



# Child Friendly Cities Initiative



Child  
Friendly  
Cities  
Initiative

unicef   
for every child



# Overview of the Program

- The **Child Friendly Cities Initiative (CFCI)**, launched in 1996 by UNICEF and UN-Habitat, is a global initiative aimed at realizing children's rights in urban and community settings.
- It empowers local governments and stakeholders to **build environments where children's voices, needs, and rights are prioritized and integrated into public policies and governance structures.**





# Vision and Framework

The **vision** of CFCI is that “every child and young person enjoys their childhood and youth, CFCI's vision is that “every child and young person enjoys their childhood and youth and reaches their full potential through equal realization of their rights within their cities and communities.”

The initiative is structured around a **Framework for Action** with **five outcome goals**:

1. Every child is valued, respected, and treated fairly.
2. Every child has their voice heard in public decisions.
3. Every child has access to quality essential services.
4. Every child lives in a safe and clean environment.
5. Every child enjoys family life, play, and leisure.

This framework is grounded in the **Convention on the Rights of the Child** and linked to the **Sustainable Development Goals (SDGs)**.

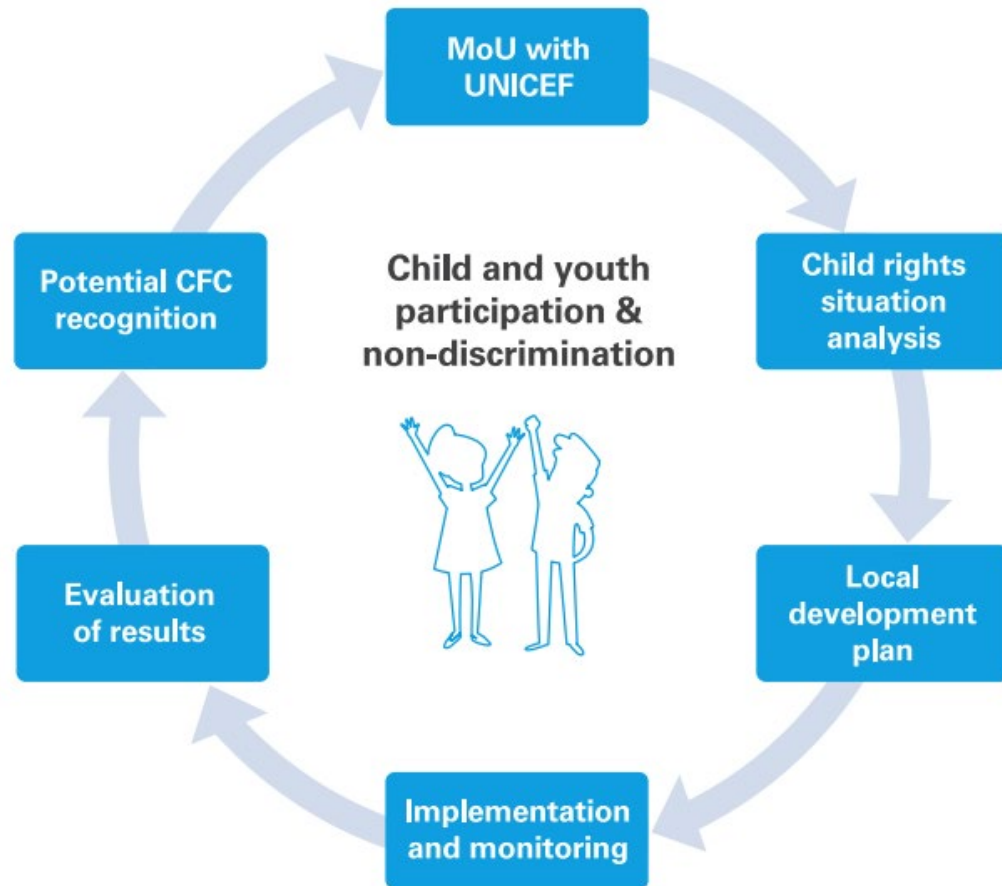


# Intent of the Agenda Item

- The intent of this agenda item is to seek City Council Approval to enter into a Memorandum of Understanding (MOU) between the City of El Paso, the El Paso Community Foundation, and the United States Fund for UNICEF, for the purpose of entering into the journey to become a **UNICEF USA'S Child Friendly City Initiative**
- This will allow the City of El Paso and our partner, the El Paso Community Foundation, to begin the comprehensive multi year process of required actions to achieve the Child Friendly City designation.

# Approach and Process

CFCI adopts a flexible, cyclical approach tailored to local contexts and institutional structures.



Key steps include:

1. **Memorandum of Understanding (MoU)** with UNICEF.
2. **Child-rights situation analysis.**
3. **Actions prioritized and included** in the local development plan (Synthesis Action Plan for Children).
4. **Implementation and monitoring** of the activities in the “Synthesis Action Plan for Children.”
5. **Evaluation** of the implementation and results for children.
6. Potential **recognition of a Child Friendly City.**

# Minimum Criteria

To be recognized as a **Child Friendly City**, a locality must meet three minimum global criteria:

1. **Demonstrated results for children** across multiple **CFCI goal areas**.
2. **Meaningful and inclusive child participation**, including **children's councils and engagement** throughout the CFCI cycle.
3. **Dedication to eliminating discrimination**, ensuring equity in all policies and actions.

Recognition is granted for a set period (1–5 years), contingent on successful evaluations. Benefits include formal acknowledgment, access to a global network, technical support, and the right to use the CFCI logo.





# Becoming a Child-Friendly City

## –Multi Year Process

The pathway to becoming a UNICEF-recognized Child Friendly City or Community typically follows a multi-phase cycle. The standard process includes the following steps:

Phase	Description	Estimated Duration
1. Initial Engagement	Local government expresses interest; initiates dialogue with UNICEF.	1–3 months
2. Formal Partnership	Signing of a Memorandum of Understanding (MoU) with the UNICEF country office or the National Committee.	1 month
3. Child Rights Situation Analysis	Comprehensive analysis of children’s well-being, local policies, and gaps, with stakeholder and youth participation.	3–6 months
4. Development of Action Plan	Co-creation of a CFCI Action Plan informed by the situation analysis, including a theory of change, objectives, indicators, and budget.	4–6 months
5. Implementation Phase	Roll-out of activities, services, and initiatives aligned with the five goal areas. Includes child participation and cross-sectoral partnerships.	1–3 years
6. Monitoring and Evaluation	Ongoing tracking of progress and results using agreed indicators. Includes annual reviews and a formal final evaluation.	Throughout implementation
7. Recognition by UNICEF	Upon positive evaluation, UNICEF awards Child Friendly City status and grants use of the CFCI logo and branding.	At the end of an implementation cycle
8. Renewal Cycle	New Action Plan developed based on evaluation findings; recognition may be renewed for additional cycles (up to 5 years each).	Every 1–5 years



# Key Actions:

- Introduced initiative during **Strategic Plan discussions (Feb 2024)**
- **Para Niños a 40-member steering committee (Aug 2024)**
- Application sent to UNICEF for CFCL – resulted in this **MOU**
- **Youth Advisory Board launch** planned for **May 1st at La Nube**
- Steering Committee to submit readiness assessment **May 2nd** to UNICEF
- **Oct 29** – Introductory Meeting of the Youth Advisory Board
- **November 12 & 13 – Child Friendly Cities Launch Event**



# Requested Action

*Requesting City Council Approval to enter into a Memorandum of Understanding (MOU) between the City of El Paso, the El Paso Community Foundation, and the United States Fund for UNICEF, for the purpose of entering into our journey to become a **UNICEF USA'S Child Friendly City***

## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople

## MISIÓN



Brindar servicios excepcionales  
para respaldar una vida y un  
lugar de alta calidad para  
nuestra comunidad

## VISIÓN



Desarrollar una economía regional  
vibrante, vecindarios seguros y  
hermosos y oportunidades  
recreativas, culturales y educativas  
excepcionales impulsadas por un  
gobierno de alto desempeño



## VALORES

Integridad, Respeto, Excelencia,  
Responsabilidad, Personas