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## WHY CHOOSE BRAND TOOL KIT UNICEF BOOK TO DOWNLOADS?

*For Every Child 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.

*Transforming food systems for affordable healthy diets* Univ of California Press

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.

Core Commitments for Children in Humanitarian Action United Nations

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.

*Sustainable Thinking* World Health Organization

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.

*Brand's Mystery Unveiled* Cambridge University Press

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.

*A Guide for UNICEF Staff* Humanitarian Photography

Since its inception, UNICEF has provided life-saving assistance and assured protection for children in both natural and man-made emergencies, guided by the principle that children in crises have the same needs and rights as children in stable situations. This new version of the Emergency Field Handbook has been developed, after consultation, as a practical tool for UNICEF field staff to meet the needs of children and women affected by disasters. It is structured around UNICEF's Core Commitments for Children in Emergencies, and covers programme areas and operational functions. It includes a CD-ROM which contains a complete electronic version of the Handbook, as well as links to background and reference documents.

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An Outside Chance Harper Collins

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.

Frameworks, practices and challenges Springer

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.

*Celebrating the 30th Anniversary of the Declaration of the Rights of the Child* Other Press, LLC

Introduces children from around the world and discusses where they live, how they play, and what their schools are like.

**I Believe in ZERO** Dk Pub

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.

Trafficking in Human Beings, Especially Women and Children, in Africa Emerald Group Publishing

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*Brandlife* UNICEF

Updates for many countries have made it possible to estimate hunger in the world with greater accuracy this year. In particular, newly accessible data enabled the revision of the entire series of undernourishment estimates for China back to 2000, resulting in a substantial downward shift of the series of the number of undernourished in the world. Nevertheless, the revision confirms the trend reported in past editions: the number of people affected by hunger globally has been slowly on the rise since 2014. The report also shows that the burden of malnutrition in all its forms continues to be a challenge. There has been some progress for child stunting, low birthweight and exclusive breastfeeding, but at a pace that is still too slow. Childhood overweight is not improving and adult obesity is on the rise in all regions. The report complements the usual assessment of food security and nutrition with projections of what the world may look like in 2030, if trends of the last decade continue. Projections show that the

world is not on track to achieve Zero Hunger by 2030 and, despite some progress, most indicators are also not on track to meet global nutrition targets. The food security and nutritional status of the most vulnerable population groups is likely to deteriorate further due to the health and socio economic impacts of the COVID-19 pandemic. The report puts a spotlight on diet quality as a critical link between food security and nutrition. Meeting SDG 2 targets will only be possible if people have enough food to eat and if what they are eating is nutritious and affordable. The report also introduces new analysis of the cost and affordability of healthy diets around the world, by region and in different development contexts. It presents valuations of the health and climate-change costs associated with current food consumption patterns, as well as the potential cost savings if food consumption patterns were to shift towards healthy diets that include sustainability considerations. The report then concludes with a discussion of the policies and strategies to transform food systems to ensure affordable healthy diets, as part of the required efforts to end both hunger and all forms of malnutrition.

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### THE POWER OF PUBLICATION RECOMMENDATIONS

#### **A World Fit for Children** Practical Action Pub

Humanitarian PhotographyCambridge University Press

#### Action for Implementing the Seven Strategies for Ending Violence Against Children UNICEF

"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

Sara Routledge

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.

#### **Children, Women and Human Rights** John Wiley & Sons

Marketing Management Text and Cases, 1/e includes a new collection of cases from Harvard Business School. HBS sets the standard for effective case writing and teaching, and provides here the latest cases in Marketing Management.

#### **25 Years of the Convention on the Rights of the Child: Is the World a Better Place for Children?** Irwin Professional Pub

First-hand, human stories of hope, resilience, determination, and family: a call to see the world's children as our own, by the President and CEO of the U.S. Fund for UNICEF In *I Believe in ZERO*, President and CEO of the U.S. Fund for UNICEF, an organization known for its decades of charity work and philanthropy with the United Nations, Caryl M. Stern draws on her travels around the world, offering memorable stories that present

powerful and sometimes counter-intuitive lessons about life. *I Believe in ZERO* reflects her-and UNICEF's-mission to reduce the number of preventable deaths of children under the age of five from 19,000 each day to zero. Each of the stories in *I Believe in ZERO* focuses on a particular locale-Bangladesh, Mozambique, earthquake-ravaged Haiti, the Brazilian Amazon-and weaves together fascinating material on the country and its history, an account of the humanitarian crises at issue, and depictions of the people she meets on the ground. Stern tells of mothers coming together to affect change, of local communities with valuable perspectives of their own, and of children who continue to sustain their dreams and hopes even in the most dire of situations. Throughout, Stern traces her emerging global consciousness-and describes how these stories can positively impact our own children. In this incredibly moving book, Stern hopes to open hearts and minds and leave readers with the belief that no child anywhere should lack basic human support-and that every child and mother can be an inspiration.

#### A School Like Mine 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

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## REVIEW OF BRAND TOOL KIT UNICEF

- Here is Mahfouz's great finale to his classic Cairo Trilogy, an under-the-radar series that, perhaps due to its origins, is not as well known as other major works but is every bit as searching and distinguished. Here the war-torn Cairo of WWII in Palace of Desire is more subdued, at a dubious peace with the British but still rife with underground political intrigue. The al-Jawad family is growing older, and the younger generation is coming into their own and the story's forefront. Like the previous two novels, this is a very humane book, short on action and plot twists but full of numerous moments of perception, with deep philosophical undertones throughout. Here they are mostly of aging and regret, and there is a somber tone always in the book's atmosphere. What works best in this book is the character of Kamal, lovestruck in the previous book but here wiser and resolute yet profoundly melancholy. His siblings are not as filled-out here; Yasin winds down with a tolerant wife, Khadija is a rather one-note motherly figure, and poor Aisha lives a life filled with pervasive grief. The younger generation gives the book a bit of hope though, yet through this ray of light lies the book's primary weakness. Khadija and Yasin's children were difficult for me to differentiate, and as characters were not written with the same sharpness that the al-Jawad kids were. Also the timeline here seemed to move at a noticeably quicker pace than in the previous two books, making it difficult to keep tabs on everyone's age and making their growing infirmities come as a bit of a shock. In any case it is a must for fans of the previous two books, and the ending itself is subtle and first-rate.

- This book is a delightful little read - it aims to put Taoism in practical and friendly terms by looking at Whinnie the Pooh, and succeeds at this. The writing style is engaging and makes for a fast read. If there's any down side, it's that sometimes a slight bitter tone from the author comes through at. But all in all it's a very worthwhile read; I've read it twice and have recommended it to several friends/family.