



UNICEF Egypt's partnerships with the private sector to further development:

Partners for Children

EFG-Hermes and Street Children

In Egypt, the presence and safety of street children is an issue of major concern. Up to one million children, with an average age of 13, live on the streets in its major cities. Underlying problems that force children onto the street are poverty, high drop out rates, and the breakdown of families in conjunction with the absence of a strong social care system.

Since 2003, UNICEF, together with the Government, and various NGOs and under the leadership of the National Council for Childhood and Motherhood, has initiated and supported projects that aid street children, providing them with services such as temporary housing, vocational training, education and ultimately reintegrating them with their families.

After a 2006 assessment of NGOs which confirmed that the NGOs required institutional support to adequately confront the increasing problem of street children, a long-term institutional strengthening programme for 20 NGOs was initiated in partnership with the NCCM.

In support of this programme, EFG-Hermes pledged \$ 500,000 aiming to prevent children from living in the street, to protect, monitor, advocate for street-children through the various activities. The plan is to reach over 146,000 children per year, primarily in schools, at reception centres for street children and to reintegrate them with their families.

EGYPT STATISTICS

- **73 Million** Egyptians
- **32%** of the population is **under 15 years old**
- **29%** of the population is illiterate
- **11% of children** between the ages of 6 and 18 years old **never enrolled in basic education**
- Life Expectancy at birth is **71 years old**

Source: CAPMAS, 2006 Census

The Coca-Cola Company and Unite for Children against HIV/AIDS and Hepatitis C

Egypt, which remains a country with low HIV prevalence in the general population, has seen an exponential rise in the reported number of HIV cases since 1990. Recent evidence shows that Egypt might already be facing a concentrated epidemic among most-at-risk populations.



Children singing at the HIV/AIDS Campaign Launch in 2006

UNICEF and The Coca-Cola Company have a global cooperation agreement and have successfully been working together on Polio Eradication efforts in Egypt since 2001 and on HIV/AIDS since 2003.

In 2006, UNICEF and The Coca-Cola Company, in partnership with the Ministry of Health and Population, launched the five-year Unite for Children Against HIV/AIDS and Hepatitis C Campaign in

Egypt. The objective of the UNICEF-Coca Cola partnership is to address HIV/AIDS through prevention and education by breaking the stigma related to HIV/AIDS.

As part of this partnership, the Coca-Cola Company has conducted several activities such as employee education sessions, the development of information, education and communication materials, the promotion of voluntary confidential testing and counseling, and a series of awareness concerts starring

famous Middle Eastern artists. The campaign was a ground breaking initiative to tackle mass communication through radio spots, TVC productions and outdoor advertisement, all targeting youth and promoting awareness about HIV/AIDS.

ExxonMobil and the Adolescent Development Programme

In Egypt, young people between the ages of 10 and 24 constitute 31% of the Egyptian population and they often face many obstacles when it comes to their participation and development.

In support of Egyptian adolescents, UNICEF and ExxonMobil, one of the largest oil and gas companies in the world, announced their partnership and ExxonMobil's support of UNICEF's Adolescent Development Programme, through its donation of 60 computers to two NGOs based in Alexandria. These computers, which will be used in

youth centres in seven governorates, symbolize the beginning of a long-term partnership between ExxonMobil and UNICEF for the future of Egypt's youth.

As Dr. Manoncourt, UNICEF Egypt Representative, stressed, "The importance of the large number of youth in Egypt, and the implications it has for this country's growth and development, underscore the need for the active participation of corporate citizens such as ExxonMobil Egypt."

Inside this issue:

- The Egypt Business Coalition on HIV/AIDS **2**
- Mariott hotels Egypt partner with UNICEF for Egypt's children **2**
- LINKdotNET helps raise exposure about UNICEF in Egypt **2**
- The Coca-Cola Company, UNICEF, and partners join hands for the improvement of Water Quality Management in Egypt **2**

The Egypt Business Coalition on HIV/AIDS

Until the onset of 2004, the private sector in Egypt did not have a role in addressing the HIV/AIDS response. Recognizing this, the Ministry of Health and Population, CARE, various United Nations organizations and five core companies started mobilizing the business sector interest in HIV/AIDS. A one-day workshop was held for a number of private sector companies in March 2006.

The event initiated the Egypt Business Coalition on HIV/AIDS, and the launch of the Partnership Menu of Options- a tool to guide businesses who wish to support the national response and brought about pledges from over 30 of Egypt's biggest private sector companies which pledged their support to the global partnership against HIV/AIDS.

"HIV/AIDS is our business. Without awareness and intervention, we can lose the human skills we need to expand; we can lose productivity and suffer lower staff morale. In all these ways, our businesses can be directly hit." said Ms Mushira El Baradei, head of the Human Resources Committee at the American Chamber of Commerce.

Three firms remain actively committed today: The Coca Cola Company, Shell, and Natgas. The Coalition - the first of its kind in the Middle East region- is now working with UN technical support to formulate its terms of reference and define its role in mobilizing business sector support to the national response and developing workplace policies free of discrimination- within the larger national and global picture - in addressing the issues of HIV and AIDS.

Mariott hotels Egypt partner with UNICEF for Egypt's children



Mariott Hotels in Egypt will launch a campaign starting in July to raise awareness among their clients about the issues facing Egyptian children. Mariott Egypt will focus on the need for quality education, adolescent development and prevention against HIV/AIDS, through the presentation of information cards and posters in its hotels and advertisements in national newspapers.

LINKdotNET helps raise exposure about Egypt's children

In an effort to reach out to many of Egypt's youth, LINKdotNET, one of the Middle East's premier web developers, and UNICEF Egypt signed an agreement in June 2007. LINKdotNET will feature UNICEF Egypt's activities on its websites, particularly masrawy.com, the largest and most visited Egyptian web portal on the internet.

"This partnership will give great exposure to our programmes and it will help raise awareness about UNICEF's work in Egypt and the situation of Egypt's children.", said Dalia Abou-Senna, UNICEF Egypt Information and Communication Officer. "We will develop material such as polls or interactive games to engage young Egyptians in our work and introduce them to children's issues. Although the focus of this partnership is on Youth, Adolescence and Development programmes, all programmes will eventually be presented."

The Coca-Cola Company, UNICEF, USAID, IRG, and partners join hands for the improvement of Water Quality Management in Egypt

The Contamination of water supplies from improper disposal of liquid and solid wastes is a growing problem in Egypt with its fixed and limited water resources. The fixed supply, coupled with a rapidly growing population and consequent demand increase, means water supplies will continue to decline unless other alternative sources are utilized. Moreover, dumping of inadequately treated domestic, agricultural, and industrial solid wastes into canals and drains is seriously degrading water quality in many areas.

"These problems have a very negative impact on water resources availability; the health of the Egyptian people and it ultimately affects the economy of the country.", said Dr. Vijayakumar MOSES, Chief of Young Child Survival and Development at the UNICEF Egypt office. To improve the situation, the Government of Egypt, in cooperation with the United States Agency for International Development, International Resources Group, the Coca-Cola Africa Foundation and UNICEF, formed a *Global Development Alliance* aimed at improving the quality of water resources, reducing water health hazards and increasing water productivity.

In support of UNICEF's work in the Alliance, The Coca-Cola Africa Foundation contributed \$250,000, which will support the project's implementation in the Gharbiya Governorate of Lower Egypt, and the Qena Governorate of Upper Egypt. "Partnerships between the public and private sector are key to improving our lives and encouraging development. This Alliance will lead to better sanitation conditions and expectedly reach more than 80,000 people.", added Dr. MOSES. The project will introduce low cost alternative methods for waste water treatment and practical methods for solid waste disposal and management.

**For more information and to donate
Visit our website:
www.unicef.org/egypt/**

Upcoming Events 2007:

- World Breastfeeding Week- 1st to 7th of August
- International Literacy Day- 5th of September
- Pan-African Conference on Child (Cairo-plus 5) - October (TBC)
- World Poverty Day/ World Food Day-17th of October
- UN Day-24th of October
- 18th Anniversary of the CRC and Universal Children's Day- 20th of November
- 2nd Anniversary of Unite for Children Campaign- 23rd of November
- Launch of the State of the World's Children Report- 11th of December

CONTACT US!

UNICEF Cairo
87, Misr Helwan Agricultural Road
Maadi, Cairo
Egypt

Phone: +202 2 526.5083 to 5087
Fax: +202 2 526.4218