

World Child & Youth Forum

Initiated by H.M. King Carl XVI Gustaf and H.M. Queen Silvia



Forum report:

Children's Rights - any of your business?

March 22, 2013, the Royal Palace, Stockholm, Sweden



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Introducing the World Child & Youth Forum

The World Child & Youth Forum is an independent multi-stakeholder platform for informed dialogue on how to realise the UN Convention on the Rights of the Child.

The third annual Forum took place on March 22, 2013 at the Royal Palace in Stockholm, Sweden. The theme this year was "Children's Rights - any of your business?" 350 participants representing 16 countries; 60% business; 20% civil society and the UN; 20% government and academia. This report summarises the discussions from a range of inspiring speakers and participants.

The Children's Rights and Business Principles were launched in 2012 and the Forum was a stocktaking event on the global achievements and challenges so far.

The first Global CEO Survey on Children's Rights and Business was presented and demonstrated that sense of responsibility is high but action is still lacking. The role of States on the impact of business on children's rights was also covered in the program, including the recently adopted

General Comment. Breakout sessions provided deeper insights into youth employment, access to water, as well as real life examples of ways that business can move from policies and commitments to implementation.

The World Child & Youth Forum's mission is built on three pillars; the Forum in Stockholm and in the global south; analysis and research on children's rights; and an interactive website interlinking activities and stakeholders throughout the year. Together with our Partners, Expert Council and Academic Network we will continue to be a catalyst for global cross-sector dialogue and action.

On behalf of the World Child & Youth Forum I would like to thank speakers, moderators, partners and supporters. The Forum hopefully inspired to action that will benefit children around the world.

Finally, a special thank you to the Swedish Royal family for your strong engagement.

Ulf Karlberg, Chairman

WORLD CHILD & YOUTH FORUM

PROGRAM 22 March, 2013

Children's Rights - any of your business?

- 8 A.M. Doors open and registration at the South gate at the Royal Palace
- 9 A.M. Welcome by H.M. King Carl XVI Gustaf in the Hall of State
Opening by Ulf Karlberg, Chairman, World Child & Youth Forum
Introduction by Master of Ceremonies, Lord Hastings of Scarisbrick CBE, UK
Keynote speech by Fredrik Reinfeldt, Prime Minister, Sweden
- Children's Rights & Business Principles: Taking stock one year on**
Georg Kell, Executive Director, UN Global Compact, USA
Jasmine Whitbread, CEO, Save the Children International, UK
Yoka Brandt, Deputy Executive Director, UNICEF, USA
Comments by:
Christopher Avery, Director, Business & Human Rights Resource Centre, UK/USA
Nigel Chapman, CEO, Plan International, UK
- 10:30 A.M. Break
- 10:45 A.M. **Results of the Global Survey on Business and Children**
Johan Öberg, Managing Partner, The Boston Consulting Group, Sweden
- The Obligations of States on the Impact of Business on Children's Rights**
Marta Maurás, Former Vice-Chairman of the UN Committee on the Rights of the Child, Switzerland
- Children's Rights - Do we know, do we care?**
Bob Collymore, CEO, Safaricom, Kenya
Maria Larsson, Minister for Children and the Elderly, Sweden
Mikael Ohlsson, President & CEO, IKEA Group, The Netherlands
Ron Popper, Vice President, Head of Corporate Responsibility, ABB Group, Switzerland
Howard Taylor, Vice President & Managing Director, Nike Foundation, USA
- Listening to the Smallest Voices: Every Child's Right to a Healthy Planet**
Laura Turner Seydel, Director, Turner Foundation, USA
- 12:30 P.M.-
1:45 P.M. Network lunch in Karl XI:s Gallery
- 2 P.M. **Breakout Sessions**
A: Children's Rights and Business: From commitment to implementation in the Hall of State
B: Business impact on children's access to clean water in Karl XV:s Gallery
C: Education and training for jobs: The role of the business sector in the Bernadotte Library
- 3:30 P.M. Break and Reassembly
- 4 P.M. Summarising breakout sessions in the Hall of State
- Children's Rights and Media**
Dan McDougall, Africa Correspondent, The Sunday Times of London, South Africa
- Conclusions by Ulf Karlberg and Lord Hastings
- 4:45 P.M. **Closing by H.R.H. Crown Princess Victoria**
- 5 P.M. Concert by Lilla Akademien and Darin at the Royal Palace Church
- 6-8 P.M. Reception with evening buffet at the Royal Armoury in the Palace

Breakout Sessions

22 March 2013, 2-3:30 P.M.

Session A

Children's Rights and Business: From commitment to implementation

Venue: Hall of State

Moderator: Lord Michael Hastings, KPMG, UK

Opening by Henrik Holmquist, Director of Operations, World Child & Youth Forum

Introduction

Georg Kell, Executive Director, UN Global Compact, USA

Elisabeth Dahlin, Secretary General, Save the Children, Sweden

Yoka Brandt, Deputy Executive Director, UNICEF, USA

Panellists

Peter Trillingsgaard, Vice President, External Relations, Lego Group, Denmark

Matthias Leisinger, Head of Corporate Responsibility, Kuoni Travel, Switzerland

Iris van der Veken, Chairman of UN Global Compact Network Belgium and Manager Corporate Affairs

Global Rosy Blue, Belgium

Enrique Aznar, Head of Corporate Governance & Compliance - Chief Integrity Officer, Millicom, Luxembourg

Klas Balkow, CEO and President, Clas Ohlson, Sweden

Session B

Business impact on children's access to clean water

Venue: Karl XV:s Gallery

Moderator: Rebecca Oliver, Program Director, Tällberg Foundation, Sweden

Opening by Luisa Ekelund Book, Business Development Manager, World Child & Youth Forum

Introduction

Karin Lexén, Director World Water Week, SIWI, Sweden

Lisa Emelia Svensson, Ambassador for Oceans, Seas and Fresh Water, Ministry of the Environment, Sweden

Panellists

Bob Collymore, CEO, Safaricom, Kenya

Laura Turner Seydel, Director, Turner Foundation, USA

Petra Wadström, CEO, Solvatten, Sweden

Åsa Domeij, Head of Environment and Social Responsibility, Axfood, Sweden

Renée Andersson, Manager of Ethics and Environment, Indiska Magasinet, Sweden

Niclas Kjellström Matseke, CEO, The Swedish Postcode Lottery, Sweden

Session C

Education and training for jobs: The role of the business sector

Venue: The Bernadotte Library

Moderator: Nigel Chapman, CEO, Plan International, UK

Opening by Elin Wallberg, Program Manager, World Child & Youth Forum

Introduction

Maria Larsson, Minister of Children and the Elderly, Sweden

Charlotte Petri-Gornitzka, Vice Chair World Economic Forum Agenda Council on Youth Employment and Director General, Sida, Sweden

Salvatore Nigro, CEO Europe, Education for Employment, Spain

Panellists

Paulette Cohen, Associate Director, Head of Global Programmes, Barclays, UK

David Schofield, Group Head of Corporate Responsibility, Aviva, UK

Paul Payne, UK's Financial Ombudsman's Service, UK

Ron Popper, Head of Corporate Responsibility, ABB, Switzerland

Lena Hök, Head of Corporate Responsibility, Skandia, Sweden

Jörgen Qvist, CEO, DGC One, Sweden

Welcome by H.M. King Carl XVI Gustaf

Welcome to the third World Child & Youth Forum here in Stockholm.

I am glad to see so many of you here at the Royal Palace for a day dedicated to the children of the world.

In our work and travel around the world, the Queen and I have had the opportunity to meet many dedicated and inspiring people and organisations that are working hard to improve the rights and wellbeing of children.

But we have also noticed, unfortunately, that this is not enough. We need more actors from every part of society to put children and young people at the centre - and together we must find new and better ways to secure a sustainable world.

For a long time the Queen and I shared a dream to create a global forum for this purpose.

Four years ago we initiated the World Child & Youth Forum. This was strongly supported by our three children.

The World Child & Youth Forum is

meant to be an independent platform and meeting place for business, international organisations, governments, universities and NGOs.

It is still early days, but our vision is to create an exciting and creative arena and think tank where ideas can be shared and put into action.

Today we will have the opportunity to hear about many new initiatives that have a positive impact on children's rights. We will share experiences, learn from each other, meet old and new friends - and hopefully new collaborations and partnerships will develop.

Let us be open-minded; let us be innovative and curious.

Let us all share our experiences from every sector of society to help create a world where every child gets a chance to grow up - healthy, loved, educated and protected - to a life where they can achieve their full potential.

Welcome.



Keynote speech by Prime Minister of Sweden Fredrik Reinfeldt

Ladies and Gentlemen, It is a great honour for me to participate in the World Child and Youth Forum.

To see that this many people have accepted the invitation of their Majesties to come to Stockholm today is very encouraging. It demonstrates the importance given to children's rights. And I know that The Royal Family is passionate about this subject. I want to thank them for that commitment, and for organising today's event.

I think we all agree on the value we place on children. Childhood is a special and particularly important time in our lives - it is a time when we learn about ourselves, the societies we live in and the world around us. We make friends, we go to school, we develop dreams for the future.

Children are also the key to tomorrow's society. The ideas they believe in, the way they look upon the world and how they treat each other will be reflected in tomorrow's world.

But let me turn specifically to the theme of this conference - the business sector's responsibility in protecting children's rights. Child labour was abolished in Sweden more than 60 years ago, but children in many other countries are living in a different world. A world where child labour is a reality in far too many places.

The Children's Rights and Business Principles presented last March is therefore a useful tool in respecting children's rights worldwide. Not only do they help businesses to take responsibility for children, but they can also be seen as a long-term investment.

In other words, for a company to gain the trust of consumers, investors and potential workforce, it needs to pay attention to its ethical trademark. For that reason, I am convinced that the Children's Rights and Business Principles can improve business profitability, and make both businesses and countries more competitive.

But of course the state also has an important role to play in respecting children's rights. Politics is about taking responsibility. About creating opportunities for children to grow and to develop. Through good schools, health care, and other key services. To make sure that all children have a good start in life, irrespective of where they come from and who their parents are.

All of this is important. I believe, however, that the most effective way to protect children's rights is to fight poverty. And to let more children go to school. Put differently, to protect children's rights in the business sector means to remove children from business altogether.

Children who go to school are given the possibility to grow. To develop skills and creativity. To understand their own rights. They are given the power to work their way out of poverty. This means that children who cannot go to school, for whatever reason, will be prevented from developing their full potential. Forcing them to start working too early will reduce their lifetime productivity. It will deprive society of their potential skills, human capital, and innovations.

Thank you very much for your attention.



Children's Rights & Business Principles: Taking stock one year on

Good progress but more is needed

Companies are interested in the rights of the child, but struggle as of where to begin. One year after the Children's Rights and Business Principles were launched it was time to take stock at the World Child & Youth Forum.

In 2012, Children's Rights and Business Principles were launched. So far, there has been a genuine level of interest among companies to learn and adapt. Still, the challenges are many.

- A lot of companies struggle with where to begin. For many, child labour is an obvious field of intervention, but there are many other, not so obvious areas that have an impact on the rights of the child, for example a fair working environment or the impact on children to migrant workers, says Jasmine Whitbread, Save the Children International's Chief Executive.

The challenge for civil society organisations is to help companies turn the negative impact into a positive impact, argues Jasmine Whitbread. It is not enough to talk among the likeminded; we must also expand to Small and Medium Enterprises and companies in high-risk areas such as the extraction industry.

- We have made good progress, but we have to be realistic as well. Also, we have to move forward.

Yoka Brandt, the Deputy Executive Director of UNICEF, stressed the importance to focus on children in conflict areas, as children are always the most affected. Despite difficult circumstances, there are examples of companies supporting children in very difficult situations, for example when it comes to education.

- At UNICEF we have been engaged with the private sector for a very long time, something that is unique in the UN system and that I'm very proud of. Over the years our partnership with the business sector has changed, from a donor relation to getting into the core of business, leveraging our normative mandate.

ANOTHER IMPORTANT factor is the ICT and telecom revolution. On the one hand, it could be used as an innovative tool for strengthening children's rights, for example in birth registration. On the other hand, Internet and mobile technology expose children to inappropriate images, as well as to new forms of bullying and exploitation.



Panel discussion: Nigel Chapman, Christopher Avery, Georg Kell, Yoka Brandt, Jasmine Whitbread and moderator Lord Hastings.

This calls for new tools for parents to protect their children.

- The technical development helps us make collective innovations that could help us work in the field. This is something where we have only scratched the surface, continued Yoka Brandt.

Georg Kell, Executive Director of the UN Global Compact, admitted that he at first was a bit sceptical to bringing the rights of the child into the framework, but then realised that it could actually be an opportunity for engagement, something that would allow the business sector to contribute in finding solutions.

- In this spirit, we wanted to set a new standard on how to work with businesses and to see how public and private actors could collaborate. The examples we have seen so far are also encouraging, even if it is too early to see any change in the way companies are reporting.

WHAT TRENDS AND tendencies would we then expect to see in the upcoming three

years? Both Jasmine Whitbread and Yoka Brandt predicted that climate change and conflict issues will be even higher up on the global agenda than today.

- The effects of climate change will be felt even more. At the same time, insurance companies and others do have a self-interest to act before things turn into emergencies.

Christopher Avery, Director of the Business & Human Rights Resource Centre, stressed the need to break out of the present Anglo-Saxon ethnocentric approach when it comes to reporting and sharing experiences.

- There are many people in the Middle East, China and Latin America who are interested, but not able to read and take part in the discussion as most things are published in English only.

NIGEL CHAPMAN, CEO of Plan International, offered some self-criticism, noting that civil society organisations over the years have been quick to criticise the business sector.

- We must all be responsible. We don't need a stick to beat the business with; with a stick you cannot create a working relationship. It is also important to remember that this is a two-way street. NGOs must also act in a responsible way; we are not perfect either.

Yoka Brandt stressed the importance of also including governments in the discussion as they have the prime responsibility to create an enabling environment for both business and NGOs. Thus, what Nigel Chapman at Plan calls a tripartite relationship between the state, business and the civil society must be developed. From this perspective, it is not enough to expose child labour. An enabling environment must be created jointly, and it must include opportunity for school and in many cases work under controlled forms, as children often need to help their families to survive.

Jasmine Whitbread noted the correlation between doing the right thing, and at

the same time creating profit and value for shareholders. In the long run, sustainable business will be the most profitable.

Christopher Avery stressed the need for companies to take the Children's Rights and Business Principles seriously:

- This is not a voluntary exercise; you as companies have an obligation to go deep into your supply chain and carry on the lessons you have learned.

One of the biggest challenges for the near future is how to create jobs for millions of school graduates around the world. Youth unemployment creates social unrest and political instability, something that keeps politicians around the world awake at night. But what could really be done?

Jasmine Whitbread noted that one problem is the mismatch between companies not being able to find the skilled people they are looking for and persons not able to get the jobs.

“The world has no single place where good ideas on business and the rights of children are really being advanced. ...We are lacking a place for knowledge sharing, inspiration and for scaling up so I highly welcome the Forum.... Business solutions actually can bring scale in a manner that many activists could only dream of... Getting a critical number of executives to get their mind around these issues is fundamentally important and we now have a foundation on which we can build.”

/ Georg Kell, Executive Director, UN Global Compact



Jasmine Whitbread

The Boston Consulting Group: Results from a Global CEO Survey

More than child labour?

Most of the CEOs in leading companies around the world don't know that every third person in the world is a child. Companies have little knowledge when it comes to children's rights. And when they mentioned children and business, the issue identified is almost always child labour.

These are some of the conclusions from the study "Global CEO Study on Children's Rights and Business" commissioned by World Child & Youth Forum and conducted by The Boston Consulting Group (BCG).

The study was based on interviews and surveys with almost 400 CEOs globally, representing more than 60 countries and more than 20 industries of different sizes. Some of the main findings from the study are:

- * Children's rights have the lowest priority among six major sustainability areas.
- * CEOs take very limited concrete action based on specific knowledge of what the role is that the company could take.
- * Most CEOs have a narrow definition or scope of what children's rights are and limit their work to addressing child labour.

Still, 9 out of 10 CEOs claim to address children's rights in at least one way - but few take actions related to the core business. While 66 per cent report that children's rights are addressed through corporate

sustainability policy, only 16 per cent claim to have in-house resources dedicated to the question.

The positive news is that 37 per cent of companies could see specific profits associated with their sustainability actions and many CEOs around the world continue to shape their agendas for sustainability. According to BCG, more than 90 per cent of CEOs claim to act in some way. The vast majority though, refer to "indirect actions" such as charity or general corporate social responsibility policies.

The findings show that CEOs do claim responsibility for children's rights and they sense some pressure to act from stakeholders. However, CEOs have a limited awareness and knowledge about this area and have a hard time grasping the value for the business of acting on children's rights.

- Unfortunately, the strong sense of responsibility that we see does not correlate with action, said Johan Öberg, Managing Partner at The Boston Consulting Group Sweden.



Fredrik Vogel and Johan Öberg, The Boston Consulting Group.

But BCG also presented some positive examples of companies that have been rather proactive in considering children's rights. Those companies have a few things in common: they understand the full scope of how they affect children, they understand that addressing children's rights can have a positive impact on competitiveness, in the recruiting market and among employees. The most advanced companies put children as stakeholders of business and always take the child's

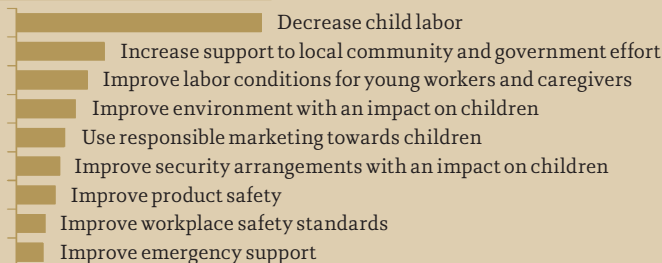
perspective when making important business decisions.

But what are the recommendations for the future? BCG maintains that continued dialogue with and between corporations and their management, the civil society, and governments is the key:

- Just by having these interviews with the CEOs, we could already sense how the thinking was beginning to change, concluded Johan Öberg.

For most CEOs, children's rights are limited to child labour

Perceived importance







The Obligations of States on Children's Rights

"States should ask children how business impact on their lives"

The Committee on the Rights of the Child is the body of 18 independent experts mandated to monitor how the Convention on the Rights of the Child is being put into practice by the signatories. In February 2013, the Committee adopted the **General Comment on States obligations regarding the impact of business on the rights of the child, GC No. 16.**

The General Comment has a dual focus. It looks at how States can: Prevent negative impact on children's rights and remedy this if it occurs and Influence and engage with business to create an enabling and supportive environment for business enterprises to respect children's rights.

The obligation of the State is to ensure that business enterprises do not adversely impact on children's rights and is defined in international law as a duty to protect children's rights from violation by third parties such as businesses. In addition, States must set a good example so that, when they themselves have a business role, they must not adversely impact on children's rights, says Marta Maurás, former Vice-Chairman of the UN Committee on the Rights of the Child.

Another tool for protecting children from violation of their rights is to require businesses themselves to identify, prevent, and mitigate their impact on children's rights - a process of child rights due diligence. Child rights due diligence becomes ever more important when busi-

nesses are operating in contexts where the risk of directly or indirectly violating children's rights is high because of conflict, disaster or the breakdown of social or legal order.

In order to protect children's rights effectively, States need to set up mechanisms to consult with and listen to children about the impact that business is having upon their lives. This can be achieved through involving them when assessing the impact of new business-related legislation, policy or decisions on foreign investment, as well as asking children directly for their views on the impact of particular businesses on their lives.

THERE ARE ALSO a number of governance issues for States to consider. States must ensure that governmental bodies as well as parliamentarians that shape business law and practices are aware of the State's obligations with regard to children's rights. They must undertake Child Rights Impact Assessments of business-related legislation and policy development and delivery at all levels of government to pre-



Marta Maurás, former Vice-Chairman of the UN Committee on the Rights of the Child.

dict the impact on children's rights.

A State has obligations under the Convention on the Rights of the Child for all children in its jurisdiction, not limited to territory. One such circumstance can be when a State is home to a company and that company is operating abroad.

The second dimension of the General Comment is the State's role in creating an enabling and supportive environment within which business enterprises can respect children's rights. Such an environment can be created when States assist businesses to respect children's rights and support business in driving the kind of economic growth that strengthens the realisation of children's rights through, for example, technological advances, investment and the generation of decent work.

States also need to encourage a business culture that understands and fully respects children's rights. This can be achieved by developing guidance for business on how to go about respecting children's rights and signposting and encouraging adherence to relevant corporate responsibility initiatives.

The UN Convention on the Rights of the Child

193 states in the world have ratified the Convention on the Rights of the Child. The Convention is the first international instrument establishing that its signatories, without discrimination in any form, must ensure that children:

- * Have access to all the services required for their development, such as education and health care;
- * Can develop their personalities, abilities and talents to the fullest potential;
- * Are able to grow up in an environment of happiness, love and understanding;
- * Can benefit from special protection measures and assistance if they face difficult situations; and
- * Are informed about and participate in all matters affecting them according to their evolving capacities as they grow and develop.

Children's Rights in the Business Sector:

"Do we know, do we care?"

At the World Child & Youth Forum large international corporations came together to discuss how companies can support children and youth in their business operations.

The main question that the 2013 World Child & Youth Forum is based on reads as follows: Children's rights - Do we know, do we care?

- No we don't know, and no we don't care, because if we did, the statistics would not be there. Despite the fact that the Convention on the Rights of the Child took nine years to draft and that's a long time, you would expect that there would be more progress, says Bob Collymore, CEO of the Kenyan telecom giant Safaricom.

DESPITE THE FACT that Safaricom is one of the leading companies in Africa that took the corporate sustainability issue seriously and spends 32 per cent of their budget specifically on children, Bob thinks that such investments are rather incidental:

- We don't have a deliberate policy, which guides how we act, except that we recognize children as an important stakeholder and therefore we ask ourselves

whenever we do something: "How will that effect our future generations?"

By recognising future generations as their key stakeholder, Safaricom has cemented its commitment to environmental, sustainability and anti-corruption issues. Although Safaricom has done a tremendous work in addressing the Millennium Development Goals, Collymore admits that when it comes to important budget decisions, even the most committed CEOs are forced to cut from the very important issues that concern children. Concretely in Bob's case, one such decision concerned child protection on the Internet.

- When we had to do some budget cuts, I actually cut that from the budget. I feel guilty and I feel ashamed having done that, but the fact is that I did. Many CEOs, when pushed, they ignore the meek and the weak, because they don't have a voice.

But how do you take the cost of doing good and make it profitable for the company? Is it possible? According to Nike Foundation's Vice President and Managing



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Panel discussion: Howard Taylor, Ron Popper, Mikael Ohlsson, Bob Collymore, Maria Larsson and moderator Lord Hastings.

Director Howard Taylor, it most certainly is. Through painstaking research together with the World Bank, Nike Foundation has come to the conclusion that investing in education of adolescent girls and preventing early marriages creates a tremendous working force that any country in the world will benefit from in the long run. By creating the global movement "The Girl Effect", Nike Foundation is set to empower 250 million young girls to be the catalyst for change and lift themselves out of poverty through their own power and by realising their own potentials. As Howard explains:

- If we add up these numbers (of girls not able to realise their full potential) there are billions of dollars in costs of girls dropping out of school and getting pregnant early. If we multiply that with the costs over their lifetime, we get a devastating impact on the world.

Investing in people, families and workers does turn into profit eventually, but it is a process that takes time and requires

patience. The Swedish furniture giant IKEA has set out to work with the root causes of poverty and put the wellbeing of a family at the highest pedestal. As IKEA's President and CEO Mikael Ohlsson reasons that happy and healthy parents who are happy with their working conditions, work in an environmentally safe working place and earn a decent living will not only have more time to dedicate to their children, but will also be more productive at work and be more willing to go the extra mile for their employer.

- Maybe companies should be less

"Many CEOs, when pushed, they ignore the meek and the weak, because they don't have a voice."

/ Bob Collymore, CEO Safaricom

corporate and more try to be at work as we are at home, and go out and see reality and not rely on papers and not rely on statistics. Because when you are out there and see things for yourself and have your own vision about how you think life should be, you start to develop.

WHEN IT COMES to corporate sustainability issues and children's rights in particular, there is one thing that is absolutely certain: staying neutral is impossible. Although based in Switzerland, the ABB group realised early on that the transmission and distribution of power has a lot to do with basic human rights.

- You have to be proactive, you have to embed human rights within a company's structures or else it becomes a "nice to have" document rather than a "must", says Ron Popper, Head of Corporate Responsibility at ABB.

Popper maintains that the key in making a lasting change lies in working on companies' leadership and making them realise that getting human rights and children's rights wrong is bad for business:

- You would face legal challenges, financial problems, reputational issues, attraction and retention issues with your employees, and not least, you can do harm to rights holders. I think it's very

important to ensure that your leadership and your management understand the business benefit of getting it right and the business downside of getting it wrong.

Apart from educating CEOs and getting them on board to integrate children's rights into their policies, cooperation with governments, other private and public companies and local and international civil society organisations is a key ingredient in getting things moving in the right direction. The Swedish Minister for Children and the Elderly Maria Larsson put cross-sector cooperation on top of the list when it comes to achieving good results. In 2009, Sweden put forward a national strategy to strengthen the rights of a child. This fundamental set of principles today serves as a code of conduct for all Swedish public authorities working for or with children both on national, regional and local levels.

- I think this strategy could be a useful tool also for companies. I respect that enterprises must find their own way to work with human rights, but I'm also convinced that enterprises nevertheless value principles and guidelines that are supported by public authorities, denoted minister Larsson and added: I offer my national strategy for everyone to use for free!

"If you get human rights and children's rights wrong its BAD for business. You can face legal challenges, financial problems, reputational issues, attraction and retention issues among employees and not least, you can do harm to rights holders."

/ Ron Popper, Head of Corporate Responsibility, ABB

Children's Rights and Business Principles

All business should:

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.

Source: childrenandbusiness.org

The Children's Rights and Business Principles: From commitment to implementation

"We want to do good, but how?"

How should companies put the Children's Rights and Business Principles into practice? How could you better cooperate with competitors, civil society and other actors? And could children's rights also be seen as a business case? That was just some of the questions posed when business representatives met to discuss "From commitment to implementation."

Almost one third of the world's population is under the age of 18 years and the impact that businesses have on their lives is vast. But while the business and human rights agenda has evolved significantly in recent years, the children's rights perspective has only recently started to be addressed. Traditionally, the discussion on companies' responsibility towards children has focused on preventing child labour. While that continues to be an important issue - 215 million children are engaged in child labour - there are a number of other ways in which businesses affect children, as consumers, family members of employees and members of local communities where companies operate.

The impact that businesses have on children is often indirect, as is the case of Swiss travel group Kuoni that has cooperated with the organisation ECPAT since 2006. The company is clear that it does not tolerate child sex tourism. Suppliers, like

hotels, must sign the code of conduct and the corporate sustainability staff at Kuoni has the full backing of the top management. Still, there is a limit to what the company can do:

- We can create awareness and we are very clear that we do not tolerate child sex tourism, which also is illegal in most countries. We can inform and guide and encourage our customers to report to the police and local authorities, but as a company we cannot act as police, we can't control what people do, says Matthias Leisinger, Head of Corporate Responsibility at Kuoni.

The travel business consists of a mixture of internal and external stakeholders and in order to achieve results there is a need for a partnership between tour operators, hotel associations, authorities and civil society organisations.

MOST PEOPLE WANT to behave good, also when on holiday, and Matthias Leisinger sees a strong link between the quality



Panel discussion: Enrique Aznar, Iris van der Veken, Klas Balkow, Matthias Leisinger, Peter Trillingsgaard and moderator Lord Hastings.

aspect of a holiday and the respect for environment, the social environment and working conditions for those in the tourism industry.

- I'm not saying the customers are asking for it, they are simply expecting it in the offer of a good holiday.

CLAS OHLSON IS a Swedish hardware retailer that started in 1918. Today, the company employs approx. 4,000 persons in Sweden, Norway, Finland, the UK and China.

The issue of child labour has been a priority for the company, since it started addressing the issue of responsibility in a global perspective.

- During our first 85 years of existence we saw sustainability from a local perspective. When we broadened our operations internationally, we had to take into consideration the whole value chain. Today, sustainability is one of our four core business strategies, it is integrated in everything we do, says company CEO Klas Balkow.

- The result of the work with the supply-chain is better quality, less return, something that ultimately also leads to a positive business case. But compared to environmental issues it is more difficult to measure if we are doing the right things when it comes to children's rights.

One current discussion is whether retailers like Clas Ohlsson should make sure that the workers at their suppliers receive living wages. Should companies take an active stand? Klas Balkow's conclusion is that the company can influence, but only to some extent as they often only represent 2-3 per cent of the supplier's total turn over.

ENRIQUE AZNAR IS the Chief Integrity Officer at Millicom, a telecom company that develops and operates cellular telephone networks in emerging markets. Today Millicom offers products and services from mobile voice, to pay TV, fixed and mobile Internet access, mobile health and mobile financial services in 15 emerging markets across

“The forum brings together people from all sectors... the combination of people with different experience and bits of the puzzle, trying to put the puzzle together so we can be most efficient and most effective and collectively maximise our impact....I don't see the world as separate private sector, government, non-profits, NGOs and creative industry but we are all human beings we all care for our planet and what goes on our planet and therefore its just working out who is does what and where we most effectively can combine to maximise our impact.”

/Howard Taylor, Vice President & Managing Director, Nike Foundation

Latin America and Africa under the brand Tigo, as well as through other brands.

- We could see that there are certain risks for children in our business model, which includes many thousands points of sales in each country. Together with international organisations we started to assess the risk. This, in turn, created a unique opportunity to run a pilot project in one of our countries of operation, Enrique Aznar says.

A pilot project was developed in cooperation with UNICEF in the DR Congo and helped identify risks and develop an internal policy. The aim was not only to comply with the laws in each country respectively, but also to go beyond compliance and achieve something that would get a social return.

- On my first trip I saw a number of children working, selling phone cards, even if we were on the right side of the 15 year age limit. We then self-regulated and would not hire anyone younger than 18 years. But then, we realised that this policy is not helping the country. If we

only employ persons from 18 years of age, we will deprive a big group of the chance to work. So, we want to be good, but don't know what to do...

The conclusion was that things could only be done within the context of a broader discussion. As Enrique Aznar puts it:

- We don't want to decide whether selling scrap cards in junctions in 45 degrees of heat is a light task or not. This discussion requires a broader collaboration.

THE ISSUE OF children's working age was also brought up by the audience of the World Child & Youth Forum that noted that young persons in Europe often work from the age 15-16 and that working in controlled environments (apprenticeship) is a very important way into the labour market in countries like Germany.

However, in many low-income countries, families often depend on income from the children. One important issue in the supply chain is to find a balance between sleep and work for young persons aged 15-18 who are working.



Enrique Aznar, Millicom and Georg Kell, UN Global Compact.

Rosy Blue is one of the world's leading diamondaires, with a long history in the diamond industry. Rosy Blue is a member of the Responsible Jewellery Council, and participates in the UN Global Compact. In 2011, the company joined Global Compact LEAD, a new sustainability leadership platform launched by the UN Secretary-General Ban Ki-moon at the World Economic Forum in Davos.

IRIS VAN DER VEKEN, Chairman of UN Global Compact Network Belgium and Manager Corporate Affairs Global noted that there is a need for a consistent manner in reporting in order to get accurate data and an increased cooperation between competing companies.

- We are in the middle of the supply chain so we map contractors and sub-suppliers, looking at risks in all regions where we are operating together with jewellery councils in the respective country. But we can't do things alone.

For the Danish company Lego, the rights of the child (at least the right to

play!) have been embedded in the business idea since the very start of the company. In China, the company is currently running a project that aims to educate teachers on how playing and learning goes together:

- We want to promote creative and quality learning and we want our buyer to be capable of taking decision also with respect to children's rights.

Still, Lego is far from perfect, says Peter Trillingsgaard, Vice President External Relations.

But is corporate sustainability "just" a value-issue or is it also an investment in the company's business case? Is there a danger in moving corporate sustainability work into a business case too quickly instead of keeping a value-based approach?

- The business case is there; the problem is how to identify it. If we do things right we will have more loyalty from customers and more reliable investors, this in turn would make the trade of our shares less volatile, says Enrique Aznar at Millicom.





Business Impact on children's access to clean water:

"Children's rights is inter-linked with access to water, sanitation and health"

The United Nations has declared 22nd of March of each year as the World Water Day. This year's World Child & Youth Forum fell on exactly that day, and a discussion about business impact on children's access to clean water seemed more than appropriate.

Considering the fact that three quarters of the earth are covered in water, it is hard to believe that in 2013 we would have such difficulties with water supply worldwide. However, not all water that is available can be used for drinking, and with most water supplies being predominantly used by corporations and industry and only one per cent of all freshwater being drinkable/potable, more than one billion people are forced to use contaminated water for drinking and hygiene. Naturally, as the most vulnerable part of the society, children are often those who suffer the most from the lack of clean water.

The vast majority of children in developing countries live in close proximity to unclean and contaminated water. As such, they are constantly exposed to waterborne diseases such as cholera and diarrhoea. In today's modern world, it is a devastating fact that more than 800,000 children die of diarrhoea every year. It is a disease that is easily treatable, however

only 44 per cent of children in developing countries have access to medication.

But access to and availability of clean water is the key to a healthy life for children. Today, more than two billion women and children spend long hours going from their homes to the closest water pump in order to make water available for domestic and agricultural use. Being often deemed "less important" for the household than their brothers, it is most often young girls who are sent out to perform the heavy task of carrying water canisters. With the long hours spent on going long distances, children often end up fetching water instead of attending school. The exasperating physical stress also often leaves lasting consequences on children's bodies.

THE PURPOSE OF the World Water Day is not only to celebrate freshwater, but also to put forward positive examples showing that change is possible. Åsa Domeij, Head of Environment and Social Responsibility at Axfood, and Petra Wadström, the



Panel discussion: Laura Turner Seydel, Bob Collymore and Niclas Kjellström Matseke.

founder and CEO of Solvatten (Solar Water) talked about their joint project to give easy access to freshwater in Uganda. Petra invented Solvatten, a canister that uses solar power to filter contaminated water into freshwater that is usable for both drinking and hygiene.

- It's an 11 litres unit, one puts dirty water in it and with the help of sunlight and filters the water becomes drinkable in two to six hours. An indicator shows when it is safe to drink, explains Petra.

Asked why Axfood decided to support this initiative, Åsa explains that apart from climate compensation that the company is actively involved in, it was rather necessary to help provide clean water to people who live in countries highly affected by droughts caused by global warming, and one of those countries is Uganda.

- Solar water was not the cheapest project, but we felt that it was the most important. We are quite proud to be a part of providing 1000 Ugandan families with clean water.

INDISKA, ONE OF Sweden's clothes and furniture producing giants, has done a lot in the past few years to help their suppliers in Bangladesh, India and China overcome problems with water contamination and to change the working condition for workers by initiating a campaign for better water usage. Renée Andersson, the Manager of Ethics and Environment at Indiska explains:

- We started a project that focuses on reducing the use of water in factories, educating the workers on how to handle the chemicals used for the production of clothing and how to reuse the water, and so far we have achieved some incredible results.

The question arises, what more can the businesses do and what is their role in realising children's right to clean water? Bob Collymore, the CEO of Safaricom, explains how a telephone and communications company can do their share to give their customers and the general population easier access to water resources. Safaricom created an internet-based

“I think we are beginning to see a change, it’s still early days but with the Children’s Rights and Business Principles I think companies are waking up to the need of addressing this issue and to act proactively”

/ Bob Collymore, CEO Safaricom

payment engine M-PESA through which cell phone users in remote Kenyan villages can pay their water bills. Collymore explains how a large telecom corporation can contribute a great deal although its business is not naturally connected to water supply.

- By using mobile technology M-PESA, you pay your water bill and get back a token that you insert into the water pump, and then gets your water. Why do the people need to pay? Well, the pumps have to be purchased, but they also have to be maintained. This is why one third of the money is used to repay the pump, the second third goes for maintenance, and the final third goes back into the community, says Bob Collymore.

INVOLVING AND ENGAGING the local community and cooperating with local governments and the civil society are some of the key ingredients to making water projects possible and feasible. Laura Turner Seydel, Director of the Turner Foundation, explained how easy it is to get people to work together in a community when a serious problem requires a lasting solution. Together with her husband, Laura founded the community organisation Chattahoochee Riverkeeper (CRK) to address the issue of pollution. Laura explains how the project was started:

- We sued the city of Atlanta for failing to invest in maintenance of the city sewage system which resulted in partially treated sewage being dumped directly into the river. To understand the seriousness of this issue, I must denote that 70 per cent of Atlanta’s inhabitants get their drinking water from the Chattahoochee river. Our job is to protect the resource for our children. The foundation is small but has a large impact. There are positive things we can do, change the way in which we value our resources, so that we are not mining, drilling and cutting our way into profit.

THE SWEDISH POSTCODE Lottery has become a major charity donor in the world, with a three billion dollar annual turnover. But the company’s activities does also have a negative impact on the worlds water resources, explains the company’s CEO Niclas Kjellström Matseke:

- We can’t do all the good work without doing things better ourselves; we use a lot of water in order to produce paper for the lottery and we are now doing a lot to change this.

But in order to make a lasting change in developing countries, businesses need to take all possible perspectives into account. Renée Andersson explains:

- As a business, you have to consider



where and what your products are made of. For example, producing one SIM card uses 1000 litres of water. As a business actor you have to do your homework, you have to see what supplier you have, and then you can go to your business partners/producers and demand certain things that you think matter both for the business, but also for the local population, says Renée.

- If a mother is working in a factory that has no clean water or a toilet, that becomes a problem for her children: the mother has a health problem, the child automatically might have to skip school, and the family structure is shaken, and eventually your business will suffer too, says Renée Andersson.

But what are the simpler solutions and how can a small project be turned into a large-scale project that is more effective in the long run? Indiska, for example, has started a project in Jaipur in cooperation with Sida and the local government to edu-

cate local suppliers about water treatment and water recycling.

- Today Jaipur has water harvesting, water recycling and solar panels, but they don't have education, so now we have asked Sida for money to train 40 suppliers about how the water and energy can be saved.

Cross-sector collaboration, education of company and suppliers staff and making sustainable use of water a guiding principle in doing business seem to be some of the most efficient ways forward. The clock on making clean water available to every child is ticking, and practices must be changed if we want to avoid an even bigger crisis. There is a risk that by 2030 our demand for water will exceed our supply by as much as 40 per cent. Positive projects with positive outcomes are many, we just need to magnify those and get everybody to work together.

Education and Training for jobs: The role of the business sector

“Investing in youth strengthens the economy”

Youth employment is a growing global problem. Half of the world’s youth are either unemployed or underemployed and one of the underlying causes is that they lack the skills that are in demand on the labour market. At the World Child & Youth Forum, innovative ideas were shared on how the business sector can play a part in the training of young people.

Having a job is not only about earning a living, but also about having opportunities in life and the confidence to look into the future. Today many young people are denied that opportunity, as increasing numbers are unable to find work. Six million are so discouraged that they have even given up on ever finding a job.

But the good news is that more and more actors are placing youth unemployment high on their agenda. As global leaders, heads of industries and representatives of non-governmental organisations met at the World Economic Forum in Davos in January, addressing youth unemployment was labelled as a top priority by the business sector, both to stimulate demand and to prevent a generation of young people from becoming strangers to work.

One of the underlying causes of youth employment is that many young people lack training and skills that are in demand on the labour market. But how can

the business sector help bridge the gap between young people’s skills and the demand of labour markets?

- The business sector has a role to create jobs, foster entrepreneurship, influence curricula and work together with governments and civil society, said Charlotte Petri-Gornitzka, Director General of the Swedish International Development Agency and also the Deputy Chair of the World Economic Forum’s Global Agenda Council on Youth Employment.

One interesting example of this comes from the Middle East and North Africa, the region in the world with the highest youth unemployment rate. This is the base for Education for Employment (EFE), a non-profit organisation with the mission to create economic opportunity for youth in the region. The organisation identifies the skills that are in high demand in the private sector and gets commitments from companies to hire EFE graduates before developing training programmes for unemployed youth. After the training, 78



per cent of participants go on to find a job.

According to Salvatore Nigro, the European CEO of EFE, understanding the needs of the business sector is the key to success.

- If I approach a company asking if they are interested in partnering with us to build futures for young people, they won't be interested. But if I ask, "do you find the right people for the jobs that you are publishing?" they become interested in increasing the employability of people that they wouldn't normally employ, said Salvatore Nigro.

Ron Popper, Head of Corporate Responsibility at the multinational corporation ABB, offers evidence that efforts to match skills and demands are not only needed in developing economies, but also in countries such as Sweden. ABB has a large cable factory in the Swedish town of Karlskrona and a few years ago when business was booming, they were looking for operators to hire. Since it was difficult to find enough people with the right skills,

ABB tried an innovative approach together with the local authorities and the union. They offered unemployed people under the age of 24 a six-month training while paying 75 per cent of their base salary.

- Out of the 36 people that were trained, all but two were later employed by ABB. The project had obvious business benefits, as well as community benefits and the key word is partnership, said Ron Popper.

Another company working to help excluded children is the British insurance company Aviva. They have joined forces with child rights organisations around the world in their global programme "Street to school". Street children are often off the radar for many business interventions, but "Street to school" has so far reached 640,000 street-connected children. The aim is to get them back into education.

- We work with everything from awareness and prevention, to outreach, health and welfare, providing the children with safe places. Then we can get the children

“It’s all about partnerships.”

/David Schofield, Aviva

into schools and give them training. It is all about partnerships, said David Schofield, Head of Corporate Responsibility for Aviva.

David Schofield also points out that the programme has proved to have tangible business benefits, adding that companies have to become comfortable with talking about social values and business values alike.

One business value is retaining talent. For example, 70 per cent of Aviva’s employees feel proud to work for the insurance company as a result of “Street to school”. The company’s social impact index has improved which matters to investors. The programme is also an effective marketing tool since it gets Aviva positive press coverage.

Swedish insurance company Skandia has tried a different approach to help youth getting into the labour market. They use their experience from the insurance sector to calculate the future costs of social exclusion in Sweden. According to their calculations, 12 per cent of every generation of Swedish school kids will end up in lifelong social exclusion due to, for example, unemployment and mental or physical illness. This not only leads to human suffering, but also to huge costs for society in the form of medical care, rehabilitation and productivity loss. To avoid these costs, early intervention is key.

Skandia has, for example, shown that social exclusion in one generation of school children in the municipality of Stockholm will have cost Sweden 19

billion SEK by the time they turn 65 years old.

- These children show early signs that they are going down a slippery slope and need help. But policy makers tend to think that they can’t afford these early interventions. That is why we use one of the most powerful languages in the world: that of economics, said Lena Hök, Head of Corporate Responsibility at Skandia.

Another type of exclusion that the British bank Barclays is working to tackle through the programme Banking on Change is “financial exclusion”. According to Barclays, there are more than 2.5 billion adults in the developing world that do not have access to basic financial services such as savings, bank accounts and credits. In a partnership with organisations Plan International and Care International, Barclays is providing young people with the opportunity and skills they need to save and manage their money more effectively. So far, half a million people around the world have been reached by the programme, for example through Village Savings and Loans Associations which give the members access to services both for savings and small credits.

- A lot of academic literature talks about the importance of “financial literacy” to help young people get a job and manage their money after they get a job. It also brings benefits to businesses since investing in young people strengthens the economy, said Paulette Cohen, Head of Global Programmes for Barclays.



Listening to the Smallest Voices: Every Child's Right to a Healthy Planet

"We need to preserve water as if it was gold"

According to WHO, each year around three million children under the age of five die due to environment-related diseases. Acute respiratory infections annually kill an estimated 1.6 million children under the age of five. As much as 60 percent of acute respiratory infections worldwide are related to environmental conditions. The links between protecting the environment and children's rights are therefore strongly interlinked. Laura Turner Seydel, focused her speech at the World Child & Youth Forum on children and the environment.

One of the aims of the World Child & Youth Forum is to accelerate the role of the business sector in realising child rights.

- It would be better for companies to really improve their commitment to environmental and social causes instead of just giving donations to non-profits. By just giving donations you can say that you have done a lot, but at the same time you are causing a lot of trouble. So I think that conferences like this can make people open their hearts and minds, as well as their chequebooks and start making changes in their own companies and in the countries where they are operating.

There are strong connections between climate change and children's rights.

- Today we can dig more wells, but in the long time wells are running dry, so how do we get water to children or irrigate crops if don't address the climate change? We need to preserve water as it was gold. The US has not signed the Convention on the Rights of the Child nor ratified the Convention on the Elimination of All

Kinds of Discrimination against Women, which was highlighted by Laura Turner Seydel, an international environmental advocate and eco-living expert dedicated to creating a healthy and sustainable future for our children

- Yes, and when I share this with people in the US, they are shocked, they don't know what to do about it. But with awareness comes power and through this people become motivated to do things, to act. We need a huge public awareness campaign around these two declarations, because there is no reason in the world why the United States should be one of two countries in the world that have not ratified either. So this is my new mission, I'm going to do what it takes to use my platform to bring people to this issue!

- I think we have seen a lot of action in the last couple of years. I believe we got smarter and better to frame the debate in a way that appeals to people, we are also able to build coalitions, bring partners on board and attract corporate foundations. So I see positive changes.



World Child & Youth Forum



Children's Rights and Media

"Is your CSR policy made to change practice or to change perception?"

In addition to governments, business and civil society the media has a key role to play in supporting children's rights; report on violations, inform about good examples, showcase practice and to hold actors accountable for their actions.

At the World Child & Youth Forum 2013 Dan McDougall, Africa Correspondent at the Sunday Times of London, gave insights what it is like to work as a human and child rights journalist in the most difficult circumstances. Dan gave the human perspective, photos, stories and experiences from his encounters with children in countries like Somalia, Democratic Republic of Kongo and Tadjikistan.

Dan told about the fantastic force, capacities and strength of children in the most depriving realities. How children see injustices and take the initiative for change.

An informed, child centred and professional journalism is key to the promotion

and protection of children's rights. Journalists and media can also themselves take on a strong role to support children. By providing channels for their voices to be heard and to portrays children's issues more accurately, with greater depth and to be informative and challenging, rather than sensational.

Dan ended with the role media has to inform consumers about children's rights and business; that he worries more about sustainability than sweatshops. Dan concluded that he welcomes an increased dialogue between stakeholders; including media and journalists is welcomed and believes it could significantly contribute to solutions.



“...the truth is most painful to hear when it comes from children... the child becomes the advocate for change. And it gives me great hope when children protest or fight back. When children take the initiative, things do change. Children are the ultimate symbol of resistance because we feel humbled by their resilience. Their bravery and sense of injustice should make us all think we are not doing enough to help their generation.”

/ Dan McDougall, Africa Correspondent the Sunday Times of London

Closing by H.R.H. Crown Princess Victoria

I would like to thank you all for coming to the Royal Palace to participate in this year's World Child & Youth Forum. Thank you all for sharing your ideas and experiences on how to improve the living conditions of all children.

I hope that the World Child & Youth Forum can become a platform for exchange of knowledge and experience where we together – in different ways – can contribute to protect and support children's rights in new and collaborative ways.

Our vision is to create an exciting and creative cross sector arena and meeting place where ideas, practical experience and research can be shared and from which we all can get inspiration for further action.

Let us now all ask ourselves the questions - what action should I take that has a positive impact for children? How can I use my capacity, skills and platform in society to make real change?

My hope is that you feel that you today have been given tools, ideas and good

examples so that you all find it worthwhile becoming rolemodels by adopting the values of the Convention on the Rights of the Child.

I do hope that you feel inspired, energized and empowered.

Let me end with a more personal thought; When I see all of you gathered here today so many of you representing strong and important businesses I think of Pippi Longstocking. I'm sure you have heard about this red braided girl with super natural strengths in Astrid Lindgren's children's books. Pippi's philosophy is that "The stronger you are, the kinder you have to be".

In your strength I see an enormous potential for kindness. Imagine the positive impact you can make.

Let us show the world's children that we are not just here to talk - but to share and to work together.

Let us show with action that this is possible.

Thank you.



Forum Conclusions

Children's rights - any of your business?, was the theme of the World Child & Youth Forum 2013. The Global CEO Survey showed that sense of responsibility for children's rights is high but action is low. Still the forum showcased many inspiring examples and insights in how much effort is being invested by business, government and civil society organisations. The opportunities to advance in child rights related areas are many, from policy, supply chain management, protection and support to young workers, to water and sanitation and community engagement.

Children sit in the centre of a complex context, interlinked to local, regional and global systems. Children's rights are about adopting a holistic approach, and the need of understanding how decisions and actions affect the life and wellbeing of girls and boys. Why should one adopt a child rights perspective; is it about values or is it

about the business case? Most likely both. A shift into practice is needed but what could one do as a first step? First of all, decide that children is a key stakeholder to business and embed the future generation in your vision. Secondly, accelerate your sustainability objectives by placing children; the future world leaders, consumers and employees, in the centre of strategy. Thirdly, work in partnerships with civil society organisations, industry peers and government to achieve your objectives and support coordination and scale for children in strategy and operations.

Partnership was mentioned many times throughout the day as a key success factor. Every sector; government, business and civil society, does have a role to play to support the rights of children; based on their capacity, commitment and influence so let's start make use of all the brilliant ideas, resources and actors - for the best interest of children.

"... it puts an extra responsibility... to make sure business are not just saying good things about children's rights but are really doing the hard work including investigating their supply chain to be sure they are not involved in abusing children's rights. And its puts an obligation on government and business... to sharing experiences, including the difficulties they have had in implementing the Children's Rights and Business Principles."

/ Christopher Avery, Director Business & Human Rights Resource Centre

"It's one of the few occasions where you can bring together all different sectors of society to discuss such an important issue and people don't get that opportunity very often.... To talk to people from other businesses but also to get the perspectives from governments, non-profits, and UN agencies - all at the same time is fantastic...Partnerships is key to success... and seeing how important partnerships are to everyone else here means that I can go back and reinforce this within the business....and perhaps move even faster than we have done in recent years and it's a forum like that which will help us to that..."

/ Paulette Cohen, Associate Director, Head of Global Programmes, Barclays



Panel discussion: Nigel Chapman, Paulette Cohen, Bob Collymore, Rebecca Oliver and Matthias Leisinger .

“There is a need for commitment from business to respect and support the rights of the child but also a commitment from states to take measures... So what are the state obligations and how can states put them into practice? In two ways: number one; prevent negative impact on children’s rights and remedy if that violation occurs. And number two; influence and engage with business to create an enabling and supportive environment for business enterprises to respect children’s rights.”

/ Marta Mauras, former Vice-Chairman of the UN Committee on the Rights of the Child

“What I like about the the Children’s Rights and Business Principles is a lovely tone of voice about them. Its not only that they are demanding and aspirational and saying that you have to do better. but also a positive tone of collaboration about them and of working together.”

/ Nigel Chapman, CEO Plan International

“We have fantastic cooperations with our partners that help us reach out... Fantastic people that really have a lot of ambition, but how we could transfer that and see models that really work to spread wider so that we all get our more out of the resources that we all put in. By caring about the future, organisations, companies and governments can contribute to create a better everyday life for children in the world.”

/ Mikael Ohlsson, President and CEO IKEA Group

“The interest from business is high but the trick is to translate the interest to action on the ground. Huge progress has been made but in the next 10 years we can eliminate those worst forms of abuse against children. We have seen change, we know it can happen and with businesses coming on board I think we can accelerate the pace.”

/ Jasmine Whitbread, CEO Save the Children International

WORLD CHILD & YOUTH FORUM 22 March, 2013

Participating Organisations

A Non Smoking Generation
Aarhus Karlshamn
ABB Group
Abdon Finax
Accenture
Altor Equity Partner
Amnesty International
Amway
Antonia Ax:son Johnson Foundation
for Sustainable Development
Apollo
ArtRika
ATG
Atlas Copco
Aviva
Axfood
BabyBjörn
Bactiguard
Barclays Bank
Barilla GeR
Bauknecht Foundation
Beijerinvest
Best of All Worlds
Brazilian Chamber of Commerce in Sweden
BRIO
BRIS
Business and Human Rights Resource Centre
Business Sweden
bvba 32
BVD
Canadian Embassy
Carl Bennet AB
Carpe Via
Carpe Vitam Foundation
Center for Child Rights and
Corporate Social Responsibility
Church of Sweden
Cisco
CISV Sweden
City of Stockholm
Clas Ohlson
Coca-Cola
Columbia University
Consilio International
Copenhagen Business School
CottonConnect
CSR Netherlands
Danske Bank
Devisa
DGC One
ECPAT
Education for Employment
En Frisk Generation

343
participants

Enact Sustainable Strategies
Ericsson
Folksam
Friends Foundation
Fryshuset
Gelba
GES
Gina Tricot
GodEl
GoodCause
Google Sweden
Gov. of Belgium
Gov. of Chile
Gov. of Finland
Gov. of France
Gov. of Iceland
Gov. of Japan
Gov. of Spain
Gov. of Germany
Gov. of Brazil
Gov. of the Netherlands
Gov. of the People's Republic of China
Gov. of India
Gov. of Poland
Gov. of the Russian Federation
Gov. of United States of America
Granta Publications
H.M. King Carl XVI Gustaf's Foundation
for Young Leadership
H&M
Hallvarsson&Halvarsson
Hanaholmen
Handelsbanken
Hemtex
Hennes Barnfond
Hill+Knowlton Strategies
ICA Sweden
IKEA Foundation
IKEA Group
IKEA Sweden
Indiska
Industrivärden
International Chamber of Commerce
International Cocoa Initiative
International Council of Swedish Industry
Invest in Change
Investor
Junibacken
KappAhl
Karolinska Institutet
KPMG
Kreab & Gavin Anderson
Kuoni Travel

60%
business
representation

LEGO Group
 Lindex
 Mannheimer Swartling
 Margaret A Cargill Foundation
 Max Hamburgerrestauranger
 McDonald's
 Meda
 Merck Sharp & Dohme
 Metso Corporation
 Michaël Berglund Executive Search
 Millicom International Cellular
 Ministry for Foreign Affairs Sweden
 Ministry of Finance Sweden
 Ministry of Health and Social Affairs Sweden
 Ministry of the Environment Sweden
 National Council of Swedish Youth
 Organisations
 Nestlé
 Nike Foundation
 Norges Bank Investment Management
 Norwegian African Business Association
 Ombudsman for Children in Sweden
 Parks and Resorts Scandinavia
 Plan International
 PostNord
 Raoul Wallenberg Institute
 Reach for Change
 Respect
 Retoy
 RNB Retail and Brands
 Rosy Blue
 Royal Danish Embassy
 Royal Falcon Fleet AB
 Royal Norwegian Embassy
 Russel Reynolds Associates
 Ruter Dam
 Saatchi & Saatchi
 Safaricom
 Saltkråkan
 Santa Maria
 Save the Children International
 Save the Children Sweden
 SCA
 Scania
 SEB
 Sida
 SIGLA
 Skandia
 Social Initiative
 Solvatten
 SOS Children's Villages
 Spånga-Tensta District Administration
 SSAB

16
 countries
 represented

Storebrand/SPP Group
 Supreme Court
 Swedbank
 Swedbank Robur
 Swedish Export Credit Corporation
 Swedish International Water Institute
 Swedish Postcode Foundation
 Swedish Postcode Lottery
 Swedish Social Democratic Youth League
 Swedish Trade Federation
 Swedwatch
 Tele2 Sweden
 Terre des Hommes Netherlands
 Tetra Laval
 The Academy for the Rights of the Child
 The Boston Consulting Group
 The Christian Democrats
 The Crown Princess Couple's Foundation
 The Foundation MinStoraDag
 The King Gustaf V 90th Anniversary Foundation
 The Mentor Foundation
 The Royal Court
 The Royal Swedish Academy
 of Engineering Sciences
 The Social Democratic Party
 The Sunday Times of London
 The Swedish Export Credits Guarantee Board
 The Swedish Federation of
 School Students' Unions
 The Swedish Inheritance Fund Commission
 The Swedish National Board for Youth Affairs
 Tjejzonen
 Toms Confectionery Group
 Trelleborg
 Turner Foundation
 Tutor Foundation
 Tällberg Foundation
 UK's Financial Ombudsman's Service
 UN Committee on the Rights of the Child
 UN Global Compact
 UN OHCHR
 UN OSRSG Violence against Children
 UNHCR
 UNICEF
 United Nations Association Sweden
 Veracity Worldwide
 Volvo
 World Childhood Foundation
 World's Children's Prize Foundation
 Åhléns

“The most advanced companies put children as stakeholders of business and always take the child’s perspective when making important business decision.”

/Global CEO Survey on Business and Children 2013



Initiated by H.M. King Carl XVI Gustaf
and H.M. Queen Silvia of Sweden

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