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Global Rally - Reference Book: Preparatory & Reference Documentation on the World Summit for Children (1990: July); Special Session for Children

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Notes

[Archives: CF/NYH/SP/SUM; Folder: S0355.] Contents: Section 1: Members of the Planning Committee - Schedule of (remaining) meetings and activities; Section 2: Schedule and Programme of the World Summit for Children; Section 3: Draft Declaration of the World Summit for Children - Draft Plan of Action; Section 4: Report of Meetings: - 1st, 2nd, 3rd Meetings of the Planning Committee - Meetings of the Working Group on Format - ~~Meetings of the Working Group on the Declaration - Statement of Agreement of the six Initiating Governments -~~

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**THE GLOBAL RALLY FOR CHILDREN OF THE THIRD MILLENNIUM
OR
A GLOBAL RALLY FOR CHILDREN AT THE DAWN OF A NEW AGE**

*Proposal by the RMT in Latin America and the Caribbean
October, 1997*

The cause of children has always required bold actions in order to advance it. Some of these actions though important, are incremental and of necessity small in nature, while others have broken the mold in order to lay the ground work for new and bigger opportunities. In the last fifty years and especially in the past two decades these actions have been audacious and aggressive and have brought with them the greatest of benefits to children in the history of the World. But not only have these actions been audacious and aggressive they have also been imaginative and grounded in unshakeable convictions on what is good and desirable for children.

The WSC, the first such global conference, its accompanying work plan and the adoption and ratification of the CRC was bold and exciting and caught the imagination of the world. Further more it came "hot on the heels" of incremental global efforts such as Universal Child Immunization programme, the globalization of Oral Rehydration Therapy among other health, information and education initiatives. These events and programmes came together as a synergistic "critical mass" that has radically improved the life chances and forever redefined quality of life issues for children the world over.

But children are born every day and yesteryears achievements are essentially brought to nought by the new cohort of today's newly born. Meanwhile the world remains in constant flux, oscillating between good times and bad. For every cohort of children however a secure, protective and promotive world is the least they expect and the least they deserve. The challenge for UNICEF and all its partners who work for children is to maintain and expand the momentum of the last decades of the 20th Century and to ensure that a protective, promotive and equitable environment is assured this year and every year into the future.

The turn of the new millennium provides an excellent opportunity to not only re-address programmes for children but also to refocus the world on the continued plight of all children, both girls and boys. UNICEF with its partners must once again galvanize global potential and resources around the challenges posed by the world's commitment to fulfill the rights of all children.

UNICEF can and should use its name, credibility and institutional infrastructure to capture this opportunity in an imaginative, assertive and inclusive fashion that not only lays the ground work for UNICEF in the first decades of the next century but that also reinvigorates the institution while launching a new Global Agenda for Children.



PROPOSAL:

Today UNICEF is caught up in the thaws of mobilizing its global capacity to respond to the challenge of defining a new Agenda, an Agenda that will take the World Summit for Children Plan of Action and the implementation of the Convention on the Rights of the Child to new levels. In this regard the organization is strategically poised to respond on three strategic and complementary ways.

1) A Global Agenda for Children

On the first level the organization needs to respond programmatically by helping define - with its partners- the scope and parameters of a new Agenda for Children. This work, agreed by the GMT last September, will commence in December 1997 lead by a steering committee appointed by the Executive Director. The work to build up this Agenda must be as inclusive as possible and should reflect the complexity and opportunities of the new realities that confront children while at the same time pulling in the plethora of organizations and entities that work for and on behalf of children. While headquarters will, of necessity, have to pull the global Agenda together, each country and where possible each partner - national and international- will need to have a distinct agenda that forms part of the larger whole but for which they must be individually accountable. UNICEF will need a Strategic Plan and time bound work plans to respond to the needs of this Agenda.

2) The Future of Childhood: A International Symposium.

As part of the process to define this new Global Agenda for Children, a second priority for UNICEF revolves around the urgent need to take a new and fresh look at the future of children and childhood. This needs to take the form of "out of the box" thinking that taps into the great minds of our time. While each country and organization, including UNICEF, should be challenged to define its new programmatic agenda for children, UNICEF would need to exploit this seminal opportunity call for a close ended International Symposium on Childhood. A possible venue could be the Innocenti Centre but with a globally reputable Think Tank or University.

This Symposium should seek to bring together the best minds from social, economic, environmental, political, philosophical and futuristic perspectives with a view to exploring the intellectual content and programmatic limits of what is strategically desirable, possible and doable for children at the dawn of the new age.



3) **The Global Rally for Children of the Third Millennium**

The third and probably the most complex component is the organization of a global, maximally inclusive event that will capture the imagination of the world and activate in its wake the new Global Agenda for Children. UNICEF needs to facilitate and mobilize its partners, and through them the world, to undertake a seminal event that will set the stage for a quantum expansion of global responses to the needs and rights of children everywhere.

To launch the new Agenda it is proposed that a major global event be spearheaded by UNICEF. In light of UNICEF's experiences, the changed global circumstances - particularly in civil society, the expansive possibilities of UNICEF's organizational capacity and that of its partners and the emergence of a sophisticated global communication capacity- merely undertaking a Millennium Assembly or playing a part therein, whilst useful to take stock of the WSC work plan, would hardly be the bold, charismatic event that would capture the world's imagination and with that launch the Global Agenda for Children in the new century.

The event envisioned would be a global event, a high breed interface between the global heads of government assembly and a global popular rally with a complement of parallel events that could be televised globally over a one week period culminating in a 24hr Live Virtual Global Assembly televised from every major Capital and city in the world. To illustrate: the first show case might be Japan-Tokyo and every 15 minutes as, the Sun moves west, another predesignated city would come on line live. Potentially that could cater for 96 cities through out the World culminating in a truly global, participatory event for children and with children throughout the world.

At most Conference and Summits Heads of Government each get 7-10 minutes. In the Live Virtual Global Assembly each participating country would get 10-12 minutes live, to show case their children and their programmes for children. As events organized in countries will be televised globally live for only 10-12 minutes it will be stipulated that the time must be shared in favor of children, while the country's (not only government) future plan of action can scroll on the side of the screen. Similarly, as the live event will last for a short duration out of a series of week long activities (see below), there is a natural potential for regionally organized televised events that would ensure each country wishing to participate would have the opportunity to show case it children and its programmes. This would also provide additional potential for multiple regional (continental) contracts for Television companies. So while only one company can televise the global event the regional contracts can go to a number of continental operators increasing the air-time, advertising and fundraising potential.



3a) **The Global Millennium Events:**

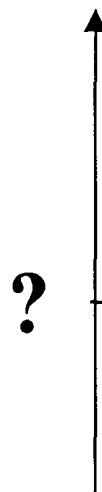
A week of "Millennium Events" - not necessarily UNICEF specific- could be initiated at country level to include NGO organized events, Internet link up between children of the world in schools and homes (maybe on free time for the week from ATT and local telephone companies), religious events, community festivities etc. These would all culminate on, say, the first Sunday of the new millennium when the global event takes place, each country having its time on a global virtual stage.

3b) **Partnerships: to be further developed**

- i) Children and adolescents:
- ii) National Committees (WILL PLAY IMPORTANT ROLE IN INDUSTRIAL COUNTRIES)
- iii) Corporations: It should be obvious that this type of event would attract global and national corporations. BA, ATT, CNN, BBC, Sky, Coke or their competition.
- iv) GCO would generate the merchandising and contractual arrangements for corporate partnerships. GCO could also do the paraphernalia thing.
- v) Governments: important but not as dominant and central as in the WSC.
- vi) Religious Orgs
- vii) NGOs/CBOs
- viii) Regional Organizations

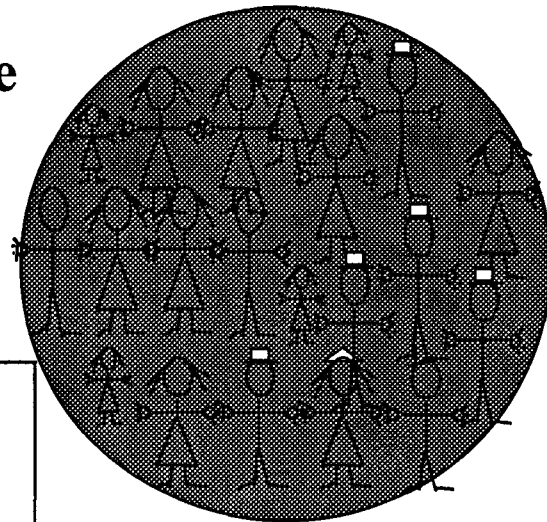
TACR-November, 1997.

U.S. Millions



**Global Rally for the
Third Millennium***

World Summit for Children*



**New Global Agenda
for Children:**

- **Inclusive societies**
- **Social citizenship**
- **Equitable development**

1000

**International Year of the
Child***

CRC
WSC Goals

500

II WW*

Int. Basic
Services
Emergency
/supply

UCI/CSPD
Programme
Approach
GOBI-FFF

200

1946

1979

1990

2000

*Quantum Programme
Expansion Initiator

Blank