UNICEF Annual Report 2014

Argentina

Executive Summary

In 2014, Argentina continued to show progress in the fulfilment of children’s rights.

A law was adopted stipulating compulsory early childhood education for children as of the age of four and universal access for three-year old children, improving the enabling environment. UNICEF Argentina expanded Information and Communication Technologies (ICT)-based secondary education in rural villages, enabling indigenous and other vulnerable students to attend school through a virtual environment. This innovative initiative will be evaluated to feed into the next Country Programme Document (CPD), as a potential leading strategy to remove bottlenecks in secondary education access. The expansion of self-assessment and management methodologies contributed to improving inclusion, quality and learning.

As part of “A Promise Renewed”, UNICEF Argentina and partners continued to strengthen the Safe and Family-Centered Maternity initiative (MCSF), reaching 72 per cent of the main public maternity wards (covering 54 per cent of childbirths). This successful initiative proposes a set of steps to improve peri-natal services and reduce infant and maternal mortality. In the Provinces of Catamarca, Cordoba, Jujuy and Misiones where MCSF has been implemented, neonatal mortality dropped by 39, 24, 23 and 22 per cent, respectively, between 2008 and 2013, well above the national average reduction of 11 points. In order to raise awareness on the risks of premature birth, UNICEF and partners promoted the “Premature Baby’s Week”, bringing together 412 institutions, establishing a network of families, launching a book on premature stories, engaging 50,000 people digitally and reaching millions.

The prohibition of family physical punishment was included in the new Civil and Commercial Code. Advocacy contributed to the adoption of the third optional protocol to the Convention on the Rights of the Child (CRC). As part of global efforts, UNICEF intensified prevention against violence by using Multiple Indicator Cluster Survey (MICS)-generated evidence to support the national campaign “Buentrato”, the development of protocols to address physical and sexual violence and training of practitioners. Efforts contributed to strengthening information systems and generating data on children without parental care, domestic violence, child abuse and juvenile justice.

In 2014, UNICEF Argentina contributed to the establishment of four additional Child Rights Observatories at the provincial level (eleven in total) and to the launch of the MICS-based survey linked to InfoArgentina. UNICEF supported monitoring and analyses of social expenditure for children and adolescents in six provinces. In Salta, for example, the share of social investment directed to children in the total budget increased by 15.6 per cent.

UNICEF Argentina expanded its reach to 76 million contacts and engaged with 350,740 followers on Facebook and 185,916 on Twitter, generating 850,000 interactions (a 45 per cent increase over 2013). Broad campaigns supported advocacy and promoted changes in knowledge, attitudes and practices, in particular for the prevention of violence and prematurity (engaging 100,000 individuals). Argentina celebrated the CRC’s 25th anniversary with television shows, events, media coverage and the “Imagine” Campaign.
UNICEF Argentina continued its fundraising efforts but extra efforts were required to compensate for exchange rate variations. A total of 47,678 new pledge donors were acquired (bringing the total to 188,399); corporate alliances were expanded (from 27 to 35); and events were promoted, such as the well-established telethon ‘Un Sol Para los Chicos’. UNICEF promoted Corporate Social Responsibility through the initiative ‘Business for Children’ with Arcor Foundation and Save the Children and by organizing workshops with government partners.

UNICEF Argentina closely cooperated with government national and provincial partners and established new partnerships in the area of justice. Strategic partnerships with more than 40 NGOs, academia, and centres of excellence were instrumental to generate scientific evidence for advocacy on complex issues such as access of indigenous children to social protection, prematurity and adolescents in urban environments. Building on the convening capacity with private partners, UNICEF established innovative public–private partnerships to support women and prevent human trafficking and sexual abuse.

Remaining challenges include the need to continue to: reduce maternal mortality to meet Millennium Development Goal (MDG) 5; improve adolescent health; enhance inclusive and quality secondary education; strengthen social protection and juvenile justice systems, especially at the provincial level; reduce equity gaps in access to social protection; and protect financial resources for children in a constraining and volatile economic context and a political transition period.

**Equity Case Study**

In the last few years, remarkable efforts have been made in Argentina to achieve MDGs, with visible results in reducing inequities. In this context UNICEF focuses its work on reaching out to the most excluded children and adolescents, through an equity-based approach based on ongoing analysis of the situation of children in Argentina, as well as on promoting actions aimed at removing bottlenecks and reversing situations of inequality. The work carried out in the area of migrant children and adolescents rights is one example of how the equity-based approach was implemented.

According to the 2010 Census data, there are 1.8 million foreigners living in Argentina, accounting for 4.5 per cent of the population, out of which 216,000 are children and adolescents.

The data also indicate that while the school attendance rate for non-migrant five-year-old children is 91.5 per cent, among Bolivian migrant children the rate drops to 76.7 per cent. And 53.8 per cent of the Paraguayan migrant population has housing quality deficiencies (no drinking water supply or sewers), compared to 33.8 per cent of the non-migrant population. For migrants, 14.3 percent of 15 to 19-year-old adolescents do not study or work, compared to 12.8 per cent for non-migrant adolescents (Permanent Household Survey - EPH, 2014). Migrants are perceived as the main social target of discriminatory practices and 40 per cent admit having experienced discrimination (INADI, 2013).

UNICEF contributed to generating evidence and knowledge on the situation of migrant children with regard to the educational and social status of the first and second generation of migrant adolescents in the country.

The Argentinian MICS survey, supported by UNICEF, included a specific question on migration...
that allowed child-related data to be analysed in the migration context. In 2014, UNICEF developed a specific MICS analysis on migrant children and adolescents, which will be published in 2015.

UNICEF supported policy dialogue and advocacy to inter-institutional groups on education, health, legislation, access to rights and prevention of discrimination and xenophobia, involving ministries, civil society organizations, universities and migrant organizations.

Within the framework of these joint initiatives, barriers on access to basic health and education services were eliminated.

A new system was introduced to guarantee children access to primary and secondary education without having to obtain an Argentine ID for their enrolment, allowing them instead to present their passport or some other ID document. This contributed to increasing school attendance rates for migrant children between the ages 12 and 14 from 92.8 to 99.4 per cent in the period of 2010 to 2014 (while for non-migrant children the rate remained steady, at 98 per cent, in the same period).

Policy and technical dialogue with national authorities was promoted by UNICEF, with a goal to elimination of existing restrictions for migrants’ access to Universal Child Allowance, a national “cash transfer” programme.

In order to remove cultural and social barriers in the field of education, UNICEF contributed to efforts to include the topic of migrants and diversity in the mandatory teachers’ training curricula at the national level, through a virtual teachers’ training course.

The Ministry of Education included the ‘Kit for re-thinking migration’, prepared by UNICEF, as specific content in the national programme Conectar Igualdad (which provides a laptop to every student). The education kit has reached 4,600,000 adolescents at secondary schools.

Campaigns were also organized together with the National Institute against Discrimination, Xenophobia and Racism to promote non-discrimination in sports and social networks. Training was carried out with the mass media, and materials were developed to promote discrimination-free and rights-based press coverage.

UNICEF also provided training to National Migrations officials on the new protection-related provisions of the Migration Law, in order to guarantee fulfilment of children’s rights at country’s borders, particularly for unaccompanied children.

With UNICEF’s support, joint equity-based, inter-sectoral actions for generating knowledge, partnerships and promotion of policy dialogue contributed to improving access of migrant children and adolescents to basic health and education services, and fostered an inclusive, non-discriminatory culture.

**Summary Notes and Acronyms**

CEDAW - Convention to Eliminate All Forms of Discrimination against Women
CEDES - Study Centre of State and Society (Centro de Estudios de Estado y Sociedad)
CIPPEC – Public Policies for Equity and Development Implementation Centre (Centro de Implementación de Políticas Públicas para la Equidad y el Crecimiento)
CMT - Country Management Team
COPRETI - Buenos Aires Provincial Committee to Eradicate Child Labour (Comisiones Provinciales para la Prevención y Erradicación del Trabajo Infantil)
CPD - Country Programme Document
CPMP - Country Programme Management Plan
CRC - Convention on the Rights of the Child
CRPD - Convention on the Rights of Persons with Disabilities
CSJN - Supreme Court of Justice (Corte Suprema de Justicia la Nación)
CSR - Corporate Social Responsibility
DCT - Direct Cash Transfer
DVO - Domestic Violence Offices
FLACSO - Facultad Latinoamericana de Ciencias Sociales
FOPRIN - Early Childhood Forum (Foro de Primera Infancia)
GEMA - School Management for Learning Improvement (Gestión Escolar para la Mejora de los Aprendizajes)
GS - General Services
GSSC - Global Shared Service Centre
HRBA - Human Rights based Approach
IACE - Self-Assessment Tool for Quality Education (Instrumento de Autoevaluación de la Calidad Educativa)
IB - Institutional Budget
ICT - Information and Communication Technologies
IIPE - International Institute for Educational Planning
ILO - International Labour Organization
INADI - National Institute against Discrimination, Xenophobia and Racism
IT - Information Technology
JCC - Joint Consultative Committee
LAC - Latin American Countries
MDGs - Millennium Development Goals
MICS - Multiple Indicator Cluster Survey
MoE - Ministry of Education
MoFA - Ministry of Foreign Affairs
MoH - Ministry of Health
MoJHR - Ministry of Justice and Human Rights
MoLSS - Ministry of Labour and Social Security
MoRES - Monitoring Results for Equity Systems
MoSD - Ministry of Social Development
MOU - Memorandum of Understanding
MSCF - Safe and Family-Centred Maternity Units (Maternidades Seguras y Centradas en la Familia)
NGO - Non-Governmental Organization
NO - National Officer
OR - Other Resources
ORC - Office of the Resident Coordinator
PAHO - Pan American Health Organization
PAS - Performance Appraisal System
PBR - Programme and Budget Review
PEP - Post Exposure Prophylaxis
PFP - Private Fundraising and Partnerships
REUNA - Unified Statistics Registry on Children and Adolescents (Registro Estadístico Unificado de Niñez y Adolescencia)
RR - Regular Resources
SCPC - Southern Cone Processing Centre
SENAF - Secretary of Childhood, Adolescence and Family (Secretaría de Niñez, Adolescencia y Familia)
Capacity Development

Based on bottleneck analyses that led to identifying main challenges related to the capacities of duty bearers, UNICEF Argentina supported capacity building initiatives in all areas.

Continuous support was provided to build the capacities of health professionals in order to consolidate and expand the Safe and Family-Centered Maternities (MSCF) model. This initiative requires strengthened capacity to enable major changes in the quality peri-natal services. Capacity building was provided through 122 training sessions on a virtual platform reaching approximately 4,000 professionals.

UNICEF Argentina continued supporting educational policies and tools to diminish equity gaps and improve quality of early childhood, primary and secondary education. The implementation of the ‘Self-Assessment Programme to Improve Education Quality’ (IACE) and the ‘School Management for Learning Improvement’ (GEMA) methodology contributed to strengthening the capacities of teachers and school authorities, reaching out to 53,000 professionals, and 300,000 children in 2014.

Capacity-building in the field of protection aimed at improving decision-making processes for taking comprehensive and exceptional protection measures, and improving protection and justice services in cases of violence against children (particularly sexual abuse). Action protocols covering both topics were drafted and specific training was provided to 5,300 duty bearers.

In coordination with the Ministry of Social Development (MoSD), UNICEF supported training of 700 practitioners of provincial governments, through an Advanced Course on Children, Adolescent and Family-oriented Public Policies. Training was provided to more than 500 professionals linked to 10 Provincial Observatories on the rights of children and adolescents.

Rights-based training was provided to 700 communication professionals and students on topics related to juvenile justice, use of data and information systems (InfoArgentina), discrimination-free journalism and democratic communication regarding children and adolescents. As part of a partnership with the Ministry of Labour and Social Security (MoLSS) and private companies, UNICEF Argentina promoted a series of workshops to raise awareness and strengthen the capacities of more than 150 private companies’ professionals in Corporate Social Responsibility (CSR).
Evidence Generation, Policy Dialogue and Advocacy

UNICEF Argentina used MICS disaggregated data and bottleneck analyses to promote policy dialogue and advocacy with governmental partners (national and provincial), civil society, private sector, academia and other partners, contributing to removing significant bottlenecks.

UNICEF advocated for quality early childhood education and strategically supported the Ministry of Education (MoE) with the organization of an International Seminar in the framework of the pro-tempore Argentina Presidency of Mercosur. Efforts contributed to the adoption of a law that stipulates compulsory education for four-year olds and universal access for three-year old children. In order to promote evidence-based advocacy for quality secondary education, UNICEF initiated four studies on secondary education public policies and teaching practices.

UNICEF continued to advocate with government, academia, civil society and private sector partners for the expansion of MSCF, reaching 80 of the country’s 110 main maternities (72 per cent) with a special emphasis on the establishment of maternal residences.

In order to position early childhood development, UNICEF promoted interdisciplinary, scientific and participatory policy dialogues in the Province of Buenos Aires using Monitoring Results for Equity Systems (MoRES). This resulted in the development of concrete recommendations for the Provincial Senate.

Using MICS-generated evidence, UNICEF advocated for the prevention of violence and supported the National Secretariat for Children, Adolescents and Family (SENAF/MoS) for the national campaign ‘BuenTrato’. Efforts contributed to the inclusion of the prohibition of family physical punishment in the Civil and Commercial Code adopted in October 2014. Strategic studies on children without parental care and juveniles in conflict with the law were undertaken to support future advocacy.

As part of the efforts to generate regular evidence by monitoring the situation of children and equity gaps, UNICEF supported 11 provincial Observatories as well as the InfoArgentina platform that includes more than 200 disaggregated indicators. UNICEF also promoted child budget monitoring and analysis in six provinces to measure financial efforts towards the fulfilment of children’s rights and identify bottlenecks and equity gaps in the allocation of resources.

Partnerships

UNICEF strengthened the relationships with Ministry of Foreign Affairs (MoFA), as the coordinator of UNICEF cooperation in Argentina, UNICEF cooperated closely with MoE on early childhood, primary and secondary education, with MoSD on child protection, with Ministry of Health (MoH) on reduction of infant and maternal mortality and with MoLSS on child labour and CSR, amongst others. Memorandums of Understanding (MOUs) were signed with the Ministry of Justice and Human Rights (MoJHR) and the Supreme Court of Justice (CSJN) to enhance cooperation on juvenile justice, violence and gender equality. At the provincial level, UNICEF continued to cooperate closely with Governors, a broad range of Ministries, child’s rights Observatories, Ombudsmen’s offices and other governmental institutions.

Strategic partnerships with more than 40 NGOs, academia and centers of excellence (such as Facultad Latinoamericana de Ciencias Sociales [FLACSO], Centro de Implementación de Políticas Públicas para la Equidad y el Crecimiento [CIPPEC], Centro de Estudios de Estado y Sociedad [CEDES]), national, provincial and
international universities were instrumental to generate scientific evidence and knowledge for advocacy on complex issues such as: access of indigenous children to social protection; the situation of migrant children; premature babies; teaching policies; early childhood development; and adolescents in urban environments. Several methodologies and tools were developed for capacity building, development and expansion of good practices, data analysis and child rights monitoring.

UNICEF Argentina, together with Harvard University, initiated a Latin American Countries (LAC) network, ‘Conectados al Sur’ on digital citizenship, and prompted an alliance with LAC Paediatrician Societies committing them to the reduction of equity gaps in the framework of ‘A Promise Renewed’.

UNICEF Argentina continued to expand alliances with the private sector (increasing them from 27 to 35) with a focus on public–private partnerships for children. A partnership with Farmacity and the MoH contributed to maternal and child health policies through the expansion of five new maternal residences in vulnerable areas.

An innovative alliance with a transport company and MoJHR contributed to raising awareness of travellers and drivers on human trafficking and sexual abuse. The partnership with Canal 13 for the ‘Sol para los Chico’ continued to generate record income and engagement.

To promote CSR, UNICEF partnered with government (MoLSS), private companies (General Motors, Arcor) and Save the Children to promote Children’s Rights and Business Principles.

**External Communication and Public Advocacy**

External communication was used to support advocacy for the prevention of neonatal mortality, expansion of quality early childhood education, prevention of violence, child budgeting and CRC promotion.

In order to raise awareness on prematurity and neonatal mortality, UNICEF, along with the MoH and civil society, promoted the ‘Premature Baby’s Week’, bringing together 412 institutions from all provinces, engaging 50,000 people digitally and reaching millions through more than 200 media notes.

As part of the child protection agenda, UNICEF promoted campaigns to prevent domestic violence (with MoSD), raise awareness on the risk of weapons (with MoJHR) and invite adolescents to participate in a song writing contest against violence. More than 80,000 people were engaged digitally and millions were reached. The football hymn produced by Gitanos for UNICEF, ‘Se enciende el mundo’, reached more than 100,000 people with anti-discrimination messages.

UNICEF promoted the 25th CRC Anniversary by broadcasting human interest stories (with TVC5N), supporting advocacy events (“premature stories” launch, Mercosur education seminar, event with adolescents), participating in the partnership with *El País*, publishing editorials and articles, issuing publications on the CRC (including in indigenous languages) and promoting the ‘Imagine’ campaign with local celebrities.

Fundraising events such as the Telethon ‘Sol para los Chicos’, sport races and gala dinners that count on the convening power of goodwill ambassadors and other local celebrities were used to reinforce advocacy messages with millions of people. Partnerships with corporations generated
an additional 162 million contacts.

UNICEF’s reach extended to more than 76 million contacts, promoting engagement and changes in knowledge, attitudes and practices. The mention of UNICEF in traditional media increased by almost 10 per cent over 2013 (equivalent to US$41 million) with 174 TV mentions, 8 cover pages, 40 opinion columns, 912 mentions in titles/first paragraph and 309 mentions related to vulnerable groups (indigenous, migrants and children with disabilities).

UNICEF’s social media presence was strengthened with a 45.7 per cent increase in the number of Facebook followers and a 44.4 per cent increase in the number of Twitter followers (reaching 350,000 and 186,000 respectively). Website visits increased by 7 per cent. Youtube videos were watched more than 816,000 times and subscriptions increased by 500 per cent.

South-South Cooperation and Triangular Cooperation

The Government of Argentina has been expressing growing interest in expanding South-South Cooperation and has requested that the United Nations Country Team (UNCT), and in particular UNICEF, support these efforts through Triangular Cooperation. This will be a growing priority in the next Country Programme Document (CPD).

As part of the UNICEF-PAHO regional initiative for eliminating vertical transmission of HIV and congenital syphilis, the Ministries of Health of Argentina and Bolivia developed a project for improving pre-natal care and advocating for the fulfilment of the rights of indigenous peoples to access health care services. The initiative seeks to reduce HIV vertical transmission by enhancing detection and treatment in indigenous communities along the borders of Argentina and Bolivia (Tartagal-Salta and Yacuiba-Tarija). Through the commitment and cooperation between local governments, the initiative has trained 385 members of health teams and 27 health promoters from 19 communities, reaching out to 5,200 indigenous families (Guaraní, Tapietes, Chorote and Wichi).

At the end of 2014, UNICEF Argentina and UNICEF Paraguay started to work with both Ministries of Health to design a Triangular Cooperation initiative that focuses on reducing maternal and neonatal mortality and on improving mother and child care. The successful experience of Safe and Family-Centred Maternities that was developed in Argentina will be used as the basis for this initiative. A framework agreement was developed to allow for implementation of this initiative.

In 2014, UNICEF Argentina and UNICEF Morocco started to facilitate the exchange of knowledge on early childhood education quality and expansion policies, which could result in a future South-South Cooperation initiative.

As part of an initiative led by the Regional Office and nine LAC countries and UNESCO’s International Institute for Educational Planning (IIPE), UNICEF Argentina participated in the development of an analysis on public investment allocated to early childhood development. The analysis will promote political dialogue and advocacy and help explore possible south-south cooperation opportunities.

Identification Promotion of Innovation

Faced with a wide equity gap in access to secondary education between urban and rural adolescents (93.4 versus 66.3 per cent in 2010), UNICEF, jointly with the governments of four provinces, designed an innovative school format combining face-to-face teaching and ICTs.
Students go to schools in their communities where, together with their tutors, they communicate and learn with a group of teachers connected through a virtual environment. This initiative is already benefitting 500 adolescents, mainly indigenous. It will be evaluated in 2015 as a potential leading strategy to remove bottlenecks in access to secondary education.

In order to address information system gaps, UNICEF Argentina supported the Buenos Aires Unified Statistics Registry on Children and Adolescents (REUNA), a unique nationwide system that includes nominal data on the 26,792 children assisted by the Province Protection System. UNICEF also supported 'InfoDeter Jujuy' and 'InfoSalud Cordoba,' systems that were developed with the MoH of those provinces to facilitate real-time and user-friendly monitoring and analysis of socio-demographic and health data contributing to optimizing health service response.

UNICEF Argentina continued to expand innovative private–public partnerships for children, including a partnership with Farmacity and the MoH to support the MSCF initiative and an alliance with a bus transport company and MoJHR to prevent human trafficking and sexual abuse.

Within the framework of the UNICEF global initiative ‘Voices of Youth’, UNICEF Argentina supported a pilot Digital Mapping project in a Municipality of Buenos Aires Province. A group of adolescents were mobilized to identify and report the main problems in their neighborhoods through pictures taken by mobile phones, creating geo-referenced reports which were automatically uploaded to a virtual platform. Through training and participation, adolescents, together with the local organization TECHO, addressed some of the problems they had identified, such as reformulation of the garbage collection circuit and better care of public spaces.

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

UNICEF Argentina continued facilitating cross-sectoral linkages by generating evidence and policy dialogue, to achieve common objectives towards the fulfilment of children’s rights.

UNICEF Argentina promoted discussions on early childhood development in Buenos Aires Province, and supported the establishment of the Early Childhood Forum (FOPRIN) at the Provincial Senate, with the participation of the Ministries of Health, Education, Labour and Social Development. The Dialogues (based on UNICEF’s MoRES analysis methodology) used scientific evidence, participation, and inter-disciplinary work, leading to specific recommendations for the province’s Senate on the steps to be followed to improve the conditions affecting early child development.

An example of cross-sectoral work is the initiative to support the Ombudsperson’s Office for Children of Santa Fe Province, which is the only child specialized provincial office in the country. This Office has the goal of supervising all public policies related to children and adolescent and as such has a clear cross-sectoral scope of work. UNICEF provided technical assistance in compiling multi-sectoral indicators, disseminating evidence, training actors, and strengthening policy dialogue among the different ministries, in order to improve cross-sectoral approach to children rights.

Cross-sectoral efforts also focused attention on children victims of violence and other crimes. UNICEF provided technical assistance and advice to five provinces, which started up inter-sectoral debates to outline protocols for addressing revictimisation. Likewise, the role of the child and youth policy authorities and the judiciary and executive branches of four provinces, was strengthened, to enhance the roles of children’s administrative authorities according to child protection laws.
UNICEF’s inter-sectoral work carried out with the Buenos Aires Provincial Committee to Eradicate Child Labour (COPRETI), in coordination with the Children’s Secretariat, MoE, MoH and farmers associations of rural areas affected by child labour, led to the construction of two comprehensive care and recreation centers, thus diminishing the number of children accompanying their parents to work on farms, and reducing their exposure to environmental hazards.

**Human Rights-Based Approach to Cooperation**

In 2014, UNICEF’s advocacy efforts contributed towards the ratification of the Third Optional Protocol to the Convention on the Rights of the Child (CRC), and towards the inclusion of an explicit ban on corporal punishment within families, in the recently approved Civil and Commercial Code. This Code also incorporates Child’s Lawyers to guarantee the right of children to be heard in all court proceedings involving them.

UNICEF continued working to strengthen the capacities of duty bearers through advocacy and capacity development. UNICEF also fostered empowerment of rights holders through initiatives such as the establishment of networks of families with prematurely born babies (promoting those families to lead awareness raising activities toward fulfillment of rights); the participatory process of promotion and advocacy for children rights in Amaicha del Valle, Tucuman; the empowerment of 2,800 women trained as health promoters in Santiago del Estero; and training activities on sexual and reproductive health targeting 530 adolescents from 12 provinces.

Communication campaigns promoted the participation and mobilization of families as well as of children and adolescents in recognizing and advocating for their rights, through initiatives such as the ‘Premature Baby’s Week’, violence prevention campaigns, or the promotion of digital citizenship from a rights-based approach. UNICEF Argentina also participated in the Day of General Discussion on ‘Digital media and children’s rights’ organized by the Committee on the Rights of the Child.

In 2014, UNICEF continued to be a co-leader of the ‘Inter-Agency Group on Human Rights and Vulnerable Populations’, focused on the follow up and implementation of the recommendations from the Universal Periodic Review, with specific focus on vulnerable sectors of the population. This Group organized a training aimed at improving the planning process from a human rights-based approach (HRBA), towards the upcoming 2016-2020 United Nations Development Assistance Framework (UNDAF).

UNICEF began a rights and gender-based situation analysis of children and adolescents, which will enable the organization to guarantee a HRBA approach in the new programming cycle.

**Gender Mainstreaming and Equality**

UNICEF Argentina continued to participate in the UNCT inter-agency group on gender, implementing three joint programmes aimed at strengthening the Domestic Violence Office (DVO) and Women Office of the CSJN and promoting gender equality in the trade-union sector.

Within the framework of the National Plan ‘Ellas Hacen’ (‘Women do’), and together with the MoH of Santiago del Estero and the national MoSD, UNICEF trained 2,800 women in vulnerable situations as health promoters.

At the beginning of 2014, UNICEF Argentina, with the cooperation of the Regional LAC Office,
developed the conceptual framework of the ‘10 by 10 initiative’ on adolescents, gender and health. This methodology consists of promoting participatory situation analyses of adolescents’ health, from a rights and gender-based approach, in order to define interventions to overcome health related inequality and inequity gaps. The outcomes are used to generate debates with decision-makers, opinion leaders and adolescents, in order to define an agenda for adolescent health. This initiative was presented to civil society organizations and academia in mid-2014.

In 2014, UNICEF, together with the United Nations Development Programme (UNDP), International Labour Organisation (ILO), United Nations Population Fund (UNFPA) and CIPPEC organized several dialogues on child care policies from a gender perspective bringing together government officials, legislators, academic professionals and representatives of international cooperation agencies.

**Environmental Sustainability**

In close cooperation with the governments of the Provinces of Jujuy and San Juan, UNICEF Argentina began working on two new initiatives related to environmental sustainability. In both cases, UNICEF is supporting partners to assess the impact of mining companies on children and their families.

In Abra Pampa, Jujuy Province, the provincial government asked UNICEF Argentina to assess the environmental hazards affecting the population (approximately 14,000 inhabitants), since this locality had been exposed to sustained lead mining for 25 years. Technical assistance was provided together with the Epidemiological Research Institute–Buenos Aires National Medicine Academy—to carry out a diagnostic study of households and habitat of the community. Guides were developed, including recommendations for the diagnosis, treatment and surveillance of pregnant women, neonates, children and adolescents.

UNICEF has been discussing the possibility of conducting an impact assessment regarding children and adolescents, within the framework of the Programme for Capacity-Building in Environmental Management and Control, together with the Provincial Ministry of Mining, the San Juan Agency for Developing Investments, and the United Nations Office for Project Services (UNOPS), United Nations Environment Programme (UNEP) and UNDP. The purpose of the assessment would be to analyze the environmental, economic and social impact in the four most significant mining projects of the province (Casposo, Gualcamayo, Lama and Veladero), with a view to establishing indicators for the continuous improvement of control systems.

**Effective Leadership**

In order to facilitate the coordination and the flow of information, UNICEF Argentina undertook a number of measures to reorganize and strengthen management and coordination. The Country Management Team (CMT) membership was enlarged to include all heads of sections, enabling effective participation in decision making processes. Monthly coordination meetings were held with a view to agreeing on priorities and coordinating activities among Programme, Private Fundraising and Partnerships, Communication and Operations. Weekly Programme meetings were set up to enable effective coordination of programme priorities and activities. Terms of Reference for these regular instances were developed and approved by the CMT.

UNICEF Argentina re-established a Joint Consultative Committee (JCC) with adequate membership and revised terms of reference in order to ensure a formal channel of discussion between staff and management to address issues related to work climate and staff well-being.
During its first meeting, the JCC addressed topics related to the preparation of the new CPD/CPMP, training opportunities (particularly for GS staff), work environment and office premises. A Training and Learning Committee was established, chaired by the Deputy Representative, in order to plan, implement and monitor office training and learning initiatives. A plan has been developed for 2015.

During 2014, the CMT met 11 times, mainly to monitor management indicators; prepare the internal audit and closely monitor audit recommendations; discuss and agree on Programme and Budget Review (PBR) submissions; plan and organize the CPD/CPMP preparation process; coordinate operational matters and review issues related to human resources and the local staff association. The CMT defined a new list of management indicators that are monitored on a monthly basis.

During the second half of the year, special attention was paid to the implementation of the recommendations of the internal audit that took place in 2014. The CMT prepared an action plan and began to take measures to address the audit's 14 recommendations.

Another key leadership priority was the preparation of the new CPD/CPMP for the 2016–2020 cycle. The particular challenge of UNICEF Argentina is to develop, in close coordination with national partners, a CPD that entails a strong strategic and innovative country programme adapted to the Argentina upper middle income country context, coupled with an effective resource mobilization operation and supported by a strong communication strategy. As part of this process, a comprehensive risk assessment is planned for 2015 to identify and mitigate risks and opportunities.

**Financial Resources Management**

In order to ensure adequate financial resource management, the CMT revised the list of key indicators and defined the monitoring period for each of them. The CMT regularly monitored the situation, took action whenever required and ensured all indicators remained within acceptable limits.

Outstanding Direct Cash Transfers (DCTs) were closely monitored and actions were taken with partners to ensure liquidation of any pending amounts. As a result, at year-end, closure outstanding DCT over 9 months was below 1 per cent and DCT over 6 months was below 8 per cent.

Levels of Implementation were also closely monitored, ensuring 100 per cent implementation for regular resources (RR), 94 per cent for other resources (OR) and 92 per cent for institutional budget (IB) by the end of the year, with grants being fully spent before expiry.

With the aim to improve efficiency, efforts to reduce transactions of small amounts continued, and were decreased by 6 per cent from 2013. Bank reconciliation was closely monitored in coordination with the southern cone processing centre, ensuring low levels of outstanding items.

UNICEF participated in long-term agreements with other UN Agencies, in particular for security and travel services, resulting in estimated savings of approximately US$3,200.

In 2014, UNICEF Argentina went through an internal audit to assess governance, programme management and operations support. Fourteen recommendations were identified, four as high priority. Important steps have already been taken to address the outcome of the audit, such as
reducing the number of outsourced staff, enhancing regular staff performance evaluation, adjusting the table of authority, improving internal processes and controls (especially related to PFP) and strengthening programme planning and monitoring. Recommendations will be fully addressed in 2015.

**Fund-raising and Donor Relations**

In 2014, UNICEF Argentina generated US$20,330,199. This achievement required tremendous efforts by the team to increase income by more than 38 per cent to compensate for the lost value of the local currency.

PFP was strengthened (in particular for direct marketing), funding sources were diversified (with no single source representing more than 2.5 per cent of income), a focus was placed on sustainable, predictable and flexible funding sources (98 per cent of the funds are not earmarked) and synergies were created between direct marketing, private sector alliances and events.

UNICEF Argentina managed to gain 47,678 new pledge donors, reaching 188,399 regular donors, mainly using telemarketing, with a growing face-to-face component. Events such as the well-established telethon ‘Sol Para los Chicos’, sport races and music shows with celebrities generated resources and contributed to identifying new pledge donors.

Eight new corporate alliances were established and all existing partnerships were renewed. These partnerships represent 12 per cent of the total income and contribute to gaining new pledge donors through the Corporate Pathways to Pledge methodology, which invites private companies’ customers and clients to become UNICEF pledge donors (36 per cent of 2014 new pledge donors came from corporate agreements).

In partnership with the MoL, UNICEF organized a series of workshops for 150 private sector professionals on Children’s Rights and Business Principles.

UNICEF Argentina developed three donor reports for individual and corporate donors on the use of funds for Argentina, regional thematic priorities and global emergencies.

**Evaluation**

UNICEF Argentina conducted a rights and gender-based internal situation analysis of children and adolescents (SiTAN). This preliminary analysis includes the main recommendations from the 2012 Gender Evaluation that will feed into the 2016-2020 country programme.

During the year, UNICEF Argentina and partners followed-up on the component of the Child Protection programme evaluation which was used in reformulating the component after the Mid-Term Review. From the 23 proposed actions, seven have been completed, and the others are being addressed in designing the new country programme.

UNICEF Argentina started planning external evaluations of two innovative initiatives in education: virtual secondary education for rural areas, and School Management for Learning Improvement Programme (GEMA Programme). Provincial Governments are already involved in designing both evaluations and the UNICEF Regional Office is providing inputs.

UNICEF also supported the process of preparing the new UNDAF, which started with a country analysis. UNICEF played a very active role in this joint analysis exercise, providing technical
assistance when required, together with the Office of the Regional Coordinator (ORC) and other UN Agencies, Funds and Programmes.

**Efficiency Gains and Cost Savings**

UNICEF Argentina is one of the four offices supported by the Southern Cone Processing Center (SCPC), established to generate economy of scale and rationalisation of processes. SCPC continued to function adequately over the year, processing payments for the four offices.

The utilization of e-banking continued to be an adequate tool not only to speed up payments but also to simplify processes. Additional efforts were made to strengthen the vendor master database processes in the four offices to ensure quality control on bank data information, not only to comply with internal control requirements but also in order to prepare for the transition to the Global Shared Service Center (GSSC).

The SCPC provided trainings to the four offices on vendor’s requirements and is closely monitoring vendor bank information data in order to ensure adequate processes for all payments.

UNICEF Argentina accounted for 2,306 of the SCPC transactions (42 per cent). Efforts to consolidate purchases and contracts amongst areas resulted in a 6 per cent reduction in the number of small value transactions.

As part of the efforts to optimize costs, UNICEF participated in long-term agreements with other UN Agencies, in particular with regard to security and travel agency services, resulting in an estimated savings of approximately US$3,200. Communication costs were optimised by using Lync for internal and external virtual meetings and by improving and by renegotiating a better performing and cheaper mobile phone plan.

**Supply Management**

The total supply component of UNICEF Argentina’s budget amounts to US$925,845 (representing 7 per cent of the total 2014 implementation). All purchases were performed on the local market, with the exception of computer equipment.

Ninety five per cent of this amount was invested in communication and promotion materials to support advocacy, technical assistance, capacity building and resource mobilisation: US$769,166 for printing and producing communication materials and US$108,005 for promotional supplies. The balance of US$48,674 corresponds to the purchase of equipment, mostly for UNICEF’s own use (computers, cell phones and other items).

**Security for Staff and Premises**

The main risks relate to common crime such as street robberies, express kidnapping, electronic fraud, house break-ins, office burglaries and petty theft.

In this context, UNICEF Argentina pays attention to regularly manage and enhance safety and security of staff. In 2014, UNICEF continued to work with USS Guardia Privada, a private company which provided satisfactory security services to the UNCT as part as part of UN Argentina Common Services. UNICEF also installed four new surveillance cameras to cover areas that were not covered before. UNICEF continued negotiations with the Buenos Aires City Government for the installation of an emergency exit on the first floor of the office. UNICEF is
housed in an historic culturally protected building where any modification of the façade is prohibited.

UNICEF Argentina also regularly participates in the monthly meetings of the Security Management Team (SMT) organized by United Nations Department of Safety (UNDSS) and 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.

UNICEF Argentina also participated in training sessions organized by UNDSS on security, including a three-day Urban Security Course. Individual induction trainings were provided throughout the year to new staff and visits were carried out to the residences of international staff members.

**Human Resources**

A new Representative and a new Deputy Representative were appointed in August of 2014. As part of this transition phase, special efforts were undertaken to improve the work environment and strengthen a culture of open communication, information sharing and participation, especially in a context of development of a new country programme. A joint consultative committee (JCC) with appropriate representation of the local staff association and management was re-established as a space to discuss and address human resource and work climate related topics. Coordinated efforts with the UNCT resulted in a salary adjustment of approximately 28 per cent for General Services (GS) and National Officer (NO) staff.

UNICEF continued to provide professional coaching sessions to all NOs. The same consultant firm was used to conduct a workshop for all GS staff on effective communication and to organize team building sessions during mid-year and year-end reviews. Systematic induction trainings were organized for all new staff and training sessions on specific topics such as IBCS and VISION. In line with 10 minimum standards on HIV in the workplace, UNICEF organized three workshops on HIV prevention (with the UN Cares focal point), provided male condoms to all the staff and maintained two Post Exposure Prophylaxis (PEP) Kits.

As part of the efforts to prepare for the Global Shared Service Center (GSSC), a new operations structure was designed in coordination with the Regional Office and approved by the PBR effective in 2016. It will abolish the current Southern Cone Processing Centre (SCPC) that serves four countries including Argentina, and strengthen the Operations structure. In order to respond to the complex needs of a strategic programme and PFP operations, UNICEF Argentina hired one operations GS and concluded the recruitment process for an international P3 temporary operation support position.

UNICEF also strengthened its PFP structure by establishing six additional GS positions, mainly to continue to provide support to the pledge acquisition efforts. The positions were initially outsourced and, as approved by an ad-hoc December PBR, will be filled-in as Fixed Term positions. In 2015, as part of the CPD-CPMP preparation exercise, UNICEF will review the overall structure to ensure the human resources respond to the requirements of the new CPD.

In order to strengthen a performance culture, management reinforced with supervisors and supervisees the importance of an adequate and timely use of all steps of the performance management cycle. Personal work plans were developed for all staff and special emphasis was placed on the importance of open and constructive Performance Appraisal System (PAS) discussions. This will be a management priority for 2015.
Effective Use of Information and Communication Technology

UNICEF Argentina has a very strong digital presence that supports and contributes to the overall advocacy agenda as well as to resource mobilisation efforts. The daily presence on social media with advocacy messages that are being replicated by hundreds of celebrities and through large scale mobilisation initiatives as vehicles for massive replication ensure a strong digital UNICEF presence on the web and on main social networks (Facebook, Twitter and Youtube).

UNICEF Argentina currently has more than 350,000 Facebook followers, 180,000 Twitter followers and 2,500 Youtube subscribers. Ongoing replication by followers and digital platforms enabled UNICEF to reach nearly 500 million potential impressions on social media.

Twitter events like the telethon ‘Sol para los Chicos’ or the ‘Premature baby’s week’ were driven by more than 200 celebrities who published their own content or retweeted posts from UNICEF Argentina’s official Twitter account. UNICEF Argentina Youtube videos were viewed 810,000 times during the year.

UNICEF’s digital presence and operations are supported by an efficient IT unit. In 2014, UNICEF successfully migrated from Lotus Notes to Outlook and implemented the full Office 365 package with Word, Excel, Power Point and Lync. The introduction of Lync contributed to improving efficiency and effectiveness by facilitating virtual meetings both internally and with external partners.

During 2014, UNICEF also upgraded cell phone equipment and negotiated new cell phone contracts to facilitate access to new technologies and optimize costs.

IT equipment was maintained up to standards. The generator was upgraded to enhance coverage and to ensure air conditioning is maintained in the server room during summer.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

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

Analytical Statement of Progress:

Significant progress has been made with regard to all outputs. Since 1990, there has been a cumulative child mortality rate reduction of 57.8 percent, with an inter-annual variation of -4 percent, while maternal mortality rates decreased by 33 per cent, at a -1 per cent per annum.

The national Government and civil society organizations supported the global and regional declaration on ‘A promise renewed’. In 2014, UNICEF supported initiatives benefiting more than 29,200 children and 89,840 families. A total of 122 training sessions were organized reaching 3,950 physicians, nurses and community leaders, who replicated the practices for
reducing mother and child mortality rates, and put forward proposals for families, children and adolescents to enjoy the necessary conditions to live in a safe, protected, healthy environment.

The initiative on ‘Safe and Family-Centred Maternities’, comprising a cultural transformation of perinatal services aimed at an ongoing improvement of quality and the humanization of care, reached out to 102 maternity wards, benefiting 222,984 newborns, accounting for 54 per cent of childbirths in the public sector and almost 100 per cent of births in the 10 provinces that have been prioritised for these services. In partnership with EVIPNet, this initiative fed into the generation of evidence for the revision of the perinatal policy which represents one of the major bottlenecks for further reducing neonatal and maternal mortality.

The successful experience of the Safe and Family-Centred Maternities initiative will be the basis for a triangular cooperation initiative with Paraguay.

In order to raise awareness on prematurity and neonatal mortality, UNICEF, with MoH and civil society, promoted the ‘Premature Baby’s Week’, bringing together 412 institutions from all provinces, engaging 50,000 people digitally and reaching millions through more than 200 media notes.

UNICEF continued supporting actions with adolescents through training in sexual and reproductive health, including HIV prevention, and care and advocacy for friendly health care services. Along the border between Salta and Tarija (Bolivia), support was provided to implement a south-south initiative to improve access to HIV treatment, thus reducing vertical transmission rates.

OUTPUT 6 Families receiving health care at 80 per cent of the hospitals with maternity wards having over 1,000 deliveries per year, in 10 prioritised provinces, have benefited from the transformation of these health care centres into Safe and Family-Centred Maternity wards, actively monitoring their own quality with regard to national quality standards.

Analytical Statement of Progress:
In 2014, together with the National Ministry of Health and those serving the provinces of Buenos Aires, Catamarca, Cordoba, Corrientes, Jujuy, Mendoza, Misiones, Salta, Santa Fe and Santiago del Estero, UNICEF continued to promote the Safe and Family-Centred Maternity initiative (MSCF). After four years of implementation, the MSCF initiative is on the governmental policies and plans agenda of all 10 provinces, with the participation of 102 public maternity wards, including 80 of the 110 (72 per cent) main government-run hospitals in the country. The implementation of this initiative currently benefits 222,984 newborns, representing 54 per cent of annual births in the public sector. Throughout 2014, in Buenos Aires Province, a leadership development programme was provided to high officials in the perinatal health system to gain their participation in implementing the MSCF initiative.

In 2014, substantial progress was made in fulfilling Step 6 of the MSCF initiative, which promotes maternal residency for mothers within the hospitals, to ensure continuity of the bond between mothers and newborns. Five more maternal residences were added, spread across the prioritised provinces. This has benefitted almost 15,000 newborns, particularly the almost 2,000 that require hospitalization in the neonatology services.

Within the work carried out at the Buenos Aires Province, a review of the perinatal regionalization policy was promoted as its lack of progress is one of the main bottlenecks for reducing mother and neonatal mortality rates, particularly of high-risk infants.
UNICEF supported the establishment of the Early Childhood Forum (FOPRIN) at the Provincial Senate, with the participation of the Ministries of Health, Education, Labour and Social Development. The Dialogues from the Forum (based on UNICEF’s MoRES analysis methodology) used scientific evidence, participation, and inter-disciplinary work to achieve specific recommendations for the province’s Senate, on steps for improvement of conditions affecting early child development. Error! Hyperlink reference not valid.

OUTPUT 7 Families from the poorest communities, within the 10 prioritised provinces, have networks of health leaders and promoters to extend - to community level - the promotion of effective care and prevention practices in the fields of health, nutrition, water, hygiene and sanitation, as included in the publication "Para la Vida" (Facts for Life).

Analytical Statement of Progress:
In 2014, support continued to be provided to the prioritised provincial governments in primary health care topics. The work promoted since 2010 in Amaicha del Valle, Tucuman was systematized and disseminated:

Together with the Ministry of Health of Santiago del Estero and the Argentine Ministry of Social Development, UNICEF helped train 2,800 women in vulnerable situations in health promotion and protection as part of the National Plan “Ellas Hacen” (Women Do Women were given the publication ‘Para la Vida’ (Facts for Life), and were trained to work as health promoters and, empowered to care for themselves and their families.

OUTPUT 8 General public and families who are assisted at health services, particularly at Safe and Family-Centred Maternity wards in the 10 prioritised provinces, have useful knowledge to demand for services and a growing participation in broader mobilization initiatives on unfulfilled health rights.

Analytical Statement of Progress:
In 2014, the fifth annual ‘Prematurity Week’ was celebrated, focusing on premature newborns with rights and special needs. This year Right No. 6; ‘Every premature baby has a right to be treated in order to avoid blindness caused by retinopathy of prematurity (ROP)’, was prioritised.

Across the country, 412 institutions supported the celebrations, which included training sessions, preparation of guidelines for parents and health teams, design of key messages for printed media, radio, television and social networks, and parties for prematurely born children and their families. Approximately 19,400 people participated in the activities organized by these institutions.

UNICEF Argentina supported the creation of a Prematurity Network for families to promote the declaration of a National Law to fulfil the rights of preterm newborns. Four years after the campaign was installed on the public agenda and among health workers, an innovative path was sought, mobilized by the feelings and emotions of those involved in the experience of having premature babies, so as to share their knowledge with the rest of the community. This Network allows the families themselves to transmit their knowledge and raise awareness on the fulfillment of rights. Together with Intramed, a book entitled ‘Historias Prematuras’ (Stories of Prematurely Born Babies) was launched within the framework of ‘World Prematurity Day’. This book compiles ten stories of pre-term babies and their families, helping to give visibility to this issue, which continues to be the number one cause of infant mortality in Argentina.
OUTPUT 9 Adolescents living in selected municipalities of 10 prioritised provinces, and particularly HIV bearers, use prevention-related information included within the rights to sexual and reproductive health, emphasizing gender, services and better personal skills to protect themselves from HIV/AIDS transmission.

Analytical Statement of Progress:
As part of the UNICEF-PAHO regional Initiative for eliminating vertical transmission of HIV and congenital syphilis, the Ministries of Health of Argentina and Bolivia developed a project for improving pre-natal care and advocating for the fulfilment of the rights of indigenous peoples to access health care services. The initiative seeks to reduce HIV vertical transmission by enhancing detection and treatment in indigenous communities along the borders of Argentina with Bolivia (Tartagal-Salta and Yacuiba-Tarija). Through the commitment and cooperation between local governments, the initiative has trained 385 members of health teams and 27 health promoters from 19 communities, reaching out to 5,200 indigenous families (Guaraní, Tapietes, Chorote and Wichi).

At the beginning of 2014, UNICEF Argentina, with the cooperation of the Regional LAC Office, defined the conceptual framework for the 10 by10 initiative, a strategy to favour a participatory situation analysis of adolescents’ health, from a rights and gender-based approach, which prioritises interventions to diminish inequality and inequity gaps among adolescents. The prioritised problems and their solutions are used as inputs for debates between decision-makers, opinion leaders and adolescents, to define an agenda for social participation and mobilization. This initiative was presented to civil society organizations and academia in mid-2014. The Gino Germani Institute led the process to reach consensus on a conceptual framework and define health determinants for adolescents, prioritising the following seven pillars: demographic features, living conditions and social situation, policies and interventions, health status, sexual and reproductive life (includes HIV and other STD), drug abuse, and violence.

Together with the Non-Profit for Studies and Research on Women (FEIM) and members of the National Youth Network, initiatives were carried out involving 530 adolescents from 12 provinces, to train youth in the fulfillment of sexual and reproductive rights from a gender and human rights-based perspective. The Handbook for training on sexuality and health among adolescents was distributed to 16 groups in the network and additional training was delivered to provide members the tools to act as peer educators, with the purpose of generating a multiplying effect for training other adolescents.

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

Analytical Statement of Progress:
In 2014, progress was made towards achieving the Outcomes set forth in the CPD. The strategies were designed in accordance with national and regional education goals (OEI 2021) and the Global Initiative Out of School Children (UNICEF-UNESCO).

UNICEF’s advocacy efforts on behalf of early childhood education led to the approval by National Congress of compulsory schooling for four-year olds and universal access for three-year olds.

UNICEF continued supporting education policies to reduce inequality gaps and improve the
quality of early childhood, primary and secondary schooling, underscoring the implementation of the ‘Self-Assessment Tool for Quality Education’ (IACE) and the ‘School Management for Learning Improvement’ Programme (GEMA), implemented at 3,000 schools, reaching out to 53,000 professionals and 300,000 students. These programmes helped to reduce school failure and improve learning. For example, the province of Salta has improved students’ learning outcomes in Math, Literacy, Social and Natural Sciences. According to the National Assessment System, in 2007 45.1% of secondary school students had a middle and high level of knowledge in Math.

UNICEF helped to reduce educational gaps through the creation of child day-care centres at highly vulnerable secondary schools, which allowed 500 adolescents at risk of dropping out to continue studying. UNICEF also promoted an innovative policy to prevent school failure and to improve learning during the first few years at secondary schools in Formosa. A total of 500 adolescents from remote rural areas accessed to secondary education through ICT-based Secondary Schools.

In order to promote evidence-based advocacy for quality education, UNICEF initiated several studies on primary and secondary education public policies and on teaching practices. Since 2012, UNICEF Argentina has been leading, with OEI support, a regional research programme on ICT and Education.

OUTPUT 7 Progress has been made in making early childhood education and care mandatory and universal, and in diminishing school failure at primary schools and improving learning outcomes.

Analytical Statement of Progress:

UNICEF continued to advocate for quality early childhood education and strategically supported the MoE with the organization of an International Seminar on early childhood education in the framework of the *pro-tempore* Argentina Presidency of MERCOSUR. Efforts contributed to the adoption of a law that stipulates compulsory education for all children as of the age of four and universal access for three-year-old children. UNICEF also has facilitated exchange of knowledge between Argentina and Morocco.

Quality policies were implemented through the institutional self-assessment of early childhood schools in six provinces, which had an impact on 26,200 girls and boys. Together with OEI, training was organized to promote quality early childhood education, facilitating access to appropriate contents through games, early childhood literacy and bilingual inter-cultural education. Together with Buenos Aires City, UNICEF helped improve educational quality of 10 Early Childhood Education Centers located in vulnerable areas that take care of 400 girls and boys up to age 3.

UNICEF supported School Management for Learning Improvement (GEMA) Policies, reaching out to 250,000 primary school girls and boys from vulnerable contexts. The incorporation of the information system for following-up on schooling, and the intervention of school authorities through specific management strategies led to improve school efficiency. Primary schools have been able to reduce grade repetition by 78 per cent and drop-out by 57 per cent, and increase graduation by 80 per cent.

UNICEF and CIPPEC published the book ‘Supporting teaching: Challenges and opportunities of Argentinian Educational Policy’ to advocate for enhancing the quality of teacher training policies, in the framework of the National Teachers’ Training Plan.
OUTPUT 8 Reducing inequality gaps in adolescent education in Big Urban Centres and rural areas, increasing this age-group's institutional and citizenry participation.

Analytical Statement of Progress:
At the secondary education level, UNICEF efforts focused on policies to promote peaceful coexistence and to prevent violence and conflicts in schools. UNICEF cooperated with Buenos Aires province to train 10,000 teachers and school authorities and to develop a provincial plan for peaceful coexistence in schools. All 15,000 schools in the province have school co-existence centres.

UNICEF supported the Buenos Aires province policy ‘Mothers, Fathers and Older Siblings at secondary schools’ to respond to adolescent mothers and fathers’ needs. Thirty child day-care centres were opened at highly vulnerable secondary schools, to allow adolescents mothers, fathers or siblings in charge of caring for small children to continue with their studies. Schools are also implementing the National Programme on Comprehensive Sexual Education, which is currently being assessed and a final report is expected in 2015.

UNICEF collaborated with the Formosa Province government in implementing a policy to prevent school failure and improve learning in the first few years of secondary schooling, through the ‘Individual Learning Diary’, an innovative practice implemented during the first years of all secondary schools. This tool allows individualized follow-up of students, identifying the resources each one requires for studying and organizing his/her studies, fostering their self-organization and self-confidence.

Following the recommendations of the Out of School Children (OOSC) Initiative with regard to the need for ‘strengthening school authorities and teachers’ and promoting the ‘use of educational information as a resource’, UNICEF supported the implementation of policies on School Management for Learning Improvement (GEMA) at secondary schools in three provinces.

The GEMA programme leads school heads to learn about, analyze and apply common school management strategies to improve students’ learning, taking into account social and cultural diversities. This initiative works on capacity-building (strengthening management) and on an early warning system (a management tool), which provides information for decision-making in real time.

In 2014, at the request of the governments, GEMA extended its field of action to secondary schools. Preliminary outcomes show improvements in educational indicators regarding students drop-out, repetition rates and learning.

In partnership with the Cordoba Catholic University, a study was carried out to propose alternatives for improving and re-directing Compulsory Secondary Education, within the framework of the National Education Law. In partnership with FLACSO, teaching practices at secondary-school level were analyzed as well as the curricula formats, with the intent of finding ways to improve standards. Both studies will be completed and disseminated in 2015.

OUTPUT 9 Educational gaps are reduced in priority population groups: indigenous girls, boys and adolescents and those with disabilities.

Analytical Statement of Progress:
Recognizing the wide equity gap in access to secondary education between urban and rural adolescents (93.4 per cent and 66.3 per cent, respectively, in 2010), UNICEF cooperated with
the governments of Chaco, Jujuy, Misiones and Salta provinces in designing an innovative school format which combines face-to-face teaching and ICTs. Students attend a classroom in their village where they carry out learning activities, guided by a face-to-face tutor and through a virtual environment designed and managed by a team of teachers. This initiative benefited more than 500 indigenous and Creole adolescents living in rural areas. Since this format shows a significant replication potential, it will be assessed to feed into the next CPD as a potential leading strategy to remove bottlenecks in access to secondary education.

UNICEF published the ‘Programme on Secondary School Inclusion and Completion (PIT) for youths between the ages of 14 and 17 – Cordoba’ and the ‘Youth Programme aimed at Social and Educational Inclusion – Rosario, Santa Fe’, in partnership with national Universities, to help identify the strengths and weaknesses of new educational formats and to improve policies and programmes for adolescents in vulnerable areas.

**OUTPUT 10** Educational quality and inclusion improved through the application of educational assessment policies and ICT-based innovative strategies

**Analytical Statement of Progress:**

UNICEF, in partnership with seven provincial governments, CEADEL, the National Ministry of Education and CTERA (a teachers’ trade union), continued cooperating on the implementation of institutional self-assessment policies, within the framework of national educational quality policies. This cooperation strengthened the evaluation culture and school transformations and impacted learning outcomes.

In 2014, the implementation of this policy started in the provinces of Chaco, Jujuy, Misiones, Salta, Santiago del Estero and Tucuman, comprising 2,000 primary schools, 400 secondary schools and 150 kindergartens, and including 26,200 girls and boys in the early child development phase, 609,000 primary school pupils and 182,000 secondary school students.

A self-assessment policy was implemented at secondary schools in Buenos Aires province in 2014, and an external evaluation of the self-assessment policy was implemented by the educational authorities of two provincial governments (Salta and Tucuman). The final report will be delivered in 2015.

Since 2012, UNICEF Argentina, with the support of OEI Buenos Aires, has been developing an innovative research programme to build critical empirical evidence for decision-making on policies for including ICTs in education, in Argentina and Latin America. The outcomes of the programme to date include: a series of publications on national experiences in managing ICT policies in the Americas; a National Survey on mainstreaming ICTs in primary education in Argentina (thus reaching out to 1,442 public and private primary and secondary schools), and a qualitative study underway on the integration of ICTs in teaching and learning processes at three secondary schools.

UNICEF Argentina participated in international conferences and workshops to discuss and disseminate the programme’s outcomes. Furthermore, a line of studies has been started on the inclusion of ICTs in the education of disabled children, as well as a study on the relation between ICTs, education and private sector. Research outcomes contribute to supporting the national education system and the implementation of the current National Education Law, guaranteeing quality education for all the country’s children. Expectations are to promote policy
guidance for diminishing the digital gap among girls, boys and adolescents, promoting their social and educational inclusion, and strengthening continuous teachers’ training for early child education.

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

Analytical Statement of Progress:
In 2014, UNICEF advocated for the positioning of child protection issues on the policy agenda at the national and provincial level.

UNICEF contributed to an improved enabling environment, through advocacy and technical assistance, to achieve and improve provincial legal frameworks related to child rights. Twenty three of 24 provinces have finalized and approved child rights-related laws, inspired by the CRC.

Advocacy efforts contributed to the inclusion of the prohibition of family physical punishment in the new Civil and Commercial Code that was adopted in October 2014. Advocacy also resulted in the adoption of the third optional protocol to the CRC.

UNICEF helped make significant progress with regard to information systems on children without parental care, domestic violence, child abuse and juvenile justice. Together with SENAF, UNICEF supported the preparation of a new study on children and adolescents without parental care (to be published in March 2015), and started compiling data on adolescents in conflict with the law. Both studies will be used as key evidence for the advocacy agenda in 2015.

Using MICS-generated evidence, UNICEF supported the MoSD in the national campaign ‘Buen Trato’, which was presented as a good advocacy initiative at the MERCOSUR sub-regional meeting Iniciativa Niño Sur.

UNICEF helped improve protection and justice systems in cases of violence against children (particularly, sexual abuse). Action protocols covering both topics were drafted in five provinces, and specific training was delivered reaching 5,300 practitioners in nine provinces.

UNICEF supported innovative models, at national and provincial levels, to promote the autonomy of adolescents when exiting care institutions.

UNICEF Argentina and partners followed-up on the Child Protection Programme evaluation that was used to reformulate the programme component after the Mid-Term Review. Seven of the 23 recommendations have already been completed, and the others are being addressed when designing the new country programme.

In 2014, a greater focus was placed on UNICEF’s equity approach, and main determinants and bottlenecks were reviewed, with a view to adjusting current initiatives and defining upcoming programme results and strategies for the new CPD. These analyses showed several major challenges which need to be addressed, such as: insufficient decentralization of the protection system at local level; lack of coordinated information on violence; and the need for the legal framework on juvenile justice to adjust to CRC standards and guidelines.
OUTPUT 5 Children and adolescents victims of violence, abuse or exploitation, benefit from strengthened procedures and protocols, with specific focus on the most vulnerable groups (indigenous and migrant children, children with disabilities, and poor urban adolescents), within the framework of new local protection services in 10 provinces.

Analytical Statement of Progress:

UNICEF contributed to an improved enabling environment through advocacy and technical assistance, to achieve the approval of provincial legal frameworks related to child rights, specifically supporting Salta (to adapt a new law) and La Pampa (to improve the existing law) provinces. Twenty three of 24 provinces have finalized and approved child rights-related laws, inspired by the CRC.

Advocacy and communications were carried out to ensure full enforcement of national Migrations Law regarding children and adolescents. A study on the 10-year of implementation of this law was presented, with focus on children and human rights. A human rights based approach training was organized for staff at the National Migrations Directorate. An MICS specific analysis on migrant children was developed to be published in 2015.

Support was provided to disseminate the ‘Advisory Opinion on Migrant Children’ of the Inter-American Court on Human Rights, through a publication in three languages that will be available for dissemination in 2015. Using MICS-generated evidence, UNICEF advocated for the prevention of violence and supported the MoSD for the national campaign ‘Buen Trato’, which was presented as a good advocacy practice at the MERCOSUR sub-regional meeting Iniciativa Niño Sur.

Advocacy efforts contributed to the inclusion of the prohibition of family physical punishment in the new Civil and Commercial Code that was adopted in October 2014.

An innovative partnership with a transport company and MoJ contributed to raising awareness among travellers and drivers on human trafficking and sexual abuse. This will be replicated in 2015 with other tourism and transport companies.

In partnership with SENAF, UNICEF supported the preparation of a new study on children and adolescents without parental care that will be used as key evidence for the advocacy agenda in 2015. The study shows a 28 per cent reduction in the amount of institutionalized children compared with 2010-2011.

UNICEF also supported innovative models, at national and provincial levels, to promote the autonomy of adolescents when exiting care institutions.

Technical teams were strengthened and protocols were drafted to ensure that separating children and adolescents from their families was taken as an exceptional measure, and to set quality standards for foster care residences.

UNICEF Argentina supported the Unified Children and Adolescents Statistics System (REUNA) in Buenos Aires Province, a one of a kind system that includes nominal data on all 26,792 children reached by the Province Protection System, allowing for a better individual follow-up.
UNICEF helped to improve performance of the protection and justice systems in cases of violence against children (particularly sexual abuse). Action protocols covering these topics were drafted with the Supreme Courts of Justice of five provinces and specific training was provided to 5,300 duty bearers.

Through joint programmes with other UN Agencies, the Office on Domestic Violence (ODV) and the Office for Women at the Supreme Court of Justice (CSJN) continued to be reinforced, making progress in producing statistics on domestic violence, and mainstreaming gender perspective in court decisions (judgments, rulings, etc.) as well promoting a better response for victims.

**OUTPUT 6** Adolescents in conflict with the law have access to specialized local justice systems, adapted to international standards, within the framework of new local protection services in 10 provinces

**Analytical Statement of Progress:**

Progress was made in reaching agreements with the different public institutions to produce, access and disseminate information on criminal justice for juvenile offenders.

In collaboration with SENAF, UNICEF started a study on children and adolescents in conflict with the law, including a level of specialization of the services in all 24 country jurisdictions. This research will be complemented with an analysis of good practices in services and programmes for adolescents in conflict with the law. Both studies will be used as key evidence for the advocacy agenda in 2015.

The situation of adolescents in conflict with the law was discussed during UNICEF visits to the provinces. In many cases, there is a lack of compliance with international CRC standards on juvenile justice. The main challenges to be addressed are: the lack of legal framework on juvenile justice; a disparity of criteria and actions among provinces; and a lack of systematic information and insufficient specialization of related services.

UNICEF is currently preparing an institutional position paper on the topic, to advocate for the adjustment of the legal framework and practices on juvenile justice, ensuring compliance with the Convention on the Right of the Child (CRC).

**OUTPUT 7** Children and adolescents in 10 provinces are protected against child labour through local inter-sectoral mechanisms, adequately planned and funded

**Analytical Statement of Progress:**

In partnership with the International Labour Organization (ILO) UNICEF continued supporting the National Commission to Eradicate Child Labour (CONAETI), and the Business Network against child labour. UNICEF provided assistance to organize activities for the World Day against Child Labour, and collaborated in setting up Local Groups in the provinces of Entre Ríos and Salta. This initiative will be systematized through a ‘Quick Study’ methodology to identify worst forms of child labour in each location, and move towards a local plan to eradicate child labour.

Together with the Commission for the Prevention and Eradication of Child Labour (COPRETI) in Buenos Aires Province, outreach activities were agreed upon to inform about the risks of child labour, through workshops, brochures and radio spots. In the same Province, in coordination
with the Children’s Secretariat, Ministry of Education, Ministry of Health and farmers associations of rural areas affected by child labour, UNICEF supported a new initiative to build two comprehensive care and recreation centres, to diminish the number of children accompanying their parents to work on farms, and reducing their exposure to environmental hazards.

UNICEF and COPRETI (Buenos Aires) worked with the Observatory on Child and Adolescent Labour (OTIA), Ministry of Labour and ILO in preparing research work on child labour, at textile workshops and fairs in Buenos Aires province. Learning about this phenomenon and the rationale underlying the textile industry in the area will lead to design appropriate strategies to eradicate child labour.

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

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

Emphasis was placed on facilitating access and dissemination of key information on children and adolescents targeting diverse actors, including media, in order to reinforce their capacity to promote the fulfilment of children’s rights.

Generation and dissemination of knowledge, through studies, research and surveys covering innovative topics have been at the centre of UNICEF’s agenda, and have been used as a basis for the implementation of UNICEF communication, advocacy and technical assistance strategies.

UNICEF efforts were focused on generating and disseminating reliable data on children’s rights to better influence the evidence-based policy decision-making process. In this regard, the publication of the MICS Survey, and other complementary analyses were particularly relevant.

Progress was made in consolidating and providing visibility to the information produced by the national and provincial governments, through the support of 10 provincial Observatories on the rights of children and adolescents, which monitor the socio-economic situation of children, as well as public investment and management targeted to them.

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

Outreach campaigns and communication strategies were carried out aimed at changing practices around health care of premature babies, prevention of violence, and promotion of well-being and recognition of adolescents.
Through these initiatives UNICEF contributed to strengthening right holders’ qualified demand for services, and to promoting children and adolescents’ participation and social mobilization towards fulfilment of their rights.

UNICEF’s reach was extended to more than 76 million contacts, promoting engagement and changes in knowledge, attitudes and practices.

**OUTPUT 7** At least one integrated communication campaign, in three priority topics, reaches out families, children, adolescents and public opinion, generating changes in knowledge and attitudes to promote the demand for services, and a growing participation and mobilization in fulfilment of their rights.

**Analytical Statement of Progress:**
In 2014, UNICEF developed more than 16 communication initiatives to promote the acquisition of knowledge, the change of attitudes and behaviours and the demand on the rights of children and adolescents, which generated more than 76 million contacts with people:

- **Campaña ‘Buentrato’** (‘Treat Children Well’ Campaign): Together with the Ministry of Social Development, the Federal Council for Children and the Argentine President’s Office, UNICEF promoted a campaign to raise awareness on violence against children and adolescents. More than 10,000 people signed the campaign and more than 47,000 engaged digitally, while millions of persons accessed information through the mass media.

- **‘Tu Voz Contra la Violencia’** (Your Voice against Violence) Song-writing Competition: this competition was organized together with the Secretariat for Children and Adolescent Affairs and the Education Direction, Buenos Aires Province, as a strategy to prevent violence among adolescents. A total of 600 adolescents participated, more than 20,000 engaged digitally and almost 8 million were reached.

- **‘Prematurity Week’**: The 5th edition of the campaign was promoted together with the Ministry of Health, and involved public opinion leaders, coordination with the private sector, and public events which mobilized thousands of people. More than 412 institutions participated in all 24 provinces, almost 50,000 people engaged digitally with the campaign, and millions were reached through more than 200 news articles in the printed press, and coverage on TV and radio.

- **‘Armas de F/Juego’** campaign (play on words in Spanish between firearms and games): Together with the Argentine Ministry of Justice and Human Rights National Registry for Weapons (Renar), a campaign was launched within the framework of the United Nations Disarmament Week, with the purpose of raising awareness on the risk for children of having weapons at home. Radio, television and web interviews were held, and ads and posters were placed in the streets. On social media, the campaign engaged 3,624 people who shared and/or made comments on the campaign and reached 3,912,130. During the weeks following the campaign, 39 per cent more firearms were handed at the Renar offices. Together with the National Institute Against Discrimination (INADI), the Personal Data Direction and other partners, initiatives were promoted on digital citizenship among adolescents, and training material on grooming and on-line discrimination was distributed. Also in cooperation with INADI, a new version of the Decalogue for sports coverage without discrimination was issued for the press; and related messages were disseminated at football stadiums. The football hymn produced by Gitanos for UNICEF ‘Se enciende el mundo’, with anti-discrimination messages, was heard by more than 100,000 people.

UNICEF promoted the celebration of the CRC’s 25th anniversary through a series of television shows, opinion articles, participation in regional initiatives (such as the partnership with EFE and El País newspaper), preparation of Convention-related material, participation in celebrations,
and the launch of the local version of the Imagine Campaign with local celebrities.

UNICEF also promoted the local participation of adolescents, and generated evidence-based pilot experiences to scale up this innovation at the provincial level. Within the framework of Voices of Youth, a pilot project on Digital Mapping in San Miguel Municipality was implemented by a group of adolescents, in cooperation with the local organization TECHO.

Fundraising events were organized, including the Telethon ‘Sol para los Chicos’, sport races and gala dinners supported by the convening power of Goodwill Ambassadors and other local celebrities, reaching out to millions of people and reinforcing advocacy messages.

Outreach was expanded to more than 76 million contacts, promoting engagement and changes in knowledge, attitudes and practices.

OUTPUT 8 National media and media from the 10 selected provinces prioritise children and adolescents on their agendas, from a rights-based perspective and, in partnership with government agencies, help to increase informed demand for the fulfilment of the rights of children and adolescents.

Analytical Statement of Progress:
UNICEF advocated with owners and editors of mass media to prioritise children and adolescents on their agendas; provided technical assistance and training to journalists; generated partnerships with several mass media across the country and developed special multimedia productions.

Every month, an average of 290 articles on children and adolescents, including a reference to UNICEF, were reported in Argentine media. This is a new record figure: it is higher than last year’s and represents the greatest number of articles published in the last six years. The presence of UNICEF is growing sustainably, particularly on TV, which covers 98 per cent of households in the country. In 2014, UNICEF’s voice was strengthened through studies and publications: reference in the media made to publications doubled compared to 2013. One out of each 10 articles mentioning UNICEF is linked to one of the UNICEF’s studies. References to corporate partnerships increased by 70 per cent compared to 2013, and references to special events increased by 30 per cent.

Three institutional partnerships with the media should be noted: with TV Channel 13 for the 7th year of the cycle ‘Grandes Historias de Chicos’ (Great Stories about Children – GHCH); with C5N, member of the multi-media Grupo Indalo, for ‘Voces con Derechos’ (Voices with Rights); and with the Public Television station for ‘Antes que sea tarde’ (Before it is too late). In all three cases, these media partners ensured the voices of children were heard. Adolescents shared their stories on quality of education, the situation of children without parental care, prematurity and migration, among others.

UNICEF supported media training in 16 of the country’s provinces, together with partners such as the Federal Authority for Audiovisual Communication Services (AFSCA), the Ombudsperson’s Office for Audiovisual Services or the Santa Fe Ombudsperson’s Office for Children and Adolescents. Some 700 communication professionals and students were trained in topics such as democratic communication regarding children and adolescents, juvenile justice, use of data and information systems (DevInfo), and discrimination-free press coverage.

UNICEF also supported regional discussions on media and children, including the second
Meeting of MERCOSUR and Associated States on Children and Adolescents and Audiovisual Communication Services organized by the National Secretariat for Children, Adolescents and the Family (SENAF), together with the Ministries of Foreign Affairs and Worship, and the Ministry of Justice and Human Rights and AFSCA. The meeting was attended by 350 representatives from eight Latin American countries.

**OUTPUT 9** Opinion leaders, policy-makers and development professionals, at national level and the 10 prioritised provinces, access and use information and knowledge on the rights of children and adolescents to identify and address bottlenecks hindering the realisation of their rights

**Analytical Statement of Progress:**

In 2014, UNICEF prepared 35 publications: 5 studies, 13 Guides and Handbooks, and 17 promotional materials.

Contents generated and promoted by UNICEF were disseminated on social networks, Google Books, and through a partnership with Bajalibros, one of the main publication portals in Latin America. This digital dissemination resulted in more than 830,000 downloads. In 2014, a total of 809 media articles were related to UNICEF publications or surveys. Twenty eight per cent of all published news articles were linked to a publication.

More than 50 in-person events were organized to share knowledge. More than 100 opinion leaders were engaged to support UNICEF through more than 500 interactions on Twitter.

UNICEF’s presence was strengthened in social media: on Facebook and Twitter it grew by 45 per cent, recording more than 850,000 interactions of more than 530,000 followers. On Facebook, the level of engagement increased by 25 per cent compared to 2013. UNICEF’s webpage was visited by almost 650,000 people, who downloaded publications. Approximately 700,000 views of the audiovisual contents were generated on Youtube.

UNICEF generated knowledge on digital citizenship among children and adolescents, and held the First Regional Symposium on the topic, together with the Argentine Ministry of Justice and Human Rights, and the Berkman Center for Internet and Society, at Harvard University. UNICEF also encouraged the establishment of a network of practitioners ‘connected to the south’, to promote digital citizenship. The network includes more than 100 participants, including government authorities, academics, NGO representatives, youth, activists and technology entrepreneurs from Latin American and Caribbean countries. The network aligned its activities with UNICEF’s Declaration of 2014 as the Year of Innovation for Equity, with the purpose of attracting the world’s attention to the presentation and development of innovative solutions to promote children’s well-being.

**OUTPUT 10** General public and decision-makers have access to continuous data collection systems and age and gender disaggregated indicators at national and provincial levels, in order to improve their capacities to effectively support evidence-based planning, policy-making and mobilization

**Analytical Statement of Progress:**

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

The InfoArgentina platform, an information system to monitor the situation of children and adolescents, has more than 200 age and gender disaggregated indicators updated at national, provincial and department levels. It responds to the recommendations of the CRC to Argentina, to have a comprehensive information system covering all aspects of the Convention. In 2014, Observatories were strengthened in the provinces of Misiones, Tucumán, Jujuy (MoH), Salta, La Rioja, Santa Fe (Ombudsperson’s Office for Children) and in Buenos Aires province (Lujan University). Four similar initiatives were created: Social Legislative Observatory in Buenos Aires, Infoeducativa in Jujuy (MoE), San Juan and Córdoba (health observatory).

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

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

UNICEF supported the implementation of ‘InfoDeter Jujuy’ and ‘InfoSalud Cordoba’ systems, developed with the MoH of both Provinces, to facilitate real-time and user-friendly monitoring and analysis of socio-demographic and health data contributing to optimizing health service response.

Support was provided to the Ombudsperson’s Office for Children of Santa Fe Province, which is the only child-specialized provincial office in the country. This office has the goal of supervising all public policies related to children and adolescents and as such has a clear cross-sectoral scope of work. UNICEF provided technical assistance in compiling multi-sectoral indicators, disseminating evidence, training actors, and strengthening policy dialogue among the different ministries, in order to improve cross-sectoral approach to children rights.

**OUTPUT 11** Decision-makers have access and use of specific studies and research that cover information gaps, in order to better identify barriers to the fulfilment of children and adolescents' rights, and improve their capacities to effectively support evidence-based planning, policy management and monitoring at national and sub-national level.

**Analytical Statement of Progress:**
The publication and dissemination of the first Survey on Living Conditions of Children and Adolescents (ECOVNA/MICS) in Argentina, carried out with SENAF, provides good quality, relevant and internationally comparable information on child discipline, child labour, development, birth registration, violence against women, leisure and participation of children and adolescents. It also provides a deep analysis in areas such as maternal and child health, sexual and reproductive health, and education, which complement other sector-based information generated by public institutions.

National, regional and provincial data have been uploaded to [http://infoargentina.unicef.org.ar](http://infoargentina.unicef.org.ar), expanding the access to data and facilitating its analysis. In 2014, survey findings were disseminated through presentations targeting policy decision-makers at national and provincial ministries, and at the Federal Council for Children and Adolescents. Thematic reports on violence and migrant children are currently being developed.
In partnership with the Buenos Aires Province Sub-Secretary for the Promotion and Protection of Rights and the Pharos Group, UNICEF continued supporting the Unified Statistics Registry on Children and Adolescents (REUNA). The system, which is unique nationwide for its nominal data, allows the monitoring of 26,792 children who have been assisted for any violation of their rights by the Province Protection System.

**OUTPUT 12** Children and adolescents are prioritized in the budgetary planning process and participate in its formulation. Resources are periodically monitored by the different government levels in order to promote appropriate decision-making and greater social inclusion

**Analytical Statement of Progress:**

Monitoring of social expenditure for children and adolescents was strengthened at the provincial level. (Sub-national governments hold the main competencies regarding social policies directed to children.)

In the provinces of Buenos Aires, Santa Fe, San Juan, La Rioja, Salta and Tucuman relevant data that identify the financial effort in fulfilling the rights of children were published. Training targeted to decision makers was also provided.

In Santa Fe, Buenos Aires and Salta (which together comprise 50 per cent of the population of children and adolescents in the country), an analysis of budget distributive incidence was carried out to better understand the impact of investing in the most vulnerable children and adolescents, in order to guarantee equity in budget allocations.

UNICEF Argentina, as part of an initiative led by the Regional Office together with nine LAC country offices and UNESCO International Institute for Educational Planning (IIPE), participated in the development of an analysis on public investment allocated to early childhood development. As a result of Argentina's experience in analysing social investment in early childhood, UNICEF Argentina was invited to participate in dialogues organized in Colombia, Mexico, Peru and El Salvador.

As a result of UNICEF-supported efforts, in recent years, the Salta, Tucuman and La Rioja provinces (being monitored UNICEF) increased social investment aimed at children and adolescents by 15.6, 3.9 and 2.3 per cent, respectively.

**OUTPUT 13** Decision-makers from 10 provinces improve their capacities to effectively support child specific equity policy planning, management, monitoring and evaluation to better identify and address barriers preventing the fulfilment of children and adolescents rights

**Analytical Statement of Progress:**

The main bottlenecks in this area include the enabling environment particularly the lack of a public policy monitoring and evaluation "culture."

In 2014, UNICEF focused on strengthening the capacities of provincial and municipal authorities, technicians and professionals managing social policies, particularly those targeted to children and adolescents.Several training sessions were organized jointly with CIPPEC in the provinces of Tucuman and Santa Fe, where 300 technicians and decision-makers were trained in the use of practical tools for coordination, evaluation, monitoring, and planning of child-focused public policies.
UNICEF supported training for governmental and non-governmental actors within the Specialization in Children and Adolescent Public Policies. In coordination with the Ministry of Social Development, eight regional training sessions were held, with the participation of 700 professionals linked to children's policies at the sub-national level.

In order to include the topic of care policies on the public agenda and to promote the improvement of supply and quality of care services, UNICEF, together with UNDP, ILO, UNFPA and CIPPEC, organized several Dialogues on Care Policy, bringing together government officials from different jurisdictional levels, legislators, stakeholders, academics and representatives of international cooperation agencies.

In order to promote corporate social responsibility, UNICEF partnered with the MoL to promote workshops for private company professionals. UNICEF also partnered with Arcor and Save the Children to support a network on CSR, reaching out to more than 150 businesses.

In alliance with Arcor Foundation and Save the Children, through the Initiative 'Business for Children', practices of CSR oriented to children and adolescents were strengthened. A report on communication, marketing and childhood was launched as a result of several meetings with experts, publicists, businessmen and social organizations. A tool was developed to promote more efficient initiatives of private social investment on children, with a right and equity perspective and articulated with public policies.

OUTCOME 5 Effective and efficient programme management and operations support

Analytical Statement of Progress:
Budget is naturally assigned to all those activities that give support to Programme and Fundraising activities. Some examples are telephones, internet, courier, and postal services. A portion of this budget is also designated to pay determined salaries of the staff

OUTPUT 1 Effective and efficient governance and systems

Analytical Statement of Progress:
In 2014, UNICEF Argentina went through an internal audit to assess governance, programme management and operations support. Important steps have already been taken to address the outcome of the audit and recommendations will be fully addressed in 2015.

In order to ensure adequate financial resource management, the CMT revised the list of key office indicators and defined the monitoring frequency for each of them.

At year-end, closure of outstanding DCT over 9 months was below 1 per cent and DCT over 6 months was below 8 per cent.

OUTPUT 2 Effective and efficient management of resources capacity

Analytical Statement of Progress:
UNICEF Argentina demonstrated an appropriate level of use of financial resources, and an appropriate level of cash availability, according to the monthly forecast.

OUTPUT 3 In-country private sector fundraising cost-efficiently generates quality funding to the Country Programme (OR) and, where applicable, contributes to global Regular Resources (RR) and/or Thematic Contributions (ORT) funding for humanitarian programmes
**Analytical Statement of Progress:**
UNICEF Argentina aimed both to strengthen the financial contributions of the private sector, and to facilitate the mobilization of other type of non-financial resources in topics related to CSR, sports and celebrities. As a result, in 2014, UNICEF Argentina raised US$20,400.00 (38 per cent more than in 2013).

Revenues from the local private sector have grown steadily in the last few years. The number of regular (monthly) donors has grown by 15 per cent, and 100 per cent of corporate alliances were renewed last year, allowing more than 85 per cent of revenue to be sustainable in the long term.

- Ninety eight per cent of the revenue could be used by UNICEF as unrestricted funds.
- The biggest contribution by a single donor did not exceed 2.5 per cent of total revenues, which guaranteed solid financial risk diversification.

- Four fundraising special events (Sport Races, Sunshine for Children Telethon and Gala dinner) were delivered, contributing to UNICEF’s brand equity and to revenue via other income channels (pledge and corporate).

The income generated financed 100 per cent of the 2014 OR needs for programming, and also contributed to global needs in RR (US$6,570,158), RTF (US$1,231,905), and Emergencies (US$410,635).

In order to continue engaging current and potential donors, three annual reports were delivered that describe the work done in 2014 and share the results that were obtained thanks to donations received. The "UNI" magazine is a quarterly publication that brings UNICEF donors and stakeholders closer to the voices of the field and shares human interest stories from multiple initiatives.

**OUTCOME 6 Development Effectiveness**

**Analytical Statement of Progress:**
Development Effectiveness Activity has been created to allocate the budget needed to fund and maintain the southern cone hub that gives support to four countries in the region in Human Resources and Finances issues.

**OUTPUT 1 Development Effectiveness**

**Analytical Statement of Progress:**
Funds were allocated to cover a Programme Coordinator post.

**OUTPUT 2 Advocacy / Communication**

**Analytical Statement of Progress:**
Funds were allocated to cover a Comunication Specialist post.
### Other Publication

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<td>El acceso a la Asignación Universal por Hijo en los pueblos indígenas del norte argentino (Access to Universal Child Allowance for indigenous peoples in Northern Argentina)</td>
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<td>Revista UNI 11 – Las noticias de UNICEF para todos (Newsletter UNI 11 – UNICEF news for all)</td>
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<td>¿Y mañana qué? Acompañamiento para la autonomía de adolescentes que egresan de instituciones de cuidado. (What’s about tomorrow? Supporting adolescent independence when exiting care institutions)</td>
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<td>Revista UNI 10 – Las noticias de UNICEF para todos (Newsletter UNI 10 – UNICEF news for all)</td>
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<td>Historias Prematuras (Stories of Prematurely-Born Babies)</td>
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<td>Derecho 6: Cada prematuro tiene derecho a la prevencion de la ceguera por retinopatia del prematuro – ROP (Right No. 6: Every premature baby has a right to be treated in order to prevent blindness caused by retinopathy of prematurity – ROP)</td>
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<td>Por una comunicación democrática de la niñez y la adolescencia. Herramientas para estudiantes y profesionales de la comunicación (Favouring democratic communication on children and adolescents. Tools for communication students and practitioners)</td>
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<td>Estimación y análisis del gasto público social dirigido a la Niñez y Adolescencia (Estimation and analysis of social public spending on Children and Adolescents)</td>
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<td>Guía de orientación para la intervención en situaciones conflictivas y de vulneración de derechos en el escenario escolar. (Guide for intervention in situations of conflict and violation of rights in the school setting).</td>
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<td>El Juego en el Nivel Inicial (Playing at early stages)</td>
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