

# CRC30 GUIDANCE FOR UNICEF OFFICES

MARCH 2019

unicef   
for every child



**CRC30** YEARS  
CONVENTION ON THE  
RIGHTS OF THE CHILD

# TABLE OF CONTENTS

<b>3</b>	Introduction
<b>5</b>	Global Narrative
<b>8</b>	Key Messages & Hashtag
<b>9</b>	Strategy & Objectives
<b>10</b>	Global & National Advocacy
<b>12</b>	National Summits for Children
<b>14</b>	Public Engagement
<b>17</b>	Child Participation & Youth Engagement
<b>21</b>	Partnerships
<b>22</b>	Thought Leadership
<b>23</b>	CRC30 & World Children’s Day
<b>24</b>	Timeline
<b>25</b>	CRC30 Branding
<b>26</b>	Additional Resources & Directory

# INTRODUCTION

---

## Why Does the 30<sup>th</sup> Anniversary of the CRC Matter?

The Convention on the Rights of the Child (CRC) is the most widely ratified human rights treaty in history, and in the 30 years since its adoption, it has helped to transform children's lives. It has inspired Governments to change laws and policies and make investments so that more children finally get the healthcare and nutrition they need to survive and develop; fewer children are forced to leave school, to do hazardous work, or to get married and there are better systems to protect children from violence and exploitation. It has also enabled more children to have a voice and participate in their societies.

Despite this progress, **the CRC is still not fully implemented or widely known and understood**. And today, too many childhoods are cut short when children are subjected to discrimination, suffer online abuse and exploitation, or are robbed of their childhoods by conflict and violence. As childhoods continue to change, here is a pressing need to refresh the relevance and urgency around implementing the CRC for the 21<sup>st</sup> century. In 2019 we have a chance to increase action and results for children. UNICEF is determined to make the most of this opportunity to accelerate progress on child rights implementation, so that **for every child, every right** is fulfilled, now and for generations to come.



# INTRODUCTION

---

## UNICEF and the CRC

Since 1989, when UNICEF was named in the text of the CRC, upholding the convention and advocating for the fulfillment of child rights has been at the heart of our mandate. For 30 years, we have been a recognized authority on child rights and we are respected for our expertise in translating the principles of child rights into real results for children. In 2019, we are reaffirming our commitment to our mandate, both internally, and externally. The anniversary offers a chance to express UNICEF's core values and identity as a child rights organization.

## 2019: A Year of Action for Child Rights

UNICEF offices around the world are marking the CRC30 with activities throughout the year, engaging children and youth, engaging the public, advocating for national commitments to action on child rights and, organizing national summits for children. Every single office is encouraged to be **brave and bold, and seize this opportunity to advocate on critical child rights issues in their country, even if the issues are difficult**. The yearlong CRC30 initiative will culminate on UNICEF World Children's Day - celebrated annually on 20 November, when children and young people 'takeover' and call on leaders to fulfil their commitments and take action to fulfil child rights.

**This Guidance is designed to support UNICEF offices to plan, prepare and launch national CRC30 strategies, including national advocacy and summits for children, and public engagement.**



# GLOBAL NARRATIVE

---

“

for every child, the right to a childhood

”

This global narrative and message framework acts as an ‘umbrella’ for UNICEF HQ divisions, Regional and Country Offices and National Committees to use in their public and stakeholder communications and advocacy around the 30th anniversary of the Convention on the Rights of the Child (CRC30). The primary global message is **for every child, the right to a childhood** and the main global call to action is **for every child, every right**. However, this narrative can also be adapted to work for different audiences and contexts. There is a short and a long version, and some key messages, which we hope will form a useful foundation for all UNICEF offices when they are designing their own narratives and messages for the local context.

## Adopting the CRC30 Messages to the Local Context

This narrative has been developed following consultation with child rights professionals and communications experts and it draws on insights into how non-expert audiences perceive child rights; what motivates them to care and act. UNICEF offices and partners are free to adapt and amend these messages and make them specific to a regional, country or community context, by adding in specific examples, data, case studies or relevant local facts and figures that bring the issues to life. When you adapt the messages, we advise following these important ideas and principles.

- Emphasise that the CRC is effective and show how it has made a positive impact.
- Highlight the child rights violations of today, as well as the emerging issues.
- Adapt for the audience, for example, abstract, legal language is appropriate for experts, but non-experts need to be engaged emotionally, with relatable, real life examples.
- Underscore the binding, non-voluntary nature of child rights.
- Describe the essence of child rights as special and distinct from human rights in general by talking about special care for *childhood* (as described in the CRC).
- Speak to the global universality of child rights but highlight locally specific examples.
- Give a sense of history and progress, but also look ahead to the future of childhood.
- Show how and why the anniversary represents a turning point and what is at stake.
- Give a strong call to action to governments and other sectors for urgent, concrete action.

# GLOBAL NARRATIVE

---

## CRC30 Public Narrative (Full Version)

### For Every Child, The Right to A Childhood

Thirty years ago, something incredible happened. Against the backdrop of a changing world order - the fall of the Berlin Wall, decline of apartheid and birth of the world wide web - world leaders came together in a moment of rare global unity and made a historic commitment to the world's children. They made a promise to every child to protect and fulfil their rights, by adopting the United Nations Convention on the Rights of the Child – an international law on childhood. Contained in this law is a profound idea: that children are not just little people who belong to their parents, or adults in training. Rather, they are human beings and individuals with their own rights. The convention says childhood is separate from adulthood, and lasts until 18; it is a special, protected time, in which children must be allowed to grow, learn, play, develop and flourish. The Convention went on to become the most widely ratified human rights treaty in history and helped transform children's lives.

### Childhood Today: New Threats, New Opportunities

Today, Governments have changed laws and taken more action so that children don't suffer discrimination and decisions are made in their best interests, so they can survive and develop and participate in their societies. But not every child gets to enjoy a full childhood. Millions of children continue to suffer violations of their rights when they are denied adequate healthcare, nutrition, education and protection from violence. Still, childhoods are cut short when children are forced to leave school, do hazardous adult work, get married, fight in wars or are locked up in adult prisons.

Thirty years on, child rights have not changed, they have no expiry date. But global changes, like the rise of digital technology, environmental change, prolonged conflict and mass migration are completely changing childhood. Today's children face new threats to their rights, but they also have new opportunities to realise their rights. In 2019, we must look ahead to the future of childhood and commit to urgent, concrete action to protect and promote the rights of every child, now, and in future generations.

### Time for Action: For Every Child, Every Right

The commitments made in 1989 will only be fulfilled when every government and every citizen uphold child rights and every child can claim their rights. This requires popular support and political will. We have to recapture the hope, vision and commitment to action that led to the adoption of the convention in 1989 and the historic World Summit for Children in 1990. It is up to this generation to demand that leaders from government, business and communities end child rights violations now, once and for all. They must commit to action to make sure **every child, has every right**. *(Calls to action on pledges and commitments specific to a regional, national or local issue should be made here).*

# GLOBAL NARRATIVE

---

## CRC30 Public Narrative (Short Version)

### For Every Child, The Right to A Childhood

Thirty years ago, world leaders made a historic commitment to the world's children by adopting the United Nations Convention on the Rights of the Child – an international law on childhood. The convention says childhood is separate from adulthood, and lasts until 18; it is a special, protected time, in which children must be allowed to grow, learn, play, develop and flourish. It went on to become the most widely ratified human rights treaty in history and helped transform children's lives. Now, Governments are doing more to make sure babies survive and develop; to protect children from harm and let them actively participate in their communities. But not every child gets to enjoy a full childhood. Still, too many childhoods are cut short.

### Childhood Today: New Threats, New Opportunities

Thirty years on, child rights have not changed, they have no expiry date. But global changes, like the rise of digital technology, environmental change, prolonged conflict and mass migration are completely changing childhood. Today's children face new threats to their rights, but they also have new opportunities to realise their rights. In 2019, we must look ahead to the future of childhood and commit to urgent, concrete action to protect and promote the rights of every child, now, and in future generations.

### Time for Action: For Every Child, Every Right

The commitments made in 1989 will only be fulfilled when every government and every citizen uphold child rights and every child can claim their rights. It is up to this generation to demand that leaders from government, business and communities end child rights violations now, once and for all. They must commit to action to make sure every child, has every right. *(Calls to action on pledges and commitments specific to a regional, national or local issue should be made here).*



# KEY MESSAGES & HASHTAG

---

-  Thirty years ago, world leaders united around a common cause and adopted an international law on childhood, known as the Convention on the Rights of the Child. It has helped to transform children's lives. It means that every child has a right to a childhood.
-  Over the past three decades, childhood has been transformed. More is being done so babies survive and develop, more children are protected from harm, and have a say in their communities. But not every child gets to enjoy a full childhood. Still, too many childhoods are cut short.
-  In 2019, not every child gets to enjoy a full childhood. Millions have their rights violated, they die and suffer because of poverty, malnutrition, lack of healthcare or violence. Too many childhoods are brought to an early end as children are forced to leave school, do hazardous work, get married, fight in wars or get locked up in adult prisons.
-  Thirty years on, child rights have not changed, they have no expiry date. But childhood has changed. The rise of digital technology, changes in the environment, prolonged conflicts and mass migration are changing childhood. Today's children face new threats to their rights, but they also have new opportunities to realise their rights.
-  Child Rights are at the heart of UNICEF's mandate and our identity. Our values reflect the the principles of the Convention on the Rights of the Child: that every child should survive and develop, never suffer discrimination, have decisions made in their best interests and have a right to participate and be heard.

## Linking CRC30 and World Children's Day

-  UNICEF World Children's Day is celebrated on 20 November every year, to mark the signing of the Convention of the Rights of the Child. This year – the 30<sup>th</sup> anniversary – is extra special. Children around the world will take part in National Summits for Children, and stand up for every child's right to a childhood.
-  UNICEF World Children's Day is a global day of action '*for children, by children*'. It's a fun day with a serious message when kids takeover and turn the world blue in support of child rights. In 2019, we celebrate 30 years of child rights, and demand every child has the right to a childhood.

**Action:** These key messages are meant to be adaptable to a regional or country context. Feel free to add in specific examples, data, facts and figures to support national advocacy efforts.

**#ForEveryChild** is the hashtag in support of all CRC30 related social media as it is a strong and established hashtag already being used for rights-related content. Please make sure you use the hashtag in its modular form, accompanied by a rights messages, as this is important for campaign narrative and tracking purposes. Examples include:

-  #ForEveryChild, every right
-  #ForEveryChild, child rights
-  #ForEveryChild, the right to a childhood
-  #ForEveryChild, the right to education

# STRATEGY & OBJECTIVES

---

## Advocacy Goals

CRC30 is an opportunity to make progress on realising children's rights, with these overall goals.



More under-18s **claim** their rights and are **empowered** to make change



More 18+ citizens **advocate** for child rights



UN Member States (jointly as the GA) make a fresh **global pledge to children** to fully implement the CRC, including by explicitly linking the CRC to the SDGs



Regional bodies, national and local governments make fresh **regional, national & local** commitments to realise the CRC, through concrete policy action & investments in children



More civil society & private sector partners recognise their **capacity to influence** child rights through partnerships and core practices

# GLOBAL ADVOCACY

---

## Global Event(s) & Global Pledge

The UN General Assembly adopted a resolution last November which invited Member States to formally commemorate the thirtieth anniversary of the Convention on the Rights of the Child in 2019, including by convening a High Level plenary meeting of the seventy-fourth session of the General Assembly, in an intergovernmental effort to maintain momentum and increase action on the rights of the child. UNICEF is now supporting Member States to come together at the [UN General Assembly in September 2019, at a high-level event on child rights in the SDG era, which will take place during the 'SDG Summit' on 24-25th September.](#)

Heads of State will be asked to demonstrate their commitment to implementing child rights in the 21st century. The specific outcome of this event is the subject of Member State discussions at this time. There are several possibilities for a non-negotiated outcome such as a ['Global Pledge' that would commit Member States to implementing child rights in the 21st century, including by linking the CRC explicitly with their SDG implementation.](#) As well as seeking Member State commitments to a 'global pledge' we will also give Member States the opportunity to make commitments or declarations on national action, in their individual capacities.

## Why Link the CRC to the SDGs?

The CRC and the SDGs, while separate frameworks, are mutually reinforcing: the operationalization of child rights will support the achievement of the SDGs and the implementation of the SDGs will support the realization of child rights. While rights are timeless, the SDGs are time-bound and an action-oriented agenda. Therefore, as governments operationalize the SDGs at local and national levels, this also contributes to the realization of the normative principles established through the CRC. See [here for a useful resource in encouraging Member States to link the CRC to the SDGs.](#)

In addition to planning for a Head of State level event on child rights as part of the SDG Summit in September, we are working towards [an inspiring and child-centered UN event by children, for children on 20 November 2019](#) which would link the CRC to the children of today and their vision for the future, to complement and 'link' national summits for children taking place around the world.

Member States at UNHQ will be negotiating a modalities resolution that determines the format of the global CRC30 events. Country Offices are encouraged where appropriate to advocate with capitals in country to reinforce the global advocacy efforts - if your country office or national committee can reinforce the global advocacy and help with outreach to governments in capitals, please let us know.

For questions on the intergovernmental process please contact: [Shannon O'Shea](#) and [Aytugce Birerdinc](#)

Action: If COs, NatComs and HQ divisions work together, we can encourage as many Member States as possible to make a 'global pledge' and participate in the CRC event at the SDG Summit in September.

# LINKING GLOBAL ADVOCACY TO NATIONAL ACTION

---

## National Advocacy Priorities

While a global 'pledge' is important we know that concrete results for children are usually achieved locally, nationally and regionally. Child rights are realised when Governments change laws, make investments and take actions that protect and promote children's rights. That's why we want to make sure that any **global 'pledge' is backed up by commitments to national action** and we encourage all UNICEF offices to advocate for national commitments in their capitals, state and city legislatures and town halls. The intention is to develop a global moment that creates leverage and incentive for making, announcing and celebrating national level commitments to child rights implementation, including in the context of **national SDG implementation**.

The form and content of these commitments to national action will vary from one country to another, and should be determined by the local UNICEF office, working together with their partners. Country Offices and National Committees usually have well established policy advocacy priorities and plans, and have a strong sense of the political landscape in their own context. We know that some of the following contextual factors will help determine national advocacy priorities:

-  **Political opportunities in your region, country or city**  
*E.g. An upcoming election or budget review*
-  **A milestone in SDG implementation reporting**  
*E.g. The Voluntary National Review process in relevant countries*
-  **Examination by the Committee on the Rights of the Child**  
*E.g. Commitment to take action on concluding observations and recommendations*
-  **A Cause Campaign Thematic Priority**  
*E.g. A country is participating in a major campaign activation around Uprooted, Every Child ALIVE, Early Moments Matter, End Violence, or Children Under Attack*
-  **Another locally relevant child rights issue**  
*E.g. Strengthening human rights mechanisms and institutions, re-enforcing age thresholds around marriage, work, criminal justice and armed forces recruitment*

Action: What are your advocacy priorities related to the CRC30? How do you plan to undertake advocacy in your country? Please [tell us](#) your priorities, ideas and anything you need from us.

# NATIONAL SUMMITS FOR CHILDREN

---

## National Summits for Children & ‘Kids Takeovers’

As part of the CRC30 anniversary and World Children’s Day 2019, we are encouraging each UNICEF office to hold a **National Summit for Children** (or A Summit for Children at the Regional, State or City level), either on, or in the lead up to the anniversary on 20 November 2019.

Kids Takeovers are at the heart of UNICEF World Children’s Day, and the ideal expression of our commitment to making it a day *‘for children, by children’*. A Kids Takeover is a way to manifest the core principle of children’s rights that every child has the right to be heard, to participate and play a role in the civic life of their society. On World Children’s Day, UNICEF offices all around the globe organise Kids Takeovers of media outlets such as newspapers and magazines, TV and radio studios, Government offices, Businesses, Schools and other institutions which are normally run by adults.

In 2019, we encourage you to think about how to expand Kids Takeovers even further by helping to organise a National Summit for Children, with children and young people taking center stage and involved as much as possible.

These Summits for Children will be the most significant form of Kids Takeovers globally and could take place at city, state, national or regional level. We aim to have multiple Summits for Children taking place around the world, and find ways to connect them together, so that they all form part of an inclusive global ‘moment of unity’ for the children of the world to speak truth to power and show what can happen when they take charge.

A National Summit for Children is the perfect opportunity to enable children to hold leaders to account for the promises and commitments they have made to realise their rights.

Action: Planning a National Summit for Children? Let us know. Check out the [spreadsheet](#) for inspiration from around the world.



# NATIONAL SUMMITS FOR CHILDREN

---

## What is a Summit for Children?

A summit is a special kind of high-level meeting that usually involves senior members of government and/or other influential people and specialists, such as business or faith leaders, who are asked to take part by invitation only and to discuss a very specific topic or challenge. The idea of a summit is to gather people together who can share ideas, expertise and collaborate on how to move forward on particular issues. A summit can take place at the global level, with Heads of Government, at national level, or at local level. A summit should ideally produce some decisions and agreements on key issues and there should be some kind of 'action' that results from this. Summits often take place at an important Government building or meeting place that is recognised as a place where decisions are made.

A Summit for Children is envisaged as a special meeting to discuss the most important children's issues, especially child rights issues, in that context. It could take many different formats, including an open roundtable discussion, a panel debate, a town-hall meeting, a series of one-to-one interviews on stage – the possibilities are endless. You can get very creative about the way you organise a summit and help kids take over, as there is no one set of rules for how they should run.

## Important Ingredients for a Summit for Children



**Children Take Center Stage:** It should involve children directly; they should have a role in setting the agenda, take part in or leading key discussions and be consulted on and agree with at least some of the conclusions. National summits will be the most important kids takeovers happening for World Children's Day 2019.



**Results-Focused:** It should involve people who are decision-makers and who can have an impact on changing children's lives and help create results for children. They could be decision-makers in government, in business, in civil society, in the school or health system, faith community leaders or other influential people, supporters and donors.



**Action-Oriented:** It should have a clear issue for discussion, and produce some kind of conclusion, agreement or commitment to actions as a result.

# PUBLIC ENGAGEMENT

## Objectives

1

**All Year Round:** We will inform, engage and mobilize citizens and communities in favour of child rights goals across global and national channels in 2019.

2

**April to September:** We will encourage world leaders to attend the UNGA CRC event in September, join together to make a global pledge to fulfil child rights and make national commitments to action.

3

**April to November:** We will encourage national pledges to children and plan national summits for children and ‘kids takeovers’ on World Children’s Day, giving children center stage and helping them stand up for every child’s right to a childhood.



# PUBLIC ENGAGEMENT

---

## Key Public Engagement Moments

### ➤ April to September Influencing Period:

*Global messaging and content (go live from April/May) and national advocacy and securing commitments (from April through to September)*

The period between April and August is an opportunity to influence world leaders ahead of the high-level CRC event at UNGA in September. Offices are encouraged to develop national CTAs, specific to their national context and relationships with governments, that encourage your head of state to 1) Attend the CRC30 event at UNGA in September and join a global pledge 2) Make national commitments to action (specific to local context). The global public engagement strategy is focused on a multi-asset content plan with the aim of educating the public on the importance of child rights and elevating national advocacy wins at the global level.

### ➤ September high-level meeting:

*UNGA CRC event and 'global pledge'*

There will be a global public moment around CRC30 at the UNGA high-level meeting with the goal of generating interest and securing public pledges for children from world leaders.

### ➤ October CFCI Mayor's Summit:

*Driving local implementation*

A Summit for the leading Mayor's from Child Friendly Cities around the world, meeting in Cologne, Germany.

### ➤ November 20 - World Children's Day and CRC30:

*National Summits for Children, national commitments, kids takeovers*

World Children's Day will be the culmination of the public engagement for CRC30. Kids Takeovers and blue visual elements will remain core tactics that should be incorporated into World Children's Day and CRC30 celebrations and signatures collected as part of the WCD 2018 global petition will be handed over to world leaders. Offices are encouraged to host national summits for children in the lead up to and on 20 November – an ideal platform for world leaders and governments to make national public pledges for children. In New York we will host a summit for children at the UN and link together the national summits around the world to demonstrate the global call to fulfil children's rights.

# PUBLIC ENGAGEMENT

---

## Menu of Ideas & Thought Starters

There are a multitude of ways to bring the narrative of CRC30 to life through creative content. Offices are encouraged to develop and use content that makes most sense in their context. Below is a menu of ideas/thought starters to serve as inspiration. Global content will be produced from May onwards.

Action: Producing content for CRC30? We want to see it! Please add it to the [global planning tool](#) (content tab) so we can amplify on global channels.

### Future history/Stories from 2049

Content set in the future with someone speaking about the last thirty years from 2019. It would give the impression of being set in the current day but would create a curiosity gap when they begin speaking about events that have not yet happened.

### Write/Choose the future

A narrative device that leaves open a future full of possibilities, because we have reached a turning point in the story of child rights, but the future has not been written yet. This activation could be giving the audience agency by asking them to make a choice to write the future for children.

### Children of the future

A simple concept that expresses what childhood might look like in thirty years. This could include a photography project, illustration or written. It could be linked to what today's children see as the future of childhood.

### Flashing back and flashing forward

Looking at the last thirty years to see the progress for children and the challenges that now exist, focusing on today as a turning point for children's rights, and looking to the future of childhood.

### Nostalgia

For the 'millennial' audience who like to be nostalgic for the last thirty years, you could ask influencers or supporters to provide home footage or photos to flashback to their childhood and relate that to the progress for children since 1989 and their wishes for the future.

### Kids react

Playing off the popular 'kids react' videos, offices can interview children, adults and celebrities about what the world was like in 1989 (ranging from fun pop culture to serious world events), progress for children over the last 30 years, and projections for the future.

### Parents of the CRC

Countries who focus on parents as an audience could interview 30-year old couples who have had a child in 2019. Parents could flashback on their lives in the last 30 years, how the world is for children now and what they would like the future to be like for their child.

# CHILD PARTICIPATION AND YOUTH ENGAGEMENT

---

## Objectives

- 1** **Educate** children and young people about their rights
- 2** Enable them to **participate** in CRC30 advocacy initiatives
- 3** **Empower** them as agents of change, who can defend and claim their rights

The CRC30 gives us an opportunity to reposition children and young people at the centre of the conversation, as drivers and partners, and as central players in their own lives and communities. This contributes directly to one of the four guiding principles of the CRC, namely, the participation of children and young people.



# CHILD PARTICIPATION AND YOUTH ENGAGEMENT

---

## Strategic Approach

### Consultation

To promote an inclusive and respectful CRC30 process, it is essential to **understand the perspective and opinions of children and adolescents in relation to the CRC**. This will help us to understand their priorities and concerns, and so orient our own understanding of how to best achieve their rights. To this end, it is recommended that countries draw on existing surveys or data with children and young people, and where resources permit, undertake a consultation process.

Consultations could take **a variety of forms**, it could involve an online consultations with an open or closed group, surveys, a one-off or series of U-Report polls, or action research through the Office's existing networks such as youth networks, child rights committees, youth and student councils.

### Engagement for awareness-raising, advocacy, demanding accountability from duty-bearers and local-level action

Supporting children and adolescents' regional or local engagement can be done in a variety of ways, what follows are suggestions for how office can engage children and young people towards the specific national aims for CRC@30.

**Youth Advocates:** Following the Youth Advocates announced for World Children's Day last year, CRC30 provides an opportunity to further the initiative. Advocates could act as focal points of the other activities we are developing, for example, by giving Activate Talks or speaking at their national summit. We encourage you to work with Youth Advocates throughout the year.

**Children and Youth Activate Talks:** This initiative would take the existing Activate Talks and adapt it under the CRC30 umbrella. We encourage Offices to host events in which young people share personal stories and activism, especially in relation to their rights, with the goal of inspiring other young people to do the same. This could take place in partnership with a media outlet.

# CHILD PARTICIPATION AND YOUTH ENGAGEMENT

---

**Voices of Youth:** Promote young people’s expression and elevate their voices through blog submissions in support of CRC30 and WCD communications and advocacy goals. This could be initiated through a half-day workshop focusing on blogging techniques with an engaged group of young writers and be promoted through media partnerships.

**Youth media programmes:** Whether starting from scratch or linking to an initiative run by your office, a partner or an affiliated youth group, youth media can be oriented towards the objectives of educating, empowering and action. This applies to both traditional media – radio, TV – and online media, such as social media takeovers, live broadcasts and digital advocacy. Youth media programmes are an excellent way to activate Kids Takeovers as part of WCD.

**Child Friendly Cities Initiative (CFCI) Global Mayor’s Summit:** In the lead up to the CFCI Global Mayor’s Summit in October 2019, a host of activities are planned including a consultation process leading to a global CFCI child and youth manifesto, youth capacity building and other opportunities to engage youth at local and global levels.

## Regional & National Summits

A Summit for Children is envisaged as a special meeting to discuss the most important children’s issues, especially child rights issues, in that context. No matter the format the Summit adopts, the participation of children and adolescents is crucial. Some principles of engagement to bear in mind are: **transparency** about expressing their views and how this participation will take place; the **voluntary** nature of the interaction; that views will be treated with **respect**; that engagement is **relevant** to their lives; **child/adolescent-friendly environments** and working methods are used; engagement and participation must be **inclusive**, supported by **training**, in a **safe and risk-sensitive way**; with commitment to follow-up and evaluation i.e. **accountability**. You can read more on pages 12 – 13 of this toolkit.

The Youth Engagement Team will produce guidance on the implementation of these initiatives and document best practice on child and youth participation at the country level.

**Action:** Let us know how you are working with children and young people, share your plans on the [global planning tool](#).

# CHILD PARTICIPATION AND YOUTH ENGAGEMENT

---

## World's Largest Lesson



This year, World's Largest Lesson will build on this commemorative year and CRC30 to celebrate and empower more children across the world to realise their right to participate in discussion and action towards a sustainable world.

This year's creative theme will align with CRC30 and look at the past, present and future of childhood by asking children to *Write the Future!* World's Largest Lesson learning resources will encourage students to envision an alternative future for their own and for future generations across the three dimensions of sustainability: social, economic and environmental, and inspire them to take action. By spotlighting the linkages between the SDGs and the CRC, **students will recognise and fulfill their right** to influence this future and take action for it.

Learning resources will be supported by a **new teachers guide** to explain the link between the SDGs and child rights, highlight the role that teachers can play in enabling students to realise their rights, and how these new resources can be applied across the curriculum or across a school to engage more students in action.

**Learning resources activities will lead to activations on November 20th (WCD)** in which students will show the world they are aware of their rights and how they are shaping the future by acting towards the achievement the SDGs.

Learning resources and assets will be ready **in English by April 1st**. Materials in additional languages will be ready by the end of that month. We encourage them to be shared as soon as materials are available so that teachers can include the resources in their annual academic curricula.

The WLL resources will be designed to be both a stand alone resource, and something to complement any other school resources that are being produced nationally, not as a competitor.

# PARTNERSHIPS

---

## Working with Civil Society

The CRC would not exist and could not be fully implemented without its championing by the thousands of civil society partners we collaborate with globally, regionally, and nationally. CRC30 celebrations are an opportunity to strengthen our alliances with our partners across the spectrum of civil society, including NGOs, faith-based communities, youth networks, women's associations, and more.

At global level, UNICEF HQ has been consulting with our key global child-focused INGO partners and relevant global networks (including the faith-based community) to determine strategic ways that we will work together in 2019 such as advocating with member states, developing joint messaging, and creating shared assets.

At national level, we encourage country offices and NatComs to hold their own consultations with partners and share plans for marking the CRC30, to determine locally the most appropriate ways that UNICEF can work with local partners at key moments throughout the year to amplify one another's messaging, host joint events, and engage in common advocacy.

## Working with Corporate Partners

Business has an important role to play in realising children's rights and the SDGs, both at the global and the national level. Many country offices and national committees have seized upon the 30th anniversary of the CRC and World Children's Day as a great opportunity to deepen their engagement with corporate partners who support and fund programmes that translate child rights into tangible results on the ground.

Business leaders are also important advocates for child rights and the SDGs, including through the UN Global Compact, a call for companies to align strategies and operations with universal principles on human rights, labour, environment and anti-corruption, and take actions that advance societal goals.

Developed by UNICEF, Save the Children and the Global Compact, the Children's Rights and Business Principles (CRBPs) 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.

Action: [Tell us](#) which partners you're working with, share ideas about ways that CRC30 and WCD can deepen partnership across sectors.

# THOUGHT LEADERSHIP

---

## UNICEF's Special Role

Since 1989, when UNICEF was named in the text of the CRC, we have been a recognized authority in child rights and we are respected for our expertise in translating the principles of child rights into real results for children. With our global experience on child rights progress and challenges, our unrivalled access to child rights data and resources and our unique perspective on child rights trends, UNICEF has the opportunity to offer thought leadership around CRC30, to inform and shape debates about child rights, now and in the future. UNICEF's Data, Research and Policy Teams, along with the Innocenti Research Centre will collaborate on a series of thought leadership initiatives.

## Data Report – Taking Stock of Progress

UNICEF will take an in-depth look at the child rights achievements of the past three decades, the challenges that remain, and the opportunities that exist to consolidate progress and accelerate change. The resulting publication will seek to understand what drives advances in child rights, what impedes them, and how the rapidly changing world of the 21<sup>st</sup> century can help or hinder. At its heart will lie analysis of the data and evidence behind these drivers, and discussion of what stakeholders can and must do to better fulfil children's rights in the next 30 years.

## Perspectives – the Future of Childhood

We will consider new dimensions to child rights, considering how global trends that are changing childhood present new challenges and new opportunities for children to realise their rights in the 21st century. Trends such as environmental and climate change, urbanization, the way digital technologies are reshaping our lives, mass migrations and protracted conflicts) will be considered from a child rights perspective. We are considering how to enable young people to set some challenging questions, and considering reaching out to influential thought leaders to offer their opinions and insights from different regional perspectives.

## Inaugural Child Rights Conference

We are planning to invite 'leading minds' to contribute to a UNICEF-Innocenti conference, where thought leaders will debate major child rights issues of the 21st century.

Action: Please [share](#) your thoughts with us. What data, analysis or content would you find most useful to support your advocacy and engagement? Do you have original research work underway that would contribute to UNICEF's global thought leadership work? Which 'thinkers' and opinion-formers are influential in your region?

# CRC30 & WORLD CHILDREN'S DAY

---

## How It All Fits Together

The yearlong CRC30 initiative will culminate on UNICEF World Children's Day - celebrated annually on 20 November to mark the signing of the Convention of the Rights of the Child in 1989 - when children and young people call on leaders to fulfil their commitments to realise children's rights, by taking concrete actions.

The CRC30 initiative is a partnership effort and the CRC30 logo can be used across sectors in alliance with Governments, Civil Society and with Private Sector Partners. However, World Children's Day is one of the most effective ways to promote the UNICEF brand and position us as the world's leading children's rights organisation. It is a global day of action 'for children, by children', when children can exercise their right to express their views and to have those views considered and taken seriously.

World Children's Day will continue to focus on kids takeovers across business, media, politics, sports and in schools and will maintain its visual identity as the day the world turns blue in support of children's rights.

Through Kids Takeovers and National Children's Summits for CRC30, children and young people will thank their national leaders for their global pledge and national commitments to action they have made to children in their country and raise public pressure to ensure that these commitments are fulfilled.

## Share Your Plans & Check Resources on SharePoint and WeShare

A [global planning tool](#) has been developed as a way for offices to easily share CRC30 and World Children's Day plans for 2019. Offices are asked to keep the [spreadsheet](#) updated with plans so that activities can be amplified at the global level and help to inspire other offices.

The [CRC30 SharePoint](#) is the central hub for information, documents and updates related to CRC30 from HQ and the [WeShare folder](#) contains assets including logos, branding guidelines, templates and archival photos. Additional assets will be added as they are produced.

For more information, e-mail: [CRC30@unicef.org](mailto:CRC30@unicef.org) and/or [WCD@unicef.org](mailto:WCD@unicef.org)

# TIMELINE

---

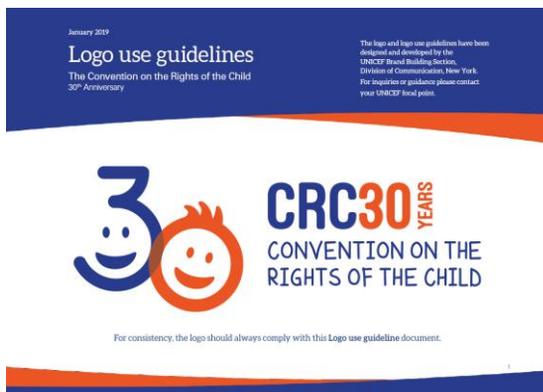
March 1		CRC30 Guidance shared with offices including the global narrative, key messages, child participation and youth engagement strategy, public engagement moments and linkages to WCD
Mid-April		World's Largest Lesson School Packs distributed to offices
Mid-May		WCD Toolkit shared with offices including creative concept, activation options, and brand guidance
May 13-17		UNICEF Skillshare and Global Communications Meeting
May/June (tbc)		CRC30 global content and assets distributed
July 9-18		High Level Political Forum (HLPF) in New York
Sept 17-30		UNGA Week, SDG Summit & CRC30 Heads of State Event (New York)
Oct 1		WCD digital assets and guidance distributed
Oct 15-18		Child Friendly Cities, Mayor's Summit (Cologne, Germany)
Nov 20		World Children's Day and the 30 <sup>th</sup> Anniversary of the CRC, National Summits for Children (in New York and all around the world)

# CRC30 BRANDING

All CRC30 branding assets can be found on [WeShare](#).



The CRC30 logo is available on [WeShare](#) in 7 languages (English, French, Spanish, Arabic, Russian, Chinese and Portuguese). You can find full and abbreviated versions, horizontal and vertical iterations and different colours.



Please refer to the [logo use guidelines](#) which provide further information on using the logo, including guidance on co-branding. There are also [logo use guidelines for partners](#).

A series of [branded templates](#) are also available including a PowerPoint presentation template, letterhead and e-mail signature.

The CRC brand is meant to be used in parallel to the UNICEF overall brand. With the visual identity being used consistently and broadly across the organization, we can provide unified messaging and raise awareness around the anniversary of the Convention.

For questions and further guidance, contact [CRC30@unicef.org](mailto:CRC30@unicef.org)

# RESOURCES

---

## Share Plans & Stay Up to Date

A [global planning tool](#) has been developed as a way for offices to easily share CRC30 and World Children's Day plans for 2019. Offices are asked to keep the [spreadsheet](#) updated with plans so that activities can be amplified at the global level and help to inspire other offices.

The [CRC30 SharePoint](#) is the central hub for information, documents and updates related to CRC30 from HQ and the [WeShare folder](#) contains assets including logos, branding guidelines, templates and archival photos. Additional assets will be added as they are produced.



## Cross-Organisational Effort

The CRC30 initiative is cross-organizational with contributions from PPD, PD, DRP, DOC and PFP. Content for this guidance is thanks to all of these teams.

## Contacts

Please e-mail [CRC30@unicef.org](mailto:CRC30@unicef.org) and/or [WCD@unicef.org](mailto:WCD@unicef.org) with any questions, comments and concerns.

# DIRECTORY

---

## CRC Content

[CRC in six official UN languages \(HTML+PDF\)](#) [OHCHR]

[CRC and its three OPs booklet](#) [UNICEF]

Child-friendly Version of CRC and guidelines for creating multi-language versions [coming soon]

## Additional Child Friendly CRC Resources

[Child-friendly version CRC by Canada NC](#) [n.d., UNICEF Canada]

[Versions used by UNICEF for CRC@20](#) [available in EN, FR, German, Italian, Ukrainian, UNICEF]

[Child-friendly version of the 1<sup>st</sup> Optional Protocol \(Sale of Children, Child Prostitution and Child Pornography\) to the CRC](#) [available in [English](#) [French](#) [Spanish](#) [Greek](#) [Nepali](#) [Polish](#) [Portuguese](#) [Turkish](#), SRSG on Violence against Children]

[Child-friendly version of the 3rd Optional Protocol \(Communication Procedures\) to the CRC](#) [available in [English](#) [French](#) [Spanish](#) [Bosnian](#) [Nepali](#) [Polish](#) [Portuguese](#) [Turkish](#), SRSG on Violence against Children]

Braille version of CRC and its OPs for children with visual impairment was developed by the CwD section of PD in collaboration with the SRSG

## CRC Related Content

[CRC ratification map](#) [21 February 2019, OHCHR]

[Background note, Procedure History, Preparatory documents, and some historical photos of CRC](#) [UN Audiovisual Library of International Law]

[Video footage of adoption of the CRC](#) (2 min) [UN Audiovisual Library of International Law]

[OHCHR Fact Sheets No.10 \(Rev.1\), The Rights of the Child](#) [available in all UN languages, OHCHR]

[Historical photos of CRC](#) [Internal, WeShare UNICEF]

[Photo and videos: Convention on the Rights of the Child - 30 years on](#) [Internal, WeShare UNICEF]

[Photo and videos: Convention on the Rights of the Child - 30 years on](#) [External, for media use, WeShare UNICEF]

[Timeline of CRC \(1910's-2010's\)](#) [created for CRC@25, UNICEF]

[Timeline of child rights](#) [created for 70<sup>th</sup> year anniversary, UNICEF]

## CRC and the SDGs

[Mapping the Global Goals for Sustainable Development and the Convention on the Rights of the Child](#) [UNICEF]

[Joint Statements by the Group of Friends of Children and SDGs](#) (60 Member States, July 2018)

[Key Asks for 2019 SDG Voluntary National Reviews 2 pager](#) [UNICEF]

# DIRECTORY

---

## Databases

[Ratification status to CRC and its three Optional Protocols, Declarations/Reservations if any, by Country or by treaty](#) [OHCHR]

[Treaty body database by Country](#) [OHCHR]

## Other Related Links to CRC30

[Speak up for your Rights Chile 2018 Conference CRC30 Campaign](#) [UNICEF LACRO]

[First regional dialogue in Latin America and the Caribbean “On the road to equality”: 30 years of the Convention on the Rights of the Child](#) [UNICEF LACRO/ECLAC]

Action: Producing content for CRC30? We want to see it!

Please add it to the [global planning tool](#) (content tab) so we can amplify on global channels.



unicef  | for every child