

# Media Update-2

24 October 2016

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## UN Women

Press Release

### **Punjab Chief Minister Announces a Taskforce for Women's Empowerment Initiatives**

21 October 2016: Punjab Chief Minister Mian Shahbaz Sharif early this week constituted a provincial taskforce for facilitating the coordination of women's empowerment initiatives, and scaling up activities and awareness campaigns across relevant frameworks including but not limited to the Pakistan Women Entrepreneurship Programme (PWEPE), the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Sustainable Development Goals (SDGs).

Ms. Fiza Farhan, Member of the UN Secretary-General's High-Level Panel on Women's Economic Empowerment has been appointed Chairperson of the Task Force by the Chief Minister of Punjab. The Task Force on Women Empowerment will be led by Fiza and comprise of eminent officers of Public Sector departments such as the Secretary, Women Development; Secretary, School Education; Secretary, Primary & Secondary Healthcare, Members of the Provincial Assembly and Senior Member, Law & Order (Special Monitoring Unit, Chief Minister's Office) among other key stakeholders from the public sector and civil society.

This Task Force is in line with a 'Call to Action' included in the first report of the High-Level Panel for Women's Economic Empowerment in September 2016, which emphasized the need for increased partnerships and commitments to accelerate progress under the 2030 Agenda for Sustainable Development. The findings which called on different stakeholders to promote women's leadership in driving sustainable and inclusive, environmentally



sensitive economic growth, recommended key actions by governments, the private sector, the UN and multilateral organizations as well as civil society.

In bringing this global initiative to Pakistan, Fiza in partnership with the Government of Punjab and UN Women Pakistan launched the 'Call for Action Campaign' engaging key players to promote economic, social, legal and political empowerment for women in both rural and urban settings. Significant achievements in Punjab towards women's empowerment, included the strengthening of gender responsive infrastructure in the public sector through the Women Empowerment Package led by the Women Development Department, a report on the "Punjab Gender Parity Report" and the allocation of 9.2 Billion Pakistan Rupees to implement the 'Women's Empowerment Package" within Punjab. The Government of the Punjab is making great strides towards strengthening the policy environment for women informal workers in the province in collaboration with UN Women Pakistan and a survey is currently underway to enumerate women home based workers to support the adoption and implementation of the relevant policy and legislation. UN Women had also recently supported 18 private sector companies to sign the Women's Empowerment Principles in Punjab and Sindh encouraging them to commit to gender responsive practices in their businesses.

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*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.*



# UNICEF

## Press Release

### UNICEF and H&M launch an interactive digital brain development tool for young children

*The UNI\_FORM tool aims to visually display how games and play can support positive cognitive development*

**NEW YORK, 24 October 2016** – A digital tool that interactively shows how games and play stimulate brain development during early childhood launches today. The interactive UNI\_FORM ‘jacket’ was created by the H&M Foundation and UNICEF as part of a new UNI\_FORM campaign to help promote early childhood development.

The UNI\_FORM tool, which aims to visually translate neuroscience for parents and caregivers across the world, displays how young brains develop at yearly stages up to the age of five, and provides families with innovative age-appropriate play ideas that can help optimize brain development.

The jacket reveals different cognitive games that feed the brain as it evolves with the child’s age. The games are tailored for each age based on UNICEF’s research on early childhood development.

“Early childhood presents a window of opportunity that define a child’s future. By using UNI\_FORM as a symbol, we want to raise awareness around the fact that children who are stimulated in their early years learn more effectively at school, and as adults they can have a higher earning power and be of better health than children that don’t have these early opportunities,” said Diana Amini, Global Manager at H&M Foundation.

“Children who experience love, proper nutrition and protection in a stimulating environment during early childhood become resilient, learn effectively and are able to help build strong, safe communities and economies when they reach adulthood,” said Pia Britto UNICEF Chief of Early Childhood Development. “We are proud to launch this interactive tool to help give children the enrichment they need in these critical early moments of life.”



An estimated 249 million children under five in low- and middle-income countries are at an increased risk of poor development due to extreme poverty and stunting.

On [www.theuniform.org](http://www.theuniform.org), adults and children can interact with the UNI\_FORM and at the same time support the right for every child to get the best start in life. During the earliest moments of life, children's experiences have the power to shape the development of their brains as much as their DNA as neural connections take place at a once-in-a-lifetime speed of up to 1,000 per second, forming their cognitive, social and emotional development.

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### Notes to Editors:

#### About UNI\_FORM

The UNI\_FORM features a range of games that highlight the critical milestones in a child's development and the opportunities to stimulate and foster these skills. All these stages are highlighted through a game which is embedded in the UNI\_FORM digital jacket:

- Age One: Building blocks - focus on strengthening motor skills and eye-to-hand coordination that takes place in this phase of a child's development.
- Age Two: Fantasy building - games linked to children's creative development, like shape, color and crayons.
- Age Three: Imitating animals - focus on the urge to create and encourage children to use their imagination imitating different animals.
- Age Four: Perception of time - interacting with a magical clock focusing on the development of the child's sense of time.
- Age Five: Identifying emotions - exploration of emotions through different expressions.

UNI\_FORM is not part of a collection or for sale.

UNI\_FORM follows the UNI-COIN initiative, launched last year by the H&M Foundation and UNICEF.

For cognitive games and more information on the UNI\_FORM initiative and early childhood development visit [www.theuniform.org](http://www.theuniform.org).

#### About the Global Program for Education



The UNI\_FORM campaign is part of the Global Program for Education – a collaboration between H&M Foundation and UNICEF. In February 2014, the H&M Foundation announced a grant to UNICEF of USD 9.3 million over a three year period. This grant enables UNICEF to reach 73,600 children with Early Childhood Development programs as well as influence governments to place Early Childhood Development on the national agenda and commit budgetary resources to address these issues. Few donors or governments prioritize funding for Early Childhood Development, which is why the H&M Foundation wants to contribute to filling that gap by supporting UNICEF.

#### **About H&M**

H&M Foundation is a non-profit global foundation, privately funded by the Stefan Persson family, founders and main owners of the fashion company H&M. The mission of the Foundation is to create long lasting positive change and improve living conditions by investing in communities, people and innovative ideas. Through partnerships with prominent organizations around the globe, the Foundation drives change within four focus areas; Education, Clean water, Strengthening women and Protecting the planet. In addition, the H&M Foundation can also provide emergency relief. Since 2013, the Stefan Persson family has donated SEK 1.1 billion (USD 154 million/EUR 123 million) to the H&M Foundation.

For more information about H&M and its work visit [hm.com/hmfoundation](http://hm.com/hmfoundation).

#### **About UNICEF**

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

For more information about UNICEF and its work visit: [www.unicef.org](http://www.unicef.org)

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# UNIDO

## Press Release

### **Innovators 2K16 B2B meeting & Business Clinic for SMEs and start-ups held at ICCI under UNIDO/GCIP Pakistan Programme**

Islamabad (24-10-2016): A business clinic was held by UNIDO in collaboration with Islamabad Chamber of Commerce and Industry for providing training to SMEs and start-up businesses who have been declared as semi-finalists under Global Cleantech Innovation Program (GCIP) Call for Awards 2016.

The GEF funded initiative was part of a three years Global Cleantech Innovation Program (GCIP), currently running in ten countries including Pakistan and is aimed at developing a sustainable entrepreneurship ecosystem by supporting clean technology innovations in SMEs and start-up businesses so that they could maximize opportunities for achieving sustainable commercial success, in the third cycle of this competition Pakistan got the highest number of applications among all other countries which shows the potential and talent in clean technology of Pakistan.

Speaking on the occasion, Dr. Shahina Waheed, National Programme Coordinator, Global Cleantech Innovation Programme said, I am very hopeful that today's Business Clinic must have been very helpful in improving your worksheets of Cleantech, which are imperative not only for this competition but will also equip these aspiring entrepreneurs much needed knowledge and information to help in their entrepreneurship venture.



Also she offered her commendations to the Semi Finalist teams, and further elaborated that for UNIDO, all of those teams who have qualified for Semifinalist stage are winners and we will keep providing different services to them like trainings, incubation service and others. And I am hopeful that this Cleantech Programme will help them a lot in accelerating their business and will take their Cleantech idea to new heights.

She thanked participating teams and also the management of Islamabad Chamber of Commerce and Industry for the arrangement of this event and said that she is hopeful that in future UNIDO and ICCI would do many projects together for the development and support of businesses.

At this business clinic, renowned business mentor Mr. Tauseef Zaman, technical mentor from NPO; Mr. Aftab Khan, the other technical mentor from PCRET Mr. Nadeem Zakir were also there to guide the participating teams. All the teams got their business plan vetted from business and technical point of view by these mentors and vowed to work hard to bring a Cleantech revolution in Pakistan thereby creating more job opportunities and lesser carbon emissions.

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