



Media Update

29 July 2016

UNICEF

Media Advisory

World Day against Child Labour Grant Distribution Ceremony

**in recognition of 'Innovative projects for the elimination of Child Labour in
Pakistan'**

Every year, the 12th of June is commemorated as the World Day against Child Labour. The day aims to promote the global movement for eradication of child labour in all its forms and raises awareness about the menace of child labour throughout the world.

This year, UNICEF and the Office of the National Commissioner for Children-Office of the Federal Ombudsman launched a cash grants competition, calling for non-governmental organizations (NGOs) working in support of the elimination of child labour, to submit innovative projects for the elimination of Child Labour in Pakistan for consideration.

A ceremony is being held to award cash grants to the best three projects which have been selected by a panel of judges, established specifically for this competition.

In this regards, the following three cash grants were announced:

- 1st Place Cash Grant: USD 40,000
- 2nd Place Cash Grant: USD 25,000
- 3rd Place Cash Grant: USD 15,000



Date: Monday 1st August, 2016

Time: 1300hrs

Venue: Sheesh Mahal hall, Serena Hotel Islamabad

UNESCO

News Release

Promoting the Creative Industries in Pakistan for Long Term Development

Thursday, July 28, 2016: Entrepreneurs, cultural policy makers and experts across Pakistan, together with UNESCO are engaging in talks to revitalize support for the country's creative industries through a project funded by the Danish Centre for Culture and Development (CKU).

"Empowering people through active participation in art and cultural activities" will run over a 2 year period and will focus on how the country can benefit from [UNESCO's 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions](#) to strengthen creative industries and support sustainable development in Pakistan.

A series of consultations, seminars and workshops took place in July 2016 in three major cities across the country, Islamabad, Karachi and the cultural capital, Lahore, and brought together around 150 people from the digital arts, film making, video gaming and the music industries together with leading figures from academia, provincial governments and the federal Ministry of Information Broadcasting and National Heritage. This followed an initial assessment of Pakistan's creative scene at the start of the year led by Andrew Senior, member of the [2005 Convention's Expert Facility](#).



Representatives worked together in the three cities to identify the strengths and weaknesses in cultural and other relevant policy areas and to forge plans on how to secure the 2005 Convention's ratification.

"It is expected that consultation meetings will result in policy recommendations and working groups that will present evidence to support the Government of Pakistan in a decision to ratify UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions," Mr Mohsin Haqqani, Secretary of the National History and Literary Heritage Division, Ministry of Information Broadcasting and National Heritage, Pakistan, said during the Islamabad consultations.

While 21 % of Pakistan's population lives below the poverty line, the steady economic growth of the country's creative industries is encouraging. According to a recent UNESCO UIS report on the "Globalization of Cultural Trade", the total exports of cultural goods have increased over the years from US \$60 million in 2004 to US \$437 million in 2013. In support of this increase in trade, during the discussions in the three cities, case studies were identified by entrepreneurs that further showcase the potential of Pakistan's creative economy to contribute to the country's economic and social development. Participants acknowledged the potential of the industries as well as the challenges, particularly with youth as 39.1 % of Pakistan's population is under the age of 15, representing a large domestic market for its diverse creative goods and services.

"We don't give our creative youth enough support or exposure. Before it was unthinkable for young people, especially women, to work in the creative industries, but now things are changing and it's a good time to move on the ratification of the 2005 Convention as this can bring employment opportunities and promote development in our country. We also need a strong cultural policy in Pakistan as we have a lot to offer the world in terms of creativity," says Michelle Tania Butt, from the "Kuch Khaas" arts organization based in Islamabad, Pakistan.

"We have also been organizing creative exchanges with our Afghan neighbours where young pop singers from both Pakistan and Afghanistan came together last year to perform to together, promoting peace and understanding between the two nations," she adds, referring to the impact of creativity in transforming societies.

In the workshops with young creative entrepreneurs, international expert Andrew Senior briefed participants on the purpose of the 2005 Convention and worked with them to identify the barriers to growth and trade that are inhibiting their development.

“Pakistan’s creative economy has huge potential but the framework within which it operates needs to better reflect the sector’s needs. The rapid expansion of 3G and 4G mobile networks has created new opportunities in a vast new market, but current structures simply don’t provide the flexibility that these businesses need to achieve that potential. The legal framework - structure, tax, copyright and a raft of other issues - within which these businesses operate doesn’t reflect their commercial reality; it is in danger of becoming a tale of lost opportunities, whereas it could be a win-win situation in both economic and social development terms,” Andrew Senior said.

Pakistan’s creative talent has made international headlines in the past, notably with the rock group [Junoon](#) performing alongside the likes of pop star ‘Sting’. The group was also presented with an award for "Outstanding Achievements in Music and Peace" by UNESCO and a BBC award for their contribution towards Asian culture. In 2001, Junoon also became the first band to perform at a concert for peace at the United Nations General Assembly. More recently, renowned Pakistani documentary maker, Ms Sharmeen Obaid, again put the country on the international creative map after winning two Oscars for her documentary work.

Experts and entrepreneurs in the workshops agreed on the need to build on these successes and to find new ways of promoting Pakistan’s creative professionals.

“The 2005 Convention ensures the introduction of policies and measures that nurture creativity and it will provide access for creators in Pakistan to participate in domestic and international marketplaces where their artistic works/expressions can be recognized and compensated financially. It also ensures that these expressions are accessible to the public at large,” highlighted Ms. Vibeke Jensen, UNESCO Representative to Pakistan.

The findings from the countrywide consultation workshops held in July will be presented to the Government in meetings and a conference this autumn, with the intention of building the evidence to support Pakistan’s ratification of the 2005 Convention.



UN Women

Press Release

Pakistan's Fiza Farhan Showcases Local Efforts to Improve Economic Outcomes for Women during the UN Secretary-General's 2nd High-Level Panel Meeting on Women's Economic Empowerment

Fiza Farhan from Pakistan joined Members of the UN Secretary General's High-Level Panel on Women Economic Empowerment in their 2nd meeting to discuss how women of Latin America and the Caribbean can continue advancing economic empowerment while preserving the progress already made. Costa Rica hosted the regional consultation on 14 July 2016, and was jointly supported by UN Women and the National Institute of Women of Costa Rica.

During her various meetings held over a 4-day period, 13-16 July 2016, Fiza showcased initiatives being undertaken in Pakistan to improve economic outcomes for women in the context of the Global Goals for Sustainable Development.

In localizing agreed global commitments of the 1st High-Level Panel meeting on 15 March 2016 in New York, Fiza shared that upon her return to Pakistan she joined hands with the Provincial Government of Punjab and UN Women in Pakistan with a "Call for Action Campaign" on key priorities accelerating women's economic empowerment, and demonstrating how governments, businesses, civil society and development partnerships can work to achieve gender equality.

The "Call for Action Campaign" has five commitments engaging key players in Punjab and includes: Formalization of informal home based workers' policy; Improving women participation in public sector jobs by 15%; Investing in gender sensitive infrastructure and capacity building; Engaging corporates/private sectors to invest in gender profitability and endorse women's empowerment principles; and Engaging academia to promote women leadership, entrepreneurship and career counseling. This campaign



also ‘steps up’ progress of Punjab’s “Women’s Empowerment Package” (launched in 2012 and reviewed by a Committee every International Women’s Day) to ensure fast-track its implementation.

During her series of meetings at the 2nd High-Level Panel forum, Fiza showcased the progress made under the campaign and through the Punjab “Women’s Empowerment Package” in creating a nexus between economic, social, legal and political empowerment, with engagement of the Punjab Government (including the Chief Minister), non-profit organizations, the private sector, civil society, UN agencies and media houses to further the women’s economic empowerment agenda in both rural and urban settings.

Progress made to date on enhancing local women’s economic empowerment was shared as: Allocation of 9.2 billion Pakistani Rupees to implement the Package (the highest provincial budget allocation for women’s empowerment); The Government’s renewed commitment to expedite the Home Based Workers Policy and Law; Strengthened gender responsive infrastructure in the public sector with 54 day-care centers, 16 working women hostels and separate female and male toilets for working women; Launch of the first-ever “Punjab Gender Parity Report” by Punjab Commission on Status of Women; and UN Women’s support to 17 Punjab-based private sector companies to invest in gender profitability and adopt international quality standards of the UN-Women-UN Global Compact’s Women’s Empowerment Principles (WEP) - advocacy is ongoing with a further 10 companies to sign and adopt the WEP under the Call for Action campaign.

In further galvanizing high level commitment in Pakistan and promoting women’s leadership in driving economic growth, discussions are underway for Pakistan to host a global consultation on Women Economic Empowerment with partnership of UN Women, the Benazir Income Support Program (BISP) and the corporate sector.

UN Secretary-General’s High-Level Panel on Women’s Economic Empowerment consists of 18 Panel Members chaired by Secretary-General Ban Ki-Moon and having the Honorable Luis Guillermo Solís Rivera (President of Costa Rica) and Simona Scarpaleggia (CEO, IKEA Switzerland) as Co-chairs. Other Panelists include Jim Yong Kim (President World Bank), Christine Lagarde (Executive Director International Monetary Fund), Justine Greening (Secretary of State for International Development UK) and Guy Ryder (Direct General, and International Labor Office) amongst other prestigious leaders from the international development and political space. Over the course of



one year the Panel will devise a framework to close large, pervasive and persistent gender gaps in the world of work. The Panel Secretariat is hosted by UN Women, and is backed by the World Bank Group and the Government of the United Kingdom.

For more information contact:

Ms. Faria Salman, Strategic Management and Partnerships Officer &
Communications Focal Point for UN Women Pakistan
Email: faria.salman@unwomen.org

WFP

Press Release

1st Advisory Group Meeting Strategic Review of Food Security and Nutrition

Islamabad, 27 July 2016: A Food Security and Nutrition Strategic Review is currently being undertaken in Pakistan. The strategic review is an independent, analytical and consultative exercise that identifies the key challenges faced by Pakistan in achieving food security and improved nutrition, and provides prioritized areas for action for all humanitarian and development partners. The first meeting of the Strategic Review Advisory Group was held Wednesday 27 July and was co-chaired by Mr. Eazaz A. Dar, Joint Secretary of the Economic Affairs Division (EAD), Government of Pakistan and Mr. Neil Buhne, the UN Resident Coordinator. The advisory group includes representatives from the Ministry of Planning, Development and Reforms, Ministry of National Food Security and Research, Ministry of National Health Services, Regulations and Coordination, and various representatives from academia and civil society.

The meeting was also attended by representatives from the Strategic Review Secretariat, comprised by the UN agencies working on food security and nutrition under the Strategic Priority Area 6 (SPA-6) of the One UN Programme (FAO, UNICEF, UNWOMEN, WFP, WHO) and the Strategic



Review Research Team, constituted by the International Food Policy Research Institute (IFPRI) and the Aga Khan University (AKU). During the meeting, the strategic review research team presented the TORs and work plan of the strategic review exercise for endorsement by the advisory group. The participants shared their inputs and recommendations on the process, which included consultations in all provinces and administrative areas which will start as early as August 2016, led by the respective planning departments.

