



INITIATED BY H.M. KING CARL XVI GUSTAF
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CONCEPT NOTE:

Global Child Forum's PACT (pledge for action) for Children's Rights and Business

INTRODUCTION

During the Global Child Forum 2018, participants will be invited to make public, voluntary commitments describing concrete actions that they will undertake in order to advance children's rights in their sphere of influence. These actions will be aligned with our benchmark indicators as well as draw on the Children's Rights and Business Principles and be supported by the goals and principles outlined in the SDGs and the UN Convention on the Rights of the Child.

Before, during and after the Global Child Forum 2018, Global Child Forum will make note of commitments from businesses (as well as governments, UN agencies and international and civil society organizations who wish to also commit with their own pledge).

WHY NOW?

In international conferences, commitments or pledges have proven to be a good tool for turning good will into specific commitments through concrete actions. The Global Child Forum 2018 provides an ideal launch pad for this pledge initiative.

WHAT'S IN IT FOR BUSINESSES?

In order to be competitive, attract and retain customers, employees and investors, businesses need to behave responsibly, ethically and in line with legal norms and standards. By signing the PACT, and indicating which commitment your company is prioritizing, you are demonstrating that your company is doing just that -- safeguarding and advancing children's rights. This makes you a better employer, a better producer of goods and services, and a better investment. In short, you become a better corporate citizen. As a pledger, you will be

joining a group of civic-minded, forward-thinking, change-makers who believe, as you do, that business has a greater role to play for the broader good.

WHY A PLEDGE?

At Global Child Forum we are all about action. Through this pledge we want to create a movement of companies and organizations all working together to deliver actionable initiatives that contribute to advancing children's rights. We want to create a global movement where business acts as an agent of change and a force for good. Through dedicated "Pledges", Global Child Forum delegates will be encouraged to forge tangible commitments and create actionable initiatives to address specific challenges faced by children.

WHAT HAPPENS TO THE ACTIONS/COMMITMENTS

Global Child Forum intends to follow-up with pledgers and see how we can support our pledgers on their journey. We also want to highlight these undertakings on our website and through our communication channels. Pledgers will also be showcased at the next Global Child Forum. Visit the pledge website to see how many pledgers have signed on!

**To read more about the pledge and make your commitment visit
www.globalchildforum.org**

Want to know more?

We would be happy to hear about your commitment and see how we can support you and highlight your work. Please feel free to contact us: pledge@globalchildforum.org