donations | 558,673.68 |
| Extraordinary Revenue | 906,072.88 |
| Total Revenue | 1,464,746.56 |
| Gross Surplus | 1,464,746.56 |
| Activity Expenditures | 21,093,421.76 |
| ADMINISTRATIVE | 6,992,363.49 |
| Staff expenditures | 3,579,458.74 |
| Public Services and Utilities | 473,758.04 |
| Third Party Services | 1,633,551.38 |
| Supplies | 114,573.59 |
| Events | 39,460.90 |
| General | 314,298.33 |
| Taxes | 67,694.11 |
| Financial | 65,718.30 |
| Depreciation and Amortization | 703,850.10 |
| EDUCATIONAL ACTIVITIES | 2,916,047.94 |
| Staff expenditures | 970,529.18 |
| Public Services and Utilities | 15,027.95 |
| Third Party Services | 1,046,636.45 |
| Supplies | 3,104.51 |
| Events | 25,248.43 |
| General | 530,501.42 |
| Documentaries | 325,000.00 |

| | |
|--|----------------------|
| SOCIAL ACTIVITIES | 8,327,652.27 |
| Staff Expenditures | 3,043,343.68 |
| Public Services and Utilities | 41,173.69 |
| Third Party Services | 3,682,228.28 |
| Maintenance and Conservation | 6,437.16 |
| Supplies | 51,494.54 |
| Events | 81,765.61 |
| General | 1,118,289.31 |
| Documentaries | 302,920.00 |
| PARTNERSHIPS | 1,163,433.06 |
| Third Party Services | 283,010.21 |
| General | 29,283.11 |
| Donations | 851,139.74 |
| AUDIOVISUAL PROJECTS DEPARTMENT | 1,693,925.00 |
| Third Party Services | 1,197,895.00 |
| General | 200,030.00 |
| Documentaries | 296,000.00 |
| Other Operating Revenue | 56,057,523.18 |
| Net Operating Surplus | 36,428,847.98 |
| Net Surplus | 36,428,847.98 |

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2017 Alana Report

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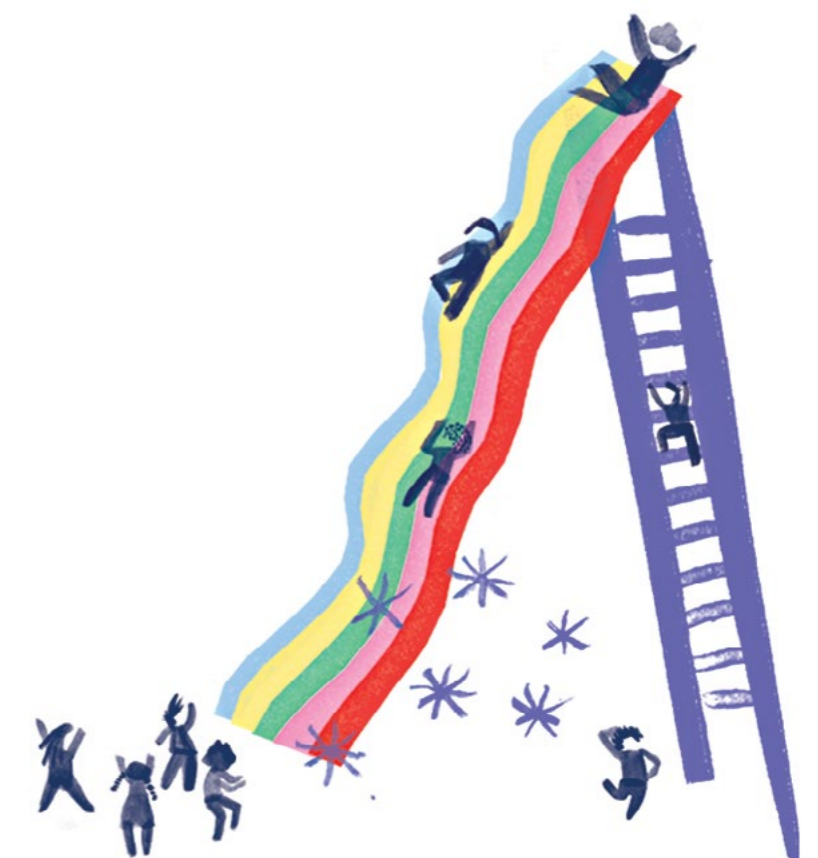
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