

CFCI Summit 2019

Session documentation

This document summarizes the key topics, insights and next steps arising from the CFCI Summit held from the 15th to 19th of October, 2019 in Cologne, (Germany).

Track:	Child friendly local governance
Title of session:	Partnerships for Child Friendly Cities: The Role of Private Sector
Date and time:	16 th October 2019 at 11 am
Facilitator and resource persons:	Marianne Oehlers
Name of rapporteur:	Marianne Oehlers

Main topics and ideas discussed:

Every business leaves an impact on children's lives every day in Child Friendly Cities. This is through employment conditions for young workers and working parents, marketing and product safety practices and child online safety, innovation ecosystem building and skills for employability as well as broader environmental and community impact. City Governments, child rights organizations and the business community have a shared interest in children growing up urban in safe, friendly and enabling communities, to become responsible, happy and productive citizens.

The overall objective of the session was to explore good practice and lessons learned based on private sector engagement in addressing children's situation and rights within the Child Friendly City Initiative.

Mr. Gary Stahl, Director of Private Fundraising and Partnerships, UNICEF, helped set the stage with a key note on business and children's rights in urban settings. Four panellists offered their experiences and discussed challenges from working for and with the private sector, to address children's rights.

Good practice and lessons learned encountered through their work within the framework of the CFCI and the broader urban child rights agenda were highlighted and discussed. Specific challenges were then discussed and worked on by participants in a working group session, with the aim of developing recommendations on how to best facilitate and strengthen public-private partnerships in the CFCI.

Key insights, good practices and lessons shared:

The following are good practice, lessons learned, and challenges discussed by the panel:

1. Private sector as a stakeholder and partner for addressing 21st century skills and skills for employability

(Ms. Nguyen Phi Van, Chairwoman of Saigon Innovation Hub in HCMC CFCI)

Ms. Phi Van shared her experience from initiating change in the space between private and public sector, with specific focus on advancing children's learning and preparation for today's rapidly changing world. She stressed that in Viet Nam, (with urgency in the cities) there is a real need for addressing the skills gap and mish match between what children and young people learn in school and skills needed, for growing the economy sustainably. In her role as

Chairwoman of Saigon Innovation Hub Global Board, she is working closely with the Ministry of Science and Technology, the business community and the start-up community, to establish a strong innovation ecosystem with a focus on social impact. A major concern is that most young people lack transferrable skills, including critical thinking skills, problem solving and team work abilities. In her view, the business community is moving ahead with demanding and showing willingness to invest in a skill set, important for the jobs of today and tomorrow. While specialised social enterprises and 'education companies' are quick at picking up the opportunity, the education system in Viet Nam is moving slower. In her experience, it's challenging to develop strong public-private partnerships to help drive forward positive change and take to scale good practice in partnership with the relevant ministries.

Challenge: *How can we drive public-private partnerships and partnerships for sustainability within CFCI?*

Key group work recommendations:

- Create win-win situations and vision for building relations between business, children and municipalities.
- Think about the main contribution (more than money) of the private sector to the needs in the city.
- Establish open dialogue/forum to set common language and values for all parties.
- Showcase real success stories to inspire partners with cost/benefit analysis.

2. Integration of child rights into core company policy

(Ms Julia Olofsson, Global Head of Human and Child Rights, IKEA)

Ms. Julia Olofsson works as the Global Head of Human and Child Rights, Ingka Group (formerly known as IKEA Group). It's a new and unique position with a focus on integrating and implementing child rights policies across the company. Julia has also worked as a senior child rights and business officer at UNICEF Sweden where she supported companies to respect children's rights in their operations. Julia shared her experience related to IKEA's global work with cities and community engagement with a focus on children's participation and play. She discussed the importance of listening to and learning from children and how companies can work with children to inform how businesses work with their suppliers, how they structure their operations and develop their products. Julia also touched upon the important work of integrating child safeguarding policies and practice alongside children's right to participation, to ensure that children are kept safe, when companies and employers are engaging directly with children in the community. Based on good practice from a newly developed Child Safeguarding Toolkit for Business a policy is in place which is being followed up with inhouse trainings.

(The Child Safeguarding Toolkit for Business is developed by UNICEF in close partnership with LEGO and can be found here)

https://www.unicef.org/csr/files/UNICEF_ChildSafeguardingToolkit_FINAL.PDF

Challenge: *How to make better use of the core competences of companies in building child friendly cities?*

Group work recommendations:

- Work to increase common understanding of each other's needs. Develop a platform for dialogue and exchange between Cities and Private Sector on the Child Rights agenda
- Focus on matching of local skills with the job needs
- Facilitate/invest in dedicated HR/technical teams to build relations for child rights across business and government.

3. Public Private Partnerships for Children

(Mr. Arie Rukmantara, Chief of Field Office UNICEF, Surabaya, Indonesia).

Mr. Arie Rukmantara works for UNICEF in Surabaya, Indonesia to engage local private sector in UNICEF's child rights agenda. Surabaya has a thriving business community and UNICEF actively raises funds from the private sector to help address child rights concerns in Indonesia. Arie is also working to engage private sector partners beyond fundraising with a specific focus on public awareness raising and advocacy for children's rights. He shared his practical experience in bringing the private sector to join forces with government partners for this years CRC30 celebrations. Arie raised the need for clearer and more targeted communication from CFCI practitioners towards the private sector and flagged the need for sharing lessons learned and good practice across CFCI's on strategic public -private partnerships for children in the CFCI community of practice.

Challenge: How can CFCI Practitioners communicate CFCI to private sector more effectively and become a better Bridge between Government, Academia, Media and Private Sector Partners?

Group work recommendations:

- Find a way to translate the value of CFCI into \$ value/bottom line to business.
- Identify the benefit to private sector for their investment in CFCI (eg. with data on better schooling, case studies on linkage between earned contracts to private sector because of the city being more child friendly)
- How to best present the value proposition of CFCI to businesses, examples:
 - o Translate the value of CFCI into \$ value/bottom line of business
 - o Investment in family friendly workplace practices and family friendly child care (case of HCMC)
 - o Google as a potential partner for supporting child friendly and family friendly practice in CFCI's
 - o Encourage CFCI practitioners to convene /facilitate meetings between various stakeholders (business, child rights NGO's, academia, municipality)
 - o Don't only think big! Smaller business may not have the \$ but space and other resources.

4. Joint Venture for the CFCI

(Ms. Cecilie Tang-Brock, Head of Playful Skills, Capital of Children (CoC) Playful Minds and Cecilie Vibe Petersen employee of Playfull Minds and Youth Participant from Billund)

Ms. Cecilie Tang-Brock and Ms. Cecile Vibe Petersen shared their experiences in working for 'Playfull Minds' in Billund, Denmark with the overall aim of turning Billund into the Capital of Children. Billund is home to LEGO's HQ and Denmark's Legoland Park. CoC Playful Minds is a joint venture created in a unique public/private partnership between Billund Municipality and the LEGO Foundation. The joint venture was established in 2012 as an

engine to create projects, support initiatives, invite to collaboration and create common direction on various activities and efforts to fulfil the joint vision for Billund as a Capital for Children. Billund Municipality and the Lego Foundation each own 50% of the joint venture and together contribute with DKK 12 million (approximately 1,8 million usd) into the joint venture every year. Cecilie Vibe Petersen shared how Playful Minds help to ensure children and young people’s meaningful participation and engagement in community and decision making with focus on children as experts in their own lives, with resources to co-create own lives and the society they live in. She also discussed the challenges of reaching and engaging as many children as possible in the projects implemented with support from Playful Minds. From the examples shared by the two Cecilie’s, the joint venture model is a good practice model that may answer challenges in other towns and cities, as they relate to fostering public-private partnerships for children. As this partnership is unique, due to the joint commitment from LEGO Foundation and the Municipality of Billund, a key challenge would be to replicate and take the model to scale to other cities and towns in Denmark and beyond.

(For more information on Playful Minds please follow this link:

<https://www.cocplayfulminds.org/en/our-world/organization/>)

Challenge: How can we take to scale emerging good practice in public- private partnerships for CFCI?

Group work recommendations:

- Document Billund and LEGO collaboration as Model for public-private partnerships help and take the model to different business and cities
- Encourage Governments to coordinate action plans with private sector for children
- LEGO Foundation to help take the local partnership to a global level with the CFCI as inspiration for other City governments and private sector partners
- Encourage more knowledge and best practice sharing within countries and between countries
- A) Document good practice, B) Create international projects with global partners (ex ARKKI, LEGO, IKEA etc), C) Execute in new locations/markets with similar interests (similar pathway used when multinational companies launches a new product, service in different markets.
- Encourage horizontal good practice sharing through online and offline exchange platforms

Next steps and action points:		
Recommendations/ Actions	Person responsible	Target Date
1. Share links to resources to participants at the CFCI summit, and beyond through the CFCI Website with specific focus on UNICEF’s Child Rights and Business work, guidance and good practice case studies.	CFCI Secretariat	Immediately
2. Share UNICEF’s new Child Safeguarding Toolkit for Business with CFCI Summit and at the CFCI website	CFCI Secretariat	Immediately

https://www.unicef.org/csr/files/UNICEF_ChildSafeguardingToolkit_FINAL.PDF		
<p>3. Include more examples of private sector engagement and public private partnerships for CFCI's on the CFCI website and develop clearer guidance for CFCI Mayors/local leaders and the business community on the importance of public- private partnerships for children. Some ideas:</p> <ul style="list-style-type: none"> a. Work with Billund Municipality and LEGO Foundation to map and develop the joint venture model as a replicable good practice model for CFCI's b. Encourage CFCI coordination mechanisms to include local private sector representation and help develop indicators that can measure return from both public and private investment in children c. Ensure stronger recognition of private sector contribution to CFCI's 	<p>UNICEF</p>	<p>2020</p>