

## ESCOLA DE GENTE ACTIVITY REPORT 2020

Cover description: three images of activities - theater and workshops - side by side, with the Escola de Gente logo between two of them. They are overlaid, along with the title, atop a white background. On the bottom third of the screen, a purple rectangle.

Page design in the report: for every page subsequent to this, save for one, there is a consistent design. It consists of a white background with the content of the slide in the middle. On the very top, dotted lines separate the content and the header, that reads "Escola de Gente Activity Report 2020". On the bottom, a purple rectangle spanning the end of the slide, with the Escola de Gente logo on the bottom right. The text is usually purple for titles, cyan for subtitles and black for text.

### RIGHT TO ACCESSIBILITY

Please, notify people who are blind, illiterate, have low vision, intellectual disability, dyslexia, low literacy, reading difficulty and difficulty to learn new contents, who do not have English as a first language, who are unable, for any reason, to access this report by reading it on the screen or printed, or who simply prefer to access information in other ways, that this report is available in formats accessible to screen reading programs via this QR Code.

### ACCESSIBILITY IN THIS REPORT

In its institutional strategy to ensure coherence between discourse and practice, Escola de Gente lists here the attitudinal and communicational accessibility resources used in this report, making itself available to receive inputs that help the organization improve its ways of offering accessibility in all of its dimensions for the daily construction of an inclusive society (United Nations, Resolution 45/91 – number forty-five/ninety-one).

#### ATTITUDINAL ACCESSIBILITY

1. Gender-neutral language
2. Rare use of metaphors
3. Information reproduced in full has a clear source
4. Few words in other languages
5. Few abbreviations, acronyms and initials
6. Percentages and large numbers become "a lot" or "a little"
7. Frequent use of company-related examples
8. Directly ordered sentences
9. Only one subject in the sentences, e.g. Escola de Gente

#### COMMUNICATIONAL ACCESSIBILITY

1. Arial font
2. Text aligned on the left
3. Image description in the accessible version
4. Color contrast in the layout

In its 18 years of existence, Escola de Gente has already mobilized around 800 thousand people in favor of the concept and the practice of inclusion, in more than 200 municipalities in 22 states in Brazil, in addition to the Federal District, and in 19 countries in the Americas, Africa, Europe and Oceania.

PAGE DESCRIPTION: The above text is overlaid atop a picture of Earth and space, with a purple filter. The usually purple bar at the bottom is white, with a white version of the Escola de Gente logo. The text is also white.

#### NON-VIRTUAL ACTIVITY IN BRAZIL

The slide with the above title contains a map of Brazil, with several states (22, to be precise) coloured in purple, with a logo of Escola de Gente in each one. It is meant to represent the list of states visited by the organization.

#### WORLDWIDE ACTIVITY

- 1 – Argentina
- 2 – Austria
- 3 – Brazil
- 4 – Chile
- 5 – Colombia
- 6 – Costa Rica
- 7 – Germany
- 8 – Israel (virtual)
- 9 – Italy
- 10 – Kenya
- 11 – Mexico
- 12 – New Zealand
- 13 – Paraguay
- 14 – Peru
- 15 – Portugal
- 16 – Senegal
- 17 – Spain
- 18 – United States
- 19 - Uruguay

To the right of the list of countries, a map of the world. In it, the countries listed have been painted purple, with Escola de Gente's logo in the center of each of these countries.

#### CREATIVE, BRAVE AND DEVOTED TO THE VIRTUAL INCLUSION

Thus, Escola de Gente faced 2020.

Thus, Escola de Gente celebrates its 19 years of existence in 2021.

The screen that follows has three stamps overlaid on a purple background. They symbolize the fact that Escola de Gente was selected as one of the best NGOs in Brazil in 2020, and the best in the human rights field, by Instituto Doar.

#### GLOBAL ACKNOWLEDGEMENT

In 2020, Claudia Werneck, the founder of the Escola de Gente, was acknowledged by Ashoka Global as one of the 200 leaders from 90 countries that stood out the most in response to Covid-19 and in building a post-pandemic world

To the left of the text, a screenshot showing Ashoka's site in the "Responses to the pandemic" page.

FEB/2020. IN THE UN HEADQUARTERS IN VIENNA...

This page shows, on its left, the cover of the Zero Project Conference Accessibility Guidelines, which was launched in the 2020 Conference. From it, a bit of text was extracted and highlighted in the page. It reads:

"Created jointly with our accessibility partner Escola de Gente and the wider Zero Project network". Martin Essl, Essl Foundation president.

Under the statement, a picture. Image description: Claudia Werneck speaking at the Conference. She holds the microphone and is standing next to a man in front of a stage. Behind her, two screens, as well as a blue table where several other important Zero Project figures are sitting.

"SÃO PAULO STATE AWARD FOR THE ARTS"

Vem CA app, created by Escola de Gente in 2019, was one of the five initiatives nominated for the "São Paulo State Award for the Arts 2019" in the category Innovation and Technology in Art and Culture

To the right of the text, an image. Image description: A screen with the five initiatives nominated for the award. To the right of it, another screen showing the logo of the State of São Paulo. Under both screens, a crowd of people sat down, watching. The room is dark, lit only by the screens, and thus, the people can not be seen well.

REVENUE PROFILE 2014 - 2020

ANNUAL REVENUE 2015 - 2020 (USD)

A graph showing said revenue. The lines are purple, and rise from the bottom up.

2015: 635938

2016: 678466

2017: 575727

2018: 444246

2019: 363362

2020: 364890

AUDITED FINANCIAL STATEMENTS 2020-2019

STATEMENT OF FINANCIAL POSITION  
DECEMBER 31, 2020 AND 2019 (USD)

ASSETS:

CURRENT ASSETS:

Cash and cash equivalents - 2020: 9.328,67. 2019: 3.533,69

Cash and cash equivalents (committed to projects supported through tax incentive laws) - 2020: 97.246,35; 2019: 4.598,53

Cash and cash equivalents (committed to current projects) - 2020: 0,00; 2019: 31.891,60

Accounts Receivable (committed to current projects) - 2020: 0,00; 2019: 63.291,14

Accounts Receivable - 2020: 0,00; 2019: 0,00

Total current assets: 2020: 106.575,02. 2019: 103.314,96

#### NON-CURRENT ASSETS

Property & Equipment - 2020: 33.085,90; 2019: 39.379,79  
Accumulated depreciation: 2020: -26.687,07; 2019: -32.641,69  
Intangible assets: 4.175,73 in 2020, 5.454,77 in 2019  
Amortization -3.749,89 in 2020, -4.502,50 in 2019  
Total non-current assets 6.824,67 in 2020, 7.690,48 in 2019  
TOTAL ASSETS: 113.399,70 in 2020, 111.005,44 in 2019

#### LIABILITIES

Accounts payable 8.977,68 in 2020, 4.416,63 in 2019  
Accrued expenses 400,17 in 2020 and 254,13 in 2019  
Payroll withholding 1.949,09 in 2020, 2.424,90 in 2019  
Accounts Payable (committed to all current projects) 86.121,81 in 2020, 67.889,67 in 2019  
TOTAL LIABILITIES 97.448,74 in 2020, 74.985,34 in 2019

NET ASSETS 15.950,95 in 2020, 36.020,11 in 2019

TOTAL LIABILITIES AND NET ASSETS 113.399,70 in 2020, 111.005,44 in 2019

#### STATEMENT OF ACTIVITIES

December 31, 2020 and 2019 (USD)

#### REVENUES

#### UNRE

ESCOLA DE GENTE'S NEW VISION FOR THE FUTURE: THE BIGGEST LEGACY OF THE PANDEMIC WILL BE A FREE AND ACCESSIBLE PLANETARY INTERNET

A NEW ESCOLA DE GENTE IS BORN IN 2020: ESCOLA DE GENTE ONLINE. THE NEW ESCOLA DE GENTE IS SUPPORTED BY THIS CONCEPT: INCLUSIVE HYPERCONNECTION - ACCESSIBLE INFORMATION IS ALSO THE FOREFRONT.

#### INNOVATION IN THE PANDEMIC (HIGHLIGHT #1)

On April 2nd, 2020, Escola de Gente held the first fully accessible live of the Brazilian internet, with audio description, Brazilian Sign Language and closed caption, using its own integrated technological solution, developed by its team. Escola de Gente took its decision after diagnosing that, because of the social isolation caused by pandemic and the lack of communicational accessibility online, persons with disabilities would face the worst exclusion of their histories.

To the right of the above text, an image. Image description: a publicity piece of the very first accessible live held by Escola de Gente. Consists of a card with vertical coloured stripes, with a photo of the guest overlaid on top of it, along with text about the event.

In the following page, a montage with publicity pieces for four other accessible lives, all of which follow the same style as the above.

#### INNOVATION IN THE PANDEMIC (HIGHLIGHT #2)

On June 22nd, 2020, Escola de Gente held the first fully accessible live for children in the Brazilian internet, with its own technological solution and in partnership with Unicef.

To the right of the above text, an image. Image description: a publicity piece of the accessible live for children. Consists of a card coloured in a diagonal gradient of colours. On

the right, a picture of Claudia Werneck in a phone, and on the left, text about the event. At the bottom, logos (Escola de Gente, Unicef, Ashoka, Rede-In, RNPI, Não Bata Eduque).

### INNOVATION IN THE PANDEMIC (HIGHLIGHT #3)

On September 19th, 2020, Escola de Gente presented the first fully accessible theatrical play on the Brazilian internet. It was live and remote, with each actor/actress on a different part of the country and the world, in celebration of the National Day of Accessible Theater.

To the right of the above text, two publicity pieces for plays. The first one is for the 19th of September, and the second is for the 18th of December. Both have text in a festive tone, overlaid on top of a theater stage background, with red curtains on the sides.

### ESCOLA DE GENTE AND ITS NETWORKING TO PRESERVE INCLUSIVE PUBLIC POLICIES

- 1 Brazilian Network for the Inclusion of Persons with Disabilities
- 2 Ashoka Social Entrepreneurship
- 3 Brazilian Campaign for the Right to Education
- 4 Brazilian Coalition for Inclusive Education
- 5 International Youth Day Brazil Network
- 6 Brazilian National Early Childhood Network
- 7 Zero Project Impact Transfer

To the right of the list, an image. Image description: Escola de Gente's logo surrounded by the logos of the networks mentioned above. They are all connected to Escola de Gente by lines.

### MAIN NUMBERS 2020

253.323 persons directly sensitized online

6.035 books in different accessible formats distributed for free

52.100 persons reached by the six accessible lives held by Escola de Gente

2.336 spectators of Escola de Gente's online Accessible Theater

457 posts in social media (Instagram, Facebook e LinkedIn)

239.931 accounts reached by Escola de Gente's posts

89 insertions in physical and virtual media

36 lives in which Escola de Gente participated as a speaker

2 awards

### MEDIA HIGHLIGHTS

Two pages of pictures of a total of 6 important newspapers and blogs showcasing Escola de Gente's work throughout 2020.

ACCESSIBLE CULTURE APP  
VEM CA  
LET'S GO TO THE FUTURE

VEM CA

The Vem CA app is a free and unprecedented platform of accessible culture in the world. Released in September 2019, it obtained more than 20 thousand downloads. Its objective is to enable persons with disabilities, the elderly or those with low financial conditions, specifically, to know, in every corner of the country, where 12 types of cultural activities are taking place, with 12 physical and communicational accessibility resources

To the right of the text, an image. Image description: a banner with three people. The left one has short curly hair and looks to the right, smiling. She has a phone overlaid on the left of her face, with the Vem CA app open. The middle person looks ahead, with his eyes closed, smiling. The phone with the Vem CA app open covers half of his face. The right person looks into the camera, with a slight smile. The phone with the vem CA app open is laid horizontally across her forehead.

TV Globo aired, for free and in prime time, Vem CA's media campaign. It can be seen in the link below, translated to english.

[https://drive.google.com/file/d/1Li9C7OH6RUSB\\_2qBY2K60lfNBSPc6txG/view?usp=sharing](https://drive.google.com/file/d/1Li9C7OH6RUSB_2qBY2K60lfNBSPc6txG/view?usp=sharing)

VEM CA

Zero Project 2020

In February 2020, at the UN headquarters in Vienna, Austria, the Vem CA app was presented at the final plenary session of the Zero Project Conference, the most important international accessibility and inclusion event to an international audience of more than 500 people from dozens of countries in Africa, Europe, the Americas, Oceania and Asia

To the right of the text, a picture. Image description: a group of people, including Claudia Werneck, sitting around a glass table. Above them, two screens showing off the app Vem CA. They are in the background of the picture - the foreground shows audience members on the sides and a long empty path leading to the participants around the glass table.

VEM CA

Zero Project 2021

The Vem CA app was acknowledged as an innovative technology for the Zero Project Conference 2021 and was selected as a highlight and invited to participate in an impressive international documentary, representing Brazil, aired on February 10th, 2021, during the Zero Project Conference 2021. It can be seen below.

<https://www.youtube.com/watch?v=5VcXRlThacA&t=178s>

To the right of the text, two pictures taken out of the documentary. One shows the search screen in the app, another shows Claudia Werneck speaking. On the top right of both, a sign language interpreter. On the bottom of both, subtitles are displayed.

FROM THE TEAM AT ESCOLA DE GENTE: THANK YOU!

Below the sentence, logos:

Itaú, Light, MRS Logística S.A., TechnipFMC, White Martins, Wilson,Sons, Ashoka,

Arredondar, Burger King, Linde.