

How to give feedback in Probench

It's time to engage

You've received your **Benchmark Company Scorecard** and **Probench** log-in information — now is your chance to feedback.

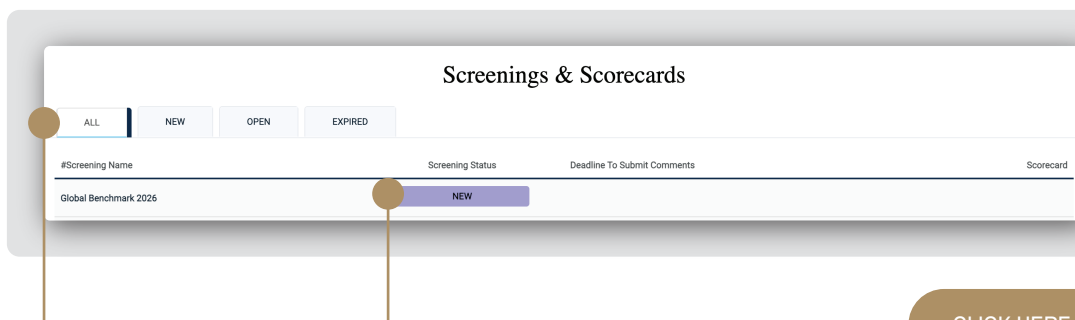
This is your step-by-step guide to adding notes and evidence in the **Probench** platform, for Global Child Forum to consider.



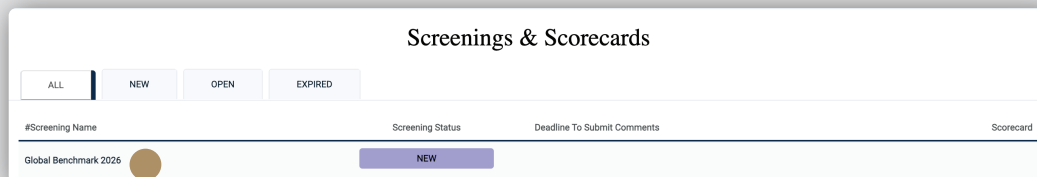
STEP ONE

Go to your **Company Page** in **Probench**.

Benchmarks you took part in can be found under **All**. If you're feeding back for the first time, the latest one will also be marked **New**.



[CLICK HERE](#)



STEP TWO

Select the relevant **Benchmark** under **Screening Name**.

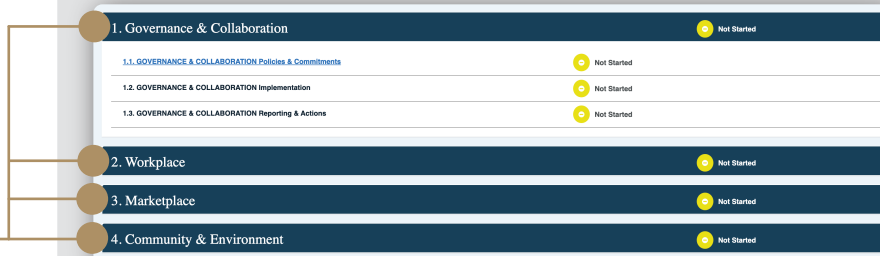
From here, you find all scores and supporting evidence organised by **Impact Area** and **Maturity Level**. You can review them one by one or click directly on sections to provide feedback.

[CLICK HERE](#)

STEP THREE

Choose an **Impact Area** from the four available.

[CLICK HERE](#)



STEP FOUR

Select a maturity level.

CLICK HERE

1. Governance & Collaboration

Not Started

1.1. GOVERNANCE & COLLABORATION Policies & Commitments

Not Started

1.2. GOVERNANCE & COLLABORATION Implementation

Not Started

1.3. GOVERNANCE & COLLABORATION Reporting & Actions

Not Started

STEP FIVE

It's time to feedback

Fill in the Company Comment box and attach any documents you want to add. Don't forget to click Save and Continue when you're done.

ADD COMMENT

CLICK HERE

Please note

Global Child Forum can't assess a Company Comment without relevant evidence

Marketing and advertising

3.1.1 Is the company committed to responsible marketing and labelling to children?

WHY IS THIS IMPORTANT?

It is important that companies show a public commitment to incorporating a children's rights perspective into their marketing and advertising activities, thereby acknowledging the differences between adults and children as consumers, as target groups/influencers, and empowering parents and children to make informed decisions. It should be noted that holds true even when children are not the target audience for marketing/promotional communications. Why? Because they often have access to messages aimed at adults, e.g. through billboards or targeted advertising in social media platforms and ease to be influenced by messaging, images, etc. to an even greater extent than adults.

Read more...

Assessment

- Yes, the company is publicly committed to responsible marketing and labelling to children. This includes marketing that children may be exposed to despite it not being directed at them.
- The company is publicly committed to responsible marketing and labelling, but this commitment does not specifically relate to children.
- No, the company is not explicitly committed to responsible marketing and labelling, or this commitment is not publicly available.

Copy of evidence/Analyst comment

No information found.

Evidence

+ ATTACH DOCUMENTS (0)

Company comment

0 / 250 words

Evidence

+ ATTACH DOCUMENTS (0)

SAVE AND CONTINUE

STEP SIX

TICK

Save and Continue through the other indicators until you reach Submit Company Feedback.

Simply tick the box and click Confirm.

CONFIRM

Thank you

Need guidance?

If you have questions about Probench, the feedback process, or anything relating to our Benchmark, Clémence Gervais, our Benchmark Manager is here to help.

CONTACT



Clémence Gervais
BENCHMARK MANAGER