

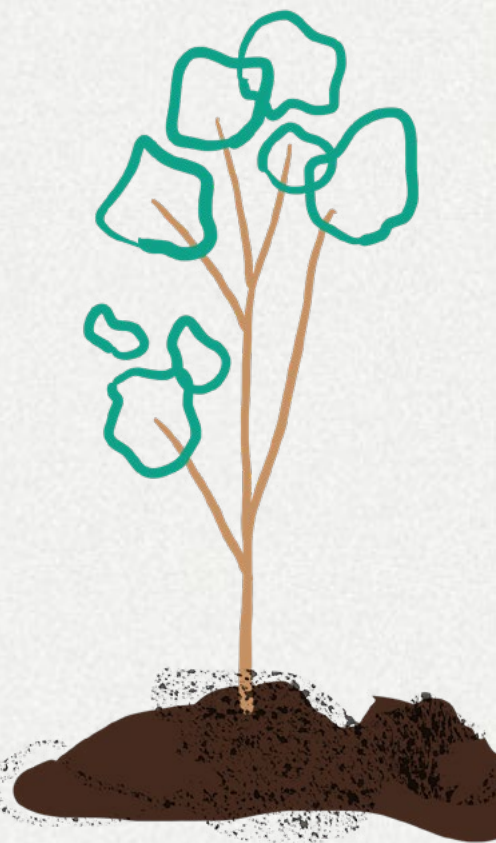
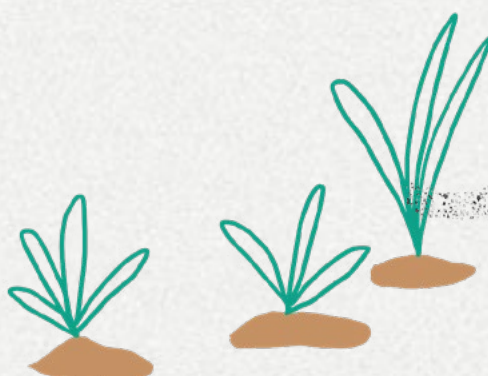


INSTITUTIONAL
REPORT 2020
ALANA INSTITUTE



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ABOUT US

FOR A FAIRER, MORE INCLUSIVE, AND HEALTHIER WORLD FOR ALL CHILDREN



So much happened in 2020 that it is hard to choose where to start. We know that the coronavirus pandemic is already a definitive marker in the timeline of our history. A tragic event that has sharpened the historical inequalities in Brazil and throughout the world, impacting heavily on our generations.



Since the beginning of the quarantine, and until we have health security conditions, our team has been on remote work, finding new ways to mobilize in the face of the challenges and facts that come along with this period.

To keep up with our mission to “honor the child,” almost all of the year’s accomplishments have migrated to digital format. The world has gone online – and so have we. Thus, with each of us working from a different place, we carry on our actions to protect the children’s best interests, whether making all efforts to mitigate the pandemic’s effects or supporting children, adolescents, families, and educators in this new context.

In 2020, we **worked hard** in Jardim Pantanal, on the east side of São Paulo, in the fight against the covid-19 crisis. From March to December, we distributed thousands of food baskets that included hygiene and cleaning items. Altogether, more than R\$6 million have been allocated to activities against the effects of the pandemic on the most vulnerable population, including children. We present to the world the first editions of two major initiatives: **Being a Child in the Digital World**, which approaches the issue of children’s relationships, and **On the School Floor**, a formative journey to educators.

We prepared the **policy for the protection of children, adolescents and adults in vulnerable situations**, which aims to ensure that no activity or action developed by the programs, platforms, and projects of Alana Institute will cause harm to children, adolescents and adults in vulnerable situations. During the year, no reports of violations of the Policy were received by the Institute’s Human Resources department.





We articulated the creation **of a coalition** for the right of children and adolescents to inclusive education. We gave life to **an initiative** to inspire artists and cultural producers to create new projects on childhood and adolescence. We contributed to the United Nations (UN) Committee on the Rights of the Child to draft the **New General Comment on Children's Rights in the Digital Environment**. We prepared **papers** to contribute to the public authorities in the development of protocols for reopening schools..

In a series of contents, our **platform for journalism about childhoods** has created **special content** to help families, caregivers, and educators in their reflections about the coronavirus. To help people during this time of social isolation, **our movie platform** has started offering a movie section called Watch Now, to be watched at any time. We also celebrated **the 30th anniversary of the Statute of the Child and Adolescent (ECA)** and recognized **transforming initiatives led by the children and adolescents** from all over the country, with a new milestone: In 2020, seven times more groups were awarded than in the previous edition. But all this is just a summary of what we have been doing.

This report is an invitation for you to dive into the highlights of our work - from the matrix, programs, platforms, and research of Alana Institute - in such a challenging year to guarantee the rights of children and adolescents.

JOIN US!



“ THE YEAR 2020 WAS ESPECIALLY CHALLENGING FOR CHILDREN, WHO WERE THE SILENT VICTIMS OF THE PANDEMIC. EVEN THOUGH THEY WERE NOT PART OF THE GROUP OF PEOPLE MOST SUSCEPTIBLE TO THE DISEASE, THEY WERE LEFT OUT OF SCHOOL; MANY OF THEM LOST THEIR ADULT MENTORS, BECAME ISOLATED IN VIOLENT HOMES, OR WERE UNABLE TO MAINTAIN CONTACT WITH SCHOOL, EVEN REMOTELY OR FROM A DISTANCE. IT WAS WITH THIS IN PERSPECTIVE THAT THE ALANA INSTITUTE CONTINUED TO CONTRIBUTE TO HONORING THE CHILD IN THIS NEW GLOBAL CONTEXT.



”

ISABELLA HENRIQUES,
EXECUTIVE DIRECTOR OF ALANA

“ THE ALANA INSTITUTE IS THE POWERFUL SUM OF A TALENTED AND IDEALISTIC TEAM AND AN ECOSYSTEM OF PEOPLE AND ORGANIZATIONS THAT IS INCREASINGLY CLOSER AND STRONGER. THIS YEAR OF GREAT CHALLENGES PROVED THE STRENGTH THAT THIS UNION BRINGS IN THE SEARCH AND ACHIEVEMENT OF SOCIO-ENVIRONMENTAL TRANSFORMATIONS THAT WE WISH TO LIVE.

”

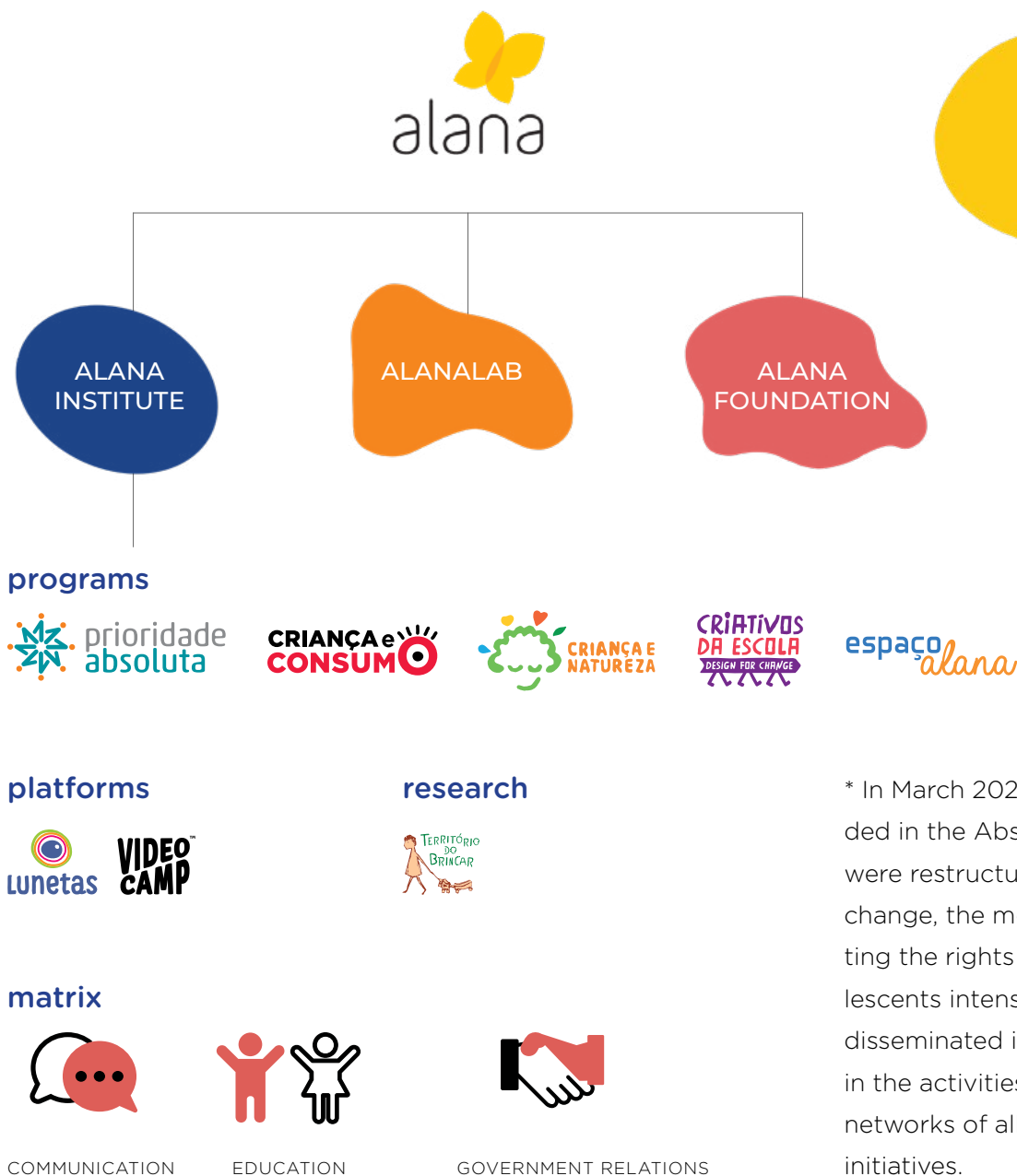
FLAVIA DORIA,
EXECUTIVE DIRECTOR OF ALANA



HOW ALANA INSTITUTE IS ORGANIZED

The Institute, **WHO WAS BORN WITH THE MISSION TO “HONOR THE CHILD”**, is part of Alana, a socio-environmental impact organization that promotes children’s rights and integral development and fosters new ways of living well.

We do national advocacy work focused on sensitive issues for the total experience of childhood, and we are structured around the axes of communication, education, and governmental relations. We operate through our programs **CHILDREN AND CONSUMERISM, CHILDREN AND NATURE, SCHOOL CREATIVES, ALANA SPACE AND ABSOLUTE PRIORITY***; the **LUNETTES** and **VIDEO-CAMP** platforms; and the **TERRITORY OF PLAY** research.



* In March 2021, the initiatives included in the Absolute Priority program were restructured. As a result of this change, the mobilization for protecting the rights of children and adolescents intensified and started to be disseminated in an expanded manner in the activities, websites, and social networks of all of Alana Institute’s initiatives.

HIGHLIGHTS AND INITIATIVES



Guaranteeing the rights of children and adolescents with absolute priority is a responsibility that we - state, family, and society - share every day. In 2020, the actions, partnerships, and other initiatives carried out by Alana Institute's matrices, programs, platforms, and research reflected this commitment so that the best interest of this population always comes first. Check out our highlights!

1

THE WORLD WENT
ONLINE – AND SO DID WE

In 2020, we produced and put on the air three major initiatives:



Between June and August, with the support of the Brazilian Network Information Center (NIC.br), SaferNet, and Portal Lunetas, we held a series of online conversations called **Being a Child in the Digital World**, which brought together experts from the fields of education, psychology, technology, and law. Watch: **Being a Child in the Digital World**.

To contribute to the discussion and the moment of digitalization in the face of social isolation, we have also produced a series of videos on **Childhood and Technology in Pandemic Times**.





To reflect on the meeting points between audiovisual and education, Alana Institute celebrated Teachers' Day in October, launching the initiative **On the School Floor**, which seeks to promote meetings that value and invest in the continuing education of basic education professionals.

The Videocamp platform sponsored the first edition of the online event. After all, if the child is our priority, those who educate them should also receive our utmost commitment. Watch: **On the School Floor: Education and Cinema Promoting Human Rights**.



In November, the Brazilian Internet Steering Committee (CGI.br) and the Brazilian Network Information Center (NIC.br) promoted the **5th Symposium - Children and Adolescents on the Internet**, in a joint effort with Alana Institute and SaferNet Brazil. The meeting provided information and guidance to educators and families on the safer and responsible use of the Internet by children and adolescents. Watch: **5th Symposium - Children and Adolescents on the Internet**.



2

EVEN ONLINE, ALIANÇAS GREW STRONGER



Together with other organizations, we have made important achievements to protect the rights of children and adolescents:



All students have the right to access, stay, and learn in the same classroom, in the same school. Based on this understanding, more than 50 civil society organizations have gathered to launch the **Brazilian Coalition for Inclusive Education**. This group, of which we are a part, works for the right to inclusive education in Brazil and for the revocation of **Decree N° 10.502/2020**, which aims to change the Special Education Policy in the country.





Early childhood is a fundamental stage for the integral development of children and adolescents. Therefore, we are actively contributing to the National Early Childhood Network (RNPI) by participating in various activities and trainings and supporting the conduction of the webinar **Justice Begins in Childhood- The Brazilian Experience of Early Childhood in the Judicial System and the Role of Civil Society.**



Along with the **Brazilian Coalition to End Violence against Children and Adolescents**, we released a note warning about the urgency of prioritizing the fight against sexual violence against children and adolescents, including the budgetary point of view.



We operate in **covid-19 Emergency**, a GIFE initiative to coordinate and disseminate contributions from philanthropy, social investment, and civil society to build responses to the impacts of the pandemic in Brazil.



We also participated in the launch of the revised and updated version of the **National Plan for Early Childhood (PNPI)**, considered a milestone in the defense and promotion of the rights of children aging from 0 to 6 years in the country.



3

KNOWLEDGE EXCHANGE ON CHILDREN'S CULTURE



In October, aiming to recognize and inspire artists, educators, cultural producers, among others, Itaú Cultural and Alana Institute promoted the **Plural Childhood**, which was carried out as a cycle of meetings and creating new projects on childhood and adolescence.

The Plural Childhood provides an exchange of knowledge about children's cultures and makes access to cultural content more democratic for children from 7 to 14 years of age. The program includes lectures and a project laboratory where the production of audiovisual works was oriented, including the approach of different types of artistic languages such as music, dance, theater, visual arts, storytelling, games, and traditional cultural manifestations, among others. Of these, 40 were selected and received a R\$3,000 or R\$5,000 incentive. Learn about the initiative: **Plural Childhood**.



4

ELECTIONS 2020: CHILDREN ARE THE ABSOLUTE PRIORITY

CARTA AOS (ÀS) CANDIDATOS (AS) ÀS ELEIÇÕES MUNICIPAIS DE 2020

To protect and promote the highest priority for the rights of children and adolescents in the electoral process and the municipal administrations to come, Alana Institute wrote a letter to the candidates running for the 2020 Municipal Elections. Click here for the content of the letter: [Letter to the candidates for the 2020 Municipal Elections](#).



5

MOBILIZATION AGAINST FLOODING
EFFECTS IN JARDIM PANTANAL

Before the coronavirus pandemic, we focused our efforts on solving challenges in the municipality of São Paulo in the first months of the year. On February 10, 2020, Jardim Pantanal was underwater when the sun rose. That is the location on the east side of the city where we started our work in 1994. It was nearly impossible to differentiate between the river, the stream, or the drain hole. Many families were left stranded, and some even homeless. The last flood similar to that occurred in 2010.

In the face of the whole calamity, we have made some crucial decisions for the moment and joined the efforts coming from several different locations, managed to get many clothes, mattresses, blankets, sheets, and food for the families, and we could rely on an emergency budget to buy food to prepare lunch boxes.

We called public authorities and, a few days later, the local administration organized a mobilization in the territory. Following this episode, the teams have worked hard to prepare an Institutional Emergency Plan to set up operational protocols and actions to respond to similar situations.



6

EMERGENCY RESPONSE: CORONAVIRUS PANDEMIC



Between April and the beginning of December, we distributed door-to-door basic food baskets containing hygiene and cleaning items to Jardim Pantanal families, partner institutions in the surrounding area, and other parts of the city. We also donate personal protective equipment (PPE) to the region's health units.

These initiatives were part of an emergency plan adopted by Alana Institute in an attempt to mitigate the effects of the pandemic in the territory, but without neglecting to join forces with the public authorities and listen to the residents, with the hope that in the future, the families will have better conditions to face crises such as the one we are actually going through.



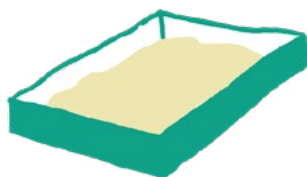
HOUSEHOLD DISTRIBUTION* OF FOOD BASKETS IN NUMBERS:

- **63 THOUSAND FOOD BASKETS** delivered at Jardim Pantanal
- **7 THOUSAND FAMILIES** contemplated in each social action
- **50 PEOPLE DIRECTLY** involved in each distribution
- **9.495 KG OF RECYCLED CARDBOARD**, resulting from the packaging of the baskets and which were offered to collectors in the region

*We adopt strict bio-safety protocols and, therefore, not a single person from our team was infected by the coronavirus due to those activities.

FINANCIAL INVESTMENT:

- **R\$ 6.300.000** - food baskets purchased
- **R\$ 315.000** - infrastructure, logistics, PPE, and sanitary protocols



PROGRAMS

CHILDREN AND CONSUMERISM

FOR THE PROTECTION OF CHILDREN IN THE DIGITAL ENVIRONMENT



Due to the pandemic, an estimated 90% of the world's student population has been affected by temporary school closures. Many schools are adopting Internet-based educational technologies as a way to keep the school community connected and continue the children's learning. New technological solutions for remote learning had to be implemented in a hurry, and one of the possible risks of this learning method is the undermining of children's rights at an unprecedented scale and speed.

Given this scenario, **CHILDREN AND CONSUMERISM** actively participated in several initiatives on children's rights in the digital environment during the pandemic. One of them concerns the **signing of and open letter** that proposes actions to protect children's data during the emergency offering of forms of online education.

The panel **“New profiles of marketing aimed at children on the Internet”**, promoted by Children and Consumerism within the program of the Internet Governance Forum (IGF) 2020, sought to reflect on how to protect children from commercial exploitation in the digital environment. The panel was moderated by Isabella Henriques, executive director of Alana Institute, and was attended by Jeffrey Chester, Dorothy K. Gordon, Danilo Doneda, and Jacqueline Stephenson.

The guide **“The School in the Digital Age”** was designed to help mothers, fathers, families, educators, and school administrators better understand the current context of children’s use of the Internet. The handbook addresses the importance of protecting students’ personal data, explaining how they are protected by our laws and how they can be even more covered in practice.

“

CHILDREN AND ADOLESCENTS HAVE THE RIGHT TO ENJOY A SAFE, HEALTHY DIGITAL ENVIRONMENT THAT IS FREE FROM COMMERCIAL HARASSMENT AND PROVIDES THEM WITH VALUABLE EXPERIENCES.

”

ISABELLA HENRIQUES AND PEDRO HARTUNG
- ALANA INSTITUTE

OTHER HIGHLIGHTS

- Launch of the survey **Plasticized Childhood: The Impact of Children’s Plastic Toy Advertising on Children’s Health and the Environment.**
- Participation in the manifesto **Children’s advertising is already illegal!**
- Joint contribution to the **UN Special Rapporteur on the Right to Privacy**
- Mercur **signs a public commitment** not to direct advertising at children.



PROGRAMS

CHILDREN AND NATURE

NATURE IS A RIGHT OF ALL CHILDREN



How can open and natural environments help back to regular face-to-face classes? Aiming to collaborate with the planning for the reopening of schools when safe, sanitary conditions are met, Children and Nature launched, with the support and in partnership with other institutions, **a document containing recommendations and references** to contributing with public administration for the development of protocols related to this theme.

Through the publication **“Stories about learning and teaching with and in nature: a formative path for basic education teachers”**, the program sought to reflect on how planning, curriculum, routines, school spaces, and periods can offer opportunities to promote encounters between children and the natural environment, from a perspective of ensuring the rights of learning and development with and in the natural environment.



OTHER HIGHLIGHTS

- Launch of the **Outdoor Learning Guide**.
- Launch of the publication **Cities for playing and sitting down: a change of perspective for public space**.
- Launching material resources in partnership: **What does playing outdoors have to do with nature conservation?; Childhood and Adolescent Obesity: A Shared Responsibility; Do play and toys need plastic?**

WATCH ALSO THE BEGINNING OF LIFE: OUTSIDE

In 2020, we released the documentary film “The Beginning of Life: Outside,” which talks about the reconnection of childhood with nature. The new chapter of this series brings testimonials from experts in various corners of the planet who demonstrate the importance of contact with nature for the integral development of children and adolescents and how this can be part of the solution to the big challenges that humanity is facing. [Click here to watch!](#)



PROGRAMS

CRITIQUES IN SCHOOL

MORE THAN 1700 CHILDREN, TEENAGERS, AND EDUCATORS FROM ALL OVER THE COUNTRY MOBILIZED TO TRANSFORM THE WORLD!



In 2020, the School Creatives launched a mission journey to accompany and help children and adolescents develop transformation plans. With the support of their educators, students reached the last stage of the 2020 Challenge, submitting plans to put into practice the following year or improve an existing initiative.

Altogether, 248 teams from 23 states in Brazil agreed to dream about the change they would like to see in their realities. More than 1,700 children, adolescents, and educators from all over the country mobilized to transform the world! The 50 award-winning groups were announced during an **online celebration**.



[see the video](#)

[2020 has messed up the world! And even locked inside, we turned the tables and managed to turn what seemed like a huge #TBT year into a journey filled with inspiring missions with students from all over the country.](#)



OTHER HIGHLIGHTS

- The **Discovering Dreams Competition** calls on children and adolescents in basic education all over Brazil to elaborate authorial invitations in text, video, or drawings, summoning their colleagues to publish their dreams for the future.
- Six students who won prizes in previous Creative School Challenges have been invited to join the **Board of Creatives**. Since then, the young counselors from different parts of Brazil have taken on the mission of creating and supporting the program's team.



PROGRAMS

ABSOLUTE PRIORITY

FOR THE FULL AND COMPLETE REALIZATION OF THE RIGHTS OF CHILDREN AND ADOLESCENTS

In July, the Statute of the Child and Adolescent (ECA), a milestone in the defense and comprehensive protection of every Brazilian child and adolescent, celebrated its 30th anniversary. To celebrate this anniversary, the Absolute Priority organized the “**Special: 30 years of the Statute of the Child and Adolescent**”, telling the story of the presentation, processing, and approval of the Statute and who were the key members of Brazil’s Parliament.

The program also talked to people who took part in the mobilizations and worked behind the scenes for the approval of the ECA and spoke to people who, 30 years later, are still fighting for the effective implementation of the rights of children and adolescents.

“ IT IS THROUGH THE CARE OF CHILDREN AND ADOLESCENTS THAT OUR CONSTITUTIONAL POLITICAL PROJECT, AIMED AT GUARANTEEING DIGNITY AND OVERCOMING INEQUALITIES, SO URGENT FOR BRAZIL, WILL BE POSSIBLE. THIS IS NOT IDEALISM OR UTOPIA: IT IS OUR CONSTITUTIONAL MANDATE. IT IS OUR RESPONSIBILITY AS A NATION.

- THAIS DANTAS - ABSOLUTE PRIORITY

”





OTHER HIGHLIGHTS

- The launch of the mobilization **Listen to this Council**, together with other organizations elected to the Conanda, in opposition to the presidential decree that profoundly altered the operation and structure of the Council.
- The Second Panel of the Brazilian Supreme Federal Court (STF) decided to end overcrowding in juvenile detention centers in Brazil, when it ruled on the [collective Habeas Corpus N° 143.988/ES](#), filed in May 2017 by the State of Espírito Santo Public Defender's Office. Alana Institute acted as an *amicus curiae* in the case.
- Involvement in the drafting and joint coordination of the **Bill N° 3.668 of 2020**, which regulates the maintenance of the ordered set of objectives and principles involving the enforcement and execution of socio-educational measures during the covid-19 sanitary crisis.
- Alana Institute acted as an *amicus curiae* in Direct Action of Unconstitutionality by Omission (ADO) No. 59, which seeks to suspend the shutdown of the **Amazon Fund**.





- Participated in the drafting of the Action Against the Violation of a Constitutional Fundamental Right (ADPF) N° 760, which demands the effective resumption of the Action Plan for Prevention and Control of the Legal Amazon Deforestation (PPCDAM) and urges the Brazilian government to meet its goals of **reducing deforestation in the Amazon** to curb the climate crisis. Acted as amicus curiae in the case.
- **Petition** filed in Supreme Federal Court seeks the immediate suspension of Constitutional Amendment (EC) N° 95 that establishes a cap on public spending during the coronavirus pandemic (covid-19).
- Launch of the **Invisible Enemy** campaign, jointly with the Coalition RespirAr, warning about the need to keep the deadlines for the next phase of the Air Pollution Control Program by Motor Vehicles (Proconve).
- Coordinated initiatives to create the **Coalition for Socio-education**, seeking to strengthen the issues related to the juvenile justice system, considering strategic approaches to fight against rights violations, institutional violence, and the promotion of the rights of adolescents in socio-educational care as an absolute priority.



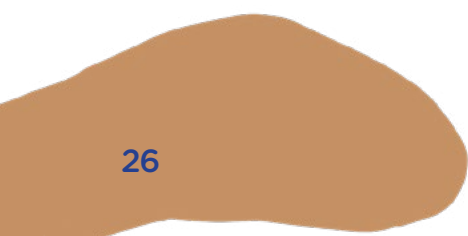
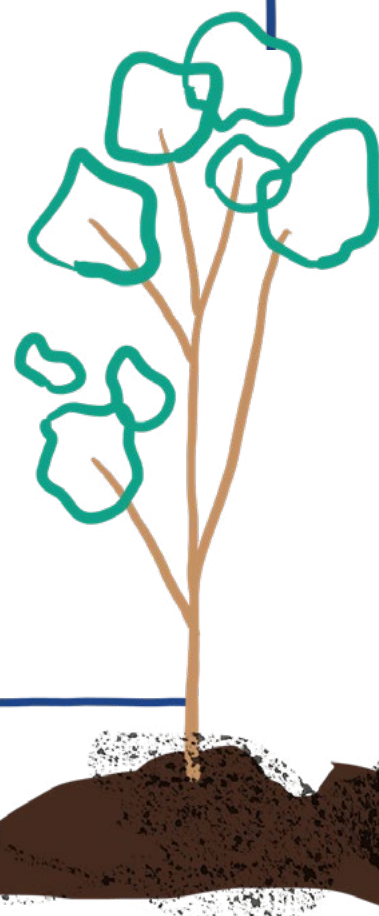
PROGRAMS

ALANA SPACE, ALANA BAND AND URBANIZE

STRENGTHENING COMMUNITY ACTIONS IN JARDIM PANTANAL



Due to social isolation measures, the **ALANA SPACE** built 100% online programming, **broadcasted live**, during the 11th edition of the World Play Week. The initiative aimed to reinforce the importance of fostering children's imagination and fantasy to be and populate the world with creativity and uniqueness.





ALANABAND'S musical production focuses on collective performance. However, during the pandemic, studies and practices had to adapt to these new formats. The adolescents who participated in the initiative, which aims to strengthen a sense of citizenship through music, were accompanied through virtual meetings and via social media to clear up doubts. The purpose of the work was to aggregate knowledge in musical technological resources for distance learning and the development of the students.

As part of the training of the Alana Band's youth, the team held a series of online conversation rounds counting on the presence of specialists including Marcio Brasil, Dr. Marcos Roberto Nogueira, Ana Terra Pompeu, and Amanda Magalhães on topics such as career, covid-19, voice, communication, and financial health.





From 2018, when the project was created, **URBANIZE** has been counting on a team focused on supporting the community of Jardim Pantanal in São Paulo throughout land regularization in their territory. Land regularization in that area is the legal instrument to establish the neighborhood. Our team was there to help guarantee the right to the city, decent housing, health, basic sanitation, electricity, the Internet, education, a free and safe childhood, and many other rights related to the issue.

Land regularization is the process – a set of legal, urbanistic, environmental, and social measures to incorporate informal neighborhoods into the formal city – carried out by public administration. For this to happen, technical studies in the area were required, including the Planialtimetric and Cadastral Survey (Lepac). In April, supported by the project Urbanize, those studies were delivered to the São Paulo Municipal Administration. They will serve as the base to allow the definition of the exact boundary lines of the areas to be regularized.

Another significant advance in the land regularization issue occurred in August when the Jardim Pantanal process was classified as Reurb-S. It is an area of Urban Land Regularization of Social Interest. This category is applied to informal neighborhoods populated by low-income families and guarantees to the residents some benefits and gratuities, such as the making of notary fees exempt.

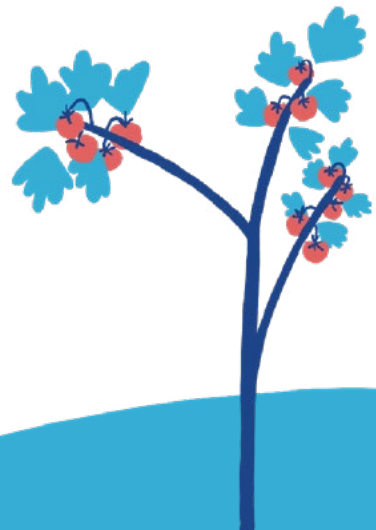
OTHER HIGHLIGHTS

- Production of the bulletin “Quarantena Periférica” (Peripheral Quarantine) to inform the local population about the risks of covid-19, developing the contents in partnership with Galpão ZL, an initiative of **Fundação Tide Setubal**, and Agência 2Pcom.
- In partnership with the Barrichello Family Institute, 100 older adults from the community and their families had access to **video classes** para to practice physical activities at home during the period of social distance.
- Participation in closing the PMA Fresh Summit 2020, an online global event. The PMA (Produce Marketing Association) brings together a worldwide horticulture and floriculture community to provide the world with healthier, more sustainable food.
- Participation in closing the XI Conanda (National Council for the Rights of Children and Adolescents) Conference.

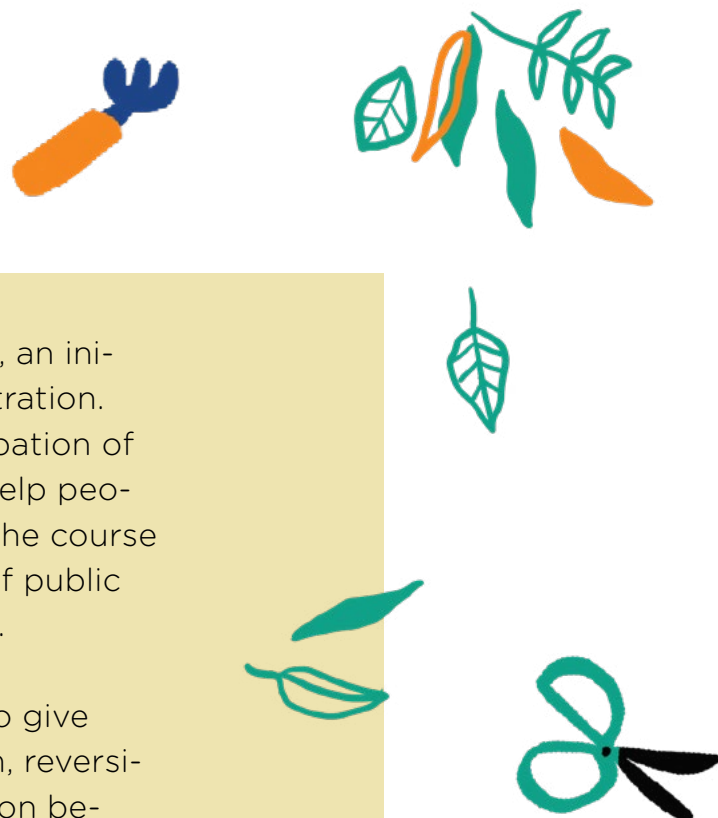




- Supports the holding of two Sabesp public consultations in Jardim Pantanal. The meetings presented to the region's residents the intervention proposal planned by the company to regularize the water and sewage system at the elbow of the Tietê River. The project is part of the "Água Legal" Program and relies on resources provided by Sabesp and the World Bank..
- Establish a partnership with the Brazilian Institute of Architects (IABsp) to participate in the 13th International Architecture Biennale of São Paulo, to be held in 2022.
- Set up a partnership with UniBairro, a solidarity initiative at Mackenzie Law School's legal advice clinic, to provide free virtual advice to the Jardim Pantanal residents. That partnership also resulted in the drafting of booklets on **social benefits** and **public services**.



- Involvement in the **Solidarity City Program**, an initiative of the São Paulo Municipal Administration. The voluntary action counts on the participation of organized civil society entities. It aims to help people in highly vulnerable conditions during the course of the emergency situation and the state of public calamity caused by the covid-19 pandemic.
- Tactical urbanistic intervention that aims to give new meaning to places through short-term, reversible, and low-cost changes at the intersection between Goiabeira Serrana and Cachoeira Itaguassava streets in Jardim Pantanal. In partnership with the World Resources Institute (WRI Brasil) and IABSP, the project proposed improving and re-qualifying the stretch in collaboration with the local residents for planting seedlings, widening the sidewalk to include floor painting and graffiti art.



PLATFORMS

LUNETAS

PANDEMIC AND CHILDHOOD: MORE THAN EVER, WE NEED TO LISTEN TO CHILDREN



Suddenly, the world had to stop in an attempt to cure itself of covid-19. A disease of unknown cure, so that scares and bring to much suffering. But it also opens space for us to review some behaviors and rethink how we want to live our experiences and relationships after all this is over.

In the special **“Coronavírus: the world in suspension”**, LUNETAS has created a series of contents to introduce reflections on these uncertain times we are going through and broaden debates on points that affect parents, caregivers, educators, and the society as a whole. And, of course, the children!



[see the vídeo](#)

Lunetas asked the children how they were feeling in the quarantine imposed by the coronavirus pandemic. What do you like and what don't you like? What are your dreams and wishes for the future?



OTHER HIGHLIGHTS

- Publication of the special issue called **A Look into Connected Childhoods**.
- Launching of **Lunetas Correspondents**, a network of journalists located in different Brazilian regions that brings a diversity of sources and regional perspectives, contributing to the journalism practiced in the gateway to include, respect, and promote the plurality of childhoods.
- Debuting four new columnists: **Ilana Katz**, **Renato Noguera**, **Viviana Santiago** and **Juliana Prates Santana**.
- On Children's Day, children sang **Passarinhos (Birds)**, a song by Emicida, helping us reflect on the world today and the future we want to leave to the next generations.



PLATFORMS

VIDEOCAMP

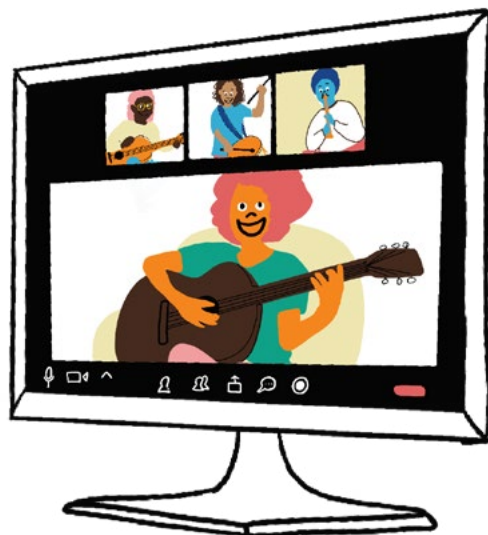
A DIFFERENT WAY TO USE THE PLATFORM DURING SOCIAL WITHDRAWAL

Bringing people together anywhere in the world to watch films for free was at the heart of Videocamp's work before the pandemic, in the belief that films with potential for impact could lead them to think together about how to build a more fair and diverse world.

Actions were created and implemented in response to the quarantine enforced by covid-19. With the creation of the "**Watch Now**", section, the platform made available, sponsored by some moviemaking partners, the access to a selection of 64 films and five series that could be seen by users, upon registration, wherever and whenever they wanted, without the need to organize a group screening.

“ THE YEAR 2020 WAS A PERIOD OF EXPERIMENTATION NOT PREVIOUSLY PLANNED, BUT VERY POTENT FOR VIDEOCAMP. THE QUARANTINE IMPOSED BY COVID-19 CHALLENGED OUR FOCUS ON COLLECTIVE ASSIST AND LED US TO EXPERIMENT WITH NEW FEATURES OF THE PLATFORM.. ”

JOSI CAMPOS - VIDEOCAMP



OTHER HIGHLIGHTS

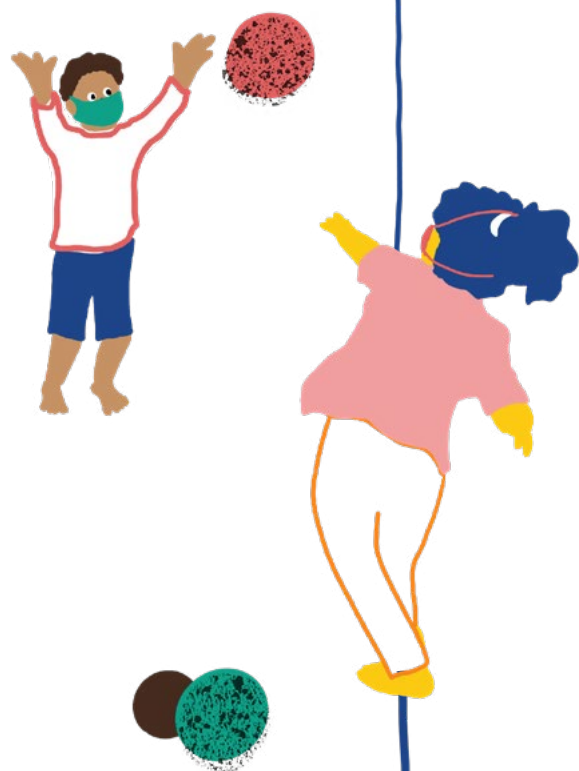
- Implementation of **Showcases**, an online environment to support events that used to take place mostly face-to-face. Twelve shows were performed from the five regions of the country.
- When comparing 2019 to 2020, there was a 204% increase in the number of registrations on the platform, a 209% increase in traffic (number of users) on the site, and a 450% increase in page views.



SURVEY

THE TERRITORY OF PLAY

HOW HAS CHILDREN'S PLAY BEEN AT HOME DURING THE PANDEMIC?

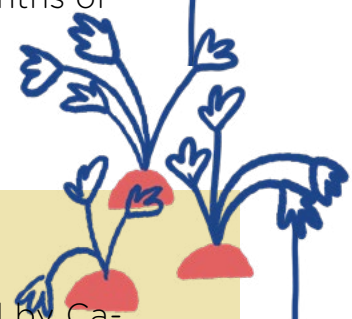


At the beginning of 2020, **TERRITORY OF PLAY** was studying children's play on the streets of São Paulo. But suddenly, the pandemic reached Brazil, and the city turned into a house. What was outside became inside, and the whole public environment became as big as a single family. In other words, the initial project in the city had to take a new approach.

The face-to-face survey, which has always been part of the team's strategy and the sum of all their experiences, had to be changed to an online listening session carried out throughout the year with 55 families, who shared their news about the intimate, noisy, silent, favorite, new, or old gestures of their children's play at home. The initiative, which has given life to a series of podcast episodes and a documentary, was launched in the first months of 2021.

OTHER HIGHLIGHTS

- Screening of the series "Call Me on the Tin Can," broadcasted by Canal Cine TV Brasil..
- Release the **support material** for "Waapa," a documentary that proposes a dive into the Yudja childhood (Xingu Indigenous Park/MT) and the care monitoring their children's growth.



ALANA INSTITUTE IN THE MEDIA

5.323 MENTIONS IN
THE PRESS



140 PRESS RELEASES



210 INTERVIEWS
GRANTED

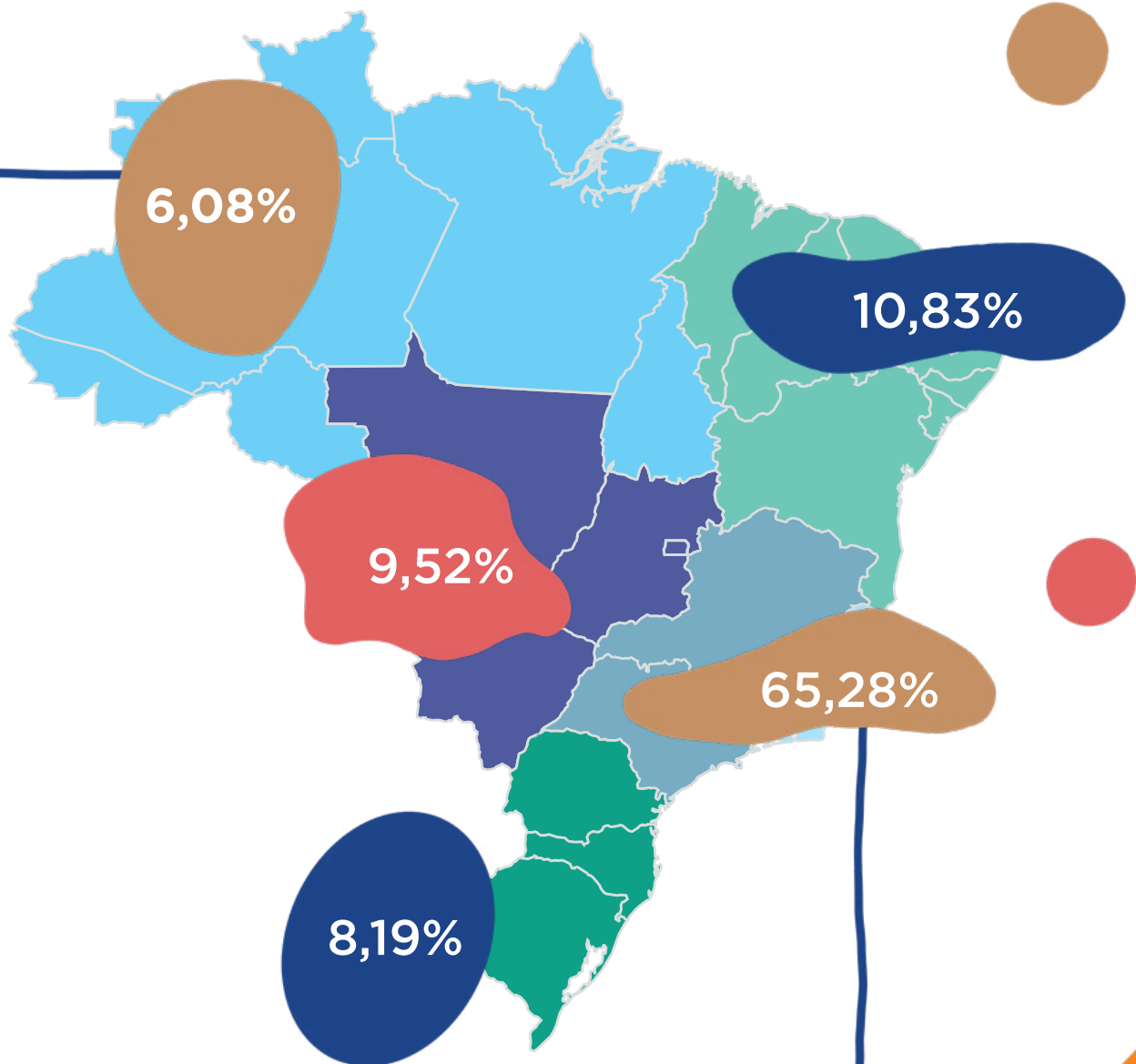


39 PUBLISHED
ARTICLES



IMPACT PER REGION:

ALANA INSTITUTE'S NEWS
THROUGHOUT THE COUNTRY



SOUTHEAST REGION: 65,28%
NORTHEAST REGION: 10,83%
MIDWEST REGION: 9,52%
SOUTHERN REGION: 8,19%
NORTH REGION: 6,08%

WHERE TO SPOT ALANA INSTITUTE IN THE MEDIA...



JORNAL NACIONAL
TV GLOBO

Solidarity helps families overcome the difficult time of the new coronavirus



BOM DIA SP
TV GLOBO

Parents are worried about the possibility of returning to school



SP 2
TV GLOBO

Social project in the East Zone helps young people to get their first job in the carnival



SBT BRASIL
SBT

Government opens public consultation on the regulation of children's advertising

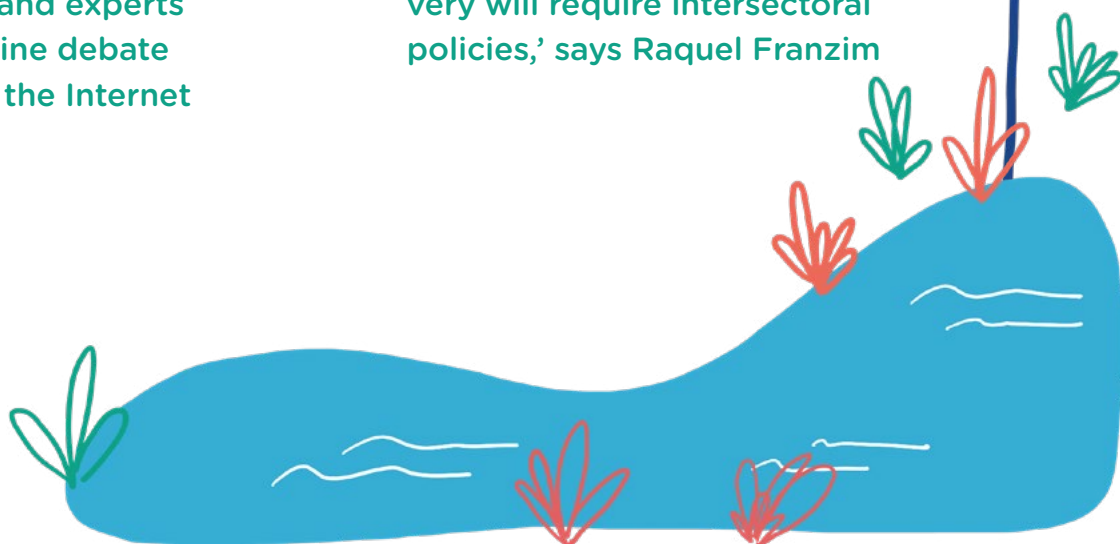


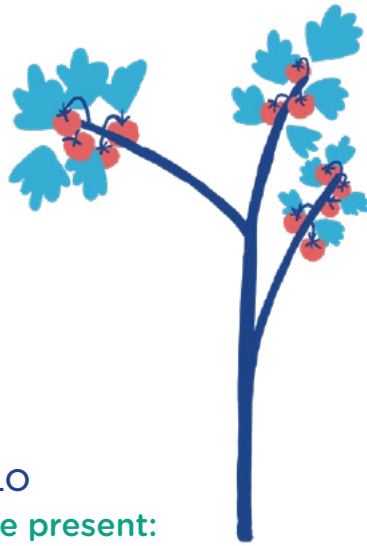
JORNAL DA CULTURA
TV CULTURA

Parents, educators, and experts participate in an online debate about childhood on the Internet



G1
Now it's like this? 'School recovery will require intersectoral policies,' says Raquel Franzim





ESTADÃO

O ESTADO DE S. PAULO
Having a future in the present:
the rights of children and adolescents and the Amazon Fund

FOLHA DE S. PAULO

FOLHA DE S. PAULO
Even in isolation, children need contact with nature; see tips

ESTADÃO

O ESTADO DE S. PAULO
In times of pandemic, it is time to teach children what really matters

ANTENA PAULISTA

ANTENA PAULISTA
TV GLOBO
Families give a new meaning to Children's Day



G1
No Internet, no lunch, no place to study: See obstacles to distance learning in public schools during the covid-19 pandemic



UOL
The accumulation of exaggeration



G1
Public school students in Ceará create an application for teaching mathematics and the proficiency level reaches 70%



JOTA

JOTA

If there is one certainty, it is that we cannot stop

NEXO

NEXO

What are the limits of TV crime shows?

GAZETA DE S. PAULO

GAZETA DE SP

Producers bet on alternative ways to promote films

FOLHA DE S. PAULO

FOLHA DE S. PAULO

Sexual violence is a question of gender and age

BBC BRASIL

BBC BRASIL

Amidst elections and the pandemic, the effort to give more (safe) spaces to children in Brazilian cities

FOLHA DE S. PAULO

FOLHA DE S. PAULO

How the film and TV industries try to circumvent the coronavirus crisis

CORREIO BRAZILIENSE

CORREIO BRAZILIENSE

Alana Institute and Itaú Cultural promote the remote project on childhood



BALANCE SHEET

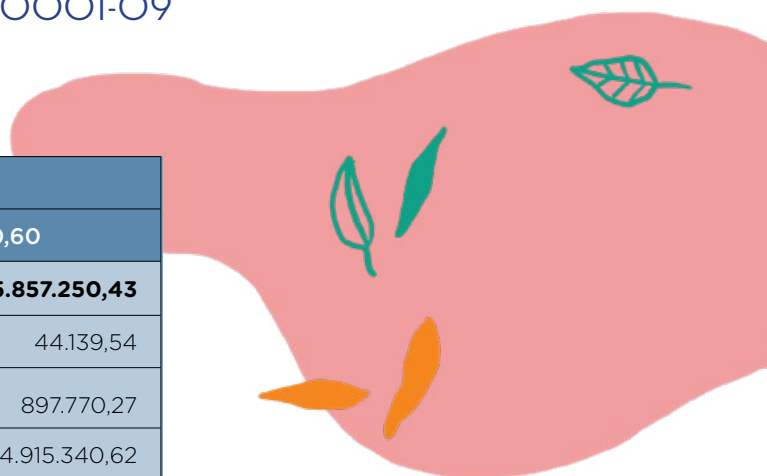


INSTITUTO ALANA C.N.P.J. 05.263.071/0001-09 FINANCIAL STATEMENT

ASSETS	R\$
CURRENT	367.630.670,60
Available	365.857.250,43
Cash	44.139,54
Banks checking account	897.770,27
Financial operations	364.915.340,62
Other Assets	1.751.471,98
Advances to Third-Parties	52.755,37
Employee Loans	72.333,34
Other Accounts Receivables	1.626.383,27
Prepaid Expenses	21.948,19
Anticipated Expenses	21.948,19

NON-CURRENT	88.528.769,88
PERMANENT	88.528.769,88
Investments	81.782.111,31
Stock Investment	81.782.111,31
Fixed Assets	6.634.985,02
Property	446.200,00
Real Estate	2.062.842,98
Facilities	112.332,23
Furniture and Fixtures	354.526,41
Computers and Peripherals	1.000,00
Computers and Peripherals	398.597,63
Improvements to Third-Party Assets	3.259.485,77
Intangible	111.673,55
Software	111.053,55
Trademarks, Copyrights and Patents	620,00

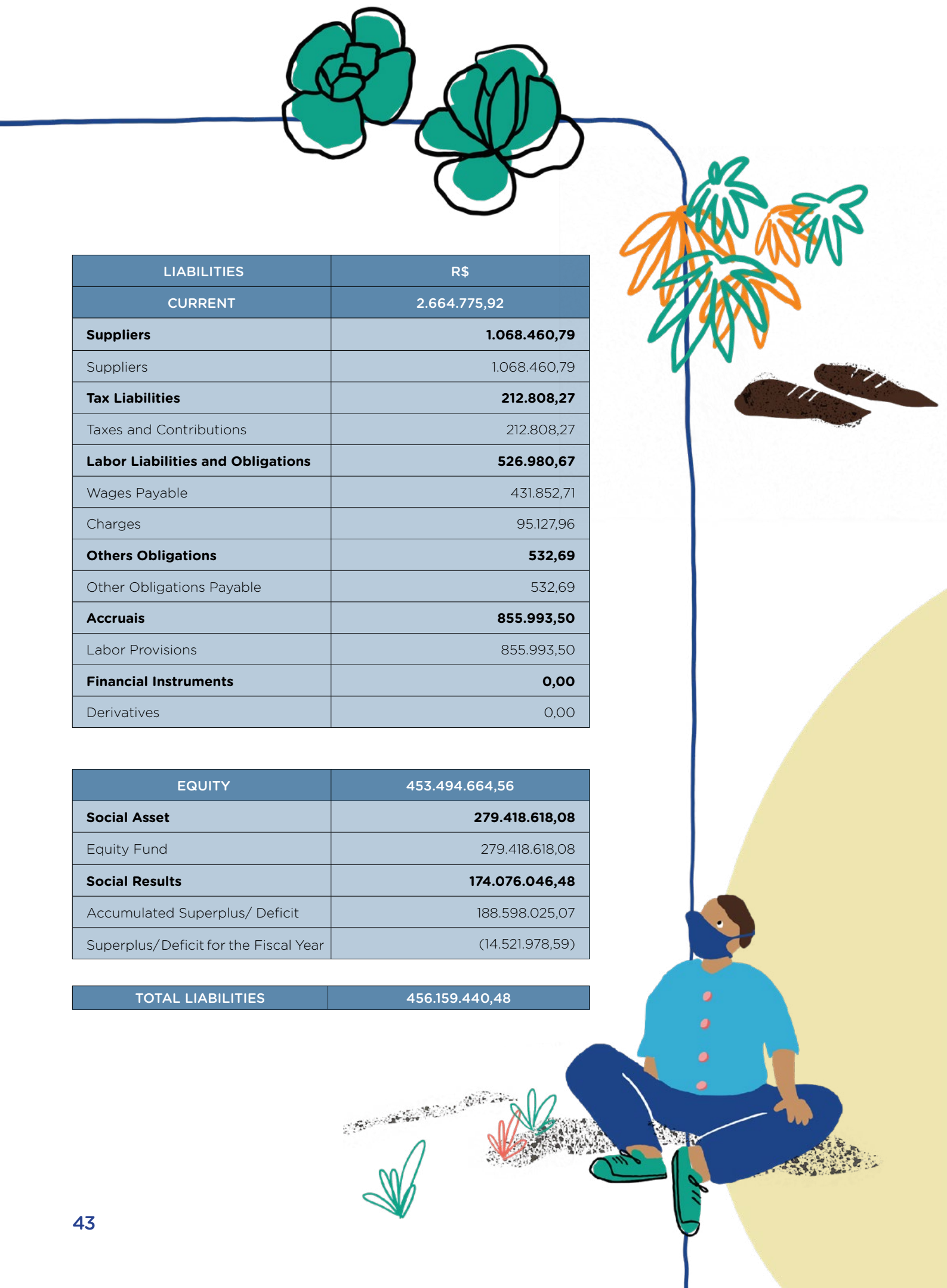
TOTAL ASSETS	456.159.440,48
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LIABILITIES	R\$
CURRENT	2.664.775,92
Suppliers	1.068.460,79
Suppliers	1.068.460,79
Tax Liabilities	212.808,27
Taxes and Contributions	212.808,27
Labor Liabilities and Obligations	526.980,67
Wages Payable	431.852,71
Charges	95.127,96
Others Obligations	532,69
Other Obligations Payable	532,69
Accruais	855.993,50
Labor Provisions	855.993,50
Financial Instruments	0,00
Derivatives	0,00

EQUITY	453.494.664,56
Social Asset	279.418.618,08
Equity Fund	279.418.618,08
Social Results	174.076.046,48
Accumulated Superplus/ Deficit	188.598.025,07
Superplus/Deficit for the Fiscal Year	(14.521.978,59)

TOTAL LIABILITIES	456.159.440,48
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EXPEDIENT

ALANA

President

Ana Lucia de Mattos Barretto Villela

Vice-President

Marcos Nisti

CEO

Marcos Nisti



ALANA INSTITUTE

President

Ana Lucia de Mattos Barretto Villela

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Executive Director

Isabella Henriques

Diretor of Human and Material Resources Management

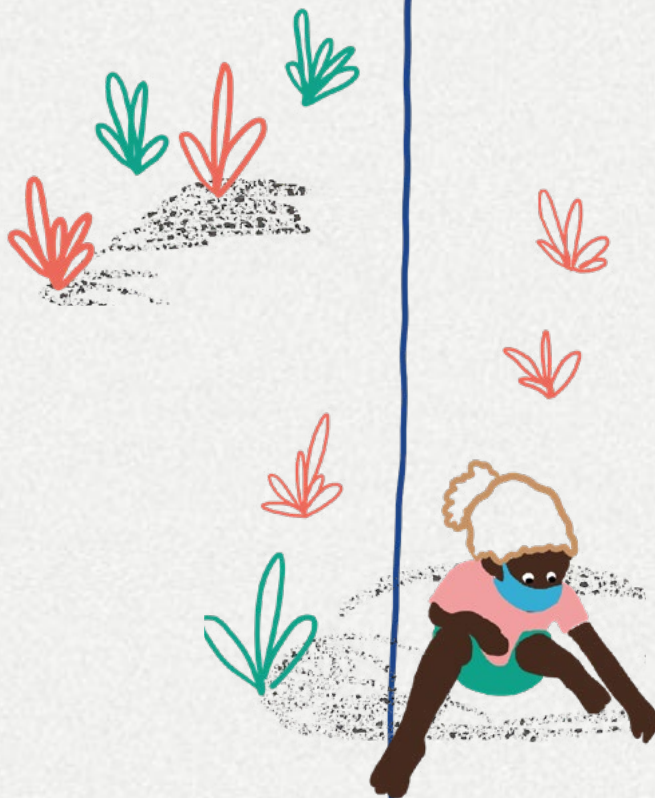
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Financial Director

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Director of Advocacy and Children's Rights

Pedro Hartung

Director of Education and Childhood Culture

Raquel Franzim

Human Resources Director

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INSTITUTIONAL REPORT 2020

Executive Edition

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Special thanks to

Carolina Pasquali, Lilian Okada and Laura Leal, who were also a big part of the story told by Alana Institute in 2020.

