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## **1. The refugee crisis & response in Germany**

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## 2. How companies can support children

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## 3. Recommendations for the private sector to engage



**Save the Children**

## Through a child's lenses



“Our house was under siege many times. There was no electricity and sometimes the markets were empty. We try to forget about the war and rather look to our future... We have been in Germany for a month now. I have no idea if we can stay here and when I can start school again. I have difficulties settling in, because I am afraid that we will have to move again. Life is very insecure.” (Zina, 12 years old, and Jenna, 7 years old)

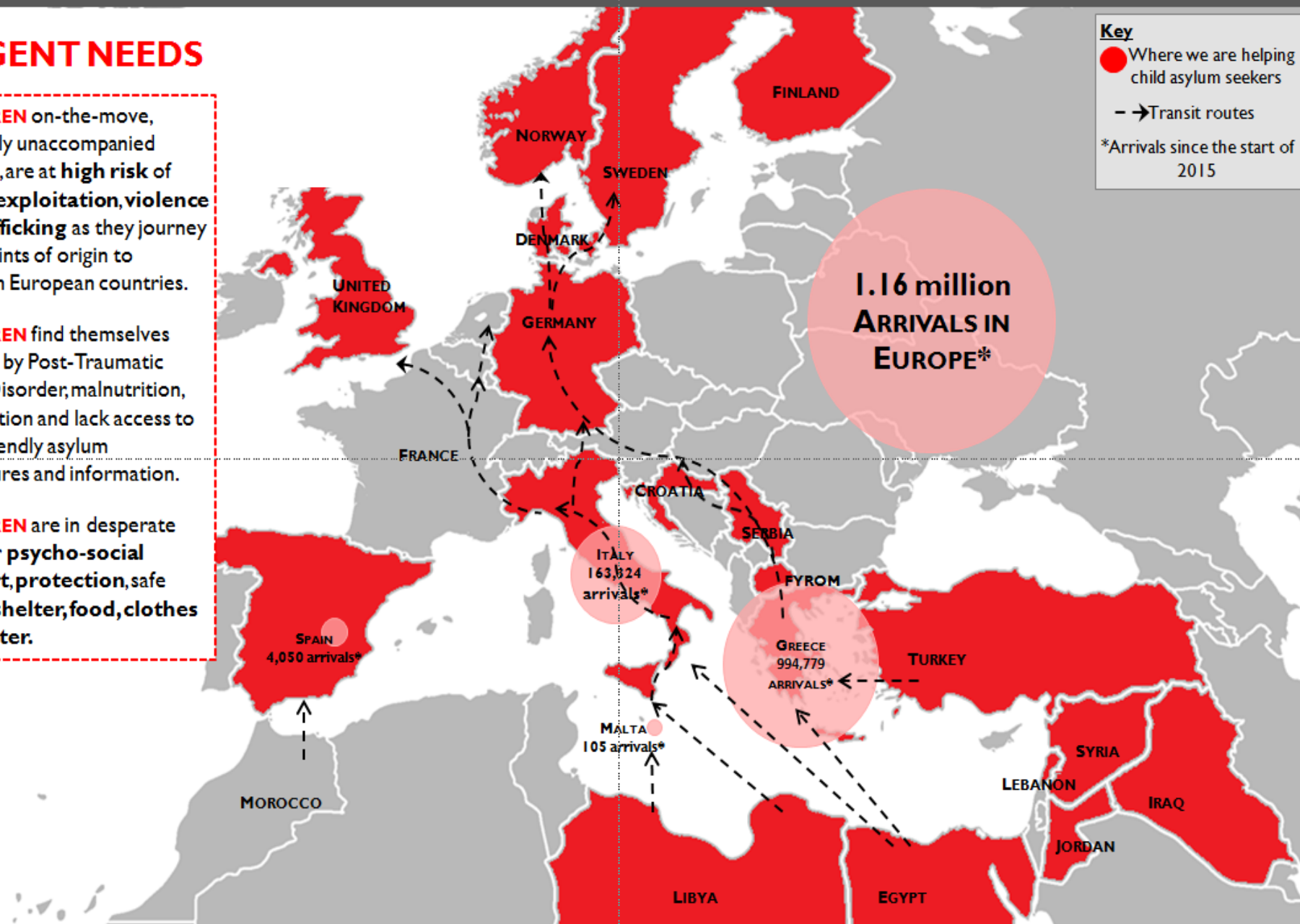


## URGENT NEEDS

**CHILDREN** on-the-move, especially unaccompanied children, are at **high risk of abuse, exploitation, violence and trafficking** as they journey from points of origin to Western European countries.

**CHILDREN** find themselves affected by Post-Traumatic Stress Disorder, malnutrition, dehydration and lack access to child-friendly asylum procedures and information.

**CHILDREN** are in desperate need for **psycho-social support, protection, safe spaces, shelter, food, clothes and water.**



# Current Child Rights Violations for Child Refugees

## Child right

## Current situation

### Child Protection



There is a systemic lack for binding child protection standards

### Education



There are significant gaps in education for refugee children and employees working with them (professionals and volunteers)

### Participation



There is no unrestricted access to children's rights due to lack of legislation

# Our strategic Framework



## Advocacy

### Implemented at:

- Contact with different stakeholders at federal, state and municipal level
- Coordination with other NGOs (e.g. Plan International) and UNICEF



## Training hub

### Implemented at:

- Start in Berlin, Brandenburg and Saxony-Anhalt
- Over time, broaden target group, regional & topic scope
- Potentially combined with 'mobile CFS Team'



## Programs

### Implemented at:

- Various locations in Germany
- Launched in Berlin



# Impressions From the CFS aT Tempelhof

**Beginning December 2015**

vs.

**End December 2015**



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# How companies can support children

1. **Gift in kinds:** if needs based and cost efficient
2. **Corporate volunteering:** bringing your expertise, time and resources in
3. **Financial support:** involving your customers, partners and/or employees





# What is in it for me as partner?

**Better  
Customer Retention**  
through joint  
communication and/ or  
cause related marketing  
campaigns.

**Higher  
Employee satisfaction**  
by jointly developing options  
for employee engagement

**Sustainability in the  
value chain**  
through consultancy based  
on the UN Children 's  
Rights and Business  
Principles

**innovation**  
by combining expertise and  
knowledge

## **Strategic Partnership**

Your Organisation opens up new perspectives for children and  
youth in Germany



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## 5 steps for successful partnerships

1. Choose carefully whom to partner with! Invest time – especially in the beginning. Clarify and **manage expectations and boundaries**.
2. Define **joint vision, goals, milestones, activities and KPIs**
3. How would **success** look like? Be explicit about the win – win.
4. Build trust and confidence: **build strong relationships**, openly discuss associated risks and manage these
5. Measure, evaluate, learn and report. **Strive for real impact**. Celebrate success.



# 5 more for Successful Corporate Volunteering on the ground

1. **Competence based engagement** options have to be available
2. **Ensure buy in from the top;** CV ideally to be part of a company's HR strategy
3. In partnerships with NGOs, it should be **contributing to programmatic goals**
4. **Process facilitation is key:** CV engagement can be complex and risky. It should be carefully managed. Expectations, interests, engagement options, challenges etc. must be carefully addressed.
5. **Preparation of volunteers is mandatory!** Crucial to ensure child protection, child safeguarding, psychosocial first aid (PFA) etc.