



Arcandina Foundation

Annual Report

2005

In 2005, the NGO, *Arcandina*, in accordance with its annual plan, set out to increase the take-up of its television programmes internationally. The organization also aimed to create new educational products based on the characters featured in its TV programmes in order to maintain viability and growth.

Widespread international coverage of TV programmes

In 2004 *Arcandina* signed a deal for the broadcasting rights of their programmes with a distribution company based in Miami called *Centaro Communications*. Following this deal *Centaro* sold *Arcandina*'s programmes to the *Sorpresa TV* channel. *Sorpresa TV* is a 24 hour cable channel, based in Houston, Texas whose target audience is Latino children. Subsequently, a link-up between *Sorpresa* and the *Azteca America* TV channel, based in Los Angeles, California has led to *Arcandina* programmes becoming available potentially to viewers in 75% of the land area of continental USA.

Arcandina has also reached an agreement with the *ECUAVISA International* TV channel for the transmission of their "ecological advice" educational spots. This channel transmits not only in Ecuador but also to the major cities of the USA and Latin America. In Colombia, *Arcandina* has worked with the firm *Citurna* to have its educational spots aired during children's programmes on the public broadcast channel *Señal Colombia*. The total estimated weekly audience for *Arcandina*'s TV output in the North and South American continents exceeds 3 million.

Conclusion:

The wide coverage given to *Arcandina*'s TV output has proved to be highly satisfactory both in terms of cost-effectiveness (i.e. programme production costs have been covered) and attracting target audiences.

There are no other NGOs like *Arcandina* in Ecuador or neighbouring countries that manage the type of widespread national and international coverage given to the programmes produced by *Arcandina* for TV.

Expanding the brand and the message: new products

In support of the TV programmes and spots provided by *Arcandina*, environmental kits with educational materials for schools have been produced. Thanks to a donation of \$19,000 from one of *Arcandina*'s Board of Advisors, Bernard Wendel, a total of a thousand kits are now available for distribution. This initiative is central to *Arcandina*'s purpose.

The kit contains video tapes of TV programmes produced by *Arcandina* which have been re-edited for use in the classroom. It includes specially-produced materials, such as, an environmental database, a colouring book, a music CD, stickers and postcards with environmental messages. The kit includes a guide for teachers on

tips of how to use of the teaching materials in the classroom. The Kit comes complete in a storage case.

The guide and teaching materials were piloted in schools around Quito to test their effectiveness in environmental education lessons. The main clients of *Arcandina* have been local education authorities, NGOs that have environmental projects and private firms that support educational projects. A preliminary evaluation of sales to the Hispanic market in the United States was carried out, and a business plan formulated. Consequently, an alliance with “Sorpresa TV” was sought. Also potential distributors were sounded out in Miami but nothing suitable resulted from this initiative. In the light of the failure of the Miami initiative, a new sales strategy was devised involving a call centre in the USA. This will continue this year.

Conclusion

In general terms, this first experience of the production and marketing of new multimedia products has been successful. A market niche exists for environmental education materials and the kit provides what is needed to meet market requirements. However improved marketing is necessary especially to succeed in the US market.

Television Production: a complex challenge

Arcandina has established an alliance with *Fundación Natura*, a leading environmental NGO in Ecuador, in order to produce a TV series entitled “*In the footprints of Charles Darwin*” to be filmed on the Galapagos Islands. Also a fundraising effort was put into action nationally and internationally. Unfortunately the political crisis in Ecuador hampered our efforts and so the search for funds had to be curtailed in October after a lot of hard work had already been put in..

Faced with the difficulty of producing new TV programmes, *Arcandina* has turned to the production of cartoon stories for kids newspaper supplements called “*Arcamail*”. “*Arcamail*” focuses attention on good environmental practices for children between 5 and 8 years old. The research, design and samples of cartoon stories have been completed and talks have started with one of the biggest daily newspapers in Ecuador, *El Comercio* which has shown a lot of interest in the project. The commercial objective is to sell the series of cartoons to newspapers around different countries.

Educational campaigns: Galapagos and saving energy

In association with *Fundación Natura* and the Ecuadorian airline company *TAME*, an international campaign about the protection of the Galapagos islands has been implemented, which includes TV spots featuring the Hollywood actor Danny Glover. These spots were shown on the *ECUAVISA Internacional*, *Gamavisión* and the *National Geographic* TV channels and on aeroplanes that fly to the Galapagos

Islands. Also, in association with the Ecuadorian TV channel, *Gamavision*, ecological spots which promote energy conservation have been broadcast.

Organisation strengthening: new board members

Following a plan to strengthen our organisation, this year the Advisors Board of *Arcandina* comprises of people from Ecuador, Colombia, USA and Brazil. We have the honour of having Sanford Climan on our board who is the Chief Executive Officer of *Media Ventures* which is a business linked to media production in L.A. From Colombia we have as a Board member the distinguished university professor, Omar Rincon, who is a media specialist and a newspaper columnist for *El Tiempo* of Bogota. From Brazil we have Beth Carmona, who is a renowned producer of programmes for Children's TV.

Improving the image of our organisation: what the media says

As part of our strategy to promote the environment and at the same time establishing the presence of *Arcandina*, Maria Elena Ordonez, the Director of *Arcandina*, hosts an awareness raising TV programme based on commentary and interviews. The media coverage for *Arcandina* has been less than that of previous years, despite its recognition by *UNESCO* and its achievements in the US market. One of the main reasons for this is not having someone within the organization whose sole responsibility is to develop and maintain contacts with media outlets.

Endorsements: UNESCO

The Ecuadorian organisation *Cenaice* was asked by *UNESCO* to evaluate the impact of *Arcandina*. Subsequently, *Arcandina* has been given endorsements by *UNESCO* in Chile, Mexico and France. In Chile, *Arcandina* has been included by the education network *Innovemos* in its directory for teachers which provides information about outstanding educational projects. .

Arcandina participated in *UNESCO*'s international competition, "The Search", for education and information projects and was placed in the top the twenty for the continent. *UNESCO*, with headquarters in Paris, has chosen *Arcandina* to participate in a project involving a network of 2,000 specialists and producers of audiovisual materials from all over the world. The director of *Arcandina*, Maria Elena Ordonez, has been designated as one of the project leaders in recognition of her social enterprise work.

Conclusion: we are maintaining progress

For the second year in a row *Arcandina* has managed to strengthen its position in the North American market and has opened new doors in other countries to reach a massive audience in the Americas. This is unique for an unofficial educational project which is not sponsored big businesses from the private sector. We have managed to produce a variety of educational materials incorporating up to date

technologies. Endorsement by *UNESCO* has heightened awareness of *Arcandina* in Ecuador.

Viability is a key concern for our organisation and we have taken important steps by producing saleable materials to secure our future. We have gained experience in distributing our materials and we hope to target families in Ecuador and Ecuadorians living in USA.

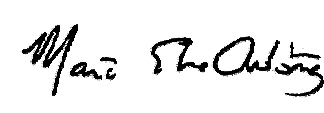
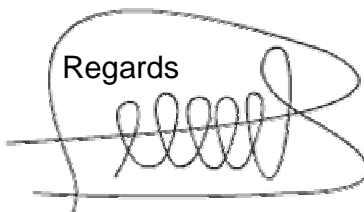
Arcandina has positioned itself as an organisation specialising in environmental education and information in Ecuador. This year we hope to reinforce our position based on the promotion of our newly-produced kit.

As regards TV production, which is an important part of *Arcandina*'s operations, the organisation has three projects on the stocks for this year. These are *The New Adventures of Arcandina*, Stories about the jungle and a film with the characters of *Arcandina* based on the Galapagos Islands. These projects depend on finding new sources of funding from the private and public sector in Ecuador and internationally.

The staff of *Arcandina* consists of just four people of whom Pablo Palacios works on voluntary basis and Maria Elena Ordonez draws only a token salary.

As we come to the end of this report, we believe that we have fulfilled our mission of "promoting and imparting environmental and civic responsibility values to the children of Ecuador and Latin America through the means of the mass media."

Regards



Pablo Palacios and Maria Elena Ordonez