



THE **CRIANÇA ESPERANÇA** PROGRAMME

Mobilizing people, raising awareness



The Criança Esperança Programme, a Globo TV initiative in partnership with UNESCO since 2004, is a social mobilization programme aiming at creating opportunities, empowering people, and transforming the future of vulnerable children and young men and women. 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 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, among others. Criança Esperança is one of the most – if not the most – visible and recognized social programmes in Brazil. In this partnership UNESCO has a powerful communication instrument to advocate for themes at the heart of its mandate and to raise its institutional visibility.

The campaign raises, on average, USD 5 million a year 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 education, social inclusion, human rights, and children and youth high in the public agenda.



Transferring knowledge, increasing scale



UNESCO's participation in the Criança Esperança Programme has added value and contributed to expand the support to projects in all 27 Brazilian states, increasing its scale and range of activities. The Programme promotes social inclusion, education and basic human rights to socially vulnerable populations in high risk communities. It creates opportunities and helps improve the quality of life of children, adolescents and youths, notably girls and women. It targets and empowers vulnerable priority groups, such as afro-descendants, indigenous populations, street children, people living with HIV/Aids, drug users, and victims of sexual and domestic violence, as well as children and young people with special physical and educational needs. Criança Esperança also provides capacity-building programmes.



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.

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.

UNESCO and TV Globo not only imagine a better future for young men and women, they make it happen through Criança Esperança.



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- Promotes social inclusion of vulnerable groups such as youth, afro-descendants, indigenous people and girls;
- Develops innovative social technologies that influence public policies;
- Invests in early childhood education;
- Encourages youth civic participation and engagement;
- Offers sports activities that promote values and social inclusion;
- Supports projects:
 - to promote human rights, fight racism, and discrimination;
 - to prevent and fight child labor, and exploitation of children, and youth;
 - to prevent violence, and to disseminate a Culture of Peace;
 - to promote Information and Communication Technologies (ICTs) and digital inclusion;
 - to engage and stimulate children to complete the basic education cycle;
 - to achieve the Sustainable Development Goals (SDGs).



**Brasilia
Office**