

The Principles

Developed by UNICEF.

The Children's Rights and Business Principles (the Principles) are the first comprehensive set of principles to guide companies on the full range of actions they can take in the workplace, marketplace, and community to respect and support children's rights.

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 workplaces.

5

Ensure that products and services are **safe**, and seek to support children's rights through them.

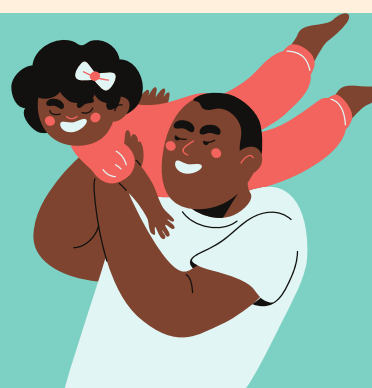


6

Use marketing and advertising that respects and supports children's **rights**.

7

Respect and support children's rights concerning the **environment and 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 fulfill children's rights.

