

Sector scorecard



PERSONAL & HOUSEHOLD PRODUCTS



The State of Children's Rights and Business 2022

Part of the Global Child Forum Corporate Sector and Children's Rights Benchmark

In collaboration with:



About this scorecard

The aim of this industry scorecard is to provide an overview of different risks and opportunities with regard to children's rights within the Personal & Household products industry. It seeks to highlight how companies are doing within different impact areas and how far along companies have come on their maturity journey. It also compares this industry against others within the Food, Beverage & Personal Care sector, illustrating where there is room for improvement and where this industry scores on par with or

above other industries. The results are based on the scores of 27 companies in the Personal & Household products industry, benchmarked in **The State of Children's Rights and Business 2022** study.

The study includes 25 indicators, based on the Children's Rights and Business Principles. These indicators are divided into four impact areas; Governance & Collaboration (G&C), Workplace (WP), Marketplace (MP) and Community & Environment (C&E). The boxes below illustrate examples of different children's rights issues

covered under the different areas.

The indicators are also divided into three levels of maturity for each impact area; Policies & Commitments (P&C), Implementation (I) and Reporting & Action (R&A). These maturity levels allow for an understanding of how deeply a company has integrated a children's rights perspective into its governance, practices and operations.

For more information about our methodology, read [here](#).



Collaboration & Governance (C&G)

Standards, Governance structures & Collaboration with others

E.g. commitments to frameworks, board accountability, grievance mechanisms and collaboration with peers or NGOs.



Workplace (WP)

Operations & Supply Chain

E.g. decent work for young workers, parents and caregivers, and prevention of child labour.



Marketplace (MP)

Marketing, Products & Services

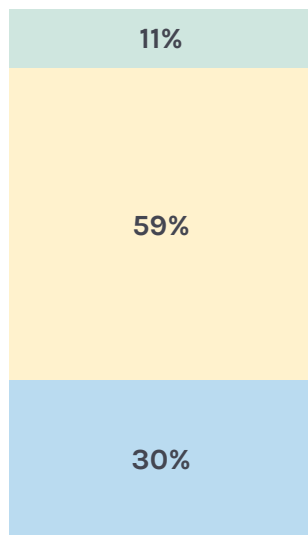
E.g. marketing and advertising, protection from online abuse and exploitation, and product safety.



Community & Environment (C&E)

Impact on Surroundings

E.g. access to health, education and social services, as well as use of natural resources, damage to the environment as a result of land acquisition, and the impact of conflict and emergencies.



Leader
Achiever
Improver
Beginner

PERSONAL & HOUSEHOLD PRODUCTS
No. of companies: 27

Leader

The company has developed and implemented several policies and practices that address the organization's impact on children's rights across several important areas. The company has taken concrete steps to move beyond policies and has embedded children's rights into company practice, following up through monitoring, transparent reporting and programmes to create action for children's rights.

Achiever

The company has developed and implemented several policies and practices that address the organization's impact on children's rights. The company realizes that, while policies are important, in order to create change those policies need to be embedded into company practice, and followed up on through monitoring, transparent reporting and programmes to create action for children's rights.

Improver

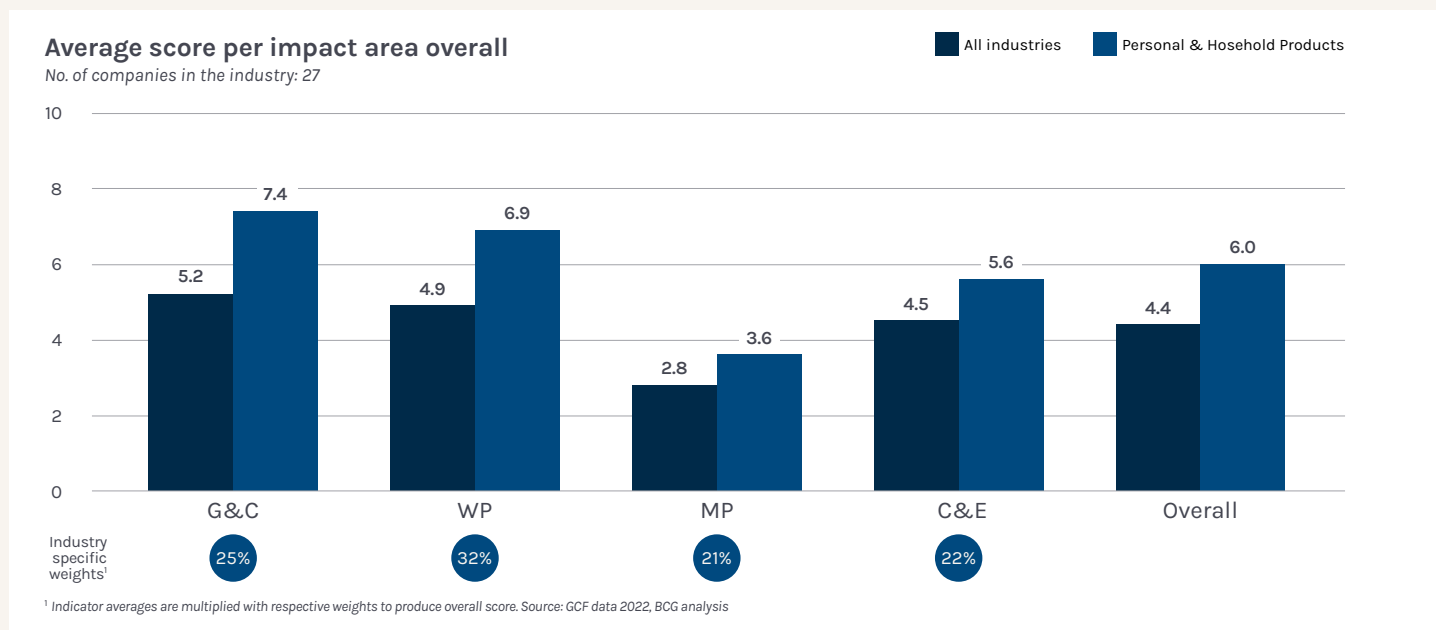
The company has developed and implemented some policies and practices that address the organization's impact on children's rights or human rights in general. The company realizes that having policies in place and/or contributing to children's rights through different initiatives is an important first step to demonstrate commitment.

Beginner

The company has developed a few policies and practices that address the organization's impact on children's rights or human rights in general.

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.

Industry average score



Industry description

These companies produce cosmetics and personal hygiene and household products sold to customers through their own or others' retail outlets.

Personal & Household products

Governance should equate to board oversight that involves not only commitments at the board level, but also regular followup on progress. This is key to addressing some of the challenges in this industry. It is also important to have grievance mechanisms in place, not only to allow for complaints from employees, but also to receive reporting of incidents from the supply chain and customers.

Some of the most prominent risks for children in this industry are found in the **Marketplace area**. A key risk is if children's safety is not a priority in product design and labelling of

household products, thus increasing the risk of misuse and harm. Even household products that are not intended for use by children sometimes fall into their hands.

Another risk occurs if marketing and advertising of cosmetics and personal care items promote an unrealistic and sexualised body image, or perpetuate discriminatory stereotypes and unhealthy lifestyles. As for products, even when children are not the intended recipients of advertising messages, they are often nevertheless exposed to those messages. On the other hand, there is an opportunity in this industry to provide quality and affordable personal care items, which can improve women and girls' access to sanitation and hygiene.

Within the **Workplace**, the key supply chain risk is the use of forced labour or child labour in agricultural production and processing and extraction of raw materials. **Collaboration** with

industry peers to address the root causes of child labour and forced labour in agricultural production offers ways to address these issues more effectively.

Within the **Community & Environment** area, there are pollution risks associated with chemicals used to make personal and household products. Companies can work to promote a cleaner environment by increasing efforts to reduce energy use and GHG emissions, switch to renewable energy and recycle raw materials.

Material topics

WP MP C&E C&G

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. agriculture and minerals).
Supporting youth	Employees/Supply chain	Provide opportunities for youth/teenagers to gain worklife skills under safe circumstances.
Access to parents	Employees	Provide and promote flexible work, parental leave, etc.
Access to parents/child labour	Procurement/Supply chain	Ensure that purchasing practices (lead times and pay) are contributing to decent working conditions with suppliers.
Children's health and safety	Products	Child safety is considered in the design, development and labelling of products and aims to reduce the risk of accidents.
Children's health and safety	Marketing	Ensure correct labelling on household products to avoid accidents.
Children's health and safety	Marketing	Consider marketing as an opportunity to encourage healthy lifestyles and self-esteem for young people, both physically and physiologically, through positive images and campaigns. Ensure that marketing messages do not negatively impact children (e.g. by promoting unhealthy or sexualised body images/ideals).
Future wellbeing of children	Operations/Supply chain	Reduce scope 1, 2, and 3 emissions, switch to renewable energy and recycle raw materials.
Future wellbeing of children	Operations	Improve water efficiency and waste management to prevent pollution of water supply and water stress.

Top performing companies

WP MP C&E C&G

Company name	Governance & Collaboration	Workplace	Marketplace	Community & Environment	Total average score	Country of HQ
Reckitt Benckiser (RB)	10,0	10,0	9,0	7,6	9,3	United Kingdom
Unilever	9,4	10,0	7,0	6,1	8,4	United Kingdom
L'Oreal	10,0	10,0	3,6	5,7	7,7	France
Arçelik	8,8	8,1	5,0	6,8	7,3	Turkey
Colgate-Palmolive	9,4	8,8	3,0	6,8	7,3	United States of America

Top performing indicators

Indicator number	Indicator	Percentage of companies scoring 10/10	Corporate response
2.1.1	Child labour policy	100%	Policies & Commitments
4.1.1.	Commitment to measurable reduction targets for impact on environment	93%	Policies & Commitments
1.1.1	Commitments to standards and frameworks which refer to children's rights	81%	Policies & Commitments

Challenging indicators

Indicator number	Indicator	Percentage of companies scoring 10/10	Corporate response
3.3.2	Disclosure of positive impact on children from product responsibility initiatives or incidents of non-compliance with product safety commitments and regulations	0%	Reporting & Actions
4.2.1	Materiality assessment with regard to environmental or community impacts on children	0%	Implementation
3.3.1	Disclosure of positive impact from marketing initiatives on children or incidents of non-compliance with respect to voluntary commitment or to formal regulations on marketing to children	4%	Reporting & Actions

About our Industry 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.

Publication date: December 2022

Design: This Way Up

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To quote this report, please use the following reference: Global Child Forum, 2022, "Industry Scorecard Personal & Household products", Stockholm.

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Global Child Forum

Founded in 2009 by the Swedish Royal Family, Global Child Forum is a leading forum for children's rights and business dedicated to innovative thinking, knowledge-sharing and networking. We believe in the power and responsibility of business, working in partnership with all parts of society, to create a prosperous, sustainable and just society for the world's children. In addition to our forums, Global Child Forum delivers research perspectives, best practices and risk assessment tools designed to unlock opportunities for business to integrate children's rights into their operations and communities.

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