

UNICEF ANNUAL REPORT for Gulf Area Subregional Programme



1. EXECUTIVE SUMMARY

I. Achievements: GAO achievements as per the Area Programme Document (APD) are as follows:

- *Evidence Based Advocacy and Mobilization:* SitAn for children in UAE was published, and technical support to the Saudi CRC country report preparation has initiated.
- *Child Protection:* Implementing a school based early detection and intervention of child abuse has started in KSA, and closure activities for 'Children Involved in Camel Jockey project' in UAE were implemented.
- *Adolescent Empowerment:* HIV/AIDS awareness raising campaign among youth has started. A youth led child Injury prevention project in UAE has been initiated.

II. Challenges: GAO has presence and programmes of cooperation in two Gulf countries (KSA and UAE), and has been negotiating with Bahrain, Qatar, and Kuwait to approve and fund the APD. Since GAO programmes are dependent on OR funds, the main challenge facing GAO is securing timely funding from governments as approved in the APD, which adversely affects recruitment to fill vacancies and the provision of expected technical assistance. Another challenge is that funds received from NGO donors in the Gulf are directed to PARMO whereby GAO does not benefit from the funds nor is able to keep some percentage to implement its programmes. The lack of a communication specialist is another constraint as it limits the visibility of UNICEF in the region, which has direct impact on the fundraising efforts and outcomes.

III. Partnership: The new programme cycle for 2010-2012 has started and programmes have been implemented in Saudi Arabia (KSA) with the National Childhood Committee (NCC) and in the United Arab Emirates (UAE) with the General Women's Union. In Bahrain, a MoU was signed with UNDP to implement two projects with the NCC. In Qatar, a MoU was devised and has been negotiated with the Council for Family Affairs. GAO maintains and increases its donor partners to include additional prominent partners from the government, NGOs, and the private sector. Results include leveraging resources of US\$27 million. This year has witnessed an increase in partnerships with the private sector, with mobilized resources of US \$1.49 million.

2. COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

Despite the recent economic downturn, the Gulf countries retain their fiscal advantage. Increasingly, they have become generous donors and supporters of development/humanitarian assistance especially benefiting Arab countries and Islamic countries in Sub-Saharan Africa and Asia. Such aid is channeled bilaterally or through regional funds, and to a lesser extent through multilateral channels.

Aid by Gulf States has traditionally been channeled bilaterally or through Red Crescent Societies – these are closely linked to government and form part of many Gulf nations' national response to international crises. However, there is movement toward channeling aid through multilateral channels through the UN and this method has two benefits – it places funds in the hands of organizations with the most experience in implementing programmes and it raises the profile of the donor.

Saudi Arabia announced its promising budget, which amounted to SR 580 billion. Through the 9th development plan, the government has been investing in improving the standard of living, creating a knowledge-based economy, and promoting tourism. The 2010 Human Development Index bears witness to improved results for the Gulf countries. Nevertheless gaps exist in development effectiveness. A major constraint is insufficient institutional and technical resource capacity to effectively address equity and sustainability challenges. There is demand and need for international advisory support, including through the UN, to help shape the countries policy framework and achieve its vision for sustainable human development.

In support of the above, the United Nations Country Team (UNCT), in consultation with the Government, has prepared the United Nations Common Country Strategic Framework (UNCCSF). Building on the United Nations' comparative advantages in Saudi Arabia, the UNCCSF provides a strong basis for increased collaboration, coherence and effectiveness of United Nations development cooperation activities over the period 2011-2015 and offers enhanced alignment, accountability, efficiency, transparency, predictability and results. The UNCCSF embodies a collective, coherent and integrated response by the United Nations to national priorities and guiding principles as set out in Saudi Arabia's Ninth National Development Plan (NDP), which has five major themes as overarching goals: (1) enhancing and intensifying efforts to improve citizens' standard of living and promote their quality of life; (2) development of national manpower and increasing their employment; (3) balanced development among regions of the Kingdom; (4) structural development; and (5) raising the competitiveness of the national economy and national products.

The 3rd Arab Report on MDGs (2010) noted that the Gulf countries are on-track in achieving MDGs targets by 2015. They have seen significant progress in reduction of poverty. Successful gains in child survival are reflected by reaching universal measles immunization coverage, cultivating very high rates of under-five mortality rates, and low maternal mortality rates associated with lowered adolescent fertility. Antenatal care is widely provided, reaching complete coverage in most countries. Female primary enrolment ratio has been the highest thus exceeding expectations in bridging the gap between male and female enrolment in tertiary education. Mandatory testing for HIV (premarital, pre-employment, pre-admission to school, etc) is a common practice in the GCC.

Results of the SitAn in UAE, published in 2010 by UNICEF and the Supreme Council for Childhood and Motherhood (SCCM), showed the need to sustain achievements gained in the health and education areas and strengthen the quality of services. Hereditary and chronic diseases such as diabetes and obesity pose a challenge. Children's nutrition needs focused strategies, especially aimed at underweight children who suffer from wasting, stunting, and anemia. The study also showed increasing prevalence of risky behaviors among adolescents resulting in higher rates of smoking and drug abuse, overweight and diabetes, road and traffic injuries and higher susceptibility to acquiring HIV/AIDS. The study also revealed that children's effective participation is lacking.

3. COUNTRY PROGRAMME ANALYSIS & RESULT

3.1.1 CP Overview:

GAO was initially developed as a fundraising office for the Gulf region, but subsequently expanded into programmatic activities. UNICEF's current programmes in the Gulf focus on emerging challenges characterized by "rich developing countries" in addressing issues related to protection, participation, and quality of services

Due to limited UN presence, Gulf countries are exempt from conducting UNDAF exercises. However, UNCTs in KSA, Bahrain and UAE started the process of developing strategic frameworks that should generally fulfill the purpose of UNDAF. UNICEF participated in both exercises to ensure that these strategic frameworks include priorities to address issues of the most disadvantaged groups of children.

The last situational analysis (SITAN) of children in the five Gulf countries was conducted in 2003. Therefore, in 2010, GAO conducted SitAns in UAE and Bahrain as a first step toward developing National Childhood Strategies. The SitAn analyzes the situation of vulnerable groups of children who need protection. Negotiations to implement MICS in Gulf countries are underway. DevInfo work has been initiated in UAE and KSA and will be strengthened. GAO is also supporting KSA in preparing their country report to the CRC Committee on the Rights of Children.

Adolescents in the Gulf are considered a vulnerable group because they lack access to specialized services for their healthy growth and acquiring essential life skills. They also lack opportunities to express themselves which results in frustration that leads to unhealthy and irresponsible lifestyles. Therefore, GAO developed a youth led training package on injury prevention, in addition to implementing an HIV/AIDS awareness campaign, and is continuing the obesity awareness raising campaign.

GAO started in 2010 implementing a school-based project on early detection of child abuse in KSA. In addition, UAE and Saudi Arabia agreed to initiate a child protection gap analysis study to be implemented in 2011, which will lead to strengthening the child protection systems. In UAE, the closure activities for the Camel Jockey Project were conducted.

3.1.2 Programme Strategy

3.1.2.1 Capacity Development:

GAO strategies and interventions are built around providing quality technical assistance to counterparts and assisting in building national replicable models.

As part of GAO's support to UAE and Bahrain in SITAN and childhood strategy development, GAO conducted training workshops on CRC and strategy development for 45 representatives from UAE, in addition to 25 representatives from Bahrain.

In the child protection area, GAO recruited a desk-based child protection consultant to give guidance to SNCC. The consultant formed a team of female Saudi experts to promote female participation and to raise their technical capacity. In addition, support was given to the Security Forces Hospital during the Child Protection Workshop held in Ta'if. GAO also participated in several national workshops and seminars and presented information on child rights.

In relation to evidence-based advocacy and mobilization, regional support was provided to GAO through the visit of the Regional MICS Coordinator/M&E Specialist who toured the Gulf to orient the statistical departments on MICS. Additionally, GAO sponsored the participation of Gulf participants to the Regional Child Mortality Estimate Workshop.

Through GAO's capacity development initiatives, officials are now more involved in adolescence issues and more knowledgeable on healthy life skills. Seminars and awareness raising campaigns on HIV/AIDS, obesity and Peer Injury Prevention took place. This year, a Saudi female health official was assigned as a resource person to the MENA Regional Adolescent Knowledge Management and HIV Prevention Workshop.

UNICEF and Save the Children, in collaboration with the Committee on the Rights of the Child, arranged a Regional Consultation meeting on the Handbook on Implementing the GENERAL COMMENT ON ARTICLE 12 “the Right of the Child to be Heard” with government representatives from the MENA Region. GAO office facilitated the participation of two representatives from UAE who received the final draft of the handbook.

To raise the level of knowledge on gender issues, UNICEF in collaboration with CAWTAR organized a training workshop on Gender Mainstreaming to assess, analyze, and mainstream gender perspective in planning process and strategic programmatic interventions and Humanitarian Response. A female UAE government employee attended along with a female staff from UNICEF GAO.

3.1.2.2 Effective Advocacy:

To advocate for child rights, Gulf officials received technical support in their preparation and submission of their periodic reports to the Child Rights Committee. This year, the pre-sessional working group of the Committee on the Rights of the Child was scheduled to discuss the Bahraini report on CRC. GAO submitted its written comments highlighting issues of priorities and concerns. In UAE, GAO gave recommendations on the 2nd State Party Report to be aligned with the general guidelines on reporting. In Saudi Arabia, following the country’s ratification of the optional protocol to CRC on the Sale of Children, Child Prostitution and Child Pornography in August this year, efforts are ongoing to provide technical training to SNCC on drafting and submitting their 3rd periodic report due in August 2011.

Additionally, GAO supported the participation of Gulf participants to the Field-testing of the General Consultation Article 12 of the CRC and to the Regional Media Award on Child Rights. Facilitation was provided to schools through promoting the global drawing contest on child rights to be held in Kanagwa. Moreover, GAO provided technical support to hospitals and medical centers in Saudi Arabia and in UAE by certifying them and naming these health facilities as Baby Friendly Hospitals following their successful adoption of the ten steps for BFHI. Certification events were organized and covered by mass media and hospitals were awarded with certificates and trophies to celebrate the day.

GAO also signed MoU with the Royal Commission for Jubail and Yanbu where GAO is to provide capacity building and technical support on issues related to child rights and on disseminating effective messages on childhood issues. The first joint activity will be the development of a model SITAN for children of Jubail, which will serve as a planning tool for Jubail and a model for a national wide SITAN in the future.

3.1.2.3 Strategic Partnerships:

A. Fundraising

Major donors continued to be the key source of support, contributing a total of \$27 million in addition to in-kind support. GAO’s involvement in two large-scale emergencies contributed to the mobilization of both private sector and major donor partners, who responded to the Haiti earthquake emergency appeal with \$261,452 and to the Pakistan flood emergency appeal with \$908,117.

Partnerships with existing major donors have continued to grow: in UAE, the Red Crescent was engaged in supporting the UNICEF Pakistan flood emergency appeal. UNICEF’s ongoing strategic partnership with Dubai Cares continued with focus on

preparations for the next phase of the partnership due to launch in 2011. The Pakistan flood emergency also led to the expansion of GAO's partnerships with new major donors in the region, Saudi Arabia in particular, with AGFUND & the Saudi Development Fund. The partnership with the Saudi Development Fund is worth particular mention, resulting in a \$23 million agreement for Pakistan.

This year has witnessed an increase in partnerships with the private sector, with mobilized resources of \$1.49 million; successful regional partnerships with the private sector were established, mostly entailing cause-related marketing campaigns.

B. Greeting Cards Operation

GAO incorporated old and new cards in the catalogue to save money on new orders and make use of old stocks; selected one new Eid country-specific design to be printed by UNICEF and distributed for 2010 sales; attracted new potential customers through the online catalogue on the GAO website; and printed and distributed 50,000 leaflets free of charge. Sales proceeds reached \$173,600. The renewed agreement with Aramex will enable sending out documents for free worth \$20,000.

As part of the global strategy to rationalize operations, the sale of greeting cards and other UNICEF products along with the greeting card department in GAO will be discontinued from December.

3.1.2.4 Knowledge Management:

GAO ensures information sharing among its management and staff with its widely dispersed offices in Riyadh, Dubai, and Abu Dhabi through frequent meetings and circulating minutes. The retreat meeting gave staff the opportunity to brainstorm and communicate activities, achievements, and challenges faced during the past year as well as to plan for the current year. A full report on the retreat has been produced and circulated among staff for follow up on action points. The Annual Management Plan, developed in a consultative joint manner, was forwarded to staff and RO. It clarifies rules and responsibilities of each staff member as well as each office committee.

GAO produces its periodic reporting every three months followed by an annual report at year-end; these reports are shared with staff and RO to ensure transparency and awareness of running activities and programmes. CMT meetings are held constantly in person or through conference calls, in addition to the staff meetings and Joint Consultative Committee meetings. Minutes of global/regional staff association meetings are shared with staff to acquaint them with staff entitlements and ongoing issues. For broader knowledge on UN issues, minutes of UNCT meetings are shared with staff as well. Results of RMT are also shared with staff during the CMT meeting.

Training sessions attended by concerned staff members have helped to improve staff knowledge as well as the working environment. These trainings include the Operations & Admin. Workshop; the Enterprise Risk Management; the Regional Management Team; the Change Management Workshop; the Child Protection Network Meeting; the MENA Partnership Workshop; the Regional Staff Association; the Deputy Representative Meeting; the Fundraising and Greeting Cards Forum; the MENA Adolescence Focal Point Meeting; and the Gender Training. The chairperson of staff learning and development shares with staff any updated e-learning courses available within or outside UNICEF to cater to staff needs for professional and personal development.

3.1.2.5 C4D Communication for Development:

GAO promotes behavioral change by launching awareness campaigns and implementing programmes in the region. The appointment of the leading Saudi comedian actor Mr. Fayez Al Malki as the UNICEF Goodwill Ambassador enhanced awareness and publicity of children's and adolescents' issues.

The UN system in Saudi Arabia strengthened its inter-Agency cooperation in the field of communication to increase the media profile of UN activities at the national and/or regional level by forming the United Nations Communication Group (UNCG). Members are assigned to identify new and creative ways to show how the UN system in Saudi Arabia is delivering results (emphasizing inter-agency collaboration) and to promote a coherent image of the UN in the country. The UNCG is mandated to secure information-sharing and outreach; develop a communication strategy to carry out national public information activities on UN priority issues; communicating the results of the UN system's work to decision-makers and the general public through mass media; and producing joint press releases on key UN priority issues.

A periodic newsletter has been produced and circulated and a common press kit has been printed, which includes fact sheets dedicated to the work of the UN agencies operating in the country. Starting this year, the same committee arranged the celebration of the UN Day and the event was marked by the distinguished attendance of high-level dignitaries from the government and the UN including the Vice-Governor of Riyadh. The day afforded an opportunity to increase the level of awareness on UN activities through an exhibition where UNICEF was presented with a booth and distributed its publication and visibility items, and through broadcasting a documentary film on child rights clippings presented by UNICEF Goodwill Ambassadors.

Notably this year, a prominent leader and first lady of Qatar, HH Sheikha Mozah Bint Nasser, contributed to the launch of SOWCR 2011 through a statement on adolescence in the Gulf.

The Regional Media Forum was marked with the winning of four entries from the Gulf i.e. two from UAE, one from Bahrain, and one from Saudi Arabia who received the award for 2010.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach to Cooperation:

GAO is guided by the CRC and the Human Rights principles in all phases of its programming process, from programme planning and design, to implementation, monitoring and evaluation. The Camel Jockey project, for instance, was implemented using a human rights based approach. GAO and its partners were successful in identifying trafficked children used in camel racing in UAE and helped in their return and re-integration into their communities.

The analysis of the SitAn undertaken by GAO with its partners in UAE and Bahrain used a human rights based approach. GAO engaged duty bearer themselves in the analysis, enabling them to express their views and aspirations in relation to their rights. The consultation process involved children themselves on issues concerning them, which paves the way for a tradition of including children at community level, especially the most disadvantaged, as partners in the analysis of issues that affect them. The SitAn engaged children meriting special protection, such as those in institutions, deprived of parental care, the physically challenged etc.

The SitAns in UAE and Bahrain were undertaken within the context of the Convention on the Rights of the Child (CRC), and the Conventions on the Elimination of All Forms of Discrimination Against Women (CEDAW), with special reference to progress on the UAE's implementation status against the observations of the Committee on the Rights of the Child on the country's most recent periodic report. A trends analysis was conducted to identify positive developments and risk factors of children in the overall social, economic, political, and cultural context. Existing gaps in data, in the legislative and policy frameworks, and in institutional and service delivery mechanisms were identified, along with positive experiences and opportunities, which can be used to accelerate progress towards fulfillment of rights.

GAO continuously seeks to develop strategies to build the capacities of duty bearers to fulfill their human rights obligations by continuously involving officials in relevant capacity building activities. GAO also participates in national seminars and workshops to raise awareness on the principles of the CRC.

3.1.3.2 Gender Equality and Mainstreaming:

To fulfill GAO's commitment to mainstream gender equality concerns and advocacy for the rights of women and girls into country analysis, the SitAn of children in UAE preparation process relied on consultations with children and adolescents to engage them and hear their voices on various issues that bear on their education, health, protection, and participation. The consultations were gender sensitive and used various techniques: eleven hearing workshops were held with 215 children of both sexes from all Emirates (126 females and 89 males); focus group discussions were held with 77 children (43 females and 34 males); and interviews were conducted with 9 children as part of the life stories series of interviews. Moreover, 5 children (3 females and 2 males) were asked to keep daily diaries to follow their lives for a week.

GAO ensured the adoption of age/gender focus in the SitAn analysis based on disaggregated data where available. During SitAn preparation a training workshop on CRC took place for all members of SitAn committees with attendance mainly favouring females (45 females and 3 males).

Within the child protection programme in the Kingdom of Saudi Arabia, UNICEF, GAO is raising the capacity of a team of female Saudi professionals. A training manual on child abuse is under production by a lead consultant and a female team of professionals. It will be subsequently introduced to Saudi schools targeting primary level and addressing the needs of Saudi male/female teachers. The ongoing activities include conducting focus group discussions with 32 school teachers and supervisors (15 male teachers from Riyadh and 17 female teachers from Jeddah).

In order to build the capacity on gender responsive programming, a UNICEF staff and a governmental partner from UAE attended a training workshop on Gender Mainstreaming aiming at providing knowledge and skills to be able to assess, analyse and mainstream gender perspective in planning process and strategic programmatic interventions and humanitarian response.

GAO is ensuring female adolescents' participation in its awareness raising campaigns; 317 female and 308 male students in universities participated in the HIV/AIDS awareness campaign, and 900 people (50% female) attended the interventions.

3.2 Programme Components:

Title: *Evidence-based advocacy and mobilization*

Purpose:

The project focuses on monitoring, policy advocacy, and partnerships aiming at (a) reinforcing research, monitoring, and reporting systems on CRC implementation, with a refined core set of country-specific children's rights indicators and updated situation analyses; (b) establishing DevInfo and using it as a tool for monitoring, analysis and reporting; (c) documenting the GAO experience to inform further development of UNICEF strategic approach to middle- and high-income countries; (d) strengthening capacities of national commissions or councils responsible for matters pertaining to children's rights; (e) developing national childhood strategies (including for changing public behavior); (f) making laws, policies, and institutional guidelines more CRC-consistent; (g) increasing percentage of parents, teachers, caregivers, and students with basic knowledge of children's rights; (h) enhancing media projection of children's rights; (i) strengthening public commitment to children's rights; and (j) leveraging steady volume of resources for children. Besides advocacy, GAO aims at providing necessary technical guidance to the States Parties for follow-up on the recommendations of the Committee on the Rights of the Child and in the preparation of periodic reports to the Committee, in part by offering regional report-writing capacity building workshops for government partners.

Resources Used:

OR funded programme:

APD Amount	Available Amount	Expenditure Amount
600,000.00	293,333.00	112,432.00

OR donors list:

Donor Name	Amount
Private Sector - SA	6,671.21
Thematic Funds - Focus Area 5	

Result Achieved:

i. Technical support in preparing the 3rd CRC Saudi report

The project aims at providing technical support to SNCC in preparation and submission of their State Party report. Based on discussions with relevant institutions, an initial methodology for preparing the CRC report was devised, national committees represented by relevant institutions were formed, and initial data collection started.

ii. Web-based programme to raise parents' awareness on child care and development issues

UNICEF is partnering with SNCC to establish a website to raise parents' awareness on child's developmental milestones and needs. UNICEF provided materials and resources that could be utilized for developing the messages. Forming a team of early childhood development (ECD) experts to review the resources and identify the age appropriate messages is underway by SNCC.

iii. Media and Child Rights

The main objective of this project is to advocate for child rights through forming a media network that will be trained on child rights and on the ethical reporting on children. The immediate expected result after the training workshop will be the production of 30 reports by 30 journalists covering a broad range of child rights and protection issues. The project faced some delays due to the shifting of the Communication Specialist position at GAO to MENARO. However, the Communication Section at MENAO is currently involved and has been providing technical assistance to this project. The main partners are SNCC, the Ministry of Information, the National Safety Programme, the Arab Council for Childhood, and the Arab Bureau of Education for the Gulf States, journalists, and media people.

iv. National Childhood Strategy in UAE (NCS)

GAO is partnering with the GWU and the HCMC to develop the first NCS for children in UAE. The NCS encompasses prioritized strategic directions on legislation, policies, and programmes; aiming at improving the wellbeing of children in UAE by creating a safe environment conducive to developing children's capabilities that cater to the physical, mental, social, and emotional well-being of children. Her Highness Sheikha Fatmeh Bint Mubarak issued a decree to establish the NCS higher, steering and executive committees. The higher committee is represented by the Ministry of Social Development, the National Center of Research and Studies, the National Statistics Center, UNICEF, the GWU and the SCMC. A steering committee and four thematic working groups were formed including representatives from relevant 45 governmental and non-governmental institutions drawn from academia and the media. Capacity building enabled the members of the committees and working groups to more effectively analyze the situation of children and women in the context of CRC and CEDAW, and devise child-focused strategic directions.

v. Situation Analysis for Children in UAE (SitAn)

In order to assist UAE in identifying the areas of strengths and challenges in achieving the rights of the child, GAO partnered with the GWU and the SCMC in finalizing and publishing the situation analysis of children in UAE (SitAn) as a first step towards developing the National Childhood Strategy. Focus group discussions took place with different groups of children including expatriate children and the most vulnerable i.e. children in juvenile centers and the disabled. The same 45 representatives in the four thematic working groups who were assigned to develop the NCS, provided inputs to the overall phases of conducting the SitAn. An executive committee represented by the Ministries of Health, Education, etcetera was formed.

Future Workplan:

In relation to the 3rd CRC Saudi report, preparations are underway to conduct a training workshop for the national committees to be oriented on the CRC report guiding principles, CRC indicators, checklist, and implementation handbook. The committee members will start drafting the sub-sections of the report and UNICEF will ensure that the report abides by the set guidelines, and the observations of the Committee on the Rights of the Child are properly addressed.

For developing the NCS in UAE and Bahrain, work on devising strategic directions will start in January 2011 using the recommendations and addressing the challenges noted in the SitAn. GAO is also planning to initiate SitAns in KSA within its current programme of cooperation and in Qatar upon signing the MOU with the Supreme Council for Family Affairs.

In relation to the website project to raise parents' awareness in KSA, UNICEF will be providing technical assistance to the team of experts in developing the key messages and will ensure implementation of a sustained high-quality web-based parents' awareness raising project.

The media workshop on child rights will continue next year and GAO and SNCC plan to hold a training workshop in the first quarter of the coming year to train journalists on ethical reporting on child rights. UNICEF will also support SNCC in producing a manual for media people on reporting on children's issues. The project will need expanding the level of partnerships.

Title: *Child protection*

Purpose:

The programme focuses on juvenile justice and child abuse prevention and addresses violations of protection rights of the most vulnerable and excluded groups of children, including those in conflict with the law, and child victims of trafficking in certain contexts.

Resources Used:

OR funded programme:

APD Amount	Available Amount	Expenditure Amount
800,000.00	475,039.00	457,240.10

OR donors list:

Donor Name	Amount
UAE MOI, Camel Jockey	367,506.00
Saudi Govt	

Result Achieved:

i. Prevention of Child Abuse – School Intervention in Saudi Arabia:

GAO and SNCC undertook an innovative initiative to train Saudi teachers on the early detection and management of child abuse within Saudi schools with focus on early detection and intervention of child abuse cases. Planned results are: (a) to prepare a training manual with its components including the skills, scope, and direction in detecting and managing child abuse cases; (b) to conduct ToT and upgrade the national capacity level for those working in the field of child protection in schools; and (c) to document the project's overall achievement. A concept note on producing the training manual on child abuse is under production and will be subsequently introduced to Saudi schools targeting primary level and addressing the needs of Saudi male/female teachers. The concept note justified the need for ToT and the motives behind the project. The ongoing activities include conducting focus group discussions with 32 school teachers and supervisors (15 male teachers from Riyadh and 17 female teachers from Jeddah). Group discussions helped in shaping the training manual's structure and components.

The training manual includes scripts to produce dramas/movies and other types of enactments on child abuse to showcase the problem. To upgrade the national capacity

involved in child protection, two female Saudi researchers have been recruited to help the lead consultant in his mission by bringing to it a sociological and psychological perspective.

ii. Child Hotline in Saudi Arabia:

The project is initiated by the National Safety Programme and aims at providing aid services to abused children in Saudi Arabia through a helpline. GAO is a member of the executive committee chaired by HRH Princess Adelah Bint Abdullah. Results of a study on the situation of children in Saudi Arabia reflected the high demand for support in this area. GAO signed a MoU with the National Safety Programme to provide the technical assistance needed to operationalize the helpline, which is in its experimental phase that will last for 6-12 months, to be followed by its launch.

iii. Children Previously Involved in Camel Racing

The five-year pioneer project has been concluded and a 15 minute long documentary film was produced. UNICEF arranged for the production team to visit UAE, Mauritania, Bangladesh and Sudan. Field visits took place during which interviews with relevant representatives were conducted, and children's stories were filmed. A database on children previously involved in camel racing has been developed and finalized; officials in the Ministry of Interior were trained on using the database. The first draft of an assessment study on the project is ready. Preparation is ongoing for the closure workshop that will include relevant stakeholders from UAE and the four source countries. All deliverables of the closure activities will be showcased in the workshop (film documentary, assessment study, and the database).

Future Workplan:

Some of the projects are yet to be completed and their completion will occur next year. In the Prevention of Child Abuse project, preparations are underway for four training sessions, each lasting for 9 training days, totaling 36 days, to be offered equally to female/male teachers. The final version of the training manual will be produced and tested on male and female teachers for its validity and usefulness in terms of project design, and preparation of the required tools to assess the results from the trainee's perspectives. The scripts in the manual will be enacted to judge their impact. Based on the training project's success and the findings resulting from its monitoring and evaluation, its lessons and approach will be widely disseminated through the media and other channels. The project has the prospect of expanding to span the Kingdom of Saudi Arabia in view of the needs assessment undertaken in this area.

In order to assess gaps in legislation in relation to the child protection, UNICEF will be implementing a comparative legislative analysis study in 2011 on national laws in UAE as per the CRC. Results of this analytical study will assist in identifying legislative amendments or introductions required to fulfill the rights of the child. One of the responsibilities of the SCMC is to review child related legislation and suggest introductions or amendments to laws. This study will serve SCMC in its mandate.

UNICEF is planning to assess gaps in child protection services in KSA and UAE by conducting a gap analysis study utilizing available tools. Results of the study should assist in strengthening national child protection systems.

Title: Adolescent empowerment

Purpose:

The programme focuses on adolescent development and participation and addresses specific issues: (a) knowledge gaps about their situation; (b) inadequate access to healthy and socially responsible life skills and knowledge; (c) low legal, policy, planning, and media attention to their concerns and potential; and (d) limited opportunities for self-expression and lack of effective participation in planning and implementation of initiatives which affect their lives.

Resources Used:

OR funded programme:

APD Amount	Available Amount	Expenditure Amount
900,000.00	187,451.00	125,273.89

OR donor list:

Donor Name	Amount
Thematic Funds - Focus Area 5	27,102.16
Private Sector	

Result Achieved:

i. Child Obesity Programme in UAE - Phase II

The project aims at reducing the prevalence of child obesity among school students through implementing a quality school health programme in selected schools. The programme strengthens and modifies policies, resources, services, and activities that contribute to the overall vision of healthy students. Available funds will be used for the production of an animated movie about child obesity. The script of the movie is finalized and will be ready early next year. The government and the corporate sector will be approached to secure funding.

ii. Child Injury Prevention in UAE

Under the patronage of HH Princess Haya Bint Al-Hussein, Wife of Ruler of Dubai, the project will be implemented aiming at fostering a culture of safety among school children (12-15 years) in the UAE. The objectives of this project include:

- Enhancing the knowledge and skills of teachers and students on injury prevention using relevant WHO and UNICEF tools and guidelines in selected schools of Dubai.
- Engaging and involving teachers and students in actual/hands-on interventions for injury prevention in selected schools of Dubai.
- Ensuring sustainability and replication of the project, after its evaluation, in other schools in Dubai and possibly UAE and other countries in the Eastern Mediterranean Region.

An MOU was signed with Dubai Health Authority (DHA). WHO is in charge of providing technical support. A detailed project document was prepared in consultation with WHO and DHA, and a training package was developed and finalized. The training package will be tested among students during the training workshops and the final version will be produced based on the feedback obtained from the participants. DHA officially contacted the Ministry of Education for their involvement in the selection of schools that will

participate in the workshops, which are to take place from Mid January till Mid February. Four workshops will be conducted, each consisting of 25 participants.

iii. HIV/AIDS Project in UAE

UNICEF, in collaboration with the Ministry of Health and UNDP, is in the process of conducting a knowledge, attitude, behavior, and practice study to assess the level of knowledge and identify risk behaviors of university students in the UAE. The study aims to assess the youth level of knowledge regarding HIV/AIDS, identify risk behaviors pertaining to HIV among youth and their reliable sources of information, and determine the scope and format of behavior change communication interventions. After the completion of the data collection process, culturally appropriate interventions and messages will be prepared to raise the awareness about HIV/AIDS among young people in the UAE.

GAO and AUD, with MENARO's support, celebrated the World Aids Day and launched the awareness campaign on HIV/AIDS targeting university students on their campus with high-level attendance. For the campaign, leaflets tackling modes of transmission and means for prevention were distributed.

Future Workplan:

Some of the projects are yet to be finalized. The child obesity project will conclude its second phase next year.

For the Child Injury Prevention project, several activities are planned. After the completion of the training workshops for teachers and students on injury prevention, students will be granted two months to carry out their youth-led initiatives by designing activities/games/IEC materials to raise awareness on injury prevention among their peers, friends, families and communities. Small grants to support the different initiatives will be allocated to the teams. The teacher in charge of each team will monitor all interventions and help in the facilitation, co-ordination and documentation of the activities in their respective schools or institutions.

After the completion of the implementation phase, the process and outcomes will be evaluated based on the monitoring and evaluation plan set at the end of the workshops. A detailed report that explains the steps of the whole process will be prepared. Afterwards, the project will be handed over to Dubai Health Authority to replicate at the national level.

Under the HIV/AIDS project, the data collection process will be resumed once students return from holidays. Awareness materials will be distributed among universities that will take part in the study. A peer education network will be started with a small group of students from the American University in Dubai in coordination with the MENARO HIV/AIDS Regional Advisor. Once the study is completed, results will guide future plans and actions.

4. OPERATIONS & MANAGEMENT

4.1 Governance & Systems

4.1.1 Governance Structure:

The Representative post has been vacant since October 2010. The post was advertised several times but a suitable candidate has not been identified yet. The Child Protection Manager (P4) was assigned as an OiC, and this recommendation was endorsed by the Regional Director.

- GAO indicated in its APMP the office priorities and results to be achieved in the programme cycle of 2010-2012. During the office retreat, GAO reviewed these priorities and updated them in the AMP of 2010 in relation to the office role, organization goals (MTSP, MDGs, CRC) and result based approaches.
- The governance structure was established based on the needs of the office through statutory committees: CMT, CRC, LCRB, LJCC, PSB, LTC, LSA. During the composition of the committees the limit of the CRC was raised to make the procurement processes more efficient and to have a suitable number of cases raised to the CRC.
- The CMT ToRs were reviewed in the last quarter of 2010 to enhance the role of the CMT to include standing Agenda items and monthly meetings as per the audit recommendation. The number of CMT meetings was affected by the scattered nature of the office structure, and the limited number of staff.
- ToA was updated four times this year to ensure proper segregation of responsibilities and duties in light of the staff changes that occurred during the year.
- GAO participated in several inter-agency meetings: OMT, UNCT, HIV, UNCG.
- GAO obtained consultancy support in communication, media relations, creative art work, and technical areas to achieve the office planned results. The office prepared and submitted three quarterly progress briefing reports to the RO for sharing information on the status of the area office activities.

GAO went through an audit review in the last quarter of 2010. The overall risk management practices were rated partially satisfactory. The summary of observations describes all areas that were tested and recommends actions to improve controls over thirteen identified risks, comprising twelve medium and one high risk. The Governance and Operations areas rating were satisfactory.

4.1.2 Strategic Risk Management:

- In the framework the of Risk Management Policy, the Office is planning to carry out a Risk Assessment exercise for the whole office during the 2011 retreat meeting after the deadline of the ERM finalization was extend to March 2011. The office with the support from the Regional Chief of Operation conducted an ERM Workshop/Training to facilitate the analysis process of Risk management.
- The office has reviewed some of the standard procedures to be more risk informed in order to minimize the risk as part of the audit recommendation.
- The office MOSS compliant percentage is 78% in Riyadh, 100% in Dubai, and around 70% in Abu Dhabi as per the assessment of the UNDSS. UNICEF office in Saudi Arabia is located in the UN building and the MOSS compliant process involves more than one agency in situations where not all agencies are cooperating in paying the amount assigned to them for MOSS compliant. UNICEF has done all the actions needed to be MOSS compliant to the process in all requested ways.
- The BCP plan was developed in 2009. Although the plan was not officially tested, it is demonstrated through the daily functions of the office since the office works remotely through the servers located in MENARO and is performing all functions in different locations.
- The office does not have an updated EWEA Plan since the gulf countries have the capacities to respond to emergencies in their countries and in neighboring countries. However as part of the audit recommendations the office has to update its EWEA plan.

4.1.3 Evaluation:

The office went through audit assessment in 2010 to assess the office adequacy and effectiveness of the office's risk management practices, and identifying major risks threatening the achievements of the office. The assessment covered areas related to Governance, Programme, Operations, and Greeting cards and Fundraising. The final report resulted in a partially satisfactory overall evaluation with 13 recommendations. The Governance and Operations part were rated satisfactory, and the Programme and Fundraising and greeting cards areas were rated partially satisfactory. GAO has developed an action plan in response to these recommendations and has started to implement it.

4.1.4 Information Technology and Communication:

The office servers are at MENARO and the IT support is provided through the ICT Officers in Amman all year round.

- The office strengthened its use of technologies, Citrix access, Donor Perfect, 2BGAN, Black Berry, Webex meetings, etc.
- The office in Abu Dhabi had difficulties in operating remotely because of firewall and the local provider of DSL in the country. Some of the challenges were resolved but not all.
- The office is in the process of updating and replacing its equipments to be compliant with ProMS 9.1 and VSION requirements to provide reliable service level for the staff.

4.2 Fin Res & Stewardship

4.2.1 Fund-raising & Donor Relations:

- The GAO programme ceiling for the 2010-2012 cycle is USD 9 million of which the office has raised USD 2.5 million, through government contribution, fundraising, and regional thematic funding.
- The PLM operation was evaluated by PFP Geneva and a decision was taken to close all PLM operation in MENA, ESARO, EAPRO and move to licensing model.
- Overall, a total of \$25 million was mobilised by the Gulf Area in 2010, out of which \$24 million was in response to the Haiti & Pakistan emergency appeals. UNICEF GAO succeeded in raising \$300,000 for GAO programmes, and \$740,245 for global UNICEF programmes.
- Following the MENA Donor Reporting Quality Assessment, which was done in 2010, and in line with the recommendations of the report, the Gulf Area Office devised a standardised template for GAO donor reports, to be used for all donor reporting going forward, in line with the MENA Donor Quality Assurance Checklist and PARMO Donor Reports guidelines.

4.2.2 Management of Financial and Other Assets:

GAO went through audit exercise in 2010 and the financial and asset management areas rating were satisfactory with no recommendations indicated in the final audit report.

- Staff were oriented on several work process during the office retreat in February 2010.
- The TOA was kept up to date with the corresponding segregation of functions, limits of authorization and parties responsible for budgets and was almost always appropriate with regard to the segregation of duties given the small size of the office.

- Periodic reports, including 70 Bank reconciliations and 2009 year end accounts closure reports were sent on time.
- GAO with support from MENARO and DFAM has utilised the Inter office payments through the cashier unit for payments to the Representative as no Intl staff were available to sign for his payments. The office also has added the UN Resident Coordinator to its signatory panel in Riyadh for all payments in light of the absence of resident Intl staff in the country.
- Since GAO is 100% reliant on OR Funds, only 50% of the PBAs were utilized in 2010. The limited number of staff did not allow the office to fully utilize the funds in programme activities. In view of likely delays in receiving contributions from the governments in the region the office needs and maintains some reserves as a contingency plan.
- Coordinated work between the Operations and PFP areas is facilitating the processes of preparing the RER, provisional RER, and SRW. Furthermore, Operations supported the systematization and operational and financial flows of the PFP area.

Adequate control of PLM inventories and office assets was maintained. Geneva PSB instructed the office in Riyadh to destroy all PLM items in accordance with the decision related to PLM operation.

One PSB meeting was performed to dispose obsolete and damaged equipment.

The office NEP items were recorded and updated in the Lotus Notes database, PSB processes completed where needed, and physical inventory count has been completed in preparation of IPSAS implementation. GAO has limited vehicle fleet and is using log books to monitor and authorize their movement.

4.2.3 Supply:

The office's programme is not supply driven. The office issues PGMs for printing of publications, stationery, and IT equipments for the office use.

- The office uses the offshore purchase through MENARO for IT equipment to lower the cost and facilitate setup of the equipment through the Regional IT officers since the office does not have an IT staff.

4.3 Human Resource Capacity:

- The Representative of the office moved to Ankara Office, and the post of the Representative was advertised twice but no suitable candidates were found.
- The key posts of the office were vacant in 2010. The Chief Social Policy post remains vacant until confirmation of availability of funds for 2 years from the donor. The Chief Fundraising post was vacant pending the approval of the office Fundraising Strategy, and was advertised in December 2010. The office used the Temporary Appointment contract type to hire temporary staff in UAE and Saudi Arabia in the programme section and in FR.
- The Executive Asst was granted a special post allowance to perform the duties of the Sr. Programme Asst post.
- Part time employment and outsourcing employment options were utilised.
- All office PERs were prepared and signed on time.
- The posts of the FR Officer, Programme Officer and the Sales Officer in Dubai were advertised but as no nationals applied for the posts, the contracts of the existing staff were extended on the same contractual status.
- The GAO staff participated in the Global Staff survey and in the Staff Audit survey, both of which presented very good results showing the positive working environment in the office.
- The office developed an Office Improvement Plan to address the areas for improvement.
- Online Training courses were presented and encouraged.

- The office had nominated two peer support volunteers, one each in Dubai and Riyadh.
- No security incidents were reported this year.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement:

Management Areas Requiring Improvement

- a) Fill the key vacancies of the office.
- b) Sign an agreement with International Humanitarian City to formalize the office space offered by IHC.

4.4.2 Changes in AMP:

- The office is considering downgrading the P5 Chief Fundraising post if no suitable candidate is identified after the advertisement in Dec 2010.
- A request to upgrade the Executive Assistant post will be submitted in the 2011 PBR.

5. STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

1. *Pattern of Injuries Among Children and Adolescents in Riyadh, Saudi Arabia (Household Survey)*
2. *Situation Analysis of Children in the United Arab Emirates*

5.2 List of Other Publications

1. *Safe Return "Children Previously Involved in Camel Racing"*
2. *Manual on Pattern of Injuries Among Children and Adolescents in Riyadh, Saudi Arabia*

6. INNOVATION & LESSONS LEARNED

Title: Camel Jockey in UAE

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Abstract:

The project is a unique one in the Gulf region. UAE is the first country that recognised the link between this sport and the trafficking issue and took decisive action to end this protection issue. The project is a complex multi country operation involving governments and NGOs from five countries and therefore considered a pioneer in the region, the lessons from which can be used by others to tackle child trafficking issues. The partnership between UNICEF GAO and the Government of UAE is particularly commendable as it required UNICEF GAO to coordinate efforts and support the Governments in the four source countries through UNICEF offices (Pakistan, Sudan, Mauritania, and Bangladesh). UNICEF provided capacity building and technical support while the UAE Government provided funding.

The project broke the silence not only on trafficking for camel races but on other forms of child trafficking and abuse. For instance, it led the Police Department of UAE to consider investigating and tackling the situation of young girls recruited as maids in UAE.

Innovation or Lessons Learned:

What worked well are the advocacy efforts with the countries of origin as well as with the government of UAE in recognizing the problem and addressing it. In the spirit of preserving the commendable achievements by the UAE government over the past few years, UNICEF GAO is pressing for sustained strengthening of international cooperation for the prevention, detection, investigation, prosecution and punishment of those responsible for child trafficking in connection with the practice of camel racing. This is vital to ensure that children formerly involved in camel racing never return to UAE to re-enter this exploitative work, and the governments ensure that further trafficking and use of children in the sport is prevented.

Potential Application:

The project broke the silence on trafficking issue. As noted earlier, the Police Department of UAE started to consider tackling other child protection issues such as pertaining to young girls recruited as maids in UAE. UNICEF GAO gained technical experience in trafficking of camel jockeys that can be used to tackle other child trafficking issues in the Gulf area, as well as address the broader threats to child protection arising from negligence, abuse, exploitation, and all forms of harassment i.e. sexual, physical, moral, verbal, socio-economic, etcetera.

Issue/Background:

Camel racing is a deep-rooted traditional sport that finds its origin in the desert culture of Arabian Peninsula, North Africa and the Middle East. This sport has evolved into a professional race resulting in an increased demand for use of lighter jockeys. To fulfill this need, children had been brought into the UAE from Bangladesh, Pakistan, Sudan and Mauritania in the age range 7 to 10 years to be used as camel jockeys in camel racing. Camel racing results in extreme physical and psychosocial harm to young children.

Strategy and Implementation:

- **Policy and legislative reform/development:** Legislation was introduced to ban using children in camel racing, and implementation mechanisms were put in place to monitor farms to ensure they are not involving children in camel racing. Robots were used instead of children.
- **Monitoring and evaluation:** Monitoring activities included periodic reports by UNICEF offices in the source countries, field visits, periodic meetings, and fully involved staff, counterparts and partners. An assessment study is currently being undertaken.
- **Repatriation and Rehabilitation:** Continued support for the repatriation of children from UAE to their countries of origin and for their rehabilitation and reintegration into their communities. Also continued support for community level interventions to prevent re-trafficking in the future (including the development of community action plans to mobilize local resources for improved social services, e.g., education, health, water & sanitation, credit for micro-enterprises, etc., in communities where many CJC have returned).
- **Advocacy, communication, and resource mobilization:** Support advocacy activities including high-level policy advocacy to sensitize national leadership on key aspects of the issue of child trafficking and exploitation within the broader area of child protection, and the need to allocate adequate resources to address these challenges.

Progress and Results:

Phase I: The Government of UAE became aware of the issue and as a strong reflection of their positive commitment in 2005, a Federal decree was issued banning the use of children below the age of 18 years with less than 45 kilos weight as camel jockeys, and the government also decided to repatriate all children being used as camel jockeys to their countries of origin. The Government of UAE provided necessary finances and adopted a human rights based approach to ensure that children were not only repatriated but that provision was made for their safe return to their families and for full reintegration. In all, 199 children were repatriated to Bangladesh, 50 children to Mauritania, 692 children to Pakistan, and 159 children to Sudan.

Phase II: The repatriation and reintegration of all children identified as camel jockeys in UAE continued as well as addressing the vulnerabilities and 'push' factors at the local community level. This was done by collaborating with the four country governments in designing and implementing an "Integrated Community-Based Development Initiatives" project to address the root causes of deprivation and lack of access to basic services in localities from where most of these children come.

Next Steps:

The project is in its final stages and UNICEF has been implementing closure activities with MOI. A film documentary on the project was produced, a database on children previously involved in camel racing was established, and officials in MOI were trained on how to use it. Field visits for the four source countries were arranged as final monitoring visits. Currently, an assessment study is underway and in the first quarter of 2011 a final closure workshop involving all stakeholders from UAE and from the source countries will take place. UNICEF GAO will ensure wide dissemination of project documentation and assessment.

7. SOUTH-SOUTH COOPERATION:

In Saudi Arabia, a new UN Theme Group on South-South Cooperation was launched by the UN Country Team as a means to explore new programming potentials, coordinate agency activities and information sharing, and advocate the role of the UN in support of MDG 8 on global partnerships for development. The Theme Group is chaired by UNDP with core membership of the WB, IFC, and FAO, and maintains close dialogue with UNCT members including UNICEF GAO. Key results are: (i) development of UN South-South Cooperation strategy in Saudi Arabia, (ii) develop strategic South-South partnerships and programmes between the UN system and Saudi Arabia, and (iii) support UN advocacy and liaison with national partners for South-South cooperation and the role of the UN.

In this connection, following the floods in Pakistan, GAO coordinated efforts between the Saudi Fund for Development and UNICEF (HQs and Pakistan Country Office). Coordination took the form of facilitating discussions between the two parties as well as arranging for clearing and signing of the MoU. The agreement on the Saudi Contribution to the Humanitarian Response for Internally Displaced and Conflict Affected Population of Pakistan will fund projects for a total amount of US\$ 23 million.

UNICEF Jordan country office (JCO) collaborated with UNICEF GAO in the Camel Jockey Project. The Child Protection Officer in JCO - who used to work at GAO on the camel jockey project - supported GAO consultant in conducting the project assessment study. She visited GAO for four days during the consultant's mission and held necessary meetings and field visits.