

Engaging business for **CHILDREN'S RIGHTS**

Latin America and the Caribbean – 2025



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Foreword



Roberto Benes

UNICEF Regional Director for Latin America and the Caribbean

The business sector plays a fundamental role as a partner of the United Nations Children’s Fund (UNICEF) in building a more equitable present and future for children in Latin America and the Caribbean. In 2025, more than 3,000 companies and business stakeholders contributed significantly to the transformation of the lives of children through strategic partnerships and collaborations, demonstrating that collective action is a powerful driver of sustainable change, the realization of children’s full potential and accelerated progress toward the Sustainable Development Goals.

The commitment of our corporate partners to UNICEF’s mission has never been more critical, given the global and regional context marked by multiple crises and growing challenges affecting children and international cooperation. Throughout 2025, these partnerships enabled UNICEF to mobilize resources, influence and innovation in support of the most vulnerable children, advancing joint action with national and local authorities, communities and civil society organizations.

This report presents the results of key partnerships and initiatives and features the year’s leading corporate practices. It also presents testimonials from our partners that illustrate the value and impact of working together to drive social change. Through these collaborations, we achieved the following results across the region in 2025:

- **Mobilization of more than \$14 million** to strengthen the reach and sustainability of UNICEF programmes in health, nutrition, education, protection and water, sanitation and hygiene.

- **Advancement of more protective and inclusive environments** through national policies on nutrition, online protection, climate action and corporate due diligence.
- **Improvement of living conditions** for millions of children through access to essential services and opportunities that support their development and well-being.

We also strengthened collaboration with the business sector through regional forums for dialogue and advocacy. At the Climate & Impact Summit Latin America in Brazil, we promoted greater corporate commitment to investments and partnerships for child-centred climate action. In Mexico, during the XVI Regional Conference on Women, we brought together business and philanthropic leaders to mobilize support for the empowerment of adolescent girls. At the IX Regional Forum on Business and Human Rights for Latin America, we facilitated the participation of young people in key dialogues with companies, ensuring their voices were heard in discussions on climate change and the just transition.

As part of our new Strategic Plan 2026–2029, we call on the business sector to strengthen and expand its commitment to children across Latin America and the Caribbean. Only through transformative partnerships that align resources, influence, and financing can we achieve systemic and lasting results for present and future generations. In a world marked by increasingly complex challenges and rapid change, strategic partnerships, a long-term vision and collective action are essential to ensuring the full realization of every child’s rights, while contributing to a more inclusive, resilient and sustainable future.



1. How does the business sector drive outcomes in favour of children?

In Latin America and the Caribbean, children's well-being is increasingly affected by **complex and interconnected challenges**. Persistent poverty, the growing impacts of climate change, gaps in health and nutrition, the learning crisis, rapid changes in the labour market, and gender inequalities continue to limit opportunities for millions of children across the region.

In this context, the commitment of **the business sector** to children's rights and well-being has been essential to addressing these challenges and driving sustainable, scalable results. Throughout 2025, UNICEF strengthened its collaboration with more than 3,000 business partners across the region through corporate partnerships and strategic collaborations, mobilizing financial resources, responsible business practices, knowledge and innovation in health, nutrition, education, child protection and water, sanitation and hygiene.

In 2025, UNICEF's work with **the business sector** also focused on generating knowledge, advocating for change and promoting innovative solutions to address the major challenges affecting children. The evidence generated by UNICEF reaffirmed the need to accelerate efforts and promote collective action among **companies, multi-stakeholder platforms, business leaders**, governments and civil society to advance healthy nutrition, climate action and resilience to climate change, as well as the empowerment of adolescent girls and youth participation.

Promoting healthy nutrition



According to a global [report](#) released by UNICEF in 2025, for the first time, **obesity** exceeds underweight among children globally, while Latin America and the Caribbean continues to face multiple forms of malnutrition that affect children's development and well-being across the region. Similarly, a pioneering regional [study](#) highlights the close relationship between **nutrition and mental health** among adolescents, emphasizing the importance of comprehensive approaches that reduce exposure to risk factors such as poor diet, physical inactivity and the consumption of harmful digital content.

In this scenario, UNICEF's **strategic partnerships** at the regional level with companies such as Novo Nordisk, BNP Paribas Cardif and AMWAY were essential to strengthening evidence-based research, promoting multisectoral dialogue and advancing initiatives aimed at fostering healthier eating

habits and environments. These collaborations strengthened coordination among companies, governments, civil society, young people and communities, as well as advocacy for public policies and collective action to improve children's nutrition and well-being.

Climate action and resilience



In a region where 4 out of every 10 children live in poverty, a regional [study](#) by UNICEF and ECLAC warns that over the next five years, nearly 5.9 million children could **fall into poverty** due to the impacts of climate change, even under scenarios involving immediate climate action. In this situation, UNICEF continued in 2025 to strengthen its collaboration with companies to drive solutions that promote climate adaptation, community resilience and a just transition centred on children.

Through high-level forums such as the Financial Times Climate & Impact Summit Latin America, UNICEF promoted knowledge-sharing and collective action on **climate resilience**. In 2025, strategic partnerships – including the collaboration with Takeda in Brazil, the regional Business and Community Resilience initiative and the business sector's involvement in strengthening national climate policy in Colombia – demonstrated how businesses can help protect children from the effects of climate change and related emergencies.

Empowering adolescent girls



According to a regional [study](#) by UNICEF published in 2025, adolescent girls bear a disproportionate burden of unpaid **household and care work**, which limits their access to learning opportunities, skills development, participation and economic autonomy. In this context, UNICEF fostered strategic dialogue with business and philanthropic leaders within the framework of the XVI Regional Conference on Women, highlighting the importance of investing in their development, leadership and meaningful participation.

In 2025, partnerships with key companies helped translate this vision into concrete solutions to **support adolescent girls**. In Mexico, the partnership with Essity promoted dignified education and menstrual hygiene management, while in Venezuela, the collaboration with Telefónica Movistar expanded



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access for adolescents and women to information, tools and services for the prevention of and response to gender-based violence. Likewise, UNICEF continued to expand the Companies that Care initiative in the region, promoting corporate policies for family well-being and greater shared responsibility for caregiving.

Youth participation



Youth participation took centre stage on UNICEF's regional agenda in 2025. Young activists brought **children's voices** to key events such as the IX Regional Forum on Business and Human Rights, held in São Paulo, and the XIV Global Forum on Business and Human Rights, held in Geneva, where they highlighted the importance of incorporating their perspectives into business and government decisions that impact children's lives.

The young people's statements highlighted climate action, the just transition and the need to strengthen meaningful and inclusive consultation and participation mechanisms in corporate due diligence and decision-making processes. These forums provided an opportunity to highlight the priorities of younger generations in the face of the region's social, environmental and economic challenges, reaffirming that children are **key agents of change** in building more sustainable, equitable and responsible solutions.

This progress would not have been possible without the commitment of corporate partners who support UNICEF through flexible resources, strategic collaborations, influence and the mobilization of capabilities and knowledge. Their trust enables the organization to respond quickly to emerging priorities, strengthen capacities, generate evidence and drive innovative solutions for children. The results presented in this report demonstrate that UNICEF's partnerships and collaborations with the business sector are a powerful tool for accelerating systemic change and **achieving lasting impact** across Latin America and the Caribbean.



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1.1 Health, child nutrition and access to healthy diets

Prevention of overweight and obesity

Promoting child nutrition

Promoting child children's health

SDGs impacted



Regional partnership with Novo Nordisk

Since 2019, Novo Nordisk and UNICEF have worked together in Latin America and the Caribbean to prevent childhood overweight and obesity **by promoting healthier food environments** for children. The partnership advances a systemic approach that combines evidence generation, capacity building, technical assistance, public policy advocacy and collaboration with governments, civil society, academia, youth networks and urban stakeholders.

Throughout 2025, the collaboration continued to strengthen the regional agenda on nutrition and healthy food environments through initiatives such as monitoring the digital marketing of ultra-processed products, analysing regulatory frameworks and promoting public policies aimed at preventing childhood overweight and obesity. It also fostered opportunities for exchange and collective action with strategic partners, including MERCOCIUDADES and ALSANNA, to promote innovative solutions for improving urban food environments.

One of the year’s key milestones was the regional workshop **Creating Healthy Urban Food Environments for Child Nutrition**, held in Bogotá and co-organized by Novo Nordisk, Gehl and UNICEF. The event brought together local government representatives from 14 cities across six countries, alongside participants from civil society, academia and regional organizations. The forum led to concrete commitments to advance healthier urban environments for children.

At a local level, in Argentina the alliance also strengthened the Municipalities United for Children (*Municipios Unidos por la Niñez y la Adolescencia*, MUNA) [initiative](#), supporting municipal regulatory processes on healthy environments that directly benefited more than 15,000 children and indirectly impacted more than 406,000 people. Furthermore, ALSANNA expanded its regional reach, bringing together 788 of its members and 248 organizations, with a presence in 29 countries.



Regional partnership with BNP Paribas Cardif

The regional partnership between UNICEF and BNP Paribas Cardif aims to address one of the most pressing public health challenges of our time: childhood overweight and obesity. Across the region, **more than 4 million children** under 5 years old and nearly 50 million children are overweight or obese. Furthermore, in several countries, more than one in three school-age children are overweight.

To promote healthier habits and environments, BNP Paribas Cardif and UNICEF are advancing a comprehensive approach that combines initiatives in schools and communities. According to UNICEF’s [Feeding for Profit](#) report, food environments are increasingly **shaped by commercial factors**, with ultra-processed foods widely available and heavily promoted, while nutritious options remain limited.

In Brazil, Chile, Colombia, Mexico and Peru, the partnership is driving sustainable changes in the behaviours and environments that influence children’s nutrition. In 2025, BNP Paribas Cardif visited [schools](#) in Tapachula, Mexico, where it saw firsthand the impact of the interventions and was able to interact with students and teachers.

By 2025, the partnership had **directly reached more than 100,000 children** and nearly 1 million people through advocacy and communication initiatives. Since 2022, this joint effort has reached more than 200,000 children and 35 million people in total. In this way, the partnership demonstrates how private sector commitment can drive large-scale impact and support the right of children to adequate nutrition.



Testimonial



“For more than five years, our partnership with UNICEF has enabled us to play an active role in addressing one of today’s most pressing public health challenges: the prevention of obesity. At BNP Paribas Cardif, we believe that educating children and teachers about healthy lifestyles, while promoting sustainable eating habits at home, is the first line of defence against obesity.”

Nathalie Doré,
Director of Impact and Innovation at BNP Paribas Cardif

Promoting child nutrition

Regional partnership with AMWAY

In Latin America and the Caribbean, the early years of life represent a critical window for children’s physical and cognitive development. Yet millions of children continue to face multiple forms of malnutrition as a result of inadequate feeding practices, unequal access to services, and environments that do not always encourage healthy choices.

Against this backdrop, UNICEF and Amway Latin America have joined forces to **prevent all forms of child malnutrition in the region**. Through its flexible support, Amway has established itself as a key partner, enabling UNICEF to address priority gaps, respond to emerging needs and advance sustainable solutions. The partnership focuses on three areas: strengthening policy frameworks that protect early childhood nutrition, improving health systems, and empowering families and communities to promote appropriate feeding practices.

In 2025, the partnership contributed to considerable progress, including **capacity building across multiple countries**, the promotion of policies aligned with international standards and improvements to key services, including breastfeeding promotion. The partnership with Amway in the region demonstrates how private-sector commitment can contribute to sustained, large-scale impact, helping ensure that children get the best start in life.



Testimonial



“For Amway, our regional partnership with UNICEF fully reflects the corporate vision we have held for almost 70 years: to help people live better lives. This commitment is realized through our focus on nutrition, health and well-being. Through this partnership, we are investing in the future of our region by preventing malnutrition among children.”

Dalia García,
Amway Brand Manager
and Partnership Lead

Partnership with Diners Club in Peru

In Peru, the collaboration between UNICEF and Diners Club seeks to mobilize resources and strengthen support for the country’s most vulnerable children. Funds raised through this partnership support UNICEF’s work, primarily in the **prevention of childhood anaemia**, improving access to health and nutrition services and child protection.

Since 2024, more people have been able to contribute easily and consistently to **UNICEF’s programmes** through an innovative resource mobilization model that enables recurring donations across Diners Club’s various channels, including its mobile app. In addition, the company leverages its channels and capabilities to foster a growing community of customers and employees committed to children’s rights.

In 2025, the partnership recruited 3,499 new donors, reinforcing Diners Club’s position as one of UNICEF Peru’s key resource mobilization partners. Additionally, a group of Diners Club employees

had the opportunity to visit Ucayali and witness firsthand UNICEF’s work and the **results achieved in communities** through their support.

This partnership demonstrates how **collaboration between the private sector and UNICEF** can mobilize resources, capabilities and networks to create sustainable impact and improve opportunities for vulnerable children.



Promoting children’s health

Partnership with MSD in Latin America

In 2025, MSD and UNICEF continued to strengthen their regional collaboration to promote **more inclusive and resilient health systems centred on pregnant women and adolescents in vulnerable communities**. At the regional level, MSD supported activities aimed at improving the quality of and access to integrated health services for adolescents, tailoring services to their needs, promoting better health outcomes, and increasing access to preventive services, including initiatives to raise awareness of the importance of vaccination.

Furthermore, with the support of the **MSD Solutions for Healthy Communities** programme, initiatives were implemented in Peru and Guatemala to advance health and nutrition programmes in vulnerable communities. These efforts focused on strengthening communities, building the capacity of health workers, and supporting local organizations to close gaps in care. In 2025, a new partnership was also signed in Colombia to support health and nutrition programmes in some of the country’s most vulnerable regions.



UNICEF and MSD for Mothers in Argentina: safe pregnancy and motherhood

In Argentina, UNICEF and MSD, through their global initiative MSD for Mothers,¹ renewed their commitment to maternal health through the **Safe Pregnancy and Motherhood** strategy. The initiative aims to strengthen the quality and safety of perinatal care through an inclusive approach centred on pregnant women, their rights and their needs. Implemented in **15 maternity units across Salta, Misiones and Santa Fe**, the strategy addresses persistent inequalities in access to quality care during pregnancy, childbirth and the postnatal period, particularly in areas located far from urban centres.

During 2025, institutional and clinical capacity-building activities were carried out, including 68 mentoring sessions, collaborative working spaces, and specialized training programmes. More than **890 healthcare professionals** participated in training on obstetric emergencies, the transformation of perinatal care, and the inclusion of support throughout the care process.

In its first year of implementation, the partnership reached **more than 13,000 pregnant women and their newborn babies**, helping to strengthen perinatal care services so that they are safer, more respectful and centred on the needs of families.



Testimonial



"At MSD, we reaffirm our long-standing commitment to the health of women, children and adolescents in Latin America, and we deeply value our collaboration with UNICEF for its expertise, reach and ability to achieve sustainable impact on a large scale. Through our participation in various regional partnerships, we are helping build more inclusive and resilient health systems. Furthermore, we support services for adolescents, community health initiatives in countries such as Peru and Guatemala, and maternal health programmes in Argentina, Brazil and the Dominican Republic that are improving the quality of medical care for thousands of pregnant women and their babies."

Kalahn Taylor-Clark,
Vice-President of Social
Impact and Sustainability,
MSD

1. MSD for Mothers is an initiative of Merck & Co., Inc., Rahway, NJ, USA.

Partnership with Takeda in Brazil

In Brazil, the partnership between Takeda and UNICEF aims to strengthen access to adequate water, sanitation and hygiene services in health facilities located in the **Munduruku Indigenous Territory**, in the state of Pará, helping to safeguard the rights of indigenous children and strengthen primary healthcare. Since 2022, this collaboration has supported initiatives related to the prevention of arboviral diseases and the response to climate emergencies.

The initiative, in place since 2025 in collaboration with the Tapajós River Special Indigenous Health District (DSEI-RT) and the Health and Happiness Project, involves assessments, infrastructure rehabilitation and training for healthcare professionals at nine Basic Indigenous Health Units (UBSI) and one Indigenous Health Centre (CASAI).

During 2025, WASH-FIT assessments were conducted at the 10 participating facilities, enabling the identification of priority needs to improve access to safe drinking water, sanitation and hygiene. In addition, face-to-face and online training sessions were held on the prevention of waterborne diseases and good hygiene practices.

As a result, **100 healthcare professionals were trained**, eight facilities completed their water, sanitation and hygiene rehabilitation process, and two units are in the final stage of implementation. The partnership also helped promote **the participation and leadership of approximately 200 indigenous adolescents and young people** in addressing the impacts of climate change in their territories. The partnership between Takeda and UNICEF in Brazil began in 2022 and previously supported initiatives focused on arbovirus prevention and climate emergency response.



Testimonial



"Strengthening our partnership with UNICEF is the way to reaffirm Takeda's commitment to more equitable and accessible healthcare for everyone. Through this initiative in the Munduruku indigenous territory, we aim to help strengthen health services, expand adequate access to water, and promote prevention and education initiatives that generate a positive and sustainable impact for children, adolescents and their communities."

Rodrigo Rodriguez,
President of Takeda Brazil

Partnership with Pfizer in Brazil

Since 2021, the partnership between Pfizer and UNICEF has evolved into a strategic collaboration to address key public health challenges in Brazil, serving as a **model** for Pfizer-UNICEF collaboration globally.

Initially focused on the development and implementation of the **Active Vaccination Search (BAV)** methodology, the partnership has made significant progress in improving vaccination coverage and strengthening health systems. This strategy raised **awareness among 2,030 municipalities** participating in the **UNICEF Seal** programme about the importance of achieving the 95 per cent vaccination coverage target. It also provided direct support for the implementation of technological and methodological approaches in priority areas of the Amazon and the Semi-Arid

region. These efforts remain crucial, as Brazil is among the 20 countries with the highest number of children with 'zero doses' in the world.

In 2025, the partnership embarked on a significant strategic evolution, shifting from an approach centred on immunization towards a **more flexible and comprehensive model**, capable of supporting a broader health agenda that includes maternal and adolescent health. Thanks to this approach, the partnership can respond more effectively to systemic challenges, emerging priorities and efforts to move towards universal health coverage. This innovative, strategic and long-term partnership reaffirms the shared commitment to strengthening public health systems and guaranteeing the **right to health for all children** in Brazil.



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1.2 Early childhood development, education, and life and work skills

Early childhood development
Learning and developing life and work skills

SDGs impacted



Regional partnership with Kimberly-Clark

The prosperity of a society depends on the opportunities available to all its members to reach their full potential from the earliest years of life. This premise underpins the regional partnership between UNICEF and Kimberly-Clark, through its childcare brand *Huggies*. In its sixth year of implementation, the partnership continues to drive better outcomes for **early childhood development across 15 countries in the region**, with a particular focus on the most vulnerable children and their caregivers.

During 2025, the partnership enabled the consolidation and expansion of interventions centred on three strategic pillars: strengthening systems, service delivery, and family and community participation. Countries made **significant progress**, reflected in policy commitments and concrete programmes, stronger multisectoral coordination mechanisms, expanded institutional capacities, and the implementation of innovative approaches to **engage caregivers on a broader scale**.

At regional level, UNICEF complemented the Care for Child Development (CCD) approach by incorporating the Caring for the Caregiver (CFC) [package](#), which places greater emphasis on the mental health and well-being of those who provide care. This comprehensive approach has strengthened the capacity of frontline workers to provide coordinated, practical and timely support to mothers, fathers and other caregivers.

Thanks to the catalytic nature of the funding provided by Kimberly-Clark, UNICEF was able to directly reach **4.2 million children, caregivers and early childhood development professionals** in 2025. In addition, a further 3.6 million people benefited indirectly from the scaling up of policies, programmes and strategies aimed at improving early childhood development outcomes. It is estimated that Kimberly-Clark's funding in 2025 enabled UNICEF to **directly reach 1.3 million beneficiaries**, expanding access to essential services and opportunities for children and their families.



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Partnership with Olímpica in Colombia

Given that **child malnutrition** in Colombia reflects deep regional inequalities, UNICEF and Olímpica, together with the Olímpica Foundation, have forged a long-term partnership since 2014 to deliver effective solutions in the most vulnerable regions.

Under the name **Together for Early Childhood**, this initiative promotes an innovative community-based model for health and nutrition that brings care to the places where it is most needed: rural and indigenous communities in La Guajira, Chocó and Guainía. This approach enables the timely detection and treatment of malnutrition, even in remote areas with limited access to health services. The model streamlines care through community-based mid-upper arm circumference measurements, decentralised treatment delivered by community health

workers, and the use of ready-to-use therapeutic foods, while also integrating the management of common childhood illnesses.

Thanks to support from Olímpica, in 2025 local capacities were strengthened through the training of 75 community health workers, while progress was made towards incorporating this model into national public policies. The intervention benefited **more than 15,000 children under 5 years old** receiving care at health facilities and **1,060 pregnant women**, while raising awareness among more than 8,000 caregivers. Furthermore, it contributed to strengthening five health centres and training 172 community health workers.

This partnership demonstrates how sustained private-sector commitment can save lives, strengthen systems and generate lasting impacts in early childhood.



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Partnership with Pax Assistance in Argentina

Pax Assistance’s collaboration with UNICEF Argentina connects the world of travel with solidarity, turning every experience into an opportunity to make a **positive impact**. For every person who books travel services, the company donates US\$1 to support initiatives that promote and protect the rights of children in the country. Furthermore, for two months each year, Pax Assistance doubles this contribution, reinforcing its commitment and expanding the reach of the initiatives it supports.

In 2025, the partnership demonstrated sustained growth, consolidating its position as an effective mechanism for mobilizing resources and generating

large-scale impact. The funds raised supported UNICEF’s early childhood programmes in Córdoba, Entre Ríos, Jujuy, Mendoza and Salta, helping to guarantee the rights to health, nutrition, care and education for approximately **700,000 children between 0 and 6 years old**.

Since its launch in August 2023, this partnership has reflected Pax Assistance’s commitment to **integrating solidarity into its business model**, demonstrating the various ways in which the private sector can make a meaningful contribution to early childhood development and help build a fairer future in Argentina.



Learning and developing life and work skills

Partnership with Diners Club in Ecuador

In the community of Dureno, Sucumbíos, UNICEF and Diners Club joined forces to strengthen the right to **high-quality, intercultural and bilingual education** for children from the **Ai Cofán** Indigenous community. Against a backdrop of infrastructure gaps, limited educational materials and insufficient teaching capacity, the partnership promoted solutions tailored to the community’s cultural and linguistic context.

Diners Club supports a holistic approach that combines strengthening the education system, community participation and child well-being. Through this partnership, strategic innovations have been promoted, including safe transport for students and teachers, context-specific training based on the **Knowledge of the Ceibo (Saberes del Ceibo)** methodology, active family involvement, and support for children’s physical and emotional well-being.

In 2025, the partnership facilitated community assessments, improvements to the Guillermo Quenamá School, teacher training programmes in several villages, and the roll-out of the Knowledge of the Ceibo teaching kit, with materials available in Spanish and the A’i ngae language.

As a result, the partnership has directly **benefited 242 Ai Cofán children and 18 female teachers**, with a wider impact on thousands of children and teachers across the department. This joint effort demonstrates that collaboration between the private sector and international organizations can deliver tangible results, preserve the cultural identity of Indigenous Peoples and build a more inclusive future for children in Ecuador.



Testimonial

“The partnership between Diners Club Ecuador and UNICEF demonstrates how collaboration between the private sector and the United Nations agency dedicated to children can drive meaningful and sustainable change in the lives of thousands of children and young people. Together, we have strengthened education, promoted inclusion and expanded opportunities in vulnerable communities. Each initiative reflects our commitment to building a more equitable and caring Ecuador, showing that positive change is possible through trust and collective action”.

Pablo Salazar,
Executive President of
Diners Club Ecuador

Partnership with Instituto Claro in Brazil

In Brazil, the partnership between Instituto Claro and UNICEF aims to promote quality, inclusive and equitable education through the **School Success Trajectories (Trajetórias de Sucesso Escolar, TSE) strategy**. The initiative supports public education networks in reducing learning gaps and addressing the ‘culture’ of school failure.

To achieve this, it facilitates a comprehensive assessment of age-grade distortion and school failure in the country, alongside recommendations for the development of education policies that promote access to education, school retention and student learning.

By 2025, seven states had implemented this strategy across 217 municipalities, reaching **3,849 school leaders and teachers, as well as 35,015 enrolled students**. At the local level, the 1,295 municipalities that participated in the UNICEF Seal programme carried out specific activities, resulting in the **certification of 85,000 directors and teachers** and more than 3 million participants benefiting from skills development initiatives.

Furthermore, the partnership contributed to the enactment of ordinances and decrees in the states to formalize the implementation of programmes and establish the ‘Pathways to Academic Success’ strategy as public policy. In 2025, the partnership was renewed for an additional four-year period, demonstrating Instituto Claro’s commitment to **transforming education** and expanding opportunities for meaningful learning for every child.



Testimonial



“For Claro, it is a great source of satisfaction to renew a partnership that has had a real and transformative impact on the lives of so many young Brazilians. We firmly believe in the power of education as a driver of social development and, for this reason, we remain committed and enthusiastic about supporting initiatives that expand opportunities and strengthen pathways to success. The collaboration between UNICEF and Instituto Claro reinforces our commitment to building a fairer and more inclusive country that is prepared for the future.”

José Félix,
Chairman of Claro and
Instituto Claro

The Unique Opportunities Initiative in Argentina

In Argentina, the transition of adolescents and young people from education to adulthood and work is constrained by multiple barriers that affect their life trajectories. The national education system faces a profound **learning crisis**, with 86 per cent of secondary school students failing to achieve satisfactory levels in mathematics and 42 per cent in language. These gaps particularly affect women and young people from vulnerable backgrounds.

In turn, educational gaps in basic skills are compounded by a **restrictive labour market and widespread informality**. According to the Permanent Household [Survey](#), in the first quarter of 2025, the youth unemployment rate reached 16.9 per cent, more than double the overall unemployment average rate (7.9 per cent). Furthermore, according to a UNICEF programme [guidance](#) document, by 2027, increasing automation could displace 22 per cent of jobs, exacerbating the challenges young people face in entering the labour market.

In this context, UNICEF’s **Unique Opportunities (Oportunidades Únicas, OU) initiative** aims to enable adolescents and young people to actively shape their professional futures.

To achieve this objective, the initiative fosters strategic cooperation among governments, private companies and youth organizations, establishing itself as a key platform that brings stakeholders together to promote a successful transition from education to the world of work. The strategy is made possible through collaboration with leading business organizations such as the Argentine Chamber of Commerce, Globant, Accenture, Randstad, Samsung, Microsoft and APTUGO.

In 2025, Unique Opportunities achieved **high-impact results**, engaging more than **17,000 adolescents and young people**. It also made over 100 free training courses and learning pathways available through its [web application](#). Together with 15 strategic partners, including companies, government bodies and allied organizations, the initiative continues to develop solutions that align the current demands of the productive sector with effective access to training opportunities and decent work for adolescents and young people.



The One Million Opportunities Initiative in Brazil

In 2025, UNICEF’s **One Million Opportunities (1 Milhão de Oportunidades, 1MiO)** initiative reached a historic milestone, establishing itself as Brazil’s largest productive inclusion strategy by exceeding its flagship target and creating more than **1.29 million opportunities** for vulnerable adolescents and young people.

Since its launch in 2020, 1MiO has played a key role in addressing inequalities in the labour market, with a focus on 12 priority groups, including Black and mestizo young people, Indigenous peoples, LGBTQIAPN+ people and persons with disabilities. This achievement underscores UNICEF’s role in coordinating efforts among the private sector, governments and civil society to promote decent work opportunities.

As of December 2025, the results demonstrate the initiative’s significant impact: **820,664 young people secured employment** through partner companies and governments, while a further **473,501 completed training programmes** designed to develop skills for the world of work. The partner network has also expanded significantly, comprising 255 companies, 99 civil society organizations and 1,880 municipalities. The [digital platform](#) remains at the heart of the strategy, with more than **224,000 young people registered** and actively seeking learning opportunities, work placements and formal employment.

In addition, in 2025, UNICEF presented the [report Skills and Green Jobs for Adolescents and Young People](#) in Brazil, which highlights the urgent need to equip young people with the skills required to access the more than 2 million green jobs available in the country, thereby supporting the transition towards a sustainable economy. The report was one of the central themes of 1MiO’s communication efforts throughout the year, demonstrating how the learning ecosystem can be adapted to create specific pathways into clean technologies and renewable energy and prepare young people for the professions of the future.



Testimonial



“My shy nature could have been an obstacle in my path, but sometimes all it takes is a little nudge. My family supported me a lot. My mum met a community leader from Aegea Saneamento, who told her about the Pioneers Project, which offers training to young people with limited access to opportunities. They realized how important this could be for my future and encouraged me to apply. Although I live in a suburb without many opportunities around me, I put my faith in this opportunity! Today I’m an apprentice at the company and I know there are no limits to how far I can go.”

Marcela Meireles,
a young participant in the 1MiO initiative

1.3 Protection against violence, exploitation and abuse

- Prevention of violence against girls and adolescent girls
- Protection in digital environments

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SDGs impacted

4

QUALITY EDUCATION

5

GENDER EQUALITY

16

PEACE, JUSTICE AND STRONG INSTITUTIONS

17

PARTNERSHIPS FOR THE GOALS

Prevention of violence against girls and adolescent girls

Partnership with Telefónica Movistar in Venezuela

Since 2023, UNICEF's strategic partnership with Telefónica Movistar Venezuela has helped leverage telecommunications infrastructure as a tool to **protect adolescent girls and women**, particularly against the risks of gender-based violence. According to the 2025 Global Humanitarian Overview [report](#), four out of five girls and adolescent girls do not receive essential support to prevent and respond to this type of violence.

Through this joint effort, Telefónica Movistar Venezuela has significantly expanded the reach of [Laaha](#), a platform developed by UNICEF and designed by and for adolescent girls and women to prevent gender-based violence. The platform has reached more than **62,000 active users**. For the second consecutive year in 2025, Venezuela had the highest number of **Laaha** users globally, enabling the direct and regular dissemination of content on violence prevention, mental health promotion and access to protection services.

In addition, large-scale SMS campaigns targeting the company's customer base generated more than **105,000 digital interactions** in 2025, further broadening access to key information and strengthening the dissemination of protection messages in urban areas and the country's most remote regions.

This initiative, which goes beyond operational support to establish itself as a high-impact model of corporate collaboration, has not only optimized resources for UNICEF but has also laid the foundations for joint advocacy in 2026. As part of this collaboration, the business sector will take on a **more active role in the public debate** on the prevention and mitigation of gender-based violence, thereby contributing to the creation of safer environments for adolescent girls and women.



Testimonial



"At Telefónica Movistar, we believe in the power of technology to drive social impact. Our partnership with UNICEF reflects our ongoing commitment to a more equitable future for girls and women. Through initiatives such as the Laaha project in Venezuela, we are placing our platforms at the service of prevention and empowerment. We are proud to see how this synergy is transforming lives, and we are convinced that together we can build a better world for future generations."

Inés Sandra Machado,
Director of Corporate Affairs and the Telefónica Movistar Foundation

Protection in digital environments

Digital skills and online protection with Tigo Nicaragua

The strategic partnership between UNICEF and Tigo Nicaragua aims to promote equitable access to digital opportunities, develop skills in science, technology, engineering and mathematics (STEM), and strengthen the participation of children. Through the Gamers in Action programme, the partnership has strengthened the digital skills of more than **800 children**, with a particular focus on promoting the inclusion of girls and adolescent girls in technology-related spaces. UNICEF has facilitated **digital skills training**, helping to bridge existing gaps and positioning children as key players in the country's digital transformation.

As part of the partnership, a range of comprehensive training and communication initiatives have been implemented. These include learning spaces focused on digital skills and the safe and positive use of technology, as well as youth co-creation initiatives, such as the [podcast For Children: A Safe Internet for Everyone](#), and virtual events for families and caregivers. These initiatives have not only strengthened technical skills but also promoted safe digital environments and fostered intergenerational support.

In addition, UNICEF and Tigo Nicaragua have implemented positioning strategies across media and digital platforms to highlight the importance of **digital inclusion, online protection** and the development of future-ready skills. Together, these communication initiatives have reached more than **128,000 people**, consolidating the partnership as a regional benchmark for collaboration with the private sector to accelerate results in education, innovation and the protection of children in digital environments.



Testimonial



"The collaboration between Tigo Nicaragua and UNICEF has demonstrated how connectivity, education and innovation can create meaningful opportunities for children and adolescents across the country. The Gamers in Action programme has strengthened digital and STEM skills, with a particular focus on including girls and adolescent girls in technology-related spaces and equipping them with skills for the future. It has also promoted learning, youth co-creation, development of content on the safe use of technology, and family support. In doing so, the partnership has established itself as a benchmark for private-sector collaboration focused on children, contributing to their development and digital inclusion while strengthening their online protection."

Yuri Morales Peñaranda,
Managing Director of Tigo Nicaragua



1.4 Access to water, sanitation and hygiene services

Water, sanitation and hygiene

Environmental protection and climate change

SDGs impacted



Water, sanitation and hygiene

Partnership with Banco Pichincha in Ecuador

In Ecuador, safe access to water remains a challenge for many rural communities. In response, Banco Pichincha's **Joining Forces (Sumar Juntos)** programme and UNICEF have worked together to strengthen water systems and local management capacity, forging a strategic partnership that can drive sustainable change in the lives of children and their communities.

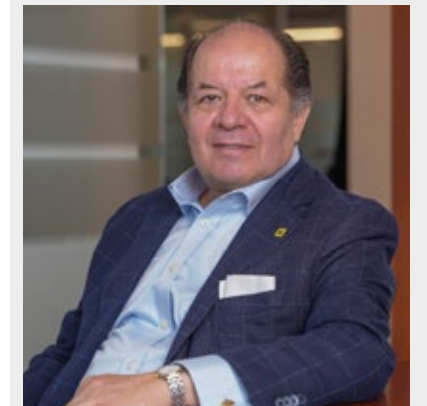
The **Joining Forces** programme reaffirms Banco Pichincha's commitment to the country's development by promoting solutions that go beyond infrastructure to strengthen the resilience and sustainability of essential services in the most vulnerable communities. In 2025, the two organizations renewed their commitment and embarked on a second phase of collaboration to expand the programme's impact.

Key initiatives include the improvement and strengthening of **19 community drinking water systems** in Chimborazo (Alausí) and Sucumbíos (Shushufindi). These efforts are the result of coordinated action among communities, institutions and local authorities and are complemented by the implementation of tools to optimize the management of these services.

This partnership demonstrates how cooperation and joint efforts towards a common goal can transform systems, strengthen communities and promote more equitable and sustainable access to water, directly contributing to **the health, well-being and development opportunities** of thousands of children in Ecuador.



Testimonial



"At Banco Pichincha's Sumar Juntos programme, our partnership with UNICEF reaffirms our belief that the most meaningful and lasting transformations are achieved when different stakeholders come together around a shared vision, combining their expertise, resources and commitment. Through this holistic approach, our partnership has strengthened 25 drinking water systems and benefited more than 21,231 people across Ecuador. In 2025, we are renewing this commitment to expand our reach and further strengthen management processes. For us, trust means believing in the power of water to change lives."

José Luis Álvarez,
Chair of Banco Pichincha's Sumar Juntos Programme

Partnership with Banco de Occidente in Colombia

In La Guajira, where access to water remains a structural challenge for many communities, UNICEF and Banco de Occidente have worked together since 2019 to improve living conditions for children. Banco de Occidente's sustained commitment has established it as a key partner in promoting solutions that **guarantee access to water, sanitation and hygiene services**, helping to create healthier, safer and more resilient environments.

The partnership combines investment in infrastructure with community empowerment, prioritising **Wayúu Indigenous** communities and the most vulnerable populations. Its holistic approach promotes access to safe water, improved basic sanitation, the adoption of hygiene practices and the strengthening of these services in schools.

A key milestone in 2025 was the rehabilitation of the water system in the community of Campamento, Maicao, benefiting **399 families (1,595 people)** and **487 students**. The project included the installation of a drinking water treatment system, water supply points adapted to the local terrain, and solar panels to ensure a sustainable energy supply.

The project also strengthened the community committee's capacity to manage the system and respond to climate-related risks. This partnership demonstrates how the financial sector's commitment can help drive sustainable solutions and create real opportunities for children living in highly vulnerable contexts.



Testimonial



"For Banco de Occidente, supporting initiatives that advance Colombia's social and sustainable development is a priority. Our partnership with UNICEF has been a transformative experience, demonstrating how a payment method can become a vehicle for meaningful social impact. Every UNICEF Credit Card activated and used contributes directly to improving the quality of life of children in La Guajira, reaffirming our commitment to building a fairer, more inclusive and sustainable future."

Julio Ortiz,
Manager of Payment
Methods and Partnerships
at Banco de Occidente

Environmental protection and climate change

Advocacy to integrate children into Colombia's climate commitments

As part of the Colombian Government's process to update its Nationally Determined Contributions (NDC 3.0), UNICEF implemented an advocacy strategy to raise the visibility and importance of commitments relating to children within **national climate policy**. A key enabler of this process was **coordination with the private sector**, including the organization of working groups with 11 trade associations and the promotion of business platforms across different regions of the country.

The economic sectors involved included livestock farming, agriculture, extractive industries and transport, as well as strategic coordination platforms such as chambers of commerce and the United Nations Global Compact. This process brought together meaningful multisectoral representation to

inform public policy. As a result, UNICEF was able to systematise **good sectoral practices and formulate concrete recommendations** for the government to strengthen its commitments to protecting children from the impacts of climate change.

This consultation and collective process culminated in the drafting and formal submission to the government of a **comprehensive technical report** containing feedback on proposed adjustments to the country's climate commitments and policies. UNICEF's contribution demonstrated its **ability to bring together private-sector stakeholders** around sustainable development agendas, positioning children as a cross-cutting and indispensable pillar of the country's climate response.



Participation in the Financial Times Climate & Impact Summit Latin America

In August 2025, UNICEF participated in the Climate and Impact Summit Latam, organized by the Financial Times in São Paulo. The event brought together more than **250 leaders from the private sector, investors and other strategic stakeholders** to discuss progress on the climate agenda in the region and the role of the private sector in advancing the Sustainable Development Goals (SDGs).

UNICEF was represented by Joaquín González-Alemán, UNICEF Representative in Brazil, and Víctor González Herrera, member of the UNICEF International Board. They highlighted the need to **accelerate partnerships and investments** that integrate sustainability, climate resilience and children's well-being. During the [session](#) titled 'The Role of the Private Sector in Advancing the SDGs', Joaquín González-Alemán emphasized that "climate change is not only an environmental threat, but also

a direct and growing obstacle to progress towards the SDGs for children and adolescents in Latin America and the Caribbean."

Mr. González-Alemán also called for a shift from commitments to implementation and for stronger collective action ahead of the 30th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP30). He highlighted the key role of **partnerships between governments, philanthropic organizations and the private sector** in ensuring that climate action prioritizes the most vulnerable children across the region.

Through its participation in the event, UNICEF consolidated its position as a key player in the regional dialogue on climate and sustainable development, strengthening engagement with business leaders and creating new opportunities for collaboration with the private sector.



1.5 Social and care policies

Public policies in support of children

Care policies to support a better work-family balance

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SDGs impacted



Partnership with Rumo in Brazil

In the state of Mato Grosso, Brazil, where significant social and regional inequalities persist, UNICEF and Rumo S.A. have established a strategic partnership to **strengthen public policies** and safeguard the rights of children at the local level. Through its support for the implementation of the **UNICEF Seal 2025–2028** programme, Rumo has positioned itself as a key partner in strengthening municipal systems in education, health, social protection and civic participation, with a particular focus on the most vulnerable communities.

This partnership addresses structural challenges such as limited access to basic sanitation, social exclusion and the lack of protection for Indigenous populations. To this end, it promotes a comprehensive approach combining **technical assistance, training and ongoing support** for

public officials, professionals and community stakeholders. It also promotes the use of key platforms such as Busca Ativa Escolar, Busca Ativa Vacinal and the 1MiO initiative.

In 2025, the partnership directly benefited 78 local authorities through technical training programmes and initiatives to strengthen citizen participation, involving **1,964 adolescents** from the Adolescent Citizenship Centres (NUCA) and **more than 2,000 managers and professionals**.

A key achievement was the inclusion of municipalities participating in the UNICEF Seal programme for the first time. This partnership demonstrates how the private sector can contribute to strengthening local governance and creating concrete opportunities for children.



Collaboration with the Uruguayan Chamber of Construction

UNICEF and the Chamber of Construction joined forces to highlight the housing challenges affecting children and the need to incorporate their perspectives into public policies. This joint initiative was grounded in a clear assessment: in Uruguay, one in two children lives in a household with **at least one housing deficiency**, while one in four lives in overcrowded conditions or in a home without adequate floors or roofs.

For years, housing and the surrounding environment have been structural factors contributing to the perpetuation of social inequality in the country, compounded by the limited attention given to housing policy design. Against this backdrop, in 2025 UNICEF and the Chamber of Construction launched a coordinated strategy focused on evidence generation, [awareness-raising](#) and [advocacy](#). A key milestone in this strategy was the presentation of [the report Children and Housing: Priorities for a National Agenda](#).

This process contributed to the Government’s incorporation of programmes prioritizing children into the **Five-Year Housing and Habitat Plan**. Key achievements include a specific focus on adolescents leaving institutional care, while promoting housing solutions that support their transition to independent living. In addition, a system was established to respond to sporadic housing emergencies, enabling rapid assistance through the provision of materials, labour and technical support to families experiencing extreme vulnerability.

These advances provide a starting point for the perspectives of children and adolescents to be increasingly integrated into public housing policies and recognized within the private sector as an issue requiring greater attention and commitment.



Companies that Care initiative in Argentina

For more than eight years, UNICEF has promoted the **Companies that Care (Empresas que Cuidan, ECU)** initiative in Argentina, a strategic model designed to transform corporate culture by integrating work-family balance policies that support the well-being and holistic development of young children. Having positioned the business sector as a key ally in advancing this agenda, the initiative strengthened its commitment in 2025 through the **Care and Well-being training programme**, a technical capacity-building initiative that provided practical implementation tools to a network of more than **2,000 corporate leaders and key decision-makers**.

ECU's **digital platform** has also continued to grow steadily, with **more than 3,000 companies** using its resources to assess internal policies and develop corporate strategies that strengthen care for young children, including the children of their employees. The nationwide reach and sustainability of the initiative have been made possible through a strong framework of collaboration with local governments and chambers of commerce.

In late 2025, UNICEF began **developing ECU 2.0**, a major evolution of the initiative scheduled for launch in 2026. Alongside a refreshed visual identity, this new phase includes the transformation of the platform and the strengthening of its value proposition through the integration of an e-learning ecosystem and a dynamic space for professional knowledge exchange in the form of a community of practice.



Testimonial



“Through the Companies that Care initiative, UNICEF has played a fundamental role in strengthening our institutional commitment to care responsibilities, helping to place this issue firmly on the organization’s agenda and driving meaningful, sustainable change. Among these efforts, key achievements include training implementation teams, extending leave entitlements, establishing a breastfeeding room, and promoting awareness-raising initiatives aimed at employees, management and the wider community, all of which contribute to sustaining the economy as a whole. Without care, it is not possible to sustain life as we know it. The coordinated, close and ongoing collaboration with this initiative has been crucial in implementing improvements that directly impact the quality of life of everyone at the Rosario Board of Trade.”

Anaclara Dalla Valle,
Manager of Foundation,
Sustainability and
Communications at the Rosario
Board of Trade

Companies that Care initiative in Paraguay

In 2025, UNICEF Paraguay launched the **Companies that Care (Empresas que Cuidan, ECU) platform**, aimed at the private sector, with the objective of promoting family-friendly policies that benefit workers and safeguard the rights of young children in their care. The initiative is aligned with UNICEF’s institutional priority of promoting early childhood policies in the country.

The **launch** of the platform was supported by the Latin American Justice and Gender Team in Argentina (ELA), the Global Compact in Paraguay, the Ministry of Labour, Employment and Social Security, the Ministry of Children and Adolescents and the Ministries of Education and Health. These institutions contributed to the development of the platform by validating its content, while **UNICEF’s Business Advisory Council** also played a key role in its launch.

The **Memorandum of Understanding** signed with the **Association of Christian Entrepreneurs (ADEC)** was a key milestone in promoting the platform. This partnership enabled UNICEF to participate in the XVI International **Congress** on Corporate Social Responsibility and Sustainability, an event that brought together leading figures from the country’s private sector. At the event, UNICEF presented the platform to an audience of **approximately 1,000 people**.

Furthermore, UNICEF led a workshop for **75 corporate representatives**, introducing them to the tools and resources available on the platform. As a result, several companies are now implementing measures to strengthen **family care policies** in the workplace.



Companies that Care initiative in Mexico

In 2025, UNICEF Mexico consolidated the **Companies that Care (Empresas que Cuidan, ECU) initiative** by launching a membership scheme based on 10 corporate commitments designed to strengthen family-friendly policies in the workplace. The initiative was supported by the Global Compact Network Mexico, UN Women and the Ministry of Economy, which will incorporate elements of the initiative into the design of the forthcoming national standard on the care economy.

To broaden its reach, a programme of virtual seminars was developed for 2025–2026 to attract new businesses and disseminate the research findings. As part of the annual Global Compact Network Mexico event, UNICEF participated in [sessions](#) dedicated to the initiative and supported the establishment of an **early childhood space**, reaffirming the business sector's commitment to more family-friendly working environments.

In coordination with the Business Coordinating Council (CCE), the Mexican Employers' Confederation (COPARMEX) and the Global Compact Network Mexico, the results of the second [survey](#) on family-friendly policies in the workplace were presented, with the participation of over **100 companies of different sizes and from various sectors**. The survey revealed significant progress, such as the availability of breastfeeding rooms, flexible working arrangements and leave to fulfil family responsibilities. However, significant challenges remain in access to childcare services and the extension of paternity leave.

These results confirm both the growing awareness among businesses and the need to move beyond isolated measures towards comprehensive policies that recognize care as a right and a fundamental pillar of corporate sustainability.



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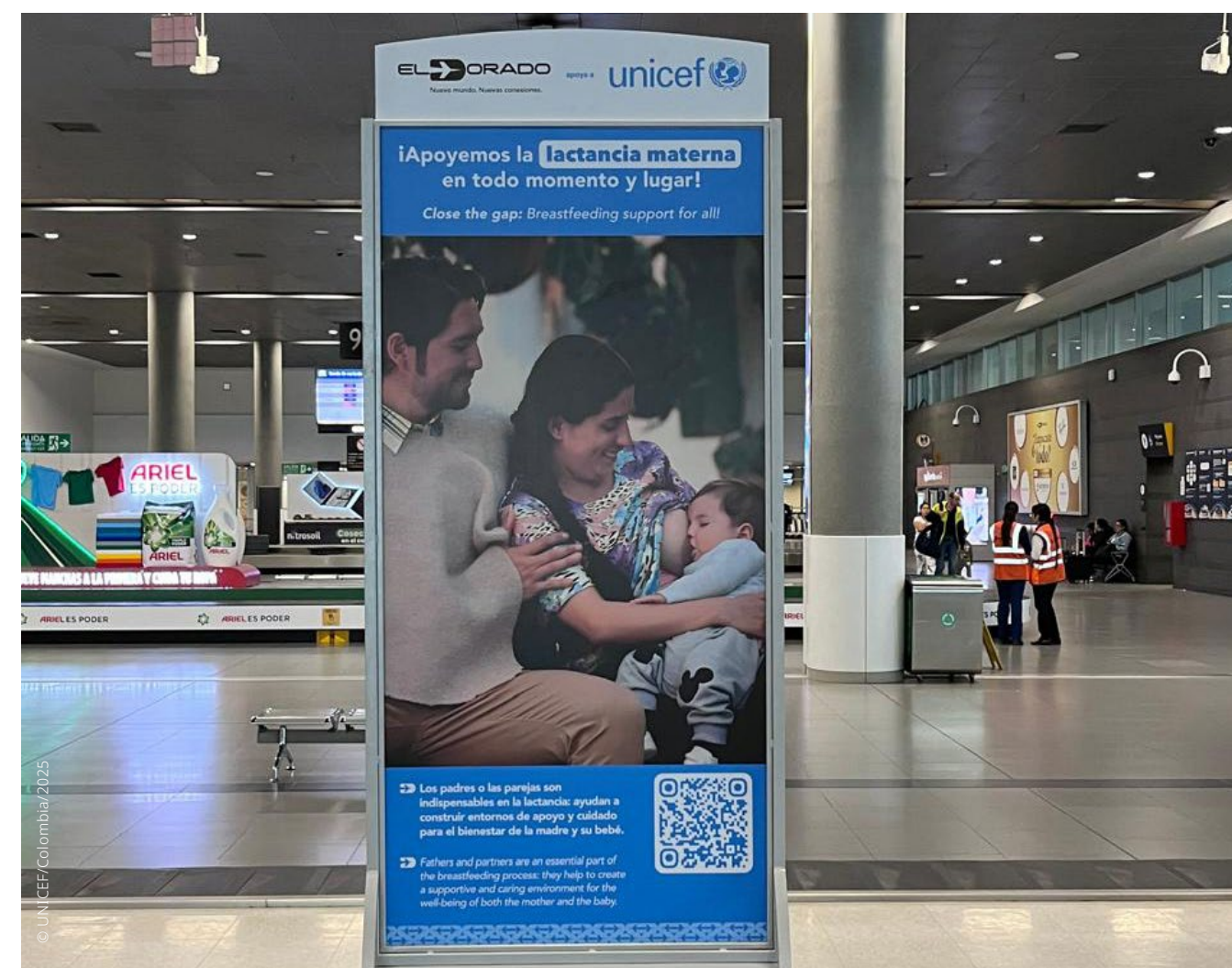
Companies that Care initiative in Colombia

In 2025, as part of the **Companies that Care (Empresas que Cuidan, ECU) initiative**, UNICEF Colombia strengthened its partnership with **El Dorado International Airport** to continue raising awareness amongst travellers and users about the importance of breastfeeding. During Breastfeeding Awareness Month, the airport launched a wide-reaching campaign that transformed the baggage conveyor belts in the domestic and international terminals into communication spaces featuring messages and images developed in collaboration with UNICEF.

The campaign was part of a broader **institutional strategy** to promote breastfeeding, which led to the establishment of six breastfeeding rooms at the airport. These actions reflect the airport's

sustained commitment to protecting children's rights in workplaces and transit spaces. The combination of infrastructure and mass communication helped create a more supportive environment for families and millions of travellers.

Also in 2025, **Banco de Bogotá** was recognized as a strategic UNICEF partner in promoting family-friendly policies, during the launch of UNICEF's [Family-Friendly Workplaces Toolkit](#). The bank's experience was highlighted as one of the organization's global success stories, reflecting years of joint efforts to promote practices that benefit young children. Through a strong business case, this recognition demonstrates that better work-family balance and care policies create value for both families and organizations.



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Partnership with Transparent BPO in Belize

In 2024, UNICEF Belize joined forces with Transparent BPO, one of the country's largest private-sector employers, to promote family-friendly policies and advance child nutrition and well-being as responsible business practices. In collaboration with the Ministry of Health and Well-being and the Ministry of Human Development, UNICEF provided technical assistance to support the implementation of **breastfeeding-friendly spaces** and to strengthen support systems for workers.

As part of this collaboration, in 2025 Transparent BPO established **two fully equipped breastfeeding rooms** at its workplaces, adopted an institutional breastfeeding support policy, and introduced **childcare services** for its staff. UNICEF also facilitated coordination with relevant government institutions to support the company in meeting the requirements related to these services and provided guidance to raise awareness of the importance of breastfeeding and care policies.

The [initiative](#) has benefited **more than 1,500 employees**, including **over 920 women**, 461 mothers and 310 fathers, and has provided direct support to mothers returning to work after maternity leave. Furthermore, it has established itself as a promising model of public-private partnership in Belize, demonstrating how technical assistance, government partnerships and business leadership can drive sustainable and scalable progress in promoting workplace care policies across the Caribbean.



Testimonial



"In 2025, we officially launched our breastfeeding room in collaboration with UNICEF and opened a childcare centre for our staff and their families. These initiatives respond to the reality of our workforce. Around 35 per cent of our staff are mothers, and more than half of our team are women. These figures come with a responsibility. By bringing these support services closer to the workplace, we are helping our employees stay focused, productive and at ease, knowing that their families are well cared for. If we truly want to build an inclusive, high-performing organization, we must create a workplace environment that responds to their needs."

Eric Petty,
Managing Director of
Transparent BPO

Breastfeeding-friendly spaces in Guatemala

In Guatemala, only 53 per cent of children under 6 months old are exclusively breastfed. In response to this situation, and in coordination with the Ministry of Labour and Social Welfare (MINTRAB), UNICEF has promoted the **Breastfeeding-Friendly Spaces (EALM) initiative** since 2022 to raise awareness among businesses and schools about the benefits of promoting breastfeeding in the workplace.

In 2025, with technical support from UNICEF, the ministry recognized 12 companies and government institutions for establishing Breastfeeding-Friendly Spaces in their workplaces, benefiting more than **30,000 working mothers**. These spaces enable mothers to express and safely store breast milk

during the working day, helping promote, protect and support exclusive breastfeeding, as well as its continuation up to two years of age and beyond.

To support workplaces and educational institutions in meeting the requirements for this recognition, UNICEF developed an [online course on breastfeeding](#), available through its AGORA platform. These initiatives demonstrate that promoting breastfeeding can help create more equitable and inclusive environments, enhance job satisfaction, and strengthen the commitment and retention of working mothers, establishing breastfeeding support as a responsible business practice that contributes to early childhood development.



Promoting breastfeeding-friendly environments in Nicaragua

To strengthen partnerships with the private sector, in **coordination with the Ministry of Health**, UNICEF supported the development and promotion of the Manual for the Organization and Operation of Human Milk Banks and Breastfeeding-Friendly Spaces in the Workplace. This manual is a key tool for promoting work environments that support and protect breastfeeding.

In 2025, this guide was validated by **10 companies from various sectors nationwide**, consolidating the initiative as a collaborative approach that combines technical standards with the needs and realities of the business sector. As part of this process, UNICEF provided technical assistance to participating companies to facilitate the adoption of the new guidelines.

This process helps create favourable conditions for working mothers to continue breastfeeding, thereby enhancing their **babies’ well-being and development**. It also promotes responsible business practices that extend beyond organizations’ internal operations, raising awareness among customers, suppliers and other stakeholders about the importance and sustainability of breastfeeding.

This initiative demonstrates the potential of public-private partnerships to promote nutrition and early childhood development, while positioning breastfeeding as a **strategic investment in maternal and child health**, human capital development, and the creation of more inclusive, sustainable and competitive working environments.



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1.6 Disaster risk reduction and humanitarian action

- Regional Initiative on Business and Community Resilience
- Implementation of pilot projects for emergencies
- Emergency response

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SDGs impacted

9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

13

CLIMATE ACTION

16

PEACE, JUSTICE AND STRONG INSTITUTIONS

17

PARTNERSHIPS FOR THE GOALS

Regional Initiative on Business and Community Resilience

In 2025, UNICEF continued to strengthen private-sector engagement in **humanitarian action, disaster risk reduction (DRR)** and resilience-building during the fifth year of implementation of the Business and Community Resilience initiative. In the Eastern Caribbean,² Guatemala and Peru, UNICEF and its private-sector partners worked together to strengthen local governance, promote best practices in business continuity and emergency preparedness, and reinforce inter-agency coordination through a child-centred approach.

At the regional level, UNICEF continued to strengthen collaboration with **key private-sector networks** for disaster risk management (DRM), including ARISE from the United Nations Office for Disaster Risk Reduction (UNDRR), the Connecting

Business Initiative (CBI) and the United Nations Global Compact. Practical tools and guidance were also developed to support UNICEF country offices in expanding private-sector engagement in humanitarian action and disaster risk management.

Furthermore, the regional meetings organized by UNICEF provided a platform for exchanging lessons learned, sharing progress and promoting stronger collaboration across the region, positioning the private sector as a strategic partner in building resilience and managing disaster risk. Beyond Latin America and the Caribbean, UNICEF supported the Association of Southeast Asian Nations (ASEAN) in developing a **strategy for private-sector engagement**, contributing to the expansion of this approach at the global level.



2. The Eastern Caribbean region comprises the following countries and territories: Anguilla, Antigua and Barbuda, Barbados, the Virgin Islands, Dominica, Grenada, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, and the Turks and Caicos Islands.

Implementation of pilot projects for emergencies

Strategic partnerships with LATAM Airlines in Peru

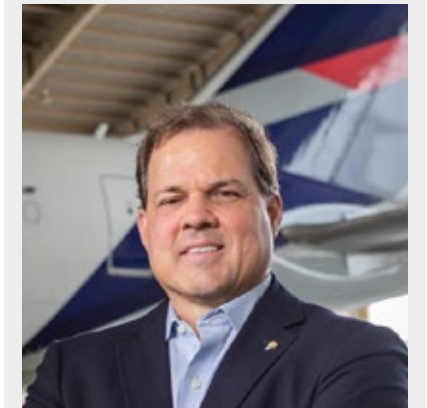
In Peru, UNICEF established its first regional partnership with an airline for cargo transport, expanding its logistical capacity to support emergency response. In April 2025, UNICEF signed an **agreement with LATAM Airlines** covering the transport of up to 20 tons of air cargo, 50 air tickets for the deployment of staff in emergency situations and strengthened disaster preparedness. The partnership was subsequently extended to Ecuador, enabling UNICEF to access an additional five tons of cargo capacity and 100 air tickets.

Throughout 2025, the partnership supported **emergency operations across Peru**, facilitating the deployment of multidisciplinary teams to northern coastal areas affected by flooding, Amazonian regions impacted by drought and migration corridors in the north of the country. The agreement also strengthened preparedness measures, including the early mobilization of UNICEF emergency specialists to Tumbes ahead of the floods. This enabled closer coordination with government authorities and accelerated the delivery of essential supplies, including support for water, sanitation and hygiene services in schools and health facilities, through pre-positioned supplies.

Thanks to these preparedness and response measures, UNICEF reached approximately **53,000 people**, demonstrating the value of **logistical partnerships** with the private sector. UNICEF aims to expand this model of collaboration with LATAM Airlines as a best practice for private-sector engagement, promoting a shift from reactive assistance to proactive preparedness. This partnership demonstrates how strategic collaboration with companies can provide flexible and timely support before, during and after emergencies across the region.



Testimonial



"When we combine UNICEF's on-the-ground expertise with LATAM Airlines' logistical capacity, we achieve something fundamental: ensuring that more children in need receive assistance faster. Through this partnership, we have committed to transporting 20 tons of humanitarian aid per year and to facilitating the transport of essential personnel to provide timely care to the country's most vulnerable areas. This joint effort demonstrates how collaboration between organizations can generate a tangible impact and extend the reach of aid to where it is most needed."

Manuel Van Oordt,
Managing Director of
LATAM Airlines Peru

Resilient Municipalities in Guatemala

In Guatemala, UNICEF promotes the **Resilient Municipalities** initiative, which positions the private sector as a strategic partner in strengthening municipal systems. This approach institutionalizes the Business and Community Resilience model and, together with local authorities, engages companies, children and young people in disaster risk management planning processes.

In 2025, assessments carried out in the municipalities identified specific opportunities to promote **public-private partnerships** to strengthen climate change adaptation and disaster risk management. The findings highlighted the need for dedicated mechanisms to facilitate coordination between the private sector and local authorities responsible for risk management.

The **Resilient Municipalities** initiative is currently being rolled out in a further six municipalities. The model provides a practical, results-oriented approach that demonstrates the value of harnessing private-sector capabilities to strengthen inter-institutional coordination and disaster resilience at the local level.



Emergencies in Eastern Caribbean countries and territories

In 2025, UNICEF strengthened its collaboration with the new leadership of the Caribbean Chamber of Commerce (CARICHAM), ensuring continuity in efforts to promote **disaster risk management centred on the most vulnerable children** in the Eastern Caribbean. UNICEF also contributed to the development of the United Nations Strategy for Private Sector Engagement in the Eastern Caribbean, launched in 2025, which prioritizes deeper and more structured collaboration with the private sector across the subregion.

At the same time, UNICEF established partnerships with the United Nations Global Compact, the ARISE platform of the United Nations Office for Disaster Risk Reduction (UNDRR), and the Connecting Business Initiative (CBI) to promote private-sector engagement across all **phases of emergency management: before, during and after emergencies**. This strengthens emergency preparedness, response and recovery, with a focus on protecting and promoting the well-being of the most vulnerable groups, particularly children.



Emergency response

Partnership with CENACED in Mexico

In 2025, following the impact of Hurricanes Otis and John in Guerrero, thousands of children were unable to access education and essential water, sanitation and hygiene services in their schools. In this context, UNICEF and the National Centre for Support in Epidemiological Contingencies and Disasters (CENACED) established a strategic partnership to contribute to the **recovery of the education system** through a resilience- and sustainability-focused approach.

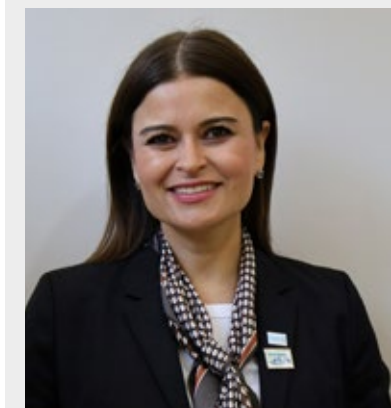
The collaboration focused on ensuring safe, healthy and dignified school environments by strengthening water, sanitation and hygiene services. During 2025, the partnership advanced the implementation of comprehensive interventions in **15 schools in Acapulco and Coyuca de Benítez**, prioritizing those most severely affected. Activities included specialized technical assessments, the rehabilitation of water and sanitation infrastructure, and the installation of rainwater harvesting systems, as well as filtration and purification solutions to ensure access to safe water.

At the same time, capacity-building initiatives were implemented for teachers, educational staff and students, promoting good hygiene practices and the proper use and maintenance of the installed infrastructure. During 2025, the partnership consolidated a key preparatory phase involving planning, assessment and the commissioning of works, laying the foundations for accelerated implementation.

Thanks to the coordinated efforts of government authorities, educational bodies, parents' committees and technical teams, around **2,000 students and 180 members of teaching and administrative staff** benefited from the project. This partnership highlights the value of multisectoral collaboration in responding to emergencies and developing sustainable solutions, with potential for replication in other parts of the country.



Testimonial



"For CENACED, this project represents much more than the rehabilitation of school infrastructure; it means supporting the communities of Acapulco and Coyuca de Benítez in a recovery process grounded in dignity, resilience and a vision for the future. Working alongside UNICEF has enabled us to promote sustainable water, sanitation and hygiene solutions that will directly benefit the health, well-being and learning of thousands of children. We firmly believe that investing in safe and healthy spaces for children is also an investment in the social reconstruction of Guerrero".

Cynthia Lizeth Espinoza Aranguré,
National Director of CENACED

A young man and woman are hugging in front of a historic stone building with arched windows and a metal fence. The man is wearing a white t-shirt with a floral design, and the woman is wearing a grey striped shirt. They are both smiling at the camera. The background shows a large, weathered stone building with multiple arches and a metal fence in the foreground.

2. Promoting responsible business practices towards children



2.1 Communication campaigns with the business sector

SDGs impacted



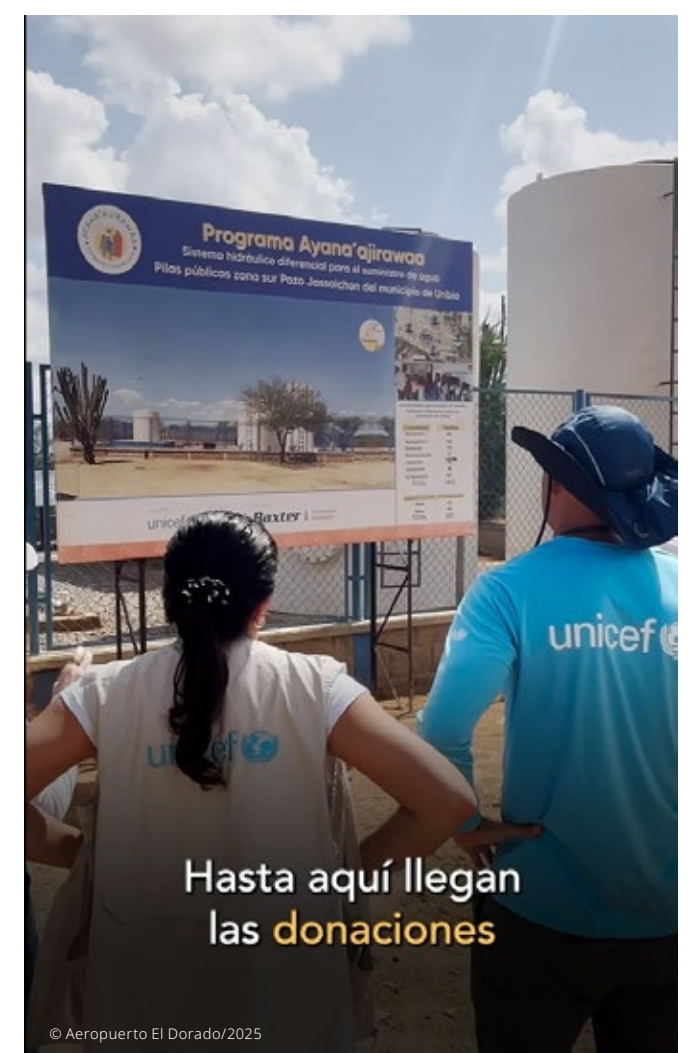
El Dorado International Airport: Amplifying UNICEF's Programmatic Impact

Following almost four years of strategic partnership with UNICEF, El Dorado International Airport took a significant step towards consolidating its commitment to children through the **Guajira Mission 2025 (Misión Guajira 2025)** campaign. To gain first-hand insight into the impact of resources mobilized through travellers' contributions, the airport's sustainability and communications teams joined UNICEF on a field visit to water, sanitation and hygiene (WASH) projects in La Guajira.

The visit enabled the teams to document results on the ground, amplify the voices of beneficiary communities and develop a compelling narrative around the partnership's impact. Following the visit, the airport produced a series of audiovisual content [pieces](#) that were shared through its digital channels and reached tens of thousands of people. Beyond

promoting donations, these communications demonstrated in tangible terms how travellers' contributions translate into **concrete solutions** for children and families in one of the country's most vulnerable regions.

Guajira Mission 2025 is a strong example of how the private sector can amplify the impact of its collaboration with UNICEF. The campaign effectively brought together two fundamental aspects of the partnership: mobilizing resources to support life-changing programmes and communicating the impact achieved, bringing audiences closer to the realities and results of work on the ground. In this way, El Dorado moved beyond the traditional role of donor to become an **active and credible advocate for UNICEF's mission**, strengthening public trust and engagement.



Partnership with Essity and the launch of My Moon Days (Mis Días de Luna) in Mexico

In Mexico, UNICEF and Essity have joined forces to promote dignified menstrual education and management, as well as equitable access to water, sanitation and hygiene services. With Essity's support, the partnership has helped **strengthen these services in schools** by generating evidence, advocating for public policies, and implementing awareness-raising and training initiatives.

Key milestones include the First and Second National Menstrual Hygiene Surveys; the development of teaching materials for teachers; the promotion of the National Strategy for Dignified Menstruation; and the organization of the Menstrual Cycle Festival (*Ciclo M*) for the second consecutive year. In 2025, the partnership consolidated important progress towards creating **safer, more inclusive and dignified school environments** for girls and adolescent girls.

More than **15,000 children** benefited directly from improvements to water, sanitation, hygiene and menstrual management infrastructure; 789 teachers were trained; and resilient technologies were implemented in 10 schools, benefiting **2,347 students** and with the potential to reach more than 8,700 schoolchildren over the next five years. In addition, more than 90,000 people received messages on hygiene and menstrual education, while more than 8,000 girls and adolescent girls gained access to menstrual education and products.

The partnership also led the launch of **My Moon Days (Mis Días de Luna)**, an innovative radio [series](#) and forum for dialogue on menstruation from a rights, health and equity perspective. Through 22 episodes broadcast on 23 community radio stations, the initiative reached more than **10 million people**, helping to break down stigma and normalize conversations about menstruation.



Testimonial



"UNICEF has helped us scale up our projects because it has the capacity to influence public policy while also working closely with communities to understand cultural sensitivities and co-create solutions. Its ability to bring together and engage a diverse range of stakeholders – businesses, civil society and governments – enables state-level initiatives to be elevated to the federal level and facilitates the implementation of social and behavioural change strategies with a national reach, impacting millions of people through menstrual health education."

Palmira Camargo,
Vice-President of Corporate Communications at Essity

Partnership with Peruvian Airports and Commercial Aviation Corporation

The partnership between the Peruvian Airports and Commercial Aviation Corporation (CORPAC) and UNICEF Peru grew from a simple idea: every journey can be an **opportunity to make an impact**. In 2025, this vision came to life through UNICEF's presence at Cusco Airport during a special event held as part of the Peruvian launch of the film *Paddington*. The event brought children's rights closer to thousands of travellers in a warm, creative and memorable way.

Building on this experience, the partnership has evolved into an **innovative model for in-person donor recruitment**, combining awareness-raising with action. The Corporation facilitates access to strategic locations within the airport, where UNICEF

teams engage directly with travellers, inviting them to become UNICEF donors and join the mission to protect children's rights. The funds raised support UNICEF's programmes in Peru, particularly in **health, nutrition and child protection** areas. The partnership also incorporates initiatives linked to cultural and entertainment events, strengthening the emotional connection with the public.

In 2025, this initiative enabled UNICEF to recruit **1,638 new individual donors**. These results have established Cusco Airport as a strategic venue for mobilizing resources and connecting thousands of travellers with UNICEF's impact on the lives of children in Peru.





2.2 Business platforms in support of children

Establishment of business councils in countries across the region

Participation in the XVI Regional Conference on Women

Participation of young activists in regional and global dialogues

SDGs impacted



Establishment of business councils in countries across the region

Argentina

In Argentina, an increasing number of companies recognize that children's well-being is also a shared responsibility. With this in mind, UNICEF led the creation of the **Business Council for Children and Adolescents (CEIA)**, a forum that brings together key private-sector stakeholders to place the rights of children at the heart of the business agenda.

More than a traditional alliance, the Council was established as a coordination platform connecting associations, chambers of commerce, and second- and third-tier organizations, all united by a common purpose: to turn commitment into action. By 2025, the forum had established itself as a working community comprising **14 organizations** representing more than **10,000 companies and partners** across the country.

Since its [launch](#) in late 2025, the Council has built a **shared agenda**, identifying priorities and laying the foundations for concrete initiatives to improve opportunities for children. UNICEF supports this process by providing evidence, technical guidance and a programmatic vision that helps align private-sector efforts with the most urgent needs.

This experience demonstrates the power of **collective action**, as the Council brings together multiple stakeholders around a common goal, amplifying its reach and potential impact. This platform represents a key step towards mobilizing resources, promoting responsible business practices and achieving sustainable change for the benefit of children in Argentina.



Testimonial



"I would like the CEIA to encourage more organizations to include children's well-being on their agendas and to raise greater awareness of the importance of this issue. Now, following UNICEF's guidance, we need to ensure that the community we have built translates into concrete action: funds raised, projects implemented and lives transformed. We cannot remain indifferent to what is happening. By supporting children, we are building the Argentina of the future."

Miguel Simioni,
CEIA President and
Secretary of the Rosario
Board of Trade

Bolivia

In Bolivia, UNICEF's **Business Council for Children and Adolescents** is a platform for leadership and coordination that brings together senior private-sector representatives committed to driving concrete solutions for the country's children. It aims to mobilize the voice, influence, capabilities and resources of the Bolivian business community to promote sustainable change in key areas such as education, health, protection and opportunities for children.

The Council seeks to strengthen the position of children as a priority on the business and public agendas by promoting partnerships, advocacy strategies, the mobilization of financial and non-financial resources and solutions that harness private-sector capabilities to accelerate results. It

comprises **11 business leaders** from diverse strategic sectors of the Bolivian economy, brought together by UNICEF's convening power, social commitment and potential for mobilization.

Since its [launch](#) in September 2025, the Council has strengthened the relationship between UNICEF and the private sector, creating **opportunities for strategic dialogue**, increasing institutional visibility and generating support for key initiatives. Key achievements include support for the UNICEF Bolivia 2025 Telethon, the strengthening of the Childhood Heroes individual donor programme, and the development of an agenda for advocacy, resource mobilization and business solutions that benefit children.



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Colombia

In August 2025, the **UNICEF Colombia Advisory Council** was [launched](#), bringing together **11 multisectoral leaders** from the private sector with the aim of providing strategic vision, technical expertise and relational capital to UNICEF's mission. The Council is made up of business leaders from the finance, education, communications, sustainability, innovation, employment and philanthropy sectors, whose professional experience strengthen its role as a strategic forum for advice, influence and resource mobilization, with the aim of creating more and better development opportunities for children in Colombia.

The Council prioritizes high-level dialogue, alignment with key global trends in business management and sustainability, and the adoption of responsible business practices that respect and protect the rights

of children. From a strategic perspective, it serves as a key platform for the **implementation of UNICEF programmes**, strengthening the organization's capacity to drive systemic change, foster innovation and expand the impact of its interventions through private-sector partnerships.

During its inaugural session, the Council identified the **transition from education to the world of work** as a strategic priority, recognizing the need for structural, multisectoral responses to the challenges adolescents and young people face in education, employability and social protection. In this regard, the Council positions itself as a platform of long-term strategic value for attracting and engaging more companies committed to sustainability, young talent development and the creation of social impact at scale.



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Participation in the XVI Regional Conference on Women

Empowering adolescent girls: an agenda with the private sector

As part of the XVI Regional Conference on Women in Latin America and the Caribbean, held in August 2025 in Mexico City, UNICEF organized a high-level [event](#) with leaders from the private and philanthropic sectors to promote the empowerment of adolescent girls in the region. The meeting, attended by Roberto Benes, UNICEF Regional Director for Latin America and the Caribbean, and María-Noel Vaeza, Regional Director of UN Women, brought together around **30 representatives and key stakeholders** to discuss the role of the private sector in creating opportunities, strengthening skills and fostering more inclusive and equitable environments for adolescent girls.

A feature of the event was the participation of Isabella López, an adolescent advocate for children's rights, who issued a powerful appeal to the private

sector: ***"If not now, when? And if not you, then who?"***, calling for joint efforts and partnerships that contribute to the development and well-being of children. In her speech, she also highlighted the importance of investing in adolescent girls as agents of change and drivers of social and economic development across the region.

In addition to emphasising the challenges and opportunities facing girls and adolescent girls in Latin America and the Caribbean, the conference strengthened UNICEF's position as a **strategic partner for the private sector** in advancing gender equality and supporting the development of adolescent girls. It also opened new opportunities for collaboration and resource mobilization, while raising the visibility of this agenda across the region.



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Participation of young activists in regional and global dialogues

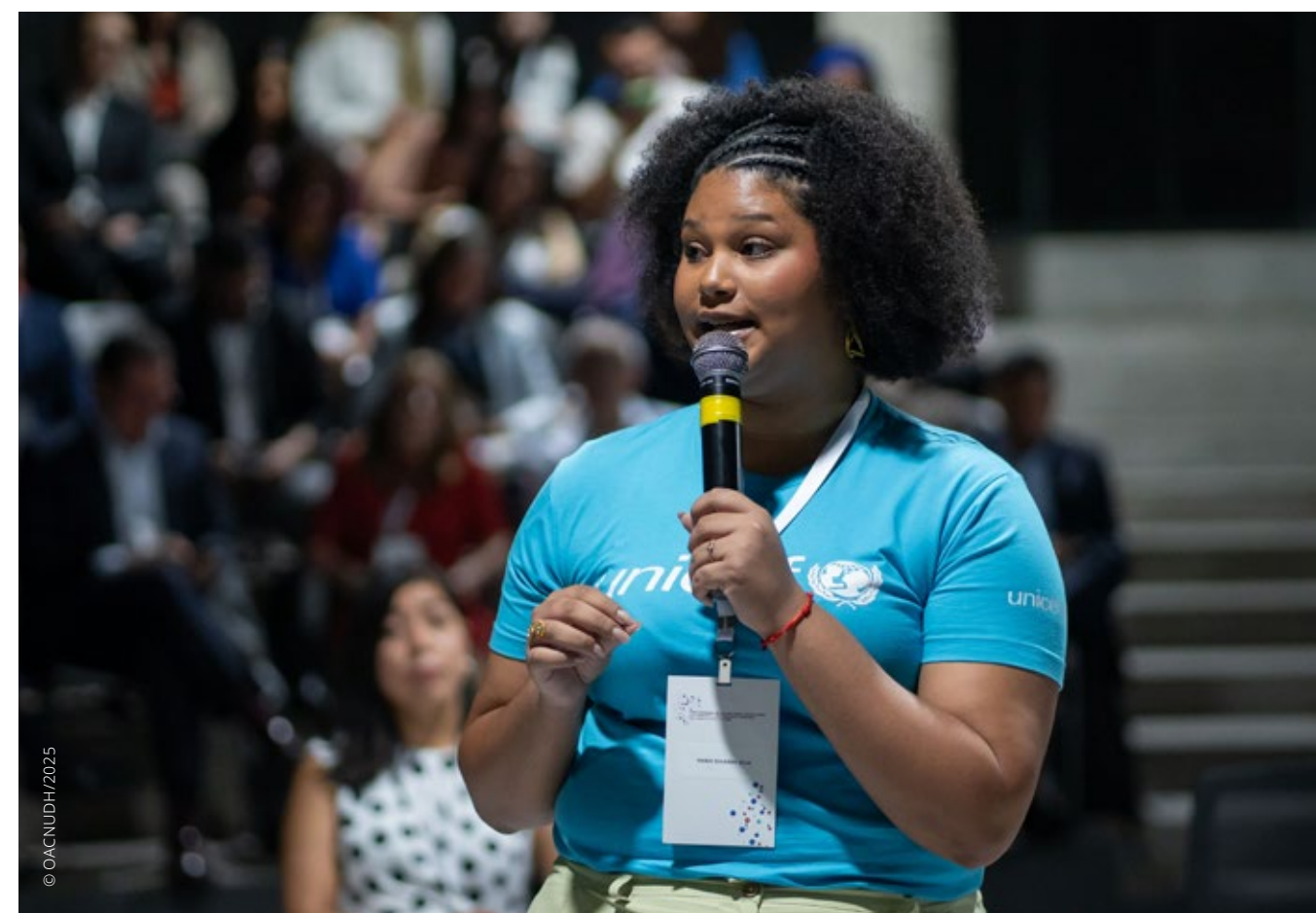
Youth participation in business and human rights forums

In 2025, young activists from across the region brought the voices of children, adolescents and young people to regional and global forums for dialogue on business and human rights. Their contributions highlighted the need to strengthen **meaningful and inclusive mechanisms for the participation** of children and adolescents in the development of regulatory frameworks and decision-making processes related to business activities in their communities and territories.

During the IX Regional Forum on Business and Human Rights, held in São Paulo, **Maria Eduarda Silva**, a young climate activist working with UNICEF Brazil and a participant in initiatives such as [#EntreNoClima](#), emphasized on several [occasions](#) the importance of involving young people in dialogue and decision-making processes on climate action alongside governments and businesses. Through her [message](#) ***"Nothing for us without us,"*** she issued an urgent call to recognize younger generations as key actors in developing solutions to today's climate challenges.

For his part, **Francisco Javier Vera**, a young climate activist working with UNICEF at the regional level, inspired participants at the XIV Global Forum on Business and Human Rights with a powerful [speech](#). In his [message](#), he urged governments and businesses to recognize children as **fundamental agents of change for a just transition**. He also highlighted the need to promote public policies, tools and business practices that integrate children into strategies for the transition towards a green, inclusive economy that respects their rights.

In 2025, the United Nations Working Group on Business and Human Rights presented the official [report](#) on its 2024 visit to Colombia, incorporating the **recommendations of adolescents and young people** made during a participatory dialogue session facilitated by UNICEF with representatives of the Working Group. This achievement marks a significant milestone in integrating the perspective of children and adolescents into accountability mechanisms relating to business and human rights.



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**3. Call to action: accelerating
transformative results for
children**

Across the region, **children continue to face increasingly complex challenges** that threaten their rights, well-being and opportunities for development. Against a backdrop of rapid change, marked by geopolitical tensions, intensifying conflicts, climate change, rapid technological advances and declining development funding, multiple crises are converging to destabilize countries, deepen inequalities and exacerbate poverty, violence and displacement.

These realities disproportionately affect the region's most vulnerable children. In the face of these challenges, **the business sector stands out as UNICEF's strategic partner** in fostering sustainable solutions, mobilizing resources and driving changes that transform the lives of millions of children. Our new Strategic Plan 2026-2029 prioritizes programme outcomes for which collective action, long-term partnerships, advocacy and responsible business conduct will be fundamental to achieving lasting results and impact at scale.

In a decade that will be decisive for sustainable development, investing in children and protecting their rights is a strategic decision that delivers social and economic benefits and contributes to the stability of society as a whole. Therefore, we **call on the business sector** to strengthen its commitment and intensify its efforts in support of children.

Through **transformative partnerships, collective action and active rights advocacy**, we can address the most pressing challenges facing children and their families across our region. These include:

- **Promoting holistic early childhood development** by encouraging healthy nutrition, investing in health and early learning programmes, adopting family-friendly workplace policies, promoting nurturing care, and supporting the establishment of comprehensive care systems through public-private partnerships.
- **Strengthening life skills and employability** through access to relevant, high-quality education; flexible training in STEM, digital and socio-emotional skills; and opportunities for training, mentoring, internships and decent employment for adolescents and young people in rapidly evolving social, work and technological environments.
- **Protecting children from all forms of violence** by promoting safe, protective and inclusive environments in homes, schools, communities, digital spaces and workplaces; the safe and responsible use of technology; initiatives focused on the well-being and mental health of children; and responsible, inclusive and representative advertising.
- **Promoting climate action centred on children** by strengthening the resilience of essential services, reducing environmental risks, ensuring their timely involvement in emergency response, supporting the adaptation of the most vulnerable communities, and promoting a green, just and inclusive transition that creates training and employment opportunities for young people.
- **Ensuring the meaningful participation of children** by strengthening mechanisms for consultation, dialogue and decision-making with governments and businesses that recognize their voices, experiences and capabilities as essential to designing more inclusive, sustainable and effective solutions to address the impacts of business activity on their lives, communities and territories.
- **Adopting responsible business practices** that recognize children as a relevant stakeholder group in due diligence processes. This involves integrating their needs and perspectives into decision-making, business operations and value chains, as well as transparently reporting on impacts and progress related to their rights in sustainability reports.



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