

Brazil

Executive Summary

Key Results: 2015 marked the 25th anniversary of the Brazilian Statute on Children and Adolescents (ECA), the law that grounds the Convention on the Rights of the Child (CRC), of which Brazil was one of the early signatories. UNICEF Brazil capitalised on this milestone by releasing a 25-year balance sheet on children's rights: an analysis of key social indicators since the Statute's enactment. The analysis highlighted the significant progress Brazil has made in this period, as well as the inequalities that persist. The headline was the increase in the number of adolescents murdered annually (Brazil ranks 2nd in the world). The published report received widespread media coverage, reaching over 25 million people.

Earlier in the year, UNICEF and partners launched the fifth edition of the Index of Adolescent Homicide. The report showed alarming figures on homicides of adolescents in the country and predicted that if present conditions remain unchanged over 42,000 will be killed by 2019. Upon launch, the media published 116 news stories, with prime-time coverage reaching over 15 million people. Subsequently, the federal Government created a commission to propose legislative and political measures to reduce murder rates by 5 per cent per year; and to produce data that will inform public policy, among other initiatives.

UNICEF also worked in several states with high homicide rates to implement concrete measures to reduce adolescent homicide. Actions spanned from supporting municipal authorities – to improve local coordination and to reduce execution rates – to advocating for changes in the legal and administrative framework favouring impunity; documenting best practices and generating evidence to show the selective nature of the murders, which affect mostly black adolescents from the poorest families. UNICEF carried out these actions in collaboration with governors, mayors, state legislatures, law enforcement agencies and adolescents themselves.

UNICEF launched its Brazil communication and public advocacy strategy (BCPAS) 2015-16, fully aligned with the global communication and public advocacy strategy. UNICEF already surpassed one of its targets, reaching nationally 119 million people in 2015 in support of child rights (goal was 90 million people by 2016), and is on its way toward surpassing the second target: engaging 3.6 million citizens in 2015 (goal is 4.5 million by 2016).

Brazil was one of the first countries to pilot the Global Shared Services Centre (GSSC) initiative. The Country Office fully invested in ensuring a smooth transition, providing staff for the set-up in Budapest and for transition activities in the UNICEF Regional Office (LACRO) and did so while maintaining its key functions and controls.

Key Shortfalls: Environmental factors affected full participation by several municipalities in the UNICEF Municipal Seal of Approval initiative. The semi-arid region experienced its fourth year of drought; one of the worst in half a century. The Amazon region was also affected by drought, in addition to flooding and forest fires. Local governments and community resources were compromised, thus limiting some municipalities' ability to actively engage in policies and programmes to advance children's rights.

The year was marked by aggravation of the financial and political crises. The federal budget was dramatically reduced and subject to contingency cuts; this has in turn jeopardised the implementation of public policies for children and adolescents, especially affecting education programmes. The current national economic crisis has resulted in decreased financial allocations and technical support to municipalities, further hampering participation in UNICEF programmes at the municipal level.

Finally, Brazil is undergoing a period of political instability with a significant turnover of key positions, particularly in ministries, affecting the continuity of dialogue and advocacy for the promotion of children's and adolescents' rights, particularly in the education, human rights and health sectors.

Partnerships: Despite the difficult political climate, UNICEF secured the public commitment of all governors of the Amazon states to address inequalities that affect children and adolescents in the region. Furthermore, mayors and/or senior public officials of eight of the largest Brazilian cities came together with UNICEF in a public forum and committed to reducing intra-urban inequalities.

UNICEF brought together the major mobile provider, TIM, and municipal education secretaries to tackle head-on the challenge of 3 million out-of-school children in Brazil. This public-private partnership combines innovation in mapping with real-time identification of the barriers that prevent children from attending school. Testing in one pilot municipality showed the value of cross-sectoral collaboration and provided critical insights for the rollout to 20 municipalities in 2016. The ministries of Education and Social Development were helping ensure success of the initiative; the data generated by this initiative can help shape policies for those not yet included.

Humanitarian Assistance

In late December 2015, UNICEF Brazil received a formal request for assistance from the Ministry of Health in response to a sharp increase in the number of cases of microcephaly among new-borns, primarily in the Northeast of the country. Such increase is likely associated to the Zika virus, whose known carrier is the *Aedes Aegypti* mosquito.

UNICEF immediately began to develop plans in support of official efforts to address what is now considered a microcephaly epidemic. Activities were, and will continue to be, conducted in close collaboration with the ministries of Health and of Education as well as with the Pan-American Health Organization.

Plans include: a) leverage UNICEF's extensive reach in municipalities in the semi-arid (Northeast) and Amazon regions as well as in large urban centres by advocating with mayors and other key municipal leaders to join the national campaign to combat the *Aedes Aegypti* mosquito; b) disseminate regionally targeted prevention messages via mass media and social media; c) provide technical assistance to government partners, as requested and necessary; d) actively monitor the situation using existing well-developed data sources from the Ministry of Health, to understand evolving and potentially shifting trends in the epidemic, as well as current efforts by Government and other partners in their response.

Mid-term Review of the Strategic Plan

The Country Programme continues to fulfil the 'core business of UNICEF in Latin America and the Caribbean (LAC)', aimed at monitoring the situation of children in all its aspects as well as

monitoring the implementation of recommendations by committees overseeing implementation of the CRC and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). Such role is crucial in all countries, including upper-middle-income countries and high-income countries, re-confirming the universal mandate of UNICEF. Moreover, a substantive portion of UNICEF-supported actions aims at influencing (sub-) national policies and programmes. Where needed, this work is complemented through the implementation of model projects at the sub-national level, particularly in selected areas where the most disadvantaged populations are living. Further emphasis on the combination of 'upstream' policy work together with sub-national level modelling, also in the context of middle-income countries, allows for a continuous learning and obtaining evidence from local experiences that could be used in designing and strengthening national policies and programmes.

Increasingly, UNICEF's programmatic role is evolving and addressing emerging issues that affect the rights of girls, boys and adolescents. Such emerging issues, currently not fully mentioned in the Strategic Plan, include: a) emerging health agenda – health systems strengthening, non-communicable diseases, obesity, adolescent health; b) integrated early childhood development; c) secondary education; within LAC, particular attention to 'boys' education given their high drop-out rates in secondary education as well as sustained attention to enhancing inter-cultural (bilingual) education; and d) prevention of adolescent pregnancy and linking such efforts with addressing (sexual) violence against girls. It is suggested that these areas be better reflected in the Strategic Plan through specific results and indicators. Moreover, a review of Programme Information Database (PIDB) coding is suggested, so that such emerging programme issues are adequately reflected. This will also allow for better reporting on results and funding spent.

Several programmes have identified, as part of the analysis of barriers and bottlenecks, the need to address social norms, and therefore to include a component of Communication for Development (C4D), a behaviour-change communication approach. This is currently not a specific strategy in the Strategic Plan and it is suggested to reconsider reintroducing this strategy as one of UNICEF's corporate strategies. This will also allow better reflection and reporting on the type of work ongoing that uses C4D approaches. Similarly, considerable South-South cooperation (SSC) is ongoing with other countries in the region and beyond. Based on the 2030 Agenda and the evolving changes in the aid environment, it is expected that the application of this strategy will only continue to increase. However, so far it has been difficult to demonstrate UNICEF's value added to obtaining specific results for children through SSC. Therefore, it is recommended to continue with efforts, also as part of the MTR of the Strategic Plan, to provide global tools for measuring the results of SSC. Linked to SSC is also the need to strengthen our knowledge management function. Although efforts are made at the Country Office level, it is also recommended to increase global efforts to strengthen the knowledge management function. This could also include increased emphasis on supporting evaluation of (sub-) national policies and programmes, rather than focusing only on UNICEF programmes. With limited resources available, a shift in attention to the type of evaluations expected is suggested.

Finally, many country programmes in LAC are facing resource constraints, and while income from the Private Fundraising and Partnerships (PFP) division has been growing and such resources are increasingly being re-distributed in the region through the Regional Thematic Fund, many country offices remain highly dependent on income from Regional and Global Thematic Funds and global set-aside funding (in addition to Regular Resource allocation). With such income, UNICEF is still in the position to deliver on substantive results and to exercise its mandate by addressing the persisting inequities in LAC countries. Therefore, as part of

discussions of a potential new resource allocation system for UNICEF, it is strongly suggested to ensure that the current minimum levels of Regular Resources are maintained, while at the same time adjustments could be made to criteria for allocation of global set-aside and thematic funds, re-orienting more of such resources to 'donor-orphan' regions, such as Latin America and the Caribbean.

Summary Notes and Acronyms

ABC – Brazilian Cooperation Agency
ACA – Agenda for Amazonian Children
AMP – Annual management plan
BCPAS - Communication and public advocacy strategy
BOS – Business operations strategy
BW – Baby Week
C4D – Communication for Development
CEDAW – Convention on the Elimination of All Forms of Discrimination against Women
CMT – Country management team
CNJ - National Council of Justice
CPD – Country Programme document
CPMP – Country Programme Management Plan
CRC – Convention on the Rights of the Child
DCTs – Direct cash transfers
ECA – Statue on Children and Adolescents
GoB – Government of Brazil
GSSC – Global Shared Services Centre
HACT – Harmonised approach to cash transfers
HIV – Human immunodeficiency virus
HQ – UNICEF Headquarters
HR – Human resources
ICT – Information and communication technology
IHA – Index of adolescent homicide
IMEP – Integrated monitoring and evaluation plan
LAC – Latin America and the Caribbean
LACRO – UNICEF's Latin America and Caribbean Regional Office
LGBT – Lesbian, gay, bisexual and transgender
LTAs – Long-term agreements
M&E – Monitoring and evaluation
MoRES – Monitoring of results for equity system
MTCT - Mother-to-child transmission (of HIV)
MTR – Mid-term review
OPSCEN – Operations centre
PAS – Performance appraisal system
PSFR – Private sector fundraising
PIDB – Programme information database
SITAN – Situation analysis
SSAFE – Safe and secure approaches in field environments
SSC – South-South cooperation
TSSC – Trilateral South-South Cooperation
UN – United Nations
UNDSS – United Nations Department of Safety and Security
UNFPA – United Nations Population Fund

UNHCR – United Nations High Commissioner for Refugees
UNICEF – United Nations Children’s Fund
UNV – United Nations Volunteer(s)
UPC – Urban centres platform

Capacity Development

UNICEF Brazil continues to strengthen the capacities of municipal officials to accelerate progress on key social indicators under the Seal of Approval initiative. Community mobilisers from over 1,000 municipalities participating in the Seal in the semi-arid and Amazon regions strengthened their capacity in various areas: early childhood development (ECD); prevention of child abuse and exploitation; combating racism; adolescent participation in public policies; providing essential services to schools in need (such as water, bathrooms and kitchens); holistic education; inclusive sports; and climate change. Community organisers also learned about ways to collect and present data effectively, and deepened their understanding of the role of local, state and federal actors.

UNICEF also provided training to adolescents on life skills and strengthened their capacity to advocate for their rights under the Municipal Seal in the semi-arid and Amazon regions, and conducted similar work in eight of the largest Brazilian capitals. UNICEF and partners trained 2,000 adolescents on using tools to mobilise youngsters for the reduction of inequalities. These adolescents, in turn, activated their peers by using videos, memes, photos and other tactics.

Concrete numbers on the prevalence of violence against children and adolescents remain unknown, and largely due to the tolerance to rights’ violations by segments of Brazilian society. Because of this, it is critical to promote positive social norms and to strengthen capacities of actors in the rights guarantee system. In partnership with Futura TV Channel and Childhood Foundation, UNICEF produced videos for a child-friendly series, portraying fictional stories around sexual exploitation and abuse, and using puppets to convey information related to prevention, identification and assistance of victims. Workshops were conducted to test the proposed methodology, reaching 1,184 teachers at 216 schools and 686 professionals dealing with child protection issues.

Evidence Generation, Policy Dialogue and Advocacy

Understanding the situation of children and adolescents in the Amazon region, where some of the worst social indicators in Brazil are concentrated, is a challenge. Lack of quality data has made it difficult to see the inequalities UNICEF must act on. In 2015, UNICEF and partners finalised the situation analysis (SITAN) for children and adolescents in the Amazon, the first time such analysis was carried out in the last 10 years. It highlights that 2.2 million children and adolescents live in extreme poverty; almost twice the national average poverty rate. SITAN findings informed a UNICEF-led advocacy effort with all governors in that region, leading to the signing of a joint agenda for Amazonian children (ACA). The document sets out specific regional goals and seeks to support governments to improve the well-being of children, tracking progress against key social indicators.

UNICEF and partners launched the fifth edition of the “Index of Adolescent Homicide”. The publication showed alarming figures on homicides of adolescents in the country and predicted that, if present conditions remain unchanged, over 42,000 will have been killed by 2019. Upon launch, the media published 116 news stories, with prime-time coverage reaching over 15 million people. Subsequently, the federal Government created a commission to propose legislative and political measures to reduce murder rates by 5 per cent per year and produce

data that will inform public policy, among other initiatives.

Implementing partner Instituto Paulo Montenegro and UNICEF documented data on the large urban centres where UNICEF works, and used it for advocacy to reduce intra-urban inequalities. Municipal authorities often do not prepare policies based on this type of evidence. The information was shared at a national seminar attended by mayors and/or deputy mayors of five of the largest cities in Brazil, showing their commitment to children's rights.

Partnerships

Results accomplished by UNICEF in 2015 would not have been possible without:

- The work of civil society organisations has been essential for a stronger relationship with 1,200 municipalities supported by UNICEF under the Seal and urban centres methodologies. Collaboration with the private sector (including Petrobras, Fundação Telefônica, Unilever and electric companies) has provided support to accelerate progress on key social indicators.
- UNICEF, the Ministry of Education, the indigenous organisation Coordination of Indigenous Organisations of the Brazilian Amazon and education secretaries at the state and municipal levels organised a workshop with participants hailing from across the Amazon to discuss good practices in indigenous education and bilingual education policies. This is a benchmark for indigenous rights that led to a joint plan to improve education policies for indigenous populations.
- A 20-year partnership with Itaú Bank – one of the largest in Latin America – celebrated the Itaú-UNICEF Award, putting the spotlight on innovative projects that exemplify quality education. The partnership with Itaú is one of the oldest with the private sector for UNICEF globally.
- Support from global cosmetic giant MAC, through its foundation, helped to significantly improve services for young people at risk of HIV infection in the city of Fortaleza. Based on this success, the initiative expanded to two additional Brazilian cities and more will join in 2016.
- In Sao Paulo, Brazil's largest city, UNICEF, World Vision, the public opinion institute IBOPE and other partners released a survey on the perception of 800 children and adolescents about life in the city. The media disseminated the results, which are being used to influence public policies for children.
- UNICEF's partnership with the Walt Disney Company and ESPN Brazil helped to ensure that governments, communities and social actors develop public policies on the right to education and play. Joint work in eight Brazilian cities reached over 30,000 children.

External Communication and Public Advocacy

UNICEF launched its Brazil communication and public advocacy strategy 2015-16, and in the first year already surpassed one of its targets, reaching nationally 119 million people in 2015 in support of children's rights (goal was 90 million by 2016); and it is on its way to surpass the second target, engaging 3.6 million citizens in 2015 (goal is 4.5 million by 2016).

The 25th anniversary of Brazil's ECA offered numerous opportunities for action in 2015. UNICEF launched a report with a 25-year review of key social indicators that showcased the impressive progress Brazil has made, and the inequalities that persist. The headline was the increase in adolescents' homicide; for which Brazil ranks second in the world. The messages

reached over 25 million people.

UNICEF launched a digital initiative that drew on real situations of inequity lived by millions of children worldwide. In less than three months since its launch, almost 7 million people engaged with the video, which reached 24 million people.

On November 20th, Universal Children's Day, UNICEF joined the global campaign #FightUnfair by launching a video-testimonial by mothers of homicides victims. In five weeks, almost 210,000 people engaged with the video, which reached more than 1.2 million people.

UNICEF participated in the public debate about the possible reduction of the age of criminal responsibility from 18 to 16 years of age. In only two weeks, a UNICEF video and messages on social media against such reduction reached over 17 million people and engaged 1.3 million people.

UNICEF Brazil broadened its base of support in social media to almost 700,000 followers. On Facebook UNICEF reached more than 96 million people and engaged more than 3.2 million people. On Twitter, UNICEF secured 372,000 followers and potentially reached 11 million people.

South-South Cooperation and Triangular Cooperation

UNICEF strengthened its overall relations with the Government of Brazil (GoB), especially in the areas of child and social protection. UNICEF supported high-level GoB participation and advocacy in the International Seminar on Social Protection in Dakar, the subsequent Ministerial Meeting of the African Union on Social Development, Labour and Employment in Addis Ababa, and the UN World Conference on Disaster Risk Reduction in Sendai, contributing to ensure a strong focus on child rights in the outcome documents.

Strategic partnerships were also established with the state governments of Rio de Janeiro, São Paulo and Bahia, and the Lula Institute.

Formal trilateral South-South cooperation (TSSC) progressed with Angola, Ethiopia, Guatemala, Jamaica, Lesotho, Paraguay and Tunisia. The first phase of TSSC with Ethiopia on water, sanitation and hygiene resulted in the design of a technical project for a pilot sewage system in Wukro Town, with a direct impact on 859 Ethiopian households. In Tunisia, the TSSC supports the restructuring of the national social protection system and complementary monitoring and evaluation mechanisms.

Brazil's TSSCs with Angola, Guatemala and Lesotho resulted in advanced inter-sectoral approaches and political commitments towards integral social protection in all three countries.

Following 2014 scoping missions in Jamaica, a formal TSSC project document was developed and approved, focused on sexual violence and abuse, in support of Jamaica's child protection system.

A high-level visit to Brazil from Paraguay resulted in a commitment to adapt Brazil's model of the Reference Centre for Social Assistance, as a step towards an integrated social protection system.

The roll-out of TSSC guidelines, developed by the GoB and UNICEF, promoted capacity

development on CRC principles and Results Based Management among government actors in Brazil and collaborating countries, and informed UNICEF discussions at the global level regarding SSC tools and forms of engagement.

Identification and Promotion of Innovation

UNICEF brought together major mobile provider, TIM, and municipal education secretaries to tackle head-on the challenge of 3 million out-of-school children in Brazil. The technological solution, based on RapidPro, combines innovation in mapping with real-time identification of the barriers that prevent children from attending school. Testing in one pilot municipality provided critical insights for the upcoming roll-out to 20 more municipalities. The ministries of Education and Social Development are helping to ensure success; the data generated by this initiative can shape policies for those not yet included.

The effort to identify out-of-school children is also part of UNICEF's work in some of the largest cities in Brazil, where adolescents interviewed their peers who were out of school to understand their perceptions and reasons. This information will help to ground municipal policies aimed at bringing adolescents back to school.

In the semi-arid region, UNICEF and partners developed a web-based platform for monitoring and evaluating 27 child-focused policy actions implemented by approximately 800 municipalities that are participating in the Seal of Approval. This platform will assist municipalities to plan and implement policies more effectively, document results and share experiences. Evaluators determining winners of the four-year Seal cycle will use results posted to the platform. Municipalities have enthusiastically endorsed this tool: 700 municipalities have uploaded over 14,000 postings.

A UNICEF initiative recognised by ministries of Education and Sport is engaging 36,000 students and school professionals to use physical education as an opportunity to include children with disabilities. Trained professionals are also part of an online teacher's network, and exchange their experiences on including children with disabilities through sports.

UNICEF, together with the electric company Neoenergia, promoted an exhibition on UNICEF's work in Brazil and internationally. It attracted 10,433 visitors, 639 new donors (with a much higher acquisition ratio than other fundraising techniques), and media exposure.

Support to Integration and cross-sectoral linkages

UNICEF continues to support municipalities in the Amazon and semi-arid regions and large urban centres to carry out Baby Week (BW), a mobilisation strategy to prioritise early childhood in municipal policies, fostering collaboration among stakeholders (including health, education and protection professionals, civil society and families). Municipalities across the country organised 450 BWs in 2015. In 38 municipalities directly supported by UNICEF and home to 850,000 children under four, 33,296 protection, education and health professionals were involved in more than 5,270 training activities. In 45 per cent of the assessed municipalities, there was a decline in the infant mortality rate between 2012 and 2013.

Youth Aware, a UNICEF-led initiative to raise awareness on HIV prevention and testing/treatment for key populations, brings together stakeholders from government, civil society, adolescents and youth in an "Advisory Group" to guide project implementation. Young people have been playing a key role in the group as "social auditors", challenging and improving the project's work. The initiative's success in Fortaleza led to its expansion to the cities of Porto

Alegre and São Paulo in 2015; agreements for further expansion to Recife, Belém and Manaus are due to be signed in 2016.

School drop-out among adolescents directly contributes to this group's social exclusion. The Ministry of Education agreed to develop indicators to measure the quality of secondary education and to undertake this work, UNICEF brought together various stakeholders on this topic, including an NGO, an adolescent network supported by UNICEF, the National Institute for Education Evaluation and the National Secretariat of Youth.

The cross-sectoral nature of Brazil's social policies is a key lesson countries learn during their exchanges with Brazil. In the cases of Lesotho and Angola, a key benefit of TSSC has been the mobilising power such collaboration brings by gathering government officials from different sectors.

Human Rights-Based Approach to Cooperation

For several years, Brazil had not submitted a report on the implementation of the Convention on the Rights of the Child. The Country Office provided technical support to the former Secretariat for Human Rights in the report preparation process and prepared a confidential submission to help the Committee dialogue with the Government, highlighting the challenges still faced by children and adolescents in Brazil.

The Country Office also prepared a confidential report to the Committee on the Convention on the Rights of Persons with Disabilities (CRPD), describing challenges on social protection, violence, discrimination, access to school and rights of children in indigenous communities or isolated areas.

Both the CRC and CRPD Committees received UNICEF's reports, using them during discussions with the Government and to formulate recommendations.

Through a governmental and social mobilisation initiative in Belém (State of Pará), UNICEF brought to the attention of local and state authorities and civil society the need to identify children and adolescents with disabilities and include them in schools. With UNICEF's support the municipality identified over 1,000 children with disabilities who were not in school and began to take actions to help them fulfil their right.

UNICEF promoted the right to participate in policy-making by supporting networks of most vulnerable groups, such as indigenous leaders and youth living with HIV. During 2015, adolescent networks carried out surveys about rights situation, participated in developing solutions, advocated for public policy changes and monitored progress.

The Municipal Seal of Approval approach used in the semi-arid and Amazon regions and large urban centres continued to utilise strategies inspired by the human rights-based approach, with an equity focus. The Seal helps strengthen capacities of rights-holders and duty-bearers, as municipal officials receive disaggregated data on various sources of inequalities to assist in problem diagnosis and strategic planning.

Gender Mainstreaming and Equality

UNICEF continued to lead various work streams with a gender perspective. A UN volunteer was hired to support this effort.

The SSC and 'Be an Adolescent' units organised a workshop on discrimination based on sexual orientation and gender identity, resulting in a lesbian, gay, bisexual and transgender (LGBT) group of adolescents and youth.

The SSC unit invested US\$16,370.00 in the programme 'Today a Girl, Tomorrow a Woman', in the city of Salvador. Early results demonstrate qualitative improvement in the lives of 100 participating girls, due to psychological monitoring and attendance at workshops on financial education, sexual and reproductive health, identity and citizenship. Following the II International Seminar on Girls Empowerment of 2014, 70 girl leaders organised workshops to disseminate knowledge on girls' empowerment among peers at the local level, reaching over 700 boys and girls.

The SSC, Be an Adolescent and monitoring and evaluation (M&E) units invested US\$ 13,729 in a research project on inequalities based on gender and race, with the Brazilian Institute of Applied Economic Research, Secretariat on Policies for Women, and UN Women. The project analysed progress and challenges in the lives of Brazilian girls in the two decades of Beijing+20.

The Be an Adolescent unit invested US\$35,735 in a study with UNFPA and implementing partner INDICA to enhance knowledge and give visibility to gender equality as related to girls through:

- A Monitoring of Results for Equity System (MoRES) workshop on causes and determinants of adolescent pregnancy in Brazil
- A study about being a girl in contemporary Brazil: constructing gender in a context of inequalities
- A compilation of Brazilian good practices on girls' empowerment.

UNICEF supported the launch of the first research on child marriage in Brazil, resulting in significant press attention.

To better understand the mechanisms of violence, to inform policy-making and support advocacy efforts, UNICEF's child protection unit began implementing a statistical study, addressing violence's impact on children and adolescents, according to gender, race/ethnicity and place of origin.

The SSC unit translated the guidance on Gender-Based Violence in emergencies into Portuguese, which will be included in Civil Defence training in all 5,570 municipalities.

Environmental Sustainability

UNICEF continued to support community-led initiatives to map social and environmental risks. Since 2013 UNICEF Brazil and partners have implemented youth-led digital mapping of social and environmental risks, to increase the capacity of adolescents, through digital tools, to explore their territories and identify areas for improvement. Over 100 children and adolescents from public schools in Rio de Janeiro, Maceió and Manaus created maps of their communities and developed action plans to change local reality, using the youth-led digital mapping technology.

The semi-arid region, the most vulnerable to climate change in Brazil, is currently in its fourth year of drought; one of the worst in half a century. This affected the active and full participation by several municipalities enrolled in the UNICEF Municipal Seal of Approval in 2015. Nonetheless, 57 participating municipalities reported the implementation of public actions in schools for better adjusting students to environmental and living conditions in the semi-arid.

In the Amazon region, also subject to drought, flooding and forest fires, UNICEF and partners trained officials from 370 municipalities on the impact of the climate change on children and adolescents. Supporting material was developed and distributed to the municipalities. The training helped build their capacities to develop different actions involving children and families to reduce the impact of climate change on their lives.

Effective Leadership

During preparation of the Country Programme 2017-2021, UNICEF organised a staff retreat in February with 45 staff members. Participants exchanged ideas and experiences and initiated discussions on the broader lines of UNICEF's future work in Brazil, focusing on the most vulnerable populations.

At a 'strategic moment of reflection' in May, UNICEF teams from Brazil, HQ and LACRO, along with partners, agreed on key priority areas of work. A draft Country Programme document (CPD) was prepared by mid-year and shared with staff, LACRO and HQ. The country management team (CMT) reviewed and cleared the revised draft in December, and decided on next steps for finalising the CPD and preparation of the Country programme management plan (CPMP).

The Country Office prepared the biannual management plan 2015-2016, which was approved by the CMT in July. The delay was due to summer holidays when most staff is on leave.

Formerly vacant posts (Heads of Human Resources and Administration & Finances) were filled in August and March, respectively.

In October, the Country Office was among the pilot countries that moved transactions related to finance and master data management to the GSSC. The Country Office contributed with staff members to the advance and pilot teams in Budapest and LACRO to test the MyCase tool and process transactions in the piloting period.

Chiefs of section and managers regularly monitor management indicators and share them with the CMT. In addition, bi-weekly management reports are shared at Programme and CMT meetings, along with programme status indicators.

UNICEF was engaged in the implementation of activities agreed upon based on the results of the global staff survey. The Staff Association took significant steps by finalising its statutes and work-plan.

Financial Resources Management

Starting in October, UNICEF Brazil migrated some of its financial transactions to the GSSC in Budapest. No major disruption of services was identified during the migration process. However, delays in payment processes were experienced at the end of the year.

UNICEF Brazil opened a new account at Citibank, with support from NYHQ, and began implementing electronic payment processes.

With support from the Division of Financial and Administrative Management, UNICEF obtained corporate credit cards for purchases and travel. They are intended for processing of small value procurement/services, such as the payment of boarding fees related to the 200 free domestic

flights made available to UNICEF in 2015 through a partnership with TAM Airlines.

UNICEF conducted 22 spot checks and almost all planned programmatic visits regarding Harmonized Approach to Cash Transfers (HACT) Assurance Activities, used Global Long-term agreements with Moore & Stephens and conducted 7 micro assessments and 12 financial audits.

Direct cash transfers (DCT) were closely monitored. By the end of 2015, UNICEF had no DCTs outstanding for more than nine months and US\$ 35,889 between 6-9 months.

A large percentage of UNICEF Brazil's income is generated through private sector fundraising. Management of contributions continued to improve as negotiations with donors are carried out to protect UNICEF's best interest, and with close follow-up on grant expiration, resulting in timely utilisation of contributions.

Fund-raising and Donor Relations

In 2015 UNICEF increased income from individual donors by 55 per cent to US\$7.2 million. Due to the sharp devaluation of the Brazilian currency against the dollar, the growth in dollars was only 10 per cent. Income from individual donors represents 69 per cent of total income raised (60 per cent in 2014). This growth is the result of investments in different channels generating flexible pledge income.

Income from corporate partners was stagnant, due to delays in the signing and payment of corporate partnerships; US\$ 2,800,000 was generated. Nevertheless, UNICEF retained 85 per cent of its existing partnerships and signed five important new partnerships that will generate substantial income in 2016. The Country Office is encouraged by the level of engagement of current donors, as they have directly contributed to improving programme initiatives and targeting most vulnerable populations.

Overall, the fundraising team realised 33 per cent growth (in local currency). Furthermore, quality of income improved, since the flexible and sustainable portion was substantially increased, thanks to increasing pledge individual income. The Brazil Country Office contributed US\$1,000,000 to regular resources, an increase of 300 per cent over 2104.

The strategic focus on continuing to invest in private sector fundraising (PSFR) has proven to be crucial, since public sector contributions were more limited in 2015 (US\$ 416,024), down from US\$ 3,257,545 in 2014.

Twenty-six donor reports were prepared in 2015, of which 22 (84 per cent) were sent on time, and four after the deadline, due to the transition to a new donor report template and quality control. A total of 99 per cent of grants were implemented within the expiry dates.

Evaluation

UNICEF Brazil achieved 90 per cent of its integrated monitoring and evaluation plan (IMEP) implementation: eight activities are on track or completed, one was discontinued. The Office produced formal criteria for inclusion of activities in the IMEP:

- Being in line with the current Country Programme or necessary as evidence for the planning of the next one
- High potential for public advocacy for the rights of children and adolescents
- High likelihood of implementation as planned (firm commitments, funding available or potential)

to raise funds)

- Generating or strengthening knowledge in diverse thematic areas
- High potential for capacity development (internal and external).

The Country Office is using last year's evaluation of the Municipal Seal of Approval initiative as a source of evidence for working at the local level, and for continuing to invest in the most vulnerable areas of the country. The report provides lessons for the preparation of UNICEF Brazil's next Country Programme.

An independent evaluation on the 'Youth Aware' HIV/AIDS project, to support improvement, replication and scaling-up of the initiative, is currently underway. An equity-focused M&E strategy to generate knowledge, evidence and data for the planning and implementation of the new Country Programme is underway. This initiative will increase the quality of UNICEF's M&E planning and proposals.

UNICEF Brazil's M&E team participated as lecturers in various conferences, and helped re-position UNICEF as an important partner contributing to building capacities, including equity-focused M&E. Proposals for further collaborations are being discussed.

Efficiency Gains and Cost Savings

UNICEF Brazil continued to undertake cost-saving initiatives, due to increases in operating costs and escalating local staff salaries. The Country Office entered into a partnership with TAM airlines that resulted in the donation of air tickets for internal flights. This partnership has generated savings which amount to approximately US\$ 58,000.

Supply Management

The total value of procurement in 2015 was US\$ 5,941,808. Of the total, 93 per cent represented services, of which 84 per cent were related to PSFR activities in the country. The table below summarises the total value of supplies and services procured by UNICEF Brazil.

UNICEF Brazil 2015	Supplies	Services	Total
Communication & Partnerships	4,093	32,370	36,463
HIV/AIDS	0	45,926	45,926
South-South Cooperation	97	12,222	12,319
Learn	81,960	0	81,960
Monitoring & Evaluation	0	79,854	79,854
Operations	162,353	298,719	461,072
Resource Mobilisation & Partnerships	108,338	4,650,147	4,758,485
Sports for Development	131	142,801	142,932
Be an Adolescent	12,304	60,372	72,676
Other Offices	26,687	194,930	221,617
Protection	0	28,504	28,504
Total	395,964	5,545,845	5,941,808

The bidding process for additional long-term agreements (LTAs) for face-to-face and telemarketing in support to our PSFR activities was finalised and put in place. The Office issued and shared with other UN agencies two LTAs for transportation services (taxis). In addition, six new LTAs were issued with information and communication technology (ICT) companies to develop applications for cell phones, part of a global initiative led by UNICEF Brazil in innovation.

The business operations strategy (BOS) developed a delivery platform for common operations, integrating operational support with programme delivery in the areas of procurement, travel, ICT and human resources.

The partnership with TAM Airlines negotiated by the resource mobilization and partnerships team resulted in UNICEF receiving 200 air-tickets at no cost, except for boarding fees, generating savings estimated in US\$ 58,000.

Security for Staff and Premises

The Country Office management team participated in the bimonthly security management team meetings held by the UN Country Team, and shared all relevant information with staff members, including security precautions prior to public demonstrations that occurred throughout the year.

The United Nations Department of Safety and Security (UNDSS) in Brazil conducted two security risk assessments this year and shared the results with security focal points, who were kept aware of the latest security conditions in Brazil. Specific security risk assessments were conducted for staff members' missions to high-risk areas, such as populous communities in large urban centres and isolated indigenous areas.

The Country Office kept track of all staff and individual contractors' security training and certifications. No new travel authorisations were granted to any staff or individual contractors who did not provide a security training certification.

UNICEF has a security warden system and an evacuation plan in place, which is stated in the Office's standard operating plan and security plan.

During this year, the Office conducted one calling tree and two fire drill exercises in coordination with UNDSS.

The Regional Office allocated to UNICEF Brazil US\$ 20,000 for this year, used to cover the Country Office's participation in training for safe and secure approaches in field environments conducted in Rio de Janeiro and Belém. Personnel from the semi-arid, Amazon and urban centres platforms attended the courses.

UNDSS conducted a facility safety and security survey of UNICEF premises, including the Belém, Manaus and Salvador zone offices, and also for the residences of new international professionals.

Staff members and individual contractors were instructed to report any incidents to the security focal point in the zone office or to UNICEF Brazil security focal point. The reports were registered using the template shared by operations centre (OPSCEN). After submission, copies were shared with OPSCEN and UNDSS.

Human Resources

The Office followed UNICEF procedures regarding selection policies and recommending staff based on the required technical skills and competencies, while taking into consideration gender and geographical diversity. The human resources (HR) team prepared a comprehensive recruitment plan for vacant posts and discussed with each unit. Throughout the year, HR worked in close collaboration with unit heads on the selection processes for these posts, providing high quality and timely selection processes and taking all steps to comply with established management indicators. Staff and non-staff recruitment was continuous and dynamic. HR put extra effort into supporting the units to write quality terms of reference, following the specific, measurable, achievable, results-focused and time-bound (SMART) format for consultants and individual contractors.

Management of staff performances was an ongoing process, involving a change in culture. The Office ensured that the required time was devoted to performance planning, review and evaluation. Several efforts were made to improve the percentages for performance appraisal system (PAS) completion by the deadlines. Quality has improved with the review of all submitted mid-year PAS. However, the training of new staff planned for 2015 was postponed to 2016 due to other organisational priorities.

The results of the last staff survey were incorporated into discussions during the staff retreat, in order to develop an action plan jointly. The plan was developed by the Staff Well-Being Committee to improve staff well-being and motivation; several activities took place since the approval of the plan.

Regarding HIV in the workplace, UNICEF Brazil implemented some activities by informing new and existing staff to complete the mandatory online course and providing male condoms in all the offices.

Effective Use of Information and Communication Technology

Acquisition of new equipment and software by UNICEF Brazil improved users' efficiency by reducing equipment downtime for maintenance and troubleshooting, and also released ICT staff's time to work on other priorities. Implementation of the Light Office modality, whereby users use the service support centre server in the Brasilia office, allowed the retirement of the servers in zone offices, and reduced ICT complexity while increasing efficiency.

In March, UNICEF Brazil and the TIM Institute signed an innovative partnership to develop a technological solution for an active search of out-of-school children and adolescents. It is based on RapidPro and will enable mapping and real-time identification of barriers that prevent children and adolescents from attending school. The TIM Institute is fully funding the development of the tool. UNICEF is increasingly using real-time information, two-way communication and citizen engagement initiatives through mobile technology.

UNICEF deployed RapidPro in support of selected flagship initiatives, including U-Report and targeted communication and data collection from Brazilian adolescents. U-Report allows citizens to speak out via SMS and other channels on what is happening in their communities. It provides a forum to amplify voices through the local and national media, sends alerts to stakeholders about the issues being faced in their communities and feeds back useful information to the U-Reporters.

UNICEF Brazil significantly expanded its presence in digital world in 2015. The Facebook page

increased its following from 135,000 to over 260,000 people. On Twitter, it secured 372,000 followers. On Facebook and Twitter combined, UNICEF Brazil reached over 119 million people. This was possible thanks to planned digital strategies and quick response to external events. Two key moments included: the launch of a report celebrating the 25th anniversary of the ECA and of the “There Is Still Time” video, already seen by over 7 million people.

Programme Components from Results Assessment Module

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 Infant mortality, maternal mortality, chronic malnutrition and early pregnancy are reduced in Brazil, especially in the Amazon and Semi-arid regions and among indigenous and afro-Brazilians; and a comprehensive National Policy for Early Childhood created and implemented with good practices and lessons learned systematized and disseminated in Brazil and in other countries.

Analytical Statement of Progress:

As part of the mobilisation for early childhood rights, UNICEF continued to support municipalities in the Amazon, semi-arid regions and large urban centres to organise Baby Weeks (BW). BWs are a social mobilisation and public awareness component of the UNICEF Seal of Municipal of Approval and the PCU methodologies, utilised as a strategy to prioritise early childhood in municipal policies.

A total of 450 Baby Weeks were carried out in 2015 in these geographic areas. Thirty-eight municipalities (home to 870,540 children under four) received directly support from UNICEF in the preparation of BWs. In these municipalities, 33,296 protection, education and health professionals were involved and more than 5,270 training activities were carried out. Of the 38 municipalities where UNICEF worked directly, 37 municipalities in Pernambuco, Alagoas and Paraíba states were specifically assessed, with the following results: 68 per cent increase in pre-school enrolment; 78 per cent increase in the number of day care posts; 87 per cent of pregnant women accessing seven or more antenatal care visit. In 45 per cent of the 37 municipalities, there was a decline in the infant mortality rate, especially in the neonatal component.

The first Baby Week, in the State of Rio de Janeiro, was organised inside a prison facility and resulted in greater visibility for the situation of pregnant inmates, mothers and their babies. As a result, Rio Janeiro’s justice system and legislative body is working on procedures and laws to avoid unnecessary imprisonment of pregnant women and mothers with small children, and made a decision to prioritise judgments in such cases. The BWs also contributed to the resumption of pre-natal care for pregnant inmates. These achievements were a result of state government, justice sector and civil society partners’ active involvement and the development of clear and effective advocacy messages.

As explained under Output 7, in November 2015 the governors of all nine states in the Amazon region signed a commitment to the Amazon Children’s Agenda. Among the seven commitments, two are aimed at eliminating preventable deaths of children under one year of age to reduce indigenous infant mortality and the number of unnecessary C-sections. It is important to mention that indigenous child mortality is two times higher than the mortality of other Brazilian children. Although C-section prevalence in the Amazon region is not the highest in the country, it has followed the same upward national trend, including among indigenous women.

OUTPUT 1 Semi-arid and Amazon municipalities enrolled in the UNICEF Seal and large urban centres enrolled in the Urban Centre Platform have access to gender sensitive international standard tools or methodologies, culturally adapted to improve vulnerable families' competencies breastfeeding, complementary and healthy food, normal delivery benefits and emergency preparedness to care for children aged zero-to-six years.

Analytical Statement of Progress:

In the first semester of 2015, during Baby Weeks taking place in five municipalities in the semi-arid region, UNICEF trained 319 health and education professionals, college students and NGO staff to work with the 'Strengthened Brazilian Families Kit' (FBF Kit), consisting of booklets developed by UNICEF offering information on child care. The FBF Kit targets parents of children aged 0 – 6, particularly in low-income areas, using a rights-based approach to address issues such as health, education, development, child protection and participation in decision-making. The 299 community health workers trained to use the kit will share their knowledge with around 44,850 families during home visits. In Natal alone (Rio Grande do Norte state), 100 community health workers had used the FBF Kit in home visits to 15,000 families in areas of great social vulnerability by end-2015. Building the capacity of community health workers facilitates indirectly reaching a large number of people, and incorporating good child care tools into existing public policy.

In Fortaleza (Ceará state) the FBF Kit was used to train community health workers working in the programme "Cresça com seu filho" (Grow with Your Child) developed by the Fortaleza Municipality and partners. One of the main objectives is to promote family participation in child monitoring and development. The programme also seeks to integrate actions in health, education, social development and human rights. The main goals of the programme are: 600 community health workers carrying out home visits in places where they work; monitor 8,539 children under three years and 1,188 pregnant women in families with very low monthly income.

In partnership with the State University of Rio de Janeiro, a long distance learning course (<http://www.telessaude.uerj.br/site/>) on the FBF Kit and the Rights of Pregnant Women and Babies was developed. The course became available in December 2015 and will offer 100 openings monthly. The online course will allow for broader dissemination of information on the Kit across the country, at lower cost, reaching health workers and health agents nationwide.

OUTPUT 2 Federal, State and Municipal government and social actors of 50 per cent of the municipalities of the States in the Semi-arid and Amazon Regions, and large urban centres enrolled in the Urban Centre Platform, are using methodologies and tools to promote early childhood policies and are implementing an Integrated Policy for ECD prioritising actions aimed at accelerating the reduction of maternal and neonatal mortality and early pregnancy.

Analytical Statement of Progress:

In 2015 the city of São Paulo held its first BW in Tiradentes, a poor district in the metropolitan area of Brazil's largest urban centre. Close to 250,000 people live in Tiradentes, including 13,760 children under four years of age. Despite the city's wealth, the region is marked by social and economic inequalities. Through a participatory process, Baby Week has promoted reflections on the quality of life in the area, including by analysing progress against 14 indicators related to child rights. Government and civil society elaborated a document calling for improved quality of public policies for children under six. The document was presented in fora and spaces for discussion and deliberation of public policies, especially the Municipal Conference for Children and Adolescents Rights of São Paulo.

In Fortaleza (Ceará State), BW mobilised 27,020 people, including babies, mothers, fathers, adolescents, pregnant women and health, education and protection professionals. Participants included 8,203 parents, 2,073 pregnant women, 2,731 babies, 2,865 children of other ages and 839 adolescents. Amongst others, more than 96 participating institutions helped organise 955 activities in health units, early childhood education centres, social service centres and universities.

Of 1,272 municipalities participating in the UNICEF Municipal Seal in the Amazon, semi-arid and urban centres platform, 822 (64.6 per cent) received direct support from UNICEF and partners for the elaboration of municipal plans for early childhood. Of the total elaborated plans in the semi-arid states, 41 have already become municipal laws and 21 are being assessed by municipal councils. The municipal plans serve as the basis for fulfilment of early childhood rights at the local level.

Over 1,400 participating adolescents took leading roles in formal public policy-making initiatives, including those related to ECD and maternal and child health.

In November 2015, UNICEF and its network of civil society partners advocated with the federal Government for the signing of a decree regulating Brazilian legislation related to the sale of nursing and breast-feeding equipment. The President signed the decree, which is essential to ensure that proper procedures are followed for breastfeeding protection.

OUTPUT 3 The National Indigenous Policy is strengthened, with specific tools and gender sensitive methodologies to work with indigenous ECD.

Analytical Statement of Progress:

In 2015 UNICEF, in partnership with the Bahia State Government and Indigenous Health Secretariat of the Ministry of Health (MoH), carried out the "Talking About Food and Nutrition of Indigenous Children in the Bahia Semi-Arid" initiative. It brought together the indigenous population of Banzaê and Glória municipalities and its main goal was to identify and improve the quality of child and family nutrition. As a result of this work, the Bahia state government and the federal Government are elaborating an unprecedented action plan that focuses on ensuring adequate nutrition of indigenous children in the state.

Banzaê and Glória, where five ethnicities are located, have the highest prevalence of child malnutrition in Bahia state. During the implementation of this initiative, topics such as the relevance of breastfeeding and healthy complementary feeding were discussed, thus contributing to improving health care programmes and food security among indigenous children in that state. The initiative also discussed sustainable methodologies for child nutrition, culturally adapted to local indigenous production. Indigenous health teams were mobilised to support exclusive breastfeeding and healthy complementary feeding in 17 villages. Workshops on promotion of multicultural dialogue involved 150 women, 10 indigenous leaders, 10 adolescents, 31 indigenous professionals and 34 non-indigenous. Indigenous women presented proposals to improve the health and nutrition of their children.

In June 2015, during a meeting of the VI Hemispheric Network of Parliamentarians and Former Parliamentarians for Early Childhood, held in Brazil, UNICEF raised the issue of inequality, focusing on indigenous children and adolescents, and recommended that all countries in the hemisphere prioritise this issue on their agendas. In the official document entitled "Recommendations for the Brazilian Executive Power and Other Countries in the Region", the parliamentarians argue that legal norms should be harmonised at all governmental levels,

facilitating the implementation of comprehensive public policies, differentiated and decentralised, with priority given to the most vulnerable populations: indigenous, Amazonian, African-American and disabled people. In its Work Plan 2015/2016, the Network committed to supporting the development of comprehensive public policies specific to the aforementioned populations, guaranteeing all rights, respecting diversity with equity and quality. The network's executive secretary has committed to prioritising the indigenous issue at the next meeting, to be held in Mexico in 2016.

OUTCOME 2 Each and every child aged 4 to 17 exercising their constitutional right to basic education; municipalities and state public schools network achieved or surpassed quality official index (IDEB 2015) goals; teachers and municipal education and school managers have their capacities developed for quality education; basic education drop out and retention rates of most disadvantaged boys and girls decrease in the Amazon, Semi-arid and in the 174 municipalities with more than 150 thousand inhabitants, especially among indigenous, *quilombola*, riparian, Afro-Brazilian children and adolescents, those with disabilities, and also the most vulnerable to emergencies and disaster risks.

Analytical Statement of Progress:

As in 2014, UNICEF focused its institutional and communication work under this programme component on an agenda for education inclusion, including by carrying out advocacy and social mobilisation to guarantee the right to learn to each and every child and adolescent at all levels. These efforts involved mobilisation and partnerships with NGOs, civil society, the private sector and municipal and federal governments.

Currently only 27.9 per cent of children aged 0-3 years have access to day care centres in Brazil. UNICEF supported a national coalition to push for the implementation of Brazil's "Guidance for Early Childhood Education", aiming at establishing parameters through combined strategic actions. As a result, 2,241 schools in São Paulo city have worked in line with the guidance; in States such as Maranhão and Acre, 652 teachers were trained as part of a strategy to put the guidance into practice for improved early childhood education at the municipal level. Around 10,000 booklets with audio-visual materials were sent to municipal secretariats and educational actors across the country to support teacher training in this effort.

The "Out of School Just Won't Do" initiative continues to be a key communication component of this programme. During the national forum of municipal education secretaries organised by partner Union of Municipal Managers of the Basic Education System (UNDIME), UNICEF launched an active search strategy aimed at guaranteeing the right to learn for more than 3 million out-of-school children and adolescents. At that forum, UNICEF was also able to raise awareness among more than 1,600 local decision-makers in education about the important role of schools in promoting social inclusion.

Around 1,300 municipal managers (at least one from each municipality) were engaged in online training about the participatory preparation of the Municipal Basic Education Plans 2014-2024, in a partnership between implementing partner Ação Educativa, the Ministry of Education and UNICEF. This innovative initiative brings the best of social methodologies to empower local authorities on the participatory process that should inform the preparation of the education plans at the municipal level.

In partnership with UNICEF, the Ministry of Education supported and led the Amazon Regional Seminar on Indigenous Education, gathering the principal actors involved in this field, promoting exchanges, developing training and sharing strategies and bilingual education public policies as

a benchmark for indigenous rights. Education indicators among indigenous populations in Brazil are particularly challenging, in part due to the limited access to contextualised education; the seminar helped raise awareness about the importance of this issue.

Implementation of the national education plan in 2015, approved in 2014, experienced modest progress. An environment of economic and political crisis marked the plan's first year of implementation and the gains in terms of quality and expansion of coverage for pre-school and secondary education were minor. The prospects for similar difficulties in 2016 may also jeopardise needed advances in education in the future.

OUTPUT 1 80 per cent of municipalities from Semi-Arid, Amazon and of those with more than 150 thousand inhabitants strengthened capacity has increased to identify and locate girls and boys aged 4 to 17 who are out of school or in risk of dropping out, and to implement equity focused programmes to ensure the universalization of the right to quality education.

Analytical Statement of Progress:

The current year was marked by the aggravation of the financial crisis in Brazil. The federal budget was reduced and subject to contingency cuts, especially affecting education programmes, with an impact at all levels. This political constraint jeopardises implementation of the national education plan approved in June 2014, and is expected to last until 2024 (this challenge also applies to Output 2.2 below) with specific goals and strategies related to the right learn.

Despite these constraints, UNICEF Brazil was able to push forward the agenda on children's right to learn and education, through its commitments to locally developed public policies and strategies that stimulate an active search for out-of-school children and adolescents:

- 899 municipalities involved in the UNICEF Municipal Seal of Approval in the semi-arid region and one from the PCU implemented programmes/systems for proactive inclusion of out-of-school children and adolescents in basic education.
- Over 1,600 decision-makers in education were mobilised to engage in proactive inclusion system activities for out-of-school children and adolescents, following the launch of a technological system for cell phones with mobile company TIM Institute. The technology will be tested in municipalities in the coming months.

The scope of the 2015 'Week of Global Action' was the first year of national education plan implementation, bringing as its fundamental pillar the "Fora da Escola Não Pode!" (Out of School – No You Can't!) Initiative, through the dissemination of publications and specific data, reaching more than 160,000 social actors across the country. In partnership with UNICEF's Sports for Development programme, the e-course on inclusive physical education was expanded to 15 cities, involving 427 teachers. These public school teachers will act as multipliers within municipal and state education networks. More than 37,000 students were directly involved in 114 local projects developed by the teachers during the e-course. In Rio de Janeiro municipality, the "It's About Ability" strategy for the inclusion of children with disabilities was implemented through capacity building of 180 teachers and education specialists who will act as multipliers in their communities. This strategy received UNICEF support, and will be replicated in other large urban centres around the country.

In the context of the urban centres platform, 601 adolescents were engaged in participatory processes to identify out-of-school students and influence their peers to guarantee higher levels of inclusion and lower drop-out rates.

OUTPUT 2 90 per cent of municipalities from Semi-arid, Amazon and those with more than 150 thousand inhabitants strengthened capacities to guarantee Quality Basic Education to all children and adolescents, particularly the most marginalized, reducing inequalities, decreasing drop out and retention rates and increasing enrolment and attendance, literacy, learning achievements and conclusion rates.

Analytical Statement of Progress:

Under the scope of the UNICEF Municipal Seal of Approval in semi-arid states, civil servants in 899 municipalities were trained and are able to evaluate the level of literacy of children in basic education; promote access to water, toilets and kitchens in schools; implement ethical and racial diversity laws; and develop actions adapted to local environmental conditions.

During UNDIME's national forum in June 2015, over 1,600 decision-makers in education were mobilised to implement the national guidelines for early education curricula. At this event, the publication "Guidelines in action: quality in day-to-day early education" was launched with immediate acceptance by municipalities and education officials.

A total of 60 municipalities in Ceará state implemented the strategy on the right to play and sports via 720 educational and cultural activities. This new approach for quality of early education, incorporating the national guidelines, has the potential for national scale-up.

The 11th Itaú/UNICEF awards ceremony was launched with an emphasis on social initiatives related to strengthening the relationships between NGOs and public schools for integral education. All 1,947 participating projects, from all Brazilian states, offered a good portrait of the Brazilian reality and presented actions that could contribute to the full development of children and adolescents. The quality of the 32 winning projects showed that UNICEF is on the right path to guarantee integral educational that guarantees the right to learn. In November 2015, a publication on how schools and NGOs develop partnerships to inspire new experiences throughout the country was launched.

Through a combined effort by the Ministry of Education, the NGO Ação Educativa and UNICEF, 5,570 municipalities were mobilised, informed and technically supported to guarantee access to participatory processes and/or revision of municipal education plans. The 220 educational evaluators, hired by the Ministry and responsible for supporting municipalities to build their education plans, were also trained to encourage the use of materials. In addition, a long-distance course on how to ensure participation in the preparation of education plans was undertaken, with 1,300 participants including members of municipal and state education forums, school and education councils, municipal and state education secretariats, teachers, families, students, community leaders and civil society activists.

UNICEF's public advocacy strategy with Rede Globo, a major media network, continued to be implemented. One TV show, two training events with journalists and campaigns on back-to-school and to strengthen the importance of teacher's role took place. These events have influenced and changed the discourse related to education at the national level, in an effort to positively impact public opinion and the media.

The UNDIME 'National Award on Education in Journalism' was an important opportunity in communication and public advocacy developed by UNICEF in partnership with UNDIME and partners. A total of 202 journalists enrolled, and their work showcased education approaches to inequities, disseminating good practices in the country on the theme of quality education and inspiring others.

OUTPUT 3 Educamazônia is consolidated as a regional initiative to promote the right to learn, involving state and local leaders, social organizations, universities, and has an approved, implemented and monitored work plan.

Analytical Statement of Progress:

The Amazon region has some of the worst education indicators in the country. Under the Agenda for Amazonian Children, governors from the nine states of the region reaffirmed their commitment to improving the region's current indicators, including those on education and especially on the inclusion of out-of-school children and adolescents, attendance rates and improving quality standards.

Under the UNICEF Seal of Approval framework (see details under Output 7), 369 municipalities in the Amazon region have developed inter-sectoral action plans, including 275 municipalities (75 per cent) that are working to improve their current education indicators. Of the 369, 162 (44 per cent) of the municipalities are carrying out active searches for out-of-school children; 140 (38 per cent) are developing continuous training for teachers, including on the issue of inclusion of children and adolescents with disabilities; and 184 (50 per cent) reported the development and approval by law of their municipal education plan.

UNICEF and partners trained 300 municipal authorities on the implementation of municipal education plans, thus supporting local policy-makers to prioritise the realisation of this right to children and adolescents at the local level. More than 100 education specialists from municipal and state authorities were trained on social participation in education planning processes, allowing them to ensure that the needs of the most vulnerable groups are included in municipal education plans.

UNICEF has implemented the initiative focused on the first years of primary education "Word of a Child/Literacy in the Forest". Around 1,000 boys and girls, between six and 12 years old have had their right to literacy guaranteed through this initiative, which provides pedagogical skills to teachers in rural and remote areas. The project involves 14 municipalities of Amazonas state and works in riparian and isolated communities.

The project "Rivers of Inclusion" was implemented in Belém (Pará state), aimed at including children and adolescents with disabilities in the public municipal school system. Thanks to this innovative initiative, almost 2,000 children and adolescents have been identified as out of the school, and local authorities have taken special measures to ensure their full inclusion into the public educational system.

In November 2015, UNICEF and partners mobilised more than 100 specialists, policy-makers and indigenous leaders to identify current gaps and opportunities for indigenous education. During the two-day seminar, an agenda for indigenous education in the Amazon was agreed, serving as an important tool for advocating new education models for indigenous peoples in other national fora.

OUTCOME 3 Cases of STD and AIDS decrease among children and adolescents, especially among men who have sex with men and girls in the Semi-arid, Amazon States and Urban Centres Platforms; and South-South Cooperation on HIV/Aids in LSS and other countries is supported.

Analytical Statement of Progress:

According to the Ministry of Health, from 2005 to 2015 there was a national increase of 58 per cent in the AIDS detection rate between young men aged 15-to-19 years and 49.6 per cent among those aged between 20 and 24. The incidence rate in the population of men having sex with men (MSM) increased this year by 10 per cent from 2005 (35 per cent) to 2014 (45 per cent). Among adolescents and youth aged 13-to-19 years, there were 60 per cent more notifications of AIDS cases among males than females (16 men for every 10 women). UNICEF will continue supporting Brazilian health authorities at various levels to improve test-and-treat strategies to reverse these trends.

Since 2013, UNICEF, in partnership with the MAC AIDS Fund, has been implementing the Youth Aware strategy in the cities of Fortaleza (Northeast) and in Porto Alegre (South), aiming at increasing awareness on HIV prevention and testing/treatment for key populations.

A specialised company is conducting an evaluation of the Youth Aware in the two cities. The preliminary results suggested that the strategy is effective for increasing testing among adolescents and youth (32 per cent increase in HIV tests performed in Fortaleza and 40 per cent in Porto Alegre) and improving uptake of antiretroviral treatment; 70 per cent of HIV-positive cases identified initiated treatment in Fortaleza and 78 per cent in Porto Alegre. The final report will be presented in March 2016, and will provide the evidence necessary to develop the national policy on HIV/AIDS/ITS prevention, testing, care and treatment among adolescents and young people, which will be supported by the Ministry of Health in partnership with UNICEF.

Considering the impressive results reached in Fortaleza and Porto Alegre, UNICEF signed a memorandum of understanding (MoU) with the City of São Paulo – the largest in Brazil with over 10 million inhabitants – to implement the same initiative. Upon request from additional municipalities (Recife, Belém and Manaus) MoUs are also scheduled to be signed in the first quarter of 2016. The expansion of the Youth Aware initiative across various cities in different parts of Brazil demonstrates its success as a test and treatment approach in large urban centres and the recognition of UNICEF's role in supporting municipal policy-makers to improve health services for key populations.

Regarding prevention of mother-to-child transmission (MTCT) of HIV and syphilis, UNICEF, in partnership with MoH, state health secretariats of Paraíba and Pernambuco, municipal health secretariat of Maceio and civil society, implemented strategies that aim at improving the care lines for the prevention of vertical transmission. The strategies support the establishment of committees of investigation of cases of syphilis and HIV in order to track failures in the lines of care, increase HIV/syphilis testing and ensure both anti-retroviral treatment for HIV and administration of penicillin Benzathine for syphilis treatment in primary health. These actions benefitted more than 152,000 pregnant women in Paraíba and Pernambuco states and Maceio municipality.

OUTPUT 1 50 per cent of semi-arid and Amazon States have developed State Plans on Prevention of Mother-to-Child Transmission of HIV/Aids and Syphilis; and 30 per cent of municipalities enrolled in the UNICEF Seal have implemented the strategies of State plans to reduce MTCT of HIV/AIDS and Syphilis and to offer quality health services.

Analytical Statement of Progress:

In 2014/2015, with support from UNICEF, the Amazonian states of Amapá, Pará, Maranhão and Acre designed and implemented qualification plans to define the lines of care to prevent MTCT of HIV and syphilis. Five other states are developing their plans based on the MoRES methodology and DEVINFO system. The main objectives of these plans are to increase the

rapid tests of HIV and syphilis, the initiation of antiretroviral and Penicillin Benzathine treatment, and strengthen the epidemiological surveillance for HIV and syphilis in the states and municipalities, thus allowing pregnant women in these states to benefit from improved health services.

The same methodology was implemented in the semi-arid region; the most significant results achieved were:

- Two state-level research committees on HIV and syphilis were deployed (Paraíba and Pernambuco) and a municipal committee was established in Maceio, state of Alagoas. These committees will contribute to identifying bottlenecks and defining roles and workflows for actions on PMTCT of HIV and syphilis prevention.
- In the same two states plans were elaborated ("Qualification Plans for Lines of Care to Prevent MTCT of HIV and Syphilis) and began to be implemented, as did four municipal plans (Maceió in Alagoas state and João Pessoa, Pombal and Agua Branca in Paraíba).
- The states of Paraíba and Alagoas issued technical notes for administration of penicillin Benzathine in primary health services by nurses. This clarifies the procedures for use of penicillin at the municipal level/primary care, which has been compromised by lack of knowledge among health professions about administering the medicine. As a result, UNICEF expects a reduction of congenital syphilis among pregnant women and new-borns.
- Eight municipalities in the state of Pernambuco began to practice direct investigation of cases of HIV transmitted from mothers to children and congenital syphilis, allowing health authorities to identify workflow gaps that should have prevented such cases.

OUTPUT 2 Methodologies and tools are available and disseminated to improve HIV/AIDS prevention programmes to girls and boys, focusing on most disadvantaged groups (indigenous, afro-Brazilians and others), and to increase girls and boys participation in HIV/AIDS policies and political fora, including HIV+ youth, in the Semi-arid and Amazon Regions, and Urban Centres in Brazil enrolled in the Urban Centre Platform, as well as in 100 per cent of Laço Sul-Sul (LSS) countries.

Analytical Statement of Progress:

The Youth Aware strategy, aimed at improving testing and treatment for key populations, continued to be implemented in Fortaleza in 2015. From January to October 368 people between 15 and 24 years were tested for HIV through the mobile unit. Of those, 12 tested positive, which represents an increase of 3.3 per cent in HIV prevalence compared to the same period in 2014. All 12 cases diagnosed attended the first medical appointment and 70 per cent initiated antiretroviral treatment. In Porto Alegre city, where the strategy was also under implementation during the same ten months, 1,362 people between 15 and 29 years were tested for HIV through the mobile unit. Of those, 21 tested positive. Among the 21 cases diagnosed, 18 (86 per cent) attended their first medical appointment and 78 per cent initiated antiretroviral treatment. Based on these results, in October, UNICEF and the MoH of the Municipality of São Paulo signed a MoU to implement the Youth Aware initiative in the largest city of Brazil (over 10 million inhabitants). The partnership will provide oral HIV tests among adolescents and youth peers, with support of a mobile unit provided by the Health Secretariat. UNICEF is also in negotiation with Recife (Northeast), Belém and Manaus (North) to implement the Youth Aware initiative there, demonstrating the success of this methodology in testing and treating HIV and STD among key populations in large urban centres. In these cities, the strategies supported by UNICEF have been public recognized by municipal authorities as the main public policy to accelerate municipal response to HIV/AIDS among youth and adolescents.

Also under the Youth Aware initiative, UNICEF played an important role in bringing together various stakeholders from government, NGOs and civil society in the Advisory Group of Youth Aware. The support provided for effective participation by youth and adolescent networks in the conceptualisation of strategies and implementation of actions in Fortaleza and Porto Alegre has been crucial for the success of the initiative.

UNICEF supported the conference that brought together government, adolescent and youth representatives from various sectors to support the development of the national policy on prevention, testing and treatment of HIV/AIDS/STD among adolescents and youth in Guinea Bissau for the next years. In line with the agreed commitments in the VII South-South Ties meeting in Cochabamba, Bolivia, UNICEF supported the elaboration of the publication “10 years of South-South Initiative”, which will publicise globally the initiative’s first 10 years

OUTPUT 3 Brazil has uninterrupted access to ARVs and other supplies procured under special agreements with UNICEF, and is able to supply 100 per cent of donation demands by LSS countries.

Analytical Statement of Progress:

The Brazilian donation of ARVs to developing countries is a critical component in SSC, as those medicines represent 100 per cent of the first line of treatment, especially for prevention of MTCT in partner countries. UNICEF’s role in this process was very important, as it ensures the documentation related to customs clearance and shipment.

In 2015 UNICEF supported the donation of approximately 10 tons of antiretroviral medicines, representing around of 10,000 treatments, to Paraguay, Cape Verde and Sao Tome and Principe. The medications donated were Zidovudine 10mg/ml; Efavirenz 600mg; Nevirapine 200mg; Lopinavir 80mg + Ritonavir 20mg/ml; Efavirenz+Lamivudina+Tenovir (three in one combination). The Brazilian production of the three medicines in one combination started in 2014, the first time in history that this medication was donated. This specific antiretroviral is crucial to improving HIV treatment adherence rates and thus reducing morbidity and mortality caused by AIDS.

OUTCOME 4 National Child Rights Guarantee Systems (SGD) is strengthened at national and local level to ensure equitable realization of children's rights, including those living with disabilities, taking into account gender, race and ethnicity dimensions, with a focus on the Semi-arid, Amazon and the prioritized urban centres.

Analytical Statement of Progress:

In 2015 the child protection team focused on two issues hindering the realisation of children’s rights: the high level of adolescent homicides and the critical debate on juvenile justice. In January 2015, UNICEF and partners successfully launched the fifth edition of the Index on Adolescents Homicides (IHA) analysing 2011/2012 data related to murders of adolescents. The publication, produced in the context of the programme to reduce lethal violence, proved to be a powerful tool for raising awareness and advocating for the adoption of measures to tackle adolescent homicide risks. Research findings showed that, if the conditions prevailing in 2012 do not change, 42,201 adolescents will fall victim to homicide by 2018. In the last 25 years, the number of victims under 19 years old doubled, reaching 10,500 annually, only behind Nigeria. Victims are mainly poor black adolescent boys who live in the outskirts of large urban centres.

During the launch of the IHA, the federal Government, represented by a high-level delegation, announced a multi-sectoral commission led by the Ministry of Justice to prepare a national pact to reduce the high rate of homicides. UNICEF provided technical assistance, supported and advocated for the adoption of efficient measures to prevent and combat adolescent homicides on several occasions, such as public hearings during two parliamentary investigations into adolescent homicide, during discussions with the Committee on the Rights of the Child and during the commemoration of the 25th anniversary of the ECA. As a result, a specific public statement and recommendation was produced by the CRC Committee on homicides and a comprehensive plan of action was submitted to the President's Office by the multi-sectoral commission, proposing legal and political measures, including the goal of reducing homicides rates by 5 per cent annually. Parliamentary investigations are underway and the results will be published in 2016.

Dominated by a conservative majority, the National Congress has been moving forward a political agenda to weaken existing legal protection of children rights. The Chamber of Deputies approved, in a first voting round (of two), a constitutional amendment to lower the age of criminal responsibility from 18 to 16 years. While the amendment is widely supported by the population, it is strongly opposed by the Executive branch, some sectors of civil society and UN agencies. UNICEF contributed to the mobilisation of a substantial number of parliamentarians (over 180) who voted against the amendment. However, the bill was approved by the Chamber of Deputies and submitted to the Senate for confirmation or rejection. UNICEF and partners responded by implementing comprehensive, complementary communication and social mobilisation strategies, establishing alliances with key actors (religious leaders, celebrities, politicians, academia and other opinion-makers as well as members of the child protection system), generating knowledge and providing technical assistance to strengthen public policies. UNICEF and partners also implemented directed advocacy initiatives with the Parliament, mobilising and strengthening the capacities of its members to fight the amendment. As a result of this important work, the parliamentary front in favour of child rights at the Congress was re-established, involving 200 Congress members. In addition, an alternative bill in accordance with international standards was voted in the Federal Senate and submitted to the Chamber of Deputies for confirmation or rejection. UNICEF continues to monitor the situation in the Congress, providing technical assistance and advocating for avoidance of a setback in relation to children's and adolescents' rights in Brazil.

With regard to birth registration, the Brazilian Institute of Geography and Statistics (IBGE) disclosed data showing that in 2014 the under-registration rate of children (from 0-to-15 months) had been reduced to 1 per cent, while the national registration rate, on average, remained at 95.8 per cent of the general population; the Amazon region still has a substantially lower registration rate (85.6 per cent).

UNICEF's strategic actions integrate its protection, communication and health programmes in order to ensure registration for every child at birth, especially indigenous, riparian, communities of former slaves (*quilombolas*) and gypsy populations. Among other actions in support of birth registration, the Office carried out legal and policy reform and dissemination; civil registry strategic planning through national and local committees, capacity building and awareness-raising in collaboration with a network of religious groups.

OUTPUT 1 The Rights Guarantee System in areas where UNICEF has a presence (urban centres and municipalities enrolled in UNICEF Seal in the Semi-arid and Amazon) is strengthened to implement specific and integrated methodologies to prevent violence and to

improve attention to children and families who have their rights violated, including in the context of emergencies, great infrastructure works and sports events.

Analytical Statement of Progress:

UNICEF continued to strengthen the national rights guarantee system, making use of several online and offline strategies, such as evidence-generation, training, and publication of tools (handbooks, methodologies, videos, booklets and manuals), targeting different audiences to improve the system's efficiency.

Via a partnership with Futura TV Channel and Childhood Brazil, UNICEF reached 1,795 schoolteachers, 958 professionals dealing with child protection topics in 403 Brazilian municipalities via trainings on sexual violence. There will be a replication phase as those trained committed to reach directly 42,295 persons (stakeholders, guardianship counsellors, social workers etc.) and indirectly 671,800 students. In addition, 20,343 adolescents, girls and boys, from municipal adolescent citizenship centres (NUCAs) of 800 municipalities taking part at UNICEF Seal initiative, promoted a series of child protection activities to prevent and respond to sexual violence, discrimination and child labour as well as self-protection measures against violence in the semi-arid region.

With UNICEF technical assistance, 30 local organisations and 70 child protection professionals were trained to replicate the Agenda for Convergence - a methodology to ensure child protection in the context of the realisation of mega sporting events (already tested in 2014; see previous reports) during the I World Indigenous Games. Capacity building activities included workshops for representatives from the tourism sector, child protection institutions and law enforcement agencies. The experience revealed specific challenges for managing and ensuring child protection in the specific indigenous context of values and rights. UNICEF technical support was provided to the inter-sectoral committee established as part of the Agenda methodology to coordinate local efforts and initiatives. The committee implemented a child protection action plan throughout the Games.

In the context of UNICEF's global initiative #weProtect, the Proteja Brazil app, used to increase notification of violence cases, was redesigned to display new features, including on-line notifications of violence against children and people with a disability. The type of violations to be reported was broadened to include those taking place online and offline.

UNICEF and partners finalised an assessment of foster care services in Brazil. The study produced a profile of these services in the country and compared local practices with international and national guidelines. The research contributed to filling information gaps on the issue. The results will be used to support UNICEF's work with religious leaders for strengthening the protection system, including family skills to prevent separation and the use of foster care as a protection measure for children.

OUTPUT 2 National Congress, state and municipal governments in territories where UNICEF has a presence (urban centres and municipalities enrolled in UNICEF Seal in the Semi-arid and Amazon) are implementing plans, policies and programmes to promote and protect the rights of children and adolescents, aligned with the National Ten-year Plan, and sensitive to gender, race and ethnicity equity approaches.

Analytical Statement of Progress:

Recent data published by the IBGE, showed a sharp increase in the national birth registration rate, from 79 per cent in 2002 to 99 per cent in 2014, with some hidden pockets of inequalities related to children from the north and northeast regions. With UNICEF support, the Government

has been working towards universal registration of children with a special focus on indigenous and other vulnerable groups and discussing with neighbouring countries via Mercosur forums.

As a result of two meetings organised by UNICEF and partners, with the participation of high-level Mercosur authorities on human rights and indigenous people, a set of recommendations to overcome bottlenecks related to universalising birth registration – particularly of children in indigenous, riparian and former slave communities – were prepared by representatives from the Brazilian Government, justice system, representatives of indigenous communities living in border areas and human rights experts. Efforts continued via a workshop in which 30 religious leaders participated, seeking agreement on referral mechanisms that connect religious communities and authorities to locate and register children, especially indigenous children.

UNICEF and partners provided support for re-establishing the parliamentary front in favour of child rights in the Congress. The front has the support of NGOs, government institutions and international organisations; it aims to influence legislative decisions aligned with human rights principles and seek the implementation of public policies benefiting children and adolescents and supporting the justice system. This is a significant achievement at a time when various conservative groups in Congress have attempted to pass bills limiting child rights.

As a result of advocacy initiatives led by UNICEF, nine governors of states in the Amazon region signed the ACA (see details under Output 7), including the obligation to reduce the high rates of homicides of children in the Amazon. Under the framework of MoUs signed with local partners, UNICEF worked with three states (Rio de Janeiro, Ceará and Maranhão), providing technical cooperation to reduce the number of adolescent homicides. In Rio de Janeiro, the initiative seeks to train 70 municipalities to draft and approve local plans against lethal violence, in close collaboration with NGO Observatory of Favelas and the state Justice Secretariat. In Maranhão, stakeholders from the four most violent municipalities have participated in trainings with a similar objective. In Ceará, due the high level of homicides (third-highest nationally) the state plan “Ceara in Peace” established a crisis management committee to adopt rapid measures to reduce homicide rates.

OUTPUT 3 The justice system in areas where UNICEF has a presence (urban centres and municipalities enrolled in UNICEF Seal in the Semi-arid and Amazon) has increased their understanding to promote justice with equity, with particular attention to prioritizing special protection measures for adolescents under death threat, victims of sexual exploitation, street dwellers, heads of families and those in conflict with the law.

Analytical Statement of Progress:

UNICEF continued to collaborate with the National Council of Justice (CNJ) and Childhood Brazil to strengthen the capacities of the judiciary to adopt child-friendly techniques when conducting forensic interviews with child victim of violence. In 2015 the CNJ promoted a new edition of the on-line course on child rights; more than 12,000 people registered to take the courses and 2,771 received a certificate. Courses now include a race/ethnicity approach as per the UNICEF equity agenda. In partnership with the Justice Court of the Federal District (TJ-DF), UNICEF signed a MoU to strengthen the capacity of magistrates to make use of a child rights perspective when reviewing legal cases. The collaboration with TJ-DF aims at strengthening the local justice system while implementing the judiciary’s plan.

UNICEF continued to provide technical assistance and methodologies to support the development of local plans on socio-educational measures for adolescents in conflict with law, and the redesign of facilities according to the National System of Socio-Educational Services

law- 12.594. The participatory process to elaborate the plans has participation from local authorities, representatives from the justice system and civil society. At end-year, 24 states out of 27 had their plans finalised, thus contributing to greater clarity on actions required for improving the system and assistance to adolescents deprived of liberty.

UNICEF provided technical assistance to create the forum “Ceará in Peace”, which brings together key policy-makers and social movements committed to fight violence at the state level. The forum addressed the need for restructuring the juvenile justice system, including strengthening the application of open custody measures, focusing on decentralisation of the system beyond the capital. Data collected showed that 57 per cent of the adolescents deprived of liberty in the capital did not originally reside in that area. The excessive incarceration and concentration of juvenile justice facilities in the capital are the root causes for sub-standard, overpopulated conditions in the state capital.

Based on the application of the Manual on Juvenile Justice Indicators (2006), a UNICEF and UNODC global methodology, an assessment of the juvenile justice system of Pernambuco was finalised, including recommendations submitted to the State Council on Children and Adolescent Rights, as input for the approved Ten-Year Plan on the Juvenile Justice System of Pernambuco (2015-2024). The results will be published and disseminated to influence the application of socio-educational measures for adolescents in conflict with the law.

OUTCOME 5 Adolescent boys and girls from indigenous and afro-Brazilian origin, and those living in the semi-arid, the amazon region and the poorest areas of urban centres are specifically targeted by a multi-sectoral public policy aimed at reducing existing inequalities in terms of rights realisation for adolescents, and supported by a legal framework for the right to participation, with a positive perception by society on their capacity to contribute to social changes.

Analytical Statement of Progress:

UNICEF continued to carry out capacity building and advocacy activities to put in place multi-sectoral public policies in favour of adolescents’ right. Public policy-makers from 1,743 municipalities in the Amazon and the semi-arid region and eight large urban centres attended trainings to map the main inequalities that affect adolescents. Of these, over 1,400 municipalities organised fora with the participation of adolescents, community leaders and municipal authorities to define strategies to improve social indicators related to adolescent health, education and protection through public policies focusing on the population most in need. These numbers demonstrate how UNICEF’s support can result in policies at the local level that open up effective channels for adolescent participation and other multi-sectoral initiatives that reduce inequalities affecting adolescents.

The number of adolescent networks supported by UNICEF increased from eight to 11 in 2015. The creation of new networks was key to begin work with groups of adolescents who need special attention due to their specific vulnerabilities. By fostering their civic participation, UNICEF contributes to their empowerment and capacity to influence in their own development. The three new groups focus their activities on empowerment of girls, Afro-Brazilians’ and LGBT. UNICEF has developed direct communication with leaders from all adolescent networks and has provided advice and capacity building to their members regarding public policies, Brazilian legislation, international human rights law, international human rights mechanisms, communication and other topics related to social participation.

A national study on the reasons for school exclusion among adolescents was produced by

UNICEF and launched in March 2015 in Belo Horizonte during a national seminar on the quality of secondary education in Brazil. Findings from this study indicated lack of interest as a key factor driving adolescent dropouts from school. This result has guided UNICEF's advocacy efforts with the Ministry of Education, and was complemented and illustrated by the voice of adolescents from networks supported by UNICEF, who actively participated in public debates on the right to education. These efforts resulted in a commitment from the Ministry of Education to organise an international seminar on secondary education in Brazil, scheduled for 2016, with the participation of these adolescent networks.

OUTPUT 1 National and subnational governments are supported by UNICEF's platforms, methodologies and social mobilization strategies to implement adolescent focused multisectoral public policies.

Analytical Statement of Progress:

UNICEF Brazil is engaged in promoting the participation of adolescents in secondary education reform. A seminar on secondary education held in March 2015, with experts from the Government and the most important universities of Brazil, had strong participation by adolescents on all panels. Adolescents' demands regarding secondary education presented during the seminar were taken into consideration by the Ministry of Education in the process for reforming secondary education in Brazil. The Ministry agreed to develop indicators to measure the quality of secondary education in Brazil based on a participatory process in which UNICEF played a key role that engaged adolescents and experts in the second semester of 2015 and will continue to be implemented in 2016.

In June 2015 UNICEF, in coordination with the Ministry of Health, organised training for adolescent health coordinators from the nine states located in the Amazon region, with participation by adolescent-led groups. The purpose was to develop a strategy for implementing the federal public policy based on the "Adolescent Health Booklet" at the local level in Amazonian municipalities. The same training was conducted in the semi-arid region in November 2015, engaging coordinators from 10 states in the region. These trainings contributed to improving and increasing the number of specific health services offered to adolescents in the most vulnerable areas of Brazil, as well as fostering stronger collaboration between managers at the federal level and local managers.

OUTPUT 2 International standards, best practices and a national framework on the right to participate are available to key partners, for supporting and strengthening the adolescent development and citizenship, with special attention to girls, indigenous and afrodescent groups.

Analytical Statement of Progress:

In municipalities enrolled in UNICEF platforms in the semi-arid and Amazon regions and large urban centres, 2,210 adolescents attended life skills training in 2015, contributing to the total of more than 24,000 since the beginning of this Country Programme. They participated in adolescent-led networks, a strategy coordinated by UNICEF to guarantee adolescents' right to participate in decision-making processes that affect their life. These networks represent a key strategy for understanding the demands of the most vulnerable groups of adolescents and encouraging them to mobilise their peers and dialogue with authorities to fulfil their rights. Acquiring social participation skills enables adolescents and youth to play a central role in their own development processes.

In the second semester of 2015, UNICEF started to support and strengthen a new lesbian, gay, bisexual and transgender adolescent and youth group, with 10 participants who attended a

workshop to present their agenda. The group also initiated a process of mapping other LGBT leaders and groups in all Brazilian regions to coordinate efforts against LGBT-phobia that affects their lives.

UNICEF initiated a dialogue with several Afro-Brazilian youth movements to encourage civic participation and social engagement by Afro-Brazilian adolescents as a strategy to advocate for their rights. Afro-Brazilian adolescents are the population group most vulnerable to homicides: the rate of homicides among Afro-Brazilian adolescents (36.9 per 100,000 inhabitants) is four times higher than among white adolescents (9.6 per 100,000 inhabitants) (DATASUS 2013). Forty Afro-Brazilian adolescents attended a national meeting, held in November 2015, and designed a plan of action to engage younger adolescents in the Afro-Brazilian social movement and renew the “Black Movement” in Brazil.

During 2015 adolescents from different networks were also engaged in the elaboration phase of U-Report Brazil, an innovative adolescent consultation platform based on SMS and Twitter to be implemented in Brazil in late 2015/early 2016. It will be used to relay adolescents’ opinion on public policies to decision-makers. A youth committee was organised to define the issues and questions to be included in the first consultation: quality of education, violence and discrimination at school were the themes chosen by the adolescents.

OUTPUT 3 Studies, research, and surveys on topics identified by UNICEF's 2011 Report on the Situation of Brazilian Adolescents (e.g. quality secondary schooling; adolescent pregnancies, drug abuse; safe use of internet) especially for those of indigenous and afro- Brazilian origin, and those living in the semi-arid, the Amazon region and the poorest areas of urban centres are available and contribute to evidence based policy advocacy aimed at reducing vulnerabilities and overcoming inequalities affecting adolescents.

Analytical Statement of Progress:

UNICEF strengthened its partnership with the National Steering Committee on Internet and continued to influence the data collected annually by the committee on internet use among adolescents.

A national study on the reasons for school exclusion among adolescents was produced by UNICEF and launched in March 2015 in Belo Horizonte during a national seminar on the quality of secondary education in Brazil, which brought together the most important experts on secondary education in Brazil and 40 adolescents from public schools. The launch of this study was covered by 23 media outlets and reached approximately 16 million of people. The results of the study were also available on UNICEF social media and reached over 320,000 people through these platforms. The study highlighted the fact that 1.7 million adolescents aged 15-to-17 are out of school. Violence within the family and around school, pregnancy and the need to work are among the most common reasons for abandoning school.

UNICEF's campaign on the safe use of internet among adolescents was launched in July 2015. More than 120 young people submitted their own videos and memes, inspired by the campaign. Also 680 adolescents and youth and 65 teachers were directly trained on online safety. The campaign engaged 1,427,774 people, who clicked the link, liked, shared or commented.

OUTCOME 6 Government institutions addressing child rights, equitable and sustainable development results for boys, girls and women, are empowered to share good practices through exchange of knowledge, skills, resources, including technology and information, between and

among stakeholders as contemplated in Brazilian Government Horizontal cooperation triangular initiatives.

Analytical Statement of Progress:

Although funding for UNICEF Brazil's TSSC agenda remains a key challenge, evident progress was made on numerous fronts, including advocacy in global and regional development forums, technical trilateral cooperation, development of strategic partnerships and development of technical tools for programming, planning and knowledge exchange, based on results and principles of the Convention on the Rights of the Child.

The Country Office TSSC agenda was further consolidated through a series of strategic partnerships, with the state governments of Rio de Janeiro, Sao Paulo and Bahia, as well as the Lula Institute and the National Institute for Applied Research, among others. Building on such partnerships, significant advances were made towards formal agreements on TSSC with Ethiopia, Guatemala, Jamaica and Tunisia, all of which are focused on child-rights, following the TSSC guidelines developed by UNICEF and the Brazilian Cooperation Agency (ABC) in 2014, promoting results-based planning and programming.

- The TSSC with Ethiopia, for instance, entered its first phase of implementation, resulting in the design of a technical project for a pilot sewage network in a condominium of Wukro Town, as well as the identification of a sewage management system. The pilot project promotes better health and quality of life for 859 households, with opportunities for expansion.
- The TSSC with Guatemala and Jamaica faced challenges related to governmental changes. The cooperation with Jamaica, for instance, was slowed down due to recent ministerial changes in Brazil – including the special secretary for human rights of the presidency, the key technical counterpart of the Jamaica-Brazil-UNICEF cooperation. Political changes in Guatemala also implied challenges in terms of timing of the Guatemala-Brazil-UNICEF cooperation. Nevertheless, both collaborations have advanced in the sense of building commitments by all parties for a longer-term process of cooperation with jointly developed project documents.
- In Tunisia, the UNICEF-facilitated TSSC has generated a series of technical recommendations from Brazilian experts with regard to Tunisia's restructuring process of its national social protection system, with a mutual commitment to a longer-term TSSC. UNICEF also facilitated technical exchanges between Brazil and Lesotho (social protection), Paraguay (social protection) and Angola (social- and child protection).

Exchanges such as these (and others such as with Ghana) have clearly showed the mobilising power that TSSC brings about when bringing government actors from different sectors together to learn from Brazil's cross-sectoral social policies. Initial feedback from Lesotho, Ghana, Guatemala and Jamaica, for instance, indicates that inter-sectoral TSSC can have an important impact in the sense of promoting inter-institutional collaboration and boosting inter-sectoral policy development and implementation in cooperating countries, by bringing actors from different government institutions (as well as non-government institutions, as in the case of Jamaica) together around common agendas.

As a result of these advances, and as expressed by governmental counterparts in the recent UNICEF Brazil "strategic moment of reflection", UNICEF is increasingly recognised for its added value to Brazil's SSC agenda, especially with regard to its global presence, mobilising power, technical expertise and ability to ensure rigid monitoring and follow-up of TSSC initiatives.

Through its strategic partnerships with the GoB and the Lula Institute, UNICEF has facilitated high-level participation, advocacy and sharing of successful practices by Brazil in regional and global development forums and dialogues, including the International Seminar on Investments for Children in Latin America and the Caribbean, held in Quito, Ecuador; the UN World Conference on Disaster Risk Reduction of Sendai, Japan; and the International Seminar on Social Protection in Dakar, Senegal, all of which have contributed to place child rights (especially of the most vulnerable) in the centre of global development agendas and Post-2015 discussions, including the Ministerial Meeting of the African Union on Social Development, Labour and Employment, in Addis Ababa, Ethiopia, and the 3rd International Conference on Financing for Development, also held in Addis Ababa.

To further promote the focus on equity and child rights within the SSC and humanitarian cooperation agenda of the GoB, with specific focus on especially disadvantaged groups, UNICEF Brazil organised (in collaboration with colleagues from the UNICEF Chile Country Office) a multi-stakeholder seminar around the issue of discrimination based on sexual orientation and gender identity. This seminar was very well received by partners from a wide range of sectors and administrative levels of government (nine government institutions in total), and contributed to further place this issue within the national debate.

In the context of a recently established UNICEF global task force on SSC, UNICEF Brazil is supporting the development of a global framework by which to monitor the organisation's engagement in SSC. As a contributing factor, UNICEF is finalising a study to draw out lessons learned from the Country Office's SSC engagement to date, to inform the global discussion and strategic approach of the organisation as well as the next Country Programme (2017-21). An online pilot monitoring and communication tool is also under development, which will initially be implemented and tested within the context of the Brazil-Ethiopia-UNICEF cooperation. Expectations are that this online tool will facilitate knowledge exchange, management and real-time monitoring of TSSC processes and projects. In addition, UNICEF and ABC have jointly developed a complementary online space for knowledge dissemination and exchange with regard to the UNICEF-Brazil TSSC partnership.

OUTPUT 1 Equity, gender equality, CRC and CCC principles are increasingly reflected in Brazil's South-South/triangular and international humanitarian initiatives, and programmes.

Analytical Statement of Progress:

Constantly increasing SSC partnerships with the Brazilian Government has led to a mutual agreement between Brazil and UNICEF to move forward with SSC as a core part of the next Country Programme (2017-21), with increased focus on child and social protection. This coincides with the recent establishment of strategic partnerships with state governments in Sao Paulo, Rio de Janeiro and Bahia, as well as with the Lula Institute. Moreover, this development is well aligned with the recently signed MoU between UNICEF Brazil and the Court of Justice of the Federal District of Brasilia, which spells out a mutual agreement to establish a joint centre of excellence on child rights and protection in Brazil with an international approach.

To promote child-friendly methodologies of integral protection of children in the context of major sporting events, UNICEF Brazil finalised documentation of the methodology used by the Agenda for Convergence during the 2014 FIFA Cup and the 2013 Confederations Cup; a smartphone application that facilitates reporting of violence against children and adolescents. The documentation is available in Portuguese and English.

UNICEF Brazil also supported a research project on inequalities based on gender and/or race, together with the Brazilian Institute of Applied Research, the Secretariat on Policies for Women, the Special Secretariat for the Promotion of Racial Equality and UN Women. UNICEF's role is to analyse progress in the lives of girls in Brazil throughout the duration of Beijing+20, including a comparative analysis among the BRICS countries. The results will point to successful programmes and policies that reduce gender inequalities in these countries, which in turn can serve as the basis for knowledge exchange and collaboration across national borders.

The roll-out of the TSSC guidelines – developed by UNICEF and ABC in 2014 – provided great opportunities to promote capacity development on CRC principles and results-based management among managers and technical staff of Government actors in Brazil and collaborating countries, including Jamaica, Ethiopia, Guatemala, Tunisia, Lesotho, Angola and Paraguay. The guidelines were well received by the organisation and partners, demonstrated through the interest of different actors in replicating the tool for their own use. UN agencies such as ILO and FAO have, for instance, followed suit and developed similar guidelines with the ABC on trilateral cooperation. The guidelines also informed discussions within UNICEF globally regarding tools for SSC across the organisation.

OUTCOME 7 Governments at national and sub-national levels, media, corporate sector and civil society with increased capacities and knowledge on the most disadvantaged children, contributing to the universalisation of Child Rights, supporting specific public policies addressing inequities and prioritizing boys and girls in public budgets.

Analytical Statement of Progress:

In 2015 UNICEF Brazil increased public awareness on issues pertaining child rights, including on the right to sport and play; generated knowledge to inform the general public, especially municipal authorities about the situation of children and adolescents and local challenges; and built stakeholders' capacities on issues related to sports and racial equality.

This year UNICEF Brazil launched its BCPAS 2015-16. The BCPAS defined seven public advocacy priority themes, established a theory of change on how to achieve progress on them, and placed digital communications at the heart of UNICEF's work. The strategy identified the 25th anniversary of the ECA as the main opportunity of 2015. A report celebrating the 25 years of the Statute was prepared and launched, providing an analysis of progress and challenges in Brazil. It was widely disseminated by local, national and international media, emphasising the alarming rates of adolescent homicide. In the celebration ceremony held by the Brazilian Parliament, the report was used as the sole source of data, backing-up official speeches and providing entry points for discussions. This strengthened UNICEF's position as a reference on the analysis and understanding of progress towards child and adolescent rights. As a direct result of this work, UNICEF Brazil has surpassed some of its 2015 targets as laid out in the BCPAS, reaching nationally 103 million people (goal is 90 million people by 2016); and engaging 3.4 million citizens (goal is 4.5 million by 2016) to take action on behalf of Brazil's most excluded children.

Knowledge generation actions during the year have resulted in further data analysis and more grounded advocacy work. UNICEF Brazil supported the debate against a reduction on the age of criminal responsibility; although data in this area are scarce and unreliable, UNICEF produced and disseminated information pieces, co-signed an inter-agency press note and engaged in advocacy with the Congress. The knowledge management function also provided data on the situation of children and adolescents living in big cities, calling the attention of policy-makers and the general public to inequalities affecting children and adolescents

disproportionately in more vulnerable territories.

Implementation of the UNICEF Municipal Seal of Approval in the Amazon and semi-arid region continues to provide technical assistance and capacity-building opportunities to over 1,200 municipalities. UNICEF also reinforced messages on the reduction of intra-urban inequalities that affect children and adolescents. During a national seminar on the subject, official representatives of all eight municipalities participating in the urban centres methodology, including four mayors and one deputy mayor, demonstrated their political commitment to the theme. Via social media, over 1.5 million people were reached, and 60 articles published. As a result of UNICEF's work at the local level, 42 vulnerable communities were identified as government priorities for policies on the rights of children and adolescents in urban centres platform (PCU) areas.

Approximately 200,000 children and adolescents, including those living with disabilities, from disadvantaged communities in the semi-arid and Amazon and major urban centres were directly impacted by Sports for Development programming, and now enjoy better conditions for achieving full development of their potential through improved and equitable access to practice educational, recreational and professional sports in a healthy, safe and inclusive environment.

The Country Office maintained current funding partnerships with the local private sector and is actively pursuing new forms of collaboration with corporate partners. Various new agreements were formalised with electric companies active at sub-national level, which have proven to generate much more sustainable and flexible income than traditional corporate partnerships.

OUTPUT 1 Policy makers, society, media, families, children and adolescents have access to improved knowledge on the situation of children and adolescents, including disaggregated data (by gender, race, age, geographic location), evidence on major inequality factors and monitoring data in emergency situations, which they can use to provide and/or demand actions that contribute to the realisation of children's rights.

Analytical Statement of Progress:

In 2015 the Country Office generated, documented and disseminated knowledge on children's and adolescents' rights through high-impact initiatives:

- A report celebrating the 25 years of the ECA provided an analysis of progress and challenges in Brazil. It was widely disseminated by local, national and international media, emphasising the alarming rates of adolescent homicide. In the celebration ceremony held by the Brazilian Parliament, the report was used as the sole source of data, backing-up official speeches and providing entry points for discussions. It strengthened UNICEF's position as a reference on the analysis and understanding of progress towards children and adolescents' rights.
- Data on the situation of children and adolescents living in big cities called the attention of policy-makers and the general public to inequalities affecting children and adolescents disproportionately in more vulnerable territories. A seminar organised in July was successful in two ways: using disaggregated data on intra-municipal inequalities and disseminating good practices to address them.
- Brazil was highlighted in the 'A Promise Renewed' report, a global commitment to early child health and development. Success in reducing under-five mortality, evidenced by a

solid data framework, deserved special mention in the report.

- UNICEF Brazil supported debate on the age of criminal responsibility. The reduction of minimum age of criminal responsibility to 16 years of age was approved in the first round of voting in Parliament, but did not move forward and is still open to debate. Although data in this area are scarce and unreliable, UNICEF Brazil produced and disseminated information pieces, co-signed an interagency press note, and engaged in advocacy with the Congress.
- Strengthening ties with international and Brazilian M&E networks opened up opportunities and confirmed UNICEF Brazil as a source of knowledge and tools for development evaluation. This enhanced our contribution to country-led evaluations and capacity development in the area. The year ended with invitations for UNICEF Brazil to: i) offer a mini-course on evaluation in the UN, during the first round of a Brazilian International Programme on Development Evaluation, a worldwide reference on evaluation training; ii) translate UN Evaluation Group guidance materials and tools into Portuguese. These proposals will be discussed internally in 2016.
- UNICEF continues to work with municipalities in the semi-arid and Amazonia regions and in large urban centres on the use of data and evidence to produce equity-focused, child-centred policies at the local level.

OUTPUT 2 UNICEF is recognized by governments, civil society, media, private sector, children, adolescents and their families as a leading organization in the defense of children's and adolescents' rights, especially those who are most disadvantaged, through social mobilization and dissemination of qualified information and knowledge in a process which involves all these stakeholders, particularly children and adolescents.

Analytical Statement of Progress:

In 2015, UNICEF Brazil launched its Communication and Public Advocacy Strategy 2015-16. The BCPAS defined seven public advocacy priority themes and placed digital communications at the heart of UNICEF's work. As a direct result of this work, UNICEF Brazil reached nationally 114 million people (goal was 90 million people by 2016) and engaged 3.6 million citizens (goal is 4.5 million by 2016) to take action on behalf of Brazil's most vulnerable and disadvantaged children.

UNICEF Brazil broadened its base of support in social media to almost 700,000 followers. On its Facebook page, the number of fans increased from 25,560 (January, 2014) to more than 267,419 fans (December, 2015). On Facebook, UNICEF engaged 3.2 million people last year. On Twitter, UNICEF secured almost 372,000 followers and reached 11 million people in 2015, and on Facebook and Twitter combined, messages reached over 119 million people in 2015.

The 25th anniversary of the ECA was correctly identified as a key opportunity for UNICEF Brazil in 2015. In July, UNICEF launched a report with an analysis of key social indicators over the last 25 years. The highlight: the number of children and adolescents assassinated annually has more than doubled in the last 20 years. This became the headline of influential news media nationally and internationally, reaching over 25 million people.

In October, UNICEF launched a digital initiative called "There is Still Time". Drawing on real situations lived by millions of children in Brazil and worldwide, a video introduced a "most unacceptable student exchange program". In doing so, the video encouraged parents to think of

how Brazil and the world's most vulnerable children are living. From October 9th to December 31st almost 7 million people had seen the video, its messages reaching 24 million people.

In 2015, UNICEF engaged on the debate of the likely reduction of the age of criminal responsibility from 18 to 16 years of age. Towards the end of June, in only two weeks, a UNICEF Brazil video and messages on social media opposing the reduction reached over 17 million people and engaged 1.3 million people.

UNICEF Brazil also continued building capacities of adolescents by providing training on communication skills and strengthening their capacity to advocate for children's and adolescents' rights through activities of the UNICEF's Municipal Seal of Approval in the semi-arid and Amazon regions, and similar work in major urban centres.

OUTPUT 3 Policy makers from national, state and municipal government have increased capacities to implement ethnical and racial equality affirmative policies and racial discrimination reduction in public policies for children, according to CRC's principles, Durban Action Plan' Recommendations and UN Indigenous People Declaration, through UNICEF strategic support and UN joint programmes.

Analytical Statement of Progress:

UNICEF continued to highlight the inequalities that affect indigenous and black peoples from the urban centres periphery and in the Amazon and semi-arid regions, especially children who are victims of triple exclusion: ethnic (indigenous or black); class (poor); and age (youth). Making use of several strategies, UNICEF has been engaging adolescent networks, organising trainings, advocating, supporting initiatives to target different audiences and improving the system's efficiency to promote integral protection of indigenous and afro-descendant peoples.

In 2015 data from the situation analyses and bottleneck analyses being prepared on birth registration informed several initiatives: a) advocacy initiatives led by UNICEF Brazil resulted in agreement on an Agenda for Amazonian Children, signed by nine governors of the Amazon region (see details under Output 7); b) a set of recommendations to overcome bottlenecks related to universalising birth registration of children, particularly indigenous, riparian and former slave communities was prepared by representatives from the Brazilian government, judicial system, representatives of indigenous communities living near border areas and human rights experts as a result of two meetings organised by UNICEF and partners, with the participation of Mercosur Authorities on Human Rights and Indigenous People; and c) UNICEF Brazil launched its BCPAS 2015-16, prioritising the reduction of child mortality, especially among indigenous children, and homicides against black adolescents.

UNICEF programmes, through adolescent citizenship centres (NUCA) in 800 municipalities, in the context of UNICEF's Seal initiative in the semi-arid region, have supported local activities to prevent and fight against racism and discrimination. The adolescents' network reached 20,343 boys and girls and provided inputs for policy dialogue involving adolescents.

During the first World Indigenous Games in Palmas, Brazil, UNICEF and partners implemented actions to promote the right to play and for child protection of indigenous children, organising "Caravans for Sports and Arts", child-friendly spaces and working with a multi-sectoral team to monitor child rights violations.

UNICEF provided technical assistance to preparation of the Brazil UN Country Team plan related to the International Decade for "People of African Descent: recognition, justice and

development”, proclaimed by the General Assembly 2015-2024, and has been working with several UN agencies and Government partners to support its implementation. More than half of the Brazilian population are of African descent (IBGE 2010) and people of African descent are among the poorest and most marginalised communities in the country.

OUTPUT 4 Municipal and community leaders in the territories supported by UNICEF (municipalities enrolled in the UNICEF Seal in the Semi-arid, Amazon, UNICEF Urban Centres Platform and the 2014 World Cup host cities) are sensitized to promote and support safe and inclusive initiatives that ensure a child-friendly legacy of the sports mega-events by promoting and supporting initiatives on Sport for Development for children and adolescents, with a focus on the reduction of gender disparities; participation of children and adolescents; inclusion of those disabled; and greater appreciation and inclusion of racial and ethnic diversity.

Analytical Statement of Progress:

In view of the 2016 Olympic and Paralympic Games hosted by Brazil, UNICEF remained focused on consolidating its sports programme to ensure that every child and adolescent enjoys improved and equitable access to practice educational, recreational and professional sports in a healthy, safe and inclusive environment. The main strategy to achieve this goal was advocacy to ameliorate the quality of sporting structures, equipment and policies.

In 2015, UNICEF Brazil’s comprehensive “sports for development” (S4D) strategy accomplished the following results through the implementation of sports-related projects:

- Approximately 200,000 children and adolescents, including those living with disabilities, from disadvantaged communities in the semi-arid and Amazon regions and major urban centres were directly impacted by S4D programmes and now enjoy better conditions for achieving full development of their potential through access to practice educational, recreational and professional sports.
- The capacities of approximately 3,000 schoolteachers and local authorities from the public education system in more than 150 municipalities from 20 states were strengthened to adequately educate and empower children and adolescents, through training on harnessing the practice of educational sports, with a focus on social inclusion.
- Some 263 professionals (coaches and administrative staff) from football clubs, football academies, governing bodies, federations and sports reporters were qualified to establish adequate safeguards to protect juvenile players at the grassroots and professional levels, through an analysis of the risks and opportunities present in the day-to-day lives of adolescents who train as professional apprentices.
- Awareness of the importance of sports, culture and leisure in the development process of children and adolescents has been raised among municipal authorities in more than 1,200 municipalities participating in the Amazon and Semi-arid Municipal Seal of Approval. They also received specific training and materials and have increased knowledge on how to construct feasible municipal educational sports plans and strategies adapted to the local context of each municipality, based on community participation.
- Knowledge on how to transform the practice and teaching of sports at school and the professional level into social development and inclusion tools is now available to teachers

and managers, through two certification programs with customised on-line learning platforms created by UNICEF in collaboration with the University of Football.

The S4D programme included specific content on gender mainstreaming and equality in most of the above-mentioned projects as well as strategies to address misconceptions about and obstacles to girl's participation in sports, while promoting specific actions to tackle the main issues behind these attitudes.

OUTPUT 5 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:

As of December 31st, UNICEF had generated an income from the corporate sector of US\$2,831,874. This may seem low compared to the initial yearly target, yet Brazil faced a strong devaluation of the local currency in 2015. As in previous years, partnerships with utility companies have proven to generate much more sustainable and flexible income than traditional corporate partnerships, since the income generated by these partnerships is from customer's contribution.

Since the focus is to raise more flexible funds, UNICEF has developed less traditional partnerships with partners such as Maple Bear Schools (bilingual school network) and Privalia (online-based outlet store). These partnerships did not raise large amounts of income in 2015, but the income is expected to grow in 2016.

During the second semester UNICEF encountered some delays in receiving payments from existing corporate partners and in signing new partnerships. As a consequence UNICEF will launch four new partnerships in 2016 that were planned for launch in 2015. This had a negative impact on the 2015 results.

As a consequence, UNICEF will not reach its objectives, but efforts made in 2015 will have a considerable positive impact on 2016 activities.

OUTPUT 6 The States and Municipalities of the Amazon region have committed to reducing child rights and gender and racial related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents thus addressing inequities in Brazil (Agenda Crianca Amazonia).

Analytical Statement of Progress:

More than 6 million children and adolescents are potentially benefitting from UNICEF's work in the Amazon region through the UNICEF Seal of Approval, which currently involves 464 municipalities in the nine Amazon states. At this stage, those 464 municipalities have undertaken all steps of the methodology and have prioritised children and adolescents in their political agendas. Of those, 369 municipalities are now implementing inter-sectoral action plans with specific actions for children in the areas of education, health and child protection.

UNICEF provides technical support to the municipalities through different tools, such as phone, text-messaging apps and web-based support. During 2015 UNICEF provided capacity-building support to 370 municipalities during two events, resulting in increased knowledge at the municipal level on planning and implementation of social mobilisation activities related to S4D,

the impact of climate change on children and adolescents, education and inter-sectoral work.

Some 633 participants from 344 municipalities are enrolled in an online course launched by UNICEF and its partners to support the Seal development process. Due to the high demand for participation in the course, UNICEF and its partners opened a second call for applications. The training will build the capacities of local authorities on the elaboration of child-centred action plans and policy-making based on evidence by using disaggregated indicators that reflect the situation of child rights at the local level.

UNICEF and its partners elaborated specific recommendations for municipal and state authorities on existing health policies and strategies, to guarantee adolescents' participation in health policy implementation. The recommendations were elaborated with the participation of more than 30 adolescents from the region, as well as with health authorities.

UNICEF and governors of the nine Amazon States reaffirmed their commitment to children and specific goals for the region by signing the ACA, which is aligned with UNICEF priorities in the country. The ACA aims to support governments to maximise impact and mobilisation in favour of the wellbeing of children in the Amazon region, track progress on agreed indicators and improve the situation of critical issues affecting children in this region, such as birth registration for indigenous populations and child mortality, among other challenges highlighted in the Amazon Situation Analysis (see details in the 2015 mid-year review)

Externally, Brazil is going through an economic and political crisis, which might affect the implementation of some activities defined in municipal action plans.

OUTPUT 7 The States and Municipalities of the Semi-arid Region committed to reducing child rights and gender and racial related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents thus addressing inequities in Brazil.

Analytical Statement of Progress:

The semi-arid region is currently experiencing one of its worst droughts in history. Within this context, efforts to further promote the rights of children and adolescents have become critical.

Of 1,502 municipalities in the semi-arid region, 1,134 (75 per cent) have enrolled in the Municipal Seal of Approval, of which around 800 (70 per cent of those enrolled) successfully completed the first two of three mandatory requirements:

1. Community Forum - an opportunity for local communities to develop, through a participatory approach, a diagnosis of issues facing adolescents and young people and plan strategic actions to address these issues through strengthening of local public policies
2. Establishment of NUCAs, charged with influencing public policy related to child rights.

By December 2015, some 853 NUCAs had been created in 799 municipalities with the participation of 21,916 boys and girls. Over 1,400 adolescents were trained in social mobilisation and work to bring about change in their communities.

Municipalities across the region have debated strategic actions over six capacity building cycles in the areas of: maternal/child health, ECD, children out of school, child labour, environmental sustainability, water and sanitation for schools and S4D. These events are important to build the

capacity of municipalities participating in the Seal, enabling them to improve their municipal action plans in line with local needs and priorities in these areas.

In the first half of the year, a virtual platform was created to allow municipalities to document efforts and successes in furthering child rights and to share experiences. Content from the platform will be used in the certification assessment of participating municipalities in 2016. Municipalities were trained in its use, and a total of over 14,400 postings have been uploaded from 699 municipalities regarding their advances in guaranteeing the rights of children and adolescents.

A potential future challenge of note is that Brazil is currently going through an economic and political crisis, which might impact the future implementation of some planned activities by municipalities participating in the UNICEF Municipal Seal of Approval.

OUTPUT 8 By 2016, the large urban centres municipalities enrolled in the UNICEF Urban Centre Platform committed to reducing child rights and gender and racial related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents thus addressing inequities in Brazil.

Analytical Statement of Progress:

Working towards the goal of reducing inequalities affecting children and adolescents in large urban centres, in 2015 UNICEF made advances in: 1) disseminating information on disaggregated data for all municipalities participating in the PCU; 2) engaging community members, local leaders and government officials in planning and implementing local actions to reduce urban inequalities; 3) building adolescents' capacity for participation in policy-making arenas.

The main results included:

- Disaggregated information on indicators of child and adolescents' rights in the eight participating urban centres was shared during a national seminar on reducing intra-urban inequities. This was an important result, as often municipal authorities do not prepare policies and programmes based on this sort of evidence. Mayors and/or deputy mayors of five of the country's large municipalities were present, demonstrating their commitment to child and adolescent rights. A total of 60 articles on the data presented during the seminar were published. Via social media, over 1,556,819 people were reached.
- Civil society participation was strengthened with the engagement of over 3,487 people participating in fora and mobilised for local activities, including 780 adolescents. These fora gathered community members to discuss the key challenges faced by the neighbourhood and how the municipality can address them, including via the preparation of local action plans.
- Adolescent groups are active and engaged in several spheres of decision-making. In total, over 1,045 adolescents were directly engaged in PCU mobilisation groups and participated in capacity building courses on Life Skills. Additional 117 adolescents were involved in youth-led digital mapping, and 601 in peer-to-peer research under the "Out of School" campaign (see Outcome 2 for details).
- Over 3,580 adolescents were mobilised in advocacy and social participation activities in the eight municipalities engaged in the PCU, contributing directly to policy-making on issues related to child and adolescents' rights. They participated in municipal conferences for the rights of children and youth and organised youth fora and a festival for the ECA, among

other activities.

Externally, it is important to highlight that Brazil is going through an economic and political crisis, which might impact the implementation of some activities defined in municipal work plans.

Internally, UNICEF Brazil is engaged in the initiative and all sectors are working together to achieve the expected results.

OUTCOME 8 Governance structures and systems that are necessary to adequately manage risks and achieve programme results. Activities and associated costs corresponding to Institutional Budget functions at country level, including salaries and related non costs of Representative, Deputy Representative, Chief of Operations, Chief of Communication staff, business continuity and risk management.

Analytical Statement of Progress:

One of the main results for UNICEF Brazil in 2015 included the preparation of a new Country Programme Document (CPD) for 2017-2021. A staff retreat was held at the end of February with the participation of 45 Country Office professional staff. This space facilitated an exchange of ideas and experiences to guide the office in the preparation process of the new Country Programme and to initiate discussion about the broader lines of the future of UNICEF in Brazil, focusing on the most vulnerable populations.

A Strategic Moment of Reflection took place in May, gathering UNICEF teams from Brazil, HQ and LACRO, as well as a range of partners. Three key priority areas of work for UNICEF for the duration of the next Country Programme cycle were agreed upon: social inclusion, protection and education. A draft CPD was prepared around mid-year and shared with staff, regional office and HQ for comments. The revised draft was reviewed and cleared during the December CMT and next steps for finalising the CPD and preparation of the CPMP discussed and agreed upon.

A bi-annual AMP (2015-16) was prepared and approved by the CMT in late July due to the fact that December, January and February (up to Carnival holidays) are typically times for summer vacation in Brazil when staff are normally away. This year the Operations section started its activities without chiefs of the HR and Administrative & Finance units. New staff joined in August and March, respectively.

An external audit conducted by the UN board of auditors took place in October; 16 observations were raised. These observations are grouped with those from Argentina and Regional Office, and one consolidated report for LAC was issued, highlighting the observations relevant and applicable to each of the three offices.

UNICEF Brazil, in particular the Operations section, organised and prepared for the establishment of the GSSC in Budapest, as the office was one of the pilot countries that moved its transactions in the areas of finance and master data management for processing at this hub as of October. The Country Office also contributed with the knowhow of two staff members, one as part of the advance team deployed in July to establish the centre, and another as part of the pilot team from LACRO to test the MyCase tool and process transactions during the pilot.

Management indicators were monitored regularly by chiefs of section and managers on InSight and VISION. These indicators were shared with CMT members during its meetings. In addition, the Deputy Representative submits to grant managers every two weeks information on the status of programme indicators to ensure timely utilisation of grants. Management indicators are

shared with CMT members.

UNICEF Brazil has been fully engaged in the implementation of the activities agreed upon following the results of the 2014 global staff survey. The priority areas identified were: internal communications, staff relations, work environment, work/life balance, office efficiency & effectiveness and the local staff association. After some years of inactivity the staff association took significant steps by finalising the association's statute and approved work plan.

OUTPUT 1 Effective and efficient governance structure and systems in place to adequately manage risks and achieve programme results.

Analytical Statement of Progress:

A bi-annual AMP (2015-16) was prepared and approved by the CMT in late July. The 2015 annual management review is planned for the first quarter of 2016. The terms of reference for all statutory committees and membership were revised, approved by the CMT and included in the AMP.

UNICEF continues to closely monitor implementation of the BOS in Brazil as an observer. The start-up of the joint operations facility is facing some delays and the UN Country Team estimates its inauguration in January 2016. UNICEF Brazil will continue to pro-actively explore the option of selective engagement in common services as long as there is potential for efficiency gains and the BOS remains responsive to our business model.

Following the new procedures for Country and Regional Office transfer of resources to civil society organizations, the Office issued new local procedures and workflows for project cooperation agreements and small-scale funding agreements.

OUTPUT 2 Efficient and effective Management of Financial and other Assets of the Organization, including activities and costs associated with office administration, including the salaries and related non-staff costs of administration and finance, rent, office furniture and equipment, office security, maintenance of vehicles).

Analytical Statement of Progress:

A large percentage of UNICEF Brazil's income is generated through private sector fundraising. Management of contributions continued to improve as negotiations with donors were carried out in a way that protects UNICEF's best interest, and with close follow-up on grant expiration, resulting in timely utilisation of all contributions.

Monthly follow-up of donor reports and unallocated funds, through management reports disseminated every two weeks, have ensured the timely implementation of follow-up actions and corrections. The Office maintained a high implementation rate throughout the year. The total utilised amount through December 31, 2015 was: institutional budget US\$566,386; regular resources US\$972,952; and other regular resources US\$15,497,925.

Regular reviews of general ledger account balances contributed to smoothly mid- and year-end closure of accounts. Bank reconciliations were submitted on time and reconciling items analysed and cleared. One training session on HACT was carried out in 2015 with the participation of relevant staff involved in HACT implementation in the office. The 2015 HACT implementation plan is in place and an audit company was contracted to perform the micro-assessments and audits. The planned spot-checks were conducted during October and November by two staff members from the finance team.

DCTs were closely monitored and well managed, and the office had no DCTs outstanding for more than nine months.

In order to improve quality and timeliness of transaction processing by the hub in Brasilia, orientation and advice sessions were undertaken when required to staff members in the nine offices and standard operating procedures reviewed and adjusted to reflect new regulations and changes in the work environment.

OUTPUT 3 Human Resource Management, including staff development and learning, staff well-being and staff related security costs.

Analytical Statement of Progress:

The Office completed the recruitment of 17 posts in multiple units. For non-staff recruitment, HR issued 45 contracts (consultant and individual contractors) and has another eight contract processes in progress.

Regarding performance management, 96 per cent of staff had completed the 2014 PAS by the deadline, 94 per cent completed 2015 phase I, and 92 per cent 2015 phase II by the deadline. During the 2015 PAS mid-year review (Phase II), HR conducted coaching sessions to ensure that comments from supervisors and supervisees were delivered with quality and consistency.

The learning and development plan was implemented at 74 per cent; several training activities were offered. Concerning group trainings, 10 courses/ trainings were provided to staff and 11 staff took individual courses/ trainings. This year, five staff benefited from the opportunity to go on a staff exchange or stretch assignment to another duty station. Such opportunities increased significantly during 2015, reflecting positively on the staff's knowledge and motivation, and permitting them to bring back best practices and constructive experiences from other UNICEF offices.

Throughout the year, HR staff were actively involved in allowing staff to benefit from counselling (personal and career development) services, as well as giving advices related to staff relations and conflict resolution.

Additional quality checks were performed on the staff files in preparation for the GSSC transition. Altogether 66 files were reviewed and are currently being scanned in accordance with the global instructions for digitalisation.

As part of staff well-being activities, during 2015 yoga classes were offered to all staff every Thursday, in both the Brasilia and Rio de Janeiro offices, as well as quick deep-breathing sessions at the Brasilia's office.

OUTPUT 4 Sales

Analytical Statement of Progress:

The strategy of consolidating existing prospecting channels such as face-to-face and telemarketing, while developing other channels such as online fundraising, is delivering the expected results, i.e. reducing risk by diversifying the acquisition portfolio and reducing the cost per acquired donor. UNICEF Brazil raised US\$7,326,092 in income from individual donors. This continuous support is a very important indication that the fundraising program in Brazil is

successful.

In addition three emergency campaigns were implemented, raising US\$442,314 registered as ORE.

Overall the Country Office grew its individual fundraising programme by 55 per cent in local currency, yet this is not reflected in dollar figures since the Brazilian currency devalued strongly against the dollar in 2015.

OUTCOME 9 UNICEF's 2012-2016 Country Programme for Brazil is effectively implemented, and Brazil's situation is monitored and evaluated in an integrated and efficient manner, with an equity approach and integrating cross-cutting issues that address the various dimensions of inequality in the country.

Analytical Statement of Progress:

UNICEF Brazil continued to lead strategic planning and monitoring and evaluation of key areas of the Country Programme.

In terms of strategic planning, UNICEF Brazil concentrated its efforts in the preparation of a new Country Programme (2017-2021). Strategic consultations were carried out with key partners, working groups met during the year and a first draft results matrix and CPD outline were prepared utilising the MoRES approach. Feedback received from Headquarters and the Regional Office acknowledged the quality of the analysis carried out by the Country Office and its equity focus. In addition, the strategic planning function contributed to improving the quality of key planning documents and processes.

Monitoring and evaluation activities were systematically implemented in all thematic and geographic areas of the Country Office, focusing on quality of data produced and programme monitoring and evaluation. A total of 90 per cent of all activities in the IMEP were fully implemented or on track. The level of information and knowledge on specific areas of children's and adolescents' rights has been enhanced, through the implementation of project monitoring plans for: Palavra de Criança (on literacy at the right age); evaluative monitoring process of the PCUs; Rivers of Inclusion (education for children with disabilities); and Caravana do Esporte (inclusive and educational sport and art). National and local capacities in monitoring and evaluation were developed through support to professional networks and dissemination of UNICEF's equity agenda and methodologies.

OUTPUT 1 Strategic planning, coordination and integration are guaranteed and strengthened throughout the CP implementation.

Analytical Statement of Progress:

The participatory process of preparing a new Country Programme began in 2015. The kick-off event was the annual staff retreat in February, where "mobilising ideas" were flagged to inspire the new cooperation cycle. In May 2015, a Strategic Moment of Reflection offered the opportunity to hear the expectations of around 40 external partners (Government, private sector, civil society and adolescents) on UNICEF's future role and contribution to Brazil. Following this event, working groups with key staff were formed and a first draft results matrix and CPD outline was produced utilising MoRES exercises, and shared with the Regional Office and Headquarters. The draft CPD highlighted UNICEF's equity approach by framing programme components around the needs of specific population groups: those excluded from public policies, those not benefitting from quality services and victims of violence, discrimination,

negligence and abuse. Feedback was received from LACRO and HQ and the Country Office is working to refine the document with a view to finalisation in early 2016.

Technical support from the planning, monitoring and evaluation section resulted in improved quality of key documents and processes (including the annual report 2014, annual work-plans 2015-2016 and mid-year review 2015), cooperation with civil society organisations, donor proposals and donor reports. Two orientation sessions on the preparation of donor and institutional reports were held to improve staff's capacity on results-based reporting, sharing information about LACRO's consultancy on the quality of donor reports and guidance on a new donor report template.

In view of the new procedures for programme cooperation agreements and small-scale funding agreements, the Office organised two training sessions in Brasilia for key programme staff and four additional remote sessions. The new procedures were being fully implemented since June 2015.

UNICEF Brazil continued its efforts to strengthen coordination and information-sharing among programme, communication and M&E staff at the national and sub-national levels via bi-weekly programme meetings and sectoral working groups. The Office carries out bi-weekly monitoring of key management indicators, allowing managers to take timely action on grant implementation levels, fund allocation, donor reports and DCTs pending liquidation. As a result, the performance against these indicators continued to improve.

UNICEF Brazil continued to be an active contributor to UN coordination efforts and has participated in all UN theme groups meetings.

OUTPUT 2 Effective support is provided to strengthen M&E skills and capacities to ensure high impact of the UNICEF programme in Brazil.

Analytical Statement of Progress:

Monitoring and Evaluation has been a strategic cross-cutting theme supporting programme planning, implementation and evaluation for UNICEF Brazil. In 2015, key results achieved were:

- New knowledge on the situation of children's and adolescents' rights was being produced and/or documented through the implementation of 90 per cent of activities in the IMEP (fully implemented or on track as of December; one activity discontinued).
- The level of information and knowledge on specific areas of children's and adolescents' rights was enhanced through the implementation of project monitoring plans: *Palavra de Criança* on literacy at the right age; evaluative monitoring process of the PCU; Rivers of Inclusion on education for children with disabilities; Caravana do Esporte on inclusive and educational sport and art. All of these initiatives will continue in 2016. This component was significantly strengthened in 2015, through: i) more systematic participation of the M&E team in donor proposal and project preparation processes and ii) the allocation of financial resources for M&E in new proposals negotiated by the Country Office.
- Understanding of the results and impacts of programmes and policies to advance children's and adolescents' rights was increased through the implementation of project evaluations (Youth Aware project – underway).
- National and local capacities for M&E were being developed through support to professional networks and the dissemination of UNICEF's equity agenda and methodologies (Latin America Regional M&E Network Meeting – March; American Evaluation Association Meeting – November; Brazilian National M&E Network Meeting – November; and the use of

MoRES methodology in the implementation of specific projects). Collaboration on capacity development in M&E and country-led evaluations will continue in 2016.

- National and local support to UNICEF's programme in Brazil was enhanced through the participatory preparation agenda for the next Country Programme 2017-2021 (strategic moment of reflection/ studies compiled for situation analysis/ documentation of trends and challenges for children and adolescents in Brazil – May; CPD preparation consultative process/ causality and bottleneck analyses in three key programmatic areas/ theory of change and results framework – June to November; preparation of equity-focused M&E strategy and five-year IMEP– underway).

Document Centre

Evaluation and Research

Title	Sequence Number	Type of Report
Study on premature births and possible causes (Phase 2)	2015/001	Study

Other Publications

Title
10 Desafios para o Ensino Médio no Brasil (10 Challenges to secondary education in Brazil)
Situation analysis of children and adolescents in Brazil: progress and challenges in the context of 25 years of Estatuto da Criança e do Adolescente
Civic Engagement of Adolescents and Youth. Framework of Reference.
The National Framework for the Right to Participate

Lessons Learned

Document Type/Category	Title
Innovation	Surf Safe
Innovation	The use of disaggregated data as a source of information for policy making
Innovation	"Palavra de Criança" (Word of the Child)
Lesson Learned	Strategies and results as part of the debate on lowering the age of criminal responsibility