

GCO-INFORMATION-PSC WORKSHOP

R E P O R T

SHARJAH, 26 - 28 Sept. 1983

PSO SERVICE

Date: 8 Dec. File _____

Attention: PT 12/12

Action: ent to section heads I.D, 13 Dec.

Also sent to _____

1. WAT
2. WAT
- 3.
- 4.

Note and Return

Introduction:

The Sharjah Information Workshop was the first combined meeting of GCO, PSC and Information Division. Consequently, the subject goes beyond the usual scope of so-called GCO activities and GCO Workshop.

This Sharjah Workshop coincides first with new responsibilities of the Abu Dhabi office in the Gulf area. The role of UNICEF in this area will have as an effect the increased role of GCO in defining and Information in promoting GCO overall advocacy for UNICEF.

Another essential factor is the timing of this Workshop with the GCO 100-million sales objective for 1987 and its implications on Gulf sales objectives.

The Workshop also coincides with the desire of HRH Prince Talal to help UNICEF increase greeting card sales in all Gulf states.

Finally, the stronger implementation of the UNICEF image in the region will have as a consequence the necessity for UNICEF to better use GCO as an Information tool in the Gulf countries.

The participants at the meeting came from all Gulf countries and also from Sana'a and Amman. This large participation made possible a better understanding of the future GCO/Information role in the region (See Annex I - List of participants).

1). OVERVIEW

The decision on emphasizing communication and information strategies to move towards disseminating more information on what UNICEF is doing and can do in Gulf countries and what UNICEF can do for the children and mothers in that region will have a direct impact on the entire GCO Information activities. It was understood that UNICEF has to separate itself from the image UNICEF has in the region of a fund-raising organisation concerned only with the problems of the poorest nations and promote the image of a development organisation concerned with children. The second idea was that many people and governments in the region are not fully aware of UNICEF's role and activities and its potential for providing assistance in identifying and reducing the problem faced by children and mothers in Gulf countries. Emphasis was put on UNICEF's role and message being of universal nature and should remain as such.

In this context it was felt that the GCO can be an extremely useful tool. When one says advocacy, it should be realised that increased sales mean increased advocacy for UNICEF. However, to avoid overlapping of responsibilities and confusion it was also underlined what GCO is not:

GCO is not an information organisation per se.

GCO is not an article or news writer.

GCO is not a publicity agent.

Having said this, there is a large field for GCO contribution and for cooperation between GCO, Information Division and regional area/country offices.

2) OBJECTIVES OF WORKSHOP:

2.1. Major tasks

- I. To develop approaches and mechanisms through which the Greeting cards operation can be utilised to accelerate advocacy and programme strategies in the Gulf Zone.
- II. To develop approaches and coordination mechanisms to help increase greeting card sales and UNICEF visibility and awareness in Gulf Zone.

2.2. Tasks to be accomplished

- a) Review and appraisal of current experience in the Gulf states (new Greeting card designs, radio and tv spots and information and promotional materials).
- b) Development of mechanisms to mobilise both mass media and action groups to support and publicise UNICEF initiatives and programme activities through greeting card sales campaigns.
- c) Development of plan of action to promote and increase sales.
- d) Identification and establishment of sales points and key outlets , and the use of these to pass UNICEF message.
- e) Establishment of mechanisms to streamline administrative and financial procedures.

3) SITUATION OF GCO IN THE GULF COUNTRIES:

The participants were asked to make reports on the GCO situation in their respective countries. For this discussion some general points emerged:

- Good results in product sales are often the work of one highly-motivated person or a combined effort of UNICEF staff in their spare time.
- Increased sales entail technical difficulties in some countries (warehousing, manpower, transport, etc.).
- GCO UNICEF Islamic cards are well accepted by the market.

- Very low visibility of UNICEF in the region.
- The sales activities in the Middle East countries have been organised and developed on a bilateral basis and through a dialogue with GCO Geneva office.
- Information and promotion texts in Arabic are necessary, it is important to have the correct translation.
- The addresses given by the Management Centre Europe proved successful in the majority of countries and indicate good opportunities for a future direct mail operation.
- 80% approximately of GCO's clients in the region are foreigners. However, the custom of using greeting cards is beginning to catch on among local people, especially those in contact with western ways. Christmas and New Year are still the most important sale periods.

Islamic feasts are becoming more and more important for promotion of cards, especially Aid el fitr - Aid el adha.
- Volunteers are involved in sales but in the majority cases there is not enough mobilisation of volunteers as well as NGOs.
- The extreme availability of the mass-media (TV/Radio). GCO spot is considered too short and should be combined with another UNICEF film in order to make it longer.
- Business firms are interested in UNICEF products but might ask for exclusivity.
- Agendas: more photos from Arabic world required.

4). PARTICIPATION OF GCO IN ADVOCACY FOR UNICEF

In order to identify better forms of GCO role in advocacy for UNICEF three groups discussed the following groups:

1. Identify means through which GCO can better convey understanding of UNICEF in the Gulf Area.
2. What specific interventions should the messages focus on?
3. Specify medium through which such messages can effectively reach key audiences?

As a result of these discussions, consensus was reached on the following points:

1. MEANS TO BE USED:

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- 1. GCO brochure
- 2. Special publications (agenda)
- 3. Special Gulf fliers
- 4. Personalised letters
- 5. Personal visits
- 6. All audio/video means (video tapes/clubs)
- 7. Involvement of personalities (local UNICEF "Ambassadors").
- 8. Women's associations
- 9. Enclosures - accent on UNICEF activities
- 10. Frequent use of UNICEF logo.

2. MESSAGES ON:

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- 1. Gobi
- 2. Situation of children in the world
- 3. Gulf specifications
- 4. Water
- 5. Education Girls/Women
- 6. Success stories
- 7. UNICEF assistance to government (UNICEF 'know-how')

Remark: all messages must be compatible with the role of
----- UNICEF in the Gulf.

3. AUDIENCES

Target Groups:

Media to be used:

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|-----------------------|----------------------------------|
| -Donors | all special messages-PR-visits |
| -Decision makers | PR-Press kits-visits |
| -media people | Press kits-direct mail-visits |
| -Institutions | Direct mail-conferences-PR |
| -Youth organisations |) Visits-PR-all special messages |
| -Women's associations |) |

Exclude:

Religious groups

5). STRENGTHENING MEDIA PARTICIPATION

GCO was compared to a fast-going vehicle, a useful carrier for other activities but cannot carry everything. The objective of UNICEF Information and Communications Support in the region is the pressing need to change the perception of UNICEF in the Gulf countries from that of a fund-raiser concerned with the welfare of children in

the poorer countries in the world to that of a development organisation having the potential and the will to contribute towards the well-being of all children including the children in Gulf states.

However, in order to better sell UNICEF, this organisation should be able to persuade and effectively convince all mass-media. UNICEF must present a lively story and direct mass-media towards the future of the child.

Several weak points in UNICEF Advocacy were raised:

- lack/absence of consistent image or/and messages
- weak follow-up of messages
- insufficient input in 'information machine'
- limited use of media because those in charge don't know how to use them.
- lack of selling materials (programmes).

Emphasis was put in the challenge and unique opportunity UNICEF has in the region. In order to better launch the new image, UNICEF has to consider the following means of communication:

- Radio/TV : UNICEF's best friends.
Point of entry: government.
- Printed Media: Open to UNICEF but require good stories, good follow up.
Point of entry : managers and journalists.
(At this time we were shown the highly successful results achieved by Riyadh office).
- Press Releases: Important for the future but should be printed in Arabic.
Point of entry: journalists, managers.
- Exhibits: Good visibility and attracts public but cumbersome and sometimes difficult to organize.
- Special personalities:
UNICEF needs additional ambassadors and local personalities to promote UNICEF's goals. Local stars (cinema, sports, theatre artists...) are to be approached.

The following actions are to be undertaken in the immediate future:

- Produce slogans for radio and television
- Involve writers in UNICEF activities
- Provide mass-media with good and finished products in Arabic.
- Utilise High Schools (ex.: journalists) to help UNICEF promotional activities.

Discussion:

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- We have media, but the problem is the elaboration of adequate message, this message is to be formulated by the Information Division and country office.
 - All messages are to be adapted to local needs.
 - Get message for educated allies or potential allies of UNICEF.
 - Need for systematic local translation.

6). GOALS FOR 1984

Based on past experiences, on 1982 sales, on distribution figures of campaign 1983, the following targets for 1984 are presented in line with the 100 million objective for the region :

1. Increase sales :

a) in quantity :

objective: 1.500.000 cards
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b) in global value (gross sales) :

objective: US\$ 1.000.000
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2. Increase information on UNICEF through :

- a). Strengthening of media participation
- b). Expand distribution of GCO printed materials

Target groups:-Expatriates (embassies, business firms, banks, cultural centres, etc.).

-Local population: upper classes, managers.
local NGO.

Strategies to increase sales:

a. Involvement of Volunteers

- Volunteers are basic, essential element for a successful GCO campaign.
- Delegate as much as possible sales activities to outside organisations such as NGOs, volunteer groups, 'Friends of UNICEF' associations in schools.
- Means: appeals through newspapers, local organisations, embassies.

b. Create new sales points

Potential sales points to be considered in :
various clubs, big business firms, cultural centres, schools,
national and international institutions, banks, bookshops.

c. Make known sales points:

The public must know where to buy UNICEF cards.
Means : newspaper, radio, TV, personal letters, posters.

d. Direct-mail technics

Based on Management Centre Europe experience, direct mail can be a
useful and efficient tool in the hands of the person in charge of
GCO in most countries. GCO will :

1. prepare for the region special guidelines on the use
of direct mail methods;
2. study the possibility of preparing for countries interested
in special envelopes with inserted materials on UNICEF and
GCO products.

e. Volunteers

Volunteers are basic, essential element for a successful GCO
campaign.

Means: appeals through specialized newspapers or through local
organisations (clubs, embassies..)

f. NGOs

It is in the interest of each office to use NGOs having contact
with UNICEF in other countries.

It is important also to find local NGOs which might be useful
in selling UNICEF cards or doing other informational activity.

Essential: preparation of NGOs country list.

7). A G F U N D

The role of Agfund as the third contributor to UNICEF was underlined.
It was also stated that despite many efforts, Agfund is still relatively
little known in the region. Its visibility is very limited and doesn't
even appear on the list of official social organisations in Arab countries.

It is generally agreed that UNICEF should assist Agfund in its effort
to achieve better visibility and coverage. This does not mean that
UNICEF can replace Agfund's own information and PR activities.

In the last year, GCO contribution to Agfund visibility were as follows:

1. Special leaflet in Arabic with the message of HRH Prince Talal (tirage 30.000)
2. Printing of articles on Agfund in UNICEF brochures (35.000).
3. Information printed for GCO internal use and for European committees on Agfund contribution to UNICEF.

Future GCO assistance to Agfund:

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1. 1984 brochure carrying article on Agfund and UNICEF special envoy.
 2. Possibility to print special leaflet on Agfund to be distributed through GCO channels.
 3. Readiness of GCO to distribute all documents produced by UNICEF on Agfund.
 4. The more cards sold in the region, the more information spread on Agfund.

On the other hand, GCO made the following proposal to Agfund:

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1. The use of UNICEF cards for official purposes,.
 2. The use of UNICEF agenda with the possibility of having a special page printed on Agfund.
 3. Request HRH Prince Talal to mention GCO in his interviews and other contacts.

8). SUGGESTIONS OF GENERAL NATURE

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- Assistance of GCO in EDP (additional address lists, labels, etc), study EDP guidelines in this particular field of activity.
 - Use of telephone directory to give addresses of sales points
 - Birthday parties, anniversaries: represent an important market especially for mini cards; interesting for gift items.
 - Possibility of overprinting mini-cards with special text for festivities in the region to be studied.
 - Necessity to give training to those involved in GCO.
 - Press kits in Arabic to be prepared.
 - Prepare and overprint special text for Eid Mubarak - prepare cards for specific feasts.
 - Print blank price list for all GCO products.
 - Avoid cards with verses from the Qur'an.
 - Develop exchange of information and experiences among countries of the regi:

9). UNICEF-GCO ACCOUNTING MANAGEMENT PROCEDURES

UNICEF accounting management system corresponds to the UNICEF Auditors recommendations.

These management procedures are divided into two main phases:

- I: "Commodity" or stock accounting
- II: Financial accounting

I. Commodity accounting covers all the usual operations on UNICEF goods and their handling, such as ordering and receiving goods, checking the items received, noting any discrepancies or deficiencies and, finally, departhing goods for the purpose of selling or consigning.

These different steps are described in detail in the handbook distributed. In order to be able to manage the stock, it is essential to be well organized and to register all transactions concerning goods. Such procedures must be supported by justification purposes.

All examples of such documents have been prepared for information purposes (see handbook), and they should be used at the discretion of the responsible officers who may also decide on changes for specific adaptation if appropriate.

A minimum, however, has to be done, i.e. :

- a) Maintain the status of the stock in the stores with the balance available after each operation,
- b) Control the status of stocks consigned since they are UNICEF's property as long as they have not been paid for.

These two control methods will facilitate decision-making regarding commitments towards certain customers as well as decisions to be made for replenishing selected items.

With these basic records any inspection can be contemplated and periodic control is facilitated.

Geneva have produced 2 record types for guidance and responsible officers are invited to keep them up-to-date. They will facilitate the preparation of their sales report at the end of year.

II. The second phase of management accounting is simply the culmination of the first one. In the first place it consists in recuperating the sales revenue and then paying the amount to a bank, establishing an I.O.V. in the case of a United Nations Agency, or transferring the sales proceeds in the case of a committee.

Geneva would appreciate receiving copies of I.O.V. or C.R.V. regularly.

10). CONCLUSIONS / RECOMMENDATIONS

1. Prepare text for regional brochure (Responsible: Abu Dhabi/Beirut/El azem/Kittani) Deadline: 1.11.1983

Content of GCO brochure message: of worldwide value.

2. Prepare special Gulf insert for Abu Dhabi area.
(Responsible : Abu Dhabi/Beirut). Deadline: 15.11.1983
 3. Strengthen translation capacity.
 6. Prepare leaflet and guidelines for Gulf NGOs.
 7. Improve distribution procedures (direct mailing, EDP, targeting).
 8. Elaborate support materials for special groups (banks, business firms, airlines).
 10. Increase use of media possibilities.
 11. Write-up Said El Azem's expose.
 12. Increase volunteer involvement (individuals and organisations).
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LIST OF PARTICIPANTS

(in alphabetical order)

Mr. S. Allawi	Area Representative - Gulf
Dr. Q. Al Nahi	Res.Programme Officer- Oman
Ms. M. Al Saraji	Volunteer - U.A.E.
Ms. E. Azzam	Administrative Clerk - Abu Dhabi
Mr. M. Bashir	Assistant Information Officer - Riyadh
Mr. S. El Azem	Information Officer - Geneva
Mr. M. Farawi	Assistant Finance Officer - Abu Dhabi
Mr. I. Halily	Sana'a office
Mr. I. Hopwood	Senior Programme Officer - Abu Dhabi
Mr. B. Kawash	Programme Supply Assistant - Abu Dhabi
Ms. M. Khatri	
Ms. N. Khan	Volunteer - U.A.E.
Ms. H. Kittani	Information Officer - New York
Mr. I. Madanat	Amman office
Ms. L. Maria	Volunteer - U.A.E.
Ms. J. Morra	Volunteer - U.A.E.
Mr. A. Moosa	Information Officer - Riyadh
Mr. S. Soliman	GCO Finance - Geneva
Mr. M. Struna	Deputy Chief GCO - Geneva
Ms. M-C Temisgian	GCO Representative - Kuwait
Mr. R. Tuluhungwa	Chief PSC - New York
Mr. R. Walwer	Director GCO Geneva
Dr. E. Wallace	Area Health Advisor - U.A.E.

A G E N D A

24 September

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|-----------------|---|--------------------------------------|
| 9 am - 10:45 am | Welcome and opening statement | S.Allawi |
| | Overview of Workshop objectives | R.Walwer |
| | GCO trends in Gulf States | M.Struna |
| | Programme and Advocacy strategy in Gulf States | S.Allawi / Hopwood |
| 11 am - 1 pm | GCO role in AGFUND/UNICEF cooperation | M.Struna / S.Allawi |
| | Contribution of GCO into Advocacy and programme strategies (Presentation and small group discussions) | R.Tuluhungwa/ R.Walwer/
H.Kittani |
| 3 pm - 6 pm | Expose on country experiences | all participants |
| | Presentation of 1983 and 1984 collections | M.Struna |

25 September

Advocacy and GCO Promotion

9 am - 1 pm

1. Strengthening Media participation

1. Radio/TV/Print S.El Azem/H-Kittani/A.Moosa
2. TV Spots
3. Promotional materials
4. Press conferences/Exhibitions

2. Mobilising Support

Identification, Recruitment and orientation of volunteers. R.Walwer/M.Struna/S.El Azem
Involvement of NGOs, Private & Public sectors

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25 September

3 pm - 6 pm

Mechanism to sustain Support Groups

M.Struna/
R.Tulunghwa

26 September

9 am - 1 pm

Design and implementation of campaigns

Creation of sales points

Financial and administrative procedures

3 pm - 5 pm

Workplans for 1984

Finalization of recommendations

Evening

Reception for participants