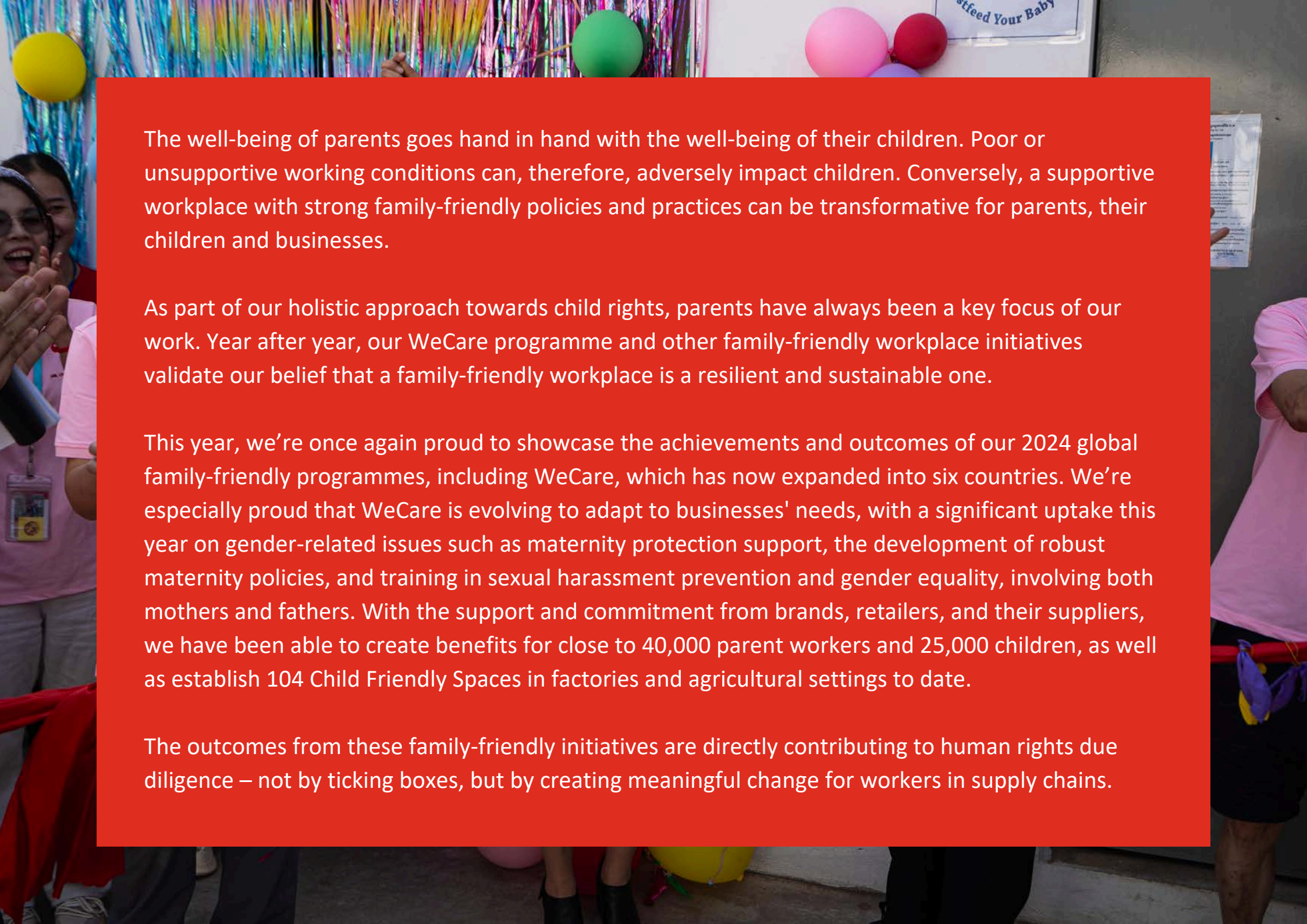


A woman and a child are looking at a display board. The board is decorated with colorful balloons and contains several photographs of families and children, along with drawings and text. One prominent drawing features a house and the text 'KỶ NIỆM GIA ĐÌNH BIR & SU'. The background shows more of the display board with various photos and drawings.

FAMILY-FRIENDLY WORKPLACES

2024 IMPACT AND ACHIEVEMENTS



The well-being of parents goes hand in hand with the well-being of their children. Poor or unsupportive working conditions can, therefore, adversely impact children. Conversely, a supportive workplace with strong family-friendly policies and practices can be transformative for parents, their children and businesses.

As part of our holistic approach towards child rights, parents have always been a key focus of our work. Year after year, our WeCare programme and other family-friendly workplace initiatives validate our belief that a family-friendly workplace is a resilient and sustainable one.

This year, we're once again proud to showcase the achievements and outcomes of our 2024 global family-friendly programmes, including WeCare, which has now expanded into six countries. We're especially proud that WeCare is evolving to adapt to businesses' needs, with a significant uptake this year on gender-related issues such as maternity protection support, the development of robust maternity policies, and training in sexual harassment prevention and gender equality, involving both mothers and fathers. With the support and commitment from brands, retailers, and their suppliers, we have been able to create benefits for close to 40,000 parent workers and 25,000 children, as well as establish 104 Child Friendly Spaces in factories and agricultural settings to date.

The outcomes from these family-friendly initiatives are directly contributing to human rights due diligence – not by ticking boxes, but by creating meaningful change for workers in supply chains.

Since our global family-friendly programmes began, we have worked with 39 clients to initiate family-friendly initiatives, including 108 suppliers in 2024 alone

Direct beneficiaries:

38,779

workers

24,831

children

Indirect beneficiaries:

- Indirect beneficiaries of workers are calculated as the total number of factory employees who would benefit from policies related to the family-friendly workplace initiative
- Indirect beneficiaries for children are calculated based on the amount of worker beneficiaries x 1.5

55,266

workers

37,732

children



A mother and her son during a Family Day event.
© The Centre for Child Rights and Business

Our family-friendly workplace programmes have been implemented in 8 countries around the world

Bangladesh, Cambodia, China, Indonesia, Philippines, Sri Lanka, Türkiye, and Vietnam.



Parent workers taking part in a Family Day activity at their workplace.
© The Centre for Child Rights and Business



Children at a Child-Friendly Space in China.
© The Centre for Child Rights and Business

To date, we have supported 27 companies in setting up 104 Child-Friendly Spaces globally

WeCare is a comprehensive programme that offers tailored services designed to promote family-friendly workplaces, gender equality and worker well-being in factories and production sites

Our services cater to the needs of working parents, their children, and young workers, aligning with the business objectives of suppliers. WeCare is dedicated to empowering both workers and factory management teams through knowledge and skills training, building or enhancing supportive workplace facilities, and capacity building and tool sharing.



*A mother and her daughter during a Family Day event.
© The Centre for Child Rights and Business*

WeCare's impact and reach is magnified by its flexibility

We provide a programme menu with credits, allowing factories to customise the programme activities based on their specific needs.



*Children's artwork at a Child-Friendly Space.
© The Centre for Child Rights and Business*

Our WeCare activities include:



Childcare support



Female worker support



Human resource management



Maternity protection support and gender equity



Parenting support



Worker well-being



Access to decent work for young workers

WeCare benefits for businesses

Through WeCare, brands and retailers have the opportunity to actively engage with their supply chain partners, driving meaningful human rights due diligence (HRDD) that fosters long-term impact for all involved stakeholders.



Achieve HRDD and ESG goals for worker well-being, gender, and child rights



Reduce compliance risks including child labour



Enhance supply chain resilience through improved worker well-being



Strengthen buyer-supplier engagement with site visits and activities



Go beyond compliance to show commitment

WeCare benefits for factories

By addressing the business needs of suppliers, WeCare builds robust and sustainable systems that create lasting impact for both suppliers and worker communities. As a result, suppliers in the programme strengthen their position as attractive supply chain partners and gain enhanced reputations locally and internationally.



Increased retention, reduced hiring costs



Improved workplace satisfaction and management relationships



Increased worker efficiency



Strengthened buyer-supplier engagement and family-friendly company recognition



Short-term investment, long-term rewards



Highlights from our family-friendly workplace programmes in 2024

The following highlights stem from our various family-friendly programmes, including WeCare, the Mother and Child-Friendly Seal for Responsible Business and more.





Parent worker support

5,768

parent workers

bonded with their children at a series of factory-organised **Family Days** at **20** factories

2,148

parent workers

attended **parenting training** to enhance parent-child communication and parenting skills

261

fathers

now understand their role and responsibility as caregivers better through **parenting training for fathers**

156

children

have benefited from a monthly **child-benefit allowance** initiated by a Sri Lankan tea company for its employees

Female worker support

5

factories

have improved or adopted their
maternity policies

27

maternity-relating trainings

were held, with a total of 849 people
trained

6

lactation rooms

were set up in 6 factories to give
mothers a safe and comfortable space
to express and store milk

17

training sessions

on gender equality, sexual harassment
and workplace harassment were
delivered to 360 workers

3,664

female workers

have benefited from new or improved
maternity policies at their factories

2,748

female workers

have access to lactation rooms at their
workplace

*Total no. of female workers under 40 years old*75%*

In 2024, supporting female workers was a key focus of our family-friendly workplaces programme. We collaborated with three brands in three different countries to implement activities under this category.



*A newly opened lactation room at a factory in Vietnam.
© The Centre for Child Rights and Business*

Migrant parent support

90

parent workers

participated in **PhotoVoice** where they learned to enhance communication and engagement with their children through photography and storytelling

50

parent workers

were given **Smartwatches** to facilitate more frequent communication with their children



Child-Friendly Spaces

2

new child-friendly spaces

were opened in China as part of child labour remediation plan

2

existing child-friendly spaces

were improved and expanded to give workers a free childcare solution and peace of mind at work

34

children

have benefitted from the newly established Child-Friendly Spaces

10

staff members

were trained to continue running the Child-Friendly Spaces independently while following The Centre's guidelines



*A child making crafts at a Child-Friendly space.
© The Centre for Child Rights and Business*

Stories from the ground

Our efforts to support female workers extend beyond factories. Through our Mother and Child-Friendly Seal for Responsible Business, we have been implementing several initiatives aimed at supporting female workers in Sri Lanka. Some of these initiatives are pioneering efforts within the tea industry.

24
women

mostly children of tea pluckers, were trained to become **field supervisors** – the first time in Sri Lanka’s history that women have been given this opportunity



1

menstrual hygiene initiative

was launched by a tea estate. As part of the initiative, a production unit run by women was set up that tackles period poverty while providing women in the tea community with an additional source of income

Global ambitions and milestones

Our WeCare programme continues to expand globally, covering 8 countries to date. This year, our Child Friendly Spaces programme served as a good example of how family-friendly practices and child labour prevention are closely connected. We opened two CFS in China in response to child labour incidents involving children on the work floor due to a lack of childcare support.

Responsive and customisable

Our WeCare programme currently offers clients 19 different modules to choose from, and we are committed to continuously expanding and enhancing our offerings to meet clients' needs, particularly with the evolving human rights due diligence legislative landscape

Driving business responsibility

The Centre's family-friendly programmes are not limited to the WeCare programme. We are continuously pioneering new models to support parents, children and communities in different sectors based on needs and context. Our Mother and Child-Friendly Seal for Responsible Business in Sri Lanka for example is bringing businesses entities along the tea and tourism supply chain together to continuously implement actions that create positive impact for families



Photo Highlights

Enjoy a collection of photos showcasing all the family-friendly workplace activities we held in 2024





*A lion dance performance during a Family Day event.
© The Centre for Child Rights and Business*

Family Day



A Family Day event.
© The Centre for Child Rights and Business



A Family Day event.
© The Centre for Child Rights and Business



A Family Day event.
© The Centre for Child Rights and Business



*Sexual harassment and prevention at the workplace training.
© The Centre for Child Rights and Business*

Family-friendly workplace related trainings



Young worker protection training.
© The Centre for Child Rights and Business



Maternity protection support worker training.
© The Centre for Child Rights and Business



Family-friendly policy management training.
© The Centre for Child Rights and Business



Mental health Training of Trainers.
© The Centre for Child Rights and Business



Working Parent Training.
© The Centre for Child Rights and Business



Bangladesh Action Hub Training of Trainers for factory management.
© The Centre for Child Rights and Business



*A mother and her daughter at a family gathering held by a tea company.
© The Centre for Child Rights and Business*

The Mother and Child-Friendly Seal for Responsible Business in Sri Lanka



A Family Day event organised by a tea company.
© The Centre for Child Rights and Business



A village child development committee on a tea estate.
© The Centre for Child Rights and Business



Female supervisor training at a tea estate.
© The Centre for Child Rights and Business



A STEM programme for children of tea pluckers.
© The Centre for Child Rights and Business



A Family Day event.
© The Centre for Child Rights and Business



Children drawing at a Child-Friendly Space.
© The Centre for Child Rights and Business



A Family Day event.
© The Centre for Child Rights and Business

Investing in family-friendly workplace programmes brings tangible, direct benefits to workers, their families and employers. Employers can reap the long-term benefits of a more stable, motivated and efficient workforce by creating enabling, supportive environments for parents.

We look forward to continuing working with buyers and their global suppliers to create more positive impact in 2025!

© 2024 The Centre for Child Rights and Business. All rights reserved.

This publication, titled "Family-Friendly Workplaces: 2024 Impact and Achievements," is copyright but the text may be used freely for the purposes of advocacy, campaigning, education, and research, provided that the source is acknowledged in full.

For more information, please contact The Centre at the address below:

THE CENTRE FOR CHILD RIGHTS AND BUSINESS

Unit 808, 8/F, Tung Che Commercial Centre,
246 Des Voeux Road West, Sai Ying Pun, Hong Kong

✉ info@childrights-business.org

🌐 childrights-business.org

Date of publication: December 15, 2024