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CF-RAI-USAA-PD-GEN-2008-000026

Expanded Number **CF-RAI-USAA-PD-GEN-2008-000026**

External ID

Title

PSC. UNICEF Greeting Card Operations. Info about GCO prepared for the Eastern Mediterranean Regional Workshop, Beirut, 26-27 May 1982

Date Created / From Date

5/26/1982

Date Registered

8/10/2007 at 1:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2008-00029 (In Container)**

FI2: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2008-00029 (Upasana Young)' since 1/25/2008 at**

FI3: Record Copy? **No**

Document Details **Record has no document attached.**

Contained Records

Container **CF/RA/BX/PD/CM/1985/T016: PSC. Material relating to United Arab E**

Date Published

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Record Type **A01 PD-GEN ITEM**

Notes

19 pp

Information kit containing information on publicity materials, slogans used on cards, pricing policy, evaluation of cards, profits, sales trends, distribution, cost of deliveries, selection criteria, and UNICEF image design guidelines.

Print Name of Person Submit Image

SAROJA DOUGLAS

Signature of Person Submit

Saroja Douglas

Number of images without cover

19

UNICEF GREETING CARD OPERATIONS

EASTERN MEDITERRANEAN REGION WORKSHOP

BEIRUT 26-27 May 1982

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MONTH	ACTIONS TO BE TAKEN	DATES	REMARKS
JANUARY	<p><u>Closure of last year's campaign</u></p> <ol style="list-style-type: none"> 1) Establish inventories of unsold cards 2) Organise returns of cards from sales points to central office warehouse 3) Inform GCO Geneva of sales results or estimates of campaign 4) Send budget estimates for next budget period April 83-84) 5) Thank all those involved in the campaign by letter (volunteers - companies - medias) <p><u>This year's campaign</u></p> <ol style="list-style-type: none"> 1) Receive sample card sets and order forms 2) Discuss with selling points, distributors, volunteers etc. sales potential for this year's campaign 3) Definition of sales objectives for campaign <ol style="list-style-type: none"> a) Total quantity b) Definition of material to be offered on the market c) Estimate of total sales 	<p>15 Jan.</p>	
FEBRUARY	<p><u>Last year's campaign</u></p> <ol style="list-style-type: none"> 1) Establish list of sales results of all outlets - check distribution vs. sales 2) Collect funds from sales point 		

MONTH	ACTIONS TO BE TAKEN	DATES	REMARKS
FEBRUARY	<p>3) Make notes on weak and strong points of campaign</p> <p>4) Ideas on how to improve next campaign</p> <p>5) Complete and adjust address list (new and old selling points, companies, private clients etc.)</p> <p><u>This year's campaign</u></p> <p>1) Send Geneva orders for cards</p>	5 Feb.	
MARCH	<p>1) Preparation of action plan</p> <ul style="list-style-type: none"> a) definition of market target group b) sales points to be created (geographical distribution) c) visits to be paid: <ul style="list-style-type: none"> - principal sales points - potential clients (fix appointments) d) promotion and publicity (special events - TV - press, exhibitions) <p>2) Planning of volunteer training</p> <p>3) Deadline for previous year's stock and cash accounting</p> <p>4) Add up total of orders received from: organisations (embassies, ministires, international organisations, NGOs)</p> <p>5) Establish general plan of distribution to outlets</p>	30 March	
APR/MAY	Reception of cards and promotion materials		
JUNE	<p>WORKSHOP</p> <p>1 FAMADAM</p>	12 June	

MONTH	ACTION TO BE TAKEN	DATES	REMARKS
AUGUST	<p>1) Continue to build up and expand contacts with local organisations (embassies, ministries, firms, etc)</p> <p>2) Mail to main and potential clients letter with brochure, order form, price list</p> <p>3) All new ideas and texts for the next coming campaign's publicity have to be send to Geneva</p> <p>4) Continue to seek potential clients and volunteers (eventual training of the latter)</p> <p>AID EL FTR - Tchawal 140</p>	11 July	
SEPTEMBER	<p>1) Follow up on main and potential clients who received letter from you in July/August as well as local organisations by letter, telephone or visits</p> <p>2) Contact mass media ie. radio/TV for free publicity at end of October, November and December</p> <p>3) Prepare cliches for newspapers</p> <p>4) The general plan of distribution of cards to the outlets to be reviewed</p> <p>5) Recruit office help (volunteers)</p> <p><u>Next year's campaign</u></p> <p>1) Establish promotion material requirements</p> <p>2) Receive from Geneva order forms for sample card sets and promotion material</p> <p>AID EL ADHA - 10 Del Hadja 1403</p>	17 Sept.	

MONTH	ACTION TO BE TAKEN	DATES	REMARKS
OCTOBER	<p>1) Dispatch cards to sales outlets</p> <p>2) Accounting for all cards despatched</p> <p>3) Maintain contacts with principal sales outlets - check if everything is running smoothly</p> <p>4) Do an eventual overprinting of cards</p> <p>5) Start greeting card publicity campaign on radio/TV and in newspapers (press conference) eg United Nation's Day. Indicate where to buy UNICEF cards</p> <p><u>Next year's campaign</u></p> <p>1) Send Geneva orders for sample card sets and promotion material</p> <p>Hegirian New Year : 1 Mouhareem 1404</p> <p>Achoura - 10 Mouhareem 1404</p>	<p>7 October</p> <p>16 October</p>	
EMBER	<p>1) Check with sales outlets on availability of stocks and their replenishment, from main office, if necessary</p> <p>2) Continue publicity campaign on radio/TV and in newspapers</p>		
EMBER	<p>1) Calendars and/or stationery to be given (from leftover stock) to key persons to thanks them for their actions in this year's UNICEF activities</p> <p>2) Visits of main selling points</p> <p>El Mawlid Ennabawi - 12 rabi el Awal</p>	<p>16 Decem.</p>	

SLOGANS

A little for UNICEF means a lot for a child

UNICEF spells hope for a child

Build a better world with UNICEF

Children need UNICEF; UNICEF needs you!

With a little help from you, UNICEF could save a child's life

Help for UNICEF is hope for a child

400,000,000 children need UNICEF - UNICEF needs you!

UNICEF makes your help worthwhile

UNICEF makes the difference - with your help

UNICEF is your chance to give a child his due

Reach out through UNICEF to a child in need

GREETING CARD OPERATION

General Pricing Policy

- A. **PRICING IS A PROFIT OPPORTUNITY!**
When reviewing prices for a marketing plan year, it is important to seriously review the possibility of increasing prices in order to increase sales revenue.
- B. Low prices should not be a sales argument or a sales tool to sell UNICEF products.
- C. Three basic arguments to sell UNICEF products:
1. The objectives of UNICEF: "sell UNICEF first"
 2. The high artistic quality of the design
 3. The high quality of the product in terms of production quality and packaging.
- D. Each country should base their prices on its own market and prices should be on the same level as those of leading competitors producing similar types of product and formats of an equal quality.

Pricing Recommendations

Elements to be taken into consideration when drawing up yearly pricing recommendations:

- Pricing of direct commercial competition
- Evolution of country pricing index - rate of inflation
- GNP of country
- Length of time since last price increase
- Inter-country comparison of prices in US\$ with special reference to neighbouring countries.

TABLE I

EVOLUTION OF SALES OF CARDS, CALENDARS, STATIONERY & SHOPPING BAGS

(in '000 of cards and '000 pieces)

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>I. WORLD</u>					
Cards	102.318,0	112.611,5	116.865,7	115.030,7	
Calendars	708,5	694,5	478,0	496,5	
Stationery	223,8	284,0	366,7	290,3	
Shopping bags		9.604,5			
<u>II. EUROPE</u>					
Cards	58.264,8	66.075,6	64.652,9	66.193,6	69.148,0
Calendars	422,1	458,5	266,7	303,3	239,9
Stationery	146,3	185,6	286,9	231,3	263,5
Shopping bags		2.604,5	6.214,0	8.115,9	7.780,0
<u>III. EASTERN MEDITERRANEAN REGION</u>					
Cards	818,1	723,7	899,9	658,0	910,8
Calendars	10,0	11,0	7,1	7,6	9,3
Stationery		10,4	9,2	7,6	7,5
Shopping bags	---	---		126,4	140,7

14.

EVOLUTION OF GROSS PROCEEDS, AND NET PROFIT

ESTIMATED
1982

I. WORLD

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	
GROSS SALES	38.786,4	45.025,1	47.246,2	46.775,7	
NET PROFIT	16.319,8	17.050,9	18.408,2	16.713,0	
% NET PROFIT	42,1	37,9	39,9	35,7	

II. EUROPE

GROSS SALES	26.339,6	30.606,8	30.626,6	29.382,4	30.608
NET PROFIT	12.337,3	13.276,0	12.423,7	12.598,0	
% NET PROFIT	46,8	43,4	40,6	42,8	

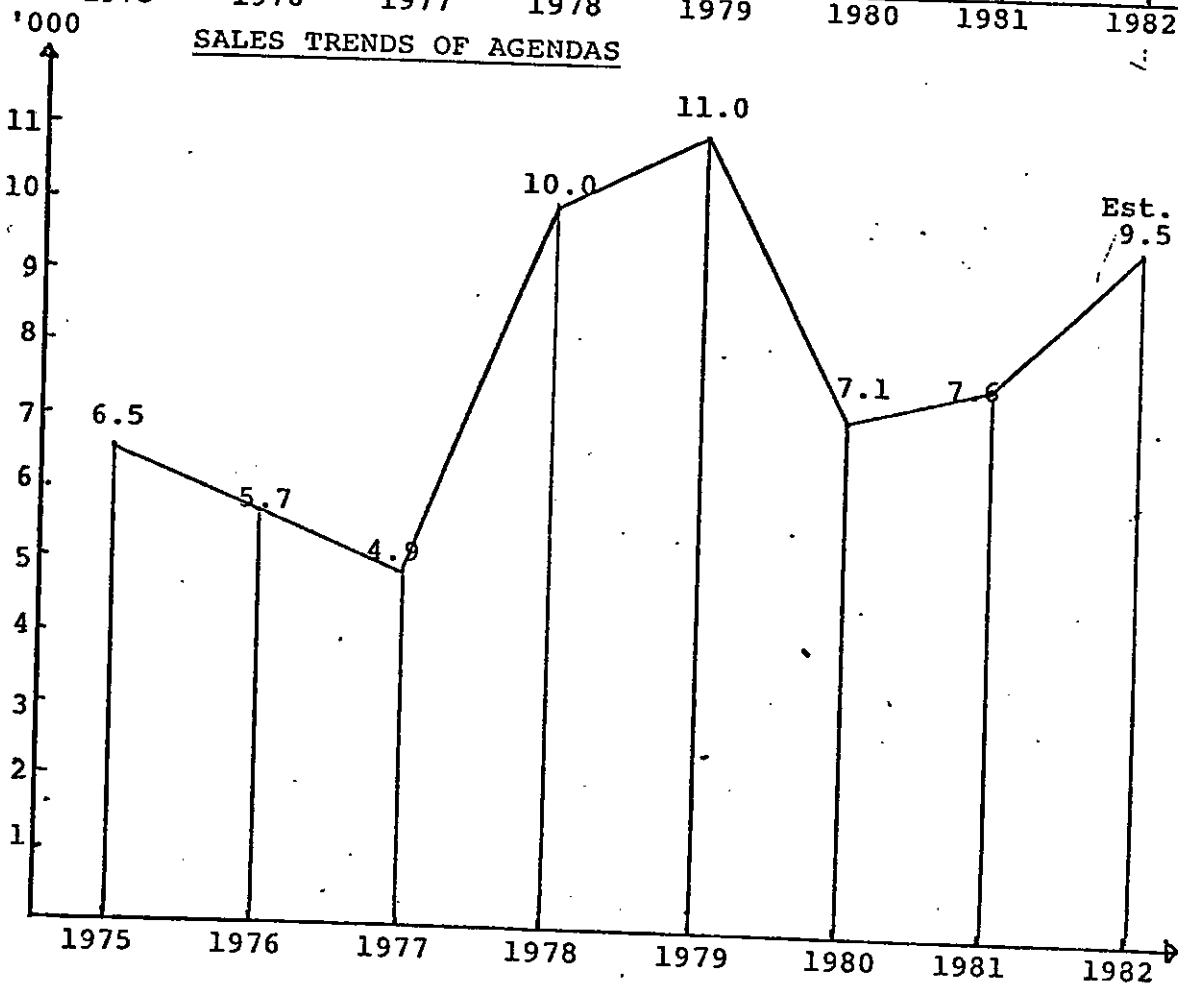
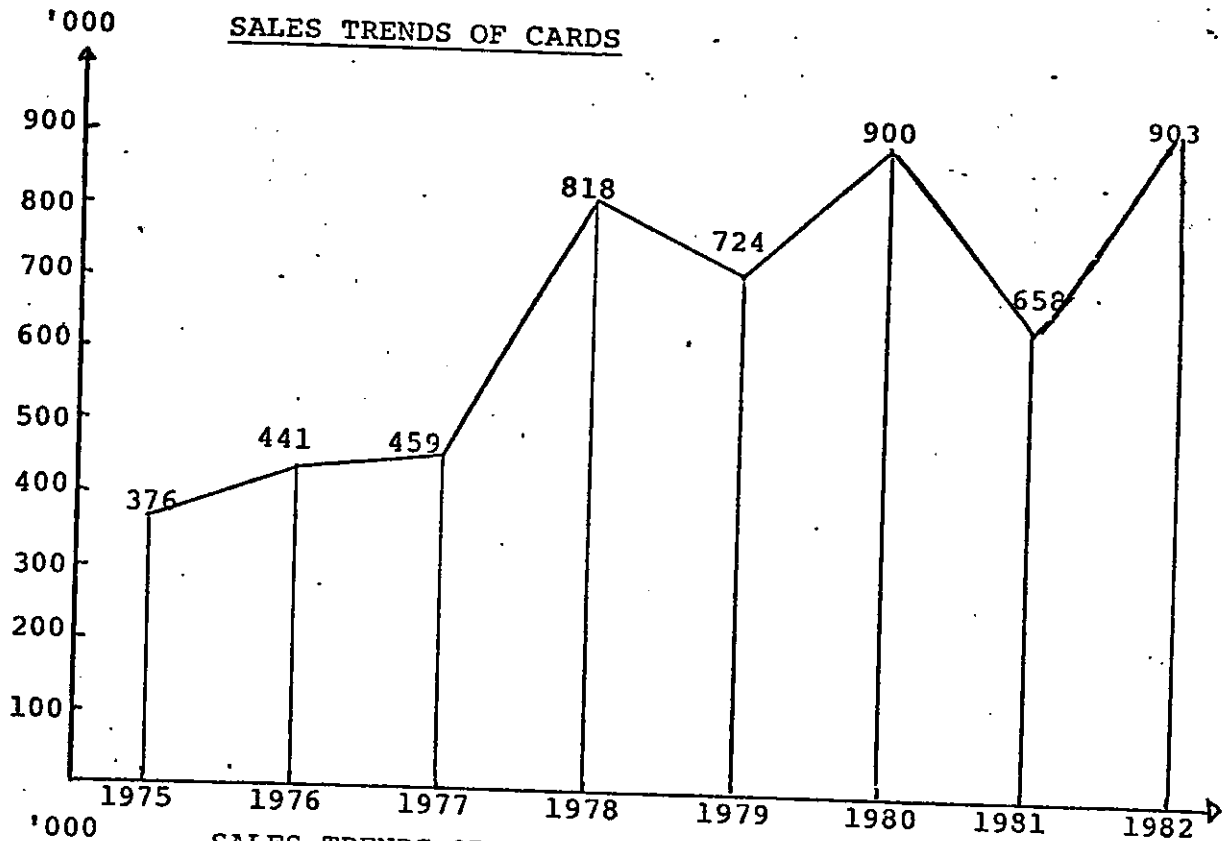
III. EASTERN MEDITERRANEAN REGION

GROSS SALES	278,9	359,6	487,2	399,7	584,7
NET PROFIT	122,9	158,2	252,1	223,5	
% NET PROFIT	44,1	44,0	51,7	55,9	

EASTERN MEDITERRANEAN REGION

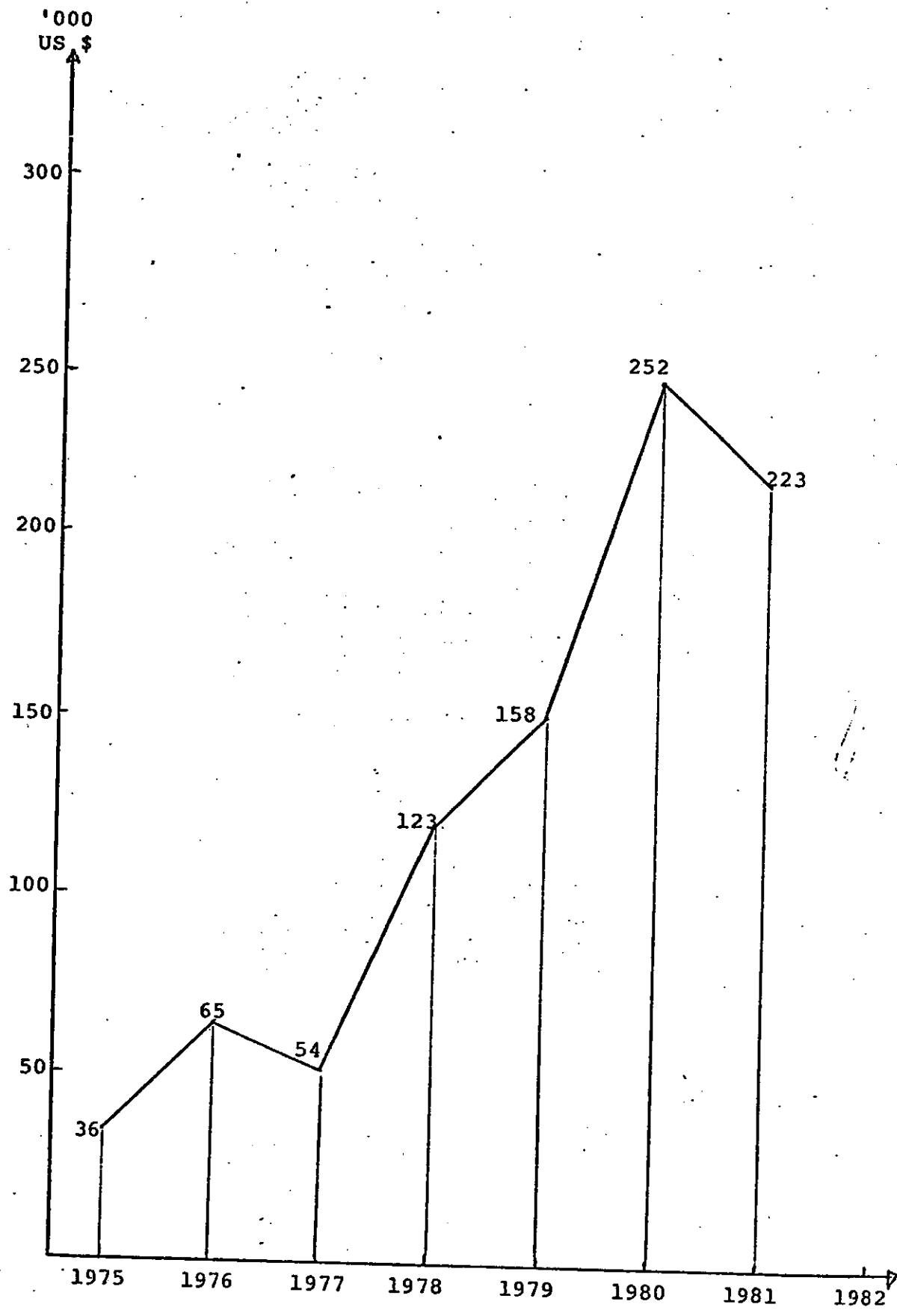
		1978	1979	1980	1981	Estim. 1982	
						US\$	%
ABU DHABI	GP	4,9	8,9	14,1	23,1	35,2	
	NP	2,6	5,3	8,1	15,1		
BAHRAIN	GP	1,5	1,1	7,9	12,1	33,7	
	NP	0,5	0,7	5,6	8,4		
EGYPT	GP	21,9	17,2	30,0	31,6	41,4	
	NP	(4,2)	6,5	13,7	21,4		
IRAQ	GP	14,8	20,7	11,0	21,5	44,4	
	NP	8,6	11,1	3,8	17,5		
JORDAN	GP	0,5	0,8	1,7	6,5	11,4	
	NP	0,3	0,2	0,5	(0,7)		
KUWAIT	GP	3,3	6,1	4,6	4,6	17,7	
	NP	0,6	4,7	1,2	2,9		
LEBANON	GP	12,9	19,0	31,4	26,0	38,6	
	NP	1,0	(1,8)	12,1	10,0		
LIBYA	GP	8,1	6,1	7,7	12,3	6,6	
	NP	4,8	3,6	3,6	8,1		
OMAN	GP					7,7	
	NP						
QATAR	GP				7,1	16,2	
	NP				5,2		
SAUDI ARABIA	GP	13,8	26,8	21,4	23,7	77,1	
	NP	0,9	13,0	12,0	12,4		
SUDAN	GP	7,8	5,1	9,8	6,1	6,9	
	NP	3,3	0,7	5,2	2,0		
SYRIA	GP	2,8	7,2	7,6	8,5	10,0	
	NP	1,2	3,3	3,4	2,1		
DEMOCRATIC YEMEN	GP	0,7	1,9	2,4	3,6	3,2	
	NP	0,5	1,0	1,4	2,8		
YEMEN ARAB REP.	GP	2,1	3,1	5,7	16,5	22,4	
	NP	1,0	0,8	2,6	9,1		
SUB-TOTAL	GP	95,1	124,0	155,3	203,1	372,6	
	NP	21,1	49,1	73,5	116,2		
ALGERIA	GP	134,8	179,9	290,8	151,4	164,1	
	NP	89,4	82,7	162,6	85,1		
MOROCCO	GP	36,3	39,3	32,1	30,4	34,3	
	NP	11,7	13,0	11,4	13,2		
TUNISIA	GP	4,9	16,4	9,0	12,3	12,5	
	NP	(4,2)	11,4	4,9	7,2		
SUB-TOTAL	GP	176,0	235,6	331,9	194,1	210,9	
	NP	96,9	107,1	178,9	105,5		
TOTAL	GP	271,1	359,6	487,2	397,2	583,5	
	NP	118,0	156,2	252,4	221,7		

EASTERN MEDITERRANEAN REGION



EASTERN MEDITERRANEAN REGION

NET PROFIT

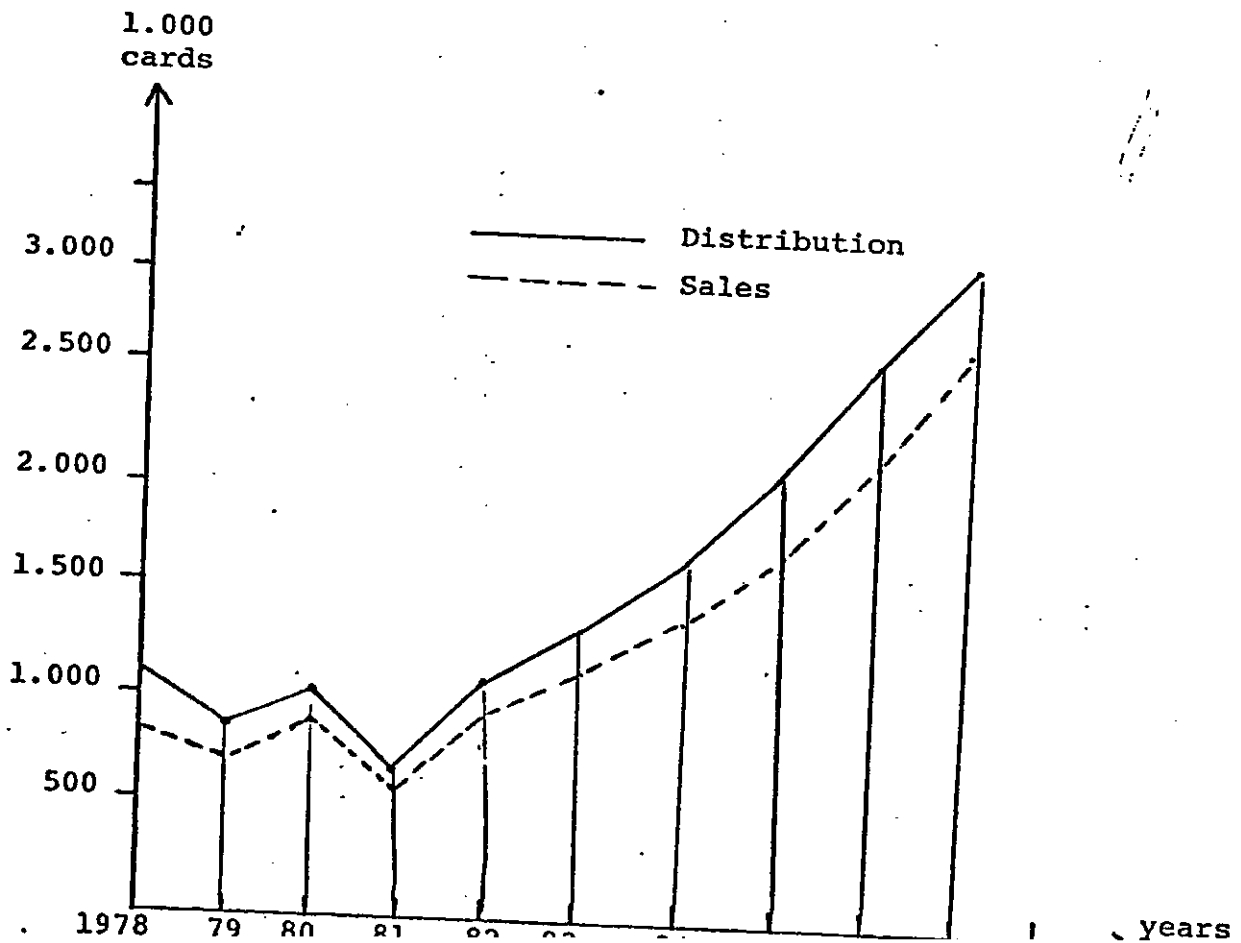


EASTERN MEDITERRANEAN REGION

SALES VERSUS DISTRIBUTION - BACKGROUND DATA AND OBJECTIVES

(in '000 cards)

	DISTRIBUTION (1)	SALES (2)	RATIO $\frac{(1)}{(2)}$
1978	1.041,2	818,1	127
1979	899,9	723,7	124
1980	997,1	899,9	111
1981	716,0	658,0	109
1982	1.033,2	ESTIM. 874,4	118
1983 Objectives	1.320,0	1.100,0	120
1984	1.650,0	1.375,0	120
1985	2.040,0	1.700,0	120
1986	2.520,0	2.100,0	120
1987	3.120,0	2.600,0	120



DISTRIBUTION AND SALES OF CARDS ('000 CARDS)

	1978		1979		1980		1981			1982				
	DISTRIBUTION	SALES	DISTRIBUTION	SALES	DISTRIBUTION	SALES	DISTRIBUTION		SALES	DISTRIBUTION		SALES		
							TOTAL	ISLAMIC		EUROPEAN	TOTAL		ISLAMIC	EUROPEAN
ABU DHABI	13,5	12,3	25,4	24,4	39,7	34,8	43,9	9,0	34,9	48,5	87,3	24,0	63,3	5
BAHRAIN	6,9	3,1	2,9	4,5	22,9	22,5	23,2	4,0	19,2	24,7	48,0	19,5	28,5	5
EGYPT	175,7	82,6	59,3	62,3	77,7	76,9	63,7	25,0	38,7	72,5	85,0	5,0	80,0	9
IRAQ	40,2	50,4	50,6	53,9	68,7	33,0	28,4	1,0	27,4	45,0	97,2	25,0	72,2	5
JORDAN	3,2	1,5	1,2	2,4	9,2	5,5	18,3	7,5	10,8	13,5	18,4	2,5	15,9	2
KUWAIT	21,0	6,3	9,0	25,1	30,6	8,3	12,2	---	12,2	8,3	48,8	22,0	26,8	3
LEBANON	59,1	43,3	95,5	57,8	101,1	77,5	69,2	42,0	27,2	62,1	67,4	17,5	49,9	6
LIBYA	16,2	17,6	16,8	16,8	28,8	21,2	23,2	---	23,2	22,5	11,6	---	11,6	1
OMAN														
QATAR														
SAUDI ARABIA	62,7	53,5	51,1	37,5	51,2	36,1	54,7	14,0	23,0	12,4	17,3	5,0	12,3	2
SUDAN	19,7	23,7	16,1	15,9	24,2	19,3	25,3	---	25,3	8,6	4,0	4,0	4,0	1
SYRIA	11,6	8,9	16,5	17,3	29,9	18,9	23,5	9,5	14,0	17,8	10,0	0,5	9,5	1
DEMOCRATIC YEMEN	1,2	2,1	2,6	2,9	12,1	4,6	1,0	1,0	1,0	5,8	3,1	---	3,1	1
YEMEN ARAB REPUBLIC	4,6	3,3	10,9	5,9	11,1	11,2	32,9	12,0	20,9	21,2	38,0	8,0	30,0	27
SUB-TOTAL	435,6	308,6	357,9	326,7	507,2	378,8	442,4	125,0	317,4	403,9	709,0	208,0	501,0	60
ALGERIA	435,1	362,0	371,4	256,7	360,9	370,3	117,1	3,0	114,1	136,4	195,7	51,0	144,7	195
MOROCCO	148,4	133,3	122,2	97,3	100,7	128,4	121,2	15,0	106,2	90,9	103,5	26,0	77,5	76
TUNISIA	22,2	14,2	48,5	43,0	28,6	22,4	35,2	0,1	35,1	26,9	25,0	8,5	16,5	28
SUB-TOTAL	605,7	509,5	542,1	397,0	490,2	521,1	273,5	18,1	255,4	254,2	324,2	85,5	238,7	299
TOTAL EMC	1.041,2	818,1	899,9	723,7	997,1	899,9	716,0	143,1	572,9	658,0	1033,2	293,5	739,7	902

Source: EMW-83

EASTERN MEDITERRANEAN COUNTRIES

EMW-83-14

1982 DELIVERIES

COUNTRIES	No OF DELIVERIES	TOTAL WEIGHT KG	AVERAGE WEIGHT FOR SHIPMENT KG	NUMBER OF		
				CARTONS	PALETTES	SHIPPING DOCUMENTS
IRAQ	4	4.356	1.089	512	11	7
EGYPT	8	3.591	449	391	6	11
SAUDI ARABIA	22	3.102	141	359	0	25
ABU DHABI	8	1.841	230	225	5	11
YEMEN (REP.)	14	1.726	123	199	6	19
LEBANON	3	1.696	565	176	4	4
BAHRAIN	15	1.297	86	156	2	16
KUWAIT	11	1.088	99	142	0	14
JORDAN	6	559	93	61	1	9
OMAN	10	527	53	56	0	11
SYRIA	5	431	86	50	0	7
QATAR	5	396	79	39	0	6
LYBIA	3	315	105	36	0	3
SUDAN	4	276	69	20	0	4
YEMEN (DEM.)	4	145	36	17	0	5
SUB-TOTAL	122	21.346	AVER. 175	2.439	35	152
ALGERIA	17	14.666	863	1.433	31	22
MOROCCO	9	3.940	438	367	7	12
TUNISIA	6	652	109	67	1	7
SUB-TOTAL	32	19.258	602	1.867	39	41
TOTAL	154	40.604	AVER.264	4.306	74	193

EASTERN MEDITERRANEAN COUNTRIESNo. OF DELIVERIES

	<u>1981</u>	<u>1982</u>
ABU DHABI	5	8
BAHRAIN	3	15
EGYPT	3	8
IRAQ	5	4
JORDAN	3	6
KUWAIT	4	11
LEBANON	4	3
LIBYA	1	3
OMAN	3	10
QATAR	3	5
SAUDI ARABIA	9	22
SUDAN	3	4
SYRIA	6	5
YEMEN (REP.) SANA'A	12	14
YEMEN (DEM.) ADEN	2	4
	<u>66</u>	<u>122</u>
ALGERIA	22	17
MOROCCO	8	10
TUNISIA	9	6
SUB-TOTAL	<u>39</u>	<u>33</u>
TOTAL	<u>105</u>	<u>155</u>
	=====	=====

EASTERN MEDITERRANEAN COUNTRIES

EMW-83-16

COST OF DELIVERIES

COUNTRIES	TOTAL WEIGHT IN KG.		COSTS OF FREIGHT US \$		RATIOS 82/81	
	1982	1981	1982	1981	WEIGHT	COSTS
ABU DHABI	1.841	726	2.152	2.088	254	103
BAHRAIN	1.297	482	4.390	2.790	269	157
EGYPT	3.591	1.309	1.773	1.747	274	101
IRAQ	4.356	756	4.645	2.094	576	222
JORDAN	559	992	1.394	1.679	56	83
KUWAIT	1.088	325	2.817	1.066	335	264
LEBANON	1.696	1.899	1.233	2.025	89	61
LYBIA	315	517	624	985	61	63
OMAN	527	418	3.168	1.842	126	172
QATAR	396	486	843	1.834	81	46
SAUDI ARABIA	3.102	1.396	6.989	4.213	222	166
SUDAN	276	797	509	1.967	35	26
SYRIA	431	1.177	905	2.448	37	37
YEMEN (REP) SANA'A	1.726	846	3.967	4.051	204	98
YEMEN (DEM) ADEN	145	34	722	330	426	219
SUB-TOTAL	21.346	12.160	36.131	31.159	176	116
ALGERIA	14.666	10.341	4.700		142	
MOROCCO	3.940	2.719	1.450		145	
TUNISIA	652	878	450		74	
SUB-TOTAL	19.258	13.938	6.600	N.A.	138	N.A.
TOTAL	40.604	26.098	42.731		314	

BRIEF SUMMARY ON ART COLLECTING AND SELECTING PROCEDURE

1) HOW TO COLLECT

From museums, private collections, galleries and artists

2) WHAT TO SEND

Please don't send original artworks, but catalogues, small photos or color slides.

3) WHERE TO SEND

Monika Knöfler, Art & Design Officer for Europe, North Africa and Eastern Mediterranean Region, UNICEF-GCO, Palais des Nations, CH - 1211 GENEVA.

4) WHAT DO WE NEED TO PRESENT TO THE ART COMMITTEE

When the reaction of the Art & Design Officer is favourable, you will be asked to send 13 x 18 cm Ektachrome with grey scales and color separation guides. If the equipment needed to do these is not available, please send 35 mm color slides (with the color separation guides photographed alongside the artwork).

5) WHEN SHOULD IT BE SENT

Before 15th November of each year.

6) WHAT ELSE IS NEEDED

United Nations regulations requires UNICEF to have a signed Loan Agreement before proposing an artwork to the Art Committee.

7) ART SELECTING PROCEDURE

Please inform everybody about the duration (at least 2 years) of the art selection procedure to avoid unnecessary inquiries and that the artwork has to pass 2 stages before it can become a UNICEF greeting card.

a) Every February the INTERNATIONAL ART COMMITTEE, whose members are directors of famous museums, galleries, art experts or appreciated artists meet in New York. Its function, aside from making a qualitative selection is also to guarantee a geographical balance of the collection. Once the artwork has passed the Art Selection Committee criteria, it goes to a Greeting Card Workshop.

b) The GREETING CARD WORKSHOPS choose a sales oriented selection from the artwork that comes from the International Art Committee. Only after the artwork has passed through both the Art Committee and the Workshop, the artists will be informed about the results.

UNICEF IMAGE DESIGN GUIDELINES

UNICEF greeting cards are a principal device for propagation of UNICEF's name. UNICEF's concern for the welfare of children and the beauty and health of the future of the world should be reflected in the image which UNICEF greeting cards create.

It is, therefore, necessary that in the choice of cards offered by UNICEF for sale, these concerns be evident and the following guidelines are given to those persons entrusted with the selection of the cards for sale.

1. The concern with children should be represented by the inclusion of at least one card in every selection depicting a family or members of a family including a child, in relationship to an adult.
2. The concern for peace and fellowship should be depicted in each UNICEF card selection by the inclusion of at least one card on the themes of UN ideals.
3. The international character of UNICEF should be conveyed by a diversity of cards from many nations and should always include representation of or from developing countries.
4. The multi-racial aspect of UNICEF should be reflected by the inclusion of at least two designs that depict at least two races represented by the UN.
5. The multi-religious character of UNICEF should be reflected in every selection by the inclusion of a card especially suitable for the celebrations of at least two of the many religious groups represented by the UN.
6. The United Nations' concern for ecology should be represented by the inclusion of at least one card in every selection either dealing in subject matter with ecology and/or printed on recycled paper.

THE ABOVE GUIDELINES SHOULD BE TAKEN INTO CONSIDERATION WHEN MAKING A SELECTION OF CARDS FOR SALE IN ANY COUNTRY WHERE UNICEF CARDS ARE SOLD. DESIGNS FOLLOWING THESE GUIDELINES SHOULD APPEAR IN EVERY BROCHURE OF CARDS PRINTED IN THE NAME OF UNICEF.