

Media Update

24 November 2016

UNICEF

Press Release

South Asia Health Atlas Provides Evidence on the Urgency to Reach the Most Disadvantaged Children in the Region

KATHMANDU, 24 November 2016 – UNICEF in South Asia is releasing a new South Asia Health Atlas to highlight the importance of two major health problems: tackling newborn deaths and ensuring children are fully immunised in the region. Using the relatively under-used, innovative technique of ring mapping, the Atlas shows deprivations and underlying contributing factors of immunisation and newborn deaths across and within countries in the region. Despite making remarkable progress in decreasing the number of newborn deaths by half from 1990 to 2015, South Asia has the highest number of newborn deaths (more than 1 million in 2015) in the world. Furthermore, 1 in 7 children in South Asia are under-immunised with most living in Pakistan, India and Afghanistan.

“UNICEF strongly believes that no child should die of preventable causes and that all children, no matter where they live or what their circumstances are, have the right to survive and thrive. However, the reality is huge inequities exist in South Asia and not enough women and their newborns benefit from quality care. Also, there are significant disparities in immunisation coverage that has contributed to 5 million under-immunised children in the region,” said Jean Gough, UNICEF Regional Director for South Asia.

The South Asia Health Atlas reveals that challenges relating to newborn health, and also to under-immunisation remain in the region. Mapping offers a quick and accessible insight into these problems and possible associations, for example, between adolescent birth rates and newborn deaths;



immunisation and under five deaths; and how countries with the highest newborn death rates struggle with financing the health system.

The Atlas also highlights the usefulness of geospatial mapping for policy making, especially in today's world where policy makers are flooded with information and data. This Atlas aims to help them prioritise and make evidence-based decisions in allocating resources to the neediest in the region.

The UNICEF Regional Director for South Asia added, "This Atlas reminds us that unless we accelerate progress on newborn deaths, South Asia will not achieve the Sustainable Development Goal target by 2030. We must ensure that countries in South Asia recommit to saving children and newborns through policies and fiscal plans that address the priority issues, such as immunisation and newborn health, with a focus on the poorest."

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Notes to editors:

Download South Asia Health Atlas: <http://bit.ly/2f1Wztc>

UNESCO

Press Release

Creative entrepreneurs and policy makers in Pakistan committed to developing Pakistan's creative economy and ensuring realisation of the potential of UNESCO's 2005 Convention

Islamabad: Policy makers and creative entrepreneurs in Pakistan's metropolitan cities of Karachi and Peshawar are starting to formulate cultural policies to strengthen their creative industries.

As part of the country-wide awareness raising process, UNESCO Islamabad organised a high-level conference on creative economy and sustainable development based on the **UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions today in Islamabad.**

The total exports of cultural goods from Pakistan have increased over the years from US \$60 million in 2004 to US \$437 million in 2013, according to a recent UNESCO UIS report on the [“Globalization of Cultural Trade”](#), and now experts and creative entrepreneurs are looking at ways to build on this success.

Ms. Vibeke Jensen, UNESCO Representative to Pakistan in her opening remarks said that connectivity in Pakistan via mobile phone grew from 13 million in 2014 –the first year Pakistan had 3G and 4G connectivity-- to over 26 million in 2016. With more than 67% of Pakistan's population under the age of 30, and a growing middle class, this mobile digital revolution is an opportunity for the country to leap the digital divide with other nations and develop its domestic market for diverse creative goods and services.

The conference also highlighted the importance of public interventions. *“If smart investment and appropriate public interventions are made for the creative sector and also in the fields of communication, broadcasting, infrastructure, education, regional development, the creative sector could be further strengthened for the benefit of all, and Pakistan's robust and*



competitive, future-focussed, 21st century, creative economy will emerge, projecting a dynamic image of Pakistan across the world,” said Ms. Jensen.

The conference brought together over 30 young Pakistani creative entrepreneurs. Many of them are already successful entrepreneurs, while others are just starting off. They represent a bright, innovative and promising force for Pakistan’s socio-economic development.

Ms. Fouzia Saeed, Executive Director, Lok Virsa, while addressing the audience extended her gratitude to UNESCO for organising a series of consultations and workshops on culture and creative sector. UNESCO is enjoying credible relations with the government of Pakistan and providing such platforms, can help the government to devise a strategy on culture. She stressed that culture and the creative sector should not be a hobby but rather a part of the creative economy which could generate livelihoods. She said that the honourable Prime Minister of Pakistan, Mr. Nawaz Sharif, has promised to announce a cultural policy for Pakistan. She said that Pakistan has had a diverse culture spreading over the years shaping civilisation, religion, languages, which need further transformation. She said that Lok Virsa is a vibrant platform that is providing opportunities to different communities to celebrate their cultural events.

The conference was led by UNESCO’s International Expert, Andrew Senior who underlined that the digital technology has changed the world since 2005, the year the Convention was adopted. He underlined today’s conference provided platforms for creative entrepreneurs and policy makers to exchange aspirations and discuss needs and challenges to encourage changes in policies to meet their needs.

The conference concluded with the creation of a network of young creative entrepreneurs of Pakistan who are committed to establishing partnership with various stakeholders to promote the creative sector in Pakistan. A resolution was also presented by the entrepreneurs during the conference:

Thank you to CKU, UNESCO and the Government of Pakistan for giving us the opportunity to get together under the project “UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions”. We, the creative entrepreneurs commit to stay together and work to advocate for the rectification of the convention. To continue to network among ourselves and other stakeholders to find new ways of developing policies and creating projects to allow creative business to flourish in Pakistan. We would

like to request the Government to recognize, promote and facilitate the creative entrepreneurs through specific policy making and reform, special measures and targeted long term inclusive planning. We stay committed to serve as ambassadors of the country on creative forums both nationally and internationally.

The workshop was organized under a project funded by the Danish Development Cooperation Agency (CKU) to raise awareness about UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions and the importance of developing policies for the creative sector. The 2005 Convention is an international treaty that recognizes the distinctive nature of culture as an important contributor to economic and social development. It's hoped that Pakistan will also soon ratify the 2005 Convention following this process to bolster creative industries across the country.

Read more: [Promoting the Creative Industries in Pakistan for Long Term Development](#)

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RE|SHAPING CULTURAL POLICIES

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UNODC

Press Release

UNODC organises its first ever Public Private Partnership Conference on Human Trafficking and Migrant Smuggling

ISLAMABAD, 24 November 2016: The United Nations Office on Drugs and Crime (UNODC) has arranged the first-ever public private conference on human trafficking and migrant smuggling. The conference has been arranged in collaboration with the Federal Investigation Agency (FIA) of Pakistan.

This conference was organised with the growing influx of irregular migration from Pakistan in mind, and forms a part of the UNODC's continued support for the Government of Pakistan in addressing these and related challenges.

A number of senior government officials, law enforcement officers, members of civil society, multinational organisations, NGOs, media and other UN agencies attended the conference in order to share their organisational perspectives on how to develop common solutions in the struggle to combat human trafficking and migrant smuggling.

By holding this landmark event with multi-stakeholders, the UNODC aims to identify the role each organisation can play in raising public awareness on the dangers associated with these illegal activities.

The conference was opened with remarks from the UNODC's Pakistan Country Representative, Mr Cesar Guedes. He welcomed the participants and expressed appreciation to civil society members, representatives from multinational companies and both government and UN officials for their understanding of this issue's urgency. Mr Guedes emphasised the need for immediate attention from the private sector to assist multilateral efforts in meeting the challenge of human trafficking and migrant smuggling.

The Additional Director of General Immigration from the FIA, Mr Walid Zia, also spoke about the importance of the issue while sharing the significant challenges that Pakistan faces in this area. Mr Zia shared his firm commitment to deal with the issue and stated that the government is fully



committed to meeting its international obligations by developing effective solutions to contribute to the global fight against this scourge.

Afterwards, the importance of public-private partnerships in raising public awareness was discussed with the participants. This discussion was aided by the screening of a short documentary, highlighting the current challenges related to the subject.

Many participants expressed support for regular dialogue between private and public partners in order to facilitate the informal exchange of information and experiences in combating this criminal enterprise. In addition, the participants encouraged private organisations to assist government institutions in raising awareness and they urged the FIA to publish more in-depth information related to the subject on its website so that it may be more easily accessible to both private actors and the public at large.

Based on the positive results of this conference, the UNODC aims to conduct a national awareness raising campaign in collaboration with both public and private stakeholders beginning in early 2017. The conference itself was made possible by financial support from the Government of Australia's Department of Immigration and Border Protection, in addition to the US State Department.

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