



Children's Rights and Business Principles

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Global Compact Network
Canada



Save the Children®

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Why children?

- ▶ The UN Guiding Principles on Business and Human Rights require that particular attention be paid to children.
- ▶ Children make up half the population in the world's least developed countries.
- ▶ Children are consumers, young workers, future employees, and depend on family who work for businesses.
- ▶ Children are at a unique stage of development, more vulnerable, and less visible.

Why business?

- ▶ Business will better identify and manage child-related risks.
- ▶ Business will enhance their reputation and social license to operate.
- ▶ Business will increase their workforce diversity, motivation, engagement and loyalty.



Children's Rights & 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



Principle 1: Respect for Children's Rights



Principle 2: Child Labour

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

Contributing to the elimination of child labour (children working under the legal age of work) should not be understood as simply firing working children.

Sometimes work is hard to define. Other times to fire a working child is to violate their right to food, shelter, health and even to education.

Principle 2 should always be implemented using the best interest of the child approach.

Can you define what is acceptable work for children?



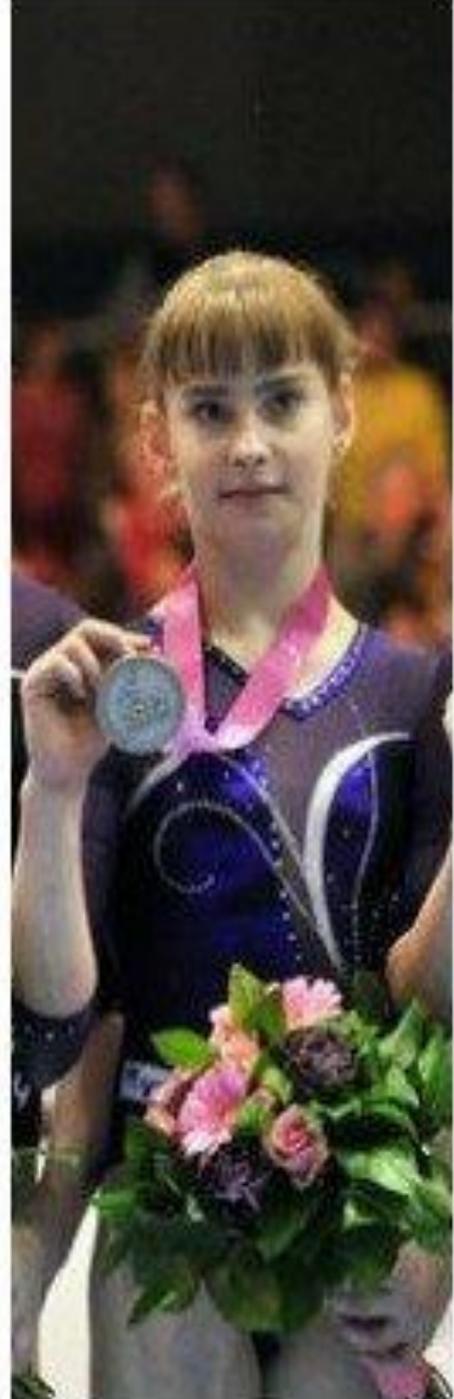


**SOUTHWEST RURAL
AND
LIVESTOCK SHOW & SALE**









What it takes to become an Olympic gymnast:

- 10 years of deliberative training
- an average of more than 3 hours of training daily
- Under 4 years of age: 30-45 minute classes, once per week for 10-36 weeks of the year
- Recommended age to start building gymnastic skills – 7-9 yrs for girls, and 9-10yrs for boys
- In the US - of the 3 million children between the ages of 6-11 who do gymnastics, more than 25,000 of them are treated for gymnastics-related injuries in emergency rooms each year

Tony Mitra



Every child has a right to education:

‘I just finished high school. I passed my test - I'm free! It was hard doing school and work every day.’

‘I mean, this kind of lifestyle has given me a different perspective on life. I've been able to travel the world. At school, usually you have to do a lot of writing and reading. I'm really not into that stuff. I like to be out there!’



Principle 3: Decent Work

Provide decent work for young workers, parents and caregivers.

Why This is Important for Young Workers

- 73 million young people unemployed
- informal employment pervasive
- transitions to decent work difficult
- in developing countries quality jobs lacking
- in advanced economies long-term unemployment unexpected tax on young workers
- long term unemployment has scarring impact

Why decent work for parents and caregivers vital to children:

- Living wage = poverty reduction – leads to improved nutrition, health and education outcomes for children
- Less stress for parents and caregivers can lead to improved parenting
- Length and flexibility of working hours, parental/maternity leave, provisions for breastfeeding women - all can improve child development



Principle 4: Safety & Protection

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



Principle 5: Products & Services

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



MATH IS HARD



LET'S GO SHOPPING!



Principle 6: Marketing and Advertising

Use marketing and advertising that respects and supports children's rights









RESPECT & SUPPORT CHILDREN'S RIGHTS

RESPONSIBILITY OF BUSINESS TO
IN MARKETING & ADVERTISING

SUGGESTED ACTIONS FOR YOUR BUSINESS



DON'T

ENCOURAGE OR CONDONE ANY FORM OF DISCRIMINATION IN YOUR MARKETING PRACTICES

DON'T

PLACE ADVERTISEMENTS IN LOCATIONS OR VENUES THAT ARE FORSEEABLY FREQUENTED OR ACCESSED BY CHILDREN OF INAPPROPRIATE AGE GROUPS FOR THE PRODUCT



DON'T

HIRE CHILDREN AS 'BRAND AMBASSADORS' OR IN PEER-TO-PEER MARKETING AT SCHOOLS OR ON SOCIAL NETWORKING SITES

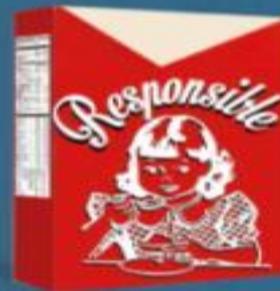


DO

HAVE A RESPONSIBLE MARKETING AND ADVERTISING POLICY IN PLACE AND ADOPT A BROAD VIEW OF WHAT 'HARMFUL' MEANS TO CHILDREN

DO

REGULARLY UPDATE YOUR MARKETING & ADVERTISING POLICY TO REFLECT THE RAPIDLY CHANGING MEDIA LANDSCAPE



DO

TAKE A RESPONSIBLE APPROACH TO FOOD MARKETING, ADVERTISING AND LABELLING TO CHILDREN

DO

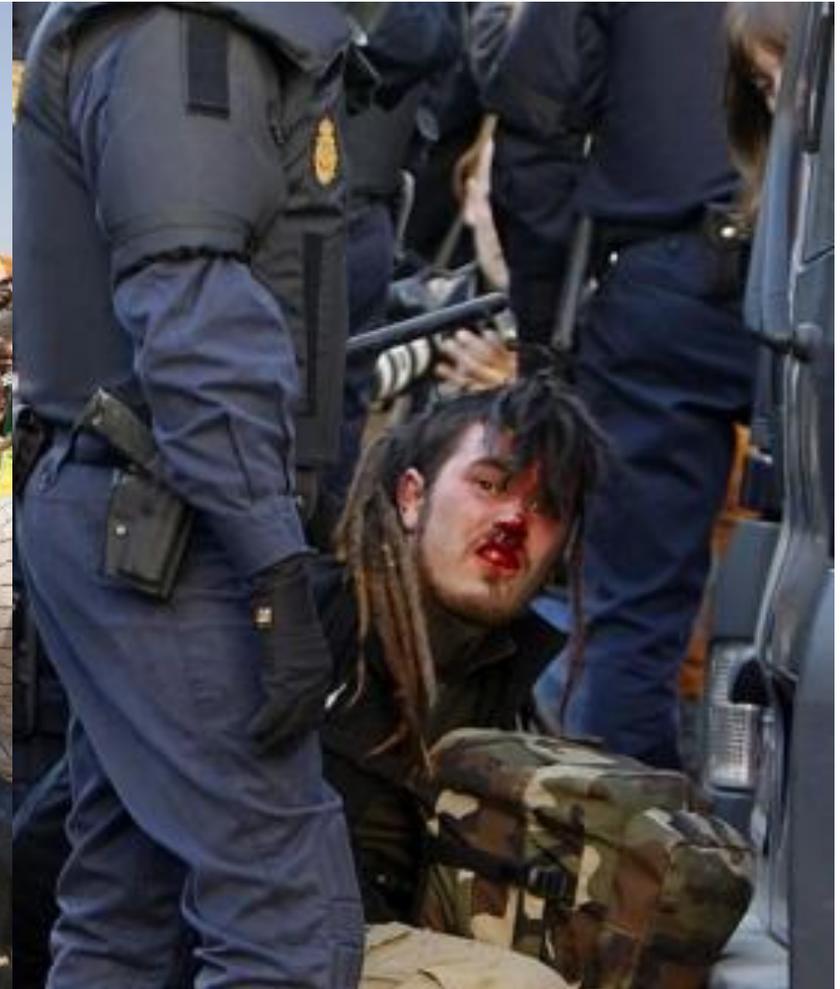
DEVELOP AND DISSEMINATE MESSAGES AND ADVERTISING TO CHILDREN AND PARENTS THAT PROMOTE HEALTHY BEHAVIOURS AND PRODUCTS



Principle 7: Environment and Land



Principle 8: Security Arrangements



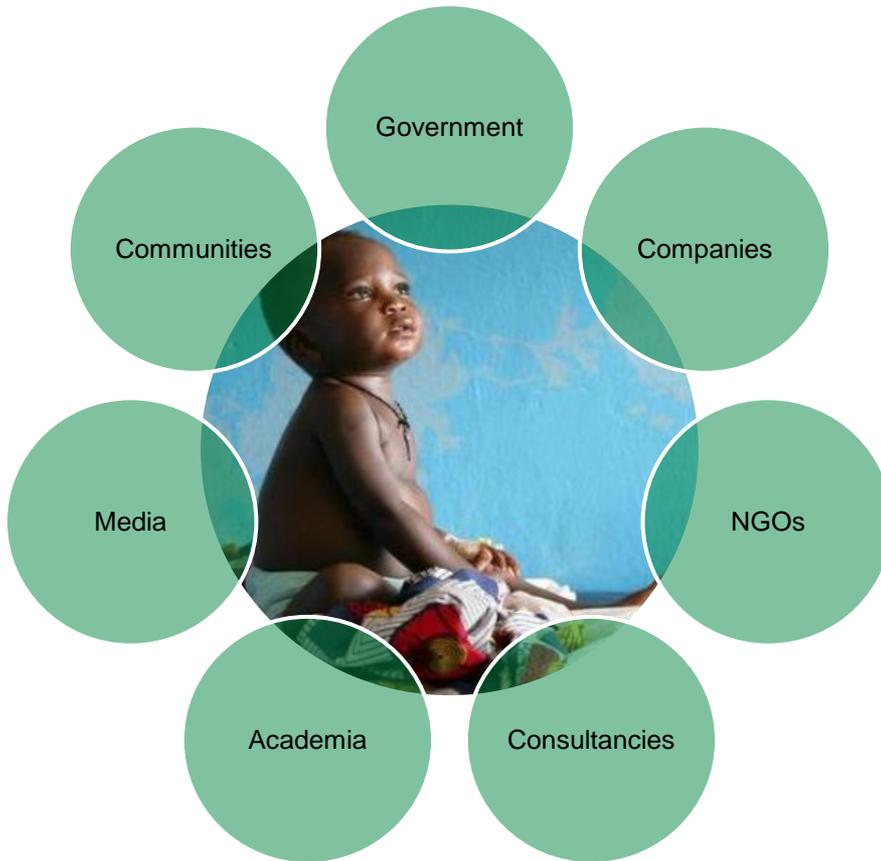
Principle 9: Emergencies



Principle 10: Community and Government



Next steps



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