

OUR SHARED COMMITMENT

NOVEMBER 2021

unicef 
for every child



At UNICEF UK, we are united in our drive to create a world fit for every child. We put children first in everything we do and are mandated by the UN Convention on the Rights of the Child.

There are four articles in the convention that are seen as special.

They're known as the “General Principles” and they help to interpret all the other articles and play a fundamental role in realising all the rights in the Convention for all children. They are:

- Non-discrimination (article 2)
- Best interest of the child (article 3)
- Right to life, survival and development (article 6)
- Respect for the views of the child (article 12)

How we work together reflects these principles and the **commitments** we make to each other

- We **value each other** as human beings and treat one another equitably, with kindness and respect.
- We make decisions based on how UNICEF UK can do its **best work for children**.
- We create an **environment where people feel safe** to be themselves, and we support everyone to share their successes, challenges, ideas and concerns.
- We **celebrate diversity** and value others' opinions, experience, skills and expertise.
- We invest time and resources in ensuring **equitable personal and professional development**.
- We're **proud of what we achieve together** and support each other to be our best selves.
- We keep our promises by **putting our values into action**.

UNICEF UK VALUES:

PUTTING CHILDREN FIRST

We put children first in everything that we do.



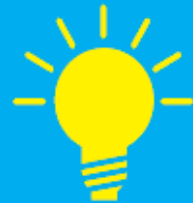
INCLUSION AND BELONGING

We embrace diversity and take pro-active steps to be inclusive.



FINDING SOLUTIONS

We work from an evidence-based, solution-focused approach.



COMPASSION

We care about each other, our well-being and our development.



MUTUAL TRUST AND RESPECT

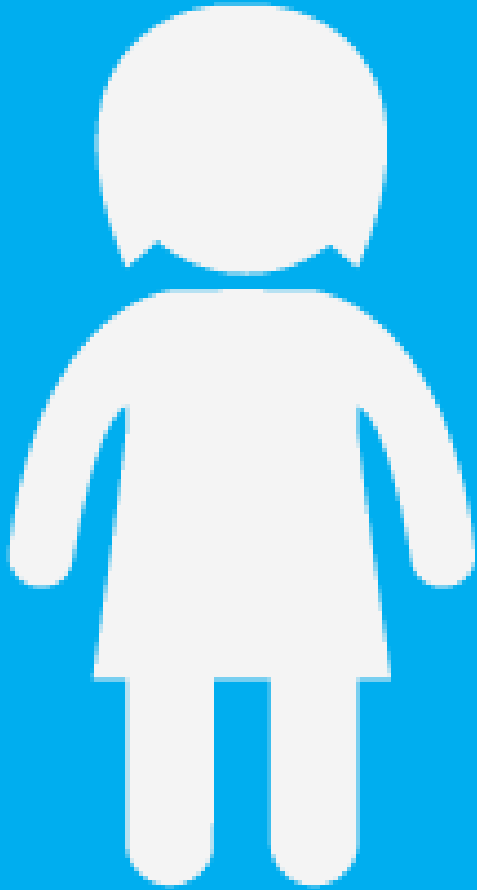
We take time to build trust and take care to treat others with respect.



COLLABORATION

We constantly seek ways to work together better to increase our impact on children.





Putting Children First

We put children first in everything that we do.

We believe in our mission and have collective, clearly-defined goals based on our mandate to give children an equitable chance in life. We prioritise our goals according to the positive impact on children, with people and resources all aligned behind these priorities. We act honestly and ethically and to the highest standards with our supporters, partners and suppliers.

We are empowered to have agency and take responsibility for our actions and their consequences, holding ourselves accountable for achieving our goals.

We monitor progress against the impact on children and reflect on how we got there; we celebrate successes, review challenges and learn constructively from both, so we can make greater impact still.

PUTTING CHILDREN FIRST

What that looks like

- We are clear on how our work makes a difference to children, and agree parameters and guidelines for actions and decisions.
- We regularly monitor our results and review how we work to ensure we're focused on having the greatest impact on children.
- We challenge constructively when we have concerns or think there could be a better way.
- We carefully balance the need for quality and the need for urgency to ensure the greatest impact on children.

What it doesn't look like

- Focusing only on our own priorities at the expense of the needs of colleagues or the wider organisation.
- Carrying on regardless when something isn't working.
- Changing our minds without appropriate consideration, input or consultation.
- Making decisions without considering the consequences.

Finding solutions

We create space for relevant data, facts and perspectives to be uncovered and shared so we know we're solving the right problem. We add to our insights through actively including the voice of children. We make decisions based on evidence and use our initiative to achieve our goals and mission.

We encourage healthy, respectful debate and create psychological safety for people to come up with different perspectives and ideas, build on them, experiment and learn. We capture and share stories of what works and what doesn't so we can all apply the learning from them.

Once we have agreed on a solution, we actively align behind it to ensure it is efficiently delivered to the agreed timescale and guidance.



FINDING SOLUTIONS

What that looks like

- We openly share our thoughts, ideas and know-how.
- We take time to properly understand a problem/opportunity before considering solutions.
- We step out of our comfort zone to explore what's possible.
- We actively listen to others' contributions and build on their ideas.

What it doesn't look like

- Doing what we've always done without checking it's still the best way.
- Complaining without seeking a solution.
- Closing down relevant and timely new ideas without first exploring their potential.
- Taking decisions based on preference not evidence.



Mutual Trust and Respect

We depend on and trust our colleagues to do their best and uphold our core values and mission.

We respect our colleagues and what they bring, preferring to work in a non-hierarchical way, encouraging others to take the lead when appropriate.

We understand our impact on other people through proactively seeking feedback, and adapt our approach accordingly.

MUTUAL TRUST AND RESPECT

What that looks like

- We take time to understand other people's priorities and ways of working and agree how we can work best together.
- We are kind and respectful in our decisions and communications.
- We actively listen to ensure we fully understand what others mean.
- We make time and space to have the difficult conversations, well.

What it doesn't look like

- Being careless or dismissive.
- Making people feel ashamed for asking for help.
- Responding defensively to feedback.
- Making people feel undermined or embarrassed when they ask questions or share concerns.

Inclusion and Belonging

We embrace diversity in all its forms, for what it brings to us and what it brings to our work for children. Diversity brings new perspectives, broadens our thinking and enriches lives. We create a sense of belonging for all colleagues by removing barriers to participation and creating space for all colleagues to be heard.

We are aware of our own privileges and power, and we intentionally ensure that everyone feels safe to contribute equitably. We strive to ensure our output is respectful of the communities in which we work.

We feel able to bring our full selves to work and take time to appreciate our colleagues as people. We do not avoid topics for fear of offending others, but we do approach such topics sensitively, knowing that when we make mistakes we will be challenged openly and kindly so that we may learn and improve.



INCLUSION AND BELONGING

What that looks like

- We appreciate our colleagues as people.
- We value and recognise each other's opinions, strengths and preferred ways of working.
- We seek diverse perspectives to enrich our thinking and provide better outcomes.
- We call out any form of discrimination or misuse of power that we witness or experience.

What it doesn't look like

- Making assumptions about others.
- Undermining others' perspective or dismissing their experience.
- Staying blind to our unconscious biases and ignoring our conscious prejudices.
- Showing impatience/intolerance when people don't act in the way we think they should.



Collaboration

What each of us does individually is important, but it is together that we achieve even greater results for children. We understand our mission, each other's goals and where others depend on us.

We actively build relationships within and outside UNICEF UK so we can respond agilely together. We create space for the truth to be heard and speak it kindly.

We make the most of our breadth and depth of expertise by engaging the right people at the right time. We openly share information across the organisation so people know what's going on, to promote synergy and reduce duplication.

COLLABORATION

What that looks like

- We seek insight from others on who best to involve, how and when, to optimise results.
- We respect people's time and expertise when involving others.
- We readily contribute our own thoughts.
- We invite and are open to others' opinions, ideas and feedback.

What it doesn't look like

- Treating consultation as a tick-box exercise or overly consulting when it's time for action.
- Consulting narrowly and being swayed by the loudest or most articulate.
- Feeling a need to be involved in everything when it's better left to others.
- Taking credit for others' work or rushing to blame others when things go wrong.



Compassion

We care about children. We care about our work. We care about each other.

To make a sustainable difference to children's lives we must also take care of ourselves. We agree priorities and workloads so we can stretch ourselves but not feel overwhelmed.

We're human. We demonstrate compassion and support when people make mistakes, need some space or they're having a tough time.

We recognise our own and others' different needs and aspirations and we equitably support others' personal and career development.

COMPASSION

What that looks like

- We actively listen to people when making decisions that affect them.
- We regularly check in with each other and offer support where we can.
- We admit it when we need help, and kindly encourage others to do so.
- We support each other to help each of us realise our potential.

What it doesn't look like

- Taking on more than we can reasonably do.
- Taking no notice when we think someone needs help.
- Caring for others at the expense of our own well-being.
- Being too busy with the day-to-day to take time to reflect and learn.