

World Children's Day 2020

A day of action for children, by children

Toolkit for Business Activation

WORLD
CHILDREN'S
DAY NOVEMBER 20

unicef 



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THE CONCEPT

A day for children, by children

World Children's Day (WCD) – the anniversary of the [Convention on the Rights of the Child](#) (CRC) – is an annual global moment 'for children, by children'. It's a fun day, with a serious message, where children raise their voices to talk about what affect them and 'take over' high-visibility roles in media, politics, business, sport, and entertainment to shine a spotlight on the most pressing challenges faced by their generation.

On 20th November, children and young people are calling on world leaders to fulfil their commitments towards children's rights and stand up for every child.

It's a day of action to advocate and raise awareness on the issues jeopardizing children's rights, to give kids the right space to express their views and support them in reimagining the future and acting for a better tomorrow.



LAST YEAR MEDIA REPORT

Social Media



Children, goodwill ambassadors, influencers, corporate partners and UNICEF staff generated content on social media that raised awareness online!

Snapshots can be seen on the dedicated website:

<https://www.unicef.org/world-childrens-day>

- From 7 November to 25 November 2019, World Children's Day generated over **20.34 million engagements on social media**.
- UNICEF shared over 300 posts across Facebook and Twitter in four languages and on Instagram and LinkedIn in English. In total, UNICEF global accounts delivered 92.2 million impressions, 17.2 million video views and 3.1 million engagements.

Top performing posts in the corporate sphere 2018/2019:

- Actress Sophie Turner for Louis Vuitton: **+888,000 engagements / 7.3 Million** potential reach with one single post on Instagram. Launch of charm by actress Millie Bobby Brown for Pandora: **+160,000 likes** on Instagram (2 posts).
- FC Barcelona: **232,000 engagements / 62.3 Million** potential reach with one video on Facebook.

Traditional Media

Newspapers, TV shows, radio shows and entertainment shows allowed children to take over as hosts or participants on their programs, to interview guests and share stories on the most pressing issues facing children.



Between 17 and 25 Nov. 2019, UNICEF received **3,712 mentions in print and online media** for topics related to [The Convention on the Rights of the Child at a Crossroads report](#), 30th Anniversary of the CRC celebrations and WCD 2019 in the six UNICEF official languages.

THE OPPORTUNITY



On 20 November 2017, #WorldChildrensDay trended 2 on Twitter.

In 2019, 181 UNICEF offices participated and more than 80 UNICEF partners and corporate influencers helped amplify content, planned children's activations in their offices or invited children to interview their CEOs.

It is rare for UNICEF to point significant media, influencer, communication and brand assets in the same direction and at the same time to truly cut through the 'noise barrier'.

WCD presents such an opportunity of a worldwide celebration that leverages children's voices and highlights initiatives that work towards improving children's lives.

This is the day where corporate partners stand up as UNICEF allies, influencers and change-makers.

FOUR YEARS ON

Going into its fourth year, World Children's Day now has an established identity, allowing offices and partners to develop multi-year strategies.

The two core concepts that have been consistent across all World Children's Days so far are

1. Children's participation (kids takeovers) and
2. Brand building activities around UNICEF's signature

Originally established as a fun event, the concept of kids' takeover has additionally developed into a more serious one such as children speaking in parliament or the global youth climate movement.

The global narrative remains adaptable to local contexts or specific industries and is flexible to accommodate any rapid change.



Reimagine

*World Children's Day
2020 will be a major
moment to listen to
children and young people
and how they want to
reimagine the future.*



2020 GLOBAL CALL TO ACTION

Reimagine...

The coronavirus pandemic has laid bare the deep inequalities in our societies that leave some children far more at risk than others. At this critical moment in history millions of children are missing out on basic healthcare, cut off from education, and left without protection. Children will never accept that we should return to 'normal' after the pandemic, because they know 'normal' was never good enough. The COVID-19 crisis is a child rights crisis. The costs of the pandemic for children are immediate and, if unaddressed, may persist throughout their lives. They will be living with the impacts of this pandemic and how the world chooses to respond for years to come.

World Children's Day 2020 will be:

- ✓ A major moment to encourage a sustainable recovery – and acknowledge the critical role children and young people need to play.
- ✓ A day to highlight children's solutions to the climate crisis and amplify their voices to invest in their futures and build back better and greener.
- ✓ A day to listen to children and young people, working alongside them to design a better future.

It is our shared responsibility, today, to Reimagine what the world will look like tomorrow. For that, we need everyone's ideas, resources, creativity and heart. Together we can Reimagine a better world. Reimagine a world fit for every child.



PLANNED ACTIVITIES WORLDWIDE

- ❑ **Iconic Takeovers** - The global focus will be on high-profile media moments ranging from children becoming Prime Minister, President or CEOs to appearing on morning radio shows, reading the evening news, co-hosting a talent show, or kicking off for their favorite football team. Last year, 134 offices organized kids takeovers across government, media, sports, business, entertainment and other sectors.
- ❑ **Blue Activations** - UNICEF cyan blue is the visual element that connects all World Children's Day activations, making it recognizable across the globe and is the thread that can be adapted and integrated into any planned activities – from takeovers to events and fundraising initiatives. Last year, buildings/landmarks in 144 countries lit up blue. Amongst them, iconic monuments such as the New York empire state building or the Sydney opera house lighted up blue. Staff in more than 55 countries went blue and 121 offices went blue for World Children's Day, showing support for children.
- ❑ **Advocacy with children and young people** - Appointing national youth ambassadors to amplify young leaders voices and more generally involving youth in diverse conversations, providing them with the appropriate platforms to be heard.
- ❑ **Voices Of Youth Reimagine Illustration Challenge:** Young people (13 to 24) are invited to draw their interpretation of the world they want to build after COVID19 and post it on their Instagram accounts with the hashtag #voicesofyouth. A selection of the illustrations will be shared on UNICEF channels throughout November. For full details of how to take part in this challenge [visit this link](#).
- ❑ **The World Largest Lesson** - The resources are climate-oriented and encourage students to reimagine the actions we can take for a greener and more sustainable future. Learning material has been made available and kids' will take over schools and communities to show they know their rights. [Find out more](#).



BUSINESS ACTIVATIONS

An integral part of World Children's Day is the idea of kids doing things for kids. With that in mind, a flexible and engaging business activation is a great chance to give children credibility and power, make them feel considered as grown-ups and help them have their voice heard in the business world.

Additionally, this year is a good opportunity to reflect on how the pandemic has impacted their and the business world, what are the general learnings and how can we aim for a brighter and safer future.

On World Children's Day, companies and employees take action for children in a participatory way (offline activities) and to proudly share it (online channels).

They commit to advance their rights through raising funds (employee fundraising), talking about family-friendly practices at the workplace or reaching out to their broader network (customer, employee or fan engagement).

World Children's Day is the right day for UNICEF and its partners to own. This will be the fourth edition of a global event that leads change and should become bigger year over year.

[See 2019 activations worldwide](#)



AUDIENCE

	CEOs and staff	Children	Employees	Customers / Fans
ROLE	Preparing relevant content, media plan, proposing entertaining activities to the kids, allocating the right amount of time, having staff motivated and using the right communication channels will ensure great rewards.	They are the heroes of the day! Their role is to: - Take over! - Spread the word. - Share their views - Interact and engage people. - Turn the company blue.	Employees are the corporate values ambassadors. They advocate, crowdfund, volunteer or offer their time and expertise.	Customers and fans will play the role of witnesses and `channels`. They are the ones that can rally the cause and answer positively to a call-to-action (share a post, buy a cause-related product, give their loyalty points...) An incentive would maximise their participation.
BENEFITS	- Positive image of the company (fun, open, child-friendly, concerned) both internally + externally. - Raise awareness on the partnership with UNICEF both internally + externally. - Raise brand awareness amongst the young generation. - Be a pioneer of WCD. - Create momentum and bring staff together around participatory activities. - Participate in advancing children's rights and leveraging their voices.	- Have fun. - Be in the spotlight. - Challenge themselves. - Discuss issues that matters to them. - Learn more about a job, a brand or/and what their parents are doing. - Play a role in the future of children and be their voice.	More than any other channel, they bring credibility to the company's CSR engagement. The more involved they are, the more they will positively share about it (word of mouth). Participatory activities and team challenges can also contribute to strengthening the links between employees internally.	- Having customers and fans feeling part of the community. - Having them `on the ground`, sharing exclusive reports and comments. - Expand the visibility on social media. - Crossing networks: existing customers are potential new UNICEF supporters and existing UNICEF supporters are potential new customers.

TIMELINE

TODAY

Save the date

1st

OCTOBER

Launch of the branding and visual identity

6th

NOVEMBER

Social Media launch on global channels

20th

NOVEMBER


**KEEP
CALM
AND
ENJOY
THE DAY!**

- Keep track of your social activities (print screen, pictures...)
- Like / share UNICEF posts

FROM SEPTEMBER

Start planning and see what WCD, Kids take over' and 'Blue activation' means for your company, brand and industry in practice.

20th

OCTOBER

Public launch of VOY Reimagine Illustration Challenge

Your UNICEF focal point will send you regular updates, videos, key messages tailored to the public and help you through planning the day.

YOUR WORLD CHILDREN'S DAY
KIDS TAKE OVER
ACTIVATION PACK IS HERE! 

tone of the day

The tone of the day is light-hearted, fun and celebratory while acknowledging children's roles as active citizens in a shared global community.

It is the ideal occasion to focus on Article 12 of the CRC, which guarantees children's right to freely express their views on all matters affecting them.

World Children's Day is an opportunity for children and young people to 'take over' and speak truth to power about issues of the greatest concern to their generation – and for adults to listen.

Most important, children and young people should be involved throughout the campaign process, from planning to asset development, in order to stay true to the spirit of a day *for* children, *by* children.



VISUAL IDENTITY

- ❑ **A new logo** strengthening the connection between WCD and the global UNICEF brand + easier to adapt to different languages, messages and photos. Different versions are available.
- ❑ **Proposed tagline** - A day to reimagine a/the.... [issue]. *E.g. A day to reimagine the future; a day to reimagine our education etc...*
- ❑ **UNICEF BLUE** is the visual thread linking all WCD activities around the world.
- ❑ **Circular elements** - Photos are placed within a circular element, symbolizing a safe space for children to express themselves. A collection of photos has been curated to work with the concept and will be made available. The blue ball used in previous years is also available as a design asset in case you still wish to use.



unicef | for every child

WORLD CHILDREN'S DAY
20 November

PANTONE® Process Cyan
CMYK C100 / M0 / Y0 / K0
RGB R0 / G174 / B239
WEB HEX 1CABE2
VIDEO HEX 00AEEF



EXPOSURE & USE OF IMAGE



Questions to be answered before activation

- What visual, audio and written information will be collected and how will this be shared before, during & after the activity?
- Have you gained informed consent from the parents?
- How will photographs and films be used?
- Are there any specific risks involved because of children's particular vulnerabilities?

Child online protection guidelines

Social media channels will involve huge exposure that could result in negative backlash for children – assess the potential impact before making use of these channels and ensure that children and their carers fully understand the implications as part of the informed consent process. As with other child rights considerations, please consider the [child online protection guidelines](#) when enabling children to take over online channels.

FOR AN ETHICAL KIDS' TAKEOVER

Kids' takeover initiatives should comply with the international good practice requirements for child participation and be:

1. Transparent and informative. **2.** Voluntary. **3.** Respectful. **4.** Relevant. **5.** Facilitated with child-friendly environments and working methods. **6.** Inclusive. **7.** Supported by training. **8.** Safe and sensitive to risk. **9.** Accountable



Children should be provided with:

- **Space:** They must be given a safe and inclusive space in which to form and express their views. Efforts must be made to reach out to all children, including the most marginalized.
- **Voice:** Children must be supported and helped to express their views. They need the opportunity, time and information with which help them form views. They are entitled to express views not just on the obvious issues of childcare, child protection, school, play and health, but also, for example, public planning, transport, social protection, justice, environmental health, housing, and social inclusion.
- **Audience:** When children express views, they must be listened to respectfully. They need to be confident that the relevant adults are prepared to take them seriously.
- **Influence:** Children's views must be acted on. This does not mean that everything they propose must happen, but it must be given proper consideration.

Kids' takeover is fun, but it must leave children feeling empowered and motivated to engage further with UNICEF and child rights, not feeling that they have been used for a publicity stunt and that their views will be ignored after the stroke of midnight on 20 November.

Likewise, adults need to be fully prepared so they are able to: listen to, and seriously consider, children's views as expressed during the takeover; experience children's participation as a positive, non-threatening partnership resulting in useful outcomes; and consider ways to expand opportunities for children's participation on an ongoing basis, beyond the 24 hours of World Children's Day.

WORLD CHILDREN'S DAY AT THE TIME OF COVID-19



- ❑ While physical meetings and takeovers may have had a limited attendance, calls or virtual meetings are an opportunity for more children to participate.
- ❑ Using Zoom, mentimeter, mural, pool or other technologies and apps can lead to productive discussions.
- ❑ Blue activation can be translated digitally through cyan blue backgrounds or UNICEF branded filters
- ❑ WCD main channels have been social media so far and the use of digital is more than ever encouraged.
- ❑ During the lockdown, all around the world, people participated in galvanizing and spontaneous actions: singing from balconies; clapping for health-workers; online benefit concerts... Food for thought on how to engage for children in meaningful and uplifting ways.
- ❑ Given the uniqueness of the situation, feel free to share your ideas on how to make virtual interactions engaging and fruitful.

WHAT SUCCESS LOOKS LIKE

- ☐ 182 countries are celebrating WCD (to beat last year's record of 181.)
- ☐ Kids are engaged and listened to.
- ☐ Mentions of #WorldChildrensDay and #UNICEF (in English or local language if different).
- ☐ # of posts in social media.
- ☐ # of likes, share and comments in social media.
- ☐ \$ raised through fundraising.
- ☐ Media coverage.
- ☐ Employees' engagement.
- ☐ Customers' response.
- ☐ Awareness of our partnership and WCD.



The World Children's Day website will provide a selection of social media activation on the day
<<https://www.unicef.org/world-childrens-day>> (currently you will see activations for 2019)

CONTENT

Some of the global initiatives or content can be used as engagement, fundraising and advocacy tools with our corporate partners. Mainly:

- ❑ The hero film – share across your channels
- ❑ [Voice of Youth Reimagine Illustration Challenge](#) – have the children of employees or young graphists participating to the challenge.
- ❑ [Reimagine like a gamer](#) – embed a minigame in company's website, encourage employees to participate in the campaign / fundraising initiative.
- ❑ [Right runner game](#) – share with the children of employees, embed in company's website.
- ❑ [Inspired Gifts](#) – encourage employees, customers or fans to buy a virtual and meaningful gift on the day.
- ❑ [The World Largest Lesson](#) – set up a lesson with the children of employees.
- ❑ Climate and COVID-19: 'Reimagining our Future' brief – support material to trigger a discussion with young people on the day.

For more, please reach out to your UNICEF focal point.



HOW CAN BUSINESSES ACTIVATE?

- #1. Encourage an authentic Kids Takeover
- #2. Support children's actions by 'Going Blue'
- #3. Advocate for Children
- #4. Lead by example: Make a Pledge for children
- #5. Celebrate Achievements
- #6. Amplify World Children's Day visibility and messages online
- #7. Engage Employees, Customers and Fans networks



HOW CAN BUSINESSES ACTIVATE?

#1 – ECOURAGE A KIDS TAKEOVER

Kids Takeovers are at core of our commitment to make WCD a day of action *for* children, *by* children. Kids are encouraged to take on roles or activities normally run by adults, put forward their views, implement their ideas and take action in their community.

Ideas for activation:

- ❑ Kids take over as CEO, managers, or other key roles.
- ❑ Kids are welcome during video-conference meetings.
- ❑ Kids participate in board meeting and ask questions and share their views.
- ❑ Kids take over iconic role (e.g. pilot for airline industry, referee for sports...)
- ❑ Kids take over company's social media pages, share drawings illustrating children's rights or a reimagined world. Or for the elder kids, participate to the [Voice of Youth Reimagine Illustration Challenge](#)
- ❑ [Right runner game](#) – share with the children of employees, embed in company's website or digital platforms.



On 20 November 2019, Jordi Cardoner, Vice Chairman of FC Barcelona with youth advocate Jane Velkovski, 11, from North Macedonia, following the World Children's Day global summit at United Nations Headquarters.

HOW CAN BUSINESSES ACTIVATE?

#2 – BE CREATIVE AROUND THE BLUE THEMATIC

While we encourage companies offices that are holding physical events or meetings to incorporate UNICEF's cyan as much as possible, we recognize this may be challenging due to the pandemic and lockdown restrictions. Therefore this year we will primarily focus on turning the digital world blue.

Ideas for activation:

- ☐ Website and social media/media/marketing owned platforms turn blue (*e.g. company's Facebook page, newsletters, e-mail to employees*).
- ☐ Logo turns blue for a day.
- ☐ Landmarks or buildings light up blue.
- ☐ Staff wears blue (even online).
- ☐ Video conference background turned blue (*e.g. on Zoom*).
- ☐ Social media headers turn blue.
- ☐ Social media profile filters (developed by UNICEF) are used by employees.

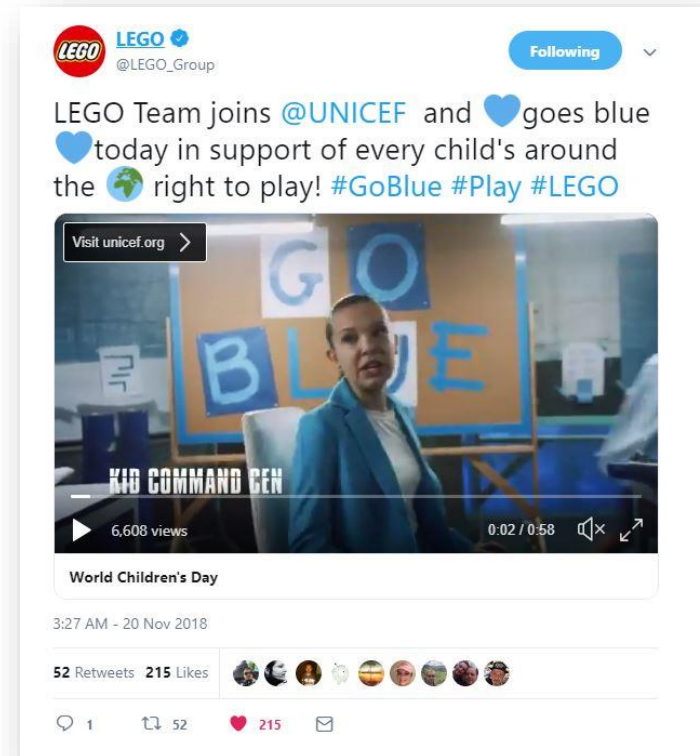


HOW CAN BUSINESSES ACTIVATE?

#3 – ADVOCATE

WCD is the opportunity for you to:

- ❑ Prove your CSR print and claim your philanthropic contribution, highlighting the programme you support.
- ❑ Highlight the issues still faced by children, provide facts and talk about opportunities for children's rights and their future globally.
- ❑ Call to action, e.g. sign a petition, share a video, click to donate.
- ❑ Raise awareness on the partnership and UNICEF work and mandate collectively.
- ❑ Provide a platform / opportunity for children to express their vision of a better world (kids focus group, drawings, poems, songs, dance, play...) and make them visible.



HOW CAN BUSINESSES ACTIVATE?

#4 – LEAD BY EXAMPLE: MAKE A PLEDGE FOR CHILDREN

20th November is the perfect date to make a pledge for children and show commitment through meaningful and sustainable actions as it gives full rationale to it and because the media coverage will be high.

This can also include ‘remarketing’ partnership-related activities that are already in the pipeline.

WCD gives visibility and rationale to corporate partners commitments. Many partners choose that day to promote (or launch) a cause-related campaign, to announce (or renew) a partnership or to talk about family-friendly policies at work.



#5 – CELEBRATE ACHIEVEMENTS

Give examples or highlight case studies on how existing corporate partners help (or have helped) advancing children’s rights through their relationship with UNICEF.



HOW CAN BUSINESSES ACTIVATE?

#6 – AMPLIFY (ONLINE)

> **Through using the hashtags** #WorldChildrensDay #UNICEF

> **On platforms**

- ❑ Public social media: Facebook, Twitter, Instagram, YouTube & LinkedIn
- ❑ Company's public websites and blogs.
- ❑ Stakeholders' individual accounts
- ❑ UNICEF pages (when applicable)

> **Branding and visibility**

- ❑ Use of hashtags / WCD logo / cyan blue / the globe or circular element (on t-shirts, badges, tattoos, blue filters, bluewashed backgrounds) to ensure the visibility of the event.

> **Through sharing content**

- ❑ Own generated content: collage, captures, staff activities, co-created videos.
- ❑ UNICEF provided content: The hero video and key messages for the day.
- ❑ Engagement: Posts sharing, re-tweets, comments and likes.



HOW CAN BUSINESSES ACTIVATE?

#7 – REACH OUT

Engaging networks can contribute to raise businesses' brand awareness and to build a positive image internally, externally and amongst the young generation. It gives UNICEF the opportunity to reach out to new potential supporters that are part of that network, especially individuals. Crossing networks maximize touch-point opportunities and a third-party referral brings credibility.

Ideas for engaging employees

- ☐ CEO / company match employee gifts.
- ☐ Crowdfunding and employees *challenges* (e.g. *workout, race...*)
- ☐ `Give an hour of your salary.`
- ☐ Staff wear badges with picture of them as kids
- ☐ Photo collage of the day or staff related activities photos and videos.
- ☐ Screening of the "[Children in Need](#)" episode of [Tales by Light](#) (on Netflix) at work.
- ☐ Discussions around child-friendly policies at work.
- ☐ Pro-bono activities.
- ☐ Colleagues buy an [Inspired Gift](#) for another colleague.

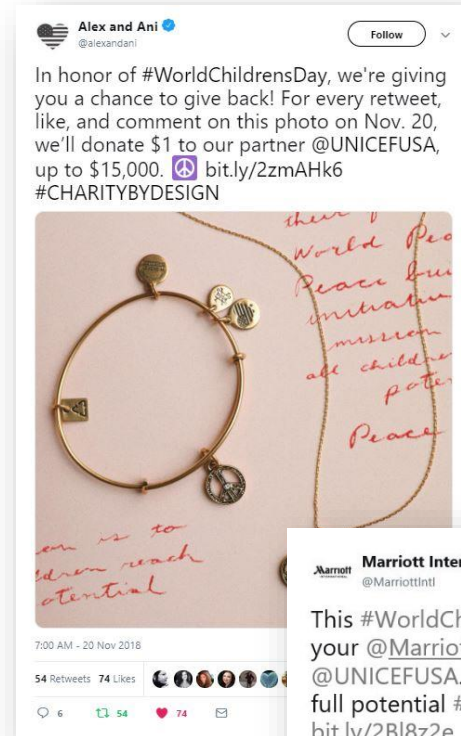


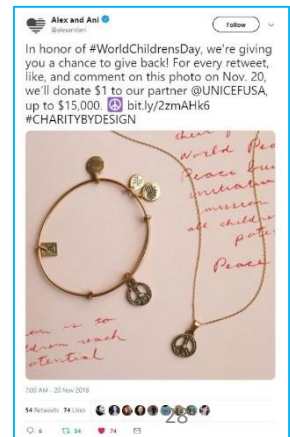
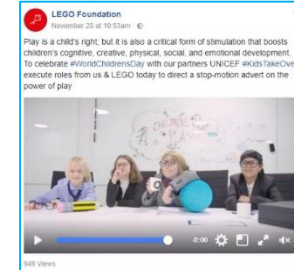
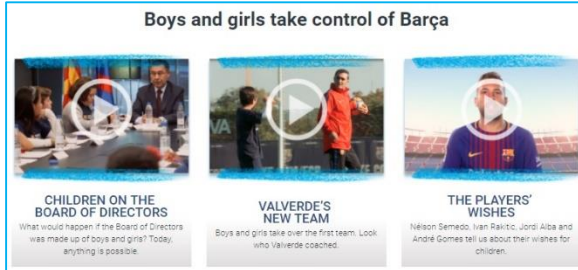
HOW CAN BUSINESSES ACTIVATE?

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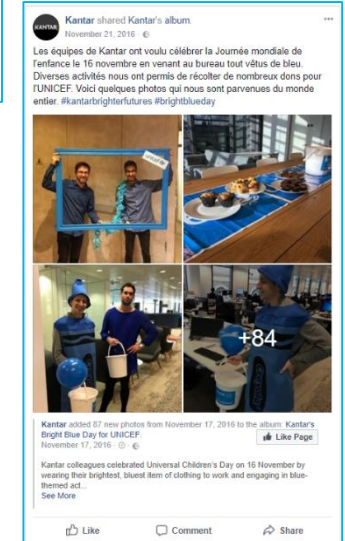
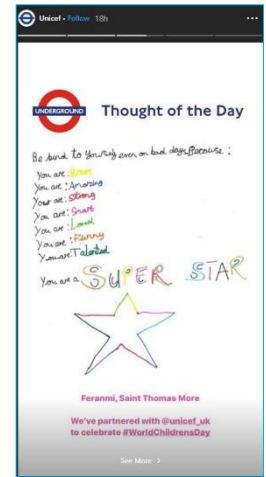
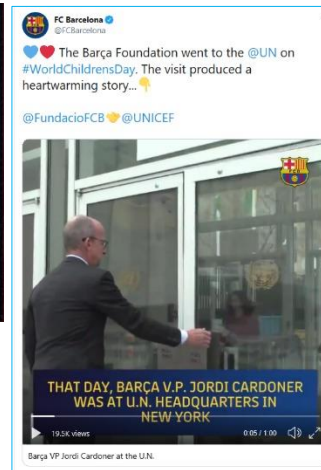
Ideas for engaging customers and fans

- ❑ Set up an animation in store –either on site or digital e-shop. (e.g. broadcast of WCD videos, point of sale display, blue branded premises and assets.)
- ❑ Inform customers about the event (before and after) via social media, newsletter.
- ❑ Give discounts or specials for customers or fans wearing blue.
- ❑ Ask them to share posts related to WCD (e.g. flagship video, use the WCD Facebook frame.)
- ❑ Promote cause-related marketing.
- ❑ Company commits to a donation for each post shared or encourage customers to donate their loyalty points.
- ❑ Social-media challenge for fans.



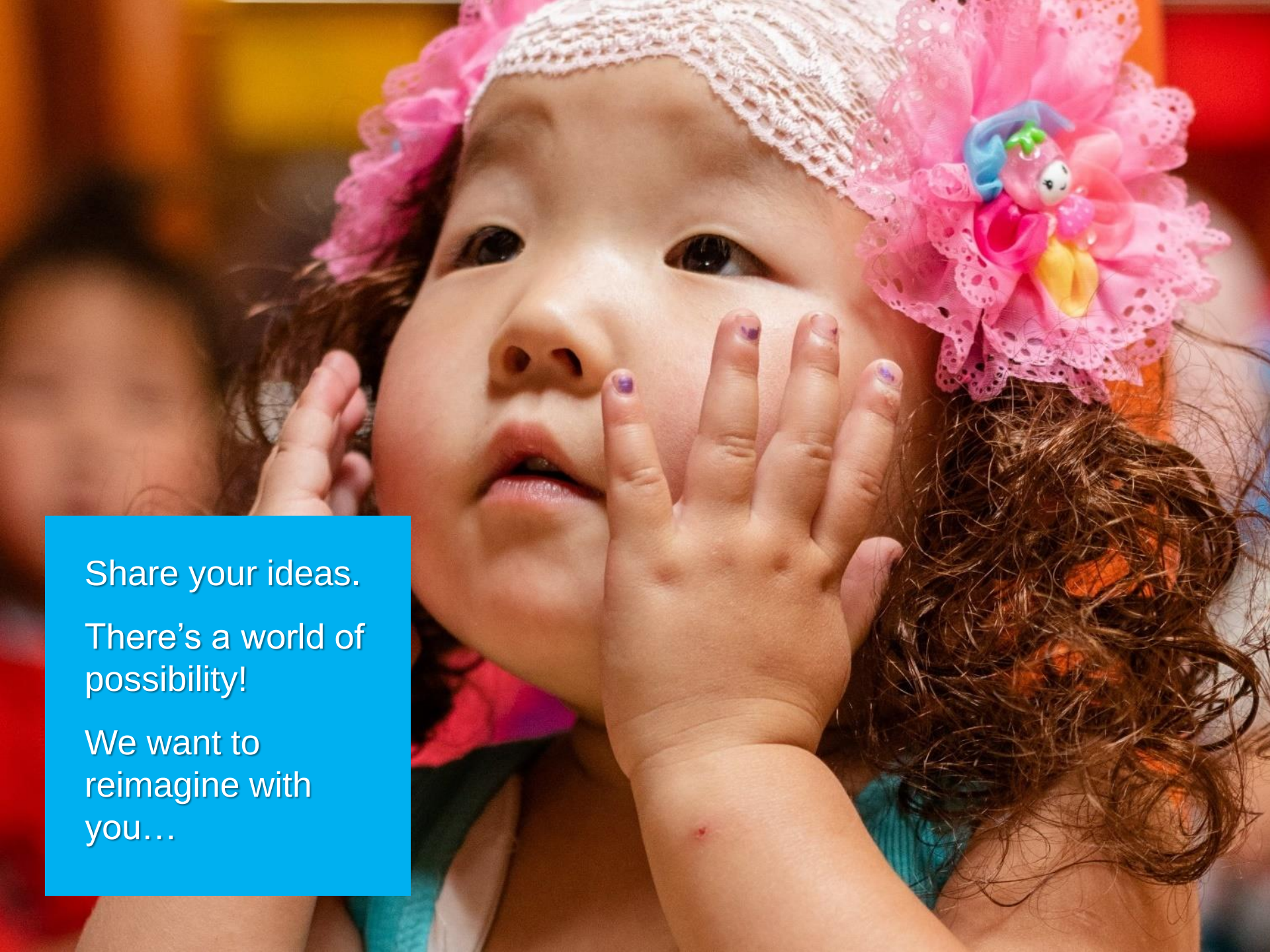


VISUAL MOCKUP - CONTENT



VISUAL MOCKUP – LOOK AND FEEL





Share your ideas.

There's a world of
possibility!

We want to
reimagine with
you...



Together,
let's reimagine
a sustainable
future
for every child!

A young girl with dark skin is smiling and raising her right fist. She is wearing a colorful headwrap with yellow, orange, and purple patterns, and a short-sleeved top with a red, black, and white geometric pattern. She is standing in front of a light-colored wall with a large UNICEF banner. The banner features the word "unicef" in blue lowercase letters and the UNICEF logo, which is a blue circle containing a white figure of a mother holding a child, surrounded by a laurel wreath.

unicef

THANK YOU!

We look
forward to
celebrating
World
Children's Day
with you!