

<ul style="list-style-type: none"> <li>• Running Time</li> <li>• Narrator Name</li> </ul>	<p>2:21</p> <p>Amy Bennett</p> <p><b>Script</b></p> <p>In lean economic times, the message at the United Nations Economic and Social Council’s special event on philanthropy focused on the power of partnerships in advancing the global public health agenda.</p> <p>SOUNDBITE, PETER SALAMA, UNICEF, Chief of Health: “We have witnessed, for example, how your interests have grown from the traditional philanthropic donations to more comprehensive strategic social investments that obtain measurable results and effect lasting change.”</p> <p>Major foundations, companies and coalitions attended the event, and heard from UN Secretary General Ban Ki Moon, Former President Bill Clinton and key representatives from the public and private sector.</p> <p>It was also an opportunity for UNICEF and IKEA to announce a \$48 million donation for UNICEF programmes in India.</p> <p>SOUNDBITE, MARIANNE BARNER, HEAD OF IKEA SOCIAL INITIATIVE: “IKEA Social Initiative is investing 48 million U.S. dollars in a 5-year program, addressing health, nutrition, clean water and sanitation, and the aim is to reach out to more than 80 million children and young people and more than 10 million women.”</p> <p>This means that the IKEA Social Initiative is UNICEF’s biggest corporate partner... with commitments of more than \$180 million over 15 years.</p> <p>SOUNDBITE, MARIANNE BARNER, HEAD OF IKEA SOCIAL INITIATIVE: “We are proud to work with UNICEF. And with their vast</p>	<p><b>Shotlist</b></p> <p>NEW YORK, USA, 23 February 2009</p> <ol style="list-style-type: none"> <li>1. MS: Woman sitting at table</li> <li>2. Pan Right: Fellowship Council</li> <li>3. CU: Two women listening to the conference</li> <li>4. MS: Panel speakers</li> <li>5. SOUNDBITE, PETER SALAMA, UNICEF, Chief of Health: “We have witnessed, for example, how your interests have grown from the traditional philanthropic donations to more comprehensive strategic social investments that obtain measurable results and effect lasting change.”</li> <li>6. WS: Conference attendees</li> <li>7. MS: Ban Ki-Moon and panel 8. speakers</li> <li>9. MS/CU: Bill Clinton and panel speakers</li> <li>10. MS: Conference attendees</li> <li>11. CU: Man writing in notebook</li> </ol> <p>INDIA, 8 June 2008</p> <ol style="list-style-type: none"> <li>12. MS: Indian family</li> <li>13. CU: Hand feeding baby</li> <li>14. MS: Woman holding baby</li> </ol> <p>NEW YORK, USA, 23 February 2009</p> <ol style="list-style-type: none"> <li>15. SOUNDBITE, MARIANNE BARNER, HEAD OF IKEA SOCIAL INITIATIVE: “IKEA Social Initiative is investing 48 million U.S. dollars in a 5-year program, addressing health, nutrition, clean water and sanitation, and the aim is to reach out to more than 80 million children and young people and more than 10 million women.”</li> </ol> <p>Elizabeth, New Jersey, 18 December 2007</p> <ol style="list-style-type: none"> <li>16. Pan Front: IKEA building</li> <li>17. MS: IKEA Shoppers</li> <li>18. MS: Children playing in IKEA furniture</li> </ol> <p>NEW YORK, USA, 23 February 2009</p> <ol style="list-style-type: none"> <li>19. SOUNDBITE, MARIANNE</li> </ol>

	<p>experience in delivering results to children and their mothers we believe our partnership will have substantial and lasting impact in the lives of many children and their mothers.”</p> <p>In his closing remarks for the event, former US President Bill Clinton urged responsibility to the developing world.</p> <p>SOUNDBITE, BILL CLINTON, FORMER US PRESIDENT: “Working in the poorest countries is the least expensive thing we can do to fulfil our responsibility as global citizens.”</p> <p>By leading the way in developing corporate partnerships, UNICEF can implement critical long-term programs to improve the well-being of children.</p>	<p>BARNER, HEAD OF IKEA SOCIAL INITIATIVE: “We are proud to work with UNICEF. And with their vast experience in delivering results to children and their mothers we believe our partnership will have substantial and lasting impact in the lives of many children and their mothers.”</p> <p>20. MWS: Clinton shaking hands with panel speakers</p> <p>21. SOUNDBITE, BILL CLINTON, FORMER US PRESIDENT: “Working in the poorest countries is the least expensive thing we can do to fulfil our responsibility as global citizens.”</p> <p>Elizabeth, New Jersey, 18 December 2007</p> <p>22. CU, Pan out: Young girl’s face, joined by young boy putting toys in basket</p> <p>23. CU, Pan out: Girl’s face, girl standing in IKEA next to toy bin</p>
<ul style="list-style-type: none"> <li>International version split track</li> <li>Running Time</li> </ul>	2:18	
	<p><b>Script</b></p> <p>Same as above</p>	<p><b>Shotlist</b></p> <p>Same as above</p>
<ul style="list-style-type: none"> <li>Video news footage 1</li> <li>Running Time</li> </ul>	<p><b>Shotlist</b></p> <p>NO BROLL</p>	
<ul style="list-style-type: none"> <li>Video news footage 2</li> <li>Running Time</li> </ul> <p><b>UNICEF PSA</b></p> <ul style="list-style-type: none"> <li>Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds</li> </ul>		

**UNICEF Interview  
Running Time**

Xxx

- Name of person being interviewed

Xxx

- Name of person's organization

Xxx

- Person's title

xxx

**Script**