

## Children's Rights in Media and Marketing

**Wednesday February 17, 3.00-4.00pm CET (9.00-10.00am EST)**

Please join us for an interesting discussion with leading experts on children's rights in media and marketing. We will hear how child-related issues within social media, marketing and product development pose concrete business risks and opportunities to companies.

Speaking at the webinar will be:

**Tulika Bansal**, Senior Advisor at the **Danish Institute for Human Rights**. Tulika provides expert advice on human rights due diligence to leading companies in various sectors including the food and beverage, extractives and tourism sectors, and is also involved in country-level human rights impact assessments. Together with UNICEF she developed the 'Children's Rights in Impact Assessments' Tool, which offers companies guidance on how to integrate children's rights into their existing human rights impact assessments. Tulika has also contributed to other resources on children's rights and business.

**Anne Larilahti**, Vice President, Sustainability Strategy for **TeliaSonera Group**. Anne is responsible for driving various sustainability activities across the group, with special focus on inclusive digitization. Before joining TeliaSonera Anne was heading the Finnish Ski Area Association and earlier enjoyed a long career with Nokia in different marketing and sustainability functions, lastly as Head of Sustainability for Nokia Siemens Networks. Children's rights and the new challenges brought on by their lives online is a special interest to her and a growing part of her current work.

**Hilary Parsons**, Senior Manager in the **Nestlé** global Public Affairs Department. Hilary joined Nestlé in 1990 in the UK and transferred to the global Head Office in October 2007 where she is responsible for issues management, Creating Shared Value reporting to G4 Level and the company's regular stakeholder convenings. Hilary is a Board Director of the International Cocoa Initiative (ICI) which tackles Child Labour in Cocoa and also manages the company's participation as an affiliate member of the Fair Labor Association (FLA). In addition she is a member of the Global Reporting Initiative (GRI) Stakeholder Council.

**Tytti Kaasinen**, Senior Engagement Manager at **GES**. Among other responsibilities, Tytti drives GES' work on children's rights issues, which includes e.g. a webinar series, in which this is the third one, and an annual survey on investors' integration of children's rights, which GES carries out in cooperation with the Global Child Forum. She has also developed a thematic engagement project on children's rights in media and marketing, which GES now offers to its clients.

There will be time for Q&A at the end of the webinar.

**To register, please email [webinar@ges-invest.com](mailto:webinar@ges-invest.com).**