

Argentina

Executive Summary

The year 2015 was marked by national and provincial elections. UNICEF used this historic momentum to promote an integrated communication and advocacy campaign with 12 priorities for the 12 million children and adolescents living in the country. The “#12 million” campaign was based on data from the Multiple Indicator Cluster Survey (MICS) and contributed to ensuring that challenges related to children's rights were considered at the highest levels of influence, impacting on candidates' agenda and platforms and generating public engagement.

Through evidence-generation and advocacy, UNICEF contributed to enhancing the enabling environment by supporting the development and approval of several laws for: establishing a federal policy on early childhood care, institutionalising the first child rights information system in the city of Buenos Aires and adopting national standards for informal child development centres (impacting 500,000 children). Likewise, UNICEF contributed to the development of legal frameworks for the autonomy of adolescents without parental care, the creation of a national evaluation agency, child rights in Salta and juvenile justice in Rio Negro.

UNICEF continued to support 11 provincial observatories on the rights of children and adolescents to closely monitor the socio-economic situation of children. The Office also provided technical assistance to seven provinces to monitor and analyse budgets allocated to child-related issues and facilitated the involvement of 34,000 adolescents in participatory budget processes. During the period 2007-2014 budgets for children increased in five of these seven provinces (for example, from 32 to 37 in Salta and 31 to 36 per cent in San Juan).

To reduce equity gaps UNICEF and partners expanded ICT-based secondary education in remote rural areas, enabling indigenous and other vulnerable students to attend school through a semi-virtual environment and developed innovative initiatives to prevent school failure and improve learning during the transition to secondary school. The expansion of self-evaluation and management tools contributed to improve inclusion, quality and learning with, for example, a reduction in repetition rates in the Province of Salta from 6.6 to 4.1 per cent in just one year. Overall education programmes reached 50,500 professionals and 1,875,497 children and adolescents in more than 4,000 schools.

UNICEF, with the Ministry of Health (MoH), strengthened the ‘Safe and Family-Centred Maternity’ initiative to improve peri-natal services and reduce infant and maternal mortality, reaching 81 per cent of the largest maternities. The initiative is being expanded to Paraguay through a Triangular Cooperation agreement between the ministries of health of both countries, facilitated by UNICEF.

UNICEF intensified prevention of violence against children initiatives, disseminated the child-related aspects of the new Civil Code, and supported the development of protocols to address physical and sexual violence in five provinces. In order to position issues related to children without parental care and juvenile justice on the public agenda, UNICEF and partners supported

national studies to generate evidence, convened an international workshop, and supported the creation of a national network of judges committed to children's rights involving 20 Provincial Supreme Courts.

UNICEF Argentina continued to expand its fundraising operations with an outstanding performance generating US\$ 28,378,813 in income (40 per cent increase over 2014), covering the Country Programme needs and increasingly contributing to global and regional priorities. Successful strategies included increasing the number of pledge donors to 220,623, expanding corporate alliances and promoting events with celebrities, such as the well-established telethon "Un Sol Para los Chicos". The Office also mobilised almost US\$ 500,000 from a major donor and continued to implement innovative private – public partnership initiatives to expand maternal residences, prevent human trafficking and sexual abuse and increase awareness on youth education and responsible marketing.

Broad campaigns complemented #12millions to support advocacy efforts promoting changes in knowledge, attitudes and practices, in particular encouraging young people to vote for the first time, preventing violence (#EndViolence), discrimination and adolescent pregnancy and promoting adolescent digital citizenship. UNICEF mobilisation expanded considerably, reaching 300 million contacts through traditional media and 68 million through social media, with engagement by 6 million people. UNICEF's website recorded more than 586,000 visits, and mentions in traditional media increased by 25 per cent in TV and 46 per cent in radio, compared with 2014.

The Office promoted a highly participatory and consultative process to develop an innovative Country Programme document (CPD) for 2016-2020 that is aligned with the Sustainable Development Goals (SDGs), addresses emerging issues in Argentina and facilitates synergies between a strategic programme and high-performing private fundraising and partnership (PFP) operations. Key internal priorities were to strengthen the office structure to respond to the needs of the new CPD, address audit recommendations, respond to the Global Staff Survey and promote staff development.

Mid-term Review of the Strategic Plan

Argentina already achieved considerable progress in the fulfilment of children's rights, but is faced with the challenge of continuing to reduce equity gaps and address emerging issues that affect children and adolescents. In this sophisticated context, UNICEF's role is to support the country to monitor the situation of children and adolescents, including implementation of recommendations of the Convention on the Rights of the Child (CRC) and Convention to Eliminate All Forms of Discrimination against Women (CEDAW), and to contribute, through evidence-based advocacy, to policies and programmes at the national and provincial levels that incorporate an equity focus and contribute to social inclusion.

This work is complemented through the implementation of model projects, particularly in selected areas where the most disadvantaged populations are living. This role is crucial in all countries, including upper-middle income countries as well as in high-income countries, re-confirming UNICEF's universal mandate. Further emphasis on the combination of 'upstream' policy work together with sub-national level modelling, also in the context of middle income countries, allows for continuous learning and obtaining evidence from local experiences that can be used to design and strengthen national policies and programmes.

One of the main outcomes of the consultative process taken by UNICEF Argentina and its

partners for the preparation of the new CPD was the inclusion in the new Country Programme of a social inclusion component. In full alignment with the UNICEF Strategic Plan for 2014-2017, this component addresses issues related to conditional cash-transfer programmes, monitoring of social investment directed to children and child-care policies with a gender focus.

The CPD preparation process also resulted in the inclusion of emerging issues that affect the rights of girls, boys and adolescents in the country: i) an evolving health agenda that focuses on non-communicable diseases, in particular, malnutrition and obesity, adolescent health and suicide prevention; ii) an education component that focuses mainly on secondary education; iii) a child protection agenda that also addresses the prevention of adolescent pregnancy and violence; and iv) a component focused on social and resource mobilisation (integrated with PFP) that includes the mobilisation and engagement of the general public, adolescents (digital citizenship) and the private sector (private – public partnerships). UNICEF Argentina therefore recommends that these issues be better reflected in UNICEF's Strategic Plan (SP), through specific results and indicators taking into consideration multidimensional outcomes and outputs that go beyond each SP area. Moreover, a review of programme information database coding is suggested, so that emerging programme issues and cross-sectoral approaches are adequately reflected. This will also allow for better reporting on results and funding spent.

UNICEF Argentina also identified, as part of its analysis of barriers and bottlenecks, the need to address social norms and therefore enhance behaviour-change communication (C4D). This is currently not a specific strategy in the SP, but it is suggested to consider re-introducing this strategy as one of UNICEF's corporate strategies. This will also allow improved reflection and reporting on the type of work ongoing through C4D approaches.

To respond to an explicit request from the Government of Argentina, UNICEF started to develop strategies to facilitate South-South and triangular cooperation. With UNICEF support, a triangular agreement was signed between the Ministries of Health of Paraguay and Argentina and both UNICEF offices. Based on the 2030 Agenda and the evolving changes in the aid environment it is expected that the application of such strategies will only continue to increase. The Office therefore recommends that as part of the MTR of the Strategic Plan, UNICEF undertake efforts to develop global strategies and tools for measuring the results of South-South and triangular cooperation. Linked to South-South cooperation is also the need to strengthen knowledge management. This could also include increased emphasis on supporting evaluation of (sub-) national policies and programmes rather than focusing on UNICEF programmes only.

Summary Notes and Acronyms

ACEE - Civic Association for Education Strategies
BCM - Bank communication management
CEDAW - Convention to Eliminate All Forms of Discrimination against Women
CEDES - Study Centre of State and Society
CIPPEC – Centre for Implementation of Public Policies for Equity and Growth
CMT - Country Management Team
CPAP - Country Programme Action Plan
CPD - Country Programme Document
CPMP - Country Programme Management Plan
CRC - Convention on the Rights of the Child
CRPD - Convention on the Rights of Persons with Disabilities
C4D - Communication for Development

CSR – Corporate social responsibility
DCT - Direct cash transfer
DFAM - Division of Financial and Administrative Management
DLC - Distance learning course
FLACSO - Latin American Faculty of Social Sciences
FIC – Inter American Heart Foundation
GEMA - School Management for Learning Improvement
GS - General Services
GSS - Global staff survey
GSSC - Global Shared Service Centre
HIV - Human immunodeficiency virus
IB - Institutional budget
ICT - Information and communication technologies
ILO - International Labour Organization
IMEP - Integrated Monitoring and Evaluation Plan
IOM - International Organization for Migration
IT - Information technology
ITSS - Information Technology Systems and Services
JCC - Joint Consultative Committee
LAC - Latin American countries
LDI - Leadership Development Initiative
MICS - Multiple Indicator Cluster Survey
M&E - Monitoring & evaluation
MoE - Ministry of Education
MoFA - Ministry of Foreign Affairs
MoH - Ministry of Health
MoJHR - Ministry of Justice and Human Rights
MoLSS - Ministry of Labour and Social Security
MoSD - Ministry of Social Development
MSCF - Safe and Family-Centred Maternity Units
MTR - Mid-term review
NCDs – Non-communicable diseases
NGO - Non-governmental organisation
NYHQ - New York headquarters (UNICEF)
OR - Other Resources
PAHO - Pan American Health Organization
PAS - Performance appraisal system
PBR - Programme and budget review
PFP - private fundraising and partnerships
RR - Regular resources
RTF - Regional thematic funds
SCPC - Southern Cone Processing Centre
SDGs - Sustainable Development Goals
SENAF - Secretary of Childhood, Adolescence and Family
SFCM – safe and family centred maternity hospital
SMT - Security management team
SOPs - Standard operating procedures
SP - Strategic Plan (UNICEF)
SiTAN – Situation
UN - United Nations
UNCT - United Nations Country Team

UNDAF - United Nations Development Assistance Framework
UNDP - United Nations Development Programme
UNDSS - United Nations Department of Safety and Security
UNESCO - United Nations Educational Scientific and Cultural Organization
UNLA - Universidad Nacional de Lanús
UNOPS - United Nations Office for Project Services

Capacity Development

The Argentina Country Office continued to support capacity development in education by expanding the implementation of the 'Self-Assessment Programme to Improve Education Quality' and 'School Management for Learning Improvement' methodologies, reaching 50,500 teachers, school authorities and other professionals and 1,875,497 children and adolescents in more than 4,000 schools.

Continuous support was provided to build capacities of health professionals in order to consolidate the Safe and Family-Centred Maternities model, reaching 3,000 professionals. As part of the triangular cooperation agreement facilitated by UNICEF, the Office also contributed building the capacities of 139 professionals in Paraguay.

Capacity-building in the field of child protection was aimed at disseminating the recently approved Civil Code, particularly the progress related to children's rights, and at improving protection and justice systems (including for the development of gender-based statistics), reaching 3,644 professionals.

Monitoring and evaluation (M&E) capacities were strengthened to promote evidence-based decisions to meet children's and adolescents' needs. The InfoArgentina training was provided to more than 800 professionals linked to 11 Provincial Observatories. Additionally, virtual training sessions were organised jointly with the Centre for Implementation of Public Policies on Equity and Growth (CIPPEC) in the provinces of Buenos Aires and Jujuy to train over 570 technicians and decision-makers in the use of practical tools for child-focused coordination, M&E and planning.

Rights-based training was provided to communication professionals on topics related to the use of data and information systems (InfoArgentina), discrimination-free journalism and democratic communication regarding children and adolescents. UNICEF promoted a strategic alliance with the Argentine Network of Scientific Journalism to train journalists in the use of evidence and statistics on maternal and child mortality.

As part of a partnership with the Ministry of Labour and Social Security and private companies, the Office promoted a series of workshops, to raise awareness and strengthen the capacities of over 60 private-company professionals in Children's Rights & Business Principles.

Evidence Generation, Policy Dialogue and Advocacy

UNICEF Argentina consistently generates evidence and disaggregated data to fill specific information gaps and to promote policy dialogue and advocacy, contributing to the removal of significant bottlenecks. For example, the Office worked with the Economic Commission for Latin America and the Caribbean to develop data on multidimensional poverty that was used during political debates.

UNICEF generated evidence through specific MICS thematic reports (on social expenditure and

violent discipline), national specific surveys (on education and ICTs, children without parental care, juvenile justice and discrimination) and focused studies (on early childhood development and non-communicable diseases risk factors in childhood). Knowledge generation on key issues (such as secondary education, early childhood care and child protection) contributed to policy debates through dialogues and workshops. MICS data was also used by national presidential candidates to develop their political proposals, and by the #12million campaign to position 12 children's rights priorities in the public discussion.

The approval of several laws, including those to establish a federal policy on early childhood care and to institutionalise the first child-rights information system in the City of Buenos Aires, as well as the adoption of a national policy on standards for informal child development centres, are good examples of how UNICEF evidence generation and advocacy efforts managed to enhance the enabling environment.

UNICEF also contributed to disseminating recently approved laws, developed with UNICEF support, such as the law on preschool education and the civil and commercial code. The Office provided technical assistance to elaborate new legal frameworks for the autonomy of adolescents without parental care and for the creation of a national evaluation agency. At the provincial level UNICEF supported legal frameworks on child rights in Salta and on juvenile justice in Rio Negro and continued to support 11 provincial Observatories on the rights of children and adolescents to monitor the socio-economic situation of children, as well as child directed public investment.

Partnerships

UNICEF continued to strengthen its relationship with the Ministry of Finance (MoFA), which took a leading role in coordinating other ministries for the monitoring of work plans and development of the new CPD. UNICEF continued to cooperate with national ministries; in particular with the Ministry of Education (MoE) on early childhood, primary and secondary education, Ministry of Health (MoH) on reduction of infant and maternal mortality, Ministry of Social Development (MoSD) on child protection, Ministry of Labour and Social Security (MoLSS) on child labour and Children's Rights & Business principles and the Ministry of Justice and Human Rights (MoJHR) and Supreme Court of Justice on juvenile justice, violence and gender equality. At the provincial level, UNICEF continued to cooperate with governors, ministries, child-right observatories, ombudsmen and other governmental entities. During 2015 UNICEF sponsored the creation of a national ombudsman network and a national network of judges committed to children rights involving 20 Provincial Supreme Courts.

Support provided to new initiatives (SCHOLAS) and consolidation of strategic partnerships with non-governmental organisations (NGOs); centres of excellence (e.g., Latin American Faculty of Sciences (FLACSO); CIPPEC; Centre for the Study of State and Society (CEDES); National University of Lanus, UNLA) and national, provincial and international universities were key to generating evidence and knowledge on social expenditure, early childhood care policies, secondary education and ICTs, non-communicable diseases and risk factors, discrimination, children without parental care and juvenile justice.

UNICEF extended its partnership with the Audiences' Ombudsman and the National Electoral Directorate to develop a network of journalists committed to children's rights, to ensure respectful coverage during the elections and improve the media's public commitment to better protect children's rights.

Building on its convening capacity with private partners, UNICEF established innovative public – private partnerships to expand maternal residences, prevent human trafficking and sexual abuse, and increase awareness on youth education and responsible marketing. Finally, the successful partnership with Canal 13 for the “Sol para los Chicos” programme continued to generate record income and engagement.

External Communication and Public Advocacy

UNICEF promoted the campaign #12millones that positioned children’s rights in the electoral debate by proposing an agenda with 12 priorities for children. The campaign succeeded in engaging candidates, including the elected President; mobilising society through social media (71 million hits) and traditional media (more than 125 articles); and influencing the televised debate by including a block on children and a mention of UNICEF poverty data, generating considerable public interest.

The campaign #YoElijoVotar [I choose to vote] encouraged young people to vote. It included a webpage www.yoelijovotar.org.ar, visited 40,000 times, an application and a trivia game making it the most engaging social media campaign of the year.

UNICEF promoted #EndViolence, a campaign with Paraguay, Chile and Uruguay based on street interventions that reached more than 2 million people through social media. The Office supported a campaign on adolescent pregnancy, through which well-known youtubers reached 96,800 adolescents, and promoted the 6th edition of the Week of Prematurity with a focus on breastfeeding. As part of the partnership with Copa America and under the slogan "America unites us. Don't make the difference", UNICEF mobilised thousands of people against discrimination.

Large fundraising events with Ambassadors and other celebrities such as the famous telethon “Un Sol para los Chicos” and sport races as well as partnerships with private actors contribute to reinforce advocacy messages reaching millions of people from different sectors.

UNICEF’s reach considerably expanded, with 300 million contacts through traditional media and 68 million through social media and engagement of 6 million people. UNICEF was mentioned 3,122 times in traditional media, representing a 25 per cent increase over 2014 in television and 46 per cent in radio. UNICEF was mentioned eight times on newspaper front pages, 40 times in opinion columns and 1,249 times in titles/first paragraphs. UNICEF’s website recorded more than 586,000 visits, with 483.000 unique visitors.

South-South Cooperation and Triangular Cooperation

As a follow-up to the Government’s request to the UNCT to support South-South Cooperation, UNICEF’s Argentina and Paraguay offices facilitated a triangular cooperation agreement between the health ministries of Argentina and Paraguay to expand the safe and family-centred maternity initiative in Paraguay. The agreement was signed during a meeting of ministers involved in the Southern Cone Common Market (MERCOSUR) held in Brasilia. The initiative entails technical assistance to public hospitals, knowledge exchanges and participation of health workers in virtual trainings.

Cross-border cooperation between the health ministries of Argentina and Bolivia continued as part of the UNICEF-PAHO regional initiative for eliminating vertical transmission of HIV and congenital syphilis. The programme – aimed at improving pre-natal care, reducing HIV vertical transmission and advocating for the fulfilment of the rights of indigenous peoples to access

health care services – trained 400 health workers, reaching out to 5,200 indigenous families (Guaraní, Tapietes, Chorote and Wichi).

UNICEF Argentina, jointly with UNICEF Uruguay, organised the first International Workshop on Protection and Autonomy to stimulate reflection and facilitate exchanges of experiences on how to improve the transition of adolescents from residential care to independent living after they turn 18 years old. The event brought together over 200 specialists, academics, national and international officials, leading the way for future enhanced South-South cooperation on child protection and juvenile justice. Likewise, UNICEF's Argentina and Peru Country Offices facilitated knowledge exchanges on birth registration that could lead to South-South Cooperation initiatives in the future.

As part of an initiative led by the Regional Office that includes nine LAC country offices and the UNESCO International Institute for Educational Planning, UNICEF Argentina participated in the development of regional studies on public investment allocated to early childhood development (ECD), that are key to promoting policy dialogues and exploring potential South-South cooperation opportunities.

Identification and Promotion of Innovation

Building on its capacity to engage the private sector, UNICEF Argentina promoted innovative synergies between PFP and Programme that resulted, for example, in residences for premature babies' mothers (in partnership with Farmacity), prevention of human trafficking through cooperation with transport companies, promotion of private sector roundtables on youth education and responsible marketing as well as the inclusion of private companies in the discussions on adolescents' transition from institutions to the labour market.

UNICEF also promoted innovative education initiatives to reduce gaps and reach the most marginalised children including: 1) a secondary school methodology that combines face-to-face and virtual teaching to enable rural/remote areas students to continue studying; 2) the implementation of 30 day-care centres in highly vulnerable secondary schools, to prevent drop out of adolescent mothers, fathers or siblings; 3) an innovative policy implemented in secondary schools in Formosa to prevent school failure and improve learning, through the development of personal daily diaries that facilitate individualised follow-up and support to students.

The #12million campaign was innovative as it succeeded, despite a very tense and politicised context, to position children's rights in the public electoral debate at the highest levels of influence and to engage millions of voters by providing analyses of children's rights in the country and by making 12 concrete sets of proposals.

UNICEF also supported, with the Argentinean Network of Participatory Budgets and the Chief of Cabinet of Ministers, an innovative initiative to promote children's participatory budgeting that involved over 100 municipal officials and 34,000 children and adolescents. The efforts resulted in the adoption of youth participatory budget methodologies in 13 municipalities and crystallised the development of a training manual to be used for scaling-up the methodology.

Support to Integration and cross-sectoral linkages

The Province of Salta established a Ministry of Early Childhood that is the first of its kind in the country. UNICEF provided technical assistance to support the Ministry and to ensure cross-sectoral coordination with a child-rights perspective.

UNICEF supported the Ombudsperson's Office for Children of Santa Fe Province by providing technical assistance and strengthening policy dialogue among the different ministries to enhance cross-sectoral approaches. In order to build on the successful model of this Ombudsperson's Office, UNICEF partnered with the office to sponsor the creation of a national ombudsman network that will benefit from Santa Fe experience.

An interdisciplinary approach for tackling violence and avoiding re-victimisation of children in five provinces was further strengthened through the promotion of interinstitutional protocols, including a new protocol in La Rioja. UNICEF organised and facilitated meetings between administrative authorities and judiciary officials to coordinate and improve their actions and ensure international human rights standards when responding to the needs of children.

In the area of migration, UNICEF's six years of work with national agencies and NGOs was highlighted in the report "Children, Migration and Human Rights: Towards a democratisation of migration policies", a key study to position the rights of migrant children on the public agenda, written from a cross-sectoral perspective.

A participatory approach to identify and prioritise adolescent health problems, with a rights and gender-based approach, was supported by UNICEF and involved the active participation of 1,500 adolescents and local authorities. Programme implementation started in the area of Valles Calchaquies, in the north of the country (and in selected municipalities in the province of Buenos Aires), where adolescents identified unplanned pregnancy, violence and suicide and priorities to be addressed with a cross-sectoral perspective.

Human Rights-Based Approach to Cooperation

The CRC, CEDAW and CRPD reports and observations guided both the programmatic implementation and the formulation of the new CPD for 2016-2020. UNICEF continued to disseminate information about the ratification of the third Optional Protocol to the CRC and the recently approved Civil and Commercial Code, which establishes a new protocol for adoption, recognises adolescents' autonomy, bans violent discipline of children and incorporates the figure of Child's Lawyers to guarantee children's right to be heard in all court proceedings involving them.

Based on duty-bearer and rights-holder capacity analyses, UNICEF continued to strengthen capacities and to foster empowerment through initiatives such as: i) the establishment of a network of families with premature babies that was recognised as a "Health Interest" by the legislature of the City of Buenos Aires; ii) youth budget participatory processes involving 34,000 adolescents; iii) active involvement of 1,100 children and adolescents in violence-prevention initiatives; iv) empowerment of 1,500 adolescents to identify and prioritise adolescent health problems.

Communication campaigns were used to promote the participation and mobilisation of children and adolescents, such as the initiative "I choose to vote" (Yo elijo votar) that encouraged young people to vote for the first time and campaigns on violence prevention, discrimination, early pregnancy, health care of premature babies, as well as promotion of digital citizenship from a rights-based approach.

UNICEF began an equity-focused Situation Analysis (SitAn) of children and adolescents with a human rights-based approach that will guide implementation of the new programme for 2016-2020.

Within the interagency gender group work framework, UNICEF played a key role in the joint revision of the CEDAW report, which led to a comprehensive document that will be used as a baseline to ensure human rights and gender mainstreaming in the upcoming SitAn and programmatic documents.

Gender Mainstreaming and Equality

As part of the inter-agency gender group, UNICEF contributed to strengthening the Domestic Violence Office and the Women's Office of the Supreme Court of Justice. The National Supreme Court created a national registry that centralises and documents gender-based homicides, including data on children, and supported the development of an interactive module to facilitate gender-disaggregated indicators' data entry. UNICEF and the MoJ jointly published a factsheet systematically documenting all cases of domestic violence in the City of Buenos Aires from 2008 to 2015.

Jointly with the International Organisation on Migration (IOM), UNICEF supported the National Secretariat of Childhood, Adolescence and Family (SENAF) and 24 provincial focal points in the development of procedures and mechanisms to restore rights of women and child victims of trafficking.

To promote child-care policies, UNICEF (jointly with the UN Development Programme (UNDP), International Labour Organisation (ILO), UN Population Fund and CIPPEC) carried out five dialogues bringing together 240 participants, including government officials from different jurisdictional levels, legislators, stakeholders, academics and representatives of international cooperation agencies. UNICEF provided technical inputs and supported the elaboration of a draft law to establish a federal policy on early childhood care with a gender focus. Likewise, UNICEF contributed to the adoption of standards for informal child development centres that establish funding targets benefiting 500,000 children who attend these centres nationwide (<http://www.diputados.gov.ar/proyectos/proyecto.jsp?id=176417>). Both initiatives seek to have a positive impact on gender equity considering that, in addition to guaranteeing children's rights, they will contribute indirectly to improving work opportunities for women, as care tasks are culturally assigned to them.

Further support was provided to the "10 by 10" initiative that involved 1,500 adolescents in identifying health-related issues and developing priority plans of action using a rights- and gender-based approach. The main areas identified by the adolescents were: unplanned pregnancy, gender-based violence and adolescent suicide.

Effective Leadership

During 2015 the Country Management Team (CMT) met 11 times to address important management priorities including: follow-up to the 2014 audit, CPD preparation in a complex political context, development of the CPMP for PBR submission, monitoring of management indicators, staff climate and GSS response and issues raised by the local staff association.

Considering that UNICEF Argentina has a programme implementation of around US\$ 9 million, and a highly performing PFP operations generating over US\$28 million, the Country Office strengthened operations with a P3 Operations Manager and a Finance Assistant to provide qualified support to all sections. The team also developed, through a participatory process, office-adapted standard operating procedures (SOPs) on travel, institutional contracts, individual consultants and contractors, income allocation and personal information management in order

to improve processes and enhance monitoring and control mechanisms on key areas related to Programme and PFP. These efforts contributed to the successful implementation of all recommendations of the 2014 internal audit, pending only one observation to be addressed in the CPAP, due early 2016.

To strengthen effective planning, coordination and synergies between UNICEF's programme, communication and PFP sections, the Office promoted a planning workshop in the first quarter of 2015. This exercise resulted in clear and well-understood objectives captured in the Annual Management Plan, as well as in a common advocacy and communication calendar with "thematic waves", when all sections would advocate and communicate along the same topic, resulting in more effective advocacy.

As part of the CPD preparation process, the Office undertook a quality update of the country risk assessment that identified two high risks, both related to the uncertain and turbulent financial and economic situation, marked by high inflation rates and risks of devaluation that could affect programme implementation, fundraising capacities and staff retention.

Financial Resources Management

In order to ensure adequate financial resource management, the CMT revised the list of key office indicators and the periodicity of monitoring. Close and regular monitoring enabled the CMT to take action whenever required and to maintain indicators within acceptable levels.

The office closely monitored outstanding direct cash transfers (DCT) and ensured that actions were taken with partners to ensure timely liquidation of pending amounts. As a result, at year-end closure DCT over 9 months was 3.4 per cent and DCT between 6 and 9 month was 13.7 per cent. Levels of Implementation were also closely monitored ensuring 100 per cent implementation for RR, 94 per cent for OR and 92 per cent for the institutional budget, with all grants fully spent before expiry. Bank reconciliation was closely monitored in coordination with the southern-cone-processing centre until October and with the Global Shared Services Centre (GSSC) to ensure low levels of outstanding items.

The Office implemented a new tool for monitoring expected income and expenditures that enabled better planning and estimates of disbursement, income and PFP-generated surplus to be sent to UNICEF's Department of Finance and Administration.

During the year, the Office focused on implementing the recommendations of the internal audit that had taken place in 2014 to assess governance, programme management and operations. All fourteen recommendations, including four high priority observations, were successfully implemented with only one pending recommendation that will be addressed in the CPAP.

In the last quarter of 2015 UNICEF Argentina also went through an external audit ordered by the United Nations Board of Auditors. Preliminary documents shared by the mission identified twelve observations that are already being addressed pending receipt of the final report.

Fund-raising and Donor Relations

UNICEF Argentina continued developing its fundraising operations with an outstanding performance generating US\$ 28,378,813 in income, far above initial estimates, representing an increase of 40 per cent over 2014 in US dollars and 58 per cent in local currency. The Office is thereby covering the needs of the CP while increasingly contributing to regional and global priorities (RR and RTF).

The Country Office focused on diversification (the largest donor represents 1.8 per cent of income), flexible funding (97 per cent of funds are not earmarked) and on predictability, through pledge donors and long-term private partners.

The number of pledge donors reached 220,623 (a 19 per cent increase over 2014), achieved through prospecting, upgrade and retention strategies. The Office continued to develop telemarketing techniques, with growing face-to-face, and private alliances that enable UNICEF to invite a companies' customers and clients to become pledge donors (20 per cent of 2015 new pledge donors came from corporate agreements). UNICEF also managed to renew all existing large corporate alliances.

The well-established telethon "Un Sol Para Los Chicos" generated record gross income (US\$2.6 million) and contributed to gaining new pledge donors. Other events such as running races, which congregated over 25,000 runners in Buenos Aires and Rosario, also contributed to acquiring new donors and to positioning the UNICEF brand. Additionally, the Office managed to mobilise almost US\$500,000 from a major donor.

In coordination with programmes, PFP carried out "Children's Rights & Business Principles" initiatives promoting public-private alliances for the creation of residences for the mothers of premature babies, as well as for remodelling vaccination centres, raising awareness on human trafficking, promoting private sector roundtables on youth education and responsible marketing, and launching the second booklet for companies on child-friendly spaces.

UNICEF developed three donor reports for individual and corporate donors, covering: the use of funds for Argentina, regional thematic priorities and global emergencies, along with three editions of a magazine for donors.

Evaluation

Implementation of the IMEP was carried out as planned: three evaluations, three studies and a SitAn will be available for a better understanding of the situation of children in the country, including the impact of key sectoral initiatives where UNICEF's contribution has been relevant.

Two specific education initiatives were evaluated: GEMA programme (School Management Programme for learning and improvement) and ICT-based Secondary Schools access programme. In the Health component, the "Safe and Family-Centred Maternities" initiative is being evaluated. Final reports will be available by February 2016, providing relevant inputs for the new CPD and for political and technical discussions with new national and provincial authorities.

A new SitAn was being developed in 2015, for planned publication in early 2016. The document will be crucial for public advocacy and further discussions with new government authorities on the pending gaps that are affecting the realisation of children's rights at the national and sub-national levels.

UNICEF is still using the findings of the external evaluation of Child Protection that was carried out in 2011 to tackle the correlation between violence against children and gender-based violence in the next CPD. Baselines are being prepared in six provinces to assess child protection and juvenile justice systems and to define specific interventions for the upcoming CPD.

UNICEF was highly involved in the preparation of the new UNDAF, playing a very active role in providing technical inputs at all stages of the process, including the country analysis. The CPD Evaluation Plan is fully aligned with the new UNDAF and its M&E plan.

Efficiency Gains and Cost Savings

The Argentina Country Office is one of the four offices that were supported by the Southern Cone Processing Center (SCPC) until the transition to the GSSC last October. The initial phase of the transition resulted in efficiency gains, especially due to a reduction in the payment processing time.

UNICEF Argentina was one of the pilot offices for BCM (bank communication management) that is meant to improve payment efficiencies by merging different payments into one batch, so that one set of approvals can relate to more than one payment, reducing costs. The testing period was very successful. The BCM implementation in Argentina is 69 per cent, pending additional steps to be undertaken by NYHQ/GSSC to further increase this percentage.

The Office developed new Standard Operations Procedures that contribute to improve efficiency in main transactions and procedures (travel, consultants, individual contractors, institutional contracts, etc.).

As part of efforts to optimise costs, UNICEF participated in long-term agreements with UN agencies, in particular for security and travel agency services, resulting in more efficiency in efforts and resources.

The Office continued to optimise communication costs by enhancing the use of Skype for Business for internal and external virtual meetings and by negotiating a reduction of 34 per cent in mobile-phone plans, representing a cost saving of approximately US\$ 7,200.

Supply Management

The total supply component of UNICEF Argentina amounted to US\$1,093,823 (representing 5 per cent of 2015 total implementation). All purchases were made on the local market except computer equipment.

Most of this budget (68 per cent) was invested in printing and other communication and promotional materials to support advocacy, technical assistance, capacity building and resource mobilisation.

Around US\$100,000 were used for supplies to support the emergency response provided by the Province of Buenos Aires to the floods that affected part of the province.

The balance of around US\$ 250,000 corresponds to the purchase of equipment for UNICEF's own use (computers, cell phone and other items) and for programme supplies

UNICEF Argentina 2015	Value in US\$
Programme	494,323
Operations	37,359
Fund Raising	527,494
Communications	34,647
Total	1,093,823

Security for Staff and Premises

Argentina's security level is low throughout the country (level 2). Main risks relate to common crime such as street robberies, express kidnapping, electronic fraud, house break-ins, office burglaries and petty theft.

In this context, UNICEF Argentina pays attention to regularly managing and enhancing staff safety and security. In 2015 the Office continued to work with USS Guardia Privada, a private company that provided satisfactory security services to the UNCT, as part of UN Argentina Common Services. In coordination with UNDSS, the Office started to implement a regular rotation of security guards.

During October and November, security focal points worked together with security and safety experts to update the office evacuation plan and to organise an evacuation exercise that involved all present staff.

UNICEF Argentina regularly participates in monthly meetings of the Security Management Team organised by UNDSS and chaired by the Resident Coordinator. The Team is the forum where the UNCT discusses and decides on relevant actions concerning the overall security situation in the country and its potential impact on the operations of agencies, funds and programmes.

Additionally, UNICEF Argentina participated with two staff-in-training sessions organised by UNDSS on security, including a three-day urban security course that took place in April.

Human Resources

The key 2015 priority was to define, with a result-based approach, an office structure that would respond to the needs of an innovative CPD with a growing PFP operation. This participatory process culminated in the approval, by the programme budget review, of a structure that: i) further professionalises programmes and communications by establishing four new officer positions with expertise in key areas of the CPD (access to justice, early childhood education, social policy and C4D); ii) strengthens PFP by establishing seven positions to continue gaining pledge donors and corporate alliances; and iii) strengthens operations by establishing an officer position in human resources.

To restore a performance culture in the office, management reinforced the importance of an adequate and timely use of all steps of the performance management cycle. For the first time in several years, personal work plans were developed on time and constructive discussions on the performance appraisal system were undertaken with all staff.

In response to the Global Staff Survey, the CMT established a task force constituted by management and local staff association, which carefully analysed survey results. A workshop was organised with all staff to explore the causes of the areas that had rated lowest and to agree on an action plan, which was monitored during the year.

The joint consultative committee met twice, tackling important issues such as the PBR submission and mitigation measures for staff on abolished positions.

The Office promoted an all-staff workshop on ethics and work-life balance delivered by the Regional Chief of Human Resources, as well as a workshop for GS staff on communication skills. Five staff participated in individual trainings (Leadership Development Initiative, Dynamic

Leadership Certificate Programme and others), over 15 staff members participated in regional and global meetings (communication, education, PFP, etc.) and five staff went on stretch assignments (GSSC and Nicaragua).

Effective Use of Information and Communication Technology

During 2015 UNICEF Argentina continued to expand its digital presence to support around 20 advocacy, communication and fundraising initiatives. Digital efforts have been fundamental to supporting the #12million campaign that positioned children's rights in the electoral debate, #YoElijoVotar initiative that promotes the vote of adolescents, the telethon "Un Sol para los Chicos", as well as seminars, conferences and campaigns on mother and child health, secondary education, adolescent pregnancy, children without parental care and early-childhood development, among others.

Over 150 celebrities were involved to replicate messages, enabling UNICEF to reach more than 402,000 Facebook followers, 213,000 Twitter followers and 4,000 Youtube subscribers. Social media publications reached more than 68,500 million accounts. UNICEF Argentina's website recorded over 586,000 visits, with 483,000 unique visitors.

UNICEF's digital presence and operations are supported by an efficient IT unit. During 2015, the Country Office upgraded the Internet link to 25 megabytes to cope with the increased demand for web browsing and online services. IT equipment was maintained up to standards and renewed. The telephone system was updated, improving the management of software and expanding recording capacity of calls made and received by all PFP telemarketers.

Argentina ICT staff supported the relocation, installation and configuration of the Southern Cone Hub in a different facility (UNOPS office) and the management of procurement and implementation of an Internet connection and two printing machines. With oversight by the regional officer for information technology, Hub computers were configured to function in "Light" mode and thus provide remote services.

Other main activities of the ICT staff were the update of Windows Server 2008/2013 server technology and support for the migration to the GSSC.

Programme Components from Results Assessment Module

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 High-quality family care practices and services, in the areas of health, nutrition and HIV are provided in packages at critical stages in the life of mothers, and children, with an impact on the environment, creating opportunities for adolescents, solutions for vulnerable families, immediate responses to emergencies and demands for the fulfilment of their rights.

Analytical Statement of Progress:

Significant progress has been made with regard to all Outputs:

Between 1990 and 2013, cumulative child mortality rates had fallen by 57.8 per cent, with an inter-annual variation of -4 per cent, while maternal mortality rates had decreased by 38 per cent, at -1 per cent per annum.

The Initiative on “Safe and Family-Centred Maternity hospitals” (SFCM), comprising a cultural transformation of perinatal services aimed at ongoing improvement of quality and the humanisation of care, has already reached out to 102 maternity wards in 10 provinces, benefiting almost 5 of 10 new-borns in the public sector.

UNICEF’s co-organisation of the 2015 SFCM Summit with the National Ministry of Health implied the adoption of SFCM as a public policy, whereby provinces not prioritised originally began a process of transformation. Also, in partnership with EVIPNet, this fed into the generation of evidence for the revision of the perinatal regionalisation policy in the province of Buenos Aires, which represented one of the major bottlenecks for further reducing neonatal and maternal mortality.

In June 2015, within the framework of the meeting of MERCOSUR ministers, an agreement for triangular cooperation between Argentina, Paraguay and UNICEF was signed to implement the SFCM initiative in public hospitals in Paraguay. Training activities for health professionals received support for starting the transformation process in six public hospitals.

UNICEF commissioned in 2015 an external evaluation of the SFCM initiative with the purpose of ensuring its sustainability and establishing the best ways to reach planned results in other contexts. Also, as part of this process of learning, the results of the evaluation of 29 maternity hospitals in the province of Buenos Aires were published.

Since 2010 UNICEF, the MoH and civil society have promoted the “Premature Baby Week Campaign”, which has become a continuous and sustained social mobilisation to raise awareness on prematurity and neonatal mortality. After five years, 320 health care institutions and 600 families are involved, and 100,000 community members mobilised. During the Global Maternal New-born Health Conference held in Mexico, the “Premature Baby Week” campaign and “10 Preterm Baby Rights” were presented as a way to promote awareness about prematurity.

Furthermore, in the framework of the Early Childhood Forum held at the Provincial Senate of Buenos Aires, the document “Social and environmental determinants for early childhood development” was presented. A situation analysis of non-communicable diseases and risk factors in childhood and the post-2015 development agenda were also presented.

UNICEF continued supporting actions with adolescents through training in sexual and reproductive health, including HIV prevention, and care and advocacy for friendly health care services. Along the border between Salta and Tarija (in Bolivia), support was rendered for the start-up of South-South cooperation to improve access to HIV treatment, thus reducing vertical transmission rate through outreach to 5,200 indigenous families.

UNICEF Argentina, with the cooperation of the Regional Office for Latin America and the Caribbean (LACRO), continued to working on the ‘10 by10’ initiative, a participatory approach to identify and prioritise adolescents’ health problems from a rights- and gender-based approach. The aim is to set an agenda of actions led by adolescents. In 2015, the priority topics were: unplanned pregnancy (including a specific campaign), violence, and suicide. Implementation of the programme started in the Valles Calchaquies, and in selected municipalities in the province of Buenos Aires, involving the active participation of 1,500 adolescents.

OUTPUT 1 Families receiving health care at 80 per cent of the hospitals with maternity wards having over 1,000 deliveries per year, in 10 prioritised provinces, have benefited from the

transformation of these health care centres into Safe and Family-Centred Maternity wards, actively monitoring their own quality with regard to national quality standards

Analytical Statement of Progress:

In 2015 the Safe and Family-Centred Maternity initiative reached almost five of 10 new-borns of 10 provinces, 102 public maternity wards, including 81 (81 per cent) of the 100 main government-run maternity hospitals in the country. Another maternal residence was added to the 19 existing ones, benefitting almost 15,000 babies born every year at these health institutions, particularly the group of 2,000 that require hospitalisation for neonatology services.

Throughout 2010-2015, more than 8,000 health professionals have been involved in the implementation of SFCM. In 2015, almost 1,700 health professionals were trained in aspects related to the nutrition of preterm babies (especially breastmilk), and 96 in patient safety.

The co-organisation of the SFCM Summit with the National Ministry of Health implied the adoption of SFCM as a public policy; provinces not prioritised originally started a process of transformation.

The successful SFCM experience in Argentina is at the core of the triangular cooperation initiative with Paraguay signed in June 2015. Training activities for health professionals received support to start the transformation process in six public hospitals in Paraguay, and 139 health professionals were trained in patient safety.

After five years of implementing SFCM, UNICEF commissioned an external evaluation of the initiative with the purpose of ensuring the sustainability of the initiative and establishing the best ways to reach planned results in other contexts.

As part of this learning process, UNICEF published the results obtained in the evaluation of the 29 public maternities in the Province of Buenos Aires, undertaken with the Centre for the Study of the State and the Society (CEDES).

Furthermore UNICEF supported the establishment of FOPRIN at the Provincial Senate, with the participation of the ministries of Health, Education, Labour and Social Development. The dialogues (based on UNICEF's MoRES analysis methodology) used scientific evidence, participation and inter-disciplinary work, leading to the achievement of specific recommendations for the province's Senate on the steps to be followed to improve the conditions affecting early child development.

http://www.unicef.org/argentina/spanish/salud_PolicyBrief_Cierre.pdf.

In the framework of this initiative, the document "Social and environmental determinants for early childhood development" was presented. Additionally, a situation analysis of non-communicable diseases and risk factors in childhood, and post-2015 development agenda were presented.

OUTPUT 2 Families from the poorest communities, within the 10 prioritised provinces, have networks of health leaders and promoters to extend - to community level - the promotion of effective care and prevention practices in the fields of health, nutrition, water, hygiene and sanitation, as included in the publication "Para la Vida" (Facts for Life) .

Analytical Statement of Progress:

Support continued to be provided in 2015 to the prioritised provincial governments on primary health care topics. Within the context of the strategies for promoting and advocating the rights of children and adolescents in Amaicha del Valle (Tucuman) the work promoted since 2010 was documented and disseminated. A 'School for Indigenous Governance' was created to develop the potential of each young woman and man from different communities to produce their own strategies for consolidating its values. The initiative is based on two pillars: systematic training in legal, political, economic, social and spiritual aspects of indigenous rights; and discussion about their responsibility, as members of indigenous communities, to disseminate their values in the larger society.

Together with the national programme for vaccine-preventable disease control and the General Coordination Office for Public Information and Communication of the MoH, 15 public health immunisation centres were strengthened. This initiative was implemented with PFP through a campaign with Mimo & Co. – “Tu peso pesa” (meaning your peso, Argentina’s currency, counts”), carried out at shops carrying this brand of children’s clothes.

OUTPUT 3 General public and families who are assisted at health services, particularly at Safe and Family-Centred Maternity wards in the 10 prioritised provinces, have useful knowledge to demand for services and a growing participation in broader mobilization initiatives on unfulfilled health rights.

Analytical Statement of Progress:

In 2015 the “Premature Baby Week Campaign” was held for the sixth year running. Across the country, 320 institutions supported the celebrations and approximately 20,000 people participated in the activities organised by these institutions. Also, more than 150 municipalities have incorporated “Premature Baby Week Campaign” into their legislative institutions.

Also, within the framework of the global maternal new-born health conference held in Mexico in October, the “Premature Baby Week Campaign” and “10 Preterm Baby Rights” were presented as a social mobilisation tool to contribute to greater understanding and appreciation of prematurity in Argentina. Premature birth is the number one case of infant mortality in Argentina.

With the purpose of involving children that were born prematurely as well as their families, UNICEF Argentina supported the creation of a ‘Prematurity Network’ for families to promote the declaration of a National Law to fulfil the rights of preterm new-borns. Five years after the campaign was placed on the public agenda an innovative path was sought, bringing together those involved in the experience of having premature babies to share their knowledge with the rest of the community. This Network allows the families to transmit their knowledge and raise awareness on the fulfilment of rights. During 2015, three meetings were held in Buenos Aires, and one in each of four provinces: Neuquén, Santa Fe, La Rioja and Misiones. The Network also received a mention as “Health Interest” by the legislature of the City of Buenos Aires.

Finally, together with Intramed, a book entitled “Historias Prematuras” (Stories of Prematurely Born Babies) was launched in the framework of the “World Prematurity Day”. This book compiled 10 real stories of pre-term babies and their families, helping to give visibility to this problem in Argentina. This year the book was presented in four provinces: Santa Fe, La Rioja, Neuquén and Misiones.

OUTPUT 4 Adolescents living in selected municipalities of 10 prioritised provinces, and particularly HIV bearers, use prevention-related information included within the rights to sexual and reproductive health, emphasising gender, services and better personal skills to protect themselves from HIV/AIDS transmission

Analytical Statement of Progress:

As part of the UNICEF-PAHO regional Initiative for eliminating vertical transmission of HIV and congenital syphilis, the Ministries of Health of Argentina and Bolivia developed a project for improving pre-natal care and advocating for fulfilment of the rights of indigenous peoples to access health care services. The initiative seeks to reduce HIV vertical transmission by enhancing detection and treatment in indigenous communities along Argentina's borders with Bolivia (Tartagal-Salta and Yacuiba-Tarija). Through commitment and cooperation between local governments, the initiative resulted so far in training 400 members of health teams and 67 health promoters, reaching 5,200 indigenous families (Guaraní, Tapietes, Chorote and Wichi).

UNICEF continued to support actions with adolescents through training in sexual and reproductive health, including HIV prevention, and care and advocacy for friendly health care services.

UNICEF Argentina, with the cooperation of LACRO, continues working on the '10 by10' initiative, a participatory approach to identify and prioritise adolescents' health problems from a rights and gender-based approach in order to set an agenda of actions led by adolescents. This initiative was developed jointly by the Gino Germani Institute, Fundación Huésped, Red de Jóvenes Positivos (Network of HIV-positive Youths) and the AIDS and STD Directorate of Argentina's Ministry of Health. In 2015, the priority topics were: [unplanned pregnancy](#), violence and suicide. Implementation of the programme started in the Valles Calchaquies area, in the provinces of Tucumán, Salta and Catamarca, where seven workshops were held with 114 participants (including adolescents, teachers and community members).

In Buenos Aires Province, UNICEF and Fundación Huesped worked in three municipalities, training 226 health professionals and reaching 1,000 young community leaders to promote sexually healthy behaviours.

In the same province UNICEF and the NGO FEIM (Spanish acronym for Centre of Studies and Research on Women) and members of the National Youth Network carried out participatory initiatives to strengthen the right to choose in cases of adolescent pregnancy, involving 300 adolescents from eight provinces. The initiative was complemented with a communication campaign on unplanned pregnancy in adolescents.

Finally, UNICEF, in cooperation with the network of HIV-positive youth and the AIDS and STD Directorate, finished research on the profile of adolescents living with HIV in the City of Buenos Aires.

OUTCOME 2 Child-respectful and friendly practices and educational services from a rights-based approach improved the quality and opportunities of accessing and attending school by children and adolescents, within the framework of National Education Law No. 26, 206

Analytical Statement of Progress:

In 2015 progress was made towards achieving the outcomes set forth in the CPD. The strategies were designed in accordance with national and regional education goals and the UNICEF Global Strategic Plan in Education. The focus of actions was to reduce gaps and

provide for an equity-based approach, as well as to remove bottlenecks identified during bottleneck analysis.

Cooperation was focused on secondary education, which is one of the main challenges in the region. Cooperation had a positive impact on policies to reduce failure and improve learning at primary and secondary schools in the provinces where work is being done, as well as on expanding policies for early childhood development at the national level and increasing secondary education coverage.

It is worth underscoring that UNICEF cooperation actions were included as priorities in public policies and enshrined in provincial government resolutions and in national education priorities set forth in legislation.

During 2015 UNICEF cooperated in 12 strategic actions at the secondary, initial and primary school levels. Overall education programmes reached 50,500 professionals and 1,875,497 children and adolescents in more than 4,000 schools in 2015.

In alliance with governments and universities, UNICEF promoted 16 different bodies of knowledge that served as inputs for decision-making processes based on empirical knowledge.

UNICEF contributed to promote policy and social debate with a series of Dialogues on Secondary Education, organised jointly with FLACSO, an initiative designed to exchange ideas and disseminate visions of a wide range of stakeholders, from international experts to secondary schools teachers and students.

UNICEF cooperation contributed to improve coverage in secondary education, reduce school failure and improve learning outcomes at all educational levels in nine provinces: Buenos Aires, Salta, Formosa, Jujuy, Chaco, Misiones, Tucumán and Santiago del Estero. For example: in schools in Jujuy under the 'School Management for Learning Improvement' Programme (GEMA) the repetition rate fell from 1 per cent to 0.2 per cent between 2012 and 2014, and the effective promotion rate increased from 96.4 per cent to 98.4 per cent during the same period. In Salta, the repetition rate in participating schools decreased from 6.6 per cent to 4.1 per cent in just one year.

UNICEF helped to reduce educational gaps in secondary education through unique programs: 1) 615 adolescents from remote rural areas accessed secondary education through ICT-based secondary schools; 2) the creation of child day-care centres at highly vulnerable secondary schools has supported 500 adolescents at risk of dropping out to continue studying; 3) the implementation in Formosa of an "Individual Learning Diary" which allows individualised follow-up of students, identifying the resources each one requires for studying and organising his/her studies.

UNICEF continued supporting education policies to reduce inequality gaps and improve the quality of early childhood, primary and secondary schooling through two main initiatives. The 'Self-Assessment Tool for Quality Education' (IACE) was implemented in 2,590 schools, and headmasters from more than 950 schools participated in GEMA. These programmes helped to reduce school failure and improve learning.

Finally, to promote evidence-based advocacy for quality education, UNICEF commissioned external evaluations and developed several studies, in cooperation with centres of excellence, on early childhood and secondary education public policies and on teaching practices.

Starting in 2012 UNICEF Argentina began producing significant knowledge about several topics regarding Education and ICT, and with OEI support led a regional research programme on ICT and Education.

In regard to early childhood, the main effort has been to improve the quality and document the results of the Programme “Literacy and Educational Games in Initial Level”.

OUTPUT 1 Progress has been made in making early childhood education and care mandatory and universal, and in diminishing school failure at primary schools and improving learning outcomes.

Analytical Statement of Progress:

At the early childhood education level, outcomes achieved are related to:

1. *Early childhood education:* quality policies were implemented in alliance with the Center for Support to Local Development (CEADEL) through the institutional self-assessment of early childhood schools in six provinces, which had an impact on 31,086 girls and boys:

http://www.unicef.org/argentina/spanish/IACE_INICIAL_2014.pdf

<https://www.youtube.com/watch?v=s90nYZuuY08&feature=youtu.be>

Likewise, together with Buenos Aires City, UNICEF Argentina continued helping to improve educational quality at 10 Early Childhood Education Centres located in vulnerable areas that take care of 400 girls and boys between the ages of 0 and 3.

<https://www.youtube.com/watch?v=685Tem5xsLA>

2. *Preventing school failure and improving learning outcomes:* UNICEF and the Civic Association for Education Strategies (ACEE) support the MoE in implementing ‘School Management for Learning Improvement’ (GEMA) policies, reaching 56,057 primary school girls and boys from vulnerable contexts in 2015 (and more than 240,000 since 2012). The incorporation of the information system for following-up on schooling and the intervention of school authorities through specific management strategies led to improved school efficiency. Moreover, after nine years of implementation of the ‘Self-Assessment Tool for Quality Education’ in primary schools, 35,000 teachers from 1,978 rural and urban schools and more than 600,000 students and their families have participated in this systematic experience to identify institutional weaknesses and generate strategic plans of action to improve education quality.

3. *Knowledge generation:* UNICEF continued to advocate for quality and expansion of early childhood education through documentation of the results of the Literacy and Educational Games Programme in Initial Level, and the study of Early Childhood Education Centres. The materials elaborated as part of this programme were appreciated as inputs by the Global Alliance between UNICEF and the LEGO Group. In addition, UNICEF has produced pedagogical materials to improve literacy in Initial Level education.

http://www.unicef.org/argentina/spanish/resources_10848.htm

OUTPUT 2 Reducing inequality gaps in adolescent education in Big Urban Centres and rural areas, increasing this age-group's institutional and citizenry participation.

Analytical Statement of Progress:

Efforts focused on:

1. Policies to promote peaceful coexistence and prevent violence and conflicts in schools, within the framework of a Buenos Aires Province plan:

http://www.unicef.org/argentina/spanish/Guia_de_orientacion_WEB.pdf and
http://www.unicef.org/argentina/spanish/Violencias_y_escuelas_OK.pdf

2. UNICEF and the A. Jauretche University documented the programme “Mothers, Fathers and Older Siblings at Secondary Schools”. UNICEF continue supporting 30 child day-care centres at highly vulnerable secondary schools, allowing adolescent mothers, fathers or siblings in charge of caring for small children to continue with their studies. Furthermore, schools continue implementing the National Programme on Comprehensive Sexual Education.

3. Policies to reduce school failure and improve learning in the first years of secondary schooling: UNICEF continued to support the Civic Association for Education for All and the Formosa Provincial government to implement these policies through the “Individual Learning Diary”. This tool allows individualised follow-up of students, identifying the resources each one requires for studying and organising his/her studies, fostering self-organisation and self-confidence. (http://www.unicef.org/argentina/spanish/resources_10848.htm).

4. UNICEF and the implementation of the ‘Self-Assessment Programme to Improve Education Quality’ (IACE) supported the implementation of policies on ‘School Management for Learning Improvement’ (GEMA) programme at secondary schools in three provinces. The GEMA programme provides opportunities for school headmasters to learn about, analyse and apply common school management strategies to improve students’ learning, taking into account social and cultural diversity. Since 2014, GEMA has been implemented in more than 250 secondary schools in Salta, Jujuy and Chaco provinces.

<http://www.estrategiaseducativas.org/nuestros-programas>

5. During 2015, the IACE tool was implemented, in alliance with the Centre for Support of Local Government (CEADEL), in more than 430 secondary schools of Buenos Aires, Chaco, Jujuy, Misiones, Salta y Santiago del Estero provinces, with an impact on the education quality of 201,626 students. This tool allows teachers and supervisors, as well as students and their families, to identify the institutions’ main strengths and weaknesses regarding teacher performance and learning outcomes, among other indicators, to provide inclusive quality education.

6. UNICEF and FLACSO promoted social mobilisation through a series of Dialogues on Secondary Education. These dialogues were designed to exchange ideas and disseminate visions on the challenges of secondary education, and involved more than 300 stakeholders: policy-makers, educational authorities, specialists, scientists, media leaders, NGOs, private sector, headmasters, teachers and adolescents.

http://www.unicef.org/argentina/spanish/education_20777.htm <http://ecys.flacso.org.ar/dialogo/>

7. Knowledge generation on Secondary Education:

-In partnership with the Cordoba Catholic University, a study was developed to propose alternatives for improving and re-directing Compulsory Secondary Education. Several pedagogical materials were generated aimed at promoting the development of student capabilities: videos were produced in classes for students from basic secondary schools and

more than 64 didactic proposals were developed to promote 21st Century Skills in Secondary Education.

Moreover, in alliance with Al Marifat, cell phone apps were developed in four schools from the Conurbano Bonaerense to strengthen students' basic capabilities in mathematics and literature and to help them be up-to-date in school activities and assessments. More than 120 students and their teachers were participating in 2015.

OUTPUT 3 Educational gaps are reduced in priority population groups: indigenous girls, boys and adolescents and those with disabilities.

Analytical Statement of Progress:

Expansion policies for access to secondary schooling in remote rural villages: Faced with a wide equity gap in access to secondary education between urban and rural adolescents (93.4 per cent compared to 66.3 per cent in 2010), UNICEF cooperated with the governments of Chaco, Jujuy, Misiones and Salta provinces in the design of an innovative school format which combines face-to-face teaching and ICTs. Students attend a classroom located in their village. There, students carry out learning activities, guided by a face-to-face tutor and through a virtual environment designed and managed by a team of teachers. This initiative already benefits over 615 indigenous and creole adolescents living in rural areas. In 2015 UNICEF cooperated with the MoE in providing 'Technological Classrooms' that consist of equipment with net books, PCs and routers that permit the generation of an intranet in each rural school and access to several multimedia resources. (<https://www.youtube.com/watch?v=k9ynRv-WBko> and <https://www.youtube.com/watch?v=dOQTlkl9258> and <https://www.youtube.com/watch?v=RHdwgclYmLA>)

The initiative was evaluated this year. The findings will help to improve and scale up this leading strategy for removing bottlenecks in access to secondary education.

OUTPUT 4 Educational quality and inclusion improved through the application of educational assessment policies and ICT-based innovative strategies

Analytical Statement of Progress:

Main areas of progress were:

-International evaluations. UNICEF has promoted two external international evaluations: 'ICT-based Secondary Schools in rural areas' Policy and the 'School Management for Learning Improvement' Programme. The results of these evaluations will be considered by UNICEF and relevant authorities in decision-making tied to the CPD 2016-20.

-Studies on ICTs and Education. UNICEF disseminated several publications: a) ICT and access to secondary rural education; b) Private sector role in the incorporation of ICT in basic education; c) ICT incorporation in special education; and d) six reports on the results of the national survey about incorporating ICTs in basic education: general report, equipment and resources, ICT in private and in public schools, videogames in secondary education, ICT and primary education, ICT and secondary education.

-International Seminar on Innovative Experiences in Secondary Education. UNICEF worked with FLACSO to develop this event, which included innovative experiences and policies from France, Colombia, Brazil, Argentina (Cordoba) and Spain (Barcelona).

-UNICEF and the AI Marifat organisation developed applications to help students to be up-to-date in activities and assessments and to increase basic secondary education graduation rates. Also, videos and pedagogical material are being developed to promote 21st Century skills in secondary education.

OUTCOME 3 Children, adolescents and women's rights are fully protected against violence, abuse and exploitation by coordinated interventions of local protection services and judiciary systems taking into account their families.

Analytical Statement of Progress:

In 2015 UNICEF advocated for the positioning of child protection issues on the political agenda at the national and provincial level.

UNICEF contributed to an improved enabling environment, through advocacy and technical assistance, for achieving the approval of provincial legal frameworks related to child rights. Currently 23 of 24 provinces have approved child rights-related laws, inspired by the CRC. Salta Province's legal framework, developed with UNICEF support, is the last to be ready to be passed.

UNICEF helped to make significant progress with regard to information systems on children without parental care, domestic violence, child abuse and juvenile justice. Together with SENAF, the Office published three main studies: a national survey on children without parental care (9,219 children are without parental care, a reduction of 37 per cent compare to 2011); a national survey on children in conflict with the law (1,305 deprived of liberty) and a MICS thematic report on child discipline (46.4 per cent of parents use physical violence as a disciplinary method). These studies will be used as key evidence for the CPD 2016-2020.

UNICEF helped to improve protection and justice systems in cases of violence against children through the promotion of networks of specialised judges and partnerships among key responsible authorities. UNICEF organised and facilitated meetings between the administrative authorities responsible for children and judiciary officials to coordinate and improve their actions, to disseminate the new Civil Code regarding children issues and training on international human rights standards on justice for children, reaching 2,785 professionals in different meetings, workshops and public presentations. In addition, UNICEF organised a national network of judges committed to children's rights (*Red de jueces y juezas comprometidos con los Derechos de niños y adolescentes*). Twenty provincial Supreme Court judges (out of 24) are participating and committed to an agenda addressing juvenile justice and access to justice for child victims of violence.

Regarding juvenile justice, UNICEF continued to position this topic on the political agenda. The #12MILLONES campaign, which aimed to be placed on the agenda of the presidential candidates, and the advice given to the Province of Rio Negro for drafting a new law on juvenile justice, are good examples of UNICEF's work in this area.

UNICEF and other UN agencies supported the National Supreme Court to create a national registry to centralise and document gender-based homicides, including data on children. UNICEF's contribution in the development of the interactive module "Strengthening the Statistics Culture in the Judiciary" – which aims to promote gender indicators' data entry in the new registry – was key to this development. More than 750 professionals used the module, making significant contributions to the production of judicial data. In addition, in conjunction with

the UN Thematic Interagency Gender Group, UNICEF developed an action guide for union delegates that aims to strengthen the capacities of the union sector to promote gender equality through the perspective of men.

In the area of adolescents without parental care, UNICEF continued to support innovative models at the national and provincial levels to promote the autonomy of adolescents when exiting care institutions. UNICEF provided advice to national congressmen to draft a law on this specific topic. In addition, UNICEF in Argentina and Uruguay co-organised the first International Workshop on 'Protection and Autonomy - Adolescents in transition from residential care to independent life', where 200 specialists, academics, national and international officials, private sector and former residents of care institutions discussed autonomy and exchanged good practices.

UNICEF Argentina has worked for over six years on issues of child migration; in 2015 this work was crystallised in the report "Children, Migration and Human Rights: Towards a democratisation of migration policies." UNICEF's alliance with the UNLA centre of excellence as well as with other national agencies and non-governmental organisations was key to placing the rights of migrant children at the top of the public agenda.

In 2015 UNICEF facilitated the discussion of challenges and bottlenecks that prevent children from having their rights guaranteed, in the context of the preparation of the new CPD 2016-2020. Two workshops were organised (one on Argentina's protection system and one on its justice system), with participation of 60 national and provincial duty bearers, playing a key role in more accurately defining UNICEF's role during the next Cooperation Programme.

Finally, other relevant documents and activities also contributed to the main expected results in areas of children without parental care, children with disabilities, human trafficking and child labour.

OUTPUT 1 Children and adolescents victims of violence, abuse or exploitation, benefit from strengthened procedures and protocols, with specific focus on the most vulnerable groups (indigenous and migrant children, children with disabilities, and poor urban adolescents), within the framework of new local protection services in 10 provinces.

Analytical Statement of Progress:

1. Institutional, legal and policy framework:

UNICEF contributed to an improved enabling environment, through advocacy and technical assistance, to achieve the approval of all provincial legal frameworks related to child rights, with specific support provided to Salta province. Once Salta approves its legal framework, all provinces will have child rights-related laws, inspired by the CRC.

UNICEF collaborated in disseminating the new Civil Code (August 1st 2015) – which establishes a new protocol for adoption (with greater transparency and celerity), recognises adolescents' autonomy and the ban on violent discipline towards children – through workshops reaching more than 500 judicial and protection officers.

2. Violence against children:

UNICEF contributed to reinforcing the visibility of violence against children (VAC) through evidence-generation, advocacy and capacity building:

-The MICS thematic report "Child Discipline at Home" was completed and will be launched in 2016 in the framework of the campaign commemorating 10 years since the Global Study on VAC. Due to the lack of national data on VAC, UNICEF also produced factsheets on violence from official sources.

-In the Province of Buenos Aires, more than 1,000 operators from the protection system were trained, awareness products were delivered under the 'Stop Violence' Campaign and 400 students participated in workshops dedicated to identifying different forms of violence.

- Community Football for Participation was implemented in two provinces to strengthen the skills of 700 children and adolescents to promote participation, peaceful conflict resolution and gender equity.

-UNICEF and other UN agencies supported the National Supreme Court to create a national registry to document gender-based homicides, including data on child victims. UNICEF's contribution in the development of the interactive module "Strengthening the Statistics Culture in the Judiciary" was relevant to building the database. More than 750 professionals used the module, making significant contributions.

-UNICEF continued to support an interdisciplinary approach to violence through the promotion of interinstitutional protocols to avoid child re-victimisation and helped to strengthen the capacity of local teams by training more than 200 professionals.

3. Children without parental care:

-In partnership with SENAF, UNICEF presented a new study on children and adolescents without parental care. The study showed a 37 per cent reduction in the number of institutionalised children in the country compared with the 2011 study.

-UNICEF continued to support innovative models in five provinces to promote the autonomy of adolescents living in residential care to ensure their social and labour inclusion. UNICEF presented a peer-based study on adolescents' perceptions about care institutions and their transition to independent life. UNICEF also held an international workshop on "Protection and Autonomy - Adolescents in transition from residential care to independent life", where specialists, academics, national and international officials and private sector representatives committed to guaranteeing adolescents' rights; 200 people participated and the workshop was broadcast to the public.

4. Children with disabilities

In partnership with Instituto Psicopedagógico de Nivelación Aranguren, UNICEF worked in three provinces to ensure the official recognition by organisations, protection services and residential care, of the rights of children with disabilities. Workshops were held, which reached 1,418 people.

OUTPUT 2 Adolescents in conflict with the law have access to specialised local justice systems, adapted to international standards, within the framework of new local protection services in 10 provinces

Analytical Statement of Progress:

UNICEF helped towards making significant progress in advocacy and with regard to information systems on juvenile justice.

In collaboration with SENAF, UNICEF finalised a study on children and adolescents in conflict with the law, including documenting the number of children and adolescents in detention and in alternative programmes, as well as the level of specialisation of the services in all 24 national jurisdictions. This study was published and presented to governmental and judicial authorities, academics and the larger society. There were 871 children and adolescents in detention centres, 380 more when young people up to 21 years old are included. There were 54 children and adolescents whose age could not be determined.

UNICEF complemented the documentation effort by preparing baselines on juvenile justice in five provinces, in order to have accurate data for the next CPD.

UNICEF sponsored the creation of a national network of judges committed to the protection of the rights of children, with the aim of training them in international standards on child's rights and reaching agreements about better planning for training to civil servants, as well as to produce and disseminate information on criminal justice for juvenile offenders (one of the central bottlenecks in juvenile justice in the country).

UNICEF highlighted the topic of juvenile justice in the communication campaign #12MILLONES.

As part of the normative transformation for a more specialised justice, UNICEF gave advice to the Province of Rio Negro on a new draft law.

Finally, UNICEF trained civil servants and judicial personnel in international standards on child's rights, reaching 375 people.

OUTPUT 3 Children and adolescents in 10 provinces are protected against child labour through local inter-sectoral mechanisms, adequately planned and funded

Analytical Statement of Progress:

In partnership with the International Labour Organization (ILO), UNICEF continued supporting the National Commission to Eradicate Child Labour and the Business Network against Child Labour. UNICEF provided assistance for organising activities for the World Day against Child Labour and collaborated in setting up local groups in Entre Rios and Salta provinces.

UNICEF and the Commission for the Prevention and Eradication of Child Labour (COPRETI), developed outreach activities in the Province of Buenos Aires to inform about the risks of child labour, through workshops, brochures and radio spots. One of the results of this cooperation was the publication of a guide to orient agents in different areas that are near child labour situations.

In alliance with COPRETI from the Province of Salta, UNICEF surveyed a selection of children and adolescents attending different schools in the city, to prepare a diagnostic on child labour. The survey results will be an input to a series of policy recommendations to help prevent children from engaging in hazardous labour activities.

The experience of eradicating the "El Pozo" waste dump in the Province of Mendoza was

published; the open dump was closed and many of the neighbourhood's inhabitants were re-trained for new jobs. Furthermore, the neighbourhood was strengthened with the installation of a primary health care centre and a new bus line, better integrating the area with the rest of the city.

Human Trafficking: (linked with output 1 violence and protection systems)

Together with the IOM and SENAF, UNICEF worked with all the provinces to strengthen government efforts in the areas of assisting and reintegrating trafficking victims. Four regional meetings took place (Buenos Aires, Jujuy, Neuquén and San Juan) and one national meeting was held in Buenos Aires City. A total of 160 functionaries – all responsible for assisting trafficking victims in the provinces – participated in these meetings to agree on common criteria on how best to provide assistance to people who have been victimised and restore their rights.

In partnership with Undersecretary of Access to Justice in the province of Buenos Aires, a documentation of experiences of assistance processes was carried out to reintegrate and restore trafficking victims' rights. The research highlights the different types of recruitment and exploitation situations experienced.

In alliance with the National Ombudsman's Office, the National Direction of Migration and the national programme of rescue and support to people affected by the crime of human trafficking (under the national Ministry of Justice), UNICEF trained 250 adolescents in the province of Buenos Aires to raise awareness on the subject and provide information on where to claim, denounce and proceed in case of suspicion of being in a potential trafficking situation.

Another innovative partnership with a transport company and the Ministry of Justice contributed to raising awareness among travellers and drivers on human trafficking and sexual abuse. This experience will be replicated in 2016 with other tourism and transport companies.

OUTCOME 4 Children and adolescents are prioritised in public policies, and jointly with their families and communities effectively demand the fulfilment of their rights, in line with the CRC.

Analytical Statement of Progress:

UNICEF contributed to the creation of an enabling regulatory, political and institutional environment for children and adolescents, through advocacy for a change in social norms and the generation of quantitative and qualitative information on children's rights from an equity-based perspective, in order to support the development of inclusive public policies and regulatory frameworks in line with the CRC.

The wide use of evidence generated through studies and surveys, such as the MICS, are good examples on how UNICEF has been focused on facilitating access and dissemination of key information on children and adolescents, targeting such diverse actors as policy- and decision-makers, media, international organisations, universities and civil society in order to reinforce their capacity to promote the fulfilment of children's rights. Indeed, UNICEF emerged as a key reliable actor in evidence-generation, and had the ability to place sensitive issues on the political agenda – such as multidimensional child poverty, which will be at the heart of the social policy debate following the UNICEF study to be published in 2016.

Regarding the legislative and public policy framework, UNICEF efforts were focused on exerting more influence on the evidence-based policy-making process. These advocacy efforts were

reflected in the technical support provided to several law projects, such as the recently approved national policy on early childhood care and the creation of the National Evaluation Agency, which received considerable UNICEF support.

Progress was also made in consolidating and providing visibility to the information produced by the national and provincial governments, through the support of 11 provincial Observatories on the rights of children and adolescents, which monitor the socio-economic situation of children, as well as public investment targeted to them. As a result of UNICEF's advocacy efforts, two provincial observatories were firmly established (Santa Fe and Misiones).

UNICEF's advocacy efforts led the government of the City of Buenos Aires to present a draft law aiming to create an Integrated Information System on the situation of child rights, which was unanimously approved in December 2015. This system, which receives technical support from UNICEF, will be the first child rights information system in Argentina to be mandated by law, as a follow-up to the recommendations of the Committee on the Rights of the Child. (<http://bit.ly/1kJHqdO>).

Additionally, UNICEF contributed to strengthening the capacities of duty-bearers to meet their obligations. The Office worked with media professionals to ensure appropriate coverage of topics related to children and adolescents within a human rights approach, and also trained public officials in charge of social policies at the provincial and municipal levels in topics such as planning, monitoring and evaluation, in order to improve public provincial and local management, to guarantee the fulfilment of children's rights.

Regarding social norms, outreach campaigns and communication strategies were carried out, around elections, (#12 Million, an innovative public campaign to position child rights in public discussions and #Yo elijo votar, a specific campaign encouraging young people to vote for the first time), prevention of violence, discrimination and early pregnancy; health care of premature babies and promotion of well-being; and recognition of adolescents, including their digital citizenship.

Through these initiatives UNICEF contributed to strengthening rights-holders' demand for services, and promoting child and adolescent participation and social mobilisation towards fulfilment of their rights. Contents were disseminated through various platforms, highlighting the importance of social networks as a growing means of dissemination.

UNICEF advocated with media outlets, journalists, editors, opinion leaders and media owners to prioritise children and adolescents on their agendas; provided technical assistance and training to journalists; developed special multimedia productions, and generated new networks and partnerships (e.g., "Enredados" a network of journalists committed to promote the rights of children in the media, a strategic alliance with Argentina's Network of Scientific Journalism and a specific partnership with the Audiences' Ombudsman).

Overall actions contributed to expand the reach to over 300 million contacts with people, including the wider LAC region, promoting engagement and changes in knowledge, attitudes and practices.

OUTPUT 1 At least one integrated communication campaign, in three priority topics, reaches out families, children, adolescents and public opinion, generating changes in knowledge and attitudes to promote the demand for services, and a growing participation and mobilisation in fulfilment of their rights.

Analytical Statement of Progress:

In 2015 UNICEF structured its communication and public advocacy around key priorities and developed communication initiatives to promote access to knowledge, change of attitudes and behaviours and demand on the rights of children. Throughout the year it reached more than 110 million contacts.

- Under the elections framework, UNICEF Argentina promoted the campaign #12million. The aim of the integrated communication and public advocacy campaign was to include children's rights issues in the public discussion and to make their voices heard. #12million proposed an Agenda for Children and Adolescents 2016-2020 with 12 priorities. It resulted in a public commitment by five of the six candidates for president, including the elected President. It also contributed to position children's issues high on the electoral debate. The campaign included 12 images that synthesise the 12 priorities, billboards on public roads, subways and shopping malls, a [TV](#) and two radio spots that were broadcast in cinemas, radios and TV stations and had a strong digital focus to engage directly with voters at www.12millones.org

UNICEF, the National Electoral Directorate, the Development Bank of Latin America (CAFF) and the Secretariat of Youth, jointly launched #YoElijoVotar, a campaign to encourage young people to vote for the first time, highlighting their right to participation. The initiative included a web platform www.yoelijovotar.org.ar, which received nearly 40,000 visits and an app and trivia game. In social media the hashtag #YoElijoVotar promoted dialogue among young people.

On #EndViolence, UNICEF launched a sub-regional campaign with Paraguay, Chile and Uruguay to stop domestic violence against children. The initiative included street interventions and a strong social media component. More than 2 million people were reached with messages, participated and discussed the use of violence as a method of discipline in www.hazquesedetenga.com.

For the fourth consecutive year UNICEF was the official charity of Copa America. Under the slogan "America unites us. Don't make the difference" UNICEF mobilised thousands of people to end discrimination and promote social inclusion of children. Soccer stars Leo Messi and Javier Mascherano joined the initiative.

Under the 10x10 initiative, FEIM with support from UNICEF promoted the campaign "The test of *Unpregnancy*". The initiative included 13 graphic pieces, especially focused on the rights of young people to learn and make decisions about their sexuality, and the myths about the habits and behaviours in sexual relations. It also included videos by well-known *youtubers* that contributed to disseminating the messages in an innovative format and reached 96,800 adolescents. More than 300,000 people were reached through Twitter and Facebook. In addition awareness-raising events were organised.

UNICEF promoted the sixth launch of the 'Week of Prematurity', focused on the right to be breastfeed. Almost 300 institutions participated in 24 provinces and thousands of people were engaged in decentralised activities to promote awareness. The MoH, with UNICEF support, developed the communication campaign.

Fundraising events such as the Telethon "Sol para los Chicos" and "Carrera por la Educación" were supported and advocacy messages reinforced.

OUTPUT 2 National media and media from the 10 selected provinces prioritise children and adolescents on their agendas, from a rights-based perspective and, in partnership with government agencies, help to increase informed demand for the fulfilment of the rights of children and adolescents.

Analytical Statement of Progress:

UNICEF advocated with media outlets, journalist, editors, opinion leaders and media owners to prioritise children and adolescents on their agendas, provided technical assistance and training to journalists, generated partnerships and developed special multimedia productions.

Jointly with the Audiences' Ombudsman and the National Electoral Direction (AFSCA), the audio-visual communications watchdog, UNICEF created "Enredados" a network of journalists to promote the rights of children in the media. More than 100 journalists from major media in 23 provinces and the city of Buenos Aires are now involved. The network has an active online forum, a website (www.enredados.org) with resources, sources and good practices. Since its creation, the group held regional meetings in Santa Fe, Catamarca, Neuquén and Buenos Aires, with the support of members and organisations such as the Press Association of Santa Fe, the Union of Press Comodoro Rivadavia, National University of Patagonia, El Ancasti Newspaper, the Argentine Journalism Forum, the Confederation of Education Workers of Argentina and the Buenos Aires Senate.

UNICEF promoted a strategic alliance with Argentina's Network of Scientific Journalism (RAdPC) to train journalists in the use of evidence and vital statistics on maternal and child mortality. The RAdPC is a federal network that brings together the most prestigious health and science communicators in major national and provincial media outlets. The training brought together 30 professionals from the city of Buenos Aires and the provinces of La Rioja, Jujuy, Catamarca, Salta, Santa Fe, San Juan, Mendoza, Cordoba and San Luis.

UNICEF promoted several partnerships with the media. With Telefe Noticias, UNICEF produced four TV reports about adolescents who voted for the first time. The stories from Santa Fe, Cordoba, Catamarca and Buenos Aires reflected key issues in the Country Programme (violence, education, health and participation) and contributed to reach millions after being aired three times on television.

UNICEF and Telenoche (the central newscast of Chanel Trece) produced the cycle 'Big Stories of Children', for the eighth consecutive year. More than a million people were reached in the city of Buenos Aires alone.

In conjunction with the Federal Investment Council and the Government of the province of Buenos Aires, UNICEF developed "Here we go", 12 audio-visual productions for children. The one-minute capsules address issues such as: family, friends, school, new technologies, love, health, violence and discrimination.

Working with the international news agency EFE, UNICEF sponsored a photo contest, "Argentina in a picture", seeking to stimulate creativity, encourage participation and artistic productions of children and adolescents.

Along with the Audiences' Ombudsman, UNICEF promoted the public commitment of radios and TV channels to better protect the rights of children and adolescents, specifically promoting the protection of children against violence and panic; sexual representation, vulgar language

and falsehood. The Public Television network, Discovery Latin America, 360 TV, Endemol, Bear Productions and Radio del Plata have already signed the commitment.

OUTPUT 3 Opinion leaders, policy-makers and development professionals, at national level and the 10 prioritised provinces, access and use information and knowledge on the rights of children and adolescents to identify and address bottlenecks hindering the realisation of their rights

Analytical Statement of Progress:

UNICEF produced data, information and evidence in different formats and implemented several strategies to promote access to knowledge to opinion leaders, policy-makers and development professionals.

Throughout the year UNICEF produced 68 publications: 26 studies, 18 Guides and Handbooks, and 24 promotional materials that generated over 54,681 downloads and 1,800,000 views on Youtube. 20 per cent of publications were produced by partners. In 2015 there were 657 media articles related to UNICEF publications and evidence, representing 24 per cent of the total coverage associated with the institution. Partnerships with media contributed to increase the reach of UNICEF's publications. UNICEF produced 500,000 booklets, along with *La Nación* & *Clarín*, and reached over 2 million readers, and a leaflet targeted to pledge donors that reached a half million persons. Additionally, UNICEF generated more than 120 in-person events to share knowledge generated by the Country Office, such as the international book fair of Buenos Aires or participation in an innovative event like TEDx RíodelaPlata 2015, that reached over 10,000 and another half million through media.

UNICEF's presence in social media reached 68,470,156 impressions and 6,110,626 interactions that generated an engagement rate of 8.92. In Facebook the engagement rate grew 120 per cent compared to 2014. Currently UNICEF Argentina has 607,728 followers on Twitter and Facebook.

UNICEF made an agreement with the Institute against Discrimination, Xenophobia and Racism (INADI) and the Gino Germani Research Institute of the University of Buenos Aires to carry out a "Study on discrimination against children and adolescents in the metropolitan area of Buenos Aires". The survey of 1,037 children between 12 and 19 years of age, showed that eight out of 10 had witnessed a situation of discrimination and half that number had suffered it.

UNICEF Argentina, through the Innocenti Research Centre, was designated as a member of 'Kids Online', a multinational research network that contributes to enhance the knowledge of children's online opportunities, risks and safety. UNICEF Argentina finalised the III survey on digital citizenship that includes access, consumption and use of technologies. Continuing and strengthening the partnerships established during the First Regional Symposium on Digital Citizenship "Connected to the South", with the Ministry of Justice and Human Rights and the Berkman Center for Internet and Society from Harvard University, UNICEF published the Code of web coexistence for families and, with Google, recommendations for families in the digital world.

As part of the production of knowledge, UNICEF issued recommendations to achieve a respectful coverage of the rights of children and adolescents during the elections, along with AFSCA, the Audiences' Ombudsman and the National Electoral Direction.

OUTPUT 4 General public and decision-makers have access to continuous data collection systems and age and gender disaggregated indicators at national and provincial levels, in order

to improve their capacities to effectively support evidence-based planning, policy-making and mobilisation.

Analytical Statement of Progress:

UNICEF, in partnership with national and provincial authorities and centres of excellence, continued to support the implementation of indicator systems to monitor the situation of children and child-specific policies and investment. These systems, developed at the provincial level, are aimed at improving access to information, transparency, accountability and evidence-based public policy planning.

The InfoArgentina platform, an information system to monitor the situation of children and adolescents (with 244 age- and gender-disaggregated indicators updated at the national and sub-national levels – 24 provinces and 532 departments), responds to the recommendation by the CRC Committee to Argentina to develop a comprehensive information system covering all aspects of the Convention. Through this system, comparable public, geographically and demographic disaggregated data, is available covering all children's and adolescents' rights.

In 2015 child Observatories were strengthened in the provinces of Misiones, Tucumán, Salta, La Rioja, Santa Fe (Ombudsperson's Office for Children), Buenos Aires (Lujan University and Social Legislative Observatory) and San Juan. A new Observatory was created in Chaco Province under the provincial school of government.

The use of this information was further expanded through participation by experts and officials in various training sessions and presentations:

- a. Experts and officials from executive bodies;
- b. Legislative bodies, through UNICEF collaboration with the Social-Legislative Observatory of Buenos Aires Province and support to child-related legislation draft making process;
- c. Civil society, through training journalists for evidence-based media coverage;
- d. The academic sector, through presentations and workshops addressing the situation of children.

"InfoDeter Jujuy" and "InfoSalud Cordoba" systems were consolidated, supported by UNICEF in partnership with the MoH of each province. The main result consisted of facilitating real-time and user-friendly monitoring and analysing socio-demographic and health data to optimise health service response. These systems allow monitoring of the population's right to health in line with UNICEF's equity-based analysis and monitoring tool (MoRES).

It is worth mentioning the partnership with the Ombudsperson's Office for Children of Santa Fe Province, which is the most advanced child-specialised provincial ombudsman in the country. Supported by UNICEF, the Ombudsperson's Office has launched its 2015 report, which provides statistics and budgetary data on the situation of children in the province and reinforces the accountability of key sectoral authorities. The situation of children without parental care and those in conflict with the law are the main topics; recommendations are included in the report (<http://uni.cf/1NHuFfu>).

A new Ombudsman network at the country level was supported by UNICEF to advocate for the appointment of the national ombudsman, as well as activities to strengthen child monitoring capacities in the 24 provinces, which will be further implemented during 2016 <http://bit.ly/1PcVj1r>

Finally, UNICEF's advocacy efforts led the government of the City of Buenos Aires to present a

draft law aimed at creating an Integrated Information System on the situation of child rights, which was unanimously approved in December 2015. This system, which receives technical support from UNICEF, will be the first legally mandated child rights information system in the country, following-up the CRC recommendations (<http://bit.ly/1kJHqdO>).

OUTPUT 5 Decision-makers have access and use of specific studies and research that cover information gaps, in order to better identify barriers to the fulfilment of children and adolescents' rights, and improve their capacities to effectively support evidence-based planning, policy management and monitoring at national and sub-national level.

Analytical Statement of Progress:

The dissemination of the first 'Survey on Living Conditions of Children and Adolescents' in Argentina generated good quality information and analysis to assess the situation of the children in the country. Evidence from the MICS was widely used by policy decision-makers, media, international organisations, universities, civil society, etc.

In addition, during the 2015 political campaign MICS data were used by national candidates for developing their political proposals (<http://elpoderdelaunion.org/propuestas/162>), as was also the case in the #12millones campaign. Also, MICS evidence was used in the thematic reports on social expenditure, distributive impact and violence developed during 2015 in the Province of Buenos Aires.

UNICEF continued to support the Unified Statistics Registry on Children and Adolescents (REUNA) of the Province of Buenos Aires Childhood and Adolescence Secretariat. This system provides information on children and adolescents who have been assisted by the Province Protection System for any violation of their rights. REUNA has 75,000 individual files and 400,000 interventions. In 2014 some 20,000 children and adolescents were assisted by protection services; half of all interventions were due to violence. Last year 230 officials from 120 municipalities (out of 135) were trained to improve the performance system and promoting its use. The main challenge is to institutionalise its use in all municipalities and replicate the registry across the country.

The implementation of an integrated information system on child, adolescent and family public policies was backed jointly with the national and provincial authorities. The system, focused on the supply of protection services in the 24 provinces, is a good tool for consolidating information, reinforcing articulation and monitoring policy implementation.

During 2015 UNICEF Argentina started to elaborate a SitAn, which will bring relevant evidence to newly elected national and subnational government officials. This analysis will contribute to identifying the most disadvantaged population and addressing bottlenecks that hamper appropriate child-specific policy formulation and management. In this context, is also key to identify how many children are living in conditions of poverty. For this purpose UNICEF is developing a multidimensional poverty measurement that takes into account not only monetary aspects but also the fulfilment of other basic child rights, such as water, sanitation, health, education, etc.

OUTPUT 6 Children and adolescents are prioritised in the budgetary planning process and participate in its formulation. Resources are periodically monitored by the different government levels in order to promote appropriate decision-making and greater social inclusion

Analytical Statement of Progress:

Monitoring of social expenditure on children and adolescents was strengthened at the provincial level, acknowledging that sub-national governments hold the main competencies regarding social policies. Creating evidence on investment is crucial to monitor and evaluate essential policies and programmes formulated for children and adolescents and to inform decision-making processes.

Efforts focused on the provinces of Buenos Aires, Chaco, La Rioja, Salta, Santa Fe, San Juan and Tucuman, which suffer from significant levels of social vulnerability and, together, concentrate around 54 per cent of total public social investment directed to children. In all cases, relevant data on social investment were published and the strategy was accompanied by training targeted to decision-makers.

At the national level, jointly with the Association of Budget and Public Financial Administration, UNICEF generated relevant fiscal information and up-to-date indicators of public social investment directed to children and adolescents (available at <http://inversion-social-ninez.unicef.org.ar/>), and put the results at the disposal of decision-makers, NGOs, study centres, civil society organisations, etc.

Additionally, in Santa Fe, Buenos Aires and Salta (which together host half of Argentina's child and adolescent population), an analysis of budget distribution was developed to better understand the impact of investing in the most vulnerable children and adolescents and improve equity in budget allocations.

UNICEF participated in the coordination of a study led by the Regional Office and carried out in collaboration with nine UNICEF Country Offices in the region and the International Institute for Education Planning (IIEP/UNESCO). The study measures public investments in early childhood and presents a comparative analysis of the efforts made by the governments to promote early childhood development.

Regarding youth participation, together with the Argentine Network of Participatory Budgets and the Chief of the Cabinet of Ministers, significant progress was made in 2015 towards the promotion of participatory youth budgets at local level. Thanks to this initiative, involving more than 100 municipal officials and 34,000 children and adolescents, both the national government and the municipalities now have a training manual for the implementation of Participatory Youth Budgets. Also, an updated documentation of experiences and good practices, as well as a system of indicators, were made available to contribute to understanding of the main issues related to youth to inform planning, monitoring and evaluation processes.

The actions conducted under this output contributed to overcoming barriers on the allocation of public resources for children and to improve fiscal responses, based on the capacities and needs of the most vulnerable sectors. As a result of this process, many of the provinces that UNICEF has been monitoring increased the proportion of public resources invested in children. As an example, in the 2010-2014 period this ratio rose from 33 per cent to 37.5 per cent in Salta, from 33.7 per cent to 35.9 per cent in San Juan and from 28.1 per cent to 29.5 per cent in Tucumán. However, significant gaps in socioeconomic indicators still exist between different regions of the country, thus the role of the national government needs to be strengthened to better address these disparities.

OUTPUT 7 Decision-makers from 10 provinces improve their capacities to effectively support child-specific equity policy planning, management, monitoring and evaluation to better identify and address barriers preventing the fulfilment of children and adolescents rights

Analytical Statement of Progress:

In 2015 UNICEF's cooperation was focused on strengthening the capacities of provincial and municipal authorities and technicians and professionals managing social policies, particularly policies targeted to children and adolescents. Lines of action addressed to public and private actors sought to generate tools to deal with situations of inequity, promoting evidence-based decision-making to meet children's and adolescents' needs.

Virtual training sessions were again organised jointly with CIPPEC in the provinces of Buenos Aires and Jujuy, where more than 570 technicians and decision-makers participated (during the period 2014-2015) in the use of practical tools for coordination, evaluation, monitoring and planning of child-focused public policies.

Since main bottlenecks in this area are linked to the enabling environment, particularly the lack of a public policy monitoring and evaluation "culture" and in general the resistance to evaluation, a new Law Project, with technical supported by UNICEF, was presented to the Congress aiming at creating a National Evaluation Agency. During 2016 this effort will be strengthened through advocacy and alliances with key partners, considering the new focus of the 2016-2020 CPD.

Child care policies became a major priority for UNICEF Argentina, including a specific output in the new CPD 2016-20. To promote the topic of care policies on the public agenda and to improve the supply and quality of care services, jointly with UNDP, ILO, UNFPA and CIPPEC several 'Dialogues on Care Policy' were carried out, bringing together government officials from different jurisdictional levels, legislators, stakeholders, academics and representatives of international cooperation agencies.

Important progress was also made with the presentation in 2015 of the draft law for the establishment of a federal policy on early childhood care, which was recently approved. UNICEF was involved in providing technical inputs and advocacy for the approval of this Law. Similarly, Argentina has approved the inclusion of standards for informal child development centres, which establish compliance funding targets for the 500,000 children who attend these centres throughout the country (<http://www.diputados.gov.ar/proyectos/proyecto.jsp?id=176417>).

In addition, UNICEF and CIPPEC jointly supported implementation of the new early childhood ministry in the province of Salta to guarantee the inclusion of a child rights perspective.

Finally, in order to promote corporate social responsibility UNICEF, in partnership with the Arcor Foundation, continue to support the 'Business for Children' initiative. In 2015 the 'Private Sector and Child Rights' report was successfully launched, addressing the role of business in promoting responsible paternity and maternity. Also, UNICEF continued to coordinate the cycle of dialogues on responsible marketing and organised virtual meetings with key partners from different provinces to promote social responsibility in their territories.

In addition, the second edition of "brochures for action" was launched with a focus on how to create child-safe and adapted spaces and to design protective environments for children. This publication provides conceptual notions and proposes action tools and a management model.

OUTPUT 8 By the end of 2015 the number of monthly individual donors increased by 14%

Analytical Statement of Progress:

By the end of October UNICEF had increased the monthly donors pledge database by 17 per cent. The estimated growth for 2015 was 19 per cent. This goal was achieved by improving prospecting capacity (new pledge donors increased by 25 per cent compared with 2014) and reinforcing the upgrade and retention strategy (maintaining the same attrition rate as 2014, with a larger database).

OUTPUT 9 In 2015 100% of alliances with large companies (10) and actions of Corporate Pathway to Pledge are renewed; participation of private sector in children's issues is increased via CSR initiatives (promotion of Children Rights and Business Principles, public-private alliances and private sector actions supporting the cooperation program)

Analytical Statement of Progress:

UNICEF Argentina renewed all existing agreements with large companies: Farmacity, Carrefour, OCA, Ace Seguros, Unilever, Procter & Gamble, Banelco, Banco Supervielle, Grupo Asegurador La Segunda and Mimo & Co. The Office also renewed all ongoing agreements and signed new ones with three companies. Different actions were carried out on CSR, Child Rights and Business Principles (CRBP) and public-private alliances in conjunction with UNICEF's programmatic areas: (i) Health: creation of residencies for premature babies' mothers and re-modelling of Vaccination Centres (Farmacity and Mimo); (ii) Protection: awareness on human trafficking reached 800,000 passengers (Río Uruguay); (iii) Education: private sector roundtable on youth education and employment; (iv) M&E: Enterprises for children initiative, through which the Office launched a report on companies' role in the promotion of responsible parenthood, organised a roundtables on Responsible Marketing and virtual trainings on CRBP (Arcor Foundation). The Office also developed a second booklet for companies on how to create child-friendly spaces.

OUTPUT 10 In 2015, 9 events and special actions are implemented increasing the contribution for obtaining pledge donors.

Analytical Statement of Progress:

In 2015 UNICEF implemented nine special events, which also created opportunities for pledge acquisition: Un Sol para los Chicos Telethon, Carrera UNICEF Buenos Aires, Carrera UNICEF Rosario, Un Sol para los Chicos Salta, UNICEF Golf Tour, Danzar por la Paz, Fuerza Bruta, Carrera Cartoon Network, Argentina Corre. Through Un Sol para los Chicos UNICEF generated more than 14,000 new pledge donors.

OUTPUT 11 PFP strategy implemented as planned for 2015.

Analytical Statement of Progress:

The 2015 PFP strategy was fully implemented according to the annual work-plan, with an outstanding performance (US\$15.1 million by October) going beyond initial estimates (US\$13.6 million). The LE income for 2015 was US\$17.4 million. UNICEF strengthened its strategy of mobilising unrestricted and diversified financial resources to fully cover the resource requirements of the Argentina CPD, as well as to increasingly generate funds for global priorities: regular resources, global and regional thematic funds and emergencies. In terms of non-financial targets, the Office implemented the CSR and corporate engagement strategies in close coordination with the M&E and programme areas and generated high-quality content for donors, and implemented special events, corporate alliances and individual initiatives that contributed to UNICEF's image and brand positioning.

Other Publications

Title
Historias Prematuras
La inversión en la primera infancia en América Latina (SIPI)
Convención sobre los derechos de las personas con discapacidad
Trata de personas y explotación en la provincia de Buenos Aires. Aprendizajes y desafíos en la asistencia y el acompañamiento desde la perspectiva de derechos
Erradicación del basural El Pozo
Comprometidos con la Igualdad
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