

# Save the Children Sweden: Child Rights and Corporate Responsibility

Strategy  
2009-2012

1. Background
2. Position and Compass
3. Strategy and working model
4. Contact information

## 1. Background

---

Why SCS will strengthen our focus on the corporate sector?

- Corporate sector gains influence over governments and civil society.
- 50 of the world's largest economies are corporates.
- Redefined role of business and increased emphasis on corporate responsibility opens up opportunities to further strengthen child rights
- Save the Children has a unique approach and experiences gained between 1993-2009.
- Increased Resource Mobilisation to child rights

### *The corporate sector are actors for children's rights*

#### **Our Position**

All actors in society, including all companies large and small in the corporate sector, have a responsibility to respect, support and promote children's rights. The corporate sector should contribute to strengthen children's rights within their sphere of influence as well as in own operations and activities, to help make the UN Convention on the Rights of the Child into practical reality,

Business can directly and indirectly affect children's rights and wellbeing, as **employers**, as **producers of goods and services**, and as **influential actors** in society

Through multi stakeholder cooperation children's situation can be improved and their rights be fulfilled.

\* The Universal Declaration of Human Rights in 1948 called on "every organ of society" to play their role.

## 2. Position and compass

### Our Mission and CSR

Save the Children Sweden seeks to bring about lasting improvements. We select areas, such as **Corporate Social Responsibility**, where we can achieve long term results and bring about permanent improvements in children's lives. We base our initiatives on thorough analysis of problems and actors, to ensure that our work generates maximum benefits.

We base our work on local actors and provide support to encourage their development, **including the corporate sector.**

To achieve our aims there needs to be changes in society. We address the actors in the **corporate sector** who can help bring about the changes needed. We work to persuade market actors to respect and promote children's rights

## 2. Position and compass

---

### Our Role and CSR

Save the Children is a **catalyst for change** seeking to **influence** and **advocate** for change of the society and the corporate sector

Save the Children Sweden is an **independent and critical monitor** regarding questions which concern children, so also in relation to the **corporate sector**. We are **on the children's side** and do not compromise with our core values.

Save the Children Sweden is a **dialogue partner and advisor** to companies who see sustainability and social responsibility as a business practice.

Save the Children Sweden offers **analysis, information, knowledge, capacity building** and **advice** to support companies in their efforts to include a **child rights approach to business**.

Save the Children Sweden provides **individual solutions** but with a **common engagement**.

Save the Children Sweden provides a **platform** for collaboration, networking and experience sharing in the area of child rights and corporate responsibility.

Save the Children Sweden provides an opportunity for companies willing to **support programs and projects** aimed to strengthen children's rights and situation in Sweden and abroad.

## 2. Position and compass

### Thematic area

Save the Children Sweden takes a broad and holistic approach of **Children's Rights in the Society** when working with the corporate sector.

Our efforts are aligned with the overall strategic plans:

- Save the Children Sweden Strategic Plan 2009-2012
- International Save the Children Alliance Strategy 2010-2015

### 3. Strategy and working model

---

#### Priority Industry

**We choose to initially focus our efforts on the Retail Industry, but not exclude other industries.**

#### **Why:**

**We have expertise** in engaging with the Swedish multinational retail industry at a strategic and integrated level.

**We have references, track record and experience** gained between 1993-2009

**Staff intensive (company as employer).**

**Supply/value chain issues (company as producer)**

**Sweden has several leading MNCs in Retail (company as influential actors)**

### 3. Strategy and working model

#### Goal, Strategy and Deliverables

---

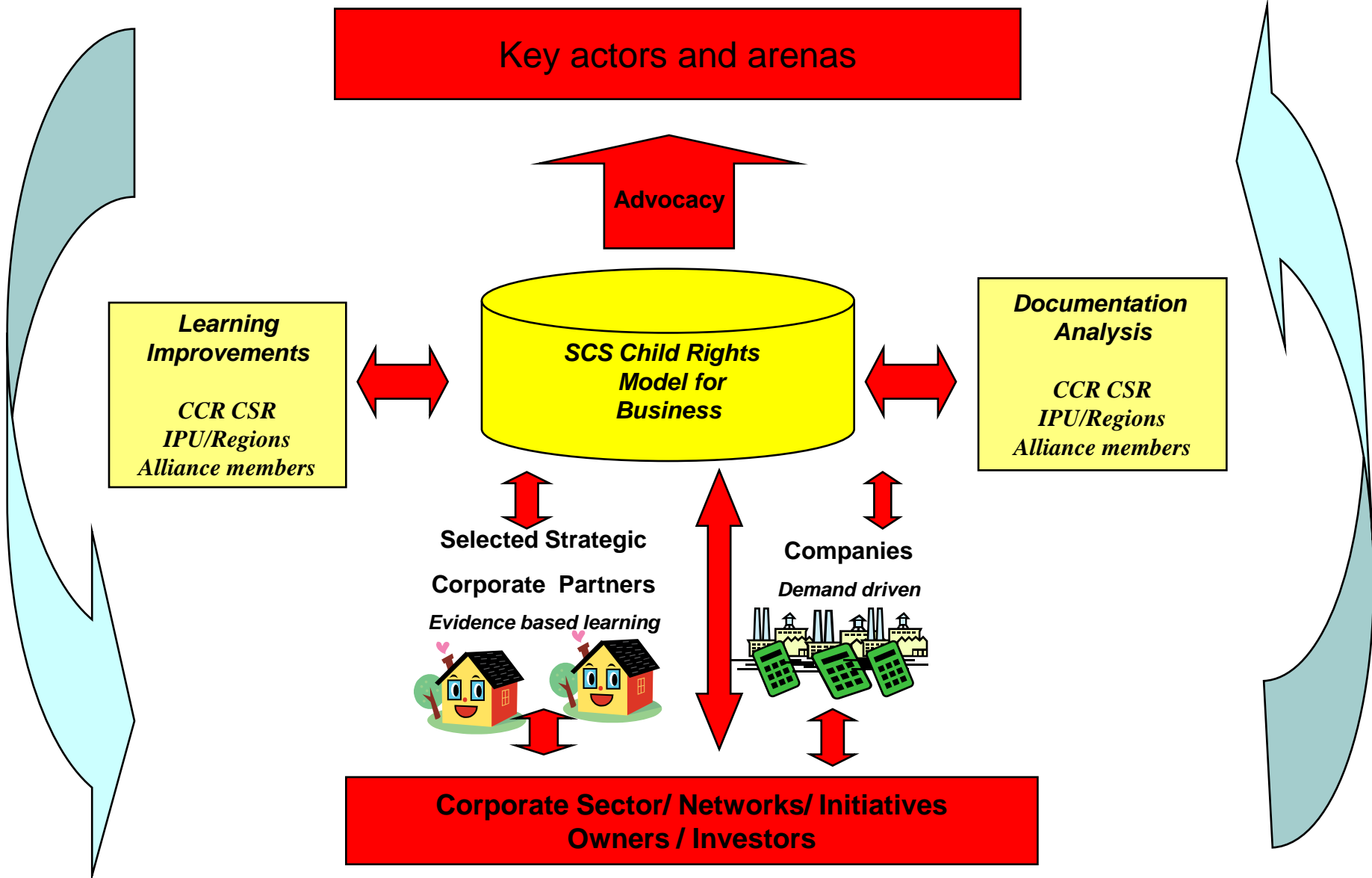
#### Goal

- Inclusion of a child rights approach in the corporate sector.

#### Strategies

- development of the “**child rights model for business**”, based on existing expertise between 1993-2009.
- collaboration with a **few selected strategic corporate partners**, starting with the **retail industry**
- advocacy and collaboration with **external actors** from the corporate sector, academia, government and the UN and **internal** like CCSR CSR Beijing and Alliance members
- increased **corporate funding** to SCS.

# 4. Strategy and working model



## Contact Information

**Marie Johanson**

**Head of Corporate Partnerships**

**Marketing Department**

**+46 8 698 91 21**

[Marie.johanson@rb.se](mailto:Marie.johanson@rb.se)

**Elin Wallberg**

**Project Leader Corporate Responsibility and Child Rights**

**International Programme**

**+46 8 690 90 75**

[Elin.wallberg@rb.se](mailto:Elin.wallberg@rb.se)