1. OVERVIEW

The Children’s Rights and Business Principles (CRBPs) Global Event in Nairobi, Kenya on 12 May 2014 marked the second anniversary of the CRBP initiative, launched by UNICEF, UN Global Compact and Save the Children in March 2012. This stock-taking event at the global and regional level in Africa introduced new tools to help operationalize the Principles within companies and provided the opportunity to look in-depth at some key topics on children’s rights and business during the interactive sessions.

A short survey was also undertaken in advance of the event to take stock of how far private sector actors have gotten in the implementation of the CRBPs. The survey findings can be found in the annex of this report.

Keynotes:

- Ms. Betty Maina, CEO of the Kenya Association of Manufacturers and Representative of the Global Compact Network Kenya addressed the history of the CRBPs. She encouraged business participants to commit to the CRBPs and embed them in their business strategies, both in the context of their global activities and in Sub-Saharan Africa.
- Ms. Leila Pakkala, Regional Director of Eastern and Southern Africa at UNICEF, focused her remarks on organisations’ progress and emphasised the importance of recognising the varying capacities of firms to build children’s rights into their business plans.
- Ms. Elisabeth Dahlin, Secretary General of Save the Children Sweden, emphasized that context-based approaches and analysis along with partnerships will help to ensure that the CRBPs maintain a true, on-going sustainability agenda.

2. PLENARY SESSION ONE: Taking Stock of Global Progress by Business and Governments

This session provided an overview on progress made on the use of the CRBPs and related tools to promote respect for children’s rights. Mr. Bo Viktor Nylund, Senior Advisor of the CSR unit at UNICEF, outlined the extensive consultative process that was put in place when developing the CRBPs and tools for implementation. He also provided practical examples of companies’ incorporation of children’s rights in their sustainability efforts. Ms. Luisa Book, Thematic Advisor on Child Rights and Business at Save the Children Sweden, highlighted cross-sector collaborations to review and implement improvement schemes in companies as well as the development of the Codes of Conduct with UNICEF as well as the Civil Society Guide.

Moderator: Mr. Eric Latiff, Senior Editor/Anchor, Capital FM/Kenya Television Network

Panellists:

- Ms. Sybille Baumgartner, Project Manager Corporate Responsibility, Kuoni Travel
- Ms. Malin Liljert, Senior Technical Advisor, Centre for Child Rights and Corporate Social Responsibility, China
- Mr. Isaac Kiema, Projects and Capacity Building Manager, Federation of Kenya Employers
- Ms. Hital Muraj, Corporate Affairs Manager, CISCO
- Ms. Thelma Kilale, Business Development Services and Membership Coordinator, Zambia Chamber for Small-Scale and Medium Business Associations
- Mr. Bernard Kiura, National Project Coordinator, International Labour Organisation (ILO)
The panellists’ discussion focused on the risks and challenges faced by companies and children in the workplace as well as on the existing tools and codes of conduct implemented to overcome these issues. Ms. Baumgartner and Ms. Muraj highlighted the topic of due diligence assessment and monitoring of supply chains. The other panellists shared their efforts to spread advocacy for family-friendly factories, child-friendly business, and awareness of the benefits of supporting child rights. Panellists also addressed the use of child labour as a major concern for companies along with health and safety issues. The importance of studies, gap analyses, and surveys as useful assessment tools was noted by a few panellists, while Mr. Kiema outlined how the Federation of Kenya Employers’ co-ordination programme could be used as a tool for improvement. In the discussion that followed, practical examples of the implementation of the CRBPs were brought to light and issues of advocacy and supply chain accountability were explored, with particular focus on the African context.

3. PLENARY SESSION 2: Challenges and Opportunities for Child Rights and Business in Africa

This session illustrated the key challenges for children’s rights and business in Africa and the role of the private sector and sustainability in the region in tackling those issues. Mr. Marcel Rudasingwa, Country Representative at UNICEF Kenya, provided an overview of ways in which the private sector can support health and education in Kenya, such as improving the quality of education through technology and building linkages with youth employment. Ms. Susan Mbugua, Child Rights and Business Africa Advisor at Save the Children, addressed in her presentation the key issues preventing the protection and participation of children in Africa and emphasized the need for support from the private sector to fulfil children’s rights in these areas.

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**Panellists:**
- Nick Weatherill, Executive Director, International Cocoa Initiative (ICI)
- Joseph Mucheru, Google Sub-Saharan Africa Ambassador and Country Manager Kenya, Google Africa
- John Musunga, Managing Director and General Manager, GlaxoSmithKline
- Sanda Oijambo, Head of Corporate Responsibility, Safaricom

A key message from this session stated that capacity to address concerns relating to child rights and business is a key challenge, especially when looking beyond traditional issues such as child labour. Additionally, panellists outlined the importance to provide tools locally and use relevant language to help create positive impact. In particular, Mr. Weatherill addressed the ICI’s challenge to make human rights language more accessible for businesses and to broaden companies’ focus beyond child labour. Mr. Musunga shared GlaxoSmithKline’s efforts to safeguard children’s rights unrelated to labour, including tamper-proof packaging and research to improve children’s health. Mr. Mucheru spoke on ICT’s important role in scaling up the CRBPs and also its associated risks of exposing children to inappropriate content. Ms. Oijambo presented Safaricom’s efforts to gain further understanding around children’s rights and how their relationship to the company’s activities, including training sessions for employees on the CRBPs and discussions with suppliers and business partners to evaluate risks and opportunities in this area. The discussion following the panel presentation focused on redefining the traditional views of corporate social responsibility (CSR). It called for partnerships with the public sector and community, and other multi-sector initiatives that extend CSR beyond mere funding contributions. Also, it raised the importance of reaching out to the informal sector, where family-owned businesses are seen as crucial in instilling a strong work ethic and providing children with life skills, but a balance is needed to ensure safety measures have been complied with and that children are not being exploited.
4. INTERACTIVE SESSION A: Foreign Direct Investment (FDI) and Child Rights in Africa

**Moderator:** Mr. Patrick Geary, Corporate Social Responsibility Specialist, UNICEF

**Panellists:**
- Ms. Lisa Kurbiel, Senior Social Policy Specialist, UNICEF
- Mr. Quinten Lataire, Political Officer, European Union Delegation to Kenya
- Mr. Florent Musha, Secretary, L’Investissement Durable au Katanga
- Ms. Malin Liljert, Senior Technical Advisor, CCR CSR
- Mr. Alvin Mosioma, Executive Director, Tax Justice Network

Panellists addressed the potential risks and benefits stemming from the $23 billion of FDI in Africa. Many of the panellists’ presentations were policy-based, including calls for legislation protecting children’s rights, government involvement in CSR spending, and effective regulation on taxation and the use of tax revenues. They also addressed the existing interest and relationships that could help implement children’s rights policy, but commented that companies need guidance to ensure effective spending and program development. The discussion following the panel presentations covered several topics, including inclusion of taxation as a CSR issue, transparency in reporting CSR activity, and CSR in unstable countries. It was also outlined that FDI can be harmful to existing business and resources and may not bring the projected benefits to the nation if tax revenues cannot be traced.

5. INTERACTIVE SESSION B: ICT (Information and Communications Technology) and Child Rights in Africa

**Moderator:** Mr. Viktor Bo Nylund, Senior Advisor of the CSR Unit, UNICEF

**Panellists:**
- Ms. Evah Kimani, Senior Manager of Internet Content Propositions, Safaricom
- Mr. Joseph Mucheru, Google Sub-Saharan Africa Ambassador and Country Manager Kenya, Google Africa

This session included discussions on accountability for safe Internet content, cross-sector partnerships, and various mobile health apps. Ms. Kimani presented Safaricom’s application for antenatal and postnatal care, as well as its mechanisms to help block harmful web content from children including special settings and awareness-raising activities in schools. Mr. Mucheru discussed Google’s approach to the same issue, and spoke about Google’s age restrictions on ads and other media, as well as their safe browsing mode. Discussions over businesses’ and society’s accountability for providing safe Internet content, followed by a debate over parents’ role in blocking harmful content, children’s ability to misrepresent their ages, and the danger of online predators, concluded the session.
6. OVERALL CONCLUSIONS AND RECOMMENDATIONS

Based on the discussions held during the plenary and interactive sessions, the following conclusions and recommendations identify needs and expectations from all stakeholders to advance the implementation of the CRBPs both globally and regionally:

- There is a need to address the capacity gaps which have been identified as a key challenge for business to respect and support children’s rights. Companies will also evolve in their interpretation of the tools and in their implementation of the CRBPs.

- The CRBPs tools should be adapted to the sub-Saharan African context, bearing in mind that progress in business needs to generate progress in other areas of development. Access to education and health services were among the key areas in need of improvement in the region. There was a call to business to document and share good practice examples in the implementation of the CRBPs.

- There is a need to place a larger focus on working with ICT firms to ensure the protection of children from harmful content and determining how to ensure accountability.

- Similar in-person sharing/community learning events in this area can be a helpful catalyst in getting companies to change their behaviour and attitudes from within.

- Companies should assess their supply chains and hold suppliers accountable for respecting and supporting children’s rights whilst ensuring their alignment with the company policies when implementing the CRBPs.

- Need to redefine the traditional views of CSR, with companies being viewed as simply sources of funding, and instead tap into partnerships with the public sector and community, and other multi-sector initiatives using companies’ expertise to provide effective support to children’s rights.

ANNEX

CHILDREN’S RIGHTS AND BUSINESS PRINCIPLES SURVEY FINDINGS
Children’s Rights and Business Principles Survey Findings

The Children’s Rights and Business Principles stock-taking global event was held in Nairobi and was attended by approximately 150 representatives from business, civil society, government and academia. As part of this event, UNICEF, UN Global Compact and Save the Children wanted to further their engagement with businesses through an online survey.

Survey methodology and respondents

The survey was designed primarily to inform thoughtful discussion surrounding private sector initiatives to implement the Children’s Rights and Business Principles (CRBPs). It provides a snapshot of opinions held by an engaged group of self-selected respondents.

59 individuals representing 14 countries completed the questionnaire. There was a strong representation from African businesses. 85% of survey responses came from countries in Africa, 58% from Kenya. 42% of respondents were CEOs, director level board members or CSR managers.

Geographic Distribution of Respondents

The below chart provides a sample that broadly represents the invitees at the Nairobi event.
Key findings

Thematic priorities

Respondents were asked to select all thematic priorities that are relevant to their business. A high number of responses across many thematic areas suggested businesses are managing multiple children’s rights priorities in a variety of contexts.

- **33%** Ensuring safe products & services for children
- **33%** Child focused community development
- **33%** Elimination of child labour
- **85%** Protection and safety of children in business activities & facilities
- **82%** Children’s rights in security arrangements
- **27%** Decent work for young workers, parents & caregivers
- **20%** Children affected by emergencies
- **19%** Marketing & advertising to children
- **13%** Responsible land acquisition policies

Jonathan Hyams/Save the Children

- All of the respondents from food production companies found the elimination of child labour to be a relevant priority for their business.
- Children’s rights and security arrangements were identified as highly relevant for African respondents who came from outside of Kenya (i.e. the Democratic Republic of Congo, Ethiopia, Rwanda, South Africa, Uganda and Zimbabwe).

Integration of a children’s rights lens

The survey asked respondents to select all the ways they are integrating a children’s rights lens in their company. The frequency of a number of activities suggests companies are using multiple techniques to respect and support children’s rights.

- **66%** Advocacy, investment, philanthropy and/or innovation
- **61%** Code of conducts, policies, values and/or consultations
- **46%** Projects and actions have been implemented
- **42%** Children’s rights indicators are integrated into impact assessments
- **32%** Children’s rights indicators are integrated into sustainability reporting
- **29%** Children’s rights indicators are integrated into evaluation of suppliers
- **17%** Grievance mechanisms are accessible to address child rights violations

Lina Höök/Save the Children
Methods and tools to ensure children’s rights are being supported and respected by partner organizations

Respect and support of children’s rights is a large-scale global issue and involves complex business networks. The survey asked respondents to provide information about the methods and tools they are using to ensure children’s rights are being supported and respected by other organizations they do business with.

Laurent Duvillier/Save the Children

47% Agreements, for example a Code of Conduct
41% Hosting events with partner organizations
36% Offering information on children’s rights & relevant risks relating to core business practices
36% Initiating projects focused on protection of children’s rights within the supply chain
34% Social auditing
32% Continuous dialogue surrounding remediation plans & strategies
31% Other

CSR managers surveyed were more likely than CEOs or Directors to use continuous dialogue surrounding remediation plans and strategies as a tool to ensure children’s rights are supported and respected by organizations they do business with. This result illustrates that CSR managers are uniquely positioned to address child rights concerns in the supply chain.

Tools to better understand and integrate children's rights into companies' strategies and operations

Respondents showed high levels of interest in better understanding how to integrate children’s rights into company strategy and operations

Jonathan Browning/Save the Children

85% Events to share experience & good practice
87% Case studies on challenges, lessons learnt & good practices
87% Practical tools & guidance
85% Networks of like-minded organizations
82% Child rights integration into industry associations, CSR organizations & sustainability standards

• The five Directors surveyed gave an average grade of 95% to the level of interest they share in learning more about events to share good practices and networks of like-minded organizations.
• The nine CEOs surveyed gave an average grade of 94% to the level of interest they share in learning more about practical tools and guidance for integrating children’s rights into company strategies and operations.