Executive Summary

2013 marked the second year of the Brazil Country Programme (CP) 2012-2016. Although UNICEF continued to operate at the federal, state and municipal levels, it was a crucial year to enrol newly-elected local governments successfully in the UNICEF Municipal Seal of Approval. This is a certification awarded to municipalities that have made the most progress advancing policies that protect the rights of children and adolescents. Since the launch of the Seal’s latest edition in October 2013—timed to coincide with the new term of municipal administrations—73 per cent of all municipalities in the semi-arid region and 76 per cent in the Amazon states had enrolled, indicating a strong level of commitment. Participants constitute 30 per cent of all municipalities in the country and are home to the majority of poorest people in Brazil.

As a complement to the Seal, the second edition of UNICEF’s Urban Centres Platform (PCU) was launched. The initiative grew from two to eight municipalities, representing over 28 million inhabitants, 8.3 million of whom are children and adolescents. The Platform’s method measures reduction of intra-urban inequities and has full support of key stakeholders.

Based on results of *The Brazil Report on Out of School Children*—which revealed that 3.8 million children and adolescents are out of school and another 8.8 million at risk of exclusion—UNICEF developed a communication campaign called Fora da escola não pode! (Out of school just won’t do!). It led to a commitment from the Ministry of Education (MEC) and the National Union of Municipal Secretaries of Education (UNDIME), the latter of which adopted school exclusion as a main focus for all 5,570 municipalities in the country.

**Shortfalls:**

The National Education Plan, which will establish 20 education goals for the next ten years, has been pending approval by Brazil’s Congress since 2011. The latest reports pointed to approval during the first half of 2014.

A comprehensive evaluation of UNICEF’s Municipal Seal of Approval, planned for 2012/2013, and was delayed. A final report was to be ready in mid-2014.

**Key partnerships:**

Globo Network, the largest media group in Brazil, signed a co-operation agreement with UNICEF and the Roberto Marinho Foundation to develop the Globo Educação initiative, which places the right to education as a priority theme for news and entertainment TV shows.

UNICEF worked to minimise risks that large sporting events to be hosted by the country could pose to children. The National Convergence Agenda is a child protection strategy with the federal government, non-governmental organisations (NGOs) and corporate foundations to prevent and respond to cases of violence against children. As part of this initiative, UNICEF helped to create local committees in the 12 host cities of the 2014 FIFA World Cup for this same purpose.

Recognising that religious leaders have tremendous reach at the community level, UNICEF
joined forces with them to launch the Peace and Protection Movement to ascertain whether policy changes that had enacted on issues such as violence education and birth registration were working on the ground.

Country Situation Affecting Children and Women

Brazil is the world’s fifth largest nation and is increasingly important, both economically and politically. It ranks seventh in terms of GDP [1]. Approximately 195 million people live in Brazil’s 5,570 municipalities, of whom 56 million are under 18 years of age. Of these, more than half are Afro-Brazilian. The indigenous population numbers around 784,000, including 246,000 children and adolescents [2]. The quilombola (slave descendant communities) population is 3,500 in 300 cities [3].

As per the national definition of income poverty [4], extreme poverty dropped from 13.7 per cent to 3.6 per cent between 1992 and 2012, while poverty declined from 31.5 per cent to 8.5 per cent [5]. Inequality fell from 0.6 in 2001 to 0.53 in 2012 (Gini co-efficient) [6].

Brazil reached its Millennium Development Goal (MDG) 1 [7] and MDG4 targets; however, progress toward MDG4 was irregular. Although under-five mortality (U5MR) fell 77%, from 62 (1990) to 14 (2012) [8], indigenous infant mortality (41.9 per 1,000 live births [9]) remained almost three times higher than the national average. Achieving MDG5 still remains unlikely, with high maternal mortality rates in vulnerable groups [10].

Brazil celebrated 10 years of Bolsa Família, a cash transfer programme reaching 13 million households (over 50 million people). Ninety-three per cent of families receiving allowance are headed by women and 73 per cent are black or mixed race. Government data show that the health conditionality of the programme helped to reduce U5MR by 19.4 per cent [11].

Brasil Carinhoso, launched in 2012 to support vulnerable families with children aged 7 to 15 [12], was extended to all Bolsa Família families living in extreme poverty. Consequently, 2.5 million people were lifted from poverty, bringing to 24.5 million the total number of people who no longer live in extreme poverty since the Brasil sem Miséria plan launch in 2011.

Rede Cegonha continued to be the government’s main strategy for reducing maternal and infant morbidity and mortality, and to support the reduction of HIV and syphilis [13]. This strategy includes a specific focus on pregnancy prevention for teenagers. Pregnancy in adolescents (under 20 years of age) declined from 21.7 per cent (2000) to 18.4 per cent (2010), but in the northern states of Para and Acre it is around 25 per cent [14].

Following its national launch in 2012, the Juventude Viva, an initiative to reduce the number of homicides in young people, was launched in the states of Alagoas, Paraiba and the Federal District. This added to actions already underway in São Paulo, moving toward the goal of supporting 132 vulnerable municipalities [15].

The highest homicide rates are for boys. In 2011, 7,380 boys were murdered (43.3 per 100,000 inhabitants). Amongst girls, there were 616 homicides. The homicide rate for Afro-Brazilian adolescents is three times higher than for whites (34.3 per 100,000 inhabitants, compared to 9.7 for whites), and is still rising.
Mais Médicos was launched in 2013 to improve services and coverage to users of the public health system. It aims to accelerate infrastructure investment in hospitals and health facilities, and to increase the number of doctors in poorly-served regions. 3,664 professionals were participating in the programme in 1,098 municipalities and 19 indigenous districts [16].

In 2011, 3.7 million children between 5 and 17 years old were working in Brazil (8.6 per cent of the population in this age group). This represented a 17.9 per cent reduction since 2008 (4.5 million). The northeast and southeast still have the highest number of working children and adolescents [17], while the north and mid-west have the lowest. Child labour continued to be one of the key causes of school drop-out.

Brazil is close to achieving universal births registration. In 2012, Brazil achieved 97.3 per cent civil registrations of children under five years old, exceeding the World Health Organization goal of 95%. Registration of new-born babies rose from 79 per cent (2002) to 93 per cent (2010). However, in indigenous communities, only 58 per cent of new-borns were registered and, in some states, the registration rate for children under ten years of age was around 20 per cent [18].

Regarding HIV/AIDS, the largest increase in new infections was amongst young men who have sex with men (MSM). Of the cases registered in 2012/2013 amongst men between 13 and 24 years old, 41.4 per cent are MSM, 52.7 per cent are heterosexual, 5.2 per cent are injection drug users and 0.7 per cent occur via mother-to-child-transmission (MTCT).

Large cultural, religious and sporting events present challenges. The 2013 Confederations Cup showed that the National Children’s Rights Guarantee System (SGD) needed further strengthening before the FIFA 2014 World Cup to prevent and respond to violations of rights. The 2013 protests consisted of public demonstrations in several cities against corruption and the poor state of public schools and health service, in contrast to the huge investment in the events. Children and adolescents represented a large proportion of the demonstrators.

In response, President Dilma Rousseff approved a law setting aside 75 per cent of oil royalties for education and 25 per cent for public health. It also provides for 50 per cent of the Pre-Salt Oil & Gas Social Fund to go to these areas.

The reduction in the age of criminal responsibility returned to the Brazilian political agenda. The debate pressured the government to introduce new guidelines to improve the national system for children deprived of liberty [19], while it brought new challenges to protect the rights of children. This discussion was likely to continue in 2014, considering the Presidential elections, posing risks to standards set by the Convention on the Rights of the Child (CRC). Public opinion in Brazil appeared to support the adoption of stricter measures, despite the high number of children already deprived of liberty [20].

**Country Programme Analytical Overview**

UNICEF continued to focus on reducing inequalities to promote, protect and advance the realisation of the rights of the most vulnerable children and contribute to Brazil’s progress toward the achievement of the MDGs with equity and the national priority to eradicate poverty. UNICEF partnered with governments at all three levels (federal, state and municipal), undertaking evidence-based advocacy and policy dialogue; supporting
capacity development for strengthening access and quality of social services; mobilising social and civic engagement; and convening a wide range of actors, including adolescents themselves, to participate in the design and management of policies.

All programme components addressed the most disadvantaged children and adolescents living in the Amazon, semi-arid and poorest areas in large urban centres—UNICEF’s priority geographical regions. The bottleneck analysis was mainstreamed into the Municipal Seal of Approval in the semi-arid and the Amazon platforms as well as the PCU in large cities to inform public policy decision-making, facilitating enhanced participation of those most vulnerable and enabling duty-bearers to be better equipped to target those most in need.

The CP’s relevance and effectiveness was strongly associated with knowledge generated by UNICEF, which included: i) identifying equity gaps and designing outreach initiatives related to 3.8 million children out of school; ii) analysing bottlenecks and barriers preventing the birth registration of hard-to-reach children of the Amazon region, namely indigenous, quilombola, Roma and riverine communities; iii) identifying the causes of infant mortality linked to low weight and pre-term births; iv) communicating the urgent need for water and basic sanitation in schools in the semi-arid region that led to successfully mobilising Congress, relevant Ministries, state Governors and municipalities to address this problem; v) supporting an awareness-raising campaign and several training activities targeting behaviour change in relation to violence against children; and vi) advancing the strategic use of up-to-date and disaggregated data on the situation of children and adolescents, and inequalities in municipalities of the semi-arid and Amazon regions as well as in eight large cities.

The new methodologies for the Municipal Seal of Approval and the PCU initiative, developed in 2013 through a wide consultative process, were informed by the need to develop analytical capacities of right-holders and duty-bearers to understand better and act on the bottlenecks and barriers that prevent children and their families from taking part in the robust framework of social policies and services put in place in Brazil. It was also based on the need for improved contextualisation and adaptation at the local levels, primarily through better and sharpened targeting of municipal public policies, thereby benefitting from community and adolescent participation as well as inter-sectoral approaches that aim for effectiveness and efficiency. In 2014, UNICEF was to contribute further to generating knowledge on determinants of inequities in order to encourage affirmative action by policy-makers and influence behaviour against discrimination by the public at large.

**Humanitarian Assistance**

UNICEF filled a significant information and knowledge gap by disseminating the National Protocol on the Protection of Children and Adolescents in Emergencies and finalised a nation-wide study to establish a baseline for its application. With UNICEF support, the scope of the Protocol was broadened to include the protection of persons with disabilities and elderly people in the context of emergencies, and emergency preparedness was integrated into the Municipal Seal of Approval strategy.
Effective Advocacy

*Fully met benchmarks*

Advocacy strategies continued to be at the core of CP. In 2013, UNICEF partnered with the Ministry of Health (MoH) to release the *Guideline for Qualification of Care Lines for Vertical Transmission of Hepatitis B, HIV and Syphilis* and to strengthen the Prevention of Mother-to-child transmission (PMTCT) of these diseases. The guideline was to be implemented in practically all municipal health systems across the country.

Based on evidence presented in the *Brazil Report on Out of School Children*, UNICEF unveiled a communication campaign called Fora da escola não pode! (Out of school just won’t do!). As a result, UNDIME adopted school exclusion as a main challenge to be faced by all 5,570 municipalities in the country.

UNICEF engaged Brazil’s Congress, federal government and civil society in a multi-lateral task force led by members of Congress that is responsible for guaranteeing water and sanitation to all semi-arid region schools—where 20 per cent of them, attended by more than half a million children, lack basic sanitation facilities—by 2015.

In the area of child protection, the government increasingly recognised that protection issues must be addressed by bringing many sectors together. With UNICEF’s advocacy and technical support, the Human Rights Secretariat of the Presidency of the Republic launched a package of public policies named Brazil Protects, which involves 12 key Brazilian Ministries and the justice system. As part of this initiative, UNICEF helped to develop a National Protocol to protect children in emergencies.

Building upon what it had learned, UNICEF revised its methodology for the 2013-2016 edition of the UNICEF Municipal Seal of Approval. The new edition of the Seal was launched in the semi-arid and Amazon regions in October 2013. Seventy-three per cent of all municipalities in the semi-arid and 76 per cent in the Amazon had chosen to enrol in the initiative. Together, these municipalities constitute 30 per cent of the total in the country and are home to the majority of the poorest people in Brazil.

UNICEF also enrolled eight large cities in the second edition of the UNICEF’s PCU, an innovative methodology to reduce intra-urban inequities. In addition to the municipalities of São Paulo and Rio de Janeiro, PCU includes other six cities with a combined population of over 28 million, including 8.3 million children and adolescents.

Finally, UNICEF published a baseline study and disseminated a protocol for frontline professionals on the protection of children in emergencies, which had been prepared in 2012 by the Brazilian government with UNICEF support. The process and outputs compiled in Brazil were recognised as a good practice by 15 countries in the Americas, Asia and Africa through South-South exchange initiatives.
Capacity Development

Fully met benchmarks

Capacity development continued to be a key strategy for ensuring that equity-driven policies were developed and effectively implemented to fulfil children’s rights. UNICEF Brazil developed the capacities and offered technical tools to adolescents, families, teachers, decision-makers and service providers in a number of innovative work streams. In carrying out this work, several partnerships allowed UNICEF to reach more people, expand successful experiences and influence government policies.

Examples of capacity development work carried out in 2013 include:

- Health-care teams in ten highly-vulnerability indigenous areas in the Amazon were trained to apply protocols against pneumonia and diarrhoea, benefitting 6,963 children. Indigenous populations face a particularly high infant mortality rate, twice the national average.

- The Strengthened Brazilian Families Kit, offering guidance on new national health policies and issues related to early childhood development (ECD) targets for vulnerable families with children under six years of age, was updated by UNICEF and used as a tool by community health workers, early childhood education teachers and social workers at different government levels in the Amazon and semi-arid regions.

- More than 800 people were trained and committees at national and state levels established to manage potential and actual cases of children victims of violence, as a way to operationalise the SGD for increased protection of children against violence during large sporting events. In addition, 500 teachers and school teams of the 12 host cities of the 2014 FIFA World Cup were trained on the use of physical education as a tool for school inclusion.

- More than 300 frontline justice professionals, supervisors and trainers participated in trainings, in collaboration with National Council of Justice (CNJ) and other partners. With strengthened capacities, these actors will be better prepared to prevent re-victimisation of child victims of sexual exploitation during legal proceedings.

- Six hundred adolescents and 100 teachers in São Paulo were trained on life skills methodology. The approach was being implemented in the Amazon region and expected to reach 2,000 more young people.

- A strategic partnership with the UNDIME, through which UNICEF reaches all municipal secretaries in the country, allowed UNICEF to build the awareness of local managers on school exclusion and quality of education. A school self-assessment on quality of education and racial relations was presented to 2,000 secretaries at the UNDIME National Forum. In addition, more than 750,000 copies of racial relations indicators were to be distributed to all public and private schools in the country in order to raise awareness on discrimination in schools.

- Palavra de Criança, a strategy to guarantee children’s literacy at the right age, provided training to school managers, municipal and state authorities in Piauí state to ensure that students reach the age of eight with basic reading and writing skills. The initiative will benefit up to 120,000 children from 6 to 8 years of age, as well as 8,160 teachers from 171 municipalities of Piauí.
Communication for Development

Fully met benchmarks

UNICEF successfully implemented strategic communications initiatives to generate positive behaviour and social change for the survival, development, protection, education and participation of Brazilian children.

UNICEF signed an innovative partnership with Globo Network, the largest media group in Brazil and one of the biggest in the world. The network covers more than 98 per cent of Brazil's territory, reaching 99.5 per cent of its population. The Globo Education initiative seeks to embed the right to education as a priority theme for both Globo news and entertainment TV platforms. In the first year of the project, Globo disseminated education messages through its news shows, including the most influential evening newscast in Brazil, Jornal Nacional. It also disseminated news pieces about the importance of quality public education and teacher assessment.

As part of the Joint Programme on Food Security and Nutrition, UNICEF developed two main participatory actions: 1) it amplified the voices of indigenous youth by equipping them with tools and training to express their concerns about discriminatory practices used by the media; and 2) in partnership with the with the National Indigenous Health Secretariat (SESAI), UNICEF adapted culturally-relevant booklets on the rights and care of indigenous children and distributed them to indigenous leaders, health workers, education professionals, women and youths. The materials were made available in three indigenous languages and disseminated through participatory workshops.

Baby Week, an initiative supported by UNICEF since 2010, continued to be an important platform to mobilise municipal governments and communities to focus on the needs of children from 0 to 6 years of age. During 2013, 246 Baby Weeks took place across the country, reaching 915,000 children. To include the most vulnerable communities, the first indigenous Baby Week in Brazil was held in Amazonas state and the first quilombola Baby Week was held in Maranhão state. This was an important step to support rights-holders to understand their entitlements, use available public services and strengthen parental care practices. An effort was in place to evaluate the impact of Baby Week on children’s well-being, supported by the companies Procter & Gamble and Sanofi.

Service Delivery

Fully met benchmarks

As a high middle-income country, the scope of UNICEF’s co-operation in Brazil is focused on capacity development, advocacy and policy advice rather than direct service provision. As explained in previous sections of this report, UNICEF Brazil provided situation analyses, relevant data and information on bottlenecks and barriers to decision-makers at all levels so that duty-bearers are better equipped to target those most in need.
Strategic Partnerships

Fully met benchmarks

The achievement of significant and encouraging results in various areas was only possible due to the strong partnerships UNICEF Brazil had developed. Civil society, private sector, foundations as well as local, state and federal government counterparts around the country greatly contributed to the success of initiatives such as the Municipal Seal of Approval and the PCU, amongst many others.

UNICEF signed an innovative partnership centred on education with Globo Network. By choosing education as its main cause, the Globo Network committed to embracing the right to education as an important theme for both its news and entertainment TV platforms.

As recognition of the important contribution of religious leaders and their widespread presence in vulnerable communities, UNICEF convened five of the most representative national religious organisations to join forces for the effective protection of children against violence. As a result, the Peace and Protection Movement was created to work on the ground to raise awareness on child protection, identify children without birth certificates and prevent and report cases of violence. Using a network of 250,000 religious leaders, UNICEF hoped to engage ten million people by 2015.

An important strategic partnership was established with the Telefonica Foundation, the social issues arm of the largest phone company in Brazil, to reduce child labour in the semi-arid region. Telefonica has developed a state of the art methodology in the area of monitoring and reducing child labour, and UNICEF already works with more than 70 per cent of municipalities in the region. Combining forces represented a unique opportunity to decrease child labour in the region significantly and to ensure that children stay in school and learn. Additionally, Telefonica granted UNICEF a total of US$ 441,922 in flexible funding for work in semi-arid region.

Unilever and UNICEF developed a partnership to bring water to about 10,000 schools in the semi-arid region. In a first phase, the partnership developed an awareness-raising campaign that uses Google Maps technology to show the scale of the problem and display every single school in the region that lacks basic sanitation (450,000 children are affected). The campaign’s YouTube trailer had generated almost two million views. Efforts included a customer engagement campaign that would be used for advocacy and fundraising. Additionally, Unilever granted UNICEF US$ 315,305 for programme activities. This work complements UNICEF’s signed agreement with the relevant line ministries to ensure water in all schools by 2015.

Knowledge Management

Fully met benchmarks

UNICEF Brazil continued to pursue a systematic approach to knowledge management, considering three inter-related strategies to deal with the issue in the country: generation, dissemination, and use of knowledge. The objective of this approach is to facilitate access to knowledge by the general public and other organisations and policy-makers, providing evidence-based information that can be used for claiming rights, promoting advocacy and planning policies for improvements in the situation of children.
and adolescents. A key concept governing all the knowledge management work is equity, a challenge for a higher middle-income country such as Brazil.

In 2013, the preparation of knowledge products, updated databases, studies and surveys were at the heart of the agenda of the Brazil Country Office (CO) monitoring and evaluation (M&E) team. It updated information on UNICEF’s disaggregated indicators (for all programme areas) and prepared knowledge products on violence against children and adolescents; key indicators for the Brazilian semi-arid region (including specific analyses on water and sanitation); pre-term births and its possible causes; safe use of the Internet by adolescents; and a data update on out-of-school children. In addition, the CO was working with partners in new projects that were to continue in 2014: the preparation of a comprehensive situation analysis for the Amazon region; a survey on multiple forms of violence against children and adolescents; and a partnership with the private sector on innovative active search methodologies for out-of-school children. All products have an intrinsic equity focus, using disaggregated data by age, gender, race and geographic area.

The CO also contributed with partners to generate municipal and state information on policies for children and adolescents by introducing a specific chapter in municipal and state government surveys (Munic and Estadic, country-wide surveys carried out by the Brazilian Institute of Geography and Statistics (IBGE)). Results will be available in 2015.

In urban centres, the CO consolidated a partnership with a research institution to create the methodology to assess intra-municipal inequalities in children’s and adolescents’ rights. The methodology enables managers to understand municipal inequalities and to make more informed decisions on public policies that benefit the most vulnerable children and adolescents. A first group of government officials and consultants were trained to start applying the methodology in 2014.

Global knowledge initiatives to which the CO contributed include Country Reporting on Indicators for the Goals, the State of the World’s Children Report on Children with Disabilities, a global evaluation of up streaming work in education, a data update on A Promise Renewed (APR) initiative and M&E contributions to the regional Vamos Jogar programme, which promote sports for development in Latin America. These exercises make world-wide information available and contribute to the use and dissemination of reliable data.

All these initiatives enhanced knowledge generation and management in the CO. A first draft of an integrated strategy was prepared and was to be discussed by the office team in 2014, based on good practices identified in 2013.

**Human Rights-based Approach to Co-operation**

*Fully met benchmarks*

UNICEF’s work focused both on the promotion of participation of rights-holders so that they were able to voice their concerns and claim their rights, as well as on building the capacity of duty-bearers, supporting them in providing services in fulfilling those rights. The CO:

- Supported important adolescent participation processes that involved several adolescent networks, valued as representation bodies for the participation of vulnerable
groups such as indigenous populations, those living in the Amazon and semi-arid regions, and in the large urban centres, marking their right to participate in public policy planning and monitoring, amongst others. The right to participation by youth was contemplated in the Congress-approved Statute of Youth and represented the basis for the construction of a holistic and comprehensive legal framework for adolescent participation.

- Developed the capacities of adolescents, offering them the tools (such as media tools amongst indigenous groups or digital technology for youth in Rio de Janeiro) to voice their concerns and bring about community change.

- Promoted several advocacy and capacity development initiatives with teachers, health professionals, justice actors, families, journalists and politicians, amongst others, to advance on the promotion of children’s rights.

- Obtained commitments from government at all levels (federal, state and municipal) to reach children in the most vulnerable areas, advancing public policies that promote, protect and realise rights of children and adolescents, such as through the Municipal Seal of Approval and the PCU initiative.

**Gender Equality**

*Mostly met benchmarks*

Following gender training activities and the development of an office-wide gender action plan in 2011-2012 by the CO, gender equality was increasingly incorporated into all components of the CP.

UNICEF also engaged in actions of the joint UN task force on gender and race. The most recent example was the Brave is Not Violent campaign (O Valente Não É Violento) that was launched in December 2013. It was a joint UN initiative within the global UniTE to End Violence against Women campaign of the UN Secretary-General, co-ordinated by UN Women and aiming to promote a change in attitudes and sexist behaviour and emphasising the responsibilities of men for the elimination of violence against women and girls.

Moreover, in March 2013, UN Women, UNICEF and UN-Habitat, with support from the British Embassy and in partnership with the Secretariat for Human Rights of Rio de Janeiro, launched a free on-line app that gathers information about support services for women and girls who are victims of violence. This tool was developed within the scope of the inter-agency programme Safe and Friendly Cities for All and provides information about care centres and services as well as how and where to access these within the network to combat violence against women in the city of Rio de Janeiro.

UNICEF also provided support to the Youth Positive Network, which helped to increase the female representation in co-ordination posts of the Network to 50 per cent of available posts in 2013.

Through an adolescent pregnancy prevention strategy on adolescent pregnancy in school, the CO contributed to include a participative methodology within the guidelines for the national child maternal public policy (Rede Cegonha), promoting the adoption of this methodology within the work of municipal basic health care centres on the prevention of
adolescent pregnancy and adolescent parenting.

In April 2013, UNICEF and the Human Rights Secretariat and the US Embassy held the International Seminar on Girls’ Empowerment, with the participation of 120 girls from Brazil, the USA, Mexico, Chile and Uruguay, which resulted in the establishment of an agenda to promote gender equality and girls’ empowerment, included implementation of the Convention to Eliminate All Forms of Discrimination Against Women (CEDAW) with the participation of adolescent girls.

In partnership with the NGO Associação Brasileira Terra dos Homens (ABTH), 345 professionals of the national social assistance system from 11 states were trained and are more able to engage in social work with families, promoting family and community relations, and improving the management of topics such as race, disability and gender.

Using a gender-race-based approach, a study about adolescents in the socio-educational system in the Federal District was prepared, providing information on ethnic-gender-based relations in the process of re-socialising adolescents (3,236 adolescents: 89 per cent boys and 11 per cent girls) serving socio-educational measures in socio-educational institutions. The recommendations will guide public actions and policies to address inequities that affect Afro-descendant adolescents deprived of freedom under socio-educational measures.

Furthermore, a series of knowledge products, databases, studies and surveys were produced and updated with information on UNICEF’s indicators of all programme areas, disaggregated by age, gender, race and geographic area.

**Environmental Sustainability**

*Mostly met benchmarks*

Environmental sustainability and emergencies are directly linked in Brazil. Floods and droughts are the most commonly-reported natural disasters in the country. Irregular occupation in urban areas, deforestation around river banks and climate change are some of the reasons related to the frequent floods that affect hundreds of people every year, often those most vulnerable. Drought is brought about by natural causes, but deforestation has also contributed to increase in temperatures, particularly in the semi-arid region. In 2013, this region faced one of the worst droughts in the past decade.

In 2012, the Brazilian government made an unprecedented commitment by establishing the National Protocol for the Protection of Children in Emergencies, inspired by the Core Commitments for Children in Humanitarian Action. It establishes national standards that focus on mitigating the impact of emergencies in the lives of the most vulnerable children and adolescents. The protocol directly engages several stakeholders, ensuring a sustainable and co-ordinated framework to serve those in greatest need better during emergencies. In 2013, UNICEF continued to disseminate the Protocol for frontline professionals on the protection of children in emergencies. UNICEF also supported the government in sharing good practices in relation to the process and outputs of the Protocol with other countries in the Americas, Asia and Africa through successful South-South initiatives.

UNICEF continued to engage with MEC in order to advance the National Sustainable
Schools Programmes that it developed in conjunction with the Ministry of Environment. The programme has selected 10,000 schools located in 310 cities facing environmental vulnerability and in areas subject to risks such as landslides and floods. These schools had previously participated in previous editions of the Children's Conference for the Environment and have teachers with training on how to structure a School Committee for the Environment and Life Quality. The participating schools will receive federal funds to include social and environmental topics in the school curricula, support the creation and strengthening of those committees, and improve school infrastructure for waste disposal and energy efficiency.

UNICEF also supported community-led initiatives to map social and environmental risks. The Youth-led Digital Mapping of Social-environmental Risks was implemented by UNICEF Brazil and partners in its second phase in ten communities of Rio de Janeiro, involving 240 youths. Its main goals include building adolescents’ capacities to map existing socio-environmental risks and problems in their communities and build an action plan to address them, involving the entire community and local government. The project increased the capacity of adolescents by providing digital tools that allow them to explore their territory and identify areas to be improved through their own actions. As a result of this initiative, maps were created and participants were able to advocate for their rights with relevant government bodies. Regular workshops and thematic meetings were organised with public authorities to foster dialogue, and concrete improvements were made to the communities. MEC is now interested in expanding the Youth-Led Digital Mapping to other areas in the country.

South-South and Triangular Co-operation

The Horizontal South-South Co-operation (HSSC) unit was set up in January. A joint HSSC action plan was developed and was being implemented with the Brazilian Co-operation Agency (ABC), with funds committed by the latter for 2014. This action plan includes the design, preparation and follow-up of UNICEF-supported HSSC missions to Brazil in 2013 from Algeria, Jamaica and Yemen, as well as technical support to the government to ensure that the CRC, gender and equity are included in the new Brazilian HSSC legal and institutional framework.

The conceptual lessons learned during Algeria’s mission to Brazil contributed to the country’s social protection reform process and were seen as the starting point of a long-term partnership between Algeria and Brazil to share experiences, build capacities and optimise effectiveness and efficiency of social protection schemes in Algeria, targeting the most vulnerable populations.

A mission from Yemen to Brazil provided inputs for re-designing the social protection system as well as the national constitutional amendment, and provided lessons learned for the restructuring of the Yemeni political system.

HSSC commenced with Jamaica, with the first adolescent programming exchange during the World Human Rights Forum. Preparations were on-going for HSSC between the government and the Planning Institute of Jamaica around local governance in support of Jamaica’s Community Renewal Programme.

UNICEF also facilitated a HSSC mission to Costa Rica in which the Brazilian Secretariat for Human Rights learned from the Costa Rican approach to restorative justice and protection
systems.

Furthermore, UNICEF supported two training sessions on PMTCT and clinical management with health officials from all countries of the Laços Sul-Sul (LSS) initiative; led the development of the LSS website, which had been launched in December 2013; and facilitated donations of anti-retroviral medicine (ARVs) by the Brazilian government to Guinea Bissau, Paraguay and Cape Verde.

Building on a financial contribution from the Government of Brazil in 2012, a child-centred technical co-operation around nutrition was taking shape between Brazil and Armenia, with additional funds secured from Brazil.

Triangular co-operation arrangements were being negotiated with the government and countries such as Argentina, Zambia, Guatemala, East Timor, Panama, Colombia, Ghana, Nepal and Ethiopia.

As part of the HSSC partnership with the Ministry of Social Development and Fight against Hunger, UNICEF supported documentation and dissemination of some 80 practices from around the world focusing on the elimination of child labour.

The partnership around humanitarian co-operation with Brazil saw the completion of the 2012-13 humanitarian actions in over 12 countries, and resulted in high-level advocacy for CRC-based humanitarian policies in a series of global and regional forums. These efforts led way for the commitments of over thirty governments to develop comprehensive policies based on the Core Commitments for Children, following the Brazilian experience of the National Protocol for Integral Protection of Children and Adolescents in Disasters. Virtual seminars were planned for 2014 to support countries in developing these national policies. Furthermore, Brazil contributed with US$ 150,000 for UNICEF’s humanitarian actions in the Philippines and committed to support UNICEF’s actions in Syria in 2014.
Narrative Analysis by Programme Component Results and Intermediate Results
Brazil - 0540

PC 1 - Survive and develop

On-track

**PCR 0540/A0/05/001**

By 2016, infant mortality, maternal mortality, chronic malnutrition and early pregnancy are reduced in Brazil, especially in the Amazon and semi-arid regions and amongst indigenous and Afro-Brazilians; and a comprehensive National Policy for Early Childhood created and implemented with good practices and lessons learned systematised and disseminated in Brazil and other countries.

**Progress:**

Brazil met MDG 4 in 2012, three years earlier than the target, per the *Committing to Child Survival: A Promise Renewed 2013* report and as acknowledged by President Dilma Roussef at the Opening Session of the UN General Assembly. Thanks to a combination of successful public policies, between 1990 and 2012 the mortality rate amongst under-five children dropped 77 per cent (from 62 to 14/1,000/LB) and Brazil is now an example for others to follow in reducing child mortality.

At the sub-national level, the achievement of MDGs 4 and 5 was supported by UNICEF in the Amazon and semi-arid regions and disadvantaged neighbourhoods of large urban centres, where child and maternal mortality represent major challenges, through strengthening the capacities of duty-bearers and rights-holders:

- 433 municipalities prepared integrated Early Childhood Municipal Plans, which anticipate actions required in public policies and address challenges in a multi-sectorial manner. Rio de Janeiro and Fortaleza recently approved their plans. Alagoas, Pará, Maranhão and Tocantins states were also elaborating plans.
- Baby Weeks continued to be used as a methodology to advance ECD rights. 246 municipal editions took place in 2013, targeting directly or indirectly 915,000 vulnerable children 0 to 6 years of age. Baby Weeks proved to be effective social mobilisation platforms for municipalities and states to share strategies that guarantee the rights of young children, especially those under three years of age, which, beyond issues related to ECD and health, also address birth registration and teenage pregnancy.
- As a result of UNICEF’s efforts, based on a study published with a correction factor of government figures that revealed the situation of under-reporting, the MoH incorporated an improved method to evaluate the frequency of preterm births in Brazil by the government.

Despite significant advances to reduce preventable deaths related to prematurity, perinatal infections, asphyxia and hypoxia of children under one year of age (cause of 69 per cent of deaths in 2011), specific strategies must take into account the magnitude of inequality in Brazil and still invisible groups, particularly indigenous children. UNICEF worked in ten highly-vulnerable indigenous areas located in the Amazon, training health care teams to apply protocols against pneumonia and diarrhoea, benefiting 6,963 indigenous children.

In continuing the efforts to tackle these challenges, UNICEF worked in close partnership with the MoH, the National Early Childhood Network, states and municipalities, supported by Procter & Gamble and electric power companies (RGE, Celpa and Celtins).

On-track

**IR 0540/A0/05/001/001**

By 2016, 50 per cent of semi-arid and Amazon municipalities enrolled in the Municipal Seal of Approval and large urban centres enrolled in the PCU have access to gender-sensitive international standard tools or methodologies, culturally adapted to improve vulnerable families’ competencies to care for children aged 0 to 6 years.

**Progress:**

In co-ordination with partners in 2013, UNICEF continued to reinforce the capacities of Brazilian families to care for young children, especially the most disadvantaged, through the development and validation of culturally-sensitive materials.

The reviewed Strengthened Brazilian Families Kit, designed by UNICEF with a network of 24 partners, incorporated relevant information on new national health policies and issues related to ECD targets for vulnerable
families with children aged 0 to 6. The kit continued to be a key tool used by community health workers, early childhood education teachers and social workers at different government levels in the Amazon and semi-arid regions, and in low-income urban settings.

Through UNICEF advocacy efforts, the Ceará state government decided to adopt the kit in a new local programme that aims to address vulnerable children up to three years old. The Department of Education of that state agreed to adopt the kit to work with all teachers of pre-school and day care centres.

Negotiations also ensured the adoption of the kit in the Amazon region, as part of the Educamazônia programme (see IR 2.5). The Department of Health of Goiás state was also committed to adopting the kit to work with all community health workers. In the municipality of São Paulo, 65 educators were trained on how to work with the kit and were applying the knowledge in their projects and workplaces in low-income neighbourhoods. The initiative is part of the Future Roots project, in partnership with Barclays Bank and the UK Committee. Copies of the kit were to be printed in early 2014 for continuing advocacy work.

IR 0540/A0/05/001/002 By 2016, the 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 PCU, 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 neo-natal mortality and early pregnancy.

Progress:

Baby Week continued to be a key strategy to promote young children’s rights. UNICEF supported 246 Baby Weeks, where 915,000 children from 0 to 6 years of age live. With Pampers and Sanofi support, 140 municipalities in Pernambuco, Paraíba and Alagoas states were being monitored to evaluate the impact of Baby Week on children’s lives.

The first Indigenous Baby Week in Brazil was held in Amazonas State, involving 850 families of Ticuna ethnicity, where 153 children received their birth certificates. The first quilombola Baby Week was also held in Maranhão state, involving 300 families and 575 children. This was an important step in raising awareness on the rights of the most marginalised groups of children, supporting right-holders to understand their entitlements, use available public services and strengthen parental care practices.

Rio de Janeiro municipality, the second biggest in Brazil, held its third Baby Week, showing that this strategy can be applied both in small and remote communities as well as in large metropolises.

In July, the Baby Week website was launched, receiving an average of 2,300 visits per month. As a result, information around the strategy was being disseminated and shared, making it possible for a larger number of managers and families to access it and to strengthen their capacities.

UNICEF supported the advocacy efforts of the Early Childhood Networks in Alagoas, Ceará, Maranhão, Pará, Pernambuco, Rio Grande do Norte and Tocantins states for further strengthening of public policies and better targeting of the most disadvantaged.

UNICEF transferred knowledge to 432 municipalities, which are mobilised to elaborate the Early Childhood Municipal Plans. Rio de Janeiro municipality recently approved its plan. Alagoas, Pará, Maranhão, Tocantins and Pernambuco states were to follow suit.

In order to decrease neo-natal mortality in Pará state, UNICEF, in partnership with the Pará Paediatrics Society, promoted training for 162 hospital health professionals, who are adopting new protocols.
By 2016, the National Indigenous Policy is strengthened, with specific tools and gender-sensitive methodologies to work with indigenous ECD.

**Progress:**

The Joint Programme on Food Security and Nutrition concluded in 2013, having built the capacities of indigenous youngsters on human rights and communication, giving them tools to voice their concerns against discriminatory practices using different types of media. Through the creation of a website and communication centres, more knowledge on rights and discrimination is available to young indigenous people. Opportunities to share their concerns were created and people not only in these communities but around the country could understand the challenges affecting this vulnerable group.

A key contribution of UNICEF to the joint programme was to make available culturally-adapted booklets on the rights and care of indigenous children, in three languages (Ticuna, Guarani-Kaiowá and Terena), to indigenous health workers, health and education professionals, leaderships, women and indigenous youth. The materials were prepared in partnership with the SESAI and disseminated through participatory workshops. UNICEF also brought together social actors in various sectors from four municipalities in Amazonas state to discuss child protection bottlenecks in Alto Solimões, building on the lessons of a successful workshop in Dourados.

In articulation with partners, two workshops were held on the Integrated Management of Childhood Illness guidelines in Pará state, building capacities of 39 indigenous health professionals and leading to better services to 2,128 indigenous children. Five other workshops on a Nutrition Surveillance System were held in Pará, Tocantins and Roraima states, training 132 health professionals targeting 10,054 indigenous children.

Several challenges affect the CO’s work targeting indigenous peoples: lack of commitment of municipal managers; geographical barriers; inefficient mechanisms of M&E for results; and deficiency of facilities, supplies and equipment in health units. These challenges require a more comprehensive approach to ensure better results. UNICEF is strengthening advocacy efforts to guarantee indigenous rights, working with national and local partners.

**Progress:**

UNICEF Specialists of the Child Survival and Development Team enabled progress toward the programmatic Intermediate Results. Staff provided technical support and knowledge in order to develop important tools to support achievements. UNICEF staff were directly engaged in advocacy and articulation with governmental decision-makers at the federal, state and municipal levels, as well as with non-governmental stakeholders to strengthen the national and local programmes and policies aimed at the improvement of child survival and development.

The Child Survival and Development Team supported the development of new editions of the Municipal Seal of Approval and PCU, and mobilised and advocated governments and civil society to join APR actions in accordance with global guidelines.

Strategic partnerships were consolidated with civil society networks, the private sector, the news media and academia in order to advocate and promote awareness on child survival and development, especially for the
most vulnerable populations—with special emphasis on indigenous peoples—as a priority for equity-driven social development efforts in Brazil.

**PC 2 – Learn**

**PCR 0540/A0/05/002 PCR 2. Learn - By 2016, 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 and semi-arid regions, and in the 174 municipalities with more than 150 thousand inhabitants, especially amongst indigenous, quilombola, riparian, Afro-Brazilians children and adolescents, those with disabilities, and the most vulnerable to emergencies and disaster risks.**

**Progress:**

*The Brazil Report on Out of School Children*, launched in August 2012, displayed the outstanding number of children and adolescents out of school. These numbers reached 3.8 million in 2012 and another 8.8 million are at risk of exclusion. UNICEF continued to support the implementation of policies aimed at the realisation of the constitutional right to quality education to each Brazilian girl and boy aged 4 to 17.

Based on the report results, UNICEF strengthened and disseminated a motto that is being developed into a communication campaign, with unique visual identity, called Fora da escola não pode! (Out of school just won't do!), which aims to involve and commit all strategic partners from government, the private sector and social organisations to the universalisation of access, attendance, learning and completion of basic education.

As a result of UNICEF efforts, the campaign took root and was being disseminated by several partners: the National Union of Municipal Education Councils, which joined the initiative arising from a decision at its national congress, and UNDIME, which chose out-of-school issues as a main challenge to be faced by 5,564 municipalities in the country. Twenty-one municipalities of Brazil’s sisal fibre production region, one of the most vulnerable areas of the country, committed to facing school exclusion by engaging different governmental areas.

Impressive results were achieved concerning communication strategies for development focused on the right to education. The Globo communication network signed a co-operation agreement with UNICEF and the Roberto Marinho Foundation to develop the Globo Educação initiative, which aims to have the right to education as a priority theme for news and entertainment TV shows. This means potentially reaching and building awareness of millions of viewers on education-related issues.

UNICEF’s Education and Sport for Development programme components put in place a capacity-building project in the 12 host cities of the 2014 FIFA World Cup to promote physical education as a strategy for school inclusion of disabled children.

UNICEF developed a strategy to engage Brazil’s Congress and federal government to provide sanitation facilities and quality water supply to schools in the semi-arid region. Through the leadership of members of Parliament, a multi-lateral task force, gathering government and civil society, was created to identify and guarantee water and sanitation to all semi-arid schools by 2015.

**IR 0540/A0/05/002/001 IR 2.1 By December 2016, the capacities of 80 per cent of municipalities from the semi-arid and Amazon regions, and of those with more than 150 thousand inhabitants, strengthened through UNICEF’s technical support to identify and locate girls and boys aged 4 to 17 who are out of school or at risk of dropping out, and to implement equity-focused programmes to ensure the universalisation of the right to quality education.**

**Progress:**

The Brazil report continues to be the centrepiece of UNICEF’s strategies to universalise quality education.
**Capacity development**: Disabled children are particularly at risk of being out of school. UNICEF and the Rodrigo Mendes Institute, with the support of the Barcelona Foundation, UNDIME, the MoE and Ministry of Sports, joined an initiative in which the capacities of 500 teachers and school teams of the 12 host cities of 2014 FIFA World Cup were strengthened, allowing them to use physical education as tool for school inclusion.

In order to raise awareness of teachers and families on the UN Convention on the Right of Persons with Disabilities, the guide *It’s About Abilities* was translated into Portuguese, in partnership with the NGO Rio Inclui.

Municipal education managers frequently lack key information on challenges related to school exclusion. UNICEF and the Campanha Nacional pelo Direito à Educação launched a guide, distributed to 2,000 municipal secretaries.

**Social mobilisation**: Universalising the right to education requires reaching the most excluded children. UNICEF and partners, such as the Natura and Tim institutes, developed active search strategies to be applied in the semi-arid, Amazon and urban centres. UNICEF also contributed to further social engagement through a communication toolkit.

**Communication**: The awareness of the general public on the right to quality education is key to disseminating important goals and dismissing myths. The Globo Educação initiative allowed UNICEF to contribute to this after carrying out meetings with journalists, mobilisation campaigns on teacher assessment and children’s return to school, and one seminar (edited into a one-hour TV show). Specifically targeting public schools and teachers, Nova Escola Magazine (a monthly magazine with one million copies distributed to all public schools in Brazil) was preparing, with UNICEF support, a series of six news articles based on the report on out-of-school children.

**On-track**

IR 0540/A0/05/002/002 IR 2.2 By December 2016, capacities of 90 per cent of municipalities from the semi-arid and Amazon regions, and those with more than 150 thousand inhabitants strengthened through UNICEF’s strategic support to guarantee quality basic education to all children and adolescents, particularly the most marginalised, reducing inequalities, decreasing drop-out and retention rates, and increasing enrolment and attendance, literacy, learning achievements and conclusion rates.

**Progress**:

UNICEF concentrated efforts on promoting high-quality standards as a mean to achieve universalisation of attendance and sustainable learning results.

**Capacity development and social mobilisation**:

Many Brazilian students reach the age of eight lacking basic reading and writing skills. The Palavra de Criança project is a follow-up strategy of children’s literacy progress. The initiative benefited 120,000 children from 6 to 8 years of age, and 8,160 teachers from 171 municipalities of Piauí state, strengthening the National Pact literacy at the right age.

A set of publications (with partner Ação Educativa), for schools self-assessment regarding the quality of child education, elementary/ lower middle school and racial relations, was presented to 2,000 secretaries of education at the UNDIME National Forum. Distribution of more than 750,000 copies of race relations indicators to schools will raise awareness on self-monitoring toward improved quality.

**Strategic Partnerships**: partnerships with the private sector helped the CO raise awareness on the concept of comprehensive education by involving 3,000 NGOs (through the Itau UNICEF Award with the Itau Social Foundation), joining the out-of-school efforts (Natura Institute and Tim Institute), building awareness on the issue of social engagement and quality public education with the general public (Globo Network and Roberto Marinho Foundation), and disseminating contents that help build the capacities of teachers and education managers and influence public policy (Victor Civita Foundation). Other partners joined UNICEF Brazil in the out of school (Campanha Nacional and UNDIME) and monitoring of National Education Plan targets (Movimento Todos pela Educação).

**Advocacy**: UNICEF developed a strategy to engage Brazil’s Congress and the federal government to provide sanitation facilities and quality water supply to schools in the semi-arid region. Through the leadership of Congressmen, a multi-lateral task force was created—gathering government and civil society—to identify and guarantee water and sanitation to all semi-arid region schools by 2015.
**IR 0540/A0/05/002/005 2.5:** By 2016, Educamazônia is consolidated as a regional initiative to promote the right to learn, involving state and local leaders, social organisations and universities, and has an approved, implemented and monitored work plan(*) Educamazônia is an initiative led by UNICEF to co-ordinate educational actors from the 11 States of Brazilian Legal Amazon to improve educational indicators in the region that are related to the right to learn for every and each girl and boy in the Amazon region.

**Progress:**

The education programme for the Amazon region is the initiative in this region, which is comprised of nine states (Acre, Amazonas, Amapá, Maranhão, Mato Grosso, Pará, Roraima, Rondônia and Tocantins), to guarantee the right to learn for children and adolescents (access, permanence and quality of education). The CO undertook various efforts to strengthen partnerships, co-ordination and advocacy to sharpen focus on public policy results in a co-ordinated way for children in the region.

The team led the mapping of civil society organisations based in the Brazilian Amazon region that are involved in education. This was seen as a starting point to foster political articulations and partnerships that will strengthen the CO’s efforts in the region. Main strategic partners active in the region, including the MoE, were identified and committed to join efforts in favour of children’s education in the region.

In order to contribute to capacity building and regional engagement, a regional workshop involving the nine states of the Brazilian Amazon took place in Manaus in December 2013. During this workshop, more than 60 representatives of education councils and managers, consultative committees at all levels, social organisations, universities and social leaders involved in the sector dealing with children and adolescents gathered to discuss a common work plan and strategies for the region.

The programme defined specific contributions to national, state and municipal education authorities for indigenous people living in rural areas and close to the river, as well as specific contributions to large urban centres. The team mobilised all government levels to support different strategies and policy programmes to guarantee access, permanence and quality of education for all children and adolescents in the Amazon region. The programme’s implementation was to take place in 2014.

**IR 0540/A0/05/002/007 Staff Costs**

**Progress:** UNICEF specialists and members of the Learn Working Group enabled progress toward the programmatic Intermediate Results. Staff provided technical support and engaged in policy dialogue at the federal, state and municipal levels of government as well as non-governmental stakeholders to strengthen the effectiveness of education services and systems to include children and adolescents out of school with an inter-cultural and equity-based approach that targets the most vulnerable children. Strategic partnerships were consolidated with civil society networks, the private sector, the news media and academia to advocate and promote awareness on quality learning outcomes, especially for the most vulnerable populations, particularly indigenous, as a priority for equity driven social development efforts in Brazil.

**PC 3 - Protect and be protected from HIV/AIDS**

**On-track**

**PCR 0540/A0/05/003 PCR 3. HIV/AIDS in the Amazon and semi-arid regions; cases of AIDS decrease amongst adolescents, especially girls; specific strategies to guarantee universal access to prevention, protection and treatment of HIV/AIDS amongst boys and girls addressed in national policy; and good practices and lessons learned on youth participation systematised and disseminated in Brazil, LSS and other countries.**

**Progress:**

UNICEF, in partnership with the MoH, performed two key strategic actions to strengthen PMTCT. The Guideline for Qualification of the Care Lines for Vertical Transmission of Hepatitis B, HIV and syphilis was developed by UNICEF in order to organise the public health system and align the actions and roles of the three levels of PMTCT health services: Primary Health, Specialised Attention Services and Maternities. The Guideline will be implemented at the national level, especially in the Amazon and northeast regions where vertical transmission rates are higher than
the national average. To support the development of state plans on PMTCT, UNICEF developed a methodology of geo-referencing the health services using the DevInfo6, identifying the main bottlenecks and barriers hindering PMTCT progress. The methodology was tested in Pará state and was to be implemented in all states of the Amazon and northeast regions between 2014 and 2016.

Brazil adopted the B+ as a PMTCT protocol (i.e. life-long treatment initiation regardless of CD4 counting), thus contributing to the achievement of the Global Plan’s zero transmission goal. The MoH also included vertical transmission of Hepatitis B in the National Programme.

According to international reports, the prevalence of HIV infection amongst young people has increased. In Brazil, young MSM are particularly vulnerable to HIV/AIDS. In order to strengthen the response for the most at-risk young population (MSM, those under socio-educational measures and the sexually exploited), UNICEF, in partnership with the MoH, local governments, the Youth Positive Network and with financial support from M-A-C AIDS FUND, were implementing in Fortaleza the project Young Be Aware. The main objectives are to increase health promotion through activities on HIV and STD prevention; increase the diagnosis of HIV and STDs; and improve access and treatment retention of ARVs. UNICEF donated to Fortaleza municipality a bus (a mobile health unit) customised by youth and equipped to implement the activities. The mobile unit is staffed by a trained team made up of nurses, psychologists, social workers and representatives from youth networks, and is linked with a specialised health care unit to follow up adolescents’ treatment and to host the retention groups.

The support provided by UNICEF to the Youth Positive Network helped increase female representation in co-ordination posts of the Network to 50 per cent of available posts in 2013.

**On-track**

IR 0540/AO/05/003/001 By 2016, 100 per cent of semi-arid and Amazon states and 70 per cent of municipalities enrolled in the Municipal Seal of Approval have technical knowledge on the National Strategy to Prevent MTCT of HIV/AIDS and Syphilis and are implementing it at the state and municipal levels to reduce MTCT of HIV/AIDS and syphilis and to offer quality health services.

**Progress:**

The Guideline for Qualification of the Care Lines for Vertical Transmission of Hepatitis B, HIV and syphilis was developed by UNICEF, in partnership with the MoH, in order to organise the public health system and align the actions and roles of the three levels of PMTCT health services—Primary Health, Specialised Attention Services and Maternities—which was finalised after a long period of discussion with the MoH. The guideline was printed and distributed to municipal health systems, and will be implemented at the national level (approximately 5,500 municipalities) by UNICEF and the Ministry.

The Pará State Health Secretariat, with UNICEF support, carried out a mapping of municipalities’ health systems in terms of their PMTCT facilities. The geo-reference technology of the DevInfo6 tool was utilised to pinpoint the main bottlenecks related to MTCT within the several levels of assistance to pregnant women and children. The study was used by the Pará government to develop the State Qualification Plan on PMTCT of HIV and Syphilis. The experience was shared with Tocantins and Amazonas states, which started the methodology to support the preparation of their own plans. A partnership was established with the MoH to implement the same methodology in all states of the Amazon and semi-arid regions in order to support the development of state plans on PMTCT.

**On-track**

IR 0540/AO/05/003/002 Support seminar on STD/HIV/AIDS, and Afro-descendant population to discuss prevention methodologies to and with Afro-descendants and indigenous adolescent girls

**Progress:** The Youth Be Aware project, which aims to strengthen HIV and STD prevention, increase the diagnosis of HIV and STDs and access and retention of ARV treatment, was officially launched in Fortaleza in December of 2013, with participation of municipal and state representatives and technicians, UNICEF Brazil and UNICEF HQ, members of Parliament,, the SCO and a large audience. The municipal government defined a Specialised Health Service to attend to HIV+ adolescents. UNICEF provided training sessions to the health professionals on sexuality, STDs and HIV prevention, as well as the clinical management of adolescents. These sessions resulted in humanising the health service and guaranteed youth participation in the services. The youth representatives were trained in STD/HIV testing, counselling and treatment retention to work in partnership with the health team during the actions. The Health Secretariat of Fortaleza was implementing the same model in other primary health services. One mobile health unit, fully equipped for counselling, testing and STD/HIV
prevention, was donated by UNICEF to the Fortaleza municipality and was used in field interventions.

Regarding the LSS, two training sessions on PMTCT and clinical management were carried out with UNICEF support. The website of the initiative was launched in December with some media coverage. The ordinary meeting of the initiative was postponed to March 2014.

UNICEF continued to advocate for and support youth participation in the National Network of Youth living with HIV in political forums in Brazil. These actions increased the number of females at the co-ordination level to 50 per cent of available posts in 2013.

IR 0540/A0/05/003/003 By 2016, Brazil has uninterrupted access to ARVs and other supplies procured under special agreements with UNICEF, and is able to supply 100 per cent of requests made by LSS countries.

**Progress:** UNICEF continued to support the procurement of ARVs for the Brazilian government to ensure universal access in Brazil, especially for pregnant women, children, adolescents and young people. In addition, UNICEF facilitated the donation of ARVs by the government to countries of the LSS (Guinea Bissau, Paraguay and twice for Cape Verde).

The third agreement of ARV procurement was established with the MoH in order for UNICEF to acquire 479,970 tablets of Efavirenz 200mg and 28,000 bottles of Nevirapine 10mg/ml oral solution. Nevirapine is being used to treat 594 children living with HIV/AIDS in Brazil nation-wide.

The MoH remains a very complex and large administration, with many departments involved in the processing of procurements. For example, the Nevirapine procurement process took 202 days since the cost estimate solicitation until the delivery of goods in August. As a result, UNICEF Brazil was supporting the MoH to organise a workshop to align the workflow and internal processes.

IR 0540/A0/05/003/004 Staff Costs

**Progress:**

UNICEF specialists of the Protect from HIV/AIDS Team enabled progress toward the programmatic Intermediate Results. Staff provided technical support and knowledge in order to develop important tools to support the achievement of the objectives. Another relevant aspect was the advocacy and articulation with governmental decision-makers of at the federal, state and municipal levels, as well as with non-governmental stakeholders in order to strengthen national and local programmes and policies aimed at improving HIV/AIDS prevention.

The meeting of the UNICEF Working Group on HIV/AIDS was held in Brasília in July, and the most important subjects related to PMTCT, HIV and STD prevention among youth and adolescents were discussed. The Zonal Offices presented some results regarding the mobilisation and advocacy established with local governments and civil society. The HIV/AIDS indicators for the next edition of Municipal Seal of Approval were defined as well.

Strategic partnerships were consolidated with civil society networks, the private sector, the news media and academia in order to advocate for and promote awareness on HIV prevention, especially for the most vulnerable populations—with emphasis on PMTCT and gay youth—as a priority for equity-driven social development efforts in Brazil.

**PC 4 - Grow up free from violence**

**On-track**

**PCR 0540/A0/05/004 PCR 4. Violence against boys and girls, especially in Afro-Brazilian and indigenous communities, is reduced and the SGD is strengthened at national and local levels to ensure equitable realisation of children's rights, including those living with disabilities, taking into account gender, race and ethnicity dimensions, and with a focus on the semi-arid and Amazon regions and prioritised urban centres.**

**Progress:**

In Brazil, the effectiveness of the SGD to prevent and fight violence and discrimination against children challenged by several factors such as, the absence of reliable data; lack of co-ordination amongst stakeholders,
particularly between the Executive and the Judiciary; and reduced technical capacity of stakeholders to tackle inequity, based on gender, race/ethnicity or disability as impediments for accessing rights as equals. These factors are exacerbated by socio-cultural norms and behaviours that contribute to a general perception that the high level of violence against children is acceptable.

In order to overcome the knowledge gap, lack of targeted policies and to ensure an integrated and multi-sectoral approach, UNICEF established strategic partnerships with government, the justice system, civil society and the private sector, and acts in strategic fronts such as convening; generating information; capacity development; child protection in emergencies; and the context of large sporting events and economic projects in the country.

Brazil is close to reaching universal birth registration, which stood at 93%. However, only 58 per cent of indigenous new-borns are registered and, in some states, the under-ten registration rate for indigenous children is only around 20%. A multi-sectoral community-based programme piloted in the Amazon region (including cross-border municipalities)—with technical support from UNICEF and the close involvement of key local stakeholders, including indigenous leaders—proved to be effective in increasing indigenous birth registration rates and contributed to ensuring their access to public policies. In Rio de Janeiro, another pilot initiative implemented in 95 schools actively searched for children lacking birth certificates. The above-mentioned initiatives responded to the recommendations included in studies conducted in Brazil, such as bottleneck analyses.

The homicide index and guidelines for elaboration of local plans against lethal violence developed with UNICEF support were being used in 40 municipalities with particularly high levels of violence. These documents were adopted by the federal government as the main benchmark for preparing municipal plans to fight homicides against adolescents and were critical topics included in the protection portfolio in Brazil.

The government increasingly recognised the importance of addressing child protection issues through a multi-sectoral perspective. With UNICEF’s high advocacy and technical support, the federal government, through the Presidential Human Rights Secretariat, launched a package of public policies named Brazil Protect, which includes key strategic actions to be implemented in the short term by the Executive and the justice system—at the federal level and country-wide—as a priority.

IR 0540/A0/05/004/001 By 2015, the SGD, in areas where UNICEF has a presence (PCU, and municipalities enrolled in the Municipal Seal of Approval in the semi-arid and Amazon regions), is strengthened, with UNICEF support, in order 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 as well as large infrastructure works and sporting events.

**Progress:**

Events that took place in 2013, such as Carnival, the FIFA Confederations Cup and Catholic World Youth Week, tested prevention and referral actions before the upcoming 2014 FIFA World Cup and 2016 Olympic Games, and contributed to strengthening the operationalization of the SGD for increased protection of children against all forms of violence. UNICEF partnered with a broad group of governmental, non-governmental and international organisations that jointly developed a comprehensive package including referral methodologies; standardised protocols for the CP; establishment of on-duty multi-disciplinary teams; an app for reporting cases of violence; establishment of national and state-level committees to manage potential and actual cases of children victims of violence; and training more than 800 persons. An evaluation exercise conducted after the testing stage concluded that initiatives in place needed further fine-tuning despite being well implemented. In order to inform and orient the protection programme better with technical and financial support from UNICEF, the SGD was being mapped out in 12 cities and a national system of indicators on human rights was finalised by the Human Rights Secretariat and partners. These strategic exercises were for planning, monitoring and reporting on child protection at national and international levels, including in relation to the public budget.

UNICEF filled an information and operational gap by publishing a nation-wide baseline study and disseminating a protocol for frontline professionals on the protection of children in emergencies. Relevant unexpected results worth mentioning are South-South Co-operation exchange programme in 15 countries in the Americas, Asia and Africa, which recognised the process and outputs compiled in Brazil as a good practice; and, secondly, the Brazilian government, following a UNICEF-supported initiative, took over the responsibility to broaden the protocol’s scope in order to include the protection of persons with disabilities and elderly people in the context of emergencies.
By December 2014, Congress as well as state and municipal governments in territories where UNICEF has a presence (PCU and municipalities enrolled in Municipal Seal of Approval in the semi-arid and Amazon regions) 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.

**Progress:** UNICEF focused on the identification of institutional synergies and celebration of high-level partnerships and on the implementation of joint actions to achieve better programmatic results.

With UNICEF’s technical support, the Brazil Protect package on public policies was launched by the Human Rights Secretariat of the Office of the President, involving the Executive and justice system. The package includes actions for promoting the de-institutionalisation of children and protection against violence, including in the context of large sporting events, crucial infra-structure work, juvenile justice and emergencies. UNICEF is an active member of the all inter-sectoral national committees to co-ordinate and monitor the implementation of this package. UNICEF targeted the situation of indigenous children in the Amazon region facing severe under-registration challenges; supported the establishment of six state-level committees created specifically to identify and overcome local bottlenecks; and included the topic as part of the Baby Weeks (see IR 1.2). Through the Human Rights Secretariat, the governments at the state level supported the deployment of civil registration services in public hospitals, which involved the physical installation of 26 registration units in public hospitals in 21 capitals.

In recognising the important contribution of religious leaders and their widespread presence in vulnerable communities, UNICEF convened five of the most representative nation-wide religious organisations to join forces for the protection of children against violence. As a result, the Peace and Protection Movement was created to raise awareness on child protection, identify children without birth certificates and prevent and report cases of violence. Using a network of 250,000 religious leaders, UNICEF hopes to sensitise ten million people by 2015.

In partnership with the NGO ABTH, 345 professionals of the national social assistance system from 11 states were trained and are now better able to engage in social work with families, promoting family and community relations and improving the management of topics such as race, disability and gender.

By 2015, the justice system in areas where UNICEF has a presence (PCU and municipalities enrolled in the Municipal Seal of Approval in the semi-arid and Amazon regions) is sensitised to promote justice with equity, with particular attention to prioritising special protection measures for adolescents under death threat, victims of sexual exploitation, street dwellers, heads of families and those in conflict with the law.

**Progress:** UNICEF advocated and provided technical support in response to a public discussion regarding adolescents in conflict with the law, including in articulation with Parliament, government and civil society. In addition to advocacy against proposals to lower the age of criminal responsibility, UNICEF provided broad technical assistance for actions to improve and strengthen the national system for socio-educational measures being prepared by the Human Rights Secretariat and other relevant partners. The National Plan of Action for socio-educational measures for children in conflict with the law was launched and includes important measures such as the adoption of a socio-educational unit-based model on international standards, the launch of a national policy on socio-education and cross-sectorial measures to change the approach of the socio-educational units, as well as to initiate the procurement process to build a socio-educational facility more efficient and in accordance with international standards.

In collaboration with the CNJ, Childhood Foundation and local governments provided technical support to build capacity though training sessions (on site and via e-learning tools) on prevention of re-victimisation of child victim of sexual exploitation in the justice system, and on juvenile justice. More than 300 persons from the justice system participated in trainings targeting frontline professionals, supervisors and trainers.

The Confederations Cup showed that the SGD required further strengthening to prevent abuses and violations of rights of adolescents, particularly those accused of being in conflict with the law when involved in unexpected incidents resulting from demonstrations. UNICEF, in partnership with CEDECA-BHIA, promoted the development
and adoption of a referral protocol to be followed by institutions of the SGD from Salvador, Bahia, including local police forces. At least three other Brazilian states expressed interest in adopting such protocols.

**IR 0540/A0/05/004/004 Staff Costs**

**Progress:** UNICEF Child Protection specialists provided important support through high-level strategic advocacy, convening actions and technical support to the debate about the juvenile justice system at Parliament and in the media. There is strong public pressure to reduce the age of criminal responsibility in Brazil. UNICEF specialists are the public voice to remind Brazilian society of their commitment to implement the CRC standards regarding juvenile justice.

The UNICEF child protection team was directly engaged in advocacy and articulation with governmental decision-makers at federal, state and municipal levels, as well as with non-governmental stakeholders, to strengthen national and local programmes and policies aimed at the improvement of child protection against violence and strengthening the SGD.

Through advocacy and technical assistance by UNICEF child protection and communication teams, a strategic partnership with religious communities of different backgrounds moved forward after the launch of the Peace and Protection Movement on the Day of Prayer.

UNICEF's advocacy and technical assistance ensured a coherent response to child protection risks during the FIFA Confederations Cup through the adoption of standardised operating protocols and other mechanisms of action.

UNICEF specialists supported the preparation process for the International Conferences on Child Labour and on Human Rights Forum, ensuring that successful international experiences on child protection were discussed and exchanged.

The protection working group was re-structured to enable broader participation in different programmatic topics. Instead of limiting the participation to one focal point per platform, the working group benefited from a more diverse participation of staff dealing with protection issues based in the zonal offices. In addition, it established standardised strategies and key messages to be broadcasted in their respective areas.

**PC 5 - Be an adolescent**

**PCR 0540/A0/05/005 PCR 5.** Indigenous and Afro-Brazilian adolescents, and those living in the semi-arid and Amazon regions 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.

**Progress:**

As part of the Be an Adolescent programme, UNICEF Brazil maintained its focus on the promotion of multi-sectoral policies, adolescent participation and knowledge creation for evidence-based policies, thus contributing to change in public perception about the role of adolescents as agents of social change.

Congress approved the Statute of Youth, which defines youth as a people between 15 and 29 years of age and recognises their right to participate in public policy planning and monitoring, amongst others. This legal framework represents the basis for the construction of a more holistic and comprehensive framework for adolescent participation. An interactive platform called Participatório was created by the National Youth Secretariat to allow young people to take part in public policy debates on-line, and UNICEF-supported youth networks were invited and encouraged to join.

UNICEF supported important adolescent participation processes that resulted in national guidelines on how to implement adolescent-friendly health services; a national pact to address the issue of out-of-school adolescents and adolescents retained in primary education; and a national working group to discuss policies for indigenous youth. UNICEF contributed by promoting adolescent participation in the re-activated National Forum on Mental Health of Children and Adolescents and facilitated a meaningful role for boys and girls in the development of public policies promoting the right to safe and inclusive sports. These processes involved several adolescent networks, valued as representation bodies for the participation of vulnerable groups such as indigenous
populations, those living in the Amazon and semi-arid regions, and in large urban centres. Young people belonging to these networks took part in several decision-making processes focused on public policies for adolescents in the areas of sexual and reproductive health, mental health, secondary school and the right to safe and inclusive sports.

The National Institute for Statistics and Applied Economic Research (IPEA) launched a national study on priorities identified by youth in the post-2015 agenda, which offered a significant contribution to the My World global campaign. The top three national priorities were education, health and accountable governments. UNICEF Brazil contributed to the consultations of the post-2015 debate by translating the webpage My World to Portuguese and ensuring that data collected at the national level were part the global results.

**IR 0540/A0/05/005/001 5.1 - By 2016, national and sub-national governments are supported by UNICEF’s platforms, methodologies and social mobilisation strategies to implement adolescent-focused multi-sectoral public policies.**

**Progress:**

Under the framework of multi-sectorial policies targeting adolescents, UNICEF and its partners developed:

i) An adolescent pregnancy prevention strategy based on a methodology to approach adolescent pregnancy in school. As a result, UNICEF Brazil contributed by including this methodology within the guidelines for the national child maternal public policy (*Rede Cegonha or Stork Network*), which are aimed at municipal basic health care centres, and promoting the adoption of participative methodologies to prevent adolescent pregnancy and support adolescent parenting;

ii) A strategy to include young people in the design of more attractive and friendly mental health services for adolescents called *Rede CAPs Ad* (Psycho-social Care Centre for Adolescents), by ensuring adolescent participation in the National and Regional Forums on Children and Adolescent Mental Health;

iii) Evidence to strengthen the dialogue with the government in order to design specific strategies for the inclusion of adolescents in upper secondary school. (The out-of-school children report contributed to identifying 3.1 million adolescents aged 15 to 17 who were delayed in their school grade, 1.8 million out of school and four million enrolled in upper secondary school); and

iv) A life skills methodology initially used with 600 adolescents and 100 teachers in São Paulo to support the development of professional, social and participation skills. This methodology was adapted and being implemented in the Amazon region, and was expected to reach 2,000 more young people. The idea is that this methodology would complement and integrate with the Municipal Seal of Approval in the Amazon region in order to consolidate qualified youth participation processes within the municipalities taking part in the Seal by building on the previous experiences from past editions in the Amazon and semi-arid regions.

**IR 0540/A0/05/005/002 5.2 - By 2014, international standards, best practices and a national framework on the right to adolescent participation are available to key partners, which will support and strengthen adolescent development and citizenship, with special attention to girls, indigenous and Afro-descendant groups.**

**Progress:**

UNICEF continued to support the participation of adolescents in various national and regional networks:

- In June 2013, UNICEF supported a meeting of National Network of Indigenous Youth (REJUINDI) to build a rights-based advocacy agenda. Based on this initiative the National Youth Secretariat invited REJUINDI to constitute a working group to discuss policies for indigenous youth. (UNICEF was included as a member by the indigenous youth.)
- Adolescents from the 12 hosting cities of the 2014 FIFA World Cup were encouraged to participate in the National Network of Adolescents for the Safe and Inclusive Sports (REJUPE), mobilising different levels of the government to guarantee the right to sport in their communities and schools.
Given the high rate of homicides in the Amazon region, adolescents from nine states in the region founded the United Youth for Life in the Amazon, which advocates for their right to life by denouncing increasing murders of them and proposing public policies to face this challenge.

In April 2013 UNICEF, the Human Rights Secretariat and the US Embassy held the International Seminar on Girls' Empowerment with the participation of 120 girls from Brazil, the USA, Mexico, Chile and Uruguay. The main output was the establishment of an agenda for promoting gender equality and girls' empowerment, which included the implementation of CEDAW with the participation of adolescent girls.

In 22 states of the country, adolescents and youth produced communication tools to express their opinion, mobilise their peers and debate their rights throughout the media through a national network called National Network of Adolescents and Youth for Communication.

A framework for adolescent and youth participation was discussed and drafted at an international workshop on youth and adolescent participation, carried out jointly by UNICEF, UNFPA, UNHABITAT, the National Youth Secretariat and the local federal district government. Participants included 120 public managers and young people from 12 countries.

UNICEF Brazil finalised two important studies, producing evidence for advocacy on adolescents’ rights:

- Adolescent Exclusion of Upper Secondary Education, a comparative study including Brazil, Turkey, Indonesia and Mexico, identified barriers and bottlenecks for accessing upper secondary school. The findings were used in the process of dialogue with the Brazilian government to structure the national pact for inclusion of all adolescents aged 15 to 17 in upper secondary school, and which was launched on 25 November 2013.

- A national survey with adolescents aged 12 to 17 was conducted to evaluate access and safety on the use of the Internet. The findings of this study revealed that 30 per cent of Brazilian adolescents are excluded from the Internet. For those living in poverty, the exclusion reached 60 per cent per cent. Forty-six per cent of Afro-descendant adolescents claimed to suffer from discrimination on the Internet, as opposed to only 2 per cent of white adolescents. This survey served as a basis to elaborate a national campaign for safe Internet use, which was to be launched in 2014.

The adolescent development team contributed to progress toward Programme and Intermediate Results, by providing technical support to partners, engaging in policy dialogue at the federal, state and municipal levels, and promoting adolescent participation within a public policy debate to ensure an inter-cultural, gender equality and equity-based inclusive approach that targets the most vulnerable. To reach goals at sub-national levels, the Adolescent Development and Participation Working Group met in July 2013 and agreed on strategies and programme activities to be developed by Zone Offices in order to assure coherence with the national programmatic framework. Strategic partnerships were established with civil society and governmental institutions for policy development, as well as with the media and research institutions, to produce knowledge on adolescence, with special emphasis on the most vulnerable population groups as a priority for reaching equity-driven social development and gender equality goals in Brazil.
PCR 0540/A0/05/006 By 2016, children’s rights; equitable and sustainable development results for boys, girls and women—through a results-focused exchange of knowledge, skills and resources, including technology and information, between and amongst stakeholders are partner countries—are key themes contemplated in Brazilian government horizontal co-operation triangular initiatives.

**Progress:**

The HSSC unit was set up with necessary administrative and operational systems functioning efficiently and over one million US$ raised.

Technical support was provided to the Government of Brazil to ensure principles of the CRC, gender and equity were included in the new HSSC legal and institutional framework.

HSSC with Algeria supported the Algerian government’s re-design of its social protection programme, incorporating the Brazil without Extreme Poverty plan, the equity-based active search approach and the single register.

HSSC with Jamaica commenced with the first adolescent programming exchange during the World Human Rights Forum. A technical mission by the Planning Institute of Jamaica around Jamaica’s community renewal programme was organised. Jamaica will also provide HSSC support to Brazil in HIV prevention programming.

A HSSC mission by the Government of Yemen contributed to the re-design of the Yemeni social protection system and plan of action, and provided inputs and lessons learned for Yemen’s new Constitution and the restructuring of its political system.

UNICEF also facilitated an HSSC mission to Costa Rica where the Brazilian Secretariat for Human Rights learned from the Costa Rican approach about restorative justice and protection systems.

The partnership around humanitarian co-operation with the General Co-ordination of International Humanitarian Co-operation (CGFome) saw the completion of the 2012-13 humanitarian actions in over 12 countries, and resulted in high-level advocacy for CRC-based humanitarian policies at the IV Global Platform on Disaster Risk Reduction; the VI Regional Meeting on the International Mechanisms for Humanitarian Assistance in Latin America and the Caribbean; the 88th Regular Session of the board of the Inter-American Institute for Children and Adolescents; the 18th Summit of the MERCOSUR network; and the Global Forum for Human Rights. These efforts led way for the commitments from over thirty governments to develop comprehensive policies based on the Core Commitments for Children, following the Brazilian experience of the National Protocol for Integral Protection of Children and Adolescents in Disasters. Virtual seminars were planned for 2014 to support countries to develop these national polices. Furthermore, Brazil’s contributed US$ 150,000 to UNICEF’s humanitarian actions in the Philippines and committed to supporting UNICEF’s work also in Syria throughout 2014.

Furthermore, major negotiations with the Brazilian government, the World Food Programme and Department of International Development of the United Kingdom (DFID) for the global Nutrition For Growth Event contributed to having UNICEF well positioned as a central partner within Brazil’s global agenda on nutrition.

IR 0540/A0/05/006/001 By 2016, equity, gender equality as well as CRC and Core Commitments for Children principles are increasingly reflected in Brazil’s South-South/triangular and international humanitarian initiatives and programmes.

**Progress:**

A joint HSSC action plan was being implemented with the ABC with US$ 98,000 committed by ABC for 2014. The action plan includes design, preparation and follow-up to UNICEF-supported HSSC missions from Algeria, Jamaica and Yemen, as well as capacity development of Brazilian government international co-operation officials on all levels of government and development of complimentary CRC-focused programming tools for HSSC.

Building further on financial contributions by the Government of Brazil in 2012 for humanitarian actions in Armenia, and for further development of a child-centred nutrition programme in Armenia, the CGFome committed funds for technical triangular co-operation with the Government of Armenia. An action plan was developed and a first technical mission to Armenia was planned for the first quarter of 2014.
Following the government mission from Yemen in 2013, an additional mission to the IBGE to strengthen Yemen's capacity for data collection and analysis, was organised for February 2014.

In light of the III Global Conference on Child Labour, and as part of the HSSC partnership with the Ministry of Social Development and Fight Against Hunger, UNICEF supported documentation and systematisation of some 80 practices from around the world focused on the elimination of child labour.

A compilation of good practices related to adolescent participation was also developed, following the International Conference on Adolescent Participation, organised by UNICEF and partners within the World Human Rights Forum in December 2013. Furthermore, dialogues on possible triangular co-operation arrangements were continuing with the Government of Brazil and countries such as Argentina, Zambia, Guatemala, East Timor, Panama, Colombia, Ghana, Nepal and Ethiopia.

**IR 0540/A0/05/006/002 Staff Costs**

**Progress:**

The Special Session on Children unit, established in January 2013, was up and running with all necessary administrative and operational systems functioning efficiently and in accordance to UNICEF standards and procedures.

Strategic partnerships are fundamental for achieving the results of the SSC programme. As a result of liaison and co-ordination efforts of the SSC team, strategic partnerships with government counterparts, international donors and UN sister agencies were further strengthened with well-coordinated joint actions implemented with the ABC, Ministry of Social Development and Fight Against Hunger; CGFone; SDH; Civil Defence/Ministry of Integration; State and Municipal Government of Rio de Janeiro; DFID; the World Food Programme and UNDP's International Policy Centre for Inclusive Growth, amongst others.

Furthermore, a detailed action plan based on CRC principles, equity and gender equality was developed with the ABC to translate the global memorandum of understanding between UNICEF and the Brazilian government into concrete action, with an initial financial contribution of US$ 98.000).

The SSC team followed new SSC trends and developments closely with on-going advocacy efforts to ensure children’s rights and equity were at the core of the South-South co-operation agenda of the government.

Capacity development on children’s rights, equity and gender equality as well as development of tools for SSC continued with government partners in line with the development of Brazil's new legal and institutional framework for SSC. Capacity development was being planned with ABC for the first semester of 2014.

**PCR 0540/A0/05/007 PCR 7. Advocacy, knowledge, communication at national levels, media, corporate sector and civil society with increased capacities and knowledge on the most disadvantaged children, contributing to the universalisation of children’s rights, supporting specific public policies addressing inequities and prioritising boys and girls in public budgets.**

**IR 0540/A0/05/007/001 By 2016, 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, etc.), 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.**

**Progress:**

Knowledge products, updated databases, studies and surveys were at the heart of the agenda of the M&E team. It updated information on UNICEF’s disaggregated indicators (all programme areas) and prepared knowledge products on violence against children and adolescents, key indicators for the semi-arid region (including specific analyses on water and sanitation) and pre-term births. It started projects: situation analysis in the Amazon; a
survey on forms of violence against children and adolescents; and a partnership with the private sector on innovative active search methodologies for out-of-school children. Data are disaggregated by age, gender, race and geographical area.

UNICEF contributed to generating municipal and state information on policies for children and adolescents, by introducing a specific chapter in municipal and state government surveys (Munic and Estadic). Results will be available in 2015.

In urban centres, it consolidated a partnership with a research centre to create the methodology to assess intra-municipal inequalities in children’s and adolescents’ rights. The methodology enables managers to understand municipal inequalities and to make more informed decisions on public policies that benefit the most vulnerable children and adolescents. Government officials and consultants were trained to start applying the methodology in 2014.

Global initiatives included Country Reporting on Indicators for the Goals, the State of the World’s Children Report on Children with Disabilities, the evaluation of upstream work in education, data update on APR and M&E contributions to the regional Vamos Jogar programme. These exercises make worldwide information available and contribute to the use and dissemination of reliable data.

All these initiatives enhanced knowledge generation and management in the CO. A first draft of an integrated strategy was prepared and was to be discussed by the CO team in 2014, based on good practices identified in 2013.

IR 0540/A0/05/007/002 By 2016, UNICEF is recognised by governments, civil society, media, private sector, children, adolescents and their families as a leading organisation in the defence of children's and adolescents' rights, especially those who are most disadvantaged, through social mobilisation and dissemination of qualified information and knowledge in a process that involves all stakeholders, particularly children and adolescents.

Progress:

The CO was encouraged by UNICEF’s continuing presence in the media and engagement in important public debates. The launch of relevant publications such as the State of the World’s Children and a study prepared jointly with the MoH on prematurity (the leading cause of neo-natal deaths in Brazil—see PCR 1) resulted in good media coverage, with relevant news published in all major newspapers and TV networks. The CO consistently brought to the public UNICEF’s position on controversial topics such as lowering the age of criminal responsibility (see details in IR 4.3).

The CO expanded its presence in digital media. The number of UNICEF followers on Facebook and Twitter significantly increased and exceeded 2013 targets. This is the result of more intensive and continuous work by the Communications Team to share timely news and compelling images.

UNICEF continued to direct its communication efforts to mobilise civil society and government partners around flagship events such as Baby Week and Free of Racism campaigns, as well as the launch of the Municipal Seal of Approval in the semi-arid and Amazon regions, and similar work in major urban centres. Additionally, it joined forces with the private sector for actions carried through its Programme Components. The CO established a partnership for a campaign against child labour with the global telecommunications company Telefonica; a campaign against school abandonment and school drop-out with Globo TV Network; a gala dinner sponsored by Montblanc to promote the right to learn; and Vim para UNICEF, an initiative promoted by Unilever to provide water and sanitation for schools in the semi-arid region.

IR 0540/A0/05/007/003 By December 2016, policy-makers from national, state and municipal governments have increased capacities to implement ethnical and racial equality affirmative policies and racial discrimination reduction in public policies for children, according to CRC principles, Durban Action Plan Recommendations and UN Declaration on the Rights of Indigenous Peoples, through UNICEF strategic support and UN joint programmes.

Progress:

UNICEF Brazil continued efforts toward strengthening partnerships, advocacy, capacity development and C4D strategies to promote social changes to strengthen the SGD and stakeholder capacity to implement actions for racial/ethnic equality and to prevent discrimination.
A specific and multi-sectoral strategy was developed involving health, education, social assistance and justice sectors to ensure birth registration of indigenous and quilombola children in the Amazon region.

Various publications were prepared and made available by UNICEF and partners—SEPPIR, SESAI and the NGOs Ação Educativa, INESC and CEDECA-DF—for capacity development, social mobilisation and policy implementation. These included a) a guide with indicators for school self-assessment regarding child education quality and race relations, presented to 2,000 education secretariats and for distribution to all 750,000 schools in Brazil b) a guide on the promotion of racial equality in public policies for managers; c) a guide for parliamentarians on racial equality and their role in fighting racism and promoting racial diversity; d) through the joint programme on indigenous nutrition (see IR 1.3) in the Amazon region involving indigenous leaders, culturally-adapted booklets on the rights and care of indigenous children in three languages (Ticuna, Guarani-Kaiowá, Terena), targeting health workers and education professionals, leaders, women and indigenous youth; and e) using a gender-race-based approach, a study about adolescents in the socio-educational system in the Federal District, providing information on ethnic-gender-based relations in the process of re-socialising adolescents (3,236 adolescents: 89 per cent boys and 11 per cent girls) serving socio-educational measures. The recommendations will guide public actions to address inequities that affect Afro-descendant adolescents serving socio-educational measures.

UNICEF Brazil continued to promote and support country-wide C4D initiatives that prevent discrimination and racism, and that value life and equality through the campaign For the Childhood without Racism and implementation of the Youth Alive Plan to tackle homicides against black adolescents by the federal government.

IR 0540/A0/05/007/004 By 2016, municipal and community leaders in the territories supported by UNICEF (municipalities enrolled in the Municipal Seal of Approval in the semi-arid and Amazon regions, and in PCU) are sensitised to promote and support initiatives on S4D for children and adolescents, with a focus on the reduction of gender disparities, inclusion of disabled children and adolescents, and greater appreciation and inclusion of racial and ethnic diversity.

Progress:

The CO continued to underpin efforts to promote and guarantee the right to sports and play of every child and adolescent in Brazil and beyond, based on adolescent empowerment, capacity building of key stakeholders and partnerships with the private and public sectors. UNICEF provided technical assistance and training to REJUPE from the 12 World Cup host cities, in the development of action plans to mobilise society to demand adequate public policies as part of large sporting events' social legacy. Consequently, 1ten out of 13 (77%) of REJUPE networks designed their action plans.

In collaboration with Barcelona Football Club Foundation and the Rodrigo Mendes Institute, UNICEF created an on-line course designed to assist more than 450 public school teachers and managers from the 12 FIFA World Cup host cities in developing initiatives for the inclusion of children with disabilities through sport.

UNICEF provided technical assistance to the Cidades da Copa project for the elaboration of indicators and baselines that will inform appropriate action plans and policies on inclusive sports in the World Cup host cities. Belo Horizonte, Curitiba, São Paulo, Porto Alegre, Rio de Janeiro and Brasilia already developed their plans.

The regional movement Vamos Jogar was launched as a joint effort between UNICEF and the Municipality of Rio de Janeiro. It encourages citizen mobilisation and political commitment to promote the right to play, recreation and sport as part of the legacy of large sporting events. A set of standardised indicators was developed with 15 countries present in Brazil to monitor access to safe and inclusive sports at the national and regional levels.

UNICEF Brazil concluded a partnership agreement with the Brazilian Ministry of Sports, sealing joint collaboration for the right to safe and inclusive sports for every child. A technical meeting was to take place early in 2014 for further analysis of common points of action.
**IR 0540/A0/05/007/005 By 2016, the realisation of the rights of children and adolescents is strengthened as a result of private sector engagement.**

**Progress:** UNICEF Brazil continued to strengthen current partnerships and actively pursue new forms of collaboration with corporate partners. It signed new partnerships with companies such as Unilever, Kidzania and Cemar (electric company in Maranhao state), amongst others. These will provide substantial income and actively support the CP. In addition, the CO expanded the small and medium company programme significantly, thus increasing part of the corporate income.

Despite these successes, the CO did not achieve its financial goals. This was due to the fact that some major contracts came to an end in 2013 and had to be re-negotiated. Those negotiations advanced in a positive way and were to result in strong income growth in 2014.

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**IR 0540/A0/05/007/006 IR 7.6 EZ BELEM ZO By the end of 2012, the states and municipalities of the Amazon region in the states of Amapá, Mato Grosso, Pará and Tocantins have committed to reducing inequities in children’s rights, gender and race and ensuring CRC compliance to contribute to the improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships articulated with local governments, civil society, the private sector and mass media to promote and advance children’s and adolescents’ rights through the Municipal Seal of Approval and the Political Pact.**

**Progress:**

From January to December 2012, a total of 70 municipalities, from the states of Amapá, Mato Grosso, Pará and Tocantins reiterated their commitment to achieving concrete changes in the lives of children and adolescents by following up on the activities of the Municipal Seal of Approval edition of 2009-2012, meaning that 45 of those municipalities had the recognition of the Seal, corresponding to 64 per cent of the 70 that had reiterated the commitment to children.

**Contributing factors:**

The Seal was a strategic mobilisation instrument to promote understanding amongst children and adolescent issues, qualify the debate between governmental and social actors and give public policies the necessary priority, involving over 10 thousand people in the above-mentioned four states. More importantly, the initial target of certifying at least 20 per cent of the registered municipalities was reached, with 22 per cent of them certified (Source: UNICEF M&E).

UNICEF’s first year of the new CO document and the last of the Seal made it possible to rebuild the relationship with the Cedecas in the Amazon region. Other important achievements in social relations were the mobilisation to organise the first state Baby Week in the Amazon region (with the approval of a state law) and the issuance of more than five thousand birth certificate in Para state alone.

**Hindering factors:**

- The municipal election that compromised almost all of the activities planned for 2013, for it meant changes in the city hall teams (Brazilian Election Calendar)
- The crisis in Amapa and Tocantins states, where the Governors underwent impeachment and both had to leave the post. (Source: Newspaper)

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**IR 0540/A0/05/007/007 IR 7.7 FORTALEZA ZO - By the end of 2012, the states and municipalities of the semi-arid region in the states of Ceará, Piauí and Rio Grande do Norte have committed to reducing children’s rights and gender and race-related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships articulated with local governments, civil society, the private sector and mass media to promote and advance children's and adolescents' rights through the Municipal Seal of Approval and the Political Pact.**

**Progress:**
A decline in the infant mortality rate for the municipalities participating in the Seal of 12.55 per cent between 2007 and 2010. In awarded municipalities the fall was even greater: 24.91%.

A decrease in school drop-out of 37.91%. From 2007 to 2011, the drop-out rate in elementary education for municipalities enrolled decreased from 6.15 per cent to 3.82%. In awarded municipalities, the fall was even greater: 48.19%.

A reduction in age-grade distortion of 13.09 per cent amongst municipalities enrolled in the Seal. The age-grade distortion rate passed from 50.38 per cent in 2007 to 43.79 per cent in 2011.

The percentage of disabled children who integrated schools increased by 214.04 per cent amongst the municipalities participating in the initiative. The indicator went from 19.64 per cent in 2008 to 61.68 per cent in 2011.

393 municipalities (57.7 per cent of enrolled municipalities) participated in all phases of the initiative.

More than 35,000 community representatives participated in discussions to assess public policies for children during the 1st and 2nd Community Forums held in their municipalities.

147 municipalities were awarded (out of a total of 279 awarded in the semi-arid region).

354 Children Rights Councils and Guardianships Councils were assessed by an independent consultant.

Around 300 municipalities developed social participation activities related to sports, ethnic-racial equality and contextualised education.

The Seal’s website covering CE, RN and PI registered 102,757 hits between January and November 2012.

**Contributing factors:**

- The interest and commitment of municipalities to organise the two Community Forums
- UNICEF’s presence and capillarity at the sub-national level
- UNICEF’s credibility and impartiality
- Having implementing partners in each state

**Hindering factors:**

- Election year (2012) for municipal Mayors (drop-outs and forfeitures)
- Drought in the semi-arid region
- Demobilisation of the State and National Pact "A World Fit for Children"
- Vision roll-out
- UNICEF’s internal restructuring

**Progress:**

From January to December 2012, a total of 63 municipalities from the states of Acre, Amazonas, Rondônia and Roraima reiterated their commitment to achieve concrete changes in the lives of children and adolescents by following up on the activities of the Municipal Seal of Approval edition of 2009-2012, meaning that 44 of those municipalities had the recognition of the Seal, corresponding to 70 per cent of the 63 that had reiterated the commitment to children.
The percentage of children reached by the Benefit of Continuous Protection Welfare increased from 21.9 per cent in 2008 to 59.7 per cent in 2011 amongst the municipalities enrolled in the Amazon Seal. Approximately 25,900 disabled children returned to school. This represented the indicator with the best improvement.

The infant mortality rate fell 6.8%, amongst the cities included in the Amazon from 2007 to 2010. In the certificated municipalities, the fall was even greater: equal to 12.7%.

Access to pre-natal care increased 16.4 per cent amongst the municipalities enrolled in the Amazon Seal, while in other municipalities the increase was 10.1%. From 2007 to 2010, the percentage of live births for women with seven or more pre-natal visits increased from 30.6 per cent to 35.6%.

The drop-out rate for students declined 47.2%. From 2007 to 2011, the drop-out rate in primary education enrolled in Seal municipalities improved from 6.5 per cent to 3.4%, while the reduction in other municipalities was equal to 41.1%.

The coverage rate of the Specialised Reference Centres for Social Assistance (CREAS) increased 29.7 per cent for the participating municipalities. This indicator increased from 67.4 per cent in 2008 to 87.4 per cent in 2011. In municipalities that were certificated, the improvement was even greater: 30.2 per cent (Source: UNICEF M&E).

**Contributing factors:**

- The Municipal Seal of Approval was a strategic mobilisation instrument to promote understanding on children and adolescent issues, qualify the debate between governmental and social actors and give public policies the necessary priority, involving over 3,900,000 people in the states covered by the Manaus Office, through an intense process of meetings, workshops, debates and strong advocacy amongst federal, state and municipal governments, universities and NGOs. More importantly, the initial target of certifying at least 20 per cent of the registered municipalities was surpassed as 22 per cent of them were certified. (Source: UNICEF M&E).

- With technical support from the Amazon Platform implementing partners Escola de Formação de Governantes, with the Help Desk and the SOMA guidance, monitoring and evaluation system, an on-line support for municipal actions plans, 183 municipalities are using this tool.

- UNICEF’s presence and reliability at the sub-national level.

**Hindering factors:**

The municipal election restricted almost all the activities planned for 2013 and resulted in changes in the city hall teams including budget changes.

- During the first and part of the second semester, some states suffered huge impacts with the floods, especially Acre and Amazonas. This had a great impact in mobilising municipalities.

**IR 0540/00/007/009 IR 7.9 RECIFE ZO - By the end of 2012, the states and municipalities of the semi-arid region in Alagoas, Paraíba and Pernambuco have committed to reducing inequities in children's rights, gender and race, and ensuring CRC compliance to contribute to improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships articulated with local governments, civil society, the private sector and mass media to promote and advance children's and adolescents' rights through the Municipal Seal of Approval and the Political Pact.**

**Progress:**

- The SEAL was recognised as an important inductor of articulation, mobilisation, communication, deployment and implementation of qualified municipal public policies to guarantee the rights of children and adolescents.

2012 marked the effective social participation in the evaluation process and closing the cycle assessment of the 2009-2012 edition.
Main Results: 52 municipalities of the semi-arid region in the States of Alagoas (12), Paraíba (13) and Pernambuco (27) were certificated with the Seal, representing 16 per cent of all 319 municipalities enrolled and 32.3 per cent of the 161 municipalities that, in 2012, completed all stages of the evaluation process—a result that expresses the reality of the region.

Increase in indicators:

- Decrease in the infant mortality rate between 2007 and 2010 in awarded municipalities: 22, 4 per cent (Brazil: 12.47%).
- Decrease in school drop-outs between 2007 and 2011 in awarded municipalities: 51.10 per cent (Brazil: 40.98%).
- Decrease in in age-grade distortion between 2007 and 2011 in awarded municipalities: 22.55 per cent (Brazil: 10.96%).

Main activities implemented in 2012 included:

- Preparation and implementation of the 2nd Community Forum;
- Processing of all municipal data, with the end result of municipal approval;
- Ceremonies for Seal delivery, with support from state partners.

Partners (supported communication, mobilisation and monitoring):

- Municipal state governments, SERTA, CPD, UFRPE, CEASB and FAMUP.

Participants: 37,898 articulators and advisors of rights and tutelary, managers and civil society participated in the 1st and 2nd Forum (AL, PB and PE), with emphasis on the mobilisation of 7353 (44.3%) children and adolescents (2nd FC), who discussed and evaluated public policies and their rights.

Hindering factors:

- Communication and printed materials produced with delays;
- 2nd Community Forum executed in a short time and the timing limits imposed by the electoral law and the electoral dispute contributed to the waiver of many municipalities;
- Drought in the semi-arid region;
- Low performance of several municipalities on the axis of public policies; management, reducing the chances of being awarded;
- Vision roll out;
- UNICEF’s internal restructuring.

The first cycle of PCU2009-2012 concluded. The city of Rio de Janeiro was certified for reducing urban inequalities and recognised for establishing local community networks engaged in public policies for children and adolescents. The systematisation of PCU was finalised and the evaluation process was ongoing. Its second cycle was being developed by the UNICEF team and in alignment with the Municipal Seal of Approval of the semi-arid...
and Amazon platforms.

The actions carried out helped the city of Rio de Janeiro to achieve goals in the area of education, thus increasing the number of children and adolescents with disabilities attending regular schools; increasing the number of students completing primary school at the proper age; and improving the response to the demand for day-care centres and pre-schools, amongst other achievements. Data also revealed a reduction in the inequalities in the expansion of the access of children with disabilities to regular schools, in the age-for-grade distortion in the municipal primary schools, and in the inequality concerning the expansion of the access of children aged 4 to 5 years to child education services.

In the 43 low-income neighbourhoods (comunidades populares) that reached the end of the process, the following results, amongst others, were observed: demand for and establishment of schools in the communities; greater integration between schools and NGOs working in comunidades populares; and greater participation of families in school activities. These results indicate that the initiative contributed to advancing the guarantee of children’s and adolescents’ rights in settings historically characterised by inequality, and reinforced the need to extend the initiative to other places with similar conditions.

Homicide rates amongst adolescents in Rio de Janeiro were reduced from 38 deaths per 100,000 habitants in 2008 to 30.9 deaths per 100,000 habitants in 2010.

Under the first year of the Safe Cities initiative, UNICEF engaged with the Municipal Government of Rio de Janeiro as well as NGOs and community organisations to carry out the baseline assessment, ten participatory community diagnoses and the five-year work plan.

In collaboration with local authorities, communities and the civil defence, UNICEF supported eleven communities in implementing the youth led-mapping initiative using innovative technology (kites and smart phones) to identify the risks that challenge the safety of their neighbourhoods. Youth and adolescents gained increased awareness about their surroundings, enabling and empowering them to amplify their voices on critical issues, which directly affect their lives in the community. The digital risk maps that were being produced are driving community change and the power of youth mapping was seen as a civic engagement activity that helps to create safer and environmentally-concerned neighbourhoods.

The third edition of the Municipal Seal of Approval (2009-2012) was concluded. Seven municipalities of the state of Espirito Santo, which belongs to the semi-arid region, were certified and governmental partners were encouraged to implement the Seal’s next edition. UNICEF provided technical support and advocated for the use of disaggregated data to evaluate reductions in inequalities. The implementation of public policies strengthened community engagement, particularly through youth participation.

A memorandum of understanding was signed by Rio de Janeiro municipality and the Regional Office of UNICEF for the Americas and Caribbean TACRO) in order to promote S4D in Latin America and the Caribbean. The ‘Shall we play?’ initiative was launched and a plan of action established. REJUPE was to be boosted by a local technical partner. The Cities of the World Cup initiative concluded the plan of action for the social legacy related to large sporting events.

The publication It’s about ability, a guide about the Convention on the Rights of Persons with Disabilities, was translated into Portuguese by partner Rio Inclui and validated by a specialist team supported by UNICEF, involving the Ministry of Human Rights and Education. The distribution plan was being aligned with MEC and municipal authorities.

Progress:
A total of 96 municipalities (38.5 per cent of enrolled municipalities) participated in all phases of the Municipal Seal of Approval initiative (2009-2012);

Around 30,000 community representatives participated in the discussions to assess public policies for children during the 1st and 2nd Community Forums held in their municipalities;

Thirty-eight municipalities were awarded (out of a total of 279 awarded in the semi-arid region);

One-hundred-and-two Children Rights Councils and Guardianships Councils were assessed by an independent consultant;

One-hundred-and-two municipalities developed social participation activities related to sports, ethno-racial equality and contextualised education.

The main results of the UNICEF Municipal Seal of Approval assessment included:

Between 2007 and 2010, a decline in the rate of malnutrition amongst children aged 0 to 2 years was registered for the municipalities participating in the Seal in the State of Bahia (62.03%) and the State of Sergipe (54.87%). In awarded municipalities, the fall was even greater: 63.59 per cent in Bahia and 66.37 per cent in Sergipe.

Between 2007 and 2010, a decline in the infant mortality rate for the municipalities participating in the Seal was registered in the State of Bahia (10.55%) and in the State of Sergipe (28.29%). In awarded municipalities, the fall was even greater: 18.10 per cent in Bahia and 4.79 per cent in Sergipe.

From 2007 to 2011, the drop-out rate in elementary education for municipalities enrolled decreased by 39.04 per cent in Bahia and 34.36 per cent in Sergipe. In awarded municipalities, the drop was even greater: 45.82 per cent in Bahia and 35.37 per cent in Sergipe.

Contributing factors:

• The interest and commitment of municipalities to organise the two Community Forums
• UNICEF’s presence at the sub-national level
• UNICEF’s credibility and impartiality
• Having implementing partners in each state

Hindering factors:

• Drought in the semi-arid (by 8 May 2012, National Civil Defence had recognised 98 municipalities as in an emergency situation)
• Election year (2012) for municipal Mayors (drop-outs and forfeitures)
• Demobilisation of the National Pact A World Fit for Children
• Disruption of the Sergipe Committee of the Semi-Arid Pact
• Vision roll-out
• PCA resource allocation (communication, social mobilisation and training processes were affected)
• UNICEF’s internal restructuring
• Reduction of programme area staff in Salvador ZO
• Unavailability of printed material as scheduled (guidance documents on the 2nd Community Forum methodology)

IR 0540/40/05/007/012 By the end of 2012, the state and municipalities of the semi-arid and Amazon regions in the state of Maranhão have committed to reducing inequities in children’s rights, gender and race and ensuring CRC compliance to contribute to the improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships articulated with local governments, civil
society, the private sector and mass media to promote and advance children’s and adolescents’ rights through the Municipal Seal of Approval and the Political Pact.

Progress:

From January to December 2012, a total of 43 municipalities from Amazon region in the state of Maranhão and 25 municipalities from the semi-arid region of the state reiterated their commitment to achieving concrete changes in the lives of children and adolescents by following up on the activities of the Municipal Seal of Approval Edition of 2009-2012. The main result is that 38 of those municipalities—31 from the Amazon region and seven from semi-arid region—had the recognition of the Seal, corresponding to 25 per cent per cent of the 154 municipalities enrolled in the initiative in Maranhão in 2009.

The percentage of children reached by the Benefit of Continuous Protection Welfare increased from 2008 to 2011 and the percentage of children increased from 21.9 per cent to 59.7 per cent amongst the municipalities enrolled in the Amazon Seal. Approximately 25,900 disabled children returned to school, marking the best improvement validated by the Seal.

The infant mortality rate fell 6.8%, amongst the cities included in the Amazon from 2007 to 2010. In the certificated municipalities, the fall was even greater: 12.7%.

Access to pre-natal care increased 16.4 per cent amongst the municipalities enrolled in the Amazon Seal, while in other municipalities the increase was 10.1%. From 2007 to 2010, the percentage of live births to women with seven or more pre-natal visits increased from 30.6 per cent to 35.6%.

The percentage of drop-out students in Seal municipalities went down 47.2%, while the reduction in other municipalities was 41.1%. From 2007 to 2011, the drop-out rate in primary education enrolled in Seal municipalities improved from 6.5 per cent to 3.4%.

The coverage rate of the Reference Centres for Social Assistance increased 29.7 per cent for the participating municipalities. This indicator increased from 67.4 per cent in 2008 to 87.4 per cent in 2011. In municipalities that were certificated, the improvement was even greater: 30.2 per cent. (Source: UNICEF M&E).

Contributing factors:

- The Municipal Seal of Approval was a strategic mobilisation instrument to promote understanding amongst children and adolescent issues, qualify the debate between governmental and social actors and give the public policies the necessary priority, involving over 5,000 local actors of the state, through an intense process of meetings, workshops, debates and a strong process of advocacy amongst federal, state and municipal governments, universities and NGOs. More importantly, the initial target of certifying at least 20 per cent of the registered municipalities in the Amazon region was reached, with 22 per cent of them certified (Source: UNICEF M&E).

- Technical support from the Amazon Platform implementing partners, Escola de Formação de Governantes, with the Help Desk and the SOMA guidance, monitoring and evaluation system, an on-line support for the municipal actions plans - municipalities are using this on-line tool.

- UNICEF’s presence and credibility at the sub-national level.

Hindering factors:

- The municipal election affected almost all of the activities planned for 2013, and the budget.

IR 0540/A0/05/007/013 IR 7.13. By 2012, semi-arid municipalities enrolled in the Municipal Seal of Approval and large urban centres enrolled in the PCU improve their social indicators at a higher pace than the national average through UNICEF strategic partnerships, articulated with local governments, civil society, the private sector and mass media, and to promote and advance children’s and adolescents’ rights.
Progress:
The first cycle of the PCU concluded and São Paulo was certified for achieving 18 of the 20 goals of the initiative and the recognition of 50 per cent of Local Networks.

Listed below are some of the main achievements recorded in the municipality of São Paulo during the first cycle of the Platform:

- An increase in the number of women receiving pre-natal health care, from 73 per cent in 2008 to 77 per cent in 2011. This means that more than 8.7 million women now receive this service.
- An increase in the number of children and adolescents with disabilities enrolled in schools, from 11,365 students in 2008 to 12,732 in 2011.
- A 38 per cent increase in the number of Centres for Social Welfare, from 31 in 2008 to 46 in 2011.

Other targets the municipality reached include broadening the Family Health Programme, increasing the number of child protection services, reducing the number of adolescent fatalities caused by motor vehicle injuries and implementing systems that can monitor juvenile social rehabilitation.

In the State of Minas Gerais, 28 of the 123 municipalities engaged were awarded the Seal. The results showed, for example, a reduction of 57 per cent in the number of children under two years of age with malnutrition and a reduction of 41 per cent in the number of children that dropped out of elementary school. Some of the contributing factors to achieving these results were commitment of municipalities to accomplish all of the activities envisioned in the Seal methodology; support from technical partners in the region; and UNICEF’s credibility. Some constrains were lack of financial and human resources to implement all activities of the initiative; municipal elections; and lack of regional governmental support.

REJUPE was articulated in São Paulo, with commitment to overcome challenges faced to fulfil all of the requirements.

IR 0540/A0/05/007/014 Staff Costs

Progress:
Staff costs for this PCR are fully funded.

IR 0540/A0/05/007/015 By the end of 2016, the states and municipalities of the Amazon region have committed to reducing inequities in children’s rights, gender and race, and ensuring CRC compliance to contribute to the improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships articulated with local governments, civil society, the private sector and mass media to promote and advance children’s and adolescents’ rights through the Municipal Seal of Approval and the Political Pact (Agenda Criança Amazonia).

Progress:
During 2013, UNICEF launched the second edition of the Municipal Seal of Approval (2013-2016), a major strategy that aims to guarantee the realisation of children’s rights in the poorest municipalities of the Amazon region.

Intense work and a co-ordinated strategy led to important political agreements and engagement of municipal and state governments. The Regional Political Pact—the Agenda Criança Amazônia (ACA)—was signed by nine state governors of the Brazilian Amazon (Acre, Amazonas, Amapá, Maranhão, Mato Grosso, Pará, Roraima, Rondônia and Tocantins) as the basis for UNICEF’s policy dialogue with national, state and municipal authorities. The ACA also helped advance municipalities’ buy-in to the Seal.

The methodology for the second edition of the Seal in the Amazon region was developed with strong participation of municipal, state and federal government representatives and adolescents, facilitated by UNICEF. This new
methodology incorporated lessons learned from the first edition (2009-2012), contributing to a revised edition more adapted to regional specificities, reinforcing the focus on the most vulnerable populations, particularly indigenous people. Six hundred and eleven (76 per cent of all municipalities in the Amazon) enrolled in the Seal, targeting more than 7.5 million children and adolescents. The enrolment process involved mayors as well as municipal children’s and adolescents’ rights councils, civil society, academia and the private sector. UNICEF fostered these collaborative partnerships locally.

An institutional partnership was established with the Fundação Oswaldo Cruz (part of the MoH) for the preparation of the Situation Analysis of Children and Adolescents in the Brazilian Amazon Region. This undertaking will collect and analyse current data based on multi-dimensional indicators and foster knowledge sharing for informed and objective policy decision-making to advance children’s rights in the Amazon region, prompting policy-makers, civil society and universities to take action against inequalities affecting children and adolescents.

By the end of 2016, the states and municipalities of the semi-arid region committed to reducing inequities in children’s rights, gender and race, and ensuring CRC compliance to contribute to the improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships articulated with local governments, civil society, the private sector and mass media to promote and advance children’s and adolescents' rights through the Municipal Seal of Approval and the Political Pact.

In 2013, UNICEF focused on the development of the new methodology on inequality reduction for the 2013-2016 edition of the Municipal Seal of Approval initiative and its launch. The new methodology was developed in close collaboration with internal and external partners at the municipal, state and federal levels, in a comprehensive and participatory manner.

2013 was also a crucial year in terms of political articulation with state governments; planning of integrated strategies for the implementation of UNICEF’s programmatic priorities within the semi-arid region; mobilisation of municipalities to ensure their participation in the current edition of the Seal; launch of the initiative in nine out of ten states; and initial training in four out of ten States. 1,106 out of 1,521 (73%) municipalities, home to 8.8 million children, enrolled.

While UNICEF’s presence at the sub-national level and credibility within the region remained important contributing factors to achieving results, the high turnover of municipal teams after the mayoral elections at the end of 2012, a serious drought that has affected the region since early 2012, the planning stages required for implementing the platform within the region, the lengthy negotiations with the Ministries to finalise the Seal indicators and the limited financial resources during the first semester were challenges that required special efforts and delayed progress during the first semester.

The main challenge in 2014 was to keep municipalities mobilised during the 2014 FIFA World Cup and the Presidential elections that will happen from June to November.

Finally, important strategic partnerships were established to help secure funding support from Telefonica Foundation, Petrobras, MEC and Unilever.

By 2016, the large urban centres and municipalities enrolled in the UNICEF PCU committed to reducing inequities in children’s rights, gender and race, and ensuring CRC compliance to contribute to the improvement of their social indicators for children and adolescents, thus addressing inequities in Brazil through UNICEF strategic partnerships, articulated with local governments, civil society, the private sector and mass media, and to promote and advance children’s and adolescents' rights.

Eight large urban centres enrolled in PCU, launching its second edition in 2013. In addition to the municipalities of São Paulo and Rio de Janeiro, which participated in the previous edition, it now includes Belem, Fortaleza, Maceio, Manaus, Salvador and Sao Luis, with a combined population of over 28 million, including 8.3 million children and adolescents.
The PCU is built on an innovative methodology that aims to achieve the reduction of intra-urban inequities affecting the most vulnerable children and adolescents, and will track progress through an objective assessment of identified social indicators. It was developed in a participatory manner, taking into consideration lessons learned from the evaluation of its first edition (2008-2012), including the need for flexibility to fit specificities from each city, higher investments in communication, qualification of adolescents’ participation with a human rights approach and strengthened government involvement.

Strong engagement in support of the methodology’s implementation by local governments, municipal councils, adolescents, the private sector and civil society was achieved in 2013. All actors are firmly committed to the reduction of intra-urban inequities in a multi-sectoral way and six municipalities each signed a Partnership Agreement with UNICEF.

Innovative tools were developed within the initiative, such as the Youth-led Digital Mapping, piloted in Rio de Janeiro, which empowers adolescents to generate local diagnoses and action plans on socio-environmental risks by using new technologies. The tool will be replicated in three other cities as part of the Out of School Children initiative. A second tool was developed under the Safe and Friendly Cities’ initiative and implemented in ten communities in Rio.

The main challenges are intra-municipal data availability, effective participation of adolescents, the constantly changing political context and governance involving eight Zone Offices and programmatic areas. The methodology included specific strategies to overcome them.

### PC 800 - Cross-sectoral costs

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<tr>
<th>PCR 0540/A0/05/800 PCR 800. Programme Support</th>
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<tbody>
<tr>
<td><strong>Progress:</strong> With the 2013 Annual Management Plan (AMP) developed and approved in March 2013, governance structures and systems are in place to manage risks adequately and achieve programme results.</td>
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<th>IR 0540/A0/05/800/001 IR 01-Governance and Systems</th>
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<tr>
<td><strong>Progress:</strong> The Senior Management, Country Management, Programme Co-ordination and Operations team meetings took place, allowing effective monitoring and feedback of planned activities and results. The Country Management Team (CMT) met five times, monitored progress toward achieving the AMP objectives, particularly in terms of policies and strategies, programme implementation, and managing human and financial resources.</td>
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The transaction processing hub in Brasilia was fully established by August as part of the Effectiveness and Efficiency (E&E) initiative in the region. Seven Standard Operating Procedures (SOPs) were issued and orientation sessions held with all offices to build staff awareness. Issues and concerns related to UNICEF’s E&E initiative (global hub) and possible operational and staffing implications for the CO as of mid-2014 had openly discussed with concerned staff.

The UN Country Team in Brazil accepted piloting of the Business Operations Strategy (BOS) as an adequate approach to reduce operational costs. Operations staff engagement in Phase I of this strategy was effective and the exercise completed in May. Phase II initiated in 2013 and was to be finalised in February 2014. The CO will continue pro-active efforts to explore the option of selective engagement in four common services as long as there is potential for efficiency gains and that BOS remains responsive to its business model.

Eight of nine external audit recommendations were finalised. Recommendation related to assets management were to be fully addressed in early 2014.

The Institutional Budget (2014-2017) was submitted to the Programme and Budget Review (PBR) Committee in March 2013 and new proposed staff structure was being implemented. PBR Budget submission (IBCS), budget analysis and reporting were completed on time.

Business Continuity Management issues were included in the CO’s AMP, which was approved by the CMT. Timely security advisories took place, especially during the Confederations Cup period when several demonstrations took place throughout the country.
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IR 0540/A0/05/800/002 IR 02-Financial Resources and Stewardship

**Progress:**

Administrative and ICT services encountered some challenges to improve time and quality.

Due to the enormous decrease in quality in the services provided by the CO's data provider, there were various problems related to lack or bad connectivity, which affected the quality of ICT services within the CO, especially during Skype and Webex video-conferences. A new contract with a new service provider was to be signed by February 2014, which will make the link speed in the Zone Offices ten times as fast.

The Belem office moved to a new address and was ready by September. To reduce operational costs in the Rio de Janeiro office, a memorandum of understanding was signed with an Implementing Partner to sublet idle office space. Improved infrastructure for the Manaus office was provided; the main challenge is the bad quality of the current Internet link.

The establishment of the hub in Brasilia enhanced and sped up procurement of services, payment and travel processes, resulting in effective service delivery to staff and partners. The CO faced some challenges in Vision with direct cash transfer/liquidation, but all were resolved before the end of 2013.

The CO can no longer benefit from borrowing funds from the Private Fundraising and Partnership (PFP) offset budget to bridge temporary funding gaps for the purpose of payroll cost distribution. Negotiations were taking place for a loan based on pledge forecast vs actuals. The estimated loan amount is around US$ 5.1 million.

The CO maintained a high implementation rate throughout the year, to a large extent due to higher staff familiarity with Vision. The total utilised amount was US$ 19,201,052, against a planned amount of US$ 17,527,595, funded as follows: RR $ 846,328, ORR $17,878,214 and IB $476,600. General operating costs amounted to $ 1,596,948 and staff and other personnel costs amounted to US$ 6,230,392, representing 9 per cent and 33%, respectively, of the total yearly utilisation. Results of the salary survey for local staff brought an increase of 5.3 per cent for NOs and 4.1 per cent GS; however, compared to 2012, there was a significant reduction in staff costs (US$ 704,847).

IR 0540/A0/05/800/003 IR 03-Human Capacity

**Progress:** The CO deployed all efforts to deliver HR services in a timely and effective manner, although a few challenges remain. The process of recruitment and selection of staff and non-staff was on track, albeit slower than planned, often due to panel members’ availability and regional approvals. There were challenges in transitioning the centralisation to process contracts of individual consultants due to the establishment of the hub in Brasilia.

The team successfully improved its contribution to the programme and greatly improved its services in relation to institutional and individual contractors—approximately 70 contracts were issued, 36 of which were with individual contractors. Eleven new talents were recruited, on average after 15 weeks, and eight more selection processes were ongoing. A comprehensive on-boarding process was successfully implemented and a standard Servicing Management Plan to provide quality HR services to staff and non-staff (approximately 140), reducing the number of queries and increasing staff satisfaction, as noted by positive feedback received.

Servicing and management of entitlement of national and international staff as well as a staff well-being plan were on track. Breathing sessions were held in the Brasilia office and contributed to reducing stress levels and to create a healthier atmosphere.

Performance management continued to be a challenge. The quality of the Performance Appraisal System improved slightly, thanks also to the workshops on Managing People for Results (MP4R)—approximately 80 per cent of staff are now certified—as well as several coaching sessions provided to staff. Full compliance and linking the PAS to staff development needs remain challenges; more time should be devoted to this area in 2014.

The CO was actively involved in UN inter-agency BOS and contributed to the mapping of all HR services.
IR 0540/A0/05/800/006 IR 06-Fundraising

**Progress:**

The CO significantly increased the income from individual donors in 2013.

This is the result of an important investment in channels that led to pledge donations, Face-to-Face (F2F) being the most important one.

The CO was able to invest US$ 2,400,000 in investment funds in 2013, $400,000 more than initially planned and about $2,000,000 more than in 2012. This proves that the CO developed acquisition channels in a very positive way.

Apart from the acquisition efforts, it improved the retention of existing donors.

Overall this resulted in $5,604,479 and an increase of 52 per cent in number of donors.

IR 0540/A0/05/800/888 IR 888-HR

IR 0540/P0/05/800/004 IR 04-Fundraising - PFP

**Progress:**

The CO significantly increased the income from individual donors in 2013.

This is the result of an important investment in channels that led to pledge donations, -F2F being the most important one.

The CO was been able to invest US$ 2,400,000 in investment funds in 2013, $400,000 more than initially planned and about $2,000,000 more than in 2012. This proves that the CO developed acquisition channels in a very positive way.

Apart from the acquisition efforts, it improved the retention of existing donors.

IR 0540/P0/05/800/005 IR 05-Sales

**Progress:** In 2012, the CO generated about US$ 80,000 through the sale of licensed products in the Brazilian market. This amount was generated via two partnerships in the stationary sector. Since UNICEF was imposing a social audit, it created a strategic disadvantage to negotiate licensing agreements compared to its competitors. Because of this, very few companies were interested in working with the CO and growth of income through sales was harder than generating income through other forms of corporate partnerships.

PCR 0540/A0/05/802 PCR 802. Cross-sectoral Brazil is effectively implemented, 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.
IR 0540/A0/05/802/001 Strategic planning, co-ordination and integration are guaranteed and strengthened throughout the CP implementation.

Progress:

With a dedicated staff member, planning processes and quality control increased in 2013. With enhanced technical planning support, the quality of AWP, the mid-year review, programmes of co-operation with civil society organisations, donor proposals and donor reports was further strengthened.

The CP is comprised of seven programme components and implemented through three geographical platforms in the Amazon and semi-arid regions and large urban centres, requiring continuous co-ordination. The CO increased efforts to strengthen co-ordination and information sharing amongst Programme and Platform teams via weekly Programme meetings, sectoral working groups, monthly Platform Co-ordination meetings and a bi-weekly internal bulletin. The strategic planning function facilitated the weekly monitoring of key indicators, allowing managers to follow and take timely action on grant implementation levels, fund allocation, donor reports and direct cash transfer (DCTs) pending liquidation. The CO faced various challenges related to glitches in Vision, which impacted its timely DCT liquidation and grant implementation.

Following the Programme Policy and Procedure training hosted by LACRO, a survey was organised internally to understand training needs. The survey informed a training plan to be implemented in 2014. It will focus on raising staff capacity on RBM, MoRES and gender issues.

The CO continued to be an active contributor to UN co-ordination efforts. It participated in all UN theme groups (chairing two of them) and in three joint programmes that came to a close in 2013. UNICEF contributed to the project on the follow-up of the Universal Periodic Review, to UNCT Position Papers and special visits. UNICEF also contributed to the post-2015 debate (translation to Portuguese of the My World web page and mobilisation of youth networks to take part).

As a result of close collaboration with LACRO, the CO started preparing for the 2014 mid-term review and the operationalization of the new Strategic Plan (2014-2017).

IR 0540/A0/05/802/002 Effective support is provided to strengthen M&E skills and capacities to ensure high-quality impact of UNICEF’s work in Brazil

Progress:

M&E support was systematically provided to all areas and platforms of UNICEF Brazil, with the team focusing on aspects related to the quality of data produced by the CO and to programme monitoring and evaluation. Eighty-eight per cent of all activities in the Integrated Monitoring and Evaluation Plan (IMEP) were fully implemented or on track, all of which counted on some sort of support from the M&E team (inputs to terms of reference, data and product reviews and strengthening analyses). In addition, advocacy efforts, contacts with the media and discussions with external partners were facilitated by the availability of organised information, to which the M&E team also contributed substantially.

In 2013 the CO was able to start and manage evaluations of two major programmes: the pilot initiative of the PCU (finalised, with management response) and the Municipal Seal of Approval (contract signing and methodological discussions underway). These are the first formal evaluations done by the CO after many years of absence in this area.

It is possible to notice an increase in quality of projects submitted to the PCA Review Committee, all of which received inputs the M&E team. With a focus on results-based management, the M&E team was able to contribute to better and more structured results frameworks and M&E plans for the new partnership agreements.

Finally, it is important to mention the successful efforts by the CO in keeping an up-to-date monitoring scheme, with mid-year and annual reviews conducted regularly and successfully, and with a clear methodology that was consolidated and well understood by the whole office team. This initiative is championed by the Programme Co-ordination, in close collaboration with M&E.
Effective Governance Structure

The AMP was developed and approved in March 2013. Governance structures and systems are in place and all office management committees met regularly and when necessary. The Senior Management, Country Management, Programme Co-ordination and Operations team meetings took place, allowing effective monitoring and feedback of planned activities and results. The CMT monitored the progress toward achieving the AMP objectives, the focus of which was on policies and strategies, programme implementation and managing human and financial resources to ensure effective implementation of office priorities. The deliberations were shared with all staff via e-mail. The CO’s objectives and priorities were defined and understood by staff. Issues and concerns related to UNICEF’s E&E initiative (global hub) and possible operational and staffing implications for the CO as of mid-2014 were openly discussed with concerned staff. A transaction processing hub in Brasilia was fully established in August as part of the E&E initiative in the region. In support of this hub and to enrich staff knowledge on the new processes, seven SOPs were issued and orientation sessions held with all offices as well as ad hoc clinics. A Table of Authority was issued in March and was being adjusted as and when required to minimise the risk of conflict and to ensure segregation of duties.

The UN Country Team in Brazil accepted piloting a BOS as an adequate approach to reduce operational costs while providing operational services to projects of high quality and at a lower cost. Operations staff engagement in Phase I of this strategy was effective and the exercise completed in May. Phase II initiated during the last quarter of 2013 and was to be finalised in February with a high-level visit from the United Nations Development Group. The CO will continue to be pro-active in exploring the option of selective engagement in the four common services to the extent that there is potential for cost savings and efficiency gains, and to the extent that BOS remains responsive to its business model.

Eight out of nine external audit recommendations were finalised. Recommendations related to assets management were to be fully addressed during the first quarter of 2014.

The institutional Budget (2014-2017) was submitted to the PBR Committee in March 2013 and a new proposed staff structure was being implemented following the recruitment plan approved by the CMT. PBR budget submissions (IBCS), budget analysis and reporting were completed in a timely manner and sent to LACRO. All Brazil requests to the PBR and ad hoc PBRs were approved, some posts were abolished and new ones established.

Business Continuity Management issues were included in the CO’s AMP and the BCP was approved by the CMT in July. Timely security advisories took place, especially during the Confederations Cup period when several demonstrations took place throughout the country.

Strategic Risk Management

The BCP was updated and approved by the CMT in July to reflect the changing environment, responsible staff and other requirements. Docking stations were assigned to Section Managers and critical BCP staff in Operations, allowing remote connectivity and access to UNICEF critical mission applications: Lotus Notes and Vision. As per NYHQ’s recommendation, BGAN devices were phased out and being replaced by Iridium’s, which are more useful to the country’s reality. Cell phones are used by key staff, enabling efficient 24/7 emergency communication system and full integration with UNDSS Brazil.
Spare equipment such as firewall and standard servers were kept on hand so that applications and communications were not interrupted. Large power UPSs were installed, enhancing business applications continuity.

UNICEF is an active participant in UN security meetings and staff members are being informed on security and safety issues. All offices are MOSS compliant and a security plan, emergency and warden systems lists were updated regularly. The security risk assessment for Brazil was revised due to the 2014 FIFA World Cup and the risk management strategy is “Risk Control”—a mix strategy with prevention and mitigation measures.

**Evaluation**

The CO maintained a regular and updated IMEP, with key activities for the office and in collaboration with partners. In 2013, it developed a tool for more systematic follow-up of the IMEP, which was applied in each quarter to keep an up-to-date record of progress and to facilitate re-planning when necessary.

The evaluation function was being revamped in the CO. After many years focusing on data analysis and situation monitoring, and on following programme implementation, the CO began to re-invest time and resources in rigorous and independent programme evaluations. In 2013, a systematic evaluation of the pilot PCU was undertaken, conducted by external consultants and involving different groups of stakeholders. The result was a critical document that was key to informing the scaling up of the initiative. The platform was expanded to eight large cities in Brazil (beginning with two in the original 2009 pilot) and the new methodology clearly builds on the lessons learned identified and systematised in the evaluation. The pilot evaluation also included a dissemination and response stage, where partners were gathered to comment on results, discuss recommendations and prepare a joint management response with UNICEF Brazil. The recommendations and follow-up plans were fully integrated into this new phase of the programme.

Another evaluation started in 2013, and to be concluded in 2014, assessing the impact and added value of the Municipal Seal of Approval initiative. This is a significant assessment of a flagship programme for the CO that has been in existence for 14 years and will guide future decisions on the Seal.

Brazil is a country with good M&E capacity, at least at the federal level. In 2014, the CO was working more closely with the government to identify areas where UNICEF can contribute to public policy evaluation, particularly highlighting the issue of addressing equity in evaluations.

**Effective Use of Information and Communication Technology**

The key corporate 2013 ICT objectives were achieved. The CO was able to ensure that all laptops and desktops had at least the minimum hardware pre-requisites for running the UNICEF core applications. All ICT purchases were made through UNICEF’s Long-term Arrangements (LTAs) in order to gain efficiency and reduce costs.

Due to the enormous decrease of quality in the services provided by the datacomms provider, there were numerous problems related to lack of or bad connectivity, which affected the quality of ICT services within the CO, especially during Skype and Webex video-conferences. The problem was addressed and a new contract with a new service provider was negotiated.
provider was to be signed by February 2014, which will make the link speed in the Zone Offices ten times faster. The purchase of the latest generation Polycom webcam devices also took place in 2013, and this device brought better quality and efficiency for the VC meetings.

New telephone landline and mobile contracts were signed with other service providers in order to ensure cost reduction and better services. Blackberries were phased out and replaced by iPhone 5 as per the latest ITDSS orientation on this. Lotus Notes Traveller was being installed for iPhone 5 users. A BYOD (Bring Your Own Device) policy was also in place for consultants concerning the use of smartphones. The CO awaited the move to web-based email, given its challenges with Lotus Notes replication.

Common ICT was identified as one of the possible gains on BOS in Brazil. The ICT team actively participated in Phase I of the project and three services were recommended for prioritisation: video-conferencing, help desk support and software development.

ICT staff from Brasilia visited all Zone Offices to ensure a fully functional ICT infrastructure and maintain UNICEF applications and interfaces as per prescribed practices. These visits were also an opportunity to troubleshoot user ICT problems and interact with Zone Offices’ ICT Focal Points.

The following installation of applications took place in 2013 as per ITDSS’s request: Deployment of VEEAM 6.5 with Patch 3, DHCP (C37458) & 10.x (C39185) and Windows Server 2008R2 SP1 (C43159).

**Fundraising and Donor Relations**

In 2013, UNICEF increased the income from individual donors by 20 per cent to US$ 5,604,479, which represents 68 per cent of the total income raised. The growth is the result of important investments in different channels that generate flexible pledge income. UNICEF Brazil had received a total of US$ 2,400,000 in investment funds to finance these activities in 2013. In order to consolidate this growth, it negotiated US$ 3,500,000 in investment funds for 2014. Fifty-nine per cent of the CP ceilings remain unfunded.

In 2013, the income from corporate partners dropped by 18 per cent to US$ 2,600,619 because several key partner contracts were closely linked to the programmatic life cycle of the Municipal Seal of Approval, which was in the midst of completing one edition and beginning another. The CO was able to develop new partnerships, yet they did not fully compensate for the temporary loss of income. It was encouraged, nonetheless, by the level of support and engagement from existing donors, which provided direct contributions to improve programme initiatives and target the most vulnerable populations.

Overall, the Fundraising team realised a growth of 4.7 per cent (in local currency). On top of that, the quality of the income improved substantially, since the flexible part of the money increased from 72 per cent in 2012 to 77 per cent in 2013, thanks to increasing individual income pledges, 91 per cent of which is flexible.

All donor reports due in 2013 were submitted on time and the CO put a system in place to monitor the quality of reports and guarantee their timely submission. Ninety-eight per cent of grants were implemented within the expiry dates. In terms of collaboration on new funding modalities such as trust funds and joint UN initiatives, three joint programmes
came to a close in 2013 and the CO continues to seek new forms of collaborations with other UN agencies.

After a HSSC unit was set up in 2013 with necessary administrative and operational systems functioning efficiently, the CO was able to raise over US$ one million for implementation in 2014 in set-aside funds. In addition, as a result of the collaboration with the ABC, the government committed US$ 98,000 and an action plan was being prepared for implementation of these funds in 2014. In addition, as a demonstration of the government’s commitment to international co-operation and emergency relief, Brazil made a financial contribution of US$ 150,000 to support UNICEF’s humanitarian actions in the Philippines. The CO also launched appeals for the Philippines and Syria in support of UNICEF’s emergency actions in those countries, and managed to raise US$ 99,964 with individual donors, again showing the fundraising potential in the country.

Management of Financial and Other Assets

The CO maintained a high implementation rate throughout 2013. Contributing to this was the significant improvement of the level of competency in and familiarity with the use of Vision and on-line resources. The total utilised amount was US$ 19,201,052, against a planned amount of US$ 17,527,595, funded as follows: RR 846,328, ORR 17,878,214 and IB 476,600. Resource allocations were duly made, invoices posted and timely paid, and payroll confirmed and paid in a timely manner. The CO complied with the guidelines related to the reduction of funds in local bank accounts and all monthly bank reconciliation for the six local accounts completed and approved within the deadlines.

The general operating costs for 2013 amounted to US$ 1,596,948 and staff and other personnel costs amounted to US$ 6,230,392, representing 9 per cent and 33%, respectively, of the total yearly utilisation. The results of the salary survey for local staff brought an increase of 5.3 per cent for NOs and 4.1 per cent GS; however, compared to 2012 there was a significant reduction in staff costs (US$ 704,847).

Total income raised in 2013 from all sources was US$ 11,047,357, of which US$ 8,205,080 represented income from the local private sector.

In the absence of a HACT common approach in Brazil, UNICEF went ahead on its own and continued to advocate for the UN to have a common approach as per the HACT guidelines. In 2013, the CO carried out 14 micro-assessments of new implementing partners and two spot-check reviews of financial documents as part of the implementation of the Assurance Plan as well as the closure of the audit recommendation in relation to scheduled audits to partners that received more than US$ 500,000 during the previous CP. Outstanding DCTs totalled US$ 1,885,916 and 0 per cent over nine months.

Supply Management

Given the nature of the CO’s CP, where technical assistance represents approximately 95 per cent of the total assistance provided, the supply component of the CP is relatively small. In 2013, the total value of goods and services procured reached US$ 2,716,101.22, of which US$ 2,046,224.98 was in services (institutional and corporate) and US$D 673,069.04 in goods.
As the CP is primarily funded through income generated from private sector fundraising efforts, much of the procurement activities were related to supporting fundraising operations. The investment from the Fundraising Development Programme for the roll-out of the F2F campaign and direct mail increased the need to contract new service providers, thus increasing procurement of services. The possibility of signing LTAs for this type of services was to be visited in 2014.

The CO continued to provide strategic support to the Brazilian government for the acquisition of ARVs through Supply Division Procurement Services (PS) to guarantee universal access to ARVs, especially for children and women. However, in 2013, the Brazilian MoH procured ARVs amounting to US$ 195,996.90, representing a significant decline in government requirements to use UNICEF PS. In effect, from 2012 to 2013, the value of ARVs in PS declined from US$ 620,500 to US$ 195,996, coinciding with Brazil's improved capacity to procure ARVs.

As part of the intra-agency rationalisation of business operations, the CO established a transactional hub in Brasilia where procurement of institutional services and goods were fully handled by the Administrative Unit. The Administrative Assistant attended a workshop in Copenhagen on procurement as part of professional development in this area. The possibility of selective engagement through a JOF as part of the BOS, in the procurement of consulting services, IT equipment, publishing/printing, conference services/workshops/events and communications was being considered by the CO, provided there would be potential costs savings and efficiency gains toward CP implementation.

### Human Resources

2013 was characterised by the consolidation of a strengthened human resources function, providing rapid and strategic services to staff and management in the CO.

With better division of labour in the office, issuance of SOPs for hiring consultants and individual contractors, as well as effective and efficient implementation of the hub in Brasilia, the team successfully improved its contribution to the programme in providing services. Approximately seventy contracts were issued, including 36 Individual Contractors with full selection process/interviews. Quality and timely recruitment reached record levels.
Eleven new talents were recruited after an average of 15 weeks and eight more selection processes were on-going. A comprehensive and co-ordinated on-boarding process was successfully implemented to staff and non-staff alike (approximately 140), which reduced the number of queries and increased staff satisfaction noted by positive feedback received.

Technical and strategic advice was provided to management on strategic workforce planning. An extensive classification review of 80 per cent of existing post profiles was initiated and was to be finalised in 2014.

Together with the Staff Well-being Committee, the CO was actively involved in advocating for the improvement of staff morale and staff relations. The action plan started in 2012 and continued to address the critical areas that emerged from the 2011 Global Staff Survey results. In collaboration with the Staff Association, another survey on staff morale was launched at the end of 2013 to assess the office climate further. The results were to be analysed and used at an office retreat planned for 2014.

A series of workshops on stress management and mindfulness training was offered to staff in 2013, helping to consolidate positive change and improve stress-coping mechanisms further. Throughout the year, the office promoted an open channel to staff for counselling (personal and career development) services and advice related to staff relations and conflict resolution.

In relation to performance management, the quality of the Performance Appraisal System (PAS) improved slightly, thanks to the workshops on MP4R—approximately 80 per cent of staff members are now certified—as well as several coaching sessions provided to staff and encouraging them to have regular feedback discussions with their supervisors. However, full compliance and linking the PAS to the development needs of staff remained challenges and more dedicated time was to be devoted to this area in 2014.

The Learning and Development Plan was implemented and several training activities were offered.

The CO was actively involved in different inter-agency groups/projects: the Human Resources Network group, Chairperson of the Local Salary Survey Committee, the BOS initiative and the UN Green Group.

**Efficiency Gains and Cost Savings**

2013 was the second year of Vision implementation, with fewer challenges in its application as staff became more conversant with the system, but additional challenges due to the CO’s decentralised accountability to the platforms and centralised transaction processing in Brasilia. Despite these challenges, the CO was able to observe some efficiency gains, especially throughout the year when most administrative, financial and HR transactions were put under the Operations Transaction hub. As a result, transaction costs were lowered and immediate and effective responses to support were provided. Additional efficiencies were achieved in the following areas:

1. Reduction of the number of players in the processes enabled the CO to streamline some of its key work processes, including contracting individuals and/or institutions/corporations, payments, travel management and recruitment. The elimination of non-value-added steps in these work processes enabled programme and fundraising
staff to concentrate more on core programme and fundraising activities.

2. With the implementation of the policy—one laptop and one mobile phone per professional and through system enhancement, which enabled more effective video-conferencing, webinars and WebEx meetings across field offices—the CO observed considerable cost savings in communication, particularly on data communication as compared to 2012.

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<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>Reduction</th>
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<tbody>
<tr>
<td>Data Communication</td>
<td>304,139</td>
<td>277,886</td>
<td>26,253</td>
</tr>
<tr>
<td>Telephone (landline &amp; Cell)</td>
<td>243,762</td>
<td>142,599</td>
<td>101,163</td>
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3. The abolishment of some drivers posts in the Zonal Offices and sale of respective vehicles as well as the introduction of some efficient measures on transport management resulted in a decrease on costs for repairs and maintenance of vehicles as well as on taxi services as follows:

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<tr>
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<th>2012</th>
<th>2013</th>
<th>Reduction</th>
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<tbody>
<tr>
<td>Repairs &amp; Mnt of vehicles</td>
<td>26,368</td>
<td>16,700</td>
<td>9,668</td>
</tr>
<tr>
<td>Utilities (Transportation Equip)</td>
<td>16,264</td>
<td>10,854</td>
<td>5,400</td>
</tr>
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</table>

The Brasilia hub was fully implemented by August without additional human resources. In order to reduce Vision transactions, around mid-2013 the CO looked at payments below US$ 500 and submitted a proposal to the CMT for approval. Cost-effective measures such as payments by PC, combination of more than one travel in a single payment, inclusion of consultant’s travel and tele-communications costs in the contracts, etc. were approved by the CMT and the effect of these were to be measured in 2014. A notable improvement in the quality and timely issuance of institutional & corporate contracts was observed after this process was moved from HR into Administration, and a SOP issued and disseminated to all staff.

Changes in AMP & CPMP

The CO planned to conduct an all-staff well-being retreat from 3 to 7 February 2014, where one of the outcomes would be the prioritisation of action under each section/sector at national and platform levels. In light of the discussions and agreements emanating from this retreat, the CO may plan to undertake some structural and staffing adjustments and re-visit the current CPMP for 2012-2016.

With the increasing responsibility of the Brasilia hub, which is responsible for processing all administration/Finance and HR transactions for Brasilia and Zonal Offices, some structural and staffing profiles would have to be reviewed and a staffing needs analysis conducted and immediate attention will be paid to staffing issues.

The CO will continue its efforts to boost efficiencies and effectiveness by participating, where feasible, in the BOS and in the Global Support Services Centre, in close consultation with HQ.
Summary Notes and Acronyms

Summary Notes

[4] The poverty line of Brazil sem Miséria Plan (R$ 70 per capita per month estimated in July 2011) and adjusted for inflation.
[17] Institute of Geography and Statistics, IBGE, 2010
[18] Institute of Geography and Statistics, IBGE, 2010

Acronyms

ABC - Brazilian Co-operation Agency
AMP – Annual Management Plan
APR – A Promise Renewed
ARVs – Anti-retroviral medicine
BOS - Business Operations Strategy
CGFome - General Co-ordination of International Humanitarian Co-operation
CMT - Country Management Team
CNJ - National Council of Justice
CO - Country Office
CRC - Convention on the Rights of the Child
DCT – Direct Cash Transfer
ECD – Early Childhood Development
FIFA - International Football Federation
HSSC - Horizontal South-South Co-operation
IBGE - Brazilian Institute of Geography and Statistics
IDEB - Brazilian Quality Education Index
IMEP – Integrated Monitoring and Evaluation Plan
IPEA - National Institute for Statistics and Applied Economic Research
LACRO - UNICEF Latin America and Caribbean Regional Office
LSS - South-South Ties Initiative
M&E - Monitoring & Evaluation
MDG - Millennium Development Goals
MEC - Ministry of Education
MoH - Ministry of Health
MP4R - Managing People for Results
MTCT – Mother-to-child transmission (of HIV)
NGO – Non-governmental organisation
PAHO/WHO - Pan-American Health Organization/World Health Organization
PBR - Programme and Budget Review
PCU - Urban Centres Platform
PFP - Private Funding and Partnership
PMTCT - Prevention of Mother-to-Child Transmission
REJUPE - Adolescents’ Network for Safe and Inclusive Sports
SEPPIR - Special Secretariat for the Promotion of Racial Equality
SESAI - National Indigenous Health Secretariat
SGD - National Children’s Rights Guarantee System
SOP – Standard Operating Procedure
UNDIME - National Union of Municipal Secretaries of Education
### Document Centre

#### Evaluation

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<tr>
<th>Title</th>
<th>Sequence Number</th>
<th>Type of Report</th>
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<tbody>
<tr>
<td>1 Research on safe Internet use for adolescents (O uso da internet por Adolescentes)</td>
<td>2013/001</td>
<td>Survey</td>
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<tr>
<td>2 Data and indicators of HIV- and AIDS-related to Afro-descendants and indigenous populations focused on children and adolescents. (Dados e indicadores de aids sistematizados relacionados à afrodescendentes e populações indígenas, focadas em C&amp;A)</td>
<td>2013/002</td>
<td>Survey</td>
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<td>3 Research study for investigating the prevalence of pre-term birth in Brazil and exploring potential causes (Prevalência de nascimentos pré-termo no Brasil e explorar possíveis causas)</td>
<td>2013/003</td>
<td>Study</td>
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<td>4 FINAL EVALUATION REPORT FOR PCU</td>
<td>2013/100</td>
<td>Evaluation</td>
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<td>5 Birth registration in Brazil: a bottleneck analysis (Registro Civil de Nascimento: Um direito de todas e cada uma das Crianças Brasileiras)</td>
<td>2013/004</td>
<td>Survey</td>
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<td>6 Instructional Guide for the Municipalisation of Socio-Educational Measures in the Community (Guia de Orientações para a Municipalização de Medidas Socioeducativas em Meio Aberto)</td>
<td>2013/005</td>
<td>Study</td>
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<td>7 The racial, ethnic and gender issues in the Federal District's socio-educational system (A questão etnicorracial é abordada no sistema socioeducativo do DF)</td>
<td>2013/006</td>
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<td>8 Football: Risks and Opportunities for Children and Adolescents (Estudo sobre Riscos e Oportunidades para Crianças no Futebol)</td>
<td>2013/007</td>
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<td>9 Report on Monitoring the Use of Early Childhood Quality Education Indicators (Monitoramento do uso dos Indicadores da Qualidade na Educação Infantil)</td>
<td>2013/008</td>
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### Other Publications

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<tr>
<td>1 Guide to Urban Centres Platform (Guia Plataforma dos Centros Urbanos)</td>
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<tr>
<td>2 It’s About Ability – An explanation of the Convention on the Rights of Persons with Disabilities. Portuguese version of teacher’s booklet. (Todos podemos... é disso que se trata. Guia de aprendizagem da Convenção sobre os Direitos das Pessoas com Deficiência)</td>
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<td>3 It’s About Ability – An explanation of the Convention on the Rights of Persons with Disabilities. Portuguese version of student’s booklet (Todos podemos... é disso que se trata. Uma explicação da Convenção sobre os Direitos das Pessoas com Deficiência)</td>
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<td>5 Workflow of Protection of Children and Adolescents in Mega Events (Fluxos de Proteção de Crianças e Adolescentes nos Megaeventos)</td>
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<td>6 National Protocol for Comprehensive Protection of Children and Adolescents in Disaster Situations (Protocolo Nacional para Proteção Integral de Crianças e Adolescentes em Situação de Emergência)</td>
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<td>7 Guide for Members of Parliament and Staff: For a Childhood without Racism (Guia para Parlamentares sobre a Promoção da Iualidade Racial)</td>
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<td>9 Educational Sports for Citizenship and Social Development (Esportes Educativos para a cidadania e o desenvolvimento social)</td>
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<td>10 Results booklet for the UNICEF Seal 2009-2012 / Semi-arid (Selo Unicef Município Aprovado - Resultados do Selo 2009</td>
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<td>11 Results booklet for the UNICEF Seal 2009-2012 / Legal Amazon (Selo Unicef Município Aprovado - Resultados do Selo 2009</td>
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<td>12 Guideline for Qualification of the Care Lines for Vertical Transmission of Hepatitis B, HIV and Syphilis (Diretrizes para Qualificação das Linhas de Cuidado da Transmissão Vertical do HIV, da Hepatite B e da Sífilis)</td>
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<td>13 South-South Ties Initiative (Laços Sul-Sul) website</td>
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<td>15 Itaú Unicef Award: paths and achievements of the right to a comprehensive education – Prêmio Itaú UNICEF: caminhos e conquistas do direito à Educação Integral</td>
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<td>16 Out of School Children! The challenge of school exclusion (Fora da Escola Não Pode! O Desafio da Exclusão Escolar)</td>
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### Lessons Learned

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<td>1 Because Equity Matters</td>
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