**Case Study:**
Safaricom: Integrating Children’s Rights into Core Business

Safaricom was initially incorporated as a private liability company in 1997, and was later converted into a public company with limited liability in 2002. Safaricom provides a comprehensive range of integrated telecommunication services to over 25 million subscribers. Customers, communities and colleagues lay at the heart of Safaricom, who are dedicated to transform their lives for the better.

**Child Rights Issue/Risk**

The Information and Communication Technologies (ICT) sector in Kenya has undergone seismic change in the past few years. The rapid increase in access to, and ownership of mobile phones and increasing access to the broadband infrastructure have been the main drivers of change.

Increased demand for internet and data services, and use of social media, especially among Kenya’s young and urban population, and competitive tariffs by the mobile operators, coupled with aggressive promotional and special offers, have driven internet usage.

**The Company Response**

Safaricom strongly believes it can help shape the people of tomorrow, and take this responsibility with great pride. While children may not always have the autonomy or the right to make decisions, Safaricom seeks to play a key role in ensuring these rights are not violated.

In 2014, Safaricom started collaboration with UNICEF to develop their own Children’s Rights and Business Policy. The Policy builds upon our existing Children’s Rights and Business Principles (CRBP) and was developed with representatives of the Kenya National Children’s Government. These CRBPs represent a joint effort on behalf of Save the Children, UNICEF and the UN Global Compact, all of whom have recognized the need for stronger visibility of children’s rights. The 10 Principles give business a clear idea of where and how their activities might impact children, and set out business action to respect and support children’s rights.

Since the release of the policy in 2015, Safaricom has appointed child rights champions in each business function to help implement the policy and advance children’s rights across the organization. The marketing team introduced equal pay for both adults and children who feature in the company’s advertisements. Safaricom’s medical camps now include children-only facilities. Other initiatives include an on-site creches for employee's children run by professional childcare workers; a suppliers check list to ensure children are not involved in the supply chain; and a child-friendly zone at a recent International Jazz Festival sponsored by Safaricom.
Safaricom has conducted a child rights impact assessment and is looking forward to implementing the plans and remedial measures from the impact assessment.

**Outcomes and learning**

Using the CRBP’s has helped formulate the implementation of Safaricom’s Children’s Rights and Business Policy, and further ensures children’s rights are considered from a wide array of areas. Safaricom’s Policies are illustrative of an effort to tailor the Business Principles into an end-product that is more directly applicable to their business specifically. Through the Children’s Rights and Business Policy, Safaricom aims to shape the way they do business. They are committed to review children’s rights across their business, products and services, work place and within their corporate social investments on a continuous basis and improving the policies and activities under the policy.

Safaricom also recognizes the need to play a leadership role. As Bob Collymore, CEO of Safaricom has stated: “We’re a big company in Kenya and with that comes big responsibilities. If we’re to protect the future generation, we have to protection their rights as well. We can’t do it on our own, so partnerships and bringing the rest of the Kenya private sector is very important.”