

Sector scorecard



In collaboration with:



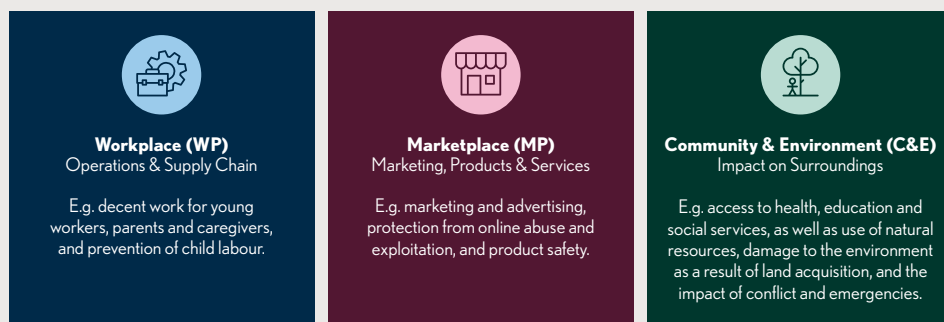
THE STATE OF CHILDREN'S RIGHTS AND BUSINESS 2021

PART OF THE GLOBAL CHILD FORUM CORPORATE SECTOR AND CHILDREN'S RIGHTS BENCHMARK

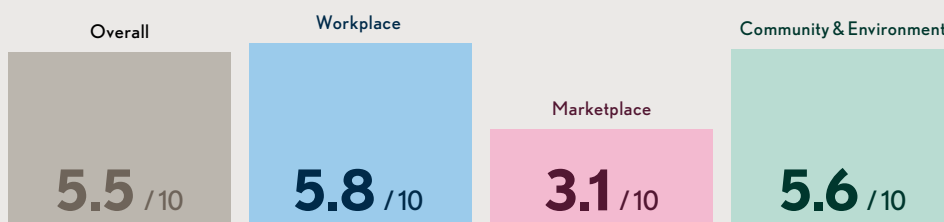
About the scorecard

The set of indicators that companies in this scorecard have been benchmarked against are in accordance with the **Children's Rights and Business Principles**¹, where the indicators are divided into three different impact areas called Workplace, Marketplace, and Community & Environment. These impact areas provide an overview of what companies are doing in each of these spheres of influence and it gives companies an opportunity to identify areas for improvement in relation

to their operations. The corporate response of companies is important when assessing the degree of influence as well as areas of improvement for each impact area. Therefore, the impact areas are structured by three subcategories, namely, Policies & Commitments; Implementation; and Reporting & Actions, where these sub-categories are viewed as corporate responses to children's rights related issues. The boxes below present a short overview of what the different impact areas measure².



Sector average score



Sector description

The Travel & Leisure sector includes companies engaged in areas such as travel and tourism, entertainment, and recreation. Industries included in the sector are *Hotels, Passenger Transport and Retail*.

No. of companies in study	33
Hotels	1
Passenger Transport	28
Retail	4
Combined Sector Revenue	675.3 B USD

¹ A comprehensive framework for understanding and addressing the impact of business on the rights and well-being of children developed by UN Global Compact, UNICEF and Save the Children.

² To learn more about Global Child Forum's methodology, access it [here](#).

1.1 Travel & Leisure

The products and services offered by the Travel & Leisure sector can have both favourable and harmful effects on the wellbeing of children and children's rights. On the one hand, this sector provides possibilities for children and families to be positively impacted by making use of their services (e.g. vacations). On the other hand, this is a high-risk sector in terms of child sexual exploitation and child labour. The sector itself needs to recognise and act on these risks more extensively throughout their entire value chain.

Considering the **workplace**, the most prominent issues for companies in the Travel &

Leisure sector concern addressing child labour in supply chains and the informal sector (e.g. sexual exploitation, food and souvenir sales), establishing family-friendly policies that allow employees time with their children, and promoting decent working conditions for employees throughout their entire value chain.

From a children's rights perspective, the risks related to the activities of the Travel & Leisure sector with respect to **marketplace** involve irresponsible marketing and dangerous products. By implementing policies on responsible marketing and product safety, the sector can address issues such as exposure to unrealistic or sexualised body

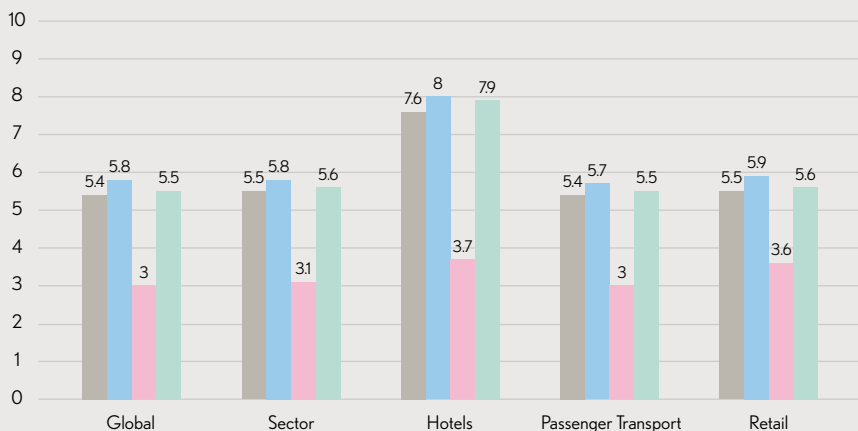
ideals and including safety considerations for children when designing products or services (e.g. safety standards on airplanes, vehicles and hotels).

Key risks identified with the Travel & Leisure sector's impact on local **communities & the environment** concern their carbon footprint, pollution of air, water and soil, and tourism's effect on children's rights in local communities (e.g. traffic risks or limiting their access to nature due to tourism). These issues can be addressed by regularly monitoring policies and ensuring that operations comply with commitments or if action toward remediation is necessary.

1.2 Material topics

Impact	Where	What	
Child labour	Supply chain	Work collaboratively with others against child labour in informal sector around supplier and/or beyond tier 1, e.g. in food or souvenir sales, incl. child sexual exploitation	Workplace
Access to parents/child labour	Procurement/Supply chain	Ensure that purchasing practices (lead times and pay) are contributing to decent working conditions with suppliers	Workplace
Children's health and safety	Product safety	Promote safety standards that consider children's rights as passengers and tourists	Marketplace
Children's health and safety	Responsible marketing	Avoid marketing containing images of destructive or unhealthy lifestyles and unrealistic or sexualized body images	Marketplace
Children's health and safety	Operations	Evaluate and prevent any risks to children in the surrounding community caused by road traffic/logistics, land use - reduced spaces to play, or pollution/waste	Community & Environment
Future wellbeing of children	Operations/Supply chain	Reduce scope 1, 2, and 3 emissions, switch to renewable energy and recycle raw materials	Community & Environment

1.3 Industry vs Sector & Global



1.4 Top three performing companies

Company name	Industry	Average score	Workspace	Marketplace	Community & Environment	Country of HQ
Marriott International	Hotels	7.6	8.0	3.7	7.9	United States of America
Cathay Pacific	Passenger Transport	7.4	7.9	5.4	7.0	Hong Kong, China
Singapore Airlines	Passenger Transport	6.7	7.2	4.4	6.7	Singapore

1.5 Top three performing indicators

Indicator	Indicator number	Percentage of companies scoring 10 / 10	Corporate response
Child labour policy	1.1.1	91%	Policies & Commitments
Community programmes supporting children's health, development and education in local communities	3.3.3	85%	Reporting & Actions
Workplace programmes supporting parents, caregivers, and family-friendly initiatives	1.3.3	82%	Reporting & Actions

1.6 Three challenging indicators

Indicator	Indicator number	Percentage of companies scoring 10 / 10	Corporate response
Committed to reduce negative impact on local communities and its members (including children)	3.1.2	27%	Policies & Commitments
Disclose actual cases of, or significant risk of child labour	1.3.1	15%	Reporting & Actions
Responsible marketing policy or labelling considering children	2.1.1	3%	Policies & Commitments

About our Sector Scorecards:

This scorecard is based on data collected by Global Child Forum in partnership with Boston Consulting Group. The results are based on publicly available data. However, we don't evaluate actual compliance with policies or outcomes of policies and/or programmes.

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