

# Respecting and Supporting Children's Rights in Marketing and Advertising

*Wednesday 25 February 2015 at 9.30am EST*



**United Nations** Global Compact



private  
fundraising  
and partnerships



**Save the Children.**

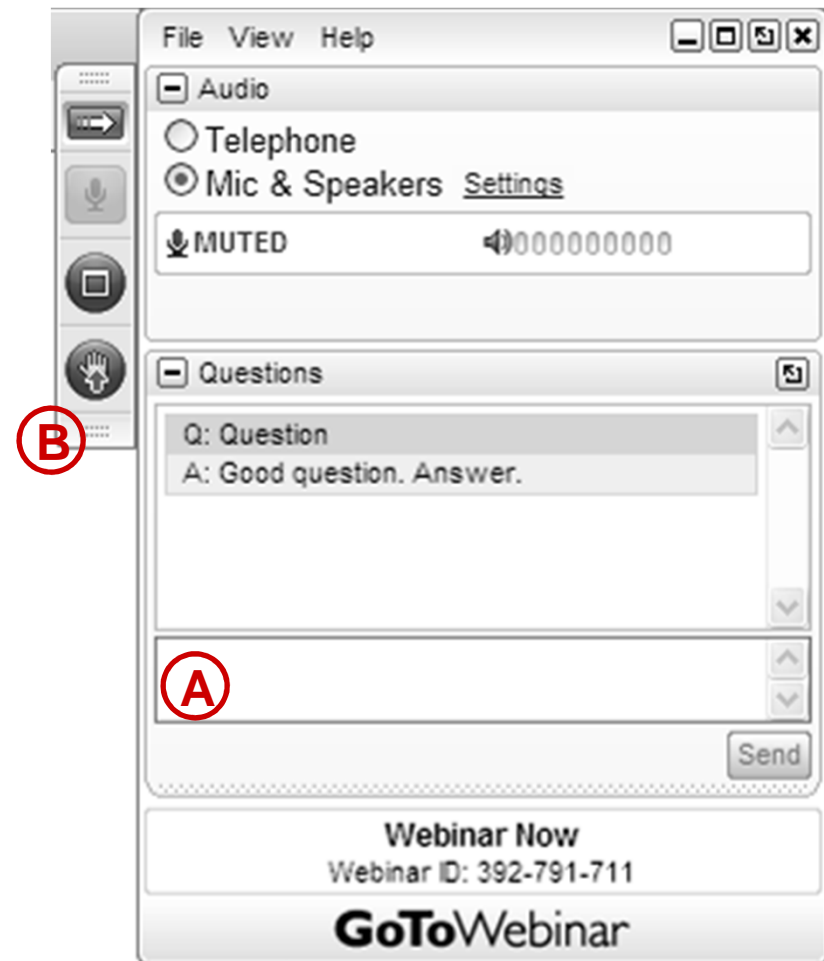


# Questions

**Technical Difficulties:** If you have technical issues, please let us know by typing a message in the Questions pane (A). You can raise your hand (B) if we do not respond.

**Q&A:** We will be taking questions on content at the end, but you can send them to us throughout the webinar by using the Questions pane (A). Please specify to whom the question should be directed.

**Example:** Question for John Doe: What is Human Trafficking?



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# Agenda



## Welcome and Introduction

**Anita Househam**, Issue Manager, Children's Rights and Business Principles, UN Global Compact



## Overview of the Children's Rights and Business Principles

**Bo Viktor Nylund**, Senior Advisor – Corporate Social Responsibility, UNICEF



## Principle 6 – Good Practice Examples from Save the Children's Corporate Engagement

**Mattias Forsberg**, Manager of Child Rights and Business, Save the Children



## The LEGO Group Approach to Marketing to Children

**Dieter Carstensen**, Head of Digital Safety, The LEGO Group

**David Hartz**, Director External Relations, The LEGO Group



Unilever

## An Introduction to the Unilever Marketing and Advertising Principles on Responsible Food and Beverage Marketing to Children

**Christiaan Prins**, Head of EU External Affairs, Unilever

## Q & A



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## Children's Rights and Business Principles

Recognising the need for stronger visibility of children's rights on the business and human rights agenda, UNICEF, Save the Children and the UN Global Compact joined forces in June 2010 to develop the **Children's Rights and Business Principles**.



**600**

people engaged through  
online and in-person  
consultations in 11 cities



**MARCH  
2012**

global release of the  
Principles



**400**

children consulted in  
9 countries



**45**

countries have released the  
Principles (October 2014)





# THE CHILDREN'S RIGHTS AND BUSINESS PRINCIPLES (2012)



## Children's Rights and Business Principles

12345678910



The Corporate Responsibility to  
**RESPECT** Children's Rights

The Corporate Commitment to  
**SUPPORT** Children's Rights

All businesses 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







# TOOLS FOR IMPLEMENTATION

**Reporting**  
Reporting on performance



**Policy commitment**  
Incorporating children's rights into company policies and codes of conduct



**Stakeholder engagement on children's rights**

**Assessing and Integration**  
Assessing performance and identifying actions for improvement



**Workbook**  
Summarizing the guidance provided in the UNICEF tools in support of implementing the Children's Rights and Business Principles



# Children's Rights & Business Principles

## Principle 6 Marketing and Advertising





## Principle 6: Marketing and Advertising

### Principle 6 – Responsibility to Respect & Commitment to Support

#### Responsibility to Respect

- a. Ensuring that communications and marketing do not have an adverse impact on children's rights
  - Marketing should not re-inforce discrimination and factors such as children's greater susceptibility to manipulation, and the effects of using unrealistic or sexualized body images and stereotypes should be considered.
  - Product labeling and information should be clear, accurate and complete
- b. Comply with the standards of business conduct in World Health Assembly instruments related to marketing health

#### Commitment to Support

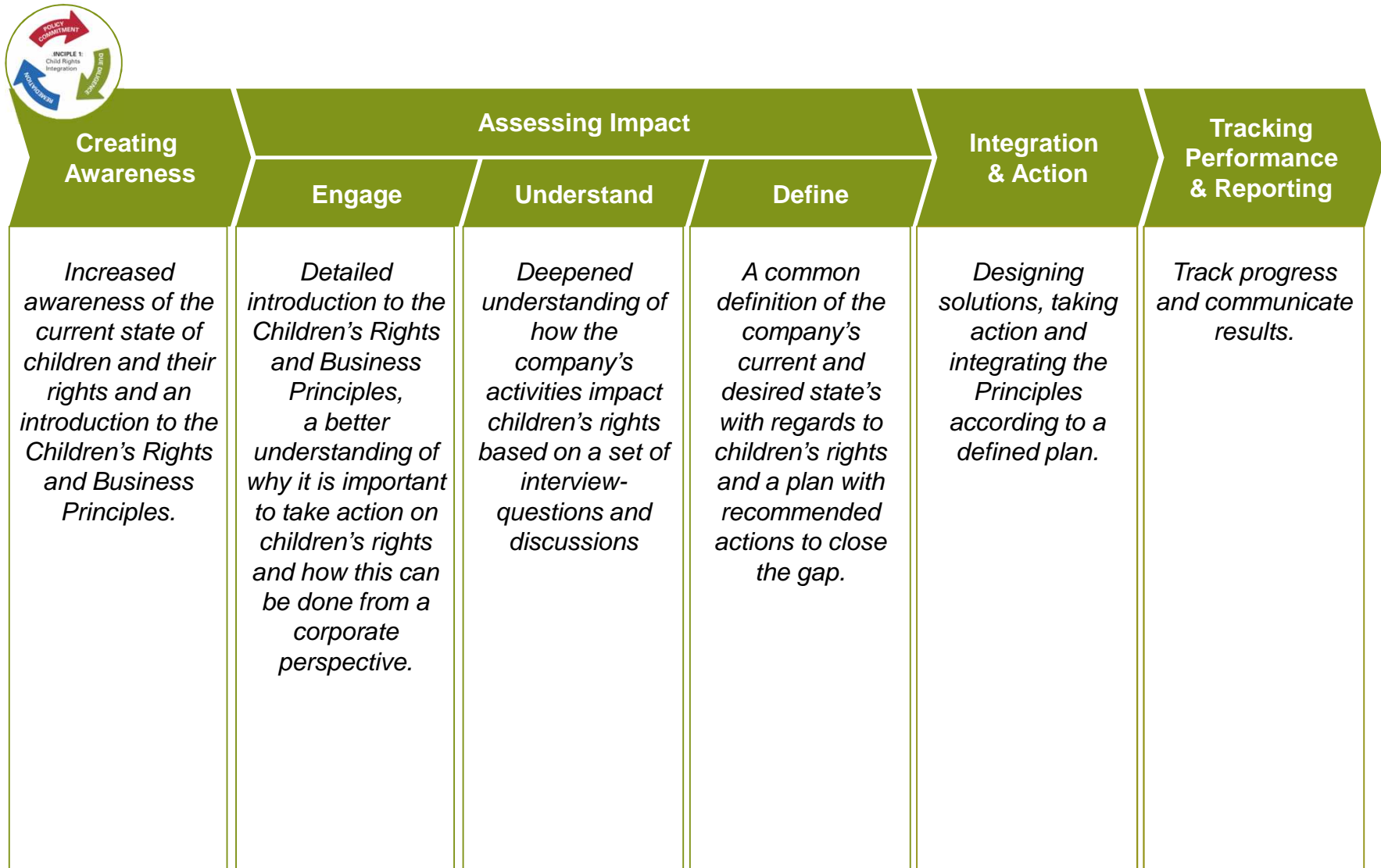
- c. Using marketing that raises awareness of and promotes children's rights, positive self-esteem, healthy lifestyles and non-violent values





# Save the Children wants to encourage and support companies to take action and integrate the CRBP

## Save the Children CRBP Support Model – Overview





How do our products  
relate to children?

What is our  
responsibility?

Do we respect children  
that are part of our  
marketing?

Which messages and  
values do we  
communicate?

What values on gender  
and culture do we  
convey?



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## **Do we ensure that our communications and advertising do not have a negative impact on children's rights?**

Do we prevent harmful and unethical communication?

Do the labels of our products and services communicate instructions to ensure child safety?

Do we know that advertising unsuitable for children is not placed or scheduled so children can see?

Do we comply with the standards of business conduct or national law?

## **Use marketing and advertising that respect and support children's rights**

Do we promote and raise awareness to children's rights through marketing, advertising and communication channels?

Do we use marketing that promote a healthy lifestyle, positive self-esteem and non-violent values?



# Examples of SC corporate CRBP engagement

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## *Principle 6: A few highlights*

### **Clothing company**

Gender analysis of all marketing  
Developed strong policy on  
children in marketing

### **Toy company**

Thorough gender analysis  
Secured support to ensure respect of children  
in marketing products  
Improved safety and other key information  
on packaging and in marketing

### **Home Appliances company**

Gender and cultural analysis  
Replaced some products  
Promoted child rights, creativity  
and values

### **Commercial Bank**

Positive messaging in family  
Products  
Put demand on companies they  
have ownership in  
Organized workshops and engaged  
industry and peers





# The LEGO Group approach to Marketing to Children

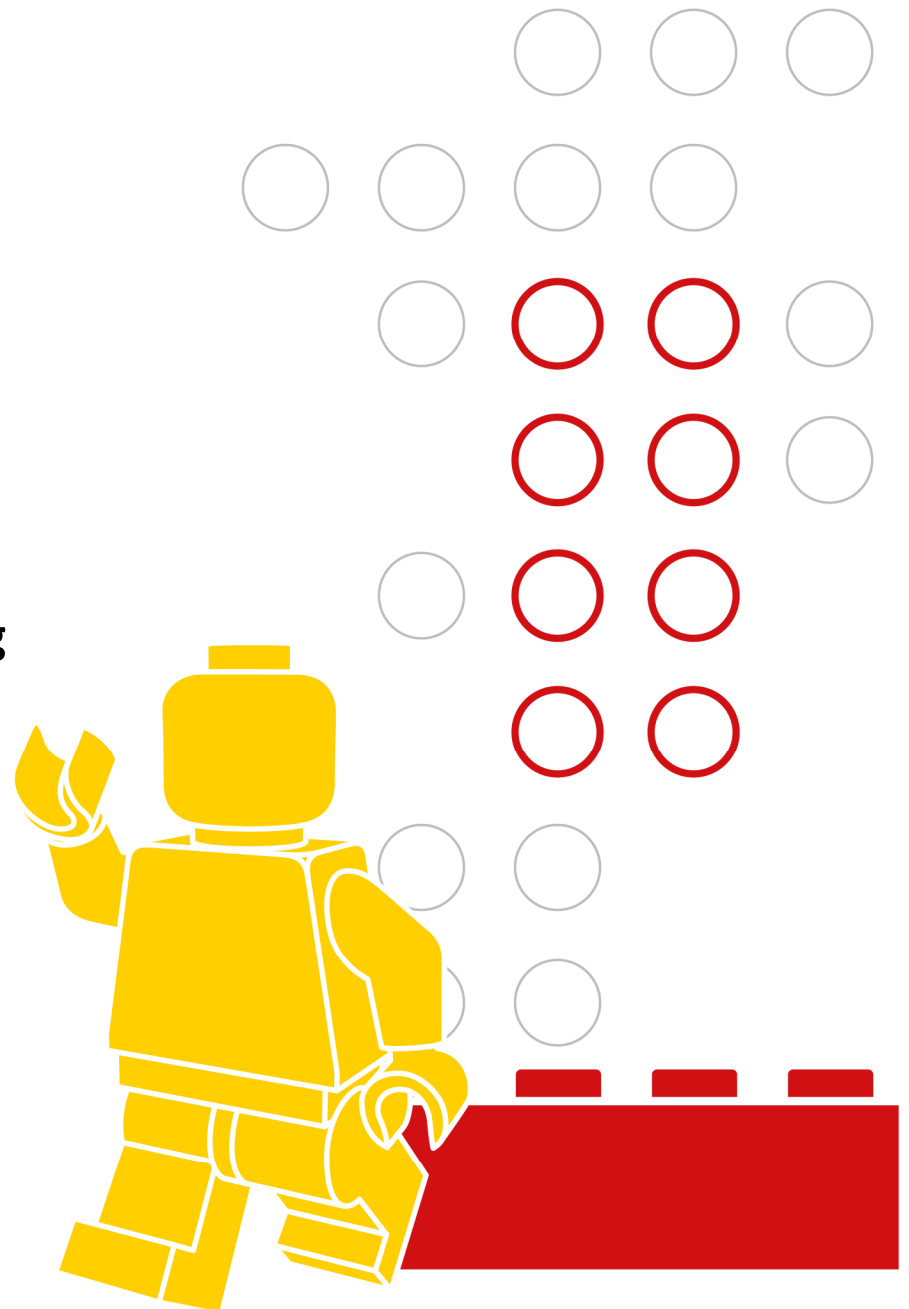
Webinar on Children's Rights and Business Principles

Principle 6: Marketing and Advertising to Children

Dieter Carstensen, Head of Digital Safety

David Hartz, Director External Relations

February 25 2015





# The LEGO Group at a glance



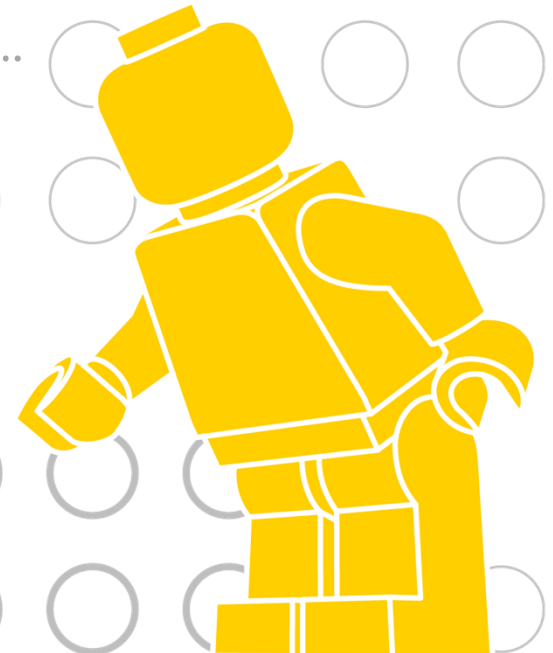
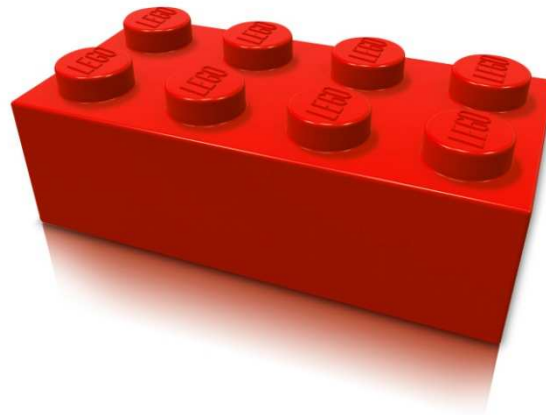
Danish  
family owned

Sold in more than



countries

Top 3 global toy  
company







Why did we sign up to the Children's Rights & Business Principles ?

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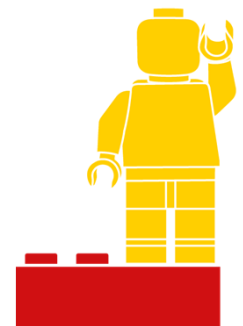
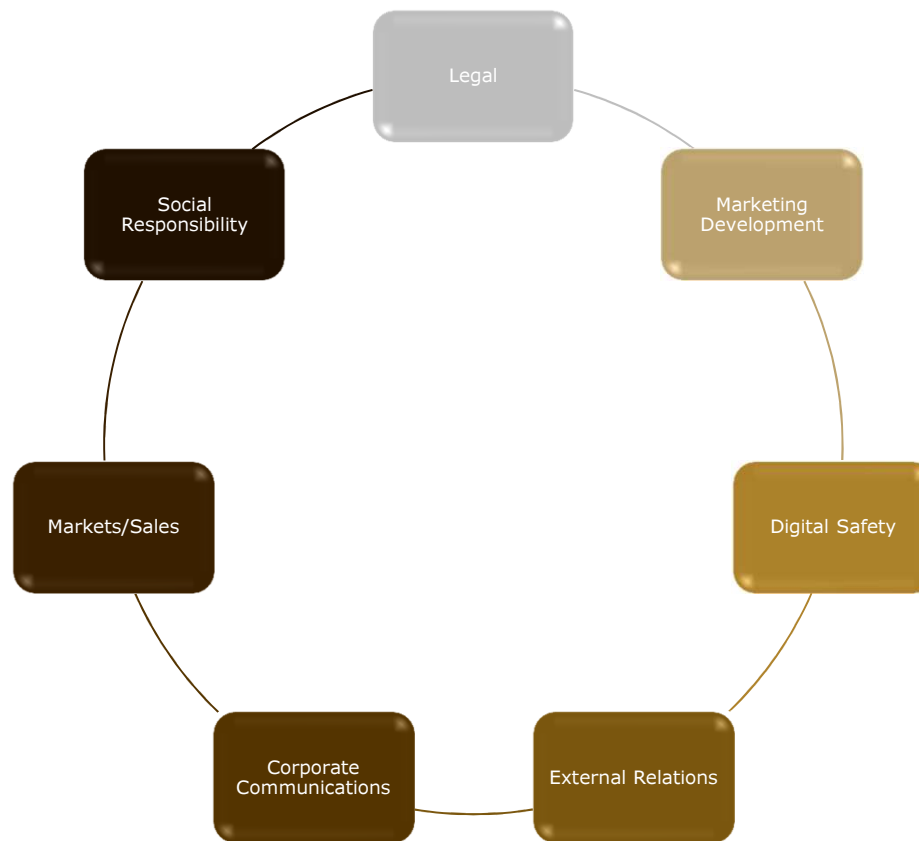
Our Mission – **Inspire** and **Develop** the Builders of Tomorrow

Our Motto – Only the **Best** is Good Enough





# Establishing and maintaining a global policy through our *Responsible Marketing to Children Forum*







# Governance of the policy

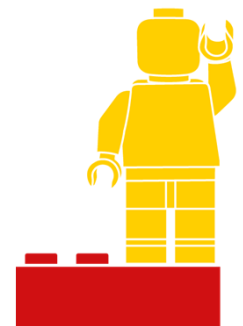
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## *Competency building*

- E-learning
- Face-to-face training
- Daily support

## *Compliance checks*

- Cases involving public entities
- Internal compliance cases
- Public discussions on our marketing



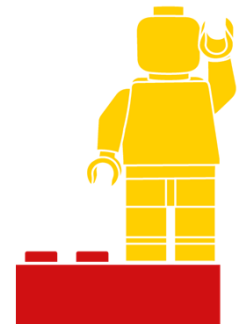


# Supporting principle 6

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- Active involvement in dialogues with industry and regulators on how to ensure proper regulation
- Support for media literacy programs such as Media Smart







# AN INTRODUCTION TO THE UNILEVER MARKETING AND ADVERTISING PRINCIPLES ON RESPONSIBLE FOOD AND BEVERAGE MARKETING TO CHILDREN

GLOBAL COMPACT WEBINAR  
25 February 2015

Christiaan Prins  
Head of Unilever EU External Affairs





# UNILEVER



One of the world's leading suppliers of Food, Home and Personal Care products

Sales in over 190 countries and reaching 2 billion consumers on any given day.

Unilever's Sustainable Living Plan (USLP) aims to double the size of the business whilst reducing the environmental footprint and increasing positive social impact.

Unilever is the #2 largest advertiser in the World (6,5 Bn Euro in 2013);

Unilever was ranked number one in its sector in the 2014 Dow Jones Sustainability Index.



# MARKETING: A POWERFUL FORCE FOR SUSTAINABLE BEHAVIOUR CHANGE...



Omo Dirt is Good



Dove Real Beauty



Flora Proactiv



Domestos:  
Support for  
Cats project



Lifebuoy  
Handwash



Persil Small and  
Mighty



# ...IF DONE RESPONSIBLY...



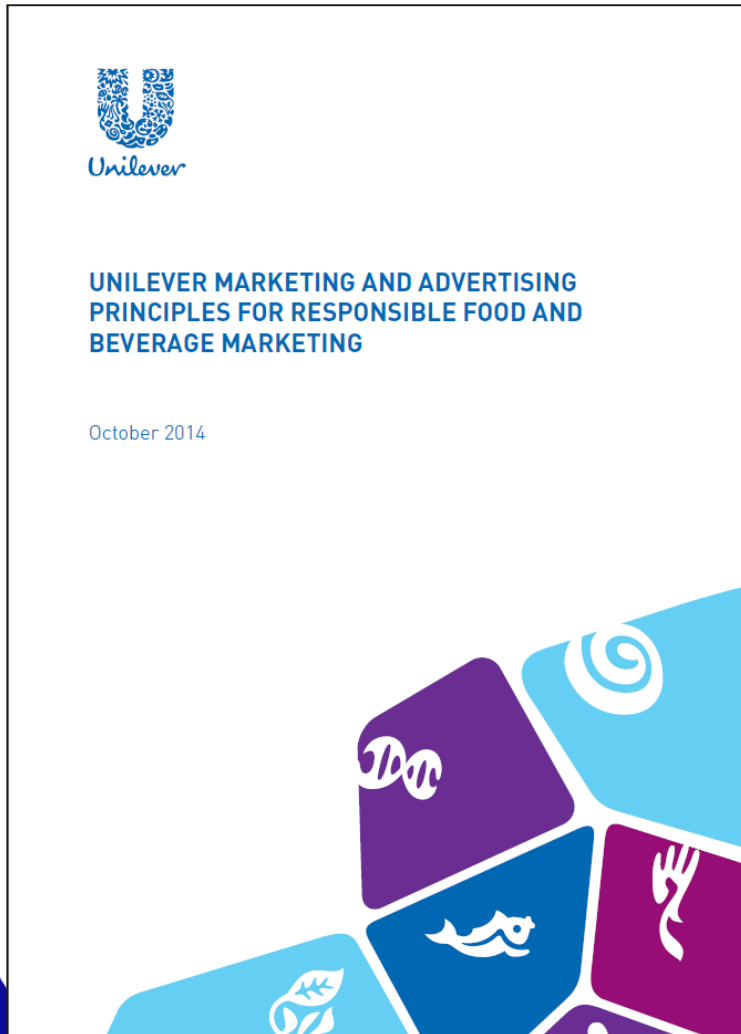
## Advertising and Marketing Communication Practice **Consolidated ICC Code**



- ICC Code on Advertising and Marketing Communication Practice is applicable to all our marketing communications
- Legal
- Decent
- Honest
- Truthful
- Scientifically underpinned claims



# ...PARTICULARLY IN THE LIGHT OF SOCIETAL CHALLENGES SUCH AS NON-COMMUNICABLE DISEASES



- Unilever Marketing and Advertising Principles for Responsible Food and Beverage Marketing
- Adopted in 2003
- Last updated 2014
- Rolled out and policed by marketing lawyers
- A combination of qualitative and quantitative restrictions



# QUALITATIVE RESTRICTIONS



- Do not convey misleading messages
- Do not undermine parental influence
- Do not encourage 'pester power'
- Do not suggest a time/sense of urgency or a price minimisation pressure
- Do not exploit a child's imagination or inexperience
- Do not encourage unhealthy dietary habits
- Do not blur the boundary between programme or editorial content and commercial promotion.





# QUANTITATIVE RESTRICTIONS



- No advertising to children under 6
- To children between 6-12 only advertising of products that fulfill Unilever's nutrition criteria
- This applies to all marketing messaging, i.e. television, internet, on-pack and point of sale.
- No cartoons or celebrities appealing to children under 12 on products that do not fulfill our nutrition criteria;
- No advertising in schools, unless with consent of school authorities and for educational purposes





# IN PRACTICE? A CLEAR DISTINCTION IN LOOK AND FEEL OF ADVERTISING



A nutrition criteria  
compliant treat for  
children



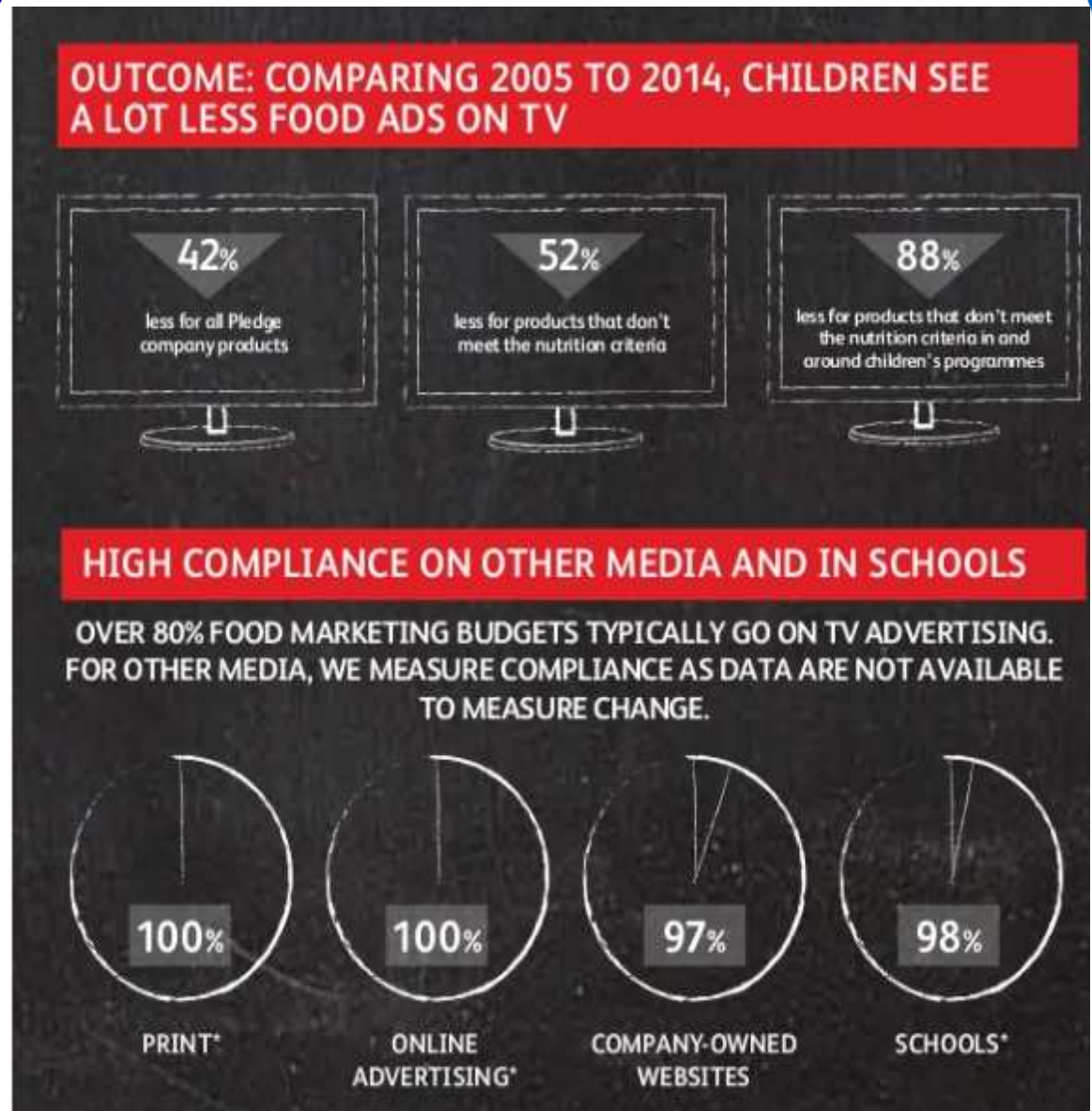
An indulgent  
Icecream  
product for  
adults



# AN EFFECTIVE APPROACH: COORDINATION AND MONITORING WITH INDUSTRY



- Global Industry Commitment on responsible advertising to children;
- Implemented in over 51 countries and regions through local “Pledges”;
- Annual 3rd party monitoring of the commitment
- Very effective (EU Data)





# THANK YOU!



Please visit for the Unilever Marketing and Advertising Principles:

<http://www.unilever.com/sustainable-living-2014/our-approach-to-sustainability/responding-to-stakeholder-concerns/advertising-and-marketing/>





# Q & A



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# Thank You

## Thank you for joining us today.

Presentation slides and a recording of the webinar will be available on the UNGC website.

*If you have any additional questions, please contact:*

**Anita Househam:** [househam@un.org](mailto:househam@un.org)



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