

Capacity Development: Supporting policy and decision makers in delivering better policies for children, particularly in poor municipalities, and strengthening the capacity of rights holders about their rights will continue to be an integral part of UNICEF’s work in Brazil. UNICEF will support federal, state and municipal legislative bodies to improve the Brazilian legislation at national and sub-national levels and avoid setbacks that limit child rights. It will also focus on capacity building activities at all levels of government for child protection network actors, law enforcement agencies and representatives of the justice system, focusing on results for children and addressing institutional racism and discrimination. This will include the work primarily carried out through existing, time-tested initiatives including the Municipal Seal of Approval, which is being implemented in over 1,500 municipalities across the Semi-Arid and Amazon regions, as well as the Urban Centers Initiative being implemented in major cities across the North and Northeast.

Integration and Cross-sectoral Linkages: Fostering cross-sectorial linkages at local level and between the local level with state and federal stakeholders is a must in a country that operates in a framework of decentralized policies and services with multiple tiers. For instance, UNICEF intends to bring various stakeholders together, in particular actors within the Rights Guarantee System, as well as schools, to prepare improved workflows that prevent and respond to violence. This will be largely carried out through existing, time-tested initiatives that take advantage of UNICEF’s local presence – principally the UNICEF Municipal Seal of Approval and the Urban Centers initiative.

In all of the activities described above, UNICEF will continue to rely on the collaborative partnerships that have been developed over the years with government institutions at national, federal, and state levels, with leading non-governmental organizations with recognized expertise in specific areas related to child protection, academic institutions, and civil society in order to bring about the results desired for improved protection and response to extreme forms of violence confronting children in Brazil.

Component 4 - Engaged Citizenry and Participation

The long-term vision of success is that, by 2021, engaged citizens, including boys, girls and families, millennials, individual donors and private sector partners, are driving public action for the realization of children’s rights.

Ultimately, the successful implementation of this Programme Component will result in vulnerable boys, girls, adolescents and families enjoying increased public support for issues impacting their lives. There will be a broader number of Brazilians being aware of and sensitized about the realities of vulnerable and excluded children in Brazil; that is, having a better understanding of the reality of children with disabilities, poor, black and in other conditions of exclusion. In addition, individual donors and private sector partners will further their non-financial contributions to advance UNICEF’s work for the realization of children’s rights. Lastly, a wide base of adolescents will be mobilized and enjoy adequate knowledge and more opportunities to participate in public forums of decision-making processes that affect them.

The key assumptions informing the results and strategies under this Programme Component are that Brazilians' use of the internet and mobile devices will continue to increase and that there will be continuing support from UNICEF globally to invest in innovative means to engaging citizens in the development of programming to realize child rights.

All strategies in the current UNICEF Strategic Plan and the Global Communication and Public Advocacy Strategy will be utilized in the effort of engaging various stakeholders and promoting the right to participation. Together with the private sector partners, media networks (digital and mass media), civil society groups with large memberships and youth and adolescent networks, in addition to various implementing partners, UNICEF will focus on the implementation of actions through the following selected strategies:

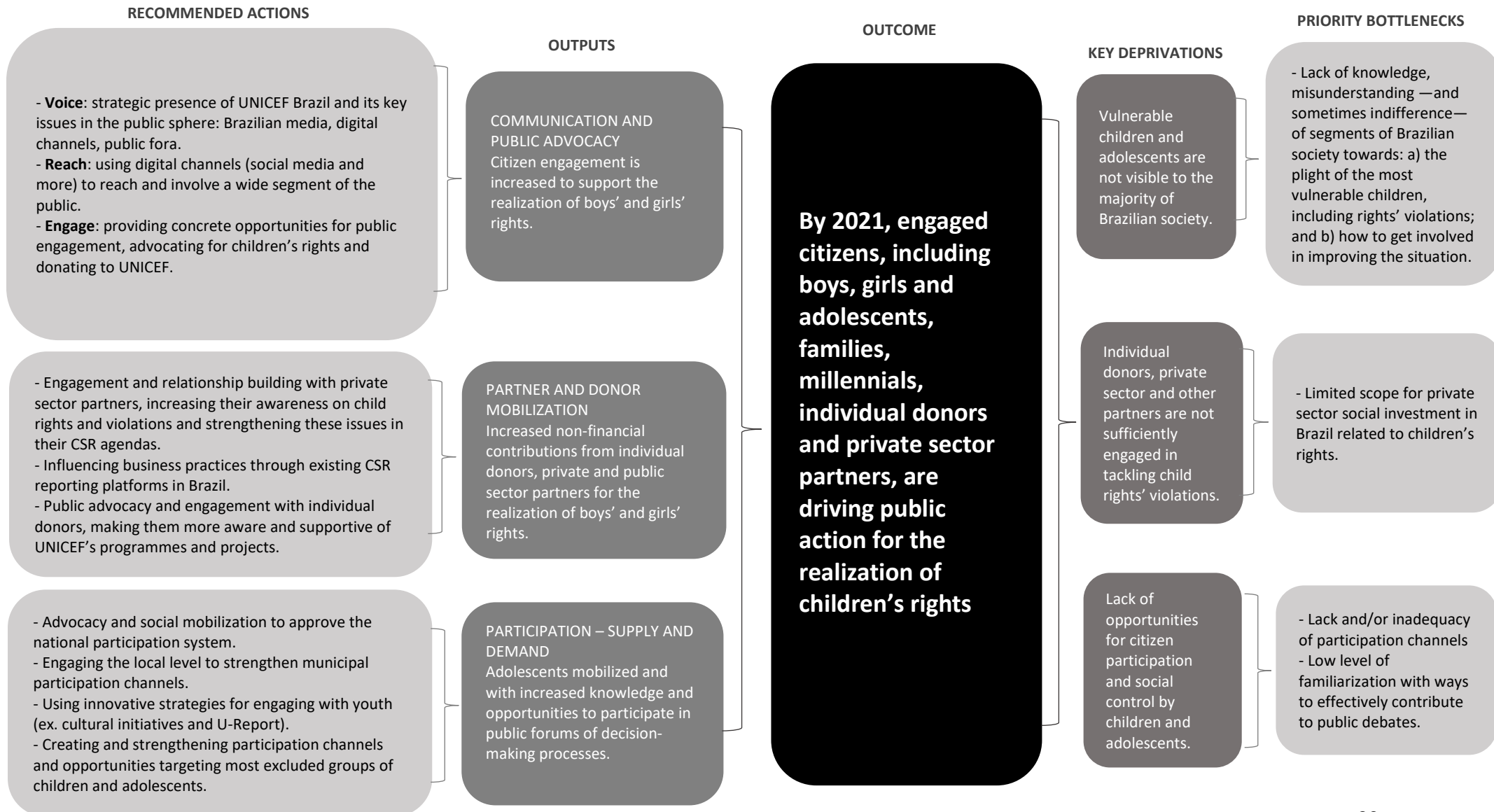
Evidence generation, policy dialogue and advocacy: Brazil has solid data collection systems and UNICEF has a value added in producing data analysis and evidence that can be used as a basis for driving results to reach the most vulnerable children, including those victims of violence. In addition, the capacity to communicate is a UNICEF strength. Generating evidence, advocating for children's rights, equity and justice, and communicating for change are crucial to the success of this Programme Component. UNICEF will conduct evidence-based public advocacy campaigns that inform, inspire and involve the Brazilian public, including key stakeholders. UNICEF will also promote advocacy and social mobilization for the approval of the national participation system.

Partnerships: UNICEF Brazil is praised for its neutral and integrating role in the articulation of partners of all levels of governments, civil society and private sector. The achievement of various programme results in the new Country Programme is largely dependent on the establishment of partnerships with local organizations, the media and public policy managers. In addition, UNICEF has been working closely with private sector partners so that their skill sets, their reach and mobilizing capacity contribute toward realizing child rights, and this strategy will continue to be pursued in the future, including by increasing their awareness on child rights and violations and strengthening these issues in the companies' CSR agendas.

Identification and promotion of innovation: Innovation will continue to drive the organization's way of working differently to produce better results for children. UNICEF's capacity to develop partnerships with both public and private institutions, understanding local realities, will also allow for more innovative work on the ground for the most disadvantaged. For instance, UNICEF will use innovative strategies for engaging with youth and promoting adolescent participation (such as through cultural initiatives and mobile platforms).

Please see additional details in Annex A with a summary of the Theory of Change for these Programme Components.

PROGRAMME COMPONENT 4: ENGAGED CITIZENRY AND PARTICIPATION



RISKS: Banking crisis affect UNICEF’s ability to raise resources; Further currency devaluation; Political and economic crises diminishes people’s attention span to UNICEF’s messages and support to human rights.

ASSUMPTIONS: Brazilians’ use of the internet will continue to increase; Continuing support from UNICEF globally to invest in engaging citizens.

[REDACTED]

[REDACTED]

Note for the Record

Subject: **Environmental Impact Assessment (EIA)**

As part of the development of the [REDACTED] and in accordance with recommended practice, the UNICEF Country Office [REDACTED] has undertaken an initial screening of all proposed activities within each draft programme component to assess their potential impact on the environment.

The Country Office applied the recommended assessment methodology as described in the PPP Manual, Chapter 6, Section 3 (the Manual's 2011 version), namely Checklist 1 "Initial Screening". The completed checklist attached to this note reflects that the Country Office considers that the programme components contemplated in the draft Country Programme Document, submitted to the UNICEF [REDACTED], should have no impact on the environment.

Sincerely,

[REDACTED]

Attachment 1 – Checklist 1 "*Initial Screening*"

[REDACTED]

Checklist 1- Initial Screening

Does the proposed programme or project contain activities that fall under one or more of the following categories? If the answer is **NO**, and EIA is not required, and the process is complete

- Extraction of water (e.g., groundwater, surface water, and rain water) NO
- Disposal of solid or liquid wastes (e.g., human faeces, animal wastes, used supplies from a health centre or health campaign) NO
- Use of chemical (e.g., pesticides, insecticides, paint and water disinfectant) NO
- Use of energy (e.g., coal, gas, oil, wood and hydro, solar or wind power) NO
- Exploitation of natural resources (e.g., trees, plants, minerals, rocks, soil) NO
- Construction work above household level (e.g., hospital or school) NO
- Changing land use (deforestation, forestation, and developing industrial housing or recreational centres) NO
- Agricultural production (e.g., growing crops, fish farming) NO
- Industrial production (e.g., small scale town/village workshops) NO

