BACKGROUND INFORMATION

UNICEF REGIONAL OFFICE FOR CENTRAL AND EASTERN EUROPE and the COMMONWEALTH OF INDEPENDENT STATES (CEE/CIS)

UNICEF global website:
http://www.unicef.org
Regional Website (launched 11 March 2005):
http://www.unicef.org/ceecis
Website for Regional Consultation on Children and Violence in Europe and Central Asia (launched 31 May 2005):
http://www.violencestudy.org/europe-ca/
forthcoming: website on Child Protection in CEE/CIS (due September 2005)

Location of webteams in the organization (in addition to national websites):

UNICEF Global website: Division of Communication, UNICEF New York headquarters.
Functions (a web team working on multiple web-related tasks):
- Assignment management and editing
- Content contribution
- Field correspondence
- Design (graphics)
- TV specialization to produce feature videos
- Sub-editing
- Templating – to add new features
- Programming
- Server Administration
- Project Management – building field office templates
- Training and support (field office focal point and field office resource centre)
- RedDot helpdesk (UNICEF websites around the world use the RedDot template)

UNICEF CEE/CIS website: Communication Section, Regional Office, Geneva.
Functions (part of the duties of the Communication Officer):
- Content management
- Content contribution
- Editing
- Image database management
- Daily updating
- Support on request to CEE/CIS field offices in website start-up

Website for Regional Consultation on Children and Violence: As above.
Functions (developed by a UNICEF consultant to act as a web resource package for the Consultation, 5-7 July 2005. Please note: a joint initiative between many partners):
- Design and templating
- Content sourcing
- Content management
- Complex liaison between the different partners

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Workflows for website maintenance:
CEE/CIS site: Communication Officer submits, releases and publishes pages
Consultation site: Consultant worked on behalf of Consultation Communication Working Group

Level of centralization:
CEE/CIS site: Site pulls in content from field offices in CEE/CIS and from thematic programme colleagues. Communication Officer is central point.
Consultation site: Consultant pulled in inputs from wide range of partners to build a joint website, with joint decisions made on publishing.

Maintenance policies:
CEE/CIS site: Communication Officer maintains on a daily basis, but time is limited
Consultation site: Under discussion to ensure that the site continues as a resource for the UN Secretary-General's Global Study on Children and Violence to be published in October 2006.

Approaches to redesign and setting up of sub-sites:
CEE/CIS site: Site complies with the RedDot template created by HQ and used by UNICEF offices worldwide. NY templaters constantly updating the template. Sub-sites: encouragement for field offices to develop their own RedDot sites.
Consultation site: No redesign or sub-sites envisaged at present.

Skills needed:
- Communication skills
- Clear vision of web potential
- Creativity combined with logic

Solutions for special issues:
For discussion at this workshop – particularly fundraising mechanisms

Integration with information management system/branding:
CEE/CIS site: UNICEF-wide template, reflects communication priorities, UNICEF branding
Consultation site: Distinct site for specific purpose – has own branding.

Public vs. local audiences:
CEE/CIS site: Aims to raise visibility of the youngest UNICEF region within the organization, as well as with members of the public. Major promotional campaign within UNICEF itself. More external promotion needed – more reciprocal links, etc.
Consultation site: Intended for anyone interested in the issue of Violence against Children, from government representatives to media to children.

For more information:
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