

# Brand Tool Kit Unicef

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## The Story of Unicef Routledge

Singapore's well-documented economic progress since independence owes a big debt to the initial investment that the nation made in raising the nutrition, hygiene, health and education standards of its children. In the early days the United Nations Children's Fund (UNICEF) provided some assistance. The relationship has evolved as Singapore's socioeconomic circumstances improved. Educated and qualified Singaporeans themselves were recruited into the ranks of UNICEF international staff, and left their home country to work on programmes for vulnerable children in developing countries throughout the world. As Singapore celebrates its Golden Jubilee in 2015 and UNICEF looks forward to its 70th anniversary in 2016, Singapore and UNICEF: Working for Children takes a timely look at their past collaborative efforts to advance the rights of the child and help children realise their full potential. Although UNICEF has collaborated with many partner institutions and individuals in Singapore over the past few decades, little has been documented and not all in one publication. The lively essays, candid interviews and first-hand accounts in this volume provide meaningful reflections on the history of the relationship and insights into UNICEF's work and its involvement with diverse parts of Singapore society. Written by several former UNICEF staff, consultants and volunteers, this book will appeal to all who are interested in development, human rights, civil society and the work of a UN humanitarian agency. Contents: Message by Ambassador Tommy Koh Foreword by Daniel Toole Preface Acknowledgements Introduction: Singapore and UNICEF Working for Children (Peggy Kek and Penny Whitworth) A Brief History of UNICEF in Singapore (Peggy Kek) Singaporeans in Action: UNICEF in the Field: Improving Children's Lives in Laos (Ng Shui-Meng with Peggy Kek) From Singapore to Mongolia and Romania: Taking Early Childhood Development Further with UNICEF (Khoo Kim Choo) From Italy to Vietnam: Two Very Different UNICEF Operations (Peggy Kek) The Power of a Little Trust and Credit (Ng Shui-Meng with Peggy Kek) "Chatting With My Best Friend": Fighting HIV-AIDS in Nepal (Cheng Wing-Sie with Peggy Kek) Emergency Mode in Timor-Leste (Ng Shui-Meng with Peggy Kek) UNICEF Internationals in Action: UNICEF in Singapore: Singapore Impressions (Karsten Sohns) From Geneva to Singapore: Sales Support to National Partners (Penny Whitworth) A Swede in Singapore (Per-Olov Lennartsson with Penny Whitworth) My Journey to Singapore with UNICEF (Jackie Leung) Volunteer Action in Singapore: Civil Society: A Special Relationship (Penny Whitworth) Not All Business (Tony Coker) Breastfeeding Mother's

Support Group (Singapore) and UNICEF (Lynette Thomas) Miracle on 34th Street: UNICEF and Dreams Coming True (Kenneth Tan) A Christmas to Remember (Carolyn Tay) Inspired by UNICEF (Simon Fenley) The Art of Giving (Penny Whitworth) Reflections: From Academic to Development Worker (Ng Shui-Meng with Peggy Kek) From Journalist to HIV-AIDS Adviser (Cheng Wing-Sie with Peggy Kek) For the Children I Came to Know (Peggy Kek) A Practice to Build On (Penny Whitworth) Appendix Convention on the Rights of the Child About the Editors Selected Bibliography Readership: For general readers who are interested in the field of human development; educators; active members of civil society. Key Features: The book employs a distinct examination of Singapore's engagement with a UN agency, presenting a wide range of individual perspectives not usually available It is highly readable. The subject matter is presented in an easily digestible collection of essays, interviews and personal accounts The contents of the book are new and original. The contributors include Ambassador-at-Large Tommy Koh, former and current UNICEF representatives and specialists, an entrepreneur, community service volunteers, experts in the field of media, marketing and communications Keywords: UNICEF; Singapore; Children; Development; Education; Microfinance; Micro Credit; Emergency; Volunteer; Volunteering; Laos; Nepal; China; Timor Leste; United Nations Children's Fund; UN; United Nations; Greeting Cards

## Ethical Approaches to Design and Design Management UNICEF

A simple retelling of fourteen principles from the Rights of the Child adopted by the United Nations in 1989, illustrated by various artists including Rachel Isadora and Terry Pinkney. *Brand's Mystery Unveiled* Harper Collins This publication calls all urban stakeholders to invest in child-responsive urban planning, recognizing that cities are not only drivers of prosperity, but also of inequity. Through 10 Children's Rights and Urban Planning principles, the handbook presents concepts, evidence, tools and promising practices to create thriving and equitable cities where children live in healthy, safe, inclusive, green and prosperous communities. By focusing on children, it provides guidance on the central role that urban planning should play in achieving the Sustainable Development Goals, from a global perspective to a local context.

A Mighty Purpose St. Martin's Press Humanitarian Photography Cambridge University Press **Global Nutrition Report 2016** UNICEF International Institutions (IIs), International NGOs (INGOs) and Transnational Hybrid Organizations (THOs) play a hugely important role in the modern world economy. Despite having been studied by scholars from a range of disciplines, these organizations have never before been approached from a management perspective. This ambitious book analyzes the management challenges associated with international cooperation and sheds light on how these organizations have evolved as the political, economic and business environments have changed around them. Covering an admirably broad canvas,

the authors pursue two main objectives. Firstly, they explore the main management frameworks developed in the context of the corporate and national public/non-profit organizations and adapt them to the specificity of IIs and INGOs. This leads to the identification of a "tailored" approach to IO management based on their institutional and operational settings, stakeholder groups, core business, staff profile, and financial arrangements. Secondly, they "bring theory into practice" by linking frameworks to several case studies and best practices of organizations currently experimenting with management systems and tools, with case studies including the World Bank and the Gates Foundation. This comprehensive textbook is a must-own resource for students and academics involved with studying and working with international organizations.

*Marketing Management* UNICEF  
FROST (copy 1) From the John Holmes Library collection.

An Outside Chance World Scientific

A hands-on resource that shows nonprofits how to adopt entrepreneurial behaviors and techniques The rising spirit of social entrepreneurship has created all kinds of new opportunities for nonprofit organizations. But at the same time, many are discovering more than their share of challenges as well. This essential book will help anyone in the field gain the necessary skills to meet these challenges. Written by the leading thinkers and practitioners in the field, *Enterprising Nonprofits* offers concise and engaging explanations of the most successful business tools being used by nonprofits today. The authors clearly describe all the concepts so you'll be able to embrace the methods of social enterprise for your organization. With this book, you'll learn how to use practical business techniques to dramatically improve the performance of your nonprofit. Praise for *Enterprising Nonprofits* "I can't imagine a better team to bring powerful insights and practical guidance to social entrepreneurs. Readers will be inspired by the examples, and then they will roll up their sleeves to apply the many useful management tools in this engaging book."-Rosabeth Moss Kanter, Harvard Business School, Author of *Evolve! : Succeeding in the Digital Culture of Tomorrow* "In one book, *Enterprising Nonprofits* does for social entrepreneurs what countless volumes have done for entrepreneurs in the business sector. A wonderful mixture of analysis, practical advice, and inspiration."-Paul Brest, President, William and Flora Hewlett Foundation All of the royalties from this book will be used by the Ewing Marion Kauffman Foundation to support continuing work on social entrepreneurship.

**New Challenges for UNICEF** Dk Pub

This document contains the joint statement of the World Health Organization (WHO), UN Children's Emergency Fund (UNICEF), and the UN Population Fund (UNFPA) on female genital mutilation. The introduction to the statement notes that the purpose of the statement is not to criticize or condemn but to allow people to understand the hazards and indignity of harmful practices and to realize that it is possible to give up harmful practices without giving up meaningful aspects of their culture.

Children, Women and Human Rights Univ of California Press

Is there really a human race? Is it going on

now all over the place? When did it start? Who said, "Ready, Set, Go"? Did it start on my birthday? I really must know. With these questions, our hero's imagination is off and running. Is the human race an obstacle course? Is it a spirit? Does he get his own lane? Does he get his own coach? Written with Jamie Lee Curtis's humor and heart and illustrated with Laura Cornell's worldly wit, *Is There Really a Human Race?* Is all about relishing the journey and making good choices along the way—because how we live and how we love is how we learn to make the world a better place, one small step at a time.

**A Handbook on Child-responsive Urban Planning** Other Press, LLC

While cities have long been associated with employment, development and economic growth, hundreds of millions of children in the world's urban areas are growing up amid scarcity and deprivation. This publication presents the hardships these children face as violations of their rights, as well as impediments to fulfilling the Millennium Development Goals. It examines major phenomena shaping the lives of children in urban settings, including migration, economic shocks and acute disaster risk. It also provides examples of efforts to improve the urban realities that children confront and identifies broad policy actions that should be included in any strategy to reach excluded children and foster equity in urban settings driven by disparity.

**A Unique Celebration of Schools Around the World** UNICEF

UNICEF, the UN Children's Fund, is renowned for its efficiency in both rich and poor countries. Created as a humanitarian agency, it is now one of the international development institutions concerned with children and mothers. The book relates the creation of UNICEF, the evolution of its programmes, its structure and finances, its work in health, nutrition, education and sanitation and in emergencies. The 1989 Convention on the Rights of the Child now serves as a framework for all UNICEF programmes and a basis for its advocacy. Current challenges include UNICEF's nature and identity, its relationship with other international organizations, reduced funding and its need to refocus some of its programmes.

*A Joint WHO/UNICEF/UNFPA Statement* United Nations

In providing a comprehensive overview on how to design and execute effective advocacy strategies for organizations, this book challenges the way communications used to be managed. Instead it proposes and provides tools for multilateral advocacy, where multiple actors and institutions cooperate, as a driver for corporate decisions.

*Humanitarian Photography* United Nations Publications

Presents the fundamental principles of the United Nations Declaration of the rights of the child, accompanied by drawings by Helme Heine. Tony Ross, Paul O. Zelinsky, and other artists. **For Every Child** Humanitarian Photography  
Few challenges facing the global community today

match the scale of malnutrition, a condition that directly affects 1 in 3 people. Malnutrition manifests itself in many different ways: as poor child growth and development; as individuals who are skin and bone or prone to infection; as those who are carrying too much weight or whose blood contains too much sugar, salt, fat, or cholesterol; or those who are deficient in important vitamins or minerals. Malnutrition and diet are by far the biggest risk factors for the global burden of disease: every country is facing a serious public health challenge from malnutrition. The economic consequences represent losses of 11 percent of gross domestic product (GDP) every year in Africa and Asia, whereas preventing malnutrition delivers \$16 in returns on investment for every \$1 spent. The world's countries have agreed on targets for nutrition, but despite some progress in recent years the world is off track to reach those targets. This third stocktaking of the state of the world's nutrition points to ways to reverse this trend and end all forms of malnutrition by 2030.

*Brandlife* Bloomsbury Publishing

The inspiring story of how the iconoclastic humanitarian Jim Grant succeeded in saving the lives of tens of millions of children through his extraordinary ability to win over world leaders Nicholas Kristof hailed Jim Grant as a man who "probably saved more lives than were destroyed by Hitler, Mao, and Stalin combined." Nominated by President Jimmy Carter to head UNICEF, Grant ran the United Nations agency from 1980 to 1995 and became the most powerful advocate for children the world has ever seen. To ensure that even children trapped by war received health care and immunizations, he brokered humanitarian ceasefires by exploiting the political self-interests of presidents and warlords alike. Grant at first met fierce resistance at the United Nations and in his own organization, and some thought his ideas were crazy and dangerous. But as he kept toppling obstacle after obstacle, he eventually won over even his most stubborn detractors. Grant spearheaded a historic surge in worldwide childhood immunization rates and launched a movement that profoundly altered the face of global health and international development.

Sustainable Thinking UNICEF

This publication is a collection of essays and viewpoints marking the 25th anniversary of the Convention on the Rights of the Child. There is much to celebrate since the Convention was adopted in 1989, from declining infant mortality to rising school enrolment. But this milestone must serve as an urgent reminder of the millions of children not yet reached and an opportunity to find new ways of reaching them.

**Is There Really a Human Race?** Irwin

Professional Pub

The historical evolution of 'humanitarian photography' - the mobilization of photography in the service of humanitarian initiatives across state boundaries.

Management of International Institutions and NGOs Routledge

Sustainable Thinking explores how values and sustainability can reshape the way design management is practised and applied. The book discusses how designers can combine innovative creative thinking with analytical

problem-solving skills to produce outputs that are business ready and ethically driven. Examples from a wide range of practitioners who work within the field of sustainable design are examined through case studies, and engaging activities suggest ways for students and practitioners to explore introducing sustainable thinking into their work.

How Jim Grant Sold the World on Saving Its Children John Wiley & Sons

Bibliography pp. 68-72.

I Believe in ZERO Food & Agriculture Org.

"This book addresses one of the major problems facing global health: leadership without cooperation." -President Jimmy Carter "The fight for global health equity is a struggle that we can't even think about winning without the right partners. This book presents very important lessons about collaboration, including some that we learned from working together on MDR-TB in Peru. Anyone who wants to succeed in global health, to work effectively for social justice, should read and know how to practice Real Collaboration."-Paul Farmer, author of *Pathologies of Power: Health, Human Rights, and the New War on the Poor* "Collaboration is imperative for success. The complexity of global health problems far exceed the capacity of individual organizations and governments to deal with them effectively. This book provides invaluable guidance for the leadership, managerial, organizational, and political competencies needed to achieve that critical collaboration."-James E. Austin, author of *The Collaboration Challenge* "This book should be required reading for everyone who works on health or development or in a large organization or bureaucracy."-Alison Drayton, Former Guyana Delegate to the United Nations