Malaysia

**Executive Summary**

2016 marked the first year of the UNICEF Malaysia Country Programme and the Government of Malaysia’s National Development Plan 2016-2020, with its onus on human-centred development to bring the country to high-income status by 2020. Malaysia experienced its lowest economic growth rate since the 2008-09 global financial crisis, at 4.3 per cent. The National Budget for 2017 increased slightly in spending and revenue. Inflation averaged 2.1 per cent over the year despite the removal of cooking oil subsidies, the significant depreciation of the Ringgit and the implementation of the Good and Services Tax.

To help the poorest 40 per cent of the population, the Government announced a rationalisation of the social protection system and an increase in the “1Malaysia People’s Aid” programme. Increasing public debate on the situation of refugee, undocumented, and stateless children living in Malaysia augured well for potential change in their status and capacity to access basic services in the future.

Reaffirming its commitment to the 2030 Agenda, Malaysia volunteered to report at the next high-level political forum to take place in July 2017. Under the leadership of the Economic Planning Unit (EPU), a series of consultations, supported by the UN system, was held to map the way forward. UNICEF Malaysia contributed to the process through a benchmarking study on child well-being indicators against Organization for Economic Cooperation and Development (OECD) countries and technical assistance to define the evaluation function.

On South-South cooperation, Malaysia continued playing a leading role in the Association of South-East Asian Nations (ASEAN) and the Asia-Pacific Region on Child Rights issues. In November, the Ministry of Women, Family and Community Development co-hosted the third Asia-Pacific High-Level Meeting on Child Rights (HLM3) in Kuala Lumpur. Under the banner “A Billion Brains: Smarter Children, Healthier Economies”, the conference convened 28 delegations from the Asia-Pacific region. The HLM3 facilitated a South-South knowledge exchange to accelerate integrated social protection, universal health coverage and to prevent violence against children. A conference highlight was the first Asia-Pacific Youth Innovation Challenge launched in relation to the conference themes. The challenge showcased the potential of 45 young changemakers aged 15-24 from 18 countries to address issues affecting their generation.

Significant strides were made in raising awareness and addressing online violence against children. Private sector and media partnerships amplified UNICEF’s ongoing work on digital safety and online protection aimed at stopping child abuse and exploitation, including bullying. UNICEF Malaysia’s partnership with R.AGE, the youth branch of Star newspaper, on the “Predator in my Phone” campaign, created a popular “movement” on social media and the press calling for stronger legislation and Government action to apprehend and prosecute perpetrators. The latter culminated in the presentation in November of a White Paper outlining the content of an Act against Sexual Exploitation and Abuse to be drafted in 2017. UNICEF’s continued partnership with the mobile provider DIGI on Digital citizenship and online safety raised awareness on online sexual exploitation and abuse through the #ReplyforAll.My campaign, and on cyberbullying via the “Us vs. Cyber bullying” carnival reaching over 3,000 people.
These initiatives complemented UNICEF’s continued support to the Department of Social Welfare (DSW) to strengthen the capacity of child-protection officers in case management. Fifteen districts are using the DSW Practice manual and protocols for dealing with high-risk cases of abuse and neglect. Another achievement was the establishment of a Child Rights Committee by the Bar Council, a direct outcome of UNICEF training on the ethical representation of children and justice.

Key equity-focused and evidence-based initiatives continued as a main emphasis of UNICEF Malaysia’s work, with a focus on the most marginalised and disadvantaged groups. The findings of the knowledge, attitudes and practices (KAP) study on children with disabilities raised awareness in the UNICEF office on the discrimination and stigma leading to the social exclusion of children with disabilities, and to foster change moving forward.

The Malaysian public’s generosity through private sector fundraising for UNICEF’s work nationally and globally continued to grow. A major achievement in 2016 was a 24,000 expansion in the donor base, setting a new record. The total number of individual donors reached over 85,000. This contributed to a 22 per cent increase in funds raised for children. The pilot initiative to develop the own in-house donor recruitment team was another achievement, with 19 young people recruiting an average of 400 new donors a month by end 2016.

UNICEF Malaysia continued to face challenges to access available data, which delayed ongoing research, notably the child poverty study and the study on out-of-school children. This issue was continually raised with the Economic Planning Unit and the Department of Statistics and an agreement reached to overcome bottlenecks.

**Emerging Areas of Importance**

**Migration.** The rights of refugees, migrant and undocumented children to access basic services, such as education and health care, continued to be a key focus for advocacy for UNICEF, the United Nations Country Team (UNCT) members, the West European embassies on behalf of the European Union, the Philippines and Indonesia. The Sustainable Development Goals (SDGs) emphasis on “leaving no one behind” provided an opportunity for further advocacy during two workshops held in partnership with the Economic Planning Unit to develop a road map on SDG implementation. At these events the need to develop policies to address the problems of the refugee and migrant population residing in Malaysia was raised. Panel discussions conducted during Human Rights Day also focused on that theme.

Joint missions and meetings were held with the Office of the United Nations High Commissioner for Refugees (UNHCR) leading to an action plan for joint advocacy, improved child protection systems and access to quality education for 2017. The ongoing out-of-school children study also focuses on undocumented and refugee children.

In the eastern state of Sabah, UNICEF’s work in education focused on improving educational standards of alternative learning for refugee, undocumented and stateless children unable to access the public school system. An innovation lab brought nine alternative learning centre operators together to identify and address bottlenecks. Prototypes of vocational training models are being developed to provide pathways to the future.

**The second decade of life.** Youth engagement and participation on issues affecting their generation, child marriage and sexual abuse and exploitation were the main focus of UNICEF’s advocacy agenda related to the second decade of life. In this regard, private sector and the media partnerships amplified UNICEF’s ongoing work on digital safety and online protection aimed at stopping child abuse and exploitation, including bullying. The
campaign, “Predator in my Phone”, launched by R.AGE, the youth branch of Star newspaper, ran a series of investigative pieces to raise awareness on sexual grooming through chat apps. The campaign contributed to a popular “movement” on social media and the press calling for stronger legislation and Government action to apprehend and prosecute perpetrators, and to keep children and young people safe from online predators. Subsequently, the Prime Minister mandated the Minister of Law to spearhead consultations for the drafting of an act against sexual exploitation and abuse. Both R.AGE and UNICEF were invited to be consultative committee members, which influenced the content of the joint paper presented to the Cabinet in November, a document drafted by the Ministries of Law and Women, Family and Community Development. The Cabinet has now mandated the Attorney General’s Chambers to draft that law. UNICEF helped to frame the campaign and provided advice in its early stages, supporting its amplification through social media, including the pledge for an anti-grooming law.

The campaign earned R.AGE several awards, including the United Nations Award for 2016 with UNICEF as their nominee. The awards gave R.AGE visibility and helped them advocate for funding from Star newspaper for their investigative work, thereby promoting the work of those young journalists.

UNICEF continued to engage youth, for example, by polling them on various topical issues, such as child marriage and bullying, through Line and U-report. In a poll on child marriage 95 per cent of the 771 respondents aged 15-24 were against marriage below the age of 18, with 86 per cent of them calling for the minimum legal age of marriage to be 18 and others, predominantly girls setting it at 21. These statistics, together with reference to the relevant Human Rights Conventions, and global statistics and evidence from the “Girls not Brides” publication on the socio-economic impact of early marriage, were used in advocacy and panel discussions to raise awareness and advocate for the age of marriage to be set at 18 across legal systems. The increasing number of media and public discussions on the subject are leading to a movement for change. HLM3 also focused in particular on young people soliciting their opinions on key questions related to the conference themes of social protection, universal health care and violence against children through polls and the Asia-Pacific Youth Innovation Challenge.

Summary Notes and Acronyms

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<tr>
<th>Acronym</th>
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<td>Alternative Learning Centres</td>
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<td>Alternative Learning Programme</td>
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<td>APM</td>
<td>Application Performance Management</td>
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<td>ASEAN</td>
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<td>BCP</td>
<td>Business Continuity Plan</td>
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<td>C4D</td>
<td>Communication for Development</td>
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<td>CMT</td>
<td>Country Management Team</td>
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<td>CPD</td>
<td>Country Programme Document</td>
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<td>CPMP</td>
<td>Country Programme Management Plan</td>
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<td>CR</td>
<td>Corporate Responsibility</td>
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<td>CRBP</td>
<td>Child Rights and Business Principles</td>
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<td>CRC</td>
<td>Convention on the Rights of the Child</td>
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<td>CRPD</td>
<td>Convention on the Rights of Persons with Disabilities</td>
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<td>CSO</td>
<td>Civil Society Organisation</td>
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<td>DCT</td>
<td>Direct Cash Transfer</td>
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<td>DoS</td>
<td>Department of Statistics</td>
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<td>DRR</td>
<td>Disaster Risk Reduction</td>
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<td>DSW</td>
<td>Department of Social Welfare</td>
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<td>Acronym</td>
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<td>EAPRO</td>
<td>East Asia and Pacific Regional Office (UNICEF)</td>
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<td>ECCE</td>
<td>Early Childhood Care and Education</td>
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<td>Economic Planning Unit</td>
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<td>Enterprise Risk Management</td>
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<td>GEROS</td>
<td>Global Evaluation Reports Oversight System</td>
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<td>HACT</td>
<td>Harmonised Approach to Cash Transfers</td>
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<td>HLM3</td>
<td>Third Asia Pacific High-Level Meeting on Child Rights</td>
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<td>ICT</td>
<td>Information and Communication Technology</td>
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<td>IMEP</td>
<td>Integrated Monitoring and Evaluation Plan</td>
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<td>IPPBX</td>
<td>Internet Protocol Private Branch Exchange</td>
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<td>ISP</td>
<td>Internet Service Provider</td>
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<td>KAP</td>
<td>Knowledge, Attitudes and Practices</td>
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<td>KPI</td>
<td>Key Performance Indicators</td>
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<td>LTA</td>
<td>Long-Term Arrangement</td>
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<td>MoE</td>
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<td>Ministry of Health</td>
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<td>Minimum Operating Residential Security Standards</td>
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<td>MWFCD</td>
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<td>NGO</td>
<td>Non-Governmental Organisation</td>
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<td>OECD</td>
<td>Organisation for Economic Co-operation and Development</td>
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<td>OOSC</td>
<td>Out-of-School Children</td>
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<td>OR</td>
<td>Other Resources</td>
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<td>PISA</td>
<td>Programme for International Student Assessment</td>
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<td>PMT</td>
<td>Programme Management Team</td>
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<td>RBM</td>
<td>Results-Based Management</td>
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<td>RCA</td>
<td>Reality Check Approach</td>
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<td>RR</td>
<td>Regular Resources</td>
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<td>SDG</td>
<td>Sustainable Development Goal</td>
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<td>SOP</td>
<td>Standard Operating Procedure</td>
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<td>SSM</td>
<td>Suruhanjaya Syarikat Malaysia</td>
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<td>SUHAKAM</td>
<td>National Human Rights Commission</td>
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<td>ToR</td>
<td>Terms of Reference</td>
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<td>UN</td>
<td>United Nations</td>
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<td>UNCT</td>
<td>United Nations Country Team</td>
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<td>UNDP</td>
<td>United Nations Development Programme</td>
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<td>UNDSS</td>
<td>United Nations Department of Safety and Security</td>
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<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organisation</td>
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<td>UNFPA</td>
<td>United Nations Population Fund</td>
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<td>UNHCR</td>
<td>Office of the United Nations High Commissioner for Refugees</td>
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<td>UNSPF</td>
<td>United Nations Strategic Partnership Framework</td>
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<td>WFP</td>
<td>World Food Programme</td>
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Capacity Development

Capacity development remained a core cross-cutting strategy in the new country programme. In 2016, UNICEF carried out capacity-development activities for various stakeholders, including children.

UNICEF, jointly with the Malaysian Association of Social Workers, conducted training for non-governmental organisations (NGO) of childcare workers in four states to strengthen their knowledge of and their ability to apply competency-based child protection practices to their work.

Capacity development initiatives were conducted for the justice sector, specifically for 20 members of the Malaysia Bar Association, 45 judicial officers and 20 prosecutors to strengthen their skills in the ethical representation of children and in child justice. The training-of-trainers for Bar members had a positive outcome: the Bar Council established a child rights committee, to advocate for legislative reform and capacity development. The committee began a training programme, and 56 lawyers in two states have participated, with further training planned for 2017. However, this programme with Government justice agencies faced challenges despite ongoing UNICEF efforts. In 2017, a strategy to address shortcomings will be explored with policy makers in the justice sector.

The Malaysian Indigenous Peoples’ Conference on Education held in Sarawak, involved over 30 indigenous organisations. Subsequently, a network of indigenous civil society organisations was established, which plans to advocate for positive educational outcomes for indigenous children.

A mapping of 38 child rights NGOs was completed. Based on the findings, a comprehensive strategy to address capacity gaps and develop a sustainable model for child rights advocacy will be developed in 2017. To improve the care of vulnerable children (for example, children with disabilities, children in domestic violence situations or from poor households), UNICEF Malaysia, in collaboration with the Malaysian Association of Social Workers conducted training for 120 individuals from NGO childcare workers in Kelantan, Sabah, Perak and Johor to strengthen their knowledge and application of national competency-based standards.

Evidence Generation, Policy Dialogue and Advocacy

Evidence generation to promote equity and inclusion is one of the key strategies of the UNICEF Malaysia country programme. In this regard, discussions with key academic institutions were held to further collaboration in the domain of social protection, inclusion and urbanisation.

Two studies were completed this year: A KAP study on Disability and the Profiles of Children Sarawak. As a result of the KAP, a multisectoral disability campaign to address prevailing perceptions and promote inclusion is planned for 2017.

Recommendations to address child rights violations identified in the Profiles of Children Sarawak will be discussed at State level following its publication in quarter one.

The following studies were ongoing through 2016 and due to be completed in 2017: a children-out-of-school study to analyse and quantify the impacts of key determinants affecting out-of-school children; a study to quantify child marriages and identify determinants to influence policy and behaviour change communication; and a study on children in the palm oil sector in Indonesia and Malaysia which will highlight issues on child rights in that
sector and support the formation of strategic partnerships to address issues relating to the well-being of children.

To address the double burden of malnutrition and the associated challenges in the enabling environment, UNICEF is conducting a landscape analysis of child nutrition. In addition, UNICEF Malaysia is developing a joint plan of action with the Human Rights Commission (known as SUHAKAM) to conduct child rights education in schools.

**Partnerships**

UNICEF Malaysia’s strategic partnership with the business regulatory body Suruhanjaya Syarikat Malaysia (SSM) led to 81 private sector firms trained on child rights and business principles (CRBP) in 2016. UNICEF engaged with the palm oil sector and reviewed the conditions of children there to strategically build on good practices as models for the entire industry.

UNICEF and Digi, a telecommunications company, partnered to unlock young potential in Malaysia. The, “Us vs. Cyber-bullying” carnival reached 3,000 participants, including children, through awareness-raising and entertaining activities.

In partnership with Tandemic, a local social innovation firm, UNICEF Malaysia pursued design thinking as a new strategy to deliver results for children. This included strengthening the innovation capacity of selected civil society organisation (CSO) partners and young people through the ongoing Social Innovation Lab and the HLM3 Youth Innovation Challenge.

UNICEF Malaysia, together with the Dayak Bidayuh National Association, organised the Second Malaysian Indigenous Peoples’ Conference on Education, with over 30 indigenous participating organisations. One outcome was the establishment of a network of indigenous CSOs that will advocate for mother tongue-based education.

UNICEF, with the Ministry of Education Malaysia and other key agencies, is conducting an Out-of-School Children Initiative study in Sabah to analyse and quantify the impact of key determinants affecting out-of-school children across all educational levels. This is highly critical for child rights advocacy for migrant and refugee children.

The partnership with DSW resulted in 15 districts using the practice manual and protocols for addressing high-risk cases of abuse and neglect. Further scaling-up of this model to other districts is expected in 2017. A new partnership with the NGO Orphan Care began in 2016, to work closely with the Ministry of Women, Family and Community Development (MWFCD) to undertake a strategic review of institutional care in Malaysia and to develop a deinstitutionalisation action plan in 2017.

**External Communication and Public Advocacy**

Public advocacy initiatives centred on sexual abuse and exploitation, cyberbullying and child marriage. Those themes impinged in the public domain through high-profile cases reported in the local and international media.

A new partnership with the youth media R.AGE on their ‘Predator in the My Phone’ editorial digital campaign, launched as part of #ReplyForAll-MY on Internet safety, brought awareness on the vulnerability of young people to online sexual grooming. Calls for legislative reform to protect children from Internet-facilitated sexual crimes ensued. A town hall tweet chat helped galvanise the support from youth celebrities and reached 9,592,764 netizens, as part of the global #ReplyForAll initiative. Subsequently, social media outreach
among Members of Parliament was undertaken calling for a new law to raise awareness online about cyber sexual grooming. The campaign earned R.AGE four awards, and contributed to establishing a committee under the Minister of Law to draft new legislation.

The UNICEF partnership with the mobile operator Digi focused on online safety, digital citizenship and cyber bullying. In that regard, a “Us vs. Cyberbullying” carnival reached 3,000 participants, engaging them through educational and awareness-raising activities. A Digizen Boot camp on Digital Citizenship and Safety was held for some 100 students.

UNICEF received 300 mentions in the local media this year, mainly on child protection issues like child marriage, sexual abuse and bullying. Improved digital engagement (305,281 web page views, 153,333 Facebook likes, 2,743 Twitter followers) was largely driven by focusing on violence against children through live tweeting and polls via LINE or U-report. New prominent followers on Twitter include the Deputy Prime Minister of Malaysia and the Minister of Law. The celebrity Lisa Surihani made an oral pledge to become a UNICEF National Ambassador and new areas of collaboration with existing National Ambassadors Upin and Ipin were identified.

South-South Cooperation and Triangular Cooperation

Malaysia continued playing a leading role on child rights issues in ASEAN and the Asia-Pacific Region, increasingly linking its dialogue to the SDGs. Five high-profile regional events focusing on children’s rights were organised with UNICEF support. The HLM3, co-hosted with the MWFCD in November, had Davos-style panels and market stalls that facilitated South-South knowledge exchange among senior Government officials from 28 Asia-Pacific countries. The thematic papers on social protection, violence against children and universal health coverage, commissioned by UNICEF Malaysia, were presented by keynote speakers from leading academic institutions. The direct inclusion and contribution of young people through polling on pertinent issues and the first-ever Asia-Pacific Youth Innovation Challenge was an important addition to the HLM3.

UNICEF also supported the Government of Malaysia in organising the Global Child Forum on Southeast Asia in May, under the patronage of the King and Queen of Sweden. This brought together the private sector, Government and civil society on child rights and sustainable business.

The Asia-Pacific Regional Policy Forum in Early Childhood Care and Education (ECCE) 2016 co-organised with UNICEF, UNESCO, the Asia-Pacific Regional Network for Early Childhood (ARNEC) and the Government culminated in the Putrajaya Declaration which, inter alia, committed to increase investment in ECCE in the region, in particular Malaysia.

UNICEF Malaysia also co-organised the regional conference entitled “Breastfeeding - A Key to Sustainable Development”, aimed to promote infant and young child feeding and baby-friendly hospital initiatives as key to sustainable development; as well as the Global Community Based Rehabilitation Conference. Malaysia also hosted four UNICEF-assisted study visits: from the Government of Vietnam on public finance for children; from Myanmar on online registration of persons with disabilities; from Georgia on mother-tongue education; and from the Democratic People’s Republic of Korea on universal health coverage.

Identification and Promotion of Innovation

A two-day workshop was conducted for all UNICEF Malaysia staff in March to build internal capacity and introduce “design thinking” approaches and tools to integrate innovation as a strategy to accelerate results for children.
Building upon the mapping of alternative learning centres (ALC) in Sabah in 2015, an action research project (Design Lab) was initiated to strengthen learning pathways for undocumented children. The project brought together nine ALC operators (representing over 200 learning centres) to exchange experiences and identify a critical shared challenge. Consultations narrowed the challenge to “vocational training”. Select ideas will be prototyped in 2017 before expanding into a broader pilot project.

Recognition of the potential of young people as agents of change was demonstrated through the Asia-Pacific Youth Innovation Challenge launched to address issues in relation to the HLM3 conference themes of social protection, violence against children and universal health coverage. A total of 660 submissions from young people aged 15-24 in 18 countries were received. Of these, 60 teams were invited to participate in an online learning module and 45 youth invited to attend a four-day “Innovation Boot Camp” in Kuala Lumpur. One winner per theme was selected and received seed funding and follow-up support to carry forward their ideas in their home countries. A highlight of the HLM3 conference, this challenge incorporated an upfront blended learning portion that combined online learning and remote mentorship with takeaway activities that sent participating teams into schools, hospitals and remote communities to conduct their own field research.

The Young Changemakers 2016 edition was organised by the Malaysian-based NGO WOMEN:girls, the Ministry of Education, Tuanku Bainun Children’s Creative Centre, Digi telecommunications and UNICEF Malaysia. It engaged 3,145 children (aged 7-15) from 23 schools in finding innovative solutions to end violence, promote inclusiveness, protect the environment and help the poor in their communities.

Support to Integration and Cross-sectoral Linkages

UNICEF’s work on disability issues is both cross-sectoral in nature and involved government and non-government partnerships. The disability KAP study, recently finalised, benefited from high-level technical guidance and support from the Ministry of Health, MWFCD and MoE, who together comprised the study’s advisory group. The study provided much-needed information for strategic and cross-sectoral work, and for formulating innovative approaches to overcoming exclusion.

In collaboration with UNICEF-UK, Manchester United Football club, Leo Burnett (local advertising company) and parents and children with and without disabilities, a 110-second web film was produced. UNICEF Malaysia and partners will use the film to promote social inclusion through behaviour change communication and to foster cross-sectoral dialogue at federal and state level.

A desk review on violence against children was completed in 2016. This collaborative effort involved the MoH, other ministries and several civil society organisations. A roundtable discussion to share the findings and initiate dialogue on a multisectoral engagement to prevent and respond to violence against children will take place in 2017.

In the first half of 2016, UNICEF Malaysia continued to support the Malaysian Government’s partnership on children with disabilities to implement identified activities. A lesson learned was the unviability of the countrywide partnership approach, which had been embraced earlier by disability stakeholders. Going forward, a state-by-state approach, or engagement with individual NGOs, will be explored, as well as opportunities for working with the National Council for Persons with Disabilities, the body mandated to foster and strengthen coordination among Government, civil society and the private sector.
**Human Rights-Based Approach to Cooperation**

UNICEF Malaysia supported the MWFCD to conduct a study on lifting reservations to the Convention on the Rights of the Child (CRC), the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) and the Convention on the Rights of Persons with Disabilities (CRPD). The Ministry will use the study to promote the eventual lifting of all the reservations, and to inform the respective treaty bodies on the steps taken to ensure everyone, women and men, enjoy the same rights established in the respective treaties.

UNICEF also provided inputs into the draft legal framework for a child sexual crimes bill to ensure that definitions of child pornography and child prostitution coincide with the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography.

Other efforts to support the implementation of treaty body recommendations included: supporting the National Population and Family Development Board in reviewing their parenting modules with a view to strengthening them; conducting a children- out-of-school study; exploring new opportunities for vocational training for undocumented children; initiating discussions around mother-tongue education for indigenous children; strengthening data collection mechanisms through studies on child poverty and profiles of children Sarawak studies; and support to the Government on the SDGs Development Goals.

Through the UNCT theme group on human rights, UNICEF Malaysia provided input to the consultants tasked with drafting the National Human Rights Action Plan.

**Gender Equality**

UNICEF Malaysia is a member of the joint UNCT gender theme group. Building on earlier UNICEF-United Nations Population Fund (UNFPA) work, the office conducted a study on child marriage that is near completion. The findings will strengthen the evidence base required for public engagement and discourse aimed at transforming behavioural and social norms and creating a policy dialogue to end child marriage in Malaysia.

In response to the CEDAW and CRC treaty bodies’ recommendations that urge the Government of Malaysia to lift the remaining reservations, UNICEF supported the MWFCD in the conduct of a study examining these issues. The Ministry will use the findings and recommendations to promote the eventual lifting of all the reservations, and to inform the respective treaty bodies on the steps taken to ensure that everyone in the State, male or female, enjoys equal rights as established in the aforementioned documents.

Since “gender” is perceived as one of several key game-changers in the 11th National Development Plan, a communication for development (C4D) focus and approaches are critical elements in helping instil more positive social attitudes towards teenage pregnancies, child marriage and child abuse. Training based on the UNICEF global gender action plan was conducted in May for programme staff. The focus on gender-sensitive programming will be strengthened through the theory of change document to be drafted early next year. In terms of workplace culture, the country management team (CMT) explicitly monitored gender balance among the staff and used that monitoring element as a routine indicator for the recruitment processes.

**Environmental Sustainability**

Youth engagement and advocacy on climate change, together with education on climate change, are the two areas used to build resilience among vulnerable communities within the country programme’s disaster risk reduction (DRR) strategy. The failure to recruit a DRR specialist resulted in a lack of capacity needed to bring activities forward as planned in 2016.
An alternative strategy has been devised to address climate change interventions together with UN sister agencies, within the framework of the SDGs. An assessment of how to raise awareness on climate change and environmental sustainability in disaster-prone areas will be conducted in the first quarter of 2017.

The office established a Green Committee in June. Through notices and public information, the Committee raised staff awareness and accountability towards the environment in relation to reducing the use of, reusing and recycling items and about measured usage of electricity, water, paper and travel. Recycle bins were installed to improve waste management in the office and to recycle paper, plastic, glass, aluminium and light bulbs. Better coordination improved the use of shared transport arrangements for external meetings. Default printer settings to double-sided printing, sharing of soft copy documents for editing or reading and an onus on paperless meetings led to a 50 per cent reduction in the use of paper. The office completed the 2015 environment footprint assessment. In comparison with the 2014 assessment, some of the notable improvements include a 30 per cent reduction in greenhouse gas emissions and a 32 per cent decrease in electricity usage.

**Effective Leadership**

The country management team (CMT) and programme management team (PMT) met monthly to ensure effective management oversight of both programme and operations performance.

The start of the new country programme coincided with a change in the senior management of the office (Representative, Operations Officer and Deputy Representative). That provided an opportunity to review and update the existing workflow and accountabilities, in line with existing guidance. As a result the terms of reference, membership of all statutory committees and the table of authority were updated and reviewed by the CMT.

All key performance indicators (KPIs) were reviewed and aligned to the scorecard. UNICEF regional KPIs and monthly monitoring was conducted at the programme management and country management team meetings respectively, by using relevant monitoring reports (such as direct cash transfers (DCTs) and financial implementation by outcome/outputs) that are available on Insight, the office management dashboard and in management reports.

In September, a consultant from Moore Stephens LLP led the office through an p(ERM) exercise, which enabled identified risks and mitigation measures to be updated and uploaded into the ERM system, in line with the new country Programme.

Other initiatives undertaken to improve efficiencies included an assessment of the six existing websites established by UNICEF Malaysia, with recommendations made to the country management team to discontinue those that are now redundant and the development of a standard operating procedure for research and evaluation.

On the human resource side, the CMT approved a strategy paper to improve the gender balance in the office among national staff in favour of men, and to ensure continued equitable ethnic diversity. The strategy led to seven out of 15 men being selected in recent recruitments. The training of local focal points ensured the smooth transition of finance- and human resource-related transactions to the Global Shared Services Centre (GSSC) in Budapest.

**Financial Resources Management**

The country management team performed monthly financial monitoring using the performance management dashboard as the primary tool. The key indicators covered in
Financial management were funds utilisation, donor reports, outstanding donor cash transfers (DCTs), open requisitions, notably travel authorisations, expiring grants, staff contracts and recruitment.

Financial implementation and budget allocations were reviewed on a quarterly basis by both the PMT and the CMT. A standard operating procedure, outlining the roles and responsibilities in regard to budget monitoring, was approved by the country management team. This changed the responsibility for budget monitoring from operations to programming. Associated training was conducted to enable respective staff to carry out their functions in that regard. The standard operating procedure and the monitoring by the programme management team strengthened the overall fund and budget management process.

Overall, all key performance indicators were respected, with only one outstanding cash advance over six months, which was cleared. Financial accounts were monitored and cleared, and timely monthly bank reconciliation reports submitted. Overall financial implementation was 99 per cent: 99 per cent for Regular Resources (RR) and 99 per cent for other resources (OR).

The sound financial resource management was reflected in the quarterly management reports. The majority of red-flags highlighted in the reports centred on budget allocation and approval, which were delayed due to changes in the system relating to private sector funds. They also affecting the manner in which Malaysia’s overall Executive Board-approved ceiling was reflected in the system.

The office adopted the new working modality with the GSSC and managed to perform the transition in all areas in a timely manner. Local focal points were identified and trained, enabling a smooth transition to this new working modality. A review of financial work-processes has been initiated to align with those of the GSSC.

**Fundraising and Donor Relations**

In 2016, gross private sector income grew by over 20 per cent from around US$9 million (40 million Malaysian Ringgits) to around US$11 million (MYR49 million Malaysian Ringgits), excluding emergencies and soft credits.

Those results were based primarily on the record pledge donor recruitment of over 24,000 new donors. UNICEF Malaysia has over 85,000 pledge donors (+18 per cent) making regular donations, plus 10,000 donors making one-off gifts. A new “in-house” donor recruitment team was launched in 2016 and has 15 staff, recruiting over 400 donors per month. All funds, except for those received for emergencies, companies and major donors, are un-earmarked, meaning that in addition to keeping the UNICEF Malaysia country programme fully funded, some US$7.1 million was remitted to UNICEF headquarters as regular resources, and US$800,000 to regional thematic funds.

UNICEF Malaysia’s donor communication strategy was again revised during 2016 to ensure greater donor engagement and higher retention. On average, donors receive over 20 communications each year: thanking them for their support, explaining how their money is making a difference and educating them on priority child rights issues. UNICEF Malaysia currently has one of the best donor retention rates, with over 50 per cent still giving after four years and 35 per cent of original donors (recruited in 2008) still giving. The office also started a plan to better integrate its advocacy and fundraising agenda through its major and corporate donors. UNICEF Malaysia engaged new corporate partners in 2016 and commenced an exciting major donor programme with large-level gifts promised during 2017.

UNICEF Malaysia does not receive income from Governments outside the country, UNICEF
National Committees or from foundations: because of the generous support of donors, there is no funding gap. UNICEF Malaysia utilised 99 per cent of its regular resources and 99 per cent of its other resources.

**Evaluation and Research**

In 2016, UNICEF Malaysia made progress in its ongoing efforts to enhance its evaluation function and to develop its national evaluation capacity. As part of the integrated monitoring and evaluation plan (IMEP), the office carried out two exercises: an evaluability assessment of the 2016-2020 country programme; and an evaluation of capacity development initiatives implemented by UNICEF Malaysia from 2011 to 2015. The latter was rated by UNICEF’s global evaluation reports oversight system (GEROS) as satisfactory.

The evaluability assessment provided key recommendations for improving the programme logic, making the links between the country programme and the 11th Malaysia Plan and the SDGs more explicit, and adopting national indicators. The assessment also recommended developing a theory of change to articulate how programme outcomes and outputs will be achieved, and affect change in children’s lives.

The evaluation of capacity development initiatives highlighted the importance of elaborating a capacity development strategic plan, while tilting the balance towards more institutional, rather than individual, capacity development and enabling environment support. It also recommended shifting the balance towards more decentralised capacity development at the state level, rather than the federal level.

A standard operating procedure for research, evaluations and studies was approved in order to clarify accountabilities and to ensure that evidence-generating activities produce credible, relevant and useful reports. The CMT monitored the evaluation dashboard, which visualises key indicators for the evaluation function on a quarterly basis. Overall, 100 per cent of past management responses were closed, and the budgetary use for evaluation reached 1.2 per cent of the programme expenditure.

The country office conducted an assessment in 2016 of national evaluation capacity, and provided inputs for a national evaluation framework for the public sector in Malaysia. In 2017, additional opportunities to engage with the Government, parliamentarians and CSOs around national evaluation systems and capacity building will be explored.

**Efficiency Gains and Cost Savings**

Efficiencies continued in the management of travel, telecommunication, transportation, and the management of the office as part of the UN common premises.

Continued efforts were made in reducing the cost of travel and transportation through facilitating the work with stakeholders through Skype calls and webinars and favouring economy air travel for long-haul flights. The Representative’s official vehicle and official travel of staff members were managed through outsourcing those services to third party reliable service providers. This is a major cost saving for the organisation as opposed to having UNICEF full-time drivers and a vehicle fleet.

The conversion of the office PABX system to Voice Over Internet Protocol IPPABX system resulted in cost savings of approximately $US 5,000 and facilitated the establishment of an efficient and low cost communication channel between the main and the satellite office.

UNICEF Malaysia continued to be located in the UN common premises with the rent paid for by the host Government, which contributes to cost saving of the building maintenance,
administration and security management. Common agreements for services such as travel, pouch, cleaning and security guard services were maintained in 2016, contributing to a reduction in transaction costs and increased efficiency across agencies.

Supply Management

As part of the UN Procurement Group, the office helped develop a hotel long-term agreement (LTA), while other agencies developed LTAs on travel agency (United Nations Development Programme-UNDP), Security (UNHCR), car rentals (International Organisation for Migration-IOM), catering services (World Food Programme - WFP). These were shared and used by other UN agencies in Malaysia. This led to considerable efficiency gains in terms of decreased time per transaction and contributed to the standardisation and harmonisation across the UN agencies in Malaysia.

In 2016, a total of US$3,858,604, was spent on procurement of goods and services, US$3,314,858 (86 per cent) on institutional, and US$516,950 (13.4 per cent) on individual contractor services. The remaining US$26,796 (0.6 per cent) on procurement of goods were for office supplies. A total of US$2.083 million was disbursed throughout the year.

<table>
<thead>
<tr>
<th>Types of Contract</th>
<th>No. of Contracts issued in 2016</th>
<th>Total amount of Contracts (US$)</th>
<th>No. of single sourced</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Institutional contracts</td>
<td>42</td>
<td>US$3,314,858</td>
<td>3</td>
</tr>
<tr>
<td>2 Individual contracts</td>
<td>23</td>
<td>US$516,950</td>
<td>1</td>
</tr>
<tr>
<td>3 Procurement of goods</td>
<td>2</td>
<td>US$26,796</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td>US$3,858,604</td>
<td>4</td>
</tr>
</tbody>
</table>

Overall, 75 per cent (US$2,900,381) of the contracts' value was for private sector fundraising; followed by programmes with 15 per cent (US$557,364), innovation at 6 per cent (US$254,847), operations with 3 per cent (US$109,331) and communications with 1 per cent (US$36,681).

Due to the paucity of vendors with the capacity to provide some services on the local market, the office experienced a few challenges. This included challenges in identifying and engaging institutions that provides specialised services which required for private fundraising and innovation such as, face-to-face agency, mail and door drop services, cost per acquisition model and media buy campaign, short code aggregator service provision, and for the U-Report media campaign and national launch. This resulted to a low bid response rate and at times the recourse was single sourcing. In 2017, the office will conduct several bidding process of services to assess the market, and enhance transparency in the selection of service providers.

During the year, UNICEF Malaysia, together with UNICEF Thailand and UNICEF EAPRO offices, started co-funding an international position of contract specialist, based in Bangkok, to provide professional support to the three offices as part of the regional initiative of “working differently”.

Security for Staff and Premises

The United Nations Department of Safety and Security (UNDSS) updated the Minimum Operating Residential Security Standards (MORSS) for the country after consultations with security focal points of the United Nations security management system. In 2016, residential security measures replaced the MORSS, according to the recent UN corporate
developments making international staff members responsible for conducting security assessment of their residences.

The Mass Rapid Transit (MRT) station, located next to the office, started partially functioning in mid-December 2016, and will be fully functional by mid-June 2017. The proximity of the MRT station and rail link to the office premises has heightened security risks, prompting the UNCT to push the Government to facilitate the office relocation. Following Cabinet approval for the Government to continue paying the rental for a common UN premises, the EPU identified possible locations involving relocation to either Putrajaya which is the seat of Government, or in Kuala Lumpur by December 2017. In response to the changed security environment surrounding the office, UNDSS carried out a security risk assessment and made several recommendations.

Overall, the situation in the country remained calm, although national security has been heightened in the country to mitigate potential terrorist threats by terrorist groups with links in neighbouring countries and other affiliations. The situation in the Eastern Sabah Security Zone remained volatile following several attacks and kidnapping cases by pirates and militants from the southern Philippines. Staff were required to get clearance prior to travel in that zone.

The office performed one business continuity plan simulation exercise and one warden activation exercise in 2016 in order to ensure full preparedness and to address identified gaps.

### Human Resources

Eleven posts were established as part of the new country programme structure. Combined with staff turnover of eight (three of which were appointed as international staff members in UNICEF, one retirement), this put a heavy onus on recruitment this year. Overall 20 recruitment processes were undertaken and staffing gaps temporarily filled by three stretch assignments and consultants contracted through an employment agency.

Sourcing talent in a competitive labour market and ensuring gender and ethnic diversity, together with the appointment of the senior human resources assistant to an international post, resulted in delays and several recruitments having to be re-advertised. To address this issue the office developed a recruitment strategy to attract male applicants and ensure a diverse working environment. This resulted in a 4 per cent increase in the male to female ratio this year (from 33 per cent to 37 per cent male).

Malaysia shares three posts – evaluation, supply and emergency/DRR - with other countries in the region as a means to efficiently fill technical gaps. A new senior management team came on board this year consisting of the representative, deputy representative, operations manager and chief of communication/advocacy. In light of the new country programme and staff changes, a teambuilding retreat was organised in July to establish a common shared vision and understanding.

The organisational human resources reform-related changes were rolled out successfully. This included the digitization project of staff records, the adoption of the transaction management system together with the move to GSSC based services, and the transition to the online performance evaluation and recruitment systems for all staff. The mid-year performance evaluation was made mandatory for the first time this year as a means to ease the transition to the new online system and to encourage on-the-job training.

Staff were regularly updated on the ongoing and upcoming changes and their implications, and training provided as required.
Effective Use of Information and Communication Technology

The office continued to gradually move to full laptop-based operations, which helped improve workplace efficiency and facilitate the application of the flexi-working policy. To improve the backup system of official documents and mitigate risks of loss, U-drive connectivity was initiated to back-up staff working files. That complemented the successful rollout of the upgrade of the VEEAM 9.0 backup and replication solution.

As part of the VEEAM 9.0 upgrade, UNICEF Malaysia worked with EAPRO to establish an off-site backup system between the two offices as part of the business continuity plan. In line with global information and communication technology (ICT) recommendations to improve internet security, additional application performance management features were introduced. The latter ensures that business-critical applications still perform well even when the WAN links are congested. This enabled the office to generate quarterly performance evaluation reports, which facilitate ICT performance monitoring, and supported evidence-based decision-making by management on performance-related issues. In addition to ensuring business continuity, the office performed regular simulation exercises and tests of the ICT Disaster Recovery Plan.

Connectivity to the UNICEF local area network and internet was established in the UN common premises meeting rooms, supporting the move to paperless meetings, in line with the Office Greening Committee’s recommendations.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 Management

Analytical Statement of Progress:
2016 marked the first year of UNICEF country programme implementation and coincided with a change in the senior management of the office (representative, operations officer and deputy representative). Existing workflows and accountabilities were reviewed, in line with existing guidance and terms of reference and membership of all statutory committees updated together with the table of authority approved by CMT. Key performance indicators were reviewed and aligned to the scorecard and Regional KPIs. Management and financial oversight was assumed by monthly Programme Team and CMT using the manager’s dashboard and management reports generated from Insight. All performance KPIs were kept on-track and red flags promptly actioned. A bottleneck analysis of the recruitment process was conducted and timeline for processing of different steps in the process revised and approved by CMT.

An SoP on budget monitoring was developed and approved by CMT to strengthen programme staff accountability for budget monitoring and financial implementation.

The Joint Consultative Committee was reinstated and met quarterly to ensure harmonious relations between staff and management and maintain a respectful and collegial work environment.
**OUTPUT 1 Governance and Systems**

**Analytical Statement of Progress:**
The office governance and systems, as established in the Annual Management Plan, functioned satisfactorily during the year. Such documents as the Table of Authority, the membership of the office statutory committees and their ToRs were revised several times to reflect the changes in some guidelines and personnel.

Annual Management Plan KPIs were aligned to scorecards and the dashboard. Meanwhile the Business Continuity Plan and the ICT Disaster Recovery Plan were updated and tested throughout the year. Measures were taken to improve the backup systems in place and upgrade the hardware to bring it up to current UNICEF standards. ICT performance was improved by putting in place better hardware equipment to support the backup system with EAPRO, by enhancements in the internal backup systems and by developing a monthly monitoring report which facilitated monitoring of ICT performance. The CMT met regularly and engaged in priority governance, programmatic and operational decisions. The office improved the budget monitoring practices through the capacity building activities of the staff and a SoP issued outlining roles and responsibilities of programme staff in this regard.

An enterprise risk management exercise supported by Moore Stephens LLP was completed and will be uploaded in the system.

**OUTPUT 2 Financial Resources and Stewardship**

**Analytical Statement of Progress:**
UNICEF did not have any DCT outstanding for over nine months, and over the year only had one over six months. The Harmonised Approach to Cash Transfers (HACT) assurance plan was developed and implementation monitored closely throughout the year. Two spot checks were conducted against the three planned, which was reasonable in terms of cash assistance to partners. The CMT monitored budget utilisation on a quarterly basis. Single sourcing of contracts was at six per cent of all institutional and individual contracts. UNICEF Malaysia used 99 per cent of Regular Resources, 99 per cent of Other Resources, 100 per cent of the Institutional Budget. Overall utilisation of funds was 99 per cent.

The office established a Green Committee whose actions raised awareness amongst staff to be energy conscious and led to a 50 per cent reduction in the use of paper and recycling of paper, plastic, light bulbs and aluminium.

Cost savings were gained through effective transport management and coordination and the outsourcing of fleet management. The conversion of the office PABX system to Voice Over Internet Protocol IPPABX system resulted in cost savings of approximately $US 5,000 and facilitated the establishment of an efficient and low cost communication channel between the main and the satellite office. LTAs shared between UN agencies and shared premises served to maintain continued efficiency gains and reductions in transaction costs.

**OUTPUT 3 Human Resources Management**

**Analytical Statement of Progress:**
The office revised the need of additional human resources and opted for a Programme Budget Review submission in March 2016. Four new posts were approved in the area of Private Sector Fundraising and Innovation in March. Overall, 20 recruitment processes were undertaken to fill 11 new posts and eight existing posts vacated by staff turnover. Three national staff gained international positions. This recruitment intensive burden created a
strain on the operations section as the Senior Human Resources Assistant post was vacant for a while. Recruitment processes were often prolonged due to a failure to find suitable candidates and a commitment to attract suitable male candidates to ensure a more equitable gender balance. Staff turnover also affected central review board membership and impacted negatively on the recruitment timeline for some posts. The strategy developed to promote a diverse workforce and improve the gender balance amongst national staff led to a 4 per cent increase in male recruits over the year. Human resource gaps were covered through temporary contracts or stretch assignments. Timely digitalisation of national staff records, staff training and briefings ensured the smooth adoption of the My-HR Platform and the transition to GSSC.

Three-quarters of Performance Evaluation Review completion by deadline. All mid-year performance reviews conducted on time. Briefing on the ePas system and feedback culture provided at an all staff meeting in June by the Human Resources Manager and Representative.

OUTCOME 2 Programme Effectiveness

Analytical Statement of Progress:
Extensive consultations continued from the end of 2015 to the beginning of 2016 to finalise rolling workplan development and key commitments to support the 11th Malaysia Plan. The consultations were held at national and sub-national level with key stakeholders to receive all key inputs needed. These consultations continued for the mid-year reviews and the year-end reviews. Internally, throughout the year, regular programme meetings were conducted.

An evaluability assessment of the new country programme was conducted and provided recommendations to strengthen the horizontal and vertical logic of the results framework and develop a theory of change to articulate how programme outcomes and outputs will be achieved and effect change in children’s lives. The office arranged for two staff members to be trained as champions on Results-Based Management (RBM). Key tools such as IMEP helped keep checks and balances in place for quick follow up and key decision-making by the CMT every quarter. Approximately 1.2 per cent of the budget was allocated to Evaluations, meeting the target as defined in the Global Evaluation Policy.

Assurance plans were developed and implemented in 2016 to ensure delivery of commitments under the workplan and identify any key issues and challenges that needed to be addressed.

UNICEF Malaysia achieved 115 per cent of its targeted earned media, with more than 300 earned placements in the press, mainly on child protection issues. On social media, the number of followers and fans continued to grow significantly while the number of website visits also increased, yet to a lesser extent. New or renewed agreements with National Ambassadors were established. Mid-year and annual reviews were conducted on time at national and sub-national level.

OUTPUT 1 Programme Coordination

Analytical Statement of Progress:
Extensive consultations were held with programme partners to develop and finalise the 2016-2017 Rolling Workplans marking the start of the new country programme 2016-2020. Mid-year reviews were held with partners’ consultations in Peninsular, Sabah and Sarawak in early August 2016 and the final meeting chaired by the Economic Planning Unit of the Prime Minister’s Office on 12 August 2016. End of year reviews were completed with
partners’ consultations in Peninsular, Sabah and Sarawak in early December, and the final meeting chaired by the EPU was held on 16 December 2016.

The UNICEF Results Assessment Module (RAM) planning was completed, despite challenges with the new system that required close liaison with technical experts at UNICEF headquarters and EAPRO. A significant amount of time was required to coordinate and work with the new system and integrate standard indicators and corporate social responsibility indicators towards year end.

Monthly PTM meetings monitored workplan implementation and enhanced intersectoral collaboration and joint ownership for results. Participatory processes led to the revision of UNICEF Malaysia’s vision statement, culminating in seven areas towards which the programme is working to effect change.

Budget and financial monitoring was identified as a weakness, and a SoP was developed to assign roles and responsibilities to programme staff and budget owners. Training on use of Insight and VISION to pull relevant reports was provided to staff.

The early warning early action system was updated twice in the year, and monitored bi-annually by the CMT.

OUTPUT 2 External Relations

Analytical Statement of Progress:
UNICEF Malaysia continued making timely and responsive statements and initiatives on child-related issues and achieved 115 per cent of its targeted earned media. Some of the initiatives and issues responded to included childhood obesity and malnutrition; child protection (child marriage, sexual abuse, bullying); and the Zika virus. Global and regional initiatives also contributed to the earned media tally.

In terms of goodwill ambassadors, UNICEF Malaysia has received a verbal agreement from a new national ambassador. A plan with defined areas of collaboration and possible contribution in alignment with programmatic and advocacy efforts, was developed and shared with her team. Ties were also renewed with Upin & Ipin, with new areas of collaboration over the next two years, especially in support of C4D and advocacy messaging.

On the digital front, the UNICEF Malaysia website received 277,527 page views with 84,891 new visitors. Visits to the website did not reach the target of 344,398 for a number of reasons including: 1. no paid posts; 2. reduced amplification of site on social issues, and; 3. lack of mobile compatibility of website. To rectify these, from 2017 UNICEF will begin the systematic use of paid social posts, more engaging contests/events and leveraging of the potential new celebrity ambassador.

The Facebook page “likes” increased by 10,522 to reach 152,683, meeting the target of 152,277 for the year. Twitter followers increased by 757 to reach 2,685, exceeding the target of 1,910 followers for 2016. Of note, UNICEF earned two prominent followers – the Deputy Prime Minister of Malaysia and the Member of Parliament for Pengerang in the southern state of Johor. Visibility on social media also improved following the Predator in My Phone campaign and as a result of live tweeting during major public events such as the 3rd Asia-Pacific High Level Meeting on Child Rights, the #Replyforall.my Townhall and SDG5 consultation organised by Sunway University. This led to a 5 per cent target reach for the year, nearly 30 per cent in just six months. In the second half of 2016, the CMT endorsed the analysis of the use and effectiveness of existing UNICEF websites and approved the
proposed update and restructuring of campaign microsites.

New formal and informal partnerships with the private sector and media, DiGi and R.AGE for example, as well as with civil society organisations including Women:girls, raised public awareness on violence against children on the internet and increased empowerment and engagement of children and youth in this regard. A partnership agreement with Orphan Care was entered into to spearhead consultations around a pilot on de-institutionalisation.

Indigenous people's rights to early childhood mother tongue education was promoted through a partnership with the Dayak Bidayuh National Association. Partnerships with the European Union and the diplomatic corps (Philippines, Indonesia, UK, Holland, Sweden and Germany) were forged and strengthened. These centred on promoting human rights: focussing on access to education for undocumented children, ending child marriage, violence against children and the promotion of gender equality.

OUTPUT 3 Effective planning and monitoring of country programme results.

Analytical Statement of Progress:
Extensive consultations continued from the end of 2015 to the beginning of 2016 to finalise the development of the rolling workplans and key commitments to support the 11th Malaysia Plan. The consultations were held at national and sub-national level with key stakeholders in order to receive all the key inputs needed. The EPU had proposed to bring all partners together for final review and consultations in March. This process enhanced ownership and intersectoral discussions, but delayed the signature of the Country Programme Action Plan and Rolling workplans until April.

Monitoring and reporting revealed that timelines for achievement of milestones were not always realistic given the country context. This was particularly in relation to the completion of studies, research dependent on access to data, and policy development to address cross sectoral and sensitive child rights issues such as on diversion, de-institutionalisation and birth registration. This will be addressed in 2017 planning.

In 2016, two staff members were trained to be RBM Champions in support of the UNICEF global initiative on “Delivering Better Results for Children”. The intent is to strengthen the planning of results, monitoring, and evaluation and on reporting to better deliver on commitments on children’s agenda. Upon their return, the staff members commenced supporting the integration of RBM principles in all aspects of monitoring, evaluation and reporting. A workshop on RBM reporting was held in early October 2016 for UNICEF programme managers and officers.

All commitments were followed up on and reviewed together with key stakeholders at the national and sub-national level biannually. Programme monitoring was regularly conducted through missions and meetings with implementing partners. Bottlenecks to programme implementation were handled at the requisite level and escalated as needed. For example, recourse to the Economic Planning Unit was made to support negotiations with the civic registration department on birth registration; and with the Department of Statistics and Ministry of Education for access to data regarding the out-of-school study. Key tools, such as the IMEP, and oversight bodies such as the CMT, help keep checks and balances in place for quick follow-up and key decision-making. The IMEP was updated every quarter and presented to senior management for approval. HACT Assurance Plans were developed and implemented during the implementation phase in 2016. Two spot checks were undertaken of programme partners in accordance with HACT guidance.
OUTPUT 4 Cross sectoral

Analytical Statement of Progress:
Programme Management Team meetings were held every month and effectively used to coordinate programme activities across the different sectors. A cross sectoral planning meeting and ‘deep-dive’ exercise were conducted in late 2016 to identify areas for cross-sectorality.

The concept of flagship programme areas was introduced to enhance coordination and joint ownership for results. Child marriage and out-of-school children were identified for that purpose, and a theory of change outlining roles and responsibilities developed for Child Marriage. Reporting and accountability around the flagships will be strengthened in 2017 to enhance coordination and ensure progress towards results.

Following the KAP study, disability was identified as a core area of work. Sport for development was identified as one of the strategic approaches to promote social inclusion of children. It was determined that sport could potentially galvanise some significant public support within the Malaysian society, especially given the stunning performance of the Malaysian Para-athletes in Rio de Janeiro and the upcoming ASEAN Olympics and ParaGames in Kuala Lumpur in 2017. Potential partners and key opportunities are being pre-identified in Sabah and Kuala Lumpur. A new chief of communication, advocacy and C4D assumed the position in June, and has helped strengthen the C4D agenda. However, the capacity of UNICEF in C4D will need to be further strengthened through additional human resources and strategic partnerships to meet demand and programme needs.

UNICEF achieved 115 per cent of its targeted earned media, with more than 300 earned placements in the press, mainly on child protection issues. Public advocacy initiatives centred on sexual abuse and exploitation, cyber bullying and child marriage. Those themes were propelled into the public domain through the high-profile cases reported in the local and international media.

OUTCOME 3 By 2020, all children in Malaysia benefit from strengthened national policies, quality social services and capacities that enhance well-being and enable them to survive, thrive and develop to their full potential.

Analytical Statement of Progress:
A significant development on child well-being during the year was an amendment of the Child Act, which was gazetted in July 2016. The Act introduced several new provisions, including banning whipping as a sentence, strengthening the rights of a child offender and the establishment of the National Council for Children to better deal with issues and aspects relating to children’s protection, care and rehabilitation. UNICEF shared trends on good practices in law reforms relating to children’s legislation and examples of legal provisions from various countries during the drafting of the amendment. UNICEF supported the NGO Orphan Care to work jointly with the Ministry of Women, Family and Community Development to undertake a strategic review of institutional care in Malaysia and to develop a de-institutionalisation action plan in 2017.

UNICEF was invited to be a member of a task force on sexual crimes led by the Prime Minister’s Office to strengthen current laws on sexual abuse to better protect children from all forms of abuse, including grooming. UNICEF provided technical advice to the taskforce to ensure that the proposed laws are in line with international standards and best practices. A Cabinet paper on approaches and policy considerations to holistically tackle child sexual crimes was tabled, and endorsed by the Cabinet in November. The next step is for the Attorney General’s Chambers to draft the Bill, whose presentation to Parliament is expected
at its next sitting.

In order to expand national understanding of community perceptions of disability and the root causes of stigma and discrimination as experienced by children with disabilities and their families, a KAP study was completed. The study provided data to be used by UNICEF and partners to inform programme design and communication strategies to support the Malaysian Government to systematically address issues of inclusion, and to promote the rights of children with disabilities in line with its Vision 2020. In addition, the study provided some proxy indicators which can be used as a baseline to monitor changes in knowledge, attitudes and practices towards children with disabilities.

Discussions with some key partners to look at policies for improving education for marginalised children continued during the year. The completion of the design research (part of UNICEF’s Social Innovation Lab on Alternative Education) around vocational/skills-based education provided opportunities to strengthen learning pathways for children in Alternative Learning Centres. In addition, the 2nd Malaysian Indigenous Peoples’ Conference on Education was a forum to initiate discussions on indigenous education policy and promotion of mother tongue-based education. Policy recommendations for the future direction of indigenous education in Malaysia in the form of conference resolutions will be presented to the Minister of Education in 2017.

UNICEF continued to support the Department of Social Welfare to strengthen the capacity of child protection officers in case management. As a result, the number of districts using the DSW practice manual and protocols for dealing with high-risk cases of abuse and neglect increased from two in 2015 to 15 in 2016. To date, 102 children (42 male and 59 female) benefitted from improved case-management practices, as stipulated in the practice manual. The DSW intends to incrementally expand this practice model to all districts in the country.

In regard to nutrition, significant progress was made to bring together different stakeholders (My HeART team, Centre for Population Health, Department of Social and Preventive Medicine, Faculty of Medicine, University of Malaya) into one platform to discuss ways of addressing Child Nutrition challenges faced by children under five years old and adolescents. Those efforts will be bolstered by the Research Hub on Child Nutrition that has been established at the Faculty of Medicine at the University of Malaya.

Despite the progress registered, some constraints remain. Institutional capacity development, especially with Government justice sector institutions, continued to be challenged by inadequate buy-in and a lack of a policy to promote and support specialisation of justice professionals on child issues (offenders, victims, witnesses) and a more structured, sustainable approach to training on child justice issues. Access to data also caused a considerable delay in completing ongoing studies. Efforts continued to address this issue in collaboration with EPU and Department of Statistics.

Malaysia has made great progress in terms of learning results under the Programme for International Student Assessment (PISA). Malaysian students improved in mathematics, reading and science under PISA 2015. According to the results released by the Organisation for Economic Cooperation and Development, Malaysia scored 446 in mathematics, 431 in reading and 443 in science, an improvement from 2012 when it was 421, 398 and 420, respectively.

Following meetings and discussions with MoE, it was highlighted that the average for secondary enrolment is close to 90 per cent citing recent statistics, and not the 69.1 per cent as listed in earlier reports. The latest data from 2015 will be shared with UNICEF soon. At present, the literacy rate is 98 per cent among the youth population, and the average for secondary education close to 90 per cent with the Gender Parity Index calculated by
UNESCO at 90 per cent. Against these improved indicators and to respond to new developments, UNICEF Malaysia is considering a shift to focus on alternative education for the marginalised and vulnerable children.

OUTPUT 1 Duty bearers* have increased knowledge and demonstrate positive attitude towards protecting all children from harmful practices and discrimination. *Government agencies, parents, and community leaders

Analytical Statement of Progress:
Work on children with disabilities continued to gain ground during the year with completion of a KAP study. The study widened understanding of the stigma and discrimination that children with disabilities and their families face. In addition, enabling children with disabilities to advocate for their rights and to ensure that their voices are heard underpinned the two-minute web film developed in collaboration with UNICEF UK and the Manchester United Football Club. The film, aimed at promoting social inclusion, shows how children feel about their favourite football team irrespective of their disability and calls for a dignified and inclusive society free of discrimination and prejudices. Both the KAP study and film will be launched early in 2017. UNICEF and partners will use these assets to develop behavioural change and communication plans to tackle stigma and discrimination, and to address gaps in education, health and social welfare services for children with disabilities.

As part of the initiatives to prevent and respond to violence against children the following activities were undertaken:
- A report on violence against children, based on a desk review, was completed. A roundtable discussion with Government and other stakeholders to share the findings and initiate dialogue on a multisectoral prevention and response plan is expected to take place in early 2017;
- The strengthening of parenting modules to support positive discipline practices in families and communities, in collaboration with the National Population and Family Development Board. While the review of the modules was expected to commence by September, no suitable national consultants have been identified to undertake the work. Given that constraint, the National Population and Family Development Board LPPKN agreed to have this work opened up to international consultants/institutions with parenting expertise to assist in the development of the modules, piloting of the prototype and to undertake a scientific evaluation to assess the impact on changes in parental behaviours, associated risks and protective factors. That work will commence in 2017. UNICEF will assist in identifying international expertise.

As a participating country in the global initiative on “better demonstrating the UNICEF contribution to results for children”, Malaysia identified child marriage as a priority area of work (flagship). A theory of change was then elaborated that clearly identifies the change UNICEF Malaysia wants to see. Key strategic pathways to achieve the result and a monitoring framework were elaborated. The theory of change identifies quality data as an essential element to strengthen the evidence base required for public engagement and discourse to change behavioural and social norms. In that regard, a child marriage study was initiated, and expected to be completed in April 2017. UNICEF participated in three public forums organised by civil society and academia, and shared the global and country perspectives of the consequences of child marriage on the individual child, family and society.

OUTPUT 2 Government and NGO service providers have increased capacities to provide comprehensive and well-coordinated prevention and response services to children and
families at risk of, or victims of violence, abuse and exploitation and children in conflict with law.

**Analytical Statement of Progress:**

To strengthen the capacity of child justice professionals so that children receive services, in line with international guidance and best practice, UNICEF and the Bar Council co-organised training of trainers on ethical legal representation of children in April for 20 lawyers. The Bar Council subsequently established the Child Rights Committee, spearheaded by participants from the training. Its objective is to advocate for legislative reform and capacity development. The committee organised training on ethical legal representation for 56 lawyers in two states and are exploring incorporating this training annually for lawyers.

UNICEF conducted training on child justice for 45 members of the judiciary (October) and 20 prosecutors (May and September). Neither agency has incorporated these as part of their annual training programmes. The Government did not adopt a sustainable and structured model of training despite UNICEF’s best efforts to that end. A review of the capacity-development strategy for those agencies is planned, to ensure an adequate return on investment, and the optimum use of the standardised training package developed for that purpose.

One area of concern is the number of children who enter the justice system for minor offences. UNICEF has advocated for diversion to address that issue. Planning for a pilot diversion scheme progressed with SOPs/Forms and a Plan of Action for Implementation of a Pilot Project developed, to be launched in 2017. UNICEF begun the preliminary work in supporting the Government to strengthen rehabilitation services for child offenders and for capacity-building of probation officers. The goal is to eventually reduce recidivism rates and to provide better support to child offenders.

To support the overall capacity development of key stakeholders on child rights and strengthen the advocacy agenda a baseline mapping of child-focused NGOs in Sabah and Sarawak was completed to identify capacity-building needs. An in-depth assessment of selected NGOs for capacity development in Peninsular Malaysia is underway to identify specific capacity-development interventions for child rights advocacy. A capacity-development strategy for NGOs in child rights advocacy is expected in early 2017.

The baseline mapping on Malaysia’s unregistered population of children was delayed due to the evolving security situation in Sabah and the difficulty in identifying an appropriate partner. Nevertheless, discussions with the National Registration Department led to an agreement for their participation in a “design thinking” workshop in early 2017, which is associated with UNICEF’s innovative approach that seeks solutions for better results for children. While birth registration rates are now available, disaggregated data is still not publicly available and advocacy on the importance of publishing that data continued with relevant agencies.

**OUTPUT 3** Key government technical staff, service providers and teachers in target states have increased knowledge to support implementation of national nutrition strategy and action plan which promotes healthy living for all children and adolescents, especially the most marginalised.

**Analytical Statement of Progress:**

Nutrition is a new area of engagement for UNICEF Malaysia, due to the emerging trends in Malaysia on its double burden of obesity and malnutrition. The first six months focused on heavy negotiations on rolling workplans due to staff turnover at Ministry of Health.
Issues around obesity and malnutrition were discussed at various levels and a workshop was also held bringing together other relevant Government agencies with a stake in children’s nutrition to secure wider buy-in and work out details. In the second half of the year various meetings were held with Ministry of Health and other stakeholders to pave way to initiate support on implementation of national nutrition strategy. As a result of the discussions, a landscape mapping was commenced to analyse the situation of double burden in Malaysia as a baseline. The need for landscape analysis is critical particularly since Malaysia does not have concrete disaggregated data and analysis on the double burden. However, challenges remain, particularly on access to the main data set. The National Health and Morbidity Survey 2016, due to the current regulation for releasing the data which stipulates that the survey report must have been released one year prior to its data being made publicly available.

Meanwhile, discussions to use a different data set, known as MyHeART study of the University Malaya, is underway. This is critical, since it is a longitudinal study of adolescents aged 12-17 years and is a pioneer in the study adolescent nutrition. The study is expected to be completed by August 2017. The findings of the study will help highlight the critical issues on child nutrition and appropriate strategies needed to address the issue of double burden in Malaysia.

In a positive development, the Ministry of Health updated the guidelines for school canteens and other school outlets to ensure healthy eating and mandatory banning of sale of unhealthy food and beverages in pre-school, primary and secondary. These were submitted and endorsed by Cabinet in November, for implementation by the Ministry of Education in 2017

**OUTPUT 4** Sustainable models of quality education for vulnerable children* developed and available for replication. * undocumented, refugee and stateless children, those with disabilities, children on the street, out-of-school children, children from language minority communities.

**Analytical Statement of Progress:**
Aiming to support the rights of all children to gain access to basic education in Malaysia, a mapping of alternative learning approaches, programmes and stakeholders, involving Peninsula Malaysia and the state of Sabah, was completed in 2015. The mapping of Alternative Learning Centres for the state of Sarawak is due to be completed by March 2017.

In January 2016, a roundtable on ALCs in Sabah was held with stakeholders to better understand and frame the landscape of alternative learning in the state and the country. Discussions with key partners and champions have continued as part of UNICEF’s Social Innovation Lab on Alternative Education to explore vocational/skills-based education as an opportunity to strengthen learning pathways for children in ALCs.

As part of the recommendations from the Language Education and Social Cohesion Initiative, UNICEF successfully engaged with over 30 indigenous peoples’ organisations to plan and organise the Second Malaysian Indigenous Peoples’ Conference on Education with other key partners and the State government from 20-22 September 2016. The conference initiated discussions on an indigenous education policy and mother-tongue based education. The goal of the conference was to produce a series of policy recommendations for the future direction of indigenous education in Malaysia in the form of conference resolutions, to be presented to the Minister of Education. Various consultations and discussions with key partners and a remapping/review of education for indigenous children are ongoing, and are aimed at achieving a more effective strategic approach to advocacy in this area.
Gaining access to data, particularly on migrant and undocumented children remained a challenge. UNICEF continued to build partnerships at all levels to help generate evidence and disaggregation of data at the national and sub-national level which will support changes in policies.

OUTCOME 4 By 2020, strengthened commitment and environment promoting child-centred social inclusion, disparity reduction and resilience.

Analytical Statement of Progress:
In line with the 11th Malaysia Plan’s emphasis on inclusiveness, UNICEF worked with partners on key data initiatives to address data blind spots on access to rights and wider opportunities by specific vulnerable groups.

Three main initiatives are being finalised. Firstly, the Out-of-School Children Study, conducted in Sabah and to be replicated nationwide. The study will help provide baselines on numbers and the status of out-of-school children in Sabah and also to feed into policy advocacy to ensure access to education for that group. Secondly, a Child Poverty Study, which will help to provide disaggregated data on child poverty and analyse trends in disparities. Thirdly, Profiles of Children in Sarawak, which consolidates and disseminates disaggregated information to help inform child policies and programmes.

These all contribute to the Government’s leadership in reporting on SDG indicators. In addition to data credibility and availability, UNICEF worked closely with the Government to enhance and track public spending on children. In that regard, the initiative for the Government on “Developing an Integrated Planning, Budgeting, Monitoring and Reporting Model for Child-focused Outcomes in Malaysia” was approved and launched by the Ministry of Finance and EPU.

Towards enhancing accountability and transparency through strengthening the evaluation function in the public sector, UNICEF, Malaysia Evaluation Society and Ministry of Finance (MoF) are partnering to establish an Evaluation Framework. The MoF will pilot and test the framework and support replication of best practices with other ministries. The pilot is expected to be initiated early in 2017.

OUTPUT 1 By 2020, strengthened availability of high quality disaggregated data, information and evidence with a focus on the most marginalised children to inform and plan better-focused national policies and programmes.

Analytical Statement of Progress:
The Capacity Development Evaluation was completed, and the management response to the key recommendation drafted and will be implemented in the next 12 months. Two key studies are ongoing: 1. The Out-of-School Children Study conducted in Sabah, to be completed by January 2017, and will help provide baselines on numbers and the status of out-of-school children in Sabah and also feed into policy advocacy at the state level, and; 2. The Child Poverty Study, to be completed by January 2017, which will help provide disaggregated data on child poverty and analyse trends in disparities. The study will support the 11th Malaysia Plan to strengthen human capital development and address poverty issues through influencing policies, better programming and adequate budget allocations at the federal and sub-national level for children living in poverty. Profiles of Children in Sarawak, completed in November 2016, consolidated disaggregated information on children in Sarawak and will inform policies and programmes for children. Accessibility of data has continued to hamper progress on all studies and research projects.
UNICEF Malaysia together with the UNCT engaged with the Government of Malaysia on moving the agenda forward on the SDGs. Important discussions took place with key ministries in that regard. Under the leadership of the Economic Planning Unit and with the support of the UNCT, two workshops were held. The first, in May, defined a roadmap for SDG implementation and the second, in November, at which UNICEF provided technical assistance on the evaluation function, gained wide stakeholder engagement.

The Government completed a mapping of SDG indicators and finalised two studies that outline gaps in data. This exercise is expected to assist in furthering the agenda on equity through strengthening the availability of disaggregated data at the national and sub-national level. UNICEF commissioned a benchmark study of child well-being indicators in Malaysia against OECD countries to feed into the process.

UNICEF engaged with the Asia-Pacific Evaluation Association which organised a global conference, entitled “SDGs – Making a Difference through Evaluation”. Members of Parliament and officials from ministries from more than 22 countries attended the conference. The event highlighted the need for strategic partnerships, capacity development, advocacy on the evaluation function and on the use of innovation. During the conference, Malaysia committed to strengthen the evaluation function in relation to the implementation of the draft Evaluation Framework at the Ministry of Finance; to roll out the initiative at other ministries and to lead as a champion within the region. UNICEF will support the MoF in contextualising the Evaluation Framework to fit the requirements at Ministerial level.

An Evaluability Assessment of the UNICEF Malaysia Country Programme concluded in July 2016. The assessment highlighted the need for improvements in some areas to support better results for children, including the development of a Theory of Change. The UNICEF Malaysia office developed an action plan to implement the key recommendations in 2017.

**OUTPUT 2** Increased capacity of Government institutions to plan, implement and monitor child-focused outcome-based budgeting

**Analytical Statement of Progress:**
UNICEF Malaysia recognises the importance of the national budget as a tool to achieve sustainable progress in fulfilling children’s rights and their ability to reach their full potential.

A great opportunity to make strides on child well-being was presented with the adoption of Malaysia’s 11th Development Plan in mid-2015, as the Ministry of Finance and the Economic Planning Unit of the Prime Minister’s Office aligned their planning and budgeting processes to the Plan and national outcomes.

UNICEF’s proposal to the Government to “Develop an Integrated Planning, Budgeting, Monitoring and Reporting Model for Child-focused Outcomes in Malaysia” was approved by MoF and the EPU, and launched in January 2016. It aims to enhance and track public spending for children and strategically align the 11th National Development Plan KPIs for children with actual budget allocations and expenditures. Following a series of consultations with the MoF, EPU, MWFCD and other partners, a Technical Working Group including all participating line-ministries and stakeholders was convened in December by the MWFCD. This came after some unexpected delays in finalising the project document and changes in key stakeholders in both the MWFCD and MoF. The aim of the Technical Working Group was to initiate and guide the pilot exercise. Following this technical meeting, tools will be developed and a series of capacity strengthening initiatives of key Government staff will be carried out to fill technical gaps on the use of Outcome-Based Budgeting. The initial focus will be on public spending for children with disability.
OUTPUT 3 Adolescents and youth have improved knowledge on community risks and disaster risk reduction systems.

Analytical Statement of Progress:
Discussion with the Ministry of Education for DRR education and awareness in schools continued and contacts made with NGOs working in disaster preparedness and relief. Confirmation was received that the Ministry of Education is incorporating awareness on DRR at school level with materials already printed. A multisectoral contingency preparedness plan was developed in collaboration between UNICEF and key partners.

The office went through two recruitment processes for a national officer on DRR, but failed to find a suitable candidate. As an interim solution, the office re-assigned an existing staff member for three months to develop a strategy and identify partners and entry points for UNICEF DRR support.

OUTPUT 4 Government ministries and research institutions have strengthened institutional capacities for undertaking research-based social and behavioural change communication.

Analytical Statement of Progress:
The findings of the KAP study on children with disabilities unified the office to raise awareness on the discrimination and stigma, leading to the social exclusion of children with disability and to create a social movement for change in 2017. This will be one of the core C4D priority issues for 2017.

In preliminary discussions with private sector companies, Government officials and CSO representatives, a keen interest was expressed to challenge misperceptions, attitudes and practices centred on disability. The KAP study provides a solid evidence-based foundation and baseline for more C4D engagement in different spheres, including community outreach and social mobilisation, mass media campaigns and advocacy work. In order to gain further momentum on this, strategic planning on disability is underway in close collaboration with key stakeholders.

Sport for development was also identified as one of the strategic approaches to promote the social inclusion of children that could potentially galvanise significant public support within Malaysian society. This was noted, particularly after the stunning performances of the Malaysian para-athletes in Rio de Janeiro, and the upcoming ASEAN Olympics and Para Games in Kuala Lumpur in 2017. Potential partners and key opportunities are being pre-identified in Sabah and Kuala Lumpur.

With a new Chief of Communication, Advocacy and C4D in place, the office strengthened approaches and actions to enhance C4D capacity. As a first step C4D plans for various thematic and cross cutting areas will be developed. This is particularly significant for work on disability for which C4D will take into account the KAP research and the establishment of strategic partnerships around disability with the private sector, NGOs and the Government.

OUTCOME 5 By 2020, enhanced capacities, partnerships and engagement for child rights fulfilment and monitoring, and for mobilisation of national resources for all children.

Analytical Statement of Progress:
UNICEF Malaysia continues to use its unique positioning and value structure to build broad-based partnerships to advance child rights and their well-being. In response to the CRC and CEDAW treaty bodies’ recommendations urging the Government of Malaysia to lift
remaining reservations, UNICEF supported the Ministry of Women, Family and Community Development to conduct a study on lifting reservations to these Conventions and the Convention on the Rights of Persons with Disabilities. The Ministry will use the findings and recommendations to promote the eventual lifting of all the reservations and to inform the respective treaty bodies on the steps taken to ensure that everyone in the State enjoys the rights set out in the Conventions.

UNICEF’s engagement with the private sector grew significantly. The approach focused primarily on providing technical support, but also on more strategic sector-specific initiatives. For instance, recognising the importance of palm oil industry - Malaysia being the second largest producer of palm oil in the world - UNICEF took part in a dual country study on the effects of the palm oil sector on children in Indonesia and Malaysia.

UNICEF worked closely with the Companies Commission of Malaysia (SSM), which is the main regulatory body, to provide training on the CRBP in the northern region of Peninsula Malaysia, in conjunction with SSM’s annual dialogue.

Another example of strategic partnerships was that between UNICEF and Digi, a telecommunications company which aims to unlock youth potential. In collaboration with UNICEF, the Digi “Us vs. Cyber-bullying” carnival reached 3,000 participants, including children, through awareness-raising and entertaining activities. The Digi-UNICEF Digizen Boot Camp on Digital Citizenship and Safety was held at the end of November for some 100 students.

UNICEF reached out to young innovators through multiple forums. One example was the Young Changemakers 2016, which conducted workshops in 23 schools, helping 3,145 students explore how to become agents of change in their communities. The number of U-Reporters steadily increased, but still fell short of the target. Lessons learnt are being incorporated and specific initiatives are being assessed to increase the uptake and interest in the use of the U-Report.

Other social media outreach efforts successfully encouraged Members of Parliament to show support for the anti-grooming law. In addition, new platforms were introduced to enable young people to develop and implement innovative ideas. These include the Social Innovation Lab currently underway, with its narrow focus on finding prototypes as new solutions for vocational training for undocumented children. Another platform is the design thinking, which has been incorporated as a core tool for building the capacity of partners and exploring new solutions for children. Furthermore, in parallel to the Asia Pacific High-Level Meeting on Child Rights, UNICEF Malaysia launched and implemented a regional Youth Innovation Challenge to help raise awareness among young people around the key challenges facing children in relation to the conference themes of violence against children, social protection for families and universal health coverage.

OUTPUT 1 Output 3.1: The Malaysian private sector has increased knowledge and commitment to its responsibility to respect children’s rights, and can access quality technical support and capacity for implementing the CRBP.

Analytical Statement of Progress:
UNICEF focused on strengthening partnerships in relation to corporate social responsibility work in Malaysia under the new country programme. UNICEF Malaysia received a steady stream of new requests from the private sector seeking potential partnerships and/or technical support and input on CRBP principles and child rights in relation to business policies and practices. Those requests were a testament to UNICEF Malaysia’s positioning on children’s rights and the private sector.
UNICEF Malaysia, working with EAPRO and UNICEF headquarters, significantly contributed to a dual country study on the effects of the palm oil sector on children in Indonesia and Malaysia. Although the findings of the study are sensitive, it added value by highlighting issues related to children in the palm oil industry, especially since the sector is of significant importance given that Malaysia is the second largest producer of palm oil in the world.

Another example of strategic partnerships is the relationship UNICEF Malaysia has with Digi, a telecommunications company. This year, UNICEF Malaysia was a partner in Digi’s Challenge for Change, where Digi facilitated the building of applications used to address social impact issues. UNICEF Malaysia provided technical input for that initiative in the children’s social impact issue area. UNICEF Malaysia is also expanding partnership with Microsoft Malaysia to look at addressing areas such as inclusive education, disability and alternative education.

UNICEF Malaysia, together with the regulatory body, the SSM, provided training on the CRBP in the northern region of Peninsula Malaysia, in conjunction with their annual dialogue. This was an opportunity to showcase the CRBP to untapped businesses in that region.

OUTPUT 2 Strengthened participation of adolescents and communities in local development and child rights monitoring.

Analytical Statement of Progress:
U-Report Malaysia testing and deployment across multiple social media platforms (Facebook, Twitter and a dedicated mobile app) continued throughout 2016. While the total number of registered users (1,050 U-Reporters) fell short of year one targets, participation rates remained strong, at approximately 30 per cent. Lessons learned during the first year pilot phase included the need to diversify non-conventional strategies. Additional mobilisation challenges included low brand recognition of UNICEF among young people, competition from other mobile-based technologies and the lack of a strong conviction that decision-makers are interested in young people. In response, UNICEF Malaysia will invest additional resources in 2017 to help extend the reach and relevance of the U-Report platform through a Bahasa option, a national aggregator, a media campaign and additional partnerships.

The Young Changemakers 2016 conducted workshops in 23 schools, helping 3,145 students explore how to become agents of change in their communities. A one-day summit was organised for 210 students. In total, 150 nominations were received (70 in 2015). Under the Predator in My Phone campaign, R.AGE introduced a social media outreach to Members of Parliament to support laws against child sexual grooming, with several prominent parliamentarians showing their support. The campaign was also presented to the Minister of Law and at the 3rd Parliamentary Session. In collaboration with UNICEF, the Digi “Us vs. Cyber-bullying” carnival reached 3,000 participants, including children, through awareness-raising and entertaining activities. The Digi-UNICEF Digizen Boot Camp on Digital Citizenship and Safety was held at the end of November for some 100 students.

The TEDx initiative was postponed until 2017, pending further results and recommendations from the Child Poverty Survey. The results and recommendations are to provide the foundation and basis for the initiative. In addition, the TEDxKL Youth event, of which UNICEF is a supporter, was postponed to early 2017.

In response to the recommendations by the CRC and CEDAW treaty bodies urging the Government of Malaysia to lift the remaining reservations, UNICEF supported the Ministry of
Women, Family and Community Development to conduct a study. The study is on track to be completed in December 2016. The intention is for the Ministry to use the findings and recommendations to promote the eventual lifting of all the reservations and to inform the respective treaty bodies on the steps taken to ensure that everyone in the country enjoys the rights set out in the Conventions.

**OUTPUT 3**  Strengthened commitment by social innovators, social entrepreneurs and private sector to child rights and equity.

**Analytical Statement of Progress:**
To help highlight key challenges for Malaysia’s most marginalised children, the Challenge Database platform was completed. New strategies to catalyse child-focused innovation around the database challenges among the public and private sector are planned for 2017.

The first Social Innovation Lab was initiated. It explores new opportunities for vocational training for undocumented adolescents and young people. The final phase of immersive design research was completed in October, and a loose coalition of seven ALC operators was formed to advise the Lab’s ideation, design and prototyping phases. At present, the Lab team is exploring partnership opportunities with private sector partners to enable prototyping of new vocational training models in early 2017. Those prototypes will be tested and iterated in select ALC classroom to gain insights from student, parent and teacher feedback. These will be incorporated into a final model that can be rolled out across multiple ALCs. Some of the lessons learned include the need for ongoing relationship-building within the ALC sector as new partners continue to express an interest in joining the Lab activities and recognition of the dynamic timelines required for design research and prototyping activities.

Planning for future Innovation Labs is currently underway, and will focus on NGO capacity-building, birth registration in rural areas, inclusion and access for children with disabilities.

Based on lessons learned, UNICEF will explore alternative models and implementing partners to apply design-thinking approaches to social problem solving, promoting testing of new approaches and ideas and iteration before going to scale.

In parallel to the Asia Pacific High-Level Meeting on Child Rights, a regional Youth Innovation Challenge was launched and implemented by UNICEF Malaysia to help raise awareness among young people around key challenges for children. These were based around the conference themes of violence against children, social protection for families and universal health coverage. A total of 660 ideas were received from young people across 17 countries, and 60 teams were invited to complete a six-week mentorship module that combined online learning with field research exercises. Of these 60 teams, 45 representatives were invited to attend a four-day “Innovation Boot Camp” in Kuala Lumpur to further develop and refine their ideas. Six finalists were shortlisted to pitch their ideas to an elite private-sector judging panel and to Government representatives during the final day of the conference. Three winners were awarded seed funding and mentorship to carry forward their ideas in their home countries, and an additional US$20,000 was pledged by UNICEF offices to support the implementation of additional youth-led projects in Bhutan and Pakistan.

**OUTPUT 4**: Increased advocacy and technical leadership by Malaysia at regional and global level on child rights.

**Analytical Statement of Progress:**
Malaysia continued to play a leading role in ASEAN and the Asia-Pacific Region on Child Rights issues, increasingly linking the dialogue to the SDGs. Five high-profile regional
events focusing on children’s rights were organised with UNICEF support, the pinnacle of which was the 3rd Asia Pacific High-Level Meeting on Child Rights co-hosted in November with the Ministry of Women, Family and Community Development.

The conference provided a platform for knowledge-exchange between senior Government officials from 28 Asia-Pacific countries around three high-quality papers commissioned by UNICEF on expanded social protection, universal health coverage and preventing violence against children. Feedback from delegates attested to the success of the Davos-style panels and market stalls adopted to promote knowledge exchange. The conference had a strong focus on youth participation showcased through the polling of views and the first-ever Asia-Pacific Youth Innovation Challenge around the conference themes.

UNICEF also supported the Government of Malaysia to host the Global Child Forum on Southeast Asia in May which promoted Child Rights Business Principles. The Asia-Pacific Regional Policy Forum on Early Childhood Care and Education (ECCE) held in 2016 and co-organised with UNICEF, UNESCO and the Advancing Research Enabling Communities Centre made commitments to increase investment in ECCE and improve policies and strategies and standards. The Regional “Breastfeeding - A key to sustainable development” Conference linked infant and young child feeding and baby friendly hospitals to sustainable development and the Global Community-based Rehabilitation Conference. UNICEF assisted four study visits: from the Government of Vietnam on public finance for children; from Myanmar on online registration of persons with disabilities; from Georgia on mother-tongue education; and from the Democratic People’s Republic of Korea on universal health coverage.

Media statements and interviews focused on key areas of engagement for UNICEF, such as the double burden of malnutrition, child marriage; child online and offline protection. UNICEF’s collaboration with R.AGE and other key stakeholders on child online protection influenced the Government to include laws on online grooming in the upcoming Child Sexual Abuse Bill. To strengthen its media outreach, UNICEF developed better working relationships with editors and journalists from the national news agency that ensured wider dissemination of UNICEF messaging not only in Peninsular Malaysia, but also in Sabah and Sarawak and made optimum use of social media platforms.

In addition, UNICEF headed the UN Communication Theme Group supporting the wider UN community with media outreach on key events, such as UN Day, the SDGs and Human Rights Day.

**Document Centre**

**Evaluation and research**

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