

A woman in a green tank top and blue shorts is performing aerial hoop in a dark studio. She is holding the hoop with both hands above her head, looking up at it. The background is dark with some faint light patterns.

THE **CRIANÇA ESPERANÇA** PROGRAMME

## Mobilizing people, raising awareness



Photo: Paulo Silveira

The Criança Esperança Programme, a Globo TV initiative in partnership with UNESCO since 2004, is a social mobilization programme aiming at transforming the future of vulnerable children and young people. Every year, a large campaign mobilizes Brazilians, who donate funds to support social projects in all five regions of Brazil.

The programme was created in 1986 by Globo TV, the largest Brazilian broadcasting network that reaches 86.33% of Brazil's 5,564 municipalities, to raise awareness on children's rights motivating them to hope for a better future. Since then five thousand projects have benefited over four million children and young people in every corner of Brazil.

Once a year, a live show is produced and broadcasted at prime time where artists and celebrities advocate for the programme. The show is structured around a central theme, such as Education, Human Rights, Cultural Diversity. The fundraising campaign lasts one month and, through thousands of TV spots, the public is invited to donate funds by phone directly to UNESCO. The show is the culminating event and the campaign as a whole receives large audience ratings: 45,830,248 spectators watched the show in 2011. This makes Criança Esperança one of the most – if not the most - visible and recognized social programmes in Brazil. Therefore, UNESCO benefits from a powerful communication instrument to advocate for themes at the heart of its mandate and to raise its institutional visibility.

Thanks to all these efforts the campaign raises, on average, USD 7 million and mobilizes millions of Brazilians. Over the last years, several prominent corporations joined the programme. Moreover, Criança Esperança is often featured and used as a reference in news, documentaries, interviews and even entertainment shows creating opportunities to keep themes related to childhood and adolescence high in the public agenda





## Transferring knowledge, increasing scale

UNESCO's participation in the Criança Esperança Programme has contributed to expand the support to projects in all 27 Brazilian states, increasing its scale and range of activities.

Every year, through an innovative public selection process, the Social and Human Sciences sector of UNESCO Brasilia Office selects projects submitted by NGOs. They not only receive financial support, but also programmatic advice from the Office's team, setting in motion a process of knowledge transfer. Many of these initiatives are local responses to minimize problems and to induce the improvement of public policies. Moreover they also reinforce local leaderships. The contexts of the selected projects reveal a reality, which includes poverty, low quality of formal education and lack of access to health and social assistance services.

Project proposals are analyzed based on national and international norms, whereby the child and adolescent are seen as being society's greatest asset. The selection process values actions on social inclusion, education, culture, environmental awareness, affirmative actions, and human rights.

Although projects can be supported by Criança Esperança for up to two years, priority is given to those that show evidence of sustainability. Another priority is on offering technical and vocational training to young people.

Since the partnership with UNESCO was first set up, 450 projects have been selected. In 2011, the Criança Esperança Programme supported 75 local projects, benefitting 20 thousand children and adolescents.

Criança Esperança is also proud to be one of the major sponsors of Pastoral da Criança, the largest NGO in Latin America, which promotes the social inclusion of families through early childhood education - the most influential and most critical period in human development. With more than 200 thousand volunteers, the NGO monthly benefits 1.5 million children, in 39 thousand communities across the country.



## Influencing public policies, building social laboratories

In 2002, the concept of Criança Esperança Centre (Espaço Criança Esperança) was created. Since then, four of them have been developed in vulnerable areas of large cities Rio de Janeiro, São Paulo, Belo Horizonte, and in the surroundings of Recife – Jaboatão dos Guararapes. They have become reference centres for the elaboration of municipal and state governmental policies.

Under UNESCO's programmatic supervision, each Centre is managed by a civil society organization in partnership with the local authority, who is responsible for the maintenance of its facilities.

Every month the Centres benefit a total of six thousand children and young people in socially vulnerable communities. They are considered "peaceful islands" amidst highly vulnerable communities marked by urban violence. There, children, adolescents, young people and their families have access to non-formal education, leisure, culture, sports, digital inclusion and technical and vocational training.



They base their numerous activities on key ideas and concepts that guide UNESCO in the fields of education, culture of peace and social inclusion. In an effort to break away from the culture of violence predominant in the four regions where the centers are located, the strategy used is to stimulate young people to respect local diversity, to learn to live together, and to find peaceful solutions to their disputes. The methodology used in the Centres fosters the development of the entire community.



# Reducing violence, investing in sustainability



Monitoring the Criança Esperança Centres has shown that they have contributed to reducing violence among youth. It has also shown that they have successfully promoted the initial stages of professional qualification for young people and their families. Furthermore, it has demonstrated that drop-out girls and boys have gone back to school and remained there.



# THE CRIANÇA ESPERANÇA PROGRAMME

- Promotes social inclusion of vulnerable groups such as youth, afro-descendants, indigenous people and girls;
- Supports initiatives which function as social laboratories aiming to inspire youth public policies;
- Stimulates young people to attend basic education and technical and vocational training;
- Encourages youth participation and engagement;
- Offers sport, leisure activities, and digital inclusion;
- Supports projects:
  - to promote human rights and racial equality;
  - to prevent violence, sexual abuse and the exploitation of children and youth;
  - focused on the millennium development goals among which, the reduction of extreme poverty and infant mortality rates.



A Globo Network project in partnership with UNESCO



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