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MARKING TEN YEARS OF FAMILY-FRIENDLY WORKPLACES IN SUPPLY CHAINS

As we look back on ten years of family-friendly workplace (FFW) initiatives, let us share a true story. Ten years ago, a ceramics factory in China producing for several well-known international brands faced a challenge: most of its workers were parents who had migrated without their children. The emotional toll was clear. Workers worried constantly about their children's well-being and missed them sorely. Many struggled with the pain of separation, finding little comfort in the brief visits home once or twice a year. Unsurprisingly, turnover was high, especially after long national holidays when families reunited and parents found it hard to leave again.

The factory, Concord Pottery, rolled out a parenting training with The Centre and saw how deeply it resonated with the workers. And so, it decided to take it one step further by opening a free, on-site daycare centre. Within just two years, the factory could see a tangible reduction in costs due to this initiative. Turnover rates decreased dramatically, thus reducing costs associated with recruitment and onboarding. Concord became a shining example of how supporting parent workers makes solid business sense.

Now ten years later, we can proudly say that hundreds of factories and production sites have followed in Concord's footsteps in the years since, driven by a recognition that happier parents mean a more stable, satisfied workforce.

Many now offer not only childcare, but also sexual harassment prevention, mental health support, lactation facilities, and parenting training for both mothers and fathers. Crucially, all initiatives are built on a robust Training of Trainers model, ensuring that factory staff can continue delivering impact long after The Centre's team has moved on. For their customers in turn, it brings more resilient supply chains.

Over the past decade, we've seen brands and suppliers go the extra mile to champion worker wellbeing and embed FFW practices into their operations. As this publication highlights, family-friendly workplace initiatives not only deliver tangible benefits for workers and factories, but also offer a practical, impactful way for brands to strengthen their HRDD.

Thank you for prioritising worker well-being. These are your achievements and we're proud of you.

Ines Kaempfer

CEO, The Centre for Child Rights and Business





10 YEARS OF FFW

OUR CLIENTS AND PARTNERS

For ten years, our Family-Friendly Workplaces have grown thanks to the commitment of our clients and partners. A total of 56 brands and organisations have supported FFW-related activities over the past decade. The logos shown here are those that have kindly given us permission before the publication deadline to acknowledge their support over this past decade. Thank you to everyone who has been part of this journey.

















































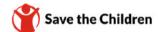












S.OLIVER GROUP









4 clients

4 clients

9 clients

17 clients

15 clients

22 clients

15 clients

11 clients

19 clients

10 clients

2018

2020

2022

2024

2025

SUPPLIERS THAT HAVE IMPLEMENTED FFW ACTIVITIES

The impact of FFW depends on suppliers' commitment to embracing these initiatives. Over the years, 582 suppliers have worked with us to build more family-friendly workplaces. The list below features just a small selection of those who have given permission before the publication deadline to be named — many more are not listed, but their contribution is equally valued. We're deeply grateful to every supplier for their partnership and for recognising the transformative impact of supporting workers and families.

- Akalia Vietnam Footwear Limited
- Anhui Verino Manufacturing Co., Ltd
- Bosideng Co. Ltd Changshu Garment Factory
- ★ Changzhou Sunfree International Co., Ltd
- de Chengwu Nanrui Fashion Co., Ltd

- Da Tian Subic Shoes
- Dong Guan Smart Dragon Industrial Limited
- Findora Internusa
- Foshan Sansico Printing & Packaging Co., Ltd
- Fujian Sunshine Footwear Co., Ltd
- **d** Guangdong Woma Animation Toys Co., Ltd
- Henan Prosper & Colomer Moda Co., Ltd
- Huizhou Sdg Tonsun Industrial Co., Ltd
- Islam Knit Designs Ltd
- Jetta (China) Industries Co., Ltd
- 🛍 Jiangyin Ming'ao Garment Co., Ltd

- Morning Light
- Mingbo Brother Apparel Co., Ltd

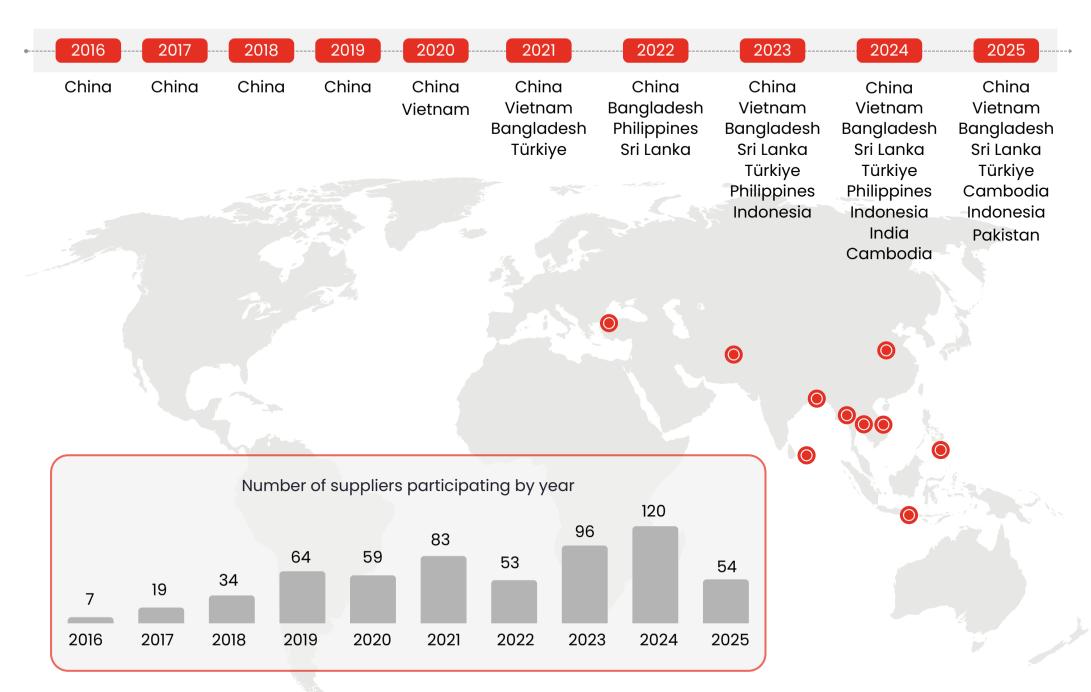
- Mingbo Kanghao
- Mingbo Luokemowei Wear Co., Ltd
- Mingbo Mengshen Mattress Machinery Co., Ltd
- Quanzhou Liuyuan Dyeing & Weaving Co., Ltd
- RFX+CARE Manufacturing Co., Ltd
- shangHai Challenge Garment Co., Ltd.
- M Shanghai Challenge Textile Co., Ltd
- SHANGHAI GRAND LIGHT
- Starite International Vietnam Limited
- Tai -Yuan Garments Co.,Ltd

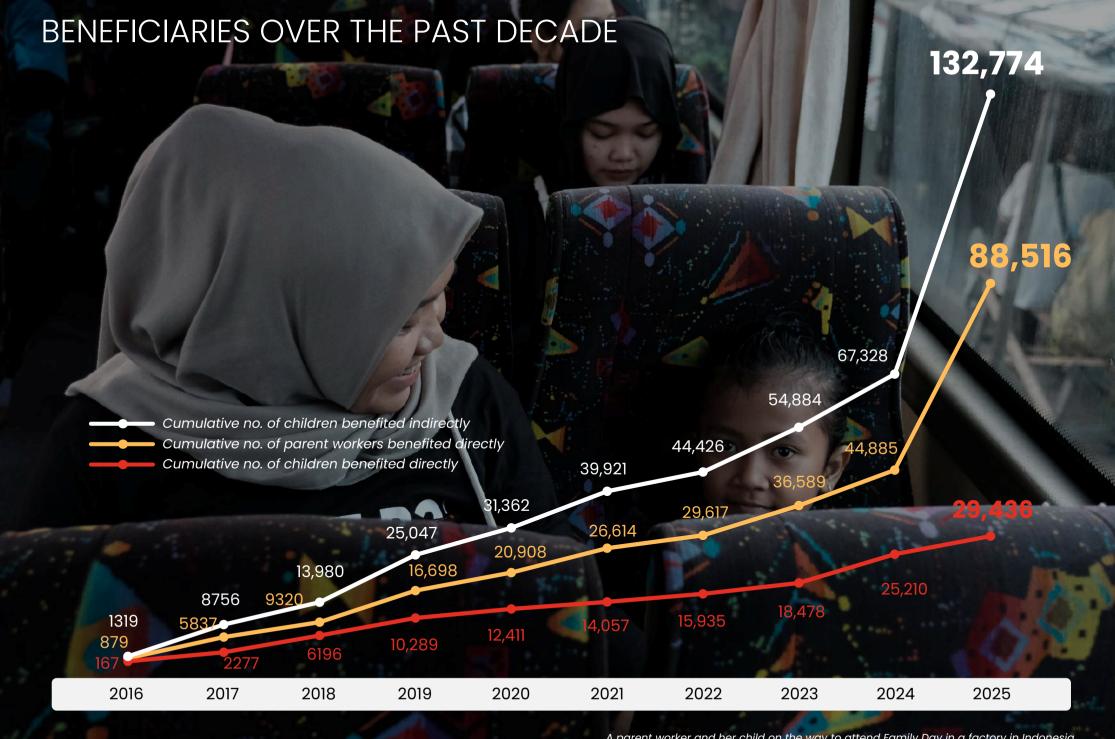
- ★ Victory Group
- Walt Technology Group Co., Ltd
- 🛍 Wenzhou Ceyadi Garment Co., Ltd
- ★ Xuchang Reshine Shoes Industry Co., Ltd.

- **≝** YMUV

- Zhejiang Jasan Group Jiangshan Knitting Co., Ltd
- 🕍 Zhejiang Xinya Packaging Co., Ltd

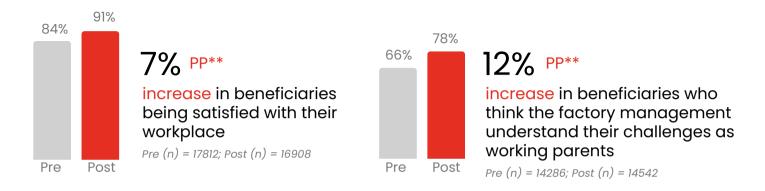
LOCATION AND TIMELINE OF FFW SUPPLIERS



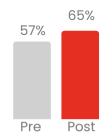


BUSINESS IMPACT OF FAMILY-FRIENDLY WORKPLACES

Impact on worker-management relationship*







8% PP**

increase in beneficiaries who would recommend their factory to family or friends

Pre(n) = 17479; Post(n) = 16575



^(*) Unless indicated otherwise, data is drawn from a sample of 114 factories from 5 countries that provided comparable information between 2018-2025

^(**) PP=Percentage Points



Impact on factories & management*

19% PP**

increase in factory staff knowing exactly what to do to protect young workers from hazardous work

$$Pre(n) = 176; Post(n) = 173$$

17% PP**

increase in factory staff feeling confident in dealing with conflicts among workers

$$Pre(n) = 202; Post(n) = 199$$

19% PP**

increase in factory staff who agreed that young workers are allowed to work, subject to the relevant regulations and special protection

$$Pre(n) = 54; Post(n) = 51$$

62% ***

of factories reported improved manager-worker relationships

^(*) This data set is drawn from a sample of 41 factories from 4 countries across 2022-2025.

^(**) PP=Percentage Points

^(***) Calculation focuses only on full projects where business impact can be reliably tracked

Impact on parent workers*

27% PP**

increase in parent workers feeling confident in educating their child(ren) well even when they are not with them

Pre(n) = 6348; Post(n) = 5676

97%

of parent workers think the training can help them improve their relationship with their child(ren)

Post (n) = 4602

35% PP**

decrease in parent workers who feel guilty for being separated from their child(ren) or for not having enough time to care for them

Pre(n) = 5323; Post(n) = 5121

98%

of parent workers reported improved communication with their child(ren)

Data from 107 Child-Friendly Spaces (CFS)

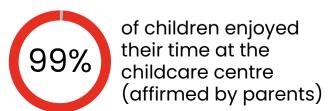


^(*) This data set is drawn from a sample of 135 factories from 6 countires across 2020-2023

^(**) PP=Percentage Points



Impact on children (Child-Friendly Spaces)

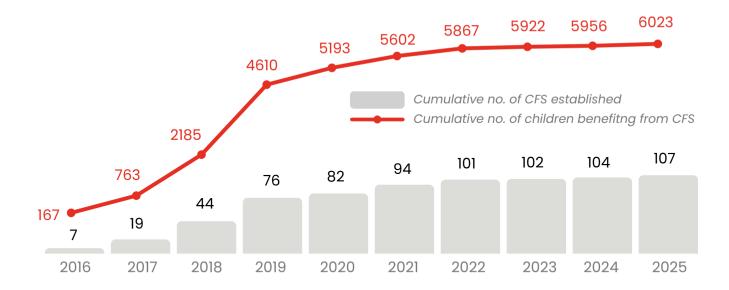




of children attending the CFS have improved their literacy, reading, writing and counting

107 CFS since 2016

107 CFS since 2016



68% of these CFS are still running*

^{*}An estimate based on a sample of 22 factories we contacted in March 2025.

HOW DO WE ADVANCE FAMILY-FRIENDLY WORKPLACES?



WeCare Family-Friendly Workplaces Programme

WeCare offers suppliers a comprehensive, standardised yet flexible package of nearly 20 modules designed to support working parents, their children, young workers as well as factory management staff. The programme provides a menu of FFW activities that can be efficiently implemented and tailored to each factory's needs.



Bespoke family-friendly workplace programmes

FFW services support suppliers to implement policies, practices and programmes that enable their workers to fulfil their role as parents and meet responsibilities at work. FFW services are available both as stand-alone offerings and through our WeCare programme.



The Mother and Child-Friendly Seal for Responsible Business

The Seal initiative is a business-led, locally driven initiative that advances the well-being of women, children and communities in Sri Lanka's tea and tourism industries. It provides a transparent, rights-based framework that enables businesses to build family-friendly supply chains, invest in women's and children's well-being, and lead in sustainable, responsible business based on their own self-defined goals.







WECARE FAMILY-FRIENDLY WORKPLACES PROGRAMME

WeCare offers suppliers a package of nearly 20 modules designed to support working parents, their children and young workers. Supported by brands, WeCare fosters stronger supplier engagement, trust and a deeper understanding of factory needs, particularly where there are large numbers of parent workers. By improving worker wellbeing, the programme enhances supply chain resilience, strengthens buyer-supplier collaboration through on-site activities, and helps reduce compliance risks, including child labour.

The long-term goal is for factories to internalise the WeCare modules, integrate them into their management systems and roll them out independently, making family-friendly practices a lasting part of their operations.

Our WeCare modules include:





Basic Parenting Training



Fatherhood Training



Family-Friendly Policy Development



Training of Trainers





























OTTO GROUP'S MULTI-YEAR COMMITMENT TO WECARE

Since 2020, The Centre for Child Rights and Business has been partnering with the Otto Group and Save the Children to develop and implement programmes that provide long-term, meaningful benefits to supply chain workers in China, Bangladesh and Türkiye. All in all, the Otto Group has implemented family-friendly programmes in 20 factories to date, directly benefitting approximately 3,275 workers and 1,073 children.



Why has supporting family-friendly workplaces in your supply chain been a top priority in your sustainability efforts?

From the Otto Group:

First, supporting family-friendly workplaces in our supply chain is a top priority for several reasons that reflect our values and strategic vision. It's not only right to address the causes of child labour but also a legal obligation for us to uphold our human rights due diligence. Our commitment is strengthening trust with both our business partners and customers. We believe that a healthy, stable workforce is fundamental to a sustainable and resilient supply chain. By supporting parent workers and their children in our final production facilities, we also foster a more engaged and productive workforce in general.



Q

What positive business outcomes or impact have you seen from these initiatives?

From the Otto Group:

We've observed several positive outcomes. One part of the WeCare programme is a systematic approach to tracking key performance indicators (KPI) before and after the programme. These impact assessments have shown positive improvements from pre- to post-assessments, such as improved parent-child relationships or increased awareness of their rights among young workers. We have also seen that the vast majority of the employees who participated in the programme were satisfied with their workplace, trusted the management more and would recommend the factory to their friends and relatives and expressed a desire to continue working for the factory.





Can you share how the expansion of WeCare has strengthened relationships with suppliers or improved overall supply chain resilience?

From the Otto Group:

The WeCare Programme has been well received by our business partners and their facilities because it offers tailored support based on their individual needs. Many facilities that have participated in the programme indicated that they want to continue with activities initiated during the programme. The final assessments in the programme also show, for example, high employee satisfaction with their employers.

This investment in family well-being strengthens trust in us as a partner, making our supply chain more stable and resilient – crucial for our business.



Looking ahead, how do you plan to build on the success of WeCare to further embed worker well-being and family support into your company's sustainability strategy?

From the Otto Group:

We plan to continuously expand our activities to support child rights within our supply chains.



Through our partnership with Save the Children and The Centre, we receive support and inspiration for further activities and actions.

Inspired by the WeCare programme, for example, we have also developed a scalable approach for child-labour prevention training together with The Centre for Child Rights and Business.





VF CORPORATION'S MULTI-YEAR COMMITMENT TO WORKER WELL-BEING IN CHINA AND THE PHILIPPINES

VF Corporation, the company behind brands like The North Face and Vans, has been working with The Centre for over seven years to support workers in its supply chain. From 2018 to 2024, a key focus was supporting parent workers in China, especially those who had migrated for work and faced challenges of living apart from their children. Together, we rolled out the WeCare programme in 25 factories, benefitting 8,547 workers, management staff and children.

Among the many WeCare activities introduced were Family Day events, where workers brought their children for a day of fun and performances; Child-Friendly Spaces that enabled children to spend their summer holidays close to their parents; parenting sessions to strengthen communication skills, especially for those living apart from their children; life skills and resilience training for young workers; and training for female workers on maternity protection and related topics. Training of Trainers sessions also equipped factory management teams with the knowledge and tools to continue supporting workers independently in the years ahead. By 2024, WeCare had reached most of VF Corporation's strategic suppliers in China. Importantly, many factories have continued running family-friendly workplace activities after receiving initial support from VF Corporation and The Centre, embedding these efforts as permanent practices and lasting benefits for their workforce.

At the heart of WeCare are three key goals: to create family-friendly workplaces where workers genuinely feel understood and supported; to strengthen supply chain resilience by fostering a loyal, productive workforce; and, last but not least, to positively impact children by facilitating bonding and stronger family connections – both in person and from afar.



Across our supply chain, one insight has stood out no matter where we are in the world — parents go to work each day primarily for the betterment of their children's lives. Initiatives like WeCare do exactly that, giving working parents the tools and support they need to better care for their children while succeeding at work — and in turn, helping factories build stronger, more resilient workforces.

Jens Aas

Senior Manager, Worker & Community Development and Supply Chain Sustainability, VF Corporation Since 2021, VF Corporation has also worked with The Centre to implement a Family-Friendly Factory programme in a supplier factory in the Philippines, following a risk assessment that identified several gaps, including the absence of lactation facilities. In collaboration with Save the Children Philippines, a family-friendly workplace policy was developed and rolled out, with the factory establishing two lactation stations that provide safe, comfortable spaces for mothers to express and store their milk. Other activities included capacity building for staff to effectively implement the FFW policy, awareness raising on child rights risks for factory management, HR staff and subcontractors, as well as support programmes for female workers on maternity protection and breastfeeding, and for young workers. Altogether, the initiative benefited 9,786 people and laid the foundation for ongoing positive impact.

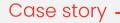


BESPOKE FAMILY-FRIENDLY WORKPLACE SERVICES

In addition to the WeCare programme, The Centre supports clients with bespoke services tailored to their needs. This can include setting up a Child-Friendly Space in response to risks of children entering production areas during school holidays, or reviewing companies' FFW policies and creating tangible action plans.

We also create tailored capacity building programmes aimed at strengthening family-friendly workplaces all along the supply chain, and deliver worker training based on suppliers and brands' needs.







Although it was the first year the factory set up a CFS, there were no major difficulties or surprises. During its operation, I would visit on site occasionally or check on the needs by phone. I think the CFS provides a space where bored or unattended children can be sent to have the company of other children or a safe place to be cared for. In the future, I would like to provide age-specific activities and facilities, such as hiring a junior high school teacher for the older children who can answer questions about their homework.

General Manager

Responsible for the CFS management

LI & FUNG'S BEST PRACTICE

REDUCING RISKS THROUGH ON-SITE CHILDCARE

In the summer of 2023, children were discovered on the factory floor of one of Li & Fung's suppliers in China. Li & Fung took immediate action by notifying The Centre to undertake an on-site rapid assessment and develop a remediation plan to address the situation for both the children and their families. After conducting in-depth interviews, it was found that the children were brought to the factory without any formal procedures by their parents because of a lack of childcare options.

To prevent potential reoccurrences during school vacations, the Li & Fung vendor compliance team and The Centre worked together to convince the factory management to establish a Child Friendly Space (CFS), which was received positively by the workers, especially those with young children. The CFS opened in the summer of 2024, providing an exclusive, safe space for children of workers to stay while their parents work, thus mitigating the risk of parents taking their children to the factory.

The children were taken care of by a designated teacher, and the space was stocked with suitable children's books and toys to keep them stimulated and entertained.



HOW THE SEAL INITIATIVE ADVANCES FAMILY-FRIENDLY WORKPLACES



The Seal Initiative is a locally-driven, activity-based framework that encourages formal businesses in Sri Lanka's tea and tourism sectors to embark on the Seal journey – a proactive, ongoing process through which business entities identify and address human rights issues within their business operations and supply chains and implement sustainable actions at their own pace. The Seal initiative focuses on advancing the well-being of women, children and communities through activities that businesses define themselves.

Currently, the seven largest tea companies and brokers in Sri Lanka are part of the Mother and Child-Friendly Seal for Responsible Business, with five having successfully completed their two-year cycle and earned Seal status.

By investing in the Seal initiative, these industry leaders are strengthening children's rights, improving gender equality, and creating safer, fairer workplaces for women, children, and families in tea communities. This initiative is helping to build a more resilient and ethical tea sector, one that is more attractive, inclusive, and capable of meeting tomorrow's workforce challenges.

Case story -

ENGLISH TEA SHOP'S BEST PRACTICE

EMPOWERING WORKERS THROUGH EDUCATION SUPPORT

English Tea Shop's Parent & Child Benefit Programme initiated in 2022, now part of the broader Prajāva Wellbeing Programme, supports the children of their employees as well as their farmers with a child-benefit monthly allowance that can be invested in their health, education, and nutrition.

English Tea Shop is a unique speciality organic tea company with its operations based on its philosophy of Prajãva – placing people first. It has an inclusive organisational culture, uses a transparent open-book financial management system, and is well on the way to becoming a majority employee-owned business.



It has not been easy being a single mother. The problems I had to face when the cost of everything went up were many. I was anxious because I wanted to keep my child safe and well. The company came to our aid. It is also concerned about our mental health. That's something that is always neglected. Today, I am living with my 12-year-old son with more confidence in myself and our future. We feel secure. And I think I will be able to rise in this company.

Shanika Maduwanthi

Tea Packer at the English Tea Shop, aged 32



FIRST FAMILY-FRIENDLY WORKPLACE COMMITTEE IN THE FACTORIES PILOTED

GENDER AMBASSADOR PILOT PROGRAMME ROLLED OUT

This year, we piloted Family-Friendly Workplace Committees (FFWCs) in WeCare factories in China and Indonesia — a key step towards embedding family-friendly values into factory culture and operations.

Bringing together management and worker representatives, FFWCs ensure that family-friendly policies are practical, inclusive and sustained over time. They bridge communication gaps, strengthen trust and make sure initiatives evolve with workers' needs.

Each committee works towards factory-specific KPIs, championing initiatives that:

- Support work-life balance and employee wellbeing
- Promote a culture of respect for family responsibilities
- Provide practical support and resources for workers' families

By giving workers a voice and management a shared ownership role, FFWCs are helping transform workplaces into environments where both businesses and families can thrive. This year, we launched a Gender Ambassador pilot to strengthen inclusion and respect on the factory floor. Gender Ambassadors are trusted production workers—both men and women—who promote fairness, equality, and mutual respect among coworkers. They listen, support peers, and help drive positive change.

The initiative supports the buyer and their supplier's gender transformation programme and offers participants special learning opportunities, formal recognition from the factory and a chance to contribute to a more harmonious, gender-inclusive workplace.

Together with the ambassadors and the brand's internal trainers, we also developed an action plan for the ambassadors to organise four in-factory activities aimed at promoting gender equality and building awareness among workers.

As voices for inclusion, Gender Ambassadors help resolve issues respectfully, encourage open dialogue, and lead efforts that promote equality and equity for all genders.

STRONG PRIORITISATION OF GENDER-RELATED SUPPORT

More and more suppliers are now prioritising gender-related WeCare modules, taking concrete steps to create safer, more inclusive and supportive workplaces for women.

Recent achievements include:

- 7 factories adopting or improving maternity policies, benefiting
 4,726 female workers
- 8 lactation rooms established or renovated, potentially benefiting 995 female workers
- 19 factories adopted and/or improved their policies on sexual harassment
- 40 trainings on gender equality, sexual harassment, and workplace harassment delivered to 1,556 workers.
- 20 maternity-related trainings held, reaching a total of 490 participants

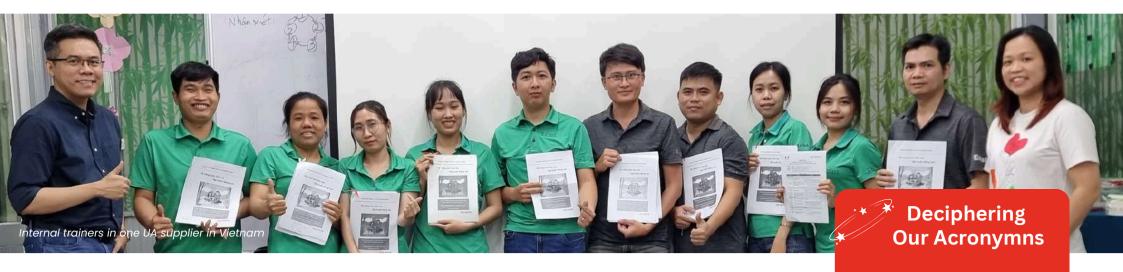
These efforts show growing commitment from suppliers to embed gender equality into their worker well-being support.



Before attending the sexual harassment prevention training, I experienced sexual harassment once but did not dare to speak out. However, after attending this training, I now know how to identify sexual harassment, protect myself, and report it. I was sexually harassed by a male colleague in another department who touched my breast when I was alone at work, but I was afraid and did not dare to speak up or report it because I lacked evidence...After attending the training, I understood the company's sexual harassment policy and complaint system, which enabled me to report this incident for handling. Through the training course, I feel more confident, and it has been very useful.



PROGRAMME SUSTAINABILITY THROUGH TRAINING OF TRAINERS



Another key highlight this year was the capacity-building component of our FFW initiative — essential for ensuring sustainability and enabling factories to continue supporting workers through their own internal trainers.

We provided ongoing support to factories' internal trainer teams by:

- Delivering refresher workshops on facilitation skills and addressing challenges faced during internal rollouts
- Sharing best practices and practical tips to strengthen training delivery
- Helping establish a mentor and buddy system to build peer support among trainers

This approach empowers factories to independently sustain and expand family-friendly practices, ensuring long-term impact for workers and their families.

WPT

Working Parents Training

MPT

Migrant Parents Training

APT

Advanced Parenting Training

МН

Mental Health

MPS

Maternity Protection Support

WPT/MPT

26 factories, 224 internal trainers trained who in turn have trained 9,744 workers

APT

5 factories, **9** internal trainers trained who in turn have trained **462** workers

MH

23 factories, 187 internal trainers who in turn have trained 9,246 workers

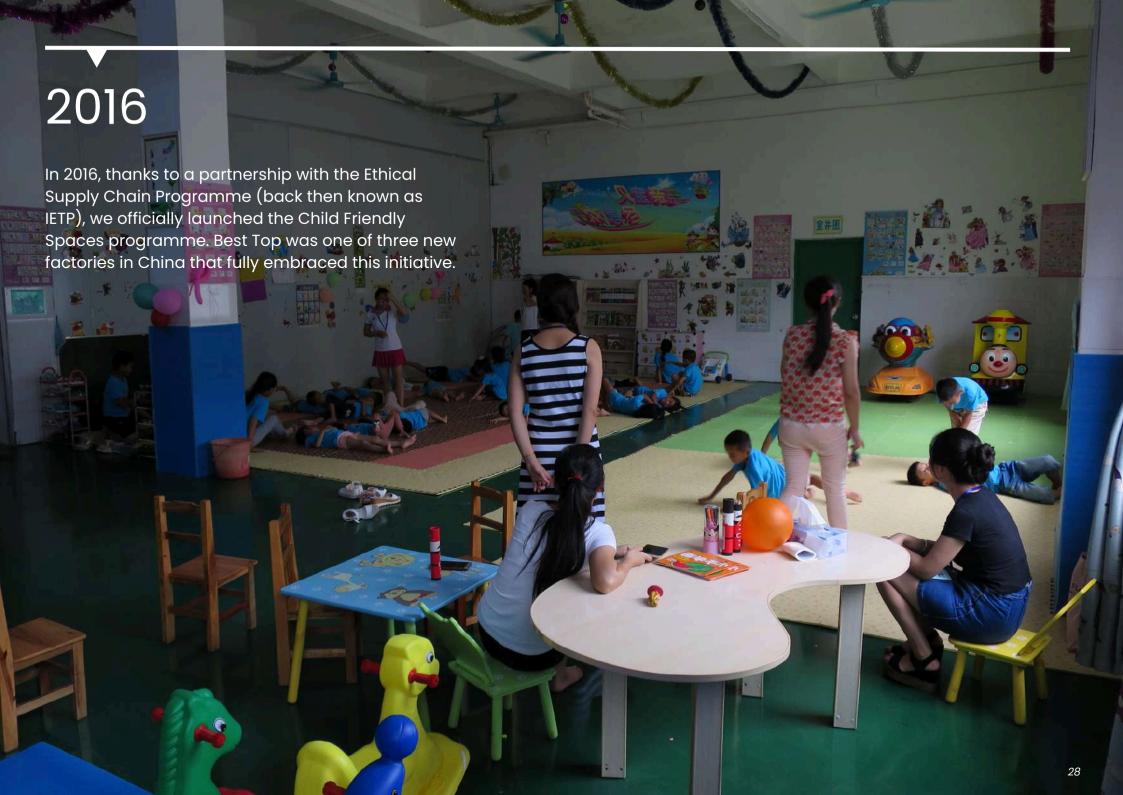
MPS Female

15 factories, 139 internal trainers who in turn have trained 6,357 workers

Gender Equality

1 factory, 1 internal trainer who in turn has trained 219 workers























Pictured here is an internal factory trainer delivering a sexual haraasment prevention training in Cambodia. The trainer successfully completed The Centre's Training of Trainers programme, allowing the factory to internalise it and roll it out independently as its own in the years to come. In 2025, we are proud that our programme has branched out significantly both in terms of offerings and geographic reach.



