

UNICEF
INNOCENTI PUBLICATIONS

ANNUAL REVIEW



2000-2001



United Nations Children's Fund
Innocenti Research Centre
Florence, Italy

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The UNICEF Innocenti Research Centre, in Florence, Italy, was established in 1988 to strengthen the research capability of the United Nations Children's Fund (UNICEF) and to support its advocacy for children worldwide. The Centre (formally known as the International Child Development Centre) helps to identify and research current and future areas of UNICEF's work. Its prime objectives are to improve international understanding of issues relating to children's rights and to help facilitate the full implementation of the United Nations Convention on the Rights of the Child in both industrialized and developing countries.

The Centre collaborates with its host institution in Florence, the Istituto degli Innocenti, in selected areas of work on child rights.

Core funding for the Centre's work is provided by the Government of Italy, while financial support for specific projects is also provided by other governments, international institutions and private sources, including UNICEF National Committees.

This Annual Review provides a brief outline of the UNICEF Innocenti Research Centre's ongoing work, as well as work completed in 2000. For further details please consult the Centre's website: www.unicef-icdc.org or contact Centre staff via email.

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1. OVERVIEW

The UNICEF Innocenti Research Centre aims to:

- Focus on areas that are relatively new to UNICEF and that may be important for its work in the future;
- Focus on statistics and areas that may be sensitive or even controversial;
- Fill knowledge gaps in existing areas of UNICEF's work.

Behind these three criteria lies one key concept – the rights of the child.

The 1989 United Nations Convention on the Rights of the Child guides every aspect of the work of the Centre and of UNICEF (the United Nations Children's Fund) as a whole. The Centre has been the research engine for UNICEF's shift to a rights-based approach over the last decade, measuring the reality for children against the standards required by the Convention.

In 2000, as in previous years, the Centre worked in partnership with UNICEF offices and National Committees, with Governments, non-governmental organizations, universities, researchers and others to share expertise, ideas and experience. And, as always, it maintained its intellectual independence to focus on cutting-edge, action-oriented research.

Landmarks in 2000 included collaborations with UNICEF Regional Offices around the world, including the launch of *Young People in Changing Societies* and the production of a 'Discussion Guide' to rights for young people, in partnership with the Regional Office for Central and Eastern Europe, the Commonwealth of Independent States and the Baltics. The Centre worked intensively with the Regional Office for the Middle East and North Africa on the Mediterranean Initiative for Children's Rights. Links were strengthened with UNICEF's Regional Office for West and Central Africa by joint research on child trafficking, and with the India Country Office by research on the financing of basic education. The Centre also worked with the East and South Africa Regional Office on research into HIV/AIDS and with the East Asia and Pacific Regional Office and UNICEF Indonesia to finalize research into the impact of the East Asian economic crisis on children.

Other highlights included the launch of the *Report Cards* series on children in industrialized countries, a series of expert consultations on topics to be covered by Innocenti *Digests* and the establishment of the International Child-Friendly Secretariat and the Inter-agency Project on Child Labour at the Centre. The Centre worked in close collaboration with its host institution, the Istituto degli Innocenti, throughout the year, and the libraries of the two institutions are now being merged to create a unique European resource on child rights.

The Centre, like the rest of UNICEF, is preparing for the UN General Assembly Special Session on Children to be held in New York in September 2001, which will review the progress made for children since the 1990 World Summit for Children. The Centre's research will feed into this crucial meeting, with, for example, information on globalisation and HIV/AIDS, and a new report on the participation of children in decision-making.

In 2000, as always, the Centre received strong support from the Government of Italy, which increased its annual contribution. Other donors, notably the Governments of Finland, Norway, Sweden and the World Bank, supported specific activities, as did various UNICEF Offices and National Committees, particularly those in Australia, Germany and Spain. However, the Centre is facing a shortage of funds for a number of ongoing programmes. Efforts to identify new sources of funding for crucial activities will be a top priority in the coming months.

Mehr Khan, the Centre's Director, left the Centre in November 2000 to become UNICEF's Regional Director in East Asia and the Pacific. UNICEF's Executive Director asked Stephen H. Umemoto, recently retired after more than 30 years of service in Asia, to serve as Acting Director for an interim period. In July 2001, Marta Santos Pais, the former Director of Evaluation, Policy and Planning at UNICEF's New York Headquarters, became the Centre's Director. With her many years of experience in the field of child rights, including serving as Rapporteur to the UN Committee on the Rights of the Child, Ms Santos Pais will undoubtedly enrich the Centre's work on behalf of children.

2. DEVELOPING COUNTRIES

Basic Services for All?

Contact: **Santosh Mehrotra: smehrotra@unicef.org**

Basic Services for All? (April 2000) examined the shortfall of up to \$80 billion per year between what is spent, and what should be spent, to ensure basic services for all children. Drawing on research from over 30 developing countries, it outlined the human cost of this shortfall in lives lost, children out of school, millions undernourished and billions without safe water. It proposed a Ten Point Agenda for Action – urgently needed measures to close the \$80 billion gap and improve the efficiency and equity of public spending and ODA on basic services. *Basic Services for All?* was produced in English, French and Spanish.

Financing Basic Education

Contact: **Santosh Mehrotra: smehrotra@unicef.org**

One country – India – accounts for 40 per cent of the highly educated professionals in California's Silicon Valley. At the same time, it accounts for one-third of the illiterate people in the world. The Centre is working with the UNICEF India Country Office and with India's leading education economists to examine the country's education system and open a wider debate on the financing of basic education. Is public spending by the states efficient and equitable? Does the private sector complement or substitute public schools? How much do India's supposedly 'free' primary schools actually cost to attend, for example? And what can be done to make sure that they are genuinely cost-free to poor families? In 2000, studies were carried out in eight Indian states that account for most children out of school. The results will feed into a dialogue with the Government of India in 2001 on the financing of basic education – an issue with implications for many other countries. Two Innocenti Working Papers and a book are planned for 2001.

Good Practices from the 'High-Achievers'

Contact: **Santosh Mehrotra: smehrotra@unicef.org**

The Working Paper *Integrating Economic and Social Policy: Good Practices from High-Achieving Countries* was published in October 2000. It examined the successes of ten 'high-achievers' – countries that have made far greater progress for their children than might be expected given their national wealth, offering lessons for social policy in other countries. Based on UNICEF-supported studies in all ten countries, the paper pinpoints the policies that contribute to success, such as priority resourcing for basic education and primary health care – policies that could be used elsewhere.

Home-Based Work in South and East Asia

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While data on child labour may be limited, information on children's home-based work (HBW) is virtually non-existent. The Centre's Project on Outsourcing of Manufacturing aims to fill the knowledge gaps on this issue. The year 2001 saw the completion of country studies in India, Indonesia, Pakistan, the Philippines and Thailand. Three employment sectors were analysed in each of the five countries, including one export industry. An international workshop will be held later in 2001 to discuss the findings. An Innocenti Working Paper is planned for 2001.

Indonesia: the East Asian Economic Crisis

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The East Asian economic crisis of the late 1990s hit Indonesia hard. Between 1997 and 1998, the number of Indonesians living in poverty nearly doubled. The 20 million newly poor Indonesians – those earning \$1 per day or less – could populate a medium-sized country. Working with the UNICEF Indonesia Country Office, and with funding from the Australian National Committee for UNICEF, the Centre has looked at the human face of Indonesia's *Krisis Monitor*, or *Krismon*. Three detailed research studies were produced in 2000: an examination of the Families in Focus approach to development; the results of research in 100 Indonesian villages; and an analysis of the School Scholarships Programme.

The key points of all three studies were summarized in one publication, *Beyond Krismon*, launched in March 2000. This reported that, of Indonesia's 23 million children under five, six million (or more than one quarter) are malnourished. Over six million between the ages of six and 15 are not in school. Economic recovery alone will not be enough to address these problems, says *Beyond Krismon*, and greater efforts are needed to extend social safety nets for children.

3. INDUSTRIALIZED COUNTRIES

Child Well-Being in the OECD

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The Centre launched its new Report Card series on differences in child well-being across the OECD countries in June 2000 with *A League Table of Child Poverty in Rich Nations*. The Report Cards reflect UNICEF's mandate to speak out for children in rich, as well as in poor countries, and are funded by UNICEF National Committees in Germany and Spain. The Report Cards are distinguished by their combination of rigorous quantitative research to high academic standards and effective communication of that research to a wide audience. Background research for the Report Cards is often published in the Innocenti Working Paper series.

A League Table of Child Poverty found that one in six of the rich world's children is poor – a total of 47 million. It provided the most comprehensive estimates of child poverty across the OECD to date. The report revealed large disparities in child poverty rates between countries at similar levels of economic development, raising questions about its causes and calling for a new commitment to ending child poverty in these wealthy nations. UNICEF's National Committees generated extensive media coverage for the Report Card, particularly in Canada, Germany, Ireland, Italy, Portugal, Spain and the UK.

The second Report Card, *A League Table of Child Deaths by Injury*, published in February 2001, revealed that injury is now the leading killer of children in every industrialized country – accounting for almost 40 per cent of deaths in the 1 to 14 age group. It calls for a greater focus on child safety to reduce these preventable deaths. The third Report Card, *A League Table of Teenage Pregnancies in Rich Nations* was launched in July 2001. At least 1.25 million teenagers become pregnant each year in the 28 OECD nations examined by the Report Card. It investigates the reasons behind both high and low teenage birth rates and looks at practical solutions.

The Report Card Series was born out of earlier research undertaken by the Centre on child well-being in OECD countries, especially on child poverty. In June 2001 the Centre copublished with Cambridge University Press a major study summing up this earlier work: *The Dynamics of Child Poverty in the Industrialised Countries*. The book analyses the speed at which children move into and out of poverty, comparing a range of industrialized countries – Germany, Ireland, Hungary, Spain, the UK, the USA and one non-OECD member, Russia.

European Union Enlargement

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Ten countries in Central and Eastern Europe will seek membership of the European Union in the next decade. The Working Paper, *Child Well-Being in the EU and Enlargement to the East*, published in February 2000, analysed differences in the well-being of children in these countries and in current EU Member States. The paper examined three aspects of child well-being in each country: economic welfare, health, and education, and looked at the importance of economic, social and cultural rights in the 'Copenhagen criteria' laid down for EU accession. The paper called for a broader approach to the measurement of living standards and economic and social cohesion.

This work built on an earlier study the Centre undertook on whether differences in child well-being in Member States are converging in the European Union. This study was copublished in book form with The Policy Press as *The Welfare of Europe's Children* in March 2000.

The MONEE Project

Contact: **Gaspar Fajth:** gfajth@unicef.org

The Centre's MONEE Project has monitored the human impact of transition in Central and Eastern Europe and the Commonwealth of Independent States since 1992. With funding from the Government of Italy, the World Bank and from the UNICEF Regional Office for the CEE/CIS and Baltics, the Project aims to ensure that children are not forgotten in the rush for economic and political freedom. The output of the Project includes the annual Regional Monitoring Report, the TransMONEE database and contributes to the Innocenti Working Paper series.

Young People in Changing Societies, the seventh Regional Monitoring Report, was published in November 2000 and is the first full assessment of the situation of the 65 million young people aged 15-24 in the region. The Report finds that progress for young people and progress in the transition are mutually supportive, but that new freedoms mean new risks, including unemployment, drugs and greater inequality. The Report calls for more dialogue with young people to create youth-friendly policies and includes the views of young people from six countries. The Report itself was published in both English and Russian, while a Summary was produced in English, Russian and Italian.

Launches took place in more than 20 countries, including Finland, Georgia, Germany, Kyrgyzstan, FYR Macedonia, Russia, Spain, Sweden, Ukraine and Uzbekistan, and an international launch was held in Switzerland with UNICEF's Executive Director Carol Bellamy.

The findings of the Report are reaching young people through a *Youth Discussion Guide*, drawing out the main themes and written in an accessible style. The Guide was written in collaboration with the World Organization of Scout Movements (WOSM) and the UNICEF Regional Office for CEE/CIS and the Baltics and was launched in July 2001.

A Decade of Transition, the eighth Regional Monitoring Report, to be launched in November 2001, looks back at the record of the 1990's, focusing on poverty, health and education, and on the situation of children in public care, an issue first investigated in depth by the MONEE project in the fourth Report, and again found to be on the increase in the Region. The eighth Report aims to refocus attention on the original goals of the transition – to raise the standard of living for every individual and to develop caring, democratic societies.

The TransMONEE database continues to provide a unique service, with comprehensive data on social and economic trends in 27 countries gathered during the preparation of the Regional Monitoring Reports. The database can be downloaded from the Centre's website.

4. GLOBAL CHILD RIGHTS ISSUES

Child Friendly Cities

Contact: Eliana Riggio: eriggio@unicef.org

The International Child Friendly Cities Secretariat is now firmly established at the Centre. The Secretariat is a catalyst for the global Child Friendly Cities Initiative (CFCI) launched in 1996 and a resource for national and municipal governments, NGOs, development agencies, experts, children groups and UNICEF offices wanting to make their cities 'child friendly'. It aims to build partnerships between municipal governments and communities (including children) and networks of municipalities working to fulfil the rights of children and women.

Its three main activities are research, information and networking. A database is being created, including examples of best practice and lessons learned from the field. Primary data is being collected and processed through field research in industrialized and developing countries and a website is being set up, including data and resources for programme development. Information materials have been produced to publicise the project through international fora, project partners and municipalities. The Government of Italy has provided substantial funding for the start-up phase of the project, which is planned initially for three years (2000-2002). Additional donors will be approached for the next period.

Child Participation

Contact: Nigel Cantwell: ncantwell@unicef.org

An Innocenti Insight on child participation, *Promoting Children's Participation in Democratic Decision-making*, was completed in December 2000. Authored by Gerison Lansdown, a pioneer on the issue of child participation, the Insight has made a real impact at a number of events and meetings in the run-up to the Special Session and is in great demand. The Insight includes clear guidance for those planning to involve children and young people in any initiative, with checklists for their participation in conferences and other events. For example, organizers need to be clear about why they want to involve children in the event. What is their role? Will they be involved in the planning process? How will they be prepared? While the Insight makes it clear that there is no blueprint for successful child participation, it outlines some general principles, including the importance of having clear goals and targets agreed with the children, of absolute honesty from the adults involved, the need for adequate resources and time, and the dangers of underestimating the capacities of children.

Children's Rights Thesaurus, Glossary and Bibliography

Contact: **Nigel Cantwell: ncantwell@unicef.org**

Three reference tools on child rights were produced by the Centre in 2000. The *Thesaurus* provides a controlled language to allow accurate information retrieval and exchange on children's rights. This can be used alongside the *Glossary*, which gives a detailed key to the specialized terminology of child rights and the Convention on the Rights of the Child. The *Bibliography* is an aid to anyone establishing a basic reference library on child rights. All three publications are available in English, French and Spanish.

Child Trafficking in West and Central Africa

Contact: **Roberto Benes: rbenes@unicef.org**

The plight of the group of children thought to be on a 'slave boat' off the coast of West Africa in May 2001 drew global attention to the estimated 200,000 children caught in the region's child trafficking networks. The Centre's project on Child Trafficking in West and Central Africa has been researching this issue since early 2000 and aims to strengthen UNICEF's ability to respond in eight countries: Benin, Burkina Faso, Cameroon, Cote d'Ivoire, Gabon, Mali, Nigeria and Togo. The project is a close partnership between the Centre, UNICEF's Regional Office for West and Central Africa and the eight UNICEF Country Offices.

The project examines trends and policy responses on child trafficking and is identifying the main institutional actors on this issue and drawing up recommendations for better programme integration and coordination. Field-based research has been developed in the eight participating countries and a website is being created. The information gathered so far is now being distilled to allow comparative analysis by UNICEF Country Offices and by other UN Agencies such as the International Labour Organization and the International Organization for Migration as well as Governments and NGOs. This project may be replicated in South East Asia.

Debriefing of Staff in 'Emergency' Countries

Contact: **Nigel Cantwell: ncantwell@unicef.org**

UNICEF Representatives from five countries in emergency situations took part in the first Innocenti Debriefing in May 2000. The Debriefing gave them the chance to discuss their work with colleagues in similar circumstances and to make suggestions for UNICEF's emergency and humanitarian relief programmes. The meeting was one part of the Centre's efforts to organize a systematic 'lessons learned' programme and was funded by the British Government as part of its contribution to UNICEF for capacity building in emergency operations.

Harnessing Globalisation for Children

Contact: **Giovanni Andrea Cornia:** gacornia@unicef.org

This global study, carried out in partnership with UNICEF New York Headquarters, will also contribute to the UN General Assembly Special Session on Children in September 2001. The study looks at how globalisation affects children, examining its positive and negative impact and identifying policies that harness the benefits of globalisation for children. Existing research on the social impact of globalisation has not focused on children or on the policy measures needed to protect them from any adverse effects. The UNICEF study aims to fill this gap and is a corporate priority.

The study will examine changes in child well-being over the last 20 years through analysis of changes in child welfare indicators, a review of the effects of global forces such as financial liberalisation and technology transfer, and analysis of policies to harness globalisation for children. In 2000, research papers were submitted by many leading experts from academic institutions in the industrialized and developing world. A number of Working Papers are planned addressing, for example, 'Global Policy Changes, Growth, Income Distribution and Child Poverty', 'Globalisation and the Implementation of the CRC' and 'Globalisation and Child Labour'. A more extensive publication, including many of the expert contributions, will be available in late 2001.

HIV/AIDS

Contact: **Giovanni Andrea Cornia:** gacornia@unicef.org

This project focuses on the economic, social and policy aspects of the HIV/AIDS epidemic, recognizing that efforts to protect children require an understanding of the impact of HIV/AIDS and of the policies that work. The project aims to identify new programmes and policies, produce research findings and advocate for effective policy responses.

Nine country case studies began in 2000 – six in Sub-Saharan Africa and three in Asia. Four sectoral studies were also launched, on health, education, orphanhood and poverty. The project will evaluate the long-term impact of HIV/AIDS on children by examining pairs of countries at similar levels of development that have experienced different trends in HIV/AIDS. It will review best practice and propose extra measures to sustain child well-being in the face of HIV/AIDS over the next two decades. The findings will feed into the UN General Assembly Special Session on Children in September 2001. The project has partial funding from UNICEF Country Offices as well as UNICEF's Regional Office for Eastern and Southern Africa and from the Government of Italy.

Innocenti Digests

Contact: **Maryam Farzanegan: mfarzanegan@unicef.org**

In May 2000, the Digest on *Domestic Violence against Women and Girls* tackled this controversial subject with an interdisciplinary approach including health, education and legal protection. It highlighted domestic violence as a human rights issue: one of the most prevalent and ignored forms of violence against women and girls. The Digest stressed the universality of domestic violence, which is found in every country, and emphasized the need for effective policy responses, enforcement of existing legislation and greater accountability from governments. The Digest was produced in four languages: English, French, Spanish and Italian.

Media coverage included such highlights as a *New York Times* interview with UNICEF Executive Director Carol Bellamy and reports on ABC News, CNN International, the BBC and many other media outlets in developing countries. Intensive briefing of Italian media resulted in coverage on most national TV and radio stations and in at least 15 newspapers, with front page stories in *Corriere della Sera*, *L'Unità*, *Liberazione* and *Il Tempo*.

The Digest on *Early Marriage: Child Spouses*, published in March 2001, set out the long-term implications of marrying too early in life. While the issue of early marriage has been extensively researched in relation to its impact on health and education, this Digest examined early marriage as a human rights violation.

An update of the Centre's first ever Digest, *Ombudswork for Children*, published in 1997, has been completed for publication in 2001. Work is also underway on a Digest on *Birth Registration*. Future issues include Children with Disabilities and Children Living in Poor Urban Areas. The Innocenti Digests receive funding from the UNICEF National Committees for Germany and Spain.

Intercountry Adoption

Contact: **Nigel Cantwell: ncantwell@unicef.org**

The Centre represented UNICEF at a four-day Special Commission – the first – to review the practical operation of the 1993 Hague Convention on Intercountry Adoption, held in The Hague in November 2000. Its delegate notably presented, on behalf of the organization, a strong proposal that the Special Commission take a stand on the particularly disturbing situation of intercountry adoptions from Guatemala. The debate revealed the high level of concern over this issue among the great majority of Contracting States. As a direct result of the Centre's initiative, the Commission approved an approach being made to the Guatemalan Authorities and adopted a recommendation concern-

ing the desirability of Contracting States applying the principles contained in the Hague Convention even when dealing with non-Contracting States.

Juvenile Justice

Contact: **Nigel Cantwell:** ncantwell@unicef.org

The Centre's work on juvenile justice continued in 2000 with the preparation of a policy discussion paper as the basis for UNICEF's policy and strategy on this issue. The Centre also launched a project to examine the special problems of juvenile justice in conflict and post-conflict situations. The project will include the analysis of country case studies reflecting a variety of such situations, from Kosovo and East Timor to Cambodia and Sierra Leone, and the preparation of a document to help practitioners identify and address the needs of children in such circumstances.

The Mediterranean Initiative for Child Rights

Contact: **Bernadette Abegglen:** babegglen@unicef.org

The Mediterranean Initiative for Child Rights (MEDIN) aims to build capacity to identify and analyse children's rights concerns in nine countries – Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Syria, Tunisia and West Bank and Gaza Strip – and to promote policy-led initiatives addressing these concerns. The MEDIN Project – a partnership between the Centre, UNICEF's Regional Office for the Middle East and North Africa and the UNICEF Country Offices concerned – focuses on four main areas:

- Early childhood: the survival, growth and development of young children;
- Basic education: barriers to universal access;
- Adolescence: health, development and participation rights of young people;
- Protection: violence, abuse, exploitation and discrimination affecting children.

The Project also examines the data gaps that undermine efforts to draw up a complete picture of child rights in these nine countries.

Phase One of the Project aimed to identify problems and build alliances, producing a report on the key elements of a new agenda for children in the nine countries, a preliminary sub-regional child rights database (MEDINFO) and project proposals to address the priority needs of children. A Technical Steering Committee was also created, including researchers and statisticians from every MEDIN country.

Phase Two focuses on implementing the proposed projects in collaboration with national and regional counterparts, and sub-regional efforts to address data gaps. The Project has received overall funding from the Government of Italy, but additional funds are needed for the Phase Two projects.

Understanding Children's Work

Contact: **Furio Rosati: frosati@unicef.org**

Lack of data is a barrier to monitoring and addressing child labour. The Inter-Agency Research Cooperation Project, *Developing New Strategies for Understanding Children's Work and Its Impact* (the UCW Project), stems from the recommendations in the Agenda for Action adopted at the Oslo International Conference on Child Labour in 1997. Its objectives are to pursue in-depth child labour research; to improve data collection and data analysis; to enhance local and national capacity for child labour data collection and research; and to improve the assessment of existing interventions in this field. The project also aims to minimise the duplication of efforts among the three agencies cooperating with the project: the International Labour Organisation, UNICEF and the World Bank. It will also identify major information gaps in the data on child labour and suggest means for filling them.

During its first six months of activity the project has developed a set of databases on child labour including a comprehensive database of surveys that collect information on the subject. Statistical indicators have been developed for about forty countries which were selected following a review of the information in the surveys database. A selective bibliography on child labour issues has been compiled and will be regularly updated. These databases are posted on the project website – www.ucw-project.org – and were accessible to the public as of June 2001.

The project has also launched a series of pilot research activities which look at the links between child labour and poverty; the relationship between child labour and educational achievement; and the effects of child labour on health. In addition, the project has carried out a comparison of the different survey instruments currently available for measuring child labour.

In order to enhance local capacity building, the project will develop a training module that focuses on the economics of child labour, and on the construction of statistical indicators for monitoring its status. The UCW project is also carrying out a mapping of projects in the field initiated by ILO, UNICEF and the World Bank, the aim of which is to reduce or eliminate those factors that contribute to it. The goal is to offer a complete picture of the interventions and instruments currently used to control and reduce child labour. All relevant information on these activities and some of the output will be available on the project website.

Funding for this project has been provided by the following donors to date: the Government of Finland, the Government of Norway and the Government of Sweden.

War-Affected Children

Contact: **Nigel Cantwell:** ncantwell@unicef.org

The Innocenti Insight *The Two Faces of Education in Ethnic Conflict*, by Kenneth Bush and Diana Saltarelli, was launched to coincide with the Winnipeg International Conference on War-Affected Children in September 2000. The Insight challenged the assumption that education is always a force for good, showing how it can actually be manipulated to drive a wedge between people. It analysed the growing importance of ethnicity in armed conflicts and outlined the negative and positive faces of education in such situations, including the denial of education as a weapon of war and the cultivation of inclusive citizenship. The Insight called for effective peacebuilding education.

5. GETTING THE MESSAGE ACROSS

Contact: Patrick McCormick: pmccormick@unicef.org

Media Relations

Working with UNICEF colleagues around the world, the Communication Team generated major media coverage for many of the Centre's publications in 2000, particularly the first two *Report Cards* and the Digests on *Domestic Violence against Women and Girls* and *Early Marriage*. Alongside efforts to ensure maximum worldwide coverage, there was a particular focus on Italian media, with greater personal contact with key journalists and broadcasters and briefings for media in Milan and Rome.

Publications

At the beginning of 2000 the outsourcing of the distribution of publications became effective. The appointment of an external professional service to undertake worldwide diffusion means more efficient and cost-effective delivery of publications. This was part of a general overhaul, including the introduction of on-line ordering, the creation of a mailing list database of over 13,000 entries, the establishment of a new house design for publications and the production of more language versions. The Team also produced its own publications in 2000, including the first-ever *Annual Review*, published in English, French, Italian and Spanish, a completely updated *Publications Catalogue*, and a short advocacy leaflet.

Website

The website is the Centre's key communications tool and was totally re-designed in 2000, making it more attractive and user-friendly. The site is now database-driven, allowing easy updating and on-line purchase of publications. The average number of visits is 7,500 per month. A major innovation in 2000 was the introduction of a website Newsroom, the first of its kind within UNICEF. This gives journalists password-protected access to press releases, video clips, photos and full-text reports. The Newsroom opened in November 2000 with the launch of *Young People in Changing Societies*, and, to date, more than 200 journalists have registered.

6. WHO'S WHO AT THE UNICEF INNOCENTI RESEARCH CENTRE

For more details, see our website at <http://www.unicef-icdc.org>

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