Special focus session on business for results
13 September 2019 (10 a.m. to 12 noon)
Conference Room 2, United Nations

(2019 second regular session of the UNICEF Executive Board)
11 to 13 September 2019

INFORMATION NOTE

On the final day of the 2019 second regular session of the UNICEF Executive Board, 13 September 2019, an interactive special focus session on the UNICEF partnership with the business sector will be held. This session will seek to:

1. **Explain** some of the ways in which business can drive results for children towards achievement of the Sustainable Development Goals.
2. **Challenge** participants to think beyond business and consider different ways UNICEF and business can partner together for greater impact for children.
3. **Inspire** participants to devise ways to innovate solutions for children with business and to take them to scale.

**CONTEXT**

As the world works to achieve the Sustainable Development Goals, the role of the business sector* is recognized as critical. Maximizing the power of business is a key change strategy in the UNICEF Strategic Plan, 2018–2021. UNICEF has embraced a new approach in which engaging the business sector is systematically considered as a relevant strategy to achieve results for children. Engaging business does not replace other strategies, but in the appropriate circumstances can bring a new dimension of expertise, innovation and impact at scale. The drive to expand UNICEF engagement with business is referred to as “business for results”.

Over the past few decades, UNICEF has engaged and partnered with business with multiple objectives. For example, dramatic gains in health and nutrition have come about through its work with business and Governments on issues like food fortification. UNICEF procurement operations and its innovative market-shaping approach lead the sector. UNICEF has worked with the United Nations Global Compact to design and roll out the Child Rights and Business Principles, helping businesses to understand their impacts – both positive and negative – on children and to mitigate risks. UNICEF is second only to the International Committee of the Red Cross in mobilizing financial resources from its business partners. UNICEF has long recognized that business activity may not only contribute to challenges to children and young people but may also provide them with opportunities.

Business for results seeks to go beyond business engagement and partnership for resource mobilization or procurement across all offices – both UNICEF and the National Committees for UNICEF. The aim is to unlock the potential of business as a change agent for children, embedding business as a key stakeholder in UNICEF country programmes.

“We will need to become increasingly comfortable engaging in different modalities that may not necessarily lead to revenue for UNICEF, but that do lead to outcomes for children. Our eyes must be on the horizon – the benefit for children and young people.” – Henrietta H. Fore, UNICEF Executive Director

---

*The business sector includes small and medium enterprises and large multinationals, governmental business-related institutions and policymakers, aggregators such as multi-stakeholder platforms and industry bodies, business leaders as influencers in their own right, and foundations – both corporate and family.
RESULTS IN 2018: UNICEF work with business

In 2018, the National Committees and country offices estimated that 104.6 million children were reached through programming and advocacy that engaged business to respect children’s rights in the workplace and supply chain, in marketing and advertising and in the wider community.

Partnerships with business are maximizing results

Contributions reached $145.2 million in 2018 from more than 200 companies, ranging in size from sole proprietorships to global companies that contributed most of the revenue. Some examples of UNICEF corporate relationships in 2018 are listed in the UNICEF Annual Report 2018 and include some strategic shared value partnerships that go beyond fundraising such as LEGO, Millicom International Cellular S.A., Microsoft Corp., LIXIL Corporation, Arm Ltd., Amadeus IT Group, Fundación FC Barcelona, Unilever, among others.

In 2018, UNICEF launched a drive to significantly expand the scale and scope of its engagement with major business partners. Existing or prospective partnerships with transformational value to the UNICEF Strategic Plan Goal Areas were developed to address major programme challenges. These “priority shared value partners” seek to: 1) mobilize financial resources; 2) leverage assets, such as know-how or data and analytics; 3) engage business on its footprint on children; and 4) leverage business influence, either discretely or publicly.

The priority shared value partners include the following businesses:

1. **Microsoft**, which has committed to working with UNICEF to create a sustainable future for all children and young people and to empower them to reach their full potential. The goal of the partnership is to harness the combined leadership, expertise, resources, reach and advocacy of both organizations to ensure that displaced children and young people have access to quality education and learning; to ensure children are protected from harm and exploitation; and to build better businesses for children.

2. The **LEGO® partnership**, which, through its foundation and business, has supported UNICEF since 2015 to encourage parents and teachers to use play as an educational tool and to identify and address the impacts their core business has on children and on their rights. The LEGO Foundation has committed more than $36 million, as well as its expertise and in-kind donations of toys and training to support these activities together with UNICEF. The partnership with the LEGO Group has a strong focus on putting children’s rights and well-being at the centre of the company’s operations, with pioneering activities in child safeguarding, online safety and developing family-friendly workplaces, which have facilitated the development of practical guidance. In addition, leveraging their reach and expertise, UNICEF, the LEGO Group and the LEGO Foundation have run impactful advocacy campaigns in support of children’s rights and well-being.

3. **Millicom** has been a UNICEF partner since 2015 when the company actively embraced the Child Rights and Business Principles and co-developed, with other information and communication technology companies and UNICEF, the MO-CRIA (Mobile Operator Child Rights Self-Impact Assessment) tool. In 2016, Millicom became the first major mobile operator to evaluate its global child rights impact and to integrate child protection as one of its corporate social responsibility pillars, which resulted in substantial changes to its policies and business operations. In 2018, Millicom renewed its commitment to children and agreed to a three-year partnership to provide seed funding to UNICEF offices in Latin America to focus on child protection. Both UNICEF and Millicom are already thinking of scaling up this initiative and co-
developing technology-based solutions to foster adolescents’ empowerment and acquisition of transferable skills for life and employability.

Other multi-stakeholder and cross-divisional partnerships models, including businesses, have recently deepened, such as UNICEF continued support of public-private partnerships in the water, sanitation and hygiene (WASH) sector in the Democratic Republic of the Congo and expansion of the Ethical Tea Partnership in India to address a broader range of issues including health, nutrition, education, WASH and business practice change.

**Businesses are taking action to respect children’s rights**

More country offices and National Committees are recognizing the necessity of adopting a rigorous approach to identifying and addressing risks to children in their programming to support businesses as change agents. Under the framing of “Better Business for Children”, supply chain/workplace practices, marketing and advertising, online/digital safeguarding, the power of the financial sector, and business-related public policy were the major areas of business activity that have generated knowledge, methodologies, technical guidance and support for country offices and National Committees.

In 2018, a total of 2,490 businesses, as well as government bodies, business associations, multi-stakeholder platforms and financial institutions, worked with 57 UNICEF offices – 40 country offices and 17 National Committees – to address the risks to children posed by business activity in the workplace, supply chain, marketing and advertising and the wider environment. Examples of company action included multinationals headquartered in Sweden and the United Kingdom of Great Britain and Northern Ireland addressing child safeguarding; companies in Argentina, Bangladesh, the Plurinational State of Bolivia, Indonesia, Kenya, Mexico, Paraguay, Rwanda and Viet Nam addressing workplace and supply chain practices that inhibit breastfeeding; and businesses in Guatemala, Japan, Kenya, Mongolia, Peru, Slovenia, Thailand and the United Republic of Tanzania adopting child protection measures based on their online and offline impact on the community.

**Contributing expertise and core business assets to UNICEF**

UNICEF is increasingly harnessing the power of business beyond cash donations by tapping into business expertise, innovations, design, technology and digital channels to find new ways to reach the most disadvantaged communities, providing them with access to services and giving them a voice. In 2018, 37 businesses provided innovative solutions, expertise and other core business assets to support UNICEF programme planning and implementation. In Mongolia, a national partnership with the private sector, the MobiCom Corporation, and World Vision, helped to improve WASH facilities in peri-urban and rural schools, dormitories and kindergartens. Indoor WASH facilities made from discarded shipping containers were installed in kindergartens where approximately 800 children, both boys and girls, and about 80 teachers and staff have now access to improved facilities. In Viet Nam, UNICEF collaborated with the Chamber of Commerce and Industry and the Internet Association to host a consultation on children in the digital age, bringing together business, Government, non-governmental organizations and academia to discuss online child protection, participation and empowerment. As a result, two animations on Internet privacy and cyberbullying were produced and broadcast nationwide through social media.
Businesses and business stakeholders advocate for children

The engagement with the World Economic Forum at its 2019 annual meeting in Davos focused on some of UNICEF priorities, including education and skills development, the Generation Unlimited partnership, artificial intelligence, development finance and the humanitarian agenda. UNICEF also coordinated engagement in more than 13 business-related events during the seventy-third session of the United Nations General Assembly, contributing to advancing Generation Unlimited and UNICEF priorities for children and young people, promoting public-private partnerships, positioning UNICEF as a partner of choice for the private sector, and strengthening current partnerships and building new ones.

GOALS OF THE SPECIAL FOCUS SESSION ON BUSINESS FOR RESULTS

It is now one year since the Business for Results strategy was adopted by UNICEF and is therefore an opportune moment to reflect on past experiences and look forward to how to further leverage the power of business to achieve results for children. The goals of the special focus session are as follows:

(a) To demonstrate how the business sector is relevant to the UNICEF mission to promote the rights and well-being of children and young people.

(b) To discuss and showcase some of the ways in which business partners are effectively engaging with UNICEF, Governments, civil society partners, children and young people to create greater impact for children towards the achievement of the 2030 Agenda for Sustainable Development.

(c) To have a lively and interactive dialogue on this subject, during which Board members can share their insights on the role and impact of partnerships with the business sector.

(d) To explore how the power of business and markets can be further leveraged for children.

(e) To illustrate the role of the National Committees for UNICEF in engaging and leveraging partnerships with the business sector.

FORMAT AND SPEAKERS

By the end of the event, Board members should have a better understanding of the potential and different ways in which the business sector in their countries, regions and around the globe can support, contribute to and accelerate the development objectives and child-related results of the Sustainable Development Goals. The members should be inspired by this potential and encouraged to promote and engage in innovative partnerships and solution-finding with the business sector towards the achievement of the Sustainable Development Goals.

To promote understanding and engagement by the Board, UNICEF has organized an engaging and interactive discussion with business leaders who have partnered with the organization to achieve significant impact for children. Their insights will provide the Board with ideas on how business, in its many forms, can contribute to the mission of UNICEF and deliver significant benefits to children.
The special focus session will include a moderator and three guest speakers. The moderator will open and guide the discussion between the speakers to elicit a picture of the global trends and a discussion on how businesses are addressing some of the greatest challenges that children and young people face. After this guided discussion, the moderator will facilitate interventions and insights from members of the Executive Board.

Speakers

Kate Behncken is the Vice President and Lead of Microsoft Philanthropies. She will explain how both Microsoft and UNICEF are committed to a sustainable future for all children and youth as we empower every child on the planet to achieve more.

Jørgen Vig Knudstorp is the Executive Chairman of the Lego Group, which has partnered with UNICEF over the past few years. He will engage the audience on the importance of play for the development and well-being of children. Plans include creating a fun, engaging and interactive session with the Board, and may even include playing with Lego blocks.

Mauricio Ramos is a Colombian businessman and the Chief Executive Officer of Millicom. He will speak to the UNICEF partnership with Millicom that has developed over several years to include child rights and business components, financial commitments and the development of ways to use Millicom assets and services to support social needs in the countries where it operates.

Moderator

Camilla Viken, Executive Director of the Norwegian National Committee for UNICEF, will moderate the discussion.

Questions for the interactive discussion with the Executive Board

The following questions are a useful resource to guide the discussion:

- What are some of the ways in which business can effectively engage with UNICEF?
- In what areas can UNICEF, the public sector and business together have the greatest impact for children towards achievement of the Sustainable Development Goals?
- How can UNICEF be a better partner for business?
- How should UNICEF alter the way it works to be a more appealing and effective partner for the business sector?
- What does a shared value partnership look like? What is a win for UNICEF and a win for a given company?
- How has collaboration with UNICEF changed the partners’ own practices?
- How do companies influence their communities, clients, other companies and networks towards creating a better, more sustainable future for children?
- How can UNICEF use the example of working on priority shared value partnerships with companies such as LEGO, Millicom International Cellular S.A. and Microsoft Corp. to engage more effectively with small, more local businesses?
- How can business engagement at the local level be scaled up for global impact?
Background on the panellists

**Microsoft**

Kate Behncken is the **Vice President and Lead of Microsoft Philanthropies**. Microsoft and UNICEF are committed to a sustainable future for all children and youth, as we empower every child on the planet to achieve more. Together, we aim to harness our combined leadership, expertise, resources, reach and advocacy to ensure education for displaced children and youth, and to enable children’s rights and protection, with a special focus on young women and girls. This partnership is just being established and will contribute significantly to the achievement of Sustainable Development Goals 4: quality education; 5: gender equality; 8: decent work and economic growth; 16: peace, justice and strong institutions; and 17: partnerships for the Goals.

On education, Microsoft and UNICEF are jointly creating a personalized learning platform that supports the provision of quality, globally recognized and valued learning opportunities for all children and youth. In 2019, the project will focus on research and development, including the piloting of a technology platform through Microsoft’s new Sangam product.

In the area of child protection, UNICEF is partnering with Microsoft to enhance its case management software – which is at the heart of making sure children have access to services. UNICEF has a child protection case management tool called Primero that is ready to be taken to scale. Contributions from Microsoft will allow UNICEF to take its ambitions to reach all at-risk children to scale. The goal is to transform Primero into a viable ‘software as a service,’ with the potential to be used globally by thousands of social workers to reach millions of children. Additionally, UNICEF is exploring how the predictive capabilities of Primero can help the organization to keep children safe from violence, exploitation and abuse. Microsoft and UNICEF will also work together on formulate policies to influence change within Microsoft and the broader technology industry to keep children safe online and to maximize the benefits of technology, with an initial focus on artificial intelligence.

**LEGO Group**

Jørgen Vig Knudstorp is the **Executive Chairman of the LEGO Group**, which has partnered with UNICEF over the past few years. Through this partnership, UNICEF and LEGO have developed and implemented child safeguarding policies and practices that are the basis of guidance developed by UNICEF for business being taken up by companies and sports clubs; developed and implemented digital child safety assessments across LEGO operations, and developed tools for wider business application; promoted quality early learning through play for children in 48 countries; and rolled out joint advocacy in South Africa in support of play that is impacting more than 3 million children.

Jørgen is especially good at engaging a large audience on the importance of play – this can be a fun, unforgettable, interactive session with the Board, including the possibility of playing with Lego blocks.
**Special focus session on business for results**
13 September 2019 (10 a.m. to 12 noon)
Conference Room 2, United Nations

(2019 second regular session of the UNICEF Executive Board)
11 to 13 September 2019

---

**Millicom**

**Mauricio Ramos** is the Chief Executive Officer of Millicom.

Millicom, otherwise known as Millicom International Cellular S.A., is a communications and media company that services some 51 million customers, primarily in Latin America and Africa, where the company operates as Tigo. Through Tigo in the United Republic of Tanzania, Millicom was the first company to introduce mobile financial services in Africa that allowed customers to use their mobile networks to transfer cash or airtime credits through their phone. Such systems have proven revolutionary and are today widely popular across less developed countries where banking services are patchy. In Latin America, Millicom has worked with UNICEF since 2013 to expand the protection of children’s rights, from child registry systems in the Plurinational State of Bolivia, supporting national child help lines in El Salvador, Guatemala and Honduras, to building adolescent participation throughout its key markets.

The UNICEF partnership with Millicom has developed over many years to include child rights and business components, financial commitments and ways to use Millicom’s assets and services to support social needs in the countries where it operates. Mauricio is personally committed to the UNICEF partnership and to online protection of children.

---

**Moderator**

**Camilla Viken** is the Executive Director of the Norwegian National Committee for UNICEF.

Camilla Viken took up the post as the Executive Director of the Norwegian National Committee for UNICEF in early 2017.

She previously worked as the Deputy Chair of the international programmes department of Save the Children, Norway, and also has extensive commercial experience, including with Hydro and Microsoft Norway.

Camilla is an economist and political scientist. She is a graduate of Stanford University in the United States of America, where she received a Master of Arts in International Policy Studies. At Norwegian Hydro, she worked in the department of corporate social responsibility and was responsible for the implementation of sustainable strategy at all levels of business. She also has sales experience as a business area lead at Microsoft Norway. Camilla held various positions at Save the Children over a period of six and a half years, culminating in her being responsible for a large portfolio of projects in 40 countries.

---

**Executive Board members**

The Executive Board is made up of 36 Member States, elected to three-year terms by the Economic and Social Council. More information on the Election to the Executive Board can be found here.