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DUBAI NOVEMBER 2014

Children's Rights and the Corporate Sector

in the Middle East and North Africa



IN COLLABORATION WITH:

BCG
THE BOSTON CONSULTING GROUP

Global Child Forum

Global Child Forum's vision is a sustainable world where children's rights are respected and supported by all stakeholders in society.

Global Child Forum is an independent, global multi-stakeholder platform for informed dialogue and thought leadership on how to advance children's rights in support of the UN Convention on the Rights of the Child. Global Child Forum aims at gathering leaders from business, governments, academia and civil society in a joint effort to implement children's rights. Global Child Forum is a non-profit foundation initiated by H.M. the King and H.M. the Queen of Sweden in 2009.

The Boston Consulting Group

Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with 81 offices in 45 countries.

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Introduction

Global Child Forum is an independent, global multi-stakeholder platform for informed dialogue and thought leadership on how to advance children's rights in support of the UN Convention on the Rights of the Child.

This report is part of Global Child Forum's objective to initiate and share research, raise global awareness, new thinking and cross-sector dialogue regarding children's rights.

Children are affected by the activities and operations of companies in a number of ways, both directly and indirectly. Globalisation, economic growth and the privatisation of many state functions have further increased this trend. According to the ILO 168 million children are working. More than half of them, 85 million, are involved in hazardous work, endangering their health, safety and development.¹ Children are affected as consumers of products and services by marketing practices and by the impact that business activities have on local communities and the environment. As current and future consumers, decision-makers and community members, children form a stakeholder group that have and will continue to have an impact on companies in all sectors.

That the responsibility for children's rights applies to private actors and all business enterprises is today generally accepted and formulated in a number of international and national norms, standards, policies and voluntary codes. There is strong support from governments, academia, civil society and business for the belief that business development should not come at the expense of children and that the corporate sector can be an important driver in promoting children's rights.

Global Child Forum works with The Boston Consulting Group (BCG) on children's rights related to business activities and has developed a benchmark on children's rights for the corporate sector. The objective is to apply this benchmark to publicly listed companies worldwide to give an overview of how the corporate

sector addresses children's right. The first benchmark study was done on more than 1000 global companies from the Forbes 2000 list. The global study was launched and discussed at the Global Child Forum in Stockholm in April 2014. Global Child Forum will repeat the global assessment annually. In addition, we plan to produce specific studies for those regions where we will host a Global Child Forum as a basis for dialogue and for further research. The results of the studies will be presented and discussed at the Forums.

The study does not attempt to measure compliance against the benchmark or measure actual performance. The objective is to increase the understanding of how the corporate sector worldwide addresses children's rights and to promote knowledge sharing and the identification of good examples of how companies manage child related issues.

This study – *Children's Rights and the Corporate Sector in the Middle East and North Africa* – was presented and discussed at the Global Child Forum in Dubai on November 13, 2014.²

In line with the methodology in the global study this assessment is based on the public reporting of 353 companies selected from the Forbes list over the top 500 publicly listed companies in the Arab world.

As a consistent methodology is key in order to stay comparable across geographies we have in this study on the Middle East and North Africa (MENA) region applied the same methodology and structure of the global benchmark study³ and focused on publicly listed companies only. We are aware of the specific ownership structures in the Middle East (e.g. sovereign wealth fund-owned corporations) and following this some key corporations in the region have not been analyzed as part of this study. However, some of these major stakeholders have shared their insights and experiences during the discussions at the Global Child Forum and in informal discussions.

¹ www.ilo.org/global/topics/child-labour/lang-en/index.htm#a32.

² Global Child Forum in Middle East and North Africa, Dubai, UAE, 12-13 November 2014

³ Children's Rights and the Corporate Sector - Setting a benchmark, April 2014 <http://globalchildforum.org/resources/>

Executive Summary

Children's Rights and the Corporate Sector in the Middle East and North Africa looks at how 353 publicly listed companies selected from Forbes Top 500 Companies in the Arab World list address and report on children's rights. The 353 companies were selected from industry sectors with exposure to children's rights issues: Food & Beverage, Consumer goods, Information and Communication Technology (ICT), Travel & Tourism, Basic materials, Industrial goods, Oil & Gas, and Healthcare. In addition, we included for the first time companies from the banking and investment sectors in the assessment.⁴ The Banking & Investment sector is a large and relevant sector.

As community members and future consumers children form an important stakeholder group with potential impact to both companies and investments. Using a research framework based on nine indicators we systematically assessed publicly available corporate information. The study does not measure compliance against the benchmark, nor does it measure actual performance.

The study shows that reporting levels vary with geography and industry sector. In the region, Qatar, UAE, Lebanese, Moroccan and Jordan companies scored the highest. On sector level the Healthcare sector, which mainly includes pharmaceutical companies, the Basic materials sector and the Banking & Investment sector have the strongest reporting results.

We found that although 64 per cent of the companies in the study address social responsibility in some way, only eleven per cent of these companies address children's rights related issues. The Healthcare sector followed by Basic materials and Banking & Investment sector have the highest proportion of companies addressing child labour. Product responsibility

related to children is the most addressed issue by the Healthcare sector. ICT and Industrial goods companies apply self-regulatory measures regarding marketing towards children.

We also looked at governance, board responsibility and materiality aspects. We found that although the share of companies that report on children's rights is low, those that do typically do so using a focused approach and developed governance structure. Five per cent of the companies reported that the board of directors or a board committee had overall responsibility for sustainability, CSR, human rights or social issues and also mentioned children's rights as part of these responsibilities. The majority of these companies are found in the Basic materials sector. We found no information on how child labour or children's rights was included in the materiality or risk assessments of companies.

Eleven per cent of the companies in the study refer to international standards that address human or children's rights in some way. The most frequently referred to standards were The UN Global Compact and the UN Universal Declaration of Human Rights. None of the companies address The UN Convention on the Rights of the Child or The Children's Rights and Business Principles.

The number of companies that report that they donate to charity related to children's rights was relatively high – 42 per cent of all companies donate to charity and 25 per cent report to drive own programs related to children. Company programs often range across multiple years but our study could not confirm a direct linkage to formalized children's rights objectives or long-term strategies for companies. The results show that nine per cent of the companies collaborate with one or more, predominately local, organizations.

⁴ See Appendix for details on sectors

Methodology

The study is a regional version of the global annual benchmark study done by Global Child Forum and The Boston Consulting Group (BCG). This study uses the same methodology as the global study on more than 1000 large global companies that Global Child Forum and BCG launched in Stockholm in 2014.⁵

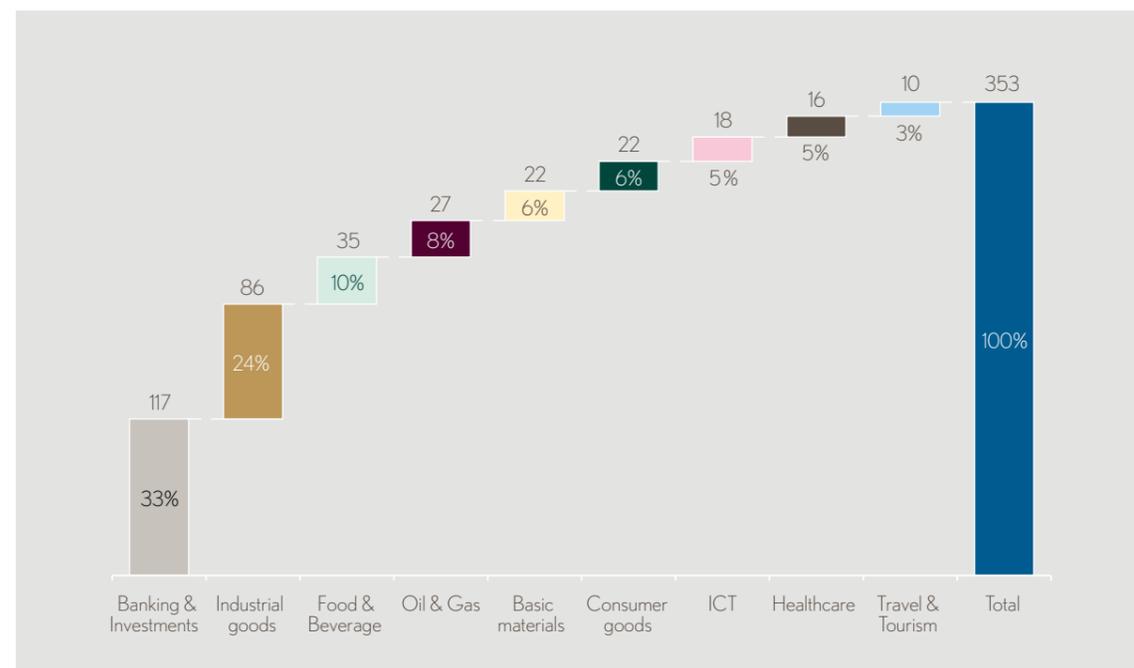
Based on their expected exposure to child related issues, 353 companies in nine industry sectors were selected for this study. See Figure 1. We used the Forbes Top 500 Companies in the Arab World list, a publicly available ranking with a broad range of sectors and a good geographic spread, representing 11 sectors and 15 countries.⁶ 70 per cent of the companies in the

sample assessed in this study belong to the GCC countries⁷, 21 per cent in North Africa, mainly Morocco and Egypt.

The Forbes methodology entails an equal weighting of sales, profits, assets and market value. The companies and sectors were then consolidated into nine industries; Food & Beverage, Consumer goods, Information and Communication Technology (ICT), Travel & Tourism, Basic materials, Industrial goods, Oil & Gas, and Healthcare, and also for the first time we included Banking & Investment (see the sector classification overview in Appendix for detailed information). The companies have annual sales ranging from 0.01bn – 50 billion USD.

FIG. 1: 352 COMPANIES IN 9 SECTORS

Source: GCF and BCG Benchmarking on Children's Rights



⁵ Children's Rights and the Corporate Sector - Setting a benchmark, April 2014 <http://globalchildforum.org/resources/>

⁶ <http://www.forbesmiddleeast.com/en/lists/read/2014/top-companies-in-the-arab-world/listid/177#.VCvJbYquf1>

⁷ Gulf Cooperation Council countries include UAE, Bahrain, Saudi Arabia, Oman, Qatar and Kuwait

FIG. 2: SCORECARD

Source: GCF and BCG Benchmarking on Children's Rights

INDICATORS	EXPLANATION
1 Child labour policy	Company has a child labour policy. Can be part of human rights policy, supply chain policy, group wide policy or separate child policy
2 Addressing other children's rights issues than child labour	Company addresses child related issues other than child labour such as: product safety, responsible marketing, sexual exploitation, environment/water/sanitation impacting children
3 Performance reporting	Company specify that they publish performance reporting results on child related issues (e.g. non compliance in child labour)
4 Board accountability	Board of directors or a board committee explicitly states that children's rights/child labour are part of their responsibilities
5 Materiality assessment	Company conducts risk or materiality analysis on issues regarding child labour/children's rights
6 Refer to international standards	Company refers to international standards incl. children's rights (UN Global Compact, ILO, UN Universal Declaration of Human Rights, ISO 26000, Children's Rights and Business Principles, UNPRI etc)
7 Collaborations with child org.	Company collaborates with organisations with focus on children's rights (e.g. UNICEF, Save the Children, Plan, Ecpat)
8 Driving strategic programs	Company is driving own strategic programs or projects regarding children's rights (could be e.g. health or education focus)
9 Charity	Company donates to charity related to children's rights

The study does not measure compliance against a predefined benchmark, nor does it measure actual performance. Transparent reporting, having policies and systems in place and assigning formal board oversight of children's rights is of course not in itself sufficient to ensure good governance or performance. Studying corporate public reporting will, however, give an overview of the current situation regarding how the corporate sector addresses children's rights.

Data was gathered systematically using a detailed research framework developed by Global Child Forum and BCG. Based on the framework a benchmark was developed consisting of nine indicators with equal weighting. Figure 2 presents a detailed explanation of each indicator.

The assessment of companies was based on publicly available information as of September 2014. The main sources of information were sustainability and annual reports, company websites, and other relevant publicly available corporate documentation. The data gathering was done by BCG in collaboration with third party suppliers in Sweden and internationally. The data was analyzed by BCG and Global Child Forum.

As a consistent methodology is key in order to stay comparable across geographies we have in this study on the MENA region applied the same methodology and structure of the global benchmark study and focused on publicly listed companies only. A limitation of this methodology is that it does not allow the inclusion of all major companies in a region and so the results do not reflect the results of the whole corporate sector in a given region. Due to specific ownership structures, such as sovereign wealth fund-owned corporations in the Middle East, some key corporations in the MENA region have not been analyzed against the research framework.

Results

This chapter outlines the results of the study divided into four sections. First, the children's rights issues companies currently address and report on. Second, the reporting levels of children's rights in the different geographies and sectors. Third, the governance structure and strategy companies use for addressing children's rights. Finally, the initiatives and collaborations that companies are involved in.

Children's Rights Issues

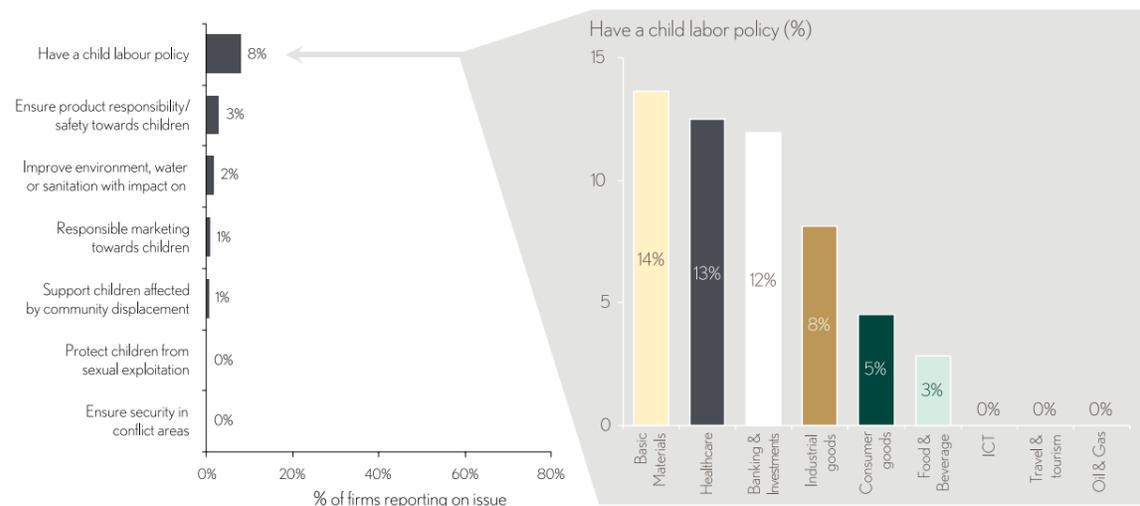
64 per cent of the companies in the study address social responsibility in some way, but only eleven per cent of these companies address children's rights related issues. The results of the study show that the sustainability reporting in the MENA is typically focused more on social responsibility, philanthropy, community and

the company as a good citizen and less on environmental or governance aspects. Few companies use a reporting standard such as Global Reporting Initiative.

Child labour is a highly relevant issue for companies in several sectors and geographic regions. Although child labour has declined worldwide, and not all child labour is considered hazardous or negative, an estimated 85 million children are still engaged in the most hazardous forms of labour worldwide. In the Middle East and North Africa there are 9.2 million child labourers.⁸ 60 per cent of all child labourers worldwide in the 5 to 17 age group work in agriculture, one of three sectors that are considered the most dangerous sectors in terms of work-related fatalities, accidents and diseases.⁹

Corporations can impact living conditions and the welfare of children in other ways as well. The issues that we focused on in this study were: product safety, responsible marketing, environmental impact and water and sanitation issues, sexual exploitation, and community displacement/security arrangements in conflict

FIG. 3: CHILDREN'S RIGHTS ISSUES ADDRESSED IN REPORTING Source: GCF and BCG Benchmarking on Children's Rights



⁸ <http://www.dol.gov/ilab/reports/child-labor/mena.htm>

⁹ International Labour Organisation ILO, www.ilo.org/ipec/facts/lang--en/index.htm

¹⁰ While 62 per cent of the companies had a child labour policy, fewer than a quarter (24 per cent) of the companies in the study addressed one or more child-related issues in addition to child labour

Size, geography and sector

In the global benchmarking study, there was a clear correlation between size of the company and reporting activity. Since the analysed MENA companies are small in comparison to the companies included in the global sample, a lower level of reporting here is in line with expectations.¹¹

Geography is in the study only covered in terms of the country of origin of the company or where the company is listed, not where companies operate. We see some geographic variations. In the region, Qatar, UAE, Lebanese, Moroccan and Jordan companies scored the highest.

The exposure to children's rights risk typically varies between industries and sectors. The industries and sectors included in this study are considered as having a relatively high exposure to children's rights risk.

As shown in Figure 5 the Healthcare sector with mostly pharmaceutical companies has the strongest reporting results with 25 per cent of the companies addressing children's rights or child labour. The Healthcare sector also has a relatively high proportion of companies that address children in terms of product responsibility. We see the same result in the global benchmark study.¹² The Basic materials sector is generally seen as highly exposed to risk regarding child labour and the level of addressing children in the corporate reporting for this sector is relatively high as well.

The average score in this study is 1,1 out of 9 points if we include the Banking & Investment sector. If we exclude the Banking & Investment companies the average comes to 0,9. The average for the same sectors in the global study was 3.4. See Figure 6. The outcome is most likely related to the perceived relevance of children's rights for the sector and company, as well as the general awareness of children's rights issues. This is in line with the global study and also a previous questionnaire based study on how CEOs view children's rights – few companies consider children's rights as material and impacting core business processes.¹³ As mentioned above the size of companies also seems to be a factor – larger companies tend to disclose more information than the smaller companies.

areas. The relevance of these issues vary with industry sector and geography, but other factors such as size, business model and ownership structure also affect how companies are exposed to children's rights risk.

In general, the business sector typically focuses on the issue of child labour in the supply chain when addressing children's rights. We saw this very clearly in the global study.¹⁰ Large companies in sectors with high exposure to child labour tend to have child labour policies and to varying degrees systems in place for incorporating these policies in business and governance activities. That many companies seem to equal children's rights with child labour in terms of reporting can have many explanations. There has been much focus from various stakeholders, research, investors and media on the issue of child labour. Also, we find in both the global and the MENA study that the most commonly referred to international standard by companies is the UN Global Compact which has one reference to children's rights: Principle 5 that covers child labour. Another explanation could be that increasingly companies use Global Reporting Initiative (GRI) as a reporting standard and here the main children's rights issue reference is child labour.

In the study on MENA companies, however, we found that while eight per cent of the companies address child labour, seven per cent address other issues. The sectors that we found addressing child labour in their public reporting were Basic materials, Healthcare, Banking & Investment, Industrial goods, Consumer goods and Food & Beverage. See Figure 3.

Product responsibility related to children is addressed by most sectors in this study. This is in line with the global study. A relatively high number of companies in the Basic material sector address children in terms of environmental impact and water issues.

The results of this study also show that while some companies are applying self-regulatory measures regarding marketing towards children, most do not. In addition to this, seven per cent of the companies discuss how they are affecting, or improving, water conditions, sanitation or environment with an impact on children.

¹¹ In this MENA study the companies have annual sales ranging from 0.01bn -50 billion USD. In the global study companies had annual sales of 0.3 to 470 billion USD

¹² Children's Rights and the Corporate Sector - Setting a Benchmark, Global Child Forum and Boston Consulting Group, April 2014

¹³ Children's Rights and the Corporate Sector - Setting a Benchmark, Global Child Forum and Boston Consulting Group, April 2014 and GCF-BCG Global CEO Survey, April 2013. Both are available on www.globalchildforum.org

BANKING & INVESTMENT

We found that while companies in this sector address product responsibility, marketing responsibility and environmental impact, most address child labour – 12 per cent of the companies in this sector address child labour. This is in line with another Global Child Forum study on how investors are incorporating child labour and other children's rights issues in their responsible investment strategies.¹⁷

The financial sector is important from a child rights perspective in many ways and there is a growing recognition from this sector that children's rights are relevant from a banking and investment perspective. As community members and future consumers children form a stakeholder group with potential impact to companies and investments.

Projects financed by banks may contribute to issues such as child labour, resettlement of children from their homes and family, depriving them of education, exploitation or trafficking of children, environmental and water impacts that damage the health of children. Social and environmental impact assessments for investment lending and project financing should specifically assess the impact of projects on the children.

Financial literacy empowers children and young people to save and invest in their future, and may help them to better jobs or setting up a business.

INDUSTRIAL GOODS

Many industrial companies have contracts in countries with weak institutional frameworks and where risk related to labour, health and safety, corruption, security, displacement and environmental issues may be of concern. Industrial goods companies also face exposure to the risk of child labour and violation of children's rights in connection with the sourcing of raw materials. Eight per cent of the companies in the study addressed that in their public reporting.

TRAVEL & TOURISM

Travel & Tourism is another rapidly growing industry and with the ease of travel and developments in technology the sexual exploitation of children in this industry is a global issue growing in scale.¹⁸

Children are engaged in small business activities related to hotels, restaurants, entertainment and are at high risk of being sexually and physically exploited and abused. There are between 13 and 19 million children working in the formal tourism industry, according to the ILO.¹⁹ These numbers do not take into account the number of children working in the informal sector.

CONSUMER GOODS

Some companies in the Consumer goods sector in the study address child labour and product responsibility related to children in their public reporting.

This sector includes companies involved in the manufacturing of clothing, footwear, accessories, carpets and household goods. The supply chains of these companies are often complex with the highest children's rights related risk at the bottom of the supply chain and the sourcing of raw materials such as cotton, leather and bricks, as well as in the manufacturing of carpets, textiles etc. There is a large informal sector in the supply chain of the Consumer goods industry and this is where the prevalence of children at work is the highest. Monitoring is due to the nature of the sector being difficult.

FOOD & BEVERAGE

This study shows that in the Food & Beverage sector few companies address child labour, product safety, marketing and healthy lifestyles for children. This result should be considered against the background of the current situation of children regarding health and safety issues.

The World Health Organisation (WHO) regards childhood obesity as one of the most serious global public health challenges for the 21st century.²⁰ If the current epidemic continues, nearly 60 per cent of children worldwide and 9 per cent of all pre-schoolers will be overweight or obese by 2020.²¹ Another relevant issue in this sector is child labour. Food and soft drink producers face risk exposure to child labour in agricultural and fishing industries. Goods such as sugar cane, nuts, citrus, cocoa, coffee and shellfish may be produced by children in some geographies.²²

INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

The ICT industry reports on product responsibility and safety and address children's exposure to digital or online risks (inappropriate content, sexual exploitation, abuse, cyber bullying, harmful marketing etc).

The ICT industry is one of the fastest growing global industries. According to recent estimates, 600 million children were online in 2013 and by 2017, 1.2 billion children are expected to be online and exposed to digital risks.²³

At the bottom of many of the ICT companies' supply chains metals are extracted to be used in mobile phones, computers and other devices. Here child labour is a major concern. None of the companies in this study addressed this issue however.

OIL & GAS

We found that four per cent reported on water and environmental issues in relation to children. In the global study we found no companies that did this. In addition to environmental issues, the Oil & Gas sector face child labour risk in the supply chain, but are in some geographic areas also exposed to security providers that are proved to have infringed human rights and children's rights.

Governance and Strategy

One important element of the assessment was whether companies are transparent on the governance structure related to children's rights. Areas we studied were policy framework, materiality, risk management, prevalence of performance reporting, and board level responsibility. An indicator of a robust approach towards addressing any social issues including children's rights is transparent performance reporting. This will typically include systematic auditing and reporting of non-compliance regarding policies in own production, or among suppliers.

POLICIES

As mentioned earlier, business usually address children's rights through policies on child labour. Eight per cent of the companies in this study have publicly available child labour policy. Basic materials, Healthcare and Banking & Investment have the highest proportion of companies with policies on child labour. However, in line with what we saw in the global study it is not always clear how companies seek to ensure compliance with the policy in their own production, or among suppliers, and whether or not child labour is seen as a high risk, how it is incorporated in the operational work or what levels of non-compliance the firm has. Only about half of the companies with a publicly disclosed child labour policy do any performance reporting on child labour.

Child labour is typically included in other company policies. In 35 per cent of the companies it was included in the human rights policy and in 12 per cent of the companies it was part of a supply chain policy.

¹⁷ [://globalchildforum.org/wp-content/uploads/2013/11/GCF_GES_OK.pdf](https://globalchildforum.org/wp-content/uploads/2013/11/GCF_GES_OK.pdf)

¹⁸ www.tourismconcern.org.uk/exploitation-of-children.html

¹⁹ www.ilo.org

²⁰ www.who.int/dietphysicalactivity/childhood/en/

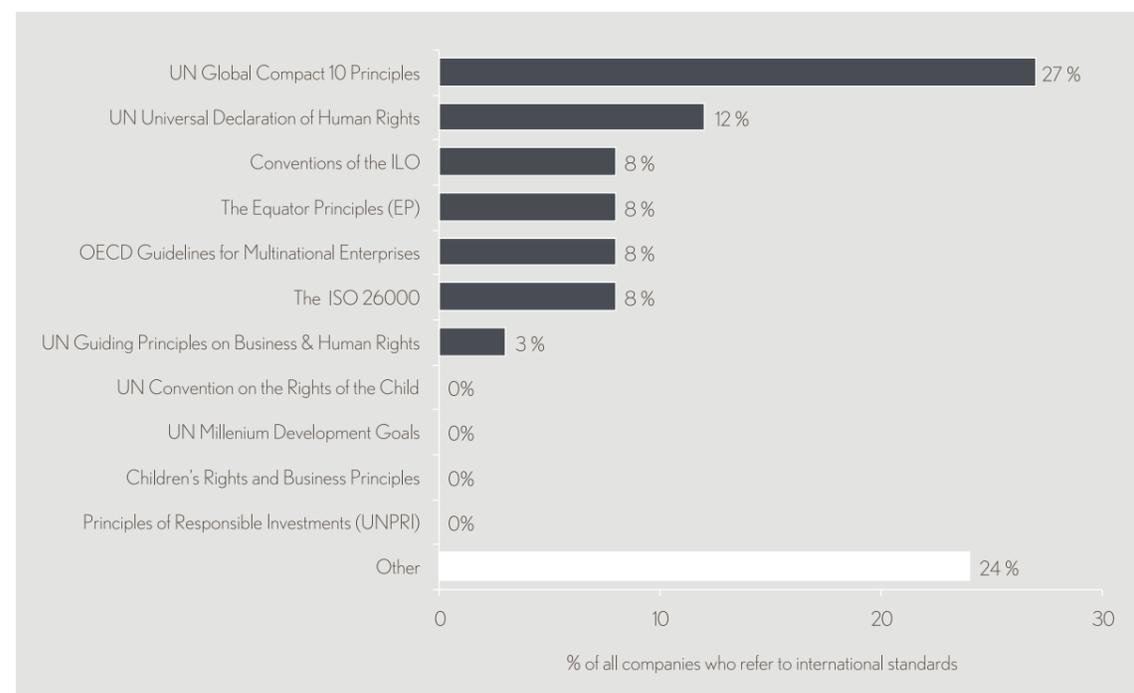
²¹ de Onis M, Blossner M, Borghi E. Global prevalence and trends of overweight and obesity among preschool children.

Am J Clin Nutr. 2010;92:1257-64. www.hsph.harvard.edu/obesity-prevention-source/obesity-trends/global-obesity-trends-in-children/ 14

²² U.S. Department of Labour's List of Goods Produced by Child Labour or Forced Labour, 2011 15. BCG estimate, March 2014

²³ BCG estimate, March 2014

FIG. 7: 11 % OF ALL COMPANIES REFER TO INTERNATIONAL STANDARDS Source: GCF and BCG Benchmarking on Children's Rights



INTERNATIONAL STANDARDS

Approximately eleven per cent of the companies in our sample refer to international standards as a basis for their CSR strategies (see Figure 7). In line with the global study, we found that the UN Global Compact Principles²⁴ and the UN Universal Declaration of Human Rights are the standards most frequently referred to.

None of the companies in the sample refer to the UN Convention on the Rights of the Child, or the Children's Rights and Business Principles launched 2012 by UNICEF, Save the Children and UN Global Compact.²⁵ These principles were developed to provide a framework for understanding and addressing the impact of business on the rights and well being of children in a broader sense than just child labour. "This includes the impact of their overall business operations – such as their products and services and their marketing methods and distribution practices – as well as through their relationships with national and local governments, and investments in local communities."²⁶

BOARD OVERSIGHT

The corporate sector is increasingly being expected to operate sustainably and responsibly and also demonstrate that board and/or top management level are committed to social and environmental issues. Boards are in a position where they can and should raise questions in order to establish and monitor expectations with regard to the management of risk, including human and children's rights related risk. Board oversight is also a means whereby investors can hold the board accountable for its environmental and social performance.

More and more companies are assigning formal responsibility of sustainability issues to a board committee, in order to ensure that sustainability issues that are material to the company will be managed by the highest governance body and integrated into the business strategy.

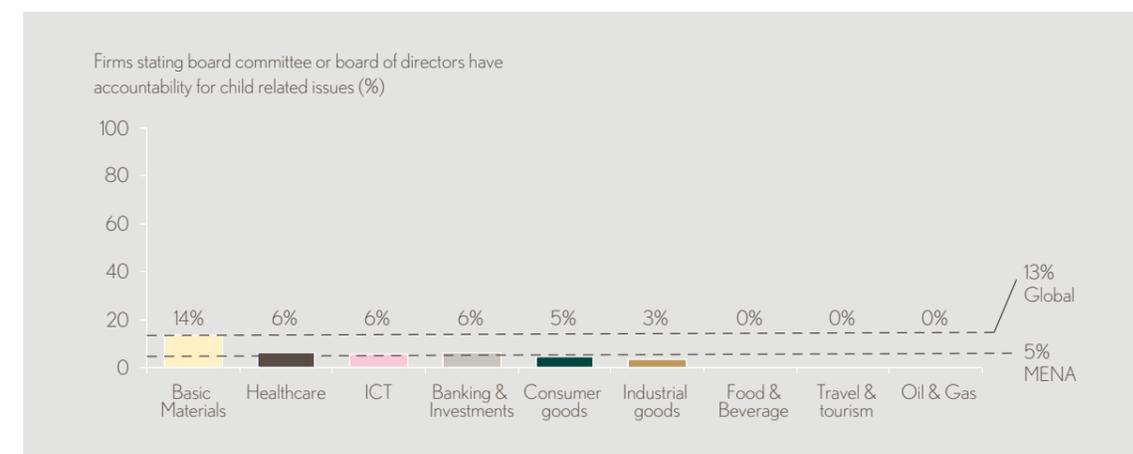
²⁴ Around 300 MENA corporations have signed the UNGC.

https://www.unglobalcompact.org/docs/about_the_gc/Global_Corporate_Sustainability_Report2013.pdf

<http://www.arabbusinessreview.com/en/article/csr-mena-region-looking-beyond-corporate-philanthropy>

²⁵ www.unglobalcompact.org/docs/issues_doc/human_rights/CRBP/Childrens_Rights_and_Business_Principles.pdf

FIG. 8: BOARD OVERSIGHT Source: GCF and BCG Benchmarking on Children's Rights



In our assessment we found that only five per cent of all companies included in the study reported that the board of directors or a board committee had overall responsibility for sustainability, CSR, human rights or social issues which included children's rights specifically as part of these responsibilities.

As shown in Figure 8, 14 per cent of the companies in the Basic materials sector reported to include children's rights as part of their overall corporate social responsibilities. Companies in this sector can have considerable social and environmental impact.

MATERIALITY ASSESSMENT

Materiality aspects are those that reflect the organisation's significant economic, environmental and social impacts; or substantially influence the assessments and decisions of shareholders and other stakeholders. According to the Global Reporting Initiative (GRI) material issues include: "those topics that have a direct or indirect impact on an organisation's ability to create, preserve or erode economic, environmental and social value for itself, its stakeholders and society at large."²⁷ Only two per cent of the companies report that they include children in their materiality or risk assessment.²⁸

ENGAGING WITH ORGANISATIONS THAT FOCUS ON CHILDREN

To address challenges relating to children, companies may choose to engage with expert organisations, such as governmental and non-governmental organisations (NGOs) with focus on children. Collaboration or partnerships is a broad concept, which can have various objectives; risk mitigation, information, brand value or resource sharing.

The results show that companies in this study typically address social responsibility, community involvement and charity in their publicly available information.

We also looked at how companies collaborate with organisations that promote children's rights and to which extent they run their own programs or donate to charity related to children. The results of this study show that 42 percent of the companies report that they donate to charity related to children and 25 per cent that they drive own programs related to children. Company programs often range across multiple years but our study could not confirm a direct linkage to formalized children's rights objectives or long-term strategies for companies.

Less than ten per cent of the companies in the study report that they collaborate with an organisation with focus on children. Typically, these organisations are smaller, local organisations.

²⁶ From the Introduction to Children and Business principles, http://childrenandbusiness.org/?page_id=9922. www.iccc.info/documents/EICCCCodeofConductEnglish.pdf

²⁷ www.globalreporting.org/reporting/G3andG3-1/guidelines-online/TechnicalProtocol/Pages/MaterialityInTheContextOfTheGRIReportingFramework.aspx

²⁸ Some of these companies use the new G4 guidelines launched in May 2013 and which put larger emphasis on the concept of materiality and encourages businesses to focus on the disclosures and indicators that are material to their business

Appendix

Sector Classification

INDUSTRY	# OF COMPANIES
INDUSTRIAL GOODS	86
FOOD & BEVERAGE	35
BASIC MATERIALS	22
OIL & GAS	27
CONSUMER GOODS	22
ICT	18
HEALTHCARE	16
TRAVEL & TOURISM	10
TOTAL NUMBER IN SCOPE COMPARABLE TO PREVIOUS STUDY	236
BANKING & INVESTMENTS	117
TOTAL NUMBER IN SCOPE INCLUDING ADDITIONAL BANKING SECTOR	353

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