CHILDREN’S RIGHTS AND THE CORPORATE SUSTAINABILITY AGENDA

GLOBAL CHILD FORUM ON SOUTHERN AFRICA

8 September 2015, Pretoria, South Africa
”With a global platform for informed dialogue and partnerships between different sectors of society, we will inspire cross-sector action on children’s rights.”

Global Child Forum
GLOBAL CHILD FORUM

Initiated in 2009 by Their Majesties King Carl XVI Gustaf and Queen Silvia of Sweden, the Global Child Forum is an international, independent platform for research, dialogue, information, and action in support of the UN Convention on the Rights of the Child. As a multi-stakeholder platform, the Global Child Forum brings together business, governments, academia and leaders of civil society, facilitating informed dialogue and thought leadership on issues facing children worldwide. The organisation showcases best practices and case studies from all over the world relating to pioneering ways of achieving and expanding cooperation across sectors with the goal of inspiring action and tangible results in the implementation of children’s rights.

THE AFRICAN CHILD POLICY FORUM

Founded in 2003, the African Child Policy Forum (ACPF) is an independent, not-for-profit, pan-African institution for policy research and dialogue on the African Child. ACPF’s work is rights-based, inspired by universal values, informed by global experiences and knowledge, and guided by the needs and the environment of African children.

info@africanchildforum.org
www.africanchildforum.org
www.africanchild.info

NATIONAL BUSINESS INITIATIVE

The National Business Initiative (NBI) is a voluntary coalition of South African and multinational companies committed to working towards sustainable growth and development in South Africa and the shaping of a sustainable future through responsible business leadership and action.

www.nbi.org.za
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme</td>
<td>6</td>
</tr>
<tr>
<td>Leading voices</td>
<td>10</td>
</tr>
<tr>
<td>Southern Africa’s social pact</td>
<td>11</td>
</tr>
<tr>
<td>It takes a village</td>
<td>14</td>
</tr>
<tr>
<td>Mobilising the movement</td>
<td>16</td>
</tr>
<tr>
<td>A clarion call for combined action</td>
<td>18</td>
</tr>
<tr>
<td>Children’s rights: a democratic imperative</td>
<td>22</td>
</tr>
</tbody>
</table>
Children of today and tomorrow .......................... 24
Children’s Rights Atlas .................................... 26
Emerging viewpoints ........................................ 27
Children’s rights and the corporate sector ............ 32
ActionLab highlights ........................................ 37
On the great feeling of doing good ...................... 44
Participating organisations ............................... 46
PROGRAMME

GLOBAL CHILD FORUM ON SOUTHERN AFRICA
8 September, 2015 Pretoria, South Africa

In the presence of our Honorary Patrons
H.E. Mrs. Graça Machel and H.R.H. Princess Sofia of Sweden

Moderator: Ms. Sikelelwa Mgabadeli

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00 a.m.</td>
<td>WELCOME BY H.E. COUNCILLOR KGOSI ENTOSO RAMOKGOPA, EXECUTIVE MAYOR OF THE CITY OF TSHWANE</td>
</tr>
<tr>
<td></td>
<td>OPENING BY MR ULF KARLBERG, CHAIRMAN, GLOBAL CHILD FORUM</td>
</tr>
<tr>
<td></td>
<td>KEYNOTE ADDRESS BY HONORARY PATRON</td>
</tr>
<tr>
<td></td>
<td>H.E. Mrs. Graça Machel</td>
</tr>
<tr>
<td></td>
<td>KEYNOTE ADDRESS BY HONORARY PATRON</td>
</tr>
<tr>
<td></td>
<td>H.R.H. Princess Sofia of Sweden</td>
</tr>
<tr>
<td></td>
<td>Global Child Forum on Southern Africa</td>
</tr>
<tr>
<td></td>
<td>THE LEGAL, MORAL AND ECONOMIC CASE FOR INVESTING IN COMING GENERATIONS</td>
</tr>
<tr>
<td></td>
<td>Keynote Address</td>
</tr>
<tr>
<td></td>
<td>OUR RESPONSIBILITY TO SUPPORT AND CELEBRATE THE 25TH ANNIVERSARY OF THE AFRICAN CHARTER ON THE RIGHTS AND WELFARE OF THE CHILD</td>
</tr>
<tr>
<td></td>
<td>H.E. Dr. Nkosazana Dlamini-Zuma, Chairperson, African Union Commission</td>
</tr>
<tr>
<td></td>
<td>Panel Discussion</td>
</tr>
<tr>
<td></td>
<td>CROSS-SECTOR PARTNERSHIPS TO PROTECT CHILDREN’S RIGHTS</td>
</tr>
<tr>
<td></td>
<td>- WE ALL HAVE SEPARATE BUT DEPENDENT ROLES</td>
</tr>
<tr>
<td>10.30 a.m.</td>
<td>NETWORKING BREAK</td>
</tr>
<tr>
<td>11.00 a.m.</td>
<td>CHILDREN’S RIGHTS AND THE CORPORATE SECTOR IN SOUTHERN AFRICA</td>
</tr>
<tr>
<td></td>
<td>- A REGIONAL BENCHMARK BY GLOBAL CHILD FORUM AND THE BOSTON CONSULTING GROUP</td>
</tr>
<tr>
<td></td>
<td>Panel Discussion</td>
</tr>
<tr>
<td></td>
<td>CORPORATE RESPONSIBILITY AND CHILDREN’S RIGHTS</td>
</tr>
<tr>
<td>TIME</td>
<td>SESSION</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11.00 a.m.</td>
<td>INSPIRATIONAL SPEAKERS</td>
</tr>
<tr>
<td></td>
<td><strong>CHILDREN OF TODAY AND TOMORROW</strong></td>
</tr>
<tr>
<td></td>
<td>Ms. Yvonne Chaka Chaka, Founder, Princess of Africa Foundation</td>
</tr>
<tr>
<td></td>
<td>and Goodwill Ambassador for the Roll Back Malaria Partnership</td>
</tr>
<tr>
<td></td>
<td><strong>ON THE GREAT FEELING OF DOING GOOD</strong></td>
</tr>
<tr>
<td></td>
<td>Mr. Niclas Kjellström-Matseke, Chief Executive Officer, Novamedia Sweden AB</td>
</tr>
<tr>
<td>12.30 p.m.</td>
<td>NETWORKING LUNCH</td>
</tr>
<tr>
<td>2.00 p.m.</td>
<td>ACTIONLAB SESSIONS (IN PARALLEL)</td>
</tr>
<tr>
<td></td>
<td>1 Connecting our Children in a Digital World – Dangers and Possibilities</td>
</tr>
<tr>
<td></td>
<td>2 Protecting Children from Violence</td>
</tr>
<tr>
<td></td>
<td>3 Digging for a Sustainable Future – Children and the Mining Industry</td>
</tr>
<tr>
<td></td>
<td>4 Africa Rising – Putting Children at the Center of Economic Growth and CSR Strategies</td>
</tr>
<tr>
<td></td>
<td>5 Empowering Children through Education, Employment and Entrepreneurship</td>
</tr>
<tr>
<td>4.00 p.m.</td>
<td>NETWORKING BREAK</td>
</tr>
<tr>
<td>4.20 p.m.</td>
<td>OUTCOMES OF ACTIONLABS</td>
</tr>
<tr>
<td></td>
<td>PERSPECTIVES FOR THE FUTURE</td>
</tr>
<tr>
<td></td>
<td>PARTNERSHIPS AND ANNOUNCEMENTS</td>
</tr>
<tr>
<td></td>
<td>Summary and Conclusion</td>
</tr>
<tr>
<td></td>
<td>CLOSING REMARKS BY HONORARY PATRONS</td>
</tr>
<tr>
<td></td>
<td>H.E. Mrs. Graça Machel and H.R.H. Princess Sofia of Sweden</td>
</tr>
<tr>
<td></td>
<td>HONOURING THE CHILDREN OF AFRICA – OUR FUTURE!</td>
</tr>
<tr>
<td></td>
<td>STAR CHOIR FROM THE STAR FOR LIFE PROJECT</td>
</tr>
<tr>
<td>6.00 p.m.</td>
<td>INFORMAL NETWORKING DINNER CO-HOSTED BY THE CITY OF TSHWANE</td>
</tr>
</tbody>
</table>
SPEAKERS

GRAÇA MACHEL

H.R.H. PRINCESS SOFIA OF SWEDEN

CECILIA ANICAMA
Programme Specialist, UNSRSG Violence Against Children

AICHA BAH DIALLO
Member, Mo Ibrahim Foundation Prize Committee

THEMBALIHLE BALOYI
Executive Director, Discovery Insure

CAROL BEWS
Assistant Director, Jo burg Child Welfare

ROGER BRANIGIN
Executive Director, Global Corporate Community of Practice

PATRICK BURTON
Executive Director, Centre for Justice and Crime Prevention

ÅSE BÄCKSTRÖM
Managing Director, Global Child Forum

YOUSUF CAIRES
Founder of Programs, Dubai Cares

YVONNE CHAKA CHAKA
Founder, Princess of Africa Foundation and Goodwill Ambassador for the Roll Back Malaria Partnership

SAREL DAANTJIE
Executive Chairman, Mvelo Minerals PLC

NKOSAZANA DLAMINI-ZUMA
Chairperson, African Union Commission

BERENICE FRANCIS
Group Commercial Executive, Imperial Holdings

ANDRÉS FRANCO
Deputy Director for Private Sector Engagement in the Private Fundraising and Partnership Division, UNICEF

ANNE GITHUKU-SHONGWE
Founder and Chief Executive Officer, Afroes Edutainment

BOBBY GODSELL
Chairman, Business Leadership South Africa

BJORN GRINDBERG
Head of Social Investments, Millicom International Cellular

DRIEKIE HAVENGA
Group Ethics Officer, Nedbank Limited

HENRIK HOLMOUST
Operations Director, Global Child Forum
HONORARY PATRONS CALL FOR EXPEDITED PROTECTION OF CHILDREN’S RIGHTS

Honorary Patrons of the Global Child Forum on Southern Africa, Her Royal Highness Princess Sofia of Sweden and Mrs. Graça Machel, encouraged urgent prioritisation of the protection of children’s rights. Speaking with conviction and commitment on the issue, both women underscored the need for collective action and shared the belief that hope is justified if current societal imbalances are addressed.

Her Royal Highness put a critical question to delegates: “What actions can you take, as a professional and as an individual, to make a positive impact on a child’s life?” Mrs. Machel praised the timeliness of the Boston Consulting Group Report on Children’s Rights and the Corporate Sector, noting it provided a benchmark with which to assess future progress in addressing children’s rights and illuminated challenges on specific critical issues.
SOUTHERN AFRICA’S SOCIAL PACT

Children are not numbers. Families are not numbers. If we are to work with them we are to understand them better, says Mrs Graça Machel, challenging us to take seriously the social pact of protecting children’s rights.

Enshrined in the Sustainable Development Goals, the goals and targets surrounding the protection of children’s rights imply that not a single child should be left behind in the post-2015 development agenda. This, according to Mrs. Machel, “can only be achieved through partnerships and a social pact across and between all sectors, from government to the private sector, academia to communities and families.”

Addressing delegates in her keynote speech, she stated: “It’s been 25 years since the adoption of the African Charter on the Rights and Welfare of the Child. As such, it is important to take stock on the performance by all sectors to the children of our continent. Our meeting today is an opportunity for the private sector to do exactly that.”

She noted, “We need to clearly articulate what the private sector can do to advance the children’s agenda,”
also addressing the private sector’s historical approach in regard to protecting the most vulnerable in society. Adding a sense of urgency to the agenda, Mrs. Machel called for a strengthening of the social pact in Southern Africa in this regard.

A social pact, she explained, is a convening of all forces of society and requires “that we clearly define what universe we have to cover. Taking into account age, gender, disability, rural or urban, poor or rich.” In effect she noted, “securing equality for all children in just 15 years. Every single child!” This, she reiterated, takes the Sustainable Development Goals (SDGs) beyond business-as-usual.

“We need to reposition every single one of the SDGs. We have to look at every single one of our countries and ask: What does it mean to give equal opportunity to all children in the next 15 years?” Mrs Machel pointed out that the investment required to do this is enormous. “A change of attitude and how we work with one another is imperative,” she added.

With strong conviction, she told the Forum that companies must contribute towards skills development in the sense of contributing towards the development of human capital for our nations.

“We need to broaden child protection far beyond child labour and begin to invest in the promotion of children’s rights as an investment for long-term human development of our region. This means we have to go beyond building schools, expanding our focus to look at how we are nourishing children, how we are providing them with quality education, clean water and sanitation.”

She continued, “The private sector is a critical investor in the development of the human capital of our youth so as to unleash their full potential.”
“And I dare to suggest a more prominent and vibrant involvement of our academic and research institutions for example, through the introduction of evidence-based education. We need much more research, much more evidence. As a region we are diverse. We need to encourage academic and research institutions to provide evidence-based information so that plans and strategies are based on real knowledge of who we want to serve.”

Pointing to the results of the Global Child Forum and Boston Consulting Report presented at the Forum, she said that the Report “forms a baseline against which we can begin to plot a much brighter future for our children and a starting point to evaluate our performance.” Her view is, with this framework, companies now have a tool against which to measure themselves to ensure compliance with regard to the rights of children.

Prior to concluding her speech, Mrs. Machel congratulated the Global Child Forum and its benefactors on convening the Southern Africa Forum. She described the platform as an independent, global, multi-stakeholder engagement for informed dialogue and thought leadership for the advancement of children’s rights in implementing the UN Convention on the Rights of the Child.

And what of the next steps to be taken?
She proposed that these should focus on multiplying the Forum’s example. Noting that good practice has been documented, she called for setting much higher standards against which sectors must measure themselves. What are we going to achieve all together? Where do we want to be in the next 15 years? “We need a movement in which we are part of this big effort of changing for good. Poverty humiliates millions of our people, and a target has to be agreed on by all those joining the effort,” concluded Mrs. Machel.

“We need a movement in which we are part of this big effort of changing for good.”
“As long as children suffer, we have work to do, both as individuals and through a common commitment,” said Her Royal Highness Princess Sofia of Sweden.

Addressing delegates from the public and private sectors, the world of academia, and representatives of non-governmental organisations at the Global Child Forum of Southern Africa, Princess Sofia reminded delegates of the wisdom of Nelson Mandela when he noted, “it takes a village to raise a child.” Through close collaborations and partnerships across sectors, she said, this is what the Global Child Forum aims to achieve.

In her first official engagement, Her Royal Highness’s conviction was evident. “We need cross-sector partnerships to improve children’s rights,” she said, placing emphasis on the importance of everyone embracing “the responsibility to raise our children to be free citizens of the world, free from violence in all shapes and to be self-dependent people.”

Princess Sofia noted that she has spent over five years working with children in South Africa, preceded by many years before that working across Africa. “As one of the founders of the NPO Project Playground in Cape Town, I have seen my fair share of suffering, poverty and neglect, but I have also seen children’s eyes light up with hope as they are empowered to shape their own lives.”
“I have seen children’s eyes light up with hope as they are empowered to shape their own lives.”

She believes, without any doubt, that “hope is justified.”

“Beyond the everyday reporting of disasters around our world,” Princess Sofia pointed out, “so much good is happening, too,” adding that “we are on the right way forward. Democracy is spreading. Poverty is diminishing. Literacy is increasing. Part of this is fueled by digitalisation and globalisation. The world has never been smaller.”

Yet on the other side of this good, she cautioned, are menacing threats, which is why, she noted, “we are all here today.”

“There are still clear violations of the rights of the child, and it’s important to engage all sectors of society, including governments, businesses, the civil society, and don’t forget the local NGOs and children themselves. The main challenge is that all sectors think and work differently, which is why it’s crucial to gather everyone and take action together,” concluded Princess Sofia.
The gathering of the Global Child Forum on Southern Africa is the start of a critical chain reaction that needs to see us step up our protection of children’s rights in Africa. Why is this a priority imperative? Purely because every third person in the global population of 7.2 billion is a child and children are the most vulnerable in any society. Africa, too, has more young people under the age of 18 than any part of the world.

This is not a normal conference. We want action. We want to connect with you, share best practice and inspire you to take action. With our 53 speakers from 28 countries and 250 delegates from the public and private sector, civil society, non-governmental organisations and academia, this engagement presents us with a unique occasion.
This coming together to rally thinking and plan action around children’s rights from all angles is a pivotal first step to address imbalances which can no longer be ignored. Consider that in 30% of the states of the world, societal systems have broken down both morally, financially, and politically. With such a high level of dire cases, children are being left behind and their fundamental human rights discarded.

Even in wealthy and successful states, confusion abounds in attempting to answer a simple question: Who is responsible for the protection of children’s rights? Why, too, is there no legally binding framework to regulate this issue?

There are some disturbing facts of daily life that govern policy decision making in many countries. Children don’t have a political vote, they don’t have money, and compared with adults, they are more lightweight consumers. In many cases they are seen as a cost center, a problem, and the responsibility of someone else to look after, whether that ‘someone else’ is considered to be family, society, government or schools.

Either way, there is no winner because focus is lost. It also doesn’t help that the most ratified convention in the world, the UN Convention on the Rights of the Child, which was adopted 25 years ago, is not as effective as it is required to be. Children and young people in both developing and developed states continue to suffer. Man-made problems prevail, with the likes of war and conflict tearing apart the basic fabric of impacted societies.

How then can the vulnerable in these societies ever survive? They can – if we come together in thought and action. Whatever the problem is, with all of your skills and experience, we can find sustainable solutions together. I truly believe that no one can activate the protection of children’s rights better than you. We must bring this together for the 2.4 billion children worldwide. We must put the facts in front of the eyes of people. Something must happen! Let’s mobilise a movement and move together, fast! This is not rocket science – it is pure instinct.
A CLARION CALL FOR COMBINED ACTION

Africa’s children face many challenges, including child labour, trafficking, female genital mutilation and lack of quality education at all levels, lack of access to proper hygiene and sanitation, and discriminatory practices against minority children, such as those with albinism and malnutrition. Though critical, says H.E. Dr. Nkosazana Dlamini-Zuma, Chairperson of the African Union Commission, they are not insurmountable.
“Agenda 2063 aspires for the Africa we want; one in which all its children are free from want, hunger, poverty and conflict. In which all of them are entitled and receive equal rights in dignity.”

PARTNERSHIPS TO BREAK DEBILITATING CYCLES OF HUNGER, POVERTY AND CONFLICT

Citing Hubert Humphrey’s belief that, “The moral test of government is how that government treats those who are in the dawn of life, the children,” Dr. Dlamini-Zuma observed that now is our moral test. “I appeal to the network of the Global Child Forum to collaborate with the Commission and the Committee in designing and delivering an appropriate and effective public awareness and advocacy campaign…” she said.

She called on the Forum, think tanks and academic institutions to explore cost effective, innovative, and technically astute mechanisms by which to assist State Parties to develop robust and well-researched reports on the implementation of relevant recommendations.

As a result of the African Charter on the Rights and Welfare of the Child, she said, “we are the only continent with a region-specific child-rights instrument.” She considers this to be a significant advantage as it presents an extremely important tool for making progress on children’s rights. “We need to redouble our efforts to secure ratification from the remaining seven African Union States, namely Central African Republic, Congo, Sao Tome and Principe, Saharawi Republic, Somalia, South Sudan and Tunisia,” she added.

“It is one thing having an ideal instrument, but the challenge remains applying those instruments to make a difference in the lives of children,” she stated. “These responsibilities rest with society in general, from top-level government authorities to grassroots community organisations.”
Agenda 2063, she went on to explain, is a 50-year programme that places the aspirations of today and tomorrow’s generations at the centre. “Inspired by previous trials and tribulations as well as progress and victories, the Agenda aspires for the Africa we want; one in which all its children are free from want, hunger, poverty and conflict. In which all of them are entitled and receive equal rights in dignity,” she said.

A PROSPEROUS CONTINENT

“To effectively meet Africa’s children’s expectations, we must ensure that our partnerships deliver quality education through a decent learning environment and quality infrastructure,” said Dr. Dlamini-Zuma. “In our context, such an environment and education should be coupled with a comprehensive health and nutrition programme, because an empty stomach leads to a less absorptive mind.”

On the positive side, she noted, “...there are areas of significant progress in promoting and protecting the rights of the child. According to a report by The Economist (May 19, 2012), Africa is experiencing some of the biggest falls in child mortality ever seen anywhere. In the area of education, owing to collaborative efforts with the United Nations and other stakeholders, Africa is equally proud to report that most countries have achieved universal primary enrolment, which is Goal 2 of the Millennium Development Goals.”

Yet she cautioned, “…for children to reach their full potential and drive the development of the continent, we need to ensure that our boys and girls enrol and remain in school. We must ensure that this success is replicated through secondary and tertiary education.” She went on to say, “An educational focus on science, technology, mathematics and vocational training is important, because we cannot achieve what we want to achieve in an underdeveloped, marginalised and poor continent.”

GRASSROOTS ACTION CRITICAL

Dr. Dlamini-Zuma noted that there is one big partner missing in the dialogue, “The mother! Really the best interest of a child lies with his or her mother. If the mother is sleeping under the bridge, the child will sleep under that bridge. If the mother is hungry, the child will be hungry. If the mother has shelter, the child will have shelter. We must ensure the mother is part of the discourse!”

She pointed out that the African Charter on the Rights and Welfare of the Child places particular responsibilities on the child towards his or her family and society. “These obligations include the child’s service to the family and community as premised by African values. By placing such responsibilities, the Charter also unavoidably places an obligation on communities and society to present avenues wherein the child can place “his (or her) physical and intellectual (capacities) … to contribute to the promotion and achievement of African Unity.”

It is the belief of the African Union, she said, that this goal can be met through civil society, public sector and private sector partnerships at local, national, regional and global levels. An excellent example of such a partnership is “the recent work conducted in South Africa by innovative projects such as Isibindi, which mobilises private sector expertise and resources
“Ensuring that girls enrol and remain in school requires fighting such vices as child marriage. The education of children is a step in sounding the death knell on child marriages. Political will and leadership are also critical.”

H.E. Dr. Nkosazana Dlamini-Zuma, Chairperson of the African Union Commission

“Really the best interest of a child lies with his or her mother. …We must ensure the mother is part of the discourse!”

66% of women in Africa with no education were married before age 18, as compared to 13% of those with secondary education.

15 MILLION children under the age of 18 become brides every year. This is an average of 40,000 girls per day.

through the Department of Social Development to support community care, education and skills development community networks.”

In an effort to promote and protect the rights and welfare of the child in Africa, Dr. Dlamini-Zuma said, “the African Union established in 2001 the African Committee of Experts on the Rights and Welfare of the Child (ACERWC). Coordinated by the AU Commission, the Committee has progressively advanced the rights of children on the continent and has become a powerful Treaty Body, holding Member States accountable for the way and manner they treat the child. Every State Party is mandated to submit an initial report two years after ratification and thereafter, periodic reports every three years to the Committee. To date, 32 Member States have submitted their initial reports and five of their periodic reports on the implementation of the Children’s Charter.”

Appealing for collaboration in the challenges facing Africa’s children, she said, “Critically, peace and security on our continent is highly dependent on dealing with poverty and hunger, because where there is hunger, there is instability. With the reduction of hunger so comes a reduction in the number of people directly affected by conflict situations.”

Summing up, she said, “We should never forget the embarrassment that befell the world when the image of the Syrian toddler (Aylan Kurdi) struck the world as the photograph of his lifeless body swept ashore was brought to the fore. We must all think about that! That image shook you and me. Fortresses are no good these days. People scale the walls. We need to look at humanity as a whole and not think we can close ourselves off and enjoy prosperity. I hope we will also advocate against starting wars. Aylan, and millions of young Africans require our compassion and urgent action today,” concluded a determined Dr. Dlamini-Zuma.
His Excellency Councillor Kgosietsong Ramokgopa, Executive Mayor of the City of Tshwane, stated that South Africa’s capital city views children’s rights as the heart and soul, the very essence of human rights in the modern world.

In his opening address, the Executive Mayor said, “As the city of Tshwane we fully embrace the agenda of the Global Child Forum and endorse your mission without a single reservation.” The city, he continued, “stands firmly behind this initiative as a global platform through which to exchange ideas and experiences on how best to secure and guarantee the expanding agenda of children’s rights as human rights.”

He offered the perspective that, “The way in which we provide for the growth and development of our children constitutes an important defining statement of the nature and character of society in the process of formation...We can never become a miracle nation or a rainbow one for that matter, even buttressed by the best constitution in the world as long as the material and cultural conditions of our children still leave much to be desired.”

Mayor Ramokgopa expressed gratitude for the collective efforts of those assembled, stating that the Forum created “yet another tributary to contribute significantly to the mainstream efforts to cultivate and nurture a democratic way of life for all of humanity.” He gave special thanks “that this time around the leadership and those associated with the Global Child Forum undertook to ignite the fires that will reinvigorate the collective energies of the people of the Southern African region, to see to it that we live up to our communal dreams and aspirations.”

“We are convinced,” he said, “that this Forum will go a long way in resuscitating humanistic, egalitarian and solidaristic traditions forged in the crucible of the struggles against colonialism and apartheid in this part of the continent.” He noted that Tshwane, for example, has ongoing efforts to transform the city into a habitat that is resilient, liveable and inclusive. It is this track record and these values, he believes, that the city brings to the table, and efforts to rally other sections of the city to embrace and internalise them as permanent features of their daily existence will continue.
Speaking in practical terms, he noted: “We harbour no illusions about how difficult this process will be, more so in the context of developments in the global economy that threaten to erode the material basis from which to address our social and economic entitlements.”

Addressing the political economic theory “in which wealth tends to trickle down as societies develop … more and more of our people trickle-down into the ranks of poverty,” he cautioned. “This is an epoch in which, as poor countries of the world, our tireless efforts at reconstructing and developing societies are incessantly undermined by developments in the leading centres of the global economy.” In addition, he said, the global economy is marked by stubborn turbulence.

“As it should be obvious by now, this is a struggle that extends beyond our national boundaries to encompass not only our region, but the entire continent as well as the poorer regions of the world. It is a multidimensional struggle that embraces the social, economic, political, cultural and moral aspects of societal life,” argued the Mayor.

“It is in this context that, by seeking to create an independent global platform for the defense of children’s rights, the Global Child Forum is of utmost importance to the reconstruction and development of the SADC region…The road to a society that guarantees the rights and needs of children is paved with hard work, diligence, assiduousness and meticulous attention to finer details,” he concluded, declaring the Forum officially open.
The energy of inspirational speaker Yvonne Chaka Chaka, who is both the Founder of the Princess of Africa Foundation and Goodwill Ambassador for the Roll Back Malaria Partnership, was contagious. Her passionate drive to make a difference where that difference is a dire societal need was apparent.

“As we approach the dawning of a new development agenda – with a comprehensive and ambitious set of Sustainable Development Goals set to be adopted by UN Member States later this month in New York – I am filled with an incredible sense of hope for my continent,” she stated, adding frankly, “It is a hope that has not always been here.”

A beloved South African singer and songwriter, Yvonne shared her personal story of how, as a young girl growing up in Soweto, Johannesburg, during Apartheid, she used to dream of a future where all were equal under the law. “It’s been a wild journey for
Today, more children can dream bigger dreams than ever before, but we still have a lot of work to do if we are to help them realise their visions.

this little girl from Apartheid Soweto, and it’s one that I’m immensely proud of. But perhaps what I’m most proud of is what this journey means for other little girls – and boys – throughout Africa."

Today she is a role model for many children, proof of the success that is achievable if you believe that your dreams can come true. She has, over the past 10 years, worked with the United Nations to raise awareness and mobilise commitment around health and development issues affecting children in Africa and around the world.

Ms. Chaka Chaka said, “As a Goodwill Ambassador with the Roll Back Malaria Partnership and UNICEF, I’ve spent time in some of the most remote communities across this great continent and beyond. I’ve sat with mothers and children – in humble homes and community clinics – and I’ve seen the impact that preventable and treatable diseases like malaria and malnutrition have on communities’ smallest members.”

“But I’ve also seen the power of simple, proven and cost-effective tools. With malaria, for example, I’ve seen the power of a safe night’s sleep under an insecticide-treated net or a definitive diagnosis made possible with a rapid diagnostic test. Or that teaching simple hand washing with soap or ash can be the difference between life and death, optimum growth or stunting,” she continued. “These simple tools and skills don’t only offer peace of mind; they keep children in school and parents at work.”

She noted, “We know how to keep children alive, and we have the tools needed to do so. Tools like vaccines and insecticide-treated nets. But let’s be clear: children are not dying because we lack the knowledge to save them; they’re dying because of a lack of attention and investment. This is where we – everyone in this room – come into play.”

Ms. Chaka Chaka asserted her belief that, whether one is a concerned individual, a researcher or a corporate executive, each person has a role to play in this effort.

She continued, “Together, we can and must translate ideas to action for the sake of our children,” adding that this will require commitment and partnership. “Every child deserves the chance to dream of his or her future and the opportunity to make it happen,” added Ms. Chaka Chaka.

Concluding, she said, “Today, more children can dream bigger dreams than ever before, but we still have a lot of work to do if we are to help them realise their visions. This war we must win! If we don’t, we’ll be judged by the next generation.” Ms. Chaka Chaka then finished with a song, connecting the audience emotionally to the need to join in the protection of children’s rights.
CHILDREN’S RIGHTS ATLAS

Children and children’s rights are closely linked to business success and sustainability. To help corporations identify and understand their risk of infringing on children’s rights, the Global Child Forum and UNICEF have partnered to develop a unique, web-based tool – The Children’s Rights Atlas. Through indices, global interactive maps and country scorecards, the Atlas will provide a quantitative assessment on the degree to which children’s rights are at risk within 198 countries and territories and across 10 business sectors.

WHAT IS THE CHILDREN’S RIGHTS ATLAS?

The Children’s Rights Atlas is a new online risk assessment tool for business. It assists companies to identify and understand the potential for directly or indirectly infringing on children’s rights in different industries and countries. The Atlas also enables companies to proactively respect and support children’s rights as outlined in the United Nations Convention on the Rights of the Child (CRC).

The Atlas is a joint collaboration between UNICEF and the Global Child Forum, supported by Verisk Maplecroft. The Atlas is based on the 10 Children’s Rights and Business Principles that were developed by UNICEF in collaboration with the United Nations Global Compact and Save the Children. These principles guide companies on the range of actions that can be taken in the workplace, marketplace and community to respect and support children’s rights.

WHY USE THE CHILDREN’S RIGHTS ATLAS?

Companies interact with children and their rights every day and in many ways. Children are family members of employees, young workers, consumers and community members.

The UN Guiding Principles on Business and Human Rights recognise that states have the primary duty to protect and safeguard children’s rights; and that business has the responsibility to respect and support these rights.

Companies need to manage the risk of being associated with children’s rights violations and legal non-compliance. They also have significant potential to generate more strategic positive change and maximum benefit for children.

Business’s commitment to respect and support children’s rights contributes to sustainable development and shared value by promoting fair, social and economic development.

www.childrensrightsatlas.org
THE LEGAL, MORAL AND ECONOMIC CASE FOR INVESTING IN COMING GENERATIONS

PANEL MEMBERS

THÉOPHANE NIKYÈMA, Executive Director, The African Child Policy Forum
KGOMOTSO TSHAKA, Board Member, NBI Social, Ethics and Transformation Committee
ÅSE BÄCKSTRÖM, Managing Director, Global Child Forum

CAPTURING THE CONVERSATION

WHAT CAN PEOPLE EXPECT TODAY?

Théophane Nikyèma opened the commentary, saying: “When we were approached by the Global Child Forum to be a part of this, we found it a timely opportunity, because Africa comprises close to half a billion children. More than 47% of the population is children!”

He noted that the Sustainable Development Goals have turned the focus of the Millennium Development Goals to children, saying that they are becoming the center of sustainable living. Nikyèma pointed out that the current thinking is focused on what Africa should look like in 2063, stating, “Children must come first. This can be replicated in all parts of Africa. We need to start 2016 with a stronger and more concrete plan of action to transform Africa.”

Kgomotso Tshaka said that the National Business Initiative (NBI) welcomes the opportunity to share best practice and the lessons it has experienced. She observed that the way society treats children and elderly is an indication of the values of society, and it is critical to strengthen the relationships between business and society. “We must work to ensure a healthy and thriving medium between the two. The partnership that organised this conference speaks to issues that are fundamental to business.”

“We believe that the children are the future,” she added. “The quality of their lives depends on the decisions we make today. We will be going back and engaging member companies more aggressively in terms of where they stand in protection of the child. We also believe strongly that a well-educated child has a future.”

Åse Bäckström steered the conversation to the importance of the moral perspective. “We need to invest in future generations,” she said. “We believe in leadership…to do the right moral thing we need to get information on the table so we know what to do.”

What does success mean in terms of strengthening a child protection system? “It means being taken care of… bringing you up so you become a healthy and productive citizen of your own country. We would like to see action taken through the child protection system in Africa.”

Violence in Africa, it was noted, is one of the key issues. The response was clear: It is time that we have a pan-African partnership on protecting children in Africa. There is a need to identify how best to invest in increased health and education. “Today is just the beginning of a journey where we, together, try to build a better world for future generations,” concluded Bäckström.
CROSS-SECTOR PARTNERSHIPS TO PROTECT CHILDREN’S RIGHTS

PANEL MEMBERS

VERONICA YATES, Director, Child Rights International Network
BENYAM DAWIT MEZMUR, Chairperson, UN Committee on the Rights of the Child and Vice-Chairperson, African Committee of Experts on the Rights and Welfare of the Child
THEMBALIHLE BALOYI, Executive Director, Discovery Insure
MARICHEN MORTIMER, Director, Institute of Directors Southern Africa

CAPTURING THE CONVERSATION

“As a human rights activist it is hard for me to be positive,” began Veronica Yates. “We talk of human rights as if they are a given, but it’s mostly on paper.” She spoke of sexual abuse committed by French troops in the Central African Republic, to which the country’s leadership expressed outrage that a staff member had leaked information. “What about those children’s rights?” she asked, speaking frankly. “Children are not just future consumers. They are human beings with human rights today. We have lost our humanity. We need to ensure they become better adults than we will ever be.”

Calling for action, she said, “As NGOs we work in isolation, but we need a movement. We are all too concerned about what our donors will say; focused on not offending governments. But the violations children suffer won’t necessarily fit into this. Having a healthy and free civil society is essential, just as you need free press.” Yates also pointed out that the work of NGOs is becoming impossible since, in the last few years, 60 countries have passed laws to crack down on human rights activists.

Charity, she believes, doesn’t change the status quo or imbalances. “Charity did not end slavery or poverty. Movements and solidarity did. That is what we need!” She challenged, “Could this be a place where we build a movement?” She added, “I want you, each and every one of you, to have a reason to be outraged. When something outrages you, you become a militant. Join the movement of history!”

Prof. Benyam Dawit Mezmur followed up on Yates’ sense of urgency, responding to her call for a movement. He pointed out that “corruption” doesn’t exist as a word in the African Charter, yet it costs the world more than 5 per cent of global GDP and is an issue of growing importance and prominence. “The issue we are discussing is inter-generational, and we must gather leaders in a joint effort to implement and monitor children’s rights,” he said, adding that voluntary actions and initiatives of businesses are not a substitute for government action. “If progress actually means anything at all, it can’t be achieved with one person’s reliance on the Charter.”

Thembalihle Baloyi presented an interesting perspective, saying: “As much as we have all been children, children get forgotten when we become adults. … Can you be a force for social good wherever you find yourself? We are all leaders in our own right, but our leadership is not in a vacuum. Leadership is born out of our childhood.” He underscored the importance of not getting caught up in negativity, having a conversation anchored by strong action, and speaking from a point of inspiration. “Have the idea in your mind, sure. But it must be dropped into your spirit, then followed by action. That’s in-spirit-action! Let’s have ideas that drop into our spirits.”

Ethical leadership and the role it plays in society was the focus of Marichen Mortimer who noted that, whether we work for government, civil society or business, it is critical to become involved. “Leadership
without accountability and responsibility means nothing, and ethical leadership is a catalyst for positive change,” she said. Focusing on the topic of education, there are, she noted, approximately 20,000 under-resourced schools in South Africa. “How do we move that forward so that on leaving school our youth not only have a certificate, but have a certificate that matters?” She concluded with a quote from Nelson Mandela, “There is no passion to be found in playing small, in settling for a life that is smaller than the one you are capable of living.”
CORPORATE RESPONSIBILITY AND CHILDREN’S RIGHTS

PANEL MEMBERS

ANDRÉS FRANCO, Deputy Director for Private Sector Engagement in the Private Funding and Partnership Division, UNICEF
BOBBY GODSELL, Chairman, Business Leadership South Africa
GEOFF ROTHSCCHILD, Patron, Nelson Mandela Children’s Hospital
THULANI SIBEKO, Group Executive: Group Marketing, Communication and Corporate Affairs, Nedbank Limited

CAPTURING THE CONVERSATION

HOW DO WE MEASURE UP WITH OUR PEERS IN THE REST OF THE WORLD?

Bobby Godsell said that a mechanism by which the business world positions progress monitoring on children’s rights at the heart of company DNA is required. He maintains that this responsibility fits naturally within the role of the Social Ethics Committee, which is “charged with ensuring not only that a company is meeting the needs of shareholders, but those of other stakeholders.” This is the right postal address, he emphasised, adding that addressing the protection of children’s rights must not be a public relations statement but the heart and soul of the Board.

“Children are a stakeholder in the same way that youth are a stakeholder,” he continued. “As they grow they must become economically constructive citizens of South Africa.” He concluded with a question, “Do you have the committee, and is it doing what it has to do?”

Thulani Sibeko honestly admitted, “When I came here I knew that I knew little about the rights of children. As the day progressed I realised how very little I knew about these issues.” He highlighted the power of partnership, as experienced by Nedbank in its focus on community building, including a partnership with the Nelson Mandela Children’s Fund. “As organisations, we can use our resources, our expertise and indeed our creativity to affect children in a favourable way,” he said, identifying as key issues the vulnerability of children, holistic development of children, and child protection.

He spoke also of the importance of impact assessment in business, after which Andrés Franco delved further into the intricacies of addressing the issue. “We struggle to show business that children’s rights are linked to sustainability. The link is not so straightforward, except when there is a big issue and companies come running to us,” he said. Once a business looks at the principles, their first reaction is ‘I like this.’ Then after discussion of what the principles imply for their business model, they get very scared.”

“This will change your business model completely, and this is where the big commitment is,” he said, providing the example of banking in Spain. If one applies the principles to the issue of mortgage defaulting, there are “children going to the street without a house.” This example penetrated to the reality at hand and just what it should mean to embrace protection of children’s rights from within a company.

Geoff Rothschild shifted the discussion to a practical starting point, asking where we can start to address this in the corporate world. “We can’t all do everything, but we can do something. As corporates, it’s not just about giving, it’s about being involved,” he said. “The clarion call today is what are we as individuals going to do.” He concluded, “A family unit is a family unit. Paternity leave is very important. Consider that 60% of children are brought up by their grandmothers, and we are excluding the fathers.”
A study from the Global Child Forum and the Boston Consulting Group (BCG) indicates that, while Southern African companies fall below the global average in reporting issues on children’s rights, several Southern African companies are pioneering engagement with these issues.

A new study titled Children’s Rights and the Corporate Sector in Southern Africa was launched at the Global Child Forum on Southern Africa. It highlights how business can bring significant improvement to the lives and rights of children and urges businesses to commit to respecting and supporting children’s rights through their core activities and operations.

Initial results show that, while 43 per cent of the companies surveyed have policies related to child labour, only 1.5 per cent have policies that extend to child
rights-related issues other than child labour. Only 8 per cent of the companies surveyed reported that their board of directors or an accountable board committee has overall responsibility for sustainability, human rights, or social issues that include children’s rights.

The study also revealed that companies generally perform higher on indicators that have a less direct impact on their supply chain or business operations, such as donating to charity or referring to international standards. Whereas they score lower in indicators that are more closely related to their business operations; for example, board accountability or collaborations with children’s organisations, materiality, risk assessment.

The purpose of the study – which analysed 271 Johannesburg Stock Exchange-listed companies operating in Southern Africa — was to create a benchmark to analyse trends and track progress on how the corporate sector addresses children’s rights over time. This baseline study serves to fill a gap in research and understanding of how companies in the region, directly and indirectly, pose risks and impact children and their livelihoods.

“This study is the first of its kind for the region and is based on an analysis of how publicly listed Southern African companies address children’s rights,” said Fiona Rotberg PhD, Research Director at the Global Child Forum. “We hope our research results, along with the creation of this benchmark, will help catalyse learning and knowledge sharing to help inspire initiatives within businesses that benefit children, their future, and their rights.”

“The study offers companies a framework to assess their own actions,” added Adam Ikdal, Senior Partner and the Managing Partner, BCG Southern Africa. “Notably, in comparison to our other studies around the world, Southern Africa is generally speaking only slightly behind the average on some measures and ahead of some of the other regions we have surveyed. There is good momentum to be built on,” he concluded.
GLOBAL CHILD FORUM RESEARCH STUDY

CHILDREN’S RIGHTS & THE CORPORATE

This study is the second regional version of the global annual benchmark study conducted by Global Child Forum and The Boston Consulting Group (BCG). This study applies the methodology used in a Global Child Forum study conducted at the global level, which surveyed 1000 international companies, and assessed if and how companies address and report on children’s rights. The results of this study feed into a growing Global Child Forum repository that gathers leading examples of companies

INDUSTRY SCORES

How 271 publicly listed companies, in 9 industry sectors in Southern Africa address and report on children’s rights

SCORES BASED ON 9 INDICATORS

1. Child labour policy
2. Addressing children’s rights issues other than child labour
3. Performance reporting
4. Board accountability
5. Materiality assessment
6. Refer to international standards
7. Collaborations with child organisations
8. Driving strategic programs
9. Charity related to children’s rights

FOOD & BEVERAGE
TRAVEL & TOURISM
ICT
CONSUMER GOODS
INDUSTRIAL GOODS

3,1
2,8
2,6
2,6
2,5
that address children’s rights; examples that can be shared across sectors and disseminated broadly for the purpose of spurring new thinking and new ways of addressing the complexity of children’s rights issues throughout all aspects of company operations.

To learn more, download the full report: www.globalchildforum.org

<table>
<thead>
<tr>
<th>Sector</th>
<th>Board Accountability</th>
<th>Child Labour Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOD &amp; BEVERAGE</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>BASIC MATERIAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OIL &amp; GAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINANCIALS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

54% of all companies refer to international standards

- 26% ILO Conventions
- 11% UN Universal Declaration of Human Rights
- 4% OECD Guidelines for Multinational Enterprises
- 2% UN Guiding Principles on Business & Human Rights
- 2% UN Millenium Development Goals
- 4% Other

51% UN Global Compact 10 Principles

NONE of the companies refer to the UN Convention on the Rights of the Child or the Children’s Rights and Business Principles

43% of all companies have a child labour policy

But other child related issues are addressed by only 1.5%

8% of companies have boards that are accountable for children’s rights issues

FOOD & BEVERAGE show strong results:

24% of companies have board accountability
BACKGROUND
Africa is becoming increasingly connected, and young people are increasingly accessing Information and Communication Technology (ICT). The digital world presents opportunities for children and young people, for example, better possibilities of access to education. It also presents challenges, including sexual exploitation, bullying and violence for children. This session explored how to overcome challenges and leverage opportunities, and case studies from business, civil society and governments were presented.

KEY RESOLUTIONS
Children have the right to technology. We have a collective duty to enable this, while living up to our responsibility to build in protection mechanisms to ensure their safety

Children have the right to technology and we, whether in the family unit or as governments, have the collective duty to respond. Yet on both levels, it was pointed out, great fear of technology exists, and when it pertains to children, there is a general blocking in terms of its use. How can we overcome the fear of technology? Have an interest in it.

Children have become researchers through the use of the Internet. Technology can be harnessed for developmental purposes. One study in the United States pointed out that children and youth have multiple identities online, some having separate Facebook accounts that are targeted at different audiences. In light of such findings, “We need to think about how kids use technology and live their experiences online.” In the digital realm, children are very real consumers. Technology is a reality, and we cannot hide from dealing with it. Access to technology is therefore everybody’s right, but we have to organise it, empowering parents and teachers alike. Consider that mobile devices, for example, are the primary device through which children are recruited into extremism. The danger of the technology realm is, as a result, not only pornography, but also the safety of children as well as the very peace in our societies.
2 PROTECTING CHILDREN AGAINST VIOLENCE

BACKGROUND
The focus was on how companies can prevent, protect and promote children’s rights against violence. Experiences of children’s rights experts were shared as to ways in which the business society has engaged in partnerships to protect children. The World Cup 2010 in South Africa, where an extensive program was executed to prevent trafficking and to ensure protection of children from violence and exploitation, was highlighted. This session explored how to overcome challenges and leverage on opportunities to combat violence. Case studies were presented.

KEY RESOLUTIONS
There is an imperative for a sustainable development goal indicator on violence against children. Governments must take a leading role in ensuring this.

3 DIGGING FOR A SUSTAINABLE FUTURE – CHILDREN AND THE MINING INDUSTRY

BACKGROUND
For decades mining has been an essential industry for growth in Southern Africa. It can provide employment, development and tax revenues for countries and people. Children are in many regards affected by the mining industry – positively as beneficiaries but also negatively, including in exploitation and child labour. This session explored how to overcome challenges and leverage opportunities.

KEY RESOLUTIONS
SADC Member States need to continue the dialogue. This is important in response to the reality that mining companies do not know how to engage on the issue of protection of children’s rights.

Evidence as to the imperative behind this issue must be presented to the Mining sector to enable it to investigate appropriate solutions and measures. What is also required is that resources are collectively leveraged. Education is critical, particularly at the early childhood development stage, and in this regard, investment from mining companies is needed.
AFRICA RISING –
PUTTING CHILDREN AT THE CENTER OF
ECONOMIC GROWTH AND CSR STRATEGIES

BACKGROUND
Within the context of economic growth and demographics in Africa, it is important that children’s rights are at the core of business engagement with society and development. In Southern African countries, however, a range of issues increases children’s vulnerability and creates insecure futures, including poverty, child-headed households, sexual and substance abuse, violence, HIV/AIDS and access to basic social services. This session focused on how children’s rights can be included in business policies and programmes.

KEY RESOLUTIONS
Increased corporate engagement is required, as is incentivisation of SADC member state engagement. African companies should come forward and put children’s rights at the center of company policy. Also required is the creation of reputational leverage opportunities in business. This will drive more effective collective action and will open up more targeted and intensive engagement with corporate players. Practical advice in terms of how to achieve this was offered, namely:
1) Build the rights into the business strategic model
2) Measure corporate performance
3) Create a synergy in the company
4) Create dialogue within the business.

It is also key to find a way to communicate one’s messages to children. For example, the United Nations is open to working with business and the public sector through its Public Partner Partnership (PPP) programme – for example, to be able to tell children how to protect themselves against the likes of malaria. On this front, the best results secured in the fight against malaria were made possible through a partnership with FIFA for the African Football Cup of Nations.

Dr. Chitalekha Massey, Ms. Driekie Havenga, Ms. Carol Bews, Mr. Hervé Verhoosel, Mr. Roger Branigin, Ms. Kgomotso Tshaka and Mr. Thembalihle Baloyi
EMPOWERING CHILDREN THROUGH EDUCATION, EMPLOYMENT AND ENTREPRENEURSHIP

BACKGROUND
Focus was on children’s access to qualitative education and on preparing children for future employment in the region. The importance of creative thinking and entrepreneurship was discussed. In order to make the region conflict-free and ensure a sustainable future, focusing on education, employment and entrepreneurship is crucial. This session explored how to overcome challenges and leverage opportunities and the ways in which business can be involved.

KEY RESOLUTIONS
Gaining a comprehensive understanding and developing the practice of education as a fundamental human right is needed. We must build knowledge in order to enable human rights and responsibilities.

In other words, it is not simply a human right but the door to the realisation of every other human right. It is imperative that we empower children through education, employment and entrepreneurship, and in Sub-Saharan Africa, education of girls is critical. We must hold states accountable for effective education. And yet, it was noted, if the system is to work, it must rise above politics. In essence, you have to stay long enough to develop and implement it; you have to have peace; and there must be absolutely no corruption in the sector. Education, it was observed, is a complex phenomenon. The question was posed: What happens if the private sector moves into this space? Could this allow for freedom of choice, releasing of funds, provision of better access for children to attend schools locally? Where and how, too, does learning happen? Early childhood development, it was agreed, is the most critical area for investment. This calls for provision of nutrition first and foremost, while children’s minds are “like a sponge.” The State, NGOs and parents also need to get children learning, because a lack of quality education that begins at this stage of a child’s life will cost society far more than it can afford.
#gcfpretoria

CALL OUTS & CALLS TO ACTION
The protection of children’s rights is humankind’s collective responsibility.

Children have human rights, not only because they are the future, the adults of tomorrow, but because they are humans beings today #GCFPretoria

Every child deserves the chance to dream of their future & the opportunity to achieve it

Business is not just about giving; it is about being involved

Charity doesn’t affect change. It takes a movement. Graça Machel quoting CRIN #gcfpretoria

@GCForum #gcfpretoria Thanks for invitation to energetic & dynamic discussion at Global Child Forum yesterday. Privileged to be part of it
Now the movement for child rights begins! @G__MachelTrust

Educating girls 1 of the most important tools to prevent child marriages #gcfpretoria The Child Marriage Conundrum allafrica.com

70% of childbirths in South Africa have only mother's name registered!

Not only am I taking home an experience but also wisdom and initiative. Thank you #GCFpretoria

Attitudes are contagious. Is yours worth catching? - CEO Novamedia Sweden

Let’s do our utmost for the children of the world. Or we will be judged by generations to come

#gcfpretoria children's rights atlas launched to inform business and government accountability for protection of child rights

Education opens doors and is a key development ingredient for children
In the early morning hours in Sharpeville, a young man of 21 packed his few belongings and his camera into his rucksack in silence so as not to wake anyone else in the household up. It was March 22, 1960. The day before, 3,000 people had gathered outside the police station without their passports, breaking the pass laws.

The police started firing.

The protesters turned around and ran in panic as bullets went past their heads and arms.

A press report read, "The wounded fled into backyards and side streets. Children ran like rabbits. One by one the guns stopped." And, "Shooting only stopped when no living protestor was in sight." Sixty-nine people were killed. Eight of them women. Nine were children. One hundred eighty were seriously wounded. Many were shot in the back, fleeing.

Robinson Dimakatso Matseke, 21, was one of three organisers. The police had already taken the other two. So now, the morning after, he started walking away from the home where he had grown up, looking steadily ahead, fearing that if he saw his mother on the porch he would not have the guts to leave.

Eventually he ended up in Sweden and met my mother.

A year later I was born.
The Sharpeville massacre outraged the world. It was the beginning of the end of apartheid.

Sharpeville was chosen by Madiba as the place to sign the new constitution. My father helped make history. It is a hard act to follow.

When I grew up, in the deep woods of rural Sweden, with my Swedish mother and Swedish stepfather, all I wanted was to make it to the soccer team and impress the girls, think like everyone else, look like everyone else. It wasn’t all that easy. So I went to places where results beat color. I joined the boxing club, full of huge guys with shaved heads. I joined the Special Forces of the Royal Swedish Marines. I got an MBA and joined hardcore businesses.

I took on the challenge to make this strange new lottery fly in Sweden.

I had no ambition of doing good. I wanted to do well!

And then one day it happened. I was smitten by what we have come to call the Postcode bug. I can vividly remember the day. It was eight years ago. I had been CEO for a year. We had sold lots of tickets. The financials were looking great. I had achieved my goals.

We had a surplus to give away and I went to see the three organisations: WWF, Red Cross and Save the Children. As I sat opposite the Secretary General of Save the Children, she told me, quite straightforwardly, what she could do with the money. I was so surprised, because small, timid tears started rolling down my cheeks. At first, I didn’t really understand why. I wasn’t the sentimental guy. Quite the opposite.

Since then, I have seen so many other people smitten by that Postcode bug. Like the guy who joined us because we gave him a tremendous challenge of building an impossible IT architecture. Then he visited some projects we support, and his eyes lit up. And he became even more dedicated in building the best possible IT solution.

The strangest thing happens even to compulsory achievers.

We start to actually care.

That is why the Global Child Forum is such a brilliant idea. In the comfort of the Swedish Royal Castle, under the gentle but firm stewardship of the Royal Family, business leaders are exposed to contagion by this bug of commitment and action.

You know, you can remain immune to statistics, but not to real stories. You can think it is someone else’s responsibility, but not if you are shown something concrete and doable for every single person in every single walk of life.

In the end, our common humanity gets through to us.

Like Mapanya Sogoni, a former gangster who is now heading Project Playground in Gugulethu founded by Princess Sofia said:

“I didn’t change. I became who I was supposed to be.”

To hear Niclas Kjellström-Matseke’s full speech and download other material from the Forum, visit www.globalchildforum.org
GLOBAL CHILD FORUM 8 SEPTEMBER 2015, PARTICIPATING ORGANISATIONS:

Activists Networking Against the Exploitation of Children
African Committee on the Rights and Welfare of the Child
African Professional Magazine
African Rainbow Minerals
African Union Commission
Afros Educational
Axtel Networks Zambia
Ailone
Amref Health Africa
Barclays Africa
Barclays Bank Zambia
Baylor College of Medicine
Beeld
Bold New Concepts
Boys & Girls Clubs of South Africa
Burson-Marsteller
Business & Human Rights Resource Centre
Business Leadership South Africa
Business Unity South Africa
CAMFED
Centre for Child Law University of Pretoria
Centre for Justice & Crime Prevention
Centre for Sexualities, AIDS and Gender University of Pretoria
Child Rights International Network
Child Rights Network for Southern Africa
Child Welfare South Africa
Children South Africa
Citizen
City of Tshwane
Creative5
Discovery Group
Discovery Insure
Discovery Limited
Dream Big Projects
Dubai Cares
ECPAT International
Edcon
ELMA Philanthropies Services
Emavulandlela Swaziland Scout Association
Embassy of Norway
Embassy of Sweden
Equal Education
Ericsson
Field Band Foundation
Films & Publication Board
Garça Machel Trust
Global Corporate Community of Practice
Goldengate Consulting
Gwynn Prickett Consulting
Human Rights Watch
Hydroscand
ICCO
Illovo Sugar Limited
Imperial Holdings
Institute of Directors Southern Africa
James House
Jo’burg Child Welfare
Kagiso Trust Investments
Legal Resources Centre
Mamelani Projects
Mary Stack & Daughters Foundation
Mugi
Millicom International Cellular
Ministry of Foreign Affairs & Transport
Ministry of Health & Social Services
Mo Ibrahim Foundation Prize Committee
Mosaicopration Project
Mvelo Minerals
Mzamo Child Guidance & Training Initiative of KZN
National Business Initiative
NBI Social, Ethics and Transformation Committee
Nedbank Limited
Nelson Mandela Children’s Hospital
Nordea Bank Private Banking
Noramedia Sweden
Office of the High Commissioner for Human Rights
Office of the Special Representative of the UN Secretary General on Violence against Children
Peotona Group Holdings
PLAN International
Play Africa
PDP
Princess of Africa Foundation
Project Playground
RAPCAN
Reach for a Dream Foundation
Regional Centre for Social Responsibility
Rising Hope Foundation/Global Shapers Community
Roll Back Malaria Partnership
Save the Children South Africa
SCOOUTS South Africa
Shanduka Group
Sixtonefree Trust
Sonke Gender Justice
South African Human Rights Commission
Star for Life
Stockholm International Water Institute
Synergy Global Consulting
Telkom
Tetra Pak South Africa
The African Capacity Building Foundation
The African Child Policy Forum
The Boston Consulting Group
The Corporate Responsibility to Eliminate the Sale of Children
The Ministry of Gender, Children & Social Action of Mozambique
The Royal Court of Sweden
Thebe Foundation
Transnet Foundation
Tshikululu Social Investments
Tupperware Brands, Africa
UN Committee on the Rights of the Child
UNAIDS
UNICEF
UNICEF South Africa
University of Cape Town
University of Pretoria
University of the Western Cape
University of the Witwatersrand
Wheat Wall
World Childhood Foundation
World Organisation of the Scout Movement
Youth Against Drug Abuse & AIDS Trust
Zambia Chamber of Mines
Zambia Civic Education Association
Zimbabwe Miners Federation
250 participants

64% from the Southern Africa region

27 countries