

1 EXECUTIVE SUMMARY

Following sustained policy advocacy efforts in the area of deinstitutionalization, in 2010 the Ministry of Health and Social Welfare (MoHSW) issued a decision to prioritize placement of children under 3 years of age in foster families, which decreased the number of youngest children in institutions by 20%. In addition, the UNICEF-led innovative model of community support to parents of children under 3 was taken over during 2010 by the Education and Teacher Training Agency (ETTA), making it fully sustainable. UNICEF is continuing to hold discussions with ETTA and the Ministry of Education, for scaling up and ensuring the sustainability of 'Violence-free Schools', a large-scale programme aimed at prevention of violence in school.

The conclusions emanating from the Mid-Term Review (MTR) and from the initial consultations on the new CPD 2012-2016, were further discussed with the Government, particularly during the visit of UNICEF's Regional Director. During the MTR at the Executive Board meeting, the Government underlined Croatia's commitment to further cooperate with UNICEF for advancing child rights in the country.

At the beginning of the year, the Country Office (CO) joined the Haiti emergency appeal with a local campaign, raising more than US\$650,000 through direct mail, mass appeal (sms/internet) and community fundraising. UNICEF's partnership with Croatian Telekom, now in its 6th year, resulted in the latter supporting the country programme activities with more than US\$100,000. The CO's focus on pledges and mobilising regular resources resulted in a five-fold increase of regular donors that contributed US\$115,000 to UNICEF national and international programmes. Schools for Africa project continued successfully, including 213 schools and raising over US\$110,000. In the coming year, however, stagnant or decreased sale of greetings cards is expected due to recession in the country as well as increased digital communication.

Although BFHI is pursued in close partnership with MoHSW, the progress is not as expected, since only two new maternity wards have been awarded in 2010, and three re-assessments were postponed until 2011.

Due to the recession, CO's pro-bono partner was unable to keep up with the schedule for launching a new Violence-free schools campaign, which therefore was postponed to early 2011. However, this gap was overcome with a very successful partnership with the Hockey Club Medvescak comprising advocacy and fundraising elements.

2. COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

Beginning of year, Croatia elected the new President, Ivo Josipovic. The Government continued the accession negotiations with the EU that are expected to be closed by mid 2011. Completion of EU Accession, anti-corruption initiatives and recovery from the crisis dominated the national agenda in 2010.

With respect to the Millennium Development Goals (MDGs), positive trends have been observed and targets are likely to be achieved, as reported in the 2006-2010 Government Overview of the Achievements of the Fulfilment of MDGs. However, the onset of economic crisis has slowed down progress, reversing some of the achieved gains. The contraction of the economy increased poverty in Croatia by one third since 2008, with rising unemployment and cost of education being the main drivers of poverty

for households with children. High unemployment and rising living costs are expected to increase risks of poverty for single member households, single parents and households with 2 and more children. This is likely to have a negative effect on the access to education of children from poor families and vulnerable groups.

Around 9.8% of children under 14 years of age live in poor households, and the largest increase in vulnerability, from 19.5% in 2008 to 31.6 % in 2009, occurred in households with three and more dependent children. Roma children are disproportionately represented in the population living in extreme poverty. While women are still more vulnerable to poverty, at-risk-of-poverty rates for men increased.

Croatia was due to submit the regular report to the UN CRC in October 2008 but the submission was delayed. In 2010, contributions from different sectors were gathered and jointly discussed; the report, which is being finalised by the Ministry of Family, Veterans Affairs and Intergenerational Solidarity, is expected to be submitted by the Government in early 2011. The Council for Children undertook an active role in monitoring the progress of 2006-2012 NPA.

In 2010 the Government adopted the National Curriculum Framework covering pre-school, primary and secondary education to address the quality of education. Exclusion and stereotyping are still fairly widespread for children living in poverty and children with disabilities, hampering the realisation of their rights to education. Despite Croatia's participation in the Decade of Roma Inclusion initiative, Roma continue to be one of the country's most vulnerable groups. Roma children are particularly disadvantaged in terms of education as around 97% of them do not complete elementary school, while only 2% enter secondary school.

Spending cuts have affected the education sector, which will lead to delay in implementing the Croatian National Educational Standard and the National Curriculum framework. Local authorities in some of the biggest cities have increased kindergarten fees and/or changed the pricing policy. This may have a negative impact on the children from poor families, children with disabilities and Roma children.

Media reports on violence-related incidents in schools and among children keep the issue of violence in schools high on the public agenda. UNICEF's initiative supporting Government to tackle this problem on a nation-wide scale is awaiting Government's finalization and approval.

In 2010, 37% of children without appropriate parental care were placed in institutions and 63% in foster families and family homes. The decision by MoHSW preventing institutionalisation of children younger than 3 years of age demonstrates a clear determination to pursue deinstitutionalization. However, the progress is not equal for children with disabilities continue to be largely placed in institutions instead of in foster care. In 2010, media reports on incidents of violence and sexual exploitation of children living in institutions coincided with the recommendations of the Ombudsperson for Children for greater supervision of the institutions. In 2010 two smaller maternity wards (one that had been awarded Baby Friendly status were closed down. Public protests helped to change this decision of the MoHSW. Subsequently, one of the biggest maternity wards (namely, Split) in the country was awarded Baby Friendly status in November 2010.

Sources:

UNICEF, *Analysis and recommendation for improving foster care in Croatia*, 2010
World Bank and UNDP, *Croatia, Social Impact of the Crisis and Building Resilience*, 2010
Government of the Republic of Croatia, *Biannual Report of Council for Children*, 2008 and 2009

3 CP ANALYSIS & RESULT

3.1 CP Analysis

3.1.1 CP Overview:

In 2010, the CO focused on sustaining evaluated programme interventions and scaling-up models of new standards for children. Particular attention was paid to strengthening families and influencing perceptions, social norms and behaviours towards children, including parenting practices to assure the healthy, safe, stimulating and emotionally stable development of young children within their families.

The CO also supported enhanced accountability of service providers to deliver high quality services. In particular, the government was supported through enhancing the mandates and improving the competencies of service providers and professional associations, in order to improve systemic sensitivity to children's problems, enhance early identification and provide efficient response to child rights violations. By supporting improvements in the sensitivity of social sector referral systems, the promulgation of standards for violence-free schools/residential institutions, and the development of alternatives to residential care for vulnerable children, UNICEF is ensuring a more holistic approach to the realization of children's rights equally for all categories of children.

Policy advocacy efforts of the CO in prevention of institutionalisation of young children and development of quality foster care have resulted in significant changes, both in the decisions made, as well as in engagement of professionals supporting the change for children at risk of separation and/or living in institutions.

The Young Child Development component aimed at strengthening parents to provide positive parenting and assuring healthy, safe, stimulating and emotionally stable development for young children within their families. With a special emphasis on parenting skills, this programme component was upgraded in partnership with line ministries and implemented in maternity wards, primary health care facilities, kindergartens, civil society organisations and the mass media, achieving almost full coverage.

A broad range of relationships with various stakeholders including corporate and individual supporters was further enhanced. All programme activities in Croatia have been funded through resource mobilisation with the private sector within the country, continuing the stable fundraising portfolio with its focus on regular giving. At the same time, the programme has contributed successfully to UNICEF's international emergency appeal (for Haiti), reaching the ceiling defined in the CPD. Monitoring of child rights was strengthened in key EU progress reports as well as through supporting the Council for Children to play a more active role.

3.1.2 Programme Strategy

3.1.2.1 Capacity Development:

Several aspects of the country programme led to better sustainability of its interventions: (i) the participatory approach adopted throughout the model development process; (ii) the emphasis on building the professional capacity of stakeholders, partners and beneficiaries; (iii) the strengthening of stakeholders' ownership; and (iv) the inclusion of elements that nurture mobilization and empowerment of rights-holders and of duty-bearers.

In 2010, the CO continued to build professional capacities within the educational system to address peer violence and create an enabling environment in schools. Periodic self-assessment surveys indicate greater teacher competence in preventing violence. At the beginning of the training, only 34.8% of teachers felt competent, compared to 52% and 55% respectively at the end of the first and third year of the training programme, who felt competent having adopted new behaviours and skills.

The CO provided support to the civil society organizations (CSO) to take initiative to improve systematic and sustainable protection of pregnant underage girls and juvenile parents within the educational, health and social welfare system. The initiative is based on joint advocacy, data and knowledge-sharing between CSO and institutional representatives. A key strategy is to strengthen the institutional capacities, through setting up high quality standards and protocols, in order to provide coordinated and comprehensive institutional response in the best interest of the underage mother and child.

Strengthening local communities and home-based service delivery to the most vulnerable were also the areas of focus. In partnership with Zagreb, and relevant ministries, the comprehensive model of the early support is being developed, that will enable local communities to provide access for families caring for a child (0-3) with a disability or at risk to a high-quality, comprehensive, accessible, and responsive home-based early intervention service within the family and community, enabling the child to achieve her/his full developmental, social and emotional potential. Moreover, evidence from this approach will contribute to creation of a conducive policy environment by contributing to the strategic decisions and policy shifts made in order to extend and replicate the home-based ECI service in other counties.

The major challenge ahead will be to ensure adequate focus on the most vulnerable and disadvantage boys and girls by analyzing and addressing the capacity gaps related to context-specific disparities at all levels.

3.1.2.2 Effective Advocacy:

The CO continued to pursue an integrated approach to advocacy, fundraising and programme implementation in 2010.

Policy advocacy efforts of the CO in preventing institutionalisation of young children, and development of quality foster care resulted in significant changes, both in the decisions taken as well as in engagement of professionals supporting the changed approach to providing care for children at risk of separation and/or living in institutions.

The Government's ongoing reform of social welfare, especially deinstitutionalization of public care for children, that was supported by UNICEF (through evidence gathered from programme implementation, relevant surveys and analysis of foster care, and regional discussions among social welfare professionals, directors of institutions, foster parents' NGOs, and judges), resulted in joint policy recommendations. This was complemented with the work undertaken by the National Goodwill Ambassador who effectively engaged the media in supporting the process of deinstitutionalisation.

The recommendations for the development of quality foster care were jointly presented by the MoHSW and UNICEF during a 2-day conference in May 2010, when also UN Guidelines for Alternative Care were launched in the Croatian language. As a result of the MoHSW recommendation, the placement of children under 3 years of age in institutions was reduced by 20% in 2010.

Programme advocacy in the area of young child development resulted in the scaling up of the UNICEF supported project for improving parental skills, known as "Growing up together". The project, funded from the private sector in the country, was developed in cooperation with leading experts on positive parenting. After two years of implementation and an evaluation, the programme was successfully handed over to the Education and Teacher Training Agency (ETTA) that will be leading the implementation of this project in the future, scaling it up to the level of a new service available to parents nationwide.

3.1.2.3 Strategic Partnerships:

To support changes for children, the CO continued relying on variety of partnerships as a key strategy to achieve results and ensure programme implementation. The longest corporate partnership, with Croatian Telekom, which entered the 6th year of joint cooperation in raising funds and awareness to address the fulfillment of child rights, contributed US\$100,000 for national programmes in 2010 and supported the Haiti emergency appeal with in-kind services.

In August 2010 the CO launched its first sports partnership with the most popular Hockey Club in the country - Medvescak. The Club supports the 'Stop Violence Among Children' campaign through numerous media appearances of the players, providing free advertising for the campaign during each game played in the country (80.000 spectators and more than 6.5 million TV viewers during the year). The commercial value of the advertising space exceeds US\$150,000. The partnership also contributed to UNICEF sales, promoting the UNICEF store situated in downtown Zagreb.

Partnership with more than 200 schools that joined the 3rd cycle of 'Schools for Africa' project resulted in increased awareness of children about international solidarity and problems their peers face in different parts of the world, and more than US\$110,000 were raised by engaging their communities in creative ways. While promoting international solidarity, this partnership also highlights the importance of education and teachers in the lives of children, which is perceived as a value added by teachers implementing the project in schools. The partnership also resulted in significant media coverage, including reports in the main news on National TV channels. The 'Schools for Africa' project was cited in the 2006-2010 Overview of Achievements of the Republic of Croatia in the fulfillment of Millennium Development Goals as a good practice in developing partnerships for global development.

3.1.2.4 Knowledge Management:

UNICEF continues to contribute to the knowledge base and better understanding of situation of children and their families in Croatia. During 2010, UNICEF commissioned Situation Analysis on Children's and Women's Rights in Croatia (expected to be done by April 2011) and surveys in the field of foster care, community based services for parents, and brand visibility. Research was also initiated on teenage pregnancy and cyberbullying.

As an integral part of project implementation, initial assessments are being done of the extent of peer violence in schools, as well as assessment of the efficiency and impact of the Violence-free School project after 3 years of implementation (by children, parents and teachers).

An Analytical report on gender issues 10 years after the "Women in transition" report was completed along with a very useful update of the statistical data on TransMonee indicators.

The CO has put in a lot of effort towards becoming a leader for knowledge on children in Croatia by more systemic dissemination of data and making studies better known among professional circles and the wider public. (This includes making presentations at relevant experts', stakeholders' and/or decision makers' meetings; media features including web; publishing articles on the main findings in the national journal 'Child and Society'; printing quarterly Newsletters, etcetera for internal outreach, and internationally (through presentations to relevant conferences) as well as to UNICEF Community (via intranet).

Regular staff meetings are used also as an opportunity for peer learning (main learning/messages from the events attended by individual staff members along with insights from the field trips are shared with all staff, video screenings of relevant programmatic materials are organized and commented on together, etc.). New staff members were provided with all relevant learning ('orientation package' and relevant programme publications) before they engage in their everyday work.

3.1.2.5 C4D Communication for Development:

The UNICEF-supported forum "Network of Violence-Free Schools" gathering teachers, headmasters, parents, children and local communities continued to be the driving force in promoting prevention of peer violence in schools and monitoring of UNICEF supported project For Safe and Enabling Environments in Schools. Exchange of experiences and discussion about joint problems, lessons and achievements in prevention of peer violence among teachers, children and project mentors is crucial in ensuring sustainability of the results achieved in the prevention of violence. Annual gathering of children, teachers, parents and representatives of local communities builds on the 5 regional meetings of the Network of Violence-Free Schools and creates a platform to share and discuss the most recent findings, among others, on rates of cyberbullying and response of schools to it, issues in implementation of the UNICEF project, etcetera. In 2010, a series of materials were developed after the feedback received from parents and teachers and were launched, including a leaflet and handbook on bullying for parents, and a handbook on the prevention of cyberbullying, which was identified by the schools themselves as a next step in the prevention of peer violence. The cyberbullying handbook was developed after test implementation, in discussion with mentors, parents and children.

The project for positive parenting skills "Growing up together" has been documented in the handbook for kindergarten staff and working materials for parents reflecting the scientific knowledge about the importance of early years, 2 years of experience in project implementation, and feedback from kindergarten staff implementing the workshops with parents, and from parents themselves. As per articulated demand from the parents the project expanded to "Growing up together" clubs, continuing the parents' gathering after the completion of workshops. To sustain results, enable exchange and monitoring of the project, a Network of Growing up Together kindergartens was formed in 2010.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach (HRBA) to Cooperation:

The HRBA lies at the core of the country office's programme planning and implementation, with particular focus on the most disadvantaged children. Short-term programme objectives are put in the context of longer-term goals that seek to fundamentally change those factors and conditions that undermine the full implementation of CRC and CRPD.

In 2010, the focus was on strengthening the capacities of duty-bearers to meet their obligations and of 'rights-holders' to claim their rights. Moreover, the CO continued to support application of the human rights principles to all areas of early childhood development. In partnership with various relevant stakeholders, a set of positive practices were supported including breastfeeding, positive parenting, early childhood intervention and de-institutionalisation.

In cooperation with the Judicial Academy and the Faculty of Law, accountability of judges was strengthened and the position of children as subjects of rights within family law process enhanced. The aim of this partnership was to prevent family separation, support evidence-based and child rights-based approach in decision making, and analyze legal framework with relevant stakeholders to identify further areas of improvement to the family law and process.

In the line with the focus on social inclusion of vulnerable and marginalized children and their families, the CO supported an alliance between the CSO network of associations of persons with disabilities and the Ministry of Family to develop empowering activities for boys and girls with disabilities and their families enabling them to understand better their status as rights-holders, and to claim their rights by becoming informed advocates of CRPD. Full implementation of the activities will take place in 2011.

The CO integrated the HRBA into the two major programme design processes viz., the preparation of the SitAn 2011 and the development of the CPD 2012-2016, in order to clearly detect disparities and to be able to focus attention on the most vulnerable and disadvantaged.

The Croatian Government was due to submit the regular report to the UN Committee on the Rights of the Child in October 2008, which was delayed. The Report is expected to be submitted in early 2011.

3.1.3.2 Gender Equality and Mainstreaming:

In 2010, in collaboration with the NSO, a gender Country Analytical Report (TransMONEE 2010: Gender Issues Ten Years After the "Women in Transition" 1999 Report) was undertaken. Key focus was to assess the trends in last ten years and to identify emerging new issues based on gender analysis of sex disaggregated data. The analysis identified certain issues that will require a gender-specific approach, for example strengthening collection of gender disaggregated data related to court proceedings, disaggregating data on boys and girls in family law process, and strengthening the role of fathers in early childhood.

The pursuit of gender equality and equal rights of girls and boys has been identified as one of the major areas of UNICEF's support within the new CPD 2012-2016. However, in order to effectively support national capacities to achieve equality for girls and boys, there is a need to increase UNICEF's knowledge on gender issues affecting children's rights in the country, as well as existing disparities in the situation of girls and boys, in particular in the three key programme areas: child protection, young child development, policy advocacy and partnerships for children's rights. Therefore the SitAn 2011 will provide an analysis of gender issues and problems as they relate to children's rights in Croatia.

As part of the quality assurance process of new CPD, the main challenge ahead will be how to mainstream gender equality in programming and planning, improve tracking of gender-related results, and identify a few cross-cutting themes regarding gender that can be integrated into specific areas of intervention.

3.2 Programme Components:

Title: *Child protection from violence, abuse and exploitation*

Purpose:

This component aims at increasing sensitivity and capacities of communities, public services, families and CSOs/NGOs to protect children from violence, abuse and other harmful practices, including unnecessary and prolonged institutionalization. Main results planned for 2010 were: (1) to ensure continued and quality work in schools already certified as violence-free; expand the programme's reach to 30 new schools and implement cyberbullying prevention modules in 20 schools; improve access to information and exchange through the regional network meetings and annual gathering of the Network of violence free schools; institutionalization of the Violence free schools component within the MoE; and(2) to contribute in achieving the ratio of 60:40 of children in foster care vs. in institutions; reduce the number of children under the age of 3 entering institutions; provide additional education to 80-100 family court judges on psychosocial issues and child rights based judicial practice, and issue policy recommendations on the improvements of foster care in Croatia.

Resources Used:

Total approved for 2010 as per CPD: USD300,000

Total available for 2010 from all sources: RR: Nil; OR: USD257,485; Total: USD257,485

Any special allocations (list)

List of donors: locally raised, Spanish MDG-Fund.

Result Achieved:

Institution-building efforts continued in 2010, focusing on the key areas in education and social welfare reform.

Among 120.000 children (age 6 – 15; 51% boys - 49% girls) and 12.000 teachers (80% women) participating in the project For Safe and Enabling School Environment, coming from 35% of all primary schools in Croatia that are implementing the project and including 18% of schools that have attained the Violence-free School (VfS) title, there is a significant positive trend shown by the internal evaluation: increase in teacher's competence and skills, positive change of children's and adult's attitudes towards violence, increased participation of children and teachers, and change of behaviour in creating safe environment in schools. In 2010, 26 new schools started with the project's implementation, while additional 25 schools passed the assessment and renewal of the status after three years. This year's annual gathering of the Network of VfS, with over 400 pupils and teachers focused on the sustainability of results in upcoming years, as well as challenges and lessons learned.

Cyberbullying prevention modules were applied in 30 VfS, using the newly developed Handbook for Teachers on Cyberbullying Prevention. Research done in these schools showed that more than 70% of girls and boys (equally distributed) in Croatia use computers and internet on daily basis, out of which 34% of children have experienced cyberbullying (there is no significant statistical difference between boys and girls), while more than half of all teachers (80% women) do not know how to react in cases of cyberbullying. Community work with parents and children in enhancing prevention of cyberspace violence and bullying through education and counselling was provided in partnership with the NGO Brave Phone.

Within efforts to reach the most disadvantaged areas of Croatia, special attention was given to six counties that still face the biggest challenges in post war reintegration, as part of the UN Joint Programme and funded by the Spanish MDG fund.

Continuing challenges are mainstreaming violence prevention into education system and its procedures into a binding by-law. Potential of key strategic partnerships with the MoE is still not sufficiently explored and used in reaching jointly set goals. Apart from further strengthening this partnership, in 2011 efforts will be aimed at strengthening the regional branches of the Network of VfS.

Work on the prevention of institutionalization of children as part of the close partnership with MoHSW on the ongoing social welfare reform was supported by UNICEF through various means including providing data, building capacities of professionals, documenting good practice and providing recommendations on improvements of child care system. Efforts focused on the deinstitutionalization and gate keeping for children up to 3 years of age resulted in the official decision of the MoHSW to prioritise family based placements for the youngest children. The ratio of 63 % children in foster care vs. 37% in institutions was reached, with the new goal (80 – 20) set by the MoHSW for the 2016. The new Social Welfare Law is in the process of finalisation and the Master Plan of deinstitutionalization is developed.

Future Workplan:

The main obstacles in fulfilling the child's best interest in social and judicial practice are the lack of cooperation between the social welfare and legal systems, as well as incompatibility of relevant legislations and variable interpretations of the particular articles. Therefore, policy recommendations on the improvements of the Family legislation will be drafted in the partnership with the Ministry of Family.

The research on the child's perspective on foster care has been initiated, to identify gaps to gatekeeping and offer recommendations for improvements of the foster care system through the voices of children, and will be finalized in 2011.

Title: *Young child development*

Purpose:

This component aims at strengthening families to provide positive parenting and to assure the healthy, safe, stimulating and emotionally stable development of young children within their families. Main results planned for 2010 were: (1) reaching 60% of paediatricians and 40% of visiting nurses, national coverage of parents through the media and publications, group work with parents through the Baby Fitness groups occurring in towns and municipalities, and early identification and early intervention of disabilities and other risks introduced; (2) model of baby-friendly health services implemented in 60% of maternity wards and significant progress towards full BFHI implementation in the rest of them; data on exclusive breastfeeding in breastfeeding support groups collected and published; breastfeeding supported through endorsement and implementation of NPA; (3) educational package of workshop for parents in kindergartens modified based on the pilot implementation and finalized; educational package implemented in 24 kindergartens country wide, kindergarten professionals educated and supervised; (4) early identification and early intervention of disabilities and other risks introduced, network of ECI professional support for parents of children with disabilities established, knowledge and communication of healthcare professionals increased.

Resources Used:

Resources used:

Total approved for 2010 as per CPD: USD400,000

Total available for 2010 from all sources: RR: Nil; OR: USD340,261; Total: USD340,261

Any special allocations (list)

List of donors: Locally raised.

Result Achieved:

Through collaboration of MoHSW, UNICEF, experts and parents associations, and seminars for health workers (on BFH standards, nutrition, quality in monitoring growth and development of children, prevention of injuries, etc), 60% of paediatricians and 40% of visiting nurses were reached.

National coverage of parents was achieved through the media, publications and DVDs. Work with parents of the youngest children (0-12 months) through the Baby Fitness workshops continued throughout the country, reaching some of the most vulnerable groups (Roma, children with developmental risk and those living in remote places).

With 60% of maternity wards in Croatia having a status of BFH, 65% children are born in baby friendly maternity wards throughout the country. Rationalisation of expenditures in health resulted in closing two small maternity wards but at the same time more efforts have been invested in reconstruction and improvement of the baby-friendly care in other maternity wards. Data generated through national survey of mothers in maternity wards in 2009 were disseminated and discussed widely among the MoHSW and maternity wards, with agreements on needed action and timeframe. The latest data on exclusive breastfeeding published by the Croatian Public Health Institute showed increase in exclusive breastfeeding: 0-2 months - 64.5%, and 3-5 months - 44.7%, compared respectively to the previous year's 56.7% and 41.4%. The number of breastfeeding support groups also increased to 121 throughout the country (91 in 2009).

MoHSW endorsed the Handbook for Educators on Pregnancy Courses, prepared with UNICEF support, and is expected to start implementing new standards of antenatal education in 2011. Final NPA draft for Promotion and Protection of Breastfeeding is to be submitted to Government for approval at the beginning of 2011. Pressure put on the MoHSW regarding the implementation of International Code of Marketing of Breast-milk Substitutes resulted in affirmation of the working group's support for it. BFHI principles are to be expanded also to postnatal health care system, for which evidence on efficiency is to be collected in 2011.

The new model of community based support services for parents of the youngest children was developed, tested and up-streamed for further implementation in Croatian kindergartens. The ETTA successfully took over the implementation of this model integrating it within its regular work in 2010 and expanded it to more than 50 kindergartens all over Croatia, with over 150 kindergarten professionals educated to implement the model in local communities.

In collaboration with the MoE, the Manual on 'Growing up Together - Workshops for Parents' along with additional materials for parents were published, receiving highest credentials from the top ECD experts. The test implementation and evaluation showed this package to be very beneficial and efficient for both professionals and parents. In collaboration with the Ministry of Family, this type of educational service will also be institutionalized at the County Family Centres, and made available to parents from disadvantaged groups. Although these centres offer great potential for providing services at the local level, further strengthening is needed in order to have a common programme structure, including work in remote and rural areas. In 2011

UNICEF will collaborate with MoF on furthering the services for parents, and improving their coverage especially in the remote locations and of marginalised groups of parents, with emphasis on the Roma population and others at risk of poverty.

In cooperation with the Parent's Association "Step by Step", with the goal to create a protocol for intersectoral cooperation of the relevant institutions in tackling the cases of adolescent pregnancies, the analysis of the actual situation along with related recommendations for developing the formal procedure to tackle underage pregnancy and parenthood was undertaken. The final version of the analysis and recommendations will be presented in 2011.

The process of establishment of the nation-wide counselling phone line for parents and care-takers of the youngest children has started, with the MoF and the City of Zagreb as major partners. Opening of the line is expected in 2011.

To enhance access to community based Early Childhood Intervention services and support, national partnerships are established for developing a system approach to providing home-based ECI for children at risk. The main challenge ahead is how to reach cross-sectoral consensus of key stakeholders on setting a clear reference framework and a coordinated response to the needs of children with disabilities and their families on the national level.

Future Workplan:

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Title: *Policy advocacy and partnerships for children's rights*

Purpose:

This component aims to build commitments and partnerships, mobilise political will, public support and financial resources for the fulfillment of child rights. Key envisaged results within this programme component for 2010 are: children's opinions are included in the CRC Report, monitoring of child rights is strengthened, engagement and number of supporters for improving child rights is increased, US\$1,435,000 is raised to support local programme implementation and US\$150,000 is raised for emergency relief and support to child rights in the developing countries.

Resources Used:

Total approved for 2010 as per CPD: US\$400,000

Total available for 2010 from all sources: RR: US\$30,869; OR: US\$121,329; Total: US\$152,198

Any special allocations (list): List of donors: Hrvatske telekomunikacije, Jadransko osiguranje, OBI trgovina, AutoZubak, Hockey Club Medvescak.

Result Achieved:

Majority of the 2010 planned results were achieved: children's opinions survey was shared with the Government for the CRC Report, to be submitted in 2011; 2010 EU Progress Report reflected the areas for improvement in child rights; Council for Children was more active in monitoring of the NPA; number of supporters was increased; fundraising targets for programmes in the country were partially achieved; Haiti emergency appeal exceeded the target for emergencies.

UNICEF contributed to the CRC Report by delivering relevant surveys conducted in past 4 years, including the opinions of the most vulnerable groups of children. The CO partnered with the media and corporates in 3 national campaigns raising awareness and funds for selected child rights issues for vulnerable groups of children (Haiti emergency campaign, Inclusion of children with disabilities and Stop Violence Among Children). Donor engagement was continued through regular reporting channels and events – Newsletter, Annual Report publication, and 2 donor events, with increased activity on Facebook, resulting in 10-fold increase of supporters.

Child participation through visual art was the central theme for the celebration of the CRC, when more than 35 children's films, including 18 OneMinute Juniors were screened during a four-day Children's Rights Festival taking place in 4 towns in Croatia, and more than 300 photographs, videos and digital illustrations were exhibited at the Museum of Contemporary Art in Zagreb. More than 3,000 children participated in the Festival, and more than 20,000 visitors watched short films screened before regular screenings in the cinemas.

Partnership with the Hockey Club Medvescak increased positive media coverage and advocacy of UNICEF-supported programme on prevention of violence in schools. Three high profile fundraising events with participation of National and International GWAs and High Profile Supporters also contributed to increased positive media coverage on UNICEF-supported programmes in the country. More than 720 press clips mentioning UNICEF activities in the country and abroad were recorded, and more than 50 video clips were broadcast, mainly in the prime time news shows on national TV stations.

Five-year strategic partnership with Istria County was launched with the aim to support implementation of UNICEF programmes.

In 2010, the CO raised a total of US\$1.45 million for UNICEF national and international programmes. Joining Haiti emergency appeal postponed local fundraising plans, resulting in decreased resources mobilised for national programmes. The fundraising strategy for 2010 was based on: establishing a pledge programme, building relations with existing donors, transforming their experience of UNICEF, retaining and renewing donors to avoid high attrition and expensive acquisition. Conversion of the existing one-off donors and introduction of face-to-face fundraising increased the number of regular donors from 514 to 2,890 over a year, with a potential for further steady growth in 2011.

Results from direct mail fundraising decreased due to economic hardships, but also due to the redirection of focus and priorities to the pledge programme.

The state of the economy has had quite a negative effect on the corporate sector in particular, which resulted in 50% decrease of donations from corporate sector compared to 2009.

The Schools for Africa project, combining fundraising and education for development elements, entered into its third year of implementation with 163 primary and 50

secondary schools participating (representing 20% of all schools in Croatia), and with more than 70.000 children/youth and their communities supporting UNICEF international activities. The total funds raised, together with direct contribution of MFA (US\$26,500), amounted to \$110,000.

For 2009, overall sales results were US\$503,000 which is 22% lower compared to 2008, a decline consistent with global trends UNICEF has been experiencing in sales activities due to economic recession and new, digital trends in correspondence. Although not all sales channels experienced a decline, the positive performing (e-commerce, Consumer catalogue and events) could not compensate for the declining channels (Retail, Key Account and Corporate Catalogue). For 2010, overall sales results are expected to stay at the same level as in 2009 in view of continuing economic slump.

Future Workplan:

Increasing stable and predictable income from pledge will continue to be the focus of the resource mobilisation strategy in 2011. Promotion of child rights will be continued through Children's Rights Festival, expanding its activities in 2011.

Title: *Cross-sectoral costs*

Purpose:

Cross-sectoral costs cover salaries of cross-cutting staff, travel, training and equipment, as necessary, as well as additional operational support to country office management and administration.

Resources Used:

Total approved for 2010 as per CPD: USD460,000

Total available for 2010 from all sources: RR: USD392,311; OR: USD17,170; Total: USD409,481

Source of funds: Locally raised through product sales.

Result Achieved:

Due to the nature of this component, specific outcomes are not defined. Achievement of results is described above within the framework of the relevant programme component.

Future Workplan:

Future priorities are linked to activities defined in the other three programme components and will encompass, as before, support to the implementation of the Country Programme in 2011.

4. OPERATIONS & MANAGEMENT

4.1 Governance & Systems

4.1.1 Governance Structure:

As part of the preparations for the audit of the Office, which took place from December 6-17, 2010, a self-assessment was conducted in July, which included review of financial controls, supply assistance, contracts for services and other aspects of operations support. Following the self-assessment exercise, the work processes in finance and supply were revised or updated. The office established the business continuity plan (BCP) with off-site data connectivity arrangement developed and tested.

The AMP was developed with participation of all staff. A CCC refresher will be organized during 2011.

The effective functioning of office governance bodies is regularly monitored by the CMT, based on OMR and Monthly Management reports. CRC and CRB functions for Croatia CO are established at Area office level.

The audit rated Governance and Risk Management area as partially satisfactory. It was noted that the office working environment was based on trust and respect, there was good team work and collaboration in the office, supervisors encouraged participatory management approach, and staff were satisfied with how their performance evaluation was handled. The reporting structures were clearly defined and staff performance evaluations were completed on time. Financial authorities were assigned through the table of authority (ToA) that was updated in 2010 to reflect staff changes in the office. Based on the draft Summary of Observations recommendations, the Office has already developed the action plan which demonstrates a clear commitment to implement the audit recommendations.

4.1.2 Strategic Risk Management:

The recently developed Risk Control & Self-Assessment (RCSA), consisting of the CO Risk Profile and the Risk Control Library, was an office-wide initiative within UNICEF's Risk Management Framework. This is a working document to be used as a benchmark for assessing risks periodically, with a Control Library for mechanisms in place to mitigate or manage the risks at a tolerable level.

Intranet-based Early Warning Early Action for emergency preparedness and the office Business Continuity Plan were regularly updated, to ensure adequate level of readiness, timely response in relation to potential emergency situation and business continuity standards. Business Continuity Plan was last updated in February 2010 and tested in November 2010. Next update is to be done in 2011 as a result of test of the BPC.

The Risk Control Library of the RCSA has identified the Risk Responses and Controls for the moderate to highly rated risks of the office. The Office Risk Profile needs to be kept abreast capturing all internal and external operating changes. RCSA will be revisited quarterly at CMTs, or as warranted.

4.1.3 Evaluation:

The annual IMEP was developed on the basis of the 5-year IMEP and revisited during the mid-year review process.

In 2010 no external evaluation was carried out, due to limitations of being a self-funded CO and not being eligible for regular resources. Support from RO will be needed in this respect.

Instead of external evaluations, CO systematically carried out internal evaluations of projects and a number of specific studies and surveys in order to get an in-depth analysis of certain issues (peer violence, cyberbullying, foster care, parents' behaviours, etc.).

All findings and recommendations from these studies, surveys and analysis are utilised by the CO and national partners, and widely disseminated as appropriate.

In 2011 and beyond, the office will prioritize the evaluation function and ensure that programmes are evaluated in the course of the current country programme. Depending on the resources, Office will consider the validity and sustainability of a dedicated M&E post as a function of the CPMP process that will soon be underway

4.1.4 Information Technology and Communication:

All ICT resources and services are in line with UNICEF policies. In 2010, Office procured necessary hardware to support implementation of the Windows 7 operating system and Microsoft Office 2010 Suite. The quality standards equally include continued availability of all IT resources, remote access via citrix accessed by all users, efficient user support and effective business continuity. Some of the IT resources (ProMS 9.1 and Lotus Notes) are still hosted by Serbia office.

The office internet connection remains the same, leased line 2 Mbit/s and Office is planning to upgrade link to 4 Mbit/s in 2011 as preparation for the future introduction of SAP/VISION, Microsoft Exchange (messaging), Microsoft SharePoint and Unified Communications. To ensure business continuity, additional ADSL backup link (8192/768kbit) continues to be available.

Communications equipment (switchboard and telephones) within the Office is old and needs to be replaced but due to budget constrains replacement was postponed for 2011.

Installation of the video conference equipment was done as a RO initiative and purchased out of the RO funds, to improve collaboration activities among different groups within the region and any other respective parties.

4.2 Fin Res & Stewardship

4.2.1 Fund-raising & Donor Relations:

The CO is mostly funded through private sector mobilisation in the country. Donor updates are issued and distributed to 39,000 individual and corporate donors on a quarterly basis. Donor relations are maintained through direct contact and annual donor events. Annual Report for 2009 has been produced and sent to various stakeholders, including corporate donors.

The CO mobilised adequate resources to fund full programme implementation in the country - 86% of resources of OR ceiling in CPD as of November 30, 2010.

All allocated funds were efficiently utilized throughout the year before the PBA expiration. A monitoring mechanism is in place and followed to ensure efficient and timely use of funding and no request for PBA extension was made in 2010.

4.2.2 Management of Financial and Other Assets:

The CO has received 'satisfactory' rating in Operations Support in the internal audit in December 2010.

The Country Management Team (CMT) had 12 meetings in 2010 and discussed management issues related to office strategic directions, programme/management priorities, funding, major programme planning, work processes, HR issues, training/learning, office/staff security and other management. CMT decisions were regularly shared with all staff through staff meetings. CMT minutes are filed in a common shared folder. Performance indicators for programme, communication, operations, fundraising and partnerships continue to be monitored by the CMT through OMR and an in-house developed MMR.

Operations officer and one programme staff member undertook the requisite on-line training for IPSAS. More practical training on this will be needed next year for selected staff.

Croatia is submitting Bank Reconciliations on a quarterly basis. In 2010, the office did not have any DCTs outstanding more than 6 months.

Expenditure rates for 2010 are 95% for RR (GG PBA), 85% for OR. All expiring PBAs were expended 100%.

4.2.3 Supply:

The total value of procurements (supply requisition component) amounts to USD130,460.

The total value of institutional service contracts in 2010 amounts to USD199,182 in 59 institutional contracts for translation services, distribution centre/warehouse management, telemarketing services, press clipping, communications material designer services, travel, accommodation and conference organization, maintenance services for premises, vehicles and equipment, security services, internet connectivity and other services.

In 2010, the supply component consisted largely of printing of programme publications and promotional materials for fundraising and sales campaigns. Procurements also included purchasing of supplies for conferences, office stationary and miscellaneous supplies. The office purchased new computers to align with IT standards and technological requirements for migration to Windows 7.

4.3 Human Resource Capacity:

Following PBR approval, in 2010, CO recruited 4 national officers and 4 general service staff. The CRB is established at Area level, as Area Office reviews cases for Croatia.

KAs and PERs were completed, with regular performance discussions taking place throughout the year.

The elected peer support volunteer continued to be available for staff. Staff Association played a role in diverse team building events.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement:

During 2010, the CO used pro-bono services of advertising agencies, professionals, social media agencies and others to reduce costs of production of awareness generating materials and brand building in advocacy. Through partnership with a car dealer, the CO received a donation of a car, valued at USD15,000. In partnership with media outlets, free advertising space and time was secured.

4.4.2 Changes in AMP:

The 2011 Annual Management Plan (AMP) will summarize programme and management priorities, management and coordination mechanisms as well as define related staff accountabilities. The process of preparation of 2011 AMP will be strengthened to ensure that specific targets and means of verification for achievement of programme priorities are clearly established and individual staff members' responsibility in the achievement of programme priorities are clearly defined and reflected in PERs. Based on the review of 2010 AMP, CMT will further refine management indicators.

5. STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

1. *Survey on attitudes towards donation habits among citizens and donors*

5.2 List of Other Publications

1. *Leaflet for parents "For Safe and Enabling Environment in Schools"*
2. *UN Guidelines for the Alternative Care of Children (translated)*
3. *Handbook on Injury Prevention and Safety Promotion among Pre-school Children*
4. *New Quality in Monitoring Growth and Development of Children*
5. *Manual 'Growing up Together' Workshops for Parents, including working materials for parents*
6. *Booklet for parents "For Safe and Enabling Environment in Schools"*
7. *'Let's Protect Children!' - Injury Prevention and Safety Promotion of Pre-school Children (two types of leaflets)*
8. *SFA Education and Fundraising Toolkit (folders, posters, children's activity booklet, handbook for teachers, leaflet about SFA countries, DVD)*
9. *Foster Care for Children in Croatia - Situation Analysis and Recommendations for Improvements*
10. *Handbook on Cyberbullying Prevention "Break the Chain!"*
11. *Injury Prevention and Safety Promotion of Pre-school children – sticker for parents and children to estimate the child's height*
12. *Handbook for Educators on Pregnancy Courses*
13. *UNICEF Newsletter – 3 times a year*
14. *Schools for Africa Newsletter*

6. INNOVATION & LESSONS LEARNED:

Title: Children's Rights Festival

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Abstract:

Children's Rights Festival grew from the smaller Child Rights Film Festival organised initially on the occasion of the 20th Anniversary of the CRC and supported by UNICEF HQ. Children's Rights Festival is a tribute to children's creativity and a platform to support child participation through arts – films produced by children, photographs and videos promoting creativity through digital media. UNICEF partnered with the leading national institutions promoting film and arts, as well as the Ombudsperson for Children, a private cinema operator, and the leading contemporary art museum in the country to bring children's works for viewing to the general public and to children themselves. Partnership with the private leading cinema operator, brought children's films to a much greater audience, as short children's films were screened before the A production films. This was very well received by the audience and the operator is willing to continue the partnership in 2011.

Innovation or Lessons Learned:

Partnership with the biggest private cinema operator was crucial to expand the traditional audience of films produced by children. The timing was coincidental with the screening of Harry Potter, which was beneficial for the Festival. Other partners fully shared in the work put in to organise the Festival, and want to continue the cooperation next year.

Media sponsorships were not negotiated in time, and the Festival relied solely on internet promotion, which was supported by the leading internet portals in the country. More

attention is needed to negotiate better terms with the media and receive more publicity in the period before the Festival.

Potential Application:

Experience of Child Rights Festival and its suitability as an advocacy mechanism can be explored additionally in the context of celebrating International Children's Day of Broadcasting and as a platform to screen One Minute Juniors before different audiences. The format of one minute films is convenient for screening before regular screenings in the cinemas.

An issue to consider is the higher quality production of the One Minutes, or formatting One Minutes in the required resolution.

Issue/Background:

Whereas children's filmmaking groups have been active for more than 70 years in the country, films produced by children used to be screened only before small audiences, mostly filmmaking groups themselves. Undoubtedly, issues and stories unfolded in children's films present a compelling advocacy tool responding to the demands of modern communication.

Strategy and Implementation:

Partnerships were the key strategy in developing the Festival. Lessons from the 2009 Child Rights Film Festival were crucial in creating the concept of 2010 Children's Rights Festival. The festival offered several lessons including finding new ways of attracting bigger audience, expanding the Festival to other towns in Croatia, the importance of promotion of children's films, and the potential they offer to advocacy and promotion of child participation. The CO partnered with the leading film and arts associations - Croatian Film Clubs' Association, the Croatian Association of Artists, and with the Ombudsperson for Children. Further support for the project was requested from the private cinema operator Blitz CineStar cinemas and the Zagreb Museum of Contemporary Art. This strategy was used to ensure broad support for the project and also to divide different tasks among partners, as well as to ensure that the project can expand to other towns in Croatia. The promotion for and the design of the Festival was produced in partnership with the University, Faculty of Design and children's filmmaking group. The Website for the Festival was a donation from an IT company. Support in public relations was also provided pro bono.

Progress and Results:

Competition for children's photography was successfully organised by the Association of Artists, with more than 300 photographs exhibited at the Museum of Contemporary Art; 35 films produced by children were screened in the biggest cinemas reaching more than 20,000 visitors.

With a budget of less than US\$2,000, a 30-minute film "Short cut stories" was produced with support of top film professionals. The film is a tribute to children's creativity featuring children and adults in Croatia talking about how children's works impact and change their lives and their communities. Among prominent speakers at the festival were the President of Croatia and the Ombudsperson for Children, as well as prominent actors, psychologists and journalists. The 2010 Festival was a true celebration of children's creativity in visual arts focused on the rights of children and their lives. The exhibition is now being prepared to fit the web format, and the next year's Festival's key events have been approved for hosting by another town in Croatia.

The 2010 Festival was produced with the support of many volunteers and within rather short deadlines. To ensure the future of the Festival, more funds are needed.

Next Steps:

The central events around the Festival will be moving to a new town – partner of the Festival. UNICEF will participate with other partners in preparing the documentation to submit for financing from the EU MEDIA programme. Different possibilities of the “institutionalisation” of the Festival will be explored.

7. SOUTH-SOUTH COOPERATION:

In October 2010, two representatives from Croatia were invited by UNICEF Belarus to present the Croatian model and experiences of the Child Friendly City (CFC) initiative’s implementation at a conference on “Development of a favorable environment for children in the modern city”. The Croatian participants presented the CFC’s criteria and stages of implementation and shared challenges with colleagues from Belarus and other countries. This successful collaboration between Croatia and Belarus on CRC is in continuation and a follow up of the study visit from the delegation of the Belarus town of Svetlogorsk, in November 2007.