


THE CHILDREN'S RIGHTS AND BUSINESS PRINCIPLES

Integrating children's rights into business.

A young boy with short dark hair, wearing a blue long-sleeved shirt, is focused on writing in a notebook with a silver pen. He is sitting at a wooden desk. In the background, other children are seated at similar desks in a classroom setting, with a chalkboard visible behind them. The lighting is soft, highlighting the boy's concentration.

*"We are not just
young people; we are
people and citizens of
this world"*

Message from Children's forum,
UN Special Session on Children.

This presentation aims to guide companies on how to implement a child rights perspective into business, using the Children's Rights and Business Principles.

It is developed by UNICEF Sweden as part of an internal communication material package on the Children's Rights and Business Principles.

For more information, visit unicef.se/csr.





HOW ARE CHILDREN'S RIGHTS RELEVANT TO COMPANIES?

ALL COMPANIES HAVE AN IMPACT ON CHILDREN, DIRECTLY OR INDIRECTLY

As children make up **one-third of the world's population**, all companies interact with children on a daily basis, for instance as consumers, workers, children of employees and community members.

It's not a question **if** companies affect children, but **how...**



CHILDREN ARE EVERYONE'S BUSINESS

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IN THE WORKPLACE...

...how do we affect children through, for instance, the working conditions and wages of our employees?

IN THE MARKETPLACE...

...how do we make sure that our marketing practices and products do not run the risk of infringing on children's rights?



IN THE COMMUNITY...

...how do our business activities affect the environment and community where children live?



1 Meet their responsibility to respect children's rights and commit to supporting the human rights of children.

2 Contribute to the elimination of child labour, including in all business activities and business relationships.

3 Provide decent work for young workers, parents and caregivers.

4 Ensure the protection and safety of children in all business activities and facilities.

5 Ensure that products and services are safe, and seek to support children's rights through them.

6 Use marketing and advertising that respect and support children's rights.

7 Respect and support children's rights in relation to the environment and to land acquisition and use.

8 Respect and support children's rights in security arrangements.

9 Help protect children affected by emergencies.

10 Reinforce community and government efforts to protect and fulfil children's rights.

**LET'S USE THESE PRINCIPLES
AS A FRAMEWORK FOR ACTION!**

**FOUR KEY CHILD RIGHTS AND
BUSINESS CASES
PLEASE DISCUSS!**

A CHILD RIGHTS PERSPECTIVE IN YOUR TRAVEL GUIDELINES



A businessman, visiting his branch office in New City, was arrested at his hotel room, as he was about to rape a 9-year-old girl who had been trafficked from a neighboring country. Although the hotel receptionist had been bribed to keep quiet, the police received an anonymous tip, which resulted in the detention of the businessman. When met by the news of the arrest, the businessman's company stated; " We have nothing to say in this case as this has nothing to do with our company's business. Moreover, what our management or staff do in their spare time while traveling on business is none of our concern".

Child sexual abuse through trafficking and prostitution is a major global problem. It is also a problem often associated with business travel.

- ▶ Do you ensure a child rights perspective in the travel guidelines within your company?
- ▶ Do you ever discuss risks such as child sexual abuse or prostitution during business travels?
- ▶ What do your policies say?

CHILD SENSITIVE DUE DILIGENCE

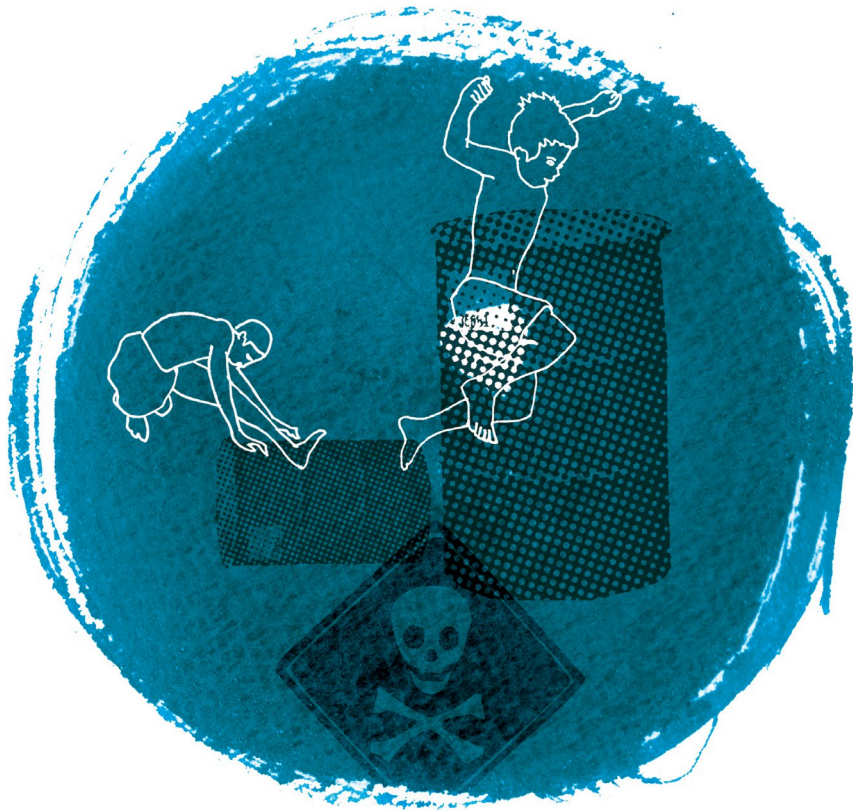


You are in the extractive industry in the conflicted state of Afania. A civil war has been going on for the past five years - but your business is not affected, as you make sure to “keep friends” with one side of the conflicting party by paying “extra taxes”. These funds are then used to further fuel the conflict, providing the group with more weapons and ammunition. Being at peace with this arrangement, you are shocked by the international broadcasting service SNN’s reporting on your company fueling the conflict and therefore being partially responsible for the ethnic cleansing of a minority group in Afania.

SNN reports that over the last five years, nearly 350 000 children have been massacred. Hearing this, your company’s top management calls for an urgent meeting.

- ▶ What should have been done before entering Afania?
- ▶ What child sensitive due diligence must be conducted before entering a country where obvious human rights violations are taking place.

INADEQUATE MEASURES



Agricultural workers at the vineyards of Afrinia work at least 12 hours per day - six days a week. Every day, the workers use pesticides to protect the produce. The owners of the vineyard have informed the workers that even though they wash themselves thoroughly, it can be dangerous to get too close to other people - such as family - for hours afterwards.

The owners offer cold water for the workers to wash themselves with. You are a customer of this particular vineyard and you are aware of what is going on, both in regards to overtime and the use of pesticides.

► What child rights perspectives should be included in the above situation?

FAMILY-FRIENDLY WORKPLACE



John works at Heavy Metals Corp as a promising sale professional. John is very satisfied with his work profile, as it includes a lot of representation with key clients. He spends at least three evenings a week taking important customers to fine restaurants, bars and clubs. At home, John has his wife Suzanne and his 12-year-old twin boys Adam and Daniel.

- Could such a work profile have any consequences for children, in this case John's children?
- Does your company discuss - for instance - alcohol consumption as part of representing your company, and its potential effects on family life and children?

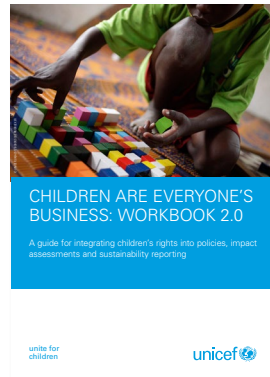
GETTING STARTED

- ▶ Do we have a commitment from top management to integrate children's rights throughout our business?
- ▶ Have we incorporated children's rights in our sustainability framework, policies, and codes of conduct?
- ▶ Have we mapped and analyzed our impact on children and identified actions to respect and support children's rights?
- ▶ Do we provide remedial actions for any situation where children's rights have been violated?
- ▶ How do we communicate and report our progress and work on children's rights – including both achievements and challenges?

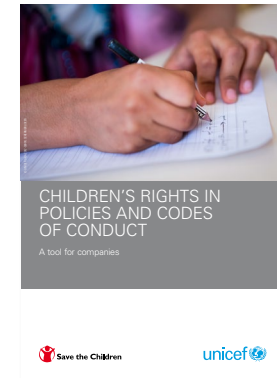
TOOLS FOR IMPLEMENTATION



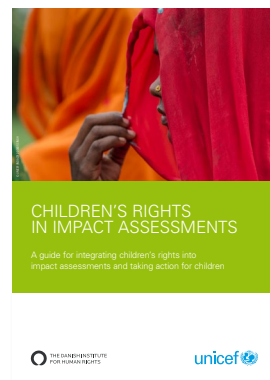
REPORTING
Reporting on performance.



WORKBOOK
Summarizing the guidance provided in the UNICEF tools.



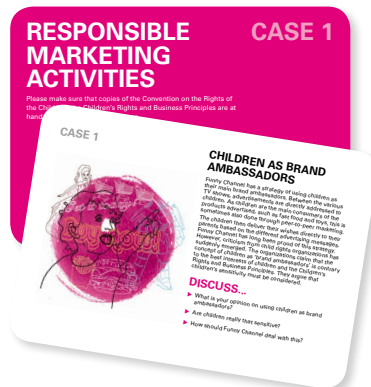
POLICY COMMITMENT
Incorporating children's rights into company policies and codes of conduct.



ASSESSING AND INTEGRATION
Assessing performance and identifying actions for improvement.



COMMUNICATION MATERIAL



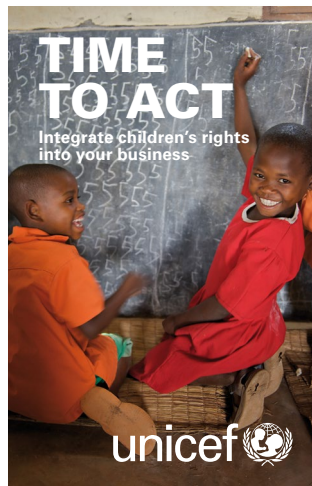
CASE CARDS

10 cases to stimulate discussion on how to integrate children's rights in business operations.



CARD GAME

A case based card game on key child rights and business challenges.



INTRODUCTORY FOLDER

A leaflet on integrating children's rights into business.



3-MINUTE VIDEO

A short introduction film on the Children's Rights and Business Principles.

**CHILDREN ARE
EVERYONE'S BUSINESS**