

CHILD FRIENDLY SPACES

A 2020 OVERVIEW



THE CENTRE
FOR CHILD RIGHTS AND BUSINESS

WHAT ARE CHILD FRIENDLY SPACES?

Child Friendly Space (CFS) is a factory-based facility that provides a safe and secure environment for the children of workers to play, access learning opportunities, develop social skills through interactions with other kids and participate in joint activities with their parents.

Each summer, the number of children on production floors or left unsupervised in dorms spikes dramatically when school is not in session.

CFS responds to an urgent need to provide childcare when children are out of school, keeping them away from production areas or unsupervised dorms, and allowing parents to put their minds at ease during shifts. CFS also enables migrant parent workers and their children to spend valuable time together during the summer school holiday period. CFS operates during the summer but can also run on a year-round basis and/or as an after-school centre.

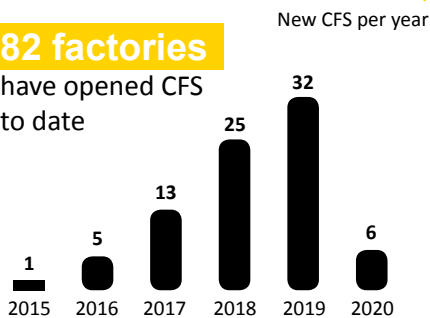


We are delighted to partner with The Centre (formerly 'CCR CSR') to implement our Family Friendly Factories (FFF) Program. This programme is successful because the impacts are measurable and sustainable. Working together, we look forward to achieving even more for parent workers and children in the future.”
Carmel Giblin President & CEO ICTI Ethical Toy Program, November 2020

ACHIEVEMENTS SO FAR*

82 factories

have opened CFS to date



5193 children

have enrolled in CFS to date

19 brands

have engaged in the CFS programme to date



86%

of factories have been running CFS independently after the first year



46%

of the children were left-behind**



5015 parent workers

spent the summer with their children at CFS



* 2015 to 2020

** 2020 CFS programme

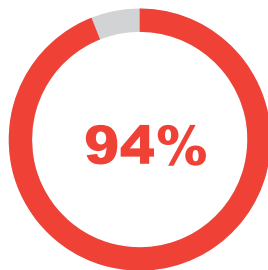
2020 CHILD FRIENDLY SPACES PROGRAMME HIGHLIGHTS



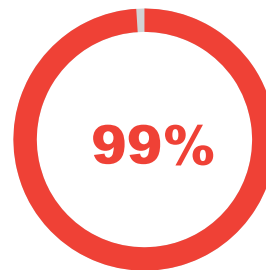
GENERAL FEEDBACK



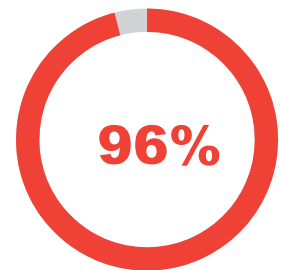
SATISFACTION RATE
among programme participants



Children had a **GOOD TIME** at CFS

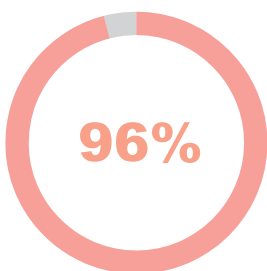


Parents believed their children were at a **SAFE** space

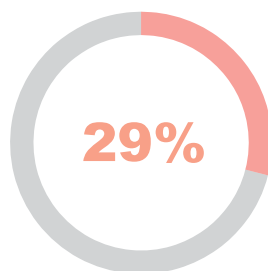


Rated the teachers as **PROFESSIONAL AND CARING**

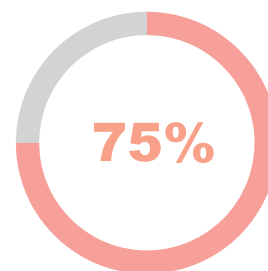
IMPACT ON PARTICIPATING PARENT WORKERS



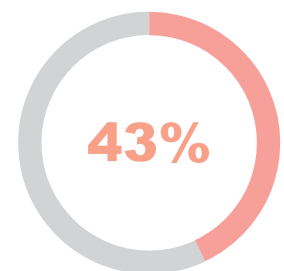
Reported that their children **LEARNED NEW THINGS** at the CFS



Reported being more **EFFICIENT AT WORK**



Reported being **LESS WORRIED** about their children



Became **CLOSER TO THEIR CHILDREN**



My relationship with my 6-year-old daughter has improved a great deal this summer. In the past, when I returned home for a couple of days, I felt like a stranger to her because she was too shy to come over and talk to me. But this summer, we managed to live together for more than a month, which enabled us to get to know each other better. She now talks to me about everything." *A father whose younger daughter attended a CFS in the summer of 2020. They come from Guangxi Province*



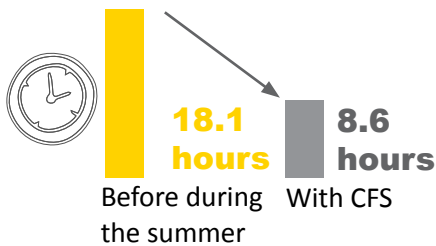
I like coming here every day. It's more fun than staying at home all day long. Our teacher Ms. Wu is so nice to us. She organised all sorts of activities like outdoor and indoor interactive games, singing, dancing, handicrafts and so on. I hope she can come again next summer." A 12-year-old girl who attended a CFS in 2020. She is from Guangxi Province and now lives with her parents and brother in Heyuan



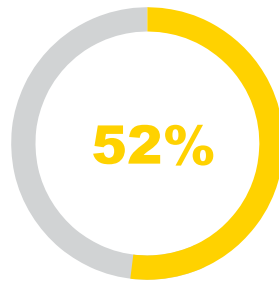
IMPACT ON PARTICIPATING CHILDREN

REDUCED RISK OF CHILDREN BEING LEFT UNATTENDED at home

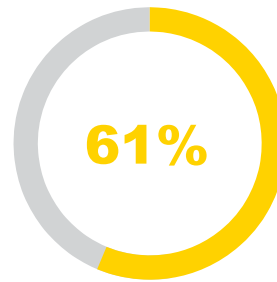
Chart: Average hours unattended per week during the summer holiday



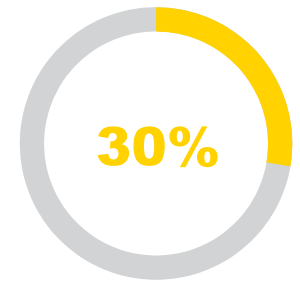
Children became **BETTER AT EXPRESSING THEMSELVES**



Children became **MORE ACTIVE AND OUTSPOKEN**



Children became **MORE CONFIDENT**

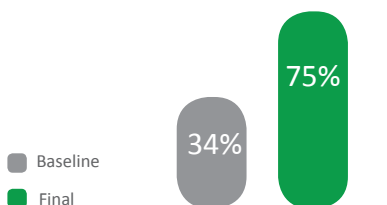


IMPACT ON WORKER TRUST AND SATISFACTION



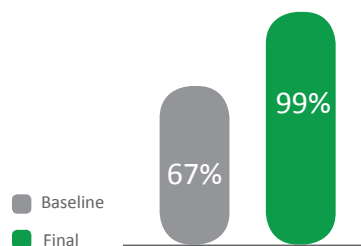
Workers who absolutely **TRUST MANAGEMENT** INCREASED BY **41 PERCENTAGE POINTS**

Workers who absolutely trust management



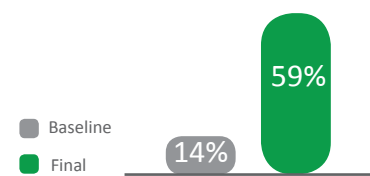
Workers who believe management **UNDERSTAND THEIR CHALLENGES AS PARENT WORKERS** INCREASED BY **32 PERCENTAGE POINTS**

Factory management care about workers & their well-being



Workers who are **VERY SATISFIED** with their factory INCREASED BY **45 PERCENTAGE POINTS**

Workers who are very satisfied with their factory



IMPACT ON INTENDED RETENTION



Workers planning to **STAY FOR 2 YEARS OR MORE INCREASED BY 26 PERCENTAGE POINTS**

Workers planning to stay for 2 years or more

67%

93%

■ Baseline
■ Final



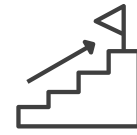
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PROGRAMME SUSTAINABILITY



100%

of the factories in the 2020 programme intend to **CONTINUE RUNNING CFS GOING FORWARD**



100%

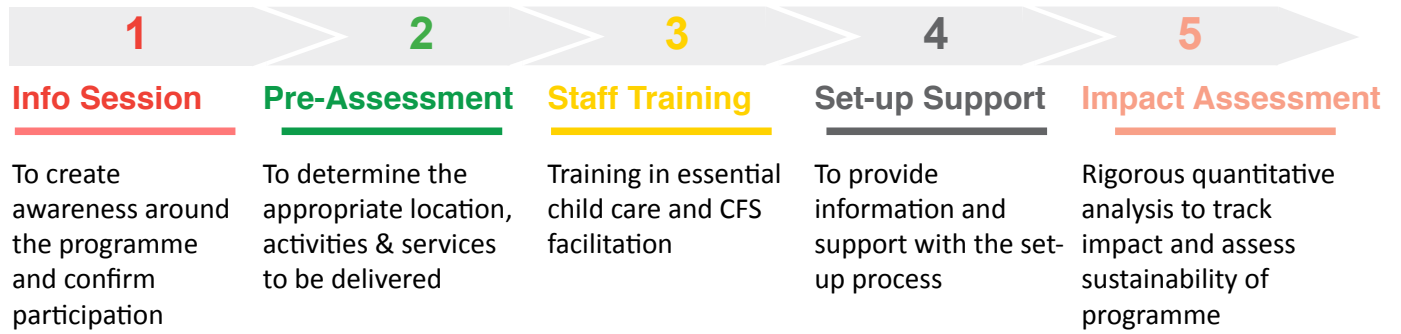
of the factories in the 2020 programme plan to **SCALE UP THE PROGRAMME IN 2021**



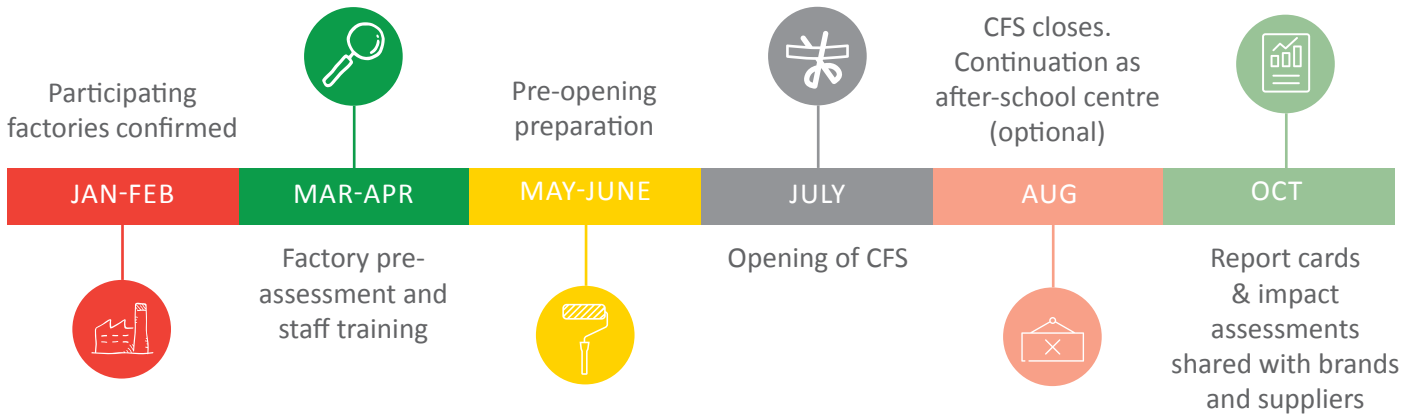
“We expect that the indirect impact of this programme would be more orders from clients as we prove ourselves to be an attractive employer.” *Mr. Sun, the main person in charge of one of the CFS in 2020*

“In the past summers, my sons always ran around the house. Their grandparents couldn't control them at all... Every day my children went to the neighbours' to play without having breakfast, and would not come home until they felt hungry. This summer, putting my children in the CFS makes us feel more at ease. They also know how tired we are at work and that making money is not an easy.” *A mother, frontline worker. Her twin boys aged 5.5 years old attended CFS in the summer of 2020*

HOW DOES CFS WORK?



CFS TIMELINE



WHAT DOES THE PROGRAMME INCLUDE?

- Three-day face-to-face training for selected staff on essential childcare and CFS facilitation
- On-site preparation and implementation support involving regular visits to the factory by The Centre staff and help with organising parent-child activity days
- On-site visit for final assessment, survey and focus group discussions
- The programme is also suitable for small to mid-sized factories with limited resources



At BillerudKorsnäs, we are very happy about the programme and its positive impact. We will have internal discussions on how we are going to scale up in the future.” Kyle Zhang, Senior Compliance Officer, BillerudKorsnäs

“IF WE DON’T CONTINUE IT’LL IMPACT THE EMPLOYEE TURNOVER RATE” AN INTERVIEW WITH YINGDE BEST TOP TOYS

BACKGROUND

For 5 consecutive years, Ying De Best Top Toys in Qingyuan, China, has been operating a Child Friendly Space within their factory premises. In the first year, the factory got support from The Centre for Child Rights and Business (The Centre) and ICTI Ethical Toy Program to set up the space, which involved a comprehensive training programme and set-up support. Since then, the factory has been running the space successfully without any external support.

Even during the pandemic, the factory decided to continue with the programme, opening the space from July to August, Monday to Saturday. Three professional, full-time teachers and 2 part-time teachers took care of 65 children who got to spend a safe and fun summer with their parents. Even now with schools open again, the factory continues to open the space after school and on Saturdays so that parents need not worry about childcare when they work longer hours or on weekends.

What motivates this factory to continue running the Child Friendly Space? In this interview, we talk to Judy Yang, Manager at Best Top.



1 Why did you decide to keep running the programme independently after the first year? What were the challenges and how did you solve it?

When we discovered that workers have this need, we decided to provide this benefit to stabilise the workforce and improve product quality. Everyone in the factory fully supports this programme.

2 Why are you running the CFS this year despite the uncertainty from COVID-19?

If we don’t continue, it’ll impact the employee turnover rate.

3 What positive changes has the CFS brought to your factory?

We see that our workforce is stable, and some employees have been coming back to the factory to work for us for three or four consecutive years now. Because we can retain employees who are familiar with the work, we can ensure product quality. Also, this programme allows us to improve our employees’ satisfaction with the factory.

4 What aspect of this programme left you with the deepest impression?

Children changed from being shy and introverted to cheerful and lively. The programme is suitable for all children, no matter their background. What also impressed me is that workers can get over worries and anxiety related to their children’s care and safety. For the left-behind children, what they need most from us is more attention and helping in whatever way we can. Doing them a small favour or something small to help, is truly needed in their eyes.

5 What kind of resources do you have to put into the CFS each year to operate it independently? Does the investment you put into CFS pay off? If yes, how?

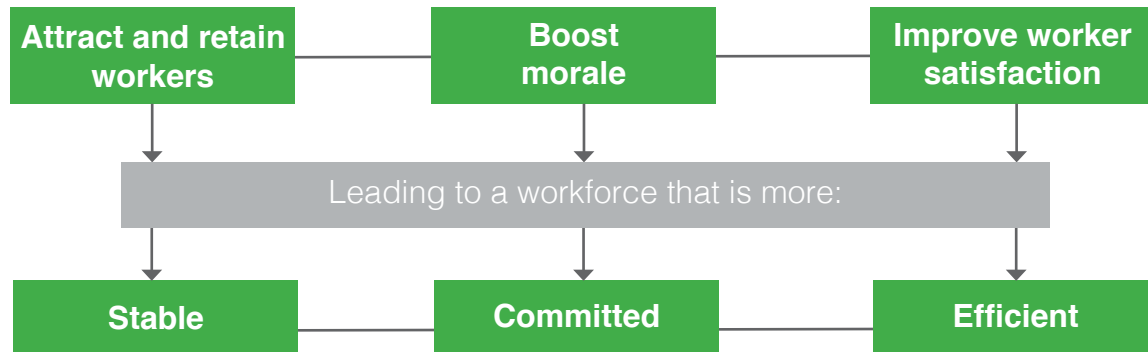
We hire full-time teachers and security staff, open up a dedicated venue and buy all the necessary materials for it. Child Friendly Space is worth the investment. Our corporate culture is people-oriented: if employees have needs, the factory will find ways to satisfy them. What’s more, taking part in this programme can stabilise our workforce, so we not only keep it open during the summer vacation, we also have full-time staff to help employees take care of the children on Saturdays and after school.

6 What advice or message would you give to other factories who have not yet set up a CFS but who may consider doing so?

In the current environment, it’s not easy for companies to recruit new workers, and it’s also difficult to attract and retain employees. Therefore, if you have the opportunity and ability, I recommended that everyone takes action together and actively takes part in such activities. The result will be a win-win situation.

Child Friendly Spaces offer multiple benefits to businesses that participate in the programme.

For factories, opening a CFS helps you to:



For brands and retailers, sponsoring implementation of CFS at factories is an **important investment in worker well-being, helps strengthen resilience and builds capability in your supply chain**. It's also an effective way to integrate child rights into your responsible business strategy and to meet other relevant commitments such as those related to the UN Sustainable Development Goals and UN Guiding Principles on Human Rights.

CONTACT US

Please contact us to learn more about how you and your suppliers can join this programme:
info@childrights-business.org

Other online CFS resources:

- [Voices from the Factory Blog](#)
- ["Children's Voices" short film](#)
- [2020 CFS activity tracker](#)

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