

INTERNATIONAL
CONFERENCE

NATURAL PLAYSPACES FOR CHILDREN

ISGA 2023

Initiative:



Realization:





RESULTS REPORT

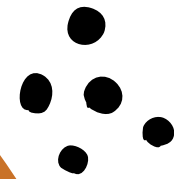
**International Conference Natural
Playspaces for Children** was an initiative of the Alana Institute, carried out by Child and Nature program, SESC SP and ISGA (International School Grounds Alliance), **hosted for the first time in Latin America**



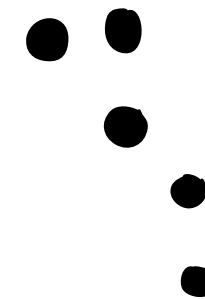


FORMAT

Lectures
and panels
(theoretical
dimension)



Visits and
workshops
(practical
dimension)



Cultural
interventions
(affective
dimension)



Panel 1 |
Unwalling
childhoods
through learning
landscapes
and cities





Visit to Jardim
das Brincadeiras
(play garden),
at SESC
Interlagos,
São Paulo





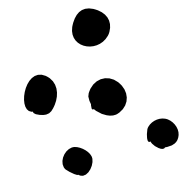
Cultural
intervention
that
opened the
Lecture days



SCHEDULE

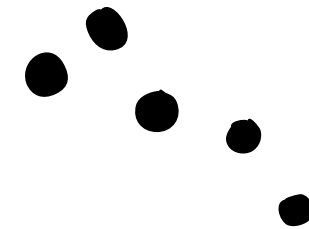


Focused on the triad of childhood, nature and culture



Speakers from Global South, with ethnic diversity, geographic representation and meaningful direct experiences were prioritized

More than 8 cultural initiatives were displayed, with the curation from SESC



It had spaces designed to host kids



Auditorium
of SESC Vila
Mariana, during
the Conference





Area to host
children inside
the auditorium

INTEGRALIZADOS
PARA AS
INFÂNCIAS

ISGA 2023
20 A 23 DE SETEMBRO

alana

Sesc

Area to host
children at the
entry of SESC
Vila Mariana





SCHEDULE



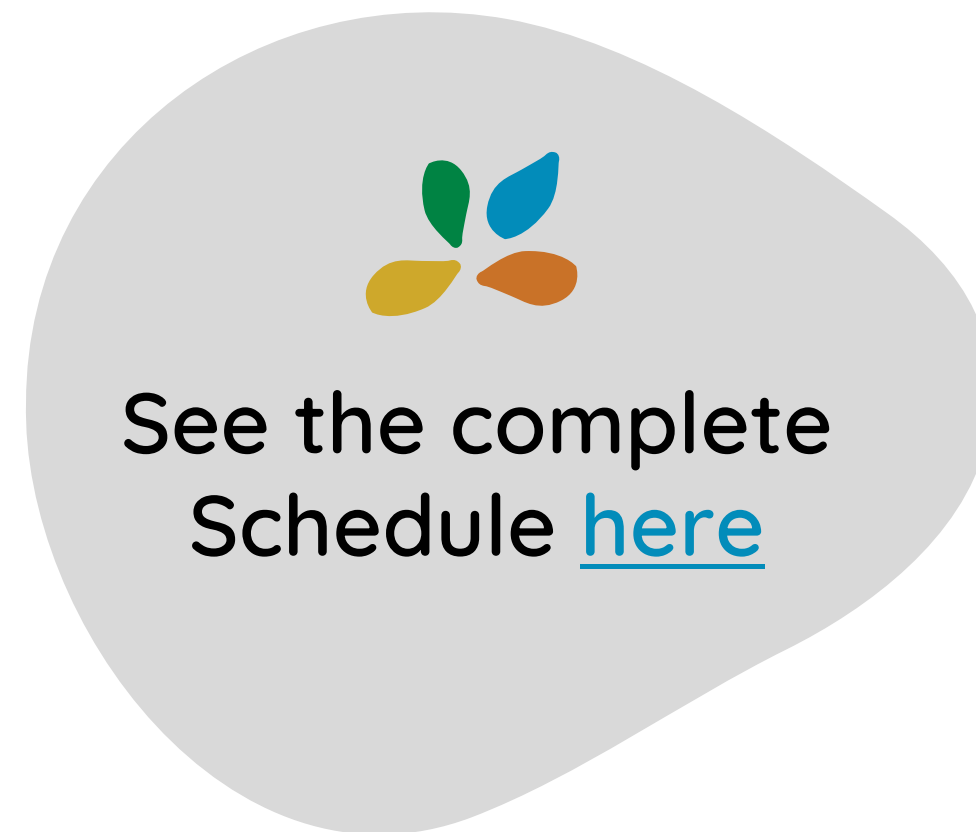
2 days of **lectures** and **panels**



2 days of **visits** and **workshops in the fields**, to 10 different addresses in the cities of São Paulo, Jundiaí and Mogi das Cruzes



cultural interventions which included music, puppets and interactive models



See the complete Schedule [here](#)



E MOVIMENTO UN

ESPAÇO

RAIZ

El que dizem as pesquisas?
"Consumos que não se inserem
em valores, mas
elementos necessários para o
desenvolvimento sustentável da
cidade, bem-estar e inclusão das
classes."
- Instituto de Estudos e Pesquisas em
Ciência, UFRPA



Risk
management
workshop





Visit to Fábrica
das Crianças
Japy, in
Jundiaí, SP

Experience in
Jardim das
Brincadeiras, at
SESC Interlagos,
São Paulo





MARITZ CLARA

Visit to
Ágora
school at
Cotia





Experience
in Jardim das
Brincadeiras, at
SESC Interlagos,
São Paulo





WHAT WAS THE PURPOSE OF THE CONFERENCE?

Alert participants to the urgent need to **naturalize spaces offered to children**, clarify the benefits and point out this transformation as an opportunity to **adapt to the climate crisis**

To inspire and show **good practices from the global south**

Strengthen the **global movement** for natural play spaces for children and outdoor learning and consolidate **Brazil as a leader**





Key speaker
Lea Tiriba



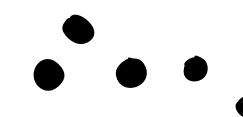


“

It's not enough to think that just bringing a bunch of leaves and twigs into the classroom will solve everything. For children to develop a desire to protect the Earth, they need to love it. They have to put their feet on the ground, in the water, in the sand. It will be necessary to remove the cement!

”

Lea Tiriba, key speaker





WHAT AUDIENCE WERE WE SEEKING TO SENSITIZE?

Educators
and school
administrators

Architects, artists, urban
activists, academics and
researchers in the fields of
education and health

Municipal
managers and
technicians



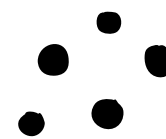


WHAT STRATEGY WAS OUTLINED?

To use the conference as an advocacy tool for the naturalization of spaces for children

The Van Leer Foundation joined the annual meeting of the Urban 95 Network with the conference and brought together 75 managers from 27 municipalities.

Coordination with the government allowed representatives from the Ministry of Education (MEC/FNDE), the Ministry of Health, and the Ministry of the Environment to be present





We encouraged attendance by audiences beyond the South and Southeast regions of Brazil. We had a representative from SESC from each state

We curated 60 works featuring experiences from different regions of the country and abroad

We established a partnership with the Escola da Cidade, which adopted the study theme: "Unwalling childhood, unpaving the school: educational spaces and the right to nature"

Interactive model and totems featuring the 60 selected works



RESULTS

567

registrations
(402 invitations
and 165 paid)

463

participants

Submission of

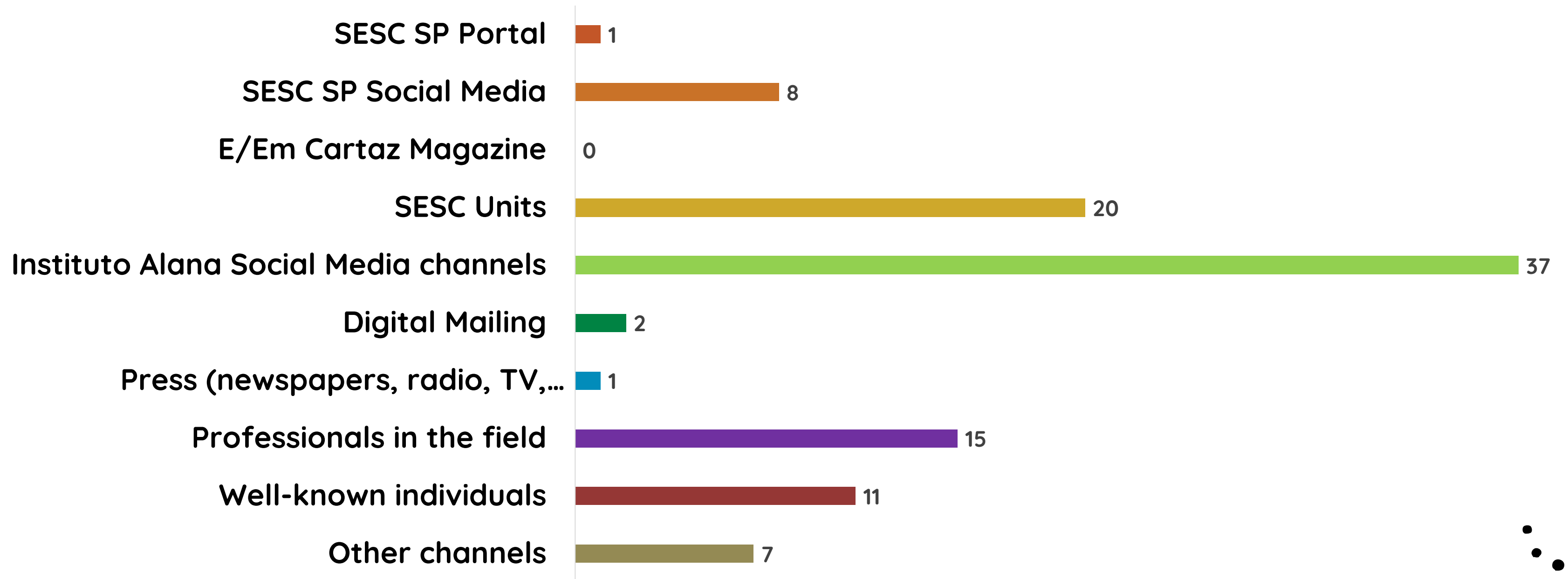
524
60

works, of which
were selected and
displayed on totems
in the conference
space

Tickets sold
in less than
4 hours



HOW DID PEOPLE LEARN ABOUT THE CONFERENCE?





COMMUNICATION STRATEGY

As tickets sold out quickly, the communication focused on highlighting the topics and themes

We set up a Landing Page with all the information

We promoted it in the press

Conducted interviews with speakers

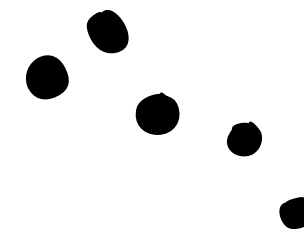
Made posts on social media





SOCIAL MEDIA

Posts on feed
and stories





POSTS



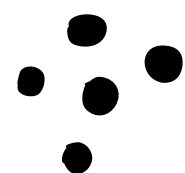
Reach: **83,766**



Reach: **43,672**



Reach: **24,959**





STORIES



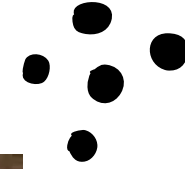
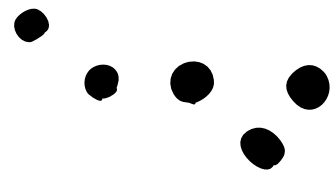
Reach: **40,603**



Reach: **31,422**



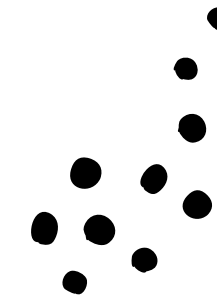
Reach: **24,265**



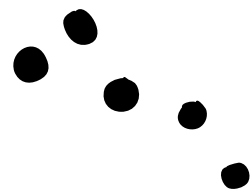


SOCIAL MIDIA

The two posts in the feed announcing the opening for work submissions had a reach of **127,438** and **9,218** interactions



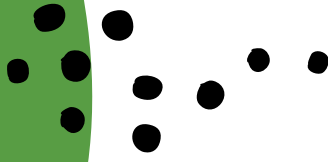
Many people tagged others





SOCIAL MEDIA

We did live coverage
stories
during the days of
the event



Together, the coverage stories had **32,994** views

+

3,710

views of the stories from the visit to TiNi in the Alana space published on TiNi's stories





NETWORKS



The compilation of what happened at the event had **51,991** views and various positive comments

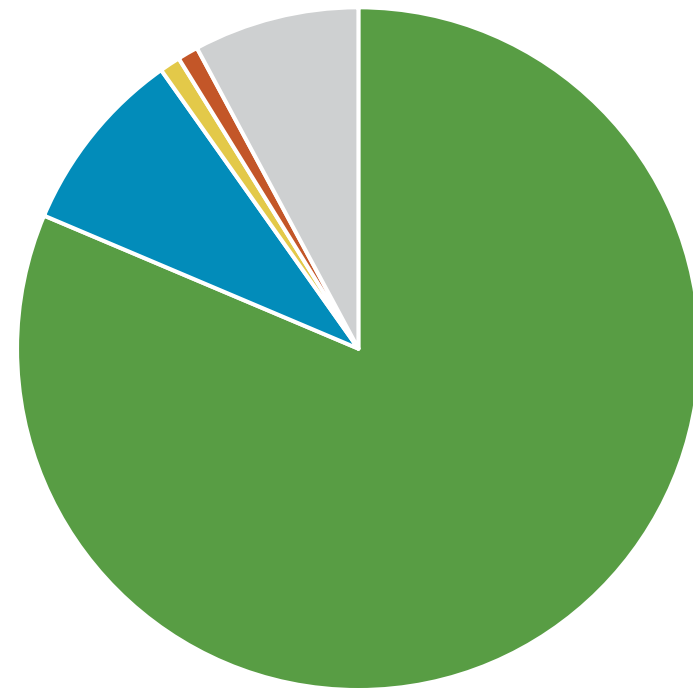




WHAT WAS THE EVALUATION OF THE EVENT?

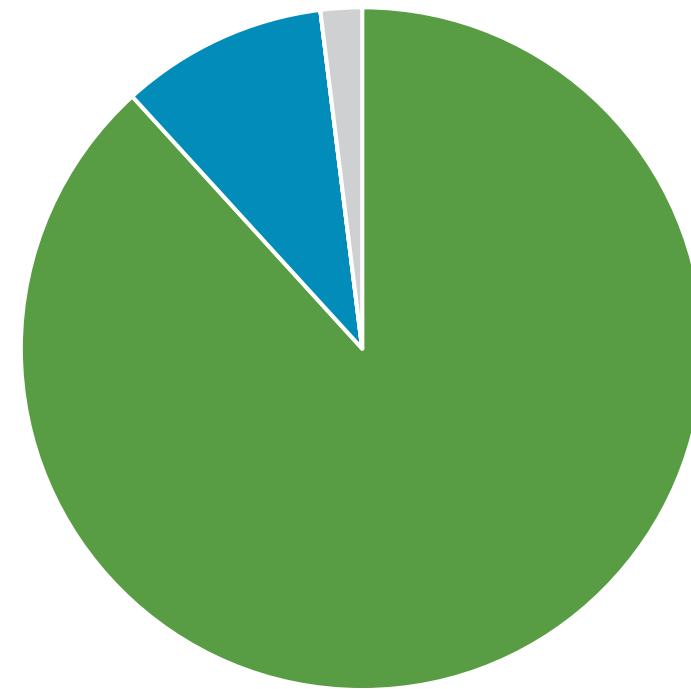
Keynote speaker:

School enclosure, urban curtailment, and environmental injustice: childhoods, rights and decolonization



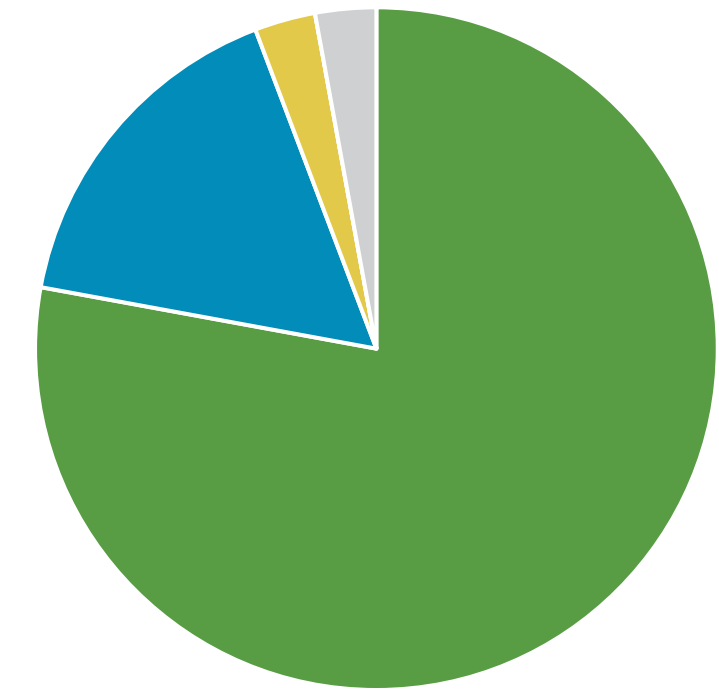
Panel 1:

Unwalling childhood through learning landscapes and cities



Presentation about the

"Global Lessons on Greening School Grounds & Outdoor Learning project"



Great Good Average Poor Did not participate

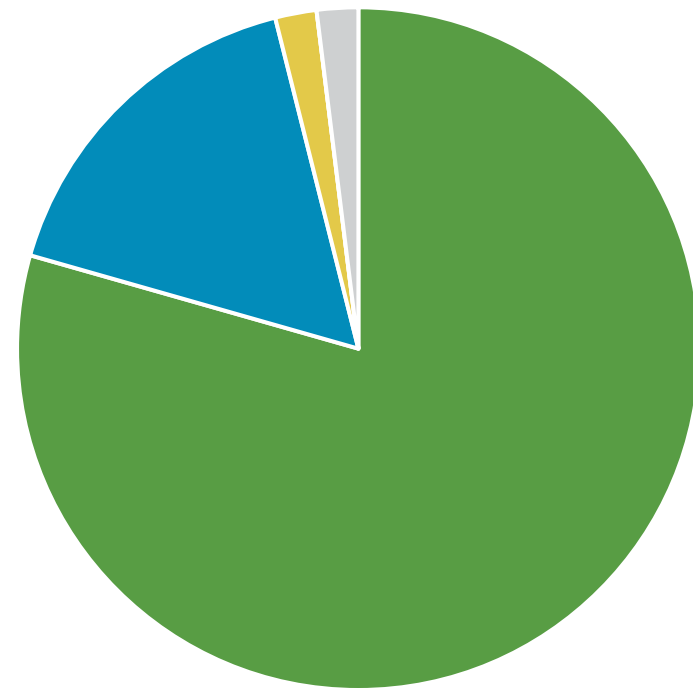




WHAT WAS THE EVALUATION OF THE EVENT?

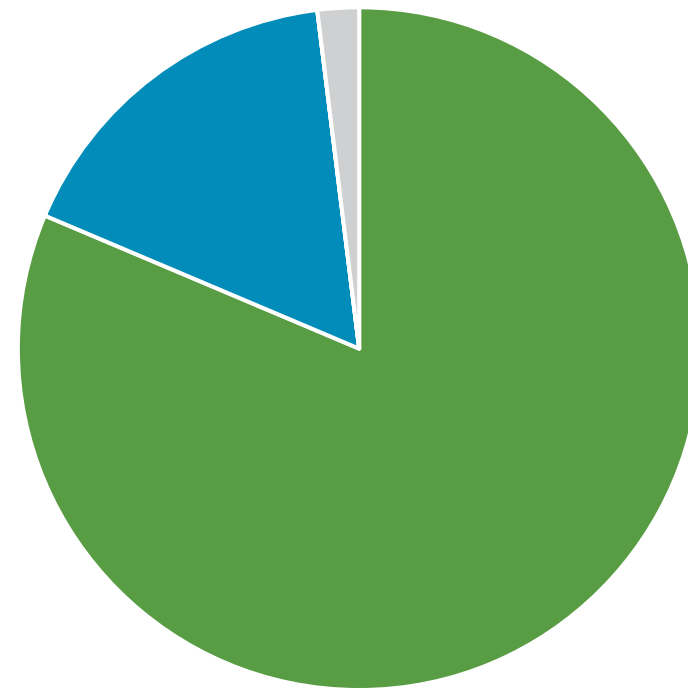
Panel 2:

Schools as a space of climate resilience and health for children and cities



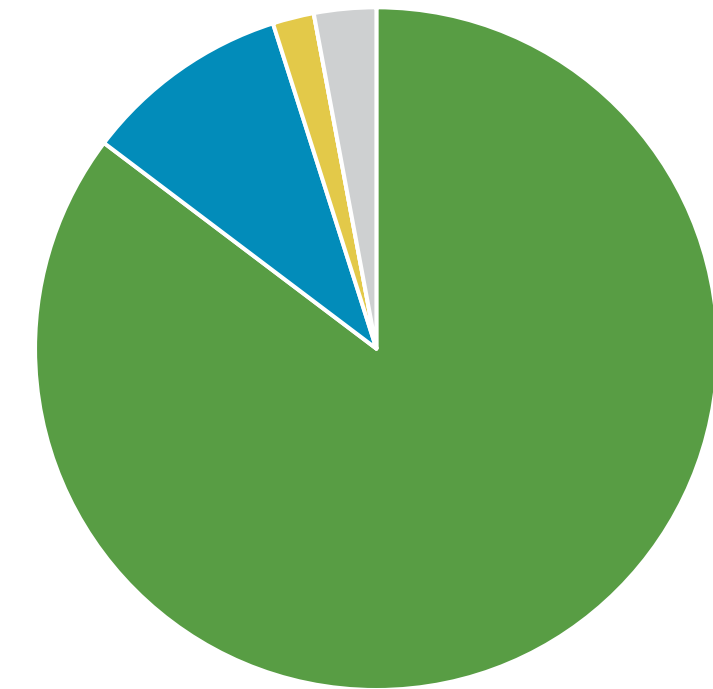
Panel 3:

Public policies for childhood and youth unwalling



Closing session:

Connecting play heritage and urban resilience: the case of *Playtime in Africa Initiative*



Great Good Average Poor Did not participate





TESTIMONIAL



It was unforgettable!

The conference showed us new possibilities of narratives and terms such as: children's rights, unwalling, free play, and Anthropocene, which we were not using before. It also emphasized the importance of the body and culture.

These are concepts that we will take from Brazil and incorporate into our work.



Testimonial
from Shari Wilson,
ISGA member





“

To create something, it's necessary that we are in a state of play

”

Amowi Phillips,
Closing session





THANK YOU FOR **PLAYING** WITH US!