

WECARE SERVICES FOR FAMILY-FRIENDLY WORKPLACES

CONNECTING WORKER-WELLBEING TO BUSINESS SUCCESS

WHAT IS WECARE?

WeCare is a package of services to create family-friendly workplaces at production sites in supply chains. Our popular Child Friendly Spaces service is offered as part of the WeCare package. WeCare services are tailored to meet the needs of working parents, their children and young workers whilst also responding to the businesses needs of suppliers. The services support suppliers to implement policies, practices and programmes that enable their workers to fulfil their role as parents, meet personal development goals, and fulfil responsibilities at work.

WeCare services include support for parent workers, responsible recruitment, childcare provision, parenting skills, maternal health and breastfeeding, support for young workers including juvenile workers, flexible working arrangements and other relevant well-being issues.



WECARE ACHIEVEMENTS IN 2021



4 countries covered

(Bangladesh, China, Turkey, Vietnam)



16 international companies involved



62 factories and farms took action to support their workers



12 factories and 1 rose garden opened CFS for the first time in China and Turkey



1448 parent workers in Bangladesh benefitted from childcare & education support



3424 parent workers enhanced their parenting & communication skills through training



551 children accessed childcare at their parents' place of work



514 families were given COVID-19 emergency funding & school kits in China & Turkey



147 young workers were given skills building training in China & Bangladesh

WHY DO WE NEED WECARE?

Parent workers face many challenges, including:

- **Financial pressures:** 32% of parents in a survey by The Centre they can't afford basic necessities for their family
- **Challenges to return to work:** 20% of women in a study by The Centre in 10 factories in Vietnam did not return to work after pregnancy
- **Feeling inadequate as parents:** 95% of parents who live separately from their children expressed feeling guilty about their inadequate parenting functions
- **Inadequate childcare:** 62% of parents in China do not live with all their children, one of the main reasons being lack of childcare

“ Thanks to the WeCare programme, workers and factory management have a much closer relationship. They express gratitude for the opportunity to gain parenting skills, because they knew nothing about efficient parent-child communication before.” Ms. Li, responsible person for a WeCare programme at Ruitai factory in China

HOW DOES WECARE WORK?

WeCare is a flexible package that allows suppliers to choose from a menu of services based on the results of an initial needs assessments. WeCare therefore offers flexibility and creates ownership for suppliers.

- WeCare starts with an on-site assessment to evaluate current policies and systems, identify the needs of workers and families, and understand business needs of the supplier
- Based on the results of the assessment, we help the supplier to choose and select the most appropriate and feasible activities from a range of WeCare services
- Once activities are defined, we work with the supplier to implement them
- A communications package including short videos and worker stories are included in the programme
- An impact evaluation and a workshop to agree on a long-term sustainable plan to continue with the good practices is delivered at the end of the programme



WHICH WECARE SERVICES ARE INCLUDED IN THE WECARE PACKAGE?

Suppliers can select from a menu of services covering the following areas:

FAMILY DAY & PARENT CHILD ACTIVITIES	Suppliers learn to organise family days where they create fun activities showing appreciation to workers and their families (on-site or online options available)
CHILD FRIENDLY SPACES	We work with suppliers to set up safe and secure childcare facilities at factories and farms to reduce child labour risks and support parent workers
PARENTS TRAINING	Supports parents to build or maintain close relationships with their children despite challenging circumstances
PHOTOVOICE	Migrant parent workers are given a chance to tell their story through photography, creating a more empathetic workplace
SMARTWATCH	In connection with training activities, parent workers are given smartwatches for their children, to facilitate stronger parent-child communication
MATERNITY PROTECTION	Female workers learn about their maternity rights and suppliers are supported to create strong support systems for women
RESPONSIBLE RECRUITMENT	Training to strengthen management and recruitment systems and processes with a particular emphasis on migrant workers
YOUNG WORKERS	Factories and farms learn how to create inclusive hiring and support systems for young workers with a focus on skill-building, training and safe work positions
GENDER	Working with suppliers and their workers to build more equal workplaces and contribute to women's empowerment
TRAINING THE TRAINER	Staff within factories and farms are trained to deliver our programmes independently

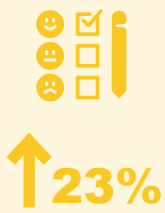
WECARE BENEFITS

- Ensures that the chosen activities are well matched to the requirements of parent workers and their families
- Considers the needs of suppliers
- Targets the challenge closest to workers' hearts: their families and children, and their personal development
- Provides consultancy, training and practical support for the management to build family friendly workplaces
- Ensures employers are equipped to sustain the services and activities without external support. Currently 80% of employers continued with the activities and services (e.g. Child Friendly Spaces) after the initial year
- Has proven to contribute to worker retention, lower turnover rates and recruitment costs, reduced risk, enhanced reputation, enhanced productivity and improved performance.
- The programme is delivered by The Centre's highly skilled consultants who build on their experience in implementing the programme in over a hundred companies across sectors in the last three years

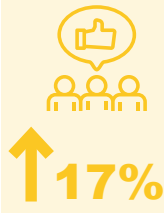
SPOTLIGHT:
2021
WE CARE
ACHIEVEMENTS

MIGRANT PARENT TRAINING ACHIEVEMENTS IN 2021

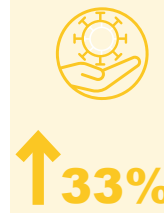
According to data from a migrant parent training programme in **China** involving six factories and 733 workers in 2021, the programme achieved the following positive changes:



95% of workers reported being **very satisfied with their factory** after the training



96% of workers would **recommend the factory** to their friends & families, an increase of 17 percentage points

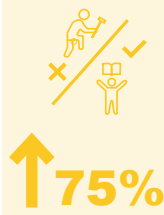


92% of workers said they can help their children through life **changes post-COVID**, a 33 percentage point increase

In **Turkey** where 104 workers in six factories were trained:



100% of workers said the training helped them **cope with stress** & manage their children during uncertain times



79% of participants **know the negative effects of child marriage & child labour**



80% of male participants **know the fathers' role in children's development**

In **Bangladesh** where 1081 workers were trained during 35 sessions:

COVID-19 SUPPORT



100% of workers in **Turkey** can afford to keep their children in school after receiving COVID-19 emergency funding

* Data from 104 workers who received targeted emergency support at six factories

YOUTH DEVELOPMENT



100% of young workers in **Bangladesh** intend to **keep working at their factory for a minimum of three years** after a young worker training programme*

* Data from 117 youth who received skills training in three factories in 2021

"We carried out migrant parent training to demonstrates that we care about our workers. We will probably continue to offer this training next year and will train more internal trainers to train even more workers to help them understand and communicate with their children better," *Sun Aihua, HR Supervisor at Victory factory in China*

"I was recruited to join this programme during COVID-19 this year. It is a good opportunity as we'll be able to learn more and get a promotion earlier than other workers... I want to become a Line Chief or Production Manager one day in this factory." *A male worker aged 18 who took part in a youth development programme in Bangladesh*

WHAT ARE CHILD FRIENDLY SPACES?

A Child Friendly Space (CFS) is a factory or farm-based facility run by trained staff and professional teachers 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.

By providing a safe and free space for children to stay, CFS eliminates the need for parents to take their children with them to work floors and work sites, hence reducing risks and the likelihood of children taking part in work.

Workers can concentrate on work without worrying about their children or childcare costs. In China, where the programme has been running for seven years, factories have reported improved worker satisfaction, retention and reputation in the local community and have become attractive companies to work for and source from.

In 2021, the first tent-based CFS was piloted in Turkey's agricultural sector, benefiting seasonal migrant workers and refugees, while in China the programme has brought together thousands of left-behind children with their migrant parents.

11,200+
children &
workers

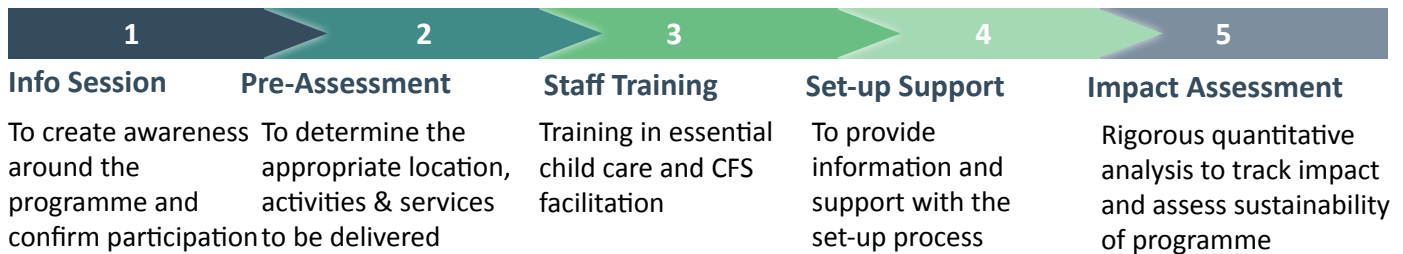
95
factories
& farms

22
international
companies



HOW DOES CFS THE PROGRAMME WORK?

The following steps apply when factories choose CFS from the WeCare activity menu:



HOW DOES A CHILD FRIENDLY SPACE BENEFIT YOUR BUSINESS?

IMPACT ON FACTORIES/FARMS

- Improved workforce stability with increased retention and reduced costs associated with hiring
- Improved workplace satisfaction and worker-management relationships
- Improved worker efficiency
- Strengthened buyer-supplier engagement and industry-wide recognition as a family-friendly company, with the potential to get increased orders and attract new clients
- A short-term investment but long-term rewards: participating businesses are equipped with the tools and expertise to run CFS independently after the first year
- Recognition and support from the local government

BENEFITS FOR BUYERS/BRANDS

- Meet ESG goals in terms of worker wellbeing and child rights in your supply chain
- Reduced compliance risks in your supply chain (including child labour or children in production areas)
- Strengthen your supply chain resilience and capacity by significantly improving worker wellbeing. CFS has demonstrated an ability to withstand the pandemic by enforcing strict COVID prevention measures
- Strengthened buyer-supplier engagement, with opportunities to visit the CFS site and take part in activities
- An opportunity to go beyond compliance and demonstrate your commitment to worker-wellbeing and child rights



**GROWTH OF THE
CFS PROGRAMME**

To date, we have opened 95 CFS with many running independently in their 7th year. By 2022, we will have surpassed 100 new CFS and aim to scale the programme in more regions and sectors.



Photo: A factory employee with his two children at a newly opened CFS in China in 2021

“Knowing that my children were well taken care of at the CFS made us less worried and more concentrated at work. Also, we could stay together for the summer and got to spend more time together.”
Mr. Sun, a father with two children who took part in CFS in China in 2021

“ Thanks to this project, I think that companies who are sensitive to this issue (social responsibility and sustainability) would prefer our business in the future now. I would like to offer useful services to children in terms of education, materials and care. I am ready to do my best,” *Kenan Aydin, farm owner and supplier who opened a tent-based CFS on a farm in Turkey in 2021*

“ We recently conducted an employee satisfaction survey and saw an increase over the previous year. I believe that CFS has a positive impact on these results,” *Mr. Yan, HR Manager of Combine Will in China*

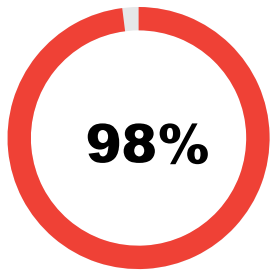
“ I know it’s not realistic to have my children come to Wenzhou in the long-term. But at least I can spend the summer with them thanks to the CFS programme organised by our factory. I’m really grateful to our factory and plan to work here long-term.” *Mr. Yang, a father of two children who sent his children to a CFS in his factory in China in 2021*



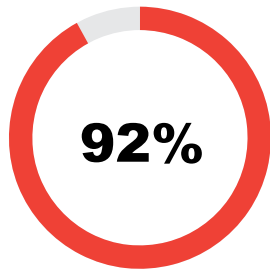
SPOTLIGHT:
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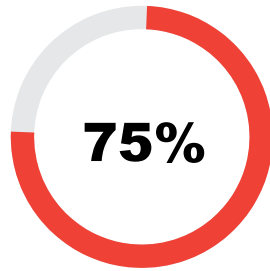
2021 CHILD FRIENDLY SPACES ACHIEVEMENTS – GENERAL FEEDBACK



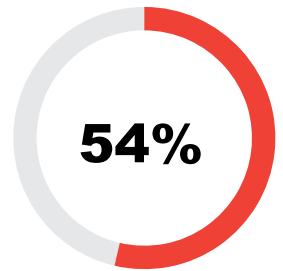
SATISFACTION RATE
among programme
participants



Of parents believed adequate
measures were taken to keep
the spaces **COVID-FREE**

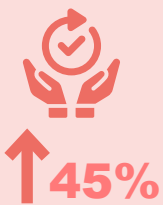


Of workers reported being
LESS WORRIED at work



Of parents **BECAME**
CLOSER to their children
during the programme

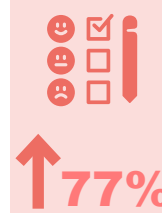
IMPACT ON FACTORIES



45% of workers
reported being
more **efficient at**
work



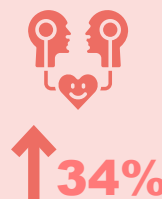
Workers **planning**
to stay for 2 years
or more increased
by 30 percentage
points



Workers who are
very satisfied
with their factory
increased by 77
percentage points



Workers who
absolutely trust
management
increased by 54
percentage points



Workers who believe
management
understand their
challenges as parent
workers increased
by 34 percentage
points

“The local government and industry
association have reached out to us,
hoping to promote CFS in the local
community and in the industry.
In turn, this increases the social
impacts of the factory and the whole
industry.”
*Ms. Zhang, President of C&C’s
Labour Union, China*

PROGRAMME SUSTAINABILITY



100%
of the factories
in the 2021
programme intend
to **continue running**
CFS in future years



100%
of the factories in
the 2021 programme
plan to **scale up the**
programme in 2022



We will have
delivered over **100**
CFS at factories &
production sites in
2022. Some of these
will be in their **7th**
year of operation

Click the image below to watch a short video with photo snapshots from this year's 2021 Child Friendly Spaces programme in China.



Other online CFS resources:

- [2021 Child Friendly Spaces Weekly Highlights](#)
- [Blog: How a Factory Opened a CFS in One Week](#)
- ["Children's Voices" short film](#)
- [Study: "Migrant Parents and COVID-19 in China's Manufacturing Industry", 2020](#)
- [The Centre's Family-Friendly Workplace Services](#)

CONTACT US

Please contact us to learn more about how you and your suppliers can join this programme:

info@childrights-business.org

Follow us on social media for regular updates



“ As the factory management, we are very happy that this programme helps uplift the vibe of our factory, as well as the well-being of parent workers on a deeper level. They feel more assured at work,”
Mr. Xie, HR manager at Meihao factory in China

“ One of the best takeaways from our MPT and Photovoice projects has been better connecting factory workers with factory management. Projects like these, and family friendly policies in the workplace, help bridge a gap and show the workers that management values them and cares about their families,” *Kelsey Keene, CSR Director, Colosseum Athletics*

WECARE OFFERS MULTIPLE BUSINESS BENEFITS

For suppliers, implementing WeCare at your production facility helps you to attract and retain workers, boost morale and improve worker satisfaction. This leads to a more stable, committed and productive workforce.

For brands and retailers, sponsoring implementation of WeCare in your supply chain 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.

THE CENTRE
FOR CHILD RIGHTS AND BUSINESS
www.childrights-business.org



A tent-based CFS in Turkey



Migrant parent training in China