WCD 2023 CORPORATE PARTNERS ENGAGEMENT
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World Children’s Day (WCD) is UNICEF’s largest annual global activation, it is one of the highest reach and engagement campaigns across 190 countries and is a unique opportunity to engage global and national private sector partners.

WCD represents an important occasion for partners to strengthen their CSR profile among internal and external audiences by leveraging and amplifying UNICEF’s communication efforts and engaging their employees.

Every year, corporate partners from different industries, from transportation to fashion or sports federations, support WCD and UNICEF as we can continue to aim for a higher level of attention for children and strengthened connections with employees, customers, fans, and other stakeholders across the world.

For more information on how to get involved, please contact wcd@unicef.org or to become a UNICEF partner please visit https://www.unicef.org/partnerships/corporate
WCD is the perfect opportunity for corporate partners to show their commitment for children and stand up as a UNICEF ally and change maker. It is also the right day to unlock their creativity, bring staff together around participatory activities and share with their networks a CSR message that is close to their heart.

How Can Partners Activate WCD?"

- **Amplifying UNICEF’s World Children’s Day message among their audiences** – Corporate partners can amplify UNICEF’s content on their social and web platforms and engage their customers and fans.

- **Engaging their audiences, including employees, on children’s rights through their own World Children’s Day activations** – Corporate partners can set up contests, activate with customers and employees in children’s rights activities, or organize Kids Takeovers to further engage both internal and external audiences on WCD.

- **Promoting their partnership with UNICEF among their audiences and employees on World Children’s Day** – From celebrating a new pledge or renewal or promoting the partnership on social, WCD can be an opportunity for corporate partners to share their commitment to children’s rights.
Benefits to Corporate partners

WCD presents a great opportunity for corporate partners to engage with UNICEF and make a meaningful impact on the promotion of children's rights. By participating in WCD activities, corporate partners can achieve:

- **Promoting Partnership and Commitment**: Through their involvement in WCD, corporate partners can showcase their collaboration with UNICEF and their dedication to upholding children's rights. This applies to both their external audiences and internal employees.

- **Amplifying WCD Message**: By aligning their communications with UNICEF's WCD message, corporate partners can contribute to generating increased awareness and attention for children's rights.

- **Social Media Engagement**: WCD provides an opportunity for corporate partners to harness the power of social media. By actively sharing content across platforms such as Instagram, Facebook, Twitter and YouTube, partners can leverage their online presence to generate high levels of visibility and engagement.

- **CSR Profile Enhancement**: Partnering with UNICEF for WCD enables corporates to align their CSR initiatives with a globally recognized brand and a global flagship campaign.
The core concept of the Kids Takeover is part of the DNA of World Children’s Day.

WCD is about enabling children’s voices to be expressed and heard. Kids Takeovers were used as the ideal expression of WCD and of the commitment of UNICEF and partners to making this signature day one of action for children, by children.

Takeovers encompass any moment when children and young people ‘take charge’ or are empowered to put forward their views, implement their ideas and take action in their community.

The takeovers are flexible and can be adapted to any theme or focus area.

Kids Takeovers can be an invaluable platform for businesses to understand how children perceive the impact of their business activities and encourage them to commit more to realizing child rights in all aspects of their operations.

Where possible, integrating cyan blue can help to draw a visual link between your Kids Takeover and other WCD activities happening around the world.
Kids Takeovers: Hundreds of Kids Takeovers have been organized with corporate partners, businesses, popular entertainment, and other institutions which are normally run by adults. Below are a few examples:

**Corporate Partners**

Young people interacted with leading businesses in **Belarus** and shared recommendations on responsible and child-rights-based approaches to business.

15-year-old Zhailobaev took over the office of General Manager of Demir Kyrgyz International Bank in **Kyrgyzstan**.

A group of school students took over the quarterly CEO Network meeting in **South Africa**.

Young people met with key leaders from Private Sectors in **Tanzania** to discuss the importance of investing in children and young people.

Children and young people in **Malaysia** took over as reporters and interviewed Johor Darul Ta'zim Football players for WCD.

Young changemakers from **Denmark** met with Pandora's VP of Communication and Sustainability to discuss issues that matter to them and how companies can create a more sustainable future.
Corporate partners - 2018 Highlights

More than 100 corporate partners activated World Children’s Day in 2018 in support of UNICEF, including, at the global level: All Blacks, Amadeus, Beko, FC Barcelona, H&M, IKEA, ING, Johnson & Johnson, LEGO, Louis Vuitton, MSC Cruises, Qantas.

FC Barcelona
- Potential reach: 62.3M
- Engagements: 231.6K

Johnson & Johnson
- Potential reach: 796.7K
- Engagements: 770

IKEA
- Engagements: 621

Beko
- Engagements: 635

Source: Internal media monitoring tools
Corporate partners - 2018 Highlights

**Qantas**
- Potential reach: 466.9K
- Engagements: 153

**Louis Vuitton**
- Potential reach: 7.3M
- Engagements: 929
  
  - Media: Vogue Spain

**LEGO**
- Potential reach: 556.7K
- Engagements: 861
Corporate partners – 2019 Highlights

- In 2019 year, more new corporate partners showed their support for child rights, involving a wide range of sectors globally and locally such as transportation and sports federations. To name a few: Kahoot!, Nordic Choice Hotels, Norwegian Airlines, Novo Nordisk, Pandora, SAP, South African Airways, Telenor, Vivendi (brand owners of the iconic bear Paddington™) and WWE.

- Partners generated high social media visibility on Instagram, Facebook, Twitter, LinkedIn and YouTube.

- WCD was the chosen date for the launch of campaigns such as a new Pandora charm which symbolizes the brand’s support to UNICEF through a global financial donation and a fundraising campaign in support of UNICEF launched by H&M Germany in 400 stores.

- WCD was the date chosen by Novo Nordisk to announce its new partnership with UNICEF to help prevent childhood overweight and obesity.
Partners took part in innovative and meaningful campaigns such as ‘It’s our DNA’ led by the Norwegian committee. This campaign makes the CRC the first document to be coded into DNA and officially stored in the Arctic World Archive in Svalbard. To mark CRC 30th anniversary, GSMA collated a series of inspiring stories from mobile operators about their work supporting children’s rights: Power Youth website

Partners’ activations were supported by celebrities and influencers that increased the reach on social media such as actress and UNICEF Goodwill Ambassador Millie Bobby Brown for Pandora; football player Sergi Roberto and Vice President Jordi Cardoner for FC Barcelona; rugby player Dan Carter for Louis Vuitton; Vice Chairman of the Executive Committee Joaquin Duato for Johnson & Johnson or superstar Kofi Kingston for WWE.

Partners’ iconic landmarks, employees and websites turned blue (Pandora, DSB Copenhagen Central Station, Danish Industry, Amadeus, American Express…)

Kids took over public transport (Transport For London developed a special artwork to portray children’s favourite things about transport and placed children right at the heart of the TFL system) and even the General Assembly (when Jordi Cardoner, Vice President of the FC Barcelona engaged with Jane, a young Macedonian child about the impact of sport in a panel discussion).
LEGO celebrates the right to play for children on Instagram

Millie Bobby Brown announces a new #pandoraforunicef charm on Instagram

Dan Carter for Louis Vuitton and UNICEF on Instagram

Jordi Cardoner and Sergi Roberto for FC Barcelona and UNICEF

Novo Nordisk announces their new partnership with UNICEF (Twitter). In 2018 Johnson & Johnson pledged USD10 million to UNICEF for WCD. Joaquin Duato shares his thoughts on the work ahead (LinkedIn).
Corporate partners – 2019 Highlights

Telenor supports the DNA campaign on LinkedIn

Kofi Kingston for WWE

H&M Germany fundraising campaign

Amex employees turn blue on LinkedIn

Pandora offices light up in blue
In 2020 corporate partners continued to show their support for children, involving a wide range of sectors globally and locally, including American Airlines, Hydro, IKEA, LEGO Group and LEGO Foundation, Moncler, Sesame World, Luis Vuitton, and many more.

Partners generated high social media visibility. A lot of co-created footage was specially produced for the day. The FC Barcelona video “#AllOne for children” featuring football players Sergiño Dest and Antoine Greizmann scored 5,5 million views (as of December 1st).

Partners’ activations were supported by celebrities and influencers that increased the reach on social media such as football players but also corporate leaders like Alexander Lacik, Pandora CEO and Joaquin Duato, Vice Chairman of the Executive Committee at Johnson & Johnson. Selected partner’s content was amplified on digital media by UNICEF ED Henrietta Fore and/or DED Charlotte Petri Gornitzka.

Brands mobilized iconic characters for the day: Sesame Street character, Elmo’s mom, Mae delivered a message and her precious advice to parents on how to provide care to their children during the pandemic. Paddington bear asked children to share their drawings of a reimagined world.

Fundraising initiatives have also been highlighted by corporate partners such as #MakeAPromise (Louis Vuitton) and Change for Good.
Corporate partners – 2021 Highlights

From promoting child rights to lighting buildings blue, corporate partners helped children reimagine a better future on issues that are important to them in 2021.

- **LEGO Foundation** and **FC Barcelona** celebrated children’s right to play.
- **Z Zurich Foundation** advocated for children and young people’s mental wellbeing and health.
- **Novo Nordisk** promoted the importance of preventing childhood obesity.
- The **LEGO Group** and **Pandora** leveraged children’s ideas and solutions on tackling climate change through takeovers and discussions. **Pandora** also turned their offices and stores blue.

Other activations were also seen from corporate partners, including **Ericsson**, **Oracle**, **B Medical Systems**, **American Airlines**, **Educate a Child**, and **Johnson & Johnson** in their newsletter.

More than 60 countries around the world engaged corporate partners in WCD activations, including **turning blue digitally** or **wearing blue**, providing **online courses for children**, and amplifying WCD messages.

Source: Information provided by PFP.
Corporate partners showed their support of UNICEF, WCD and working together towards a better future for children in 2022. Some of the highlights include:

- **Teleperformance Group** highlighted their support of UNICEF and its learning continuity programs in the Philippines.
- **American Airlines**, easyJet and Clarios spoke out about their support of UNICEF programmes.
- **Dubai Cares** advocated for children's fundamental right to education.
- **The LEGO Foundation** emphasized the importance of listening to children and considering them in decision-making that affects them.
- **Pandora** promoted international collaboration to improve children's welfare.

Other activations were also seen from corporate partners, including Hallmark, Real Play Coalition and Z Zurich Foundation.

More than 55 countries around the world engaged corporate partners in WCD activations amplifying WCD messages.
THANK YOU