GLOBAL CHILD FORUM ON SOUTH AMERICA

INVESTING IN EVERY CHILD

4 April 2017, São Paulo, Brazil

PARTNERSHIPS
Building Long-term Business and Social Value

SHINE A LIGHT
The Role of Business in Addressing Violence against Children

PARADIGM SHIFT
The Business Perspective on Investing in Every Child
"You are here," he continued, "because you are a problem-solver, a socially-aware global citizen, an influencer. You are here because you believe in South America as a region of social and economic progress, a place of innovation and a home of equality for all citizens. You know that your business, your organization and your community can be an agent of change. And you are here because you see the Sustainable Development Goals and the Children’s Rights and Business Principles as presenting you with opportunities to advance your company, your organization, your country and your region."

This year’s Global Child Forum welcomed heads of state and heads of companies, leaders from civil society and learners from across South America and beyond. All came together with the goal of providing the region’s children with the best possible path to productive adulthood. All came together with the belief that business sector is key to achieving that goal. Nearly 400 delegates gathered in the FIESP building on Avenida Paulista in São Paulo, its soaring modernist architecture a fitting backdrop for tackling a far-reaching children’s rights agenda. Moderator Natalio Cosoy from BBC Colombia expertly wove together the words and stories of our distinguished presenters and panelists. Our collaborators, UNICEF and Childhood Brasil, brought both their lofty vision and their practical on-the-ground experience to share what’s needed and what’s possible through partnerships.

Together, we identified opportunities where we could all make a difference. We broadened our perspectives and inspired with leading examples of what’s possible when children’s rights are put on the forefront of a company’s sustainability agenda. Examples from the mining sector dovetailed with examples from the travel and tourism sector. Telecommunications enterprises brought forward stories of new initiatives as did businesses representing other sectors. The launch of the benchmark report, The Corporate Sector and Children’s Rights in South America, ignited a heartfelt conversation of what we expect from one another. Now, with the establishment of a children’s rights benchmark for the region, progress can be measured and monitored.

In addition to organizing global and regional forums, Global Child Forum pursues independent research and serves as a source of strategic knowledge and ideas on how business can drive change on children’s rights. Today’s children are tomorrow’s global citizens, leaders, and influencers. And we at Global Child Forum know that the future of South America depends on investing in their potential.

WORDS FROM GLOBAL CHILD FORUM

“Why are you here?”

asked Åke Stråberg, Executive Chairman of the Global Child Forum at the opening of the Global Child Forum on South America.
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4 April 2017, São Paulo, Brazil

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GLOBAL CHILD FORUM ON SOUTH AMERICA

SPEAKERS

4 April 2017, São Paulo, Brazil

1. Paula Gaviria Betancur, Presidential Counsellor for Human Rights, Colombia
2. Gérard Bocquenet, Director of Private Fundraising and Partnerships, UNICEF
3. Åse Bäckström, Managing Director, Global Child Forum
4. Natalie Cossy, Journalist and Moderator
5. Ana Maria Drummond, Board Advisor, Childhood Brasil
6. Per Heggenes, Chief Executive Officer, IKEA Foundation
7. Niklas Johansson, State Secretary to the Swedish Minister of Enterprise and Innovation
8. Pedro Lopez Matheu, Director of Government Relations, Communication and Media, Grupo Telecom
9. Carolina Medina, Chief Executive Officer and Co-founder, Agruppa
10. Luis Alberto Moreno, President, Inter-American Development Bank
11. Marta Santos Pais, Special Representative of the UN Secretary-General on Violence against Children
12. Mike Parra, Chief Executive Officer of DHL Express America
13. Sergio Piza, Human Resource Director, Klabin
14. Paul J. Sistare, Founder and Chairman, Atlantica Hotels International
15. Dr. Åke Stråberg, Research Director, Global Child Forum
16. Paulo Skaf, President, Federation of Industries of the State of São Paulo (FIESP)
17. Gary Stahl, Country Representative, UNICEF Brazil
18. Åke Stråberg, Executive Chair, Global Child Forum
19. Douglas Woods, Partner and Managing Director, The Boston Consulting Group Brazil
We note with delight that you have put children’s rights high on the agenda.

When we launched the Global Child Forum in 2009, our idea was to develop a platform for discussion for leaders from business, civil society, government and academia; a meeting place for them to come together and discuss how to support children’s rights.

At the time, the Children’s Rights and Business Principles had not yet been introduced; and we were still seven years away from the launch of the Sustainable Development Goals.

Our vision is a world where children’s rights are respected within all parts of society. When it comes to health, safety and wellbeing of children, there is no room for modest ambitions. We have an obligation to strive for the best.

Governments and NGOs are important actors for children’s rights. However, to achieve lasting progress, companies too must get involved. Business is an engine – not only for economic growth but also for social prosperity. That is why the Global Child Forum focuses on the corporate sector.

Through Childhood Brasil – founded by Her Majesty the Queen – we have a long-standing commitment to children’s rights in Brazil. With today’s Forum we will expand this commitment to include the whole region.

We focus today on South America, a region with more than 420 million inhabitants. Furthermore, almost 25 percent of them are children under the age of 15.

Over the last decades, economic growth has attracted many companies and investors to this region. While this is a positive development, it also raises some questions.

When conducting business – how do we ensure that children’s rights are respected? How can new technology help advance those rights? And what can companies do to integrate children’s rights into their core operations? These are some of the important questions that we will discuss today.

Providing all children with equal opportunities is at the core of the 2030 Agenda for Sustainable Development. The Agenda and its 17 global goals were adopted just a year and a half ago. Yet, leading companies and organizations are already using them as a guiding framework. I am delighted to see that some of those important actors are here today, to share their experience and to inspire others.

I strongly urge all of you to do the same. Share your knowledge. Learn from each other. And most importantly, take this opportunity to connect and to exchange ideas.

To conclude, I would like to warmly welcome all speakers, experts, delegates, supporters and friends. Your presence here is highly appreciated, as well as your willingness to find solutions to the difficulties facing children today.

A special thank you to our collaborators and regional partners, whose cooperation and friendship have made this Forum possible. I look forward to participating in today’s discussions, and I am convinced that we will have both a productive and rewarding day together! Thank you.
At the opening of the Global Child Forum in São Paulo, President of Brazil Michel Temer remarked, “The great contribution of Global Child Forum is mobilizing all sectors of society around the great common cause – the protection of childhood.”

Protection of children is not the responsibility of any one sector or entity. As President Temer put it, “Protection of children is, above all, the duty of the state. But it is also the task of civil associations, the press, business, workers, academics.”

In addition to requiring a shared societal response, any approach to protecting children must be broad: “Protection of children must be comprehensive, and it must extend to all different aspects of young people’s lives. From the fight against child labour to childhood health. From quality education to income transfer. From the fight against sexual exploitation to protection of children in armed conflicts. Our responsibilities are many, because the challenges are numerous…”

Brazil’s approach to protecting children and adolescents has progressed through various governments and administrations. President Temer reviewed milestones such as: the Constitution of 1988, the Statute of the Child and the Adolescent, the Program for the Eradication of Child Labour. In 2016, the government launched Criança Feliz, focused on early childhood. “The Brazilian experience over the last decades demonstrates the transformative effect of consistent policies over time,” President Temer noted. “A clear example is infant mortality, which dropped dramatically over the same period as the number of children in extreme poverty declined.”

A BROAD AGENDA

Brazil’s agenda for protecting children and adolescents builds on foundations laid in previous decades. In regard to healthcare, Brazil is among those countries offering free vaccines – approximately 300 million doses are administered per year. By 2017, 2.5 million pregnant women will receive services from the Stork Network, which provides care before, during, and after childbirth.

In the education sector, there is universal access to primary education, with plans to do the same for the secondary school level. Secondary school reforms aim to give young people more options to pursue their vocations and improve their talents.

As for protecting children against crime, the President said, “We vigorously combat crimes involving children, including domestic violence. We are improving our capacity to identify, dismantle and punish sexual exploitation networks.” President Temer took the occasion of the Forum to sanction a new law extending protections for young victims of and witnesses to violence, creating a more robust system with stronger guarantees for children and adolescents.

Concluding on an optimistic note, the President said, “The path we have taken gives us justified confidence. As we look ahead, we recognize that challenges remain, but we will face them, one by one, with great determination.”

HIGHLIGHTS OF REMARKS BY H.E. Mr Michel Temer, President of Brazil

Protection for children is a duty incumbent on us all
While not an end in itself, trade is a means to an end. Niklas Johansson focused on open trade, making the case that, to the extent that trade contributes to peace and stability and supports growth and development, it creates some of the conditions essential to improving children’s lives and future prospects.

Niklas Johansson outlined three flash points where trade and children’s interests intersect: child poverty, youth unemployment and development in a broader context.

**CHILD POVERTY**
By supporting economic growth and alleviating poverty, trade can be an important engine for combating child poverty, thereby making a significant difference to children’s prospects. Johansson pointed to the experience of China, where pursuit of an export-led growth model has resulted in it becoming the world’s second largest economy and largest trading nation. At the same time, China reduced poverty levels from 60% to 12% between 1990 and 2010. Other economies have followed a similar trajectory, using the trading system to rapidly expand economic growth and slash rates of extreme poverty.

There is a caveat when it comes to children: “The rate of poverty reduction as a whole is not always matched in the area of child poverty. While economic growth is important, what matters more for children is the nature or quality of that growth.” Johansson sees a need to effectively harness growth and convert it into social change that benefits poor children and their families. Policy makers at the international level must provide the right frameworks and mechanisms to support quality growth, while on the domestic level, ensure that no one falls behind.

Indeed, if Agenda 2030 and the SDGs are to be fulfilled, Johansson sees a need to recognize trade’s role in cutting poverty and supporting growth to generate effective action against child poverty.

**YOUTH UNEMPLOYMENT**
One of the worst effects of economic recession is high levels of youth unemployment, topping 50% in some countries. The negative effects of this go beyond the loss of productive capacity. Surveys of young people highlight the corrosive effect that unemployment can have on their confidence, motivation, and view of the future. Trade can be part of the solution because one of its key impacts is through job creation.

Countries where trade openness has failed to stimulate growth commonly have unstable macroeconomic policies, inadequate property rights, insufficient public investment, or other socio-political constraints. To be effective, trade reforms must be complemented with the proper flanking policies, such as education and social services to tackle youth unemployment.

**DEVELOPMENT IN A BROADER CONTEXT**
Lifting children out of poverty is essential, but not sufficient: “We need to be wary of the narrowness of economic measurement, such as GDP, and look at children’s lives in a more holistic way,” according to Johansson. “This is where trade can help contribute to the broader development perspective. Trade can aid in the creation of conditions through which children can lead better lives by reducing the potential for conflict, helping to create a stable environment, predictable conditions, and supporting higher income levels. This in turn supports better education and healthcare, such as, for example, improved access to medicine.”

“We need to be wary of the narrowness of economic measurement, such as GDP, and look at children’s lives in a more holistic way.”
Whether you call it a global movement or a paradigm shift, some businesses represented at the Forum in São Paulo are moving from the sidelines of the children’s rights agenda to the very heart of it. The private sector’s understanding of and commitment to children’s rights and the Sustainable Development Goals is deepening. As more companies begin to integrate the SDGs into their business strategies, the notion that sustainable development is good for business is viewed as being more pragmatic than idealistic. Indeed, as one Forum attendee put it, “No one thrives in a dystopia.”

PURPOSE DRIVEN
A recurrent theme for companies that do good business and are good for children is that the organization’s engagement with children’s rights and other sustainability issues begins with a clear, committed vision.

“It’s about purpose, how you look at business, how you define corporate values,” said Per Heggenes, CEO of IKEA Foundation. IKEA views the prevention of child labour as the bare minimum, the compliance part. “This is about taking a progressive stance and driving children’s rights in your community.” All businesses can make children’s rights part of their business strategy: “A corporation’s role in society is more than creating short-term profits for shareholders. It’s not a decision between doing good or making profits. You do good and make profits.”

Recognizing that violations of children’s rights often occurred in the hotel and hospitality business, Atlantica Hotels International partnered with Childhood Brasil to tackle the issue. The company has since expanded its outreach, promoting actions aimed at employees, guests, suppliers, and investors. In speaking of Atlantic’s efforts, Paul J. Sistare, Founder and Chairman, said, “A company without a community presence and without a unifying cause to create change will not survive. We’ve had the courage to say: Let’s not just make money out of renting rooms. Let’s be part of the community.”

Carolina Medina is CEO and Co-founder of Agruppa, a Colombian business that leverages mobile technology and economies of scale to improve the buying power of mom-and-pop shops in low income neighborhoods. Agruppa’s goal is reducing inequality, and it advocates for SDG Goal 2, Zero Hunger, by making fruits and vegetables affordable in low income communities. In terms of social issues, the company sees itself as an activist rather than a bystander. Agruppa doesn’t have a separate policy for children’s rights. It’s living it and enforcing it every day,” said Medina.

That’s a value shared by one of the world’s oldest multinational companies, Unilever, which markets over 400 brands in 190 countries. Unilever has made a mental shift, no longer segregating issues such as the environment and poverty and revenue generation. Profitable growth, according to the company, must also be responsible growth. “Today our purpose is simple but clear – to make sustainable living commonplace,” said Marina Fernie, Vice President at Unilever Brazil. Embracing sustainability as a core management principle has bolstered Unilever’s global reputation. According to Fernie, “Our Sustainable Living Brands are those which integrate sustainability into the heart of everything we do. These brands are growing at twice the rate as the rest of the business brands.”

Located in Paraguay, ICON is a creative economy platform which collaborates with companies on marketing, advertising support, research and surveys. Rodrigo Weiberlen, CEO at the company, agrees with the former UN Secretary-General Ban Ki-Moon that “the current economic model is a global suicide pact.” Weiberlen sees the continuing social disparities in Latin American
“The world of the future has to be a world of collaboration. We need to shift the paradigm, to move towards care – of our world, and, above all, of our children.”

RODRIGO WEIBERLEN, CEO of ICON
SHINE A LIGHT: The role of business in addressing violence against children

MARTA SANTOS PAIS, Special Representative of the UN Secretary-General on Violence against Children
PAULA GAVIRIA BETANCUR, Presidential Counselor for Human Rights, Colombia

Paul J. Sistare, Founder and Chairman of Atlantica Hotels International, notes that people are reluctant to talk about such “dark things” as sexual exploitation of children, but “you have to shine a light on this, or nothing’s going to change.” Violence against children is a global problem that takes many forms: domestic violence; neglect or maltreatment; bullying at school or online; sexual exploitation; psychological trauma due to armed conflict.

COSTS AND ECONOMIC IMPACTS

The South American region is among the most unequal and violent in the world, and the 70 million children growing up in poverty there are especially vulnerable. According to UNICEF, two out of three children between the ages of two and four regularly experience violent discipline at home in the form of psychological aggression or corporal punishment. And 5% of the under-fives are victims of severe physical punishment. The more unequal a setting, the higher the rates of violence, and in South America significant social and economic inequality persists. The fact that South America has millions of young people not being educated, trained or employed concerns Niklas Johansson, State Secretary to the Minister of Enterprise and Innovation, Sweden. “The worrying effects of high levels of youth unemployment are much more damaging than simply the loss of productive capacity.” Today’s violence against children dims prospects for the region’s future, limiting the next generation’s potential.

INVESTING IN CHILDREN DEVELOPS SOCIETIES

The corporate sector can add its influential voice to global efforts to prevent and address violence against children. It can use its leverage with peers and partners, support advocacy and mobilization campaigns and legal reforms, and raise children’s awareness. It can also partner with governments on innovative initiatives, for example, using ICTs to strengthen birth registration.

Santos Pais challenged business representatives at the Forum to promote innovation and creativity in the protection of children’s rights. “To make a real difference we must move beyond principles and commitments towards implementation of practical responses that give young people real opportunities to thrive in life. Business accountability must start with the rights of children and their protection from violence.” Businesses can help protect children from violence by incorporating the SDGs into the way they do business, addressing children’s rights, and implementing procedures and practices to protect children’s rights in all aspects of doing business.

CHILDREN, NOT WARRIORS

Paula Gaviria Betancur, Presidential Counselor for Human Rights in Colombia, spoke of her country’s initiatives to involve the private sector in post-conflict recovery. Colombia recently signed a peace accord ending the armed conflict that ravaged the country for over five decades. The focus is now on the children and adolescents who were victims. Children are going through demobilization programs, and the government is endeavoring to find effective ways to integrate them back into society. The task is complicated in that institutions that would usually provide socialization to children—families and schools, for example—have been weakened by the conflict. “We have a great responsibility and historical debt to the children who are disassociating themselves from the FARC guerrillas.”

The plan is to promote the transition from a culture of violence to a culture of peace and reconciliation, “so that the children of today do not become the warriors of tomorrow...that is why culture and education based on human rights is fundamental to the changes society needs.”

Colombia looks to the private sector to be a major driver of the country’s development. “Strengthening co-responsibility in the protection of children is the basis for both development and for building lasting peace,” Betancur said. She defined co-responsibility as the involvement of all the state, the private sector, academia, and civil society. “Peace will only last if it’s based on a respect for human rights and sustainable development. The termination of the conflict is also a commitment to the achievement of the SDGs.”

Colombia has launched implementation of the UN Guiding Principles for Business and Human Rights in the form of its National Action Plan. The principles are an authoritative standard for addressing the risk of adverse human rights impacts linked to business activity. In addition to being seen as an engine for development, the private sector is a partner in the sustainability of peace and the protection of children’s rights. Strategic collaborations are being formed: The Ministry of Labour and the Colombian Institute for Family Welfare are working with companies to strengthen the protection of children and adolescents and to develop preventive measures against sexual exploitation.

Concluding her address Betancur noted, “No one said it was easy, but neither is it impossible.” Santos Pais’ take—“In my business we say: If we join hands, all of us, we can achieve something beautiful. Zero tolerance for violence.”
The corporate sector and children’s rights in South America

Dr Fiona Rotberg, Research Director, Global Child Forum, Douglas Woods, Partner and Managing Director, The Boston Consulting Group, Brazil

Global Child Forum and The Boston Consulting Group shared the results of the children’s rights benchmark for the corporate sector in South America, an assessment which will enable tracking over time to measure how businesses in the region address children’s rights.

“We conduct this benchmark on a regional and global level, focusing on the corporate sector and children’s rights, because facts are so important. Children have rights, and we want to understand where companies are today in their understanding of those rights,” said Dr Fiona Rotberg, Research Director at Global Child Forum, introducing the Children’s Rights and the Corporate Sector in South America benchmark report.

In order to evaluate how well business integrates and reports on children’s rights, Global Child Forum assessed nearly 300 of the largest publicly listed South American companies, based on revenue. Companies were assessed against seven indicators, organized in three key areas: governance and core operations, policies and reporting, and partnerships. Dr Rotberg reviewed the results, some of which are summarized here:

- **63%** of the companies assessed have their own programs and/or donate to charities related to children’s rights.
- **59%** have a statement or policy against child labour.
- **24%** report on how they perform in relation to their policies.
- **21%** report on children’s rights issues beyond child labour (sexual exploitation of children, environmental impact on children, product marketing, etc.).
- **11%** identify their impact on children’s rights in risk assessments or materiality analyses.
- **11%** collaborate with children’s rights organizations.
- **8%** address children’s rights issues at the board level.
- **0%** refer to the Children’s Rights and Business Principles.

In addition to accountability resting at the board level, leading companies recognize that their responsibility goes across their entire value chain, beyond their own doors, and includes customers, clients, and particularly supply chains. They understand how children interact with their operations and supply chain. They think through their entire footprint.

Another hallmark of leading companies: they are willing to foster partnerships with different sectors, and they understand it is good for business. They partner with nonprofit organizations or the public sector in working on children’s rights as a way to extend their reach and have greater impact. As Dr Rotberg put it, “Partnering is so important. Partner with other organizations and industry leaders, or become an industry leader yourself. Take your sector with you and lead the way in investing in children.”

Many of the companies assessed understand the need to prohibit child labour – 59% have a statement or policy against it. However, only 21% consider additional ways that their business operations can impact children; although South America is ahead in this area compared to other regions. Still, there is a considerable gap between recognising child labour as an issue and acknowledging other ways in which children are affected by company operations.

In reflecting on the study, Woods noted, “The region scored higher than similar developing markets. But this is also a provocation, an invitation to think through what can be done for children’s rights, what positive actions can be taken.”

**By the Numbers:**

“The numbers are lower than we would like them to be, but it’s important to recognize that there are a lot of companies in the region doing positive things in their approach to children’s rights,” said Douglas Woods, Partner and Managing Director, The Boston Consulting Group, Brazil. “It starts at the board level. We like to see companies that have incorporated children’s rights at the highest levels of governance, as part of the mandate of the board.”

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**282 COMPANIES • 9 INDUSTRIES**
South America regional average: 2.2 out of a possible 9 points

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**SOUTH AMERICA SCORES**
All businesses, regardless of size, location or sector, have potential to impact children's rights and contribute to achieving the SDGs. But given the scale of many of the world’s problems, widespread collaboration is essential.

Forming partnerships benefits all involved. Partnerships allow for exchange of knowledge and experience. They enable organizations to avoid duplication of efforts. And they’re better suited for building long-term business and social value than unilateral action. Here are some examples of how a collaborative mindset can pay off.
Klabin and Childhood Brasil

Engagement through partnership

Klabin, Brazil’s largest paper producer and exporter, is a leader in producing paper, cartons, corrugated packaging and industrial bags. The company, in existence since 1899, is committed to sustainable development and responsible growth. Sergio Piza, Human Resources Director at Klabin, told the story of how Klabin came together with Childhood Brasil when Klabin undertook construction of a paper mill known as the Puma Unit.

“We knew building the plant would have a large impact in the city surrounding our unit, which had a low Human Development Index. About 40,000 construction workers were involved. They are itinerant, temporary workers. We ran a diagnosis of the situation of child exploitation, and based on that study, saw a need to protect children and adolescents,” explained Piza. “Right at the start of the project, we signed a partnership agreement with Childhood Brasil to lend us their expertise, and we developed the Puma Childhood Project.” The project involved many stakeholders – professionals in the fields of health, social welfare, education, civil society organizations, public security, military police and others who participated in trainings to raise awareness about sexual abuse and exploitation. “We worked with our partners, managers and workers at Klabin and we trained multipliers. We also created several campaigns connected to special dates – Christmas, Carnival, Children’s Day – when we offered awareness initiatives such as theater plays.”

By partnering with Childhood Brasil, Klabin was able to engage more deeply on an important subject. As a result of the partnership, the entire community was involved in the goal of a childhood free of sexual abuse and exploitation. Piza noted, “As genuine as our commitment is to delivering the best financial return for investors and producing the best for our customers – it is as important to care for communities and respect people.”

Grupo Telecom and Chicos.net

Expanded impact

Grupo Telecom is a leader in telecommunications services in Argentina, with 16,000 direct employees. Revenues are approximately $3.5 billion per year, and the company has over 19 million mobile lines in Argentina.

Understanding that children and adolescents are important users of their services, the company has identified protection online as a management priority. But when the company decided to address protection of children online, they needed help. “We knew the challenge of children’s rights in the technology world was too large for us alone,” said Pedro Lopez Matheu, Director of Government Relations, Communication and Media, “so we turned to an NGO, Chicos.net, to develop NuestroLugar, an educational website targeting children, adolescents, parents, and teachers. We develop and provide tools such as videos, education materials and games that address safe internet use, escaping the threat of cyber-bullying, using technology for learning.” In addition to the website, Grupo Telecom has presence in the community, distributing educational kits at schools, holding workshops and public event roadshows to teach children and parents about safe use of the internet.

Grupo Telecom is proud to say they adhere to the Children’s Rights and Business Principles. They have strict policies against child labour, for themselves and their providers. And now, thanks to their collaboration with Chicos.net, their impact on children is further expanded – protecting children online and engaging with schools and communities to teach responsible use of technologies.

Grupo Telecom has partnered to protect children from unknown predators online. Another partnership in South America uses television to help children protect themselves from bullies they might see every day.
PARTNERSHIPS FOR PROSPERITY

Accomplishing more together

Cartoon Network Latin America has been entertaining children for years. In order to broaden their children’s rights agenda, they developed the concept of Cartoon Movement, a social responsibility program for Latin America which addresses, among other issues, bullying.

Luis Felipe Restrepo, Senior Marketing Manager at Cartoon Network Latin America, explains, “We wanted to address the topic, but we were not experts. World Vision and Plan International gave us the information we needed to reach communities, people in neighborhoods, schools and administrators. We had the media, and the regional partners were there, ready to partner with us to execute the project.”

The collaboration resulted in the creation of over 20 public service announcements and campaigns such as Basta de Bullying (Stop the Bullying!), which raised awareness that bullying is widespread, unacceptable and hurts all involved. Cartoon Movement combines media campaigns with on-the-ground training in schools and communities. It advances awareness of the issue by having children sign a pledge against bullying and cyberbullying.

A spokesperson for World Vision said, “Working with Cartoon Network provided a cool factor. The campaign, the toolkit, the videos and app really gave us an exciting, practical model to promote in the school and communities where we work.”

“We have the cool brand,” agrees Restrepo. “They have the information. The teams in World Vision and Plan International have been doing an amazing job in the communities. At Cartoon Network, we’re committed to them and to what we’re doing. Together, we’ve reached over 61 million households in Latin America.”

PARTNERSHIPS FOR PROSPERITY

DHL delivers!

Mike Parra, CEO at DHL Express Americas, knows these numbers by heart: “Youth unemployment is one of the most pressing problems we face. 40% of the world’s unemployed are youth. The global rate for youth unemployment is more than 13%. In Latin America and the Caribbean, it’s over 17%.”

DHL began its GoTeach program to develop the employability of young people and facilitate the transition from school to work and life. By partnering with SOS Children’s Villages, which care for children who have lost or are at risk of losing parental care, DHL reaches 2,000 young men and women in 26+ countries every year. SOS Children’s Villages’ mission statement is: a loving home for every child. DHL saw a chance to help them keep this promise by fostered the empowerment and employability of young people from disadvantaged backgrounds enrolled in the SOS Children’s Villages program.

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When discussing the beginning of a child’s story, UNICEF’s Gérard Bocquenet is very much aware of time: “A child’s first three years are critically important as foundations of optimum health, growth and brain development across the individual’s lifespan. Studies demonstrate that early developmental disadvantages persist into adulthood, making the first 1,000 days of life a singular, critical opportunity.”

Bocquenet also highlighted that “parents and key caregivers have the primary responsibility of raising their children, nonetheless they require assistance in creating optimal environments for positive child development.”

In this sense, companies can play a key role in promoting optimal child development and should ensure that their employees and the employers of their suppliers have the time, resources and the support needed to provide nurturing and caring environments in which young children can grow and thrive.

Luis Alberto Moreno, President of the Inter-American Development Bank, is likewise concerned with time, pointing to studies that illustrate how the highest rate of return in early childhood development comes from investing early. Moreno described a low-cost early intervention program in Jamaica, conducted in the mid-eighties. The program was designed to treat 140 infants from disadvantaged households who suffered from stunted growth. Some received nutritional supplements. Others were visited weekly by social workers who guided parents on infant stimulation. Some received nutritional supplements and home visits. Some received nothing. The program ran for two years.

Twenty years later, follow-up study results were unequivocal. Children who received home visits – with or without nutritional supplements – had more success in almost every aspect of life: school participation, test scores, income levels, history with drugs, alcohol and the law.

**INVESTMENT IN CHILDREN**

Despite positive outcomes such as these, it’s estimated that governments worldwide spend less than 2% of their education budgets on early childhood learning programs. As Bocquenet noted, in South America, 40% of children under five years are deprived of at least one of the following: housing, sanitation, safe drinking water, parents’ access to information, nutrition. Only 6 out of 10 children aged 3 to 4 attend early childhood education. 1.6 million children are excluded from pre-primary education.

Gary Stahl, UNICEF’s Brazil representative, points out that, while steps have been taken to broaden South America’s approach to children’s rights, more – far more – needs to be done during the crucial early years when a child’s future, for better or worse, can be determined. 92% of infants between the ages of 0 to 3 years old do not have access to early childhood development services. It is estimated that 70 million children in Latin America live in poverty and vulnerable situations.

The long-term impacts of inadequate or non-existent or unaffordable early childhood development programs are dire. The region’s economic and social inequality, already significant, will become further entrenched. The lack of job applicants with proper language and basic math skills – already a problem faced by businesses in South America – will worsen. As Moreno framed it, “To be blunt, we need to push harder on this agenda of early childhood development.”

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**INVESTMENT IN A SKILLED WORKFORCE**

Businesses can have a huge influence on how private and even public resources are applied to social priorities such as early childhood education. Bocquenet noted that, “Investing in families and caregivers has a far-reaching impact,” and urged employers to look to the Children’s Rights and Business Principles for guidance.

From a business perspective, adverse early environments produce workers who lack needed skills and abilities, which reduces productivity. Conversely, children enrolled in early childhood development programs have a chance to develop the foundational skills necessary to be productive in the workforce, making an investment in early childhood development cost effective.

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From a business perspective, adverse early environments produce workers who lack needed skills and abilities, which reduces productivity. Conversely, children enrolled in early childhood development programs have a chance to develop the foundational skills necessary to be productive in the workforce, making an investment in early childhood development cost effective.
It has been a privilege for Brazil to host this event. It is an honor for me to be associated with the Global Child Forum. I want to especially thank Your Majesties, the King and Queen of Sweden, for their kind presence in our country, for their firm commitment to this cause, which we all share.

To all participants in this meeting, I would like to express my respect and admiration. I know I’m speaking to people who dedicate their energy and experience to the welfare of others.

Childhood is a time of discovery, of openness to the world and to people. It is a child’s nature to divine in others the best of intentions. A child understands life as an expression of gestures of tenderness and solidarity. This is what children have to teach us. This is what disarms in the presence of a child. It is the expectation that we will live up to our humanity.

The Global Child Forum brings a message which resonates in each one of us and is therefore universal. It is our shared duty to support childhood and ensure that today’s young people can grow up with dignity and realize their full potential. As long as there are children who are unassisted – victims of violence, disease, hunger, or mistreatment – there will be urgent work to do. This work is not only the task of governments, but of the whole society: families, businesses, workers, and the media. Everyone’s contribution is indispensable.

The search for prosperity is a natural trait of man, just as it is natural in a community to take care of the most vulnerable. The commitment of everyone in the protection of childhood is even more necessary in the poorest countries. In Brazil we have come a long way in ensuring more dignity for our children, and long, too, is the road ahead of us. We have so many boys and girls in the countryside and in our cities, who struggle in difficult circumstances, threatened by poverty, violence and abandonment.

The commitment to tomorrow’s citizens is a commitment from all of us. Minister Osma Terra, here present, dedicates himself day and night to revitalizing our social programs, so important for families and for children. I myself am personally involved in actions to support early childhood. I have the privilege of participating in Criança Feliz (Happy Child Program), which provides assistance to children in their most important moments, the first 1,000 days of life. We mothers know how these initial years are decisive for our children.

This meeting of the Global Child Forum will be a milestone in mobilizing for the cause of childhood in Brazil and in South America. From these discussions will arise more effective strategies to promote happiness and wellbeing for every child, every young person. With renewed spirit, let us continue together – society, government, the private sector – in the mission of promoting the happiness and welfare of every child, every young person. Today’s world has no more pressing mission.

IN A MOVING SPEECH, H.E. Mrs Marcela Temer called the Forum’s events “a milestone in mobilizing for the cause of childhood in Brazil and South America.”
Safeguarding children’s rights in the value chain

COMPANIES CAN POSITIVELY IMPACT THE LIVES OF CHILDREN BY INTEGRATING CHILDREN’S RIGHTS INTO THEIR CORE BUSINESS OPERATIONS AND THROUGHOUT THEIR VALUE CHAIN.

ActionLab 1 showcased regional businesses and their practices which address and respect children’s rights in the value chain. Participants examined their area of operations through the lens of pertinent Sustainable Development Goals and those Children’s Rights and Business Principles related to the workplace.

The need to combat child labour – in a region that continues to use children as forced labour – as well as how best to support decent working conditions and family-friendly practices were addressed. Participants shared their practical experience and workplace strategies to protect and support children’s rights.

FACILITATORS: ÅSE BÄCKSTROM, Managing Director, Global Child Forum
FLORENCE BAUER, UNICEF Representative, Argentina
CONTRIBUTORS: MARIA CLÁUDIA FALCÃO, Coordinator, Child Labour Program, ILO Brazil
SUZANA PAMPLONA, Strategic Insights and Analytics Director, Johnson & Johnson Latin America
MARIELLA DE AURRECOECHA, Regional Sustainability Manager, Deloitte Uruguay

MAKING A STATEMENT

“Institutions and organizations need to speak the same language and demand the same things. The Sustainable Development Agenda is such a standard, allowing for clearly-defined goals and universal standards.” Dante Pesce, Member, UN Working Group on Human Rights and Transnational Corporations and Other Business Enterprises

“The purpose of the Children’s Rights and Business Principles is to go from what – children’s rights – to how – principles for business to align with. Those 10 principles address how business should behave.” Åse Bäckström, Managing Director, Global Child Forum

There is room to address children’s rights more comprehensively. According to the South America benchmark study, although 59% of companies in the region have policies condemning the practice, child labour remains widespread. Only 21% of companies address issues other than child labour, and just 10% report that they are engaged in developing family-friendly business practices.

COMPANIES SHOULD BE COGNIZANT OF ACTIONS THEY CAN TAKE INTERNALLY, INCLUDING: PROVIDING DECENT WORKING CONDITIONS BY FACILITATING ACCESS TO SOCIAL PROTECTION, INFORMATION, AND VOCATIONAL TRAINING; INSTITUTING POLICIES THAT ACCOMMODATE EMPLOYEES’ ROLES AS PARENTS, SUCH AS FLEXIBLE SCHEDULES, MATERNITY OR PATERNITY LEAVE, ACCOMMODATIONS FOR BREASTFEEDING, INFORMATION DIRECTED AT EXPECTANT MOTHERS.

The role of companies in ending child labour includes taking measures such as: ensuring supply chains are free of child labour; providing protected work environments for teenagers who are legal to work; and supporting local development through public and private partnerships.

Public-private partnerships such as Johnson & Johnson’s Zikalab initiative enable companies to have a community-wide impact on children’s issues. Zikalab educates expectant mothers and healthcare professionals, develops research on how to eliminate the virus, and supports government efforts to prevent further infections.

KEY TAKEAWAYS

1. There is room to address children’s rights more comprehensively. According to the South America benchmark study, although 59% of companies in the region have policies condemning the practice, child labour remains widespread. Only 21% of companies address issues other than child labour, and just 10% report that they are engaged in developing family-friendly business practices.

2. Companies should be cognizant of actions they can take internally, including: providing decent working conditions by facilitating access to social protection, information, and vocational training; instituting policies that accommodate employees’ roles as parents, such as flexible schedules, maternity or paternity leave, accommodations for breastfeeding, information directed at expectant mothers.

3. The role of companies in ending child labour includes taking measures such as: ensuring supply chains are free of child labour; providing protected work environments for teenagers who are legal to work; and supporting local development through public and private partnerships.

4. Public-private partnerships such as Johnson & Johnson’s Zikalab initiative enable companies to have a community-wide impact on children’s issues. Zikalab educates expectant mothers and healthcare professionals, develops research on how to eliminate the virus, and supports government efforts to prevent further infections.
RESponsible Marketing, Products and Services:

Keeping children safe online and offline

Facilitator: Anna Hårleman de Geer, Chief Sustainability Officer, The Norr Company AB
Contributors: Marina Fernie, Vice President, Foods & Beverages, Unilever Brazil, Luis Felipe Restrepo, Sr. Marketing Manager, Cartoon Network Latin America, Rodrigo Weiberlen, CEO, ICON Industrias Creativas ON

Because children and adolescents comprise a large consumer group, there’s opportunity for business to positively impact children’s wellbeing and development through products, services, and targeted marketing activities.

ActionLab 2 explored strategies for ensuring a company’s marketing and advertising to youth is responsible and sustainable. Case studies of products and services with a social purpose, targeted to children and adolescents, were presented. Companies undertaking initiatives to keep young people safe online and off shared their experiences.

Making a statement

“We’re developing a new business model where sustainability is integrated into everything we do. People’s health is a priority. The livelihoods of others, such as farmers, is considered. The planet is protected. Women get a fair deal. Children are protected. This is not to solve problems but to fuel growth for our company.”

Marina Fernie, Vice President, Foods and Beverages, Unilever Brazil

“Companies want to be engaged with children’s rights, not just as charities – write a check and you’ve met your obligation – but doing something that creates added value to your company.”

Anna Hårleman de Geer, CSO, The Norr Company AB

“Stop thinking you have to be the top company in the world and think instead that you have to be the best company for the world!”

Rodrigo Weiberlen, CEO, ICON Industrias Creativas ON

Key takeaways

1. A commitment to responsible advertising and marketing to children calls for additional requirements, such as: not encouraging children to pester guardians to buy products, promoting healthy eating habits, not misleading children as to the social, emotional or health benefits of a product.

2. Opportunities exist to “un-stereotype” when interacting with children. For example, curly hair is the norm in Brazil, but straight hair is the standard of beauty. The Dove “Love Your Curls” campaign encourages women and girls to take pride in their curly hair, while simultaneously adding value to the brand.

3. Responsible marketing and advertising present opportunities for collaboration. Parents, caregivers and educators can be brought on board to ensure children see only the content of products that are appropriate to them. Businesses can support and complement NGOs and civil society in a committed way.

4. Businesses have a responsibility because advertising and marketing impacts behavior of people and consumer habits, so the only way forward is to see marketing as a force for good, as having a social purpose, as aiming toward sustainability.
Ensuring safe environments for children

SOUTH AMERICA, RICH IN NATURAL RESOURCES, HAS A STRONG COMMODITY-DRIVEN EXPORT ECONOMY AND IS EXPERIENCING AN INCREASE IN LARGE INFRASTRUCTURE PROJECTS. ACCOMPANYING THIS IS A RISE IN COMPETITION FOR RESOURCES, LAND, FORESTS, AND RIVERS, WHICH AT TIMES FUELS TENSIONS AND CREATES CONFLICTS. CHILDREN ARE PARTICULARLY VULNERABLE AND AT RISK OF BEING SUBJECT TO EXPLOITATION, ABUSE AND VIOLENCE.

ActionLab 3 invited companies to share best practices in order to spur discussion about the responsibilities and opportunities of various stakeholders to ensure their operational impacts don’t adversely affect children.

FACILITATORS: PAULA GUILLET DE MONTHOUX, Secretary General, World Childhood Foundation EVA CRISTINA DENGLER, Program Manager, Corporate Relations, Childhood Brasil
CONTRIBUTORS: JAVIER RODRIGUEZ, Coordinator of Institutional Development, Arcor Foundation CARLA DUPRAT, Executive Director, Intercement Institute RAUL PADILLA, President and CEO, Bunge Brasil & Managing Director, Sugar & Bioenergy, Bunge Limited HELOISA COVOLAN, Head of Corporate Social Responsibility, Itaipu Binacional

MAKING A STATEMENT

“As companies, we should practice more listening and looking within at our human rights policies and consider our employees’ children by focusing on their parents.” Cláudia Calais, Executive Director, Bunge Foundation

“Working with human rights protection should be seen as a long-term strategy. Today, after 14 years of projects, we can say that we’ve made a difference.” Heloisa Covolan, Head of Corporate Social Responsibility, Itaipu Binacional

“A great difficulty we face when working with children’s rights in the company is thinking about our impact beyond ordinary, everyday tasks. That is why our company approved a policy of Commitment to the Rights of the Child.” Javier Rodriguez, Coordinator of Institutional Development, Arcor Foundation

“It’s important that all actions are integrated with public policies and regional partners. Business can’t assume the responsibility of government, but can and should collaborate.” Raúl Padilla, President and CEO, Bunge Brasil

“We recognize that within the logistics chain there are potentialities for child abuse. With our program, the goal is to educate truck drivers and convert them into child protectors.” Carla Duprat, Executive Director, Intercement Institute

KEY TAKEAWAYS

1. By focusing on issues that are closely related to its sector, a company can best tap into its DNA and experience to collaborate and make a difference.

2. Companies are part of the solution in ensuring children’s safety, but not the solution.

3. Change unfolds over time and therefore requires a long-term perspective when taking actions.

4. There are two “publics” to be addressed: internal and external. Internal pertains to recognizing employees as parents and making available necessary conditions to fill this role – for both men and women. The external public – the surrounding community and the supply chain – must also be taken into account.

5. Child protection principles should be brought into play for all of a company’s contracts – with clients and suppliers. It’s also necessary to perform due diligence regarding child protection principles, monitor the results and compliance with these principles, and practice self-regulation.
THE CHILDREN’S RIGHTS AND BUSINESS ATLAS:

Tool for responsible business

FACILITATOR: DR FIONA ROTBERG, RESEARCH DIRECTOR, Global Child Forum
CONTRIBUTORS: ANDRÉS FRANCO, Deputy Director, Private Sector Engagement, UNICEF, ALEJANDRO LÓPEZ, Regional Manager Americas, ELEVATE, MIGUEL LEÓN, Responsible Sourcing Manager, ELEVATE, DARREN BOWDEN, CEO, Minesa

UNDERSTANDING OR IMPROVING THE IMPACT YOUR ORGANIZATION HAS ON CHILDREN AND ADOLESCENTS CAN BE COMPLEX. IN RESPONSE TO THIS, GLOBAL CHILD FORUM AND UNICEF DEVELOPED THE ATLAS, AN ONLINE TOOL THAT ENABLES BUSINESSES, ORGANIZATIONS, AND INVESTORS TO INTEGRATE A CHILDREN’S RIGHTS PERSPECTIVE INTO THE PROCESS OF DUE DILIGENCE.

The Children’s Rights and Business Atlas is an interactive, data-driven platform which makes use of indices, global interactive maps and country scorecards. The Atlas is built on the Children’s Rights and Business Principles, which have been assigned indicators. It generates quantitative results and assessments to aid organizations in evaluating performance on children’s rights in the workplace, the marketplace, and in the community and environment -- enabling companies to make policy decisions and plan next steps.

Based on stakeholder feedback, the Atlas is continually improved and updated. The current version focuses on improving structure and navigation and refining methodology, enhancing its utility for businesses.

MAKING A STATEMENT

“And actually understanding what impacts my company can have on children and adolescents – that’s easy to say, but not easy to do.” Andrés Franco, Deputy Director for Private Sector Engagement in the Private Fundraising and Partnerships Division, UNICEF

“You can use the Atlas to analyze where competitors are and where you are in comparison, and where you can act to make impacts on children. You can go deeper in the information, or just verify how you’re doing.” Miguel León, Responsible Sourcing Manager, ELEVATE

For more information: www.childrensrightsatlas.org

KEY TAKEAWAYS

1. The Atlas provides information that is both broad and precise as to where an organization should focus to have a better impact on children. It can serve as an entry point for introducing consideration of children’s rights into an organization’s risk (and opportunity) assessment framework.

2. By providing detailed information and highlighting areas of concern for a business within its particular area of operation and industry, the Atlas enables companies to mitigate the risk of children’s rights violations or legal noncompliance. From the perspective of opportunity, the Atlas can point to areas where a company has the potential to generate positive impacts for children.

3. In utilizing this tool, a business is able to verify impacts on children’s rights, how what they do impacts children, directly or indirectly. If you identify the impacts you have, you then want to convert the risks to benefit children. Identifying your organization’s risk in relation to children’s rights and managing it can improve reputation, competitiveness and brand value.

4. Why make use of the Atlas? Abuse of or failure to address children’s rights is an issue that can swiftly damage a corporate brand’s reputation. Investing in children’s rights, on the other hand, can improve performance and create goodwill.
This is a very special Forum for me. As you may know, I spent part of my childhood here in Brazil. Furthermore, it was here that my commitment to children’s rights issues was once ignited.

Many years ago, while visiting Brazil, I met a young boy. He was anxious to show me something and beckoned to me. At the side of the street, he pointed to a large brown box and told me it was his home. He was living on the street, alone. Later that evening, as I boarded my flight home, there was a severe tropical storm. As the wind howled and the rain fell, the only thing I could think about was this boy and his cardboard box home. What was he doing now?

If I had to pinpoint one moment when my life’s calling turned to children’s rights, it would be the meeting with that little boy. A child’s life is too fragile to be protected from the world’s harsh reality by a cardboard box. Our children deserve more from us.

When His Majesty and I launched the Global Child Forum in 2009, our aspiration was to create a global platform where we could all come together to discuss and bring about action on children’s rights.

Over the years, the Forums have taken us across the globe, from Stockholm to Dubai (Middle East and Northern Africa), to Pretoria (the southern Sahara countries), to Kuala Lumpur (the countries within ASEAN), and now to São Paulo (South America). We have learned a great deal, and most importantly, we have realized that what joins us is much stronger than what divides us. We are, after all, interconnected: through our economies and our businesses, through technology, media and the environment.

But we are also connected on a deeper level – through our shared values and our joint desire for achieving the Sustainable Development Goals. Those shared values make the path forward clear to us.

We are living in a time of rising insecurity. A time where business leaders have unprecedented opportunity – and even a responsibility – to build a more inclusive and safe society for our children.

The Global Child Forum is a universal call to live our values, to build a global movement where business acts as an agent of change – and a force for good.

Today, corporate leaders have shared valuable insights on the opportunities that businesses have.

We have heard you talk about ways that business can mini-

imize environmental damage that its operations may cause. And we have identified ways that companies can bring children’s rights into the heart of their operations and activities.

In short, we have highlighted how the Children’s Rights and Business Principles can be put into practice, to ensure that children’s rights are respected and supported.

Thank you, for sharing your inspiring examples – giving us evidence of the power that the business community holds.

Your business is an employer, a place where people spend their day and a source of salary and benefits for families. Your business has purchasing power that can support communities and causes you care about. Your business’s activities and products affect the global environment – as well as rely on it. And as a business leader, you have an influential voice in your community.

At this Forum we would like to call on all business leaders to do two things:

First, we have asked you to stand up and to speak out, together and clearly, when you see injustice.

Second, we have asked you to take concrete action in your own businesses to create an inclusive economy – one that is equitable and creates opportunity for all and for the long term.

I do not underestimate this commitment. It will require businesses to look beyond what regulation demands. It may require business leaders to speak out against injustice or sacrifice short-term gains.

It may require much of you. But, I promise you this. It will always be worth it.

So I urge you to seize the opportunities that we have heard about this afternoon and take action. Regardless of sector and position, you can contribute to a better world for our children and young people by investing in every child.

This has been a very exciting and important day for His Majesty and me. I hope you feel the same. Please continue to share your ideas and experiences with us on how to improve the lives of the children in South America – and beyond. Thank you for being here with us today – for listening, learning, but most importantly, for leading the way.

I want to end this wonderful day by thanking UNICEF and Childhood Brasil for their contribution to this Forum and for their tireless work in protecting children. I would also like to thank the UN Global Compact, the Secretaria Nacional dos Direitos da Criança e do Adolescente and FIESP for their partnership and support.

Thank you.

“A call to live our values

This is a very special Forum for me. As you may know, I spent part of my childhood here in Brazil. Furthermore, it was here that my commitment to children’s rights issues was once ignited.

Many years ago, while visiting Brazil, I met a young boy. He was anxious to show me something and beckoned to me. At the side of the street, he pointed to a large brown box and told me it was his home. He was living on the street, alone. Later that evening, as I boarded my flight home, there was a severe tropical storm. As the wind howled and the rain fell, the only thing I could think about was this boy and his cardboard box home. What was he doing now?

If I had to pinpoint one moment when my life’s calling turned to children’s rights, it would be the meeting with that little boy. A child’s life is too fragile to be protected from the world’s harsh reality by a cardboard box. Our children deserve more from us.

When His Majesty and I launched the Global Child Forum in 2009, our aspiration was to create a global platform where we could all come together to discuss and bring about action on children’s rights.

Over the years, the Forums have taken us across the globe, from Stockholm to Dubai (Middle East and Northern Africa), to Pretoria (the southern Sahara countries), to Kuala Lumpur (the countries within ASEAN), and now to São Paulo (South America). We have learned a great deal, and most importantly, we have realized that what joins us is much stronger than what divides us. We are, after all, interconnected: through our economies and our businesses, through technology, media and the environment.

But we are also connected on a deeper level – through our shared values and our joint desire for achieving the Sustainable Development Goals. Those shared values make the path forward clear to us.

We are living in a time of rising insecurity. A time where business leaders have unprecedented opportunity – and even a responsibility – to build a more inclusive and safe society for our children.

The Global Child Forum is a universal call to live our values, to build a global movement where business acts as an agent of change – and a force for good.

Today, corporate leaders have shared valuable insights on the opportunities that businesses have.

We have heard you talk about ways that business can mini-

imize environmental damage that its operations may cause. And we have identified ways that companies can bring children’s rights into the heart of their operations and activities.

In short, we have highlighted how the Children’s Rights and Business Principles can be put into practice, to ensure that children’s rights are respected and supported.

Thank you, for sharing your inspiring examples – giving us evidence of the power that the business community holds.

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Thank you.
Every one of us has a role to play in creating and promoting an environment in which children’s rights are respected. What steps can you take within the next 30 days to promote children’s rights in your company, workplace or community?

HERE ARE SOME IDEAS:

1. **Involve employees.** Let them be opinion leaders regarding how to implement good practices against child labour.
2. **Provide facilities for childcare and breastfeeding.**
3. **Go back to universities and give lectures on children’s rights.** We usually don’t hear about them when studying business.
4. **Talk with children, listen to them, take action from their perspective.**
5. **Make partnerships to collaborate with NGOs and governments.**
6. **Over the next 30 days, make a point of sharing takeaways from the Forum.**
7. **Make working hours flexible for parents and caregivers.**
8. **Associate with and get to know NGOs and people who can help your company achieve its social objectives.**
9. **Commit to internalizing and following the Children’s Rights and Business Principles.**
10. **Conduct trainings for employees on topics like health, parenting, and issues specific to your community, such as domestic abuse.**
11. **Do outreach and listen to your community; there are opportunities.**
12. **Find out what projects are already in place in your company that apply to children’s rights.** Often, you don’t have to invent a new project.
13. **Get your organization to go online and investigate the Children’s Rights and Business Atlas tool.**
14. **Look within: sit down with everyone in the organization and have them understand their impact on children’s rights.** For example, the marketing team, discuss their impact on children through advertising.
15. **Personalize company’s approach to children’s rights.** A company in the tourism sector would be positioned to protect children in a different way than a logistics company.
16. **Promote non-violent resolution of conflicts within your organization, which employees can internalize, take back to their families and communities.**
17. **Make a cultural change within your organization:** how would things be different if all employees understood the importance of children’s rights?
18. **Contribute to mainstreaming children’s rights: express support of children’s rights as a company.** Talk to vendors, investors, customers.
19. **Know where you are as a business.** Do a self-assessment to find out where you are in terms of children’s rights.
20. **See employees – men and women – as parents.** Provide them conditions to perform this role well.
21. **From where you are, build.** Don’t start from scratch. Assess where the company is today in its awareness of children’s rights and then try to move towards a more children’s rights friendly environment.
22. **Learn about the commitments and policies in place.** Learn where the company stands, where the community stands, what kind of standards and legislation exist.
23. **Prohibit IT used in the workplace that has any risk to children (child pornography).**
24. **Investigate if and how your company assesses its risk and impact on children’s rights.** If it’s not being done, introduce the idea of Children’s Rights and Business Atlas.
25. **If your organization already donates to a children’s rights organization or charity, reach out to deepen that relationship.** How can you collaborate? What can be learned?
26. **Apply best practices.**
27. **Many discussions at the Forum focused on how early childhood development can make or break a child’s future.** Set up an alliance with a project that’s in your community or aligned with your business.
28. **Look at Sustainable Development Goals with an eye toward using the influence and resources of your organization to work towards them.**
29. **Initiate discussions about company values.** How can they be put to work for children’s rights?
30. **What is the company’s role as a citizen and part of a community?**
31. **Make a clear statement that your organization respects children’s rights in all aspects of its business and value chains.**

“There are great opportunities for better alignment and coherence in how we address societal issues such as children’s rights. Glass half empty, but we can fill it up.”

DANTE PESCE, Member, UN Working Group on Business and Human Rights
Thank you!

A special thank you to all the individuals and organizations that attended the Global Child Forum on South America.
“I urge you to seize the opportunities that we have heard about this afternoon and take action. Regardless of sector and position, you can contribute to a better world for our children and young people by investing in every child.”

- H.M. QUEEN SILVIA OF SWEDEN

COMING SOON
Stockholm Global Child Forum
The Royal Palace, Stockholm, Sweden
11 April 2018