

Children's Rights and Business Principles – Good Practices per Principle

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What follows is a sampling of over 50 anonymous good practices gathered from online searches or submitted by UN Global Compact participants in response to our call to share actions and initiatives that their companies are undertaking to respect and support children's rights. The actions and policies adopted by these companies demonstrate the abundance of ways that business can respect and support children's rights around the world.

The practices are organized under one of the 10 Principles which it addresses and/or supports, although some practices might also be relevant for multiple Principles. The examples hail from companies representing a broad range of sectors and regions, demonstrating the universal relevance of practicality of the Children's Rights and Business Principles.

These working examples have not necessarily been reviewed by the companies concerned and may be subject to further editing. Nor have they been through any vetting process. They are intended to raise awareness of the many ways in which business can maximise the positive impacts and minimize the negative impacts on children in the workplace, marketplace and community. We hope they will inspire other businesses to take action to respect and support children's rights and that this collection of good practices by companies around the world will continue to grow.

To contribute an example to this live document, please email childrensprinciples@unglobalcompact.org.



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1. Meet their responsibility to respect children's rights, and commit to supporting the human rights of children.

1.1 A Brazilian mining company established a global human rights policy in 2009 establishing guidelines and principles for respecting the rights of children, which is applied to all projects and operations and throughout its supply chain.

1.2 In collaboration with several international child rights organizations, a global furniture and home goods company developed an initiative to address the company's commitment to investments in social programs on a global level, focusing on children's right to a healthy and secure childhood with access to quality education.

1.3 To ensure good business practices, an American airline developed a human rights policy statement declaring its commitment to conduct its business in a manner consistent with the UN Declaration of Human Rights and to protect human rights within the company's sphere of influence.

1.4 A French publishing company issued a specific code of conduct as a formal statement of the fundamental principles of human rights and children's rights to all suppliers and subcontractors directly or indirectly involved in the book production processes, based on ILO standards.

1.5 A travel and tourism company signed a global code of conduct to protect children from sexual exploitation and co-founded an initiative to preserve the rights of abused and exploited children around the world.

1.6 An organization in Argentina is working with companies that recognize the importance of children's rights, offering their employees full-time daycare with professional caregivers in their workplaces and allowing parents to participate in feeding and playtime during the day.

1.7 An Italian confectionery company, which has demonstrated a broad commitment to corporate sustainability, has integrated children's rights into their code of business conduct and performance and evaluation systems.

1.8 An American for-profit company that, among other things, sells bags, helps provide a safe birth for a mother and baby in need for every bag purchased. Considering that infection is a leading cause of death among mothers and newborns worldwide, this company practice is aiming to save half a million lives each year. This initiative, launched in 2015, will first be established in Bangladesh, Ethiopia, Haiti and India. Partners involved in maternal and child health programs will help provide training for skilled birth attendants and a safe birth kit that includes materials like gloves, soap, a cord clamp, a surgical blade etc.



1.9 A German telecommunications company launched a program in 2009 to help children from disadvantaged backgrounds discover and expand their individual abilities, in order to develop both personal and career perspectives. The initiative has since been recognised and selected by the UN Decade Education for Sustainable Development as an “official measure”.

1.10 In an effort to improve the oral and general health of children around the world, an American dental care company has introduced an oral health education program which provides oral care products and related educational materials, as well as volunteer dentists conducting workshops, to children in over 80 countries.

1.11 An American broadband and telecommunications company supports the right to education for children in underserved schools in America. It provides the digital know-how and training to school teachers as well as mobile devices needed for the teaching. The program leads to stronger student engagement and improved academic performance.

1.12 An American for-profit company that designs and sells shoes and other items, donates a new pair of shoes to an impoverished child whenever it sells a pair of shoes. The shoes are given to children through humanitarian organizations that incorporate shoes into their community development program. As of 2015, this company has given roughly 45 Million pairs of new shoes to children in need in over 70 countries.

1.13 To support children’s rights to education, a leading social enterprise in rural India provides affordable after-school learning services for pre-school and primary school children. It helps the children build a good foundation in English and Mathematics, and designs its programs and tools to reinforce ongoing learning skills.

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

2.1 In 2008, an international clothing retailer began a year-long project with UNICEF in Uzbekistan to help prevent child labour in the cotton industry and contributed \$150,000 to this project, which aimed to raise public awareness of the effects of child labour and to develop national child protection strategies.

2.2 A conglomerate based in Colombo, Sri Lanka, which specializes in the production of clothing, has adopted a minimum working age of 18 at their apparel factories – two years above the Sri Lankan legal minimum so as to absolutely avoid any forms of child labour in their work.



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2.3 Because of its large presence in the manufacturing industry, one of Sri Lanka's largest exporters of apparel has implemented a Code of Conduct in efforts to abolish child labour which also includes programs to support compulsory education for children and the career development of youth.

2.4 A Germany-based multinational chemical and pharmaceutical company took steps to eliminate child labour in its supply chain, committing to work only with growers who contractually agree not to employ children, as well as penalizing farmers for violations and publicly rewarding producers who operate without child labour, by paying them a bonus at the end of each season.

2.5 A small Spanish communications company created a website to facilitate the ethical and responsible procurement of office supplies and gifts which are made from recycled materials or biodegradables or are fair trade, and are manufactured in the EU and Southeast Asia by suppliers that are requested to complete an Environment and Human Rights commitment form, which specifically states that child labour may not be used.

2.6 Concerned about the risk of child labour in agriculture, a Sweden-based leading manufacturer of high value-added speciality vegetable fats carried out investigations to determine whether child slavery was taking place in its West African shea supply chain.

2.7 Nearly 90 per cent of the US payments industry has come together to form a coalition, which aims to eradicate the profitability of commercial child pornography by following the flow of funds and shutting down the payments accounts that are being used by these illegal enterprises.

2.8 Recognising the importance of implementing international children's rights standards, a UK based communications company has included a child labour standard in their strategy for sourcing. This strategy, which is linked to the company's business principles and aspirations, seeks to apply child rights standards across the supply chain.

2.9 Recognising the increased risk of child labour in the families of women who have become marginalised as a result of the industrialisation of the manufacturing process of sporting goods in Pakistan, a multinational sporting organisation has formed part of an industry-wide initiative sought to address the risk of child labour in the rural areas of the region.

2.10 Concerned about child labour occurring in stone quarrying communities in India, a UK based garden paving company has begun donating a small percentage of proceeds from stone sales to the projects of an international children's rights organisation aimed at eliminating child labour in these supply chains.



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2.11 An American clothing retailer adopted a zero tolerance policy on child labor, and also required its suppliers to adhere to strict remediation policy. In case of violation, the company prioritized action in the best interest of the child worker. For example, it required that the child is immediately removed from the workplace and the supplier pays for the child's continued schooling, as well as an ongoing salary. Once the child reached legal working age, the company's policy required the supplier to provide him or her with employment, if desired.

3. Provide decent work for young workers, parents and caregivers

3.1 A major clothing retailer has a Code of Vendor Conduct which establishes the legal, social and environmental requirements that all garment factories must meet in order to do business with the company, so as to ensure that garment workers are paid fairly, work a reasonable number of hours, and do their work in a safe, healthy environment.

3.2 In 2005, a Bangladeshi NGO focused on the rights of women and children was engaged by a major athletic apparel and footwear retailer as an access point for grievances in their local supply factories, including addressing workers' need for daycare services in factories in line with Bangladeshi law.

3.3 A worldwide coffee company established many minimum requirements for its suppliers and created a set of guidelines, the aim of which is to motivate employers to improve the work and living conditions of employees, including children, not only according to local law, but also according to international best practices.

3.4 Between 2007 and 2009, over 1,00 young men and women attended workshops run by an international human resources company, which gave attendees the tools to optimize their approach in the search for employment.

3.5 An international clothing manufacturer and retailer provides vocational training at schools set up between the US and Bangladesh governments in Bangladesh for ex-child labourers who previously lost their job due to being under age, with a training program specially designed to guarantee graduates a job as a machine operator at the company's factory.

3.6 In order to support the migrant labourers which it employs, a medium-sized Argentinean winery opened a nursery and school on one of its farms which provides health care, education and food for the children of workers.

3.7 An American social networking company provides eligible full-time, U.S. employees (either mothers or fathers) up to 4 months of Paid Parental Leave to attend to the birth or adoptive



placement of their child, while continuing with health benefits, stock vesting, pension contributions and gym membership.

3.8 A multinational holdings group and manufacturer is working with a Chinese NGO to encourage migrant labourers in China to keep in touch with their children who have been left behind in rural areas by handing out "caring" cards to rural families with left-behind children and launching education and guidance services for rural families.

3.9 In partnership with a Bangladeshi garment supplier, a UK fashion retailer collaborated together to improve productivity by developing a robust human resources system which distributes a package of benefits, including additional medical care and crèche facilities, a matching provident fund, a production incentive scheme, improving the nutritional value of the daily hot meal and bonuses for improved attendance.

3.10 A multinational professional services firm engages in a collaborative initiative with 200 other companies to address the problem of youth unemployment in Europe. It has set multiple targets to bring youth employment, valuable training, and paid internships to young people across Europe by 2020.

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

4.1 A major hotel and tourism services company is committed to eradicating child prostitution and sexual exploitation of children by training 13,000 employees in 34 countries on how to prevent sexual exploitation of children within hotels by detecting suspicious behaviours and knowing how to react and respond.

4.2 An Italian clothing manufacturer and designer created a Business Practices Ethics Guide designed to ensure that working conditions conform to Human Rights standards and labour legislation, as well as to the regulations governing environmental protection and health and safety matters.

4.3 In an international hypermarket's charter for commitment to protect human rights it has committed to not employ or make children work under the age of 15 and only to employ children under the age of 18 for production, manufacturing and assembly tasks, in conditions which do not compromise their health, their safety or their moral integrity, and which do not harm their physical, mental, spiritual, moral or social development.



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4.4 A travel and leisure company became a signatory of the “Code of Conduct for the Protection of Children from Sexual Exploitation in Travel” (The Code), a Responsible Tourism initiative which supports businesses in implementing child protection policies and has included clauses regarding child protection in its Supplier Code of Conduct, which all of its business partners, including hotels and service providers, must adhere to.

4.5 An international airline based in France has participated in several campaigns against the sexual exploitation of children in travel and tourism, including the provision of inflight videos and literature aimed at educating travellers on the issue, as well as training programs aimed at raising awareness amongst inflight staff.

4.6 A German owned clothing company has established various child-benefit programs in collaboration with government organisations, non-government organisations, employer organisations and other sectors of society. These programs are aimed at assisting children both inside and outside of the community, and include a Family Welfare Program consistent with Article 134 of the Labour Code of the Philippines. This program gives focus to family values and employees are ‘informed about right birth spacing for them to give quality time to their children and family as well’ whilst pregnant employees receive support up to the time they give birth.

4.7 A major diamond mining company has implemented an initiative to manage HIV and AIDS for its employees located in Africa. This is a central part of the Family of Companies ongoing operational risk management process which is working to achieve a ‘vision of zeros’. This means: zero new HIV infections in employees or partners; zero babies born with HIV/AIDS from mothers registered on its treatment programmes; and zero deaths from HIV/AIDS as employees and partners access its treatment programmes. Joint ventures and partnerships have been formed both privately and with the State in order to facilitate education and awareness building initiatives, outreach and training support, and home-based care support.

4.8 A major technology company in the health care sector provides compact, portable ultrasound technology in India offering significant potential health benefits to millions who suffer from painful or potentially life threatening diseases. The company has also implemented a poster campaign to promote the ‘Rights of the Girl Child’ in response to allegations that their products have been misused to facilitate female feticide in the region.

4.9 A Russian oil and gas consortium located in a region with a high threat of natural disasters, has introduced initiatives to educate local children on safety procedures in the event of an emergency. Recently, the consortium held a Safety Day for children, in which children from 15 schools in the region were required to demonstrate both theoretical knowledge and practical skills on safe behaviour in various emergency situations. The organisers of the event have also formed partnerships with an internal organisation as well as the Ministry of Education in the



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region, in order to implement a number of other programs with a focus on safety education. One such program is well known for its animated educational cartoons on safe behaviour in emergency situations.

4.10 One of the worlds largest global insurers and asset managers has implemented a programme in partnership with a number of NGOs to help, through advocacy and education, street-connected children realise their potential. Activities include assisting children to obtain birth certificates to gain access to public education and healthcare services, and restricting the companies it supports in its investment portfolio to those which do not have a detrimental effect on children.

4.11 A multinational banking and financial services company has long supported education projects around the world as part of its commitment to community investment and the broader goals of building thriving communities, and driving economic development. It has implemented a program to provide access to education or life skills for marginalised children and young people aged 3-24. Activities include supporting school equipment costs, delivering teacher training workshops, establishing family strengthening programmes, facilitating mobile libraries and resource centres, and developing counselling and support programmes.

4.12 Recognising the responsibility to protect the safety of children using the internet, a large UK based communications company launched a wi-fi pilot program in partnership with an international children’s rights organisation and another, to provide internet safety training to parents, caregivers and teachers.

5. Ensure that products and services are safe, and seek to support children’s rights through them

5.1 A Sweden-based international furniture and home goods manufacturer and retailer ensures that products are safe for children according to international standards by testing them in a third-party and educating employees on children’s development needs, safety and health via a special training programme.

5.2 An American car manufacturer conducted a research program focused solely on injury prevention and advancing the safety of children, youths and young adults with a team composed of many disciplines, including paediatricians, psychologists, statisticians, epidemiologists and engineers.

5.3 A UK-based chemical company entered into a two-year partnership with a children’s hospital to educate parents and caregivers of young children about the risk of accidental chemical



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poisoning educational leaflets available in hospital dispensers and a competition in waiting areas.

5.4 An American-based audit, assurance, tax and advisory services company launched a youth education project in the United States which provides students in grades 3-12 with free financial literacy modules on topics such as credits and debits and identity theft, and challenges high school students to create business plans, introducing them to concepts such as market research and financial planning.

5.5 A world-wide non-alcoholic beverage producer announced four global commitments to help fight obesity. They range from expansion of low- or no-calorie and “mini-can” options in every beverage sector to supporting physical activity programs worldwide. Their most significant commitment directly fighting childhood obesity is marketing responsibly with no advertising targeting children below 12 years.

5.6 A large American based pharmaceutical entered into an agreement to produce life-saving vaccines for young children in impoverished countries. In order to keep the program sustainable, it guarantees high volume demand for the vaccines to companies that agree to sell them at prices \$3.50 and below, for a commitment of several years. A percentage of the vaccines will be partially subsidized from pledges from several countries, charities and non-profits. The vaccines will save millions of children in several countries.

5.7 A multinational banking group based in Balboa has implemented a program aimed at encouraging a greater integration of children from underprivileged groups through primary and secondary education. The program addresses specific social local needs for different beneficiaries in each country, and is supported by a network initiative including schools, foundations, NGOs, civil partners and public organizations. There are in total of 45 of these multi-stakeholder alliances, spread over Latin America, linked to local organizations and the public sector.

5.8 A major international financial services provider operating in over 50 countries has implemented a program in partnership with UNICEF that supports impoverished youth in 11 countries by helping them to develop skills necessary to secure an income. The program provides improved educational opportunities; financial employment and enterprise skills; and financial management support. The program operates in Brazil, Egypt, India, Pakistan, Uganda and Zambia.

5.9 One of the world’s largest pharmaceutical companies in collaboration with WHO and UNICEF provides antimalarial medicine on a non-profit basis for public sector use in developing countries where the disease is endemic. The company has also launched a pilot program for



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children who have lost their parents to AIDS in Africa. The program aims to empower children by providing opportunities for education as well as training in agriculture and other types of employment.

5.10 A public-private partnership in the United States has introduced an initiative designed to align and leverage resources among professional associations, the private sector, universities, U.S. Government, and countries to improve the quality of facility-based maternal, newborn and child health services in 24 key countries.

5.11 A public-private partnership among several government bodies, non-governmental and professional organizations and the private sector, has developed an alliance to lower neonatal mortality rates by expanding newborn resuscitation services during birth as a part of a larger package of vital newborn care. The alliance provides evidence-based training, high quality, affordable resuscitation equipment, and technical assistance to support countries in reducing newborn mortality.

5.12 A partnership among several governments, government bodies and non-governmental organisations is supporting the development of prevention and treatment approaches for pregnant women and newborns in impoverished and isolated communities. This is being done by soliciting innovative solutions from competitors around the world. More than 500 submissions from 60 countries were received, proposing varying approaches, including science and technology, service delivery and demand creation. These approaches address the most challenging obstacles faced by women in low- and middle-income countries in accessing life-saving services.

5.13 A multinational company that produces food, personal care, hygiene and home products, has launched a global partnership with an internationally active non-governmental organization that promotes children's rights, provides relief and helps support children in developing countries. The aim is to work towards eradicating mortality among children and mothers in China, Nigeria, Bangladesh and Kenya, in support of the United Nations' Millennium Development Goals.

5.14 In 2009, A UK-based bank decided to deny finance to multinationals who avoid paying taxes in least developed countries. The bank consulted with its customers and drew up an Ethical Policy taking their views into account. One clause of the policy states: 'We will not finance organisations that take an irresponsible approach to the payment of tax in the least developed countries.' This had the support of 98% of the customers who contributed to the new Ethical Policy.



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5.15 An American car company with manufacturing and assembly plants in 23 countries, conducts safety research specific to children while developing vehicles. The program focuses on advancing the safety of children, youths and young adults through research. The research team spans many disciplines: paediatricians, psychologists, statisticians, epidemiologists, and engineers.

5.16 The world's third largest information and communication technology company released a smartphone application designed to provide lifestyle and educational support to children with developmental disabilities, intellectual disabilities, and other special needs, as well as to their families and caretakers.

5.17 A US-based computer and software company has taken on a special responsibility to deliver training and tools that can help law enforcement officers protect children. The company has developed a unique software tracking system that helps protect children from exploitation online. It enables effective identification and prosecution of offenders by allowing governments to store, search, share, and analyse evidence in child exploitation cases across police agencies. The company has invested more than \$9 million USD to create the system, which, in partnership with the region's police services, has helped mitigate the disturbing prevalence of online child exploitation.

5.18 A major international mobile phone and communications company, has provided new and exciting opportunities to support and develop learning and teaching in South Africa. The company has been running a Mobile Learning for Mathematics project in the region since 2008, collaborating with the South African government, another major mobile phone provider operating in the region, as well as other operators and content providers. The service focuses on active learning by delivering interactive study packages to students' mobile phones and taking advantage of social networking. The content is embedded in local curriculum but provides multi-faceted learning experiences through theory, exercises, tutoring, peer-to-peer support, as well as competitions, tests and self-assessment. The result is highly motivated grade 10 pupils chatting with friends and doing maths on their mobiles, even out of school – in the evenings, weekends and holidays – testing themselves to continually improve their scores and competing with their peers.

5.19 A major computer security software corporation has delivered a number of groundbreaking programs designed to help educate younger generations to be safe and ethical online citizens. They have supported, through their expertise and funding, a curriculum related to online safety entitled 'Surf Smart' by the World Association of Girl Guides and Girl Scouts; and the 'Growing Up Digital' initiative being piloted by the Victoria Department of Education in Australia.



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5.20 A major British multinational retailer has provided funding for 40,000 fuel efficient, low pollution cooking stoves that will be manufactured, sold and maintained by local entrepreneurs in Bangladesh. This initiative forms part of a new carbon offset project by UNICEF aimed at improving the health and lives of vulnerable children, 34,000 of whom die each year in Bangladesh from the detrimental effects of smoke created by traditional indoor cook stoves.

5.21 As a way to integrate philanthropic activities with its core business platform, a consumer to consumer Internet corporation, offers customers a way to support not for profits whilst using its services. The company provides services that allow people to buy and sell products online. People can support not for profits by choosing to allow proceeds from sales to go to given causes or selecting to buy specific goods they know will benefit philanthropic organizations they want to support. This company partnered with the World Food Program USA and used its services to raise funds for school meals for children in need around the world.

5.22 A leading mobile network operator in Eastern Africa developed a free app that helps parents and guardians set up the same level of protection for children on their smart phones and tablets as that in PC and other desktop computers. The company also encourages parents to educate their children on responsible use of these electronic devices.

5.23 A Japanese food and chemical corporation leverages its knowledge and technology to promote better health and nutrition for children. It also develops a supplement to fortify the nutrition of a traditional staple food for weaning infants in Ghana.

6. Use marketing and advertising that respect and support children's rights.

6.1 An international beverage producer and bottling company developed a policy to protect children under the age of 12 from being directly targeted by any of its marketing messages in advertising, including only showing children drinking any of its beverage products outside of the presence of a caregiver.

6.2 A food and beverage company updated its current child marketing guidelines to be even clearer about what is and isn't permitted when communicating with children under the age of 12, including declaring that the company will not use its own Web sites or other communications to encourage children to participate in third-party social networking sites that are inappropriate for children.

6.3 Aware of the role that advertising can play in children's dietary choices, an international food product producer made a commitment to reducing advertising for its products aimed at this audience, including restrict its advertising to products whose recipe and portion size are suitable for the requirements of children aged 3 to 12, in line with public health priorities.



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6.4 A major international beverage producer made a commitment to advertise to children under 12 only products that meet global science-based nutrition standards and joined a group of global food and beverage manufacturers to adopt a worldwide voluntary commitment to child-friendly advertising.

6.5 To enable youth to make informed consumer decisions, a multinational web company provides, free of charge and on request, educational materials to primary schools that teach children to think critically about advertising in the context of their daily lives.

6.6 A large conglomerate based in India works to give young under-privileged girls an education by supporting NGOs that aim to ensure these girls are given the opportunity to attend primary school and provide them with textbooks, school bags, uniforms and a nutritious meal during school hours.

6.7 A multinational cell-phone provider partnered with an international child-centered development organization to empower young people to communicate about issues that are important to them and to raise awareness of their rights and opportunities.

6.8 A world leader in snacks, foods and beverages joined the International Food & Beverage Alliance, a Swiss-based NGO, comprising multinational food and beverage manufacturers, to adopt a worldwide voluntary commitment to advertise to children under the age of 12 only products that meet specific nutrition criteria.

6.9 An Italian confectionary company, with a broader commitment to corporate sustainability, has publically endorsed principles to guide their marketing and advertising directed at children. In line with the International Food and Beverage Alliance (IFBA)'s Global Policy on Marketing and Advertising to Children, the company does not use advertising and marketing channels for which the audience has a significant proportion (more than 35%) of children under 12. Endorsement of this global policy also prevents the company from advertising its products in primary schools except if specifically requested by the school administrator.

6.10 A global food, personal care and home products company has launched a social 'movement', which raises awareness of sustainability and child rights issues. It promotes a range of positive values around sustainability, healthy lifestyles, child rights and increasing self-esteem through sponsoring events, grant making, partnering with not for profit organisations and communication campaigns.

6.11 A Danish toy company has developed a proactive and holistic approach to ensure that their communications and marketing is aligned with the children's rights and business principles. They



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undertake regular evaluation of policies to ensure they adhere to international standards relating to child rights. The company is a member of the Responsible Advertising and Children Programme and partners with a range of organisations to gain advice about child rights issues. The company has paid increased attention to online advertising because of growing Internet use amongst children and has developed detailed policies on issues such as data protection and the use of social media.

6.12 The charitable foundation of a multi-national sporting goods company has launched a positive social 'movement' that promotes the rights of girls and young women. It is a collaboration between the company's charitable foundation, other not for profit organisations, and the UN Foundation. The movement promotes its messages through films and a range of communication tools and resources.

7. Respect and support children's rights in relation to the environment and to land acquisition

7.1 Aware that water is enormously important in the communities where it works, an international mining company implemented a series of standards and guidelines which ensure that the water used in its processes is conserved, used appropriately and safely and gathered from various sources including surface sites, groundwater, collected rainwater and recycled water, where possible.

7.2 A UK-based chemical company pledged to meet and where practicable, exceed the requirements of health, safety and environmental legislation, and assess and control risks that could give rise to accidents, incidents, work related ill health and environmental damage.

7.3 With innovative projects, a German-based power and gas company intends to promote the careful handling of energy and the environment, starting with children - and in doing so, to make an active contribution towards protecting the environment and our natural resources.

7.4 One of India's largest power and utility companies works to sensitize school children in Mumbai about issues of energy conservation and gives them the tools and skills they need to share this information within their families and communities so as to prevent a disastrous energy crisis in India.

8. Respect and support children's rights in making security arrangements.



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8.1 Along with other mining companies, NGOs and IGOs, a large diamond mining company, helped to spearhead a system for the certification of the source of uncut diamonds and to prevent trade in conflict diamonds.

8.2 A government office in Sri Lanka supports local development and helps defuse regional ethnic tensions by participating in community peace-building activities.

9. Help protect children affected by emergencies.

9.1 A UK-based personal care and home products group committed to donating annually to an international fund dedicated to providing rapid relief to children wherever and whenever disaster strikes and to donating needed products as needed in emergency situations.

9.2 The first international tire manufacturer to build a factory in China has become a part of Chinese society, accepting responsibility to help ensure that victims of natural disasters received medical treatment, shelter, food and water.

9.3 As part of the national efforts to alleviate the effects of the damage caused by typhoon Durian in 2006, a Vietnamese construction and construction supply company chose to support a poor and remote area by building a new kindergarten, using the damaged infrastructure of a primary school.

9.4 In the interest of reducing insect-borne disease, a British financial services company committed to distributing one million insecticide-treated mosquito nets by the end of 2008 using an integrated community development model wherein local stakeholders at every level participate in program planning and implementation to foster program ownership and create sustainable change at the individual, family and community levels.

9.5 A Sweden home ware retailer launched a program in which it donates €1 to the United Nations Higher Commissioner for Refugees for every LED light bulb that is purchased in its store over the program period. It is supporting children in the refugee camps who are affected by emergencies. For example, solar lanterns will be provided to enable children to study after dark, and for refugees to continue working to generate income.

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



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10.1 After distributing over 12 million leaflets containing information on the rights of children, a national postal service was awarded a prize from UNICEF for its special implication as a strategic ally in promoting the rights of children.

10.2 Recognizing the importance of power in community development, an electrical engineering multinational partnered with local authorities and NGOs to provide electricity for rural areas in Tanzania and India, which have reported sustainable economic, social and environmental benefits as a result of the program including increased attendance at school.

10.3 The Brazilian branch of an international social networking site signed a comprehensive cooperation agreement with the government to prevent child pornography on websites and social networks including its own.

10.4 A personal care retailer coupled with an international NGO to form a campaign which aims to raise awareness, generate funding for vulnerable children and young people, and encourage decision-makers to effect change against human trafficking via dedicated anti-trafficking pages on the company's website, leaflets email messaging, an in-depth report and donations related to a specific product line.

10.5 A major mobile phone service provider operating globally and based in diverse countries and geographic regions instituted a program for its employees requiring them to work 20 paid hours per year on volunteering and service initiatives in order to improve local communities and support children and their families.

10.6 A Brazilian financial conglomerate in the southern hemisphere has implemented youth-aimed programs, most notably a skills training workshop, in partnership with the government in order to eliminate prejudice and promote respect for diversity.

10.7 An international mining company follows the International Finance Corporation Standards on Land Acquisition and Involuntary Resettlement when it must relocate people, making sure to communicate openly, honestly and appropriately with communities to ensure they are fully informed of its plans and the options available to them before any decisions are made.

10.8 An American department store and grocery company instructed its global supply base to cease sourcing cotton and cotton materials from Uzbekistan in an effort to persuade the Uzbek government to end the use of forced child labour in cotton harvesting.

10.9 A UK-based bank consulted with its customers and drew up a code of ethics which declared that the company would not finance any organizations that fail to pay taxes in least developed countries.



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10.10 A multinational mining company participates in a program to publish its total tax and royalty payments and believes that revenue transparency is a crucial first step towards ensuring that earnings from the oil, gas and mining industries are used properly to reduce poverty, not wasted or lost to corruption.

10.11 A Peruvian non-profit association formed by companies, businessmen, and opinion leaders is committed to reforming and equalizing public education in Peru and advocates national educational reform by motivating businesses, local leaders, and community members to press national leaders for change.

10.12 An Argentinean association, which was founded by several civil society organizations in order to promote and strengthen the role of businesses and corporate foundations in ensuring the rights and well-being of children and adolescents, provides small, medium and big companies information, knowledge and management tools that motivate commitment to children and concrete action towards the protection of children's rights.

10.13 Popular telecommunications and mobile communications provider is contributing to safe internet navigations in support of Safe Internet Day. Using interactive programs like plays and special events, the company seeks to educate parents and children on safe internet use in an amusing way, attractive to youth. The companies also attended conferences on the topic to contribute their vast experience.

10.14 As part of a long-term commitment to child rights, a large, British multinational food and general merchandise retailer launched a social investment programme to improve food related health problems through encouraging children to develop healthy relationships with food. The programme is a partnership between primary schools (school for those aged 5-11), children, suppliers and the retailer's stores. A major element of the program is organized visits for primary school children to different parts of the company's supply chain, such as farms, factories and stores. These visits are designed to help children appreciate where food comes from and its value and emphasize the importance of making healthy choices. The programme is open to all primary schools in the UK and the retailer aims to encourage one million children to take part. The visits are accompanied by learning materials and tools aligned with the national curriculum that can be used by schools. Recently the retailer has partnered with a large Internet search engine provider to expand its programme through the development of virtual tours that can be used in the classroom.

10.15 As an innovative approach to tackling a fast growing form of child rights abuse, an Amsterdam-based advertising agency specializing in pro-social campaigns, worked with a human rights NGO to tackle webcam child sex tourism. The project used a computer modelled ten year



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old, girl named Sweetie to interact with online pedophiles engaging in webcam child sex tourism. Sweetie's virtual interactions were used to gather information that identified these pedophiles. Dossiers on the 1000 perpetrators identified were given to Interpol, who worked with national police to rescue 15 children and make over 40 arrests. The advertising agency used their expertise and leverage to design a campaign that led to Operation Sweetie appearing in media across the globe, being seen by 1 billion people. They also researched and drafted a comprehensive report on webcam child sex tourism that has been read by a number of national governments, law enforcement agencies and UN organizations. This awareness raising has contributed to webcam child sex tourism becoming more prominent within police forces and the international community.

10.16 Appreciating the value of sport in promoting positive values in children and young people, an Italian confectionery company has a long-standing commitment to sponsoring youth teams and events across Europe and beyond. As well as sponsoring sporting teams and events, the company's initiative has broadened its reach by working with sports organisations and appointing ambassadors to promote active lifestyles. The company estimates that their initiative has reached over 17 million children.

10.17 Recognising the wider societal benefits of educating and empowering young girls, a UK based banking company has invested in a targeted CSR campaign that supports girls around the world to gain an education. Company employees have volunteered 170,000 hours and supported around 50,000 children in 22 countries.

10.18 As part of their broader commitment to human rights and sustainability, a UK based communication company has invested in a number of strategic investment programs that support children's rights. These projects, which lever their products and expertise, include bringing satellite Internet services to 20 villages and 700,000 people in Africa, as well as providing its products and services to enable children's charities to raise and collect funds.

10.19 A multinational technology company has capitalised on its sponsorship of the World Cup to promote a sports focused social investment programme for children. The project raises funds for football stadiums that can be used by partner NGOs to provide sports based outreach. The company also provides equipment for media skills training sessions that build confidence and knowledge amongst children.

10.20 A multinational sporting good company, who won an award for their sustainability efforts, has invested in a range of social investment programmes that support child rights through funding or employee volunteering. An example of these projects is a partnership initiative based in Brazil that provides sports based after school programmes to help children develop positive values and life skills.



United Nations Global Compact

10.21 An American clothing retailer has partnered with an NGO to support youth mentoring. It conducted fundraising events throughout its stores, distribution centers and offices to support the NGO's work with children throughout the U.S. and Canada. Employees from the company are also active volunteers who participate in the programme and engage with the youth as their mentees.

10.22 A multinational consumer goods company has partnered with an NGO and several governments in developing country to fund and support programmes aimed at reducing maternal mortality rates and improving newborn healthcare services. The company has also leveraged its customer outreach and caused-related marketing to increase the reach and awareness of children's issues.

10.23 An American retail clothing company has provided repeated funding to local NGOs in South East Asian countries to support various literacy programmes. The programmes have delivered books in local languages, built mobile library, supported library management training, as well as creating child-friendly learning environment.

10.24 A multinational independent software corporation establishes an initiative that helps young girls and women discover an interest in STEM-related (science, technology, engineering, mathematics) educational and career opportunities. The company recruited its employees to volunteer at the program's workshop. They worked closely with teenage participants to engage in hands-on, technology-focused challenges and activities to encourage creativity and learning.

10.25 A leading mobile network operator in Eastern Africa raised funds to help build a dormitory for an education centre in Kenya, which accommodates vulnerable children such as those who live with disabilities, HIV/AIDS, who are victims of abuse, and girls that are rescued from early marriages or female genital mutilation. Its fundraising sources include a donation made by its staff members, who contributed a certain percentage of their salaries for six months.

10.26 A Sweden home ware retailer launched a program in which it donates €1 to the United Nations Higher Commissioner for Refugees for every LED light bulb that is purchased in its store over the program period. As a major corporate donor to UNHCR whose funding mostly comes from voluntary sources, this company is helping to reinforce the agency's work in helping children and families that are displaced by war, conflicts, and disasters.



United Nations Global Compact

10.27 A foundation of an Indian global IT services company promotes and supports the right to education among the girl children by offering after-school coaching program. The company's volunteers not only help young girls on topics of Science, Technology, Engineering and Mathematics, but also provide life skill and career guidance, so that the children are equipped with the skills and confidence to build their career in the future.

10.28 Based on suggestions from their employees, a European postal service company launched a partnership with a national charity organization that offers assistance to people who run away and/or go missing and to their families. By sending Child Rescue Alerts and High Risk Missing People Alerts to the company's network of handheld scanners, which are usually used to track and sign for deliveries, the 124,000 postmen and women can keep an eye out on missing children (and adults) while on their rounds.

10.29 Since 2007, an American satellite service provider and broadcaster launched a project works in partnership with private companies, government departments of education and other stakeholders to positively transform the classroom experience of Latin American teachers and students. It uses its own technology in combination with educational content from its partners to support, complement and enhance classroom lessons of primary and secondary level schools. So far, the project has reached 2600 schools in Argentina, Chile, Colombia, Ecuador, Perú, Puerto Rico, Venezuela and Uruguay. More than 10,000 teachers have been trained using this methodology, and the total number of students impacted across the region has risen rapidly to 300,000.



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