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# Press Release



**MILlicom**  
THE DIGITAL LIFESTYLE

## Millicom deepens collaboration with UNICEF on violence prevention in Central America

**Stockholm, 13 December, 2016 – Millicom, the emerging markets telecommunications and media company, has pledged further support of UNICEF’s work in violence prevention and child protection in Guatemala, Honduras and El Salvador, through a collaboration agreement signed today. The agreement builds on ongoing cooperation on child rights, with specific emphasis on child rights in the digital world, across Millicom’s footprint, and in the wider telecommunications sector.**

In 2014 Millicom signed a Memorandum of Understanding with UNICEF to work jointly toward generating positive change in the telecommunications industry through the implementation of the Children’s Rights and Business Principles. The collaboration so far has focused on jointly identifying key child rights issues in the digital world and on creating tools for companies to identify and address their gaps and opportunities in managing the impact of their businesses on child rights. As an example, the Mobile Operator Child Rights Impact Assessment tool was launched in July of this year and is available from UNICEF to all telecom companies to use<sup>1</sup>.

UNICEF and Millicom have also worked closely together on empowering children to navigate the digital world more safely. Workshops in seven countries in Latin America and Africa have brought together key decision-makers and influencers to create frameworks and national committees to promote safe online experiences and to fight child exploitation on the Internet.

“We are committed to support UNICEF on child protection and violence prevention offline and online for the long-term – issues that are also critical for our business success,” said Milka Pietikainen, VP of Corporate Responsibility at Millicom. “We are proud of the progress we have made since the start of our partnership in leading the assessment and implementation of industry-wide standards. Our pledge today brings us many further opportunities to support hands-on the safety of children in Central America and beyond”.

Today’s agreement will support youth violence prevention programmes in El Salvador, Guatemala and Honduras. Research by the UN found that in the last two decades, the homicide rates among youth in Latin America and the Caribbean increased 5 to 8 times faster than in Europe and Asia<sup>2</sup>.

Under the agreement, Millicom will support UNICEF in expanding the initiatives that seek to improve helplines that provide technical support and capacity-building to address violence and crimes against youth. This includes training and materials to address online crimes such as sexting, grooming and cyber-bullying, as well as support and advice for young people who experience violence in the real world. Millicom will also share its expertise by providing guidance and technical assistance in deploying and promoting the child helplines.

We believe in better. We believe in **tigo**

“The risk to children of violence, both on and off-line is an ongoing fact of life driven by many factors”, said Andrew Mason, Chief of Child Rights and Business, UNICEF. “Millicom stands as a powerful example of a company using its skills, competencies and assets to contribute to preventing violence against children and supporting them to get help if they need it. The company has structurally embedded children’s rights considerations into its operations in a way that makes it a leader in good practice for the rest of the industry.”

<sup>1</sup>See more at: <https://www.unicef.org/csr/toolsforcompanies.htm>

<sup>2</sup>United Nations Office on Drugs and Crime (2014)

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## About Millicom

Millicom is a leading telecom and media company dedicated to emerging markets in Latin America and Africa. Millicom sets the pace when it comes to providing innovative and customer-centric digital lifestyle services through its principal brand, Tigo. Millicom employs more than 16,000 people and provides mobile services to more than 57 million customers, with a Cable footprint of more than 7.5 million homes passed. Founded in 1990, Millicom International Cellular SA is headquartered in Luxembourg and listed on NASDAQ OMX Stockholm under the symbol MIC. In 2015, Millicom generated revenue of USD 6.73 billion and Adjusted EBITDA of USD 2.27 billion.

## About UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special efforts on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.