

CHILDREN'S RIGHTS and BUSINESS PRINCIPLES

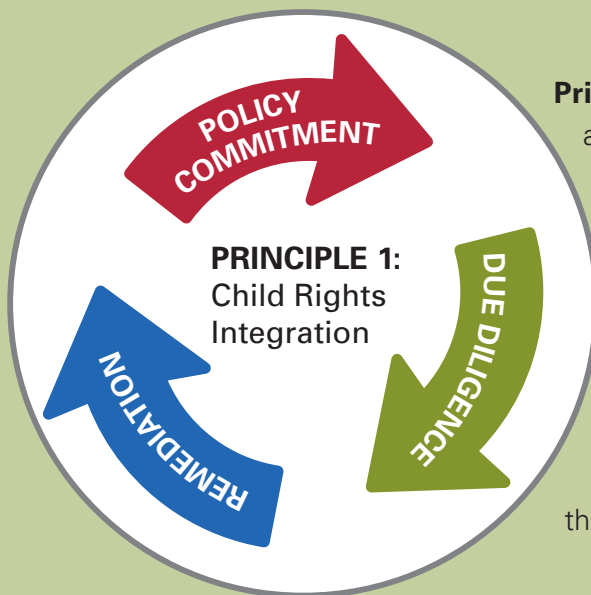
Children's rights are an essential investment in our sustainable future. Human rights apply to all children. Safeguarding these rights helps build the strong, well-educated communities that are vital to creating a stable, inclusive and productive business environment.

A business that integrates respect and support for children into its strategy and operations generates benefits for children, society; and can generate real benefits for business as well. Positive action for children's rights can build reputations, improve risk management and enhance the social licence to operate – including gaining and maintaining the support of the people who live and work where the business is conducted. A commitment to children can also help recruit and maintain a motivated workforce. For example, by supporting employees in their roles as parents and caregivers, and promoting youth employment and helping to ensure that the next generation has the skills a business needs to prosper – these are some of the concrete steps that a business can take.

The Children's Rights and Business Principles identify a range of actions that all business should take to respect children's rights – to prevent and address any adverse impact on children's human rights, as well as measures all business is encouraged to take to help support and advance children's rights. It recognizes the tremendous positive power of businesses large and small, and seeks to promote the best business practices. The principles call on the entire business community around the world to evaluate their impact on the rights of children; and to take action to make a difference for children.

ACTIONS FOR BUSINESS

Ten principles identify actions for all businesses to respect and support children's rights.



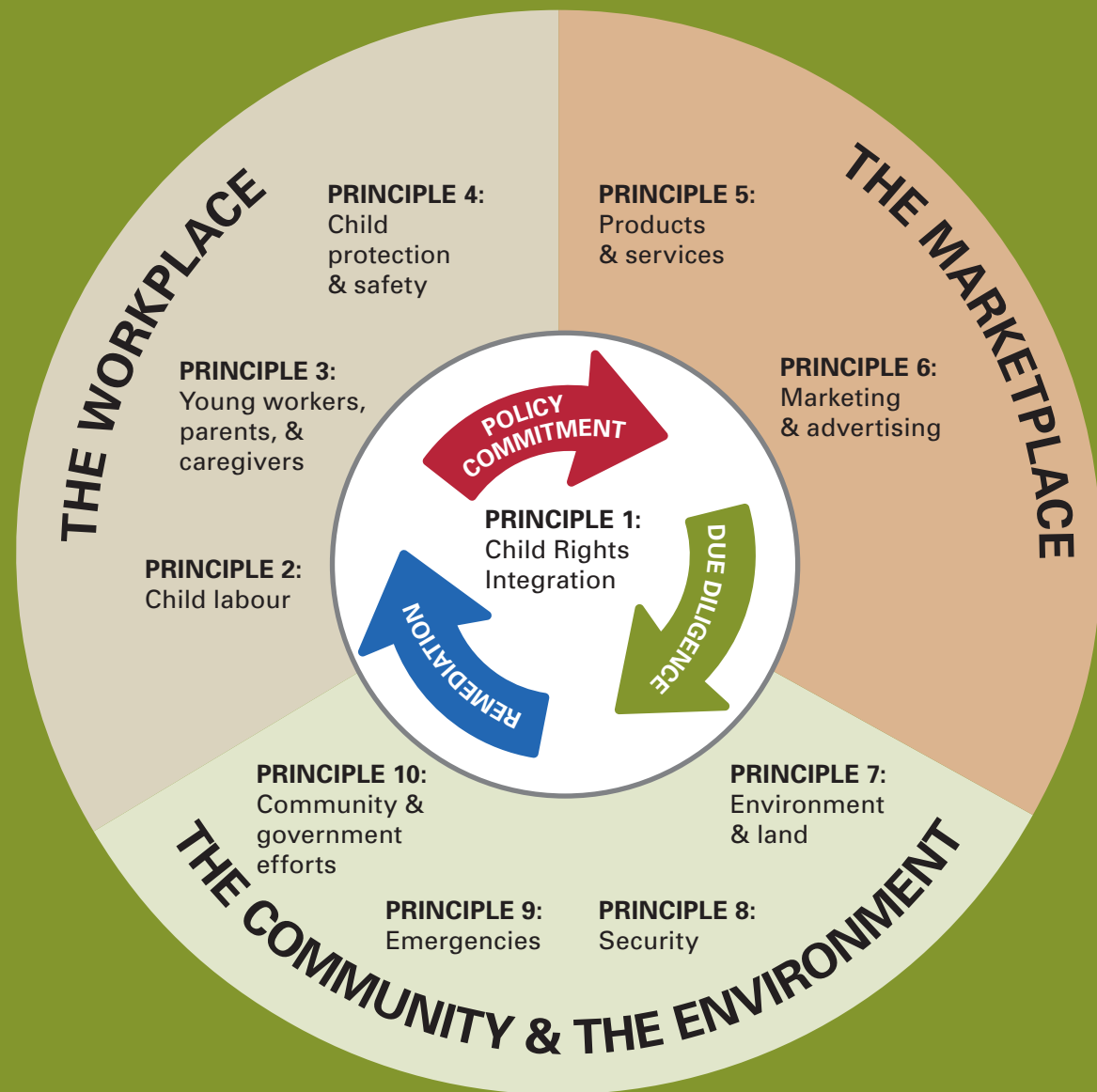
Principle 1 outlines three core actions to be taken to achieve this corporate responsibility to respect children's rights – **policy commitments**, **due diligence** measures and **remediation**. It also encourages all businesses to go beyond respect for children's rights to the next steps of supporting and promoting children's rights. These actions are based on four basic principles of children's rights – survival and development; concern for their best interests; participation and freedom of expression; and equal treatment regardless of their status such as race, gender or disability.



The Children's Rights and Business Principles were developed in consultation with business experts, child rights experts, civil society, governments and children. Save the Children, UNICEF and the United Nations Global Compact hope they will serve as an inspiration and guidepost for all businesses, everywhere, in their interactions with children.

The remaining nine Principles encourage business to implement these core actions by considering the impact on children of all their activities and their relationships related to the workplace, marketplace, community and the environment.

The principles can be mapped for action in:



- 1 Meet their responsibility to **respect children's rights** and commit to supporting the human rights of children
- 2 Contribute to the **elimination of child labour**, including in all business activities and business relationships
- 3 Provide decent work for **young workers, parents and caregivers**
- 4 Ensure the **protection and safety of children** in all business activities and facilities
- 5 Ensure that **products and services are safe**, and seek to support children's rights through them
- 6 Use **marketing and advertising** that respect and support children's rights
- 7 Respect and support children's rights in relation to the **environment and to land** acquisition and use
- 8 Respect and support children's rights in **security arrangements**
- 9 Help protect children affected by **emergencies**
- 10 Reinforce **community and government** efforts to protect and fulfil children's rights