

Instituto Criar and UNESCO sign partnership to promote youth leadership in audiovisual media

Initiative includes training and support for filmmakers from underserved areas of São Paulo

São Paulo. November 25, 2025 – Instituto Criar, in partnership with UNESCO, through the International Fund for Cultural Diversity (IFCD), launches the project “Storytelling the future: empowering Brazil's youth in the audio-visual sector”

With the goal of telling impactful stories, connecting territories and filmmakers from underserved areas of São Paulo, the initiative includes a training program with industry professionals, a development lab for positive impact projects, and provides funding for the production of short films.

The target audience is cisgender women, transgender women, transvestites, non-binary and transmasculine people, aged 18 to 35.

The project starts with a training course on “Impact Distribution in Audiovisual Media”, taught by producer and educator Mel Oyá. This is a training course on audiovisual exhibition strategies focused on connecting films and documentaries to social causes, going beyond commercial movie theaters to reach specific audiences and promote debate, reflection, and change.

The workshop will be held online on December 3 and 4, from 7:00 p.m. to 8:30 p.m., and in person on December 6 at the Instituto Criar headquarters, from 2:00 p.m. to 6:00 p.m. Applicants can apply by completing the form on the website www.institutocriar.org.

The program will run throughout 2026. A call for proposals is planned for March and will include a development lab, along with a R\$ 60,000 award to support the production of three positive impact short film projects selected by the end of the lab. The initiative aims to encourage the creation of original content on social issues of collective interest.

In addition to training and specialized consulting to develop the selected project proposals, the short films will receive mentoring throughout the production and postproduction process.

During the execution of the shorts, Usina Criar, an initiative that receives investment and support from Disney, will provide gear from Criar Institute, available to filmmakers on loan. All free of charge.

The project “Storytelling the future: empowering Brazil's youth in the audio-visual sector” is financed by the International Fund for Cultural Diversity (IFCD), the main instrument of international cooperation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005).

About Instituto Criar

Founded in 2003 by TV presenter Luciano Huck, Instituto Criar de TV, Cinema e Novas Mídias (Criar Institute of TV, Cinema, and New Media) is a non-profit civil association whose mission is to promote the sociocultural and professional development of young people in social and economic vulnerability through audiovisual media.

On the occasion of its 20th anniversary in the third sector, the Criar Institute commissioned a survey from Quaest with the aim of measuring the institution's impact on the lives of more than 2,800 young people from underserved territories who have gone through its Training Program.

Eighty-eight percent of graduates are working, with 76% in the audiovisual and technology fields; 83% say they have the highest income in their family; 60% of Criar graduates no longer live in the same home they did when they were students, and 88% have moved to a better place that is more conducive to their career. Almost two decades after the beginning of Instituto Criar, the increase in income over time has reached 844%.

About IFCD (International Fund for Cultural Diversity)

The International Fund for Cultural Diversity (IFCD) is a multi-donor fund established under Article 18 of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Its purpose is to promote sustainable development and poverty reduction in developing countries that are Parties to the 2005 Convention.

It does this through support to projects that aim to foster the emergence of a dynamic cultural sector, primarily through activities facilitating the introduction and/or elaboration of policies and strategies that protect and promote the diversity of cultural expressions as well as the reinforcement of institutional infrastructures supporting viable cultural industries. The IFCD promotes South-South and North-South-South cooperation, while contributing to achieving concrete and sustainable results as well as structural impacts, where appropriate, in the cultural field.