

3rd November 2020, Zurich

Corporate Responsibility For Protecting Children's Rights In The Digital Sphere



Background

One in three internet users is a minor under the age of 18. Access to the digital sphere offers children and adolescents excellent opportunities to communicate with one another and work together, and provides them with access to information or services – but it also confronts them with serious threats, exploitation, cyber bullying and attacks on their privacy. What's more, many children, parents, and caregivers, but also companies, are unaware of the ways that the digital sphere can impact children's rights. Particularly relevant corporate functions include corporate social responsibility, digitalization, digital marketing, online safety and security, social media, social networks, data protection and privacy.

Children have rights both in the physical and the virtual world. In accordance with the UN Guiding Principles on Business and Human Rights, companies are responsible for respecting human and children's rights. Companies have a great deal of power in terms of regulating and shaping the digital sphere, which also offers them the opportunity to implement measures for respecting and supporting children's rights.

«tell» workshop on 3 November 2020, 14.30 - 18 hrs in Zurich

Opportunities and Risks for Children's Rights in the Digital Sphere – What Responsibilities Do Companies Have?

As part of Swiss Digital Days, UNICEF Switzerland and Liechtenstein will be hosting a workshop on this topic.

Children and adolescents spend a lot of time online. During the COVID-19 lockdown and also in the subsequent weeks and months, digital tools and platforms for children and adolescents became increasingly important. In addition to entertainment and games, young people are now increasingly reliant on the digital sphere for education and learning, social contact, acquiring information and shopping.

- What opportunities and risks does the digital sphere hold for children's rights?
- What can companies do to respect and support these rights?
- How can companies communicate with children and adolescents in a respectful way?

These questions will be the subject matter of statements made by children and adolescents, presentations and various discussion rounds.

Keynote speakers:

- **Josianne Galea Baron**, UNICEF, Children's Rights and Business Specialist – Digital
- **Patrick Warning**, Country Director Google Switzerland
- **Michael In Albon**, Swisscom, media and youth protection specialist

UNICEF's policy brief [Children's Rights and Digital Business During Covid-19 and Beyond](#) serves as the basis for the workshop. Should you have any questions or require further information, please contact Regula Meng: r.meng@unicef.ch or +41 44 317 22 33

Register online at [unicef.ch/en/about-unicef/news/events/digitalswitzerland](https://www.unicef.ch/en/about-unicef/news/events/digitalswitzerland)
Free event – the number of participants allowed to attend in person is limited to 60 (with COVID-19 safety concept). Information on the location to follow.

¹ www.unicef-irc.org/publications/795-one-in-three-internet-governance-and-childrens-rights.html

