

BMZ



Federal Ministry
for Economic Cooperation
and Development

ChildPact

World Vision®



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UNITED VOICES
FOR CHILDREN



THE ACTORS

This project is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ), through World Vision Germany and Agroinvest Serbia. The project partners are 7 ChildPact members from the Western Balkans, Eastern Europe and South Caucasus: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, and Serbia. ChildPact with all its 10 members (the 7 mentioned above and Azerbaijan, Romania and Bulgaria) is a beneficiary.



PROJECT RATIONALE

This project is designed to equip and strengthen the ChildPact members with:
1) **sustainable resources**, 2) **increased skill capacities** and 3) **an evidence-based approach to policy debates** to influence government action and policy relating to vulnerable children. Common problems and regional stakeholders and similar reforms create a strategic reason to build a credible, unified regional voice for child protection reform. ChildPact is a megaphone for national coalitions to reach regional and international stakeholders that influence the direction and scale of national reforms.



OBJECTIVE

The project aims to contribute to child well-being, protection and rights through strengthening civil society. Civil society has the expertise and the mission to solve the complexities that inhibit progress and the government has the ability to finance and scale effective interventions. As a part of civil society, regional coalitions of NGOs, strengthened and united under ChildPact, will make use of their expertise and joint power to monitor and influence government action on behalf of vulnerable children.



EXPECTED RESULTS

1. Increased visibility and operational & financial sustainability of the child protection networks;
2. Better policy monitoring by implementing a Child Protection Index;
3. Increased capacity to influence child protection reforms through policy recommendations and advocacy initiatives.



ACTIVITIES

I Raise the impact of national coalitions by following minimum operational standards, increasing visibility and building long-term funding

1. **Minimum operational and funding standards for national coalitions and ChildPact.** In partnership with an NGO capacity building organization, this project will create a Governance Manual to guide coalitions through a self-reflection process on operational and funding standards.
2. **Training and coaching programs for the implementation of the Governance Manual.** Four coalitions that demonstrate willingness and potential for growth will benefit from consultancy time with a coach to provide a timeline and an implementation plan for standard adoption.

3. **Strategies to obtain localized funding for the coalitions.** This project is built on the fact that fundraising for advocacy groups is more demanding than fundraising for service-oriented groups who work directly with vulnerable children. Innovative and advocacy-tailored philanthropy and fundraising models will be developed, tested and implemented based on national contexts, needs and organizational goals.
4. **Skills and tools for media outreach.** Media outreach is the foundation for visibility and branding. The project will create trainings to ensure understanding of media engagement, media coaching programs, media roundtables and field trips for journalists so as to build relationships for long-term collaboration.
5. **Support for creating visibility materials and social media content.** Based on organizational goals and advocacy initiatives of each coalition, an ICT professional will work with coalitions to develop habit-forming social media engagement as a means to support coalitions' visibility.
6. **Assistance to develop celebrity and business partnerships.** Celebrity and business partnerships can expand a coalition's visibility and credibility, yet management of these partnerships requires specific skills and knowledge of potential hurdles. This project will create and implement tailored strategies for business and celebrity engagement.

II Create an evidence base for advocacy and policy engagement

7. **The Child Protection Index.** In each project country a Child Protection Index will be developed to measure and flag progress and gaps in child protection reforms. Each national coalition will select a team of child protection experts to collect data for a series of 400+ child protection indicators. Once data population has occurred, the results will be collated within a database and published in a user-friendly format.
8. **Regional snapshot and national comparisons.** National coalitions will analyse index results, build policy recommendations and devise advocacy strategies that name, shame, compare, applaud, and direct and re-direct political attention and funding to ideas and issues.
9. **Launches of the Child Protection Indexes.** The Child Protection Indexes will be publicly launched to open spaces for public policy debates. The project will seek index visibility sponsors and create events to highlight the policy recommendations gathered in response to the results.



III ChildPact and national coalitions make use of their synergies to advocate effectively at national and regional level

10. **Political and diplomatic representation.** ChildPact will use and identify externally-organized political and technical events around the region to increase and maintain political and diplomatic engagement with stakeholders.
11. **Member dialogue and policy contributions.** The ChildPact secretariat will organize learning events and mutual mentoring and support sessions for impact and success.
12. **Capacity exchanges.** The ChildPact secretariat will organize capacity exchanges so that members can take advantage of regional synergies and similar contexts.

