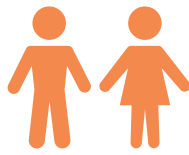


# 10 principles of respecting CHILDREN' RIGHTS in business

- ✓ Meet their responsibility to respect children's rights and commit to supporting the human rights of children.
- ✓ Contribute to the elimination of child labour, including in all business activities and business relationships.
- ✓ Provide decent work for young workers, parents and caregivers.
- ✓ Ensure the protection and safety of children in all business activities and facilities.
- ✓ Ensure that products and services are safe, and seek to support children's rights through them.
- ✓ Use marketing and advertising that respect and support children's rights.
- ✓ Respect and support children's rights in relation to the environment and to land acquisition and use.
- ✓ Respect and support children's rights in security arrangements.
- ✓ Help protect children affected by emergencies.
- ✓ Reinforce community and government efforts to protect and fulfil children's rights.

## 01 Awareness of the Definition of children under 18 years old



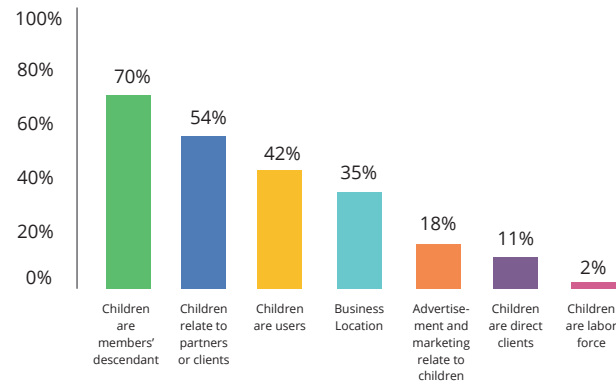
**20.4%** of respondents choose the answer of "under 18" as the definition in the International Convention on Child Rights.

**Most of them (72%)** choose the answer of "under 16" as the definition in Vietnamese Child Law. *"The opinion of the Vietnamese is that children are young, study at high school and still depend on parents; hence, 16 year-old is suitable"* (number of respondents: 16)

## 02 Enterprises' awareness in business principles

**50%** of enterprises have not heard about respecting **children's right** in business principles \_Unicef

## 03 Aspects of the Business - Children Relationship



**EVERY** enterprise relates to **CHILDREN**

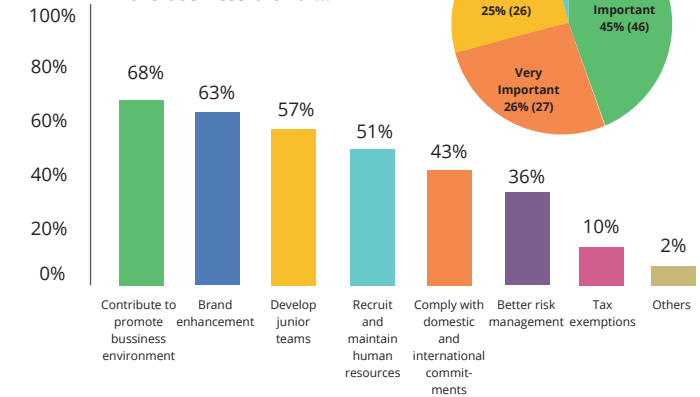
Children are not only clients but also descendants of employees, clients, partners and so on ...

Implementing Child rights is not only for the purpose of complying with Child Labor regulations

## 04 Benefits of Applying the Principles

**68%** of respondents find that applying Unicef's business principles can "Promote stable and sustainable business environment"

**63.1%** find it helps to "enhance the business brand"...

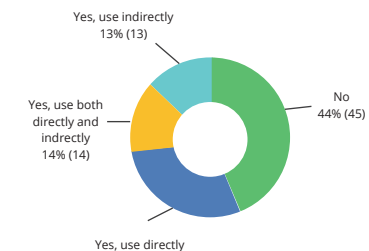


## 05 Currently-practiced Business Principles

✦ **"Eliminating Child Labor"** and **"ensuring Child Safety in business establishments"** are 2 best recognized and practiced principles;

✦ Child Rights in business are not only **"Child Labor"** and **"Safety at Workplace"**.

## 06 Children are users of businesses' products and services



There is still **17%** of products and services that are "unsafe" for children.

It can start from a reason that 44% of businesses have not recognized that children are still affected without using their products.



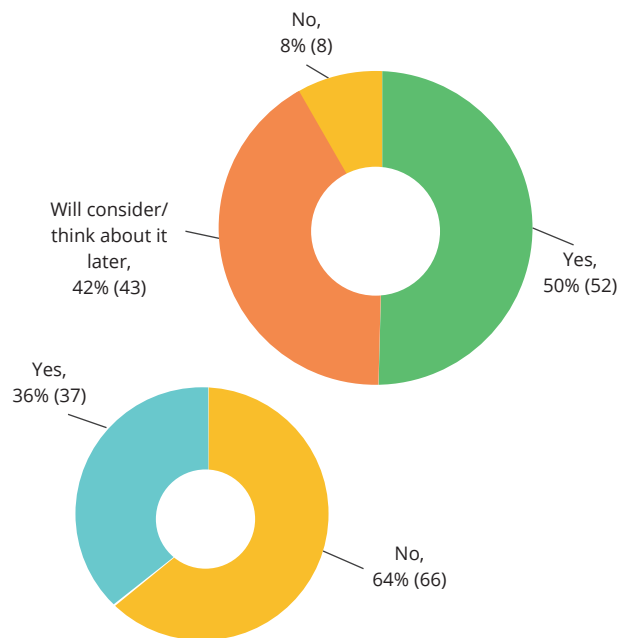
## 07 Policy development plan



*Lack of policy for ensuring Child Rights principles*

**61%** (nearly 2/3) of businesses have not had an official policy to ensure the practice of Child Rights protection principles. Some of them "have" but staff do not know "where the regulations are", "heard about it but have not read it" or "do not remember"

## 08 Marketing/ Advertisement: Have not committed to promoting Child Rights

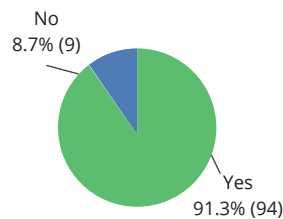


**50%** of businesses **DO NOT** consider or consider building children's rights promotion policy.

Reasons: Marketing/Advertisements do not aim at children or do not have children's participation or they are not aware of that marketing/advertisements can affect children.



## 09 Percentage of businesses involving in charity for children



More than **91%** of businesses involve in annual charity and children aid, in which 46.6% do not have budget for these activities. The most. The main beneficiaries of these activities are disadvantaged children (58%), children in disaster areas (53%), children of employees (50%),... And the main target areas are education, health, etc.

## 10 Businesses have not paid enough attention to children

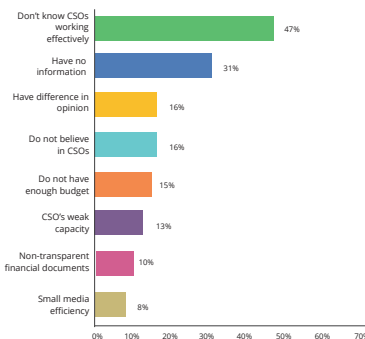


**52%** of the businesses state that they have paid enough attention. 20% honestly share that they have not paid attention to children.

Other figure: **47% do not reserve any particular budget for children.**

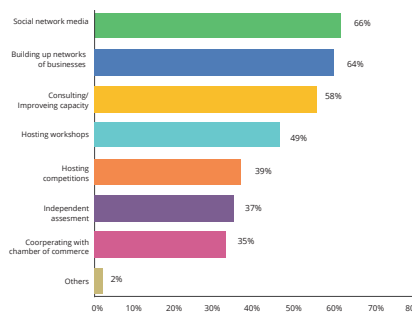
## 11 Businesses have not cooperated with Civil Society Organizations (CSOs)

Nearly 40% of businesses have not cooperated with CSOs, because 47% of them do not know any CSOs working effectively. However, they also highlight the benefits from the cooperation such as recognition by other partners (83%), effective promotion and media (75%), capacity improvement (71%),...



## 12 Promoting "Child-friendly" Businesses

Businesses suggest diversifying methods to promote "child-friendly" businesses and prioritizing social media channels and building network. 31% says that they are ready to join the program on promoting "Child-friendly businesses".



Save the Children



# 12

## MAIN FINDINGS

about

# Child-friendly BUSSINESSES



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