



Inter-American Children's Institute
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## 1. Introduction

The Inter-American Children's Institute, with the support of the government of the Dominican Republic, has developed the video "I Participate" on the topic of the children's Right to Participation. This video is part of a series of videos whose objective is the promotion and dissemination of the rights of children as established in the Convention on the Rights of the Child.

The original idea for the development of the film came from Eng. Julio Rosenblatt, Coordinator of the Inter-American Program of Information on Children and the Family of the IIN.

"I participate..." is a 1 minute six seconds musical animated video with Spanish lyrics and English subtitles interpreted by Adalgisa Pantaleon, ex member of Group 440 of the Dominican Republic. It was produced by RAL (Latin American Network) under the direction of Walter Tournier.

## 1. Content

Article 12 of the Convention on the Rights of the Child establishes that "States Parties shall assure that the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child."

The rights of children to participate in whatever concerns them as key to guarantee their other rights, has generated important initiatives, from the participation of children in international conferences and events to concrete local projects in various countries. Still, this being a relatively new concept, everything related to children's participation is still in its initial experimental stage. To listen to children and to take seriously their opinions is not an easy task for adults. This fact has generated a series of questions since the concept of children's participation affects interpersonal relationships and the very structure of society.

In some countries, new experiences are being tried to promote exchanges between children and local authorities. Such is the case of the project "Municipal Children" in Paraguay where a child mayor and a children's council are elected by vote in the schools of the municipality. The main object of the project is to defend, disseminate and promote the Rights of Children by allowing them "to participate in decision making, organization, planning, execution and evaluation of measures to be implemented such as community work stressing solidarity and volunteering, visits to deprived areas, etc."<sup>1</sup>

### a. Meaning, extension and barriers to the Right to Participation

The right to participation is a means for children to develop values, attitudes and skills in the exercise of their citizenship. It also guarantees their social recognition and promotes their collective conscience as a social group. "It is a concrete way to acknowledge their rights and their condition as social subjects as well as to put into practice the principles of the doctrine of comprehensive

<sup>1</sup> Information from CODENI "Advisory board for the Rights of Children"

protection included in the Convention”<sup>2</sup> In spite of that, this right continues to be not properly recognized or exercised by children.

The exercise of the right to participation and opinion has to involve the whole of society, children as well as adults. The child is not an isolated being and therefore should be involved in building the norms that will regulate his/her participation. For children to be able to have democratic participation as citizens, they have to be recognized as equal and different. “The relationship among citizens that consider themselves equal and at the same time different, that acknowledge theirs and other peoples limits as well as rights, responsibilities and obligations, allows for a better and deeper human endeavor.”<sup>3</sup> This process involves children as well as adults and is the base for building a democratic culture.

The new concept of participation requires leaving behind old rooted standards of child/adult relationship and looking for new and more equitable ones. In this process of building new relationships much confusion arises about the role of adults as well as the limits of this right and the responsibilities of both children and adults. Thus, it is important to emphasize that the efforts to promote child participation are not meant to erode the responsibilities of Family, School and State but to search for new ways to exercise them.<sup>4</sup>

The training of adults to guarantee children’s rights to participation is essential. It is important to support the training and capacitating of educators, parents, social workers and all those involved with children. It is important to strengthen structures of participation at the family, school and community level as well as at local and regional government levels. “The different levels of social participation are mutually inclusive. When the participatory process is promoted at the family level it leads to broader social participation. The opposite is also true”<sup>5</sup>

## **2. Target audience**

“I participate...” is directed to 11-15 years old children of the countries of the region. The goal is to generate a communication strategy that stresses the importance of children’s opinions being heard and taken into account.

Through the videos, the goal is to make children aware that this is a right to be exercised, that it is important to participate. To reach this target audience, the visual language used is familiar, pleasant and at the same time didactic.

## **3. Showing times**

We live in a society that depends on the media and where radio and television are available even to the most marginalized. The rational use of those tools is a good way to promote the rights of children and adolescents in the region.

In order to meet its target audience, the suggestion is that the video “I participate...” be broadcasted at times children might be watching.

## **4. Broadcasting**

- “I participate...” will be shown by commercial TV and cable throughout the region.

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<sup>2</sup> Cuassianovich, A; Marquz, Ana M: “Towards and active participation of children and adolescents” Discussion document developed by Save the Children, Sweden.

<sup>3</sup> Garcia M, Mauricio: “Family, School and Democracy: pillars of children participation”, The Right to have a Right, Volume 4 page 114

<sup>4</sup> Morfin Stoopan, M; Corona Caraveo, Y: “Towards new forms of social relationship”, in Dialogo de Saberes sobre Participacion Infantil. Mexxco, 2001

<sup>5</sup> Idem. Op. Cit.

- The video can be used by public and private school networks of the different countries as a didactic instrument to conceptualize the rights of the child.
- Workshops discussing the topics presented by the video will be conducted for people working with children.

### **5. Lyrics of “I participate...”**

I would like to talk to you  
But I cannot hear you

I want you to listen to me  
I have to go to work

Please meet my friends  
I do not have time to play

If you let me I will follow you and we can talk

I am part of this household  
I am part of my school  
I am part of this neighborhood  
I am a part of my land  
I would also like to listen to you

But you have to talk

Sharing words  
We understand each other

Only if we break the silence, we can listen to each other

With your part and my part  
We are part of other part  
Do not depart from your part

**LET’S PARTICIPATE**

We are children of this house  
We are children of the school  
We are neighbors of the barrio  
We are people  
We are people

**WE ARE THE PEOPLE OF THIS LAND!**

## **6. Information on the Inter-American Children's Institute**

The Inter-American Children's Institute (IIN) is a specialized organization of the OAS with headquarters in Montevideo, Uruguay, founded in 1927.

In the 75<sup>th</sup> Meeting of its Directing Council held in Ottawa, the Strategic Plan 2000-2004 was approved. In this plan, the promotion of tools for the dissemination of the Convention on the Rights of the Child by means of communication strategies is suggested.

To implement this, for the last two years the IIN has been promoting the development of short videos of approximately one minute on issues related to the Convention on the Rights of the Child. These videos are being shown on commercial TV and by cable in all of Latin America.

The work of the Inter-American Children's Institute revolves around three important programs:

### **a. *Program of Comprehensive Promotion of the Rights of the Child***

The Program of Comprehensive Promotion of the Rights of the Child, based on developing a Prototype of Focused Public Policies on Children, tries to promote measures and intervention projects to deal with the problems and needs of children and adolescents in circumstances of vulnerability, risk and social exclusion.

This program has developed its Prototype of Focused Public Policies to deal with the problems mentioned in articles 23 (Handicap), 32 (Child Labor), 33 (Drug Abuse) and 34 (Sexual Exploitation) of the Convention on the Rights of the Child.

### **b. *Inter-American Program of Information on Children and the Family (PIINFA)***

The main objective of PIINFA is the production and promotion of information systems directed to people and institutions working with children and adolescents in order to create pools of comprehensive information that will help generate changes in the life conditions of children and adolescents in the Americas.

The projects of PIINFA provide focused services to deal with the primary needs of institutions, decision makers and planners working with children and families. They have also developed flexible information processing tools able to generate self evaluation data to facilitate adaptations and change. All the projects are tailored to the specific needs of each country, avoiding the rigidity of ready made general answers.

The activities of PIINFA are centered on:

- The Latin American Information Network on Children (RIIN)
- The information Systems for Monitoring Rights
- The updating, modernization and computerization of the civil registries of the region so that the right to identity be upheld and respected.

### **c. *Juridical Program***

The Juridical Program (PROJUR) provides Member States of the OAS with services such as training, information, monitoring, research and specialized technical assistance in order to reinforce and support national systems of protection of children in the hemisphere.

It also tries to provide modern juridical information to ruling bodies on children, facilitate research, train people responsible for institutional development and rights and provide technical assistance in

the unfinished task of harmonizing national legislations with the principles of modern international norms.

### **8. Information on the LATIN AMERICAN NETWORK**

RAL, the Latin American Network, is an International non-profit Organization, with headquarters in Montevideo, Uruguay. Founded in 1996, RAL is governed by a Board of Directors composed of personalities from various Latin American countries.

#### **Objectives:**

##### *COMMUNICATOR FOR INTEGRATION AND DEVELOPMENT:*

This would be the result of joint efforts by the Audiovisual and the Social Communication Industries of the region to promote and diffuse Latin American Audiovisual Production that will foster the process of integration, cultural patrimony, development and democratic values in Latin America.

##### *INFORMATION AND CONNECTIVITY NETWORK:*

A network in which television broadcasters and independent producers participate in the following activities:

- DIFFUSION of audiovisual productions in Latin America and sharing of information among members of the sector.
- PRODUCTION and co-production of regional material.
- PROFESSIONAL DEVELOPMENT and presentation of new technologies and equipment.
- STUDIES on viewers and audiences, and application of new technologies to the Latin American industry.
- Implementation of LATIN AMERICAN TELEVISION NETWORK: RAL integrated by the main sectors of television and social communication in Latin America.

#### **Activities:**

- **DIFFUSION**

##### ENCOUNTERS:

The Latin American Encounters of people involved in television are annual events organized by RAL in order to:

- Gather television broadcasters and independent producers in Latin America to develop regional products and to promote and strengthen the regional audiovisual industry.
  - Chose and award prizes to the best Latin American productions directed to a Latin American television audience that promotes integration, development and the cultural patrimony of each country.
  - Promote broadcasting the programs selected in each RAL Encounter and organize different activities throughout the year as a follow up of the Encounter by means of:
- CATALOGING AND CD ROM of programs selected in each Encounter having information, pictures and video clips.

- **PRODUCTION**

- EL JEFE Y EL CARPINTERO / THE CHIEF AND THE CARPENTER, is the Latin American chapter of the series ANIMATED STORIES OF THE WORLD, a 13 minute animated film produced by RAL and directed by Walter Tournier. ANIMATED STORIES OF THE WORLD is a series of 26 chapters under the sponsorship of the World Summit of Children's Television. This series is a world co-production of S4C de Gales, Executive Producers, with the participation of well known television channels. The chapter produced by RAL was financed by Discovery Latin America.
- YO QUIERO (I WANT), an animated musical video directed by Walter Tournier with music and lyrics by Leo Croatto sang by Rubén Rada. This video is part of the Public Welfare Campaign on the Rights of the Child produced by RAL and sponsored by the Inter-American Children's Institute.
- In January of 2001 RAL started production of a special half hour Christmas version of The Chief and the Carpenter, in co-production with S4C de Gales, for the International Trust Television Fund of England. Of the 26 chapters of the series, The Chief and the Carpenter was selected for the Christmas special of 2001.
- RAL also develops co-production projects, acting as Executive Producer, together with television channels and production firms.

- **PROFESSIONAL DEVELOPMENT**

Sessions of technical/creative professional development and updating of new technologies to take place during the Encounters and through exchanges and internships

- **STUDIES**

Studies and investigations carried on to facilitate the entry into the Latin American television market of high quality programs produced by independent television broadcasters and producers whose goal is to promote integration, culture and development to television audiences in all of Latin America.

#### **TELEVISION STATIONS WHICH HAVE PARTICIPATED IN THE RAL ENCOUNTER:**

**Argentina:** ATC Argentina – Televisora Color, Buenos Aires; FORMAR, Buenos Aires; INFINITO, Buenos Aires; TV Quality, Buenos Aires.

**Brasil:** TV Educativa d RS, Porto Alegre; Rede Minas, Belo Horizonte – Minas Gerais; TV Cultura de Ouro Preto - Ouro Preto, Minas Gerais; TV Educativa RIO, Rio de Janeiro; TV Educativa de Bahía, Salvador Bahía; TV Educativa Paraná, Curitiba PR; TV Cultura Sao Pablo, Sao Pablo; TV Futura, Río de Janeiro; TV SENAC, Sao Pablo; TV PUC SP, Sao Pablo; TV UNIFESP Canal Universitario, Sao Pablo; Centro de Comunicação, Universidad Estadual Campinas SP.

**Chile:** TV Nacional de Chile, Santiago, Chile; Universidad Católica de Valparaíso Televisión

**Colombia:** La Franja, Ministerio de Cultura Bogotá; Canal Capital, Bogotá; Teleantioquia, Medellín

**Costa Rica:** SINART – Canal 13

**Cuba:** Televisión Cubana ICRT, La Habana

**Ecuador:** TV Más Guayaquil

**México:** TV UNAM México; Canal 40, México

**Perú:** Canal 7 Instituto Nacional de radio y TV T.N.P – Lima

**Uruguay:** Canal 10, Montevideo; Canal 5 SODRE, Montevideo; TV Ciudad, Montevideo

**Venezuela:** Venezolana de televisión, Caracas; Vale TV, Caracas; Art TV, Caracas

## Production of "I participate..."

### Credits:

Direction:	Walter Tournier
General Coordination:	Julio Rosenblatt
Animation:	Pablo Turcatti Juan Andres Fontan Diego Mera
Lyrics:	Leonardo Croatto Walter Tournier
Music:	Leonardo Croatto
Singer:	Adalgisa Pantaleon
Art:	Laura Severi
Puppets:	Martin Da Rossa Laura Severi Carlos Solis
Lighting:	Pablo Turcatti Walter Tournier
Special effects:	Pablo Fernandez
Edition:	Guillermo Casanova

### WALTER TOURNIER – Director

*Uruguay (1944)*

*Educator in Uruguay and Perú*  
*Animator, Director of Animation*

### FILMS:

**1974** "EN LA SELVA HAY MUCHO POR HACER". Animation, 35mm, 17' Uruguay.

**1980** "EL CÓNDOR Y EL ZORRO". Animation, 35mm, 10 min. Perú.

**1981** "EL CLAVEL DESOBEDIENTE". Marionettes and animation, 35mm, 10 min. Perú

**1983** "EN EL PAPEL UN SUEÑO". Documentary, 16mm, 11 min. Peru.

**1986** "LOS CUENTOS DE DON VERÍDICO". Marionettes and animation, video, 4 chapters, 7 min. each. Uruguay.

**1988** "OCTAVIO PODESTÁ". Documentary, video, 21 min. Uruguay.

**1990** "LOS ESCONDITES DEL SOL". Animation, 35mm, 40 min. Uruguay.

**1992** "LA RAMBLA MONTEVIDEANA". Documentary, video, 30 min. Uruguay.

**1992/1999** Animated commercial for several clients.

**1997** "LOS TATITOS". Animation, videos, 7 one hour and thirty minutes chapters de. Uruguay.

**1998** Director and marionette designer for the movie "EL SIGLO DEL VIENTO",  
*directed by Fernando Birri.*

- 1999** "EL JEFE Y EL CARPINTERO". Animation 13 min. A chapter or the series: "Cuentos Animados del Mundo".
- 2000** "Yo Quiero". "Anuncio de Bien Público" - Animation on the Rights of the Child.
- 2000** "NAVIDAD CARIBEÑA – Special half hour animation in co-production with S4C de Gales and the Children's International Television Foundation

## **PRIZES WON:**

- 1978** Festival Internacional de Bilbao, España.
- 1979** Premio Jean Vigo, Francia.
- 1980** Premio Episcopado Peruano. Perú.
- 1981** Premios CETUC. Perú.
- 1983** Premios Asociación de Cineastas del Perú.
- 1980/1984** Dos Premios Festival Internacional de Cine Latinoamericano. Habana, Cuba.
- 1990** Premio SODRE, Uruguay.
- 1990** Premio Video Latinoamericano. Rosario, Argentina.
- 1990** Premio Video Latinoamericano. Asunción, Paraguay.
- 1992** Premios Festival Internacional de Cine Infantil. Uruguay.
- 1992** Premio Festival Latinoamericano. Caracas, Venezuela.
- 1992** Premio festival Internacional Cine para Niños. Chicago, Estados Unidos.
- 1992** Premio Festival Cortometrajes Oberhausen, Alemania.
- 1998** Premio UNESCO, Festival Internal. de Cine para Niños y Jóvenes. Uruguay.
- 1999** Campana de Oro, a campaña mayor un minuto. Uruguay.
- 2000** Premio oro - producción cine publicitario. FIAP. Argentina.
- 2000** Mejor Corto, Mejor Película Latinoamericana, UNESCO, Premio del Jurado de Niños por "EL Jefe y el Carpintero"- DIVERCINE, Festival Internacional de Cine para Niños y Jóvenes, Uruguay

### **LEONARDO IVAN CROATTO**

#### **Composer, Interpreter, Sound Engineer.**

Born in Montevideo in 1959. Completed his studies in music in Argentina and in Italy, at the University of Bologna in the Faculty of Philosophy and Arts Music Department, receiving in 1987 the title of "Doctor of Arts, Music and Entertainment".

He has been teaching at the University School of Music since 1989 and at Communication Sciences, where he teaches "Music and Sound in the Cinema and Television" since 1997. He has been a collaborator for the "Musica/Realtà" magazine, between 1984 and 1987, in Milan, Italy, and a music critic for the weekly publication "Alternativa" y "Brecha" between 1988 y 1992 in Montevideo.

Staged music for theatrical plays: "Varela, el reformador" , "Los Grillos", "La secreta obscenidad de cada día", "Veinte años no es nada", "Ah Machos", "Raúl aprende a bordar", "Peer Gynt" (nominated music for the Florencio Award 1991), "Rompiendo Códigos" ( Florencio Award 1994), "Paquete de mentiras".

Music for audiovisual productions: "Bañados, el secreto de las aguas", "Pantanal", "India muerta", "La quimera de la costa" Hilary Sandison documentary, prod. "Imágenes", 1990-1996. "Color de Tristecías" and "Dudosa Pasión" short film by Pablo Rodriguez , Producciones del tomate, 1990-1991; "Amigo invisible", from the series of short films of animation "Madre Tierra", "Imágenes", 1991; "Tierra Olvidada", "Arrinconados", "El camino de la madera", "Gente en obra", documentaries by Mario Jacob, "Imágenes", 1991-1992; "Héctor", in co-authorship with Rubén Olivera, Director José Pedro Charlo, 2000.

Other compositions: "Mina" y "L'immaginario erotico nell'arte", background music for an arts exhibition in Bologna, Italy 1986-1987. Electro-acoustic works "Digital number one for violin and tambourine" and "Digital number two for bandoneón shows", Premiere at Núcleo Música Nueva, 1995-1996; "Entrelíneas", for Marimba (1998), premiered in Buenos Aires by percussionist Ángel Frette.

Activities carried out within the popular music scene, performing as a guitarist and singer with different groupings in various cities of Europe, United States and Latin America from 1980 to 1987. Recorded of two records, in Puerto Rico (1984) and in Italy (1985), edited in Italy (1984 y 1985) and Peru (1987). Musical and instrumental arrangements for Uruguayan records (Eduardo Darnauchans, Esteban Klisich, Mauricio Ubal, Washington Carrasco y Cristina Fernández, Antimurga BCG, Javier Cabrera y Julio Brum, Jorge Bonaldi, Laura Canoura, and Rubén Olivera).

In 1992 Leonardo Croatto and Carlos da Silveira founded a company "Mambo/Sonus" to provide postproduction audio services for films and videos, as well as musical productions for advertisements. Since 1992 they have produced for large advertising agencies and firms in this medium.

Other musical productions by Mambo/SonuS, "Distracción Fatal", fiction that is directed by Mayda Moubayed. "El jefe y el carpintero", from the Series ANIMATED TALES OF THE WORLD, directed by Walter Tournier, co-production of RAL (Red América Latina) with S4C-Wales, England, and Discovery Kids, USA, 2000. "Yo Quiero", Rights of the Child campaign, animation, directed by W.Tournier and produced by RAL with the support of the Inter-American Children's Institute, 2000. "Porto Alegre-una experiencia de autogestión", documentary, directed by Hilary Sandison, Co-produced Uruguay-England, 2001. Series of micro-programs in animation "Los Tatitos", co-production Artear-Color 9, Montevideo-Buenos Aires, 2001.