Business for Results

The UNICEF Strategic Plan recognises that the business sector is indispensable to maximizing progress for children and achieving the SDGs. The Business for Results approach was initiated in 2018-2019 to create a UNICEF with the requisite knowledge, resources and skills, to ensure the potential and relevance of business is mainstreamed to match the opportunities around how and with whom we partner to achieve results for children at scale and speed.

Building on longstanding efforts with the business sector, we have shifted from strictly transactional relationships to a spectrum of engagement based on shared objectives to achieve impact and results at scale, by tapping into the income, influence, innovation and technical expertise of the business sector as a partner in delivering UNICEF’s programmes.

As UNICEF reaches the final year of its 2018–2021 Strategic Plan, significant progress has been made in securing collaboration with business to drive instrumental change for children. In 2019, a total of 136 countries reported working with 29,670 businesses reaching an estimated 34.3 million children, contributing to results in and across all UNICEF programme areas. As a result of the groundwork that has been laid with our partners over the last few years, UNICEF was able to rapidly scale a joint response to the impact of the global COVID-19 pandemic on children, with innovation, technical expertise, in-kind and donations.
Highways to scale

Mobilizing Hand Hygiene for All

Three billion people have no reliable access to hand washing. As part of UNICEF’s contribution to SDG6 and as a critical first line of defence against COVID-19, UNICEF and the World Economic Forum are convening a public-private initiative, Mobilizing Hand Hygiene for All, with WHO, the World Bank and companies including Unilever, Colgate-Palmolive, P&G and Lixil to develop and deliver affordable hygiene facilities. Building on existing partnerships and the Forum’s extensive network, key companies were brought into the initiative to discuss solutions and opportunities in product innovation, testing, production, distribution and, importantly, marketing and awareness raising for hand-washing in different settings.

Reimagining the next normal

By using the vast reach of the International Chamber of Commerce through its more than 45 million member companies and over 12,000 local chambers of commerce, we have launched a joint Call to Action for a post-COVID recovery that reimagines and rebuilds systems and economies that benefit people based on eight programmatic measures for local partnership with ICC members. Numerous UNICEF country offices and National Committees are using this Call to Action to engage with national chambers of commerce on advocacy, programming and fundraising opportunities.

Shared-value partnerships

Our spectrum of engagement across these partnerships covers a range and mix of modalities: advocacy, contributions in kind, customer fundraising, employee giving, influencing business practices, leveraging core assets and expertise, market shaping, product innovation and strategic grants.

Unilever

Goal area: 4. Every Child Lives in a Safe and Clean Environment (+ cross-cutting themes Gender and ECD)
Modalities: Grants, product-based fundraising (CRM, CRL), contributions in kind, awareness raising
Geography: Brazil, Egypt, India and Indonesia
Key achievements: A programme with Domestos in India to end open defecation has helped 28 million children gain access to clean and safe toilets. Through a partnership with Dove, UNICEF will empower 10 million girls and boys in Brazil, India and Indonesia with self-esteem and body confidence education, adapting content from the Dove Self Esteem Project.

LIXIL

Goal Area: 4. Every Child Lives in a Safe and Clean Environment
Modalities: Market shaping, product innovation, advocacy, contributions in kind, customer fundraising, employee giving
Geography: Ethiopia, Kenya and Tanzania
Key achievements: LIXIL is committed to improving the lives of 100 million people through sanitation and hygiene by 2025. As of April 2020, 3.5 million of its Sato toilet pans for the most underserved communities had reached over 18 million people in 38 countries. In Ethiopia, Kenya and Tanzania, UNICEF has worked on behaviour change and developing a skilled workforce to introduce, sell, install and stimulate demand for Sato products. The partnership has been a catalyst for support from other public and private partners, including a recent contribution of over $15 million to UNICEF to scale up sanitation in East Africa.

Microsoft

Goal area: 2. Every Child Learns, and 3. Every Child is Protected from Violence and Exploitation
Modalities: Strategic grant, expertise, innovation in products and services, employee fundraising
Geography: Bangladesh, Jordan, Kenya, Kosovo, Somalia, Timor-
Key achievements: In 2018, UNICEF, Microsoft and the University of Cambridge developed the Learning Passport, a UNICEF-led technology solution to provide 30 million children and young people on the move with continued education regardless of their location. The platform was already accessed by 25,000 children, adolescents and teachers in five countries when in April 2020, the Learning Passport quickly pivoted to mitigate the impact of COVID-19 on education by ensuring continuity of learning for children and youth during the pandemic.

Engaging SMEs

Recognizing that much of the business sector consists of SMEs and the informal sector, through B4R we also work with businesses on improving policies, practices and engagement with employees and extended communities.
India: Working with almost a quarter of tea estates in Assam to improve the lives of women and children, we have helped to increase routine immunization coverage from 75 to 90 per cent; increase assisted births from 38 to 75 per cent; and provide an estimated 40 per cent of families with access to household latrines and safe water.
Viet Nam: Working with the apparel and footwear sectors, we have designed family-friendly policies in the workplace, such as childcare, breastfeeding support and flexible working days for pregnant and nursing mothers, and have helped families with parenting classes on childcare and nutrition. The factory programme has the potential of reaching 3.5 million workers and their families.