

THE CHILDREN'S RIGHTS AND BUSINESS PRINCIPLES

Integrating children's rights into business.

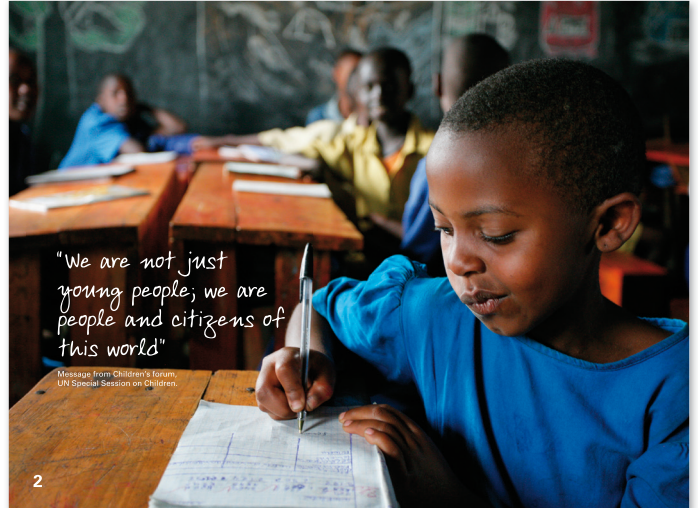
1

SLIDE 1

What are the Children's Rights and Business Principles?

- UNICEF, together with the UN Global Compact and Save the Children, has led a process to develop ten principles – The Children's Rights and Business Principles – to guide companies on actions to respect and support children's rights.
- In 2011, the UN Human Rights Council unanimously endorsed the 'Guiding Principles on Business and Human Rights: Implementing the United Nations Protect, Respect and Remedy Framework', proposed by the Special Representative of the UN Secretary-General on Business and Human Rights, Professor John Ruggie.
- The Children's Rights and Business Principles are a compliment to the UN Protect, Respect and Remedy Framework and are meant to support companies in promoting children's rights in day-to-day business activities.
- We could also look at the Principles as a lens through which we should view our sustainability work.
- Business, civil society and children themselves contributed towards the principles through regional and online consultations.

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2

SLIDE 2

The Children's Rights and Business Principles are based on the UN Convention on the Rights of the Child and are in alignment with the processes set out in the UN guiding principles on business and human rights.

The Convention outlines the rights to be protected by states and the Children's Rights and Business Principles provide the operational framework for business to respect and support these rights.

Link to The UN Convention on the Rights of the Child:

www.ohchr.org/en/professionalinterest/

NOTES

This presentation aims to guide companies on how to implement a child rights perspective into business, using the Children's Rights and Business Principles.

It is developed by UNICEF Sweden as part of an internal communication material package on the Children's Rights and Business Principles.

For more information, visit unicef.se/csr.



3

SLIDE 3

- The aim of this presentation is to give an introduction on how we, as a company, can integrate children's rights into our business; what actions we should take to respect and support children's rights and how we can use the Principles as a tool in our sustainability work.

NOTES



SLIDES 4 - 5

- Whether global or local, big or small, all companies have an impact on children.
- Children make up one-third of the world's population and all companies interact with children in one way or another – directly or indirectly.
- Our company should consider the positive and negative impacts we have on children in our business operations, for instance through our customers, suppliers, employees and business partners.

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ALL COMPANIES HAVE AN IMPACT ON CHILDREN, DIRECTLY OR INDIRECTLY

As children make up **one-third of the world's population**, all companies interact with children on a daily basis, for instance as consumers, workers, children of employees and community members.

It's not a question **if** companies affect children, but **how...**

5

SLIDE 5

NOTES



SLIDE 6

- We are now going to watch a short introductory video on how to integrate children's rights into our business activities.
- The video raises a number of questions that we'll have a chance to discuss afterwards.

NOTES



IN THE WORKPLACE...

...how do we affect children through, for instance, the working conditions and wages of our employees?

7

SLIDE 7

Looking at our company's impact on children, we can divide the principles into three areas - the workplace, marketplace, and the community and environment.

- Do we know how we affect children through, for example, the working conditions and wages of their parents or caregivers?

NOTES

IN THE MARKETPLACE...

...how do we make sure that our marketing practices and products do not run the risk of infringing on children's rights?



8

SLIDE 8

- How do we make sure that our marketing activities, products and advertising do not infringe on children's rights?
- How do our marketing practices affect children's health, values and self-esteem?

NOTES

IN THE COMMUNITY...

...how do our business activities affect the environment and community where children live?

Land grabbing

9

SLIDE 9

Looking at the community and the environment:

- How do we affect children where we operate?
- How do we affect children in our usage of natural resources for instance, when we require new land or use natural resources?

NOTES



SLIDE 10

These are the Principles.

- Principle 1 is about companies taking a stand on children's rights and it also outlines the process for incorporating the Children's Rights and Business Principles in company business.
- Principles 2-10 are divided into three areas dealing with different ways in which business affects children's rights...

NOTES

1 All companies should meet their responsibility to respect children's rights and commit to supporting the human rights of children.



11

IN OUR BUSINESS...

- ▶ Do we recognize children as stakeholders?
- ▶ Is a commitment to children's rights specified in our policies?
- ▶ Have we integrated children's rights considerations into the broader risk assessment process?
- ▶ Do we provide remedies in situations where children's rights have been violated?

2 All businesses should contribute towards the elimination of child labour, including in all business activities and relationships.



12

IN OUR BUSINESS...

- ▶ Do we have a policy clearly stating the minimum age for employment in line with national law and international standards?
- ▶ What steps do we take in managing cases where children below the minimum age are discovered in our business activities and relationships?
- ▶ Do we support initiatives to address the root causes of child labour?

SLIDE 11

Let's look at each of the Principles and discuss how they relate to our company activities.

(Go through slide 11–20)

SLIDE 12

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3

All businesses should provide decent work for young workers, parents and caregivers.



13

IN OUR BUSINESS...

- ▶ Do we support skills development of young workers through apprenticeships and training?
- ▶ Do we have a defined approach to providing decent working conditions for young workers and student workers?
- ▶ Do we have policies on annual leave, sick leave and maternity/ paternity leave for our employees?
- ▶ How do we ensure that our workplace is family-friendly and supports employees with family responsibilities?

4

All businesses should ensure the protection and safety of children in all business activities and facilities.



14

IN OUR BUSINESS...

- ▶ Do we have a zero tolerance policy on violence, exploitation and abuse of children, including but not limited to sexual exploitation?
- ▶ Do we provide training for all managers and employees regarding our company policy on violence, exploitation and abuse of children?
- ▶ Is there a formal grievance mechanism for receiving, processing, investigating and responding to complaints about abuse of children?

SLIDE 13

SLIDE 14

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5

All businesses should ensure that products and services are safe, and seek to support children's rights through them.

IN OUR BUSINESS...

- ▶ Do our products and services meet child safety standards? For instance, do we have a system in place to ensure that product labels and instructions provide for children's safety?
- ▶ How do we assess and monitor the use of our products and services in order to identify any mental, moral or physical dangers to children's health and safety?
- ▶ Do we have a child perspective in our product development processes?



15

SLIDE 15

NOTES

6

All businesses should use marketing and advertising that respect and support children's rights.

IN OUR BUSINESS...

- ▶ Do we have a responsible marketing and advertising policy in place that prohibits harmful and unethical advertising related to children?
- ▶ How can we actively promote positive and healthy values through marketing and advertising?
- ▶ In what ways do we promote positive and healthy behavior among children through marketing and advertising?



16

SLIDE 16

NOTES

7 All businesses should respect and support children's rights in relation to the environment and to land acquisition and use.



17

IN OUR BUSINESS...

- ▶ Do we have a policy on land acquisition and natural resource use, including resettlement of populations and compensation, that takes children's vulnerabilities into account?
- ▶ How do we identify, assess and monitor environmental risks and impacts on children and pregnant women?

8 All businesses should respect and support children's rights in security arrangements.



18

IN OUR BUSINESS...

- ▶ Do we train our security personnel as well as contracted security staff on children's rights and child protection? For instance with regard to conduct and use of force in situations where children are victims or witnesses of violations, or have allegedly committed an offence on company property?
- ▶ Do we have a policy in place related to security arrangements that incorporate children's rights?

SLIDE 17

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SLIDE 18

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9

All businesses should help protect children affected by emergencies.



19

IN OUR BUSINESS...

- ▶ Have we considered children's specific rights and needs in contingency planning for emergency situations caused by business operations?
- ▶ Do we contribute to relief efforts during disasters in areas where we operate? If so, do we have a strategy on supporting children in coordination with local authorities and humanitarian agencies?
- ▶ Do we have a due diligence process that addresses the heightened risk of child rights violations during armed conflicts?

SLIDE 19

NOTES

10

All businesses should reinforce community and government efforts to protect and fulfil children's rights.



20

IN OUR BUSINESS...

- ▶ How do we deal with complaints about risks to and impacts on children's rights in relation to community investment projects?
- ▶ Do we have company guidelines on remedial actions for any situations where children's rights have been violated?
- ▶ Do we proactively support strategic social investment programmes that align with government plans and priorities in areas where we operate?
- ▶ Do we have a policy that addresses corruption, taxation and bribery?

SLIDE 20

NOTES

**LET'S USE THESE PRINCIPLES
AS A FRAMEWORK FOR ACTION!**

21

SLIDE 21

- Integrating children's rights into business is a long-term commitment.
- It requires knowledge of how and where our company affects children.
- It extends to both own operations and all business relationships.

NOTES

**FOUR KEY CHILD RIGHTS AND
BUSINESS CASES
PLEASE DISCUSS!**

22

SLIDE 22

- Let's discuss the following four cases from a child rights perspective.
- Use the tools from UNICEF as support.

NOTES

A CHILD RIGHTS PERSPECTIVE IN YOUR TRAVEL GUIDELINES



A businessman, visiting his branch office in New City, was arrested at his hotel room, as he was about to rape a 9-year-old girl who had been trafficked from a neighboring country. Although the hotel receptionist had been bribed to keep quiet, the police received an anonymous tip, which resulted in the detention of the businessman. When met by the news of the arrest, the businessman's company stated; "We have nothing to say in this case as this has nothing to do with our company's business. Moreover, what our management or staff do in their spare time while traveling on business is none of our concern".

Child sexual abuse through trafficking and prostitution is a major global problem. It is also a problem often associated with business travel.

- ▶ Do you ensure a child rights perspective in the travel guidelines within your company?
- ▶ Do you ever discuss risks such as child sexual abuse or prostitution during business travels?
- ▶ What do your policies say?

23

SLIDE 23

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NOTES

CHILD SENSITIVE DUE DILIGENCE



You are in the extractive industry in the conflicted state of Afania. A civil war has been going on for the past five years - but your business is not affected, as you make sure to "keep friends" with one side of the conflicting party by paying "extra taxes". These funds are then used to further fuel the conflict, providing the group with more weapons and ammunition. Being at peace with this arrangement, you are shocked by the international broadcasting service SNN's reporting on your company fueling the conflict and therefore being partially responsible for the ethnic cleansing of a minority group in Afania.

SNN reports that over the last five years, nearly 350 000 children have been massacred. Hearing this, your company's top management calls for an urgent meeting.

- ▶ What should have been done before entering Afania?
- ▶ What child sensitive due diligence must be conducted before entering a country where obvious human rights violations are taking place.

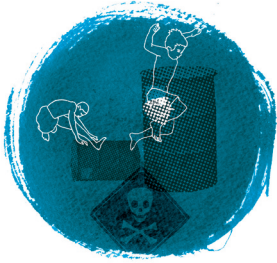
24

SLIDE 24

- What should have been done before entering Afania?
- What child sensitive due diligence must be conducted before entering a country where obvious human rights violations are taking place.

NOTES

INADEQUATE MEASURES



Agricultural workers at the vineyards of Afrinia work at least 12 hours per day - six days a week. Every day, the workers use pesticides to protect the produce. The owners of the vineyard have informed the workers that even though they wash themselves thoroughly, it can be dangerous to get too close to other people - such as family - for hours afterwards.

The owners offer cold water for the workers to wash themselves with. You are a customer of this particular vineyard and you are aware of what is going on, both in regards to overtime and the use of pesticides.

► What child rights perspectives should be included in the above situation?

25

SLIDE 25

- What child rights perspectives should be included in the above situation?

NOTES

FAMILY-FRIENDLY WORKPLACE



John works at Heavy Metals Corp as a promising sale professional. John is very satisfied with his work profile, as it includes a lot of representation with key clients. He spends at least three evenings a week taking important customers to fine restaurants, bars and clubs. At home, John has his wife Suzanne and his 12-year-old twin boys Adam and Daniel.

► Could such a work profile have any consequences for children, in this case John's children?

► Does your company discuss - for instance - alcohol consumption as part of representing your company, and its potential effects on family life and children?

26

SLIDE 26

- Could such a work profile have any consequences for children, in this case John's children?
- Does your company discuss - for instance - alcohol consumption as part of representing your company, and its potential effects on family life and children?

NOTES

GETTING STARTED

- ▶ Do we have a commitment from top management to integrate children's rights throughout our business?
- ▶ Have we incorporated children's rights in our sustainability framework, policies, and codes of conduct?
- ▶ Have we mapped and analyzed our impact on children and identified actions to respect and support children's rights?
- ▶ Do we provide remedial actions for any situation where children's rights have been violated?
- ▶ How do we communicate and report our progress and work on children's rights – including both achievements and challenges?

27

SLIDE 27

- These steps outline the process for how to implement the Children's Rights and Business Principles.
- Where does our company stand?

For instance regarding commitment from top management, do we:

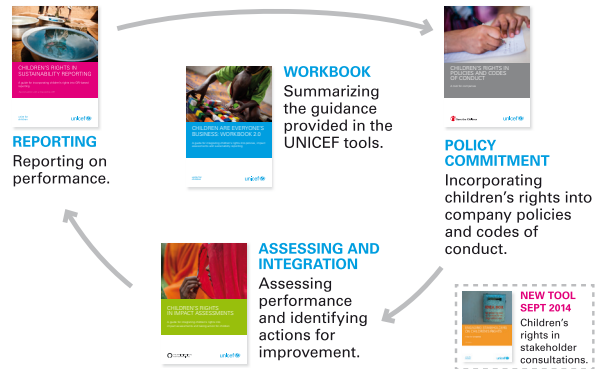
- ...have an explicit commitment to respect human rights, including children's rights?
- ...define children's rights as those enshrined in the Convention on the Rights of the Child and/or refer to the Children's Rights and Business Principles?

Regarding incorporating children's rights in our sustainability framework, do we:

- ...train, empower and incentivize staff to deliver on children's rights?
- ...assign a focal point to champion children's rights within our company?
- ...ensure the sensitivity of grievance mechanisms for child rights issues?

NOTES

TOOLS FOR IMPLEMENTATION



28

SLIDE 28

These are the key tools that UNICEF has developed to facilitate company work on integrating children's rights into business.

The tools are available at unicef.se/csr

NOTES

COMMUNICATION MATERIAL



CASE CARDS

10 cases to stimulate discussion on how to integrate children's rights in business operations.



CARD GAME

A case based card game on key child rights and business challenges.



INTRODUCTORY FOLDER

A leaflet on integrating children's rights into business.



3-MINUTE VIDEO

A short introduction film on the Children's Rights and Business Principles.

29

CHILDREN ARE EVERYONE'S BUSINESS

30

SLIDE 29

UNICEF Sweden has also developed internal communication material that aims to support your work on raising awareness and building knowledge on children's rights.

SLIDE 30

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