

UNICEF AI Strategy 2025-2030

The strategy in one view

AI for programme impact

Deliver quality, effective programme impact at scale for children and communities.

AI for operational efficiency and effectiveness

Improve readiness, productivity and business process efficiency across UNICEF.

Child rights advocacy on AI

Ensure children's rights, voices and safety shape AI governance at every level.

Six core capabilities areas to deliver sustainable, scalable AI

1 Strategy & Value Realisation

Focus AI on measurable benefits for children.

2 Data & AI Core

Trusted data, platforms and infrastructure.

3 AI Risk Management

Guardrails, guidance and tools for responsible use.

4 People & Adoption

Skills, culture and new ways of working.

5 Partnerships

Work with public, private, civil society and UN partners.

6 Advocacy & Foresight

Shape the future AI agenda for child rights.

How it will work

The UNICEF AI Hub links country, regional and HQ teams through seven thematic AI circles.



Responsible AI principles

- Define purpose, necessity and proportionality
- Do no harm
- Safety and security
- Fairness and non-discrimination
- Sustainability
- Right to privacy, data protection and data governance
- Human autonomy and oversight
- Transparency and explainability
- Responsibility and accountability
- Inclusion and participation

2030 ambition: UNICEF is AI mature - with trusted foundations, clear governance, skilled people, strong partnerships and a leading global voice for child-centred AI.