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Page 1
 Date 5/6/2002
 Time 3:10:30 PM
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CF/RAI/NYHQ/SP/SSC/2002-00003

Full Item Register Number [auto] **CF/RAI/NYHQ/SP/SSC/2002-00003**

Ext Ref: Doc Series/Year/Number **SP/SSC/WSF-012.02**

Record Item Title

**Meeting the Challenge of the World Summit for Children (1991: 8-13 February);
 1991 GCO Asia Workshop Statement by Director of UNICEF Offices for Japan,
 Australia + New Zealand**

Date Created / on Correspondence
 1/2/2002

Date Registered
 1/2/2002

Date Closed

Primary Contact **Rijuta Tooker (Temp Assist)**
 Owner Location **Special Session & Global Movement For Chil =**
 Home Location **Special Session & Global Movement For Chil =**
 Current Location **Special Session & Global Movement For Chil =**

Fd1: Type: **IN, OUT, INTERNAL**
 Fd2: Sender Ref or Cross Ref
 Field 3

File Container Record ID
 File Container Record (Title)

CF/RAF/USAA/DB01/2001-06675
Country and Regional Reports to the Committee on the Rights of the Chil

N1: Number of pages
 0

N2: Doc Year
 0

N3: Document Number
 0

Full GCG Code Plan Number
 Record GCG File Plan

Da1: Date Published

Da2: Date Received

Date 3

Priority

Record Type **A01ed Item Corr - CF/RAI/NYHQ/SP/SSC**

DOS File Name

Electronic Details

No Document

Alt Bar code = RAMP-TRIM Record Number

CF/RAI/NYHQ/SP/SSC/2002-00003

Notes

Indonesia, Lembah Hijau Resort Hotel, Ciloto Puncak, Jabar; Agenda & List of Participants. Statement by Director of UNICEF Offices for Japan, Australia & New Zealand, Anwarul Chowdhury. Copy provided by Ambassador Anwarul Chowdhury for archives

Print Name of Person Submit Images

Signature of Person Submit

Number of images without cover

EDWIN RAMIREZ

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THEME: MEETING THE CHALLENGE OF THE WORLD SUMMIT FOR CHILDREN

A G E N D A

Thursday, 7 February

7:00 PM Welcome Reception and Dinner All participants

Friday, 8 February

9:00 - 9:20	Outline of Objectives for Workshop	Eduard Spescha
9:20 - 9:40	An Overview of UNICEF Programme Cooperation in Indonesia	Anthony Kennedy
9:40 - 9:50	Statement by Director of UNICEF Offices for Japan, Australia & New Zealand	Anwarul Chowdhury
9:50 - 10:20	Private Sector Support to UNICEF Worldwide	Reinhard Y. Freiberg
10:20 - 10:35	Break	
10:35 - 12:00	Regional Challenges and Targets	Eduard Spescha
12:00 - 1:00	<u>1990 Country Campaign Highlights including "Hamburger" Survey Results and Action Plans 1991</u>	
	Indonesia Hong Kong India	Surtini Prawirodirdjo Matthew Mo Eswar Katkar
1:00 - 2:00	Lunch	
2:00 - 4:00	<u>Country Reports</u>	
	Presentations continued	
	China Pakistan Malaysia Japan Bangladesh	Cheng Wing Sie Shafqat Zaidi Laurene Yeow Yoshihisa Togo Obaidul Haque Taka

4:00 - 4:15 Break

4:15 - 6:00 Country Reports

Presentations continued

Singapore	Karsten Sohns
Korea	Young Jin Park
Thailand	Ted Promakul
Sri Lanka	S. Moreema Hassim
Philippines	Ed Vargas

6:00 - 8:00 Video Shows (Informal)

Continuous screening of videos from the field

Saturday, 9 February

8:30 - 10:30 UNICEF Product Mix 1992

° The Product Selection Process
 ° 1992 Marketing Concept Proposal

Vicky Hackman/
 Kathyne Andrews
 (Facilitators)

10:30 - 10:45 Break

Parallel Agendas to take place as follows:

10:45 - 1:00	<u>1992 Asia Card Selection</u> 1/	<u>Discussion on Expanded Country Responsibilities</u> 2/
	° Presentation, discussion and initial selection of Christmas designs	<u>with Country Representatives</u>
	Vicky Hackman/ Kathyne Andrews (Facilitators)	
	° Presentation, discussion and initial selection of Chinese New Year and Islamic designs	10:45 - 1:00 Private Sector Fundraising Assessment and Planning
		R.Y. Freiberg/ E. Spescha (Facilitators)
1:00 - 2:00	Lunch	1:00 - 2:00 Lunch
2:00 - 3:45	<u>1992 Asia Card Selection</u>	2:00 - 3:00 Operational Aspects of GCO Support
	Selection continued	3:00 - 3:45 Personnel Issues

End of Parallel Agendas - Plenary session resumes

- 1/ This portion of the Agenda to be attended by the National Committees/GCO Managers/Coordinators and GCO New York participants.
- 2/ This portion of the Agenda to be attended by the UNICEF Representatives/Officers and certain GCO New York participants.

1991 GCO Asia Workshop

Agenda

Page 3

3:45 - 4:00	Break	
4:00 - 5:30	<u>1992 Non-Card Products</u>	
	Presentation of non-card products	Masahiro Horita/ Arlene Katzive

Sunday, 10 February

8:30 - 10:00	<u>1992 Asia Card and Non-Card Products Selection</u>	
	Selection of non-card products	Vicky Hackman (Facilitator)
	Selection of cards continued	Kathryne Andrews/ Vicky Hackman (Facilitators)
10:00 - 10:15	Break	
10:15 - 11:45	<u>Promotional Materials 1992</u>	
	Presentation and finalization of 1992 materials (Presentation and discussion)	Bonnie Berlinghof/ Patricia Currie
11:45 - 12:45	Status of Product Policy	Eduard Spescha
12:45 - 1:00	Statement by Dy. Regional Director UNICEF EAPRO	Steve Umemoto
1:00 - 2:00	Lunch	
	AFTERNOON FREE	

Monday, 11 February

9:00 - 10:15	<u>GCO Manuals</u>	Kare Sorbo
	Field Office Manual Update Presentation of Sales Development Manual (draft)	
10:15 - 10:30	Break	
10:30 - 11:45	EDP Update	Deepak Gupta
11:45 - 1:00	Sales Reporting, Forecasting, Timing, Ordering Cycles and Schedules (Discussion)	Kare Sorbo (Facilitator)

1:00 - 2:00	Lunch	
2:00 - 6:00 (Interrupted by coffee break 3:30 - 3:45)	<u>Country-by-Country Discussions</u> <u>(Simultaneous) on:</u>	
	Strategic Planning/Performance Indicators/Targets/Pricing/PER Assignments	Eduard Spescha/ Vicky Hackman
	Communications/Budgets/Finance/ Administration	Kare Sorbo
	Art Search	Kathryne Andrews
	Product Development/Quality Issues/Inventory	Masahiro Horita/ Arlene Katzive
	Publicity/Promotion	Patricia Currie/ Bonnie Berlinghof
	Ordering/Production/Shipping	Prom Chopra/ Edward Pang
	EDP	Deepak Gupta/ Ajay Lahkanpal

Tuesday, 12 February

9:00 - 6:00 (Interrupted by coffee breaks and lunch)	<u>Country-by-Country Discussions</u> <u>Continued (Simultaneous)</u>	
10:30 - 10:45	Break	
1:00 - 2:00	Lunch	
3:45 - 4:00	Break	

Wednesday, 13 February

9:00 - 10:15	<u>1992 Card Selection - Finalization</u> Completion of selection	Vicky Hackman/ Kathryne Andrews (Facilitators)
10:15 - 10:30	Break	
10:30 - 11:00	Review of total collection (continued)	Vicky Hackman/ Kathryne Andrews
11:00 - 1:00	<u>Working Group Sessions</u> Introduction/Objectives/Guidelines	All participants Kare Sorbo
	<u>Group # 1:</u> Long-term strategies (product development, distribution, pricing, promotion of sales of inventory)	Moderator: Steve Umemoto Reporter: Shafqat Zaidi
	<u>Group # 2:</u> How to get free publicity and corporate support to broaden the awareness of UNICEF	Moderator: Yoshihisa Togo Reporter: Eswar Katkar
	<u>Group # 3:</u> Targetting potential customers through creative mailing	Moderator: Patricia Currie Reporter: Laurene Yeow
1:00 - 2:00	Lunch	
2:00 - 3:00	Working Group Sessions continued	
3:00 - 3:15	Break	
3:15 - 4:30	Presentation of Working Group Reports	Reporters of Working Groups

1991 GCO Asia Workshop

Agenda

Page 6

4:30 - 4:45	Presentation on UNICEF-Ezra Jack Keats Int'l Award for Excellence in Children's Book Illustration	Kathryne Andrews
4:45 - 5:30	Conclusion, Recommendations and Evaluation of Workshop	Eduard Spescha/ All Participants

7 FEB 91

1991 GCO ASIA WORKSHOP, INDONESIA
Lembah Hijau Resort Hotel, Ciloto Puncak, Jabar
8-13 February 1991

L I S T O F P A R T I C I P A N T S

G R O U P B

PARALLEL AGENDA ON SATURDAY, 9 FEBRUARY 1991

DISCUSSION ON EXPANDED COUNTRY RESPONSIBILITIES
WITH COUNTRY REPRESENTATIVES

G R O U P 1

Elizabeth Wong, Executive Director, Hong Kong Cttee for UNICEF
Ann Lam, Board Member, Hong Kong Ctee for UNICEF
Akio Yamashita, Executive Director, Japan Cttee for UNICEF
Anwarul K. Chowdhury, Director of UNICEF Offices for JAP/AUS/NZ
Prom Chopra, Chief of Operations
Deepak Gupta, EDP Systems Analyst
Eduard Spescha, Deputy Director, GCO

G R O U P 2

Steve Umemoto, Deputy Regional Director, UNICEF EAPRO, Bangkok
Zahirul Karim, Resident Project Officer, UNICEF Karachi
Nageeb Mahgoub, Operations Officer, UNICEF Jakarta
Celita San Agustin, Regional Admin & Finance Officer, UNICEF EAPRO, Bangkok
Bonnie Berlinghof, Special Projects Officer
Reinhard Y. Freiberg, Director, GCO
Kare Sorbo, Sales Officer

NOTE: All other participants assigned to GROUP A will continue with the card selection process.

1991 GCO ASIA WORKSHOP, INDONESIA
Lembah Hijau Resort Hotel, Ciloto Puncak, Jabar
8-13 February 1991

L I S T O F P A R T I C I P A N T S

UNICEF National Committees/GCO Field Offices

Bangladesh: Obaidul Haque, GCO Sales Coordinator
China: Cheng Wing Sie, UNICEF Assistant Information Officer
 Amanda Tan, GCO Sales Assistant
Hong Kong: Matthew Mo, Assistant Director, Hong Kong Cttee for UNICEF
 Ann Lam, Board Mamber, Hong Kong Ctee for UNICEF
 Elizabeth Wong, Executive Director, Hong Kong Cttee for UNICEF
India: Eswar Katkar, GCO Manager
Indonesia: Surtini Prawirodirdjo, GCO Sales Coordinator
Japan: Akio Yamashita, Secretary General, Japan Cttee for UNICEF
 Yoshihisa Togo, GCO Manager, Japan Cttee for UNICEF
Korea: Young Jin Park, GCO Manager
Malaysia: Laurene Yeow, GCO Sales Coordinator
Pakistan: Shafqat Zaidi, GCO Sales Coordinator
Philippines: Ed Vargas, GCO Sales Coordinator
Singapore: Karsten Sohns, GCO Manager
 Edward Pang, Production & Quality Control Officer
Sri Lanka: S. Moreena Hassim, UNICEF Admin/Finance Officer
 Loretta de Mel, GCO Sales Assistant
Thailand: Ted Promakul, GCO Sales Coordinator

UNICEF Regional Directors

Steve Umemoto, Deputy Regional Director, UNICEF EAPRO, Bangkok

UNICEF Representatives/Officers

Anwarul K. Chowdhury, Director of UNICEF Offices for JAP/AUS/NZ
Zahirul Karim, Resident Project Officer, UNICEF Karachi
Anthony Kennedy, UNICEF Representative, Jakarta
Nageeb Mahgoub, Operations Officer, UNICEF Jakarta
Celita San Agustin, Regional Admin & Finance Officer, UNICEF EAPRO, Bangkok

Observers:

Murdayana Kusuma, Asst. Admin & Personnel Officer, UNICEF Jakarta
Akwim Nur, GCO Admin & Finance Asst., UNICEF Jakarta
Roellyati Sasono and/or Yuli Hassan, Finance Assistants, UNICEF Jakarta

GCO New York

Kathryne Andrews, Chief of Art and Design
Bonnie Berlinghof, Special Projects Officer
Prom Chopra, Chief of Operations
Patricia Currie, Publicity & Promotion Officer
Reinhard Y. Freiberg, Director, GCO
Deepak Gupta, EDP Systems Analyst
Vicky Hackman, Chief of Marketing/Sales
Masahiro Horita, Products Officer
Arlene Katzive, Product Development Officer
Ajay Lahkanpal, EDP Programmer Analyst
Kare Sorbo, Sales Officer
Eduard Spescha, Deputy Director, GCO

Secretariat

Coordinator: Satrio Sasono, UNICEF Jakarta
Rapporteur: Louella Pais, GCO New York
Secretary: Helena Hormein, UNICEF Jakarta

1991 GCO ASIA WORKSHOP, INDONESIA
Lembah Hijau Resort Hotel, Ciloto Puncak, Jabar
8-13 February 1991

L I S T O F P A R T I C I P A N T S

G R O U P B

PARALLEL AGENDA ON SATURDAY, 9 FEBRUARY 1991

DISCUSSION ON EXPANDED COUNTRY RESPONSIBILITIES
WITH COUNTRY REPRESENTATIVES

UNICEF National Committees/Field Offices

Elizabeth Wong, Executive Director, Hong Kong Cttee for UNICEF
Ann Lam, Acting Executive Director, Hong Kong Ctee for UNICEF
Akio Yamashita, Secretary General, Japan Cttee for UNICEF
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Zahirul Karim, Resident Project Officer, UNICEF Karachi
Anthony Kennedy, UNICEF Representative, Jakarta
Nageeb Mahgoub, Operations Officer, UNICEF Jakarta
Celita San Agustin, Regional Admin & Finance Officer, UNICEF EAPRO, Bangkok

GCO New York

Bonnie Berlinghof, Special Projects Officer
Prom Chopra, Chief of Operations
Reinhard Y. Freiberg, Director, GCO
Deepak Gupta, EDP Systems Analyst
Kare Sorbo, Sales Officer
Eduard Spescha, Deputy Director, GCO

NOTE: All other participants assigned to GROUP A will continue with the card selection process.

The World Summit for Children
- Anwarul Chowdhury
Director
UNICEF Offices for Japan, Australia and New Zealand

When we look back, the year 1990 stands out as a remarkably glorious year for the children of the world. The United Nations Convention on the Right of the Child came into operation, the World Conference on Education for All with emphasis on primary education was held, the goal of Universal Child Immunization achieved and, most importantly, the World Summit for Children was held - all in the year 1990.

Though each of these important events is a landmark by itself, the World Summit for Children held on 29 and 30 September 1990 at the United Nations Headquarters has been unique in many ways. It was the first and largest ever summit-level meeting of countries from the North and the South, the East and the West, representing all shades of political, economic, social and cultural systems of the globe. The Summit also, for the first time, concentrated on social development issues and focused on one single subject - children. The Summit had a unique preparatory process beginning with six governments - the Heads of State/Government of Canada, Egypt, Mali, Mexico, Pakistan and Sweden - taking the initiative to convene the Summit.

The Summit was held at a time when the world had decided to put an end to the Cold War. It also took place at a time when nearly 1 billion people or one-fifth of mankind was living in desperate poverty - lacking adequate food, clean water, elementary education and basic health care. It was held at a time when more than a quarter of a million children was still dying every week of easily preventable illness and malnutrition. The Secretary-General of the United Nations, in announcing the Summit, said that its purpose was "to bring attention and promote commitment, at the highest political level, to goals and strategy for ensuring the survival, protection and development of children as key elements in the socio-economic development of human society". The World Summit for Children was therefore held at a time when the international community faced a new opportunity through the end of Cold War and possible diversion of resources from military expenditures to development as well as faced the continuing challenge of saving the humanity from the scourge of poverty and underdevelopment. Every single death of a child is a death of a personality and a potential, a family and a future. And for every child who dies, several more live in malnutrition and ill-health and are thereby unable to fulfill mental and physical potential with which they were born. Such poverty and deprivation provoke instability and violence, these also force millions to overexploit their surroundings with serious environmental implications. It was strongly felt that a major renewal of efforts to protect lives and for development of children, and to end the worst aspects of poverty on this planet should be the greatest long term development investment which the human race could make in its future economic prosperity, political stability and environmental integrity.

It was in this backdrop that the unique world event - the World Summit for Children- took place. Presidents and prime ministers, kings and rulers - 71 of them - came together to discuss children and the unprecedented range of practical and affordable opportunities which now exist for making dramatic improvements in the lives of the new generations - improvements in their survival and well-being, in their nutrition and normal growth, in their health and education, in their rights and in their futures. The World Summit also provided a unique opportunity for organizations of all kinds - whether from religion, politics, education, health, commerce, labour, professional associations, the media, the arts, entertainment, the people's movements and the voluntary organization - to mobilize popular support for a new investment in today's children - and tomorrow's world.

The Summit leaders were solemn in their understanding that the difference between action and inaction on their part involved the lives of perhaps 50 million children during the final decade of the Twentieth Century. The sole objective was to give children a better chance in life. The world leaders at the Summit were sobered by the sad fact and the unpleasant realization that despite major gains in health care for children in the 1980's brought about by technology and scientific advances and the rapid growth in communication capacity, malnutrition, ill health and poverty among children were advancing again as the decade ended. Social expenditures declined in the developing world as governments allocated half of their total budgets to the military and to service debts.

At the heart of the World Summit for Children has been the principle of "first call" for children, a principle which implies in essence that the growing minds and bodies of children should have first call on society's capacities, and that children should be able to depend upon that commitment of their societies - in good times and in bad. Whatever be the situation - political or economic - obtaining in a country, the needs of the children should have the priority - the first call on the available resources of the society. The leaders emphasized that the investment thus made would go a long way in building a better future for the humanity rather than diverting those at the cost of the welfare and well-being of children. While establishing the principle of first call, the leaders also were pragmatic and practical to translate the principle into specific aims and goals which are achievable and affordable in the decade ahead.

The leaders at the World Summit for Children adopted a Declaration and a Plan of Action for the Survival, Protection and Development of Children in the 1990^{0's}^{NV}. By doing so, they committed themselves and their nations to carrying out specific actions for children and their mothers, aimed at achieving the goals set for the decades.

Prominent among these are: reduction of infant and child mortality by a third; reduction of maternal mortality by half; reduction of severe and moderate malnutrition by half; provision of universal access to safe ^{NV} (water) drinking water and sanitation; universal access to basic education and completion of primary education by 80% of children; reduction of adult illiteracy by half, with emphasis on women's literacy; and improved protection of children in difficult circumstances - especially wars.

These goals are part of a broader list of 22 specific targets. Along with the United Nations Convention on the Rights of the Child, they represent a comprehensive programme to improve the quality of life of the world's children.

The Summit Declaration opens with stirring words: "We have gathered at the World Summit for Children to undertake a joint commitment and to make an urgent universal appeal - to give every child a better future."

"The children of the world are innocent, vulnerable and dependent. They are also curious, active and full of hope. Their time should be one of joy and peace, of playing, learning and growing. Their future should be shaped in harmony and co-operation. Their lives should mature, as they broaden their perspectives and gain new experiences. But for many children, the reality of childhood is altogether different."

The World Declaration goes on to recount the tragic lives many children suffer, stating: "These are challenges that we, as political leaders, must meet." The Convention on the Rights of the Child "provides a new opportunity to make respect for children's rights and welfare truly universal", they noted. The improvement in the international political climate and current moves toward disarmament means that significant resources could be released for purposes other than military ones. The leaders, therefore, stressed that "improving the well-being of children must be a very high priority when these resources are reallocated." "The well being of children requires political action at the highest level", they declared. "We are determined to take that action."

It is worthwhile to note that three of the principal goals for the decade of 1990's was universal children immunization, elimination of severe child malnutrition and universal primary education. It has been estimated that an additional amount of US\$~~7.5B~~^{8.0B} a year will be required to meet these basic health and education targets. It is felt that given the commitment by the world leaders at the Summit, it should be possible to raise this extra amount primarily by restructuring existing priorities in national budgets and foreign aid allocations.

They said they would work for common measures for the protection of the environment, at all levels, and "for a global attack on poverty." Growth and development need promotion in all states, they observed, and this "calls for transfers of appropriate additional resources to developing countries as well as improved terms of trade... and measures for debt relief."

A very important aspect of the Summit Plan of Action is the emphasis it has given to the role of the family. It says " the family has the primary responsibility for the nurturing and protection of children from infancy to adolescence..... For the full and harmonious development of their personalities, children should grow up in a family environment, in an atmosphere of happiness, love and understanding.... Every effort should be made to prevent separation of children from their families."

Among the leaders who attended the World Summit was Prime Minister Toshiki Kaifu of Japan. Japan is an important contributor to UNICEF's programmes in developing countries. At the Summit, he spoke on the importance of education for the development of children. He also emphasized that "World peace is essential if children are to have an education free from fear and with hope for the future. We have great expectations as to the role the United Nations will play in bringing about a just peace.... We must always remember that it is children who are the greatest victims, it is children who suffer most, when peace gives way to war."

The people of Japan also organized many events to raise awareness and mobilize support for the Summit. For example, Nishinomiya City held a 16-km. race on the day of the Summit to raise funds for UNICEF. In another city, Sagami-hara, high school students requested the Mayor and the Governor of Kanagawa Prefecture to convey their messages to the leaders participating at the Summit. As many as fifteen Candlelight Vigils for the Summit were organized all over Japan, participated by thousands. Such commitment of the Government and the people of Japan is also expected to continue for the implementation of the Summit Declaration and Plan of Action. Japan has already signed the United Nations Convention on the Rights of the Child and is expected to ratify this important instrument shortly.

An extremely important element in the preparations for the World Summit was the involvement of the non-governmental organizations (NGOs). They played an active and spontaneous role in the preparatory process for the World Summit and are now engaged in the process of implementing the Plan of Action. Some 540 NGOs addressed a statement of the world leaders, presenting the views of millions of their members. The leaders of NGOs said that "the Summit has created a global concern for children which compels us to identify new mechanisms and infrastructures with which to act on behalf of children. If we do not act now, we will lose this unique moment in history." Since the Summit, the NGOs and their members have been informing hundreds and millions of people they represent about the commitments made by the leaders, so that their members could work together nationally and internationally "to build greater solidarity and networks of action in support of children" NGOs have an important advocacy role and will need to remind governments "of their promises for children". This would include "creative mobilization of financial, human and other resources in all communities."

The role of media in highlighting the global concern for children had also been unprecedented. More than 2,000 journalists - press, television and radio - came to report on the Summit from many countries of the world. They have carried the news and the message of the Summit to all corners of the world. A surprising and unique fact was the presence of a number of child journalists - 10-15 years old - from such newspapers as Child's Express of the United States and Early Times of United Kingdom. Some also represented their national television networks.

It is expected that more children will be born in the decade of 1990s than during any comparable period before - one and a half billion children. If present trends of child death rate continue, approximately 130 million children will die of disease and malnutrition in this decade. One third of those who survive would suffer the effects of illness and malnutrition. Half would not complete primary school and would remain illiterate. If, however, the decade goals for children are achieved, the lives of some 50 million will be saved through efforts that, in the process, help slow population growth rates as parents become confident that their children will live. Millions more will be reached and empowered by the benefits of development through basic education and health care.

Prime Minister Brian Mulroney of Canada, as he banged the gavel to bring the World Summit for Children to a close, declared that "A better world for children is within our reach. But it is too early to say whether it is in our grasp. The real work starts now."

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