Executive Summary

The 2012 country environment was characterized by tightened unilateral sanctions on Iran which started to impact the environment, public health, and several aspects of the socio-economic life of ordinary people, including children. The sanctions negatively affected accounts replenishment and banking transactions for the UN system. Iran’s nuclear programme, related threats and the country’s Human Rights records continued to hit the news and to colour international cooperation with the Government of Iran.

In this complex operating context, the 2012-2016 Country Programme Document (CPD) was approved by the UNICEF Executive Board in February and the Country Programme Action Plan (CPAP) was signed in June. Though the new Country Programme started late, the implementation of selected bridging activities continued during the early part of the year in consultation with national partners.

The CPAP negotiation was an opportunity for partnership enhancement that culminated with the signature of thirteen work plans with sixteen priority partners in September.

UNICEF’s partnership with the National Body on the Convention on the Rights of the Child (NBCRC), mandated to monitor implementation of the CRC in Iran, was strengthened considerably laying the foundations for stronger advocacy in the area of child rights and prevention of violence against children.

New partnerships were established with the Ministry of Sports and Youth, the Iranian Red Crescent Society, and new departments within the Ministry of Health for strengthening adolescent programming. UNICEF continued to support the Ministry of Health in preventing the spread of HIV. A partnership with Esteghlal Football Club and NGOs resulted in providing the public and more than 4,000 children, adolescents and families with information on HIV protection.

Particularly noteworthy is the re-established partnership with the Ministry of Education after three years of interruption. In partnership with the Bureau of Aliens and Foreign Immigrants Affairs, UNICEF continued to support NGOs in delivering education and protection services to more than 3,600 undocumented Afghan children.

The commemoration of the 2012 Children’s Day was a unique opportunity for uniting the advocacy efforts of various government and non-government organizations for children’s rights. Children’s Day was used to share the draft Integrated Early Childhood Development (IECD) policy that once approved will form the basis for the development and delivery of comprehensive IECD services throughout the country.

UNICEF and the Ministry of Health and Medical Education (MOHME) strengthened partnership with Academia for joint Nutrition and Food Security research and educational projects. Iran’s Minister of Health signed the Pledge on ‘Committing To Child Survival: A Promise Renewed’ in a step towards renewed commitment to scale-up child survival efforts while showcasing Iran’s experience and successes.

As co-chair of the UNDAF Poverty Theme Group and active member of other UNDAF and UN working groups, UNICEF continued to advocate for stronger inter-agency and inter-government collaboration. UNICEF led the OMT, in a year of remarkable operational and logistical challenges.

Serious funding constraints continue to hinder UNICEF's support for children in Iran. The overall political environment deprived children from the traditional development partners' support to the UNICEF Office in Iran.

Country Situation as Affecting Children & Women

Iran is an upper middle-income country with a population of 75.7 million. According to the latest census, Iran’s population is now aging rapidly [1]. Per capita GDP is US$12,887. In 2012 the real GDP of Iran declined by 3 per cent as oil exports and foreign investments dropped significantly due to sanctions [2].
Forced by the sanctions, Iran is now locally producing poorly refined fuel that is seriously polluting the air and endangering public health. The Department of Environment and Sustainable Development of Tehran municipality revealed that in the last Iranian year around 45,000 deaths were directly or indirectly connected to air pollution. Other reports in local media linked lung cancer cases among children to the worsening air-pollution. According to local and international media reports, trade and banking sanctions deprived Iran from importing life-saving pharmaceuticals and medical supplies.

Children of Iran were heavily affected by natural disasters in 2012. The country experienced 3,840 earthquakes with the magnitude of more than 2.0 (Richer scale). Torrential rains and drought have caused 40 flash floods and secondary hazards such as poor crop quality and fall in the levels of ground-water.

A recent DHS report has shown a drop in the under-5 mortality rate from 36 to 22.52 per 1,000 live births between 2000 and 2010. However, 20.3/1000 child deaths happen before the first birthday and 15.29/1000 during the first month of life highlighting the need to improve neonatal healthcare. The report also revealed that the average under-five mortality rate in lower income regions is three times that of higher income regions. Childhood obesity is on the rise in wealthier areas. Large nutritional disparities are particularly noticeable in the provinces of Hormozgan, Sistan and Baluchistan.[3]

HIV prevalence stands at 0.12 per cent [4]. In mid-2012, following a high level meeting where Iran joined its voice to commit to 'zero new infections and zero new deaths', the country initiated a new policy that links reproductive and HIV programs with the aim of eliminating mother-to-child transmission of HIV. However, official data released in September 2012 indicate an increasing trend in mother-to-child transmission (3.8 per cent in 2012 vs. 1 per cent in previous years).

Although the road accidents rate in Iran decreased in 2012, the number of deaths remains high, especially amongst children. Based on a forensic report of the Iranian Judiciary, in the last ten years road accidents caused 235,000 deaths and 2.2 million injuries.

While MOE official data reports a primary education net enrolment ratio of above 98 per cent, the recently released Iran Multiple-Indicator Household Demographic Survey (IrMIDHS) reports a net enrolment ratio of approximately 92 per cent.

One of the largest refugee populations in the world resides in Iran.[5] There is also a large number of undocumented Afghan immigrants living in the country. Estimates suggest that approximately 875,000 documented and undocumented Afghan children live in Iran. Many of these children live in poverty. The legal status of undocumented children has a direct bearing on their enjoyment of basic rights.

The constitution of the National Body on the Convention on the Rights of the Child (NBCRC) was approved by the Cabinet of Ministers on 4 January 2012. This was an important development in establishing NBCRC’s authority in the country as a national child rights monitoring body.

Several child related bills are currently in various stages of the legislative process: the revised Islamic Penal Code (IPC); the revised Penal Procedural Code (PPC); the bill on Protection of Children and Adolescents; and the revised Act on Determining the Nationality Status of Children born to Iranian Mothers and Foreign Fathers. The ratification and implementation of these bills will contribute to improving the situation of children in the Islamic Republic of Iran.

The revised Islamic Penal Code (IPC) recognizes the concept of the best interest of the child and introduces alternative measures to depriving children from their liberty. The IPC introduces mental maturity as another factor to be considered together with age when determining if a minor offender is to be held criminally responsible. These new provisions are hoped to reduce the incidences of juvenile/minor executions.

Iran’s third periodic report to the Committee on the Rights of the Child remains since 2010.

[1] Only 23.4 per cent is under 14 (a steep drop from 44.5 in 1986) and the median age has increased from 17.4 in 1976 to 27 in 2012.
Country Programme Analytical Overview

The new 2012-16 CPAP, signed in June 2012, is designed to support the Government’s efforts to reduce child poverty, ensure social inclusion, and reduce disparities with an overall focus on the more disadvantaged children, including a new emphasis on adolescents and youth.

UNICEF’s main strategies include supporting policy development and system building while strengthening monitoring systems and promoting cross-sectoral coordination. In 2012, UNICEF built upon established partnerships as well as on new alliances for the implementation of the programme and promotion of child rights. Examples of the above include the finalisation of the Early Childhood Development policy, the improvements in the Islamic Penal Code, the partnership with religious leaders for the prevention of Violence against Children, and the partnership with Esteghlal football club to advocate for the prevention of the spread of HIV among adolescents.

UNICEF renewed its commitment to assist undocumented Afghan children living in Iran by negotiating the inclusion of a related programme with the Bureau of Aliens and Foreign Immigrants Affairs of Ministry of Interior in the CPAP. More than 3,600 undocumented Afghan children continued to benefit from education and protection intervention supported by UNICEF and NGOs in 2012. UNICEF considers the undocumented Afghan children living in Iran among the most vulnerable in the country. Moreover, a Letter of Understanding has been signed with UNHCR to strengthen support activities for documented Afghan refugee children.

In 2013, the results of on-going researches and studies in the area of adolescents and youth social health, drug use and HIV infection will support advocacy efforts and initiatives to expand programming for this segment of the population. Provisions of the National Development Plan in favour of youth programming and budgeting by all governmental organisations can be a vehicle to ensure that policy translates into measurable progress for the most disadvantaged adolescents and youth.

The results of the child protection priority study and the mapping of the social protection system in Iran will greatly contribute to the identification of the barriers and bottlenecks the most vulnerable group of children face.

Children with disabilities will be the focus of a communication campaign and integrated systematically in relevant programmatic areas, and particularly in ECD, education and child protection interventions.

Starting from a new analysis of key deprivations and as part of the organization-wide Monitoring Results for Equity System (MORES), UNICEF in Iran will explore the most relevant country approach to adjust its analytical capacity, programme focus and monitoring system and target the most vulnerable children.

Faced with funding concerns, the office will need to initiate a programme re-focus, which will be based on the new data mentioned above, allowing UNICEF and its partners to invest resources where they are most needed while continuing advocacy and communication to leverage resources for children.

[3] For example in Hormozgan province the prevalence of Sever Acute Malnutrition is as high as 5.05 per cent and in Sistan and Baluchistan out of every 10 children, 2 are suffering from moderate and sever Stunting.
[5] As of July 2011, according to the Bureau for Aliens and Foreign Immigrants’ Affairs, the total number of refugees registered with the authorities stood at some 1,061,500, including 1,019,700 Afghans and 41,800 Iraqis. Most refugees in the Islamic Republic of Iran reside in urban areas, with only less than 3 per cent living in settlements.
Humanitarian Assistance
An earthquake of magnitude of 6.2 (Richer scale) hit Ahar, East Azarbaijan, on August 11 leaving 306 dead (219 children and women) and 3037 injured. The earthquake which heavily damaged 180 villages and totally flattened five, affected more than 155,000 people, rendering many homeless. UNICEF offered assistance to the Government and visited the affected areas in a joint UN mission. While the response was largely managed by national institutions, UNICEF provided technical support in the areas of child protection and psychosocial support by dispatching resource materials, and helping activate a roster of 102 trained staff in emergency response and by supporting the Ministry of Health and Medical Education in designing a nutritional assessment in the affected areas.

Preparedness continued to be an integral part of UNICEF’s work in Iran. Together with other government and UN partners, UNICEF took part in a workshop on Coordinated Needs Assessment in emergencies. The workshop provided a unique opportunity for the UN system to establish working relationships and reinforce partnerships with the main emergency response bodies of the government, namely the National Disaster Management Organization (NDMO), Tehran Disaster Mitigation and Management Organization, and Iranian Red Crescent Society (IRCS), as well as some international and local NGOs.

UNICEF also provided technical support to IRCS’s preparedness training in the area of Nutrition in Emergencies with specific focus on Nutritional assessments. With UNICEF support, 40 provincial nutrition focal persons of the IRCS enhanced knowledge on nutritional assessment in emergencies including awareness about national guidelines.

Effective Advocacy
Mostly met benchmarks

Capacity Development
Mostly met benchmarks

Communication for Development
Mostly met benchmarks

Strategic Partnerships
Mostly met benchmarks

Knowledge Management
Mostly met benchmarks

Human Rights Based Approach to Cooperation
Mostly met benchmarks
Gender Equality

*Partially met benchmarks*

Note:
While gender mainstreaming in all its components remain a sensitive area of work for the UN agencies in Iran, UNICEF made all possible efforts to ensure supported programmes were gender sensitive.

Environmental Sustainability

*Mostly met benchmarks*

The country’s ecosystems are susceptible to environmental degradation, including habitat degradation, biodiversity loss, depletion of groundwater levels and pollution of air, soil and water. In particular, climate change and its impact – including a decline in the quality and quantity of water resources and arable lands – are increasingly emerging as critical issues, with links to poverty reduction, health and disaster risk reduction issues, among others.

With increasing urbanization, air pollution represents a growing menace. At least five larger cities, including the capital, Tehran, are to be under threat of air pollution.

The framework of the UNICEF and the Government of Iran (GoI) cooperation has not been designed to include environmental sustainability as a programmatic intervention; however, UNICEF Iran Country Office takes any possible opportunity to do advocacy for the rights of children with regard to development in a healthy environment. In 2012, UNICEF took active part in the 17th Regional Conference of Environmentalists and presented a paper on Children, Urban Development and Disaster Risk Reduction trying to sensitize participants to special issues of children with regard to environmental degradation.
### Narrative Analysis by Programme Component Results and Intermediate Results

#### Iran – 2100

#### PC 1 - Child poverty reduction and inclusion

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**PCR 2100/A0/05/001** By end of 2016, benefits from improved integrated and inclusive social services through strengthened national and sub-national capacities for child development are increased.

**Progress:** 2012 was the first year of the 2012-2016 Country Programme. Following the approval of the Country Programme Document in February and the signature of the Country Programme Action Plan in June, the multi-year work plans with the Government of Iran were signed between September and October leaving limited time in 2012 for implementation of activities. However, some activities from the previous Country Programme continued.

In 2012, UNICEF supported the development of national policies and programmes for child development in Iran which ultimately contributed to the provision of quality care and services to children across the Country. The draft Early Childhood Development (ECD) policy was finalized with UNICEF’s technical support. This document will ensure the integration of all early childhood development programs (health, care and education) in national policy and programmes. Once approved by the National High Council of Health, the ECD policy will form the basis for the development and delivery of accelerated, comprehensive and integrated ECD services throughout the Country.

In the area of nutrition, UNICEF and the Ministry of Health and Medical Education (MOHME) entered into partnership with academia to design and implement a qualitative ‘National Integrated Micronutrient Survey’, an important source of information and programming about micronutrient deficiencies in Iran. Partnership with the Ministry of Education was re-established after three years of suspension of programmes. New plans of action were finalised to promote quality education in line with the Child Friendly Schools concept. At the same time, UNICEF continued to work with the Bureau of Aliens and Foreign Immigrants’ Affairs (BAFIA) and NGOs to provide alternative services, including education, to the most deprived Afghan children while seeking policy solutions to address the reasons for Afghan children’s limited access to education.

In the area of Child Protection, UNICEF worked closely with the National Body on the CRC, the Ministry of Health and religious leaders to strengthen institutional capacities and increase advocacy for the prevention of violence against children (VAC). The Constitution of the National Body on the CRC (NBCRC) was approved by the Cabinet of Ministers on 4 January 2012. This was an important development in further establishing the NBCRC’s authority in the country as a national child rights monitoring body, while also providing a legal framework for the cooperation between UNICEF and the NBCRC, identified as key partner to combat VAC.

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**IR 2100/A0/05/001/001 Technical Support**

**Progress:**

UNICEF provided human resource support through this ‘Intermediate Result’ with the funds utilized in this IR to supporting the organization’s contribution to the achievement of other IRs within the programme component, or across Programme components in the country programme of cooperation.

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**IR 2100/A0/05/001/002** By end of 2016, the policy and system capacity of ECD stakeholders at national and sub-national levels to implement, monitor and evaluate a quality and accessible national Integrated ECD programme, with specific focus on most vulnerable girls and boys, is enhanced.

**Progress:** The first official draft of the Inter-sectoral Early Childhood Development (ECD) policy was
finalized. The policy was submitted to the National High Council of Health for approval and will form the basis for the development and delivery of comprehensive, accelerated and integrated ECD services throughout the country. UNICEF provided technical support and participated in two national ECD technical committee meetings and 12 ECD secretariat meetings to finalize the draft national ECD policy.

The UNICEF office also established an internal ECD committee to promote coordination and synergy for the achievement of integrated ECD results in the country. The committee met twice with the objective of finalizing an integrated profile and action plan for the promotion of the ECD agenda among relevant stakeholders, namely the Ministry of Health, Ministry of Education and State Welfare Organisation. The report on the assessment of the ‘national level immunization cold chain capacity’ supported by UNICEF was finalized. The report was printed and disseminated to all 46 medical universities and the national office of the Ministry of Health to support evidence-based programing for national vaccine cold chain capacity. An article based on the results of the survey was published on issue 167 of the weekly Digests of the Technical Network for Strengthening Immunization Services.


**On-track**

**IR 2100/A0/05/001/003** By the end of 2016, the capacity of relevant stakeholders at national and sub-national levels to implement, monitor and evaluate quality and accessible programmes for promotion of breastfeeding for under-2 children is enhanced.

**Progress:** UNICEF and the Ministry of Health started working on a ‘Situation, Audience and Communication Analysis’ to identify and address the socio-cultural barriers of breastfeeding in Iran. These barriers include social and health behaviours specific to different participant groups at individual, cultural, community, institutional and governmental levels. The findings of the study will be used to develop a communication strategy and plan of action to increase the exclusive breastfeeding rate in Iran by addressing the socio-cultural barriers that prevent breastfeeding.

**On-track**

**IR 2100/A0/05/001/004** By the end of 2016, the policy and system capacity in the area of nutrition and food security at national and sub-national levels implementing programmes targeting the most vulnerable boys, girls and women is enhanced.

**Progress:**

In 2012, UNICEF and the Ministry of Health and Medical Education (MOHME) strengthened their partnership with academia for Joint Nutrition and Food Security Research and Educational projects. A steering committee between UNICEF, MOHME, Tehran and Shahid Beheshti medical universities (National Nutrition and Food Science Institute of Shahid Beheshti Medical University) was formed to develop a biannual plan of action.

A key result of the tripartite collaboration in 2012 was the design and implementation of the National Integrated Micronutrient Survey aimed at measuring the status of selected Micronutrients such as Vitamin A, Vitamin D, Iron and Zinc among the different age groups of children, adolescents, women and elderly in Iran. At the time of reporting, the data collection was finalized in all provinces while the biochemical analysis of the samples is on-going. In addition to technical and financial inputs, UNICEF supported a qualitative study on the process of this National Survey to document the lessons learned.

UNICEF also supported two experts from the MOHME to participate in the Iodine Deficiency Disorder (IDD) regional consultative meeting held in Cairo in May 2012. Iran’s participation proved a valuable opportunity to share good practices given Iran's achievement in the area of IDD.

Regarding the upgraded and standardized services for the care and management of child malnutrition, UNICEF provided technical support to develop and finalize a pilot protocol as well as field manual guidelines for three levels of health posts, health centres and hospitals. Following a series of technical meetings with the involvement of UNICEF and the nutritional department of the MOHME and academia, Hormozgan with 5
per cent prevalence of Sever Acute Malnutrition was selected for this pilot. This project aims to evaluate the effectiveness and efficiency of the developed package for the management of malnutrition among children.

On-track

**IR 2100/A0/05/001/007** By the end of 2016, the Iranian Child-Friendly School Model is developed to improve quality of education in selected primary and lower-secondary schools.

**Progress:** An important achievement in the reporting period was the resumption of collaboration of UNICEF with the Iranian Ministry of Education (MOE) after more than three years of suspended programmes. This was made possible through extensive partnership-building efforts during the preparation of the 2012-2016 Country Programme.

Considering the aforementioned issue, and also the late commencement of implementation, UNICEF and the MOE’s Primary Education Department agreed to start with preparatory work in 2012 for the full implementation of the project in the coming years. UNICEF and the Ministry of Education began a documentation exercise to distil lessons learnt, best practices and areas of improvement in the “Rural Girls’ Education Program” which will be a pivotal component of the Child-Friendly Schools (CFS) Model. The Rural Girls’ Education initiative, primarily supported by UNICEF, is now being successfully implemented throughout the country by the MOE. Additionally, UNICEF undertook the task of sharing experiences of the MOE in promoting quality of education through translation of the recently-adopted Iran Fundamental Reform Plan of Education. The Reform Plan which is the culmination of more than 70 research articles and studies benefitting from consultation with more than 500 experts in the field over a period of 5 years, focuses on adopting an approach which is based on Islamic values and teachings regarding education: promoting educational equity; enhancing the technical capacity of MOE staff; reforming the curriculum in all aspects of content, methods and procedures; decision-making based on programs; transforming the MOE to a learning organization; and, increasing efficiency. This work will be instrumental in promoting South-South cooperation, particularly in the MENA region.

On-track

**IR 2100/A0/05/001/008** By the end of 2016, institutional capacity of the government counterparts is enhanced to implement equity based programmes and strategies to increase access to quality primary education for refugee/migrant boys and girls.

**Progress:** In general, the Afghan child in Iran has enjoyed the support of the host government for decades. Yet, there are still children who do not benefit from basic services for different reasons: social norms, cultural practices and/or the legislative framework. In collaboration with the Bureau of Aliens and Foreign Immigrants’ Affairs (BAFIA), UNICEF commissioned and completed a study to explore the socio-cultural barriers of Afghan children’s education. The findings of this initial study will help formulate messages, develop communication tools, and adopt effective channels of communication to support behaviour change in the target communities. Refugee/migrant children’s inclusion in public education also requires supportive policies. BAFIA and UNICEF worked together with the Maastricht University to design a course on Migrant Child Poverty for Iranian Officials to be held in early 2013. This effort was also complemented with the provision of extensive reference materials on the subject for the BAFIA Resource Center.

The Afghan child coming from a poorer family and often involved in child labour has very limited access to schooling. UNICEF and its partners have been developing a model for alternative primary education for these children since 2008. In 2012, the model was expanded to assist more actors and cover more children, from 2,650 in the beginning of the year to 3,600 at the time of reporting. The model also included 350 Afghan women and 100 fathers who received literacy education, health education, and training on preventing VAC. To promote the model among more NGOs, UNICEF also provided capacity development programs for NGOs during past years, including training on strategic planning for 10 NGOs in 2012.

Finally, to promote Afghan children’s participation and sensitise policy-makers, UNICEF and BAFIA held an exhibition of photographs taken by Afghan children of their life in Iran which hosted members of the donor community, government officials, NGO actors, and the public.
IR 2100/A0/05/001/009 By the end of 2015, institutional capacity of the education sector for improved disaster risk reduction and disaster management is enhanced to ensure immediate resumption of quality education for all boys and girls after emergencies.

Progress: An important achievement in the reporting period was the resumption of the collaboration of UNICEF with the Iranian Ministry of Education (MOE) after more than three years of suspended programming. This was made possible through extensive partnership-building efforts during the preparation of the 2012-2016 Country Programme.

Considering that Disaster Risk Reduction (DRR) and systematic work on Disaster Management (DM) are relatively new subjects for implementing partners, a considerable amount of preparatory work was required in the first stages. UNICEF promoted awareness and dissemination of DRR international standards and experiences of other countries for the inclusion of DRR in school programs. Additionally, at the time of reporting, UNICEF and the MOE were at the final preparatory stages of a study to document the response of the education sector at the time of Bam (2003) and Varzaghan, East Azarbaijan (2012) to extract lessons learnt and best practices, as well as gaps for future planning and better preparedness.

On-track

IR 2100/A0/05/001/010 By the end of 2016, institutional capacities of key stakeholders are enhanced for implementation and coordination of effective programs for the prevention of Violence against Children (VAC), taking into account national context, i.e. laws and regulations.

Progress:
In 2012, UNICEF worked closely with the National Body on the CRC, the Ministry of Health and religious leaders to strengthen institutional capacities and increase advocacy for the prevention of Violence against Children (VAC).

Regarding the establishment of a national coordination mechanism for the prevention of VAC, the approval of the NBCRC constitution and the establishment of the NBCRC’s Coordination Council consolidated the role of NBCRC as a national child rights monitoring body and laid the foundation for the achievement of this result.

The NBCRC’s Coordination Council, comprising representatives of 16+ Government and non-governmental organisations, is the highest decision-making body within the NBCRC, and will play an important role in determining the composition of the national Inter-sectoral Committee (ISC) for the Prevention of VAC.

Advocacy efforts to promote Child Rights and the Prevention of VAC culminated in the celebration of the World Day of Prayer and Action for Children (DPAC), in collaboration with NBCRC and gathered religious leaders of various faiths to discuss common perspective of child rights, with focus on kindness and refraining from violence. In addition, Friday prayer leaders were mobilized around DPAC to deliver child-friendly messages during sermons. As a follow up to the first national Inter-religious Conference on VAC (October 2011) UNICEF, the NBCRC and Mofid University agreed on the next steps and follow-up events to be organised at national and regional levels.

In relation to the strengthening the Ministry of Health’s institutional capacities for prevention, early detection, and management of child maltreatment, preparatory work took place for the launch of two scale-up initiatives:
1) The Bandar Abbas pilot for the prevention and early detection of child maltreatment (scale-up to provincial level); and
2) The ‘Code of Conduct for Health Workers’ pilot (scale-up to national level).

Moreover, evaluation of the Communication Strategy for the Prevention of Child Abuse (‘Enhancing parent-child relationships’), developed jointly with the MOH, was completed in 2012. The evaluation aimed to gauge the effectiveness of the Communication Strategy on target populations through a pilot project implemented in 2011, and will be instrumental for further programming in this area.

On-track

PCR 2100/A0/05/002 By end 2016, the most vulnerable children and women enjoy increased benefits from

Page 9 of 27
inclusive social welfare and poverty reduction policies and programmes through strengthened national and subnational capacities.

**Progress:** 2012 was the first year of implementation of the new UNDAF and UNICEF Country Programme. In the framework of the UNDAF, UNICEF was appointed by the Government and the UN Country Team to co-chair the Poverty Reduction Thematic Working Group together with the Ministry of Cooperatives, Labour and Social Welfare.

The Theme Group, comprised of seven UN agencies and key government stakeholders was established late in 2012, and met once to agree on Terms of Reference and a coordination plan. It is expected that the Poverty Reduction Theme Group will play a key coordination role with respect to inclusive social welfare and poverty reduction policies and programmes, instrumental for the achievement of this Programme Component Result.

Despite the late signature of the work plans in 2012, the Ministry of Cooperatives, Labour and Social Welfare in collaboration with UNICEF coordinated a social protection training workshop in June. The workshop was well attended by key national stakeholders and provided an opportunity for a national dialogue on the importance of child sensitive social protection to address poverty and ensure equitable development for children in Iran.

In 2012, UNICEF also worked closely with the National Body on the CRC (NBCRC) to strengthen institutional capacities for data collection/management/analysis of child-related data and the preparation of quality reports. The Constitution of the NBCRC, approved by the Cabinet of Ministers on 4 January 2012, makes specific reference to the establishment of four working groups under this Body: 1) Monitoring and Evaluation; 2) Legal/Judicial; 3) Education and Information Dissemination; and 4) Support and Coordination. These working groups will be instrumental in taking forward UNICEF-NBCRC joint initiatives, including the strengthening of institutional capacities for quality data collection/management/analysis and reporting on child rights-related issues in Iran.

- **On-track**

**IR 2100/A0/05/002/001 Technical Support**

**Progress:**

UNICEF provided human resource support through this Intermediate Result (IR) with the funds utilized in this IR primarily providing support to the achievement of other IRs within the programme component, or across related programme components in the country programme of cooperation.

- **On-track**

**IR 2100/A0/05/002/002 By the end of 2016, national capacities for data collection, analysis and evaluation of child and women headed house-holds it deprivation and disparities are strengthened.**

**Progress:** UNICEF supported the participation of one senior technical expert from the Ministry of Cooperatives, Labour and Social Welfare (MoCLSW) in the regional conference entitled ‘Measurement and Policy Approaches to Enhance Equity for the New Generations in the Middle East and North Africa’ held in Morocco. The workshop proved an excellent opportunity for the government partner to be exposed to best practices and share approaches regarding measurement of poverty and policy work to enhance equity for children.

The social protection training workshop organised in June contributed to enhance the knowledge of 38 stakeholders on monitoring and analysis of children’s deprivation and disparities. (See IR 1.2.2 for more details.)

In 2012, UNICEF continued to provide the NBCRC with reference documents and guidelines in support of the NBCRC’s preparation of Iran’s third periodic report to the Committee on the Rights of the Child. As per the latest update from the NBCRC (end November 2012), the report was completed and submitted to the Ministry of Foreign Affairs for final review and approval.
The NBCRC initiated preparatory work for training workshops on reporting with a focus on child rights. The study on ‘Child Protection Priorities in Iran’, conducted in close partnership with the NBCRC, is progressing as planned. The Study will be completed by mid-2013 and its findings will inform national and sub-national policy-making/programming in the area of Child Protection. The NBCRC has shared with UNICEF a progress report on the process for developing the NBCRC’s 5-year national strategic plan on child rights.

The book ‘The rights of the Child: A Comparative Study of Islam and International Instruments’ by Mofid University completed in 2011, was translated into English and Arabic in 2012, and will be published and ready for dissemination in early 2013. Based on the book, UNICEF and Mofid University selected four critical themes for further advocacy work: 1) custodianship of children; 2) minimum age of criminal responsibility; 3) working children; and 4) nationality of undocumented children. Four seminars were held on the aforementioned topics to promote dialogue and encourage consultation in these areas, and four comparative studies are under review for publication in early 2013.

**On-track**

**IR 2100/A0/05/002/003** By the end of 2016, child-sensitive social protection mechanisms and initiatives are strengthened at the national and sub-national level targeting the most vulnerable children and families, including women headed-households.

**Progress:**

The Ministry of Cooperatives, Labour and Social Welfare (MOCLSW) in collaboration with UNICEF coordinated a social protection training workshop in June. The workshop was well attended by key national stakeholders and provided an opportunity for a national dialogue on the importance of child sensitive social protection to address poverty and ensure equitable development for children in Iran. The workshop also represented an initial step of the joint UNDAF work on poverty reduction, paving the way for the creation of a secretariat responsible for coordinating social protection efforts at the national level.

In order to share Iran’s experience, and benefit from good practices and lessons learned from the other countries, preparation is ongoing for organizing an international conference on social protection programmes in Iran to be hosted by the MOCLSW in May 2013.

UNICEF advocated and promoted a mapping of Child Sensitive Social Protection programmes in Iran and it is supporting the research group of the University of Social Welfare and Rehabilitation-Social Welfare Research Department selected to undertake this work. The results of the study will inform future planning and related activities of government and non-government organizations.

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**PC 2 - Opportunities for adolescents and youth**

**On-track**

**PCR 2100/A0/05/003** By the end of 2016, national and sub-national organizations and institutions have increased capacities to develop, implement and/or strengthen programmes, systems and policies to improve health, development and access to opportunities for and with adolescents and youth.

**Progress:** Adolescent development has become an increasingly important area of investment for UNICEF and other UN agencies in Iran. Despite the late signature of the work plans, progress was made in 2012 to build better knowledge, strengthen the capacity of national partners, and advocate for the promotion of adolescent development within national priorities.

In 2012, UNICEF supported the Government of Iran and key line Ministries and partners in several areas including: justice for children; HIV prevention; drug prevention; youth programming; employability; and healthy life styles, with a specific focus on social health and reducing traffic accidents.
In 2012, UNICEF continued its support to the Judiciary, Police and Prisons Organization for strengthening the capacities of relevant professionals and institutions on the application of juvenile justice standards. The Islamic Penal Code (IPC) bill was revised by the Parliament as per the comments of Guardian Council (GC) and was re-submitted to the GC in November. This bill introduces some positive developments for application of juvenile justice standards.

UNICEF continued to work with the Government to enhance efforts for HIV prevention among adolescents focusing on awareness-raising and community-based events, while expanding investment on increasing young people’s knowledge on HIV and reducing risk factors related to the use of amphetamine-type stimulants among young people. A new partnership with Esteghlal Football Club expanded the outreach of advocacy messages targeting young people. UNICEF also supported initial policy efforts for the elimination of mother-to-child transmission of HIV.

In 2012 the UNICEF Iran office expanded its partnership to the newly established Ministry of Sport and Youth and to the Iranian Red Crescent Society. It also established partnerships with the departments of Social Health and Adolescent Health of the Ministry of Health. This resulted in the finalization of multi-year work plans in September and October which have laid a good foundation for future achievements.

**On-track**

**IR 2100/A0/05/003/001 Technical Support**

**Progress:**

UNICEF provided human resource support through this Intermediate Result (IR) with the funds utilized in this IR primarily providing support to the achievement of other IRs within the programme component, or across related programme components in the country programme of cooperation.

**On-track**

**IR 2100/A0/05/003/002 By end 2016, the capacity of the Government and stakeholders for the enhancement of HIV prevention and response requirements of adolescent and youth programming is increased.**

**Progress:** The Adolescent Friendly Services (AFS) project evaluation supported by UNICEF was finalised and provided valuable knowledge for advocacy and negotiation on the future of AFS in Iran. The results of the evaluation were presented to the UN Joint Team on AIDS and further discussion with the Government counterpart, namely the Ministry of Health and Medical Education (MoHME) are planned for the near future. The pilot phase supported by UNICEF was terminated and a process of management response development was initiated by UNICEF in late 2012. The management response examines the possibilities of integrating an AFS programme concept and approach within existing health system centres and programmes targeting adolescents and youth.

The HIV specific recommendations and lessons learnt were used to formulate the 2012-2014 joint work plan. As part of the latter, in 2012 UNICEF and its government partner started a national survey that focuses on HIV knowledge and attitudes as well as risk factors related to the use of amphetamine-type stimulants among young people.

UNICEF continued to work with the Government to enhance efforts for HIV prevention among adolescents. World AIDS Day was commemorated widely and focused on the importance of Voluntary Counselling and Testing and the message ‘knowing better and living better’. Around 4,000 children, adolescents and families, many affected by HIV, benefited from awareness-raising activities and events organised by NGOs in parks and cultural houses. The events were widely covered by media and warmly welcomed by the community actors, celebrities and communities.

A new partnership between UNICEF, the Ministry of Health and Medical Education and Esteghlal Football Club, extremely popular amongst young people, contributed to raise awareness about HIV/AIDS. In a critical match for ranking in the Iranian football league, widely covered by media, and played just before World AIDS
Day in the 100,000-seat Azadi Football Stadium in Tehran, Esteghlal players called for young people to unite against the spread of HIV among their peers.

**On-track**

**IR 2100/A0/05/003/003** By end 2016, targeted institutions dealing directly with children in contact with the law have increased capacity for application of juvenile justice and restorative justice programmes.

**Progress:** The capacities of institutions and professionals dealing with children in contact with the law on application of juvenile justice (JJ) standards were further strengthened in 2012. Two training events resulted in the increased awareness and knowledge of 88 judges, prosecutors, lawyers and social workers of Ilam, Lorestan and Khorasan Razavi provinces on JJ standards. The first phase of the 'Evaluation of the impact of JJ workshops on the practice of police officers trained between 2005-2011' was completed. Its results will be important in determining modifications to the existing JJ training programme.

In addition, the UNICEF-supported MA course on 'Criminal Law for Children' was launched in the Judicial Sciences University and several key resources were developed including a textbook on 'The Role of Police in a Juvenile Justice System’ for use in the Police Academy and relevant police training courses, and the ‘Handbook for Professionals and Policy Makers on Justice in Matters involving Child Victims and Witnesses of Crime' was translated to Persian.

As a follow up to the UN Study on Violence against Children (VAC) two workshops were held in the Tehran Juvenile Correction and Rehabilitation Centre for 50 caregivers and social workers.

UNICEF continued its advocacy on legal reform by supporting the incorporation of child related international standards in the revised Islamic Penal Code (IPC), the Penal Procedural Code (PPC) bill, and the bill on Protection of Children and Adolescents.

The revised Islamic Penal Code recognizes the concept of the best interest of the child and introduces alternatives to punishments for children in conflict with the law. The IPC also provides consideration of mental maturity and development of the child when making decisions on children’s offences under the categories of *Hodoud* and *Qesas* (retribution in kind) i.e. if a child cannot understand the nature of an offence and/or its prohibition by Shari’a, or when there is a doubt regarding his/her mental maturity and ability to reason, alternative punishments will be issued. The new provisions, when approved, may reduce the incidence of juvenile executions.

The revised Penal Procedural Code (PPC) bill introduces provisions regarding the structure and competencies of juvenile courts and juvenile correction and rehabilitation centres, and establishment of juvenile police units. It is currently under revision by the Parliament for submission to the GC.

The bill on Protection of Children and Adolescents contains provisions for the protection of children against abuse, violence, neglect and exploitation. It is pending review and ratification by the Parliament since 2011.

**On-track**

**IR 2100/A0/05/003/004** By the end of 2016, an educational service package for the prevention of new HIV infections amongst children exists across all 4 EMTCT components.

**Progress:** In 2012, and by request of the Government of Iran, UNICEF initiated a new elimination of mother-to-child transmission of HIV (EMTCT) work plan together with other UN partners.

Building on the initiative of the Government to revise the EMTCT programme by linking reproductive health and HIV programmes, and on the new regional conceptual framework for EMTCT and its recommendations, UNICEF provided technical input to the ongoing policy development process. The policy, once finalised, will be the basis for additional UNICEF support towards EMTCT targets and the development of the educational packages agreed upon in the work plans with the Government.
IR 2100/A0/05/003/005 By the end of 2014, national policies and services on drug and psychoactive substance abuse prevention with due consideration for risk and especially protective factors amongst adolescents and youth are available.

Progress: Most of the achievements under this IR were towards the planning process of UNDAF area five and the work of its Theme Group “drug control and prevention. UNICEF contributed technically to four drug working group meetings held mainly internally with other UN agencies. As a partner agency, UNICEF also contributed towards a consultancy work which aimed to develop a narrative report and joint work plan for drug control and prevention. The respective UNICEF work plan with the Drug Control Headquarters has not been signed due to prolonged negotiation in the respective UNDAF theme group between the UN and the government partner. While the work on drug prevention will continue in collaboration with the Ministry of Health, this IR will likely be discontinued following consultation with partners.

UNICEF supported the development of the UNDAF plan with respect to drug control and prevention together with other UN agencies. UNICEF will continue its collaboration with the MOH on drug prevention among young people, but it likely to remove this IR from its programming following consultations with key partners.

IR 2100/A0/05/003/006 By the end of 2014, knowledge-base to develop a multi-sectoral plan and a related C4D plan for mainstreaming youth (with gender and age analysis) lens in programming is available.

Progress:

In 2012, UNICEF extended partnership to the newly established Ministry of Sport and Youth (MSY). UNICEF and the MSY finalised a multi-year joint work plan that focuses mainly on issues of youth employability, youth programming and the promotion of physical activity through knowledge generation, capacity building and model development.

Based on article 41 of the 5th National Development Plan (2012-2014), all government organizations, recipients of national budget are expected to “plan for organizing youth affairs” and allocate resources accordingly. In line with the role of the MSY to monitor the implementation of related youth programmes, UNICEF and the MSY agreed to invest in enhancing the capacity for youth programming of relevant organizations.

Building on the national strategy for the promotion of physical activity among the general population in Iran, UNICEF has also engaged with the MSY to develop a multi-sectoral plan for the promotion of physical activity among adolescents and youth. An initial proposal was formulated in collaboration with different stakeholders and will be operationalized in 2013 as a pilot initiative before replication at the national level.

IR 2100/A0/05/003/007 By end 2016, the capacity of the Government to promote healthy life styles and promotion of resilience-based drug abuse prevention among adolescents and youth (boys and girls), with a specific focus on social health and prevention of traffic accidents enhanced.

Progress:

Progress was made on two projects on healthy life styles for adolescents and youth. In the first one, an assessment was planned on existing health services for adolescent and youth. The Terms of Reference (TOR) were developed and a consultant identified. The assessment will include a list of recommendations for future interventions in this area.

A communication strategy will be developed for the promotion of physical activity among adolescents and
youth. Authorities at the Ministry of Health (MOH) have agreed to integrate the implementation and monitoring of this project into their regular reporting process. On social health, UNICEF and the MOH agreed to develop specific indicators for adolescents and youth.

In the area of promoting safe driving, following agreement with the Youth Organization of the Iranian Red Crescent Society (IRCS), a team of experts was identified to develop a proposal for conducting a qualitative and quantitative research study on traffic accidents involving adolescents and youth. The experts will also review and provide recommendations on possible interventions/models to reduce negative intervening factors. The proposal has been finalized and the team of experts has started the qualitative part of the research.

As for the prevention of amphetamine-type stimulants, an assessment of the situation of predisposing risks and protective factors was considered an essential step. UNICEF and the MOH agreed to recruit a professional international expert to hold a workshop in early 2013 for MOH officials and service providers on the essentials of conducting a situation assessment. The consultant has also been tasked to advise on the post-measures; namely the development of a roadmap for response design and future interventions.

### PC 800 - Cross-sectoral costs

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<td><strong>PCR 2100/A0/05/004 Cross-sectoral</strong></td>
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**Progress:** 2012 was the first year of the implementation of the new UNDAF and UNICEF Country Programme. While implementation continued for some activities carried over from the previous cycle, the 2012-2016 CPAP was finalized in June and multi-year work plans signed in September and October, leaving limited time for implementation and substantive progress towards the program results in 2012.

A new UNDAF management structure was agreed with the Government of Iran and UNICEF was appointed as chair of the Poverty Theme Group together with the Ministry of Cooperative, Labour and Social Welfare in July. The Theme Group was formed and held its first meeting in November laying the foundation for strengthening coordination and programming in the area of Poverty Reduction.

During the reporting period UNICEF continued to contribute to the work of the UN Country Team and its annual targets through active participation in the relevant working groups.

UNICEF’s technical contribution to the UN Joint Team on AIDS continued in 2012. The results of the joint efforts culminated in the development of the 2012-2013 HIV Joint Programme of Support signed by the UNCT and government partners as part of agencies' individual planning processes. In 2012 Iran was identified among High Impact Countries eligible to receive Unified Budget, Results and Accountability Framework (UBRAF) funds. UNICEF was involved in the planning process for UBRAF funding. Having a strong and accountable Joint Team is a prerequisite to continuation of UBRAF funding. To facilitate this, UNICEF, as part of inter-agency consultations, advocated for transparency in decision-making processes, full participation by all members and adherence to the Division of Labour.

In 2012, UNICEF was appointed chair of the UN Operations Management Team (OMT). The team helped obtain coherent rates for several local services; updated and evaluated the joint roster UN Agencies for local suppliers; created a new roster for printing and design services as well as car repairing/fuel procurement services; signed joined LTAs for travel services; and, worked together during the year to provide solutions to problematic issues in banking services mostly as a result of tightened sanctions.

In line with the Global Memorandum of Understanding signed between UNICEF and UNHCR in 1996, and the letter of intent to strengthen cooperation signed by the respective Headquarters in 2011, the two organizations in Iran signed a Letter of Understanding (LoU) to advocate for the well-being of Afghan children...
in Iran. Among the areas of strengthened collaboration, UNICEF and UNHCR will work together to address child protection and education for some of the most deprived Afghan children living in Iran.

UNICEF advocated to address issues affecting children with disabilities and fulfilment of their rights in child related public events and senior visits. Several media statements were developed and distributed expressing UNICEF Iran’s position on various child rights issues. UNICEF’s mission in Iran and the new country programme was discussed in exclusive media interviews by the Representative in print, online and broadcast media.

**IR 2100/A0/05/004/001 Technical Support**

**Progress:**

UNICEF provided human resource support through this Intermediate Result (IR) with the funds utilized in this IR primarily providing support to the achievement of other IRs within the programme component, or across related programme components in the country programme of cooperation.

**IR 2100/A0/05/004/002 Programme Planning, Coordination and Management**

**Progress:**

In the framework of the new 2012-2016 UNDAF, UNICEF was appointed by the Government and the UNCT as UN Chair of the Poverty Reduction and Monitoring and Evaluation Thematic Groups. UNICEF chaired five Poverty UN internal meetings since the beginning of the year and initiated the joint Poverty Theme Group with the Ministry of Cooperative, Labour and Social Welfare.

UNICEF also chaired two M&E UNDAF meetings in February and April before delegating this task to UNAIDS due to re-assignment of the M&E officer. UNICEF actively participated in the UNDAF Theme Group on Drug Prevention and Control and Disaster Management. These were the only three Theme Groups active until the formal activation of the UNDAF coordination mechanism by the Ministry of Foreign Affairs.

Following the approval of the new 2012-2016 CPD in February, the Country Office Action Plan was signed in June after approval by a Steering Committee, and subsequently 13 multi-year work plans were approved in a Steering Committee Meeting held in August and follow-up meetings in September. The Country Office aligned the work planning processes to the Government fiscal year to maximize UNICEF’s financial and planning inputs in the Governments’ annual planning and budgetary milestones. The Office developed rolling IMEP and supply plans which are monitored in monthly Programme Management Team meetings (PMT).

The office undertook a review of its emergency preparedness and updated the Early Warning Early Action site with the support of the Regional Office in July 2012. In line with the UN Disaster Management Team work plan, UNICEF contributed to contingency plans efforts and participated to the UN/Government Joint Interagency needs assessment training held in October.

Two earthquakes of magnitude of 6.2 and 6.3 on the Richter scale shook Northwestern Iran and Eastern Azerbaijan provinces on August 11. The quakes caused the death of 306 people and affected around 157,403 (according to IRCS) living in three major cities of Ahar, Varzaghan and Heris and their surrounding rural areas with a total of 399 villages. UNICEF responded by offering immediate support, contacting line Ministries and providing technical support in the areas of Child Protection, Nutrition and Water, Sanitation and Hygiene. The UNICEF Representative visited the affected areas and engaged in a series of meetings with key stakeholders to advocate for a child-focused response, including with the Secretary General of the IRCS, responsible for coordinating the relief phase of the emergency.

**IR 2100/A0/05/004/003 The knowledge of relevant stakeholders on child rights and UNICEF's mission in...**
Iran, particularly its focus on most vulnerable and girls, is enhanced.

**Progress:**

The Representative visited three NGOs working on disabilities and highlighted the equal rights of children with disabilities. UNICEF mobilized stakeholders around Children’s Day events, participated in the Children’s Film Festival, and awarded a movie ‘best advocating for child rights’. The Representative attended Children’s Day events in four districts.

The Representative visited and talked to four major media outlets: Islamic Republic News Agency (IRNA); Women and Family News Agency (WAFA); Jame-jam television; and KhabarOnline. He also had exclusive interviews with *Shargh* and *Etemaad* newspapers advocating for child rights. Fifteen press releases were developed and shared with media. The Representative spoke at a radio programme on Children’s Day. A human interest story on *Violence Against Children* was developed and featured on UNICEF’s global website.

Iranian media participated widely in the Regional Media Award. The Goodwill Ambassador visited two NGOs working with UNICEF and two centres working on disabilities and committed to raise-awareness on children with disability. She attended a World AIDS Day event and supported planning for Children’s Day celebration by mobilizing artists. The GWA facilitated UNICEF’s partnership with the Children’s Film Festival.

The UNICEF library with 4,000 publications on child rights was donated to a public library and a collection of children’s books was donated to a child rights NGO. Three thousand copies of the CRC and 5,000 copies of the CRC child friendly version were printed and distributed. Eight thousand posters were printed and distributed for Children’s Day along with 2,500 child rights posters and 1,000 ‘UNICEF in Iran’ booklets. A new child rights media monitoring report, ‘*Children in the Focus*’, was developed and sent regularly to UN and diplomatic missions in Iran. The CO website and Facebook page were regularly updated with new content.

**On-track**

**PCR 2100/A0/05/800 Programme Support**

**Progress:**

The office statutory committees met regularly and contributed to effective and efficient decision making processes in the office. The Country Management Team (CMT) met on a monthly basis and monitored office performance against established indicators. In 2012 the office established several task forces and committees with Staff Association (SA) representation on different issues, and contributed to enhance the consultative and participatory nature of the decision making processes in the office. The office developed an Office Improvement Plan and will measure results on staff satisfaction within the work place in 2013 when the results of the Global Staff Survey become available.

The office has successfully adopted VISION/SAP by developing roll mapping and work flows accordingly. An internal VISION super-user group supported the office’s smooth transition to the new system and acted on staff learning and trouble shooting in coordination with the RO and HQ focal points.

Developments in the aid and country environment challenged the capacity of the office to attract the required financial resources for implementation of programmes. Fundraising was regularly discussed as a standard agenda for PMTs and CMTs. A consultancy firm was contracted to develop a fundraising package to target National Committees and UNICEF Iran secured the endorsement of the Ministry of Foreign Affairs to resume private sector fundraising in Iran.

**On-track**

**IR 2100/A0/05/800/001 Governance and Systems**

**Progress:** The office management committees met on regular basis. The risk profile (ERM) of the office in all major areas of programme management was updated in 2012 to reflect the recent changes in the operational environment. The emergency preparedness plan and the Business Continuity Plan (BCP) were updated during the year. The CO has no outstanding audit recommendations and worked on the sustainability of good performance conducting internal control check activities. The office role map and the
workflow processes were revised twice during the year. In additional, the global requirements after the adoption of VISION were met and the number of conflicting roles reduced to six, with the segregation maintained out of the system. Part of the internal control check activities involved a monthly reconciliation of the records of delegated roles in VISION to the approved table of authorities. The inventory and office assets were physically counted and reconciled with records in the system during the year.

**On-track**

**IR 2100/A0/05/800/002 Financial Resources and Stewardship**

**Progress:** The office regularly conducted financial and programmatic assessment of partners in accordance with the requirements of the pre-HACT (Harmonized Approach to Cash Transfers) adoption guidelines. The CO is in the process of conducting a risk assessment for the possible adoption of HACT independent of the other ExCom Agencies, who are not willing to implement HACT. As a result of regular follow-up and close collaboration with implementing partners, the CO reduced the percentage of DCT (direct cash transfers) outstanding for over 9 months to 1 per cent, which in monetary terms is about US$3,333. In 2012 considerable efforts were made towards reducing operating cost. The office established a cost reduction committee and designed an action plan that resulted in a 37 per cent (US$114,440) reduction of the office rent for 2013. Additional measures were taken towards reducing the Ancillary Staff cost as the second largest expense in the office. These activities coupled with the almost doubled exchange rate will help the CO to reduce the operating costs in 2013 by an estimated 25 per cent. The CO initiated joint procurement activities with a few UN Agencies aiming to reach further reductions in the operating cost of the office.

**On-track**

**IR 2100/A0/05/800/003 Human Capacity**

**Progress:**

Out of the 12 vacant posts in the office, only 2 posts were filled, mostly due to budgetary constraints and the availability of suitable candidates. Due to financial constraints and limited OR availability the office is planning to submit a revised Integrated Budget proposal in February 2013. Completion of performance evaluations (PAS) was carried out according to global deadlines. All mandatory trainings including the VISION related courses, the Basic Security training were completed by all staff members on time. A VISON super users group supported the office with the adoption of VISION and related learning. However, the application of VISION/SAP has encountered problems with timely completion of many transactions. This impacted the efficiency of the processes and transaction. Hence the workload and the stress level of the staff members increased. Group sessions on Prevention of Harassment, Stress Management, and Security were conducted as part of the Office Learning Committee activities. UNICEF Iran’s Learning Committee met regularly during the year 2012. A total amount of US$49,540 (2.07 percent of total staff costs) was allocated to learning in 2012.
Effective Governance Structure

The Country Management Team (CMT) and other office committees were fully functional and held regular meetings as per the office targets and Terms of Reference (ToR) in 2012.

The Office Annual Management Plan includes a list of priority indicators regularly monitored by the Programme Management Team (PMT) and CMT. In line with global initiatives, an internal cost reduction committee worked towards a considerable reduction of operating cost, particularly for the office rent and utilities.

A VISION Super-User’s group coordinated a coherent adoption of VISION/SAP and was instrumental in supporting the office implementation of VISION and problems resolution.

The impact of tightened sanctions on Iran translated into difficulties with replenishment of hard and local currency accounts. UN Agencies worked jointly to find solutions and mitigate the related risks.

The CO has no outstanding audit recommendations and works on the sustainability of good performance, conducting internal control check activities.

Strategic Risk Management

In early 2012, the CMT led the review and updating of the office risk profile and control library. Among the higher risks, predictability of funding, the country environment, financial management and hazards were identified as major concerns and priority for mitigating actions by the CO.

The office conducted an internal review of the Emergency Preparedness and Response Plan in all its elements as per the Early Warning and Early Action database. The latest was conducted with the support of the RO. As a follow up, the office revised the BCP plan alongside the ICT Disaster Recovery Plan twice during the year. Taking into consideration the unstable environment of connectivity in the country, the office revised and strengthened the backup system in place.

Inter-agency risks assessments were also conducted to reflect changes in the country environment, and the Security Assessments and UN Inter-Agency Contingency Plan were updated.

Evaluation

The 2012-2014 rolling IMEP was developed in September 2012 following the finalization of the 2012-2014 work plans and its implementation monitored in monthly Programme Management Team meetings.

Two important evaluations were completed in 2012: ‘Evaluating the Communication Strategy for Prevention of Child Abuse’ and ‘The Adolescent Friendly Services (AFS) project evaluation’. For both, the office is working on the management response for further follow up of the recommendations. The results of the AFS evaluation were presented to the UN Joint Team on AIDS and further discussion with the Government counterpart, namely the Ministry of Health and Medical Education (MoHME) is planned for the near future to explore the potential of integrating the AFS programme concept and approach within existing health system centres and programmes targeting adolescents and youth.

The first phase of the ‘Evaluation of the impact of juvenile justice workshops on the practice of police officers trained during 2005-2011’ was completed in November 2012; the second phase commenced and will be finalized by end March 2013.

In addition, UNICEF is supporting the process evaluation and the lesson learned documentation of ‘Iran’s National Integrated Micronutrient Survey (NIMS) 2012’. This national scale survey aims to measure the status of selected micronutrients among children, adolescents and women.
All evaluations were planned based using an internal evaluation check list as well as global guidelines (UNEG and others) related to quality ToRs. The selection of consultants followed objective criteria and was conducted in close consultation with the Government.

During the development of the multi-year work plans in 2012, the UNICEF team promoted and stressed the importance of evaluations during the programme cycle.

Plans for 2013 include a joint training session on results-based evaluation principles. This training will be conducted with other UN agencies as well as core focal persons from all UNICEF counterparts in Iran.

**Effective Use of Information and Communication Technology**

2012 witnessed a number of ICT challenges related to national regulations and the provision of services required for UNICEF business. The country office, with the support of the RO, took prompt actions to ensure continuity of quality services.

The office upgraded the ICT monitoring and reporting system. A tool was designed to provide reliable information and solid background for related decisions. Regular reports were produced for the server room’s logs and check lists, bandwidth utilization (through obtaining reports from Mission Control), service requests by the office and through GHD (Global Help Desk) calls, and ICT payments among others.

The security of the ICT services was enhanced with the installation of a backup Domino server at the RO, installation of Windows Server Update Services (WSUS) server, WLAN (Wireless Local Area Network) restructuring, upgrading Domino Server, Hyper-V Server, file and print server. The disaster recovery plan as part of BCP was updated twice during the year to reflect the continuous and rapid changes in the country, and allow for mitigation measures.

For better management of the ICT operations, a Network diagram was prepared and the skills of staff members were enhanced through training on internet usage, service call register, security and several other issues.

The Office carried out the disposal and donation of the ICT equipment as a follow up action of PSB decisions and according to the UNICEF guidelines.

One of the biggest challenges for ICT in 2012 was the announced change of the Government policy on internet connectivity which prompted the CO to create a system/combination of different modalities and backup systems for connectivity as a contingency and as part of the disaster recovery plan. The heavy filtering on internal connection does not allow good remote access to UNICEF network resources.

The availability of ICT supplies, as well the increased prices of those goods, constituted another challenge. As a consequence the office is exploring the cost-benefits of offshore procurement.

**Fund-raising and Donor Relations**

All donor reports were sent on time and met quality standards set in the office as a follow up to a regional survey on donor reporting.

2012 was the first year of a new Country Programme and though the office benefited from an overall OR allotment of about US$1 million (33 per cent of the overall annual ceiling), no resources were mobilized in 2012 with the exception of Thematic Funds.

Despite UNICEF’s tireless efforts, the tightened sanctions and the political isolation of Iran have translated into a reluctance among donors to allocate resources for development activities, impacting UNICEF’s ability to
raise funds. The office will continue its advocacy with donors on the impact of fund shortages at a time when the sanctions have hit the most vulnerable.

Efforts to mobilize selected National Committees are ongoing in collaboration with the UNICEF Geneva Office. In 2012, UNICEF secured the agreement of the Government to resume private sector fundraising in the country. To date, 13 companies were contacted and two have expressed interest in partnering with UNICEF as the private sector is also facing unfavourable business conditions due to the sanctions and economic hardship.

Available funds were utilized optimally and all grants expiring during the reporting period showed more than 95 per cent utilization level. Utilization of funds was regularly reviewed throughout the year in Programme and Country Management Team meetings.

Management of Financial and Other Assets

The recommendations of the 2010 audit were closed in 2011. The CO monitored the status of actions taken and issues of concerns through internal control check activities.

The CO began implementing the new Country Programme in September/October, and though some bridging activities were implemented in the first quarter of the year, the utilization of expiring funds pressured the office substantially in the last months of the year to allow for 100 per cent of OR utilization and 90 per cent of RR utilization.

One grant was extended to allow more time for programme implementation and another grant extended for few months to resolve a VISION-related technical problem.

Programme budget implementation rates and DCTs monitoring was on the agenda of both PMT and CMT’s monthly meetings.

As part of good financial management practices, the office updated the Role Mapping twice in line with developments and instructions on VISION/SAP, and the office needs. The workflow processes were also updated. The number of conflicting roles was reduced to six and was monitored as part of internal control check activities. Monthly reconciliation of the delegated roles in SAP were carried out with the officially approved roles out of the system were carried out successfully. Bank Reconciliation was conducted on time and only in two cases were completed with little delay due to VISION related problems (with DFAM’s knowledge).

Thanks to constant monitoring and follow up with the IPs, the outstanding DCTs over 9 months were reduced from 40 per cent at the beginning of the year to 1 per cent (about US$3,350).

The CO has been experiencing problems with replenishing its hard currency and local currency accounts. The later emerged as a result of the increase in the exchange rate and deficiency of currency in the market. To mitigate related risks, the CO established two Cash-on-Hand-Accounts equal to local US$100,000 in US$ and equivalent to US$300,000 in local currency.

Supply Management

The Supply Component of the Iran Country Office comprised about 13 per cent of the overall expenditures in 2012 of which 83 per cent was local procurement and 17 per cent offshore procurement (for a total value of US$418,743.76).

In 2012 UNICEF provided US$1,045,000 worth of procurement services via UNICEF’s Supply Division in Copenhagen to the Global Fund project managed locally by UNDP, and is in the process of providing an estimated US$2,564,053 worth of DTP vaccine and syringes to the Government in 2013.
Local market conditions changed rapidly in 2012. Due to sanctions, the price of the imported and locally produced goods with imported raw materials increased noticeably in 2012. Some prices more than doubled. Several goods either disappeared from the shelves or the quality became questionable. As a consequence of the wide fluctuation of the newly introduced non-reference exchange rate, the validity of price quotations by suppliers shortened significantly (in some cases quoted prices changed within hours).

In an effort towards improving UN joint supply services, an Inter-Agency procurement task force established a UN roster of prequalified suppliers for a diverse list of goods and services, assessed common practices for fuel purchasing, and produced a joint list of global LTAs recommended by different agencies.

The supply task force experienced challenges with the establishment of local LTAs due to the unstable market conditions and fluctuation of prices. UNICEF initiated common local procurement of goods together with UNDP and UNHCR, and plans to expand this group by involving other UN agencies in 2013.

As a result of adopting VISION/SAP the volume of direct delivery of programme supplies to the counterparts increased. The inventory items inherited from pre-VISION times were largely delivered to the implementing partners with improvements in the inventory management of the office.

The Supply team successfully carried out the VISION Supply module training as well as on-job training of all staff members. UNICEF’s Supply Division provided great assistance in understanding the requirements/approaches of VISION/SAP.

Receiving complete and quality requests on the specification of goods and services by implementing partners remains a challenge the office needs to address continuously.

**Human Resources**

2012 was the first year of implementing a new CPMP. The recruitment of nine out of twelve vacant posts was put on hold in 2012 due to funding constraints. The post of HIV/AIDS Specialist (NOC) could not be filled due to non-availability of suitable candidates despite three rounds of advertisement.

All the phases of Performance Evaluations were completed within the UNICEF corporate deadlines.

Aligned with the global/regional policy to focus on building a continuous learning culture, the office Learning Committee led the preparation and implementation of a new learning plan in 2012. The plan focused on equipping staff with new knowledge, skills and competencies required for effective management of the program components. While individual staff members benefited from several training opportunities, a number of group-training sessions were organized in the area of VISION related features, prevention of harassment, stress management and security. A total of US$49,540 (amounting to more than 2 percent of total staff costs) was allocated to learning and staff development in 2012.

The mandatory training related to VISION as well as the Basic Security in the Field was completed on time. The VISION Super Users group was instrumental in leading learning of staff, exchange of information, supporting the preparation of the Role Map in the office, and the revision of the relevant work flow processes. A two-day retreat was organised on Role Mapping, work flows, and VISION related topics at the beginning of the year.

The 2012 Office Improvement Plan (OIP) was developed following a consultative process, utilizing the findings of the Global Staff Survey. The Joint Consultative Committee has overseen the implementation of the OIP.
Efficiency Gains and Cost Savings

The Office established a cost reduction committee earlier in the year which met regularly and identified cost saving initiatives.

Joint effort with other UN agencies to move into a joint UN House were not successful due to space and cost limitations. However, the office succeeded in negotiating a substantive (37 per cent) reduction in office rent (from US$320,000 to US$200,000/year) starting in March 2013.

The Office redesigned the Ancillary Services Contract which resulted in a 66 per cent cost reduction (from US$120,000 to US$53,000/year). Measures taken to cut the consumption of utilities resulted in a 29 per cent reduction in electricity bill.

A further 3 per cent cost saving is expected from the newly established joint UN LTAs on travel services.

The UN exchange rate almost doubled in October 2012 resulting in cost reduction in many expenses paid in local currency. However, the market prices are now rising steadily and the gain from the exchange rate is dwindling.

Changes in AMP & CPMP

As mentioned earlier in this report, due to the sanctions and political isolation of Iran there is donor reluctance to contribute to development work in the country. To cope with the situation of reduced financial resources, the office kept 9 posts vacant in 2012. Unless there is a substantive improvement in the funding situation, the office will further reduce the number of staff in 2013 by keeping more posts vacant. The office will also continue the search for two Junior Programme Officers (JPOs) to ensure adequate staffing capacity for effective programme implementation.

The reduction in staff will result in some adjustments to tasks distribution and the Role Map within the office.

As elaborated under the "Efficiency" Section, the office took serious cost reduction measures that allowed substantive reductions in the office operational expenses. These savings have been added to the programme throughput directly benefiting the children of Iran.
<table>
<thead>
<tr>
<th>Acronyms</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAP</td>
<td>Adolescent Development and Participation</td>
</tr>
<tr>
<td>AFS</td>
<td>Adolescents Friendly Services</td>
</tr>
<tr>
<td>AMP</td>
<td>Annual Management Plan</td>
</tr>
<tr>
<td>BAFIA</td>
<td>Bureau for Aliens and Foreign Immigrants’ Affairs</td>
</tr>
<tr>
<td>BCA</td>
<td>Basic Cooperation Agreement</td>
</tr>
<tr>
<td>BCP</td>
<td>Business Continuity Plan</td>
</tr>
<tr>
<td>C4D</td>
<td>Communication for Development</td>
</tr>
<tr>
<td>CCC</td>
<td>Core Commitments for Children in Humanitarian Action</td>
</tr>
<tr>
<td>CMT</td>
<td>Country Management Team</td>
</tr>
<tr>
<td>CO</td>
<td>Country Office</td>
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<tr>
<td>COC</td>
<td>Code Of Conduct</td>
</tr>
<tr>
<td>CPAP</td>
<td>Country Programme Action Plan</td>
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<tr>
<td>CPD</td>
<td>Country Programme Document</td>
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<tr>
<td>CPMP</td>
<td>Country Programme Management Plan</td>
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<tr>
<td>CRC</td>
<td>Convention on the Rights of the Child</td>
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<tr>
<td>CRC</td>
<td>Contract Review Committee</td>
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<tr>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
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<tr>
<td>CWF</td>
<td>Centre for Women’s and Family Affairs</td>
</tr>
<tr>
<td>DCT</td>
<td>Direct Cash Transfers</td>
</tr>
<tr>
<td>DFAM</td>
<td>Division of Financial and Administrative Management</td>
</tr>
<tr>
<td>DaO</td>
<td>Delivering as One</td>
</tr>
<tr>
<td>ECD</td>
<td>Early Childhood Development</td>
</tr>
<tr>
<td>ECDS</td>
<td>ECD Secretariat</td>
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<tr>
<td>EPI</td>
<td>Expanded Programme for Immunization</td>
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<tr>
<td>ERM</td>
<td>Enterprise Risk Management</td>
</tr>
<tr>
<td>EWEA</td>
<td>Early Warning Early Action</td>
</tr>
<tr>
<td>FB</td>
<td>Funded Budget</td>
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<tr>
<td>FC</td>
<td>Funds Commitment</td>
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<tr>
<td>FM</td>
<td>Funds Management</td>
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<tr>
<td>FR</td>
<td>Funds Reservation</td>
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<tr>
<td>GDP</td>
<td>Gross Domestic Products</td>
</tr>
<tr>
<td>GEM</td>
<td>Gender Equality Marker</td>
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<tr>
<td>GHD</td>
<td>Global Help Desk</td>
</tr>
<tr>
<td>HACT</td>
<td>Harmonised Approach to Cash Transfers</td>
</tr>
<tr>
<td>HIV/AIDS</td>
<td>Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome</td>
</tr>
<tr>
<td>HQ</td>
<td>Headquarters</td>
</tr>
<tr>
<td>HRBA(P)</td>
<td>Human Rights based Approach (to Programming)</td>
</tr>
<tr>
<td>ICDB</td>
<td>International Children’s Day of Broadcasting</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
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<tr>
<td>IDD</td>
<td>Iodine Deficiency Disorder</td>
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<tr>
<td>IMEP</td>
<td>Integrated Monitoring and Evaluation Plan</td>
</tr>
<tr>
<td>IP</td>
<td>Implementing Partner</td>
</tr>
<tr>
<td>IPC</td>
<td>Islamic Penal Code Survey</td>
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<tr>
<td>IPSAS</td>
<td>International Public Sector Accounting Standards</td>
</tr>
<tr>
<td>IR</td>
<td>Intermediate Result</td>
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<tr>
<td>IRCS</td>
<td>Iranian Red Crescent Society</td>
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<tr>
<td>IRIB</td>
<td>Islamic Republic of Iran Broadcasting</td>
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<tr>
<td>IrMIDHS</td>
<td>Islamic Republic of Iran's Multiple Indicator Demographic and Health</td>
</tr>
<tr>
<td>JCRC</td>
<td>Juvenile Correction and Rehabilitation Centre</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Description</td>
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<td>--------------</td>
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<tr>
<td>JJ</td>
<td>Juvenile Justice</td>
</tr>
<tr>
<td>JUNTA</td>
<td>Joint UN Team on AIDS</td>
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<tr>
<td>KM</td>
<td>Knowledge Management</td>
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<tr>
<td>LAN</td>
<td>Local Area Network</td>
</tr>
<tr>
<td>LTAs</td>
<td>Long Term Agreements</td>
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<tr>
<td>MFA</td>
<td>Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>MICS</td>
<td>Multiple Indicator Cluster Survey</td>
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<tr>
<td>MoCLSW</td>
<td>Ministry of Cooperatives, Labour and Social Welfare</td>
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<tr>
<td>MOE</td>
<td>Ministry of Education</td>
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<tr>
<td>MOHME</td>
<td>Ministry of Health and Medical Education</td>
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<tr>
<td>MoRES</td>
<td>Monitoring Results for Equity Systems</td>
</tr>
<tr>
<td>MTSP</td>
<td>Medium Term Strategic Plan (currently 2005-2011)</td>
</tr>
<tr>
<td>MTR</td>
<td>Mid-Term Review</td>
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<tr>
<td>NBCRC</td>
<td>National Body on the Convention on the Rights of the Child</td>
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<tr>
<td>NDMO</td>
<td>National Disaster Management Organization</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Government Organization</td>
</tr>
<tr>
<td>NIMS</td>
<td>Iran’s National Integrated Micronutrient Survey</td>
</tr>
<tr>
<td>OHCHR</td>
<td>Office of the High Commissioner for Human Rights</td>
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<tr>
<td>OR</td>
<td>Other Resources</td>
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<tr>
<td>ORE</td>
<td>Other Resources Emergency</td>
</tr>
<tr>
<td>ORR</td>
<td>Other Resources Regular</td>
</tr>
<tr>
<td>OSEB</td>
<td>Office of the Secretariat of the Executive Board (UNICEF)</td>
</tr>
<tr>
<td>OT</td>
<td>Organizational Target</td>
</tr>
<tr>
<td>PBA</td>
<td>Programme Budget Allotment</td>
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<tr>
<td>PBR</td>
<td>Programme and Budget Review</td>
</tr>
<tr>
<td>PCA</td>
<td>Programme Cooperation Agreement</td>
</tr>
<tr>
<td>PMT</td>
<td>Programme Management Team</td>
</tr>
<tr>
<td>PPC</td>
<td>Penal Procedural Code</td>
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<tr>
<td>PSB</td>
<td>Property Survey Board</td>
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<tr>
<td>RO</td>
<td>Regional Office</td>
</tr>
<tr>
<td>RR</td>
<td>Regular Resources</td>
</tr>
<tr>
<td>SMS</td>
<td>Short Message Service</td>
</tr>
<tr>
<td>SSA</td>
<td>Special Service Agreement</td>
</tr>
<tr>
<td>SWO</td>
<td>State Welfare Organization</td>
</tr>
<tr>
<td>TOR</td>
<td>Terms of Reference</td>
</tr>
<tr>
<td>UNDAF</td>
<td>UN Development Assistance Framework</td>
</tr>
<tr>
<td>UNDP</td>
<td>United Nations Development Programme</td>
</tr>
<tr>
<td>UNHCR</td>
<td>Office of the United Nations High Commissioner for Refugees</td>
</tr>
<tr>
<td>VISION</td>
<td>Virtual Integrated System of Information</td>
</tr>
<tr>
<td>VAC</td>
<td>Violence Against Children</td>
</tr>
<tr>
<td>VSSM</td>
<td>Vaccine Supply and Stock Management</td>
</tr>
<tr>
<td>WLAN</td>
<td>Wireless LAN</td>
</tr>
<tr>
<td>WSUS</td>
<td>Windows Server Update Services</td>
</tr>
</tbody>
</table>
October 8 is celebrated as National Children’s Day in Iran. It is the most important occasion for children, with the joint participation of various stakeholders for a wide-scale celebration with lots of entertainment programmes in public places such as schools, parks, museums and even art galleries for all children including vulnerable groups. It was an occasion on which many organizations and individuals gave their time and space to children to make them happy. This led to a more comprehensive view of children and their issues, since a variety of child rights stakeholders contributed to negotiations and to highlight child related concerns.

Innovation or Lesson Learned

While Children’s day used to be celebrated by individual organizations separately and mainly included cartoons on TV and formal seminars for stakeholders, this year’s celebration was a shift to a joint agreement among many stakeholders for a wide-scale celebration with lots of entertainment programmes in public places where everyone including vulnerable children even some children working on the streets benefited from. This led to a more comprehensive view of children and their issues, since a variety of child rights stakeholders contributed to negotiations and to highlight child related concerns.

Potential Application

The initiative of uniting different stakeholders, government and non-government, around an event/cause can be used for similar campaigns. This approach will give more visibility to the cause and will sensitize officials more strongly than single events with one or two organizers.

Issue

October 8 is celebrated as National Children’s Day in Iran. It is the most important occasion for children,
which is usually celebrated by more cartoon shows on television and scattered celebrations or seminars. The criticism has always been as to why there is no single child related organization/ministry to take ownership of this occasion and celebrate it nationally in a more coordinated way.

### Strategy and Implementation

UNICEF supported one of its government partners to take ownership of the event and involve as many stakeholders as possible. The Early Childhood Development (ECD) Secretariat, comprising of three Ministries of Health, Education and Social Welfare took the lead in forming a Children’s Day Task Force and hosted series of planning meetings with the participation of other organizations with children’s mandate including the National Body on the CRC, Centre for Intellectual Development of Adolescents and Young People, Islamic Republic of Iran Broadcasting (IRIB), Tehran Traffic Police, the Red Crescent Organization, the Cultural Heritage organization, Tehran Municipality and UNICEF Iran Office.

Participants exchanged ideas and agreed on a week of celebrations, across the country. Each day focused on a different theme such as health, education, nutrition, parenting, child rights, media, disabilities and even cultural heritage selected according to the mission of each participating organization which also committed to hold celebrations for that specific theme. The events included formal gatherings to sensitize decision-makers on children’s issues, as well as wide-scale celebrations for children including entertainment programmes in schools, cultural centres, parks and NGOs.

UNICEF contributed to development of key messages on treating children with kindness from an Islamic point of view for use in Friday prayer sermons and separate key messages for IRIB, state tv, to be used as subtitles in television programmes during the week.

### Progress and Results

The celebrations were held in schools, (coordinated by Ministry of Education), Parks and Cultural centres (coordinated by Municipality) and Museums and galleries (coordinated by Cultural Heritage Organization). The celebrations were free and open to public in a way that all groups of children even the vulnerable such as street and working children, children deprived of liberty, children with disabilities, children with no caregivers, and migrant children benefited from.

The Friday prayer leaders talked of Islamic teachings on treating children with kindness in their sermon. UNICEF Iran Goodwill Ambassador participated actively in the celebrations, mobilizing artists and cultural institutions around the event. A weekend of celebrations was organized through partnership with the Dramatic Arts Centre, under the Ministry of Culture and Islamic Guidance, at the main theatre hall in downtown Tehran with street and stage puppet show performances for children. In this programme children also benefited from various entertainment programmes including face painting, art workshops, storytelling and group games all donated by artists and art institutes. The event was attended by children from NGOs and schools and even children working as street vendors. Also as part of Goodwill Ambassador’s negotiations, a similar celebration was held at the Artists’ House, a major popular art centre in Tehran with music concert, creative art workshops, storytelling, book reading and pottery for vulnerable children from child rights NGOs. An SMS on Children’s Day was sent to 10,000 mobile users free of charge as part of GWA's negotiations.

### Next Steps

In future, the planning should include more organizations specially NGOs and institutes with implementation capacity. Some organizations are more expert in theories and concepts while others act very well in implementation. A mix of these organizations can increase the success rate of campaigns.