



CHILDHOOD

pela proteção da infância

FUNDADA POR S. M. RAINHA SILVIA DA SUÉCIA

# About Childhood Brasil

CHILDHOOD BRASIL  
WORKS FOR A  
CHILDHOOD FREE  
FROM SEXUAL  
EXPLOITATION AND  
ABUSE

- Founded in 1999, based in São Paulo
- It is a national organization part of the **World Childhood Foundation, created by H. M. Queen Silvia of Sweden** with offices in Germany, USA and Sweden, supporting **500 projects in 16 countries** up to now
- Advisory Board composed by Corporate and Third-Sector leaderships
- Certified as an Entity Promoter of Human Rights and a Civil Society of Public Interest Organization (Oscip)

# Numbers of the Cause

Sexual violence against children and adolescents is not restricted to a social class, nor to the frontiers of a Country. There are no consolidated statistics about the problem, which affects thousands and thousands of children and adolescents every day.

**27,3 MM** Brazilian children and adolescents live in poverty and extreme vulnerability (Presidential statements on the Pluriannual Plan 2008/2011)

**Over 1,5 MM young people aged from 10 to 19 years** are head of their families in Brazil (Demographic Census 2010/IBGE)

**241 child and adolescent trafficking routes** for sexual exploitation purposes (Pestraf, 2002) / **1.820 sites** are vulnerable to the incidence of sexual exploitation on federal highways (Federal Highway Police, 2009/2010)

**32% of the 156,663 denounces** registered by the National Telephone Hotline - #100, from May/2003 to March/2011, **are denounces of sexual violence**. Only in the first quarter of 2011, 28% of the 11.597 denounces registered by the Hotline are in the same category of violence (Brazilian Secretariat of Human Rights)

**7,743 denounces** of child and adolescent online pornography received by the National Cybernetic Crime Reporting Center in the 1<sup>st</sup> semester of 2011 – 40% of the denounces received in this period (Safernet)

# Work strategy

Along its 12-year trajectory, CHILDHOOD BRASIL has been strategically working with excellence to fight sexual violence against children and adolescents in an integrated manner with companies, Governments, NGOs and communities.

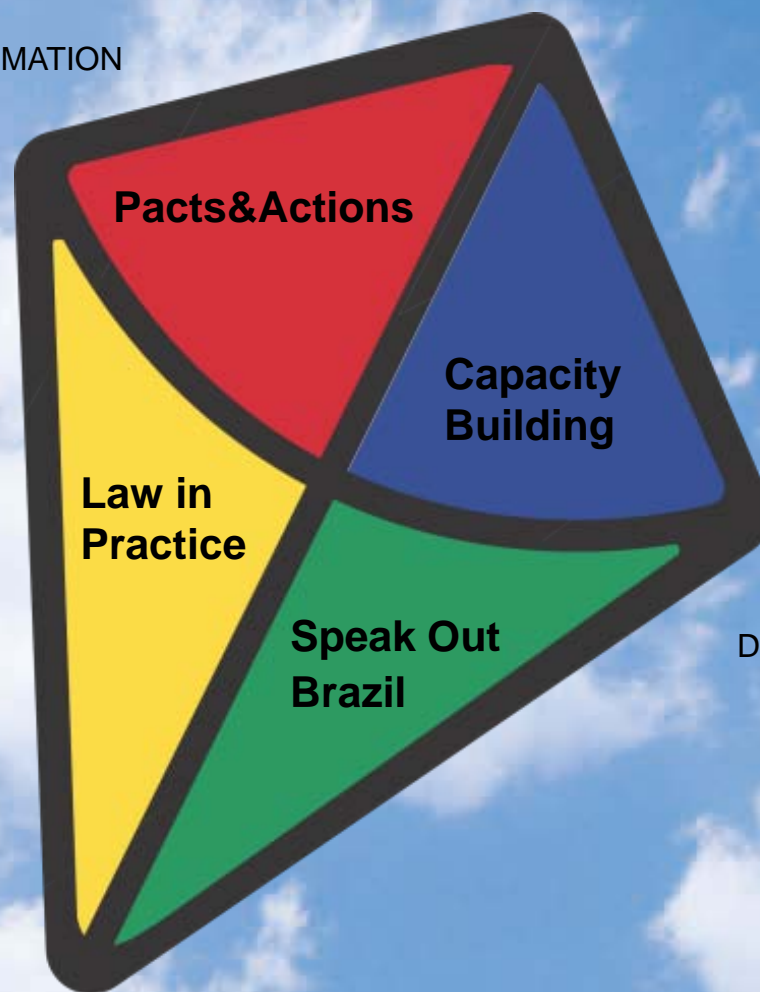
CHILDHOOD BRASIL supports projects, develops own programs with regional or national reach, influences public policies and changes many children and adolescents' lives.

We also enable different agents, orientating how each one of them can act when facing the problem, promoting the prevention and building up protection nets.

CHILDHOOD BRASIL  
PROGRAMS AND  
PROJECTS ARE  
GROUPED IN 4  
STRATEGIC AXES  
WITH SPECIFIC  
OBJECTIVES

TRANSFORMATION

AWARENESS



DISSEMINATION

SUSTAINABILITY

## PACTS&ACTION

### S

To mobilize the corporate sector to act in favor of the cause, integrated with other sectors of society

E.g.

### **On the Right Track Program**

([www.namaocerta.org.br](http://www.namaocerta.org.br))

Initiative based on inter-sector and educational strategies to fight child and adolescent exploitation on roads.

The Program was created based on a survey conducted with truck drivers from all over the country and proposes a Corporate Pact, which already has more than 950 signatory companies and corporate entities.

## CAPACITY BUILDING

To train professionals as child and adolescent protection agents

E.g.

### **Pernambuco Program Against Child and Adolescent Sexual Violence - PPEVS**

Program based on a **Term of Agreement** signed with the Government of the State of Pernambuco in 2008.

Main strategies: to **strengthen the network of protection** for childhood; to mobilize and to qualify the tourism trade to prevent sexual exploitation of children and to consolidate the actions of the Program in **social policies**.

Through PPEVS, Childhood Brasil has improved, disseminated and scaling up different methodologies. There are **6 projects** currently running, reaching **184 cities**.

## LAW IN PRACTICE

To contribute to the enforcement of special protection laws

E.g.

### **Special Deposition**

Childhood Brasil has been working for the regulation of children's and adolescents' **right to be heard in investigative processes in a special and protected manner.**

It conducted an **unprecedented survey**, which gathered special deposition experiences from 27 countries and held referential events on the theme: **1st International Symposium (2009), 1st National Conference (2010) and 1st National Seminar of Experiences (2011)**, this last one with 157 Justice professionals, including public defenders, prosecutors and judges, of 25 Brazilian states.

Childhood also **trains professionals in special hearing methods and techniques.**

## SPEAK OUT BRAZIL

To rely on communication as an education strategy

E.g.

### **The Tim Lopes Journalistic Investigation Contest**

A partnership between Childhood Brasil and the Adolescence Rights News Agency Network (ANDI), where **media projects are awarded** on the topic of child and adolescent sexual abuse and exploitation.

Concluded in 2010, the 5th edition of the Contest included other countries in **Latin America** and had **120 projects enrolled**. The awards contribute to broaden and qualify **media coverage**, informing and sensitizing the society towards the cause.

# Results

**19 Programs**  
developed

**98 Projects**  
supported

**R\$ 29 MM**  
invested in the cause

**1,3 MM**  
beneficiaries

Partnership with more  
than **40 entities**

Presented in forums of the  
**2<sup>nd</sup> and 3<sup>rd</sup>**  
**Sectors**

And the most  
important of  
all...

# Results

## Many LIFE HISTORIES changed!

Autonomy, entrepreneurship and social participation of **children and adolescents**

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**Empowerment** of protection networks

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Dissemination of **innovative methodologies**

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**Inter-sector** partnerships

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**Influence on** public policies

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**Social** mobilization

# Board of Directors

## Chairperson of the Board

**Rosana Camargo de Arruda Botelho** – Participações Morro Vermelho

**Arthur José de Abreu Pereira** – SDI Desenvolvimento Imobiliário

**Carlos Alberto Mansur** – Banco Industrial do Brasil

**Carlos Pires Oliveira Dias** – Camargo Corrêa

**Celita Procópio de Araújo Carvalho** – FAAP

**Christer Manhusen** – Câmara do Comércio Sueco Brasileira

**Eduardo Alfredo Levy Junior** – Didier Levy Corretora

**Erling Sven Lorentzen** – Lorentzen Empreendimentos

**Gregory Ryan** – Atlantica Hotels International

**John Henry Baber Harriman** – The Standard Chartered Private Bank

**José Ermírio de Moraes Neto** – Votorantim Participações

**Klaus Werner Drewes** – Drewes & Partners Corretora de Seguros

**Kelly Gage** – The Curtis L. Carlson Family Foundation

**Luis Norberto Paschoal** – Cia DPaschoal de Participações

**Luiz Lara** – Lew'Lara\TBWA Publicidade

**Nils Eric Gunnarson Grafström** – Invest Sweden

**Paulo Setúbal Neto** – Itautec / Duratex

**Paulo Agnelo Malzoni** – Plaza Shopping Empreendimentos

**Pedro Paulo Poppovic** – Conectas

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**Fernando de Arruda Botelho** – Participações Morro Vermelho

**Sergio Orlando Asís** – Arcor do Brasil

# Partner Organizations



# Operational Partners



Deloitte



LEW LARA TBWA

PRICEWATERHOUSECOOPERS



CRUZEIRO/NEWMARC  
PROPRIEDADE INTELECTUAL



FAAP

IN PRESS



W Navigators



VOGÊ FAZ OLINDA  
PROTEÇÃO DA CRIANÇA



BALGADO SETUBAL,  
BURCHMANN, SOBRAL  
& OLIVEIRA/PROLET



SPICY MEDIA



UniABC

# Technical Partners



# Technical Partners

(continuation)





**THANK YOU**

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