

GLOBAL CHILD FORUM REPORT

2018
Stockholm

GIRL POWER
THE BUSINESS OF
INVESTING IN GIRLS

SMARTER SOLUTIONS
TACKLING THE
ROOT CAUSES

"I pledge to be a part of this global movement, where business can be an agent for change and for good."
p.33

Listen Up!

Incorporating
children's voices
into business
decisions



WORDS FROM GLOBAL CHILD FORUM

ACROSS THE GLOBE, companies are putting children's rights at the heart of their operations and communities – through partnerships and collaborations, investments and policies, programmes and initiatives.

Though there has been progress, it is not keeping pace with the challenges experienced by children and young people today. Children all over the world face increasingly complex and dangerous challenges. For example, there are still 168 million child labourers globally, 85 million of whom are victims of the worst forms of child labour, according to UN statistics.

Investing in every child starts when business and investors recognize their influence on children. Since the Global Child Forum was initiated in 2009, ten Forums have taken place. These international gatherings bring together leaders from governments, businesses and civil society to engage with children's rights as a central issue facing the corporate and finance sectors. At every Forum, it becomes clearer how children impact business, and business impacts children.

At the 10th Global Child Forum at the Stockholm Royal Palace, we discussed these matters. But we also listened. We listened to companies share their experiences, challenges and triumphs. We listened to the voices of business leaders who, with real candor, spoke about the issues they face –

ranging from rooting out child labour from the cocoa supply chain or ensuring responsible, children's rights centred investments. And we listened to youth workers whose voices echo the millions of children who need to work but yearn for a better life. As Crown Princess Victoria put it, "Because what is the purpose of children's rights, if not this? A child being able to dream and to pursue that dream. A child daring to hope for a better future".

As the themes of the day unfolded, so did a sense that the only way forward is to collaborate. The words "side by side" echoed as a rallying cry that we are stronger together than we are alone. And we heard many examples of what this collaboration looks like – from partnerships between NGOs and the corporate sector to incorporating children's voices in the board room.

So, what can you do?

You can bring what you heard back to your community. Back to your company. Back to your board room. You can also exemplify your commitment by signing the Global Child Forum Pledge -- an exciting new initiative designed to build a global movement of responsible organizations working towards advancing children's rights. Read more about The Pledge on the Global Child Forum website.

Let's make change happen.

Side by side.



GLOBAL CHILD FORUM

Founded in 2009 by the Swedish Royal Family, Global Child Forum is a leading forum for children's rights and business dedicated to innovative thinking, knowledge-sharing and networking. We believe in the power and responsibility of business, working in partnership with all parts of society for the world's children. In addition to our forums, Global Child Forum delivers research perspectives, best practices and risk assessment tools designed to unlock opportunities for business to integrate children's rights into their operations and communities. For more information, please visit: www.globalchildforum.org.



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11 April 2018, Stockholm, Sweden



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1. Natalie Au, Global Gender and Safeguarding Director, Girl Effect
2. Lydia Capolicchio, Journalist and Moderator
3. Fauza Ananda Chaniago, Member, Indonesian Children's Advisory Committee, Time to Talk!
4. Anna Maria Corazza Bildt, Member of the European Parliament
5. Mikael Damberg, Minister for Enterprise and Innovation, Swedish Government
6. Johan Dannelind, Chief Executive Officer, Telia Company
7. Prof. Brian Ganson, Head of Africa Centre for Dispute Settlement, University of Stellenbosch Business School
8. Paula Guillet de Monthoux, Chair, Global Child Forum
9. Leslie Johnston, Executive Director, C&A Foundation
10. Georg Kell, Chairman, Arabesque
11. Lise Kingo, Chief Executive Officer and Executive Director, United Nations Global Compact
12. Prof. John Knox, United Nations Special Rapporteur on Human Rights and the Environment
13. HRH Princess Laurentien of the Netherlands, Founder, Missing Chapter Foundation
14. Dr. Simon Lord, Chief Sustainability Officer, Sime Darby Plantation Berhad
15. Fatoumata Ndiaye, Deputy Executive Director, Management, UNICEF
16. Ulrika Nilsson, Managing Director, Global Child Forum
17. Hanna Roberts, Chief Executive Officer, GES International
18. Dr. Fiona Rotberg, Research Director, Global Child Forum
19. Nina Schefte, Corporate Social Responsibility Manager, Norsk Hydro
20. Paul Schoenmakers, Head of Impact, Tony's Chocolonely
21. Ruth Kesia Simatupang, Member, Indonesian Children's Advisory Committee, Time to Talk!
22. Carine Smith Ihenacho, Chief Corporate Governance Officer, Norges Bank Investment Management
23. Martin Tan, Executive Director, The Majority Trust
24. Julie Wallace, Global Head, Community Engagement, Standard Chartered Bank
25. Léon Wijnands, Global Head of Sustainability, ING Bank

HM KING CARL XVI GUSTAF

*Your Majesty, Your Royal Highnesses,
Excellences, Ladies and Gentlemen:*

“WELCOME TO THE ROYAL PALACE AND THE HALL OF STATE!”

THIS IS THE 10TH Global Child Forum, which has taken place every year in different places in the world, not only here in Stockholm, but also in Kuala Lumpur, Pretoria, Dubai and São Paulo. Her Majesty and I have had the privilege of attending most of these meetings.

Over the past nine years, one thing has become increasingly clear to me: Business impacts children. And therefore, we must let children impact business.

Leaders of the corporate and finance sectors are in a unique position to protect and to advance children's rights. And indeed, much is being done. Across the globe, many companies are making a positive difference for children.

Still, this is not good enough. The work for children's rights is not keeping pace with the scale of challenges faced by children and young people of today.

Businesses hold great power. But they do not operate in a vacuum. Whether large or small, they are part of a greater community.

For children's rights to be truly realised, collaboration is necessary. Companies, governments and civil society must work together, side by side. That is why Her Majesty and I founded Global Child Forum – and why we have invited you here today.

I hope this Forum will be an opportunity for actors in and around the business sector to form new alliances. And, most importantly, an opportunity to take action!

Speakers, experts, delegates, supporters and friends, who have joined us from all parts of the world: Thank you for being here, for sharing your knowledge and your ideas. And a special thank you to our partners and collaborators, whose cooperation and friendship have made this Forum possible.



“Business impacts children. And therefore, we must let children impact business.”

Setting the SCENE

Lise Kingo sounded a note of urgency that echoed throughout the day's agenda. Children are both a precious resource for a better future and a vulnerable population group. We must listen to them and include them in all our policies, actions and investments.

WHAT WE FACE

The global youth population is the largest in history. Forty percent of the total global population is younger than 24 years.

When the UN crafted the Sustainable Development Goals, the most marginalized people, including children, topped the agenda. Across the 17 Goals, 44 indicators directly concern children. Despite some progress, Kingo observed that a devastating number of children grow up with hopeless prospects. Child labour persists. Millions of children and young people receive no basic education or training. And this generation is set to inherit a series of long-standing, complex problems – from poverty to climate change.

TROUBLING SHIFTS

Kingo cited ILO numbers to stress that the global youth population is undergoing troubling shifts. Two out of every five young persons of

working age today are either unemployed or not earning enough to escape poverty. In addition, a billion young people will enter the job market in the next decade. The result? A youth employment crisis that Kingo termed “a ticking bomb under our ability to create just and peaceful societies.”

Girls are particularly exposed. Consider, Kingo urged, the millions of girls who marry before they turn 18: “How can it be that we, in this day and age, still see pregnancy as the number one killer of girls between 15 and 18 years of age?”

A WAY FORWARD - THE ROLE OF BUSINESS

Business is vital when it comes to creating opportunities for young people. There are numerous ways, Kingo said, in which businesses can respect and support children in collaboration with industry groups, civil society and government. “It's about understanding how your business interacts with children daily, as family members of workers, as young employees, consumers and members of communities affected by your supply chain.”

Companies who appreciate the urgency of improving children's prospects can look to the Children's Rights and Business Principles. Created by the UN Global Compact, UNICEF and Save the Children, they recommend actions to take in the workplace, the marketplace and in the



“How can it be that we, in this day and age, still see pregnancy as the number one killer of girls between 15 and 18 years of age?”

community. The principles pertain to all businesses, regardless of industry, size or geography.

Kingo noted that the challenges and opportunities companies face when advancing children's rights are integrated. She described a company working to ensure that children in rural communities had access to quality education. “Along the way, they found that they had to start in another place... supporting the economic empowerment of the mothers to remove the burden of debt which prompted families to send their children to work.”

Concluding her address with a call to action, Kingo said, “We now have the Ten Principles and the Sustainable Development Goals in place. Let's get to work.” ●

FAUZA ANANDA CHANIAGO, Member, Indonesian Children's Advisor Committee.
RUTH KESIA SIMATUPANG, Member, Indonesian Children's Advisor Committee

LISTEN UP:

Incorporating children's voices into business decisions

In discussions about how businesses can bring children's rights perspectives into decision-making, what's missing? According to Fauza Ananda Chaniago and Ruth Kesia Simatupang, it's the voices of working children.

Fauza, aged 16, and Kesia, 17, are child workers from Indonesia. They are also members of the Indonesian Children's Advisory Committee for the It's Time to Talk! campaign, an international effort to enable the views of working children heard in local, national and global meetings on child labour. As a result of this campaign, more than 1,800 working children across 36 countries have articulated their views about their work.

HAVING THEIR SAY

Ruth Kesia Simatupang: "I work because my parents are struggling to pay our school costs, and since I am afraid of dropping out, I decided to work with my mother...Together we collect rubbish...When I work, I face risks of traffic accidents and scolding. I also get tired because I go to school in the morning and work in the afternoon, and I don't have enough time to rest...I meet many people and I've made friends. I feel proud and happy because I can earn my own money for my schooling."

Kesia's message to business: "Some children work because they are poor or to help their parents do their work at home so that they can finish it sooner and get more money. Some work to get new skills and experiences or to pay education costs. Some work because their parents are sick or dead so they have to work to meet their basic needs."

"We have a dream that there will be joint efforts between children, families, governments and the business sector to promote and fulfill children's rights."

Fauza Ananda Chaniago: "I dropped out of school. When I decided to return to school, my parents couldn't afford my school costs, so I took the equality program to take my middle school certificate...I worked as a bus cleaner, cleaning buses from morning to evening. The work made me vulnerable to traffic accidents and abuse, especially at night... Now I work at a silk screening company. I go up and down stairs to transport the materials, 15 kilos, five times a day. I was afraid of falling down, but I continued to work to help my family."



"We have a dream that there will be joint efforts... to promote and fulfill children's rights."

Ruth Kesia Simatupang

Fauza's message to business: "Children are part of business, as consumers and workers and as indirect workers, helping their parents with their work at home."

"We have been involved in meetings to make recommendations for policy and programs to improve the lives of working children. Our messages include the need for protection from harmful work and children's greater access to quality education and health services without discrimination."

"Businesses can support good quality education for all children. The business sector could also share and use their profits to provide life skills training and business startup capital for disabled children and school dropouts." ◉



HRH PRINCESS LAURENTIEN OF THE NETHERLANDS,
Founder, Missing Chapter Foundation

CHILD INCLUSION: The new normal

HRH Princess Laurentien of the Netherlands, Founder of The Missing Chapter Foundation, made the case that, when businesses engage in intergenerational dialogue and children’s ideas are given serious attention, the result is better, more innovative solutions to sustainability issues.

WHY LISTEN TO CHILDREN? WHY NOT!

To facilitate communication between decision-makers and children, the Princess founded the Missing Chapter Foundation. As a result, there are now over 100 leading companies in the Netherlands with a children’s board.

Princess Laurentien noted, “I’m often asked why we should listen to children. There’s only one answer to that question, and it is: Why not? Why not, if it is indeed part of the United Nations Declaration on the Rights of the Child, Article 12? Why not, if they are our future parents, workers and employees? And why not, if what we do today as adults determines the state of the planet decades from now?”

QUESTIONING THE PARADIGM

The Princess questioned adult insistence on framing children’s rights as a business case, saying that doing so should make us uncomfortable. “We’re hijacked by the wrong paradigm, by the paradigm of short-term interests versus long-term prosperity for people and the planet.” She sees the 17 SDGs as a way of correcting the current imbalance, which gives more weight to profit than principles, adding, “You, as visiona-

ry business leaders, also have the power to redress that balance.”

What do children bring to the table when they’re included as equal stakeholders? While children alone don’t solve the issues, “Children are drivers of change, and they light the fire and bring moral ideas back into the boardroom.” By reminding the adult world of the morality and long-term impact of decisions made today, children hold adults accountable to their commitments.

ADVOCATING FOR HUMILITY

What does it take for adults to see children as equal stakeholders? It hinges on our ability as adults to be humbled: “Humbled to let go of thinking we have all the answers and acknowledge the superiority of children when it comes to creativity and imagination. Humbled to dare to really look at the moral questions that make adults uncomfortable.”

Learning to see children as equals forms the basis of respect. And respect can change prevailing attitudes and norms when it comes to what the Princess referred to as “old forms of expectation and misbehavior towards children.”

In closing, the Princess challenged others to join what she sees as a global movement in which business acts as an agent for change and does so in equal partnership with children: “The ability of adults, businesses, parents, teachers, and politicians to truly hear what children say, be surprised by them and be influenced by them, is a symbol of our own integrity, transparency, openness and ultimately our individual and collective leadership.”

Viewing children as stakeholders: What to consider

- Protection versus empowerment – How do we balance children’s vulnerability on the one hand and their unrivaled force for change and sharp insights on the other hand?
- Participation versus inclusion – Do we decide on policies and then children can react to them? Or do we dare to co-create solutions with children since they can advise us firsthand on solutions and work in practice?
- Integrity versus superficial child-washing – What does it take for child inclusion to be real, to have true impact and become mainstream rather than marginal?



“Children are drivers of change and they light the fire and bring moral ideas back into the boardroom.”



“We make it a priority to mainstream children’s rights in all the work we do.”

Anna Maria Corazza Bildt



HRH PRINCESS LAURENTIEN OF THE NETHERLANDS, Founder, Missing Chapter Foundation. **ANNA MARIA CORAZZA BILD**T, Member of European Parliament. **JOHAN DENNELIND**, Chief Executive Officer, Telia Company.

CHILD INCLUSIVENESS:

Practical experiences in implementing participation

Speakers representing various sectors engaged in a wide-ranging discussion on the reasons for making children’s voices an integral part of processes, the benefits and challenges of implementing children’s participation, and their experiences consulting and collaborating with children.

CHILDREN’S VOICES

Ten years ago, Telia Company, a telephone company and mobile network operator, noticed an

increase in the digital lives of children. Recognizing the importance of this issue, they set out to do more to protect children and young people online using a three-pronged approach. First, they proactively blocked child sexual abuse material. Second, they used software that detected and reported on child sexual abuse material on internal IT systems. Third, through outreach and engagement, they shared knowledge and experiences to bring others on board.

Wanting to move beyond those measures, two years ago, the company launched the Children’s Advisory Panel (CAP) with a purpose of ►

listening to children to better understand their perspectives on online and digital life. Hearing what children have to say about the opportunities, challenges and benefits of life online helps the company improve its approach to children as tech users, and it's good for business. "They give us insight," said Denneilind, "but that's not why we were originally doing it. That's a spill-over, and we shouldn't be shy talking about this. They're future customers and stakeholders, so there's a real business meaning. Otherwise, it would not be sustainable."

CO-CREATING SOLUTIONS

Princess Laurentien of the Netherlands shares Teli's concerns about children's online safety. Along with colleagues in business, she is working to redefine the rules of conduct online. She believes adults need to recognize that they, too, have online concerns "If we're not building a movement that includes a number of companies, co-creating with children and families, and helping families redefine digital interaction, we're creating a crisis of empathy."

Anna Maria Corazza Bildt addressed the role of government in allowing and encouraging child participation. According to Bildt, the European Parliament gives a public voice to children. "We invite children and their representatives...We make it our priority to mainstream children's rights in all the work we do."

Bildt's experience has taught her that, by focusing on children, acquiring their input, and being willing to work across political lines, ideologies, and nationalities, positive change can be brought about.

She offered instances when children had input into policies. For Safe Internet Day, for example, Bildt and two commissioners put children at the forefront, inviting children to speak, taking notes, learning from the children. "We were really listening. We are devising our policies based on what they told us."

On November 20th, International Children's Day was hosted in the European Parliament. Children put questions to the adults, including representatives from UNICEF, Eurochild and various government officials. "From this year on, we will do it in plenary, and 700 children will be taking over the plenary of the European Parliament and driving policy for the day. It's a Europe-wide participatory process."

In addition to listening to children when making policy, Bildt said, "We listen also to children outside the EU, because we are the biggest power in the world when it comes to humani-

"I'm often asked why we should listen to children. And there is only one answer to that question: Why not?"

Princess Laurentien

tarian development and civil liberties." Recent listening sessions have included trips to Niger to talk to girls returning from slavery in Libya, and with boys who had been working in Libya, Nigeria or Morocco. "We asked them how to combat trafficking. We listened to them, and we integrated what they said into policies."

CHILDREN TALKING, ADULTS LISTENING

Princess Laurentien believes there's a reason that most companies have difficulty implementing inclusion and participation: "It's not only about bringing in children to talk about the issues affecting them. It's also being ready to share your business dilemmas with children." Although child inclusion initiatives are to be applauded, adults tend to underestimate what it takes to really hear what children are saying."

Case in point: children advising municipalities on the issue of child poverty in the Netherlands. When adults think of children living in poverty, the impulse perhaps is to provide goods. But the Princess reported that, once the dialogue with the children began, the adults learned otherwise: "Children tell us it's not about goods. It's about being bullied at school, about feeling ashamed, about parents feeling ashamed. So, that's what we should fix first." The outcome of listening to children, then, can be insights about new ways to deal with old problems. ●



FIONA ROTBERG, Research Director, Global Child Forum. **LESLIE JOHNSTON**, Executive Director, C&A Foundation. **PAUL SCHOENMAKERS**, Head of Impact, Tony's Chocolonely. **GEORG KELL**, Chairman, Arabesque Partners.

SMARTER SOLUTIONS:

Tackling the root causes of child labour



he corporate foundation C&A aims to "transform the fashion industry," and eradication of child labour is one of its focus areas. Due to the nature of the global fashion industry – decentralized, globalized and opaque – it is possible to find, even today, many cases of child labour, bonded labour and slavery. "If we want to make fashion a force for good," says Leslie Johnston of C&A, "we have to root that out."

C&A Foundation therefore works to make the causes of child labour in the fashion industry visible. A major issue is purchasing practices. For example, how a brand buys from a factory can inadvertently lead to poor working conditions and child labour. If a factory receives an order that exceeds its capacity, they outsource it, usually to invisible, unregulated mom-and-pop operations.

To shine a light on the lack of transparency in

Steps towards making a difference

- [Develop and implement a child labour policy anchored at the highest level.](#)
- [Include suppliers and make them partners.](#)
- [Seek the advice of experts.](#)
- [Make use of the Children's Rights and Business Atlas to understand child-related risks.](#)
- [Consult the Global Child Forum website for guidance on child labour policies.](#)

such practices, C&A developed what Johnston referred to as a sort of TripAdvisor for purchasing practices. It allows factories to rate brands and how they buy. Johnston noted, "One can then see those that aren't buying well at the bottom, while at the same time there is the name-and-fame approach so those with good practices rise to the top, creating peer pressure and raising the bar."

ZERO TOLERANCE IS NOT AN OPTION

Tony's Chocolonely is a Dutch company whose mission is to make 100% slave free the norm in chocolate. According to Paul Schoenmakers, the chocolate industry is dominated by a few multinationals profiting from keeping the cocoa purchase price low – meaning farmers live in poverty and resort to child labour and slavery.

The company deliberately sources cocoa beans from areas where child labour occurs. "We know that 2.3 million children work in



“It’s part of business to understand your supply chain, embrace problems and start solving them.”

Paul Schoenmakers

Ghana and Ivory Coast, which produce two-thirds of worldwide cocoa. Ninety percent of these children work under hazardous and illegal conditions.” Tony’s aims to identify occurrences of child labour and determine how many children are at risk, because only then can they take action.

Tony’s Chocolonely teams up with the International Cocoa Initiative, partner cooperatives and the communities involved to address child labour. A community representative is in regular dialogue with children, parents and the community to explain their rights, the local

laws that prohibit child labour, and to investigate what kind of work children do. “With information,” Schoenmakers notes, “you can build solutions. It’s part of business to understand your supply chain, to embrace problems in your supply chain, and to start solving them.”

SMALLER WORLD, MORE COMPLEX SUPPLY CHAINS

Though globalization has made the world smaller, supply chains are longer.

In the chocolate business, Schoenmakers explains, “All cocoa beans end up in a giant pile worldwide, which we call the commodity trade, and no one knows who produced the cocoa beans they’re using in their chocolate bars.” Tony’s determined that, if they wanted to end slavery and child labour in the cocoa business, they had to investigate their supply chain and establish the beans’ origin. The company eventually developed a transparent and traceable bean-to-bar process through direct, long-term relationships with cocoa farmers. Tony’s pays better prices to farmers, trains them to increase productivity and quality, and commits to long-term investments to make farmers stronger, thus freeing them from the poverty trap that necessitates child labour.

Johnston pointed out that in one’s supply chain – whether cocoa or clothing – it can be difficult to get close to the producer. Most companies are far removed from the farmers that grow the cotton used in the clothes. Johnston believes that technology will serve as an enabler of transparency in this regard, an opinion shared by Georg Kell: “Because datafication is increasingly being fed to investors, they can understand when they are potentially facing a huge branding risk.”

STRATEGIC COLLABORATIONS

There is a need for business to collaborate to combat child labour – with communities, NGOs, suppliers and governments. According to Kell, “We are in a world where the private sector has growing influence, and where public and private interests increasingly overlap.”

But the nature of the collaboration matters. Global Child Forum research shows that many programs initiated by companies to address children’s rights are not related to the core business. Collaborative programs are often add-ons, separate from core business operations.

Schoenmakers offered an illustration of integrating children’s rights issues into core business practice. “We work with one of the two big

ENDING CHILD LABOUR: THE ELUSIVE GOAL

Despite a steady decline, child labour is still prevalent in many parts of the world. According to the International Labour Organization (ILO), on any given day in 2016:

152 million children were involved in child labour.

Of these, **73 million** were involved in hazardous work.

48% of these children were 5 to 11 years old.

processors of cocoa beans, Barry Callebaut, and after some serious negotiating, they changed their factory and processes to enable us to get traceable cocoa butter in our bars. This is a big step for such a giant to take.”

C&A Foundation partners with the NGO GoodWeave, which aims to get children out of the rug and apparel industries. “Ultimately, this does need to be in the core of the business, integrated in sourcing policies, but that’s not enough,” Johnston noted. For example, in the apparel industry, decades of self-regulation have created a huge auditing industry. Though the auditors have prospered, conditions in factories have not improved. Johnston’s suggestion: “Governments need to be stronger. They need carrots and sticks to be able to support and encourage business to play its role.”

CORPORATE LEADERSHIP

According to Georg Kell, when businesses began going global in the late nineties, they had to come to grips with realities such as child labour, confronting questions like: How do we operate in a systemically corrupt environment? In an environment prone to conflict? Which precautionary measures should we take? There has been, says Kell, a gradual, incremental learning curve over time.

Kell believes that corporate leadership is increasingly challenged on moral and material grounds to take a stand. It’s encouraging to note that emerging evidence establishes a clear correlation between good ESG material performance and financial returns and valuation. ●



NATALIE AU, Global Gender and Safeguarding Director, Girl Effect.
JULIE WALLACE, Global Head, Community Engagement, Standard Chartered Bank.

GIRL POWER:

The business of investing in girls

Imagine being one of the 600 million girls in the developing world on the brink of adolescence. With the right opportunities, you attend school, and when you're ready, marry and have children. But the more common scenario is that opportunities disappear as you hit adolescence. You stop school because your family needs you or can't afford your school fees, or because you're pregnant or pressed into early marriage. At this point, your prospects and those of your children diminish, and so the cycle of intergenerational poverty continues.

Representatives of Girl Effect and Standard Chartered Bank described how their organizations reach girls before they arrive at that critical point, making the case that empowering adolescent girls is not only an investment in an individual girl – it's an investment in everyone around her.

**GIRL EFFECT
 THE POTENTIAL TO SOLVE POVERTY**

Girl Effect began as part of the Nike Foundation

and launched as an independent nonprofit in 2015. Applying private sector ways of thinking to development practice, the Girl Effect movement uses media and technology in 66 countries to build youth brands and mobile platforms that empower girls.

According to Natalie Au, "You need to meet girls where they are. If they're not in formal education, you leave out a particularly vulnerable group. This is where innovation comes in." One example of Girl Effect's strategy of meeting girls where they are is Yegna, an Ethiopian girl band that uses music and storytelling to raise awareness of issues like child marriage, sexual harassment, gender-based violence and the importance of education. In a country where one in five girls marries before the age of 15, Yegna shifts perceptions of what it means to be a girl. With a passionate fan base reaching 8.5 million people, it is part of popular culture in Ethiopia, driving positive change. Three-quarters of the girls who follow Yegna say they're inspired to continue their education, and 95% of boys say they would speak out against forced marriage.



"Girls can set their own path; we're mere enablers to make that happen."

Natalie Au

**STANDARD CHARTERED BANK
 INVESTING IN HUMAN POTENTIAL**

Standard Chartered Bank, a multinational banking and financial services company, works in more than 60 countries across Africa, Asia and the Middle East. According to Julie Wallace, "As a bank, when economies grow, the business grows. Our main motivator is inclusive societies and economic opportunity for girls and young women."

Addressing gender inequality to increase economic growth, the bank developed the Goal program in 2006, which aims to empower and equip adolescent girls to take advantage of opportunities through sport and life skills education. Now operating in 20 countries, Goal builds confidence while sharing information in areas such as communication, health, hygiene, and financial literacy – with the objective of helping girls transition from education to paid work.

Natalie Au noted that Girl Effect employs a holistic approach, looking at the world a girl inhabits in its entirety, attentive to the root

causes of why girls are left behind. "We know that role models are fundamental for girls to see opportunities other than their perceived destiny in life."

HOLISTIC APPROACH

We take a holistic approach to keep the girl at the center, because she can't do it alone." Julie Wallace agreed on the need for a comprehensive approach, adding that social, political and cultural factors must be considered in addition to economic opportunities. In 2018, with more funding and a bigger mandate, Goal aims to reach an additional 85,000 girls and is piloting projects to promote employability and entrepreneurship.

Noting that innovation comes from failure, Au urged, "Go ask girls. They know what barriers they face and what resources they need to overcome them. Girls can set their own path; we're mere enablers to make that happen." ●



Corporate Impact on Community and Environment:

Ensuring children's wellbeing around supply chains and operations

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CHILDREN GROW UP in communities and environments that are impacted by business operations and supply chains. Families live near factories, mines, and agricultural fields which produce air, water and land pollution – all potentially harmful to children. Sharing examples of company best practices, this ActionLab explored the responsibilities of business to ensure that their operations and supply chains do not adversely affect children's wellbeing, as well as the opportunities business have to incorporate the voices of communities and children. ◦

KEY TAKEAWAYS

- ① Children's rights programs maximize impact to children when:
 - They are relevant to the business involved, focusing on an issue that connects to company strength and expertise.
 - They are governed in a committed way at the senior level and implemented locally.
 - They include collaboration, partnerships with experts and stakeholder involvement.
 - They are measurable; there are targets and a process for follow-up and adjustment.
- ② Businesses need to carefully weigh how to capitalize on their core business. Programs which align with the core business are more sustainable and represent investments and opportunities, not just expenditures. An initiative in which a bank partners with an NGO, for example, would be more effective if it revolved around entrepreneurship rather than preschools.
- ③ When approaching complex societal issues such as violence, deforestation, child exploitation or environmental impacts, collaboration is crucial. Potential partners include NGOs, competitors, or a different industry confronting the same challenges. Participate in networks, organizations or initiatives. Pre-competitive collaborations are useful.

MAKING A STATEMENT

"We often treat issues of corporate responsibility as a problem of awareness: if business knows how important children are, they take action... How do we move from principles, to which we can easily commit, to practical progress commensurate with the scale of the problems?"

Brian Ganson, Africa Centre for Dispute Settlement at University of Stellenbosch Business School

"When you start getting into the nitty-gritty of these difficult, complicated issues, there's a real fear of failure. In conferences like this, people should talk about what went wrong and be honest about it. It's from those genuine mistakes that we actually take the most, learning how not to go about it."

Simon Lord, Sime Darby Plantation Berhad

"Our language needs to change so that fear of failure isn't the prime concern. What if companies stopped using the language of "risk" – risk analysis, risk avoidance, risk reduction? If we think instead in terms of issues, impacts, and opportunities, we could have more mature conversations and openness."

Monique Lempers, Fairphone

The Business Case for Investing
in Quality Education:

Finding opportunities for impact

HOST: Martin Hallberg, Children's Rights and Business Atlas Manager, Global Child Forum.
FACILITATOR: Andrés Franco, Global Deputy Director of Private Sector, UNICEF.
CONTRIBUTORS: Tessa Bold, Professor, Institute for International Economic Studies, Stockholm University. Afzal Habib, Co-founder and Chief Imagination Officer, Kidogo. Ingrid Eelde Koivisto, Founder and Secretary General, Pratham Sweden. Fiona Smith, Initiatives Lead/Director, LEGO Foundation.

THE DEMANDS OF a growing global economy require an increasingly skilled workforce, one that is creative, computer literate, can handle data and apply critical analysis. At the same time, the quality of education varies widely, resulting in many children leaving primary school without basic reading, writing and math skills – let alone ICT and critical thinking skills. In this ActionLab, examples of how business is helping to improve access to quality education through innovation and partnership were shared. Discussion focused on the role business can play in accelerating progress in early childhood development and primary education. ◉

KEY TAKEAWAYS

- 1 The private sector can't transform education on its own. The task for business includes identifying appropriate partners. Benefits for companies joining forces rather than investing separately include: the ability to work on a larger scale, to plan more sustainably, to engage at the community level and to create greater impact.
- 2 Low teacher quality is not an accident and not a consequence of not knowing what works. It is the equilibrium outcome of education systems that do not have learning for all as a goal.
- 3 It's important to understand what the public sector can do and what the private sector needs. In much of the world, there's a disconnect between what schools can deliver and the needs of business. Through support of initiatives that build the capacities of teachers, businesses would benefit from investment in their training.



MAKING A STATEMENT

"It takes time to define the contribution the private sector can make in a given context. A one model fits all kind of approach doesn't work."

Andrés Franco, UNICEF

"Quality childcare in early years assists women, who can then access employment. When women return to work, it improves workforce diversity and reduces turnover and absenteeism. So, such investments are good for society, for business, for corporate reputation, and improved productivity."

Afzal Habib, Kidogo

"We need to think of play as something to be included as a must-have. Playful learning experiences lead to development of broad skills such as communication, collaboration, innovation, and critical thinking – all key for lifelong learning."

Fiona Smith, LEGO Foundation

"When we think of teachers, it perhaps doesn't occur to us that they might not master the primary curriculum. But in low income countries, the average teacher has knowledge that is about equivalent to a 4th grader."

Tessa Bold, Stockholm University



MAKING A STATEMENT

“Children want to act. They want to be heard. It is up to us to start listening.”

Anne Jacobs, Kindernothilfe

“These children are digital natives. We need to share their experiences. Consideration of their perspectives is vital for business decisions in the digital era.”

Bing Wan, Head of Learning and Education, Siemens Asia and Australia

“To be able to collaborate, you have to trust each other.”

Anisa, Dutch Banking Association Kids Council Member, Kids Council Annual Report 2017

“Child participation is as much about us as it is about children and young adults. It is a dialogue between generations.”

Marloes van der Have, Missing Chapter Foundation

Speaking Up:

Young people’s participation in business decision making

HOST: Eva Glückman, Partnership Manager, Global Child Forum.

FACILITATOR: Marloes van der Have, Managing Director, Missing Chapter Foundation.

CONTRIBUTORS: Maryse Hazelzet, Sustainability Advisor, Dutch Banking Association.

Fredrika Inger, Global Business Area Manager, Children’s IKEA. **Anne Jacob**, Advocacy Officer, Kindernothilfe. **Johline Lindholm**, Digital Content Manager, Telge Energi.

YOUNG PEOPLE AROUND the world are often relegated to the sidelines and excluded from having a say in decisions that will affect them. Although it’s true that, in recent years, the importance of young people’s participation in civil society has been increasingly recognized, their participation in business decision-making is not yet well articulated.

ActionLab 3 discussed the importance of implementing child consultation and participation in the business sector, and how the meaningful participation of working children can be secured in policy processes. Opinions of working children involved in the It’s Time to Talk! report as well as companies which actively consult children were presented. ◦

KEY TAKEAWAYS

- 1 Child participation should not be approached as a one-time undertaking; rather, it should be an ongoing, intrinsic component of corporate strategy. When children participate, the intergenerational dialogue that occurs contributes to more forward-looking, sustainable decision-making.
- 2 The time when corporates did all the talking is past. There is growing awareness that it’s now time to listen to children and hear what they are saying. Simply having a human rights policy in place is not sufficient to address actions a company is undertaking with regard to children’s issues.
- 3 Collaboration is key, both with children and with different organizations and sectors. Example: Missing Chapter Foundation brings children into dialogue with decision makers by joining forces with over 150 schools, businesses, organizations and governments. To address the needs of vulnerable children, Kindernothilfe partners with local organizations, business, government, and civil society organizations in 31 countries.
- 4 As is the case with any type of partnership, companies owe their child participants transparency in terms of processes and the way in which their ideas will be used. The Missing Chapter Foundation, for example, lays out a clear, six-step process that is used when child participants are involved.
- 5 Because children, especially those in precarious situations, are already vulnerable, companies need to consider their safety and needs. When collaborating with children, it should be done in safe, child-friendly settings.





Innovative Corporate Responses to Child Labour:

Turning challenges into mutual opportunities

HOST: Ulrika Nilsson, Managing Director, Global Child Forum.

FACILITATOR: Aarti Kapoor, Managing Director and Lead Consultant, Embode.

CONTRIBUTORS: Ines Kämpfer, Executive Director, CCR CSR. Virginia Mahin, Senior External Affairs Manager, Mondelēz International.

THOUGH DATA IS scarce, we know that a significant portion of the 152 million children trapped in child labour are working in supply chains, accounting for almost one in ten children worldwide. While the dynamic picture indicates that we are moving in the right direction, ensuring that this trend continues is one of the key challenges facing business. ActionLab 4 showcased innovative business practices to turn supply chain child rights risks into opportunities to empower communities and their children. Through lively discussions, delegates shared their knowledge and experiences of what really works and what the challenges are. **o**

KEY TAKEAWAYS

- 1 Repressive policies and zero tolerance approaches aren't effective in eliminating child labour. They preclude business from offering juvenile workers better opportunities and fail to include children in decision-making. Monitoring is important; to understand the effectiveness of child labour initiatives, outcomes and impacts must be measured.
- 2 Child labour can be made more visible by utilizing globally accepted tools such as the Children's Rights and Business Atlas and Global Reporting Initiative to monitor, measure and manage.
- 3 A number of solutions to child labour are family-oriented: educating women and children, providing access to contraceptives and sex education, addressing the situation of children from migrant families who are at increased risk of being pulled into trafficking.
- 4 There can be a reputational fear for businesses associated with talking about child labour. Businesses should encourage their suppliers to be honest and transparent about the labour issues they confront rather than reaching for simple solutions that are not effective.
- 5 Businesses and NGOs cannot assume governments' responsibility for providing basic rights and services, but they can form partnerships and jointly influence and lobby governments to shoulder their responsibility. The Sustainable Development Goals provide a platform for collaboration between business and civil society organizations to address issues such as child labour.

MAKING A STATEMENT

"We need to really understand the complexity of child labour and why it persists. Instead, we either simplify it, or consider it a simple problem. When we respond to child labour, we need to understand that child rights have a special status, and governments have a special duty to listen to children."

Aarti Kapoor, Embode

"It is not as simple as children working because they are starving. It is often about other economic drivers. Poverty alleviation alone will not eliminate child labour."

Ines Kämpfer, CCR CSR

"In order to solve a problem like child labour in a supply chain, companies are required to be brave and transparent."

Virginia Mahin, Mondelēz International

"To have long-term sustainable solutions, companies, NGOs and other stakeholders need to jointly influence and cooperate with governments to ensure that basic services are available to all children."

Julia Olofsson, UNICEF Sweden

"There is a need for a holistic view – it is not only child labour that is a problem, but what lies behind it."

Hanna Roberts, GES International



LÉON WIJNANDS, Global Head of Sustainability, ING Bank. HANNA ROBERTS, Chief Executive Officer, GES International. CARINE SMITH IHENACHO, Chief Corporate Governance Officer, Norges Bank Investment Management (NBIM).

THE BOTTOM LINE:

Investing in children's rights

Progress on integrating children's rights into investment processes has been modest, at best. Speakers shared their perspectives on actions responsible businesses and investors can take to raise awareness, inspire collaboration, and advocate for changes that benefit both children and investors.

“In order to create impact, we need to understand, we need to engage and we need to collaborate.”

Léon Wijnands

Léon Wijnands from ING Bank put the moral case for investing in children's rights concisely: “This is the right thing to do. That's why we do it.”

In terms of advancing children's rights in the financial sector, according to Wijnands, “In order to create impact, we need to understand, we need to engage and we need to collaborate.” He cited the Dutch Banking Sector Agreement, an ambitious initiative by a diverse group that includes banks, NGOs, unions and the government. The agreement enables the 13 participating banks, such as ING, to do more to protect human rights in financing matters, including with regard to child labour. Taking a joint approach to a com- ➤

plex issue, the goal is to embed human rights in policies, perform due diligence in a uniform manner, and learn from each other through research and sharing knowledge, expertise and best practices.

CHILDREN'S RIGHTS: SOME AWARENESS, LIMITED ACTION

Hanna Roberts is CEO of GES International, a company that advises clients on responsible investment and helps them integrate environmental, social and governance considerations, including child labour, into investment decisions. GES and Global Child Forum recently collaborated for the third time on an Investor Perspectives report. Asset owners who have signed the Principles for Responsible Investments by the UN were asked several questions.

The study included nine in-depth interviews with investors to learn why the relevance of children's rights seems to be lost on investors (findings in the sidebar).

When investors do develop awareness that children's rights are more than a subset of human rights, the light goes on. As one investor put it, "When you start making the link between business and children's rights, you

THREE KEY INVESTOR MESSAGES:

1

Investors play a critical role in influencing corporate behavior. Responsible investors understand that applying a children's rights perspective benefits children while fostering a sustainable business environment.

2

Child labour is just one component of children's rights. To address children's rights comprehensively, investors should make use of the Children's Rights and Business Principles, the Children's Rights and Business Atlas, and the SDGs.

3

Collaboration with peers and other stakeholders allows investors to maximize leverage and share know-how and best practices, all with the goal of advancing children's rights.

can't stop. Children's rights are linked to many other issues."

EXPECTING BOARD RESPONSIBILITY AND STAYING ENGAGED

Norges Bank Investment Management manages the Norwegian Sovereign Wealth Fund, which represents state revenue from oil and gas that is invested in financial assets outside of Norway. Those assets, owned by the people of Norway, have grown into a fund worth one trillion dollars.

NBIM is invested in 9,000 companies and owns on average 1.4% of all listed companies worldwide. In companies they are invested in, NBIM views the board as its representative: "We clearly state which areas we believe are important and ways in which the board should be accountable for how a company affects children's rights."

For a large investor like NBIM, data is key. The company has assessed companies' reporting for several years, looking at sectors where companies might impact children's rights. Last year, 601 companies were assessed. In order to evaluate investments through the lens of children's rights, Carine Smith Ihenacho says, "We need proper data and better reporting from companies on children's rights." In its annual report on responsible investments, NBIM clearly states which companies they consider to be doing good reporting. Letters are sent to the companies that are deemed to be falling short, and NBIM engages in dialogue with them.

When a company's practices are linked to misbehavior related to children's rights, Ihenacho noted that, though it can be tempting to divest from such companies, NBIM chooses to engage for as long as possible, working with a company to rectify problems. "We want companies to improve. Selling might seem simple, but it doesn't solve the problem. If we sell off, other people will buy those shares, and they may not care as much about children's rights."

On the practice of staying engaged, Hanna Roberts added, "The whole business idea we have is one of engagement, and setting up goals for changing policies and programs. That is the responsible course of action, but it takes time. There needs to be divestment as the alternative when nothing in engagement works."

PRESSING THE ISSUE

Integrating children's rights is in the mutual interest of investors, children and societies. Though there are people putting the issue of children's

GES International Interview Findings

- Awareness of children's rights is limited. With the exception of child labour, the subject of children's rights does not top the agenda of investors.
- Non-inclusion of children's rights could be due to topic fatigue, with children's rights being one of many concerns vying to be addressed.
- Investors find it difficult to isolate how children's rights impact a company's financial performance.
- Commonly used guidelines related to responsible business practices such as the IFC performance standards, OECD guidelines, and ILO Conventions don't go into detail about children's rights.



"When you start making the link between business and children's rights, you can't stop."

GES International Investor Report Participant

rights on investment and corporate agendas, increased awareness and action are needed.

"We never do enough," Wijnands noted, "but banks are much more vocal with their clients when human rights issues arise. We are much quicker in our engagement which requires more collaboration."

Ihenacho explained, "These are deeply complex issues that no investor or financial institution can solve on their own. Collaboration is

what this is all about." NBIM's collaborations include one with UNICEF to improve children's rights in the garment and footwear industry by fostering dialogue between leading brands and retailers.

"It's frustrating, because these are pressing issues, and there's a lot of impatience," said Roberts. On the other hand, "We have moved far in very few years when it comes to these areas, and there's more interest now." ●

TAKING RESPONSIBILITY: Managing Community and Environmental Impacts

BRIAN GANSON, Head, Africa Centre for Dispute Settlement, University of Stellenbosch Business School.

NINA SCHEFTE, Corporate Social Responsibility Manager, Norsk Hydro.

SIMON LORD, Chief Sustainability Officer, Sime Darby Plantation Berhad.

Kicking off the discussion, Brian Ganson commented on the magnitude of the challenges outlined by John Knox in his address: “If a company is only concerned with its own immediate impacts, that’s not nearly enough to address the problem. Companies have to look at how they help shape the very system that keeps air clean, water clean, and communities safe.”

ABOVE AND BEYOND

Speaking of his company’s efforts, Simon Lord agreed. Sime Darby Plantation is involved in agribusiness, predominately palm oil, which is distributed in 12 countries, five of which are producer countries: Papua New Guinea, the Solomon Islands, Liberia, Indonesia and Malaysia. The company employs roughly a hundred thousand individuals in chiefly rural areas, so with the addition of workers’ family members, Sime Darby actually houses about 500,000 people worldwide.

The company engages in a myriad of activities that impact the environment, not just waste systems but the chemicals, herbicides, and fertilizers involved in palm oil production.

When it comes to complying with environmental regulations, Lord recommended doing more than what’s required: “It’s not good enough to walk up to the imaginary fence of compliance; you have to go beyond it. Compliance doesn’t futureproof your business. It lulls you into a sense of false security.”

PROACTIVE CLIMATE STRATEGY

Norsk Hydro is a fully integrated global aluminum company which extracts bauxite, a natural



The Right to a Healthy Environment: Professor John Knox, UN Special Rapporteur on Human Rights and the Environment, shared findings from a report to the UN Human Rights

resource, to produce aluminum. In 2011, they entered the Amazon region of Brazil with facilities including a mine, a pipeline, and the world’s largest alumina refinery.

Measures the company is taking to ensure coming generations have a better environment include the objective to be carbon neutral by 2020, requiring suppliers to meet environmental standards, collective initiative participation and contributing to education programs.

ACCOUNTABILITY INCLUDES LISTENING AND TRANSPARENCY

Noting that Norsk Hydro’s experiences in Brazil include a difficult history and operating environment, Ganson suggested that companies sometimes talk at cross-purposes with communities. He asked what lessons the company is learning.

According to Schefte, Norsk Hydro’s experience demonstrates the importance of active communication: listening rather than merely attaining input, understanding community/societal expectations, and allowing those closest to the issues to participate in shaping solutions.

Schefte acknowledged that being transparent with local communities and engaging in open dialogue can be arduous. At the company’s refinery in Barcarena, Brazil, there are 120,000 inhabitants, high levels of conflict and little trust for either the company or local authorities. “In that kind of environment, we have to build trust with stakeholders. Without trust in each other, it’s difficult to get anywhere.”

A SPIRIT OF TRYING

When we say a company is accountable to children and communities, Ganson asked, what does that look like?

The Right to a Healthy Environment: UN Human Rights Council findings

→ WHO estimates that more than 1.5 million children under the age of five die every year due to avoidable environmental harm.

→ Nearly 600,000 children under the age of five die every year due to air pollution.

→ Approximately 2 billion children in the world live in areas that exceed the WHO standard for particulate air pollution

→ Businesses need to undertake environmental and human rights impact assessments, make information on the effects of businesses’ actions and products on health public and facilitate children’s participation in consultations about proposed policies.

“To be honest, accountability is not necessarily very pretty,” acknowledged Simon Lord. He described a child protection program that didn’t meet his company’s expectations as an example of the need for ongoing assessments and adjustments in planning. “We had to go back and rethink it. We perhaps didn’t listen as much as we should have to the youth.”

He recommends being honest and frank as a way of restoring or preserving trust, “To build trust, you have to take action after engaging in dialogue. And you have to show the actions you’ve actually taken,” said Lord.

At times, accountability and sustainability reporting can, says Lord, “almost be a catalog of failures - areas where you experimented or tried new things. But if you’re really holding yourself accountable to your shareholders and your communities, you have to be able to take that information and present it to them.”

Lord called on businesses to permit themselves to make mistakes. “Adopt a spirit of trying, and yet allow yourself failure. We need to encourage this, because there are a lot of companies out there who didn’t respond to questionnaires, haven’t taken part, haven’t signed up. Why? They’re afraid to be exposed, and frightened that they’ll get it wrong. We have to build in the capacity to make mistakes and not punish people.”

Simon Lord

Diving Deeper

Since its inception, Global Child Forum has conducted in-depth research. 2018 was no different. Below is a sampling of some of reports, deep dives and case studies launched around the Forum.



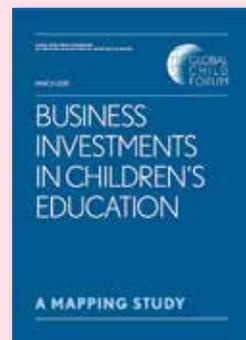
Investor Insights on Children's Rights

In partnership with GES International, Global Child Forum surveyed and conducted in-depth interviews with asset owner signatories to the Principles for Responsible Investment (PRI) since 2014. This report seeks to provide information to investors and supply concrete tools and frameworks for addressing children's rights on a practical level.

FACT: While most survey respondents believe children's rights issues potentially impact investments, less than half have a children's rights procedure in place in their investment decision-making.



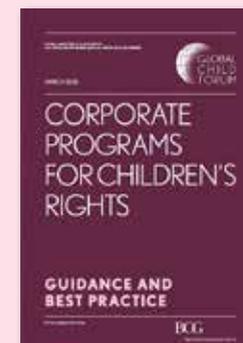
The Global Child Forum on South America took place in São Paulo, Brazil. Download the Forum Report from our website.



Business Investments in Children's Education

This mapping exercise uses data collected from Rightshouse to demonstrate the positive effects of education investments for both businesses and the community. Also included are business cases on how, by increasing private investment, businesses can increase development and resources in society and the business community

FACT: Globally, Fortune 500 companies spent 2.6 billion dollars on education from 2011 to 2013 – 13% of their entire CSR contributions.



Corporate Programs for Children's Rights - Guidance and Best Practice

Building off of the data from the Corporate Sector and Children's Rights Benchmark series, this research report delves deeper in order to provide practical guidance and concrete examples on how to implement the Children's Rights and Business Principles. The report outlines four building blocks necessary to achieving a successful children's rights program: Relevance, Governance, Collaboration and Measurement.

FACT: By partnering with SOS Children's Villages, Deutsche Post DHL Group has created mentorship programs and internships to increase employability among disadvantaged youth.



Norsk Hydro Brazil's journey towards social responsibility

Norsk Hydro is a Norwegian aluminium and renewable energy company, headquartered in Oslo. With operations in some 50 countries, it is one of the largest aluminium companies worldwide. When Norsk Hydro began operations in Brazil in 2011, they arrived with a history of cooperation with local communities in their home base in Norway. However, a difficult operating environment in the Amazon, coupled with local tensions and vulnerable populations, challenged Norsk Hydro to go beyond compliance. This case study investigates how Hydro addresses these issues while considering children's rights as well.

"We are doing this because it is the right thing to do, but also because we believe we are building a competitive advantage."

– Svein Richard Brandtzaeg, President and CEO



AstraZeneca: Investing in the health of adolescents

AstraZeneca, the Anglo-Swedish multinational pharmaceutical company, focuses its community investment on non-communicable disease prevention. A cornerstone of this work is their Youth Health Programme, educating youth on risk behaviors, investigated further in this Deep Dive.

"The youth of today are going to be the main drivers of economic development for evolving nations. One way to help them grow up healthy is to empower them with knowledge about making healthy choices."

– Helen-Marie Seibel, Director



Standard Chartered: Empowering girls to be agents of change

As a leading banking group operating in communities with high levels of gender inequality, Standard Chartered is making positive contributions through their Goal Programme. In this Deep Dive, the Goal programme's background, features and objectives are examined, drawing on interviews and publicly available resources.

"We are asking ourselves: 'How can we use the bank's resources to help these girls reach their aspirations?'"

– Natasha Kwakwa, Program Director

These reports and other research tools can be found in our Knowledge Centre at www.globalchildforum.org.

A Challenge for Change:

GLOBAL GOALS FOR CHILDREN'S RIGHTS

*"I want to be a teacher."
"I want to be a doctor."
"I want to make my family proud."
"I want to see my family again."*

AN AUTUMN DAY in 2015, Prince Daniel and I visited a center for unaccompanied migrant children in Nacka, just outside of Stockholm. They were teenagers who had fled war and conflict in their home countries to seek refuge in Sweden.

Their futures were uncertain. But their dreams and goals were crystal clear.

Meeting these young people, and so many others in similar situations, hearing them speak about their hopes for the future; it made a deep impression.

Because what is the purpose of children's rights, if not this? A child being able to dream and to pursue that dream. A child daring to hope for a better future.

Dreams may not be tangible. They cannot be measured or accounted for. But the things that make dreams possible most certainly are:

The right to an education.

The right to grow up in a healthy environment.

The right for girls and boys to be treated equally.

A little more than two years ago, the United Nations' then Secretary-General, Ban Ki-moon, appointed me as an advocate to promote the United Nations Sustainable Development Goals. These 17 goals, often referred to as the Global Goals, aim to end poverty, to fight inequality and to stop climate change.

During these two years, one thing has become increasingly clear to me: Children's rights are not just part

of the Global Goals. No: children's rights are what the Global Goals are all about.

Goal number 1, no poverty, is for the child who is married off because her parents can't afford to say no.

Goal number 6, clean water and sanitation, is for the child who doesn't get to go to school because she spends all day fetching water for her family.

Goal number 16, peace, justice and strong institutions, is for all the children whose childhoods are taken away from them by violence and persecution.

I could go on, but I think you see my point: All Global Goals are, in fact, children's rights goals. And the only way to successfully achieve one goal is by working on all of them together, because they are all connected.

I am especially glad that this Forum has chosen to bring children into the conversation. After all, it is their future that we are here to change. But not just their future, it is actually their lives here and now.

A special thank you to Fauza and Kesia for coming all the way to Stockholm to remind us what we are actually working for: a world where children's rights are respected, protected and fulfilled. A world where every child dares to dream.

"Because what is the purpose of children's rights, if not this? A child being able to dream and to pursue that dream."



LIGHT A SPARK

Global Child Forum has sparked a movement to create tangible initiatives and forge partnerships to promote children's rights by signing the Global Child Forum pledge. The three following cases elevate the pledge, taking it further in order to find creative children's rights focused solutions.



SUMMARY

Global Child Forum has spurred organizations and institutions into action with pledges to at least one of these commitments:

- Advance children's rights in our company through principles, codes of conduct and policies.
- Listen to children.
- Initiate a partnership that brings child rights expertise to our organization.
- Integrate children's rights into due diligence processes.
- Raise children's rights to the board level.



AS A LARGE telecommunication company in northern Europe, Telia's actions impact millions of families and children. Therefore, the effect of their pledge will be felt on a grand scale. Telia is pledging to continue its commitment in protecting children online, and increasing the impact by engaging and challenging other to cooperate. Telia will share their best practices and learnings from their studies with other companies freely, and will actively lead the way in open, action-oriented and fact-based cooperation.

adulthood, interfering with their growth and development while still children or young adults. As tobacco is, according to WHO, the greatest preventable cause of death globally, by reducing financial support to the tobacco industry, ING is taking a stand to improve children's health, and health in general, around the world.



GES INTERNATIONAL, a service provider to responsible investors, is taking the fight for children's rights beyond just child labour. Instead, they have committed to creating at least three concrete undertakings aimed at informing, involving and providing children's rights specific tools over the next year. Their goal is to take integration of children's rights one step further within the investment community.



ING BANK, a major financial institution based in the Netherlands, is using the pledge to divest completely from the tobacco industry by 2023. The majority of smokers – 80% in the United States for example – started smoking before

Inspired? Join 55+ organizations who have signed on by visiting our website www.globalchildforum.org/getinvolved to complete your pledge.

SIDE BY SIDE:

The case for collaboration



Fatoumata Ndiaye, Deputy Executive Director, Management, UNICEF

“Children are fundamental to the business of *today* as co-creators of sustainable solutions.”

- The global business community is transcending traditional philanthropy and helping us reach children in more effective ways. Partnerships centered on such responsible shared values are essential for success.
- Ending violence against children requires much more concerted action. Our call to you is: Take this to scale. Join national initiatives. Look at where your business impacts children and assess what measures you should have in place.



Martin Tan, Executive Director, The Majority Trust

“Collaboration and winning is not about my interest or your interest. It's about the common good, that we can leave the world a far better place for children.”

- We know the win/lose mentality – in order for us to win, someone must lose. But why can't we enter into an era of collaboration where we mutually win, we mutually go for projects and we collaborate with each other?
- What if we bring to the table the things we are willing to accept less on? Because the goal of collaboration, the goal of winning should really be: what is in it for our children?



Mikael Damberg, Minister for Enterprise and Innovation, Swedish Government

“As the world grows smaller due to globalization, new platforms for global cooperation are necessary.”

- States have the responsibility to protect and ensure human rights, including children's rights. Governments cannot do it alone. Children's rights are a question for everyone, not the least for business... Together, we can find better and firmly grounded solutions to the challenges the world is facing.
- There's a new generation of entrepreneurs and innovators who put social good and world-changing ideas at the core of their business, using digital technology and other innovations to improve the lives of children and their families all over the world.

Thank you!

A special thank you to all the individuals and organizations that attended the 10th Global Child Forum.



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Ashoka - Innovators for the Public
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C-Beyond Impact
Care About The Children Foundation
Carl Bennet AB
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Chibuluma Mines Plc, Metorex, Jinchuan
ChildFund Alliance, Sweden
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Choice Foundation
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ContiParaguay S.A.
Danske Bank
Darr Al Atta Foundation
Defense for Children International
DHL Supply Chain
Diners Club del Ecuador
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“For children’s rights to be truly realised, collaboration is necessary. Companies, governments and civil societies must work together, side by side.”

- H.M. King Carl XVI Gustaf