

# **Webinar on Realizing Children's Rights In Global Supply Chains**

## **March 19**

# ENTERPRISE 2020

Smart, Sustainable, Inclusive



## Project Webinar

### Sustainable Supply Chains, Business and Human Rights

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# Agenda

- **14.00 – 14.05**    **Introductions and context setting (CSR Europe)**
- **14.05 – 14.15**    **Children’s Rights and Business Principles (UN Global Compact)**
  - » Introducing the Principles developed by UN Global Compact, UNICEF and Save the Children released on 12 March
- **14.15 – 14.20**    **Discussion Round, Q&As**
- **14.20 – 15.00**    **Business Perspectives on Realizing Children’s Rights**
  - » Challenges, initiatives and solutions
  - » China National Apparel Council, Telefonica, Aviva, UNICEF
- **15.00 – 15.10**    **Discussion Round, Q&As**
- **15.10 – 15.15**    **Wrap up and Closing**



## *Sustainable Supply Chains, Business and Human Rights*

*- Project -*

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# SSC,BHR collaborative project

## Leaders



ArcelorMittal

VOLKSWAGEN

AKTIENGESELLSCHAFT

**HITACHI**  
Inspire the Next



econsense

Forum for Sustainable Development  
of German Business

## Partners



With external expertise from

GLOBAL CSR  
sustainable business consulting

# Project Goals

- **Leverage expertise and synergies to develop tools that support businesses implementation** of human rights
- **Raise awareness and foster dialogue** to address the **challenges** and identify **solutions** towards implementing sustainable supply chains, human rights

# Work-stream 1:

## Sustainable supply chains

Objectives	Activities 2012	Deliverables
Promote <b>best practice exchange</b> at a <b>global</b> level	Ongoing <b>compilation and visibility</b> on <b>good sustainable supply chain initiatives</b>	<b>CSRe/UNGC global website</b> on sustainable supply chains
Raise <b>awareness and identify solutions</b> to <b>key (hot) topics</b> on sustainable supply chain issues	<b>Webinar series:</b> <ul style="list-style-type: none"> <li>i) <b>Realizing Children's Rights in Global Supply Chains – Mar 19</b></li> <li>ii) Addressing Conflict Minerals in Global Supply Chains – May 10</li> <li>iii) Supply Chain monitoring/auditing in tier 2,3 – Oct 2</li> <li>iv) Future Directions of sustainable supply chains – Dec 4</li> </ul>	<b>Issue Briefs</b> – based on the webinar series
<b>Work with sector organisations</b> to promote sustainable supply chains	<b>Collaboration with sectors</b> to support/ implement CSR in the supply chain: <ul style="list-style-type: none"> <li>i) <b>Sector-specific meeting – 20<sup>th</sup> Jan 2012</b></li> <li>ii) Project exploration + implementation (2012-2013)</li> </ul>	<b>Business innovation project</b> (support practical change projects)

# Work-stream 2:

## Business and human rights

Objectives	Activities (2012)	Deliverables
Create <b>understanding</b> of the <b>business implications</b> of <b>key international and EU frameworks on BHR</b>	Workshop (2 <sup>nd</sup> Dec) - <b>Expectations</b> and <b>implications</b> of BHR frameworks to business <i>UN guiding principles, ISO 26000, OECD guidelines, ILO Tripartite</i>	<b>Issue Brief</b> - BHR related frameworks and their implications on business
Support companies in <b>implementing the UN guiding principle</b> on BHR in their operations	<b>Workshops/webinar:</b> i) Raising HR Awareness and Capacity Building – Mar 28 – Berlin ii) Dilemmas / Grievance Mechanisms into Business Operations – June 28 – Berlin iii) CSR Europe Network webinar, Test direction of outputs – Sept 13	<b>BHR Guide</b> <i>(each workshop gives output in good practice examples and practical tools/ methodology giving content to the manual)</i>
<b>Foster dialogue</b> between <b>business and stakeholders</b> on business challenges and solutions to implementing HR in their operations	i) Multi-stakeholder Dialogue, Feedback on Project outputs – Nov 15 - Brussels ii) Business <b>contribution to EC HR consultations (tbc)</b>	Business' <b>policy recommendations</b>



# Children's Rights and Business Principles

Introducing the Principles

# 1. UN Global Compact

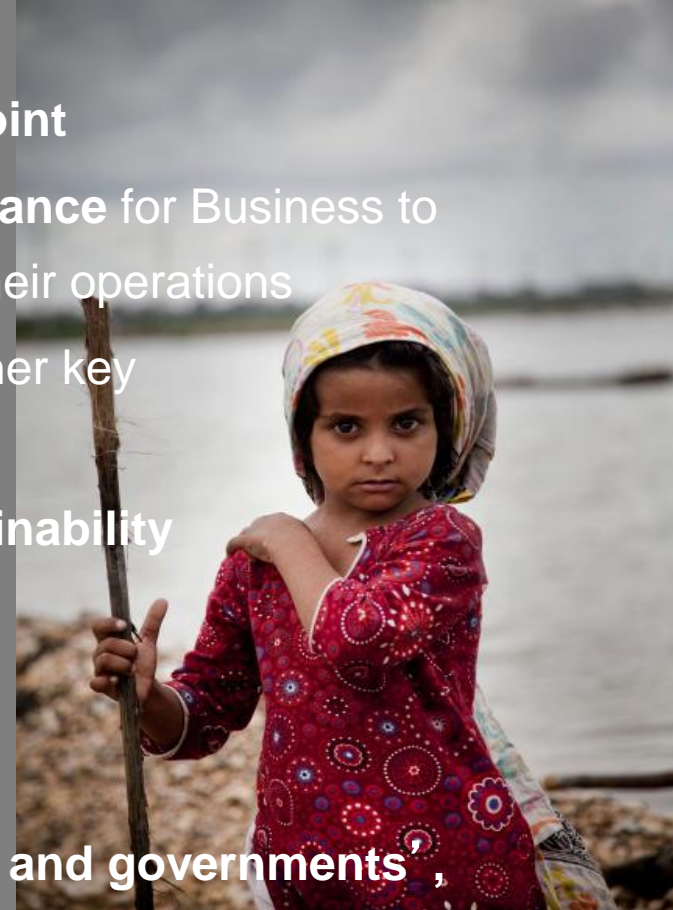


# CHILDREN'S RIGHTS AND BUSINESS PRINCIPLES

UNGC/CSR Europe Webinar, Monday 19 March 2012  
Anita Househam, Policy & Legal Adviser, UN Global Compact

# The Purpose of the Children's Rights and Business Principles

- Present a **comprehensive and holistic vision**
- Serve as a **unifying framework and reference point**
- Provide **universally relevant and attainable guidance** for Business to respect and support children's rights throughout their operations
- **Promote collaboration** amongst business and other key stakeholders...including children themselves
- Elaborate on **corporate responsibility and sustainability commitments**
- **Raise awareness** within business and society
- **Empower change agents** within businesses
- **Inform other stakeholders' - including children and governments', expectations**

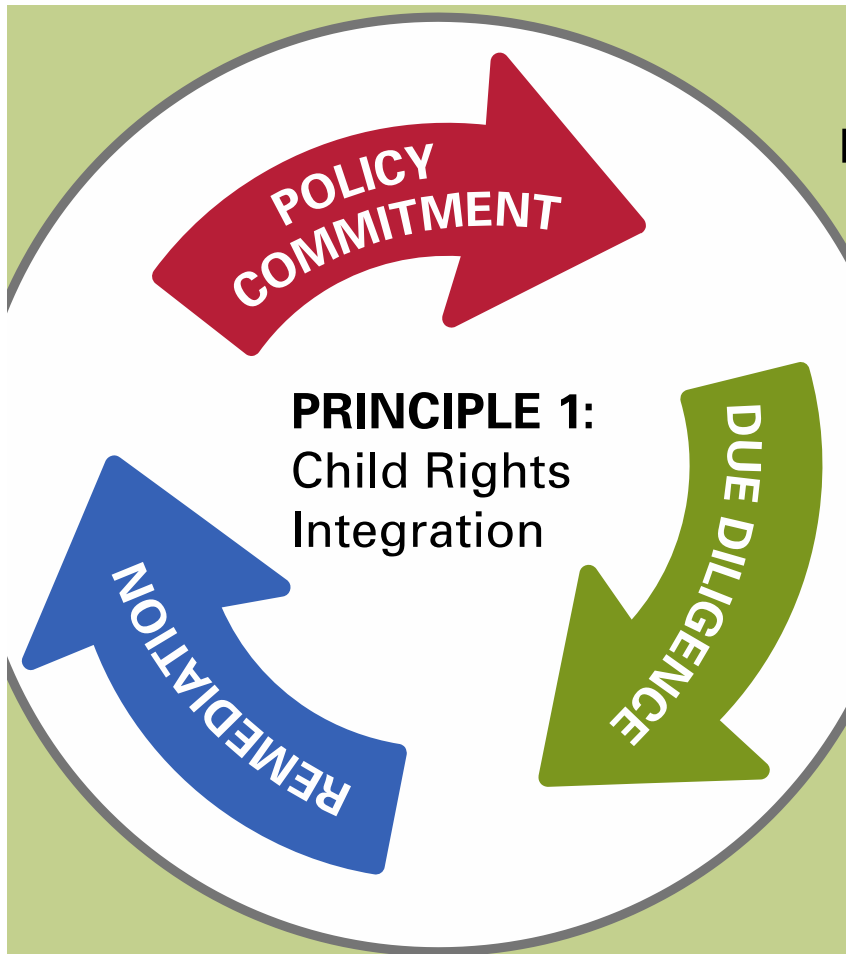


# ALL BUSINESS SHOULD →→→

## Children's Rights and Business Principles

- 1 Meet their responsibility to **respect children's rights** and commit to supporting the human rights of children
- 2 Contribute to the **elimination of child labour**, including in all business activities and business relationships
- 3 Provide decent work for **young workers, parents and caregivers**
- 4 Ensure the **protection and safety of children** in all business activities and facilities
- 5 Ensure that **products and services are safe**, and seek to support children's rights through them
- 6 Use **marketing and advertising** that respect and support children's rights
- 7 Respect and support children's rights in relation to the **environment and to land** acquisition and use
- 8 Respect and support children's rights in **security arrangements**
- 9 Help protect children affected by **emergencies**
- 10 Reinforce **community and government** efforts to protect and fulfil children's rights

# Actions for Business

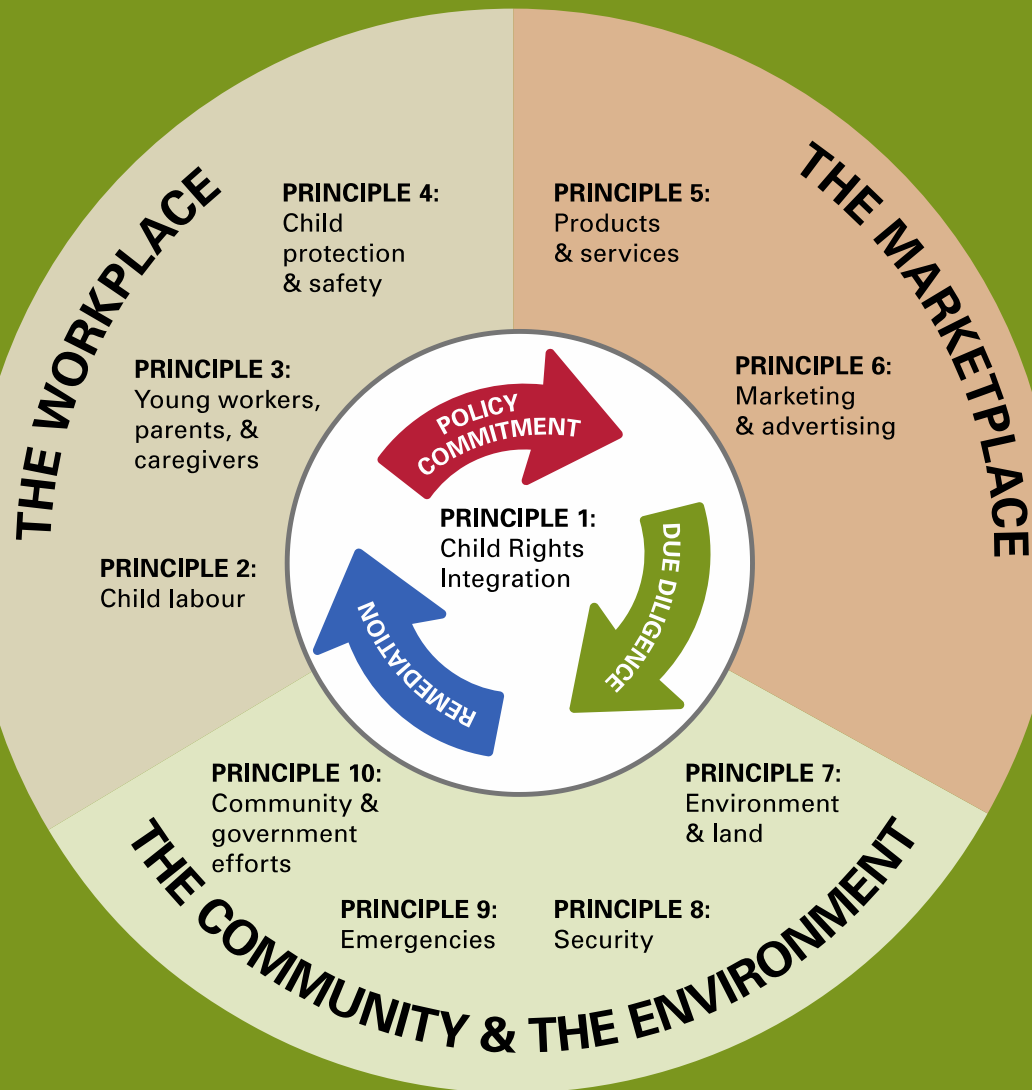


→ 3 Core Actions  
(minimum  
requirement)

→ And

- Action to Support  
Children's Rights

The principles can be mapped for action in:





# 5. Ensure that Products and Services Are Safe, and Seek to Support Children's Rights Through Them

## Corporate Responsibility to Respect:

- Ensuring that testing and research of products and services likely to be used or consumed by children is conducted in line with relevant national and international standards
- Ensuring that products and services for children or to which children may be exposed are safe and do not cause mental, moral or physical harm
- Restricting access to products and services that are not suitable for children or that may cause them harm, while ensuring that all such actions align with international standards, including non-discrimination, freedom of expression and access to information
- Taking all reasonable steps to eliminate discrimination against any child or group of children in the provision of products and services
- Seeking to prevent and eliminate the risk that products and services could be used to abuse, exploit or otherwise harm children in any way

## Corporate Commitment to Support:

- Taking steps to maximize the accessibility and availability of products and services that are essential to children's survival and development
- Seeking opportunities to support children's rights through products and services, as well as their distribution





# Next Steps...



# How Can the Principles Be Used, and by Whom?

## Companies

- ✓ Sharing examples of business efforts to respect and support children's rights
- ✓ Participating in events and webinars to share experiences and learn
- ✓ Promoting the Principles to peers and partners
- ✓ Offer financial support and corporate sponsorship

## Governments/Civil Society

- ✓ As a general framework when engaging in dialogue with the private sector
- ✓ Developing and revising all kinds strategies and approaches to private sector engagement
- ✓ When making decisions about which businesses to partner with, procure from, or other such decisions

# Ideas for Local Network Engagement

- Collaborate with UNICEF, Save the Children, UN Global Compact or other partners on an event to raise awareness about the Principles
- Translate the Principles materials into the local language(s)
- Host, collaborate or participate on webinars on topics related to the Principles
- Collect examples of what businesses are doing to respect and support children's rights
- Foster peer review or discussion of what companies are doing on company efforts to implement the Principles
- Develop or adapt tools or resources related to the Principles
- Launch local initiatives related to the Principles
- Other?

# For Further Information and Updates:

- Visit:

[http://www.unglobalcompact.org/Issues/human\\_rights/childrens\\_principles.html](http://www.unglobalcompact.org/Issues/human_rights/childrens_principles.html)

- Contact:

[childrensprinciples@unglobalcompact.org](mailto:childrensprinciples@unglobalcompact.org)



# Thank you!



# **Business Perspectives on Realizing Children's Rights**

## **Challenges, initiatives and solutions**



# **1. China National Apparel Council**



# The Young Generation of Workers : Opportunities and Challenges for the Chinese Textile Industry in Light of the CRBP

Liang Xiaohui  
China National Textile and Apparel Council



# Echo to the Children's Rights and Business Principles

**CNTAC launched the first voluntary CSR management system CSC9000T for the textile industry in 2005. With regard to young workers, CSC9000T embodies the Children's Rights and Business Principles.**

- **No child worker and protection for juvenile worker——guarantee basic rights of children and young people.**
- **OHS——Safeguard their physical and mental health.**
- **Safe production——ensure young people grow up healthily.**
- **Environment protection——create positive living conditions.**



## ■ Definition, number, and scale

They were born in the 1980's and 1990's and they are the second generation of migrant workers. In 2010, the number of young workers was 240 million, 40% of whom were migrant workers. 100 million young workers left home for work, which constituted 60% of all 150 million outward migrant workers.

In 2011, 20 million workers were employed in the textile industry and 70% of them were migrant workers and 40% are young worker.

In Shaanxi Province, for example in 2010, there were 6.73 million migrant workers, including 4.66 million (69.2%) for outward employment. The number of outward young workers was 3 million, which was 44.6%. These ratios are similar to those across the whole country.

## ■ Life background

- They were born in rural areas, but don't have substantial experiences of rural life, e.g., farming.
- Most of them were left behind when their parents became migrant workers.
- Most of them finished 9 years compulsory education and then move to the labor market.
- They are used to city life but are not a "citizen" per se.

**CNTAC and CCR-CSR carried out a joint study to find out more about the so-called 'new generation' of migrant workers in 2011.**

## ■ Research Purposes

**To better understand their aspirations and motivations.**

**To give them full support.**

**To search for more support from stakeholders.**

**To improve enterprises CSR management.**

## ■ Research Target Group

**Young workers aged 16-22**

## ■ Research Methods 6 factories X 3days

➤ **3-4 young co-researchers from the factory**

➤ **Case Interview: 10 young workers**

➤ **Group interview: line workers and managers**

➤ **Questionnaire survey: 100 young workers**

➤ **Management Survey: 2-3 mid and top managers**

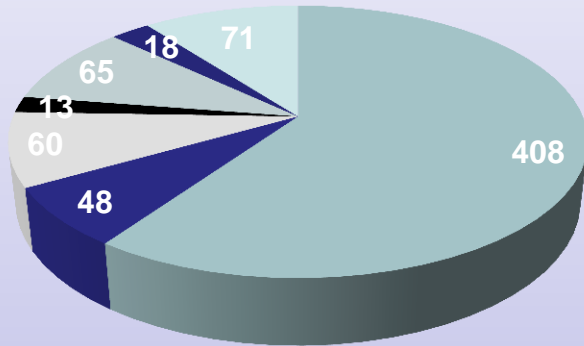
➤ **Observations and feedback**





## ■ Research Profile

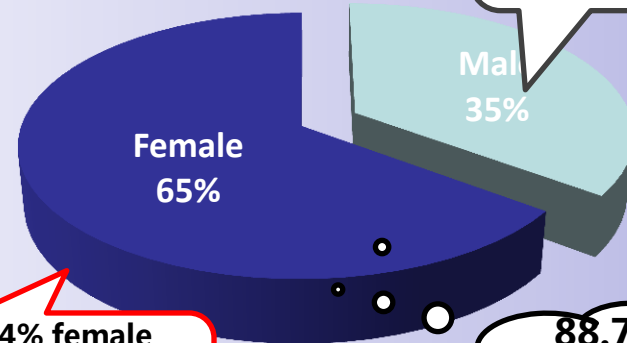
### The way to get samples



- 408 questionnaires
- 48 case interviews
- 60 group interview
- 13 managers interview

From 6  
factories in  
5 provinces

### Features of samples



25% male  
workers were  
leftbehind  
children

31.4% female  
workers were  
leftbehind  
children

88.7% are  
only child of  
their family

89.4%  
unmarried

90.4%  
finished  
high school

50% did  
not work  
in farm

## Principle 3: Provide decent work for young workers, parents and caregivers

- a. Providing decent work for young workers
- b. Being responsive to the vulnerability of young workers above the minimum age for work

Research Report released 28<sup>th</sup>, Feb. 2012 in Beijing



## ■ Young workers' demands for their work

- Fair payment and welfare
- Attractive work
- Friendly, tolerant and respectful colleagues opportunities to progress.
- Steady occupation development.
- Friends or families around



## ■ Young workers' life attitude

- Independent, self-assured, self-sufficient

## ■ Young workers' wishes

- Higher salaries
- Training & capacity raising
- Better working conditions
- Changes to management methods



## ■ Young workers' life vision

- Find true love, establish a stable and harmonious family



## ■ Challenges to factory management

- Salary ,training ,working conditions and life conditions affect their work stability
- Management level, sense of identity, sense of belonging affect their plan for their careers
- Factories' lack of understanding of young workers causes a bad management
- The culture and atmosphere should within factories should be improved

## ■ Suggestions to factories

- Focus on every young worker
- Create a trust and a sense of security
- Safe, healthy, happy environment
- Involve the management positively
- Integrate young workers into society



Since 2009, over 40 Chinese textile enterprises have released their CSR reports. Employee development and support for young workers are an important chapter in most of the reports.

Establish student  
Training base  
with colleges



Regularly Organize  
young worker  
symposium

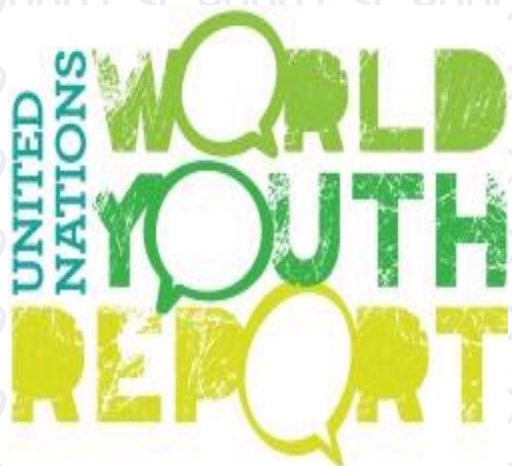


100% of  
new workers  
trained



Young managers  
benefit from  
“successor policy”





**In the UN report *World Youth Report 2011* Secretary-General Ban Ki-moon says: “Today we have the largest generation of young people the world has ever known. They are demanding their rights and a greater voice in economic and political life. We need to ...support a new social contract of job-rich economic growth. Let us start with young people!”**

**respect、 understanding、  
tolerance、 harmony、  
sustainability**



**Thank You!**

**Contact us:**

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**Email: [info@csc9000.org.cn](mailto:info@csc9000.org.cn)**



## 2. Telefonica



## Proniño

An initiative oriented to child labour eradication in Latin America

**Fundación Telefónica**

*Telefónica*

# The Proniño Programme

Fundación Telefonica's commitment **to help eradicate child labour in Latin América.**

A great private initiative lined up with the **United Nations' Millennium Development Goals.**

**Network-based strategy:** a joint venture between public policies, private sector and non profits. Knowledge sharing and best practices enhancement.

**Proniño** promotes **access to knowledge** by providing quality education to working children.

# Geographic Scope

Proniño works in the countries where Fundación Telefónica is present:

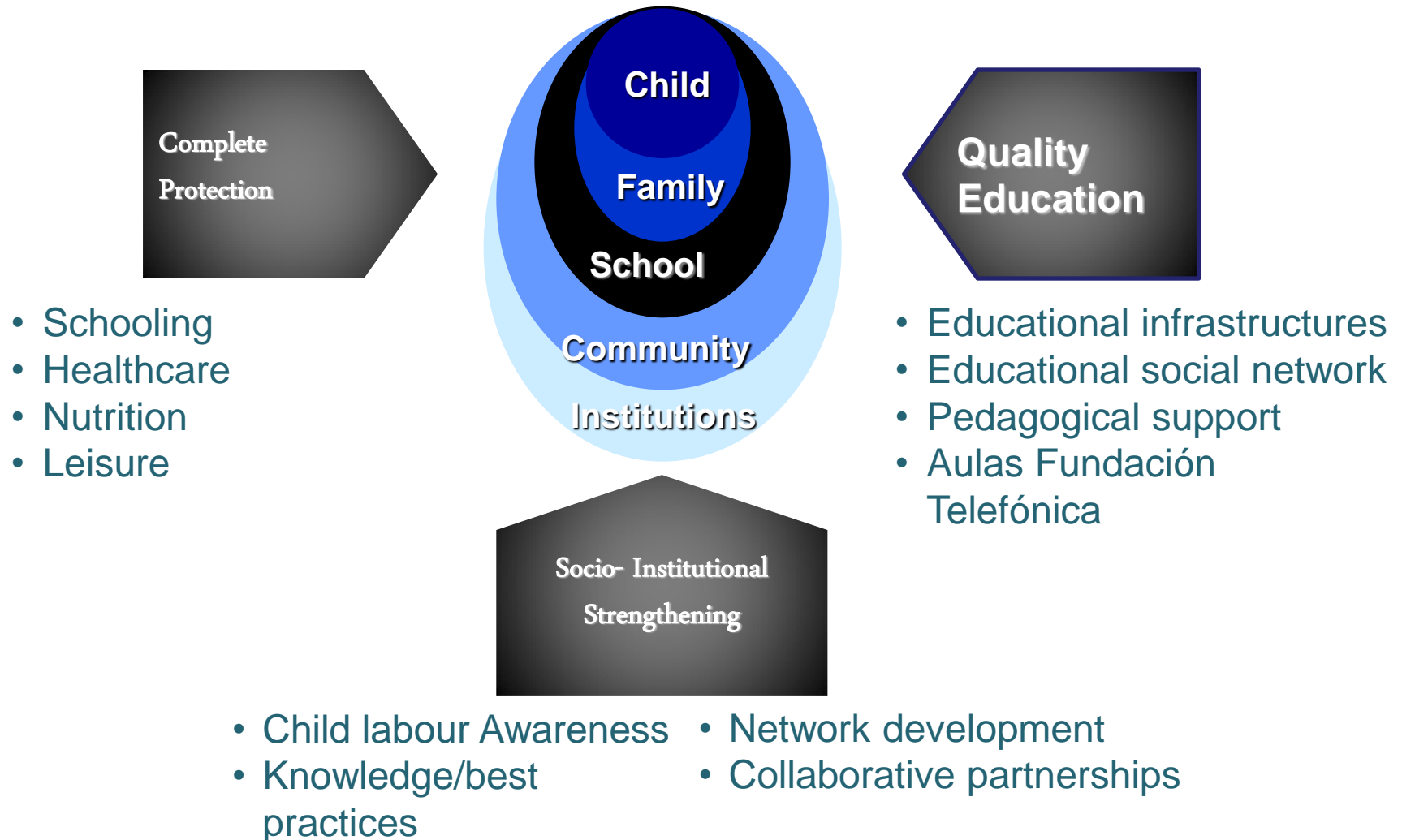
- Argentina
- Brazil
- Chile
- Colombia
- Ecuador
- Mexico
- Peru
- Venezuela

And in five more through collaboration with local operators of Telefonica:

- Guatemala
- Nicaragua
- El Salvador
- Panama
- Uruguay



# Proniño's Working Lines



# Improving Educational Quality

## Three big issues:

**Developing  
basic knowledge**

**Reinforcing children's skills on reading,  
writing and maths**

**Aulas Fundación  
Telefónica**

**Computer labs in Proniño schools to  
support ICT based learning (435 computer  
labs and more than 8.000 computers)**

**Red Proniño de  
Educadores**

**A learning network of teachers from  
Proniño schools in 13 countries to  
improve their skills on ICT and education  
(more than 34.000 members)**



# Socio-Institutional Strengthening

**Actions oriented to reinforce and make sustainable the activities of nonprofits working with Fundación telefónica in Proniño:**

**Transference of  
corporate  
management  
methods**

Proniño is based on Telefónica's efficiency-oriented business models, adapted to social action. Nonprofits in the programme benefit from the knowledge and use of corporate management tools such as business intelligence

**Red Latinoamericana contra el  
Trabajo Infantil  
(Latin American Network  
against Child labour)**

Fundación Telefónica, ILO and CEATS promote this social network on Internet as a discussion forum on child labour eradication and a virtual meeting place for people and institutions working on children's rights

**Proniño Summits**

Regular events celebrated in countries of Latin America which aim to discuss the main topics concerning child labour in order to develop ideas and proposals for the use of policy makers

## IV International Summit

- Proniño's **IV International Summit** will take place in four different countries (**Mexico, Ecuador, Nicaragua and Brazil**) during 2012 and 2013.
- The aim of these events is to gather ideas, proposals and commitments from Latin America to contribute to the **III World Conference on Child labour's** agenda (Brazil, 2013).
- Proniño also seeks the surveillance of the degree of accomplishment of the road map on child labour eradication settled in the previous World Conference, which took place in The Hague in 2010.
- Finally, the **IV International Summit** will tend to spread awareness on the problem of working children in Latin America.

# Proniño in Figures (december 2011)

**PRONIÑO WORKS IN 13 COUNTRIES OF LATIN AMERICA**

**CHILDREN COVERED BY THE PROGRAMME: 279.511**

**SCHOOLS WHICH TAKE PART IN PRONIÑO: 7.385**

**NONPROFITS WORKING WITH PRONIÑO: 123**

**Fundación Telefónica**

## 3. Aviva

# Aviva & CRBPI



## With 300 years of insight

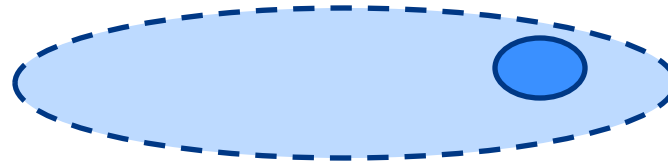
We're the UK's largest insurer and one of Europe's leading providers of life and general insurance, with 36,600 employees serving around 43 million customers worldwide.



## Aviva & CRBPI

COMMUNITY (an extension of core business)

Our Street to School programme specifically recognises the rights of street children - working on the ground and via our marketing, with the Office of the High Commissioner for Human Rights and using participatory research help make sure business doesn't act for children without children.



## CORE BUSINESS

We've introduced a global child protection code of conduct in Aviva and looked at our investment practices with a view to child rights. Next we are committed to embedding the principals into our policy and reporting framework as well as reviewing our core business activities in light of the principals.



# Street to School





# Street to School - Approach



Aviva's Street to School programmes around the world recognise that every child living or working on the street has a right to fulfil their potential. Together we will champion the rights of street children in our communities. We aim to help 500,000 street children by 2015.

## EMPLOYEES:

INCREASE EMPLOYEE  
ENGAGEMENT THROUGH  
STREET TO SCHOOL

Employee  
engagement  
&  
participation  
creating  
pride

## CAUSE:

PARTNER WITH EXPERTS TO  
RAISE AWARENESS OF THE ISSUE  
AND TO MAKE A LONG-TERM  
SUSTAINABLE DIFFERENCE

Advocacy &  
Leveraging  
inspirational  
practice into  
policy and  
service  
design

## CUSTOMER & BRAND:

DRIVE POSITIVE BRAND  
DIFFERENTIATION THROUGH  
STREET TO SCHOOL

CRM &  
Leveraging  
in Aviva  
marketing  
and media

# Support International Day for Street Children

Millions of youngsters around the world need your help

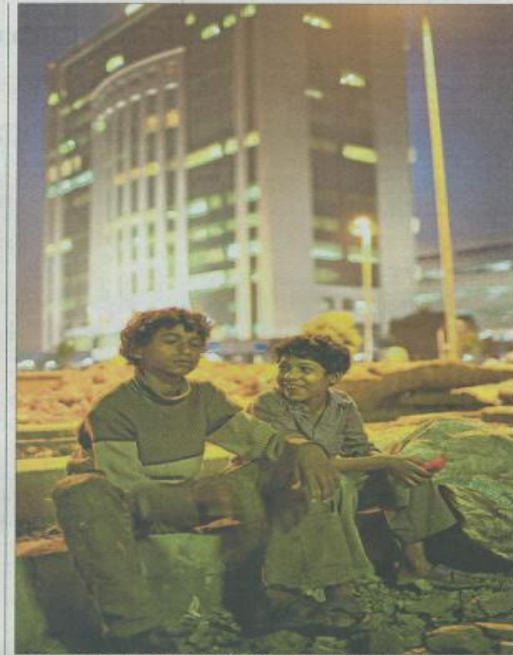
Just 14, Deepchand tells of his life: sold by his mother, brought back by his father who later died of alcoholism, beatings by teachers and police. Addicted to correction fluid and leading a hand-to-mouth existence on the streets, Deepchand was uneducated until he discovered the Aviva Street to School centre – or they found him.

Save the Children runs the centre and reaches out to children such as Deepchand, encouraging them to attend its learning centres in Delhi as a bridge to school. His concentration and language skills have improved since attending the centre. He is gentle, not angry, and is taking responsibility for projects to mark the International Day for Street Children, organised by the Consortium for Street Children, on April 12.

The reasons behind the UK's 100,000 street children who run away each year are often the same as their Indian counterparts: chaotic, abusive home life, substance abuse, parental problems, neglect. Leading to poverty of opportunity, disrupted education, crime, and prostitution.

These youngsters are why the Consortium for Street Children, representing 60 charities, working in more than 130 countries, is launching the International Day for Street Children: Louder Together. It is supported by global insurance group Aviva. Through its Street to School programme it aims to help 500,000 street children get back into education by 2015. Around 125,000 have been reached since the 2009 launch.

Read Deepchand's story in tomorrow's *Daily Telegraph*. Find out how to support the campaign at [www.streetchildren.org.uk/international-day](http://www.streetchildren.org.uk/international-day).



At risk: Deepchand and a friend on the building site in Delhi where he sleeps

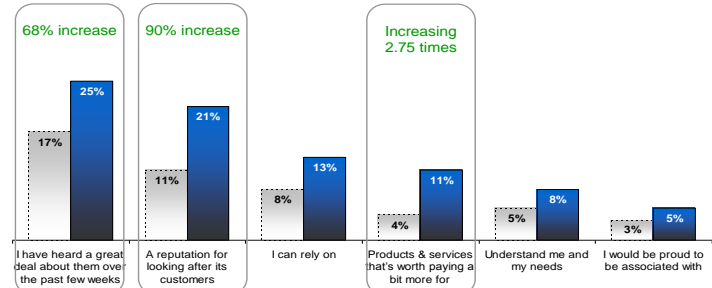
[Telegraph.co.uk/aviva](http://Telegraph.co.uk/aviva)

## An increase across Aviva brand associations

The Telegraph

Online | Newspapers | Apps

Which of the following statements would you associate with Aviva?



† Pre ■ Post - Recall campaign

Deepak, Delhi

Base: Recall campaign  
Source: e-Digital

# Street to School - 2010



Investment - £1.3m cash / £3.79m total value

Aviva's Street to School programmes around the world recognise that every child living or working on the street has a right to fulfil their potential. Together we will champion the needs of street children in our communities.

## EMPLOYEES:

INCREASE EMPLOYEE  
ENGAGEMENT THROUGH STREET  
TO SCHOOL

Employee  
engagement &  
participation

## EMPLOYEES:

Employee Engagement  
scores up c8%

## CAUSE:

PARTNER WITH EXPERTS TO RAISE  
AWARENESS OF THE ISSUE AND TO  
MAKE A LONG-TERM SUSTAINABLE  
DIFFERENCE

Advocacy &  
best practice  
projects

## PROGRAMS:

Helped over  
128,000 children

## ADVOCACY:

National Engagement  
CSC / IDOSC  
UNHRC / CRBPI

## CUSTOMER & BRAND:

DRIVE POSITIVE BRAND  
DIFFERENTIATION THROUGH  
STREET TO SCHOOL

CRM &  
Leveraging in  
marketing and  
media

## CUSTOMER:

CRM pilots show impact  
on sales/renewals

## BRAND

Perception Shift  
>60m reach  
>£3.3m value of press

\*These costs and benefits were included in CR reporting and assured by Ernst & Young

## 4. UNICEF

# Children's Rights and Business Principles

UNICEF CSR Unit – Eija Hietavuo  
[eija.hietavuo@unicef.org](mailto:eija.hietavuo@unicef.org)

1

Meet their responsibility to **respect children's rights** and commit to supporting the human rights of children

2

Contribute to the **elimination of child labour**, including in all business activities and business relationships

3

Provide decent work for **young workers, parents and caregivers**

4

Ensure the **protection and safety of children** in all business activities and facilities

5

Ensure that **products and services are safe**, and seek to support children's rights through them

6

Use **marketing and advertising** that respect and support children's rights

7

Respect and support children's rights in relation to the **environment and to land** acquisition and use

8

Respect and support children's rights in **security arrangements**

9

Help protect children affected by **emergencies**

10

Reinforce **community and government** efforts to protect and fulfil children's rights



# Children's Rights and Business Principles IMPLEMENTATION GUIDANCE

- ***No “stand alone” approach***
  - Principles’ foundation is on internationally supported human rights conventions
- ***No “one size fits all” approach***
  - Company level child rights due diligence based on facts and values
- ***Introducing a “Child rights lens”***
  - Not proposing new processes and procedures (unless needed) but instead incorporation of a child rights lens into the social pillar of the company’s CSR

# Principle 1

Answers the question “HOW ?”

responsibility  
to  
**RESPECT**



commitment  
to  
**SUPPORT**

# Principles 2, 3, 4

## THE WORKPLACE

**2 - CHILD LABOUR**

**3 - YOUNG WORKERS AND**

**3 - FAMILY-FRIENDLY WORKPLACE**

**4 - PROTECTION AND SAFETY OF CHILDREN**





# Principles 5, 6

## THE MARKETPLACE

**5 – RESPONSIBLE PRODUCTS AND SERVICES**

**6 - RESPONSIBLE MARKETING AND  
ADVERTISING**



# **Principles 7, 8, 9, 10**

## **COMMUNITY and ENVIRONMENT**

**7 – ENVIRONMENT AND  
LAND ACQUISITION**



**8 – SECURITY ARRANGEMENTS**

**9 – EMERGENCIES**

**10 – SUPPORT COMMUNITY AND  
GOVERNMENT EFFORTS FOR CHILDREN**

# For further information

<http://www.unicef.org/csr>  
[csr@unicef.org](mailto:csr@unicef.org)



## Next Steps

- Presentations and minutes will be disseminated to all participants after the webinar



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and inclusive society

[www.enterprise.org](http://www.enterprise.org)

EUROPEAN UNION

COMMISSION

FOR GROWTH AND EMPLOYMENT

2014-2020

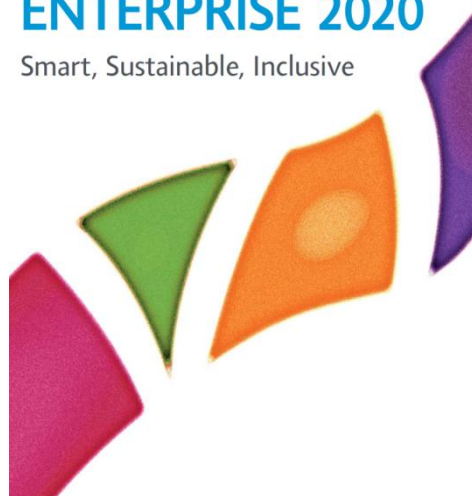
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# Thank you for your attention!

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For more information, please contact [Susan Njoroge, sn@csreurope.org](mailto:sn@csreurope.org)

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