

EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2024 | Issue 54

**One Goal in Mind
Two Days of Fun**

**UNICEF
CHARITY RUN
2024/25**



**EMPOWER YOUTH
FOR SUSTAINABLE
DEVELOPMENT**



**EXPERIENCE A CHILD
FRIENDLY CITY**



**SAY YES TO
BREASTFEEDING**



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E-newsletter

unicef  | for every child

RUN FOR CHILDREN, EMPOWER THEIR FUTURE

“We may not be able to prepare the future for our children, but we can prepare our children for the future.” This quote by Franklin D. Roosevelt aptly captures the pivotal role children hold in shaping our future. Their flourishing is paramount to the steady advancement of society, particularly in the face of uncertainty. UNICEF’s mission - to ensure children’s fundamental rights to health, education, and the opportunity to achieve their full potential - is a direct response to the future that we are building.

The recent emergence of mpox and the first polio case in Gaza in 25 years starkly illustrate the increasing complexities our next generation faces. While we must provide vital support such as vaccines, emergency aid, and food supplies to help children overcome immediate challenges, it is equally crucial to empower them with the knowledge and foresight to navigate a rapidly changing world.

Hong Kong Committee for UNICEF (UNICEF HK) has implemented a range of school-based initiatives and educational programmes, offering young people the opportunity to delve deeper into critical issues like climate crisis and sustainable development through lessons and practices. We are also empowering the next generation to take lead in planning and organizing activities and inspire others to do the same. This summer, UNICEF Young Envoys travelled to Japan to explore Child Friendly City Initiative, and returned with invaluable experiences that ignited a spark for positive change within our communities.

Happiness will amplify by sharing; one candle can light up thousands. Join UNICEF Charity Run - when we bring light to others’ lives, we will, as well, enlighten our own path!

Judy Chen, JP
Chairman, Hong Kong Committee for UNICEF



ABOUT HONG KONG COMMITTEE FOR UNICEF

Hong Kong Committee for UNICEF (UNICEF HK) was founded in 1986 and established as an independent local non-government organization to raise funds through public donations, partnerships with companies, special events, etc. to support UNICEF’s work. UNICEF HK also promotes and advocates for children’s rights via organizing education and youth programmes in Hong Kong. UNICEF HK generates its revenues from individual and corporate supporters.

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HEROES Assemble to Run for Every Child!

Heroes are not defined by their age, gender, religion nor origin, but instead, the willingness to take on the mission of alleviating sufferings in the world.

UNICEF Charity Run 2024/25 – HERO RUN is spread over two days this year, encouraging people from all ages to enjoy a fun and healthy time while raising funds for children in need.

This year, the event continues to promote the United Nations Sustainable Development Goal 3 (SDG 3), which aims to ensure healthy lives and promote well-being for all age groups, starting from birth. HERO RUN hopes to remind participants of the importance of mental and physical health.

UNICEF HK will utilize proceeds from Charity Run to support UNICEF’s work in improving the lives of disadvantaged children in more than 190 countries and territories around the world, including on nutrition, water, sanitation and hygiene, as well as other child rights-related initiatives.

WondeRun

Date: 15 December 2024 (Sunday)
Venue: The park located east of Fan Kam Road (i.e. part of the Old Course of the Fanling Golf Course)
Programmes: Obstacle Run and game booths suitable for all ages including families and school units

PowerRun

Date: 12 January 2025 (Sunday)
Venue: Hong Kong Disneyland Resort and Inspiration Lake
Programmes: Runs from 3km to half marathon for competitive youths and runners to challenge their limits, and corporations and groups to build team spirit



ENROL NOW!



Changes in children’s lives begin with you and I.

Be a hero today. Let’s run.

Immersed in the Child Friendly City in Japan

YOUNG ENVOYS ENJOYED A REWARDING TRIP!



18 UNICEF Young Envoys paid a fruitful field trip to Japan this summer. The visit was eye-opening for our Young Envoys to learn from the development of Child Friendly City!

Not only did Young Envoys visit the Japan Committee for UNICEF (JCU) where they understood more about its operation, they also visited Setagaya City and Machida in the Tokyo Metropolis to experience firsthand how child-friendly elements could be implemented on the ground. Local government officials and young people shared their views on how Machida, as a Child Friendly City, takes children's perspectives into consideration to strengthen their sense of belonging to the community, and realizes children's right to participate and develop.

Hanegi Play Park in Setagaya was particularly impressive to Young Envoys. The playground incorporates the concept of free play, enabling children to play without limitations in a natural environment. Children can climb wherever in the park and are allowed to explore their creativity by making use of all the elements there, from trees, mud and water, to climbing facilities, as if they are in a sandbox game.

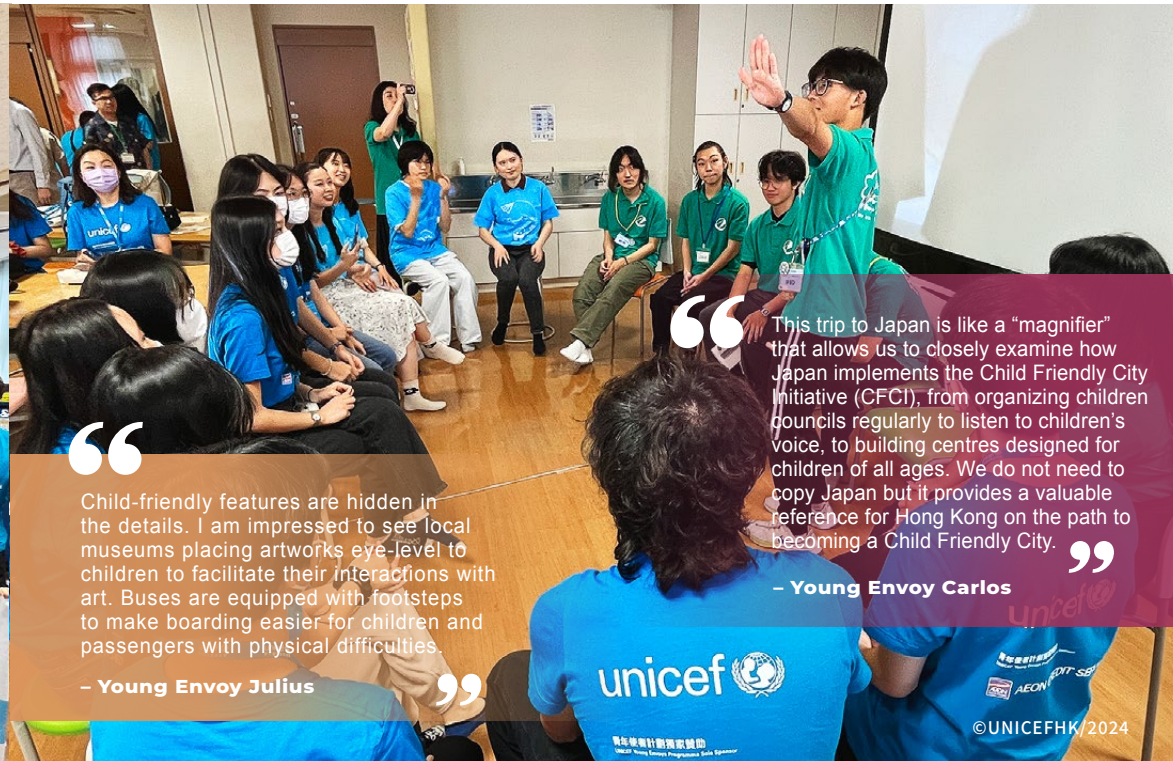


Young Envoys enjoyed their time at Hanegi Play Park.

Exchanging about local advocacy projects with Japanese children and youth, our Young Envoys introduced different ways to raise public awareness on child rights in Hong Kong through conducting surveys, community services and inventing auto solar tracking devices.

Having personally experienced the vitality and beauty of Child Friendly City, Young Envoys returned to Hong Kong with what they witnessed, hoping to advocate for Hong Kong to become a Child Friendly City. Let us work together to make this dream come true!

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“ Child-friendly features are hidden in the details. I am impressed to see local museums placing artworks eye-level to children to facilitate their interactions with art. Buses are equipped with footsteps to make boarding easier for children and passengers with physical difficulties. ”

– Young Envoy Julius

“ This trip to Japan is like a “magnifier” that allows us to closely examine how Japan implements the Child Friendly City Initiative (CFCI), from organizing children councils regularly to listen to children’s voice, to building centres designed for children of all ages. We do not need to copy Japan but it provides a valuable reference for Hong Kong on the path to becoming a Child Friendly City. ”

– Young Envoy Carlos

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NEW! radio show on RTHK - CIBS



Junior DJs interviewed cellist Trey Lee, UNICEF HK Goodwill Ambassador, on art education and development. ©UNICEFHK/2024

Amplifying children's voices In the Shoes of Children

UNICEF HK's radio show, 'In the Shoes of Children' for RTHK's Community Involvement Broadcasting Service (CIBS) is on air!

Scan to listen to local children's sharing about global examples of Child Friendly City Initiative to promote the voices of children.



2024 BREASTFEEDING ROOM

Award-winning Designs Set New Benchmarks on Aesthetics, Sustainability and Practicality

Increasing public awareness and acceptance of breastfeeding has gradually brought our community to understand that breastfeeding is not solely about mothers, but also how society supports as a whole.

This year, UNICEF HK and the Department of Health co-organized The 2nd Breastfeeding Room Design Competition which received overwhelming entries from Hong Kong, Macau, Shanghai and Malaysia.



For the first time, the Competition featured the Professional Category for experienced industry practitioners to participate with Hong Kong Institute of Architects as the supporting organization of the competition.

The nine award-winning designs met the rhythm of modern life without losing the breastfeeding room's warmth and comfort, creating a unique space for mothers and babies to interact amid the hustle and bustle.



Most Practical Design Award Winner (Corporate Category)

Nan Fung Property Management - AIRSIDE

The well-equipped private nursing rooms come with touchless switches, bottle sterilizers/warmers, UV light sanitizers, distilled water dispensers, etc. to fully support parents' needs.



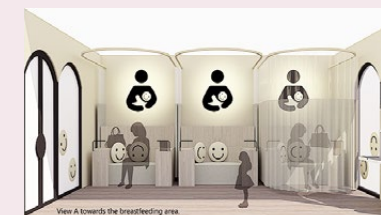
View all winning designs



Most Inspirational Design Award Winner (Individual Category)

Tan Chee Sing

The joyful theme caters for families with multiple children by including entertainment facilities and safety features for toddlers so that mothers can breastfeed without worries.



WORLD BREASTFEEDING WEEK 2024

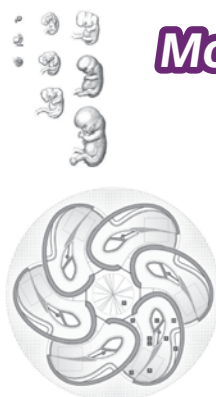
World Breastfeeding Week is celebrated every 1-7 August. This year is themed "Closing the Gap: Breastfeeding Support for All". During the ceremony, mothers shared about breastfeeding barriers they face and how family support helps sustain breastfeeding. UNICEF HK presented awards to winners of the Breastfeeding Room Design Competition.

"Say Yes To Breastfeeding Acknowledgment Ceremony 2024" will be held to commend corporations and organizations that participated in the campaign.

Most Innovative Design Award Winner (Professional Category)

Ng Kei Yiu Alex

Seamlessly merging functionality and aesthetics, the design emphasizes natural lighting and ventilation while preserving privacy via a one-way mirror glass wall. The interconnected cubicles adopt the shape of embryos, evoking the close bond between mothers and their babies.



ETHNIC MINORITY YOUTH CHAMPIONING SDGS

The cultural, linguistic, and habitual differences of ethnic minority youths contribute to their unique strengths to bring about change for themselves, their communities, and society in various ways.

UNICEF's SDG Actioner Challenge for Ethnic Minority Youth Programme provides the youths with the opportunity to harness their influence. This year, outstanding participants demonstrated impactful school-based/community waste solutions.



G Green Warriors Recycling food waste

The all-female team encouraged students to recycle food waste through a school-wide education and incentive scheme and successfully strove for the school to acquire a food waste machine. This machine transforms food waste into fertilizer for campus planting, reducing food waste and improving the school environment simultaneously.

Development Dreamers Upcycling solid waste

Three girls from different schools volunteered to lead workshops for participating students from local schools at Yuen Long Town Hall. They transformed plastic bottles into various artworks and made biodegradable soap to help students understand the concepts of upcycling and sustainable development.



ZESHAN FOUNDATION GIVES SOLID SUPPORT

to the Myanmar Child Protection Programme



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Amid escalating conflicts in Myanmar, a large number of people are internally displaced. Vulnerable populations, children in particular, suffer from humanitarian crises. Families have no choice but live without basic necessities and protection.

Understanding the urgent needs of the people of Myanmar, ZeShan Foundation donated to 10,000 beneficiaries from conflict-affected regions in Kayin, Shan, and Kayah, helping children gain access to life-saving services, such as Mental Health and Psychosocial Support Services, Explosive Ordnance Risks Education, Child Protection Kits and Information, Education, and Communication materials.

UNICEF HK is grateful for ZeShan Foundation's trust. We promise to make effective use of funds to assist vulnerable populations affected by the humanitarian crises.



©UNICEF Myanmar/2024/Minzayar Oo

Child Protection kits supplied by UNICEF are distributed to ethnic IDP children at the temporary education centre in Ayetharyar, Shan State, Myanmar.



SDGs eLearn Scheme Receives

RECORD HIGH ENROLMENT

UNICEF HK's SDGs eLearn Award Scheme combines online lessons and offline actions to provide students with an interactive learning experience.

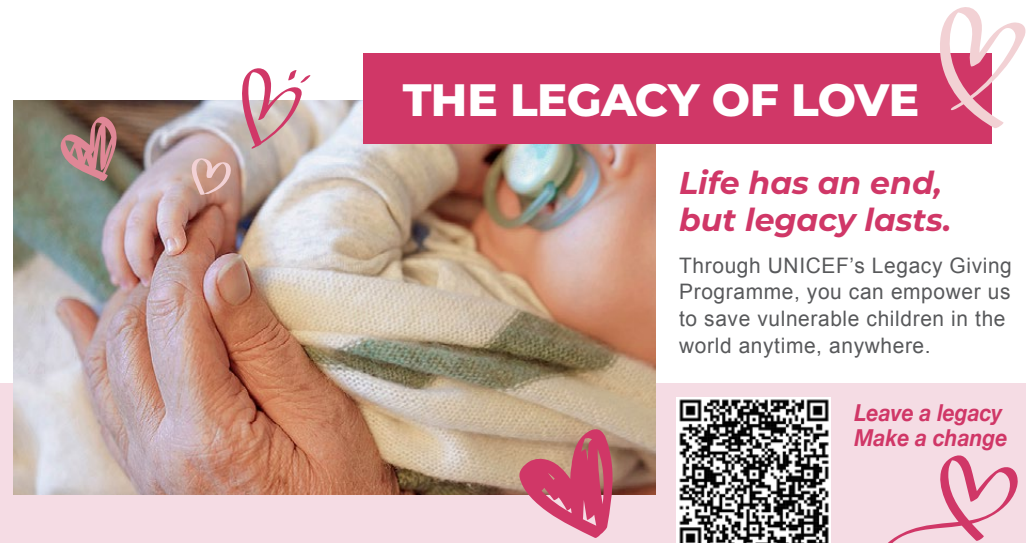
This year, over 13,000 students from 127 schools registered the Scheme, 70% increase from last year, completing nearly 10,000 SDGs courses and actions. This included initiatives such as using fruit foam nets to package eggs, utilizing fruit peels to make tea, and creating body scrubs from used coffee grounds, all of which could achieve different SDGs. Over 85% of respondents agreed that the Scheme has increased their willingness to implement SDGs in their daily lives.



Awardees shared their learning experiences and showcased their work to guests.



THE LEGACY OF LOVE



Life has an end, but legacy lasts.

Through UNICEF's Legacy Giving Programme, you can empower us to save vulnerable children in the world anytime, anywhere.



Leave a legacy Make a change



不被看見的他

UNISEEN
AND
HEARD每月 HK\$250 起為有需要兒童帶來
穩定「資源串流」SUBSCRIBE TO CANCEL THIS REALITY
請致電每月捐款 消除不幸實況

unicef

INNOVATIVE DIGITAL CAMPAIGN

Arouses Public Interest

Have you seen 'Children of the Flames', 'The Thirsty Game' and 'Unseen and Unheard'?

UNICEF HK's brand new 'UNIFIX+' movie style posters and videos capture the essence of vulnerable children's reality. It prompts viewers to step out of their role as bystanders. Subscribe, and bring about visible changes for the 'invisible' children suffering in the midst of tragedy.

Scan to
reveal the
'invisible'

CHILD RIGHTS PROMOTION

at the Hong Kong Book Fair

Visitors understood UNICEF's work through UNIFIX+ videos and informative pamphlets on child rights.

Child Ally x miffy was particularly popular among children. Subscribers can receive miffy postcards every month to learn about children's livelihood at different corners of the world.

Scan QR code
to check out
Child Ally x
miffy.

Chairman Judy Chen (on the right) and Communications and Media Relations Committee Member Francis Cheng (on the left) showed their support.



UNICEF 'CHAMPIONS FOR CHILDREN'

Corporate Membership Scheme

Apart from individuals and families, corporates play a crucial role in lighting the way for children too.

UNICEF HK is thankful for the participation of the following corporations in 'Champions for Children' Corporate Membership Scheme 2024-25, and their support for our efforts to safeguard the rights and well-being of children through humanitarian and development work. We welcome more corporates to join the force!

Scan to
know more

Diamond member:
Primavera Capital Limited

Silver members:
COSCO Shipping International (Hong Kong) Co., Ltd
InterStellar Group

Acknowledgements

We sincerely thank all our sponsors and partners for their support.

'Child Protection in Myanmar' Programme

ZeShan Foundation

UNICEF's Programmes Worldwide

Rusy and Purviz Shroff Charitable Foundation

Zhilan Foundation

Reimagine Education

Doo Group

'Change for Good' Fundraising Programme

Cathay Pacific Airways Limited

'Change for Children' Hotel Fundraising Programme

Hong Kong Hotels Association

UNICEF 'Champions for Children' Corporate

Membership Scheme 2024-25

Primavera Capital Limited

COSCO Shipping International (Hong Kong) Co., Ltd

InterStellar Group

Young Envoys Programme 2024

AEON Credit Service (Asia) Company Limited

In the Shoes of Children

RTHK Community Involvement Broadcasting Service

Hong Kong Single Parents Association

International Social Service Hong Kong Branch

The Neighbourhood Advice-Action Council

SDG Actioner Challenge for Ethnic Minority Youth Programme

AEON Credit Service (Asia) Company Limited

Sustainable Development Goals (SDGs) eLearn Award Scheme 2024 - Venue Sponsor

HKMLC Queen Maud Secondary School

New Donation Box Supporting Organizations

Ramada Hong Kong Grand