



Listen up, business leaders!

Children on how businesses impact their lives.



Save the Children



Save the Children fights for children's rights and helps them fulfil their potential.

The UN Convention on the rights of the Child is the foundation of all our work. It states that all children have the right to be heard in all matters that concern them.

Save the Children supports the active participation of boys and girls in all our activities. We believe children are the experts on their own lives. We make sure that children's recommendations influences policies, decision making and actions, locally, nationally and globally.

Among many things, Save the Children carried out consultations with children and young people to influence the outcome of the Children's Rights and Business Principles. We have longstanding, concrete experience working with companies to realize the rights of children.

“...not just listen
or read what we
say, but take it into
account.”

Girl, Costa Rica

About this product: The views from children in this booklet are taken from several consultations with children about corporate social responsibility; the Children's Rights and Business Principles and from child rights reporting, especially regarding the impact of the business sector. The quotes are anonymous and not connected to the photographs.

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“Consult children about the possible effect of the product/ advertisement before launching them.”

Young person, Philippines

“Pay our parents adequately so that children do not have to drop out of school.”

Boy, 13 years old, India

Businesses are change agents. The private sector is increasingly becoming the primary driver of economies, and companies have immense power to impact social development. Businesses have a unique opportunity to act as change agents for human and children’s rights.

The ultimate definition of sustainability. Your business affects children’s

lives. Children are your future employees, customers, business leaders, and source of your survival and success. Children’s rights are essential for sustainability issues. When you make a commitment to support children’s rights, you act long term. You affect children in your workplace, marketplace and community. You can help children grow and develop to their full potential.





“Helping children will give a company publicity which is an asset. It will help them gain recognition and support from the community.”

Young person, Peru

Children know a lot.

Listen to them. Children and young people are important and can contribute to positive change. Therefore we must listen to what children have to say and act on it. Save the Children consult children worldwide and we know that children

want companies to act in a responsible way, to contribute to the development of their communities and to avoid polluting the environment. Above all, children want companies to listen to what they have to say and take their recommendations into account.

“...it is important that businesses work... to better understand human rights and the implications their actions have over people’s lives.”

Young person, Paraguay

Children’s Rights and Business Principles - a wide range of important issues. Save the Children initiated the process of developing the Children’s Rights and Business Principles, together with the UN Global Compact and UNICEF. The ten Principles cover a wide

range of important child rights issues. They call upon all companies worldwide to evaluate how they affect the rights and living conditions of children, and to take action throughout the entire value chain, from purchasing, production and processing, to marketing, re-sellers and end users.





“Please join with us
for our development.”

Young person, Bangladesh

In the fight for children's rights, there are no simple solutions. To bring about real change we must first find the root causes to the problems and challenges we face.

Save the Children conducts research, supports children's participation and active engagement, and we do comprehensive analysis of the situation of children worldwide.

