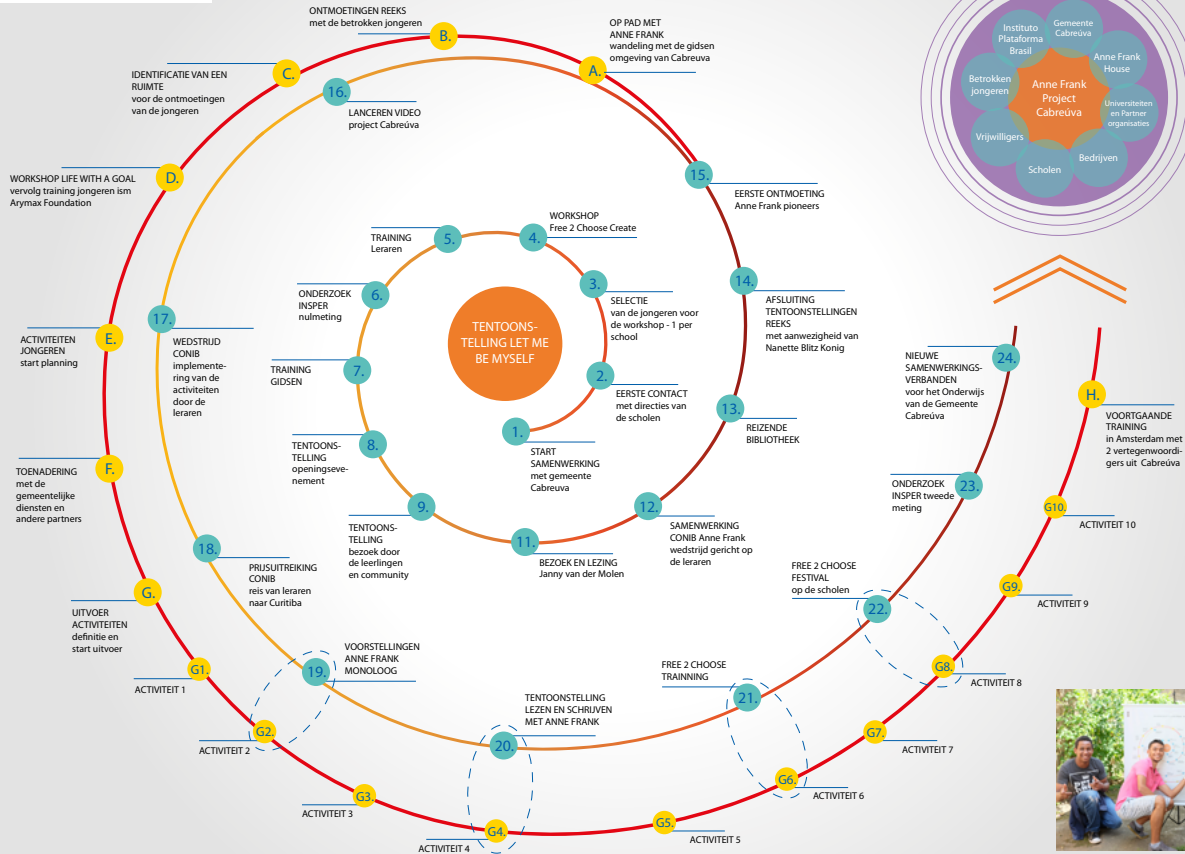




Educational Program Anne Frank - Movement of change

BIJLAGE 1

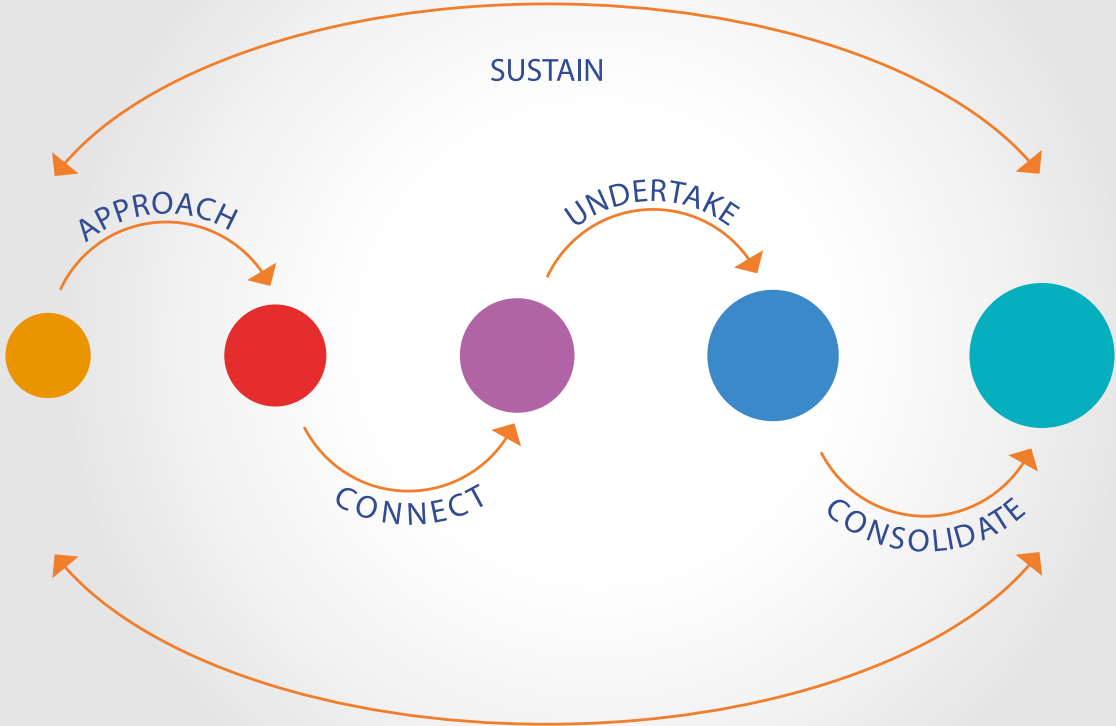
PILOT PROJECT ANNE FRANK CABREÚVA



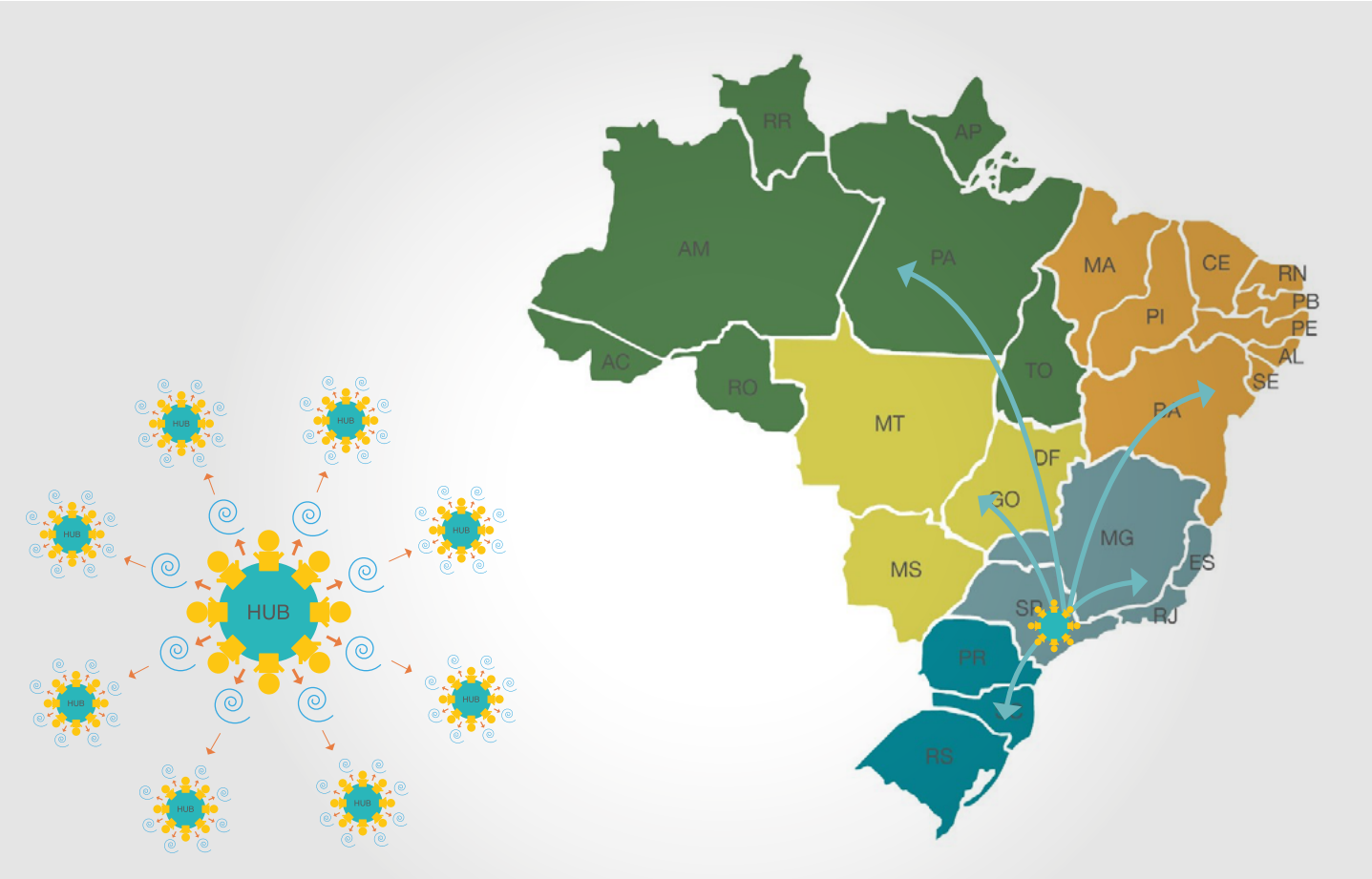
Development model IPB - Instituto Plataforma Brasil

FROM EGO TO ECO

IN FIVE MOVEMENTS



Multiplication and Gain of Scale - National Impact



Anne Frank Actions in Brazil till the end of 2018



OVER 124
EXHIBITIONS
IN BRAZIL
IN 9 STATES



59 LECTURES
HELD



MORE THAN 700
THOUSAND
VISITORS



1159 MONITORS
FORMED



46 THOUSAND
PARTICIPANTS
IN ACTIVITIES



453 CYCLES
OF DIALOGUES
PROMOTED



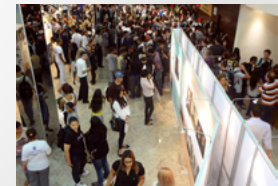
SALVADOR, BA



MACEIÓ, AL



BRASÍLIA, DF



BELO HORIZONTE, MG

Anne Frank Activities- BRAZIL 2018

134 ACTIVITIES

	Activities	Participants	Visitors
Cabreúva and region	61	1969	180
São Paulo and Jundiáí	5	133	400
Santos, SP	30	1767	827
Belo Horizonte, MG	32	2483	11175
North East Brazil	3	105	0
Amsterdam / Berlim	3	43	0
Total	134	6.500	12.582



Educational Program Anne Frank - CABREÚVA & REGION 2018

61 ACTIVITIES



Educational Program Anne Frank - SANTOS 2018

30 ACTIVITIES





Progress in our Communication in 2018

The collage illustrates various communication channels and events:

- Facebook Page:** Shows the 'Programa Educativo Anne Frank' profile with a post about a 70% response rate for an event and a community post about the 'Semana da Juventude de Cabreúva'.
- Newsletter:** Features the title 'Programa Educativo Anne Frank desenvolve série de atividades na cidade de Cabreúva' and a photo of a group of young people.
- Instagram Profile:** Displays the 'annefrankhub' account with 105 posts and 252 followers, featuring a grid of photos from the 'Fórum da Juventude'.
- Video:** A portrait of a young woman with curly hair, identified as Anne Frank, with the caption '19 | Ela sempre nos inspira'.
- Website Banner:** A teal banner with the quote 'PENSE EM TODA BELEZA QUE AINDA EXISTE AO SEU REDOR E SEJA FELIZ' and the text 'Anne Frank - Autora do diário "O Anexo Secreto", um dos livros de não ficção mais lidos no Mundo.'

- ▶ Facebook
- ▶ Blog
- ▶ Site

- ▶ Newsletter
- ▶ Instagram
- ▶ Imprensa

Planned Activities 2019

▶ Anne Frank Educational Program Cabreúva

January to December

- HUB Anne Frank
 - Activity program of Anne Frank Youth + Youth Forum Cabreúva with several activities every month
 - Organization by the Youth Forum of the 'month for awareness about the dangers of prejudice, discrimination and drugs'
 - Implementation of the first self sustainable activities by the Anne Frank Youth
- Reading and Writing with Anne Frank in 10 municipal schools (to be confirmed)



▶ Anne Frank Educational Program Santos

February to December

- Let Me Be Myself in 1 or 2 state schools,
- Tool Kit workshop and ongoing education with Anne Frank youth group
- Continuation of the activities at the Oswaldo Justo school
 - Lecture of Mrs. Nanette Blitz
 - Monologue Refuge of Anne
 - Other activities to be designed in co-creation with the school



Planned Activities 2019

▶ Anne Frank Hub Belo Horizonte

January to December

- 19 exhibitions 'Learning with Anne Frank' at municipal schools, libraries and public exhibition spaces with several parallel activities
 - Opening events of the exhibitions
 - Jewish Bread Workshops
 - Lectures of Holocaust survivors



▶ Anne Frank North East Brazil

Recife – partnership with Joaquim Nabuco Foundation

- "Brazil and Holland, Peace and Justice" Exhibition - February and March.
- Follow up activities in study – from March till November

Píauí, PI - partnership with SESC's - PI

Fevereiro a Novembro de 2019

- Exhibition of the documentary 'The Short Life of Anne Frank' at the SESC's Parnaíba, Teresina and Floriano - February to November



Amplifying the outreach and impact of the Anne Frank activities in Brazil 2019 - 2021

► Strengthening our Communication

- Amplify outreach via social media and regular newsletters
- Website and newsletter IPB in Portuguese and English
- Anne Frank awareness campaigns – Planned for 2019: 90-year birthday campaign
- Become a reference organization in Brazil for the promotion of democracy and mutual understanding and the defense of human rights
- Digital learning - Anne Frank online platform with the educational content in Portuguese



► Strengthening our Network

- Encounter of the Anne Frank HUB´s Brazil and Portugal in Recife in February 2019 – to be confirmed
- Cooperation with organizations and people in Brazil who defend the same causes
- Active participation in International Anne Frank Youth Network
- Participation in Expert Meeting in The Hague about digital learning – November 2019
- Straightening partnership with Anne Frank activities in the other Latin American countries



Amplifying the outreach and impact of the Anne Frank activities in Brazil 2019 - 2021

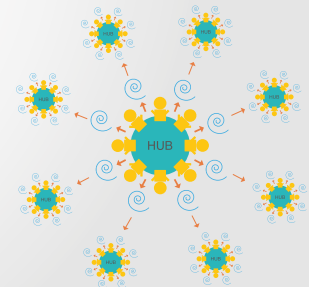
▶ Strengthening our Financial Base

- Enrollment of Anne Frank projects in Brazilian fiscal incentive laws
- Crowd-funding campaigns – national and international
- Partnerships with companies, government and organizations located in the regions of the Anne Frank Hubs
- Strengthening the partnership with the Anne Frank House
- Amplifying the impact, outreach and visibility of the activities in Brazil will make it more attractive for partners to invest



▶ Strengthening our Anne Frank HUB 's and Anne Frank Youngsters

- Orientation of the activities and support with the educational materials
- Advice about sustainability of the activities and possibilities of financial support
- Organization of all the data and central communication of the activities
- Formation of Anne Frank Hub 's in each region of Brazil
- Exchange between Anne Frank Youngsters in and outside Brazil



Team Instituto Plataforma Brasil



ADRIANA TERRA

Social Educator Anne Frank,
Communication and Production



ANDRÉ MARTINEZ

Digital Communication and
Resource Mobilization



DÉBORA VENTURINI

Press officer



EDERSON BALBINO

Coordinator Cruyff Court EM



LUCAS SOUZA

Trainee Cruyff Court EM



GRASIELA DE OLIVEIRA

Financial Advisor and
Resource Mobilization



LUCAS GALDINO

Trainee Cruyff Court EM



GUSTAVO VAZ

Communication and
Graphic Design



JOËLKE OFFRINGA

General Coordinator



JULIAN RIGAMONTE

Legal Advise



LUANA SALVADOR

Anne Frank Youth Program



ANA JULIA BRASIL

Communication and
Social Media



LUCIA CHERMONT

Educator, Instructor
monitors Anne Frank



LAÍS INÁCIO

Educator, Instructor tea-
cher Cruyff Court EM



MARIA LUÍZA PAVANI

Anne Frank Youth Program



MOISES PAIXÃO

Physical education
teacher Cruyff Court EM



SUELI ARAUJO

Anne Frank educator
Go Alemoa Go project



TAIS CRISTINA

Accounting advice



VANDA GASPAR

Psychopedagogue
Cruyff Court EM



RICARDO NONATO

Trainee Cruyff Court EM



MARCELO SILVA

Local coordinator Go
Alemoa Go project



“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

Anne Frank