

WORLD
CHILDREN'S
DAY 20 NOVEMBER

unicef 

KIDS TAKEOVERS

MAY 2023

World Children's Day - Background

Since 2017, World Children's Day has been UNICEF's *global day of action for children, by children*.

20 November, marks the anniversary of the adoption of the Convention on the Rights of the Child (CRC). It is a day that highlights critical issues affecting children's lives, builds the UNICEF brand, supports fundraising efforts and the engagement of children and young people as advocates for their own rights.

World Children's Day (WCD) is UNICEF's largest annual global activation, with 190 countries taking part in 2022. It is a unique opportunity to engage children and young people, major partners, governments, and public figures.



The UN Convention on the Rights of the Child

On 20 November 1989, world leaders made a historic commitment to the world's children by adopting the **United Nations Convention on the Rights of the Child (UNCRC)**.

The Convention has become the most widely ratified human rights treaty in history and has helped transform children's lives and protect their rights around the world.

Children continue to demand that world leaders from government, business, and communities end child rights violations now, once and for all. All activities for World Children's Day should keep the principles of the Convention including that **rights apply to all children without discrimination**.

Governments and leaders must commit to action to make ensure **every right, for every child**.



World Children's Day 2023

In 2023, World Children's Day will continue to position UNICEF as *the leading advocate for child rights* and highlight our role as a rights-based organization, in line with our core mandate, the CRC, and following the outcomes of the 2023 Global Leadership Meeting (GLM).

The anniversary of the UNCRC on World Children's Day is a cannot-miss opportunity for UNICEF to set the agenda and speak loudly for the universality of child rights.

For this reason, we plan to put *a special focus on Kids Takeovers* at the heart of World Children's Day 2023 as they are the ideal way to manifest the core principles of children's rights as outlined in Article 12 of the Convention on the Rights of the Child.

Blue brand building will continue as the visual link connecting all activities worldwide and build familiarity year on year.



Kids Takeovers

The Kids Takeover is *a flexible activation* where children can speak about the issues that matter most to them, and allowing for UNICEF offices to focus on how child rights are relevant to *key national priorities* such as climate, education or gender equality.

Takeovers encompass any moment when children and young people 'take charge' or are empowered to put forward their views, implement their ideas and take action in their community. They provide children and young people with a chance to explore their rights in a fun way and to gain a better understanding of how decisions are made. It is also an opportunity to *voice their perspectives and propose solutions* that are meaningfully listened to and implemented by adults and decision-makers.

This toolkit gives ideas, examples and guidance on Kids Takeovers, including safeguarding considerations.



Kids Takeovers

While we encourage the use of the Kids Takeover format across all sectors, we have two early asks for every UNICEF office around Kids Takeovers this year:

- 1. Arrange a Kids Takeover with your Head of State** – or the highest level possible within your government. This can be a high visibility way to engage leaders on children’s rights and raise awareness of WCD and UNICEF’s child rights mandate.
- 2. Arrange a Kids Takeover with your UNICEF Country Representative** – this is an important way to demonstrate UNICEF’s own commitment to child rights and help to engage partners by showing how we are walking the talk. This can also be an interesting opportunity to hear from children about how UNICEF can do things differently.

For any queries, please reach out to wcd@unicef.org





HOW TO GET INVOLVED

Kids Takeovers – How to

Below are some generic steps offices should consider to plan a successful and well-organized takeover:

Before the Kids Takeover

Step 1 Draft a concept note with theme, objectives, potential partners, date and time, etc.

Step 2 Identify a suitable partner, and share the concept note for discussion and their feedback. Agree on steps.

Step 3 Identify a child appropriate for the opportunity. Consider prioritizing children and young people from marginalised or underrepresented groups.

Step 4 Obtain consent from the guardians and assent from the participating young person (refer to the safeguarding guidance)

Step 5 Work with the young person to plan the takeover and prepare guiding questions

Step 6 Brief and prepare the young person and give them and their guardian opportunity to ask questions or raise concerns



Kids Takeovers – How to

Step 7 Develop a run of show and logistics, including where the takeover will take place, support staff needed, equipment needed to capture content from the takeover.

Step 8 Prepare a coverage plan, including for pre- and post-takeover to capture the reflections of the participants.

Step 9 Ensure Cyan blue visibility material such as t-shirts, cyan ties, UNICEF pin badges or event materials

After the Kids Takeover

Step 10 Debrief with the young person on the experience and how they are feeling. Thank them and outline next steps.

Step 11 Thanks the partner and follow up for feedback and any next steps. Ensure that any commitments made are captured and agreed.

Step 12 Amplify through UNICEF and partner communications channels as appropriate and share with HQ!

These are generic steps, but every Kids Takeover is different so you should adapt to your needs and cultural context to ensure the most meaningful and fulfilling experience for the young person and the partner!



Safeguarding

Any activities involving contact with children and young people, either in person or online, must be managed safely so it is really important that takeovers should **ensure child safeguarding**. Kids Takeovers are meant to be fun but must leave children feeling empowered and motivated to engage further with UNICEF and child rights, not feeling that they have been used for a publicity stunt and that their views will be largely ignored.

More information on how to consider safeguarding comprehensively can be found [here](#) but three key steps are:

1. Consider any safeguarding risks involved in the proposed takeover activities before the activity takes place and plan how these risks will be mitigated and managed to keep children and young people safe.
2. Obtain signed informed consent from parents/guardians and assent from the young person (if under 18)
3. Brief and prepare the child/young person and any adults involved so that everyone knows what is expected to keep children and young people safe and how to raise any concerns if they have them.



Safeguarding

Obtaining informed consent and assent

- Obtaining consent from the parents/guardians and assent from the participating young person, if they are under 18 is an essential part of the process.
- This should include the objectives of the takeover, the voluntary nature of participation, a description of the takeover process, timelines and time commitment, the support that UNICEF will provide throughout the process, and contact details. The child/parent/guardian should be told what personal data will be handled, by whom, why, for how long and how to request its access/correction/deletion/use restriction.
- This information can be shared in a document, however, a briefing or discussion via a phone call may be necessary to ensure the process is informed.
- Consent should ideally be obtained in written format and where verbal consent is obtained, this should be recorded in writing.
- While a child cannot legally give consent, this process should ensure they also fully understand, are comfortable with and agree to the takeover.



Safeguarding

Briefing and preparing the young participant and any adults involved

- In addition to the information shared as part of the informed consent process, a dedicated briefing and preparation session should be set up.
- During this session UNICEF should cover the following details about the process: time requirements, technology needs, filming tips, dress etc.
- Safeguarding measures: explain what UNICEF is doing but also ask the young person what they might need to have a safe and empowering experience. Depending on the subject matter of the takeover there may be some subject-specific measures or considerations that need to be addressed.
- The content of the interaction: ideally you should have draft questions that will guide the interaction ready for this briefing
- A follow-up session dedicated specifically to the content of the interaction may be necessary – a dry-run/practice session.

Additional considerations

- To the greatest extent possible, the takeovers should not interfere with the academic commitments of the children/young people
- If the takeover is an online one, most social media platforms do not allow users under the age of 13, thus, depending on the modality, UNICEF may need to focus on working with child/youth advocates and activists who are 13 or older.



Blue Brand Building

EVERYTHING YOU DO – JUST ADD BLUE!

UNICEF blue is the visual element that connects all World Children's Day activations, making it recognizable across the globe. It is the thread that can be adapted and integrated into any planned activities – from takeovers to events to staff engagement. Incorporating blue on 20 November is a simple way to show the world's commitment to accelerating the progress on child rights implementation so that for every child, every right is fulfilled.

Blue can be incorporated in many ways, subtle or bold. A few ideas:

- Have kids wear blue when they are doing takeovers (t-shirts, bandannas, hats, pins, scarfs)
- Ask politicians to wear a blue tie, a blue lapel pin, etc.
- Decorate the space with blue accessories, blue branded materials, and blue treats
- Get creative through face paint, stickers, stamps, anything blue goes...





IDEAS & EXAMPLES



Kids Takeovers - Ideas

Kids Takeovers are not a stunt; they are a chance for children to explore their rights, gain a better understanding of how decisions are made and exercise their right to freely express their views on all matters affecting them. Most importantly, children should be involved throughout the entire process, from planning to execution. UNICEF offices can organize Kids Takeovers in media, government, business, school, sports, and other institutions which are normally run by adults. Here are some ideas and examples for inspiration:

- Kids Takeover as TV news anchors, as editors of a newspaper, on social media channels
- Kids Takeover as CEO of a company, at a board meeting, as creative director, iconic roles such as pilot, chef, astronaut
- Kids Takeover a National Assembly or Parliament, as President, as Ministers, as city Mayors
- Kids Takeover an entertainment show, as referees of a sports match, a talent show, a colour run, a TED talk
- Kids Takeover as teachers, as principals, a school assembly, your office for the day
- Kids Takeover at UNICEF offices, as the UNICEF Representative

The [Taoiseach of Ireland](#) was taken over. Charles from Donegal used his Kids Takeover to raise concerns about youth mental health and education.



Follow

During a sit down meeting this afternoon, Charles and An Taoiseach [@LeoVaradkar](#) discussed youth mental health and the urban/rural divide, from a [#childrights](#) perspective [#KidsTakeOver](#) [#WorldChildrensDay](#)



7:06 AM - 15 Nov 2019



In Cameroon, a girl took the controls of the UN Humanitarian Air Service flight.

Kids Takeovers – Business & Private Sector

Business takeovers are an opportunity for partners to hear from children in line with the [Child Rights and Business Principles](#).

They are an ideal way to create a safe space for children to share their ideas or concerns directly with business leaders.

Kids Takeovers can be an invaluable platform for businesses to understand how children perceive the impact of their business activities and encourage them to commit more to realizing child rights in all aspects of their operations.

For businesses and corporate partners, this is a chance to strengthen their CSR profile and visibility among external audiences by leveraging the reach of World Children's Day and engaging their employees.



Kids Takeovers – Business & Private Sector

Ideas

Kids Takeover as CEOs and in the Office

- Can the Kid CEO make a commitment to implement child-friendly business principles? Kids takeover key roles in the office like creative director, head of social media, etc.
- Kids Takeover a Board Meeting
- Kids chairing the board of directors to discuss issues that matter to them and present recommendations. The board could then review and institute one (or more) of the decisions made by the children.
- Kids Takeover the Stock Exchange
- Kids ring the opening/closing bell at the Stock Exchange.
- Kids Takeover Iconic Roles
- Kid Pilot, Kid Doctor or Nurse, Kid Chef, Kid Astronaut, Kid Police, Kids in customer facing roles in retail, etc.



[UNICEF Slovenia](#) not only organised Kids Takeovers of over 10 companies with 100 children, including as directors, social media editors, and as head of a museum – but kids also took over the Presidential Palace with a [creative workshop](#) around building a child friendly world through [creative play](#).

Kids Takeovers – Business & Private Sector

Examples



Young people interacted with leading businesses in **Belarus** and shared recommendations on responsible and child-rights-based approaches to business



15-year-old Zhailobaev took over the office of General Manager of Demir Kyrgyz International Bank in **Kyrgyzstan**

A group of school students took over the quarterly CEO Network meeting in **South Africa**



Young people met with key leaders from Private Sectors in **Tanzania** to discuss the importance of investing in children and young people.



Young changemakers from **Denmark** met with Pandora's VP of Communication and Sustainability to discuss issues that matter to them and how companies can create a more sustainable future.

Kids Takeovers – Media

Media takeovers can be a powerful way to make children's voices heard. We have seen how Takeovers in this sector helped in creating meaningful conversations about issues affecting children and can positively change how children are portrayed in media.

Media takeovers can reach a wide audience and bring attention to children's rights and can boost your national communications and advocacy plans and increase visibility of World Children's Day and UNICEF's work for child rights.

These takeovers can be implemented on several platforms and in different ways. They can give children the opportunity to express their opinions through writing or speaking and can also give children and young people an opportunity to better understand how the media works.



Kids Takeovers – Media

Ideas

Kids Takeover on TV

- Reading headlines, doing the weather report, sports news, as reporters for a story.
- Following a media training/workshop, kids can be given an opportunity to report on an issue they care about, or interview an inspirational youth leader, and present it on the news
- Kids take over a chat show, interviewing an Ambassador or Youth Ambassador/Advocates.

Kids Takeover a Newspaper or Takeover as Bloggers

- Writing articles or op-eds, taking photos
- Kids can be included in editorial meetings to help shape the content of an issue of the newspaper
- Kids can write blogs for UNICEF, partners or take over well-known blogs.

Kids Takeover Social Media

Kids takeover UNICEF office social channels, partners' social channels, National Ambassadors' social channels, etc. and use the platform to discuss issues that matter to them and their peers

Examples



Madagascar CO [organised a TEDx Youth event](#) with young speakers taking centre stage



In Belize a 15yo teen reporter [read the news and interviewed the newly elected Prime Minister.](#)

In [Mali](#), the media space was saturated with children's voices, with round tables on tv with child journalists directly questioning high-level decision-makers on progress on children's rights. For the first time, a child was invited onto the evening news hour of the national broadcaster, and two pages on WCD, written mostly by children, were placed in Mali's leading daily newspaper.

Kids Takeovers – Media

Examples



Children took over the front cover of [national newspaper Prothom Alo](#) with op-eds, artworks and open letters.



Two girls in [Kyrgyzstan](#) took over as [national TV hosts to launch](#) the #GirlsInScience program.



[Indonesia](#) supported hundreds of young people leading takeovers in media, local government and social media. Two child influencers hosted a radio show that aired on 55 stations across 34 provinces.



Children in [Bangladesh](#) took over the ATN Bangla news studio to co-host the 7 pm evening news



In [Venezuela](#) kids took over a radio station to talk about children's rights, their interests, and recommendations

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THANK YOU

