



unicef 

за Всяко дете

# NEW CRITICALLY THINKING GENERATION

PROPOSAL FOR COOPERATION, April 2021

# ABOUT US

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1946

2021

75

For 75 years, UNICEF has been the strongest advocate for children's rights, working in over 190 countries and territories to build a better world for them.

Our mission is to help all children and young people grow up healthy, educated, protected from violence, discrimination and poverty.

# CHALLENGES



The COVID-19 pandemic practically digitizes our lives - from education, through work and healthcare, to leisure and social interactions.

For children and young people, drastic change was more natural, as they were born in the digital age and are "digital natives".

**The digital space gives children and young people many opportunities** that the previous generations did not have, **but also exposes them to risks** that were also not known to their parents, grandparents.

# CHILDREN & YOUNG PEOPLE IN INTERNET



**14%**

have been a subject to  
online violence

**47%**

see things on the internet  
that bother or upset them

**57%**

16- to 19-year-olds assess  
their digital skills as key

# OUR INITIATIVE

## *A NEW GENERATION WITH CRITICAL THINKING*



UNICEF in Bulgaria launches an **integrated campaign that includes advocacy, communication and fundraising** between May and June 2021 for providing information on cyber safety and creation of an innovative digital literacy and online safety platform aimed at children and young people.

# WHY THIS IS YOUR CAUSE

To be part of the positive **CHANGE** for children, young people and society

To demonstrate your **SOCIAL RESPONSIBILITY** and create a higher value

To increase the engagement and loyalty of your employees, partners and customers

To strengthen the positive **IMAGE** of his company

# WHY GET INVOLVED



- **Introduce your employees to problems** that young people encounter online
- Share information on online safety and child protection
- Help parents in their efforts **to be active participants in the digital literacy of their children** by providing up-to-date and interesting materials for digital literacy, safe web tools and browsing
- Become part of the **responsible business that invests in a new generation** of critically minded children and young people

# HOW TO ENGAGE



1/ **Join the campaign in the Parenting month** and raise awareness among your employees, clients and partners on the importance of digital literacy of children and young people, thus helping parents in their efforts to be active participants in the digital literacy of their children



2/ **Align your business in the digital space with the best safety practices** regarding young workers and parents in the workplace as well as children and young people in the marketplace

3/ **Support our fundraising efforts** to create an innovative platform for digital literacy and online safety through donations from the company, your customers and employees



# 1/ #Reimagine parenting in digital world

- **Internal communication campaign** for companies that want to support their parent employees in the development of digital skills and critical thinking of their children
- Part of employers' active **actions to support work-life balance**
- **Duration:** 1- 30 June 2021 (Parenting month)
- **Provides dissemination of information materials, internal competition and joint event (29/06/2021) #GrowCyberSurvivor**



# PRELIMINARY SCHEDULE

- **20 May** - request for participation in an email: [openeva@unicef.org](mailto:openeva@unicef.org)
- **26 May** – online coordination meeting
- **1 June** – start of the campaign
- **1-30 June** – internal communication campaign, dissemination of materials and conduct of a company contest
- **20 June** - sending materials for the joint event #GrowCyberSurvivor
- **29 June** - online event #GrowCyberSurvivor



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# 2/BUSINESS FOR CHILDREN'S RESULTS



## **Safety in the digital workplace**

- Ensure that young workers and parents are equipped with skills and tools to operate in online business environment

## **Safety in the digital marketplace**

- Protect children and adolescents from unethical online marketing practices

## **Digital safety in the community**

- Engage with UNICEF work on raising awareness and providing solutions to create a safe digital space and grow critically minded children and young people



# 3/UNICEF SOLUTION



**Together with partners including business, NGO's and young people**, we will create an innovative platform for digital literacy and online safety.

Children and young people will learn how to:

- avoid online harassment and respond to it;
- avoid cyber attacks;
- recognize and report fake news;
- prevent participation in incidents;
- speak, create their own content and provide their own solutions.

**Share global and local information** with parents how to grow digital natives.

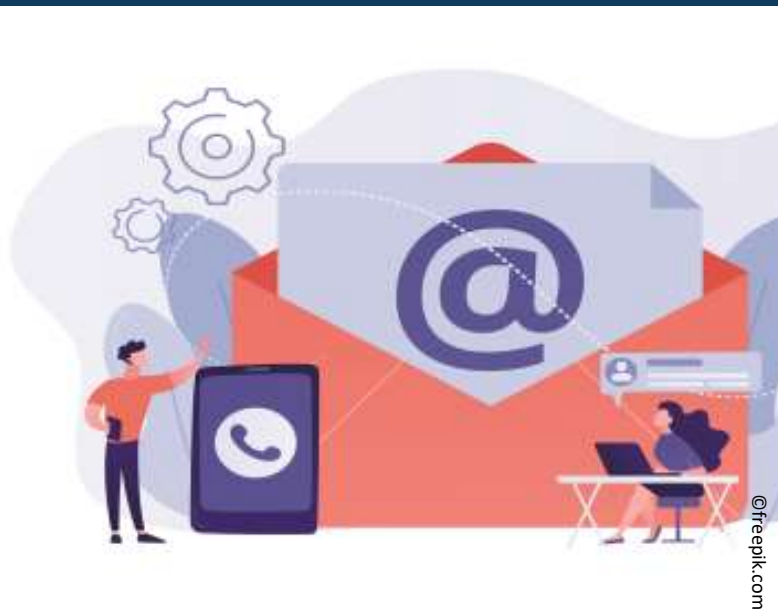
# SUPPORT US

You can also become a campaign partner **through a corporate donation** of:

- BGN 5 000 / BGN 10 000 / BGN 20 000 or other amount by bank transfer to UNICEF in Bulgaria:  
**Raiffeisen Bank**  
**IBAN: BG34 RZBB 9155 1065 034919**  
**Reason: Donation campaign for young people 2021**
- Through a joint fundraising initiative from your clients and employees.
- Use your corporate channels to promote the campaign among your employees, customers, and partners.



# THANK YOU



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**We believe that with your support we can build a better future for children in Bulgaria.**