

# 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



## 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*



Average  
time spent  
on page:  
2:44 min



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

*Exchange Platform for Child Guarantee  
National Coordinators*

Average  
time spent  
on page:  
4:35 min



Report

## Deep Dive into the European Child Guarantee - Spain

*This in-depth analysis provides the basis for  
the European Child Guarantee National Action  
Plan in Spain*



Average  
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

**#EUChildGuarantee**

**UNICEF Europe C.Asia** @UNICEF\_ECA · Mar 24

Happy 1st anniversary to **#EUChildGuarantee**!

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 🇷🇺, & many 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...](https://unicef.org/eca/european-c...)



**UNICEF Europe C.Asia** @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**



Enjoying a **happy and fulfilling life** – is a **right** that we owe to **every child**.

**Ivan Krastev**  
Deputy Minister of Labour and Social Policy, National coordinator for the ECG, Bulgaria

**#EUChildGuarantee**

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

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

Children in 🇪🇸 requested 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

**#EUChildGuarantee**

# HUMAN INTEREST STORIES



Article

## Access to early childhood interventions ensures Dorotea's development

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

Zvezdana 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



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



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



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



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



Report

## Children in alternative care

<https://www.unicef.org/eca/reports/children-alternative-care>

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



Report

## 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

## Deep Dive into the European Child Guarantee - 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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