

Brief findings of UNICEF Lithuania CFCI specialists study visit to UNICEF Finland

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UNICEF work with schools.

The work UNICEF does in Finnish schools:

- School fundraisers – actions “UNICEF Walk”, “One Day of Work for UNICEF”
- UNICEF professional School Ambassador – staff member (not based on volunteer work) working at the UNICEF Finland, works with schools:
 - Visits schools, talking about UNICEF, child rights, SDGs, global education;
 - Available for live visits or online.
- Educational materials, free of charge for teachers, teacher’s newsletter – once a year:
 - Human rights education
 - SDGs
 - Teacher’s manuals, videos, posters, exercises, lesson plans
 - Diploma of human rights

Main focus – primary schools

“UNICEF Walk” – No. 1 activity in Finnish schools, has been going over 20 years

A fundraiser and a sports event:

- Students raise funds by walking or doing other sports activities – a charity walk for children
- Learners have sponsors, they get a sticker for every km they walk (schools also can decide what kind of sports they want)
- Then sponsors donate the promised amount for each sticker
- At the same time, students learn about the child rights and get the experience of influencing.
- Approximately 200 thousand students are participating every year
- The schools can decide and choose the most convenient time for this event, although the most popular season is the beginning of autumn and spring (especially May)
- It is up to teachers to organize such events

“One Day of Work for UNICEF”:

- There are many organizations/companies where students seek for employment for one day, and the employer pays the donation for UNICEF
- It is not compulsory
- The age of participating students: 13/14-17

- Could be informal arrangement – like helping at home: cleaning, taking care of pets, etc.

Volunteering

- To promote child rights
- Representation of UNICEF around in Finland
- Network of around 1500 volunteers - self-organized volunteer groups
- Arrange different kind of events around the country and collect money
- Most of the volunteers are women, who finished careers
- Online training changed physical training
- Activities these days:
 - Street collections
 - Handcrafts like “UNICEF Dolls”
 - Local events: such as “Empty Bowls” done by Helsinki volunteers.
- Trainings, monthly meetings with volunteers
- Good practices

CFCI Digital Platform

- Project management framework SCRUM was used for the development of the platform.
- For UNICEF it is easier to track progress on the CFCI, to have one platform for reporting, easier to see results and impact of the work, overview of progress over time.
- For municipalities it is easier to find UNICEF’s material for CFCI, clear guidance supporting the different milestones of the CFCI process, easier to manage coordination with the steering group at local level.
- Open access website:
 - Focus on information about different aspects of the CFCI to different audiences from municipalities.
 - Materials on child rights (focus on the role of municipalities).
 - An overview of the CFCI process, information for interested municipalities and an application form.
- Closed access digital platform:
 - A dashboard view for the municipality, introduction to child rights, situation analysis, action plan, progress monitoring, evaluation and recognition.
 - Customer Relationship Management platform for UNICEF. It is used to store data from municipalities’ situation analysis and action plans. The goal is to be able to improve the monitoring and evaluation and overall effectiveness of the municipalities’ work by collecting data more systematically.

Fundraising

- ~80 000 pledge donors
- Cash donors
- Face-to-face operations, telemarketing, telethon, customer service
- Corporate and major donors
- 25 staff, 7,5 mln. Eur annual income

Helsinki municipality

Different practices depend on different divisions – the most developed divisions are education and culture and leisure

According to the coordinator of CFCI in Helsinki municipality:

- It's important to find a way how to organize, how to coordinate the work, how much resources, money and time is needed for the action plan
- Communities tend to leave the program – do not want to stay on board because the administration and administrative work is too heavy, and in many municipalities, there is only one coordinator who runs the project.
- Above all there is a coordination group which connects well-being related work through all age groups – the highest group that meets regularly, and the heads of divisions are participating
- Under that group there is lower-level participation group “Children and Adolescence well-being group”. They are going through all major statistic goals and actions that happens in the city
- Part of the “Children and Adolescence well-being” group there is a Child friendly city coordination group. The whole action plan for UNICEF's CFCI is built under the “Children and Adolescence well-being” action plan. It has already existing structure in the city, and all the work that is done for UNICEF's CFCI is not separate and is strongly connected to the city's strategy.
- Under this, there are 5 Child friendly city coordinators – all divisions are on board: from city administration, education, leisure and culture, social and health, housing and environment.

If you do something, try to do it in effective way, not only just to tick the box. It has to make some kind of impact, for example, to see how many people were reached and did anything changed.

Before making action plan, municipality of Helsinki has gathered a lot information by different surveys, targeting children, even in early education, vulnerable situation, with special need, etc. and they got a lot of information about the threats and how the children feel about the things done in the city. Results affected the actions in the action plan. They chose 5 actions:

- Children's rights – raising awareness of children's rights for personnel working with children and adolescents.
- Evaluation of child effect – designing a model and instructions for the evaluation of child effects to be used in planning and development of actions.
- Promotion of participation – developing systematic and organized child friendly feedback collection.
- Prevention of bullying – promotion of sense of community.
- Promotion of safety – strengthening the sense of security of children and youth in urban environment.

Children and adolescence have to be on board in everything that is done – their opinion, their participation.

All the goals have work groups, that consists of experts from different divisions.

Vantaa municipality

Day care center

- 170 children. Half of them are immigrants and with special needs.
- Special group for kids with disabilities that need extra care.
- Opening of day care center is part of the CFCI in Vantaa.
- Each group has 2 teachers/specialists, usually one group is made of 14 children.
- Specialist's aim is to notice each child's interests, to promote curiosity.
- During the daytime children usually go outside and activities are happening in the playgrounds or for example, the forest. Visits to the libraries, to other schools are organized also.
- The center has its own gymnastic hall that children use at least once a day.
- Day care center is funded by the municipality.
- The hardest thing is to find employees – specialists and teachers who can work in such day care centers.