



## Regional Release of Children's Rights and Business Principles in Ecuador

Today in Quito was a presentation of the Children's Rights and business principles with a view to meeting the rights of children and adolescents. This document will help companies to build organizations with a human face, committed to solving social problems flashpoints.

Quito, May 22, 2012. A breakfast meeting brought together business leaders such as Coca-Cola, Ceres, Telefonica and experts to discuss and demonstrate best practices of CSR in the region. This approach responds to the demands of the business community in that direction. Participants were businesses, entrepreneurs, business leaders and managers, as well as civil society organizations and academic institutions.

Taking into account the experience and the leadership shown by ARCOR and DINERS in the area of business and the rights of children were invited to participate as speakers in the panel where they shared their views on how companies can comply and support the rights of children in the protection of children.

The words of Eduardo Silva, Director of Save the Children Ecuador, Mario Burbano de Lara from Global Compact and Nadya Vasquez, representative of UNICEF Ecuador reaffirmed in their speech the ethical value of companies as the main means of solving social problems of childhood and adolescence.





**Para más información, por favor dirigirse a:**

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