

Digital Communication
Snapshot European
Child Guarantee

Dec 2021 - Apr 2022



## **KEY RESULTS**

64

Social media posts were published by UNICEF Regional Office in Europe and Central Asia (ECARO) across Twitter and Facebook. The content has also been amplified by UNICEF Country Offices and National Committees, European Commission, and other stakeholders and partners of the European Child Guarantee.

20

Web content pieces
created / updated by
UNICEF Regional Office
in Europe and Central
Asia to communicate
about the Phase 3 of the
European Child
Guarantee Pilot.

10

Events and international days
were supported through web and
social media activities, including the
Child Guarantee Exchange Platform
online conferences, the Int'l Day of
Persons with Disabilities, Child
Guarantee Anniversary, Int'l
Migrants Day, Conference "Building
the Europe's future: Implementing
the European Child Guarantee".

# **TOP WEB PAGES - ECARO**

unicef for every child

Europe and Central Asia

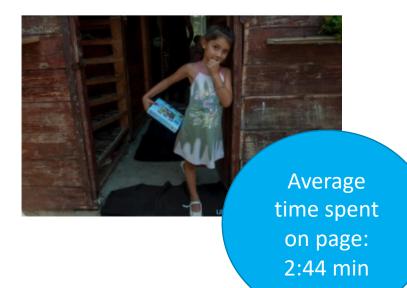
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The Child Guarantee: Phase III

– "Testing the Child Guarantee
in the EU Member States"

UNICEF pilots innovative approaches aimed at breaking the cycle of child poverty and social exclusion

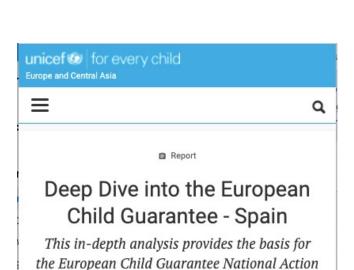


unicef for every child
Europe and Central Asia

European Child Guarantee: A unique opportunity for the social inclusion of Roma children

Exchange Platform for Child Gu National Coording

Average time spent on page: 4:35 min





Plan in Spain

time spent on page: 3:50 min

# **TOP SOCIAL MEDIA POSTS - ECARO**



UNICEF Europe C.Asia @ @UNICEF\_ECA · Apr 7

Children living in difficult circumstances, such as poverty or violent environments, are exposed to extreme stress that puts their development at risk

#EUChildGuarantee helps prevent those risks and create a positive cycle of opportunity for the most vulnerable children.

We can reduce poverty, social exclusion and inequality within one generation by investing in children aged 0-5, focusing on the most vulnerable.

#### Philippe Cori

UNICEF Deputy Regional Director for Europe and Central Asia

unicef @

Direction of the last of the l



On 24 March 2021, @EU\_Social proposed a plan to uplift all disadvantaged children across Europe, and all EU Member-States supported it unanimously.

#### #ForEveryChild





UNICEF Europe C.Asia 🔮 @UNICEF\_ECA · Feb 17

6 MLN Roma children live in . amany of them lack basic services, such as healthcare, education, electricity, & clean water.

**#EUChildGuarantee** Coordinators Exchange Platform is a space for stakeholders to address this issue.

@ unicef.org/eca/european-c...





UNICEF Europe C.Asia ② @UNICEF\_ECA · Feb 21

At #EUChildGuarantee online conference on the social inclusion of Roma children, Deputy Minister of Labour and Social Policy of Bulgaria spoke about the integrated outreach services for the inclusion of Roma children in Bulgaria.

#ForEveryChild @EU\_Social





UNICEF Europe C.Asia ② @UNICEF\_ECA · Jan 14

Empowering child participation in political processes affecting them is at the ❤ of the #EUChildGuarantee.

Children in zerquested a State Council for Child Participation, including children from disadvantaged backgrounds & the Government acted.

#### @UNICEF ES





UNICEF Europe C.Asia @ @UNICEF ECA · Feb 21

"The #EUChildGuarantee demands that we move away from siloed ways of doing business and come together in a coordinated way, putting children at the heart of the policies combatting poverty and social exclusion," —

said Philippe Cori, @UNICEF\_ECA Deputy Regional Director.

Addressing disadvantages faced by Roma children requires evidence-based, innovative approaches in service delivery across sectors.

#### Philippe Cori

UNICEF Deputy Regional Director for Europe and Central Asia



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# **HUMAN INTEREST STORIES**



m Article

Access to early childhood interventions ensures Dorotea's development

https://www.unicef.org/eca/stories/access-early-childhood-interventio...

Zvjezdana and Marko Oršuš knew that their youngest daughter, Dorotea, soon to be two-years-old had some developmental disabilities, but they were not aware of the



no Article

Positive Parenting

https://www.unicef.org/eca/stories/positive-parenting

"I want my children to finish elementary school and high school, to have their own profession and get a job... I will encourage them in



Photo Essay

Bringing basic services to Roma communities

https://www.unicef.org/eca/stories/bringing-basic-services-roma-com...

Maria-Magdalena is from the town of Sredets, in the Burgas Region of Bulgaria. In the spring of 2021 this seven year old girl left her home and small garden. She and her



m Article

Waves of change

https://www.unicef.org/eca/stories/waves-change

For many, Palermo, Sicily, can be a difficult place to grow up in. Youth unemployment on this island in the heart of the Mediterranean is the highest in Italy with 37.5% of the



@ Photo Essay

Learning social justice with puppets

https://www.unicef.org/eca/stories/learning-social-justice-puppets

Prejudices and stereotypes begin to develop between the ages of three and four, the Persona Doll method was created to address this topic for young children in an



III Article

Children speak up

https://www.unicef.org/eca/stories/children-speak

Child participation is one of the core principles of the Convention on the Rights of the Child (CRC), which asserts that children and young people have the right to freely

Visit this page to view all UNICEF stories related to the European Child Guarantee.

## **RESEARCH AND REPORTS**



B Report

Deep Dive into the European Child Guarantee – Germany

https://www.unicef.org/eca/reports/deep-dive-european-child-guarant...

The European Commission has partnered with the UNICEF Regional Office for Europe and Central Asia (UNICEF ECARO) to test how the European Child Guarantee could



B Report

#### Children in alternative care

https://www.unicef.org/eca/reports/children-alternative-pare

Across the European Union (EU), hundreds of thousands of children live in residential institutions. Children with disabilities are among the groups of children over-



fil Repo

Deep Dive into the European Child Guarantee - Greece

https://www.unicef.org/eca/reports/deep-dive-european-child-guarant...

The European Commission proposal for the European Child Guarantee (ECG) was adopted by the European Union's Employment, Social Policy, Health and Consumer



■ Report

### <u>Deep Dive into the European Child Guarantee</u> -Bulgaria

https://www.unicef.org/eca/node/9356

UNICEF ECARO has been working since July 2020 with national and local governments from seven EU Member States (Bulgaria, Croatia, Germany, Greece, Italy, Lithuania, and Spain) and key



@ Report

### Deep Dive into the European Child Guarantee -Croatia

https://www.unicef.org/eca/reports/deep-dive-european-child-guarant...

The European Commission has partnered with the UNICEF Regional Office for Europe and Central Asia (UNICEF ECARO) to test how the European Child Guarantee could work in practice and

Visit this page to view all UNICEF-supported research related to the European Child Guarantee.

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