



## Investing in the prevention of violence against children is good business: UN

*According to a new regional joint study by the Office of the UN Special Representative of the Secretary-General on Violence against Children and UNICEF on corporate initiatives, policies & good practices in Latin America & the Caribbean*

**PANAMA/BOGOTA, 8 June 2018:** UNICEF and the Office of the UN Special Representative of the Secretary General on Violence against Children launched their joint study: 'The Private Sector and the Prevention of Violence against Children in Latin America and the Caribbean' today.

The study points out the alarming context of violence against children and adolescents in the Latin America and the Caribbean region, where:

- Every day, 67 adolescents are victims of homicide
- 2 out of 3 children suffer from some type of violent discipline in their home
- 1 in 10 adults believe physical and humiliating punishment is necessary to educate a child.

The study presents positive regional private sector practices to eliminate all forms of violence against children, and provides arguments to support increased business investment in private sector violence against children prevention strategies.

"Our joint publication is a key contribution to implementation of the 2030 Agenda, which has the ambitious vision of a world that invests in its children so they grow up free from violence, abuse and exploitation. This joint study emphasizes the crucial role that the private sector plays in this new development paradigm. Business investment and innovation are not only major drivers of productivity, inclusive economic growth and job creation; they can also help solve the challenges that compromise children's right to be protected from all forms of violence. It is only when people and communities prosper, that businesses can sustainably succeed," stated the UN Special Representative of the Secretary-General on Violence against Children, Marta Santos Pais.

In accordance with the Children Rights and Business Principles, developed in 2012, private sector companies have the responsibility to be positive agents of change for children and to take action to respect and promote the rights of children in their operations.

"The private sector is one of the main pillars of local and family economies, employs fathers, mothers and caregivers and influences national policies, so it can and must play a fundamental role in the prevention of violence against children," said Marita Perceval, UNICEF's Regional Director for Latin America and the Caribbean. "The good practices presented in this document, with measurable and replicable results, can serve as an example to companies in the region so that we all contribute to eradicate violence against children," she added.



OFFICE OF THE SPECIAL REPRESENTATIVE OF THE SECRETARY-GENERAL ON

## **VIOLENCE AGAINST CHILDREN**



'The Private Sector and the Prevention of Violence against Children in Latin America and the Caribbean Study' was launched in Bogotá, during the Annual General Meeting of The Code, an organization which ensures compliance with the Code of Conduct on International Social Responsibility for the protection of children and adolescents against commercial sexual exploitation associated with travel and tourism.

### **About UNICEF:**

UNICEF works in some of the most difficult places to reach the most disadvantaged children in the world. To save their lives. To defend your rights. To help them reach their maximum potential. In 190 countries and territories, we work for every boy and girl, everywhere, every day, to build a better world for all. And we never give up.

For more information about UNICEF and its work, visit: [www.unicef.org/lac](http://www.unicef.org/lac)

### **About the Office of the UN Special Representative of the Secretary-General on Violence against Children:**

The UN Special Representative of the Secretary-General on Violence against Children is an independent global advocate in favor of the prevention and elimination of all forms of violence against children, mobilizing action and political support to achieve progress the world over. The mandate of the SRSG is anchored in the Convention on the Rights of the Child and other international human rights instruments, and framed by the UN Study.

For more information about the Office of the SRSG-VAC and its work, please visit: [violenceagainstchildren.un.org](http://violenceagainstchildren.un.org). You can also follow us on Twitter: [@srsgvac](https://twitter.com/srsgvac) and on Facebook: [martasantospaispage](https://www.facebook.com/martasantospaispage)

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