

# Engaging business for children's rights

Latin America and the Caribbean - 2022

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**Garry Conille**

UNICEF Regional Director  
for Latin America and the  
Caribbean

## Foreword

Dear Partners and Friends,

In 2022, the business sector was, once again, an essential stakeholder for the protection and promotion of the rights of children in Latin America and the Caribbean, and to accelerate the achievement of the Sustainable Development Goals.

In 22 of our 24 country offices, and from the regional office, we were able to strengthen existing partnerships and develop new strategic and long-term collaborations with more than 1,360 companies and stakeholders in the business ecosystem, who, through their investment capacity, assets, influence and business practices contributed to solving the main challenges that impact the lives of the 185 million children living in the region.

Thanks to these companies and partners, we have been able to:

- contribute more than **US\$14 million** to UNICEF programmes
- contribute to the improvement of **11 national policies** on working environments and food systems
- benefit and reach **tens of millions of children and caregivers** in the region

2022 was also a milestone year in which we celebrated, with our UN Global Compact partners and Save the Children, the 10-year anniversary of the launch of *Children's Rights and Business Principles*. This anniversary was an opportunity for us to work with the business sector to position the importance of respecting and promoting the rights of children in an informed and systematic manner to ensure that their activities and relationships do not negatively impact children's rights but do contribute to their well-being.

Finally, after three years of internally promoting a culture of collaboration between our offices and the business sector, by 2022 we were able to get 23 of our 24 country offices to commit, through their Cooperation Programmes, to work more strategically with the business sector.

This report demonstrates how UNICEF's interest in collaborating with the business sector has grown, and describes successful partnerships and initiatives implemented in 2022 that we hope will inspire you to work together to make a difference for children in Latin America and the Caribbean.

We look forward to speaking with you soon!





1.

## Business engagement for the benefit of children

During 2022, UNICEF collaborated with **1,360 stakeholders from the business ecosystem in Latin America and the Caribbean (LAC)** including companies of all sizes, business associations, multi-stakeholder platforms, and through public-private partnerships.

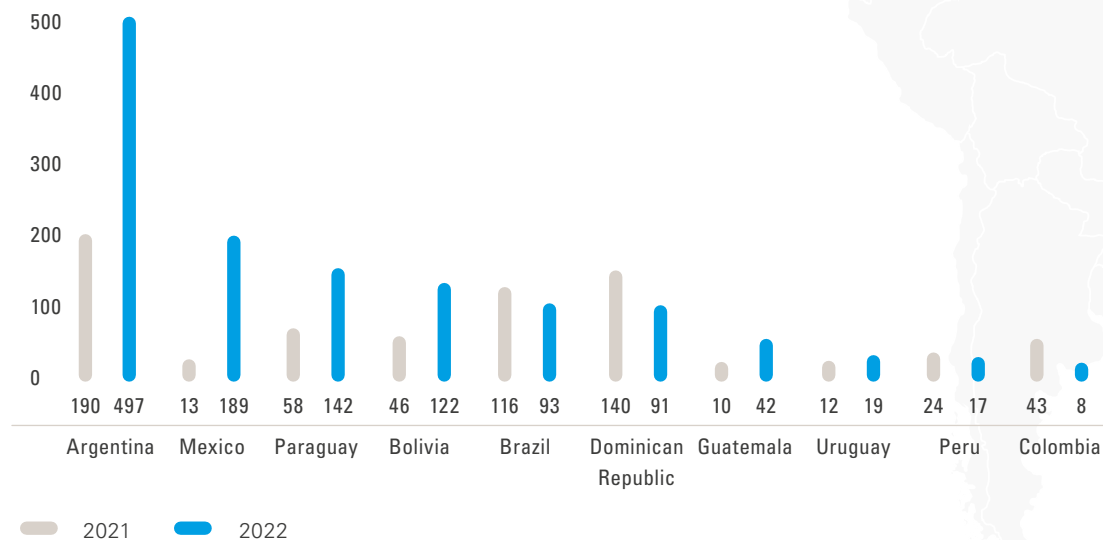
Our work with the business sector contributed significantly to the well-being and promotion of the rights of children. Its **economic power** made it possible to finance UNICEF's programmes; its **business assets** allowed us to scale our programmatic action; its **influence and advocacy power** with governments and business interest groups facilitated the promotion of sectoral policies and standards, as well as the change of social norms; and, finally, by reviewing and adapting their **business practices**, companies were able to identify and address adverse impacts of their operations on the rights of children.

In the region, **129 companies** supported different UNICEF programmes financially, for a total of **US\$14 million** during 2022.

The year 2022 also saw further positioning and scaling of non-financial initiatives with and on the impact of the business sector on children's rights, such as the promotion of work-family reconciliation policies, skills development for adolescents and youth, and the Business and Community Resilience initiative to foster strategic business sector involvement in humanitarian action. Through these non-financial collaborations with **1,231 corporate stakeholders** (+67 per cent compared to 2021), UNICEF was able to impact more than **1.6 million children** in 14 LAC countries, promoting respect for and promotion of their rights.

UNICEF has engaged with **1,360 stakeholders from the business ecosystem in Latin America and the Caribbean in 2022.**

### Main non-financial engagements with the business sector in LAC, 2021 vs. 2022



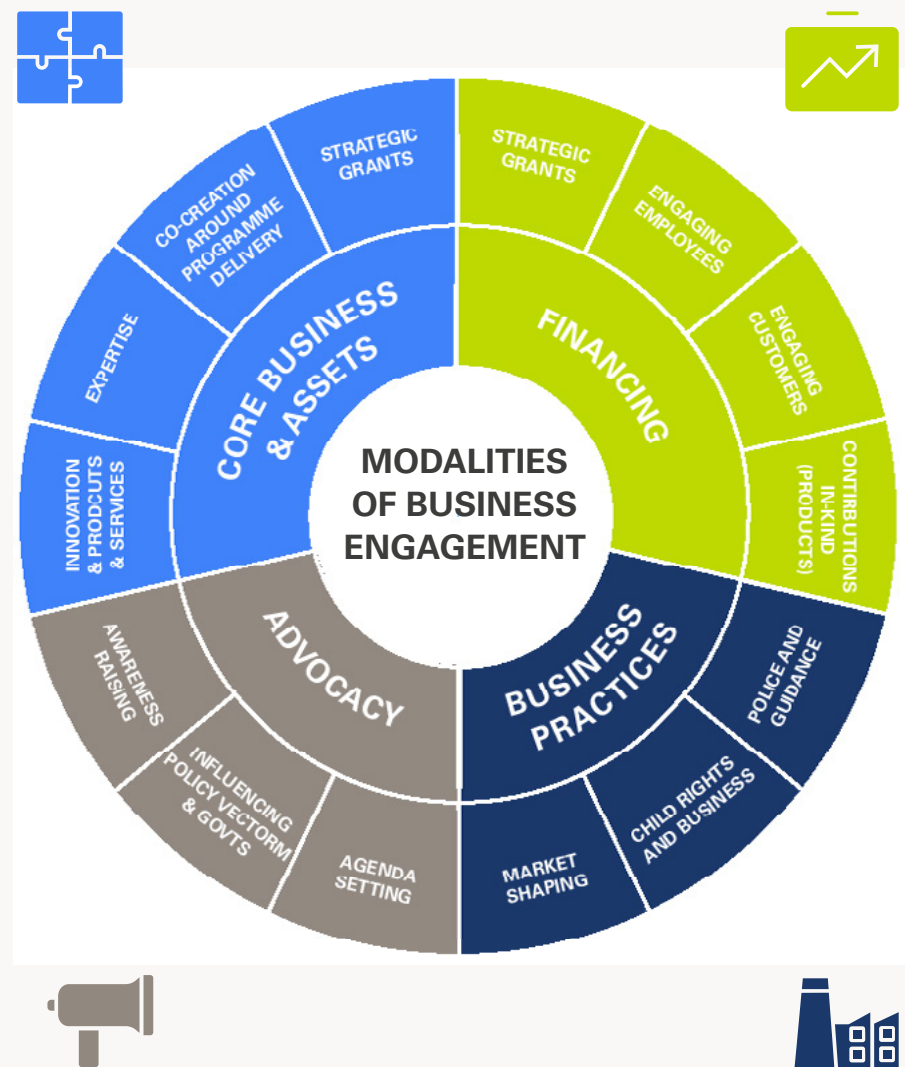


## 1.1 Holistic collaborations to maximize positive impact on children

UNICEF worked with the business sector in 22 of the 24 country offices in the region in four main modalities.



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## Financing:

Investing in children is the most profitable and strategic investment, because it not only contributes to guaranteeing the well-being and rights of children today, but also brings enormous gains in human capital and productivity tomorrow, contributing to economic development, prosperity and social cohesion in LAC. The business sector in the region contributed US\$14 million to UNICEF's health, nutrition, education, water, sanitation and hygiene, and protection programmes through strategic alliances that seek transformational changes for children, while helping our partners achieve their business goals.

In 2022, financial contributions by LAC companies enabled UNICEF to **bring to scale innovative solutions** such as OKY, a technology application co-created by girls and adolescents to fill information gaps on menstrual hygiene as part of the 'Hygiene is our right' (La higiene es nuestro derecho, in Spanish) alliance between Essity and UNICEF in Mexico. Partnerships with the business sector have also been fundamental in **promoting new policies and improving the quality of services**, as in Argentina, where the company MSD's 'MSD for Mothers' programme has contributed

to improving the quality of care during childbirth, strengthening health centres and training health professionals, introducing sustainable improvements in the maternal and neonatal health systems.

Finally, our partners' financial contributions have enabled UNICEF to reach millions of children and their families with information vital to their health, and **to promote behavioural change**. For example, communication campaigns carried out in 2022 in partnership with BNP Cardif reached more than 20 million people in Brazil, Chile, Colombia, Mexico and Peru with advice on nutrition and preventing childhood obesity and overweight.

Companies in the region contributed US\$14 million to UNICEF's health, nutrition, education, water, sanitation and hygiene programmes.



## Core business and assets:

In 2022, telecommunications companies and multi-stakeholder platforms also supported the **development of UNICEF programmes in education and protection**. They contributed free SMS for the participation of adolescents and young people in the U-Report initiative, the training of teachers in digital skills, and the dissemination of content and tools for children on Internet safety. As part of the 'Unique Opportunities' (Oportunidades Únicas, in Spanish) and '1 Million Opportunities - 1MiO' (Um Milhão de Oportunidades, in Portuguese) initiatives, companies in Argentina and Brazil facilitated training on technical skills and provided employment opportunities to adolescents and young people.

UNICEF also worked with financial service providers to improve payment mechanisms for cash transfers to families in emergency situations. We collaborated with multi-stakeholder initiatives in developing platforms that facilitated vaccination. The business sector, in turn, contributed supplies, training and technical assistance in water, sanitation and hygiene; innovation in the development of school kits for migrant students; and media coverage amplifying UNICEF's messages in favour of children.



The business sector was a strategic partner in the implementation and scaling up of initiatives such as '**U-Report**', '**Unique Opportunities**', and '**1 Million Opportunities**'.



## Advocacy:

Media outlets and companies from different economic sectors played a significant role in **the dissemination of UNICEF campaigns** on early childhood protection, the positioning of children's rights in the public agenda, the promotion of healthy nutrition and immunization, and emergency preparedness. Business platforms were also strategic allies in amplifying messages, e.g., for the return to face-to-face learning for children.

In spaces of political influence, companies contributed their **influence** to promote the development of public policies, in particular on menstrual hygiene. UNICEF convened its Business Advisory Councils, companies and the media for committees, round tables, high-level events and business forums in Argentina, Paraguay, Peru and the Dominican Republic. At these meetings, priority issues for children were discussed.



## Improving business practices and environments:

Within the framework of the Children's Rights and Business Principles, four issues have been prioritized in LAC that promote the **management of adverse impacts of business on children**, and the adoption of business practices that respect their rights. These topics are: a) prevention of childhood overweight and obesity, b) promotion of family-friendly workplace policies, c) prevention of violence against children, and d) corporate due diligence with a focus on children.

UNICEF made progress in generating evidence, developing tools and disseminating best practices on the prevention of childhood overweight and obesity. Advocacy was carried out for the regulation of food environments and front-of-pack labelling laws.

The work-family reconciliation policy agenda was consolidated in the region and represented the largest number of initiatives implemented with business and government stakeholders.

In the area of violence prevention, UNICEF collaborated with companies and associations in the telecommunications and commerce sectors to raise awareness and take action on online protection and sexual

exploitation. Relevant evidence was also generated regarding violence and gender stereotypes in advertising, and the business sector was made aware of its responsibility and commitment to the rights of children.

In the area of due diligence, technical assistance continued to be provided to the governments of Argentina and Chile for the adoption of public policies on business and human rights that integrate the perspective of children's rights.

UNICEF prioritizes four programmatic strategies in the region that promote the adoption and change of **corporate practices that respect children's rights** in the context of business operations.







2.

**Programme areas the business sector  
contributed to**



## 2.1 Survival, development, and access to healthy diets for children

- Prevention of overweight and childhood obesity
- Promotion of immunization of children
- Promotion of maternal and child health





## Prevention of overweight and childhood obesity



### Regional partnership with Novo Nordisk

Through this partnership UNICEF generated [evidence](#) to promote healthy urban food environments with recommendations based on studies conducted in Santiago de Chile and Mexico City. The conclusions and recommendations were presented at high-level regional events (16th Mercociudades regional training and side event at the C40 Mayors Summit) and disseminated on social networks that reached more than 14,000 users.

A tool was also designed to analyse the extent of childhood overweight and obesity in Peru and Costa Rica, and its conclusions were used to advocate for the adoption of public policies aimed at preventing malnutrition in all its forms. Two regional studies were also conducted on the digital marketing of unhealthy foods and dietary habits, social norms, and body image. Both studies will be published in 2023.

As part of its commitment to contribute to the prevention of childhood overweight and obesity UNICEF also participated in various initiatives that support public policy priorities in this area. In Mexico, technical support to the government continued, which then resulted in the reform and strengthening of national laws, policies and regulations related to nutrition, such as the reform of the General Education Law regarding school food environments, the reform of the Regulations for the Sanitary Control



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of Products, and the strengthening of regulations on the marketing of breast milk substitutes, among others.

In terms of communication campaigns, in Colombia the digital campaign 'I Wear the number 10 (jersey) to Prevent Childhood Obesity' (Me Pongo la 10 para Prevenir la Obesidad en la Niñez, in Spanish) was launched with a reach of 1.9 million people and 245,666 interactions, achieving significant progress in promoting healthy lifestyles among parents and caregivers. In Mexico, UNICEF launched the 'Heroes for Health' (Héroes por la Salud, in Spanish) campaign in collaboration with the National Institute of Public Health and the Ministry of Health, reaching more than 120,000 children through front-of-pack labelling and nutrition education.

UNICEF's campaign 'I Wear the #10 to Prevent Childhood Obesity' reached **1.9 million people in Colombia**, and through the campaign 'Heroes for Health', in collaboration with the National Institute of Public Health and the Ministry of Health, more than **120,000 children were reached in Mexico**.



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## Regional partnership with BNP Paribas Cardif

In LAC, 7.5 per cent of children under 5 years of age and 30 per cent of children between 5 and 19 years of age are overweight, which are some of the highest regional rates in the world. These alarming figures confirm that children are not accessing the food they need as a basis for a long, healthy, and productive adult life.

In view of this, BNP Paribas Cardif and UNICEF joined forces to prevent childhood overweight and obesity in five countries in the region: Brazil, Chile, Colombia, Mexico and Peru. This partnership has promoted the importance of healthy eating habits and physical exercise to more than 20 million people, including children, families, caregivers and school staff.

In 2022, BNP Paribas Cardif's generous donation contributed to the development and implementation of multiple school-based initiatives and communication campaigns targeting children, caregivers and school staff to create healthier environments in and out of school, while empowering them to make informed and healthy decisions.



Thanks to the partnership established between UNICEF and BNP Paribas Cardif in five countries in the region, we have promoted the importance of healthy eating habits and physical exercise to more than **20 million people**, including children and adolescents.



## Regional Partnership with Disney

Disney and UNICEF launched the campaign 'PIXAR RESTÓ. Inspiring Experiences' (Experiencias que emocionan, in Spanish) to promote healthy eating and the integral well-being of children in Argentina and Mexico through the power of entertainment for the whole family. The campaign, conducted in October 2022 on Disney channels, reached more than 30 million children and their families.

With this initiative, Disney's audience was invited to make donations to UNICEF nutrition programmes and to take part in a cooking master class, led by Mexican singer and actress Danna Paola and renowned Argentinean chef Tomás Kalika, as well as participating in a live Meet & Greet. In the master class, Danna and Tomás showed how to prepare healthy recipes inspired by three Disney and Pixar movies: Coco, Luca and Turning Red, and shared tips for cooking nutritious dishes. All recipes were reviewed and adapted by UNICEF nutrition teams to ensure that they were healthy and suitable for children.

The campaign, conducted in October 2022 on the Disney's channels, reached more than **30 million children and their families**.







## Regional partnership with AMWAY

The collaboration between AMWAY and UNICEF began at the end of 2022 with the objective of combating all forms of malnutrition in the region, especially in early childhood. This is a very ambitious challenge, given that currently in LAC more than 10 million children under 5 suffer from some form of malnutrition.

In the same year, AMWAY made a significant contribution to UNICEF's nutrition programmes to address priority needs in the region, enabling UNICEF to provide diets, services and practices that protect, promote and support good nutrition, and prevent all forms of malnutrition.

UNICEF takes a systemic approach to addressing malnutrition in all its forms, bringing together the efforts and will of governments, academia, civil society, the business sector, and individuals themselves.

Currently in LAC more than **10 million children under 5** suffer from some form of malnutrition.



## Partnership with Grupo Profarma in Brazil

The partnership with the Profarma Group is a good example of how to achieve great impact at scale. Through campaigns aimed at customers at more than 200 points of sale in Brazil, the Group communicates and gives visibility to its social commitment to UNICEF, while contributing to generate a positive impact on communities in the most vulnerable territories.

Customers of Drogasmil, Farmalife, Drogarias Tamoio and Drogaria Rosário, which are all Rede d1000 brands and part of the Profarma Group, were invited to make microdonations at the cash registers of their points of sale. In 2022, the Group contributed US\$412,000 to support UNICEF's health, education, protection, and emergency programmes. In the last three years, it has become one of the most strategic corporate partnerships in Brazil, donating a total of US\$1.2 million.



## Regulation of food systems

In terms of public policy adoption and regulation, in Colombia UNICEF supported the Ministry of Health in developing a technical guide that accompanies Resolution 2492 of 2022, which regulates the law on nutritional and front-of-pack food labelling in the country (Law 1751 of 2015).

In Argentina, UNICEF's advocacy efforts contributed to the regulation of Law 27.642 on the promotion of healthy eating in March 2022. A communication campaign achieving 64 million impressions highlighted the problem of childhood obesity and the urgency of implementing front labelling of food and non-alcoholic beverages.



In 2022, the Profarma Group contributed **US\$412,000** to support UNICEF's health, education, protection, and emergency programmes.

Through a communication campaign in Argentina, which achieved **64 million impressions**, **UNICEF** made visible the issue of childhood obesity and the urgency of implementing front labelling of food and non-alcoholic beverages.



## Promotion of immunization of children



In Bolivia, thanks to the collection of evidence and lessons learned from the 'vaccines bring you closer' (Las vacunas te acercan, in Spanish) campaign, UNICEF, in collaboration with the country's most important business associations, was able to establish and manage vaccination campaigns in 2021 and 2022 involving both the public and private sectors. This initiative aimed to raise awareness among customers, employees, and families of

affiliated companies about the importance of vaccination against COVID-19.

In 2022, in coordination with five development finance institutions, a study was conducted on knowledge, attitudes and practices (KAP) related to vaccination. A communication strategy for change is planned for 2023, in collaboration with the country's largest development financial institution CRECER, through credit advisers and community banks, to reach more than 160,000 customers and their families.

UNICEF continued to support Jamaica's Ministry of Health in the roll-out of COVID-19 vaccinations. In 2021, the Private Sector Vaccine Initiative (PSVI) and UNICEF co-created the CommCare digital vaccine instant messaging platform, tailored to country conditions and rolled out in hospitals, health centres and immunization centres between 2021 and 2022.

Joint advocacy with the Private Sector Organization of Jamaica (PSOJ) also resulted in all children in the country returning to school in March without any vaccination conditions from the government.

Joint advocacy by UNICEF and PSOJ facilitated the **return to school for all children in Jamaica.**

Building on the reach and impact of the 'Vaccines bring you closer' campaign, UNICEF Bolivia is planning, in collaboration with the country's largest development finance institution CRECER, a behavior change strategy, promoted through credit advisers and community banks, **to reach more than 160,000 customers and their families.**



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## Promotion of maternal and child health



### Regional partnership with MSD for Mothers

MSD for Mothers<sup>1</sup> is MSD's global initiative to help create a world where no woman has to die while giving birth. Through this initiative, the company has strengthened its commitment to UNICEF in the region to improve maternal and child health and the well-being of women during pregnancy, childbirth and the post-partum period in countries such as Argentina, Brazil, and the Dominican Republic.

For example, through MSD for Mothers, MSD contributed US\$500,000 to support UNICEF's Intercultural Maternal Health programme in Argentina. The objective of the programme is to improve the exercise of the right to health of pregnant women, especially pregnant adolescents from indigenous communities, by improving



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community participation and strengthening the conditions for health care, follow-up, and treatment with an intercultural approach in the provinces of Misiones, Salta, and Chaco.

Thanks to MSD's support, great strides were achieved in Argentina: a) More than 20,000 women received better quality care in childbirth; b) medical institutions were equipped and strengthened to offer quality care in eight maternity wards and 20 primary health-care centres, and c) more than 450 health professionals in perinatal services and 330 health agents were trained. Numerous workshops were also held around sexual and reproductive health for children between the ages of 10 and 14.

The MSD for Mothers initiative contributes to improving, in the region, maternal and child health and the well-being of women during pregnancy, childbirth and the post-partum period. In Argentina, **MSD contributed US\$500,000** to support UNICEF's Intercultural Maternal Health programme. Thanks to MSD's support, **more than 20,000 women** received better quality care during childbirth.

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



## 2.2 Education, early childhood development, learning and acquisition of life and work skills

- Early childhood development
- Adolescent learning, skill development, and participation



## Early childhood development

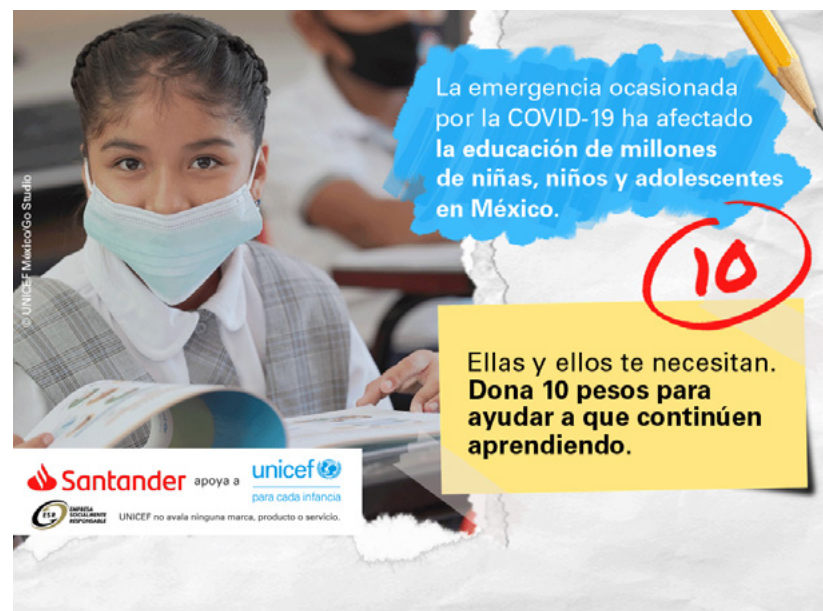


### Partnership with Santander in Mexico

The partnership between Santander and UNICEF in Mexico has been in place for 20 years, during which more than US\$9.5 million have been raised, benefiting more than 200,000 children through UNICEF's nutrition and education programmes. In 2022, Santander contributed US\$256,000 raised through financial transactions using credit cards themed.

- **LikeU Blanca Nutrición Card:** Funds allocated to strengthen comprehensive care for early childhood in the first 1,000 days of life, benefiting 15,750 children in the last two years.
- **LikeU Blanca Educación Card:** Funds allocated for the recovery of learning lost after the closure of schools during the COVID-19 pandemic, which added to the pre-existing learning crisis, benefiting 6,957 children in the last two years.
- **ATMs:** Funds to improve bilingual learning for children in indigenous schools in seven indigenous languages and Spanish, benefiting 10,680 children in the last two years.

In 2022, Banco Santander contributed **US\$256,000** to continue supporting early childhood nutrition and education programmes for children in Mexico.







## Regional partnership with Kimberly-Clark

2022 marked the third anniversary of the partnership between Kimberly-Clark and UNICEF focused on supporting early childhood development in LAC. The early years of life have a great impact on children's future: on their brain development, health, happiness, ability to learn in school, well-being, and future opportunities.

Kimberly-Clark is a key UNICEF partner in the region, supporting our commitment to make sure that all children can be born healthy, survive, and develop optimally by ensuring access to the care they need from birth and throughout their early years.

With support from Kimberly-Clark and Huggies since 2019, UNICEF has reached 1.5 million children, nearly 1.2 million parents and caregivers, and 33,000 early childhood development workers in 15 LAC countries with transformative and innovative interventions to ensure a healthier start in life.



We celebrated with Kimberly-Clark the third year of our partnership, which has benefited nearly **1.5 million children in 15 countries across the region**. Kimberly-Clark contributes substantially to early childhood development in LAC.



## Other initiatives on positive parenting in coordination with the business sector

As part of the 'Companies that Protect' (Empresas que Protegen, in Spanish) initiative, UNICEF Bolivia developed a guide on mental health and implemented, in collaboration with the National Chamber of Commerce, a pilot programme with 27 companies to raise awareness among 1,264 working parents and caregivers about mental health and caring and sensitive parenting. The Chamber scaled the programme to more than 500 affiliated companies.

In Chile, UNICEF continued its collaboration with Codelco, the largest state-owned mining company. Through the dissemination of communications material on the company's app, with a reach of 18,000 employees, staff were made aware of positive parenting and active parenting.

In the Dominican Republic, 29 companies joined UNICEF's 'Full-Time Dad' (Papá Todo el Tiempo, in Spanish) campaigns. To promote and encourage the participation of parents in bringing up their young children, content was shared on social networks and in the companies' internal communication channels, and the companies themselves carried out recreational and playful activities with their employees' children.

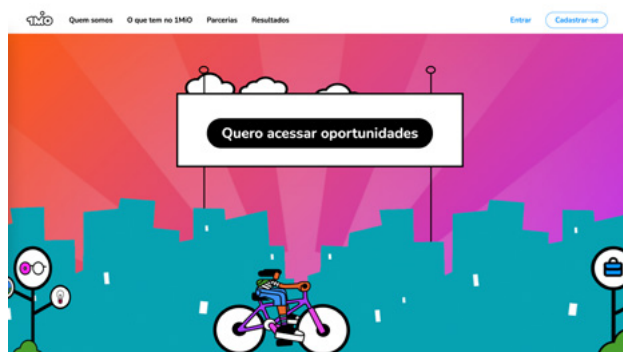
## Adolescent learning, skill development, and participation



### Transition from school to the labour market

Since its launch in October 2020, 1MiO, as an innovative multi-sector partnership, has provided access to educational opportunities, transferable, digital and entrepreneurial skills training, and decent work opportunities for vulnerable adolescents and young people in Brazil. The initiative brings together the business sector, United Nations organizations such as the International Labour Organization (ILO), the Global Compact and UNICEF, government institutions, and civil society organizations (CSOs).

In 2022, the initiative expanded its network of companies in Brazil to 93, offering 142,726 opportunities to adolescents and young people, including training courses, internships and job placements. 1MiO



established a three-year partnership with Accenture and Microsoft to expand job training programmes that will impact more teenagers and young adults. Through the UNICEF Seal (Selo UNICEF, in Portuguese) strategy, 4,747 municipal public agents received training through online courses to create decent work opportunities. More than 61,000 adolescents and young people are registered on [the online platform](#) and 590,000 have accessed 1MiO's digital channels.

In Argentina, through the 'Unique Opportunities' (Oportunidades Únicas, in Spanish) initiative, UNICEF's partner companies Globant and Microsoft offered courses on programming and technology to high school students, benefiting 1,160 adolescents. Based on this experience, there are plans to scale up this initiative with these two companies and other partners, in order to provide courses and skills training for adolescents.

**The 1MiO initiative has provided 142,726 opportunities to adolescents and young people in Brazil, including training courses, internships and job offers.**



### Technological skills development and connectivity

In partnership with Tigo and the Ministry of Education, UNICEF implemented the 'Connected Teachers' (Maestros Conectados, in Spanish) Diploma in Panama. The programme provided technology education and hybrid education tools to 1,572 teachers, reaching at least 47,160 students across the country. In Nicaragua, UNICEF and Tigo helped develop the digital skills of 536 children through the 'Gamers in Action' (Jugadores en Acción, in Spanish) initiative, providing courses in application design with an emphasis on training on Sustainable Development Goal (SDG) 4 on education and SDG 12 on climate action.

Based on the 'Gamers in Action' (Jugadores en Acción, in Spanish) initiative, UNICEF, with the support of Tigo and the Nidia White women's movement, launched a pilot programme to address the gender digital divide, training 30 indigenous girls and adolescents from the northern Caribbean coast in Nicaragua in digital skills and cross-cutting issues such as gender violence, self-care, and the use of social networks.

As part of the global collaboration with the Lego Group, schools in vulnerable communities in Costa Rica participated in the 'Build the Change Lego' project by providing creative solutions to improve the emergency supply kits delivered to migrant students. The project involved 25 schools, which are part of UNICEF's national STEAM1 strategy, and reach 8,500 students.

In Peru the technology services company EFTS supported UNICEF with a study on the connectivity of schools participating in the 'Connected to Learn' (Conectados para Aprender, in Spanish) programme, which has a reach of 72,601 students. The results made it possible to coordinate actions with the government and establish a partnership with CREDICORP to give continuity to the programme and helped scale up the connectivity agenda in the country.

1 Science, technology, engineering, arts and mathematics (STEAM)

**The LEGO project in Costa Rica involved 25 schools, of these participating to UNICEF's national STEAM strategy, reaching 8,500 students.**





## Adolescent participation

The U-Report initiative continued its implementation in 2022 with the support of telecommunications companies, which provided free SMS to facilitate youth participation activities. With Smart and Belize Telemedia Limited, UNICEF reached 7,569 adolescents and young people in Belize. Digicel supported the initiative in Haiti, which has 78,850 users.

In Bolivia, 1,452 U-Reporters participated in consultations on climate change and the role of the business sector, with the car company IMCRUZ joining this initiative.

The television networks Televiscentro and Teleprogreso provided media coverage for the 8,000-strong network of youth communicators in Honduras.

In Jamaica, UNICEF reached 13,800 U-Reporters with the support of FLOW, a company it also worked with to develop a chat line that counsels adolescents and young people on mental health (U-Matter). This initiative provided 1,500 support sessions by 20 trained volunteers. The Fundoo project, where a WhatsApp learning platform will share content with adolescents and young people on skills for the twenty-first century, will launch in 2023.

At the regional level, UNICEF launched the results of the U-Report [survey](#) on the skills adolescents and young people need to learn for the future. The 7,000 young survey participants see the business sector as a key player in their transition to the labour market. They demand opportunities for internships and mentoring, as well as skills development and certification from companies.

According to the results of the regional U-Report survey, **adolescents and young people perceive the business sector as an instrumental player in their labor insertion.**



## Advocacy with the business sector to address the education crisis

At the III [Business Forum](#) 'Childhood, Business and the Future' organized by UNICEF and its Business Advisory Council, held in Paraguay, 60 business representatives raised awareness of the exclusion of children from education in the country. At the Forum, main conversations also revolved around the important role played by the business sector in strengthening educational initiatives and influencing public policies and investment to promote new solutions that ensure quality education for all children.

The [Business for Children](#) initiative was presented as part of the forum. It seeks the support of companies, including small and medium-sized enterprises (SMEs), to implement UNICEF projects, not only in education but also in nutrition and health, protection from violence, and water and sanitation. In addition, the initiative includes actions aimed at responsible business conduct.

In 2022, UNICEF, the Education Above All Foundation and Paraguay's Ministry of Education and Science launched an initiative to bring back and retain, over the next three years, more than 30,000 children, and create an active search programme for those children who are out of school. More companies in the country are expected to join this initiative.

## 2.3 Protecting children from violence, exploitation and abuse

- Advertising, gender norms and violence
- Prevention of child labour
- Prevention of sexual exploitation and violence
- Protection in digital environments





## Advertising, gender norms and violence



## Prevention of child labour



With support from the Spotlight Initiative, UNICEF and the Geena Davis Institute on Gender in Media conducted two studies, in the [Caribbean](#) (Barbados, Jamaica, St Lucia, and Trinidad and Tobago) and in [Mexico](#), which constitute the first systematic analysis of gender representations in advertising.

These studies seek to promote reflection at both national and regional levels on how advertising contributes to the construction of discriminatory social norms, which represent women as caregivers or objects of sexual desire, while men are often represented as workers and 'providers'. The advertisements studied do not represent the entire diversity of the targeted countries and exclude non-majority groups.

Thus, although the advertisements reviewed depicted very few instances of outright violence or individual characters perpetrating

harm, the subtle ways in which they represent and, consequently, reinforce traditional gender roles could also suggest that it is 'appropriate' and 'normal' to punish those who violate these norms, including through acts of violence against women and girls.

The two studies were published in December 2022 and generated constructive dialogues among influential stakeholders, consumer companies, advertising and marketing creators, CSOs, the United Nations, and governments that will hopefully start changing these harmful narratives.

These studies seek to promote reflection (...) on how **advertising contributes to the generation of discriminatory social norms**, which represent women as caregivers or objects of sexual desire, while men are often represented as workers and 'providers'.

UNICEF and the Instituto del Café de Costa Rica (ICAFE) joined forces to implement the 'Houses of Joy' (Casas de la Alegría, in Spanish) programme, which provides care for indigenous and migrant children at risk of child labour in coffee plantations. In 2022, in coordination with local authorities and CSOs, five childcare centres were opened, benefiting up to 350 children. UNICEF strategically liaised with the Business Association for Development, AED, to identify opportunities for the sustainability and scaling up of the programme in coordination with the business sector.

As a result of the collaboration among UNICEF, ICAFE, local authorities and CSOs, **350 children at risk of child labour benefit from the 'Houses of Joy' programme.**

## Prevention of sexual exploitation and violence



## Protection in digital environments



In Uruguay, UNICEF works in coordination with the government to help end the sexual exploitation of children, also involving the business sector as a strategic ally. In 2022, the Uruguayan Tyre Dealers' Center, CECONEU, consolidated its commitment to children by participating in the dissemination of UNICEF's '[No Excuses](#)' (No hay Excusas, in Spanish) campaign across garages and tyre repair shops in the country.

Workshops were held with 120 workers from eight companies in the sector, raising awareness and transforming beliefs and attitudes towards children sexual exploitation. In its second phase, 'No Excuses' (No hay Excusas, in Spanish) campaign material was distributed in the workshops that participated in this initiative, disseminating key messages to their customers and the community. There are plans to scale this pilot experience to other business chambers in 2023.

In collaboration with the Chamber of Waste Management Companies, CEGRU, awareness-raising workshops on sexual exploitation and gender stereotypes were also held for young people from vulnerable contexts. UNICEF also provided technical assistance to the Ministry of Tourism in developing a new code of conduct for the sector, which is expected to be launched in 2023.

In Mexico, the Temporary Accommodation Strategy, EAT, developed with great success by UNICEF during the COVID-19 pandemic, and with the support of the Grupo Posadas and City Express hotel chains, was handed over to the Mexico City Citizen Council for Security and Justice in 2022 for operation and scaling up. Between 2020 and 2022, 1,046 women and children victims of violence were provided with free housing in 19 cities. The EAT programme has been recognized by the United Nations and the Spotlight Initiative.

The strategy for temporary accommodation benefited **1,046 women and children victims of violence** in Mexico.



As part of the partnership with Tigo and UNICEF in Nicaragua, virtual and face-to-face training on the safe use of the Internet was provided to 536 children, adolescents and young people. In addition, as a result of the pilot on the gender digital divide, 30 indigenous girls and adolescents received training on self-care and the use of social networks.

Similarly, UNICEF and FLOW in Jamaica provided information to adolescents and young people on protection from online abuse and harassment through U-Report, which has a reach of 13,800 users.



## 2.4 Access to water, sanitation and hygiene services, and to a safe and sustainable environment

- Back to school and hygiene
- Promotion of menstrual hygiene
- Promotion of oral hygiene and hand-washing
- Environment and climate change





## Back to school and hygiene



## Promotion of menstrual hygiene



### Partnership with Alicorp in Peru

In Peru, through Alicorp's support as part of the 'Back to School' (Regresemos al cole, in Spanish) campaign, UNICEF received a donation of 309,000 hand sanitizer units and 326,000 toilet soap bars, the equivalent to US\$800,000. This allowed a safe return to school for more than 185,000 children after two years of closure due to the COVID-19 pandemic. Thanks to the generous contribution, 380 schools in Lima, Trujillo, Tumbes, Huancavelica, Loreto and Ucayali had access to these products for three months through the 'More diversity' (Más diversidad, in Spanish) programme.

This in-kind donation helped promote handwashing and disinfection as healthy habits within the school environment. Moreover, the initiative included a nationwide media campaign that promoted preventive practices when attending school. Alicorp has proven to be a key ally to UNICEF. The company donated oxygen concentrators to support UNICEF in the fight against the COVID-19 pandemic, strengthening health services in Loreto, Huancavelica and Ucayali. Their ongoing commitment is crucial to improving the lives of children in the country.



### Partnership with Essity in Mexico

Essity and UNICEF have been working together since 2016 to ensure adequate environments in schools, through the strengthening of water, sanitation and hygiene services, the promotion of advocacy tools and actions for dignified menstruation in Mexico.

In 2022, Essity renewed its commitment to continue supporting UNICEF for three more years under the slogan 'Hygiene is our right' (La Higiene es nuestro derecho, in Spanish). Essity contributed US\$300,000 during 2022 to UNICEF programmes and developed a Cause Marketing campaign through its Saba brand that raised US\$75,000 for the development of OKY in Mexico, a menstrual management application.

Thanks to Essity's support, more than 40,000 children and teachers have benefited from the improvement of hygiene conditions in schools, the change of personal hygiene practices, the impact and strengthening of comprehensive sexuality education, implemented at the federal level, and with specific actions in Baja California, Chihuahua, Guerrero and the State of Mexico.



### Other campaigns on water and menstrual hygiene

In Venezuela, companies such as Unilever, P&G and Hope Medical participated in campaigns to commemorate World Water Day and Menstrual Hygiene Day. Through messages on social networks and face-to-face activities, awareness was raised about the risks of the lack of drinking water and adequate hygiene services and practices. Drugstore and supermarket chains also joined this campaign and other activities related to the promotion of hygiene and the rights of children.





## Promotion of oral hygiene and hand-washing



### Colgate Palmolive

With the support of Colgate Palmolive, UNICEF reached 26,149 children with 60,000 oral hygiene kits in Paraguay. Oral hygiene and hand-washing training was provided to children, teachers and community volunteers, including parents. In total, 20 local governments actively supported this initiative and eight of them promoted public policy actions in this area.



### Wavin Plastigama

Through UNICEF's strategic collaboration with Wavin Plastigama in Ecuador, 12 community water systems were implemented, benefiting 7,595 people in 12 rural communities in the Cayambe canton, providing drinking water to 1,519 households. In addition, hand-washing stations were delivered to 34 early childhood development centres and 31 schools in the canton, strengthening access to hygiene services and promoting hand-washing practices among 10,377 children.



Thanks to the partnership with Wavin Plastigama in Ecuador, **10,377 children** have access to hand-washing stations and **1,519 households** were provided with access to drinking water.



## Environment and climate change

on the inclusion of children's and adolescents' rights in the development of new energy projects in the country. In response to the closure of coal-fired power plants, the Ministry of Energy launched the Socio-ecological Just Transition Strategy, of which UNICEF is an active part, facilitating spaces for the participation of adolescents in the territories considered in this policy, and which will contribute to the development of community action plans. These plans are intended to recognize and consider the voice and role of adolescents in the climate agenda.



### Adolescent participation in the Socio-ecological Just Transition

UNICEF signed a Memorandum of Understanding (MoU) with the Chilean Ministry of Energy to provide technical support to the Government and companies

In turn, UNICEF and the Ministry of Energy are working on the development of a methodology for the participation of adolescents in the prioritized territories, and on a general guide for companies to participate in energy projects. In 2022, workshops on the responsibility of companies to respect the rights of children were also held for public officials, power plant stakeholders, and companies.



## 2.5 Social policies, care, and access to social protection systems

- Care policies on family and work reconciliation
- Other family and work reconciliation initiatives





## Care policies on family and work reconciliation



### Care initiatives and the business sector

Through the 'Companies that Care - ECU' (Empresas que Cuidan, in Spanish) initiative, UNICEF developed a variety of activities that increasingly influence the care agenda in Argentina. In 2022, ECU reached 413 companies and business associations and indirectly impacted more than 472,000 children. On average, 480 companies have used the [ECU platform](#) to review and improve their work-life balance policies.

In 2022, workshops were held for SMEs, in partnership with local governments and chambers of commerce, to raise awareness and promote these policies in the workplace. UNICEF also organized and led eight working groups with the business sector, in which 94 representatives of chambers and business federations participated, among other relevant public and private stakeholders. These working groups came up with proposals for the promotion and adoption of care policies and the reconciliation of work and family life.



The proposals and conclusions reached in this area, as well as in the other areas prioritized and selected by UNICEF up until 2025, were presented at the II [Forum](#) 'Companies for Children 2025' in which more than 200 representatives of the business ecosystem participated. A [publication](#) on UNICEF's priorities in Argentina in relation to the business sector and the rights of children was also presented at the event and sets out a joint work agenda towards 2025.

With the 'Companies that Protect' (Empresas que Protegen, in Spanish) initiative, UNICEF Bolivia also scaled up the care agenda, collaborating with 38 companies, benefiting 1,168 families and reaching 3,645 children. In 2022, awareness-raising activities were conducted for working parents and caregivers on mental health and loving and sensitive parenting. Through the initiative's [digital platform](#), companies can access tools, guides and resources on breastfeeding, parenting and mental health.



### Promotion of extended and paid parental leave

With the support of the telecommunications company +Móvil Panamá, the largest cellular telephone operator in the country and which has the longest paternity leave in Panama (eight weeks), UNICEF conducted awareness-raising activities on the importance and benefits of adopting and extending paid paternity leave. The +Móvil case was presented at local and regional events, with ILO, as a best practice to boost its adoption among companies. +Móvil also supported UNICEF in disseminating messages on the importance of comprehensive early childhood development, as part of the national 'Early Childhood First' (Primero la Primera Infancia, in Spanish) campaign.

As a result of intense political advocacy, UNICEF in the Dominican Republic contributed to the enactment of Decree 312-22, which regulates the extension of paternity leave from 2 to 15 days for public servants. The decree, which also establishes other flexible time benefits to promote responsible parenthood, has been embraced on a voluntary basis by many companies in the country. In 2023, UNICEF plans to continue advocating for paternity leave to be extended to all workers in the business sector (currently the Labour Code grants only two days).

As a result of UNICEF's active advocacy in the Dominican Republic, the National Government approved and regulated the **extension of paternity leave for public workers.**



## Access to early childhood development centres

In Paraguay, UNICEF systematized the model of the ‘[El Hornerito](#)’ early childhood development centre, built and equipped by Las Tacuaras Group, a strategic ally and member of the Business Advisory Council. Since 2022, the Hornerito has benefited 50 children from 0 to 3 years of age, children of workers, and children from the company’s area of influence. Las Tacuaras Group gave the plans for the centre to the Ministry of Education and the Ministry of Children, as a reference for the construction of 17 early childhood centres throughout the country.

In Argentina, Article 179 of the Labour Contract Law on the establishment of childcare services in companies came into effect. Through advocacy actions with the business sector, UNICEF informed and raised awareness about Decree 144/2022, which establishes the criteria for the provision of childcare services in companies with at least 100 workers. To support their implementation, progress was made in the generation of evidence on good business practices, highlighting the opportunities and benefits, both for employers and for working mothers and fathers, of incorporating these care spaces. The publication will be launched in 2023 and advocacy actions will be carried out with companies.



## Supporting breastfeeding in the workplace

Considering that Mexico is the country with the highest levels of childhood obesity in the world, the business sector is key to improving breastfeeding practices and making a significant impact. In accordance with the strategy to promote [breastfeeding](#) in the workplace, in 2022 UNICEF signed an MoU with the Ministry of Labour to strengthen actions in favour of breastfeeding. At the MoU signing [event](#), which was attended by 5,464 people, the [national guide](#) on breastfeeding in the workplace was relaunched.

UNICEF also supported the Ministry in the development of a new Mexican Official Norm: NOM-037 that promotes teleworking for pregnant and breastfeeding women and protects breastfeeding. In addition, in coordination with the Ministry

of Labour and the Ministry of Education, two massive open online courses (MOOCs) on protection and support of [breastfeeding](#) and [complementary feeding](#) were developed and disseminated, with more than 8,000 workers and employers, and 9,000 educational agents completing the courses.

In collaboration with the Ministries of Labour and Health, UNICEF led the development of a certificate for breastfeeding friendly companies, awarded to 41 companies, and provided orientation to 1,386 employees. In addition, three business forums on breastfeeding promotion were held with the participation of 43 companies, and 41 companies were reached through virtual events, with an indirect impact on 460,000 children.





## Other family and work reconciliation initiatives



In accordance with the 'Love Transformed into Food' (Amor Convertido en Alimento, in Spanish) law, approved in 2022, UNICEF supported the Government of El Salvador in regulating the implementation of breastfeeding rooms in the workplace, and sensitized the business sector on the requirements for the establishment and operation of breastfeeding rooms in their facilities.

In Colombia, as part of the partnership with Banco de Bogotá, the 'First Steps' (Primeros Pasos, in Spanish) programme continued to be promoted as a good business practice and a reference in regional UNICEF and ILO events. With the El Dorado International Airport in Bogotá, a massive campaign on breastfeeding and the use of the four breastfeeding rooms installed in 2021 was carried out with technical support from UNICEF. Through this campaign, 500,000 followers were reached on social networks.

In Guatemala, the Friendly Breastfeeding Spaces [Initiative](#) was relaunched in the workplace in partnership with the Ministry of Labour. The breastfeeding committee provided support and technical assistance to public institutions and companies. In addition, UNICEF supported the Ministry in the development of a breastfeeding certification system. In 2022, five companies were certified, and it is planned that in 2023 the Ministry will lead and extend the programme to companies that meet the requirements.

In Paraguay, 81 companies were trained in the management and installation of breastfeeding rooms. From previous training processes, UNICEF recognized 61 companies for their commitment to installing breastfeeding rooms and adopting practices that promote breastfeeding and support nursing mothers.

Initiatives on knowledge generation are also noteworthy. In Uruguay, two studies were carried out on family-friendly policies and the implementation of breastfeeding rooms in workplaces, which will enable advocacy actions to be carried out with the business sector in 2023.

In collaboration with ICC Mexico, UNICEF also conducted a survey of 75 companies on family-friendly policies, the results of which were disseminated in different media and facilitated the promotion of such policies among the business sector and with the support of the government.



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## Partnership with RaiaDrogasil in Brazil

In 2022, RaiaDrogasil contributed US\$230,000 to support two key projects for UNICEF's agenda in Brazil. First, it contributed to the development of education, health and protection actions in more than 2,000 municipalities in the Amazon and semi-arid regions as part of the 'UNICEF Seal' initiative (Selo UNICEF, in Portuguese). This is one of UNICEF's main programmes in the country, aimed at guaranteeing the rights of children through public policy advocacy.

Secondly, RaiaDrogasil has supported programmes to strengthen UNICEF's capacity to care for adolescents and young people (between 13 and 24 years of age) on mental health issues, through the platform 'You Can Talk' (Pode Falar, in Portuguese). Since 2019, marketing campaigns with the company's Needs brand have been conducted on a regular basis, supporting the menstrual dignity, water, sanitation and hygiene agenda.

## 2.6 Disaster prevention and humanitarian action

- Regional coordination and pilot implementation
- Other business contributions to climate emergencies





## Regional coordination and pilot implementation

Thanks to the support of the Bureau of Humanitarian Affairs of the U.S. Agency for International Development (USAID), UNICEF implemented the second year of the Business and Community Resilience initiative in the Eastern Caribbean, Guatemala and Peru. The business sector was involved in key areas of humanitarian coordination, the establishment of new spaces for conversation among relevant actors in the pilot countries, the promotion and coordination among humanitarian actors, governments and the United Nations system, and the establishment of concrete partnerships with business associations and companies.



UNICEF and its partners continued to collaborate with inter-agency business sector working groups and engaged through existing networks such as the Connecting Business Initiative (CBi), the



Private Sector Alliance for Disaster Resilient Societies (ARISE) and other initiatives in the region such as the Global Knowledge Initiative's (GKI) Caribbean Corporate Investment for Resilience (CCIR).

### The Eastern Caribbean

In the Eastern Caribbean, a detailed analysis of partnership opportunities with the business sector was completed. The results were presented at a co-creation event organized with the Caribbean Disaster Emergency Management Agency (CDEMA) and supported by the Network of Chambers of Commerce in the Caribbean (CARICHAM). The event, attended by 180 representatives from the business, public sector and humanitarian community, urged companies to commit to a humanitarian response, and called for improved coordination between the different public and private actors.

In addition, a [checklist](#) of family-friendly workplace policies was developed as a supplement to the business continuity plan (BCP), to help companies assess the extent to which their BCP integrates prevention, preparedness, and recovery measures to protect workers and their families in the event of disasters. CARICHAM, which represents 100,000 SMEs, adopted the checklist and a group of its members integrated it into both their BCP and their prevention strategy to ensure the protection of children in emergency situations.



### Guatemala

In Guatemala, UNICEF completed two environmental analyses that recognized the capacity and experience of the business sector to support emergency preparedness and response activities and strengthen the resilience of communities. Both the Business Community Resilience initiative and the results of the analyses were presented in three co-creation workshops with the participation of 25 companies.

UNICEF, with the support of the World Food Programme (WFP), organized the national [workshop](#) 'Generating resilient environments in Guatemala'. Two other workshops were held in the departments of Quiché and Cobán. As a result, inputs were prepared to guide the content of workshops and courses for capacity-building in the business sector in 2023, as well as road maps to advance this agenda.

In addition, with the Global Compact and the Coordinating Committee of Agricultural, Commercial, Industrial and Financial Associations (CACIF), training sessions were organized where companies were made aware of their role in protecting the rights of children in emergency contexts.

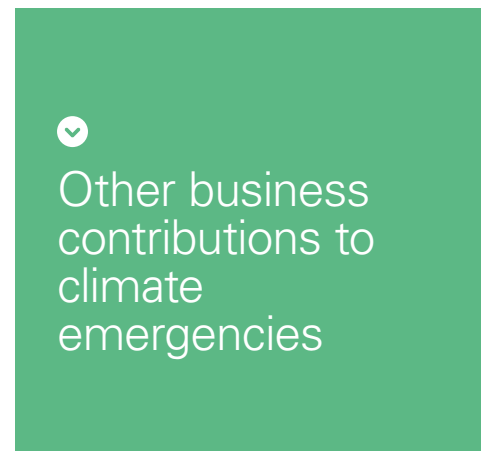


## Peru

In Peru, the analysis 'Potential of the private sector for building resilient environments' was launched and a business co-creation [event](#) was organized, together with the United Nations Office and the Global Compact, on innovative solutions for better disaster risk management (DRM), taking advantage of the capacity, knowledge and contact networks of the business sector. This event was followed by three co-creation sessions that laid the groundwork for public-private collaboration in Peru.

Humanitarian and resilience partnerships were also established with the civil society organization Hombro a Hombro, through the signing of an MoU in December 2022, and with public institutions focused on DRM such as the National Civil Defence Institute (INDECI) and the National Centre for Disaster Risk Estimation, Prevention and Reduction, CENEPRED. As a result of the joint work with CBI, Hombro a Hombro joined this initiative, becoming the third network in the region, and joint activities such as the Hombro a Hombro peer-to-peer exchange with the Philippine Disaster Resilience Foundation (PDRF) were carried out.

In addition, an MoU was signed with the National Confederation of Private Business Institutions (CONFIEP), which includes a specific line of action on prevention and DRM aimed at protecting children. A strategic relationship was established with Talma, logistics operator of Lima International Airport, to reach vulnerable children, especially in emergency situations, by exempting them from import duties (Agreement of donations).



In Belize, UNICEF and financial services provider DigiWallet collaborated in the development of an innovative mechanism for the payment of cash transfers to vulnerable families, through which humanitarian assistance was delivered quickly and effectively to the most vulnerable children affected by emergencies.

Thanks to the support of the telecommunications company Claro, messages and communications material were disseminated in Nicaragua to protect children during the passage of Hurricane Julia in October 2022.

In Belize, **UNICEF and DigiWallet facilitated the rapid delivery of humanitarian aid to families in vulnerable conditions.** This was made possible thanks to the development of an innovative payment mechanism.







3.

### Mitigation of adverse impacts of the business sector on children

In line with the child rights and business agenda in the region, UNICEF commemorated the 10th anniversary of the adoption of the Children's Rights and Business Principles in 2022. It also contributed to the design of public policies on business and human rights and to the integration of indicators on the rights of children in sustainability reports.

## First decade of the Children's Rights and Business Principles

As part of the tenth anniversary of the Children's Rights and Business Principles, UNICEF held a series of activities with business and government partners to celebrate progress and call for action. In partnership with Deloitte S-LATAM, the regional [report](#) of the survey '**What are companies doing for children?**' was published, which takes stock of the initiatives implemented by 305 companies in 13 LAC countries in favour of children's rights.

The Responsible Business Conduct (RBC) project in LAC (RBCLAC), the Global Compact and Corresponsables (CSR media) were strategic partners in promoting the survey, disseminating the report, and developing joint activities to celebrate and promote the business principles.

Leveraging the scope of the VII United Nations Regional [Forum](#) on Business and Human Rights for LAC, which took place in Bogotá, UNICEF and the Global Compact held a training workshop with the Global Compact focal points in the region, and a co-creation workshop on the next 10 years of the business principles, with the participation of 35 member companies in the region.

There was also a celebration event attended by around 90 partners, as well as the most relevant public and private stakeholders in the business and human rights agenda in LAC.

During the forum, UNICEF organized and moderated the [session](#) 'Children's Rights and Business Principles: 10 years of accountability and action'. The session shared the achievements and legislative advances in the area of business and children's rights, good business practices adopted, and the challenges and opportunities for governments and companies to systematically make visible and integrate the rights of children in the RBC.

At the local level, commemoration activities also took place to highlight good practices of companies and CSOs, and measures that companies can adopt to respect and promote the rights of children in their operations and business relations. Thus, UNICEF and the Cabinet for Children in the Dominican Republic developed the VII Business [Forum](#) 'Towards sustainable leadership with children: responsible companies, profitable companies'.

In Guatemala, close to 400 leaders were made aware of business principles, gender equity and the SDGs at the [meeting](#) 'All for the SDGs: Partnership for Progress', organized by the CentraRSE business platform. Furthermore, as part of the Global Compact National Congress, UNICEF Colombia sensitized 300 representatives of companies and CSOs on business principles. Virtual [events](#) were also organized in collaboration with the business platforms AED in Costa Rica and UNIRSE in Nicaragua.



**UNICEF led a series of regional and local events to celebrate the first decade of the business principles** and to call on the business sector to raise visibility and strengthen children's rights integration within its responsible conduct over the next decade.



## Human rights due diligence

In partnership with the members of the RBCLAC project, UNICEF Argentina continued to support the National Government in the design of the national action plan on business and human rights. In 2023, a technical report will be submitted for the preparation of the national baseline (NBL), in charge of the National Ombudsman's Office, which incorporates the perspective of the rights of children. The results of a survey of 815 U-Reporters on their perception of the business sector and respect for their rights were taken into account in this report.

In the elaboration of the technical report, **UNICEF Argentina included the voice of 815 adolescents and young people (U-Report)**, who shared their perception on the business sector and its respect for their rights.

## Integration of children in sustainability reports

Regarding cross-sectoral interventions, the United Nations Development Programme (UNDP) and UNICEF Peru collaborated in developing the children module of the [SDG Corporate Tracker](#) (SDG-CT) tool, which measures the contribution of the business sector to the achieving the SDGs. The results obtained in 2023 will make it possible to carry out advocacy activities with CONFIEP and companies to publicize and promote the integration of the rights of children in corporate policies and practices.

This initiative was replicated in Colombia through joint efforts between UNICEF, UNDP, the Global Reporting Initiative (GRI) and the National Planning Department. Key questions related to the three areas of the Children's Rights and Business Principles were included in the [SDG-CT](#) tool. UNICEF also collaborated with the Global Compact and the Bogotá Chamber of Commerce to integrate a similar set of questions into the [United for the SDGs](#) measurement initiative. The results, which will provide a statistically representative baseline, will contribute to placing the rights of children on the business agenda.

## Towards the next decade of the Children's Rights and Business Principles

In relation to the adverse impacts of business on human rights, during the next decade of the Children's Rights and Business Principles, UNICEF will focus its advocacy efforts, collaborating with governments and different actors from the business ecosystem, on the following [priorities](#) for the region:

**Make the rights of children visible** so that companies recognize the adverse impacts they have on the full range of children's rights, not only those related to child labour.

In LAC, the programme priorities in this agenda are as follows:

- Family-friendly policies in the workplace
- Prevention of violence against girls and women (including digital environments)
- Prevention of childhood overweight and obesity
- Emergency prevention and response
- Mitigation and adaptation to the climate crisis
- Integration of a children's rights approach in regional and national corporate due diligence mechanisms

**Integrate the rights of children in regulatory frameworks on mandatory human rights due diligence**, as well as in the analysis of environmental, social and governance criteria, and investment risks.

**Strengthen appropriate legal and institutional frameworks** to protect, respect and guarantee the rights of children in business operations.

**Listen to the voice of children** by facilitating systems that empower them to engage in meaningful dialogues with companies and decision makers on issues that concern them.



### TRAZANDO EL CAMINO:

Integración de los derechos de los niños, niñas y adolescentes en la conducta empresarial responsable  
Resumen

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4.

## Boosting the business sector's contribution to children's rights



UNICEF's annual report on **engaging business for children's rights in LAC** highlights the achievements and challenges of collaboration between the business sector and UNICEF for the protection and promotion of the rights of children in the region.

The report highlights the key role of the business sector in **achieving UNICEF's programme results and the SDGs** of the United Nations 2030 Agenda. It also mentions the importance of companies respecting the rights of children in the development of their operations, including their supply chains, and contributing to the realization of their rights in the communities where they operate.

Also noteworthy are the **partnerships and initiatives in which UNICEF worked with the business sector** in the region during 2022, on issues such as health, nutrition, education, protection, climate change, water and sanitation and emergencies, among others. It also highlights the importance of public-private partnerships for the protection and promotion of the rights of children.

During 2023 and up until 2030 (the target date of the SDGs) UNICEF will **call on the business sector to commit to children** in order to strategically contribute to their development and well-being. The business sector is also called upon to incorporate actions that have a positive impact on the workplace, the market, and the community in its area of influence, while addressing the adverse impacts that its activities and business relationships may have on the rights of children. We believe that LAC companies can be leaders in respecting and promoting their rights.

Like hundreds of companies in the region,  
**you can make a difference** by helping  
to change the lives of children and  
adolescents!



In this regard, we invite the business sector to approach UNICEF to explore together how it can **contribute to address the major challenges for children** in our region, such as, among others:

- The crisis in education and the loss of learning
- Climate change and disasters
- Worrying declines in immunization
- The migration crisis
- The adverse impact of certain business activities on children

These challenges disproportionately affect children, and are in urgent need of funding, innovation, and influence from the business sector.

At UNICEF we believe that, together, we can create a better future for every child in Latin America and the Caribbean.

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