



INITIATED BY H.M. KING CARL XVI GUSTAF
AND H.M. QUEEN SILVIA OF SWEDEN

COMMUNICATION ON ENGAGEMENT (COE)

GLOBAL CHILD FORUM

Period covered by this Communication on Engagement

From: 31 OCTOBER, 2015

To: 31 OCTOBER, 2017

Part I. Statement of Continued Support by the Chief Executive

27 April, 2018

To the Global Child Forum stakeholders and partners:

I am pleased to confirm that Global Child Forum reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

*Ulrika Nilsson
Managing Director*

Part II. Description of Actions

Background

Global Child Forum's ("GCF") vision is a sustainable world where children's rights are respected and supported by all parts of society, with the mission to focus on the ability of the corporate sector to be a positive driving force for a better world for children.

The organization's tag line is "A heart for children. A head for business" and its objectives are threefold:

- To bring together thought leaders and influencers from business, civil society, academia and government in order to spur action for social change around children's rights. This is done with a particular focus on the power of business to be a driver of change and encourage business to take approaches in their operations and their communities to best advance children's rights (Forums). These leader's summits have taken place at the Royal Palace in Stockholm (Global Forum) and, so far, in the Middle East, as well as in South Africa, South East Asia and Latin America (Regional Forums).
- To conduct studies, develop tools and write and present best practices that help business and investors to assess, address and advance children's rights issues in their operations and communities (Research).
- To increase awareness on the issue of children's rights and business and build brand recognition among Global Child Forum's target audience in order to spark action for children's rights (Communication).

Global Child Forum is a non-profit foundation active as a platform within areas such as research (academic), business and civil society, meaning that the organisation cannot be classified solely as an academic, business or civil society organisation but as a mixture of these.

Most activities conducted by Global Child Forum have a direct impact on the fulfilment of the 10 principles of the UN Global Compact, underpinned also by the UN Convention on the Rights of the Child (1989) and the Children's Rights and Business Principles.

Global Child Forum is a Swedish non-profit foundation initiated by the H.M. the King and H.M. the Queen of Sweden in 2009, with its headquarters in Stockholm.

Activities and actions 2015-2017

Activities and actions performed during the period are listed under the headings Academic, Business and Civil Society - the type of organizational categories most similar to our organization.

Academic:

Global Child Forum's research studies and analysis is mostly conducted in collaboration with strategic partners with the aim of spreading information, knowledge and best practices about children's rights. During 2015 - 2017, four well-received research studies were presented.

Investors Perspective on Children's Rights (September 2014)

- This study is based on a questionnaire of investors and publicly available information. The questionnaire was developed by Global Child Forum and GES and was used as a framework when assessing investor's public information. The targeted organisations were 195 investors in Europe and USA, 22 investors responded.

Children's Rights and the Corporate Sector in Southern Africa (September 2015)

- This benchmark study investigates the 271 largest publicly traded companies in Southern Africa. Without measuring actual performance or compliance, the study aims to highlight if and how these companies address and report on children's rights by reviewing and assessing publicly available information against nine indicators. The purpose of the benchmark studies is to analyse trends on a global and regional scale and to enable tracking of progress on how the

corporate sector addresses children's rights over time.

Children's Rights and the Corporate Sector in Southeast Asia (May 2016)

- This benchmark study investigates the 289 largest publicly traded companies in Southeast Asia and the study aims to highlight if and how these companies address and report on children's rights by reviewing and assessing publicly available information against nine indicators. The 289 companies selected represent nine different industry sectors that are exposed to, or whose operations impact children's rights issues.

Children's Rights and the Corporate Sector in the Nordic Region (December 2016)

- The Nordic benchmark study scores 300 top companies headquartered in Sweden, Norway, Denmark and Finland on these and other set of indicators. The benchmark then assigns both an aggregate regional score as well as individual company scores. All companies included in the study also receive a scorecard with their result and are given an opportunity to respond or give feedback.

The research launched can be found here:

<https://www.globalchildforum.org/resources/investor-perspectives-on-childrens-rights/>

<https://www.globalchildforum.org/resources/childrens-rights-and-the-corporate-sector-in-southern-africa/>

<http://www.globalchildforum.org/resources/childrens-rights-and-the-corporate-sector-in-southeast-asia-2/>

<http://www.globalchildforum.org/resources/childrens-rights-corporate-sector-nordic-region/>

As a complement to the research studies and analysis, so called "Deep dives" were conducted. These are shorter case-studies with the objective to further deepen the understanding of what companies concretely do to respect and support children's rights.

Thai Union - Supporting Children Through Education (May 2016)

- This deep dive explores Thai Union's Corporate Social Responsibility profile. As a leading seafood company in Thailand, Thai Union works within an industry which is still defined by a multitude of family owned businesses. The study looks at how the company attempts to limit child labour and increase access to education, as well as looking at its code of conduct, collaboration with non-governmental organisations and future projects.

Sansiri - Every Child Has the Right to Learn, to Play and to Live a Healthy Life (May 2016)

- Sansiri is a leading private real estate company in Thailand with a revenue of \$864 million for 2014. The deep dive explores some of the company's initiatives, such as its educational programs, its corporate structure in regard to sustainability and its work alongside the Thai government and the World Health Organisation to improve health benefits for migrant workers.

Sime Darby - Helping Communities to Thrive (May 2016)

- This deep dive explores Sime Darby's Corporate Social Responsibility profile in relation to children's rights. Operating in 26 countries and with 130,000 employees, Sime Darby is one of the largest Malaysian-based conglomerates. Sime Darby's child protection policy, collaboration with non-governmental organisations, understanding of key material risks and governance structure are all explored.

The case-studies launched can be found here:

<http://www.globalchildforum.org/resources/thai-union-supporting-children-through-education/>

<https://www.globalchildforum.org/resources/sansiri-every-child-has-the-right-to-learn-to-play-and-to-live-a-healthy-life/>

<http://www.globalchildforum.org/resources/sime-darby-helping-communities-to-thrive/>

We believe the above research and studies support many of the requested actions, for example:

- Conducting applied research and thought leadership in relation to the UN Global Compact.
- Disseminating the Global Compact Principles.

Business Association

In November 2015, a Global Child Forum with more than 400 stakeholders from governments, academia, business and civil society took place at the Royal Palace in Stockholm. The theme was “Children’s Rights within the Corporate Sustainability Agenda” with the focus to discuss and identify possibilities to advance the inclusion of children’s rights on the international agenda and to also show the important role the business sector has in this process. Keynote speakers were Swedish Prime Minister Stefan Löfven, Karl-Henrik Sundström CEO at Stora Enso, UN High Commissioner for Human Rights Zeid Ra’ad Al Hussein, as well as H.E. Shaikha Al Maskari from Al Maskari Holding and John Holmes from the International Rescue Committee.

For further information please see the attached Forum report:

https://www.globalchildforum.org/wpcontent/uploads/2015/11/GlobalChildForum_Forum_Report_2015-1.pdf

In May 2016, the Global Child Forum on Southeast Asia was held in Kuala Lumpur. In collaboration with GCF’s regional partners ASEAN CSR Network and UN Global Compact, a total of 250 decision makers in the ASEAN region partook in the discussions on “Mobility & Connectivity – Children’s Rights & Sustainable Business”. The Forum highlighted opportunities to advance children’s rights presented by fast technological progress, a young, growing workforce and the expanding travel and tourism in the region. It also explored how stakeholders can ensure that children’s rights are respected and fulfilled. Keynote speakers were H.E. Le Luong Minh, General Secretary for ASEAN, Hon. Datu Sri Rohani Abdul Karim, Malaysian Minister for Women, Family and Community Development in Malaysia, Hon. Pol. Gen. Chatchawal Suksomijt who represented the President for the Thai National Legislative Assembly as well as Y.W. Junardy, Member of the Board, United Nations Global Compact.

For further information please see the attached Forum report:

https://www.globalchildforum.org/wpcontent/uploads/2016/06/GlobalChildForum_Forum_Report_Kuala-Lumpur.pdf

In April 2017, the Global Child Forum on South America was held in São Paulo in collaboration with UNICEF and Childhood Brasil. More than 400 regional decision makers contributed to the discussions on the Forum’s theme, “Investing in Every Child”. Focus was on how to advance children’s rights and manage related risks in corporate operations and supply chains, as well as contributing to the realisation of the Sustainable Development Goals in South America. Key note speakers were Brazil’s presidential couple Michel and Marcela Temer, H.M. Queen Silvia of Sweden, Luis Alberto Moreno, Director for the Inter-American Development Bank, Marta Santos Pais, UN Special Representative on Violence against Children as well as Paula Gaviria Betancur, Presidential Advisor for Human Rights in Colombia.

For further information please see the attached Forum report:

https://www.globalchildforum.org/wpcontent/uploads/2017/09/GCF_SAM_Report_Print_Final_spreads_170901_EC.pdf

In October 2016, GCF’s Partner Advisory Board was held at the Royal Palace. Present at the meeting were strategic and business partners discussing what it means to be a responsible company and how companies can balance their long-term profitability with their non-financial responsibility. Speakers included Andrés Franco, Senior Manager – Private Sector Engagement at UNICEF,

Vice Chairman George Kell from Arabesque, Hanna Roberts CEO at GES, Chief Executive Officer Reto Schwager from RobecoSAM as well as Johan Öberg, Senior Partner and Managing Director from BCG.

We believe the above actions have supported many of the requested actions, such as:

- Attracting new participants to the UN Global Compact through our outreach efforts and awareness raising.
- Organizing learning and dialogue events, workshops and training for the participants to get a better understanding of the principles of the UN Global Compact and specific topics relevant to corporate sustainability.
- Provide expertise for Global Compact working groups and special initiatives.

Civil Society

In 2015, together with UNICEF, GCF developed the Children's Rights & Business Atlas. It is the first comprehensive, free and interactive web-based resource to guide companies in assessing risks to children within industry sectors and regions of operation. Through indices, global interactive maps and country information about various types of risks, the Atlas provides a quantitative assessment on the degree to which children's rights are protected within 50 countries and across four industry sectors.

Global Child Forum works both with regional and global strategical partnerships in order to secure that the organisation has the right knowledge and the right networks to support its activities. An example of a global partnership is with RobecoSAM, an investment specialist focused on sustainable investments regarding children's rights and welfare. Jointly the RobecoSAM Global Child Impact Equities Fund was launched in 2015, which includes global companies that perform well in terms of sustainability as well as respecting children's rights in their business conduct. During 2016, Global Child Forum continued working together with RobecoSAM to promote the fund. GCF's expertise and knowledge provided input in the Dow Jones sustainability Index questionnaire conducted by RobecoSam.

The Global Child Forum website provides a digital platform for sharing information, inspiration, best practice and knowledge around how business can best support children's rights in their operations. It aims to provide a space where some of the best finding and observations on the topic can be shared

We believe the above actions has supported many of the requested actions, for example:

- Engaging with Global Compact Local Networks.
- Joining and/or proposing partnership projects on corporate sustainability.
- Engaging companies in Global Compact-related issues.
- Joining and/or supporting special initiatives and work streams.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

The purpose of Global Child Forum is to deliver a global platform for informed dialogue and partnerships in the intersection of business and children's rights and between different sectors of society, as well as to inspire cross sector activity to spur action in the same field. The outcomes of our activities are believed to be long-term. Measuring impact and value creation on business practice is however challenging, since GCF works in an indirect fashion, as an influencer raising awareness.

Examples of outcomes from the activities described above are:

1) Academic activities

- Benchmarking studies and Investor studies are used to measure performance over time with regards to how corporates and investors include children's rights as part of business.
- Indicators used in the benchmarking studies are slowly integrated into corporate activities, actions and reporting.
- Outcome of global and regional benchmarking studies are quoted in regional and national media, thus having a long-term impact on corporate performance.
- Reports and studies are sent out to companies, so that they can track their results which creates dialogue between Global Child Forum and the company working forward and integrating a child right's perspective in their business.
- In 2016 the Corporate Benchmark Indicators were created (<https://www.globalchildforum.org/resources/guidance-corporate-benchmark-indicators/>) as a guidance and tool for businesses on how to integrate a child right's perspective in their operations. More specifically, the indicators give concrete guidance on how to report on children's rights and can also be used as a tool to get a greater understanding of the Global Child Forum's methodology in carrying out its benchmark studies.

2) Business activities

The core message perceived from the Global Child Forum 2015 in Stockholm was that businesses, large and small, have a crucial role to play in terms of strengthening children's rights. When implementing these issues into business, real change can be achieved. A week prior to the Forum, the Sustainable Development Goals (SDGs) were launched and several of the goals are directly linked to children's rights, thus the business sector has an important task to work towards achieving them.

The result of the regional Forum in Kuala Lumpur can be measured by the fact that more than 70 news articles were published in the leading media of the region and reaching more than 63 million people in the region. Moreover, 89% of the delegates who participated in the Forum claimed in the subsequent evaluation that they will use the acquired knowledge in their operative work.

The main outcome from the regional Forum in São Paulo was that President Temer took the occasion of the Forum to sanction a new law extending protection for young victims of and witnesses to violence, creating a more robust system with stronger guarantees for children and adolescents in Brasil.

3) Civil society activities

As the Children's Rights & Business Atlas is not fully developed and marketed it is yet premature to measure its outcomes, but it is believed to have the potential of making a vital impact on business behaviour.

Website:

- Website users increased by 82% compared to 2016.
- 32% more web visits from Facebook compared to 2016
- 66% more web visits from Twitter compared to 2016
- 294% more web visits from LinkedIn compared to 2016

Social media:

The organisation's social media "followers" significantly increased between 2015 and 2017 on the organisation's primary social media channels Facebook, Twitter and LinkedIn.

Campaigns:

During the year communication team ran 3 campaigns- 2 #30ways30days campaigns highlighting the actions that companies are taking to respect and support children's rights and 1 #DidYouKnow campaign focussing on sharing our research findings and reports.

Videos:

- Produced 32 video clips including speeches and interviews; found on our website and YouTube channel.
- Produced 3 Forum films showcasing the global and regional forums:
Global child Forum 2015: <https://www.youtube.com/watch?v=1JmGwgBOZNw&t=38s>
- Global Child Forum on Southeast Asia: <https://www.youtube.com/watch?v=EtWw0VObrDk>
- Global Child Forum on South America: https://www.youtube.com/watch?v=uNGu_avK5D4