



International Drama/Theatre and Education Association
Association Internationale d'Art Dramatique/Théâtre et Éducation
Asociación Internacional de Drama/Teatro y Educación

President 2013-2016: Robin Pascoe
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Dear member and friend of IDEA

I am writing to invite you to join IDEA's world-wide solidarity campaign which is linked to a 5 minute campaign video from Manoela Souza of the Brazilian Network of Arteducators:

<http://youtu.be/sVxedy1YQnM>.

It will take you a few minutes to read this email and then, if you're willing, a few more minutes to send the attached letter to 05 email addresses. You will be contributing to a world action that will make a real difference to the life of the IDEA members who organized our 2010 world congress, IDEA 2010, in Belém, Amazonian Brazil. I will explain.

Campaign focus

We need to convince Ms Marta Suplicy, Minister of Culture in Brazil to intervene to resolve a case which is seriously damaging the professional and personal lives of key drama educators in the Brazilian Network of Arteducators (ABRA). For three years, ABRA has carried a debt which has now grown to US\$300,000, caused by the Ministry of Culture, who have refused to meet the organizers to reach a bilateral resolution, since January 2012.

Background to this situation

IDEA 2010 attracted experts, artists and students from 72 countries. Over four years, 32,000 people participated in its construction. This is all documented in the CD-ROM (www.redeabra.org.br/idea2010).

Despite a world financial crisis, ABRA fundraised USD 1.2 million for the Congress from Brazil's Ministries of Culture and Education. By law, this federal money had to be administrated by ABRA's two federal university partners in Belem.

Ministry of Culture funding arrived just four weeks before the Congress began. Due to the complex bureaucracy involved in managing such a large budget, the Rural University of the Amazon did not have enough time to process the entire grant by the government deadline of December 15. USD225,000, already spent, had to be returned to the Treasury. Ministry officials reserved money in the 2011 budget for a modified project, to be used by the newly-elected government.

In January 2011, as the new government could not fund completed projects, the Ministry directed ABRA to modify its post-congress publication into 2 projects, for funding from two different sectors; (a) systematization of the 4 year Congress process into a virtual archive and CD-ROM; and (b) publication of the Congress outcomes into video and book of essays in 2011, and a national conference debate on arts education in 2012.

The CD-ROM was completed. The second 'publication' project was signed by the Ministry in July and formally approved by the Rural University in August. However, in early December, the Ministry wrote

to the University, asking for changes to the budget and for the project to be completed by the end of 2011. The Rural University and ABRA could obviously not complete a whole project in two weeks and asked the government to postpone the entire project until 2012.

In January 2012, the Ministry began discussions with ABRA to adapt the publication project for 2012. Suddenly, the process was interrupted and sent for internal review. Because the two modified projects had grown out of the same World Congress, they were suspected of being 'two similar projects, sent to two different sectors'. The publication project was fully cleared by the investigation, however, and the Rural University immediately renewed its desire to proceed. In August, the University was distanced from ABRA, and the project was archived. After 5 years of excellent dialogue, ABRA's requests for a meeting with the Ministry were ignored.

The Present situation

ABRA's Congress report and CD-ROM were unanimously accepted by IDEA's General Council in its 2013 congress meeting. Alarmed by the effects of the debt on its Brazilian organizers, IDEA's members asked IDEA's new President Robin Pascoe, to write to the President and Minister of Culture of Brazil, urging them to help to resolve the case. In October, the Ministry replied, citing its original concern about 'two similar projects' and declaring the case to be closed. It did not mention its responsibility for creating the situation or for making the publication project impractical in December 2011.

ABRA replied immediately to the Ministry letter, revealing these omissions. On January 3, IDEA President Robin Pascoe wrote again to the President and Minister, urging a meeting to be scheduled by January 16, to agree a bilateral resolution. There has been no response. ABRA's elected officers cannot walk away from this debt to local producers, creditors and IDEA members. This campaign and a drawn-out expensive legal action are their only options.

THREE ACTIONS: One email, one Facebook click, and one email to your network, will have effects!

In an election and world cup year in Brazil, the Minister of Culture will be sensitive to international opinion.

a) If you agree with the attached letter, in the second line, if you participated in IDEA 2010, please just delete 'in the discussions inspired by', and then, add your address/letterhead, the emails of President Dilma Rousseff, the Brazilian Ambassador in your country, the Folha de Sao Paulo newspaper in Brazil, and our email address, sign, and send the email to Ms Marta Suplicy, Minister of Culture.

b) Then post your support for the IDEA-ABRA Campaign on the Facebook / youtube page, and

c) Circulate this email and the campaign letter to your personal network. The more people who write, the better!

Many thanks for reading this explanation. Feel free to ask questions and take initiatives to make this urgent campaign successful. With respect, yours sincerely



Robin Pascoe, Presidente do Comitê Executivo, IDEA, 2013-16.