Executive summary

In 2017 UNICEF Argentina continued to focus on influencing public policies and decentralized work with the aim of addressing existing child disparities and unlocking adolescents’ potential, thus supporting national efforts towards the Sustainable Development Goals (SDGs). In close cooperation with the Government and other partners, UNICEF strengthened pro-child and pro-equity policy and normative reforms while implementing model interventions for the most disadvantaged children in selected provinces, for further nationwide replication. This dual central/local approach benefitted from greater intersectoral work around the second decade of life—UNICEF Argentina’s flagship theme—with support from evidence-generation, wide-reaching communication/social mobilization efforts and a successful fundraising function.

UNICEF Argentina is defined by a dynamic integration between its programme, fundraising and communication components, which was evident in Office’s capacity to widen its partnership base beyond traditional Government allies and civil society, embracing a growing number of media outlets, influencers, individuals and corporate donors. This integrated architecture played a key role in the positive outcome of UNICEF’s main annual fundraising event Un Sol Para Los Chicos (A Sun for the Children) that, inspired by the ‘cause framework’ approach, reached 4.5 million TV viewers, gathered 15,000 participants at its live music show and mobilized 1,500 volunteers. This led to strong brand recognition and record fundraising of more than US$4.2 million. Overall, this year’s positive fundraising performance was demonstrated by a 48 percent year-to-year increment in gross income, thanks to 290,000 individual donors (a 14 per cent increase from 2016) and more than 30 corporate allies.

The core of programme results at the national level was related to support for the Government’s reform and planning processes, particularly on the quality of secondary education, juvenile justice, adolescent health and social protection. A notable result was the work to extend the coverage of Argentina’s universal child allowance (AUH) to enrol excluded children: in one province alone (Salta) UNICEF assisted in identifying and including 4,060 children in this national child grant. Another relevant contribution was the support provided to juvenile justice reform through high quality expertise, as well as technical assistance for finalization of Argentina’s first national plan to reduce adolescent unintended pregnancy (PENIA). A series of compelling data collections and analyses was instrumental to bolstering policy advocacy and planning, including the first adolescent situation analysis (SITAN), a new round of the multiple indicator cluster survey (MICS), a survey on child labour in rural areas and starting a survey on child nutrition. Moreover, two new reports on child poverty (one monetary and one multidimensional) provided additional evidence to support further measurement of child deprivation and inequality.

In parallel, UNICEF directed efforts towards addressing inequalities in 14 of the 24 Argentine provinces, designing and implementing replicable models to strengthen supply of and demand for quality services. Some innovative approaches included provision of information and communication technology (ICT)-based education to 1,090 children in isolated rural
communities, a model-intervention now fully adopted as a provincial social policy. Other notable local-level results included: designing gender-responsive health advisory services on teenage pregnancy and suicide prevention (reaching 15,800 adolescents), establishing 11 child rights provincial observatories and opening alternative services for adolescents in conflict with the law.

Communication work succeeded in mobilizing Argentine society through systematic use of social media and promotion of adolescents’ digital citizenship, resulting in 700 million exposures of key messages and 5 million people engaged. Wide-reaching campaigns on ending violence, preventing teenage, and advancing civic participation also encountered ample public recognition. Media outlets and journalists proved to be strategic allies, with a renewed alliance with Canal 13 (one of Argentina’s top TV channels) and an overall 38 per cent increase in media space dedicated to children’s issues. As a broker of international dialogue, UNICEF Argentina fostered horizontal cooperation, helping expand to Paraguay a successful initiative on safe maternal care and facilitating a consultation of international experts on social investment for children, with a regional road map to track child-friendly budget indicators. Partnership within the United Nations system involved interagency cooperation on obesity prevention and support for the elaboration of the national plan to eradicate child labour.

Overall, 2017 was a year of growth in both fundraising and programmatic outreach, supported by a 31 per cent increase in staffing and plans to expand office space at a reduced cost. Increased investment in staff well-being and performance quality were key management priorities, with new training on performance managing for results, design of staff survey follow-up actions and implementation of innovative modalities to ensure smooth running of the office at an increased scale.

**Humanitarian assistance**

Not applicable

**Equity In practice**

As part of its role in an upper middle-income-country UNICEF Argentina focused on influencing pro-equity social policies at both the national and provincial levels—in particular by addressing inclusion-related gaps in existing social protection mechanisms—supported by new evidence of child poverty and disparities (both monetary and multidimensional). One of UNICEF’s flagship equity results was its work to support the expansion and coverage of Argentina’s conditional child benefit grant, the universal child allowance (AUH) to help reach its intended population coverage of 1.6 million children. This is a major national social protection programme created in 2009, targeting 3.9 million children from the most disadvantaged social sectors through a monthly financial transfer (upon completion of specific conditions) for their education and health. Despite the wide reach of the programme, a significant number of children are estimated to be being excluded from the programme’s coverage. To address this exclusion, UNICEF focused on producing data and analysis to identify the socio-economic profile of excluded, but eligible, children, and supported the national social security agency (ANSES) to design and implement modalities to reach and enrol excluded children. UNICEF advocated and supported cross-sectoral and cross-jurisdictional coordination and partnership mechanisms at the provincial level and implemented active search operations to accurately define children’s physical location and facilitate enrolment.

This effort led to a remarkable result: 4,060 children, adolescents and pregnant women who previously had no type of social protection now access the AUH. Compliance with
conditionalities was certified for 3,577 of those children; the remaining 483 were new enrolments.

Some of the lessons learned included the importance of the pro-equity intersectoral coordination mechanisms that were put in place and supported by UNICEF, and were instrumental to ensuring ownership of the inclusion efforts, especially at the decentralized level. This was the case for the technical committee board established in Salta Province between the Ministry of Early Childhood (MoEC) and the Child Rights Observatory (under the province’s General Direction of Statistics) to create a consistent database and community-level reporting. Another successful mechanism was the inter-ministerial board of indigenous people working group (formed by the MoEC, ANSES, the Indigenous Provincial Institute and provincial ministries of health, education and indigenous affairs), which played a key role in the success of active search operations.

Another lesson learned was the importance of balancing UNICEF’s influence in pro-equity institutional coordination with support to field-based active search operations. At the end of August 2017, a total of 29 active search operations had been carried out, including visits to every prioritized community, to work with the families and assist them in the steps and processes (including compilation of documents) needed to enrol in AUC and receive the various benefits of this social protection system. This successful equity work proved to have potential for replication in neighbouring provinces that face similar challenges (Tucuman Province already requested technical assistance for knowledge-sharing with Salta and for developing a pilot in 2018).

The incorporation of previously excluded children within the scope and coverage of the AUH was accompanied by advocacy and technical work to influence equity-based data collection, monitoring and analysis functions of provincial partners ministries and creating a national evidence base on child poverty and disparities. In support of a major national policy priority on eliminating poverty (known as ‘zero poverty’) UNICEF contributed to updated figures and analysis through new reports on both monetary and multidimensional child poverty, affecting 30 per cent of Argentine children under the age of 18.

**Strategic Plan 2018-2021**

UNICEF Argentina’s business model and its external operating environment offer tremendous opportunities to bring to life the spirit and content of the new Strategic Plan 2018-2021 (SP), particularly with regard to strong inter-sectorality. This is because of UNICEF Argentina’s dynamic and synergic integration between its programme, fundraising and communication components. This architecture is the defining characteristic of UNICEF’s corporate identity in Argentina. As reflected by the cause framework, an approach that inspired and influenced the work of UNICEF Argentina, the Office plans to ensure systematic integration efforts to broaden its audience for advocacy, social mobilization and fundraising purposes.

With a loyalty base of 290,000 individuals and a vast group of private sector partners, UNICEF will continue to invest in connecting high-impact programme results to fundraising strategies throughout the country programme (CP). Examples from 2017 included the 10-hour telethon ‘A Sun for the Children’ as well as races and other mass events where programme results are embedded in a fundraising and communication strategy, packaged to reach a nationwide audience. Private fundraising and partnerships (PFP) approaches were also embedded in all other programme components and contributed to mobilizing and engaging private partners on children’s rights through systematic implementation of the Child Rights in Business Principles.
This included, for example, generating a dialogue with the food and beverage industry to tackle obesity, involving telecommunication and information technology players to develop Internet-based secondary education and partnering with private companies, leveraging corporate social responsibility to prevent sexual abuse and human trafficking.

Alignment with the Strategic Plan will be ensured by continued and expanded focus on adolescents and the second decade of life as the flagship theme for programme convergence, with emphasis on the most disadvantaged and the ‘no child left behind’ imperative. Adolescence will be mainstreamed in almost all outputs across the country programme document (CPD), thus ensuring that progress in one area will require and contribute to progress in other sectors. Efforts to integrate programmes with private fundraising and partnerships will be directed toward prominent equity-related adolescent issues as well as new and emerging themes that require political attention and policy development, such as adolescent pregnancy, child obesity and teenage suicide.

In the context of a dynamic upper-middle-income country that has achieved significant progress for children, yet experiences persistent disparities, UNICEF Argentina strives to support national efforts to achieve the SDGs through ongoing efforts to ensure alignment with both Government goals and the Strategic Plan. The programme will maintain a policy-oriented approach with a marked decentralized component to ensure concrete contributions to equity results while offering programme models for nationwide replication.

**Emerging areas of importance**

**The second decade.** UNICEF Argentina made adolescence a defining flagship theme of its Country Programme, and in 2017 the Office fostered an intersectoral approach to influence public policies and services by generating evidence, designing and implementing innovative models for nationwide replication and promoting participation by adolescents in decision-making processes.

UNICEF’s knowledge base built on the production of the first SITAN on adolescents, including a robust set of recommendations for public policy that resulted in wide media coverage in both traditional and social media (more than 1,900 mentions on Twitter and 170 articles, including four covers of major national newspapers and repeated appearances on national television). Knowledge generation also included a baseline study on adolescent health advisory services at the national level, a study on adolescent health policy funding and legislation and two research studies on early pregnancy, all of which were instrumental in influencing national planning. Specific studies on secondary education and juvenile justice were finalized and used to support system reforms, including an analysis of innovative secondary education policies and a study of ICT-based distance learning for geographically isolated communities, as well a study on alternative measures for children deprived of liberty.

The programme’s focus on the second decade of life was also evident in UNICEF’s continued advocacy efforts in the areas of juvenile justice (promoting a national law in line with international standards) and health (multiple initiatives to prevent adolescent pregnancy). UNICEF’s contribution to Argentina’s first national plan to reduce unintended adolescent pregnancy was noteworthy. Promoting quality and inclusive education and supporting measures to promote greater autonomy for adolescents without parental care and encouraging their civic participation were other UNICEF contributions on adolescence. One result was approval in
Argentina of the first law in the Latin America and Caribbean region to support children without parental care as they transition to adult life.

At the decentralized level, UNICEF was active in designing and implementing replicable models to improve adolescents’ service provision and demand, with a focus on critical issues such as teenage pregnancy, suicide and obesity prevention. This work was facilitated by the establishment of health advisory services in 64 secondary schools, reaching 15,800 adolescents – a model that will be expanded to 3,000 secondary schools— as well as the design of specific protocols to address pregnancy of girls younger than 15 years of age, which were established in two provinces.

Awareness on unplanned adolescent pregnancy and reproductive rights was raised by supporting the national programme and creating a coalition of six NGOs that launched an innovative campaign (#QuererPosta). This micro-targeted communication campaign had 124,150 views, 6 million impressions and almost 3 million interactions.

In the education field, UNICEF programmes in 2017 reached more than 328,125 adolescents in secondary schools in seven provinces. Innovative models and services to improve vulnerable adolescents’ access to secondary education and prevent drop-out were expanded with UNICEF support. In Buenos Aires Province 79 secondary schools were supported, benefitting 1,000 adolescents; plans are in place for replication in two other provinces in 2018. UNICEF Argentina contributed to increased access to secondary education for 1,090 adolescents living in isolated rural areas through an innovative ICT-based secondary school model, which was adopted as official public policy in four provinces. Another UNICEF-supported model was related to promoting the autonomy of adolescents living in residential centres in seven provinces, thus facilitating their transition to independent life. Three networks were established to promote labour market transition, thanks to partnership with the private sector.

Decentralized work also brought results in the juvenile justice area, where UNICEF supported local authorities in seven provinces to establish four specialized admission centres (CAD) for children in conflict with the law, ensuring their separation from the adult offenders’ system. Moreover, two protocols to improve CAD procedures and services were redesigned and officially adopted, in line with international standards.

UNICEF promoted direct participation by adolescents, including digitally, through fora, dialogues and innovative communication tools focused on promoting participatory budgeting (involving 38 municipalities and over 34,000 adolescents) as well as raising awareness about suicide and preventing early pregnancy (eight fora gathering 1,800 adolescents). In addition, adolescents committed to social change through innovative experiences, such as the digital coexistence programme, global initiatives like U-Report, relevant partnership with Facebook and engagement initiatives like ‘It’s not cool to share’.

Adolescent participation was also specifically promoted for elaboration of an alternative report on the Convention on the Rights of the Child (CRC), which was prepared with input from 650 adolescents from six provinces and which was presented at the pre-session of the Committee on the Rights of the Child in Geneva.

Summary notes and acronyms
AUH – universal child allowance
ANSES – National Social Security Agency
CAD – specialized admission centres
CMT – country management team
COFENAF - Federal Council for Children, Adolescents and Family
CP – Country programme
CPD - Country programme document
CRB – Children’s Rights and Business Principles
CRC – Convention on the Rights of the Child
CSO – civil society organization
CUD - unified disabilities certificate
DCT – direct cash transfer
DFAM - Division of Financial and Administrative Management
ECD – early childhood development
ERM – enterprise risk management
GEMA - School Management for Learning Improvement
GS - general services
HACT - harmonized approach to cash transfers
HR – human resources
IACE – self assessment for quality education
ICT - information and communication technologies
IIPE– International Institute for Education Planning
IMEP - integrated monitoring and evaluation plan
INDEC – National Institute of Statistics and Census
JJ – juvenile justice
LACRO – Latin American and Caribbean Regional Office
LTA – long-term agreements
MICS - Multiple indicator cluster survey
M&E – monitoring and evaluation
MoE - Ministry of Education
MoEC - Ministry of Early Childhood, Salta
MoFA - Ministry of Foreign Affairs
MoH - Ministry of Health
MoJ - Ministry of Justice and Human Rights
MoLSS - Ministry of Labour and Social Security
MoPF – Ministry of Public Finances
MoSD - Ministry of Social Development
NCSPC - National Council for Social Policy Coordination
NGO – non-governmental organization
NYHQ - New York Headquarters (UNICEF)
OEI – Organization of Iberoamerican States
OR - Other resources
PAHO- Pan American Health Organization
PENIA - National Plan to Reduce Unintended Adolescent Pregnancy
PFP - Private fundraising and partnerships
PF4C – Public funding for children
RR - Regular resources
RTF - Regional thematic funding
SDGs - Sustainable Development Goals
SFCM - Safe and family-centred maternity units
SENNAF – Secretariat for childhood, adolescence and family
SMT - Security management team
SIPI – Information system on early childhood
SiTAN – situation analysis of children and adolescents
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
UNIC – United Nations Information Centre

**Capacity development**

Providing opportunities for adolescents by developing capacity at different levels was a pillar of UNICEF’s work in 2017, especially at decentralized level. The expansion of an innovative program to strengthen parental skills in five provinces reached 1,025 agents and 822 parents through training for trainers and frontline professionals. Thanks to UNICEF advocacy, Buenos Aires province institutionalized the model as public policy, ensuring sustainable monitoring and financing of local projects in 26 municipalities.

Promotion of adolescent’s demand and access to health services in five provinces was boosted through health advisory services in 64 secondary schools reaching 15,800 adolescents and now targeting additional 3,000 new schools. At the same time, the safe and family-centred maternities model (SFCM) was strengthened, reaching more than 10,000 professionals through the virtual campus. In the education area, 16,000 professionals were trained in improving education quality and management systems, and promoting access to secondary school. 2,219 child protection professionals’ capacities/skills were strengthened in topics such as violence, abuse and neglect, while specialized trainings on juvenile justice reached 1,027 professionals.

Positive social norms and behaviours were also promoted through public campaigns on violence prevention, sexual abuse, unplanned pregnancies, safe sex practices and reproductive rights. A specific targeted campaign “I choose to vote” was launched to promoted adolescent vote.

National and subnational collection, analysis and use of data capacities were strengthened through selected initiatives: at provincial level, UNICEF supported four provinces to implement case-management information systems for children under the care of protection services, reaching 700 professionals, with potential scale-up to 10 more provinces. Support to 11 provincial observatories, aimed at improving access to information, transparency, accountability and evidence based public policy planning led to increased provincial ownership of the equity focus and 550 professionals were provided with analytical tools to monitor and allocate child-sensitive budgeting and investment.

**Evidence generation, policy dialogue and advocacy**

UNICEF Argentina generated evidence and disaggregated data to fill specific information gaps and contribute to the removal of significant bottlenecks in policy implementation. It undertook three major surveys, including an overall MICS, a nutrition survey and a survey on child labour in rural areas, all of which were instrumental to national planning. In addition, UNICEF finalized a human-rights and equity-based SiTAN that was presented to key actors at the national and provincial levels and prepared a confidential report for the Committee on the Rights of the Child.

UNICEF played a leading role in addressing poverty and inequality, producing two innovative studies: one on monetary child poverty and a second on multi-dimensional child poverty.
convincing several provinces to begin new data-gathering and analysis.

Support for bottleneck analysis to expand social protection coverage was another area of UNICEF Argentina’s contribution, leading to a set of recommendations to redesign the programme to better include vulnerable children. In one province alone (Salta) the study was used to help identify and enrol 4,060 children in the national child benefit. Policy dialogue and continued advocacy were also instrumental in promoting a number of policy decisions by partners, including legislative discussion around improved paternity-maternity leave legislation, finalization and adoption of PENIA, the adoption of an integrated and equity-based approach in the national early childhood policy document, as well as the drafting of the first national act on preventing child obesity. UNICEF policy advocacy efforts sought to influence the national juvenile justice reform process, which will be subject to final legislative discussion in 2018. In education, UNICEF supported the design and implementation of a pilot secondary education policy in Tucuman Province, with newly design curricula for improved learning outcomes.

**Partnerships**

Partnership development was an important function of UNICEF Argentina in 2017 given its dual programme and fundraising nature. Collaborative agreements with 20 large private sector companies were renewed and 10 new alliances successfully negotiated (including Garnier, Pampers and Mastercard). Private sector actors alliances contributed to a 30 per cent increase in new pledge donors in 2017, and also supported programme results through corporate social responsibility activities.

UNICEF promoted the dissemination of its CPD at a gathering of more than 140 private sector companies and participated actively in multisector roundtables about food and beverage industry issues to promote a law on product labelling. As a fundraising and alliance-building event, UNICEF organized the second of its Gala Dinners, with participation by executives of 500 private companies’ as well as key authorities, celebrities and journalists, around the topic of adolescent’s rights.

Ongoing partnership with national and provincial governments, 38 NGOs and six universities contributed to programmatic results in 14 provinces, including institutional relations with supreme courts of justice in five provinces. UNICEF supported the national child rights network of judges, the national network of ombudspersons and the network of journalists committed to children’s rights.

UNICEF Argentina strengthened its relationship with journalists and media outlets, consolidating alliances with the most important media groups of the country. The successful partnership with Channel 13 was extended until 2020 to support UNICEF’s successful telethon.

Within the UN Country Team, UNICEF chaired the social protection results group and contributed to promoting the SDGs at both national /provincial levels. UNICEF closely cooperated with the Pan American Health Organization (PAHO) on obesity prevention, and with the International Labour Organization in supporting the elaboration of the national plan for eradication of child labour.

**External communication and public advocacy**

UNICEF Argentina’s communication and public advocacy strategy, fully aligned with the cause framework, amply surpassed its 2017 goals, with 700 million exposures of key messages,
through audio-visual, graphic and social media and engagement by 5 million people. By producing compelling, equity-focused analyses, generating inspiring content and linking with key influencers, UNICEF positioned the agenda of adolescents both in the media and in policy debates. Through the release of a SITAN and targeted campaigns on adolescent pregnancy prevention and citizenship, UNICEF influenced social perceptions, promoted demand and contributed to national policies. This was the case for support for the ‘Hablemos de Todo’ (‘Let’s talk about everything’) and ‘I choose to vote’ campaigns. To promote a process of child-rights-focused policy and legal reform, UNICEF generated a public advocacy strategy on juvenile justice (JJ) that garnered 50 million exposures in the media and on the Internet and 26 mentions in editorials.

UNICEF promoted an innovative awareness-raising campaign to prevent violence, aligned with #EndViolence, linking communication, programmatic and fundraising goals. To promote early childhood development (ECD), UNICEF joined the global Father’s Day campaign prioritizing strategic alliances with influencers and with two major national media outlets.

UNICEF implemented evidence-based advocacy strategies to generate debates on critical topics, such as child poverty, that generated 500 media reports, and front-page coverage from two national newspapers, as well as sparking debate on social media, generating over 2,300 interactions and reaching over 1 million people.

UNICEF strengthened its relationship with journalists and partnerships with media outlets, resulting in 38 per cent more opportunities for children’s voices and issues to be heard. Additionally, the Office generated seven guidelines to improve media coverage on sensitive issues, which became a standard reference for the media.

UNICEF Argentina was also part of the digital transformation project and systematically promoted a “digital first” approach.

**South-South cooperation and triangular cooperation**

UNICEF Argentina played an active role of knowledge broker and facilitator of horizontal dialogue, as part of the overall United Nations approach in the country.

In the area of infant and maternal health UNICEF continued to support the expansion to Paraguay of the SFCM initiative (aimed at a cultural transformation of perinatal services), continuing the triangular cooperation initiated in 2015. A joint work plan including technical and knowledge exchanges was developed and a technical mission travelled to Paraguay to cooperate in SFCM implementation, with planned follow-up visits to Argentina.

Following a seminar on South-South and triangular cooperation co-hosted by UNICEF Argentina and Ministry of Foreign Affairs (MoFA), two areas were identified for the upcoming cooperation agenda: adolescent health and secondary education. Both are areas of interest for specific countries such as Colombia and Costa Rica, and at the regional level, Mercosur (where UNICEF has already cooperated in development of a tool for documenting good practices in ECD). Also in relation to ECD and child care policies, in 2017 UNICEF Argentina promoted close collaboration with Chile and Uruguay to promote an exchange of experiences, an area that will be further developed in the context of Argentina’s presidency of the G20.

Social investment and cash transfer programmes were two other areas where the Office facilitated horizontal dialogue. UNICEF led the organization of the international expert
consultation on social investment, bringing together all Latin American countries, as well as Armenia, Morocco, Senegal and Tanzania. As a side result of this consultation, exchange experiences took place between Armenia, Belize and Mexico. In addition, a road map for developing and agreeing on key budget monitoring indicators was discussed and adopted at the consultation.

**Identification and promotion of innovation**

UNICEF supported the expansion of ICT-based rural secondary schools in four provinces, reaching 59 isolated rural communities where secondary education was not available. The initiative combined face-to-face and virtual teaching with the teachers specifically placed at a headquarter school location (usually the provincial capital) and students attending daily in classrooms located in their own communities, with support from a trained tutor. Web-based teaching and learning strategies were supported through an online platform. By end-2017, 215 adolescents had graduated from this initiative, which has become official education public policy in all targeted provinces.

UNICEF also expanded the ‘everyone to secondary school’ initiative, reaching 79 secondary schools in Buenos Aires Province. The programme aims at preventing school drop out by adolescents who became parents or are responsible for young children, by providing early education services to their children, or siblings, at the same facility.

UNICEF also developed an innovative intersectoral model aimed at improving adolescents’ access to and demand for health services in five provinces through health advisory services. Currently piloted in 64 secondary schools, health professionals reached adolescents at their own schools, using specific protocols to address adolescent pregnancy and suicide attempts and with the support of intersectoral working groups. Participation by adolescents in defining health policies was also promoted.

An innovative approach with the private sector was the preparation a business-friendly version of the Argentina CPD that was presented to more than 140 private sector executives at the Companies and Child Rights 2020 Conference. This tailored CPD version reflected links between UNICEF priorities and corporate practices, and was shared with more than 300 companies, providing valuable feedback about children’s issues and priorities in Argentina.

**Support to integration and cross-sectoral linkages**

In 2017 UNICEF further sharpened its overall approach around a focus on adolescents, fostering integrated and cross-sectoral programming work between its programme, fundraising and communication components, inspired by the cause framework architecture. This convergence was supported by the production of a UNICEF Argentina position paper on adolescents’ rights.

Within the programme component, three main sectors converged towards this age group targeting the quality of secondary education, support for adolescents’ health needs and strengthening the juvenile justice system. Workplans and cooperation agreements with partners all reflected adolescent-based priorities such as teenage pregnancy (a major cause of school drop-out in Argentina), suicide prevention, quality of and access to secondary education for vulnerable children (including in remote geographic locations) as well as development of alternative measures for adolescents in conflict with the law.
On the policy side, the issue of adolescent pregnancy gained momentum as a result of national intersectoral discussions, contributing to the establishment of the first national plan to reduce unintended adolescent pregnancy and promoting intersectoral policies, services and initiatives in selected provinces. This included the establishment of intersectoral committees and specific intersectoral protocols to address adolescent pregnancy and strengthen sexual education programmes.

Cross-sectoral work was also evident around the issue of ECD, as a window of opportunity to help children reach their potential and an area of high return of investment in human capital building. UNICEF contributed to generating and enabling an integrated approach by supporting regulatory work to promote the universalization of integrated child care policies aimed at expanding early education as well as new paternity/maternity leave legislation. In 2017 UNICEF Argentina strengthened its advocacy to accelerate national policy commitment around ECD, in support of the leadership of the Government of Argentina, to include ECD as one of the social themes featured at the 2018 G20 by the Argentinian presidency.

**Service Delivery**

Not applicable

**Human rights-based approach to cooperation**

UNICEF Argentina presented a confidential report to the UN Committee on the Rights of the Child, supported civil society reporting processes, and promoted the elaboration of an alternative report led and presented by adolescents. UNICEF co-hosted the regional launch of the Joint General Comment Nos. 3 and 4 of the Committee on Migrant Workers and Nos. 22 and 23 of the Convention on the Rights of the Child, and contributed to the joint UN Country Team preparation of a solid universal periodic review report.

UNICEF continued to promote right-holders’ empowerment through initiatives such as: participatory budgetary processes involving 34,000 adolescents, and fora in Salta, Jujuy and Chaco, where 1,800 adolescents participated to influence policies on adolescent suicide and pregnancy.

Communication campaigns engaged and mobilized thousands of children and adolescents, and were used to promote their participation in preventing discrimination and cyberbullying, adolescent pregnancy and safe sex, and the right to vote.

UNICEF promoted initiatives to guarantee indigenous children’s rights (access to secondary school for adolescents form remote rural areas through the ICT-based education modality and access to bilingual intercultural initial education in vulnerable areas of Chaco). In Salta and Chaco the SFCM initiative included an intercultural focus, with active participation by indigenous communities, and in Salta, an innovative initiative reached 200 indigenous adolescents to enhance nutrition competencies.

Rights of children with disabilities were promoted through awareness-raising activities reaching 1,683 people in five provinces, and by expanding access to a unified disabilities certificate (CUD) for children in foster care homes.

In the area of inclusive education UNICEF promoted an intersectoral working group to improve
public policies on disability assessment, supported capacity building on statistics at the MoE and promoted the development of digital accessible text books for inclusive education.

Finally, UNICEF supported activities to improve the conditions of children deprived of liberty (working at provincial level to open/ improve specialized admissions centres (CADs) for adolescents in conflict with the law), and creating protective environments in detention centres (focused on reininsertion of 201 adolescents after their institutional confinement). UNICEF also develop a study involving 508 interviews at 22 detention centres, which shed light on the adolescents’ life trajectories and poor detention conditions.

**Gender equality**

UNICEF promoted gender-responsive adolescent health services through evidence generation, policy dialogue and improving the quality of the services. As a result, nearly 15,800 adolescents were reached in four provinces through the development of health advisory services in 64 secondary schools. This innovative model will be expanded in 2018 to up to 3,000 secondary schools as part of PENIA, which UNICEF supported with a cost analysis and evidence-based studies. In addition, UNICEF helped to design the monitoring and evaluation (M&E) framework of the national programme on integrated sex education, bringing international expertise to Argentina and involving health ministers from five provinces. This support led to the adoption of two protocols to address pregnancy among girls under the age of 15. In parallel UNICEF raised awareness on unplanned adolescent pregnancy and reproductive rights, supporting the national programme Hablemos de Todo and through an innovative and successful social mobilization campaign #QuererPosta, aimed to challenge adolescents’ negative attitudes. (US$250,000)

UNICEF continued to co-chair the UNCT gender and human rights group, which developed a strategic plan to strengthen public policies on gender equality, with a focus on reducing gender-based violence. New data analyses were generated, supported by a nationwide communication campaign with the Ministry of Justice (MoJ) to prevent child sexual abuse (US$18,800).

UNICEF continued to advocate for the universalization of child-care services and for improving paternity-maternity leave legislation, which has not been modified in several decades.

In alliance with the national NGO ELA, UNICEF published two documents to influence policy development: a comparative analysis of provincial legislation on ECD policies and a private sector analysis on good practices for incorporating ECD standards (such as leave, childcare centres and breastfeeding facilities) at private companies. UNICEF also carried out a social mobilization initiative to advocate for new paternity/maternity leave legislation. UNICEF provided technical assistance to the Ministry of Labour and Social Security (MoLSS) to develop a legislative draft on paternity/maternity leave, which was under discussion at end-2017. The draft bill extends paternity leave from two to 15 days. Challenges still remain in aligning legislation on maternity leave to international standards and reducing gender-based equity gaps (US$15,000)

**Environmental sustainability**

UNICEF Argentina began to address climate change and children’s rights as a key topic to be embedded in the new country programme document, in particular initiating a reflection around including environmental sustainability as part of curricula and programmes aimed at adolescent empowerment. Despite being only at the initial phase, there is a sustained effort to also incorporate this topic in evidence-generation studies (e.g., the upcoming review of the situation of children in Argentina) and to ensure a programmatic link with humanitarian assistance
provided by UNICEF during natural disasters.

Advocacy and accountability on climate change represent key windows of opportunities seized by UNICEF Argentina. In that sense, during 2017 the office was involved in disseminating a UNICEF global study on the impact of air pollution on children (https://www.unicef.org/publications/files/UNICEF_Clear_the_Air_for_Children_30_Oct_2016.pdf). The report was successfully disseminated via six national papers and five local media.

**Effective leadership**

Ten priorities were defined in UNICEF Argentina’s 2017 annual management plan: finalizing of an advocacy strategy; implementing the PSFR strategic plan; enhancing harmonized approach to cash transfer (HACT) quality assurance; promoting mechanisms to keep staff members informed about global, regional and local priorities; enhancing Argentina’s human resources (HR) structure to ensure that technical PFP, operations and communications capacities are in place; streamlining internal operational procedures; fully implementing financial resources; ensuring IMEP implementation; strengthening and centralizing the supply and services procurement function into operations; and finding an alternative to enhance the current office space. These priorities were continuously monitored by country management team (CMT) and reviewed during mid- and end-year reviews. At the end of the year, while the first seven priorities were fully achieved, the latter three remain in progress.

UNICEF Argentina’s risk profile was updated in May. Of 12 enterprise risk management (ERM) areas, the financial and economic environment was deemed a high residual risk (uncertain financial and economic situation with high inflation affects programme implementation, fundraising capacities and staff retention). UNICEF image and staff retention ranked as a medium residual risk, while others were considered as low risk. Mitigation actions were implemented and described in Argentina’s risk management view.

Eighteen programme coordination meetings and 10 CMTs were conducted in 2017 to discuss programme and management indicators. UNICEF Argentina was among the top five in a regional comparison looking at quality assurance, financial management, partnership management and programme performance. A programmatic prioritization exercise was carried out to fully prepare biannual workplans for 2018-2019, which were fully finalized by year-end. Flagship initiatives and intersectoral opportunities were identified, to sharpen programme efficiency to deliver planned results.

The newly established advocacy committee and advocacy plan facilitated coordination between programme, communication and private fundraising and partnerships, ensuring common priorities and inclusive decision-making processes.

**Financial resources management**

UNICEF Argentina systematically monitored financial and performance indicators at CMT meetings by analysing the comparative benchmarks established in the dashboard (region, budget size, GNI and emergency situations). In addition, the CMT discussed monthly performance on key performance indicators, taking corrective measures as needed. During 2017, the Office was consistently among the region’s top five offices for performance on: quality assurance, financial management, partnership management and programme. UNICEF Argentina achieved full implementation of HACT. Two internal training sessions were conducted with a pool of evaluators (four programme assistants, three operations staff, one consultant and audit firm), to gain common understanding of assurance activities, define an
internal protocol to communicate with implementing partners and ensure quality assurance controls during assessments. As a result, the Office carried out 100 per cent of planned micro-assessments (12 of 12), spot-checks (34 of 34) and programmatic visits (71 of 71). Also, the Office concluded 80 per cent (four out of five) of scheduled audits. To perform audits and micro-assessments, UNICEF used global long-term arrangements (LTAs) to contract Deloitte and KPMG; the latter achieved fully satisfactory results.

Management closely monitored outstanding direct cash transfers (DCTs) and ensured prompt action with implementing partners to ensure timely liquidation of outstanding amounts. At end-year closure, there was no outstanding DCT over nine months and DCTs between six and nine months were 19 per cent, for which corrective measures were immediately taken.

To manage cash inflow collected by fundraising activities, the Office continued to use the income allocation chart to allocate fundraising surplus to the regional envelope and global budget. Hence bank reconciliations were closely monitored, ensuring that no outstanding items existed at the end of the reporting period.

**Fundraising and donor relations**

UNICEF Argentina generated gross income representing a 48 per cent increase over 2016, and surpassed the US$36 million mark for the first time in its history.

A successful fundraising strategy (unrestricted and diversified financial resources) resulted in fully funded other resources (OR) requirements for Argentina’s CPD, and contributions to global regular resources (RR) and regional thematic funding that, combined, represented close to 60 per cent of total income distribution. High-quality fundraising standards were evident in donors’ diversity (the largest donation represented two per cent of total income), flexibility of funding (98 per cent of the funds were not earmarked) and predictability (95 per cent of the income came from sustainable sources).

The number of pledge donors rose from 255,000 in 2016 to 290,000 in 2017 (30 per cent from corporate alliances). UNICEF renewed important agreements with 20 private sector companies and successfully negotiated 10 new corporate alliances.

Wide-reaching events played a key role in raising funds, brand strengthening and raising awareness around adolescence. This included three marathons for education and a 10-hour telethon with a record outcome: 4.5 million TV viewers, 15,000 music show spectators, 1,500 volunteers involved and total fundraising of more than US$4.2 million.

UNICEF strengthened new fundraising channels, including alliances, relations with major donors (Leo Messi Foundation and the Armenian and Lebanese communities in Argentina) and legacies (four new testament received). UNICEF also organized the second fundraising Gala Dinner and signed an agreement with LaDolfina, internationally recognized as the world’s best polo team.

The Companies and Child Rights 2020 Conference helped present the CPD to the private sector, in conjunction with a document linking UNICEF priorities and corporate practices that reached 300 executives.
Evaluation and research

The Office continued to prioritize monitoring and evaluation across programmes, in line with preparation and management of PRIME, and strengthened national capacities on M&E.

During 2017, UNICEF Argentina addressed and closed recommendations generated by three in-depth external evaluations. Recommendations were used to scale-up the ICT initiative, improve efficiency and sustainability of the school management for learning improvement (GEMA) programme and strengthen commitment to and ownership of the safe and family-centred maternities initiative by provincial authorities. All the evaluations were considered objective, impartial and useful by key stakeholders and obtained global scores of “satisfactory’ and ‘highly satisfactory’.

Following request by the Buenos Aires City Government, UNICEF commissioned an independent impact evaluation of a pilot child-care program targeting 9,800 children living in vulnerable areas. The evaluation assessed the programme’s effect on child development and family environments. During 2017 all evaluation tools were tested and implemented, while a monitoring system for the programme was designed; final reports will be available by mid-2018. The national authority for children and families (SENNAF) committed to use local evaluation findings to scale up the programme at national level.

UNICEF Argentina continued to strengthen national M&E capacities. Technical assistance was provided to design monitoring systems for the National Teacher Training Institute and the national programme of integrated sex education. In addition, UNICEF participated in the development of an M&E strategy for a new national programme aimed at improving learning outcomes in 3,000 of the most deprived schools in Argentina, the FARO programme.

UNICEF supported M&E of the SDGs, jointly with the Argentine Academic Network, the Argentine Evaluation Network and the UN Resident Coordinators office. In addition, UNICEF actively participated in the inter-agency M&E group, supporting the elaboration of an M&E plan for the UNDAF to ensure quality reporting of results.

Efficiency gains and cost savings

UNICEF’s participation in a joint UN efficiency exercise resulted in an interagency common services mapping. In addition, UNICEF and the United Nations Development Programme (UNDP) identified eight administrative areas with potential for future common agreements with pre-identified service providers. UNICEF partnered with UNDP to maximize existing agreements for travel agency, events management and security services (saving around US$7,000 in procurement efforts).

A major efficiency gain was related to UNICEF Argentina’s plans to acquire additional office space to host newly recruited staff (in 2017 UNICEF staff increased by 31 per cent). Following successful negotiation with the City Government of Buenos Aires and the UN Information Centre Office, located in the same building, UNICEF Argentina was granted additional space, saving up to 30 per cent compared to a rental of the same size on the commercial real estate market.

In 2017, the office acquired a one-year ‘recruiter corporate’ LinkedIn license to enhance traditional sourcing and headhunting methods to recruit staff and consultants. The tool is generally used by human resources professionals to help hiring units analyse and prospect candidates (from a potential pool of 5.4 million Argentine LinkedIn profiles) by using advanced
recruiting filters, guided search with predefined parameters, cloning profiles from best suitable prospects.

In order to avoid internal bottlenecks and enhance current SAP transactions governance, the Office reviewed the table of authority and included new staff members with authorizing or receiving roles, and requested Division of Financial and Administrative Management (DFAM) to change the release strategy scheme from small- to medium-size office.

Finally, to gain internal efficiency in recurrent activities, the Office began working with different vendors to outsource logistics and organizational tasks for medium- and significant-size events to free-up internal resources (programme and operations officers, assistants and consultants).

Supply management

As expected in an upper-middle-income country, UNICEF Argentina narrowed its supply interventions to specifically support model implementation projects aimed at providing evidence for nationwide replication.

The value of all procurement inputs was US$10,538,152. Programme procurement amounted to US$2,765,312 (26 per cent), operational US$350,759 (3 per cent) and PFP US$7,422,080 (71 per cent).

Most contracts (92 per cent) were related to services, of which 87 per cent were institutional contracts and 13 per cent related to individuals.

Due to the size and importance of the service procurement function, the Office decided to centralize it within its operations section and created a new procurement unit, composed by one national admin/procurement officer, one general services procurement assistant and one general services administrative assistant. A gradual centralization process was also implemented: in June all programme procurement activities were devolved to operations and in November the same applied to private fundraising and partnerships.

Despite traditionally high inflation rates in Argentina (around 24 per cent) and volatile local market conditions, the Office signed 9 new long-term agreements to streamline acquisition process and lower transaction costs.

<table>
<thead>
<tr>
<th>Argentina 2017</th>
<th>Value of all supply input (goods and services) in US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme supplies</td>
<td>567,222</td>
</tr>
<tr>
<td>PFP supplies</td>
<td>321,137</td>
</tr>
<tr>
<td>Operational supplies</td>
<td>16,648</td>
</tr>
<tr>
<td>Services</td>
<td>9,633,145</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,538,152</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Argentina 2017</th>
<th>Total value of construction projects in US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>DCT Maternal Residence Hospital Misericordia Cordoba</td>
<td>34,285,71</td>
</tr>
<tr>
<td>DCT Maternal Residence Parque de la salud</td>
<td>70,643,73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>104,929,44</strong></td>
</tr>
</tbody>
</table>
Security for staff and premises

Argentina’s security level is low (Level 2) throughout the country. The main risks are related to common crime, such as street robberies, kidnapping, electronic fraud, house break-ins, office burglaries and petty theft. In this context, UNICEF Argentina paid attention to United Nations Department of Safety and Security (UNDSS) flash reports to enhance staff safety and security.

UNICEF Argentina regularly participated in meetings of the UNDSS security management team (SMT) 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.

The Office continued to work with USS Guardia Privada, a private company that provides satisfactory security services to the UNCT, as part of the UN Argentina Common Services approach. Renewal and new identification credentials with personal data and photo were issued to all staff providing additional security.

During 2017 the Office updated its business continuity plan and building evacuation plan. Two building evacuation drills were conducted, one was scheduled and the other was due to unexpected activation of the fire alarm due to backup batteries’ system failure. Both events confirmed that staff members, outsourced personnel, security guards and floor guardians responded quickly and had internalized evacuation procedures, with clarity about roles and responsibilities.

Human resources

UNICEF Argentina undertook an ‘achieving breakthrough fundraising growth 2018-2021’ exercise that forecast a 100 per cent gross income growth in local currency from 2018 to 2021. These projections required much strengthening of technical capacity to sustain current and foreseen growth, and resulted in a 31 per cent increase in the staffing structure (19 new positions and 13 upgrades), with a breakdown as follows:

- PFP: nine new positions (five NOAs and four GS-6) and 13 upgrades (from GS-5 to GS-6)
- Operations: six new positions (one P3, three NOAs, one GS-5, one GS-4)
- Communications: two new positions (two NOAs)
- Programmes: two new positions (one NOA and one GS-5)

In line with the 2017 HR Reform, the human resources team partnered with corresponding sections to plan and implement an improved recruitment process, to enable simpler and more streamlined approaches. New positions and vacancies resulted in a total of 41 processes:

1) First stage (May-Jul): 21 positions recruited through nine selection processes
2) Second stage (Nov-Jan): 13 positions are being recruited for specific vacancies and one from global talent group
3) Third stage (Jan-Mar): Six positions will be recruited and sourcing methods defined with respective hiring sections

UNICEF also closely monitored the completion rate for performance evaluations (98 per cent for the 2016 year-end phase and 100 per cent for the 2017 planning phase). Furthermore, in liaison with UNICEF LACRO and UNICEF NYHQ performance management and career development
guidelines, a one day performance management workshop was held.

In close exchange with senior management and as part of the joint consultative committee, the local staff association and HR unit conducted a survey to complement findings of 2017 global staff survey and support the design of an action plan to address the most critical issues.

**Effective use of information and communication technology**

Following UNICEF’s ICR for Development standards, strategy and guidelines, the ICT team piloted the deployment of Windows 10 to increase productivity and enhance security for UNICEF assets and data.

Based on the standard replacement policy, the office acquired new ICT equipment and started to phase out desktop computers and replace them with laptops to support mobile working arrangements. Additionally, the ICT section implemented a low-cost solution to boost the buildings cellular signal.

In October, the office benefited from a regional ICT peer review conducted by the regional ICT advisor, which concluded with an agreed action plan to be fully implemented by 1st quarter 2018.

UNICEF Argentina widely used digital/social media to liaise with key influencers to expand its outreach. UNICEF also implemented innovative strategies to facilitate the participation of 350,000 adolescents in exercising their right to citizenship and committing to social change through innovative experiences including in digital environments. This was the case of the digital coexistence program, global initiatives such as U-Report and relevant partnerships via engagement initiatives (Facebook).

Downloading of key documents and generation of leads was improved through better communication between programme and private fundraising and partnerships teams, and the year closed with more than 750,000 people connected through UNICEF social networks. A new Instagram platform was launched at UNICEF’s biggest fundraising event, including performances by influential musicians to better reach adolescents.

During 2017 digital activists promoted messages that reached more than 46 million impressions, with support from more than 100 influencers and celebrities who helped UNICEF Argentina reach a record audience.

**Programme components from RAM**

**ANALYSIS BY OUTCOME AND OUTPUT RESULTS**

**OUTCOME 1**

**Analytical statement of progress**
UNICEF Argentina generated a record gross income of AR$ 597,818,830 (48 per cent increment from 2016), surpassing the US$ 36 million mark for the first time. This was coupled with an increased number of pledge donor (both individual and corporate) and development of new fundraising channels, alliances and special events.

A successful fundraising strategy (unrestricted and diversified financial resources) resulted in
fully funded other resources (OR) requirements for Argentina’s CPD, and contributions to global regular resources (RR) and regional thematic funding that, combined, represented close to 60 per cent of total income distribution. High-quality fundraising standards were evident in donors’ diversity (the largest donation represented 2 per cent of total income), flexibility of funding (98 per cent of the funds were not earmarked) and predictability (95 per cent of the income came from sustainable sources).

This success was mainly achieved: by expanding the number of pledge donors by 14 per cent (from 255,000 in 2016 to 290,000 in 2017, 30 per cent from corporate alliances), strengthening important agreements with 20 private sector companies and successfully negotiating 10 new corporate alliances, as well as successfully promoting wide-reaching events (three marathons for education and the ten-hour telethon ‘A Sun for Children’ and exploring new fundraising channels, including major donors and legacies. UNICEF Argentina organized its second fundraising Gala Dinner, with participation by executives from 500 private companies, celebrities and journalists, around the topic of adolescent’s rights.

UNICEF Argentina continued to reinforce internal security plans and to participate in SMT to coordinate and assess potential impact on the operations of agencies regarding security situations.

OUTPUT 1 Premises and Security

Analytical statement of progress
Argentina’s security level is low (Level 2) throughout the country. The main risks are related to common crime, such as street robberies, kidnapping, electronic fraud, house break-ins, office burglaries and petty theft. In this context, UNICEF Argentina paid attention to United Nations Department of Safety and Security (UNDSS) flash reports to enhance staff safety and security.

UNICEF Argentina regularly participated in meetings of the UNDSS security management team (SMT), chaired by the Resident Coordinator. The SMT 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.

The Office continued to work with USS Guardia Privada, a private company that provides satisfactory security services to the UNCT, as part of the UN Argentina Common Services approach. Renewal and new identification credentials with personal data and photo were issued to all staff providing additional security.

During 2017 the Office updated its business continuity plan and building evacuation plan. Two building evacuation drills were conducted, one was scheduled and the other was due to unexpected activation of the fire alarm due to backup batteries’ system failure. Both events confirmed that staff members, outsourced personnel, security guards and floor guardians responded quickly and had internalized evacuation procedures, with clarity about roles and responsibilities.

OUTPUT 2 General Cost / Private Sector Fundraising

Analytical statement of progress
UNICEF Argentina continued to implement a successful fundraising strategy that generated a gross income of AR$ 597,818,830 in local currency (48 per cent increment year to year) and surpassed the US$ 36 million mark for the first time in its history.

The successful fundraising strategy (unrestricted and diversified financial resources) resulted in fully funded OR requirements for Argentina’s CP and also contribute to global RR and Regional thematic funding, which when combined represented close to 60 per cent of total income distribution. High-quality fundraising standards were evident in donors’ diversity (the largest donation represented 2 per cent of total income), flexibility of funding (98 per cent of the funds were not earmarked) and predictability (95 per cent of the income came from sustainable sources).

This success was mainly achieved by expanding the number of pledge donors by 14 per cent (from 255,000 in 2016 to 290,000 in 2017, of which 30 per cent derived from corporate alliances), strengthening important agreements with 20 private sector companies and negotiating 10 new corporate alliances. UNICEF also promoted wide-reaching events (three marathons for education and a ten-hour-long telethon) and exploring new fundraising channels, such as major donors and legacies. UNICEF Argentina organized its second fundraising Gala Dinner, with participation by executives of 500 private companies’, celebrities and journalists, around the topic of adolescent’s rights.

UNICEF used its resource mobilization channels to raise awareness and engage donors, private companies, foundations and opinion leaders on children’s rights, in particular through regular communication with pledge donors, a UNICEF donor magazine, corporate fundraising initiatives and special events, reaching a total of 7,620,000 people who became involved in one or more initiatives during the year.

Key alliances were strengthened with the private sector to support programmes results in health, education, child protection and social inclusion. An innovative approach with the private sector was the preparation of a business-friendly version of Argentina’s CPD, linking UNICEF priorities with corporate practices, which was presented to more than 140 private sector executives at the Companies and Child Rights 2020 Conference. UNICEF promoted two corporate interest groups on digital citizenship and ECD, involving 20 companies; participated actively in multisector-roundtables on food and beverage industry issues (to promote regulations on product labelling); and developed a private sector analysis on good practices for the incorporation of ECD standards (leave, childcare centres, breastfeeding facilities) at private companies.

**OUTPUT 3** Individual

**Analytical statement of progress**

UNICEF Argentina increased the number of pledge donors from 255,000 in 2016 to 290,000 in 2017, representing an increase of 14 per cent, by intensifying prospecting of new donors, enhancing donor retention strategies and promoting upgraded donations. More than 30 per cent of new pledge donors came from alliances with private corporations (Corporate Pathway to Pledge).

UNICEF strengthened new fundraising channels, alliances and events targeting a wealthier audience to obtain higher donations through legacies, which showed promising results (four
new testaments received in 2017) and major donors (UNICEF consolidated cooperation with the Leo Messi Foundation, which donated US$350,000, and started a relationship with Argentina’s Armenian and Lebanese communities for future prospecting). UNICEF also organized its second fundraising Gala Dinner and signed an agreement with LaDolfina, internationally recognized as the world’s best polo team.

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**OUTPUT 4 Business**

**Analytical statement of progress**

Collaborative agreements with 20 large private sector companies were renewed and 10 new alliances negotiated (including Garnier, Pampers and Mastercard). Alliances with private sector actors contributed to a 30 per cent increase in new pledge donors of 2017, and also supported programme results through corporate social responsibility.

An innovative approach with the private sector was preparation of a business-friendly version of Argentina’s CPD that was presented to more than 140 executives at the Companies and Child Rights 2020 Conference. This tailored CPD version reflected links between UNICEF priorities and corporate practices, and was shared with more than 300 companies in the country, allowing UNICEF to obtain valuable feedback about children issues and priorities in Argentina.

UNICEF Argentina created and promoted two corporate interest groups on digital citizenship and ECD, with participation by 20 companies, and organized a workshop addressed to companies and their supply chain partners to promote respect for children's rights in business activities and relationships (with a focus on ECD). UNICEF also participated actively in multisector roundtables on food and beverage industry issues, to promote national regulation of product labelling. UNICEF Argentina also collaborated with UNICEF LACRO to develop a regional investigation of the retail sector and point of sale promotion of food and beverage products.

Additionally, in close collaboration between its private fundraising and partnerships, communication and programme teams, UNICEF promoted child rights and business principles (CRBP) and public-private alliance initiatives to establish maternal residences and promote spaces for ECD (with Farmacity, Mimo, Fundacion BAF) and raise awareness about human trafficking, reaching more than 1.1 million passengers through actions with Rio Uruguay, Colonia Express, La Aldea Hotel and Saint George Hotel and other companies involved. Awareness was also raised with ICT companies about the importance of technologies for expanding ICT-based secondary education in rural areas (achieving core business collaboration from the private sector). An analysis of private sector good practices was developed to incorporate ECD standards (parental leave, childcare centres and breastfeeding facilities) at private companies. Workshops on parenting skills for selected companies’ employees and clients were also organized, and technical assistance was provided to develop an anti-‘grooming’ TV campaign, with Telefonica Argentina.

Corporate fundraising and CRBP initiatives reached 7.3 million people in 2017.
OUTPUT 5 Key influencers

Analytical statement of progress
Wide-reaching events played a key role in fundraising, brand strengthening and raising awareness around children rights, with a specific focus on adolescents. This included three marathons for education (in Buenos Aires, Rosario and Cordoba) and the ‘A Sun for the Children’ campaign, which concluded with a 10-hour telethon and a record outcome: 4.5 million TV viewers, 15,000 music show spectators, 1,500 volunteers involved and total fundraising of more than US$4.2 million. In addition, the second UNICEF Gala Dinner brought 500 private company executives together with authorities, celebrities and journalists to focus on adolescents’ rights.

OUTCOME 2 Governance and Systems Financial Resources and Stewardship Human Resources Management Effective and Efficient Shared Operations

Analytical statement of progress
The Office strengthened management mechanisms to improve coordination among areas. The newly established advocacy committee and advocacy plan facilitated coordination between programme, communication and private fundraising and partnerships, ensuring common priorities and inclusive decision-making processes.

Ten priorities were defined in UNICEF Argentina’s 2017 annual management plan: finalizing of an advocacy strategy; implementing the PSFR strategic plan; enhancing HACT quality assurance; promoting mechanisms to keep staff members informed about global, regional and local priorities; enhancing Argentina’s HR structure to ensure that technical private fundraising and partnerships, operations and communications capacities are in place; streamlining internal operational procedures; fully implementing financial resources; ensuring IMEP implementation; strengthening and centralizing the supply and services procurement function into operations; and finding an alternative to enhance the current office space. These priorities were continuously monitored by CMT and reviewed during mid- and end-year reviews. At the end of the year, while the first seven priorities were fully achieved, the latter three were still in progress.

UNICEF Argentina achieved full implementation of HACT, implementing 100 per cent of planned micro assessments (12 of 12), spot-checks (34 of 34) and programme visits (71 of 71) and concluded 80 per cent (four of five) of scheduled audits. The Office undertook an ‘achieving breakthrough fundraising growth 2018–2021’ exercise that forecast a 100 per cent gross income growth in local currency from 2018 to 2021. These projections required greater technical capacity to sustain current and expected growth, leading to a 31 per cent increase in the staffing structure (19 new positions and 13 upgrades).

Increased investment in staff well-being and quality of work were other key management priorities, addressed by new training on performance management for results and the design of follow-up actions related to the staff survey.

UNICEF continued to gain efficiency and cost savings by ongoing reviewing processes and identification of potential bottlenecks. A major efficiency effort was related to UNICEF
Argentina’s plan to acquire additional office space to host newly recruited staff, saving up to 30 per cent compared to rental costs in the commercial real estate market.

OUTPUT 1 Human Resources Management

Analytical statement of progress
UNICEF strengthened its management mechanisms to improve coordination among areas: the country management team, programme and advocacy committee meetings played a key role in ensuring common priorities and inclusive decision-making processes.

Ten priorities were defined in UNICEF Argentina’s 2017 annual management plan: finalizing of an advocacy strategy; implementing the PSFR strategic plan; enhancing HACT quality assurance; promoting mechanisms to keep staff members informed about global, regional and local priorities; enhancing Argentina’s HR structure to ensure that technical private fundraising and partnerships, operations and communications capacities are in place; streamlining internal operational procedures; fully implementing financial resources; ensuring IMEP implementation; strengthening and centralizing the supply and services procurement function into operations; and finding an alternative to enhance the current office space. These priorities were continuously monitored by CMT and reviewed during mid- and end-year reviews. At the end of the year, while the first seven priorities were fully achieved, the latter three were still in progress.

UNICEF Argentina’s risk profile was updated in May. Of 12 ERM areas, the financial and economic environment was deemed a high residual risk (uncertain financial and economic situation with high inflation affects programme implementation, fundraising capacities and staff retention). UNICEF image and staff retention ranked as a medium residual risk, while others were considered as low risk. Mitigation actions were implemented and described in Argentina’s risk management view.

Eighteen programme coordination meetings and ten CMTs were conducted to discuss programme and management indicators. During 2017, UNICEF Argentina was among the top five in the region, in a comparison of quality assurance, financial management, partnership management and programme performance. A programmatic prioritization exercise was carried out to prepare biannual workplans for 2018-2019, which were fully finalized by year-end. Flagship initiatives and intersectoral opportunities were identified, to sharpen programme efficiency for delivering planned results.

The newly established advocacy committee and advocacy plan facilitated coordination among the programme, communication and private fundraising and partnerships teams, ensuring common priorities and inclusive decision-making processes.

OUTPUT 2 Human Resources Management

Analytical Statement of Progress
UNICEF Argentina systematically monitored financial and performance indicators at CMT meetings by analysing the comparative benchmarks established in the dashboard (region, budget size, GNI and emergency situations). In addition, the CMT discussed monthly
performance on key performance indicators, taking corrective measures as needed. During 2017, the Office was consistently among the region’s top five offices for performance on: quality assurance, financial management, partnership management and programme.

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OUTPUT 3 Human Resources Management

Analytical statement of progress
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In close exchange with senior management and as part of the joint consultative committee, the local staff association and HR unit conducted a survey to complement findings of 2017 global staff survey and support the design of an action plan to address the most critical issues.

**OUTPUT 4 Effective & Efficient Shared Operations**

**Analytical statement of progress**

UNICEF’s participation in a joint UN exercise to gain efficiency resulted in an interagency common services mapping. At the same time, UNICEF and UNDP identified eight administrative areas with potential for future common agreements with pre-identified service providers. UNICEF partnered with UNDP to maximize existent agreements on travel agency, events management and security services (saving around US$7,000 in procurement efforts).

A major efficiency effort was related to UNICEF Argentina’s plans to acquire additional office space to host newly recruited staff (in 2017 the Office grew 31 per cent in staff size). Following successful negotiation with the City Government of Buenos Aires and the UN Information Centre Office (UNIC), located in the same building, UNICEF Argentina was granted additional needed space, saving up to 30 per cent compared to same size rental in commercial real estate market.

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Finally, to gain internal efficiency in recurrent activities, the office began working with different vendors to outsource logistics and organizational tasks for medium- and significant-size events to free-up internal resources (programme and operations officers, assistants and consultants).

**OUTCOME 3 By 2020, children and adolescents, especially the most disadvantaged, benefit from a social protection framework, and monitoring and evaluation systems to improve public policies and social investment and reduce inequity gaps.**

**Analytical statement of progress**

In 2017 UNICEF cooperated with national counterparts to contribute to the expansion of social protection benefits to an increasing number of children previously excluded from national financial transfer programmes. In partnership with the Ministry of Social Development (MoSD), ANSES, selected universities and provincial governments, UNICEF supported the expansion of the AUH to previously excluded children. This was achieved through generation of evidence to identify bottlenecks and barriers impeding the access of 1.6 million children. The results of the
study informed high-level technical dialogue and resulted in changes to the design of this nationwide social protection programme. This work was particularly successful in Salta Province, where UNICEF played a key role in supporting ANSES to include 4,060 children living in indigenous communities and dispersed rural areas into the AUH. This was made possible by the implementation of innovative monitoring tools and deployment of a specially trained team to identify excluded children on the ground. This initiative is planned for extension to three other provinces in 2018, with the purpose of closing remaining equity gaps, especially in the north of the country.

After the generation of reports on multidimensional and monetary child poverty, with wide media impact, and as a result of active policy dialogue, UNICEF succeeded in gaining a consensus among main stakeholders on the importance of measuring multidimensional poverty, and the National Bureau of Statistics committed to develop new multidimensional measurements. Aligned with the Government commitment to achieving the SDGs, this will be a critical contribution to supporting the national goal of reducing poverty and extreme poverty.

Additionally, three provinces started to officially measure child poverty from a multidimensional perspective (data will be available in March 2018). UNICEF’s co-organization of an international expert consultation in Tucuman (where top stakeholders discussed effective approaches to multidimensionality as a complement to national poverty measurement), was key to enhancing commitment from the provinces.

Regarding early childhood policies, UNICEF work focused on the three-pillars of the system – availability of time, services and resources – that families need for the provision of child care. Evidence-generation and advocacy efforts with SENNAF generated commitment to move toward a more comprehensive approach for improving the national early childhood plan. Two UNICEF-led initiatives were critical to this process especially for establishing an M&E system for the national plan: a baseline study of 311 child-care centres and ongoing evaluation and implementation of a monitoring system for the main child care program in the City of Buenos Aires (covering around 10,000 children).

At the legislative level, UNICEF produced evidence to support policy and normative decisions to guarantee parents’ right to have time for child care. With UNICEF’s support, a draft bill was presented to extend paternity leave from 2 to 15 days and, for the first time, to recognize the right to child care for adopting families. The remaining challenges are to develop longer, and shared, family leave and extend the coverage of educational and child care services from 0 to 3 years old at national level.

In line with recommendations by the Committee on the Rights of the Child and general observation No.19 (to monitor investment directed to children at the national and provincial levels), UNICEF supported national partners to host the fifth international seminar on investment for children. At this forum national and provincial authorities from all over Latin America and other regions discussed successful methods and policies to guarantee the measurement and protection of social investment directed to children and adolescents, and a roadmap was developed and agreed upon for key budget monitoring indicators. The ongoing work being supported of UNICEF in 10 provinces will be complemented with a national map developed by the Ministry of Economy to track and follow up social expenditures and their impact on children.

Finally, during 2017 several lines of work were consolidated to strengthen an M&E system at national and provincial levels, from a child-focused perspective. Particularly, the memorandum of understanding on implementation of the second MICS was signed, allowing full
implementation during 2018. Information systems and provincial observatories were reinforced with the introduction of case management systems, covering all children covered by protection services in four provinces. In agreement with SENNAF and the Federal Council, it is expected that 10 more provinces will join the initiative in 2018.

Based on the Committees’ recommendations, UNICEF continued to support the network of national and provincial ombudspersons. At the national level UNICEF promoted the naming of a national ombudsperson for children, an issue that has been pending for the past 12 years. UNICEF contributed to the process of establishing a bicameral committee in charge of appointing the ombudsperson, and was recognized by Parliament members as a key actor in this process. At the provincial level, UNICEF supported the child-specific ombudsperson of the province of Santa Fe (a successful model for nationwide replication) through evidence-generation, training and advocacy. The Santa Fe model represents an effective model for the final design and adoption of the national child ombudsperson.

OUTPUT 1

1.1. National and provincial government authorities have information, tools, studies and policy proposals to strengthen the comprehensiveness, institutionalization and universalization of the social protection system.

Analytical statement of progress
UNICEF contributed to building general consensus among main stakeholders about the importance of officially measuring other determinants of poverty, beyond income, and providing a dedicated child focus. As a result, the National Bureau of Statistics officially committed to develop multidimensional measurements, while three provinces started to officially measure child poverty from a multidimensional perspective (first data will be available in March 2018). This, aligned with Government commitment to achieving the SDGs, will represent a critical contribution to supporting the national goal of reducing poverty and extreme poverty.

These results were achieved through the generation of two reports on multidimensional and monetary poverty (both with wide impact on media), policy dialogue and advocacy activities (including exchange of experiences at an international expert consultation held in Tucuman Province) and technical assistance to implement official measurements at national and subnational levels.

National authorities made public commitments to expand Argentina’s AUH to reach 1.6 million eligible children that are not yet covered by this social protection scheme. Through a vast base of partnerships, UNICEF carried out a study with the MoSD, ANSES, the University of Buenos Aires and one of the main Argentinian think-tanks, (CEDLAS), to identify key bottlenecks hindering programme coverage. The study, presented to key stakeholders and to be published in February 2018, identified barriers and bottlenecks related to the fulfilment of conditionalities, family characteristics, eligibility criteria, conditions for access by migrant children, etc. In particular, evidence shed light on the need to review conditionalities related to health and education, analyse eligibility criteria for accessing the different benefits and increase the value of the AUH to guarantee income above poverty levels. UNICEF contributed to the establishment of a working group with key policy makers (from ANSES and the MoSD) to discuss these barriers and the public policy changes required to address them. As a result of the study’s recommendations, UNICEF-supported technical findings were included in ANSES’ reform plan.

UNICEF also contributed to the implementation of active search operations to identify excluded children and expand coverage of the social protection system with an equity approach, in
specific areas prioritized by the MoEC of Salta Province. Linked and coordinated efforts by both provincial and national government, with UNICEF support, resulted in the identification and outreach to the most vulnerable populations not receiving the AUH; particularly children from indigenous families living in remote and isolated rural communities. As a result, 4,060 children, adolescents and pregnant women who were without any kind of social protection coverage now have access to the AUH. The successful approach in Salta Province will be revisited and scaled up in other provinces sharing similar challenges in terms of barriers to access.

OUTPUT 2

1.2. National and provincial government authorities have information, instruments and studies to develop and implement early childhood care policies.

Analytical statement of progress
With the launch of the national plan for early childhood in 2016, early childhood became an important Government priority. However, the plan faces several challenges: under-execution of budgets and an exclusive focus on expanding the number of child-care centres. UNICEF provided technical assistance, generated evidence and implemented advocacy initiatives that contributed to the Government’s commitment to adopt a more integrated approach, including the establishment of quality standards and M&E systems. The upcoming G20 summit, with ECD as one of its social themes, will be a strategic opportunity for UNICEF to obtain further support on this topic.

UNICEF finalized a baseline study of 311 child-care centres located in 10 northern provinces with the highest levels of vulnerability, in alliance with the Latin-American Social Sciences University (FLACSO), SENNAF and the National System of Information, Monitoring and Evaluation of Social Programs (SIEMPRO). The study assessed structural and procedural dimensions of quality, including families’ perspective through focus groups. The main results were presented to SENNAF and the Ministry of Education (MoE) at a technical discussion forum co-organized with UNICEF’s education programme, as part of the intersectoral approach to ECD. A final report was issued in December 2017, and became a key tool for establishing an M&E system for the national plan.

At the provincial level, in Salta and Cordoba provinces, capacity-building training supported by UNICEF strengthened the abilities of 400 workers at early child-care centres, contributing to provision of quality care services for over 3,500 children. Also, with UNICEF’s support, Salta Province developed a monitoring system for early child-care centres that is being implemented in 35 centres, for future scaling-up. Finally, as requested by the Government of Buenos Aires City, UNICEF commissioned an independent impact evaluation of a pilot child-care programme for 10,000 children living in vulnerable areas, to assess its impact on the development of children and family environments, and to implement a pilot M&E system to be established at all centres in 2018, with potential scale-up to other provinces.

UNICEF contributed to generating an enabling regulatory, political and institutional environment to promote the universalization of integrated childcare policies through advocacy to change social norms and generate new paternity and maternity leave legislation, which has not been modified in decades. In alliance with a centre of excellence (ELA), UNICEF published two documents highlighting evidence on provincial and private sector good-practices, to influence the national discussion, and carried out a social mobilization initiative with children to advocate for new paternity/maternity leave legislation.

UNICEF provided technical assistance to the Ministry of Labour to develop a legislative draft on
parental leave, which was under discussion in late 2017. The draft bill extends paternity leave from 2 to 15 days and recognizes, for the first time, the right to child care for adopting families. The remaining challenges are to develop longer, shared, family leave and to extend the coverage of educational/childcare services for children aged from 0 to 3 years old at the national level.

OUTPUT 3 1.3. National and provincial government authorities and civil society have monitoring, analysis and planning tools to improve child-sensitive budgeting.

Analytical statement of progress
A major contribution to increased ownership by Argentinian authorities of public funding for children (PF4C) was the organization of the fifth international seminar on social investment in children and adolescents, co-hosted by UNICEF, the Ministries of economy and social development and the NCSPC. The event gathered 300 stakeholders, including UNICEF specialists, ministers and high-level government officials from around 20 countries from the Latin American and Caribbean region, Armenia, Morocco, Senegal and Tanzania, civil society organizations (CSOs) and the private sector. As a result of this event, the Argentine government strengthened its commitment to implement the ‘roadmap for strategic actions to promote investment in children in Latin America and the Caribbean’, in order to increase compliance of General Comment 19 in Argentina. The consultation also created an agreement on key budget monitoring indicators for tracking national social expenditure.

As a result of UNICEF’s advocacy, official updated data on national social investment in children and adolescents were produced and presented at the international expert consultation. National data on public social investment in children were updated through 2016, and impact analyses were produced in the provinces, through cooperation agreements with UNICEF. These analyses informed public decision-making and academia through many seminars and inter-ministerial working groups led by six provincial observatories.

UNICEF and the NCSPC presented the initial results of their analysis on public investment and the SDGs at the international expert consultation, and encouraged exchanges of experience between countries to conduct comparative analyses. In the following phase, this work will deepen the analysis to focus on costing of the SDGs, specifically in relation to the fulfilment of children’s rights.

Economic evidence was generated to facilitate the design of cost-effective national and provincial sectoral policies. In the education sector, two costing studies were conducted to guide the implementation of alternative pedagogical models in early childhood, as well as alternative models of secondary education in rural contexts in Salta Province. Two costing exercises in the health and social protection sectors were also finalized, and contributed to the design and approval of the national plan for reducing unintended adolescent pregnancy and the assisted graduation act, to support transition by adolescents without parental care to adulthood.

UNICEF continued to promoting participatory budgeting in 2017. A national summit for youth participatory budgeting was conducted by the municipal affairs secretariat with the participation of 30 local governments committed to adolescent participation in local public budgets. Also, innovative communication and participation initiatives for PF4C were developed within the agenda of the international seminar on social investment in children, to raise awareness about the importance of increasing and improving the allocation of resources directed to children and
the need to ensure participation by children and youth in decision-making processes tied to the allocation of public budgets.

OUTPUT 4 1.4. National and provincial government authorities and civil society have information and instruments to develop and implement child rights monitoring and evaluation systems.

Analytical statement of progress
Advocacy and technical assistance from UNICEF Argentina successfully engaged the National Bureau of Statistics, MoSD, NCSPC and Inter-American Development Bank as actors to carry out MICS6, beginning in the second semester 2018.

Supported by UNICEF, a national child labour survey with a special focus on rural areas was finalized and officially launched at the IV Global Conference on the Sustained Eradication of ChildLabour in November 2017. The survey’s finalization coupled with support provided by UNICEF’s work for elaborating the national plan to eradicate child-labour and protect adolescent work at sub national level.

At the provincial level UNICEF support continued in Córdoba, Santa Fe, San Juan and La Pampa provinces for implementing case management information systems for children under protection services, following the pioneering scheme of the province of Buenos Aires. In agreement with SENNAF and the Federal Council, it is expected that 10 more provinces will join the initiative in 2018, providing critical scale to the implementation of a strategic tool for monitoring children’s rights, especially in relation to child protection issues.

UNICEF continued to support evidence-generation at 11 provincial child rights observatories, with the goal of improving access to information, transparency, accountability and evidence-based public policy planning. Observatories were strengthened to begin including adolescent health and child protection indicators in the provinces of Córdoba, Chaco, Jujuy, Salta, San Juan, Santa Fe, Misiones and Tucumán.

UNICEF played a key role in advocating, monitoring and generating a series of technical and political dialogues, as well as public campaigns on the issue of naming a national ombudsperson for children – an issue that has been pending for the past 12 years. UNICEF contributed to the establishment of a bicameral committee in charge of appointing the ombudsperson, and was recognized by Parliament members as a key actor in this process. At the provincial level, UNICEF supported the child-specific ombudsperson of the province of Santa Fe (a successful model for nationwide replication) through evidence-generation, training and advocacy. The Santa Fe model represents an effective model for the final design and adoption of the national child ombudsperson.

Finally, a Ministry of Health initiative to improve newborns’ birth registration, with UNICEF’s support, was officially launched at the XVII national meeting of statistics of health, involving key national and provincial authorities. This initiative should improve mechanisms to monitor, register and generate vital statistics, and therefore, improve children’s access to social protection programmes such as the AUH.
OUTCOME 4  By 2020, education inequity gaps are reduced and children and adolescents, especially the most disadvantaged, benefit from quality and inclusive education, which provides better opportunities for their development.

Analytical statement of progress
In 2017, UNICEF successfully progressed in all planned outputs in cooperation with seven provincial authorities and the national government. In line with national and regional education goals and UNICEF’s global Strategic Plan, UNICEF Argentina implemented 16 strategic initiatives at all education levels, aimed at reducing gaps in access to compulsory education, enhancing learning outcomes from an equity-based approach and removing bottlenecks identified by a monitoring results for equity analysis. UNICEF also implemented commitments agreed with the MoE in key areas such as integrated sex education, ICT policies for education, adolescent participation, learning outcomes for disadvantaged children and adolescents, inclusive education and M&E systems.

With the strategic aim of influencing national policies and fostering replication of successful approaches, UNICEF expanded innovative models and services to improve adolescents’ access to secondary education, that were formally adopted through provincial government resolutions.

An innovative ICT-based rural secondary school format that provides access to secondary education in remote rural areas was expanded in Chaco, Salta and Misiones provinces reaching 1,090 adolescents in 59 isolated rural communities. Already 215 adolescents were graduated from this officially adopted modality that will be expanded to two new provinces in 2018. Major advances during 2017 were related to the elaboration of key technical tools to improve programme efficiency and assess its potential for scaling-up: a cost-effectiveness study (Salta Province), an implementation guide and guidance on ICT-based rural school regulations. The agreement signed with the MoE to ensure connectivity and ICT equipment succeeded in connecting 85 per cent of the ICT-based rural schools, ensuring sustainability. In addition, in 2017, UNICEF contributed to improving teacher’s capacities and increasing pedagogical and ICT resources both for regular schools and those in isolated locations.

‘Everyone to secondary school’, a 2016 programme to prevent school drop out by adolescent parents—implemented in Buenos Aires Province as a public policy and supported by UNICEF – was expanded in 2017 to reach 79 secondary schools and more than 1,000 adolescents. The initiative, which proved successful in retaining adolescent parents in school, will be expanded to two more provinces in 2018.

Also at the provincial level, two initiatives supported by UNICEF over the last six years were successfully replicated during 2017: the self-assessment tool for quality education programme was implemented in Jujuy, Santiago del Estero and Salta provinces reaching 68,965 adolescents and 36,313 children. UNICEF’s advocacy around this work led to the design of a national self-assessment policy that was institutionalized by Ministry Resolution No. 315. The GEMA programme, focused on improving educational management systems through a tailored program for headmasters, was also expanded in Salta, Jujuy and Chaco provinces, indirectly affecting 128,210 adolescents and 90,722 children.

Lessons learned from local project implementation and research on secondary school innovations at both the local and international levels informed the design of a new pedagogical model (new school for adolescents) to be implemented in Tucuman. The model has a strong focus on introducing ICT programming and project-based learning. The initiative, to be expanded to 60 schools, is sure to contribute to national efforts to develop a new secondary
Specific agreements were signed with four provinces (Santiago del Estero, Jujuy, Salta and Chaco) to develop quality policies on early childhood education. In Chaco province, UNICEF developed an innovative proposal to build teacher capacities in 67 vulnerable and rural initial schools with multi-age classrooms, reaching 842 children. The programme has a strong intercultural perspective in indigenous contexts, and is focused in improving teacher capacity on: learning by playing, early literacy and Spanish as a second language. Successful implementation of the initiative triggered provincial authorities’ commitment to expand the programme in 2018.

Overall, UNICEF education programmes reached more than 16,000 professionals and 328,125 children and adolescents in 2,321 schools, with a focus on adolescents who were out of school or at risk of drop-out and children in vulnerable schools.

Policies on inclusive education were also strengthened. UNICEF supported capacity building on statistics at the MoE to improve the use of evidence and identification of out-of-school children; promoted the establishment of an intersectoral working group to improve public policy quality on disability measurement; and promoted the development of digital accessible text books for inclusive education, engaging national educational authorities in the global UNICEF initiative ‘accessible digital textbooks for learners with disabilities’. Capacity building was also promoted in relation to specific emerging issues, such as suicide and integrated sex education, reaching 787 secondary schools in Buenos Aires Province.

UNICEF contributed to the debate on secondary education with evidence-generation and policy dialogue through a research programme on innovative policies in secondary education and by co-organizing eight technical meetings to discuss major challenges in secondary education, in partnership with Fundación Voz, a national university and the Organization of Iberoamerican States (OEI).

UNICEF also contributed to national policy debate on early education through high-level technical assistance and the development of technical tools, including a cost analysis of pedagogical models and a detailed study on the state of the art of early education in Argentina. Finally, UNICEF cooperated with the MoE to develop a tool to document good practices in early childhood education presented at MERCOSUR Educativo, a specific working group to foster sub-regional cooperation.

OUTPUT 1 2.1. Adolescents, especially those in disadvantaged situations, access inclusive secondary-school education models that improve their learning.

Analytical statement of progress
UNICEF strengthened pro-equity policies reforms and implemented innovative models in selected provinces for further nationwide replication.

At the national level UNICEF contributed to national policy discussion on secondary education through a research program on innovative policies in secondary education with FLACSO, and as co-organizer of eight technical meetings to discuss major challenges in secondary education, in partnership with Fundación Voz, UNIPE (Pedagogic University) and the OEI. UNICEF’s leading voice on secondary education reform was strengthened with the successful implementation of innovative models at provincial level.
ICT-based rural secondary schools were expanded in Chaco, Salta and Misiones provinces reaching 1,090 adolescents from 59 isolated rural communities. To date 215 adolescents have graduated from these schools, which became an official public education approach in these provinces and will be expanded to Tucumán and Santiago del Estero provinces. Major advances during 2017 were related to the elaboration of key technical tools to improve programme efficiency and scaling-up potential, including a cost-effectiveness study (Salta Province), an implementation guide and guidance for the regulation of ICT-based rural schools. In addition, UNICEF contributed to improving teacher capacity and increasing pedagogical and ICT-resources for both regular schools and those in isolated locations. Sustainability was improved through an agreement with MoE that ensures connectivity and ICT-equipment in 49 of 59 rural classrooms.

UNICEF also expanded the initiative ‘everyone to secondary school’, from 52 to 79 secondary schools in the Province of Buenos Aires, reaching 1,021 adolescents. The programme aims at prevent school drop-out by adolescents who become parents or are responsible for young children by providing early education services to their children or siblings at the same facility. UNICEF provided capacity building and high-quality ECD materials, in a programme that has become public policy within the province. During 2017 a new monitoring-system was developed and a commitment to expand the initiative to Tucuman Province was also reached.

Also at provincial level two initiatives were successfully expanded and handed over to provincial authorities during 2017: the self-assessment tool for quality education programme was implemented in Jujuy, Santiago del Estero and Salta provinces at 191 secondary schools, reaching 10,625 professionals and 68,965 adolescents. As a result of UNICEF’s work, the initiative influenced the design of a national self-assessment policy institutionalized by Ministry Resolution No. 315. The GEMA programme, focused on improving educational management systems through a tailored program for school headmasters, was also expanded in Salta Jujuy and Chaco provinces, reaching 298 secondary schools, 358 headmasters/supervisors, and 128,210 adolescents.

Lessons learned from local project implementation and research on secondary school innovations at both the local and international levels informed the design of a new pedagogical model (new school for adolescents) to be implemented in Tucuman. The model has a strong focus on introducing ICT programming and project-based learning. The initiative, to be expanded to 60 schools, is sure to contribute to national efforts to develop a new secondary education policy.

OUTPUT 2 2.2. Educational institutions have standards of quality, monitoring tools and evidence for the expansion and improvement of the initial level.

Analytical statement of progress
During 2017, the national government demonstrated its determination to increase access to early childhood education (children aged three and four years) in Argentina. High quality technical assistance, policy dialogue and evidence-based studies developed by UNICEF influenced the policy debate, incorporating a strong focus on equity.

UNICEF developed a cost analysis of early childhood education pedagogical models commissioned by MoE. The study compared different modalities for expanding early childhood education in Argentina, their relevance and financial feasibility. The analysis was instrumental to
advocacy with national authorities on the need to strengthen equity-focused policy reforms.

In addition, UNICEF was successful in bringing intersectoral perspectives into the debate by co-organizing an expert consultation on education, care and feeding for early childhood. The initiative sought to foster dialogue between the ministry of education and social development on approaches to early childhood care policies. As a result a new SITAN on ECD in Argentina was initiated, comprising a detailed analysis of services, professional profiles and curricula. The study, to be finalized in 2018, will also contribute to evidence-based decision making on early education policies.

At the provincial level specific agreements were signed with four provinces (Santiago del Estero, Jujuy, Salta and Chaco) to develop quality policies on early childhood education. In alliance with CEADEL (a specialized NGO), UNICEF promoted the expansion and finalization of the self-assessment tool for quality education’, with successful results in improving quality education through institutional self-evaluation. The initiative reached 36,313 children and 2,117 teachers in 360 schools.

In Chaco province, and in alliance with the OEI, UNICEF developed an innovative proposal to build teacher capacities at 67 vulnerable and rural initial schools through multi-age classrooms, reaching 842 children. The programme has a strong intercultural perspective in indigenous contexts, and is focused in improving teacher capacity on: learning by playing, early literacy, and Spanish as a second language. The initiative’s successful implementation triggered provincial authorities’ commitment to expand the programme in 2018.

Finally, UNICEF continued to support ‘everyone to secondary school’, which provides early childhood education at vulnerable secondary schools, as an incentive to retain adolescent parents in the education system. The initiative reaches more than 605 children aged 45 days to three years in the province of Buenos Aires, where it became public policy and it is expected to be expanded in Buenos Aires and replicated in other provinces, due to increasing demand. UNICEF provided capacity building and high-quality materials for early childhood education, and developed a new monitoring system for the programme.

**OUTPUT 3**

2.3. Children in selected primary schools have access to inclusive education models that enable them to improve their learning outcomes.

**Analytical statement of progress**

UNICEF Argentina continued to promote policy dialogue and public discussion around inclusive education and to strengthen national M&E capacities in specific areas. Technical assistance was provided to design monitoring systems for the National Teacher Training Institute and the national programme of integrated sex education, a flagship policy in the region. In addition, UNICEF participated in the development of an M&E strategy for a new national programme aimed at improving learning outcomes in 3,000 of the most deprived schools in Argentina, the FARO programme.

To guarantee access to education for all children with a disability, UNICEF supported capacity-building initiatives in statistics at the MoE to strengthen the use of evidence and identification of out-of-school children. Moreover, UNICEF, in close collaboration with the ministries of health and education, the National Disability Agency and National Statistics Institute, promoted the establishment of an intersectoral working group to improve the quality of public policy quality in disability measurement, which is key to providing access to basic rights, such the CUD. UNICEF
will continue to provide technical assistance to this new working group with the aim of strengthening abilities and skills to enhance information and construction of a data base on children and adolescents with disabilities.

UNICEF promoted the development of digital accessible text books for inclusive education, engaging national education authorities in a regional meeting on the Global UNICEF initiative 'accessible digital textbooks for learners with disabilities' held in August in Río de Janeiro, and at the UNICEF global workshop on principles for the production of accessible digital textbooks, held in September in Washington D.C. In addition, the MoE requested UNICEF to provide technical assistance to its national inclusive education unit for the development of textbooks for teachers and educational supervisors.

At the provincial level, agreements were signed to expand and finalize the GEMA programme in four provinces (Jujuy, Salta Chaco and Corrientes). The initiative, promoted by UNICEF in alliance with Argentina’s Education Strategies Association, focuses on improving education management systems through a tailored programme for school headmasters. The programme, at its final stage, reached 340 primary schools, 346 school headmasters and teachers, and 90,722 children in vulnerable primary schools.

**OUTCOME 5** By 2020, children and adolescents, especially the most disadvantaged, benefit from a violence-free environment, a child protection system that guarantees a quality and appropriate response, and a juvenile justice system in compliance with international standards.

**Analytical statement of progress**
During 2017, a series of strategic partnerships were established with national and provincial authorities and CSOs to support normative and policy results around violence prevention, access to protection systems, promotion of autonomy of adolescents and improving the juvenile justice system.

UNICEF Argentina continued supporting initiatives to prevent violence against children and sexual abuse through data collection and analysis and public awareness-raising campaigns at both the national and provincial levels, accompanied by efforts to improve parenting skills. UNICEF developed an innovative programme to strengthen parental care in five provinces, reaching 1,025 agents and 822 parents. Thanks to UNICEF’s advocacy, Buenos Aires Province institutionalized the model as public policy, ensuring sustainable monitoring and financing of local projects in 26 municipalities. In addition, an awareness-raising campaign on violence against children was launched, aligned with the #Endviolence global initiative, to ensure a full intersectoral approach. A guide to ‘preventing shouting, spanking and stereotypes’ was linked to the campaign and downloaded by 15,800 people.

At the national level a massive campaign to prevent child sexual abuse was re-launched, in alliance with the MoJ. Following the campaign, the number of calls to the national toll-free line, increased from an average of two calls per day to 50, and reached 3,576 calls in 2017, revealing the need to improve coordination and expansion of services.

UNICEF was also a key partner in promoting increased data availability: in alliance with SENNAF, UNICEF supported the establishment of case-management information systems in three provinces to allow provincial authorities to follow-up on interventions by child protection services. In agreement with SENNAF and the Federal Council for Children, Adolescents and
Family (COFENAF), use of CMIS is expected to expand to 10 provinces in 2018.

Capacity building was strengthened in four provinces. At the provincial level UNICEF contributed to the approval of important protocols: to establish a systematic response to prevent unnecessary separations (Corrientes Province); and to guarantee an integrated and rights-based response to child victims of violence, abuse and neglect (Jujuy and Tucumán Provinces).

UNICEF promoted the Assisted Graduation Act to support the transition of children without parental care to adult life. The Law (Nr. 27364/17) provides mentoring and financial assistance to 3,500 adolescents aged 18-21 prior to leaving the protection system. UNICEF’s contribution to passage of the law was provided through the dissemination of lessons learned from model projects, advocacy and technical assistance to develop a cost-based analysis. UNICEF continued to support SENNAF in designing the law’s implementation strategy in provinces (including M&E systems) and continued to support programmes promoting the autonomy of 155 adolescents living in institutions in six provinces, in coordination with DONCEL, a national CSO. Three networks were established to promote labour inclusion, and more than 73 contacts were made with companies willing to provide employment opportunities to these adolescents.

UNICEF Argentina advocated for the expansion of alternative care programmes, to reduce the number of children in institutions and restore their right to live with a family. Two relevant studies (shedding light on quality standards for residential institutions and identifying relevant experiences in family-based alternative care programmes) were initiated and will be presented in 2018 to national and provincial institutions.

UNICEF was a key stakeholder in discussions of juvenile justice reform which was, and continues to be, a top item on the political agenda and a topic that catalyses public opinion in the country. UNICEF provided technical assistance to the MoJ through a senior international consultant who was appointed as one of the four high-level experts on the legal drafting committee, and who also played a critical role in a second alternative draft Act developed by COFENAF. Both proposals will be presented for discussion and debate at the National Congress in 2018.

During 2017 UNICEF influenced the debate around juvenile justice reform through a strong advocacy strategy that included the launch of a website that disseminated evidence-based analysis and relevant international instruments. UNICEF also completed two innovative studies (“Voices of adolescents deprived of liberty” and “Report on alternative measures to judicial prosecution and imprisonment of Adolescents”) providing evidence to support discussion and decision-making on the proposed Act at the National Congress during 2018.

In 2017 UNICEF also played a role in strengthening implementation of a child-friendly juvenile justice system at the provincial level, through improved standards and models for nationwide replication. These efforts in seven provinces reached 1,027 professionals through training and planning support, and helped in the development of two protocols between the judiciary, child affairs secretariats and ministries of security to guarantee adolescents’ rights and access to justice in Mendoza and Jujuy. In alliance with SENNAF, UNICEF promoted the implementation of specialized admission centres, obtaining formal commitments to open/renovate these centres in four provinces.

Finally, UNICEF Argentina led the preparation of the confidential report to the UN Committee on the Convention on the Rights of the Child and its presentation in Geneva. The process included
data systematization and discussions with CSOs to guarantee the elaboration and submission of alternative reports. UNICEF also provided support for the elaboration of an alternative report, with participation by more than 650 children and adolescents in six provinces. UNICEF co-hosted the regional launch of the Joint General Comment No.3 and 4 of the Committee on Migrant Workers and No.22 and 23 of the Committee on the Rights of the Child.

OUTPUT 1 3.1. Public opinion and families have increased awareness to provide a responsive, nurturing and safe environment and to change negative practices to prevent violence, maltreatment or neglect.

Analytical statement of progress
On the International Day for Prevention of Abuse against Children, the MoJ and UNICEF Argentina re-launched the national campaign against child sex abuse, resulting in a marked increase in the frequency of calls to the national toll-free line: from two per day to 50, with a total of 3,576 calls for 2017 (44 per cent of which were cases of sexual abuse against children). Cases were analysed through a public factsheet that was used as an advocacy tool to improve intersectoral coordination and expansion of services. In addition, UNICEF provided technical assistance to SENNAF, the MoH, MoE and MoJ, to establish a national inter-institutional protocol to clarify duty-bearers’ obligation to report cases of sexual abuse.

Following the cause framework (and as part of the global #Endviolenceinitiative) a campaign to prevent violence against children was also launched, bringing UNICEF’s programme, communication and private fundraising and partnerships teams together in an interconnected architecture. The global campaign was linked with a local digital campaign, an innovative programme to promote parenting skills and a private fundraising and partnerships strategy. The momentum was used to launch a ‘Practical Guide to avoid shouting, spanking and stereotypes’ to improve parenting skills. To download the guide, users had to leave their data on an online form, where they were invited to become pledge donors. This innovative mechanism, linking fundraising with traditional information/communication campaigns resulted in 95 articles in print, radio and TV. In less than one month, more than 50,000 people visited the campaign website, 15,800 downloaded the guide and 700 became UNICEF donors.

UNICEF Argentina continued expanding the programme for strengthening parental skills in five provinces. The initiative included training-of-trainers and front-line professionals reaching 1,025 agents and 822 parents. Buenos Aires Province institutionalized the model as public policy in 2017, monitoring and financing local projects in 26 municipalities. In Entre Ríos and Santiago del Estero provinces the programme was complemented with a mobilization campaign to raise awareness on violence against children. To publicize the programme, the initiative was shared at the 1st World Congress on violence against children, hosted in Buenos Aires, and on a regional webinar organized by UNESCO’s International Institute for Education Planning.

UNICEF’s partnership to prevent human trafficking continued to be carried out, in alliance with two transport companies based in Misiones and Buenos Aires Provinces. The initiative, promoted by UNICEF’s programme and private fundraising and partnerships sections, in cooperation with the national Ombudsman’s Office, provided training for drivers and other employees on how to detect and address human trafficking,
To promote child rights UNICEF Argentina’s alliance with IPNA, a national CSO, focused on enhancing knowledge about children with a disability and improving fulfilment of their rights. The effort reached 1,683 people in five provinces (892 professionals of local protection services and alternative care institutions, 518 families and community leaders and 273 children and adolescents). As a result, children with a disability living in 13 alternative care institutions in five provinces gained access to the national disability certificate, a key entry point to guarantee their access to rights (increasing access from 50 per cent to 77 per cent).

OUTPUT 2 3.2. Children have increased access to local protection systems.

Analytical statement of progress
UNICEF actively participated in the COFENAF, a space where SENNAF and 24 provincial authorities coordinate strategies and national guidelines to comply with the CRC and national frameworks. During 2017 UNICEF’s specific contributions were related to: child helplines, children without parental care, case-management information systems, adolescent pregnancy and juvenile justice.

As requested by SENNAF, and in cooperation with Child Helpline International, UNICEF finalized an assessment of Argentina’s child helpline 102, functional in 16 provinces with different degrees of implementation. The study involved 150 adolescents who gave their opinions about the functioning of the helpline. It was presented to the COFENAF, and followed by technical assistance to define common quality standards for improving existing help lines and creating similar mechanisms in other provinces. Sustainability was found to be the main bottleneck to be overcome.

In provinces, UNICEF provided support for professionalizing child protection staff in Jujuy, Misiones, Salta and Tucumán provinces, reaching 2,219 professionals. UNICEF also contributed to the approval of two important protocols in three provinces: 1) to establish a systematic response to prevent unnecessary family separations (Corrientes); and 2) to guarantee a coordinated and rights-based response to child victims of violence, abuse and neglect (Jujuy and Tucumán). Two more protocols are under development, to be finalized in 2018 (In Salta between the Ministry of Human Rights and Justice, Secretariat of Child and Family Affairs and the Ministry of Security; In Tucumán a protocol to prevent unnecessary family separation).

In Cordoba, La Pampa and Santa Fe provinces, UNICEF supported implementation of CMIS for child protection services. The system has three main objectives: i) definition and standardization of local intervention processes; ii) improvement in case follow-up and compliance with procedures, iii) data-generation and reporting. The initiative has become strategic for strengthening local protection systems, combined with the development of protocols and capacity building on key topics. Through agreements with SENNAF and COFENAF, it is expected that 10 additional provinces will join the initiative in 2018.

Building on these results UNICEF plans to support the development of an integrated child protection system model at the provincial level (including cost analysis and a basic training package) to advocate for the expansion of provincial and local protection systems.

In 2017 UNICEF led the preparation of the confidential report to the UN Committee on the CRC and its presentation in Geneva. The elaboration process included organizing information from situation analyses and other sources, as well as coordinating with CSOs to guarantee the
elaboration and submission of alternative reports, maximizing coordination efforts and distributing roles and topics at the Geneva pre session. UNICEF also provided support to a national NGO, ANDHES, to lead participatory research conducted by children and adolescents to elaborate an alternative CRC report. The report included the voices of more than 650 children from six provinces, through different techniques (surveys, life stories and mapping exercises). It was presented in Geneva by two adolescents from Tucumán who travelled with UNICEF funding and support.

OUTPUT 3 3.3 Children without parental care have access to institutions and programmes that facilitate their personal development and family or community insertion.

Analytical statement of progress
In coordination with the CSO DONCEL, UNICEF continued to promote the autonomy of adolescents living in institutions in six provinces. The programme seeks to facilitate adolescents’ transition from residential care to independent life through job counselling, networking and support. It involved 155 adolescents, 60 residential centres, 205 professionals, creation of three pre-graduation houses and of provincial pre-graduation committees. Three networks were established to promote labour inclusion and more than 73 contacts were made with companies willing to recruit personnel, resulting in the formal inclusion to labour market of 11 per cent of the adolescents in the programme.

In Buenos Aires Province, UNICEF supported the expansion of “Autonomía Adolescente” initiative, a public policy that provides assistance and guidance to 1,139 adolescents living in residential institutions and 2,935 adolescents in conflict with the law. UNICEF provided training to 543 mentors.

Both innovative experiences will be evaluated in 2018 to assess their effectiveness, including the level of job insertion and satisfaction of participants. Preliminary surveys indicated 91 per cent satisfaction among adolescents involved in the programme.

Policy dialogue and dissemination of these initiatives played a key role in promoting the national Assisted Graduation Act, the first legislation in the region aimed at supporting children without parental care as they transition to adult life. The Law provides mentoring and financial assistance to a potential 3,500 adolescents between 18 and 21 years of age who will leave the protection system. UNICEF contributed to approval of the law through advocacy and technical assistance for development of a cost analysis. As a result, UNICEF supported SENNAF to design the law’s implementation strategy in provinces (including the development of M&E systems).

UNICEF also promoted better care for young children without parental care. In the province of Tucumán (where, in 2017 alone 33 children from 0 to 3 years of age were placed in institutions), a protocol to prevent institutionalization of children was designed, and capacity building was provided to improve foster care programmes, including the elaboration of monitoring tools. The initiative, implemented in cooperation with RELAF, a national CSO, was complemented by the development of a new programme in accordance with UN guidelines on alternative care.

In Buenos Aires, in alliance with the OEI, UNICEF provided training to 82 professionals, and developed recreational kits for 21 residential care institutions, to guarantee the right to play of more than 700 children.
In Entre Ríos Province UNICEF promoted a participatory study to design a self-assessment tool at nine care institutions. The aim was to analyse the gap between actual practices and UN standards of quality for alternative care, and to develop strategies for bridging the gaps. Two studies commissioned by UNICEF and academia (to shed light on quality standards at residential institutions and identify relevant experiences on family-based alternative care programmes) will be presented to SENNAF authorities in 2018, to further support a national action plan that guarantees quality standards at residential centres and promotes the expansion of family-based alternative care.

OUTPUT 4 3.4. Children in conflict with the law have access to a specialized juvenile justice systems aligned with international standards.

Analytical statement of progress
During 2017 discussions on a new juvenile justice law gained momentum among the public and in political circles, including controversial aspects such as the proposal to reduce the minimum age of criminal responsibility from 16 to 14 years. UNICEF participated in eight workshops with national and provincial stakeholders to support elaboration of the new law, and provided technical assistance to the MoJ through a senior international consultant who was appointed as one of four high-level experts on the drafting committee, and also played a critical role in the second alternative draft Act developed by COFENAF.

UNICEF presented its public position on juvenile justice through the media and a strong advocacy strategy that included the launch of a website disseminating evidence-based analysis and relevant international juvenile justice instruments. This included the conclusions of the International Seminar on Monitoring Systems for Conditions of Detention and a working paper analysing good practices in working with adolescents under age 16 in conflict with the law 16 in Argentina.

UNICEF also contributed through two innovative studies, a report on alternative measures to judicial prosecution and imprisonment of adolescents, aimed at identifying and scaling-up good practices, and a national survey on the voices of adolescents deprived of liberty, to better understand their living conditions and access to rights. In addition, studies on parliamentarian political positioning and public opinion on juvenile justice were developed.

With the aim of increasing support to juvenile justice reform, a UNICEF-led initiative (network of judges committed to the protection of children’s rights) received UNICEF support through a meeting at which UNICEF studies on the issue were discussed.

UNICEF provided technical assistance to SENNAF to open/strengthen specialized admission centres for children in conflict with the law (CADs). These CADs are the first contact of juvenile offenders with the judicial system and constitute an innovative service in provinces lacking an alternative service track to those designed for adult offenders. UNICEF’s participation in joint technical sessions with SENNAF in 10 provinces led to formal agreements to open or renovate CADs in Misiones, Tucuman, Salta and La Rioja provinces.

By fostering formal agreements with five provincial Supreme Courts of Justice, UNICEF opened a strategic space for improving coordination between the executive and judicial branches. Training and strategic planning meetings reached 1,027 professionals, and two protocols were developed to strengthen procedures and services for children in contact with the law (in Mendoza and Jujuy). As a preliminary programme result, provincial authorities in Córdoba
reported a 28 per cent decrease in the number of adolescents deprived of liberty due to during 2017. Formal evaluation of the programme is planned for the coming years.

Finally, in alliance with Deportistas por la Paz (Sportspersons for Peace), a national NGO, UNICEF continued to promote protective environments at detention centres in Salta and Tucumán (80 agents trained). This year, the strategy focused on the reinsertion of 201 adolescents following their institutional confinement.

OUTCOME 6 By 2020, children and adolescents, especially the most disadvantaged, benefit from health services that respond to their needs and promote healthy lifestyles.

Analytical statement of progress
In 2017 UNICEF Argentina made a critical contribution to ensuring that children and adolescents, especially the most disadvantaged, benefit from health services that respond to their needs and promote healthy lifestyles, supporting national partners at both the national and provincial levels.

UNICEF raised the public and political profile of complex and sensitive issues such as adolescent pregnancy and teenage suicide, supported by concrete programming and research initiatives. Specific cooperation agreements were strengthened with provincial MoH in Chaco, Misiones, Jujuy, Salta, and Tucumán provinces to support the formulation of adolescent health policies with a rights-based approach, strengthening intersectoral public services targeting adolescents, and promoting adolescent participation in the design, implementation and monitoring of health policies, through participatory spaces.

Throughout 201, UNICEF ’s work on evidence generation, policy dialogue and technical assistance contributed to finalization of the national plan to reduce adolescent unintended pregnancy and the development of rights-based policies and protocols to prevent adolescent pregnancy and suicide in Argentina’s provinces.

Under SENNAF leadership and with UNICEF’s direct technical contribution, PENIA represented a major breakthrough, confirming Government commitment to reducing adolescent pregnancy as a public policy priority. UNICEF advocated, facilitated and assisted in the elaboration of the plan; created space for policy dialogue; developed a cost analysis; provided evidence-based studies; and shared international best practices from the United Kingdom. Public commitment by policymakers and health ministers in five provinces was also strengthened.

UNICEF Argentina also supported implementation of adolescent health advisories services (to be scaled up from 64 to 3,000 secondary schools) and to the integrated sex education programme. UNICEF’s training curriculum for health advisors will be also used as the basis for designing a training strategy for the national plan.

UNICEF advocacy successfully incorporated pregnancy of girls under age 15 and sexual abuse as strong components of the PENIA. Two evidence-based studies commissioned by UNICEF were key to advancing this agenda, as was technical assistance provided to SENNAF, the MoH, MoE and MoJ for establishing a national inter-institutional protocol for improving duty-bearers’ obligation to report cases of sexual abuse.

To complement efforts to prevent adolescent pregnancy, UNICEF supported a coalition of six NGOs to raise awareness among adolescents about unplanned pregnancies and their
reproductive rights by creating and launching a *micro-targeted communication campaign* (#QuererPosta) that obtained 123,565 views, 6 million impressions and almost 3 million interactions.

UNICEF was also active in the design and implementation of model services in five provinces (Salta, Chaco, Jujuy, Tucumán and Misiones) specifically on integrated health service provision with an intersectoral approach, aimed at improving adolescents’ access to health services (including promotion of autonomy, confidentiality, rights guarantees and a basic set of provisions for adolescents). The model includes health advisory services in 64 secondary schools, specific protocols to address adolescent pregnancy (Chaco and Jujuy) and suicide attempts (Jujuy), intersectoral working groups and improved adolescent participation in defining health policies (eight forums conducted in Jujuy, Chaco and Salta, with participation of 1,800 adolescents).

UNICEF launched programmatic engagement on the topic of preventing child obesity, focusing on labelling, encountering strong ministerial commitment. In this context UNICEF collaborated with PAHO to present scientific evidence and international standards and establish dialogue with Argentina’s MoH to develop national regulations on food labelling. UNICEF also provided technical assistance to individual legislators.

To complement the strategy, a national civil society coalition to prevent child obesity in Argentina was launched, with support from UNICEF and participation by 17 national and sub-national organizations. The coalition developed a joint document with recommendations for promoting school environments that counter obesity.

UNICEF’s SFCM initiative, aimed at creating a cultural transformation of perinatal services, was redesigned following the recommendations of an external evaluation. As a result, the initiative was implemented in seven provinces (Salta, Jujuy, Chaco, Misiones, Santiago del Estero, Tucumán and Buenos Aires) with the inclusion of a human-rights approach on perinatal care in norms, legislation and ministerial resolutions. The initiative benefits more than 200,000 mothers and new-borns at 58 maternity wards and is being handed over to health ministries.

Public-private partnerships were reinforced with two additional maternal residences in public hospital, beyond the 22 already in existence, benefitting almost 8,000 new-borns every year. Argentina’s successful SFCM experience is being expanded to Paraguay through capacity building and technical assistance activities.

**OUTPUT 1**

4.1. Adolescents, especially the most disadvantaged, are engaged in integrated, multisectoral and gender-based initiatives of health services that promote their participation

**Analytical statement of progress**

During 2017 UNICEF evidence generation, policy dialogue and technical assistance contributed to ensuring that adolescent health became a key national policy priority. Four research studies on adolescent health were finalized and disseminated: a baseline study, a study on policy funding and legislation, and two research projects on early pregnancy (adolescents below 15).

At the national level policy focus on adolescent health was strengthened with the elaboration of PENIA, led by SENNAF and with direct UNICEF technical contributions. UNICEF advocated, facilitated and assisted elaboration of the plan, creating space for policy dialogue, developing the plan’s cost analysis, providing evidence-based studies, sharing international best practices from the U.K. and reinforcing public commitment by policymakers and health ministers in five
provinces.

Parallel to PENIA's development, support was provided for adolescent health advisory services and comprehensive sex education programmes. A baseline study commissioned jointly by UNICEF and the MoH will be used as a key input to sustain commitment to PENIA and to scaling-up the number of health advisory services at secondary schools from 64 to 3,000. UNICEF training, on a curriculum for health advisors, developed with FLACSO, will be also used as a basis to design the PENIA training strategy.

To complement these efforts, UNICEF supported a coalition of six NGOs to raise awareness among adolescents about unplanned pregnancies and their reproductive rights by creating and launching a micro-targeted communication campaign (#QuererPosta) that obtained 123,565 views, 6 million impressions and almost 3 million interactions.

Specific cooperation agreements were strengthened with provincial ministries of health in Chaco, Misiones, Jujuy, Salta, and Tucumán to improve adolescent’s access to health services using a rights-based approach. The model includes access at 64 secondary schools (reaching 15,800 adolescents), specific protocols to address adolescent pregnancy (Chaco and Jujuy) and suicide attempts (Jujuy), as well as intersectoral working groups to strengthen adolescent participation in defining health policies.

Capacity-building initiatives were developed in Salta and Misiones to address prevention, care and support of suicide cases, reaching 600 professionals. It is expected that these two provinces will develop specific protocols to address this issue.

Participatory forums to collect adolescents’ view on suicide and pregnancy were held in Jujuy, Chaco and Salta. This was the first mobilization of adolescents around such a sensitive issue in these provinces; 1,800 adolescents participated, bringing their proposals to the policymaking process. Provincial ministers of health and education met with forum spokespersons, committing to integrate their views into an institutional response.

UNICEF supported a community-based initiative to address sexual abuse in Calchaqui Valley. A specific protocol to address sexual abuse, elaborated with the participation of 200 adolescents, was officially adopted. The initiative, that reached 16,000 adolescents overall, including indigenous communities, was fully documented and is ready to be replicated in similar communities.

**OUTPUT 2 4.2. Decision makers have access to knowledge, analysis and monitoring tools to develop evidence-based policies for NCD prevention in children and adolescents.**

**Analytical statement of progress**

In 2017 UNICEF started to play a leading role in supporting policy discussion on obesity prevention among children and adolescents, supporting civil society, and both the executive and legislative branches of Government. Beginning by developing an internal intersectoral strategy, UNICEF defined key policy entry points, strategic partners (including the private sector) and defined with partners impactful results to be embedded in national planning. Policy dialogue was reinforced in close collaboration with PAHO. A technical meeting on regulatory policies to prevent children’s overweight and obesity was organized in the Parliament, based on scientific evidence and international standards, which gained wide media coverage.
Moreover, UNICEF established a dialogue with the MoH to develop national regulations on labelling, leading to strong commitment and ownership by the Ministry. UNICEF also provided technical assistance to different legislators for the development of a draft Act to prevent child and adolescent obesity, which will be presented in Congress in 2018.

To complement the strategy, and in association with FIC, a specialized NGO, UNICEF launched a national coalition to prevent child obesity in Argentina, with participation by 17 national and sub-national organizations. The coalition developed a joint document with recommendations for promoting healthier school environments, based on international best standards. It is expected that the coalition will be a strong voice advocating for public policies to prevent child and adolescent obesity.

Finally, UNICEF’s dialogue with the MoH contributed to a government decision to begin preparations for and implementation of a national health and nutrition survey. Although the survey was planned for launch in 2017, it was delayed, UNICEF will continue to advocate for its full implementation during 2018. Already in 2017, UNICEF successfully advocated for guaranteeing application of the survey to adolescents and rural populations – including a sample of remote rural and indigenous populations – in order to obtain better data disaggregation. It is expected that the technical proposal will also incorporate a module for measuring obesity, which will be a key input for developing evidence-based policies for preventing obesity among children and adolescents.

**OUTPUT 3**

4.3 Government authorities have quality standards, tools and evidence to support the expansion of equitable policies and programmes to reduce infant and maternal mortality and promote early childhood development.

**Analytical statement of progress**

After a two-year process of redesigning the SFCM initiative (aimed at a cultural transformation of perinatal services) a “basic package”, based on evaluation recommendations, was implemented in seven provinces (Salta, Jujuy, Chaco, Misiones, Santiago del Estero, Tucumán and Buenos Aires) with the ultimate goal of becoming national public policy. More than 1,500 health professionals from these provinces were trained through nine face-to-face workshops, 7 virtual courses and 10 training visits at maternity wards. As a result of UNICEF’s work on SFCM, seven provinces included the rights-focused approach to perinatal care in norms, legislation and ministerial resolutions (to ensure compliance with Law 25.929 on the rights of pregnant woman, new-borns and families), which will be instrumental to sustaining the initiative as public policy. The initiative benefited more than 200,000 mothers and newborns at 58 maternities.

Training was complemented with workshops on integral preparation for maternity at 10 maternities in four provinces (Corrientes, Misiones, Chaco and Salta) to contribute to improving mothers’ participation in perinatal care and strengthen right-holder’s right to improve perinatal care during 21,210 pregnancies/year.

In Salta and Chaco an intercultural approach was strengthened through the participation of indigenous communities. In addition, a study to identify best practices in intercultural perinatal care was launched. In Buenos Aires Province, a home care model to monitor premature babies was developed in three municipalities, which will benefit 25,000 low-birthweight newborns. A strong equity and human rights approach was reinforced through training activities, reaching 500 professionals.
Public-private partnership was reinforced at two new maternal residences (in Buenos Aires and in Córdoba): these are physical units built within public hospitals to host new mothers (mostly from low-income groups) while their new-borns are still hospitalized. This added to the 22 already in existance, benefiting almost 8,000 new-borns.

Finally, after seven years of UNICEF leadership, the MoH took full ownership of the “Premature Week Campaign” as a public communication policy to raise awareness on prematurity and neonatal mortality.

OUTCOME 7 By 2020, a mobilized society drives public action that accelerates the realization of the rights of children and adolescents, especially for those most disadvantaged.

Analytical statement of progress
In 2017 UNICEF Argentina fostered integrated, cross-sectoral work between its programme, fund raising and communication components, as inspired by the cause framework architecture. This convergence was supported by the production of UNICEF’s public advocacy plan, which established priority issues for advocacy, mobilization and promoting social and individual change. The plan had a strong focus on adolescence: adolescent pregnancy prevention, secondary education, juvenile justice, violence prevention and citizenship. In addition, UNICEF Argentina complemented its advocacy efforts in other key topics such as early childhood and social protection.

UNICEF Argentina’s communication and public advocacy strategy surpassed its 2017 goals by obtaining 700 million exposures of its key messages through audio-visual, graphic and social media and engaging 5 million people. By producing compelling, equity-focused analyses, generating inspiring content and connecting with key influencers, UNICEF was able to position its adolescent agenda in the media and public policy debate. Through the release of a SITAN and targeted campaigns to prevent pregnancy and encourage citizenship among adolescents, UNICEF influenced social perceptions, promoted demand and contributed to the formulation of national policies. This was the case, for example, of the ‘let’s talk about everything’ and ‘I choose to vote’ campaigns. To promote child-rights focused policies and legal reforms, UNICEF generated a public advocacy strategy on juvenile justice that obtained 150 million mentions in the media and on the Internet, and 26 mentions in editorials.

Positive social norms and behaviours were also promoted through public campaigns on violence prevention, sexual abuse, unplanned pregnancies, safe sex practices and reproductive rights. A flagship initiative was UNICEF’s innovative awareness-raising campaign to prevent violence, aligned with #EndViolence, which linked communication, programmatic and fundraising goals.

UNICEF strengthened its relationship with journalists and media outlets, establishing and maintaining alliances with some of the most important media groups in Argentina, assuring 38 per cent more opportunities for children’s voices and issues to be heard. Additionally, UNICEF promoted capacity-building initiatives targeted at journalists and generated seven guidelines to improve media coverage on sensitive issues, which became a standard reference for the media.

UNICEF also implemented innovative strategies to facilitate the participation of more than 350,000 adolescents to exercise their right to citizenship, and commit to social change through innovative experiences including digital environments(e.g., the digital coexistence programme),...
global initiatives (e.g., U-Report, relevant partnerships (e.g., Facebook) and engagement initiatives such as “It’s not cool to share”, to prevent online discrimination.

Finally, UNICEF placed children’s digital citizenship on the public agenda as a fundamental way to promote children’s right to communication and improve their active participation in society, as well as a valuable channel to achieve a mobilized society committed to children’s rights. The organization positioned itself as a reference in the field, generating information for the media and the general public on adolescents’ use of the Internet and social networks, and generated evidence for decision makers and social leaders to address the issue. UNICEF Argentina was also part of the digital transformation project, and systematically promoted a ‘digital first’ approach.

UNICEF Argentina continued to implement a successful fundraising strategy that generated gross income of AR$597,818,830 in local currency (48 per cent increment year to year) and surpassed the US$ 36 million mark for the first time in its history.

The successful fundraising strategy (involving unrestricted and diversified financial resources) resulted in fully funded OR requirements for Argentina’s CP, and permitted contributions to global RR and regional thematic funding, which when combined represented close to 60 per cent of total income distribution. High-quality fundraising standards were evident in donors’ diversity (the largest donation represented 2 per cent of total income), flexibility (98 per cent of the funds were not earmarked) and predictability (95 per cent of the income came from sustainable sources).

This success was mainly achieved by: (i) expanding the number of pledge donors by 14 per cent (from 255,000 in 2016 to 290,000 in 2017, 30 per cent of which due to corporate alliances), (ii) strengthening important agreements with 20 private sector firms and successfully negotiating 10 new corporate alliances, (iii) successfully promoting wide-reaching events (three marathons for education and a 10-hour telethon); and exploring new fundraising channels, including high-value donors and legacies. UNICEF Argentina held its second fundraising Gala Dinner in 2017, focused on the topic of adolescents’ rights, with the participation of high-level executives from 500 private companies, celebrities and journalists.

UNICEF used its resource mobilization channels to raise awareness and engage donors, private companies, foundations and opinion leaders on children’s rights, particularly through: regular communication with pledge donors, a donor magazine, corporate fundraising initiatives and special events, reaching a total of 7,620,000 people who became involved in one or more initiatives during the year.

Key alliances were strengthened with the private sector to support programme results in health, education, child protection and social inclusion. An innovative approach for reaching the private sector was the preparation of a business-friendly version of Argentina’s CPD, linking UNICEF priorities and corporate practices, that was presented to more than 140 private sector executives at the Companies and Child Rights 2020 Conference. UNICEF promoted two corporate interest groups on digital citizenship and ECD, involving 20 companies; participated as an active actor on multisector-roundtables on food and beverage industry issues (to promote regulations on product labelling); and developed a private sector analysis of good practices to for incorporating ECD standards (parental leave, childcare centres and breastfeeding facilities) at private companies.
OUTPUT 1

5.1. The general public has access to information, initiatives, and platforms to increase public awareness and engagement on child rights.

Analytical statement of progress
UNICEF strengthened public attention to and awareness of adolescents, launching the first SITAN on adolescents, which resulted in wide media coverage (more than 1,900 mentions on Twitter and 170 articles, as well as repeated appearances on national television) and recognition of UNICEF by opinion leaders and decision-makers as a reliable voice on adolescents.

As part of the actions to celebrate World Children's Day with a ‘children’s takeover’, UNICEF organized an interaction between adolescents and Argentina’s vice-president to discuss the future of the country’s new generations. More than 1 million supporters were digitally engaged with the initiative.

UNICEF raised awareness among adolescents about unplanned pregnancies and their reproductive rights by establishing a coalition of six NGOs and launching #QuererPosta. The micro-targeted campaign featured a performance by Julianero, a young YouTuber whose rap about sexual consent gathered 124,150 views, 6 million impressions and almost 3 million interactions.

A targeted advocacy strategy (www.hayalternativas.org.ar) (‘alternatives exist’) was designed to support discussion of juvenile justice reform, with participation by public opinion leaders, celebrities and international experts. UNICEF was quoted and interviewed more than 600 times, produced seven op-ed pieces, and gained 150 million media and Internet exposures and 26 mentions in editorials.

As part of the #EndViolence global initiative a campaign to prevent violence was launched linking UNICEF’s programme, communication and private fundraising and partnerships areas in an interconnected architecture. UNICEF Argentina linked the global campaign ‘A Familiar Face: Violence in the lives of children and adolescents’ with local data in an innovative programme to promote parenting skills. The momentum was used to launch a Practical Guide to avoid shouting, spanking and stereotypes and a local digital campaign that obtained 50,000 hits on UNICEF’s website, more than 15,000 downloads, 700 new pledge donors, 95 articles in the media and 22 million social media contacts.

Moreover, on the international day for the prevention of child abuse, the MoJ, Argentina’s presidency and UNICEF re-launched a massive campaign to prevent child sexual abuse through TV and radio spots aired on every national channel and a website. Following the campaign, the number of calls to the national toll-free line, increased from two calls per day to 50, with a total of 3,576 calls for 2017, revealing the need to improve coordination and expansion of services.

UNICEF contributed to debates on topics such as child poverty through an advocacy strategy generating 500 media reports, front page articles in two national newspapers, over 2,300 interactions on social media, and reaching over one million people.

To support ECD-related advocacy, UNICEF Argentina joined the global Father’s Day campaign, creating alliances with six soccer players and a popular TV host and two major national media outlets, reaching more than 8 million accounts.
UNICEF strengthened its relationship with journalists and media outlets, including the country’s most important media groups, achieving 38 per cent more coverage of children’s issues. The capacity of journalists was strengthened in relation to child rights and UNICEF developed seven guidelines to improve media coverage of sensitive issues (such as violence, suicide, adolescent’s health, sexual abuse) that became a standard reference for high-profile media coverage.

**OUTPUT 2 5.2. Adolescents, especially the most disadvantaged, have access to evidence-based, integrated, innovative initiatives to promote their participation and engagement**

**Analytical statement of progress:**
UNICEF Argentina promoted initiatives to facilitate adolescents’ exercise of their right to citizenship, participate in processes that affect them and commit to social change. In 2017, around 350,000 adolescents benefitted from innovative initiatives to foster digital citizenship. One example was the digital coexistence programme that, in its second year of implementation, has become a public policy in the Province of Buenos Aires. Launched on international safer internet day by the provincial governor, through her social networks, the programme reached over 10,000 children and 2,500 professionals from different sectors (education, justice and social work) in 11 localities of the province. The inter-sectoral programme, coordinated by the provincial children’s secretariat, MoE and MoJ, produced a dedicated website, flyers and a guideline with UNICEF’s support.

Also to promote adolescents’ digital participation, UNICEF recently launched the U-Report initiative, which is now active on Facebook and Telegram with 1,819 responses. Strategic partnerships were established for further expansion with ENVION (a Government-sponsored youth inclusion programme reaching 26,263 adolescents), the Girls Scouts and two local NGOs.

In coordination with the National Institute against Discrimination, UNICEF developed the initiative ‘It’s not cool to share’, to prevent online discrimination. On Internet Day, thousands of young people, influencers, communicators and artists united against cyberbullying, sharing messages that reached more than 13 million accounts. Additionally, UNICEF formed an alliance with the main music festival, Lollapalooza, to disseminate the campaign.

In coordination with the directorate of national elections, the Inter-American Development Bank and the national youth secretariat, UNICEF relaunched #YoElijoVotar I choose to vote), a campaign that encourages young people to participate in electoral activity. For the previous election, the campaign contributed to a 25 per cent increase in the number of young voters during primaries for the general election. The site received 11,000 visits in 15 days and the hashtag #YoElijoVotar reached 162,000 social media accounts. The initiative included training at schools in eight provinces – reaching more than 3,000 young people who voted for the first time – and the distribution of 16,000 posters for every voting place in the country.

As a contribution to PENIA, and in alliance with the National Youth Secretariat, UNICEF launched the programme Hablemos de Todo (Let’s talk about everything) to provide assistance and promote awareness among adolescents about sexual and reproductive health, gender, violence, suicide and problematic consumption of substances. UNICEF designed the website’s content and carried out a review of guidelines. The platform received more than 120,000 visits in six months, and the online chat function received more than 1,300 queries.
Finally, UNICEF Argentina promoted the digital literacy and citizenship agenda through sustained alliances with a diverse range of organizations, including: the Ministry of Modernization, the national communication regulatory body (ENACOM), the advisory committee on audiovisual communications and infancy (CONACAI), TedXRiodelaPlata, Young Lions, the Berkman Center for Internet & Society at Harvard University, London School of Economics, Google and Facebook, as well as a new corporate interest group on digital citizenship.

**OUTPUT 3**

5.3. Continuous growth of donations from individuals, major donors, corporations and foundations.

**Analytical statement of progress**
UNICEF continued to implement a successful fundraising strategy that focuses on unrestricted and diversified financial resources to fully fund OR requirements for Argentina’s CPD) and contribute to global RR and regional thematic funding, which, when combined, represented close to 60 per cent of total income distribution. High-quality fundraising standards were evident in donors’ diversity (the largest donation represented 2per cent of total income), flexibility (98 per cent of the funds were not earmarked) and predictability (95 per cent of the income came from sustainable sources).

UNICEF Argentina increased the number of its pledge donors from 255,000 in 2016 to 290,000 in 2017, representing an 14 per cent increase, by intensifying prospecting for new donors, enhancing donor retention strategies and promoting upgraded donations. More than 30 per cent of new pledge donors came from alliances with private corporations (Corporate Pathway to Pledge).

UNICEF Argentina continued its successful strategy of alliance with the private sector. Collaborative agreements with 20 large private sector companies were renewed and 10 new alliances successfully negotiated (including Garnier, Pampers and Mastercard).

Wide-reaching events played a key role in fundraising, brand strengthening and raising awareness around adolescence issues. This included three marathons for education (in Buenos Aires, Rosario and Cordoba) and the ASun for Children campaign, which came to a climax with a 10-hour telethon with a record outcome: 4.5 million TV viewers, 15,000 music shows spectators, 1,500 volunteers involved and total fundraising of more than US$4.2million. UNICEF Argentina strengthened new fundraising channels, alliances and developed new events targeting a wealthier audience to increase the size of donations such as legacies (four new testaments received during the year) high-value donors (e.g., cooperation with Leo Messi Foundation, which donated US$350.000) and started a relationship with the Armenian and Lebanese communities in Argentina for future prospecting. UNICEF also organized its second fundraising Gala Dinner and signed an agreement with LaDolfina, internationally recognized as the world’s best polo team.

**OUTPUT 4**

5.4. Individual donors, corporations, foundations and private sector opinion leaders are aware and engaged to support the realization of the child rights.

**Analytical statement of progress**
UNICEF Argentina used resource mobilization activities to communicate and raise awareness on children’s rights through several tools. These focused on a house list of over 290,000 pledge donors who receive regular information from UNICEF, in particular the dissemination of UNI,
UNICEF donor magazine that reaches 220,000 families three times a year. Moreover, corporate fundraising and CRPB initiatives reached 7.3 million contacts during the year. Other notable events were marathons for education (in Buenos Aires, Rosario and Cordoba), the 10-hour telethon (that reached 4.5 million TV viewers, 15,000 music shows spectators, and 1,500 volunteers) and the second UNICEF Gala Dinner, which brought together 500 private companies’ executives, government authorities, celebrities and journalists around the topic of adolescent’s rights.

An innovative approach with private sector was the preparation of a business-friendly version of UNICEF Argentina’s CPD that was presented to more than 140 private sector executives at the Companies and Child Rights 2020 conference. This tailored CPD version reflected links between UNICEF priorities and corporate practices, and was shared with more than 300 companies in the country, obtaining valuable feedback about children’s issues and priorities in Argentina.

UNICEF Argentina created and promoted two corporate interest groups, on digital citizenship and ECD, with participation by 20 companies, and organized a workshop addressed to companies (and their supply chain partners) to promote respect for children’s rights in business activities and relationships (with a focus on ECD). UNICEF also participated actively in multi-sector roundtables about various food and beverage industry issues to promote national regulation of product labelling. UNICEF Argentina also collaborated with UNICEF LACRO on the development of a regional investigation of the retail sector and point of sale promotion of food and beverage products.

Additionally, in close collaboration between UNICEF’s PFP, communication and programme teams, UNICEF promoted CRBP and public-private alliance initiatives to establish maternal residences and promote ECD spaces (with Farmacity, Mimo, Fundacion BAF) and raise awareness about human trafficking, reaching more than 1.1 million travellers private companies such as Rio Uruguay, Colonia Express, La Aldea Hotel and Saint George Hotel.

Awareness was also raised with ICT companies about the importance of technology for the expansion of ICT-based secondary education in rural areas (achieving core business collaborations from the private sector) and an analysis of good private sector practices was developed to incorporate ECD standards (parental leave, childcare centres and breastfeeding facilities) at private companies. Workshops on parenting skills for selected companies’ employees and clients were also organized, and technical assistance was provided to develop an anti-grooming TV campaign, with Telefonica Argentina.

**Evaluation and research**

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<td>Bienestar y Pobreza en niñas, niños y adolescentes en Argentina</td>
<td>2017/005</td>
<td>Study</td>
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<tr>
<td>SECUNDARIAS RURALES MEDIADAS POR TIC Innovación y derecho a la educación secundaria</td>
<td>2017/004</td>
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<td>Situación de Salud de las y los Adolescentes en la Argentina</td>
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<td>Estudio sobre embarazo adolescente</td>
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### Other publications

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<td>Analysis and proposals for improvements to extend Universal Child Allowance 2017</td>
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<tr>
<td>Child Sexual Abuse. Violence against children and adolescents Series - # 5</td>
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<td>Revista UNI 20 (UNI 20 Magazine) - UNICEF news for all</td>
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<td>The right to care in the proposals for regulatory reform</td>
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<td>How are ICTs integrated into the 1:1 model in secondary schools in Argentina?</td>
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<td>Birth registration in Argentina</td>
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<td>Corporations and Children 2020</td>
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<td>Guide for Legacies and Bequests</td>
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<td>UNICEF emergencies - Report</td>
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<td>UNICEF in the world - Report</td>
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<td>Guide for the implementation of Rural Secondary Schools mediated by ICTs</td>
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<td>Continuity and innovations in secondary schools: teaching practices in Language and Biology in the City of Buenos Aires</td>
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<td>Pregnancy and maternity in adolescents under 15 years of age. Findings and challenges for public policies</td>
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<td>An analysis of data of the 144 helpline regarding cases of gender violence</td>
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<td>Boys and girls say: Towards the federalization of the 102 helpline in Argentina</td>
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<td>Practical guide to avoid yelling at, spanking and stereotypes</td>
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<td>Road maps and plans of action in case of suspected sexual abuse against children and adolescents</td>
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<td>Monetary poverty concerning children and adolescents in Argentina</td>
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<td>Adolescent Positioning</td>
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<td>Guide for journalistic coverage on sensitive topics</td>
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<td>Un Sol para los Chicos (A Sun for the Children) Supplement</td>
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<td>Analysis of Child Mortality in the Autonomous City of Buenos Aires (CABA), 2015</td>
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<td>Adolescent Maternity and Paternity. The right to education</td>
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<td>Ni Héroes ni Princesas (Neither Heroes nor Princesses) tales (three stories)</td>
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<td>Situation status of children and adolescents in Argentina</td>
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<td>Annual Report on Activities for Donors 2016 - Extensive and Summary</td>
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<td>Screening and monitoring guidelines for children born with</td>
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<td>Revista UNI 18 (UNI 18 Magazine) - UNICEF news for all</td>
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<td>Sexual abuse against children and adolescents: A guide to take action and protect their rights</td>
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### Lessons learned

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