

# MILLICOM

Everyone has their limits, but not everyone accepts them

**MILLICOM**  
THE DIGITAL LIFESTYLE

*With its business centered approach to children's rights, Millicom is leading the way in mitigating risks to children from their operations. Additionally, Millicom engages with the communities in which they operate on many levels to build awareness of children's rights.*

## MILLICOM'S SUSTAINABILITY STRATEGY

Millicom was founded in the early 1990s with the vision of making positive changes to peoples' lives through the "digital lifestyle". This vision has been reflected in the company's business strategy of delivering affordable and reliable cellular, cable and financial services to people in some of the most challenging corners of the world.

Today, some 25 years after inception, the company still embody this vision as their CSR initiatives grow and hold a high position on the corporate agenda.

Millicom has five focus areas that form the foundation for their corporate responsibility work and support sustainable execution of their "digital lifestyle" vision

1. Diversity in the workforce
2. Child protection
3. Environmental protection
4. Privacy and freedom of expression
5. Responsible supply chain

## Addressing Children's Rights

Since 2012, when children's rights became an item in its own on the CSR agenda, Millicom has pioneered several tangible initiatives for improving children's rights in its core markets. By hosting awareness workshops, rolling out code of conducts to suppliers and working closely with UNICEF to develop universal tools for child rights impact assessment, Millicom is setting an example for companies in the region.

**Governance and board accountability:** Millicom tracks its initiatives closely on common Key Performance Indicators (KPIs) across the business, the results of which are reported to the executive committee monthly. Progress is also monitored and discussed quarterly by the board of directors whose meetings are attended by the head of CSR.

**Materiality assessment:** Millicom and UNICEF jointly develop the latter's Children's Rights checklist. Having run the pilot version of the tool internally, Millicom discovered the high potential indirect impact they had on children and now aim to make a lighter version of the tool to be used by telecom players worldwide.

## MILLICOM AT A GLANCE



### COMPANY PROFILE:

Emerging markets-focused telecommunications and media company

### REVENUE '14:

6.4 billion USD

### COUNTRIES W. SALES:

8 countries in Latin America, 6 countries in Africa

### CSR MISSION:

Focusing on what matters



The UNICEF checklist helps companies understand where children are at risk, be it directly in supply chain or distribution or, indirectly through the handling of their electronic waste where children may work in dangerous conditions on recycling sites.

Millicom has subsequently developed partner code of conducts, specifying higher age limits (18 years) for job roles where young workers are at risk, such as drivers, freelancers who sell phone cards, and builders of base stations.

**Issues beyond Child Labour:** Online protection is an increasingly important topic for Millicom. They now offer parents ways to create a safe online environment for their children such as parental controls of channels and online content. Additionally, they run awareness campaigns on how to protect yourself online as well as local workshops with industry players, regulators, NGOs and law enforcement.

Millicom also actively seeks to have a positive impact on children, primarily through offering mobile educational tools. Its EduMe platform offers children and schools access to high quality educational material on an anytime, anywhere basis through their mobile devices.

## GOING FORWARD

In 2014, Millicom signed a three year agreement with UNICEF to develop tools for assessing impacts on children's rights in one's operations. Millicom's ambition is to make these tools available for all telecom companies worldwide to build awareness of children's exposed position in society.

Collaboration between companies is considered essential to children's online safety, partly to increase the ability to discover and control content that could be harmful to children, and also to further the reach of children's rights awareness programs. Millicom has initiated partnerships with hotline network INHOPE, Interpol and Facebook among others in an effort to accomplish this.

**Collaboration with NGOs:** For the work Millicom has initiated in online child protection workshops, it is critical to have the engagement of local NGOs and regulators. This is a challenging factor in Africa where there is a lack of local NGOs focusing on the issue. By partnering with intrinsically driven NGO's to establish national focus groups driving the issues, children's rights can rightfully get the attention it deserves on the national agenda.




Internally, focus will be to spread the child rights agenda and gaining acceptance from within Millicom. For a company to truly live their values, they have to be represented across the whole business.

## SUPPORTING LOCAL AWARENESS AND ACTION

Millicom hosts online child protection workshops in their local communities with industry players, regulators, law enforcement and NGOs. The workshops are conducted over two days, the first being focused on awareness building and the second on capacity building and tangible action plans for local police.

The workshops culminate with the establishment of a national focus group for children's rights to drive the agenda forward. To date, workshops have been conducted in three Latin American markets and one African market.

## SELECTED SCORECARD INDICATORS WHERE MILLICOM IS DOING VERY WELL

-  Collaboration with NGOs
-  Issues beyond child labour
-  Materiality assessment

