

FORUM REPORT 2016
KUALA LUMPUR



CHILDREN'S RIGHTS AND SUSTAINABLE BUSINESS

GLOBAL CHILD FORUM ON SOUTHEAST ASIA

5 May 2016, Kuala Lumpur, Malaysia

GLOBAL CHILD FORUM IS INITIATED BY H.M. KING CARL XVI GUSTAF AND H.M. QUEEN SILVIA OF SWEDEN



Initiated in 2009 by The Royal Family of Sweden, the Global Child Forum is an international, independent platform for research, dialogue, information and action on business and children's rights in support of the UN Convention on the Rights of the Child.

As a multi-stakeholder platform, the Global Child Forum brings together businesses, governments, academia and leaders of civil society, facilitating informed dialogue and thought leadership on issues facing children worldwide. The organisation showcases best practices and case studies from all over the world relating to pioneering ways of achieving and expanding cooperation across sectors. Global Child Forum aims to inspire actions which lead to tangible results in the implementation of children's rights.

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MOBILITY AND CONNECTIVITY:

GLOBAL CHILD FORUM ON SOUTHEAST ASIA

Dynamic. Vibrant. Connected. Mobile. These are some of the words that were frequently heard at the Global Child Forum on Southeast Asia, where leaders from the region and beyond came to discuss and initiate action around children's rights.

Southeast Asia is one of the world's most dynamic business regions. With a predominantly young, mobile and increasingly connected population, the potential for business to develop this vibrant market is vast. However, these opportunities come with a host of diverse and complex challenges with respect to safeguarding and advancing children's and young people's rights in the region.

Unemployment. Exploitation. Discrimination. Abuse. We also heard these words during the day and asked how the business and financial sector, as the region's economic engine, can best ensure that the region's children have a fair chance for a prosperous future.

We also confronted harsh statistics, such as those from our own research, the Corporate Benchmark Study on Southeast Asia, which put the reality in stark relief. Our findings show that, on average, corporations in the region score just 2.1 points out of a total possible 9 points when evaluated as to

how well they perform with regard to children's rights, compared to an international index. The study also revealed that merely 3 percent of companies surveyed address children's rights at the board level, and only 29 percent of companies officially condemn child labour.

While these facts are grim, they are not reflective of the attitude present at the Forum. We heard stories of good practices which served as examples of what the region can do – especially the business and financial sector – to better address the grave issues that confront children today. Companies such as IKEA, Sime Darby, Vinda Group and DiGi Telecommunications are leading by example by tapping into, and safeguarding, the region's young talent through corporate-led initiatives.

With the implementation of the United Nations Sustainable Development Goals (SDGs) and the recently created Association of the Southeast Asian Nations Economic Community (AEC), this is the time to accelerate the advancement of children's rights in the region. In line with the vision of ASEAN 2025, children's rights contribute to both the SDGs and to a more stable, prosperous and sustainable region.

The ASEAN region has the experience, resources and goodwill to tackle many of the issues discussed. Now business must take up the challenge and put in place programmes that treat children as important stakeholders – not merely occasional beneficiaries of charity.

WELCOME TO GLOBAL CHILD FORUM ON SOUTHEAST ASIA

KUALA LUMPUR, 5 MAY 2016



PROGRAMME

Global Child Forum on Southeast Asia 5 May 2016, Kuala Lumpur, Malaysia

MODERATOR: MS VERONICA PEDROSA **VENUE:** JW MARRIOTT HOTEL

9.00 a.m. OPENING OF THE FORUM

H.M. King Carl XVI Gustaf of Sweden,
Honorary Chairman, Global Child Forum *page 8*

SETTING THE SCENE

Mr Ulf Karlberg, Chairman, Global Child Forum Partner Advisory
Board (PAB) *page 9*

HONORARY SPEAKERS

H.E. Le Luong Minh, Secretary-General, ASEAN *page 10*

Hon. Dato' Sri Rohani Abdul Karim, Minister for Women, Family and
Community Development, Government of Malaysia *page 12*

Hon. Pol. Gen. Chatchawal Suksomjit, Representative of the President of the
Thai National Legislative Assembly *page 14*

10.30 a.m. NETWORKING BREAK

**11.00 a.m. HIGH-LEVEL SESSION ON CHILDREN'S RIGHTS AND SUSTAINABLE
BUSINESS IN THE ASEAN REGION**

Dr Fiona Rotberg, Research Director, Global Child Forum *page 16*

Mr Rick Ramli, Partner and Managing Director, The Boston Consulting
Group, Malaysia *page 17*

Ms Wivina Belmonte, Deputy Regional Director, UNICEF East Asia and
Pacific Regional Office *page 18*

Dr Simon Lord, Group Chief Sustainability Officer, Sime Darby
Holdings Berhad *page 19*

Mr Albern Murty, Chief Executive Officer, DiGi Telecommunications Sdn Bhd *page 20*

Dr Pipat Yodprudtikan, Director, Thaipat Institute *page 21*

12.30 p.m. LUNCH

2.00 p.m. ACTIONLAB SESSIONS

ActionLab 1 - Reframing challenges as opportunities: youth employment as a driver for change *page 24*

ActionLab 2 - Children in the digital age: how the ICT sector can support and respect children's rights *page 26*

ActionLab 3 - Into the light: safeguarding children's rights in the travel and tourism sector *page 28*

ActionLab 4 - The Children's Rights and Business Atlas: a tool for responsible business *page 30*

4.15 p.m. NETWORKING BREAK

4.45 p.m. ACTIONLAB KEY OUTCOMES

Ms Mei Kok, Project Coordinator, Youth for Global Goals, AIESEC *page 24*

Ms Natasha Jackson, Head of Public Policy and Consumer Affairs, GSMA *page 26*

Ms Pernilla Baralt, State Secretary to the Minister for Children, the Elderly and Gender Equality, Government of Sweden *page 28*

Ms Kathleen Chew, Group Legal Counsel, YTL Corporation Berhad *page 30*

DOING WELL BY DOING GOOD

Mr Trung Dung, Founder and Chief Executive Officer, iCare Benefits *page 33*

HIGH-LEVEL SESSION: PERSPECTIVES FOR THE FUTURE - WHAT WILL IT TAKE?

Mr Mark Pierce, Asia Regional Director, Plan International *page 35*

Mr Y.W. Junardy, Member of the Board, United Nations Global Compact *page 37*

Ms Ines Kaempfer, Executive Director, Center for Child Rights and Corporate Social Responsibility (CCR CSR) *page 38*

Mr Per Heggnes, Chief Executive Officer, IKEA Foundation *page 41*

SUMMARY AND CONCLUSION

Mr Thomas Thomas, Chief Executive Officer, ASEAN CSR Network *page 42*

Ms Åse Bäckström, Managing Director, Global Child Forum *page 42*

Closing Address by H.M. Queen Silvia of Sweden *page 44*

7.00 p.m. Refreshments and Networking

8.00 p.m. Banquet in honour of Their Majesties the King and Queen of Sweden and the Global Child Forum on Southeast Asia, with performance by Swedish artist Darin, hosted by YBhg. Datuk Seri Hj. Mhd. Amin Nordin bin Abdul Aziz, Mayor of Kuala Lumpur



H.M. KING CARL XVI GUSTAF AND H.M. QUEEN SILVIA OF SWEDEN

SPEAKERS



1. Ms Pernilla Baralt, State Secretary to the Minister for Children, the Elderly and Gender Equality, Government of Sweden
2. Ms Wivina Belmonte, Deputy Regional Director, UNICEF East Asia and Pacific Regional Office
3. Ms Åse Bäckström, Managing Director, Global Child Forum
4. Mr Per Heggnes, Chief Executive Officer, IKEA Foundation
5. Mr Y.W. Junardy, Member of the Board, United Nations Global Compact
6. Ms Ines Kaempfer, Executive Director, Center for Child Rights and Corporate Social Responsibility (CCR CSR)
7. Hon. Dato' Sri Rohani Abdul Karim, Minister for Women, Family and Community Development, Government of Malaysia
8. Mr Ulf Karlberg, Chairman, Global Child Forum Partner Advisory Board (PAB)
9. Dr Simon Lord, Group Chief Sustainability Officer, Sime Darby Holdings Berhad
10. H.E. Le Luong Minh, Secretary-General, ASEAN



11. Mr Albern Murty, Chief Executive Officer, DiGi Telecommunications Sdn Bhd **12.** Ms Veronica Pedrosa, Journalist and Presenter **13.** Mr Mark Pierce, Asia Regional Director, Plan International **14.** Mr Rick Ramli, Partner and Managing Director, The Boston Consulting Group Malaysia **15.** Dr Fiona Rotberg, Research Director, Global Child Forum **16.** Hon. Pol. Gen. Chatchawal Suksomjit, Member of the Thai National Legislative Assembly **17.** Mr Trung Dung, Founder and Chief Executive Officer, iCare Benefits **18.** Mr Thomas Thomas, Chief Executive Officer, ASEAN CSR Network **19.** Dr Pipat Yodprudtikan, Director, Thaipat Institute

OPENING OF THE FORUM

H.M. KING CARL XVI GUSTAF OF SWEDEN

Honorary Chairman, Global Child Forum



Economic growth, technological progress and a young, growing workforce - the future is looking bright for this part of the world.

"As the Honorary Chairman of the Global Child Forum, it is a great pleasure for me to open the 8th international Forum on Children's Rights and Sustainable Business.

The vision of our organisation is a world where children's rights are respected by all actors in society. And with the business sector playing a key role.

What Global Child Forum offers is a unique platform for informed dialogue and thought leadership on how to advance children's rights. We bring experts and decision-makers together. We expose leading case studies and best practice from all over the world.

Today's Forum is focused on Southeast Asia – one of the most dynamic regions of the world. The ten countries of the region are home to more than 600 million people. That is about the same number as the entire European Union. But the population is much younger, and increasingly digital,

mobile and connected. Malaysia is a striking example of this, with one of the world's highest percentages of smart phone owners.

The region is a major economic power: not only is travel and tourism expanding at a rapid pace, it is also home to many globally competitive companies. With its stable growth, it is projected to be the world's fourth-largest economy by 2050.

Economic growth, technological progress and a young growing workforce: The future is looking bright for this part of the world! But this development also raises some critical questions regarding children's rights: When business is booming – how do we ensure that children's rights are respected? How can new technology help advance those rights? And how can responsible businesses contribute? These are some of the themes that we will discuss today.

I would like to welcome all speakers, experts, delegates, supporters and friends. A special thank you to our regional partners for the cooperation and friendship, which makes this day possible. I look forward to take part in today's discussions, and I hope that we will have an interesting and productive day together!"

SETTING THE SCENE

MR ULF KARLBERG

Chairman, Global Child Forum Partner Advisory Board (PAB)



"What we need to do is foster courageous leadership from all sectors of society to ensure that we are doing the best we can to give today's children a fair chance to reach their full potential. That is how we together ensure a peaceful and sustainable future."
– Mr Ulf Karlberg

With 300 million people under the age of 30 in the ASEAN region, this part of the world is ready to benefit from the vibrancy of its young generation to ensure a prosperous and stable future. Global Child Forum wants to encourage the business and financial sector to see the region's youth not only as a responsibility but also an opportunity.

"One out of every three individuals on this planet is a child under the age of 18. And, in Southeast Asia, 300 million people are under the age of 30. This is why we are here," said Mr Ulf Karlberg, Chairman of Global Child Forum's Partner Advisory Board. "More precisely, we are here to focus on the need for children's rights and sustainable business to cooperate in the most effective way."

Since the Global Child Forum was initiated six years ago, Forums have been held at the Royal Palace in Stockholm, Sweden and regionally in the Middle East and North Africa, Southern Africa and now here in Southeast Asia. These international conferences, like today's Global Child Forum,

bring together leaders from governments, businesses and civil society to engage with children's rights as a central issue for the corporate and finance sectors. At every Forum, it becomes clearer how children impact business, and business impacts children, said Mr Karlberg.

"During these six years, we have had some 3,000 decision-makers attending our Forums. What is more impressive is the work and ideas that have been born out of these conferences. Today, we have another 300 leaders and decision-makers with us. The 19 speakers in this Forum have all come from different regions of the world to share their knowledge and experiences," said Mr Karlberg.

Kuala Lumpur is an important center for business. What happens in this region, said Mr Karlberg, will have an impact on millions of today's young people and on future generations. "To make sure that we all in this room contribute to a sustainable future - action is needed – not only talk."

While he admitted that progress has undoubtedly occurred, it is not keeping pace with the scale of challenges faced by children and young people today. Children in this region, and beyond, face increasingly complex and dangerous challenges. For example, there are still 168 million child labourers globally, 85 million of whom are victims of the worst forms of child labour, according to UN statistics.

BUILDING KNOWLEDGE TO PROTECT AND PROMOTE CHILDREN'S RIGHTS

H.E. LE LUONG MINH

Secretary-General, ASEAN

ASEAN aims to realise an inclusive community that takes into account the protection and promotion of human rights of children. The Secretary-General says concerted efforts from all stakeholders can eliminate discrimination, exploitation, trafficking, harmful practices, violence and abuse against children.

The Forum is taking place at an opportune time with the formal establishment of the ASEAN Community, where business is a key actor in ensuring a more stable, prosperous region and delivering on the promises of the Sustainable Development Goals.

With a combined population of 625 million, ASEAN has become one of the largest consumer markets in the world. Moreover, almost 220 million people in ASEAN are below 19, with a third of its population children and young people. ASEAN recognises the need to create a nurturing and empowering environment for them. ASEAN has been working towards enhancing the quality of the net enrolment rate for primary school children, which has increased from 92 percent in 1999 to 94 percent in 2012. Efforts to secure equal access to education are further boosted by adoption of the ASEAN Human Rights Declaration and the establishment of the

ASEAN Intergovernmental Commission on Human Rights, as well as the ASEAN Commission on the Rights of Women and Children, with its work focused on the promotion and protection of the rights of the child.

"ASEAN aims to realise an inclusive community, with opportunities that promote high quality of life and equitable opportunities for all as well as to promote and protect the human rights of children," Mr Minh said. This will be done through efforts to eliminate all forms of discrimination, exploitation, trafficking, harmful practices, violence and abuse against children, and to promote early childhood care and development, and to ensure children's inclusive participatory and representative decision-making at all levels.

With ASEAN making strides to eliminate violence against children and increase social protection for them, Mr Minh notes that ASEAN is enhancing the integration of children's rights into the framework of the ASEAN Economic Community, where businesses recognise children as active partners in their activities. Efforts to strengthen the supportive environment for socially and environmentally responsible entrepreneurship for young people, those with disabilities, women and vulnerable and marginalised groups, reflect ASEAN's objective to promote private sector involvement.

Several studies on social protection and care systems for children in ASEAN Member States are in the pipeline such as on early childhood care and education, as well as studies determining the impact of violence against children.



ADVANCING CHILDREN'S RIGHTS IS KEY TO A STABLE, PROSPEROUS AND SUSTAINABLE REGION

HON. DATO' SRI ROHANI ABDUL KARIM

Minister for Women, Family and Community Development, Government of Malaysia

Hon. Dato' Sri Rohani Abdul Karim articulated the ASEAN 2025 vision of aspiring towards a politically cohesive, economically integrated and socially responsible ASEAN as the champion of change for children's rights.

Hon. Dato' Sri Rohani Abdul Karim commended the Global Child Forum's focus on solutions and opportunities to improve the lives of children and young people. She called on all parts of society, with a special focus on businesses, to strengthen children's rights in the ASEAN region. The Minister also welcomed the regional benchmark presented and discussed during the Forum.

The Forum was timely, she said, as the Malaysian Parliament recently passed the Child Bill (Amendment) 2015. One of its many highlights is the importance of connectivity, participation and involvement, not only in the community, but also among children.

The Child Bill is given priority by law, so that when a child needs protection, care and rehabilitation, the placement option must begin with the family, or at least in a family setting. Placing children in welfare institutions is the last resort.

"Like other countries in ASEAN, the government of Malaysia has made tremendous efforts at the national level. The government is working closely with other government agencies, corporate sectors, NGOs and even communities. We call

this our National Blue Ocean Strategy (NBOS) in conducting many programmes for children," the Minister noted.

She added that these advocacy programmes, workshops, interventions and conferences are testaments to making sure all children in Malaysia know their rights and have the opportunity to grow up with all their rights and protections.

"The ASEAN community entered a new phase with the formation of the ASEAN Economic Community as of January 2016," said the Minister. "Every chance should be taken to ensure that the power of business is used as an engine to drive change for the better for the region's children."

We live in a borderless world where easy and fast connectivity, instant access to knowledge and participation, including leisure and play, are fundamental rights of all children as enshrined in the Convention on the Rights of the Child. Yet their innocence must be protected from information and material injurious to a child's wellbeing.

"The development of Child Online Protection in Malaysia in 2015 consists of multiple and multi-layer stakeholders, including corporates pioneering in digital access. This is an area where we can all join forces to make sure children are safe online as well as offline," she said.

Hon. Dato' Sri Rohani asserted that advancing children's rights is key to a stable, prosperous and sustainable region. The ASEAN Vision 2025, which aspires towards a politically cohesive, economically integrated and socially responsible ASEAN, must be the champion of change for children's rights to be realised.



"The ASEAN community entered a new phase with the formation of the ASEAN Economic Community as of January 2016. Every chance should be taken to ensure that the power of business is used as an engine to drive change for the betterment for the region's children."

– Hon. Dato' Sri Rohani Abdul Karim

FINDING SHARED SOLUTIONS TO EMPOWER CHILDREN TO EXERCISE THEIR RIGHTS

HON. POL. GEN. CHATCHAWAL SUKSOMJIT

Representative of the President of the Thai National Legislative Assembly



*"Let us put our heads and hearts together to find shared solutions to empower our children and help them exercise their rights. Let us find inter-connected ways of teaching children to keep themselves safe, too."
– Hon. Pol. Gen. Chatchawal Suksomjit*

Common laws, applicable to all, must be reinforced across borders, insists Hon. Pol. Gen. Chatchawal Suksomjit. Parents and adults have the collective responsibility to lessen the dangers of child abuse and exploitation.

Parents and adults have the collective responsibility to serve as children's protectors, Hon. Gen. Chatchawal emphasised. The Forum, the General said, is a platform to find common ground for how to best protect children's rights and to continue to strengthen our conviction to lessen the dangers of child abuse and exploitation.

"We must find common laws that are applicable to all, and this must be reinforced by all, across borders.

Laws to protect children should be harmonised and applied by every country," stated Hon. Gen. Chatchawal.

He also assured the audience that Thailand will work closely with its Southeast Asian counterparts to combine forces to protect children's rights.

"Child pornography is a transnational crime that is pervasive in the Southeast Asian region, so we must work together to introduce strong laws that punish sex offenders and child traffickers who harm our children," he declared.

Internationally, 70 percent of children appearing in child pornography are under the age of 13, harming such children for life. Hon. Gen. Chatchawal remarked that, five months previously, the Thai National Legislative Assembly passed a Penal Code amendment to criminalise those who possess, share, produce or distribute child pornography.

"Let us put our heads and hearts together now to find shared solutions to help empower our children and help them exercise their rights. Let us find inter-connected ways of teaching children to keep themselves safe, too," he concluded.



HIGH-LEVEL SESSION **CHILDREN'S RIGHTS AND SUSTAINABLE BUSINESS IN THE ASEAN REGION**

The corporate sector must be responsible in practising and promoting children's rights in the workplace, marketplace and community to equally embrace the opportunities as well as the challenges that will arise. Businesses have an obligation to uphold children's rights.

MEASURING UP: LAUNCH OF THE SOUTHEAST ASIA CORPORATE BENCHMARK REPORT

DR FIONA ROTBERG, Research Director, Global Child Forum **MR RICK RAMLI**, Partner and Managing Director, The Boston Consulting Group, Malaysia **MS WIVINA BELMONTE**, Deputy Regional Director, UNICEF East Asia and Pacific Regional Office

“With data and knowledge we can inspire action and sharing across regions and sectors,” noted Dr Fiona Rotberg, Research Director at Global Child Forum. It’s this perspective that inspired the Southeast Asia Corporate Benchmark report, launched at the Forum.

In conjunction with the Boston Consulting Group, Global Child Forum evaluated 289 companies from across the region to assess if and how companies address and report on children’s rights. The results indicate that many contribute to programmes and community investment initiatives that

involve children’s rights. The evaluation also shows that children’s rights have not yet made it into board rooms or board level committees, nor into strategic business analysis. Twenty-nine percent of the surveyed companies in the region have a child labour policy in place.

“It’s impressive to see that 70 percent of the companies in the region actively promote children’s rights programmes, which is well above the global average of 48 percent,” said Dr Rotberg. “However, a lot of work still needs to be done to protect Southeast Asian children. We encourage business to bring up the regional benchmark score and to focus not solely on child labour but to address issues such as product safety, marketing to children and sexual exploitation.”

RESEARCH FINDINGS AT A GLANCE

Southeast Asian companies surveyed scored an average of **2.1** points of a total possible **9** points

70% of the companies are driving their own strategic programmes related to children’s rights

43% of the companies donate to children’s rights based charities

29% of companies have a child labour policy

24% of the companies adhere to relevant international standards

9% of companies address issues other than child labour, such as product safety, responsible marketing or protection from sexual exploitation

7% of companies include children’s rights in materiality assessment issues

6% of companies collaborate with children’s organisations

3% of companies address children’s rights issues at the board level

BENCHMARK RESEARCH

INDUSTRY AVERAGE SCORES



“We need to work together to ensure that we make children’s rights integral to how we do business, up to the board level and throughout the supply chain.”

- Dr Fiona Rotberg

GROWING RELEVANCE

Mr Rick Ramli from The Boston Consulting Group focused on three dimensions of the report: First, ‘Addressing Children’s Rights’ is about having a child labour policy, or putting in place mechanisms to ensure product safety and safe marketing and to prevent sexual exploitation. The second dimension is whether this issue receives the right level of attention, is assessed regularly and if the board reports on it. The third dimension addresses Corporate Social Responsibility (CSR)

activities, options for collaborations, strategic programmes and charitable donations: “We do reasonably well on this last dimension, but most of us do not pay much attention to the first two,” he conceded. “Our companies are contributing to children’s issues through strategic programmes and donating to charities. Many of us have CSR programmes that fund causes in education, health or nutrition.” While these efforts are commendable, the CSR activities are too detached from companies’ day-to-day and core operations.

Children’s rights are becoming more relevant for ASEAN companies as they plan for growth beyond their home markets. The corporate sector is on its way to realising that championing children’s rights will unlock more markets and create both shareholder and stakeholder value.

Visit globalchildforum.org to read the full research report.



INVESTING IN CHILDREN – MAKING THE CASE

“Children are everyone’s business,” is an oft-heard saying at UNICEF, commented Ms Wivina Belmonte. It is more than a slogan, however. It’s actually a business case. “Engaging in public policy dialogues focusing on children is an exercise in enlightened self-interest - an investment, not a cost,” said Ms Belmonte. By focusing on children and supporting their rights, she says businesses can benefit from improved access to skilled labour, improved employee satisfaction, and improved communities in which they work. They can raise the value of their brand and help the bottom line.

“Purpose and profit are not mutually exclusive,” she stated. “Virtually all companies interact with children in some way. Sometimes directly; sometimes not. Sometimes to the benefit of children; sometimes not. We see each of these interactions as an opportunity for you to advance children’s rights and wellbeing.”

In 2012, UNICEF joined Save the Children and the UN Global Compact to develop the Children’s Rights and Business Principles. These principles help companies examine ways in which their businesses overlap with children in the workplace, marketplace and community. They help businesses unleash their potential to champion children’s rights and to avoid harming children through their business activities. Additional tools exist to provide practical guidance in areas like

company policies and children’s rights in sustainability reporting. The language of international law, found in the Convention on the Rights of the Child, was created primarily with states in mind, said Ms Belmonte. “The Child Rights and Business Principles is our translation tool.”

As our future workforce, investors, and customers, it is in the interests of all to see that children are healthy, educated and have the right skills, to ensure a future that is sustainable and economies that are vibrant. That is why the private sector is a crucial partner for UNICEF, for national governments, local communities and economies. The private sector was an integral partner in global discussions around the SDGs, the global road map for achieving sustainable development by 2030. Committing to the Children’s Rights and Business Principles is an important step in that direction.

“Purpose and profit are not mutually exclusive. Virtually all companies interact with children in some way. We see each of these interactions as an opportunity for you to advance children’s rights and wellbeing.” – Ms Wivina Belmonte

TURNING PRINCIPLES INTO PRACTICE

DR SIMON LORD

Group Chief Sustainability Officer, Sime Darby Holdings Berhad

MR ALBERN MURTY

Chief Executive Officer, DiGi Telecommunications Sdn Bhd

DR PIPAT YODPRUDTIKAN Director, Thaipat Institute



"We believe we employ families, not just adults." – Dr Simon Lord

Dr Simon Lord, Group Chief Sustainability Officer of Sime Darby, one of the region's largest multinational conglomerates, began by highlighting the need to turn principles into practice. "Human rights is at the core of our sustainability work. But because we recognise that children and young workers are particularly vulnerable, our work is focused on them, and this led us to develop a child protection policy."

"As a multinational, Sime Darby must have a global perspective viewed through a local lens. Our anchor is the SDGs; our framework is the Children's Rights and Business Principles executed down at the community level. It's about creat-

ing a child-safe and friendly working environment for all our employees."

"Our community defines our corporate responsibility," declared Dr Lord. The community is a stakeholder, shaping and defining Sime Darby's corporate response and actions. In remote areas, the expectations are for companies to fulfil social requirements. Therefore, it becomes a moral imperative to work with the wider community.

The Children's Rights and Business Principles provide a framework, but it is the work of the corporation to translate those principles into practice such as providing child-safe and child-friendly workplace environments for all employees.

"You have to go beyond boundaries. It's sustainability *sans frontiere*, human rights beyond borders." He added, "we firmly believe you cannot go at it alone."

For more information on how Sime Darby integrates children's rights into their work, read Global Child Forum's Sime Darby Deep Dive at globalchildforum.org.



“Every child has a right to have access to connectivity and at the same time be equipped with the right skills to stay safe online. As we enable access, our core focus is to ensure children can experience the internet in a safe and responsible way.” – Mr Albern Murty

INTERNET - THE EQUITABLE EQUALISER

Mr Albern Murty, CEO of DiGi Telecommunications, Malaysia's leading telecommunications service provider, referred to the internet as the great equaliser, allowing knowledge and opportunity for all, a basic necessity to drive equitable growth, especially for communities and groups at risk of being left behind. Telenor, together with DiGi, introduces programmes such as “Empower Societies in Malaysia” to reach communities that are in rural areas and children who are left behind in terms of education, to actually empower them to access the internet.

There are 30 million Malaysians, one-third of whom are children. Many of them experience the internet for the first time on a mobile phone. With the right to connectivity comes the need to protect children on the internet. So while DiGi is driving for internet acceptance and usage in Malaysia, it recognises the need for cyber-security, especially for children, as well as education about the dangers of the internet. Under the Cyber Safe programme, DiGi goes to schools to educate children about how the internet should be used in a safe and responsible way.

Mr Murty noted that DiGi's business is built and guided by the principles that support child rights; they are embedded as part of the company's DNA. “We have zero tolerance on child labour,” and if a company who is hired to fix cables, wires, feeders, or towers is found to be employing children, their contract is terminated.

“The internet allows knowledge and opportunity for all. With its affordable connectivity comes a wave of new opportunities, such as financial, health and education services.” He pointed out that the digital revolution, resulting in newfound access to educational, professional and social opportunities, can narrow the entrenched socio-economic gaps that are emerging in Asia.

Mr Murty said an average of 96 percent of Malaysian children, both urban and rural, use the internet for all sorts of purposes. Telenor Group, of which DiGi is a part, estimates that at least 500 million children in its markets alone will be accessing the internet for the first time in the coming months and years. It projects that 100 million children will come online in Telenor markets by 2017 – 80 percent of them via mobile.

In Malaysia, DiGi provides affordable internet access through a variety of projects, including Community Broadband Centres, the ‘Internet for All’ village projects and Safe Internet educational programmes.

DiGi has also incorporated child's rights focused policies into its workplace, including 6-month maternity leave and nursing facilities for new mothers, as well as efforts to ensure children's protection and safety in all of its business activities, products and services. The company also collaborates with local authorities, ministries and international government organisations such as UNICEF and Childline, which is a free service to all DiGi customers.

COMMIT, ACT, REPORT

The Thaipat Institute is a non-profit organisation established in 1999 to promote corporate sustainability and responsibility in Thailand's private sector. One initiative developed in collaboration with UNICEF, Child-Friendly Business, is a platform to promote the Children's Rights and Business Principles (CRBP) in the local business community in Thailand.

Dr Pipat Yodprudtikan, Director of the institute, says that these types of initiatives contribute to SDGs, for example Quality Education, Decent Work and Economic Growth, and Reduced Inequalities. The Institute's platform helps businesses implement CRBP effectively, comprising three stages: Commit-Act-Report.

In the first stage, companies sign and disclose their statement of commitment, setting the tone at the top to lead the

journey. The 'Act' stage calls on companies to use tools such as the Children's Rights and Business Atlas (childrensrightsatlas.org) to assess their children's rights risks and opportunities, identifying potential initiatives. In the last stage, 'Report,' companies record their sustainability reports on children's rights based on the Global Reporting Initiative (GRI) framework. Here, companies evaluate their performance in implementing the CRBP through the GRI disclosures.

To date, more than 30 leading Thai companies in various sectors have committed to understanding and being guided by the CRBP in their operations. Another 30 have agreed to participate in the second stage of the Commit-Act-Report platform where the Children's Rights and Business Atlas tool, co-developed by UNICEF and Global Child Forum, was put into action at the company level.

"This initiative will help the business community shift its vast resources and ongoing practices from the 'charity-based' efforts to the 'rights-based' ones," assured Dr Yodprudtikan, adding that: "One charity dollar has only one life. Changing business practices for children's rights has impact for eternity."



"This initiative will help the business community shift its vast resources and ongoing practices from the 'charity-based' efforts to the 'rights-based' ones... One charity dollar has only one life. Changing business practices for children's rights has impact for eternity."
- Dr Pipat Yodprudtikan

ACTIONLABS

Delegates participated in one of four ActionLabs, an opportunity for a lively exchange of opinions, ideas, and experiences on how to advance on children's rights.





ACTIONLAB 1

Reframing challenges as opportunities: youth employment as a driver for change

Facilitator

MR JOHN BARRETT TREW, Youth Employment Specialist,
Plan International Asia

Contributors

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EXPERTS, BUSINESS LEADERS, DECISION-MAKERS AND STUDENTS COLLABORATED TO DISCUSS WAYS TO TRANSFORM THE LIVES OF YOUNG PEOPLE THROUGH EDUCATION AND EMPLOYMENT.

Youth employment is one of the most pressing issues facing society today. More than half of the ASEAN population is under 30, and 68 million young people are projected to enter the job market in the next decade, a challenge calling for urgent action. How do we increase employability and create decent jobs for young people? ActionLab 1 explored the role of business and partnerships in harnessing the creativity and energy of this young workforce.

Ms Åse Bäckström, Managing Director of the Global Child Forum, started the discussion by saying that one of the prime threats to development in Southeast Asia is youth unemployment. “Unemployment creates stress and is linked to terrorism and civil war. Not only does it impact society, but it has a negative effect on economic growth and productivity.”

The ActionLab Facilitator, Mr John Barrett Trew, Youth Employment Specialist at Plan International Asia, pointed out that young people are three to five times more likely to be unemployed than adults. “How do we help them make the transition from childhood to adulthood and lift them out of poverty? Our goal is to enhance their standard of living by helping them secure decent work of their choosing.”

In sharing how partnerships have created sustainable job opportunities for marginalised young people, Accenture’s Ms

Roshni Venkatesh commented, “The business sector generates nine out of 10 jobs.” She acknowledged that, “The responsibility for providing equal opportunities to everyone and skills training falls mainly on our shoulders. Partnerships require hard work, and we have to be in it for the long term.”

Ms Veronica Yates, Director at the Child Rights International Network, emphasised the role of education as the main driver of change. “The prerequisite for employment is education, but you can’t take education out of the human rights framework.” She observed that the global trend now, set by the richest countries, is private education. “This creates social classes and an economic divide. Education should be free and accessible to everyone.”

“In the present education system, children are taught hard skills,” she continued. “They learn that, to be employable, they need to compete, and that profit is all that matters. But they need to learn soft skills, too, such as humanity, social justice and what it means to be a citizen of the world and respect other cultures.” She referred to Europe, where poor education has contributed to radicalisation.

The President of Southeast Asia, Vinda Group, Ms Ting Nee Su, spoke of the need for role models who inspire young people to stretch their ambitions. She referred to women who have beaten the odds, such as swimmer amputee Yi Lin’s cancer battle and one of Malaysia’s first female commercial pilots, Nur Moana Ishak. “Women have inner strength, but they need confidence,” she noted. Consequently, her company runs initiatives to support young entrepreneurs.

Young people make up 25 percent of the global working-age population, yet their share of total unemployment is 40 percent. They are more likely to be unemployed than adults. These were among the insights shared by Ms Mei Kok from AIESEC,



a global leadership platform for young people. According to a recent survey from AIESEC, young people's main motivators in order of importance are: family, purpose in life, and friends. Conversely, power, social status and recognition ranked lowest.

Following the presentations, the participants separated into working groups to develop solutions to the youth unemployment problem.

During group discussions, concerns were raised that rural children living in remote areas, as well as migrant and undocumented children, are at a disadvantage as they lack access to quality education. Given that, it is important to lift the stigma attached to vocational education, a useful tool for preparing young people for job opportunities.

Additional discussions included ways to receive an education beyond the conventional route, such as from the internet or vocational training. A delegate described her organisation's Job Start programme, designed to teach life skills. She suggested establishing more entrepreneurial universities, as most universities remain focused on academic programmes.

KEY TAKEAWAYS

- 1 Education should empower choices for young people. Curricula should integrate life skills and soft skills.
- 2 Business and organisations must seek organisational commitments towards ensuring decent working opportunities and to fulfil the rights of children.
- 3 Governments, business and NGOs should create space for children and youth to express their views, develop their own priorities and take action based on their values.
- 4 Business leadership must be committed to youth empowerment strategies for innovative solutions to work.

ACTIONLAB 2

Children in the digital age: how the ICT sector can support and respect children's rights

Facilitators

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MS LINDA LINDBERG, VP and Head of Commercial Management, Ericsson Southeast Asia and Oceania

MR PHILIP LING, Principal, Communications and Sustainability, DiGi Telecommunications Malaysia

DR DZAHAR MANSOR, National Technology Officer, Microsoft Malaysia

EXAMINING THE OPPORTUNITIES AND RISKS OF CHILDREN IN THE REGION IN LIGHT OF INCREASED DIGITAL CONNECTIVITY.

The world's increased digital connectivity has transformed societies and children's lives. Information communication technologies (ICTs) enable children to learn, play and express opinions. They also provide important platforms in child protection efforts such as birth registration programmes. This increased connectivity, however, is not without risk, making children vulnerable to new types of violence, exploitation, cyber-bullying and online sexual abuse.

ActionLab 2 examined concrete opportunities for stakeholders to act, ensuring that ICTs and the region's increased connectivity are used as a driver of positive change for children while minimising associated risks.

The session included a format similar to "speed dating," where ActionLab participants rotated between four stations at twenty-minute intervals. The stations, each manned by an ICT company representative and a facilitator, were:

STATION 1: Digital Natives: Staying Safe Online, hosted by Mr Philip Ling, Principal, Communications and Sustainability, DiGi Telecommunications Malaysia. Mr Ling kicked

off the discussion by sharing what DiGi is doing to enable children to stay safe online. One of the key points emerging from the discussions was the importance of supporting peer education amongst students, which should be facilitated and encouraged in schools as well.

STATION 2: Bridging the Digital Divide: Bringing Children Online, hosted by Dr Dzahar Mansor, National Technology Officer, Microsoft Malaysia. Dr Mansor shared what Microsoft is seeing in terms of an existing digital divide in the region and what impact this has on children, as well as what needs to happen to overcome this. The divides are not always glaringly economic or geographical, as evidenced by the gap between young children who have early internet exposure and those whose exposure occurs later.

STATION 3: The Power of ICT to Support Children's Enjoyment of Their Rights, hosted by Ms Linda Lindberg, VP and Head of Commercial Management, Ericsson Southeast Asia and Oceania. Ms Lindberg spoke of ICT opportunities and mobile connectivity and outlined company efforts to ensure that ICTs are used to support children's rights. Participants brought up the need for educational programmes to examine how children learn as a means to localize relevant content.

STATION 4: Digital Citizenship: Online Lives of Children, hosted by Mr Lih Shiun Goh, Country Lead/Policy and Government Affairs, Google Singapore. This station focused on how integrating safety concerns with the positive uptake of online opportunities for children can be understood as ‘digital resilience.’ The point was made that building digital resilience is a shared responsibility, focusing on behavior and not just content. While culture is a factor, parents, teachers and the community need to use their influence to ensure that children stay safe online. Open communication is important to ensure children feel secure. It was agreed that companies and governments need to invest more in research to facilitate in adapting to fast-changing scenarios and new techniques.



One of the ICT benefits is the opportunity for young people to explore their world through access to online learning opportunities. However, since the internet and ICT devices are only tools, parents must inculcate principles of integrity in their children while allowing them to interact with and discover the world. Discussions also focused on the wider political-social-economic issues surrounding ICT. Countries, corporations and individuals must play a role in shaping the industry to best suit our needs and protect children.

Ms Natasha Jackson, Head of Public Policy and Consumer Affairs, GSMA, summarised the interactive session and shared her insights and key takeaways to be reported to the plenary. She noted that: “The opportunities that ICTs present

to children and young people are tremendous, but, she concluded, “We encourage the ICT sector to build a growing body of evidence to share and create multi-stakeholder opportunities and a network effect among the ICT industry so that we can all work together.”

KEY TAKEAWAYS

- 1 More should be done to encourage investments, innovations and connectivity to benefit all children everywhere.
- 2 There is a need to balance opportunity with safety by design.
- 3 The building of digital resilience is a responsibility shared by all.

ACTIONLAB 3

Into the light: safeguarding children's rights in the travel and tourism sector

Facilitator

MS VERONICA PEDROSA, Journalist and Presenter

Contributors

MS PERNILLA BARALT, State Secretary to the Minister of Children, the Elderly and Gender Equality, Government of Sweden

MS CAROL BELLAMY, Chair of the International Board of Trustees, ECPAT International

MR ARNAUD HERRMANN, Vice President, Sustainable Development, Accor Hotels

MS BETH VERHEY, Senior Advisor Corporate Social Responsibility, UNICEF

THE RIGHT TOOLS MUST BE IMPLEMENTED TO COUNTERACT AVENUES FOR CHILD EXPLOITATION AFFORDED BY THE EXPANDING TOURISM SECTOR IN ASEAN.

Increased and simplified access to travel in the ASEAN region has led to an expanded and diversified tourism infrastructure. This development raises concerns about multiplying opportunities for child exploitation.

In her opening remarks of the ActionLab, Swedish State Secretary Ms Pernilla Baralt commented that “whether you are a minister, a board member or CEO, you have a responsibility for your group of people. And also seeing to it that the right policies and mechanisms are in place.” Ms Baralt stressed the importance of a systematic approach in dealing with gender issues and children's rights. She also underscored the importance of involving the actual key actors, the children, in the process. Engaging children and acting on what they say is a competency in itself, and the sooner they are involved in the process, the better it is. Ms Baralt ended by applauding the work of ECPAT International and the new study.

Ms Carol Bellamy, Chair of ECPAT International, highlighted the key findings from the 2016 study - *Offenders on the Move: Global Study on Sexual Exploitation of Children in Travel and Tourism*. A total of 67 partners worldwide contrib-

uted to the study, including Accor Hotels, UNICEF, ECPAT International, Association of British Travel Agents (ABTA) and Interpol.

Ms Bellamy pointed out that there is no such thing as a typical offender. The offender stereotype of a wealthy white, middle-aged, Western paedophile no longer applies in today's accelerated travel and tourism environment. Typical offenders today could be a native national, a female, or even other children. The study reveals that intra-regional travellers, and this includes a high number of business travellers, are the main perpetrators. In fact, situational offenders are those who may have never thought of sexually exploiting a child until given the opportunity to do so. Ms Bellamy noted that, due to cheaper travel and the rise of the internet, opportunities for exploiting children have increased in the past 20 years.

The global study includes 40 recommendations with five main areas: awareness-raising, ease of reporting, ending impunity, access to justice, and prevention. Ms Bellamy stressed the importance of going beyond established sectors by developing the sharing economy represented by online tools such as TripAdvisor, Booking.com and Airbnb and by reaching out to smaller businesses - boutique hotels on the edge of the industry, zero-star guesthouses and taxi drivers.

“The private sector is in a unique and privileged position to help. It can protect children from this crime directly and immediately. It cannot and must not be a passive bystander. It has to be a champion for the protection of children's rights,” she concluded.



After the introduction the group was split into three parts. The first group theme was reviewing the past and imagining the future in terms of the interfaces between child sexual exploitation and travel and tourism. Chaired by the Accor Hotels, the discussion tackled how businesses can evaluate their key actions.

The second group, headed by ECPAT International, focused its dialogue on the connection between the exponential increase in business travel and the sexual exploitation of children. It attempted to address the issue of the lack of prevention and control measures.

The third group, led by UNICEF, examined harnessing workforce opportunities to address child rights priorities. The group considered improving approaches to engaging working parents and creating opportunities for children.

KEY TAKEAWAYS

- 1 Employees need appropriate training and codes of conduct in recognising child exploitation. Business needs to put systems in place to review and reward employees based on their awareness and behaviour.
- 2 Combine easily accessible reporting platforms and hotlines with effective justice systems, including extra-territorial agreements.
- 3 Growing areas of tourism, such as sharing and community tourism, need responsible practices and a regulatory framework.
- 4 Mobilise citizens to better understand children's rights and spot abuses.

ACTIONLAB 4

The Children's Rights and Business Atlas: a tool for responsible business

Facilitator

DR FIONA ROTBERG, Research Director, Global Child Forum

Contributors

MS KATHLEEN CHEW, Group Legal Counsel,
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DR KEVIN FRANKLIN, Chief Operating Officer,
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UNICEF Geneva

USING THE CHILDREN'S RIGHTS AND BUSINESS ATLAS TO IDENTIFY, ANALYSE AND EVALUATE THE IMPACT OF THE ACTIONS OF BUSINESSES ON CHILDREN'S RIGHTS.

Supporting children's rights is not only the right thing to do, it also complies with international and legal standards. Viewed holistically, children's rights are important to business, not merely because they ensure better products and services; they also spur higher employee productivity, improve brand reputation and stakeholder management.

The objective of the ActionLab was to introduce the Children's Rights and Business Atlas and describe the ways in which it can be used as a tool to inform business how their activities can respect and promote children's rights.

To respect and support children's rights, businesses, investors, and organisations alike need to understand how their actions across the globe impact children's rights. In 2015, the Global Child Forum, in partnership with UNICEF and supported by Verisk Maplecroft, launched the Children's Rights and Business Atlas (childrensrightsatlas.org). The Atlas is based on the Children's Rights and Business Principles and is

a first-of-its-kind interactive, data-driven platform. As an on-line assessment tool, the Atlas enables businesses to identify and manage potential infringement of children's rights across 198 countries and 10 industries.

Dr Fiona Rotberg noted, "Businesses tell us they need practical tools and guidelines that help them manage their impact on children's rights within operations and global supply chains. The Atlas is one such tool that can guide understanding of complex issues and industry trends and help companies include children's rights assessments into all due-diligence frameworks at country and industry level."

As explained by Dr Kevin Franklin, Chief Operating Officer of Verisk Maplecroft, "The primary aim of our analysis is to translate these issues, typically thought of as sustainability issues, into formats, data and visuals that are compelling and useful to businesses."

Mr Chris Kip, Corporate Social Responsibility Consultant, UNICEF Geneva, presented additional tools to be used by companies. He offered, "We want to work with companies to implement those core (CRBP) principles, helping them to identify what their impacts are on children and what are some of the recommendations they can take onboard to respect children's rights."



Ms Kathleen Chew, whose company YTL serves twelve million customers across three continents, put practice into perspective. Four years ago, the 60-year-old construction company ventured into a new business, offering an internet-based education system. Malaysian 1BestariNet, a collaborative nationwide project with the Malaysian Ministry of Education, ensures parents, students and teachers can access a variety of learning tools. Ms Chew reported, “In one go, we would affect 10,000 schools across Malaysia, 4.5 million parents, 500,000 teachers and - more importantly - 5 million students.”

During the ActionLab, five facilitator-led groups explored the viability of using and improving the Children’s Rights Business Atlas. Key takeaways from the group work were summarised and are presented here:



KEY TAKEAWAYS

- 1 Protecting children’s rights is the right thing to do. Strong support exists for the risk-screening tool that holistically presents country, theme and industry. Emphasise the importance of a values-driven approach.
- 2 The Children’s Rights and Business Atlas should include business language, with straight-forward, clear navigation to access country and industry scorecards. It should incorporate more granular industry categories and keyword search functions.
- 3 Relevant narratives and case studies of industry action could complement data, statistics and maps. Ideally, link to real-world engagement and awareness-raising to support collaboration to ensure the Atlas is actionable.
- 4 Develop pilot cases to showcase companies’ application of the Atlas throughout their supply chains and distribution markets.

AFTERNOON SESSIONS



FROM LEFT: Ms Natasha Jackson, Ms Mei Kok, Ms Kathleen Chew, Ms Pernilla Baralt, Ms Veronica Pedrosa

DOING WELL BY DOING GOOD

MR TRUNG DUNG *Founder and Chief Executive Officer, iCare Benefits*



“In September, typically half the factory workers in Vietnam who are parents go into debt to buy children’s school supplies and pay tuition, and they borrow with significant interest rates. With our programme, they pay at a price equivalent to the cash price with no interest.” – Mr Trung Dung

Increasing migration from rural areas to cities affects not only workers’ lives, but also the lives and futures of their children. Mr Trung Dung, himself a migrant, improves living standards of workers and their families by enabling immediate access to essential products and services to improve the quality of life of migrant workers.

Over the last 20 to 30 years, developing countries in South-east Asia such as Vietnam, Indonesia and Thailand have experienced mass human migration. This shift in demographics has prompted young people to move from rural areas to cities, attracted by increased earning opportunities in factories. However, millions of migrant workers have to contend with many challenges, and young people in particular struggle to make ends meet. As a young man, Mr Dung himself was a migrant before going on to found iCare Benefits, a breakthrough employee benefits programme with 1.5 million members and the goal of improving the standard of living of factory workers and their families.

Burdened by additional accommodation and transport costs, migrant workers have to do without family support. In many cases, they also send money home to support impoverished relatives. Many go without basic necessities such as mattresses and refrigerators, and education and healthcare become luxuries that workers cannot afford without incurring debt. For example, in September, typically half the factory workers who are parents go into debt to buy school supplies and pay tuition, and they borrow with significant interest rates. With the iCare programme school supplies are

paid for over six months, no interest.

Mr Dung, a first-generation Vietnamese-American, fled his country at 17 and arrived in the US as a refugee. Far away from his family with no money, no support and no understanding of the local culture or languages he admits that “it was a very similar experience to a lot of these migrant workers.”

The internet revolution brought him the opportunity to start a pioneering e-commerce software development company that went on to be hugely successful. He returned to Vietnam, to found iCare Benefits. Since 2012, iCare Benefits has been offering workers across Vietnam immediate access to essential products and services to improve their quality of life, both at the workplace and at home. In 2015, the company expanded into other parts of Asia.

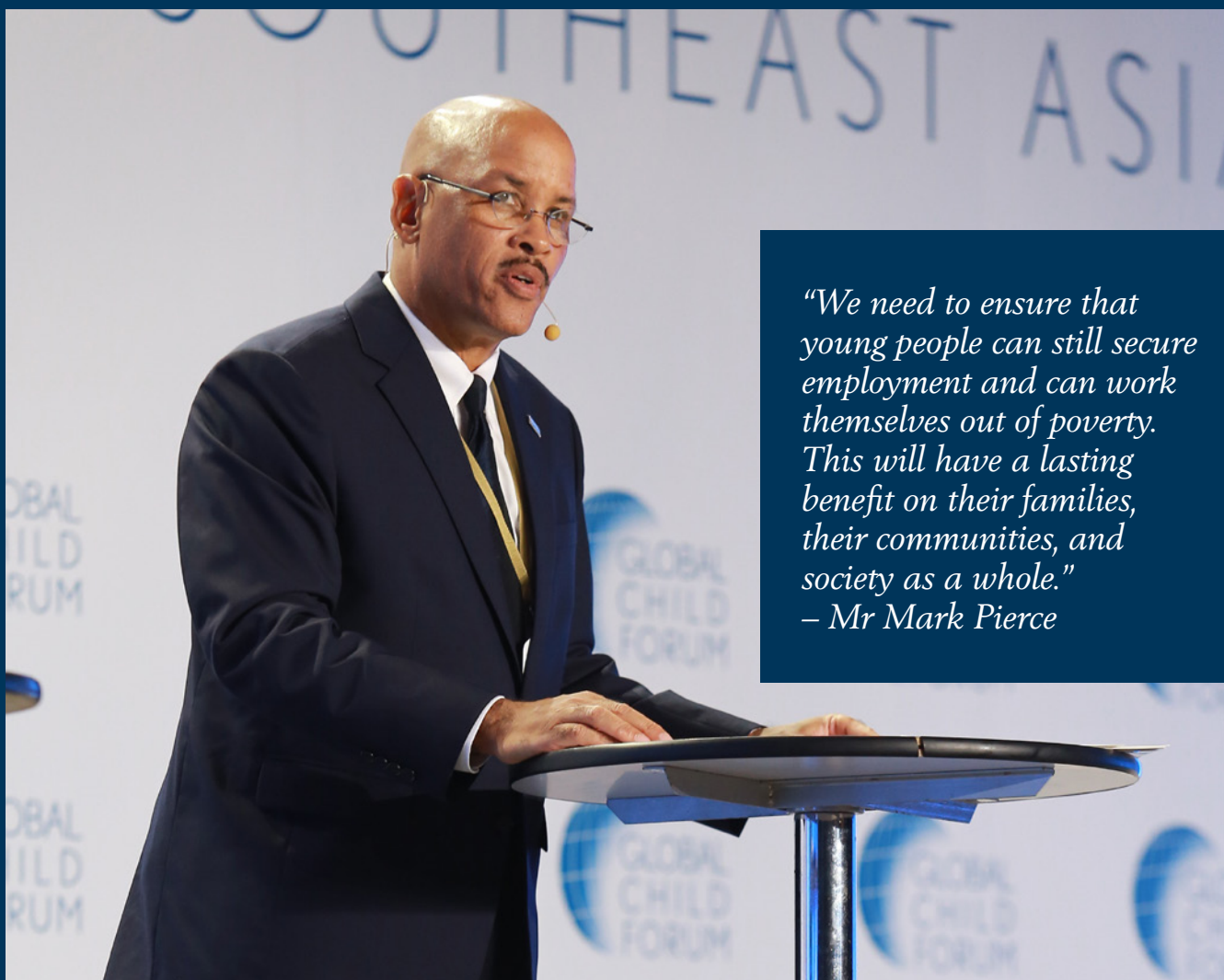
Mr Dung explained that iCare Benefits is essentially an employee benefit programme, focusing on medium- to large-sized factories. “It enables factory workers and their families to access essential products and services in four areas: home, health, education and finance.”

Working together with companies, their breakthrough method is to offer goods and services on an instalment-plan basis with zero interest. It is the same for basic healthcare products and services. One of the many healthcare programmes that the company has spearheaded is on-site HPV vaccinations for female workers and their daughters with an instalment-subsidised price scheme. Another ongoing project between iCare Benefits and UNICEF Vietnam is to improve workers’ knowledge about proper sanitation and breastfeeding benefits.

In the last three years, iCare Benefits has garnered over 1,000 corporate partners to directly support nearly two million workers, and to indirectly reach over 850,000 children.

PERSPECTIVE FOR THE FUTURE - WHAT WILL IT TAKE?

*Progress is being made, now how do we sustain it?
Collaborate, advocate and take grassroots actions.*



*"We need to ensure that young people can still secure employment and can work themselves out of poverty. This will have a lasting benefit on their families, their communities, and society as a whole."
– Mr Mark Pierce*

MEANINGFUL PARTNERSHIPS ARE NEEDED TO ENABLE YOUNG PEOPLE TO PROSPER

MR MARK PIERCE *Asia Regional Director, Plan International*

Mr Mark Pierce believes that we are at the cusp of monumental change in addressing poverty: "I believe that, soon, what we call 'economic poverty' can largely be eradicated." He noted that government policies play a big part, enabling the private sector to penetrate the region's remotest areas, providing economic opportunities and lifting millions out of poverty.

Because of greater openness across borders, millions of people, especially young people, are on the move looking for jobs both nationally and internationally. "As a result, many countries in ASEAN are at full employment, with several countries reporting unemployment rates below 3 percent."

Conversely, while unemployment rates are noteworthy, today it is still largely young people who are unemployed. The International Labour Organization (ILO) estimates that young people make up half of Asia Pacific's jobless, and are five times more likely to be unemployed than adults.

Despite the availability of jobs throughout the region, Mr Pierce argues that many young people are left behind by ASEAN's economic development. This is not because of their lack of skills, knowledge or access to information, but because they come from a disadvantaged group. Young single mothers, children with disabilities, those living in conflict areas, and girls who have been trafficked - these are the people Plan International aims to reach. "They carry extra burdens that prevent them from being productive workers and lifting themselves out of poverty."

Mai's story is Mr Mark Pierce's favourite. Mai, who comes from the central highlands of Vietnam, was born with no hands. She never went to school but taught herself to read and write from an old radio and books her father gave her. When Mai was old enough, she worked odd jobs. While life was tough, Mai was determined. A few years ago she joined REACH, one of Plan International's local partner's youth employment programmes. Today Mai is a web and graphics de-

signer, fully employed and taking care of herself.

As one of the world's largest child rights organisations, Plan International's purpose is to promote children's rights and equality for girls. With programmes such as REACH, more than 80,000 children have been trained. But the question Mr Pierce raised is, "How do we build from 80,000 to 800,000 or 80 million?"

He is convinced that the right types of partnerships are needed to enable young people to prosper. Mr Pierce outlined three concepts, borrowed from their partner Accenture, that underpin the key to successful partnerships:

- **Convergence and co-creation:** Through convergence of interests between businesses, government, civil society and individuals and a diversity of ideas, new hybrid business models and programmes can be co-created to solve today's problems.
- **Organisational engagement:** Nowadays there are a number of meaningful ways to engage corporate staff to create shared value. Examples are Hyundai, Citibank and Finland's Kesko Corporation in partnership with the Swedish government and Plan International, strengthening the supply chain in the Thai fishing industry. In the best programmes, corporate staff actively engage as trainers or technical advisors, for instance.
- **Disruptive innovation for development:** Given that the challenge is to reach millions of young people entering the workforce every year, technology can play a vital role. Through the support of Accenture and Asian Development Bank, Plan International has created "a digital ecosystem that seeks to provide a platform to reach hundreds of thousands of young people seeking work."

Plan International is working with those most often excluded. Mr Pierce stressed the benefits of enabling young people to find decent work: more consumers, growing markets and prospering businesses. It is also the right thing to do. "We need to ensure that young people can still secure employment and can work themselves out of poverty. This will have a lasting benefit on their families, their communities, and society as a whole."



"I think we all agree that children's rights should go beyond child labour because the issues of children are much bigger than that."
– Mr Y.W. Junardy

MR Y.W. JUNARDY

Member of the Board, United Nations Global Compact

Fixing problems with the cooperation of businesses, government and non-governmental organisations.

“I think we all agree that children’s rights should go beyond child labour,” began Mr Y.W. Junardy, Board Member of the UN Global Compact. In Indonesia, for example, living standards play a huge role in defining children’s status. Many remain marginalised, such as poor children living in city slums, who lack education, water, sanitation and electricity. Drugs, trafficking and, these days, terrorism are also very real threats.

Mr Junardy highlighted the need to strengthen the legal status of children of poor families, including migrant workers, in order to fulfil their civil rights. While these are Indonesia’s challenges, he expected similarities also extend to other ASEAN countries.

He revealed that 36 percent of Indonesian households lack adequate birth certificates. He quoted from the report *The Baseline Study on Legal Identity: Indonesia’s Missing Millions*, where it is estimated that 47 percent of the children aged 0–17 years, or almost 40 million children have no birth certificates. Without the paper they do not have access to education, healthcare, insurance or formal work. “They are like nobodies in their own country,” Mr Junardy observed.

Putting it in even starker terms, he asked “if, say, five mil-

lion young people are ready to enter jobs, but lack education and skills, what will happen in the countries, cities or villages where you have a lot of youngsters wandering in the streets with no jobs?” In the current ASEAN environment, with ASEAN united in one market with a free flow of products and professionals, “these people are left behind.”

Mr Junardy pointed out some initiatives that attempt to address the issues, for example by conducting mass weddings in Jakarta for 5,150 couples who could not afford to register their marriages. The idea is to get them papers so that birth certificates for their children can then be processed. But these successes are small compared to the number of issues to be faced.

Mr Junardy admitted they still have a long way to go. “Business can help by working hand-in-hand in partnership with the government and NGOs to facilitate this process.” There is work being done with the Minister of Social Welfare to develop new policies to make the process easier and cheaper to facilitate in remote locations, such as for families in the countryside.

Business and Human Rights working groups have been established by Indonesia Global Compact to pursue these issues. Mr Junardy saw a need to continue capacity building and said that business needs a better understanding of the rights of children. Work is being done with the Human Rights Commission to develop a national action plan, which will include integration of children’s rights.

MS INES KAEMPFER

*Executive Director,
Center for Child Rights and Corporate Social Responsibility (CCR CSR)*

Employers turning risk into opportunity for families on the move for work.

As a pioneer since 2009 in China, The Center for Child Rights and Corporate Social Responsibility (CCR CSR) advises businesses on child rights. Their services include helping businesses embrace sustainability strategies, programmes and projects that permanently improve the lives of children, young workers and working migrant parents.

Executive Director Ms Ines Kaempfer outlined one of the key characteristics shaping the life of many children in the region, the movements of labour. “Millions of children and young people are affected by migration all around the world, but more particularly so in Asia.”

The children - who move with their parents or on their own or who are left behind - are affected in different ways, commented Ms Kaempfer. “For many this movement is a great opportunity and shows the courage and endurance people can bring to fight for a better future for themselves and their families.”

For economies, especially in this region, migrant workers more often than not bring opportunities and benefits. A study showed that, after the 2008 financial crisis, it was remittances from migrants that softened the impact of the crisis in countries such as the Philippines and Myanmar. “Despite economic difficulties, the migrants kept on sending money home to support their families.” That was a huge benefit to those countries.

Despite the benefits, on the other side of the coin are risks and hardship. “A lot of those risks are on children’s shoulders.” In the Philippines, she revealed, it is estimated that 10 to 20 percent of children grow up without one or both par-

ents, surviving without the loving, parental care that is one of a child’s most basic needs. Tens of thousands of young Indonesian women come to work in Malaysia and are suddenly exposed to enormous risks such as sexual abuse and harassment. Nevertheless, governments across Asia are working to lessen these risks.

Ms Kaempfer firmly believes that businesses can contribute significantly to the fate of children affected by migration by the way they operate and manage their employees. She mentioned a practical step taken in a factory in China. The factory engages trainers to support migrant parent workers and help them be present in their children’s lives, even when they are thousands of kilometres away. “Mothers and fathers learn very practical skills on how they can talk to their children, and keep a conversation up.”

Other realistic schemes include factory day care centres and even lobbying nearby schools to accept children who have arrived with migrant families. One manufacturer is supporting young workers on how to become professionals, not only on how to protect themselves but also to move ahead in their factory environment.

Ms Kaempfer presented a photograph of Vivian, the name a young factory girl gave herself. She started work in a factory when she was 15. “With a little support from the right human resources in her factory, she’s had night classes, and is on her way to become a part of the HR administration.”

Ms Kaempfer is pleased that many companies in China support their young workers, and her organisation collates photo stories of young factory workers who make it. “Not from-rags-to-riches stories, but very basic stories. How they keep positive, build a life and family. Just to make it a step ahead.”

"With great opportunities come great risks, and with labour migration it is very often the young migrants and the children of migrant workers who carry the burden of those risks."
– Ms Ines Kaempfer





*"Sustainability and social responsibility is how IKEA does business. It's not separate, it's a business philosophy."
– Mr Per Heggnes*

MR PER HEGGENES

Chief Executive Officer, IKEA Foundation

Viewing the world from children's eyes, driving a business based on values and culture.

Mr Per Heggnes, CEO of the IKEA Foundation, always believed that business has an important role to play in driving positive social change in society. But when he arrived at IKEA Foundation seven years ago, he became convinced of it. "Sustainability and social responsibility is how IKEA does business. It's not separate, it's a business philosophy."

Mr Ingvar Kamprad founded IKEA on this sense of purpose more than 70 years ago. Mr Heggnes noted, "It is not a choice between making a profit or doing good. Actually the combination makes for a very solid business. It's all about purpose."

Preventing child labour is just a beginning. According to Mr Heggnes, when policies driven by values are rooted at the top of the company, they drive it forward. With policy as a starting point, companies can look at what to do to drive child-friendly policies in business and their supply chains. They can manufacture child-friendly products, ensure child-friendly spaces where they operate, not directly market to children under 18 and advocate for children's rights, which is what IKEA did in working with UNICEF and others in developing business principles. A workplace that accommodates young parents can be arranged. In short, there are many things companies can do to improve opportunities for children directly or indirectly, depending on the type of business.

In 1994 IKEA experienced child labour issues arising from

Asian supply chains. Based on IKEA values, it was not just about getting children out of manufacturing. "That was easy to do. But it doesn't do anything for the children or their families. There is a reason why children work."

Instead, IKEA Foundation teamed up with organisations like Save the Children and UNICEF to address the root causes of child labour. In 1998, the IKEA Way on Preventing Child Labour code of conduct was formulated, and, in 2005, the IKEA Social Initiative, a precursor to the IKEA Foundation, was launched. This was "not only dealing with child labour issues, but taking a more proactive role in helping develop children's opportunities in poor societies that overlap with the areas of our supply chains."

Nowadays, the company is thinking about how to employ 15-to-18-year-olds responsibly. "It's just a way of looking for opportunities for a growing number of young people coming out of different countries where we are actively involved in the supply chain" said Mr Heggnes.

When it comes to children's issues it is important that the company is leading; setting the example and showing that this is the more sustainable way to go. For most leaders in IKEA today the key question is: What's in the best interest of the child? "That's become part of the business philosophy and how they develop and drive the business; it's based on the values and the corporate culture." Reminder: "Let's not forget - it's very good for business, too."

For further reading about IKEA's work on children's rights, read the Case Study: *IKEA – The Most Important People in the World* available on globalchildforum.org.

CLOSING THE INFORMATION GAP ON CHILDREN'S RIGHTS AND BUSINESS

MS ÅSE BÄCKSTRÖM *Managing Director, Global Child Forum*
MR THOMAS THOMAS *Chief Executive Officer, ASEAN CSR Network*

Ms Åse Bäckström, Managing Director at the Global Child Forum, summarised the day's lessons, concluding that the region's child rights protection systems are weak. Legal systems in ASEAN need to include more efficient measures to protect and support children's rights. Legal protection systems need to be implemented and effective, otherwise there will always be violations. Today we have highlighted good practice from governments both in Thailand and Malaysia as well as from the ASEAN. In addition, business needs to support this development. Children's rights are part of companies' core business. Children's rights are not charity. For improvements to happen companies need to make children's rights a top business priority.

However, there is also a lack of information and knowledge on how businesses directly impact children, and how children impact business. In partnership between different sectors, we are all responsible to close that gap. The Children's Rights and Business Atlas, developed by Global Child Forum together with UNICEF, is one such tool. The Global Child Forum online platform, going live later in 2016, will collect and spread information, knowledge and case studies on children's rights and business. More research and studies within the area is imperative, and Global Child Forum is on the lookout for collaborative partners.

Mr Thomas Thomas, CEO of the ASEAN CSR Network, stressed the need to realise that 'children' includes young

people up to age 18. They are one-third of the population, yet currently do not receive the attention they deserve. He also pointed out that, while the Global Child Forum's benchmark report, Children's Rights and the Corporate Sector in Southeast Asia, showed good corporate examples in the region, overall Southeast Asia did not fare so well globally.

While high growth and prosperity are promoted in Southeast Asia, it is the quality of growth that counts. "It should not be growth at all costs, but growth underpinned by values of inclusiveness, equity and sustainability."

Noting the energetic participation, sharp focus and intense commitment evident at the Forum, Mr Thomas expressed certainty that the situation can be improved. He spoke of the need to raise awareness, build capacity and engage in collective action. Summing up, he recommended: "Four Ds: Do Well, Do Good, Do Together and Do More."

Mr Thomas also noted that what was heard at the Forum reinforces part of ASEAN CSR Network's research findings to be released in 2016. "Countries do well in areas that the governments take an interest in, following codes of conduct with clear guidelines to perform better." Enforcement and resolute leadership are vital.

What is critical is that companies cannot outsource responsibility, according to Mr Thomas. It is not supply chain issues, value chain problems, or that CSR is only about charity or philanthropy. In short, it is "not about contributing money, but how the money was made."



"Companies do impact children, and children in turn, do impact companies."
- Ms Åse Bäckström



"It should not be growth at all costs, but growth underpinned by values of inclusiveness, equity and sustainability."
- Mr Thomas Thomas

CLOSING ADDRESS

H.M. QUEEN SILVIA OF SWEDEN

Inspired by the day's proceedings, Her Majesty's call to move forward was heard loud and clear, encouraging everyone in the room to seize these opportunities and act.



"I would like to thank you, very much, for coming to Kuala Lumpur to join our 8th International Global Child Forum. His Majesty the King and I really hope that you have enjoyed the day as much as we have. As you heard this morning, our vision is to achieve important results for children and young people, on a large and systematic scale, by involving all actors of society – organisations and people.

Global Child Forum hopes to achieve results by bringing responsible leaders and decision-makers, from all over the world, together. We share and compare experiences and thereby create new, innovative ways for a better future – building on the many good examples that have been discussed here today. This is not just charity or talk, this is about real change for the better, in a complex world.

Throughout my life and duties as a Queen, I have travelled around the world to engage deeply into the lives of children. This has been, and still is, my passion and my instinct! It is, however, clear that the situation for children and young people looks very different in various parts of the world. In many countries today, children suffer at an unbelievable scale and sometimes these children have little hope for the future. This is not acceptable if we, as global citizens and human beings, believe in a sustainable future of peace and prosperity for all. We have to understand this situation, study the facts and do much more to improve these children's lives. We cannot look away and pretend we do not know or care.

As we have come to the end of this exciting day, I want to go back to the UN Convention on the Rights of the Child –

which aims to give every child a better life. The Convention is very clear – every child has the right to a life free from violence and fear, freedom from slavery and forced labour, trafficking and sexual abuse. We have today heard of good and inspiring work in this region and from other parts of the world – aiming to protect and promote children's rights.

Moving forward, I want to encourage everyone in this room to seize the opportunities that we have heard about this afternoon – arising from new technology and the fact that the ASEAN region has a young population – and then to take action. Regardless of sector and position, you can contribute to a better world for our children and young people, our future. Following from this Forum, I hope for new creative partnerships and increased action taken, particularly by the business and financial sector. You have such knowledge and resources. Take these opportunities now – invest in the future – in the best interest of the children in this region and globally – for a sustainable world – where also your business can prosper.

It has been a very exciting and important day for His Majesty and me. Thank you for sharing your ideas and experiences with us on how to improve the lives for the children of the world – today and for the future.

I want to end this fantastic day by congratulating the Government of Malaysia: a new law to protect children has been passed by the upper house yesterday. I know that Thailand has also passed a new law some months ago and now Malaysia! Perhaps other countries will follow soon. This made my day. Congratulations!"



GLOBAL CHILD FORUM WOULD LIKE TO THANK

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