“Business has enormous potential to do good for children – every day business interacts with and touches the lives of children. They are not just consumers, they are family members of employees, young workers, future leaders and they share the communities and environment in which business operates. The workshop encourages participants to consider how their own business activities – for example, through innovations in product development, through the way they advertise, or the relationships they have with local communities – affect children, and how they can respect and support their rights. UNICEF believes that this is not just good for children; it is also good for business.

The UNICEF workshop will be a dynamic two days of learning and innovation on child rights and business. Using innovative social design-thinking and approaches, the workshop will bring together child rights experts, country experts, and business leaders to tackle the real dilemmas facing children around the globe. The workshop will also help you make the connections and build key relationships with experts, innovators and child rights experts.

We hope to inspire you to make children part of your business.”

Leila Pakkala
Director, Private Fundraising and Partnerships, UNICEF

DAY 1

8:30 REGISTRATION

9:00 Workshop Opening

Bo Viktor Nylund, Senior Advisor for Corporate Social Responsibility at UNICEF, sets the stage for an action packed two days of learning, innovation, inspiration and solution building, with opening remarks, introduction to the Lab concept, and interviews with UNICEF Country Representatives to highlight the way the Lab would work in the country context. The Corporate Lab is a multi-year initiative which will focus on collectively implementing the proposed solutions in selected priority countries; and in developing further thematic and sector-specific guidance.

9:45 Tools of the Trade

Since February of this year, UNICEF has worked with experts, and a group of 45 companies from across 25 countries and multiple industries to develop and fine-tune guidance for business on integrating children’s rights considerations into company policies and processes. The final set of tools include the Workbook 2.0 ‘Children are Everyone’s Business’, ‘Children’s Rights in Policies and Codes of Conduct’, ‘Children’s Rights in Impact Assessments’ and ‘Children’s Rights in Sustainability Reporting’.

This panel will provide participants with an overview of the final UNICEF tools and examples of corporate due diligence followed by a discussion on the relevance of applying a children’s rights lens to policies and processes from an investor, corporate and consultancy perspective.

10:45 COFFEE

11:00 Thematic Plenary Discussion

Child Rights and Business - A Health Perspective

What does it mean for a company to meet its responsibility to respect children’s rights and how can a company identify opportunities to support children’s rights? The panel will explore ways that companies can respect children’s rights as part of their core business as well as strategies for supporting children’s rights through community investments and advocacy efforts. The panel will specifically focus on children’s access to healthcare - from expanding access to low-cost drugs, to innovation in medical technology to direct support to vulnerable communities. What can business do to drive change for children?

12:30 LUNCH

13:30 Thematic Plenary Discussion

Connecting Youth and Business

Investing in young people is strategically important with social, economic and political benefits; for example, understanding the needs of adolescents is important to address employment, maternal mortality, quality education, poverty and other issues. For business, a focus on young people is important to maintain stable societies, and skilled and educated workforce and consumers. Youth are also key sources of innovation for product development for example in the financial industry and ICT. Join the panel as they explore how business can help address some of the major challenges facing young people today and leverage their innovation capacity.
DAY 1 (Continued)

15:00 COFFEE BREAK

15:30 Child Rights Challenge 1

Child Rights Challenge 1: Respecting and Supporting Children’s Rights – In the Workplace, Marketplace and Community

Renowned social innovation firm Frog Design will lead participants through a ‘hands-on workshop’ experience to develop new concepts and approaches to child rights and business dilemmas. After the scene is set by UNICEF Country Experts, participants will split into challenge working groups of 12 people each comprised of participating across industry and sector, to collaboratively break new ground on a set of child rights challenges.

Challenge Sessions
1. Workplace: Addressing the Underlying Causes of Child Labour
2. Marketplace: Respecting and Supporting Children’s Rights in Product Research and Development
3. Community: Working with Governments to Advance Children’s Rights

15:30 COFFEE

18:30 Children’s Rights Are Everyone’s Business

High-Level Panel and Reception hosted by the Global Compact Network Belgium, in cooperation with UNICEF and with strong support from the Belgian Federal Public Service Foreign Affairs, Foreign Trade and Development Cooperation.

This will be a gathering of the corporate world, UN agencies and other international stakeholders including the World Child & Youth Forum and the King Baudouin Foundation discussing the Children’s Rights and Business Principles. Her Majesty the Queen of Belgium will give the opening remarks to the CEO-panel. The Belgian Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs Didier Reynders and Belgian/international CEOs will give their views and discuss ways on how to effectively implement the Children’s Rights and Business Principles.

21:00 END OF DAY 1

CHILD RIGHTS CHALLENGES APPROACH with Frog Design

In the second part of the workshop, participants will select one of four challenges focused on a particular child rights and business dilemma. To give the challenge greater practical application, each scenario applies the dilemma to a particular business sector and will focus on specific country contexts. Using innovative social design thinking and methodology — each challenge group will seek to develop solutions that have the greatest impact and scale. Solutions must incorporate business responsibility to respect, as well as business commitment to support children’s rights, as defined in the Children’s Rights and Business Principles. Through the experience, we will develop best practice and case studies of business action to integrate child rights into core operations, activities, and in their relationships.

Challenge Experts: Each challenge will be presented by country and/ or subject-matter experts. The expert’s role will be to provide an initial overview of the challenge - the nature and scope of the problem, impact on children, and an overview of existing initiatives. During the session, experts will guide participants to identify solutions and respond to technical questions.

Challenge Summaries: Summaries of the challenge content and results will be made available shortly after the event.

DAY 2

8:30 COFFEE

9:00 Child Rights Challenge 2

Child Rights Challenge 2: Youth & Business - Investing in the Second Decade of Life

Today there are 1.2 billion adolescents (aged 10-19) worldwide, nearly 90 per cent of whom live in developing countries. An estimated 71 million children of lower secondary school age are out of school, and 127 million youth aged 15-24 are illiterate. Poverty, gender, disability, stigma and discrimination may curtail adolescents’ access to services such as education and healthcare which hampers the fulfilment of their rights. Millions of adolescents, particularly girls, still do not have access to information and communication technologies, which further excludes and marginalizes them. There is a growing recognition that there is a need for engaging the most disadvantaged and marginalized adolescents in initiatives to build relevant and transferable skills, strengthen access to information and knowledge as well as financial literacy and capabilities. Investing in young people and empowering adolescents to become active citizens and innovators is strategically important and leads to social, economic and political benefits. For business, a focus on young people is important to maintain stable societies, and skilled and educated workforce and consumers. Join the panel as they explore how business can help address some of the major challenges facing young people today.

Renowned social innovation firm Frog Design will lead participants through a ‘hands-on workshop’ experience to develop new concepts and approaches to child rights and business dilemmas. After the scene is set by UNICEF Country Experts, participants will split into three working groups, to collaboratively make new ground on a set of child rights challenges.

Challenge Sessions
1. Employability and Skills Development for Young People in the Second Decade of Life
2. Children as Economic Beings
3. Post 2015: Engaging Young People for a Sustainable World

11:00 Innovations & Actions – Summary from the challenge sessions

The results of the working groups on Respecting and Supporting Children’s Rights – In the Workplace, Marketplace and Community and Youth & Business - Investing in the Second Decade of Life will be shared with all participants.

12:00 LUNCH

13:00 Closing High - Level Panel

A panel including Her Majesty the Queen of Belgium, President Mary Robinson, company CEO’s, and UNICEF Senior Management will reflect on the Innovation & Action Workshop and discuss next steps.

14:30 END OF WORKSHOP
### Day 1: Wednesday, 18th September

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 – 9:00</td>
<td>Registration and Coffee</td>
<td>Labouisse Hall</td>
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<tr>
<td>9:00 – 9:45</td>
<td><strong>Workshop Opening</strong>&lt;br&gt;Introduction to the Lab and the challenges</td>
<td>Labouisse Hall</td>
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<td>9:45 – 10:45</td>
<td><strong>Tools of the Trade</strong>&lt;br&gt;Applying a children's rights lens to company policies and processes</td>
<td>Labouisse Hall</td>
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<td>10:45 – 11:00</td>
<td><strong>Coffee</strong></td>
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<tr>
<td>11:00 – 12:30</td>
<td><strong>Children's Rights and Business – A Health Perspective</strong>&lt;br&gt;Thematic plenary discussion</td>
<td>Labouisse Hall</td>
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<tr>
<td>12:30 – 13:30</td>
<td><strong>Lunch</strong></td>
<td>Danny Kaye Visitors Centre</td>
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<td>13:30 – 15:00</td>
<td><strong>Connecting Youth and Business</strong>&lt;br&gt;Thematic plenary discussion</td>
<td>Labouisse Hall</td>
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<tr>
<td>15:00 – 15:30</td>
<td><strong>Coffee</strong></td>
<td>Labouisse Hall</td>
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<tr>
<td>18:30 – 21:00</td>
<td><strong>Children's Rights Are Everyone’s Business</strong>&lt;br&gt;A High-Level Panel and Reception hosted by the Global Compact Network Belgium, in cooperation with UNICEF and with strong support from the Belgian Federal Public Service Foreign Affairs, Foreign Trade and Development Cooperation in the presence Her Majesty the Queen of Belgium, followed by Reception. By Invitation Only</td>
<td>Panel in Labouisse Hall followed by Reception in Danny Kaye</td>
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### Day 2: Thursday, 19th September

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<thead>
<tr>
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<th>Event</th>
<th>Location</th>
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<tr>
<td>8:30 – 9:00</td>
<td><strong>Coffee</strong></td>
<td>Labouisse Hall</td>
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<tr>
<td>9:00 – 11:00</td>
<td><strong>Child Rights Challenge 2: Youth &amp; Business - Investing in the Second Decade of Life</strong>&lt;br&gt;Setting the scene&lt;br&gt;Challenge Sessions&lt;br&gt;1. Employability and Skills Development for Young People in the Second Decade of Life&lt;br&gt;2. Children as Economic Beings&lt;br&gt;3. Post 2015: Engaging Young People for a Sustainable World</td>
<td>Setting the Scene: Labouisse Hall, Challenges: Conference Rooms throughout UNICEF</td>
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<tr>
<td>11:00 – 12:00</td>
<td><strong>Innovations &amp; Actions – Summary from the challenge sessions</strong></td>
<td>Labouisse Hall</td>
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<tr>
<td>12:00 - 13:00</td>
<td><strong>Lunch</strong></td>
<td>Danny Kaye Visitors Centre</td>
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<tr>
<td>13:00 – 14:30</td>
<td><strong>Closing High Level Panel</strong></td>
<td>Labouisse Hall</td>
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<td>15:00 – 17:00</td>
<td><strong>Global Compact Leaders Summit Side Event</strong>&lt;br&gt;‘Child Rights and Business - Global Partnership for Sustainable Development in the post-2015 Development Agenda’&lt;br&gt;(Save the Children, UN Global Compact, UNICEF)&lt;br&gt;If interested please contact Save the Children (Charlotta Mockrish, <a href="mailto:Charlotta.Mockrish@rb.se">Charlotta.Mockrish@rb.se</a>) for accreditation</td>
<td>Hyatt Grand Central</td>
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