

World Children's Day – Listen to the Future

Toolkit for Businesses

World Children's Day (WCD), marked on **November 20th** is UNICEF's global day for children, by children. It marks the anniversary of the **Convention on the Rights of the Child (CRC)** and serves as a call to action for schools, communities, institutions, sports and businesses to engage with children and support their rights.

The **WCD 2024 theme, "Listen to the Future"**, focuses on today's global challenges that are threatening children's futures. This year also, UNICEF's flagship State of the World's Children' (SOWC) report will be released on World Children's Day, November 20th. SOWC 2024 will focus on three megatrends affecting children today and in the future: **the climate crisis, disruptive technologies and demographic change.**

With World Children's Day approaching, actors from the private sector are encouraged to use this toolkit to source inspiration for the message they would like to share on the day and activities they can implement.



Why Engagement from the Private Sector is Key on World Children's Day?

- Businesses have the **power and influence** to make a positive impact through advocating for children's rights.
- Corporations can support children's futures through **sustainable business practices, corporate social responsibility (CSR) at the workplace.**
- By listening to children's ideas about the future and embedding **children's rights** into their strategies, businesses can help address today's global challenges while engaging their employees, customers and fans around topics that resonate with children and society.

How Today's Challenges Impact Children

- Children's lives are at a **crossroads** due to the global challenges of **conflict, climate change, and disruptive technology and many other challenges.**
 - **Conflict** threatens children's safety, access to education, and overall well-being.
 - **Climate change** is risking their future by destroying ecosystems, displacing communities, and causing health risks.
 - **Disruptive technology** can either widen inequalities or create new opportunities for children, depending on how it is managed.
- These will be the areas of focus for World Children's Day, but businesses are free to approach children's rights more broadly, or to relate to any specific children thematic that is close to their heart.

Corporates as Key Players in Solving Global Issues

- Businesses have the capacity to contribute to solutions by aligning their strategies with [children's rights](#) and [sustainable development goals \(SDGs\)](#).
- Businesses truly have a role in upholding children's rights. Corporate leaders have influence and could leverage children's voices, making sure children are heard and included in decisions that will shape their future.

Why Marking WCD?

- Be perceived as a company that **feels concerned** about children's rights.
- Reach the **new generation** and be perceived as a **CSR actor** by them.
- **Enhance employee engagement** by fostering a sense of purpose and making room for discussions around children's matters.
- **Inspire other businesses** to celebrate WCD.
- **Raise awareness on children's rights** at the workplace and through the company's network (employees, fans, customers...).

How Can Businesses Mark World Children's Day?

1. Internal Employee Engagement

- **Workshops and Dialogues:** Host **internal workshops** or lunch & learn sessions to discuss the **global challenges** impacting children today. Encourage employees and their children to share their thoughts on how the company can contribute to addressing these issues. Possibly tackle family-friendly initiatives at the workplace.
- **Employee Participation in Social Responsibility:** Encourage employees (and their children) to participate in community or volunteer initiatives focused on children's rights.



- Have a day where **children can come to work with their parents** and take over key roles, assets, boards, channels (e.g. company newsletter) and digital platforms (e.g. company's website) to add their print. The red thread of the takeover will be to help children express their views, concerns and reimagine the future.
- Have activities around children's rights. [See here the Convention on the Rights of the Child in a child-friendly format and multiple languages, as well as some other resources for possible activities.](#)
- Be creative around the blue thematic and turn some of the **company assets to blue.**

2. Shine a Light on UNICEF work

- **For existing UNICEF partners** - Choose this date to illustrate how your partnership has contributed to advancing the rights of children or amplify a partnership launch, announce a new campaign, promote a cause-related marketing. For this, as well as for any co-creation initiative, make sure you liaise with your UNICEF focal point that will be happy to support you.
- **If you are not a UNICEF partner** - Feel free to follow us and amplify UNICEF key messages through resharing, reposting UNICEF WCD-related messages on your channels. They will be available on the day on [unicef.org](https://www.unicef.org), [Facebook](#), [X](#), [LinkedIn](#). You are encouraged to also check UNICEF national channels.

3. Partnerships with Schools and NGOs

- **School and Community Partnerships:** Corporates can collaborate with schools or educational institutions to create activities that encourage children to share their vision for the future on WCD. This could involve:
 - **Essay and Art Contests:** Invite students to express their ideas about the future through creative writing, drawings, or video projects. Offer rewards like scholarships, prizes, or donations to their schools or centers.
 - **Kids Takeovers:** Have kids take over key roles in the company, talk about their future, discuss global issues, and how the company can help.

4. Outreach and Social Media Activations

- **Community Outreach:** Spread the World Children's Day message to customers, fans and other relevant stakeholders. Encouraging them to participate in events, share their visions for the future, or contribute to causes that support children's rights.
- **Social Media Engagement:** Use the company's social media platforms to amplify children's voices and ideas about the future. Engage in the campaign by using **#WorldChildrensDay**, and encourage followers to:
 - Share their ideas on how corporates can positively impact children's futures.
 - Highlight children's contributions through their artwork and essays.
 - Messages using #WorldChildrensDay on X might be added to UNICEF's World Children's Day page
 - UNICEF WCD-related messages will be published on the day on [unicef.org](https://www.unicef.org), [Facebook](#), [X](#), [LinkedIn](#). You are encouraged to also check UNICEF national channels.



5. Employee-Led Volunteering and Fundraising Initiatives

- **Volunteer Days:** Encourage employees to participate in volunteer days where they engage directly with children, such as mentorship opportunities, or environmental cleanup initiatives.
- **Fundraising Events for Children's Rights:** Organize fundraising events where employees and the community can raise funds for UNICEF or other initiatives.

Inspiration Gallery



1) Produce and share a short child-focused video (for partners only, in coordination with UNICEF)

2) Light up HQ, or another structure in UNICEF blue and share the image with a post about WCD (Shade: PANTONE® Process Cyan, CMYK C100 / M0 / Y0 / K0, RGB R0 / G174 / B239, WEB HEX 1CABE2, VIDEO HEX 00AEFF)

3) Film a scripted direct-to-camera video with senior leadership and share with WCD message



Today, on World Children's Day, I am delighted to announce the relaunch and global expansion of **Marriott International's** "Check Out for Children" donation program in collaboration with **UNICEF**. The program – which invites guests to make a voluntary donation for each night of their stay – is now live in over 500 properties across 40 countries in our Caribbean & Latin America (CALA); Europe, Middle East & Africa (EMEA); and Asia Pacific excluding China (APEX) regions. We are immensely proud to broaden the reach and impact of this important initiative, continuing our rich history and legacy of serving our world.
<http://marriott.com/6003uN1tf>

Over the course of nearly three decades, hotels in the Marriott Bonvoy portfolio have helped UNICEF raise over \$50 million, benefiting more than 4.5 million children worldwide. Donations raised go toward supporting UNICEF's ongoing efforts to make a difference in the lives of children, from efforts to fund health, nutrition, safe water, and sanitation projects to increasing access to quality education and skill building.

Essential to every community's long-term stability and success is the vitality of its children. We are grateful to our guests and hotels for their support of the "Check Out for Children" program, furthering UNICEF's impactful mission.

#Serve360 #WorldChildrensDay

