



Global Coalition for  
**YOUTH MENTAL HEALTH**

**unicef**   
for every child

2025 Annual Report

# Global Coalition for Youth Mental Health



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# Foreword

In 2025, the Global Coalition for Youth Mental Health continued to advance a shared mission: to protect and promote the mental health of children and young people everywhere. This year has been both inspiring and challenging. While political momentum for mental health reached new heights, global funding cuts and persistent underinvestment continue to remind us how fragile progress can be. According to the latest World Health Assembly (WHO) data, mental health still accounts for only a small fraction of health budgets worldwide, leaving millions of children without the care they need. The urgency to act has never been greater.

Despite these challenges, 2025 marked significant advocacy milestones. At the **UN High-Level Meeting on Noncommunicable Diseases (NCDs) and Mental Health**, references to children and adolescents in the forthcoming Political Declaration rose from zero in 2018 to eighteen; a powerful signal that youth mental health is finally being recognized at the highest levels. At the **Global Ministerial Mental Health Summit** in Qatar, UNICEF and the WHO announced a new global accountability mechanism to track commitments and ensure pledges translate into action. This innovation reflects a growing consensus: now more than ever, we need to overcome fragmentation by aligning commitments, strategies, and action across the public and private sectors.

This momentum continued through global activations. On **World Mental Health Day**, UNICEF and the Coalition emphasized the vital role of mental health in emergencies and humanitarian crises, showcasing UNICEF's leadership in integrating mental health and psychosocial support into humanitarian response efforts. Through the **Perception of Youth Mental Health Report 2025**, we amplified young voices at the Social Innovation Summit in San Francisco and at regional events with partners, demonstrating that advocacy is most powerful when it is inclusive and community driven.

We know that private funding for youth mental health is increasing. Yet, as a Coalition-supported study launched at WEF 2026 demonstrates, much of this growth remains short-term, project-based, and concentrated in areas where visibility or commercial returns are highest. UNICEF's mandate compels us to focus our resources where the youth burden of prevention needs are highest.

In this context, fragmentation of funding continues to undermine our ability to build resilience at scale, particularly in low- and middle-income countries.

The Global Coalition for Youth Mental Health stands as a powerful counterexample to this fragmentation. It shows that collective platforms do more than mobilize resources: they influence policy, evidence, and standards in ways that no single funder can achieve alone. As we look ahead, we must continue to invest in systems rather than isolated projects, strengthening workforce capacity, building robust data systems, and supporting youth-led organizations over the long term.

Businesses have the reach, resources and influence to transform mental health support for children and youth, both within workplaces and across communities. Together, we can close the investment gap, reduce stigma, and create environments where every child can thrive.

Turning to 2026 and beyond, our vision is clear: to scale and deepen programmatic impact by expanding evidence-based interventions and reaching more children, young people, and caregivers in every context. We will also strengthen the Coalition's visibility and influence by meeting young people where they are—through platforms, communication, and campaigns—to grow the movement and bring more high-impact partners on board.

The progress of 2025 shows what is possible when we unite across sectors and borders. Let us build on this momentum and ensure that mental health is not just a conversation, but a commitment that delivers real change for every child, everywhere.



**Carla Haddad Mardini**  
Director of Private Sector Partnerships, UNICEF

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# Executive Summary

In 2025, the Global Coalition for Youth Mental Health demonstrated the power of collective action at a moment of heightened urgency. While political recognition of mental health continued to grow, global funding shortfalls and systemic underinvestment put essential UNICEF mental health services at risk – particularly in low- and middle-income countries, where needs are greatest. Against this backdrop, the Coalition proved to be a successful model for how collective action can translate momentum into impact. A key achievement of the year was the launch of the inaugural **Perception of Youth Mental Health Report 2025**, drawing on the voices of thousands of young people worldwide, and firmly positioning youth mental health as a global priority. This report became a catalyst for advocacy, media engagement, and dialogue across global and regional platforms, reinforcing the Coalition’s role as a trusted convener at the intersection of policy, business, and youth voices.

Throughout the year, the Coalition leveraged this evidence to shape the global dialogue and influence decision-making at the highest levels. Youth mental health gained unprecedented visibility at global moments, including the UN High-Level Meeting on NCDs and Mental Health, the Global Ministerial Mental Health Summit in Qatar, and the World Health Assembly.

At the same time, Coalition members leveraged their global reach and shared voice through events supporting the Perception of Youth Mental Health Report, generating over 28 million earned media impressions and reaching millions more through coordinated communications and digital engagement. The addition of Rituals as a Coalition member strengthened this impact, highlighting growing private sector leadership and commitment to youth mental health.

The achievements of 2025 underscore a clear lesson: sustainable progress in youth mental health requires long-term, system-level investment rather than fragmented, project-based, and short-term initiatives. The Coalition demonstrates the power of collective action – bringing together resources, policy influence, evidence, and shared standards to drive change at scale. Looking ahead to 2026, this momentum will continue through expanded membership, strengthening advocacy, and a bold, youth co-created global campaign launching on World Mental Health Day. United across sectors and borders, the Coalition will keep mobilizing support, shaping policy, and enabling environments that turn awareness into sustained action and commitment into lasting change – so that mental health is not only recognized, but realized as a fundamental right for every child and young person.



Elizabeth Kwawuvi Elikplim, 20, a football captain, is photographed with team members during a training session at the Adidome Senior High School, Volta Region, Ghana, August 19, 2025. UNICEF/ Francis Kokoroko "I have completed senior high school and am now focusing on my passion—football. I believe I was born with this talent. I started playing in class six, often joining the boys on the field, and I've loved the game ever since. At home, my father doesn't support my interest in football. I'm not sure why—maybe because I'm a girl. He's also not into sports, so that might be part of it."

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# Who We Are

## Our Mission and Founding Story

The Global Coalition for Youth Mental Health was launched in 2022 with the support of the Z Zurich Foundation, grounded in the belief that addressing youth mental health challenges requires bold, collective action. Today, the Coalition unites UNICEF and leading private sector partners to advocate for mental health as a fundamental right for every child and young person. Our mission is clear: to secure investment and action that promotes, prevents and supports youth mental health globally.

## Core Values, Objectives and Strategic Approach

**We are guided by values of collaboration, accountability and innovation. Our objectives are to:**



Challenge stigma and raise awareness, changing the global conversation on youth mental health.



Increase investment, bridging the global funding gap for child and adolescent mental health.



Call for governments to act, ensuring mental health is integrated into national policies and systems.



Drive better business practices, leveraging private sector influence to create supportive environments for caregivers and youth.

**Our strategic approach combines advocacy at global moments, programmatic investment through UNICEF, and knowledge-sharing to influence business practices, all underpinned by evidence and youth voices.**

## Our Members, Partners and Stakeholders

The Coalition brings together diverse organizations with global reach and influence, including Jo Malone London, lululemon, Pinterest, Sony Group Corporation, Spotify, Zurich Insurance Company (Zurich), and the Z Zurich Foundation. Each member contributes resources to UNICEF programmes and champions mental health within their own networks.

We also collaborate with governments, civil society, and youth advocates to amplify impact across sectors and geographies.

**In 2025, we were delighted to welcome Rituals to the Coalition, expanding our collective voice and reinforcing the commitment to protect and promote youth mental health worldwide.**



Ali, 9 years old and Ali, 8 years old: "Ali and I are best friends. We used to play together all the time in our village, and we came here together with our families after the bombing. Our favorite games are martial arts, but we make sure not to hurt each other—we play gently. I'm really happy to have my friend with me here at the shelter. Without him, the days would feel so long." Displaced families residing in the National Nahda Public School in Brmekine, Aley, Lebanon, following the escalation of conflicts across all Lebanese governorates. 26-09-2024

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# Why Private Sector Leadership Matters Now



The global mental health landscape is evolving, but progress remains fragile. **WHO's Mental Health Atlas 2024** shows that over one billion people live with a mental health condition, yet most do not receive adequate care. Mental health accounts for just 2% of health budgets worldwide, unchanged since 2017, with spending ranging from US\$65 per person in high-income countries to US\$0.04 in low-income countries.

For young people, the stakes are even higher. Suicide remains the third leading cause of death among those aged 15–29, and the second for young women. In 2021 alone, 727,000 people died by suicide, with 73% of deaths occurring in low-and middle-income countries.

At the same time, global funding cuts threaten essential services, making private sector engagement and cross-sector collaboration more vital than ever. Businesses have the power to influence systems, shape culture and invest in solutions that reach young people where they are: online, in schools, and in their communities.

## Our Commitment

The Coalition is committed to promoting mental health, preventing mental health conditions, and supporting children and caregivers through quality services and environments. Every member invests in UNICEF programmes and advocates for systemic change, ensuring mental health becomes a pillar of every child's right to a healthy, fulfilled life.

September 9, 2023, Horenka, Ukraine. On the picturesque banks of the river in Horenka village near Kyiv, 14-year-old Nelya gazes into the distance while her 13-year-old sister Lilya braids her hair. Today, the girls have dressed in colourful vyshyvankas. Sisters Nelya and Lilya are in the ninth grade and, like many Ukrainian children, have faced huge upheaval to their education. Due to the fighting, they are unable to attend school. Their school - which previously stood for almost 100 years - could not withstand the shelling and was partially destroyed.

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# Key Highlights of 2025

2025 was a year of action and advocacy for the Coalition, marked by major global moments and dynamic member engagement. From leadership meetings and high-level summits to youth-driven activations and new partnerships, the Coalition continued to amplify the call for investment in child and adolescent mental health. These milestones reflect our shared commitment to shaping a world where every young person has the support they need to thrive.

## January

- World Economic Forum Annual Meeting in Davos – Kitty van der Heijden, UNICEF Deputy Executive Director for Partnerships, presented initial findings from the Coalition's Insights Study at a mental health roundtable and participated in a panel discussion on Noncommunicable Diseases (NCDs) and Mental Health

## February

- **Coalition Annual Leadership Meeting – Hosted by the Z Zurich Foundation in the city of Zurich**

## May

- **Mental Health Awareness Month**
- Brights Minds, Healthy Futures - UK: hosted at Spotify's London Office featuring a preview of the Youth Perceptions of Mental Health Report and conversations with Youth Advisory Board members and musician and poet Arlo Parks
- World Health Assembly Private Sector Roundtable on NCDs and Mental Health
- Launch of UNICEF **Adolescent Mental Health Hub** with support from the Z Zurich Foundation
- Rituals joins the Coalition as its newest member

## June

- Official launch of **Perception of Youth Mental Health Report 2025**: launch in person at the Social Innovation Summit in San Francisco with a side event co-led with lululemon and online on the Coalition website
- Launch of the UNICEF Spain National Alliance for Youth Mental Health with the support of Zurich Insurance Europe AG - Spain Branch (Zurich Spain)

## September

- **UN General Assembly High-Level Meeting on NCDs and Mental Health**
- **Global Ministerial Mental Health Summit, Qatar**
- Launch of the Healthy Starts Campaign and Open Letter
- Coalition Leadership Meeting held during the UN General Assembly at UNICEF House, New York City

## October

- **World Mental Health Day.**
- UNICEF and Coalition Activation highlighting the urgent need for investment in mental health, including in emergencies - the theme of World Mental Health Day 2025
- Brights Minds, Healthy Futures - Mexico, hosted by Pinterest in Mexico City.
- Brights Minds, Healthy Futures - France hosted by the Z Zurich Foundation and Zurich Insurance Europe AG – France Branch
- UNICEF panel participation in the Kate Spade New York 4th Annual Global Summit on Women's Mental Health, featuring insights from the Perception of Youth Mental Health study

## November

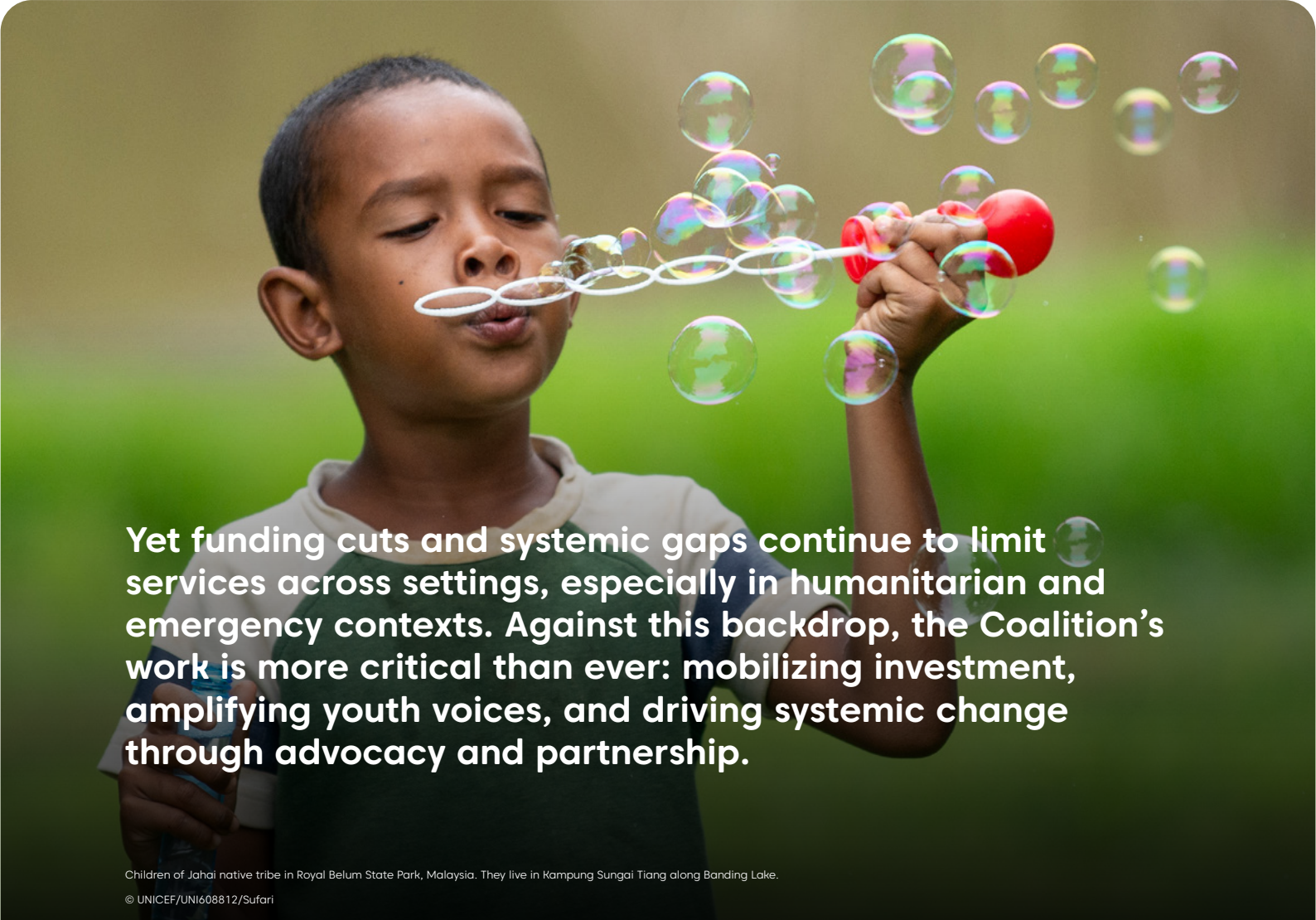
- **World Children's Day**
- Brights Minds, Healthy Futures - Switzerland, hosted at the Palais des Nations, Geneva
- Coalition awarded a Bronze Anthem Award for the **Perception of Youth Mental Health Report 2025**

- General milestones
- Coalition events
- Leadership advocacy
- New member announcements and awards

In 2025, a key achievement of the Coalition was the launch of the first **Perception of Youth Mental Health Report**. Drawing on voices from thousands of young people worldwide, this report demonstrated the urgency of mental health as a global priority.

### Access to support and effective coping mechanisms remains a challenge:

- **4 in 10** of Gen Z surveyed **still feel stigma** in schools and workplaces
- **4 in 10** of Gen Z **felt they needed help with their mental health**
- But **only 52% of Gen Z are knowledgeable about where to find resources and help** to support their mental health and well-being, and only **55% of Gen Z find the activities and action they do** to manage stress, anxiety and overwhelm effective

A young boy with dark skin and short hair is blowing bubbles. He is holding a red bubble wand in his right hand and a blue bottle of bubble solution in his left hand. The bubbles are floating in the air around him. The background is a soft, out-of-focus green field.

Yet funding cuts and systemic gaps continue to limit services across settings, especially in humanitarian and emergency contexts. Against this backdrop, the Coalition's work is more critical than ever: mobilizing investment, amplifying youth voices, and driving systemic change through advocacy and partnership.

Children of Jahai native tribe in Royal Belum State Park, Malaysia. They live in Kampung Sungai Tiang along Banding Lake.

© UNICEF/UNI608812/Sufari

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# Driving Action on Youth Mental Health

## I Expanding Membership Reach and Impact

In 2025, the Coalition strengthened its global footprint by welcoming **Rituals** as its newest member, joining a growing network of organizations committed to youth mental health. This expansion reflects our strategy to diversify membership across industries and geographies, ensuring broader influence and impact.

In addition, **Zurich Spain and UNICEF Spain** have launched a national partnership to promote the emotional well-being and mental health of children and youth. Building on Z Zurich Foundation and Zurich's global engagement through the Coalition, this initiative will drive advocacy, corporate transformation, and public awareness across Spain. Through a multi-stakeholder alliance, Zurich will co-lead efforts to influence policy, engage employees and customers, and develop innovative insurance solutions that take into account families. Together, we aim to reduce mental health risks, strengthen resilience, and promote systemic change that ensures every child has the opportunity to thrive.

Global funding shortfalls are putting essential UNICEF mental health services at risk, making partner engagement and resource mobilization more critical than ever. Every effort we make – from advocacy campaigns to research dissemination – is leveraged to strengthen partnerships and drive investment. The Coalition's **Youth Perception Study** continues to be a recognized tool for shaping strategies and engaging audiences, and we are using it actively in local activations to attract new collaborations.

## II Collective Advocacy: Global to Local

2025 was a year of bold advocacy, anchored in the **UN General Assembly High-Level Meeting on NCDs and Mental Health**, the **Global Ministerial Mental Health Summit in Qatar**, and the **World Health Assembly Private Sector Roundtable**, ensuring youth mental health remained a priority on global agendas.

The Coalition also engaged in **UNICEF's Healthy Starts Campaign and Open Letter**, which called for urgent investment in child and adolescent mental health. Amplified through global media activations and member channels, the campaign reached decision-makers and influencers worldwide.

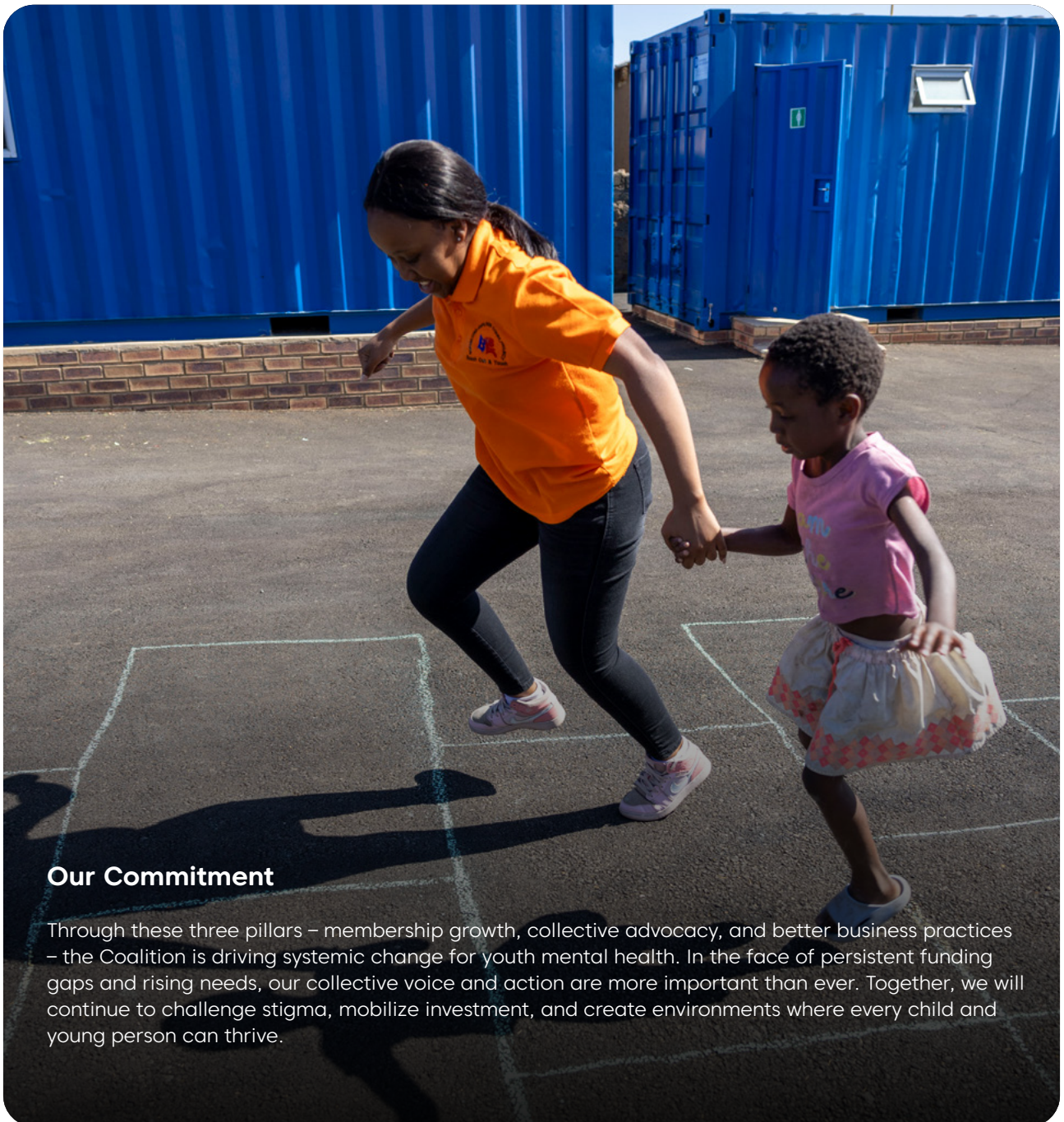
The 2025 **Youth Perceptions of Mental Health Report** served as a cornerstone for advocacy, informing dialogues at global forums and inspiring local-level activations. The Brights Minds, Healthy Futures event series – in the **USA, UK, France, Mexico, and Switzerland** brought Generation Z voices directly into policy conversations, reinforcing the principle that young people must be at the heart of solutions.



## Driving Better Business Practices

Recognizing the private sector's influence on mental health, the Coalition continued to champion workplace well-being and caregiver support. Building on the success of our first **Business Influence Guide**, we advanced efforts to translate resources, such as the caregiver guide, into Spanish for use in Spain, as well as Latin America and the Caribbean, expanding accessibility and impact.

Members also demonstrated leadership through initiatives that go beyond their partnership with UNICEF. For example, **Pinterest's work on online safety** and **Spotify's On My Mind hub** illustrates how businesses can leverage platforms to promote positive mental health outcomes for young people globally.



### Our Commitment

Through these three pillars – membership growth, collective advocacy, and better business practices – the Coalition is driving systemic change for youth mental health. In the face of persistent funding gaps and rising needs, our collective voice and action are more important than ever. Together, we will continue to challenge stigma, mobilize investment, and create environments where every child and young person can thrive.

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# Building Media Momentum

In 2025, we made significant strides toward our ambitious, yet strategic goal of strengthening the mental health and resilience of 150 million children and young people in 150 countries by 2030. Success is measured not only in numbers but in the conversations we spark, the media we secure, the awareness we build, and the systems we strengthen worldwide.

A major highlight was the Coalition’s **Youth Perceptions Study**, which explored Gen Z perspectives on mental health and digital engagement. Its launch at the Social Impact Summit in San Francisco, and subsequent regional activations, generated strong engagement across UNICEF global and national committee channels.

## Earned media coverage amplified impact across regions:

Switzerland



Total reach  
**2.2 million**

In **Switzerland**, the launch of the study in Geneva received prominent media attention across the country – in German, French, and Italian media – and was featured in leading Francophone outlets such as *24 Heures*, *Tribune de Genève*, and *RTS (La Matinale)*; as well as *Tageszeitung*, and *Tele Ticino* – with a total reach of over **2.2 million people** across all of Switzerland.

Mexico

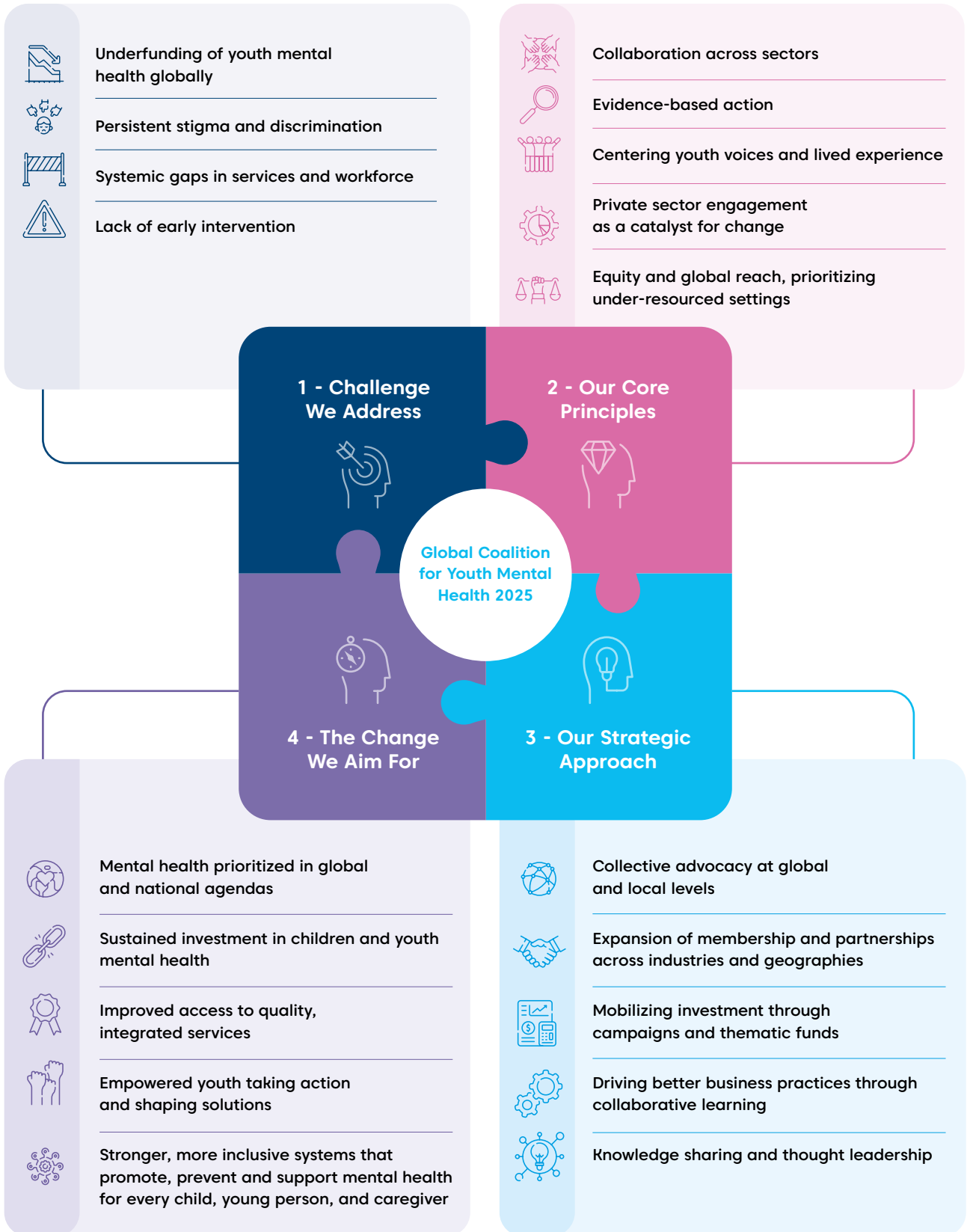


Total reach  
**25.8 million**

In **Mexico**, the regional launch at the Pinterest office generated strong media coverage with web, print, radio and television features, including one of Mexico’s most prominent business publications *El Economista*, as well as *El Sol de Puebla*, *Heraldo Television*, *El Financiero*, *Excelsior*, and *Mundo Ejecutivo*. The total reach of this coverage was over **25.8 million**.

For the Youth Perceptions Study, the total earned media coverage generated **28,050,906** impressions across all outlets. Beyond the quantitative indicators, these results signal growing momentum for mental health as a global priority and underscore the effectiveness of combining evidence-based research, advocacy, and strategic communications to advance awareness and support for young people’s mental health needs.

# Theory of Change



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# Spotlight on Members

## Jo Malone London

**JO MALONE**  
LONDON

For over a decade, Jo Malone London has championed mental health and, more recently, the restorative power of nature for those facing profound personal challenges. To date, the brand has donated more than £3 million to charities dedicated to mental health.

In 2022, Jo Malone London launched the Shining a Light on Mental Health Foundation to raise awareness and support inspirational organizations, including a two-year partnership with UNICEF. Through Charity Candle sales, corporate grants, and employee fundraising, Jo Malone London contributes to UNICEF's Global Mental Health Fund, a pooled fund that supports mental health and psychosocial programs for children, young people, and caregivers worldwide.

Thanks to this support, over 47 million children and caregivers have received vital mental health and psychosocial assistance globally. Jo Malone London is also a proud member of the Global Coalition for Youth Mental Health, ensuring that youth mental health remains a priority on global agendas. In 2023, Jo Malone London named UNICEF its global charity partner and recently renewed this partnership through 2026 to continue driving meaningful impact together.

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**"We have worked to protect mental health and well-being for over a decade, raising awareness, providing support and stamping out stigmas by proudly supporting inspirational charities. Our partnership with UNICEF is a milestone in our investment in mental health. By intervening early to support children and caregivers, we hope to break the cycle of poor mental health that affects so many, helping to create a brighter tomorrow."**

Jo Dancey, Senior Vice President, Global General Manager, Jo Malone London

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## lululemon



lululemon is committed to advancing mental health and wellbeing through movement and mindfulness. In 2025, the company launched lululemon Gives, a bold evolution of its Centre for Social Impact, with an ambition to equip 20 million people worldwide with mental health and wellbeing resources by 2030. This initiative focuses on addressing urgent challenges such as the mental health crisis, physical inactivity, and loneliness through strategic partnerships, localized grants, and community-led programs.

Building on a US\$75 million investment over the past five years, lululemon plans to contribute US\$100 million through 2030 to fuel this next phase of impact. Since 2021, lululemon has provided access to wellbeing tools for more than 10 million people globally. Through lululemon Gives, they aim to double that reach by expanding localized initiatives and deepening global partnerships.

Key highlights of lululemon's impact include partnering with UNICEF and global organizations to fund mental health crisis support, counseling, and resilience programs, reaching over 3 million people.

lululemon Gives also introduces new pathways for employee engagement, including hands-on volunteering, participation in community grant review councils, and global matched giving opportunities. Through its Impact Fellowship Program, employees step out of their roles for three months to lend their skills to nonprofit partners, such as UNICEF Canada, driving meaningful change at both global and local levels.

With lululemon Gives, the company is setting a new standard for corporate leadership in mental health and wellbeing, aligning purpose with action to create impact at scale.

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**"We recognize every community has different and unique needs when it comes to their mental health and wellbeing. To address this, lululemon has built an incredible network of partners, from grassroots groups embedded in their local communities to global organizations driving systemic change. Together, we are delivering programs that reflect lived experiences while creating impact at scale, and we are grateful for their continued collaboration as we take the next step in our impact journey with lululemon Gives."**

Anne Wintroub, Head of Social Impact and Engagement, lululemon

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## Pinterest



With over 600 million monthly active users, Pinterest places a strong emphasis on supporting and safeguarding the mental well-being of its users. Pinterest engages in a variety of mental health projects with a range of organizations, including co-founding the Youth Mental Health Corps to recruit and train young adults as mental health navigators in schools. Pinterest is also a founding partner of the Inspired Internet Pledge, invests in innovative mental health solutions through the Pinterest Impact Fund, and supports mental health advocacy and awareness efforts around the world.

Since 2022, Pinterest has been supporting UNICEF's work to improve child, youth and caregiver mental health through joint advocacy and programmes, including investing in arts-based interventions and resources for at-risk children. In 2025, alongside their continued commitment to the Global Coalition for Youth Mental Health and UNICEF's Global Mental Health Fund, Pinterest expanded their investment to support UNICEF's work promoting quality and safeguarding in digital mental health solutions for children.

Pinterest's expanded support will help UNICEF promote established protocols for online safety and safeguarding within existing and forthcoming digital mental health apps for children. The partnership will advance this work through a global taskforce that convenes stakeholders on quality and safeguarding considerations for child and adolescent mental health within the digital ecosystem.



**"Gen Z is Pinterest's fastest growing audience, and they come to our platform for self-exploration and inspiration. By tuning our systems for positivity and intention, Pinterest is demonstrating how technology can meaningfully support youth mental health and well-being."**

Alise Marshall, Pinterest's Senior Director of Corporate Affairs

# Rituals



As a brand, Rituals is dedicated to sustainable and personal wellbeing in the luxury beauty industry. Rituals' mission has always been to help people slow down and find meaning in the everyday. The three-year collaboration with UNICEF aims to support the mental health of young minds globally, by combining Rituals' commitment to wellbeing of people and planet with UNICEF's expertise.

In 2025, Rituals joined forces with UNICEF to champion one of the most urgent yet overlooked issues of our time: the mental health of children and young people. Through its 10% Profit Pledge, Rituals supports UNICEF's Global Mental Health Fund, which trains professionals, reduces stigma, and improves data on youth wellbeing. As part of this commitment, Rituals also joined the Global Coalition for Youth Mental Health to make child and youth mental health a priority on global agendas. By helping to reduce stigma, advocate for greater investment, and create supportive environments for young people across the world. The aim is ambitious yet essential: to strengthen the mental health and resilience of 150 million children and young people in 150 countries by 2030.

For Rituals, the partnership reflects a shared belief with UNICEF: that mental wellbeing is fundamental to a full and healthy life, and that caring for children today builds the foundations of tomorrow.



**"In today's world, we believe it is more important than ever to stand together in partnerships like these to create lasting positive change. As the future of children is our future we must support building their mental resilience. We are very proud to partner with UNICEF and are dedicated to enhance the mental health and wellbeing for young people and communities worldwide."**

Raymond Cloosterman, Founder and CEO of Rituals

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# Spotify



In 2025, Spotify and UNICEF continued to turn up the volume on youth mental health. We expanded our award-winning partnership with a Youth Mental Health Audio Innovation Challenge across five countries: Côte d'Ivoire, Equatorial Guinea, São Tomé and Príncipe, Timor-Leste, and Zimbabwe.

This innovation challenge initiative is based on UNICEF-led research and empowers young people to co-create localized mental health audio content in the **On My Mind podcast**. By amplifying authentic youth voices, this next chapter sparks meaningful conversations, encourages self-reflection, helps to reduce stigma, and brings mental health support closer to the young people who need it most.

Youth engagement drives every stage of the process, from content creation to community sharing. By integrating this content into local UNICEF programmes and partner platforms, from community radio to youth networks, the initiative makes mental health resources available to even more young people.

Each episode of the **On My Mind podcast** tackles themes that matter most to young people: breaking the stigma around mental health, managing anxiety, nurturing relationships, coping with stress, practicing self-care, and handling grief and loss.

The podcast was first launched in Ukrainian, Polish and English in June 2023, in response to the urgent mental health needs of youth affected by the war in Ukraine. It was launched in eight countries in Latin America in 2024 and has since expanded to 11 languages across 31 countries, reaching young people in both emergency and non-emergency contexts. The English version is accessible worldwide.



“In an era marked by endless scrolling and overwhelming noise, Spotify is dedicated to enhancing well-being and fostering positive engagement. Through our collaboration with UNICEF and the Global Coalition for Youth Mental Health, we’ve created the On My Mind podcast, tailored specifically to support the mental health and holistic wellness of Gen Z”

Dina Gabriel, Global Head of Learning & Inclusion, Spotify

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## Sony Group Corporation

# SONY

In 2023, Sony Group Corporation and UNICEF came together with a shared vision: to ensure that every child and young person can thrive in an increasingly digital world, even as communities continue to navigate the long-lasting effects of the COVID-19 pandemic. This partnership is rooted in a commitment to equity: focusing on areas where the pandemic's impact still runs deep: education and mental health.

The pandemic underscored a critical truth: mental health is essential for children's well-being and their ability to learn, grow, and reach their potential. Through UNICEF's Global Mental Health Fund, this collaboration is helping to reimagine how mental health care is delivered - integrating support into schools, primary care, and community health centers, and strengthening national systems so that every child and adolescent can access the help they need without barriers.

Sony Group is also leading by example, championing mental health within its own global community; supporting employees and their families, as well as artists, creators, and customers across its companies. Together, we are building a future where mental health is not an afterthought, but a foundation for every young person's success.

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**"Sony is proud to collaborate with UNICEF to provide critical support to the most vulnerable children and families. Established in April 2020, 'Sony Global Relief Fund for COVID-19' has supported those affected by the pandemic in the areas of 'medical', 'education' and 'creative communities'. Through the partnership with UNICEF, we will further support efforts to address social issues that have become more serious or apparent since the outbreak of COVID-19."**

Shiro Kambe, Senior Executive Vice President, Sony Group Corporation

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## Z Zurich Foundation



Launched in September 2021, the **Thriving Together** partnership between the Z Zurich Foundation and UNICEF uses a system-change approach to enhance countries' capacity to address youth mental health and wellbeing at the government, community, and individual levels, with a focus on prevention.

In 2025, the Z Zurich Foundation and UNICEF continued their collaboration to champion adolescent mental health and wellbeing. The **Thriving Together** partnership is now active in 15 countries, helping to equip millions of young people and caregivers with tools to strengthen their social and emotional resilience and mental wellbeing. From integrating evidence-based programs like **Helping Adolescents Thrive** into national systems to activating youth engagement through **U-Report**, the impact was both global and local.

### Country-Level Engagement

A defining feature of 2025 was the active involvement of Zurich Insurance Group business units in Argentina, Colombia, Ecuador, Mexico, Indonesia, and Malaysia. These local teams amplified the partnership's reach by supporting community programs, engaging employees in advocacy campaigns, and strengthening ties with national stakeholders. This business-led approach ensured that mental health became a shared priority across markets, embedding social impact into Zurich's core operations.

### Launch of the Mental Health Hub

Another milestone was the launch of the **Global Mental Health Hub**, a collaborative platform designed to accelerate knowledge sharing, innovation, and best practices. The Z Zurich Foundation played a key role in the Hub's definition and the inaugural event, contributing insights and committing to scale mental health initiatives within their regions. The Hub now serves as a central resource for partners and advocates, reinforcing the coalition's ambition to make youth mental health a global priority.

Beyond program delivery, the Z Zurich Foundation joined forces with UNICEF to drive systemic change. Through the Global Coalition for Youth Mental Health, the partnership amplified advocacy, mobilized business influence, and advanced campaigns to reduce stigma and prioritize mental health on global agendas. Together, they aim for an ambitious yet essential goal: to reach over 10 million individuals during Phase II and contribute to a world where mental health is recognized as fundamental to a full and healthy life.

For the Z Zurich Foundation, this collaboration reflects a shared belief with UNICEF – that caring for young people today builds the foundations of tomorrow.

## Zurich Insurance Group



Zurich Spain and UNICEF are launching a national partnership (2025–2028) to promote the emotional well-being and mental health of children and youth. Building on the global collaboration through the Coalition, this initiative will drive advocacy, corporate transformation, and public awareness. Through a multi-stakeholder alliance, Zurich Spain will co-lead efforts to influence policy, engage employees and customers, and develop innovative insurance solutions that take into account families. This alliance will also support UNICEF’s global mental health agenda by mobilizing fundraising in support of MHPSS in emergency contexts through UNICEF’s Emergency Fund. Together, we aim to reduce mental health risks and promote systemic change.

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**“We are dedicated to relentlessly contributing to mental well-being programmes that can best support youth to thrive in all aspects of their life. It’s encouraging to witness the positive response from various sectors to our call for increased investment in mental health globally. Although there is still much work to be done, these efforts will significantly help to address the mental health needs of all young people, particularly those who are most vulnerable.”**

Gary Shaughnessy, Chair, The Z Zurich Foundation

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Global Coalition for  
**YOUTH MENTAL HEALTH**

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