Module 1: Child Rights and the ICT Sector
Learning objectives and agenda

Understanding the Children’s Rights and Business Principles and the implications for ICT sector businesses

✧ Are children the business of the ICT sector?
✧ Key guidelines, frameworks and stakeholders protecting the rights of children
✧ Child rights due diligence
✧ Impacts on children’s rights, as well as, business risks and responses in four key impact areas:
  • Workplace
  • Marketplace
  • Community
  • Supply Chain
Are Children the Business of the ICT Sector?
Are children the business of business?

The management of child rights extends far beyond child labor

Management of child rights is often focused around child labor, however the impacts extend far beyond this including advertising, product development, behavior of staff towards children, children’s rights in the supply chain and more.

Business interacts with children every day and plays a crucial role in protecting their rights to:

- ...education: 57 million children do not attend primary school.
- ...health and well-being: 3.3 million children under 15 living with HIV.
- 168 million children engaged in child labor\(^1\).
Are children the business of the ICT sector?

There is a strong business case for understanding impacts on children’s rights across a company’s entire value chain

Key Business Impact Areas

Achieve better risk management

Build reputation and help secure the ‘social license to operate’

Recruit and retain a motivated workforce

Develop the next generation of talent

Contribute to a stable and sustainable business environment
Key Guidelines, Frameworks and Stakeholders
Protecting The Rights of Children
A Roadmap to Protecting Child Rights

Key guidelines and frameworks leading up to and influencing the development of the COP guidelines

1948
- Universal Declaration on Human Rights adopted by the United Nations General Assembly

1989
- Convention on the Rights of the Child adopted by the United Nations

2008-9
- ITU launches the Child Online Protection (COP) Initiative, produces first version of the COP guidelines

2011
- UN Guiding Principles on Business & Human Rights endorsed by UN
  - Protect, Respect & Remedy Framework introduced

2012
- UNICEF, Save the Children and the UN Global Compact launch the Children’s Rights and Business Principles (CRBP)

2014
- Updated COP guidelines released to reflect new risks and solutions due to technology advances and to align to CRBP, UNGP

Human rights declaration
Rights of children recognised
Safe & secure use of the internet by children
Business & government human rights principles
Child rights beyond child labour
Industry specific impacts
The Children’s Rights and Business Principles

All businesses should

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
Child rights stakeholders

A network of organisations are working to ensure a safe environment for child users of ICT products and services

Regulators

Crime Prevention

Advocacy & Education

Industry Standards/Guidelines

Tools & Support for Businesses

Innovation, Products & Services

Government & Law Enforcement

• United Nations Office on Drugs & Crime (UNODC)
• Interpol
• Regional and national governments and legislators
• Regional and national enforcement agencies

Corporate Responsibility Membership Organizations

• United Nations Global Compact
• EU CEO Coalition for Children Online / ICT Coalition

ICT Industry Associations

• Groupe Special Mobile Alliance (GSMA)
• Electronic Industry Citizenship Coalition (EICC)
• Global eSustainability Initiative (GeSI)
• International Telecommunications Union (ITU) COP initiative

NGOs / Academia

• Human Rights (Human Rights Watch), Institute of Business & Human Rights.
• Child Rights International Network, Save the Children, International Center for Missing & Exploited Children (ICMEC), ECPAT, Thorn, (FOSI)

Reporting Mechanisms

• INHOPE, Internet Watch Foundation, Child Helpline International (CHI), National hotlines

UNICEF
UNICEF’s role in protecting the rights of children

Working towards positively changing business behaviour and practices as they affect children

UNICEF collaborates with a range of stakeholders, including companies, government, civil society, children and young people.
Incorporating Child Rights Into Core Business Activities
Key steps to protecting and respecting children’s rights

CRBP highlights the importance of integrating management of children’s rights into core business processes

1. Policy Commitment

CRBP Principle 1: Respect and support human rights of children

- Establish grievance mechanisms accessible to children / families, in local languages
- Conform to principles of legitimacy, accessibility, predictability, equitability, transparency and compatibility
- Promote to users and parents
- Communicate outcomes of remediation

2. Due Diligence

- Commit to respect children’s rights
- Clarify expectations for all stakeholders impacting operations, products, services
- Integrate into existing policies (e.g. Code of Conduct) and/or create stand-alone policy
- Ensure Senior Executive sign-off
- Engage, communicate and report
- Embed into corporate policies / procedures impact and risk assessments and actions

3. Remediation

- Integrate children’s rights considerations into broader human rights governance, impact and risk assessments and actions
- Commit to respect children’s rights
- Clarify expectations for all stakeholders impacting operations, products, services
- Integrate into existing policies (e.g. Code of Conduct) and/or create stand-alone policy
- Ensure Senior Executive sign-off
- Engage, communicate and report
- Embed into corporate policies / procedures impact and risk assessments and actions
Best practice child rights due diligence

**UNGC framework for effective human rights due diligence**

**Key Human Rights Due Diligence Steps:**
- Assessing actual and potential impacts
- Integrating and acting on findings
- Tracking responses
- Communicating on how impacts addressed

**Characteristics of effective due diligence**
- Response integrated into procedures and systems
- Responsibility at the appropriate level
- Sufficient resources
- Oversight to assess performance
Impacts, Risks and Responses: Workplace
Key ways businesses can promote children’s rights in the workplace

**Impact Areas**
- Family-friendly workplaces
- Preventing child labor
- Preventing company facilities and equipment being used for child right violations
- Respecting rights of young workers and caregivers
- Ensuring protection and safety of children at workplace and across network operations

**Risks**
- Decreased brand reputation
- Child not in education, risks of injury, to health and of exposure to immoral activities
- Problems recruiting and retaining skilled workforce, including mothers and carers
- Fines and loss of license to operate
- Inefficient and/or underqualified employees. Costs to train new staff, down time due to accidents

**Response**
- Establish living wage, adequate sick leave
- Enable young workers to continue education
- Worker age-verification
- Health and safety
- Family-friendly work environment, e.g. childcare facilities,
- Prevent discrimination including during pregnancy and maternity
- Codes of conduct, training and contingency planning
Impacts, Risks and Responses: Marketplace
Ensuring healthy, positive and appropriate products and marketing for children

**Marketplace**

**Impact Areas**

- Ensure products and services promote and protect child rights in use
- Ensure responsible marketing and advertising which does not infringe on child rights
- Use of communication to support and advance children’s rights

**Risks**

- Violating rights of children, including cyberbullying, child sexual exploitation
- Child safeguards are not adequately applied across product value chain
- Missed opportunity to design child safety features / protection of child rights into products
- Missed opportunity for innovation
- Children misinterpret promotional messaging / make ill-informed decisions

**Response**

- Follow national/international laws/regulations
- Reduce health/safety dangers from unintended use of products
- Assess risks due to unintended use of products/services
- Ensure consent of parents and children for purchases and use
- Establish responsible marketing/advertising policy
- Promote healthy behaviours and products
- Accessible complaint mechanism
Impacts, Risks and Responses: Community
Community

Managing community impacts of operations, networks, products and services

Impact Areas

- Respecting children’s rights in regards to environment and land acquisition and use
- Respecting children’s rights in security arrangements
- Protect children affected by emergencies
- Reinforcing government and community child rights initiatives

Risks

- Health/safety impacts on children as a result of product and network (e.g. emissions, water toxicity)
- Poor relations, lack of trust with community members / Loss of license to operate
- Products/services facilitating exploitation of children in the community
- Child adversely impacted by emergencies or in security arrangements

Response

- Monitor environmental impacts of operations
- Select and train security personal on basis of child rights
- Consult community regarding interaction with children
- Ensure any relocation upholds rights of families / children
- Community / regional level child rights impact assessments
- Collaborate with community stakeholders to develop educational campaigns on responsible ICT use
**Supply Chain**

*Ensuring children rights are protected throughout a company’s supply chain*

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<thead>
<tr>
<th>Impact Areas</th>
<th>Risks</th>
<th>Response</th>
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<tbody>
<tr>
<td>Ensure workplace rights are upheld by suppliers and subcontractors</td>
<td>Impacts to children within supply chain (e.g. child labor, exploitation)</td>
<td>Introduce supplier code of conduct</td>
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<tr>
<td>Eliminate any potential sources of child labour or other exploitation of children by suppliers/contractors</td>
<td>Misalignment of corporate policies and those of suppliers leading to child rights violations</td>
<td>Build children’s rights into selection, review and training of suppliers</td>
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<tr>
<td>Ensure suppliers products are safe and meet international health and safety standards</td>
<td>Lack of knowledge by suppliers on how to identify / mitigate child rights impacts/risks</td>
<td>Avoid making demands of suppliers that could result in child labor</td>
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<tr>
<td>Suppliers operating in conflict zones</td>
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<td>Monitor / audit suppliers regularly to ensure alignment with corporate policies</td>
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<td>E-waste leading to hazards in collection and processing</td>
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<td>Identify high risk suppliers and work with them to identify/improve any child rights impacts</td>
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<td>Introduce complaint mechanism</td>
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Exercise: Understanding Child Rights Across Business Impact Areas
Exercise: Identifying Child Rights Risks & Impacts

Working in groups, identify and discuss child rights impacts and risks for a selected company

- Split into at least 4 groups
- Choose a company or an industry represented in each group to analyze
- Discuss the company/industry’s child rights impacts and risks across one key business impact area: workplace, marketplace, community, supply chain
  - Split out the business areas between the groups
- Identify existing AND potential responses to impacts and risks
- Discuss/identify where biggest risks/impacts lie (which issues? which impact areas? and why?)
- Time: 15 minutes discussion in groups, 15 minutes feedback and discussion (3 or 4 mins for each group)
- Record answers, identify delegate to report out to rest of training team