ALANA INSTITUTE
2019 REPORT
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We seek to impact with excellence

In 2019, Alana Institute grew. This growing process and the challenging national context called for building a new look and establishing a new path, both made possible by our solid performance over the last 25 years. Our choice was to dream together. We gathered the whole team, about 80 people, in an immersion full of exchanges, learning, and dialogs for the first time. We emerged stronger and able to dream new dreams, strengthen even more the impact of our actions, and expand our partnerships.

Everything was made aiming to pursue, with excellence, our mission: to honor the child. In that same year, we had a great victory at the Federal Supreme Court (STF) for the rights of children and teenagers in partnership with other organizations; we shared with more than 22,000 pediatricians the importance of nature in the children’s development; we learned the relevance of inclusive education for the Brazilian population with Datafolha; we reached 1.2 million viewers on our film platform and more than 8 million visits to our journalism platform about childhoods; throughout 12 months, we contributed to the United Nations General Comment on Children’s Rights in Relation to the Digital Environment, We have won lawsuits against large companies that made illegal advertising for children; we have joined the National Pact for Early Childhood, along with 34 other government institutions and civil society entities; we supported, in Jardim Pantanal (São Paulo), the Pantaneira party that brought together local residents and artists; we took a technical mission of Brazilian managers and specialists to Germany to get to know model cities in sustainability and children, and also dozens of students and educators to Rome for a global meeting with delegations from 65 countries including the presence of Pope Francis. And it didn’t end there.

This report shows the strength and highlights of Alana Institute and our programs (Absolute Priority, Children and Consumerism, Creatives in School, Children and Nature, Changemaker Schools and Territory of Play) and our platforms (Videocamp and Lunetas) throughout 2019.
Together, we seek to build a better future

2019 was a year of important achievements and strengthening of collective work. This collective practice is essential in a time as challenging as the one we currently live in – besides being a fundamental part of Alana’s culture.”

— Carolina Pasquali, Executive Director of Alana Institute

“"We will keep working with excellence, innovation, and depth, but we wish we had the lightness to fly higher and farther and make an even greater impact. With collective work, we come out stronger.”

— Isabella Henriques, Executive Director of Alana Institute
How does Alana Institute work?
HIGHLIGHTS AND INITIATIVES

In a year as challenging as 2019 turned out to be, we worked hard - and together - to honor our purpose: the pursuit of a childhood fully lived. Challenging projects, innovative initiatives, and the strength of advocacy for our causes have marked the trajectory of our matrices, programs, platforms, and research.
Paths and learning for an accessible communication - Learn more

Exclusive research: Brazilian population and inclusive education - Learn more

500 planning for experiences in childhood education - Learn more

Participation in the launching of the Mixed Parliamentary Front for the Promotion and Defense of the Rights of Children and Adolescents - Learn more
Launching of the Exhibition on Lydia Hortélio Occupation - Learn more

The UN New General Comment on Children’s Right and the Environment - Learn more

Exhibition in partnership with UNICEF for the 30th anniversary of the International Convention on the Rights of the Child - Learn more

The Brazilian Network for the Inclusion of Persons with Disabilities (Rede-In)
Children are an absolute priority, as stated in the Federal Constitution. In 2019, celebrating the 30th anniversary of the Convention on the Rights of the Child, we went to the STF to defend the best interests of children and adolescents on several fronts. In December, working together with other civil society organizations, we managed to reverse the decree that weakened Conanda’s authority to guarantee the rights, formulation, and control of public policies aimed at children and adolescents. We also defend the sections of the Child and Adolescent Statute that ensure the Freedom of Movement right, the role of the Guardianship Council, and the exceptional nature of internment measures within the socio-educational system. On the other front within the STF jurisdiction, and working together with the Getúlio Vargas Foundation, we elaborated the Agenda for the Rights of Children and Adolescents adopted by the Federal Supreme Court.

In 2019, we will also integrate the National Pact for Early Childhood, which, among many actions, will diagnose the situation of children under the custody of the judicial authorities in 120 municipalities. On the occasion of the launch of the national pact for early childhood, we have introduced the book “Primeira Infância no Sistema de Garantia de Direitos de Crianças e Adolescentes” (Early Childhood in the Safeguard System on the Rights of Children and Adolescents). Another essential publication was Pela Liberdade (For Freedom), in which we highlight the pathways we took to grant a collective habeas corpus to benefit mothers and children.
How can we break down the walls for our childhood? Throughout 2019 we share the benefits of nature in the development of children and adolescents with more than 22,000 pediatricians across Brazil thanks to a partnership with the Brazilian Society of Pediatrics. We have gathered our best efforts to publish the Handbook on the Benefits of Nature for Children and Adolescents Development. We have also joined municipal governments teams to organize and carry out a technical mission to Freiburg (Germany). Besides being a child-friendly city, it is a reference in sustainable and breaking down walls in urban planning that integrates nature and urban life. Among the several outcomes of this initiative, which also took place in 2017, is the
inclusion of a chapter dedicated to children in the master plan of the city of Jundiaí, located in the interior of São Paulo. And we keep moving forward.

We have released the Camping with Kids Guide to encourage everyone to sleep under the stars and disconnect (a little bit!). Check it out!

We have built important bridges and partnerships with the Sesc network, the ICMBio, municipal governments – such as Jundiaí (SP) and Boa Vista (RR) – including some schools.

In June, we gathered more than 400 specialists and educators from all over the country during the IV Child and Nature Seminar, held in Rio de Janeiro in partnership with Sesc.

We organized regional meetings throughout Brazil, encouraging the participation of the municipalities of Jundiaí, Campinas, and São Paulo (SP), Caruaru (PE), and Macaé (RJ).
Alana Space, Alana Band, and Urbanize projects walk together at Jardim Pantanal, on the east side of São Paulo. In 2019, every step was an outstanding achievement. To intensify the residents’ engagement and mobilization, we carried out several activities at the Alana Space, including changes in our facilities based on the residents’ dreams and the Pantaneira Folk Party, which valued the local culture and cuisine and brought the whole community together. Throughout the year, we established more than 27 partnerships bringing together other organizations – such as the Alliance for Children, Barrichello Family Institute, UneAfro, Arte e Cultura na Kebrada, and local public schools – which resulted in courses such as sewing and dressmaking, and a meeting on peripheral literature.

We participated in the World Play Week and got together with Alana Band to offer activities such as the percussion workshop. The band also launched the Open Rehearsal project, open to the entire community. The band has held 19 live concerts in museums, theaters, and other venues, with an estimated audience of 50,000 people. Meanwhile, the Urbanize project, which has started up to promote community strengthening and to value the culture of Jardim Pantanal in 2019, established significant ground connections with local residents and other partners who work in the area. The action concentrated on mapping social actors, building a neighborhood plan, and holding community councils.
“I’ve got all the world’s dream inside me,” wrote Fernando Pessoa. In 2019, we took 34 Brazilian students and educators to the global youth conference “I can,” part of the Design for Change movement, to dream these and many other dreams. The meeting gathered more than 2,000 people.

The annual Creative School Challenge awards ceremony happened overseas for the first time in the Vatican, Italy. It presented one challenge after another, which means mobilizing schools in a shorter period, selecting eight winners from more than a thousand entries, organizing an international trip with dozens of people – not to mention all the other actions under our responsibility that were happening at the same time! Whew! But in the end, everything went well, and we even met Pope Francis!
And 2019 was the year of an incredible challenge: from Brazil to Italy!

Check this out: there were 1,443 projects enrolled from 538 cities, 26 states, plus the Federal District.

We spent 30 days researching and reading to award 7 Brazilian teams, consisting of students and teachers from different realities - from large metropolises, quilombos, and rural communities. Eventually, we took 23 students and 11 Brazilian educators to Rome.
CHILD AND CONSUMERISM

HIGHLIGHTS

Sestini signed a term of conduct adjustment after being reported for irregular and racist children’s advertising in 2017. The company committed to no longer carrying out this type of communication and establishing and implementing racial quotas.

To defend our children from abusive and illegal advertising directed at them, we act firmly in the country’s courts to hold companies that break the law accountable. Throughout the year, we’ve joined the Alana Institute’s programs “Prioridade Absoluta” (Absolute Priority) and “Criança e Natureza” (Child and Nature) to collaborate with the new UN General Comment on children’s rights concerning the digital environment. The document presents actions and guidelines for governments, companies, and civil society organizations. Firsthand, we show the social and environmental impact generated by the packaging of the 800 million LOL surprise dolls sold worldwide: enough plastic to circle the Earth 24 times.

Children’s advertising is no joke!

Child and Nature program has been active in nationally prominent legal cases that happened inside schools! Remember the World Cup sticker albums? We filed a lawsuit against Panini for irregular advertising in schools. And the court took on the case! Hooray! We also work to protect children’s exposure on TV. On the Internet, we manage to protect our children. We have reported Candide for advertising LOL surprise dolls to children.

YOU CAN ALSO REPORT ANYTHING LIKE THAT HERE
criancaeconsumo.org.br/denuncie
CHANGEMAKER SCHOOLS

HIGHLIGHTS

We’ve published the book “Creativity - Changing Education, Changing the World”, aiming to share multiple views on creativity, which we believe is a transformative value essential to overcoming challenges in education.

We can all be the transformers of our reality. The series “Corações e Mentes, Escolas que Transformam” (Hearts and Minds, Transformational Schools), directed by Cacau Rhoden and produced by Maria Farinha Filmes, uncovers the way this can happen inside the school, involving students, educators, and the community. Using creativity, with autonomy and mobilization capacity, we show how schools in São Paulo, Paraná, Bahia, Pernambuco, Ceará, and Amazonas have become protagonists of significant changes. We reached an audience of more than 30,000 people who have already watched the four chapters of the series, which is available on the Videocamp platform. May the inspiration be with you too!

Focusing on the Changemaker Schools program, an Ashoka’s initiative and coordinated by Alana Institute in Brazil, we produced videos about empathy in education, organized debates and meetings with educators from all over the country. We published the digital book Creativity - Changing education, changing the world, which deals with the relevant role of creativity in the school environment, in eight regional releases in the five regions of Brazil. In partnership with Undime, we promoted the 17th National Forum of Municipal Education Directors, based on the theme Quality of Education: Financing, Management, and Learning. The conference gathered 1,500 leaders in Bahia.
The winner of Videocamp’s Transformational Films competition was “Eleições” (Elections), directed by Alice Riff, which portrays the voting season for a student council. The conflicts and tensions between the four competing slates reveal the dreams and resistance stories inside a school.

Our free online video platform has really taken off in these five years of existence. There are 400 potentially impactful films you can show nationwide and abroad – simply follow the guidelines to be a mobilizer!

We have reached an audience of 1,200,000 in 120 countries. In Brazil, we are talking about 2,644 municipalities, and in 2019 we added more than 22,000 new subscribers. Over 42 thousand screenings rolled out - in the cities, in the countryside, in indigenous villages...

From the amount of 400 films, one was born out of one of our requests for proposals: “Elections,” by filmmaker Alice Riff. Click on the player below to watch the trailer.
Screening the Videocamp films is definitely a transformational act. This screening meant a lot to me and my colleagues, future male and female teachers, because the change has already begun.”

— Yasmim, about the film La Educación Prohibida

The documentary helped and empowered the pedagogy trainees to open up because they often consider playing a difficult act.”

— Ellen de Alcantara Laudares, about the film “Brincadiquê?” (Playing What?) For the Right to Play

This video has an incredible power to affect the viewers. It shows the essence and what should be taken into consideration at the beginning of life. It contributed a lot not only to my pedagogical practice but also to my human essence.”

— Danielle Neves, about the film “O Começo da Vida” (The Beginning of Life)
Accounting for nearly two years of existence, our journalism website focused on multiple perspectives on multiple childhoods had a lot to celebrate: more than 8 million page views, inspiring messages from readers – we quoted: “I wanted to live inside these texts” - not to mention the projects that went from online to offline. In 2019, we launched “Lunetas Avista” and “Lunetas Itinerante” (Traveling Lunettes), large face-to-face meetings with families and experts to think about childhood from the four corners of the country. As the poet Thiago de Mello would say, “it is the childhood that the world needs.”

* We have surpassed 8 million page views
* Birth of Lunetas Avista
* Birth of Lunetas Itinerante
* 656,000 followers reached on Facebook
* 38,000 followers on Instagram
THE TERRITORY OF PLAY

What does the free and spontaneous play of children reveal to us? In 2019, we launched the documentary “Miradas” (Looks) a record of the work of eight researchers who for a year dedicated themselves to investigating the gestures and narratives of free play in distinct children’s groups.

**What can we learn by observing a child playing?** What does playing awaken in children that we adults may not be able to notice? These and many other questions guided the sensitive work of researchers who, for a year, plunged into this adventure for close and distant observation of children playing freely.

Click on the player below and watch the trailer for the documentary “Miradas.”
We have always respected the importance of a public, transparent, and plural debate throughout our operations. For this reason, working with the media is a fundamental pillar to support our activities. We believe that in a democratic society, it is essential to have an independent press that broadens the different opinions. And in 2019, it was no different. We seek to enlarge our presence in the media further to generate debate, deep thinking, and impact on society.

4975 mentions in the press
184 releases
317 interviews
43 published articles
Impact by region: Alana’s news around the country

Southeast Region: 61,27%
Northeast Region: 16,27%
Midwest Region: 9,9%
Southern Region: 7,4%
North Region: 5,16%
Where do we show up?

Folha de S. Paulo  meio & mensagem
Correio da Paraíba  Correio Braziliense
Estadão  UOL  Nexô
G1  Crescer
Futura  Nova Escola  Agora
HONORING CHILDREN

is the commitment we have renewed every day for the past 25 years. Children are the reason for our work, the driving force to change the present and the future. “Be plural, like the universe,” as Fernando Pessoa poeticized.

Click on the player below to watch the video.
### INSTITUTO ALANA

**CNPJ: 05.263.071/0001-09**

**12/31/2019**

**Financial Statement**

### ASSETS

**CURRENT**

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<tr>
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**Prepaid Expenses**

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### NON-CURRENT PERMANENT

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### TOTAL ASSETS

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<td><strong>TOTAL LIABILITIES</strong></td>
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STATEMENT OF FINANCIAL CONDITION FOR THE FISCAL YEAR

INSTITUTO ALANA
CNPJ: 05.263.071/0001-09

12/31/2019

STATEMENT OF SURPLUS/DEFICIT

R$

Gross Revenue
Donations 3,800,000
Extraordinary items 223,864

Total Income 4,023,864

Gross Surplus 4,023,864

Operational Expenses 24,586,735

ADMINISTRATION 9,339,113
Personnel Expenses 5,099,402
Utilities and Public Services 499,975
Third-Party Services 1,887,996
Materials Expenses 160,381
Events 58,422
General 797,350
Fiscal 108,950
Financial 29,553
Depreciation and Amortization 697,081

EDUCATIONAL ACTIVITY 2,741,835
Personnel Expenses 1,245,479
Utilities and Public Services 34,412
Third Party Services 729,871
Materials Expenses 16,993
Events 143,940
General 499,638
Donations 71,500
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| NET SURPLUS                                         | 34,083,015    |
ALANA

President
Ana Lucia Villela

Vice Presidents
Alfredo Villela Filho e Marcos Nisti

CEO
Marcos Nisti

Director of Human and Material Resources Management
Lilian Okada

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Maria Lúcia Zoega de Souza
Paulo Velasco

Fiscal Council
Eduardo Marchetti Rios
Henri Penchas
Richard Lyon Thorp Bilton
REPORT 2019

Executive Edition
Laura Leal

Coordinator
Maria Clara Matos

Text, multimedia project, design, and development
FALA – Unforgettable Stories, with Laboota and Studio Cubo Web

Graphic supervisors
Helaine Gonçalves
William Luz

Editing
Polyana Lima

alana.org.br
@institutoalana
/VideoAlana