

SUPPORTING *Young Voices*

PANDORA[®] for **unicef**  | for every child

PANDÖRA for unicef | for every child

Pandora for UNICEF
Partnership Report

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Every child deserves the opportunity to pursue their dreams. Yet for too many, especially girls, this remains out of reach. Education and empowerment are the way to help more children build a brighter future and through our partnership with UNICEF, we've helped deliver learning, life skills, and emergency support to the most vulnerable children worldwide. We're committed to continuing this work, because when young people thrive, our future will be brighter.

Berta de Pablos-Barbier
CEO, Pandora



A woman is holding a baby, and the UNICEF logo is visible on her sleeve. The image is overlaid with a dark teal filter.

FIRST THINGS

First



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FIRST THINGS FIRST

Partnership at a glance

Since 2019, Pandora and UNICEF have worked together to help children and young people learn, build confidence and shape their own futures. Through the Pandora for UNICEF partnership, including global charm campaigns and long-term flexible funding, Pandora has donated more than 18 million USD to UNICEF. Together, we have supported programmes in Burundi, China, Guatemala, Nepal, Serbia, Thailand and Viet Nam, while also helping UNICEF respond quickly to major emergencies, including COVID-19, Ukraine, and the earthquake in Türkiye and Syria.

Throughout the partnership, together we have helped reach more than 2.5 million children, adolescents and youth directly, and more than 37 million indirectly. In the first phase, support focused on Skills4Girls and related programmes in Burundi, China, Guatemala, Nepal and Serbia — helping young people gain life skills, digital and STEM skills, social entrepreneurship training, access to mentors, and pathways to internships and work. Since 2023, the renewed partnership has focused on gender-transformative education and workforce readiness in Thailand, Viet Nam and China. This includes STEAM education in schools, “Future-Fit Girls” in Viet Nam, STEM and life skills for rural adolescents in China, and skills-building opportunities for young people in Thailand. Globally, Pandora also supports UNICEF’s work on mental resilience, youth-led action, and girls’ empowerment.

Also, UNICEF and Pandora have engaged in shared experiences blending purpose with participation, including engaging in joint events and campaigns linked to Copenhagen Fashion Week, the International Women’s Day, and the World Children’s Day.

In today’s ever-changing environment, equipping young people to drive change is not a peripheral activity, but rather it is one of the most durable investments we can make. Around the world, young people are already tackling the defining issues of our time, leading relief efforts, stepping in where systems fail, and reshaping community norms. When they are supported to lead, they build the skills, networks and resilience that carry change forward long after a programme ends.

UNICEF is deeply grateful for the Pandora for UNICEF partnership, and for the shared conviction that investing in young people strengthens the wellbeing of today’s children while equipping tomorrow’s caregivers, teachers, workers and decision-makers, for a better future for all children.

FIRST THINGS FIRST

UNICEF's Global Results 2025

Every child deserves the opportunity to survive, learn, thrive and fulfil their potential. Yet for millions of children around the world, conflicts, displacement, disease outbreaks, and climate shocks remains a challenge: In 2024 alone, at least 242 million students in 85 countries and territories had their schooling disrupted by climate-related events. Additionally, significant cuts in development aid threaten both their future and the progress achieved over decades. Some estimations show that development aid cuts could result in up to 5.4 million more preventable deaths among children under age 5 by 2030, while 6 million more children could be pushed out of school by the end of 2026.

At a time when needs are growing and resources are declining, partnerships with companies and foundations matter more than ever. With support from partners like Pandora, UNICEF is enabled to continue delivering essential services, respond to emergencies, and invest in programmes that help children and young people build brighter futures, including in some of the world's most challenging environments.

Here are some of UNICEF's key global achievements:

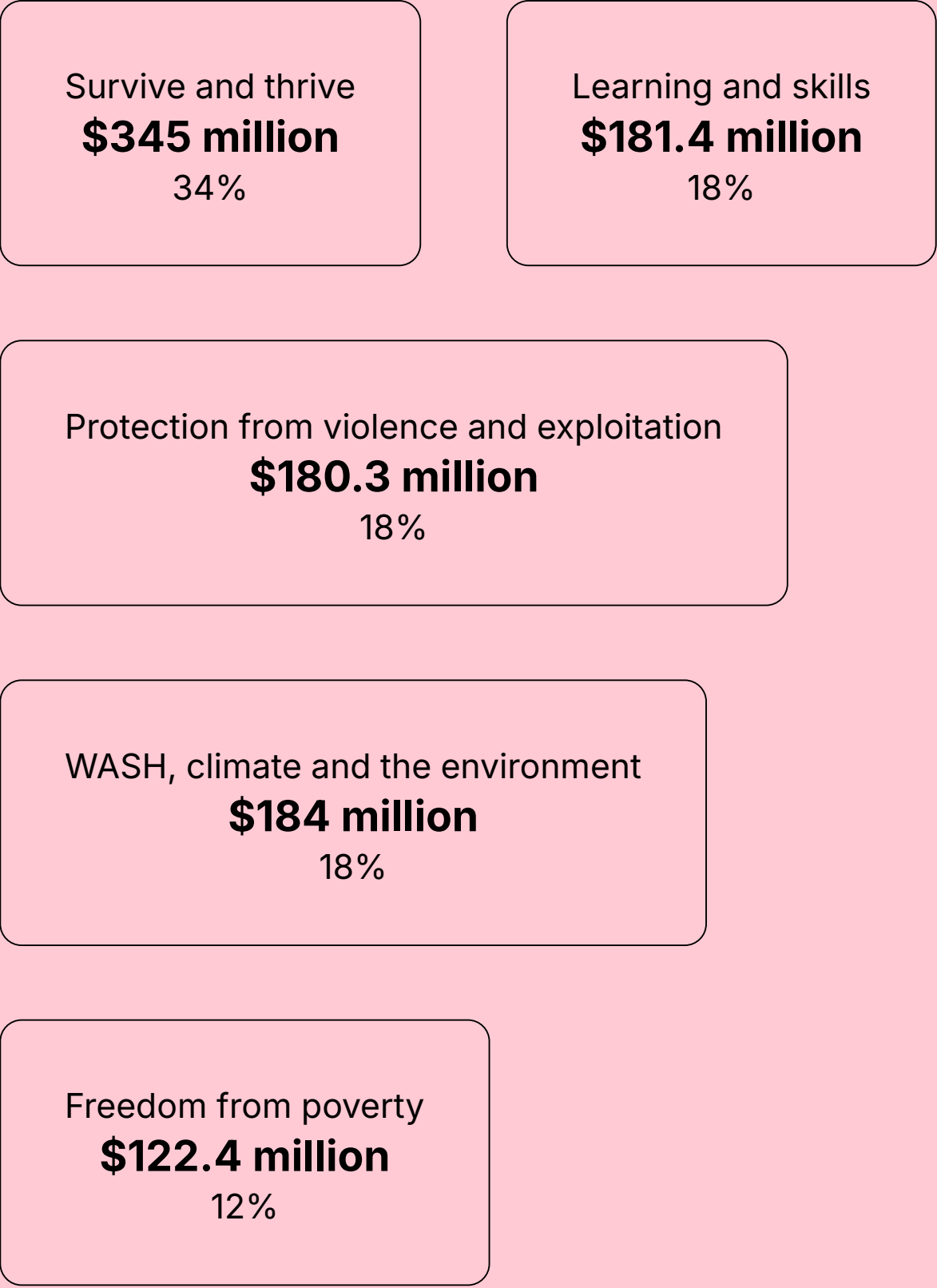
- **Over 1.6 billion polio vaccine** doses delivered, contributing to a reduction of 68% in global polio cases since 2022.
- **255 million children in 54 countries** reached with services to prevent, detect and treat acute malnutrition (wasting); 423 million children under 5 reached in 81 countries with interventions to prevent chronic malnutrition (stunting); 158 million school-aged children in 92 countries reached with interventions to prevent anaemia, overweight and other forms of malnutrition.
- **Across 90 countries**, 27.8 million out-of-school children (51% girls) were supported with education.
- **Nearly 10.4 million adolescent girls** at risk of child marriage benefited from prevention and care interventions.
- **108 countries enabled youth participation** in policy development, entrepreneurship and advocacy on sustainability.
- **139 countries** worked on disability-inclusive programming, reaching 6.5 million children with disabilities.
- **Over 17 million people** gained access to basic sanitation services, over 34 million to safe water, and over 15 million to basic hygiene.
- **414 humanitarian emergencies** responded to in 101 countries.



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EXPENSE OVERVIEW BY UNICEF'S FIVE GOAL AREAS



FIRST THINGS FIRST

Flexible Funding

Creating lasting change for children requires more than ambition. It requires the ability to act when needs arise, adapt when circumstances change, and invest in solutions that can create impact far beyond a single programme or year.

That is why flexible funding is so important. It enables us to strengthen essential services, reach the most vulnerable children, fund programmes not met by earmarked funding, and invest in long-term solutions that help children and communities become more resilient to disruptions and emergencies.

In a world where needs are growing and uncertainty is becoming the norm, flexible funding gives UNICEF the ability to deliver for children today while helping build a more resilient future for tomorrow.

Pandora for UNICEF helps make this possible. Together, we are ensuring that support can reach children wherever and whenever it is needed most. Pandora has donated more 50% of the partnership to flexible funding.

In 2025, Flexible Funding enabled UNICEF to reach children living across 149 countries. 82% of the flexible funding reached children directly through country programmes.



ADOLESCENT DEVELOPMENT AND *Participation*

ADOLESCENT
DEVELOPMENT
AND PARTICIPATION

The Youth-Led Action Initiative

At UNICEF, we constantly ask ourselves what we can do today to create a brighter future for every child. Investing in young people's ability to lead change is one of the most powerful contributions we can make. When young people are equipped to lead, they build the skills, networks and resilience needed to create lasting impact in their own life and in their local communities long after a programme ends.

Through the Youth-led Action Initiative, the Pandora for UNICEF partnership has continued to support young people through three main areas:



@ UNICEF Viet Nam/Trung

1

Expanding the digital hub

[The Youth-Led Action](#) website has evolved into a central global hub for young changemakers, bringing together capacity-building tools, inspiring stories, and shared resources in one place. Available to all UNICEF country offices, partners, and young people worldwide, the platform continues to broaden its reach. In 2026, the [Youth Advocacy Guide](#) expanded to 15 languages with the addition of Lao and Russian.

2

Deepening Country Support in Viet Nam

Building on the foundation established between 2023 and 2025, Viet Nam scaled the Youth-Led Action Initiative into its most ambitious phase, with a deliberate focus on reaching adolescent girls, youth with disabilities, and young people living in rural and underserved regions. 500 young people were trained, indirectly reaching 200.000 youths.

3

Launching and piloting a new global mental health resource

To better support young changemakers, UNICEF developed [Supporting the Mental Health and Psychosocial Wellbeing of Young Changemakers](#), which is a comprehensive package including a [facilitator's guide](#), scripts, presentation materials, and a [participant workbook](#). The resource draws on the [UNICEF/WHO Helping Adolescents Thrive](#) evidence base and was shaped by the experiences and perspectives of young changemakers themselves.



[Click to read more](#)

ADOLESCENT DEVELOPMENT AND PARTICIPATION

Youth Voices

The mental health resource developed through this partnership opens with reflections from eight young people around the world on a single question: why does mental health matter? One of them, Naumika from India, captures why this work sits at the heart of the Initiative:

“You cannot heal the world if you are breaking inside.”

“As a youth champion with lived experience of non-communicable diseases, I am aware that taking care of one’s mental health is not a luxury, but a necessity and the foundation of any sustainable change. During my changemaking journey, I have carried the weight of responsibilities, felt the stings of burnout and battled various self-doubts. Initially, I compromised on my well-being but realised that I cannot pour from an empty cup. When I prioritise my mental health, I reclaim my strength and create space to uplift others.

Resilience is not about enduring endless struggle; it is about knowing when to pause, breathe, and heal in the face of adversities. By nurturing mental health, I ensure that my work is not just a fleeting journey but enduring. Today, the world needs changemakers who last, not those who fade from exhaustion.

Mental health is the heartbeat of my changemaking journey. Managing chronic illnesses has taught me that true wellness isn’t just the absence of disease — it is a balance of physical, psychological and social wellness. When changemakers like me prioritise their mental health, it strengthens their resilience, social support and coping mechanisms. To change the world, I must first take care of myself.”

”
The world needs changemakers who last, not those who fade from exhaustion
Naumika

A woman in a white UNICEF t-shirt is smiling and holding a young child. They are outdoors, and a crowd of people is visible in the background. The image has a dark teal overlay.

SUPPORTED COUNTRY

Programmes

As China transitions to high-income country status, UNICEF's education programme for the 2026–2030 programme cycle is strategically shifting its focus to address last-mile challenges and expand the application of innovations in education, including technological innovations and AI-enabled solutions.



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SUPPORTED COUNTRY PROGRAMMES

China

Building on the achievements of the first two years of the programme, Pandora continued help expand opportunities for children and young people across China through innovative and inclusive approaches to STEM (science, technology, engineering, and mathematics) learning, gender-responsive education, skill-development, and education reform.

Expanding learning opportunities and empowerment

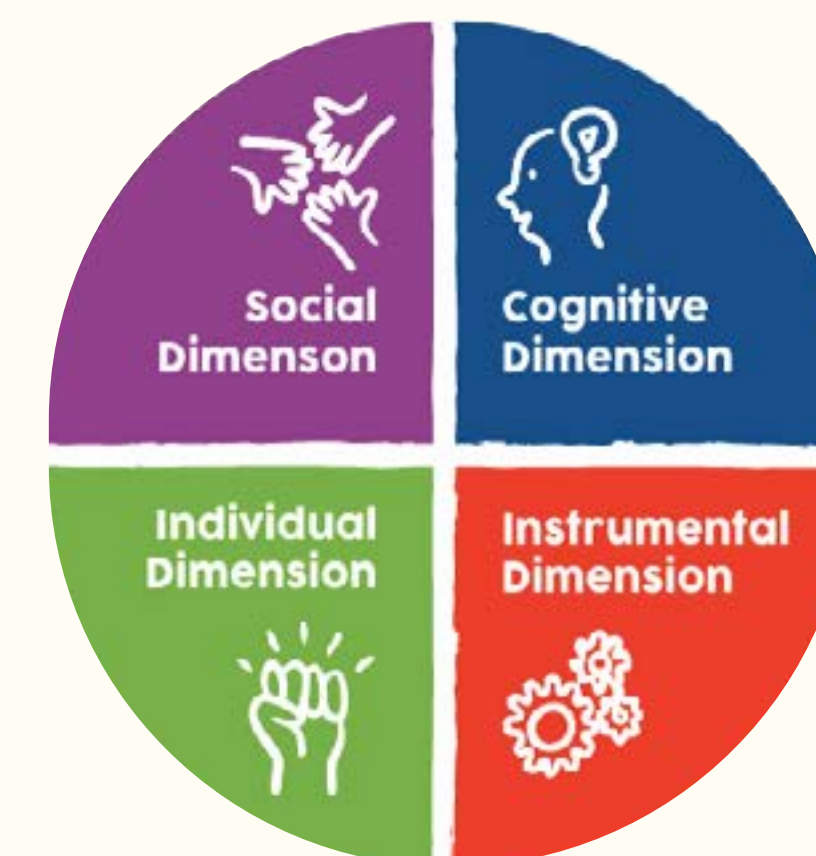
Two gender-responsive STEM Project-Based Learning packages reached 10,000 students across 568 rural schools. Through inclusive education and initiatives, such as the STEM4Girls Camps, girls reported greater confidence in STEM subjects and increased interest in pursuing STEM-related studies and careers.

Collecting data for educational reform change

The partnership contributed to strengthening the evidence base for education reform in China. A large-scale survey on STEM literacy, social and emotional competencies, teacher competencies, and child protection in schools generated valuable insights to inform future policy and practice. This included the finalisation of the Guidelines for Child Protection in Schools, which were piloted across 72 schools and 11 research projects on teacher competencies that are used to inform methods for teacher development and monitoring systems.

Promoting STEM learning for in and out of school adolescents

Beyond formal education, Pandora supported innovative learning models designed to equip both in-school and out-of-school adolescents with STEM and transferable skills. This included strengthening alternative learning opportunities through upgrading off-campus learning centres, ensuring that young people, particularly those living in rural areas, have greater access to quality learning opportunities.



SUPPORTED COUNTRY
PROGRAMMES

Story from China

Huang promotes recycling to protect nature

Huang has a passion for recycling. The 18-year-old graphic design student, who comes from Hainan Province in southern China, often sees the consequences of inadequate waste management when she visits the beach: “When I came here as a child, this beach was much cleaner,” she recalls. “There were no hotels then. The sea was very blue and there was barely any rubbish on the beach. Nowadays, rubbish is everywhere.”

With support from UNICEF and the Chinese Ministry of Education, Huang has spent the past three years developing green skills at Hainan Technical Collage. Her training includes lessons in recycling, water and energy conservation, and green transport. Using what she has learned, Huang has designed packaging for local rice products made from biodegradable materials.

“During the course on green packaging, I learned that the objective is to reduce pollution by using more biodegradable or recyclable materials,” she says. “That’s why I created environmentally friendly canvas bags for local rice.”

Huang has also designed posters highlighting disappearing wildlife to raise public awareness of environmental threats, helped collect trash around the school campus, and teaches recycling to younger children.

“I want more people to understand the importance of environmental protection,” she continues. “If more rubbish flows into the sea, it will threaten the environment of marine life, as well as our own.”



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SUPPORTED COUNTRY PROGRAMMES

Viet Nam

The Future Fit Girls initiative continues to support adolescents across Viet Nam building skills to make them more confident in their everyday lives and enables them to find their individual way into adulthood.

By promoting gender-transformative, inclusive, and future-oriented education practices and critical life skills, expanding access to STEAM learning, and engaging families and communities, the initiative challenge barriers that continue to limit girls’ opportunities in science, technology, and innovation.

Strengthening gender-transformative education systems

This year, UNICEF and the Ministry of Education and Training transformed existing policy guidance into practical tools for teachers, including a new guide designed to foster girls’ confidence, participation, and leadership in STEAM. Following initial training with 90 teachers, the guide is now being integrated into formal teacher development programmes. These efforts have helped strengthen the capacity of teachers, school leaders, and education managers to create safer, more inclusive, and supportive learning environments for all students.

Expanding access to quality STEAM learning

Through practical trainings, 682 teachers strengthened their capacity to deliver inclusive and future-oriented STEAM education, reaching 15,686

secondary school students across six provinces (51% girls). The trainings included sessions on how to introduce more experiential and learner-centred teaching approaches encouraging adolescents to actively explore, create, collaborate, and solve problems through STEAM activities connected to real-life issues and adapted to local contexts. Through group projects, hands-on activities, and collaborative exercises, students strengthened future-oriented competencies, such as creativity, communication, teamwork, critical thinking, digital literacy, and problem-solving.

Especially, challenging gender stereotypes that may limit girls’ participation in science, technology, and innovation-related learning was given attention through initiatives such as the Tinkering with Tech Initiative, which is a STEAM competition for secondary school students on how to address issues, such as climate change and mental health, through creativity, technology, and innovation.

Strengthening family and community support

Beyond the classroom, the STEAMESE Festival and the Green STEAM for Girls Contest brought together over 10,000 students, parents, and teachers to champion girls’ leadership in STEAM and digital fields. Together, these efforts are helping create an environment where girls are empowered to pursue their ambitions and explore the field of STEAM, particularly artificial intelligence.

A group of students participated in the Tinkering with Tech competition, which engaged 250 students (55% girls).



Nguyễn Ngọc Bảo An (left) and Nguyễn Thu Thủy (right), both 12-year-old students from Plei Kan Secondary School in Kon Tum province, take part in the competition with their smart school bus project as a part of the Tinkering with Tech Initiative.

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SUPPORTED COUNTRY PROGRAMMES

Story from Viet Nam

Science is not only for boys
In Viet Nam, young girls challenge long-standing gender norms in the fields of science and innovation, showing how access to hands-on learning and supportive programs empowers them to build confidence, collaborate, and pursue ambitions once considered out of reach. See and hear firsthand how education can unlock potential and shift mindsets, not only for the girls themselves, but for their communities. Khanh's story underscores the importance of creating inclusive opportunities where girls can thrive, lead, and shape the future. Pandora's support of UNICEF plays a vital role, helping to expand access to these transformative programs.



SUPPORTED COUNTRY PROGRAMMES

Thailand

In Thailand, the third year of the Pandora for UNICEF partnership continued to promote gender-responsive STEM education, while expanding opportunities for young people to learn, participate and thrive - both within and beyond formal education.

Improving equitable and inclusive quality STEM education in schools

Working alongside public and private sector partners, the partnership supported efforts to strengthen climate and environmental education, particularly in rural and under-resourced communities across 20 provinces. Across 171 schools, 605 teachers received training, helping bring engaging and relevant environmental learning opportunities to an estimated 18,000 students.

Additionally, the partnership enabled UNICEF to organise Climate-Ready Camps, research competitions, capacity-building workshops, and other hands-on initiatives that informed teachers on how to engage children with disabilities in STEM and encouraged students to explore real-world environmental challenges and develop practical skills for the future.

A study conducted on STEM participation highlights how gender norms and representation shape educational outcomes, which will inform future efforts to create more equitable learning environments.

Increasing and improving access to skilling opportunities among NEET youth

For young people who are not in education, employment or training (NEET) support has expanded significantly. Integrated services were scaled up from 5 to 13 provinces, reaching 1,612 young people, while investments were made in youth work training. Through a new e-learning programme and university partnerships, youth work training is now positioned to reach even more young people in the years ahead.

As China transitions to high-income country status, UNICEF’s education programme for the 2026–2030 programme cycle is strategically shifting its focus to address last-mile challenges and expand the application of innovations in education, including technological innovations and AI-enabled solutions.



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SUPPORTED COUNTRY PROGRAMMES

Story from Thailand

Eleven-year-old Pornwipa broke into a broad smile as the small car she had built from a plastic bottle and a balloon raced across the floor. Working alongside a classmate using informal sign language, Pornwipa, who has a hearing impairment, spent the day testing ideas, solving problems, and improving her design.

She is one of 60 students who has attended a one-day STEM camp in Ubon Ratchathani, Thailand, where children with and without disabilities learn side by side through hands-on activities. Designed to make science, technology, engineering, and mathematics accessible to all learners, these camps encourage students to think critically, experiment, and work together to find creative solutions to real-world problems.

In Thailand, many children with disabilities continue to face barriers to education and are less likely to attend school than children without disabilities. Initiatives like this help address such issues by creating engaging learning environments.

Supported by UNICEF and Pandora, the camp is part of a broader effort to strengthen inclusive education across 141 schools. Combining student activities with teacher training in inclusive STEM education, the initiative is expected to benefit more than 1,500 children with disabilities, 141 teachers, and over 4,000

classmates of children with disabilities. Research shows that inclusive classrooms benefit all students by fostering collaboration, empathy, and problem-solving skills. For Pornwipa, the impact was visible in a simple smile as her homemade car sped forward.

Her team did not win first prize in the car race. But she left with something equally valuable: new skills, greater confidence, and proof that every child can build, dream, and succeed when being included.





PARTNERSHIP *Recognition*

MEDIA COVERAGE OF THE INTERNATIONAL WOMEN’S DAY CAMPAIGN 2025

In the breathtaking portraits, the stars wear Pandora’s Be Love and Essence collections, and — perfectly timed to Women’s History Month — they showcase a new UNICEF charm as part of the brand’s continued partnership with the organization. (The two officially teamed up in September 2019 and have been empowering young girls by providing education and opportunities for a “brighter future” ever since.)

People

Pandora recognises the importance of celebrating love in all its forms, which is why the brand has once again partnered with UNICEF, creating the UNICEF charm – a heart-shaped design featuring a sparkling blue stone in the centre, to represent Pandora’s commitment to creating a better future, together. Through their partnership, Pandora and UNICEF work together to provide opportunities for education and growth, giving young girls the tools they need to build a better future and inspiring others to take action.

RUSSH

“Through its continued partnership with UNICEF, Pandora unveils the UNICEF charm, featuring a delicate heart with a sparkling blue stone, symbolising the brand’s Pandora’s commitment to empowering young people.

GRAZIA

Elsewhere, the ‘UNICEF’ charm, created in collaboration with the children’s organisation, is an ode to the power of womanhood.

VOGUE
SCANDINAVIA

The UNICEF charm, featuring a heart-shaped design with a sparkling blue stone at its center, symbolizes Pandora’s commitment to shaping a better future. Through its partnership with UNICEF, Pandora empowers young people worldwide—especially girls—by providing access to education and opportunities to create a brighter future, inspiring others to do the same.

FASHIONUNITED

Furthermore, through its partnership with UNICEF, Pandora is helping to create a brighter future for young people worldwide.

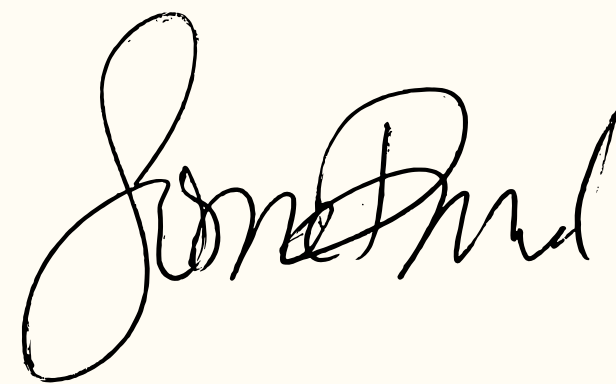
YUNG

The UNICEF charm, with a heart-shaped design featuring a sparkling blue stone in the centre, represents Pandora’s commitment to creating a better future, together. Pandora’s UNICEF partnership aims to empower young people around the world, especially girls, through opportunities to learn and create a better future—and to inspire others to do the same.

iD

Expression of Thanks

At UNICEF, we see every day how children thrive when they feel loved, supported and believed in. This is why Pandora's message to 'Be Love' resonates so deeply with us in our work for every child. We are proud to continue our strong collaboration in China, Thailand, and Viet Nam, built on a shared commitment to create a more equal and inclusive world. Throughout 2025, Pandora's support and trust in UNICEF have helped us reach children and families with life-saving assistance wherever the need has been greatest. On behalf of UNICEF Denmark, thank you for your dedication to children through our partnership.



Susanne Dahl
Executive Director
UNICEF Denmark



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Thank You

PANDÖRA

for



| for every child