UNICEF Partnership Profiles 2012

The partnership profiles summarized below are short case studies to complement the UNICEF Executive Board report on the implementation of the strategic framework for partnerships and collaborative relationships (E/ICEF/2012/18). They highlight specific partnership initiatives and how they have contributed to results. For the full profile on each of these partnerships, please visit: www.unicef.org/partners

UNICEF’s partnership with the Assam Branch of the Indian Tea Association
A partnership between UNICEF and the Assam Branch of the Indian Tea Association has helped to improve the lives of marginalized children and women living in 128 of the state’s tea gardens by bringing together workers and tea garden managers to raise awareness and leverage government resources to meet the health, nutrition and water and sanitation needs of these communities.

UNICEF’s engagement in the Children’s Rights and Business Principles Initiative
UNICEF, the UN Global Compact and Save the Children joined forces to develop and roll-out a landmark set of 10 Children’s Rights and Business Principles to guide companies on the full range of actions they can take to respect and support children’s rights in the workplace, the marketplace and the community.

The H4+ partnership and Every Woman Every Child
Launched by the UN Secretary-General in 2010, Every Woman Every Child is a global movement to address the major health challenges facing women and children. The governments, multilaterals, civil society and private-sector organizations that have joined the movement have committed to implement the Secretary-General’s Global Strategy for Women’s and Children’s Health, which seeks to enhance financing, strengthen policy and health systems, and improve services for the most vulnerable women and children. The Health 4+ group of UN agencies (known as the H4+) serves as the technical lead for advancing the Global Strategy.

UNICEF’s engagement with the GAVI Alliance
The GAVI Alliance is a global public-private health partnership that aims to save children’s lives and protect people’s health by increasing access to life-saving vaccines in the poorest countries. It includes governments and vaccine manufacturers in both industrialized and developing countries, multilateral organizations, public health and research institutes, civil society, the Bill & Melinda Gates Foundation and others. Since 2000, it has supported the immunization of an additional 326 million children and averted some 5.5 million future deaths.

UNICEF’s engagement with the Global Fund to Fight AIDS, Tuberculosis and Malaria
The Global Fund to Fight AIDS, Tuberculosis and Malaria is a public-private health partnership and international financing institution which aims to boost country and partners’ capacity to provide essential commodities and strengthen service delivery to prevent and treat HIV and AIDS, tuberculosis and malaria.

UNICEF’s engagement in the Global Partnership for Education
The Global Partnership for Education provides developing country partners with the incentives, resources and technical support needed to develop and implement national education plans to ensure universal primary education. Partners include donor governments, developing countries, bilateral and multilateral organizations, regional and international agencies, the private sector, and local and global civil society organizations.
UNICEF’s engagement in the Global Polio Eradication Initiative

The Global Polio Eradication Initiative is an unprecedented public-private partnership led by national governments and spearheaded by four organizations – WHO, Rotary International, the US Centers for Disease Control and Prevention, and UNICEF. It is on the verge of achieving a momentous goal: a polio-free world.

UNICEF’s partnership to prevent HIV among most-at-risk adolescents in CEE/CIS

UNICEF, in collaboration with the London School of Hygiene and Tropical Medicine, carried out a regional project to halt the spread of HIV among most-at-risk and vulnerable adolescents in Albania, Bosnia and Herzegovina, Montenegro, Republic of Moldova, Romania, Serbia and Ukraine. Working with government and civil society partners in the countries, the project helped to improve the lives of some 5,000 adolescents.

La Muralla Soy Yo: Preventing commercial sexual exploitation of young people in Colombia

A campaign in Cartagena, Colombia – called La Muralla Soy Yo (I Am the Wall) – has built a protective alliance of committed partners, including private tourism businesses, to identify and prevent the commercial sexual exploitation of children and adolescents. The campaign is carried out by a partnership including UNICEF, the Cartagena Tourism Corporation, COTELCO (Colombia’s largest hotels association), the University of Cartagena and the NGO Fundación Renacer.

The UNICEF and P&G Pampers partnership to support maternal and neonatal tetanus elimination

Pampers and UNICEF joined forces in 2006 to combat maternal and neonatal tetanus (MNT) through a cause-related marketing campaign under the banner of ‘1 Pack = 1 Vaccine’, which has raised significant funds to help eliminate MNT and raise its public profile, particularly among mothers in more developed countries.

Project Mwana: Using mobile technology to improve early infant diagnosis of HIV

An innovative health initiative of the Zambian Ministry of Health, supported by UNICEF and its collaborating partners, uses RapidSMS mobile technology to deliver test results for diagnosis of HIV in infants in real time from the lab to rural clinics and facilitates communications between clinics and community health workers, who then inform mothers that the results are ready for their collection.

UNICEF’s engagement in Sanitation and Water for All

Sanitation and Water for All is a global public-private partnership working to achieve universal and sustainable access to sanitation and drinking water, with an immediate focus on meeting the water and sanitation targets of the Millennium Development Goals in countries that are most off-track. So far, the partnership has resulted in more than 300 commitments by donors and developing countries to speed up access to water and sanitation.

UNICEF’s partnership with Sansiri for salt iodization in Thailand

A strategic partnership with Sansiri PLC, one of Thailand’s largest real estate developers, has led to mandatory salt iodization for the first time in Thailand in a major milestone in the effort to prevent iodine deficiency disorders, which are a leading cause of preventable brain damage in children.

The Fat Truth: Raising awareness to fight childhood obesity in the United Arab Emirates

A three-month awareness-raising campaign in the United Arab Emirates, The Fat Truth was developed and implemented by UNICEF and multiple government and private sector partners in order to sensitize children, adolescents and parents to the risks of childhood obesity and the benefits of a healthy diet and regular exercise, leading to the development of policies and programmes promoting a healthy lifestyle, particularly in schools.