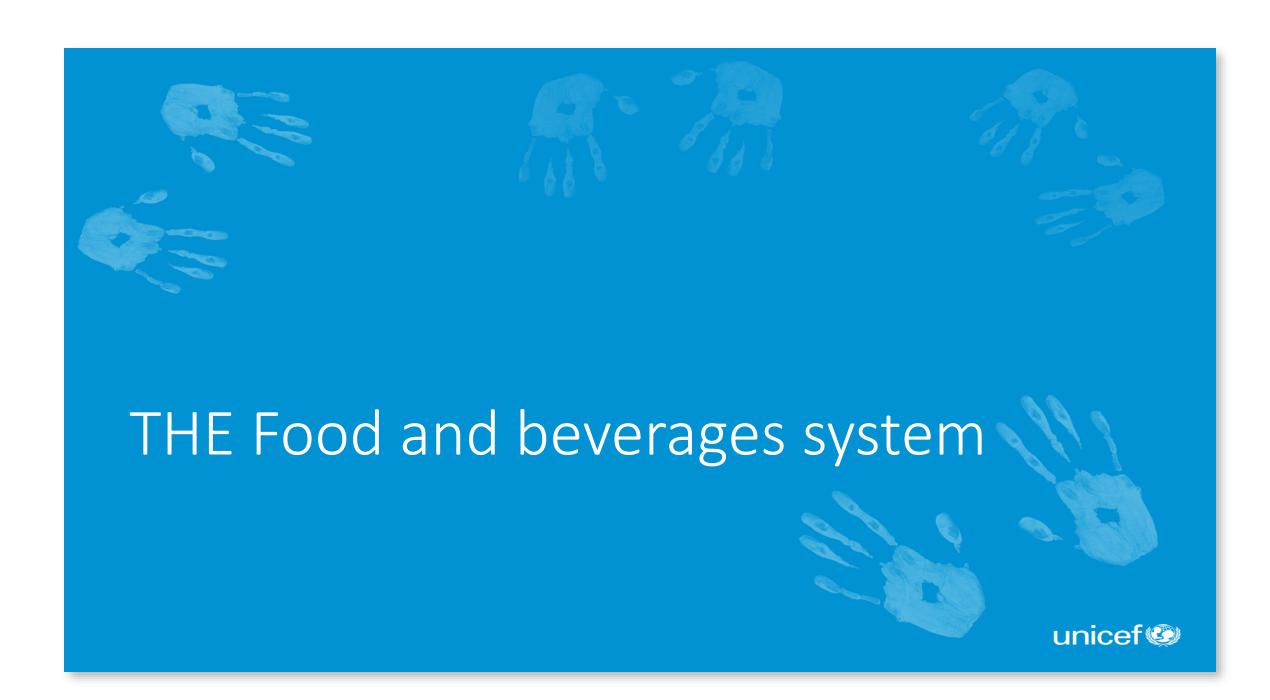
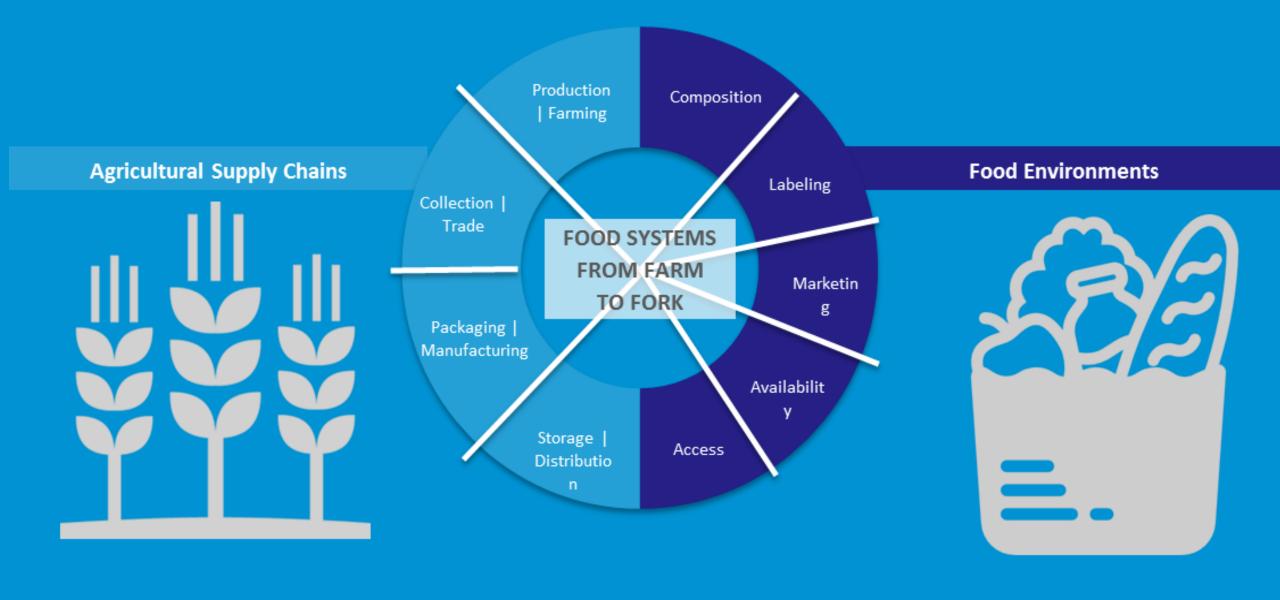
FOCUS ON BUSINESS IMPACT ON CHILDREN

Corporate Social Responsibility

Daniela Fiorentino









THE AGRICULTURE SUPPLY CHAIN





Why focus on agriculture supply chains

- 1 BILLION children
- 40% out of the workforce are WOMEN
- Major impacts on children due to poor working and living conditions

Major impacts on children in **AGRICULTURE** supply chains

Maternity Rights







Child Labour & Young Workers

Maternal Health & **Nutrition**

Environmental Impacts on



Communities

Impacts on Children's Rights in Global Supply Chains



Supportive Breastfeeding **Environment at Work**

Living Standards



Wages, Working Hours and Occupational Health and Safety

WASH (Water, Sanitation, Hygiene) in the Workplace and Community





Access to Childcare Support

Access to Education & Health Services for Workers and Families



THE FOOD ENVIRONMENT



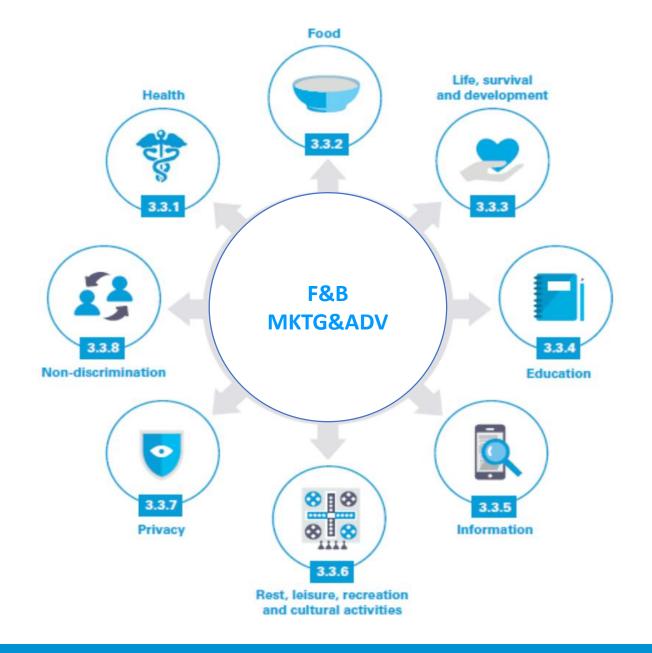
Key concept

• **UNHEALTHY FOOD**: nutritiously poor foods and non-alcoholic beverages that are high in fats, sugar or salt

 MARKETING: any form of commercial communication or message that is designed to, or has the effect of, increasing the recognition, appeal, and/ or consumption of particular products and services (including direct and indirect promotion).



Major impacts on children in f&b Mktg and adv



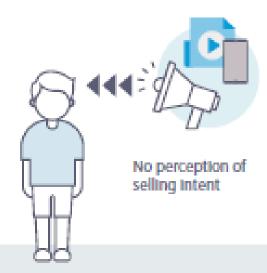


THE AGE



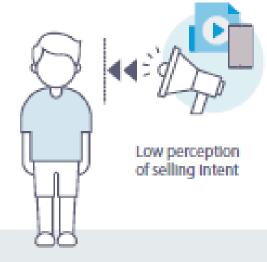
Stages of children's consumer socialization

Perceptual (age 3-7)



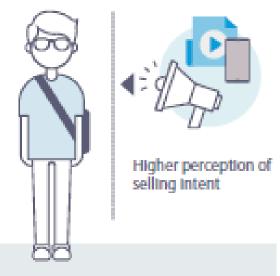
At age 4 or 5, children are capable of distinguishing an advert from a programme by its length and format.

Analytical (age 7-11)



During this phase, children begin to understand the selling intent of advertising

Reflective (age 11-16)



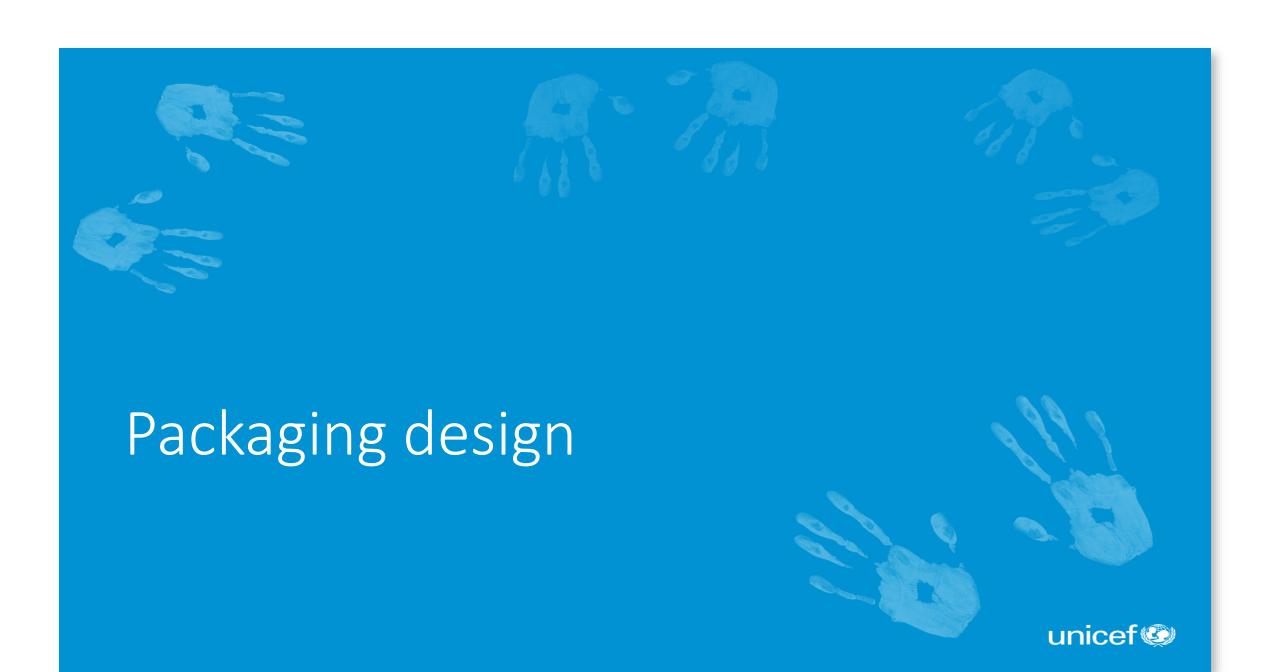
There are debates on the extent to which, by the end of this stage, children understand persuasive intent on a par with adults.



THE CHANNELS



Exposure to marketing strategies Digital In-school Packaging Sponsorship Point-of-sale advertising marketing design arrangements media FLASH SALER **** 400000 000000 Primary market The future market The parental market Children are mainly influenced through as consumers in their Adults are likely to stick Children play a major own right, with their to the consumption habits 3 markets: role in influencing they acquired as children own money what their parents buy



cartoons









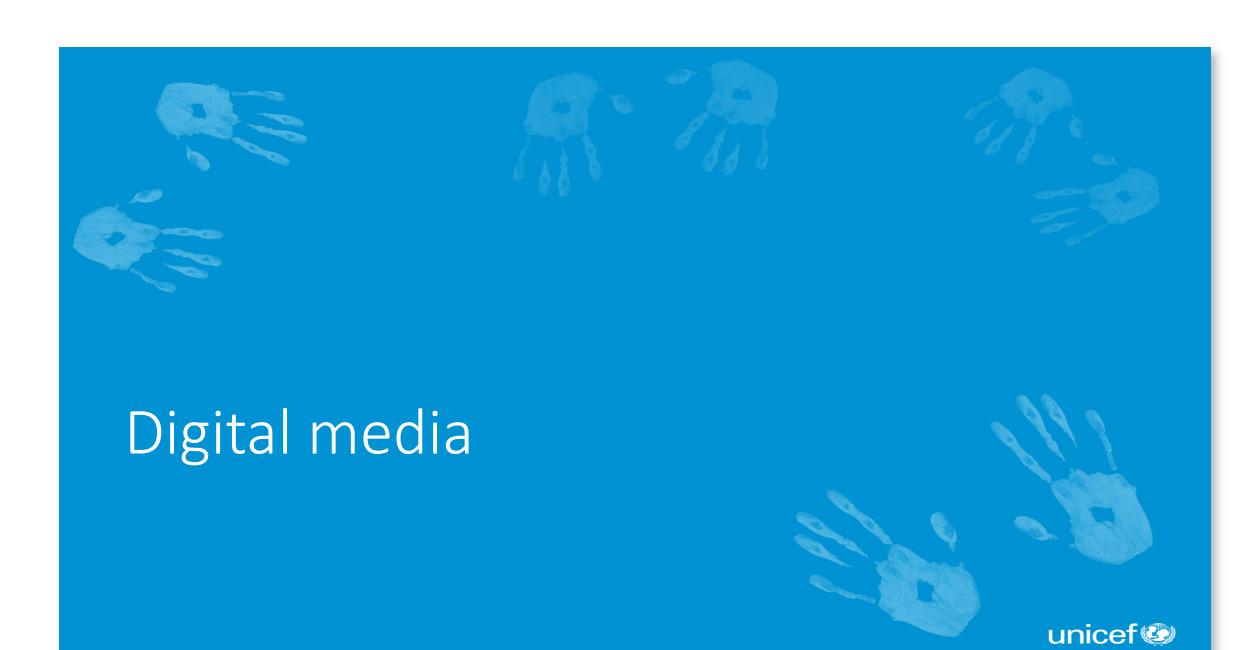
communication



celebrities







children's rights in digital world



Children's Digital World

- Est. \$4.08 billion on digital video ad spending in 2017
- 60 thousand + new apps every month
- 66 per cent of 3-5 year olds able to play online game, while not able to tie their shoes

CHILDREN'S RIGHTS ONLINE

Children's Rights online are the same as children's rights offline.



CURRENT & DEVELOPING THREATS TO CHILDREN'S PRIVACY ONLINE



Onward **Sale and Disclosure** of
Children's Personal
Information to
Advertisers, Data
Brokers and Third
Parties

BEHAVORIAL TARGETING

Behavioral
Profiling and
Targeting,
including Geotracking and
Monitoring in
Educational Settings

BIOMETRICS

Collection of
Biometric
Data and Use of
Facial Recognition
Technology

VERIFICATION AGE

Age and Identity
Verification
Protocols that

Protocols that collect personal information about children or force disclosure of their identities online RETENTION

Retention of
Browsing Records and
Communications Data
beyond the intended
purpose for collection
and processing, as
may be required by law
enforcement

authorities

DIGITAL MARKETING

KEY FEATURES



Primarily programmatic

Automated ad sales incentivize data collection
and distance advertisers from publishers



Overwhelmingly data-driven
Behavioral targeting dominant means of serving
ads



Stealth and social advertising
Camouflaged advertising conceals commercial
intent and relies on children's naiveté



Largely unregulated
Regulation addresses digital marketing to
children in a piecemeal manner



Nearly duopolistic Google and Facebook accounted for 75 per cent of new online ad spending, comprise 60 per cent of the market



Continually challenged

Advertising fraud and ad blockers present threats to the industry



Addressing children's rights

- PRIVACY AND PERSONAL INFORMATION
- CHILDREN'S PRIVACY THREATENED BY COVERT DATA COLLECTION ACTIVITIES
- YOUNGER CHILDREN UNLIKELY TO HAVE THE CAPACITY TO CONSENT
- OLDER CHILDREN
 STRUGGLE TO
 UNDERSTAND THE
 IMPLICATIONS OF DATA
 COLLECTION

ECONOMIC EXPLOITATION
AND CHILDREN'S
DEVELOPMENT

- DECEPTIVE MARKETING PRACTICES AND SUBLIMINAL INFLUENCE PARTICULARLY AFFECT CHILDREN
- PROFILING CHILDREN
 CAN LEAD TO ECONOMIC
 EXPLOITATION



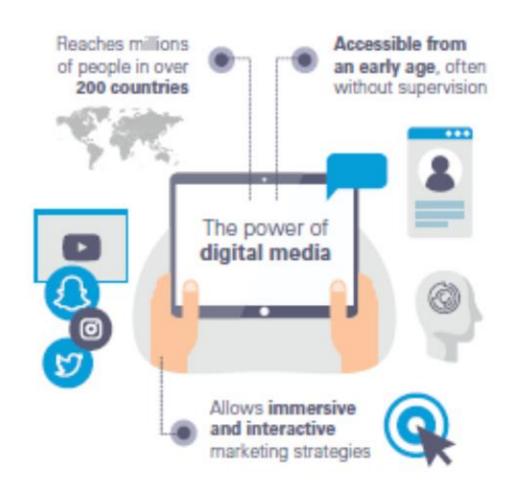
ACCOUNTABILITY AND REDRESS

- CHILDREN ALREADY
 DISADVANTAGED IN
 SCRUTINIZING OR
 OBTAINING REDRESS FOR
 HUMAN RIGHTS VIOLATIONS
- AUTOMATED AD SERVING EXACERBATES THIS
- BRAND SAFETY DEBATE LINKED TO THIS

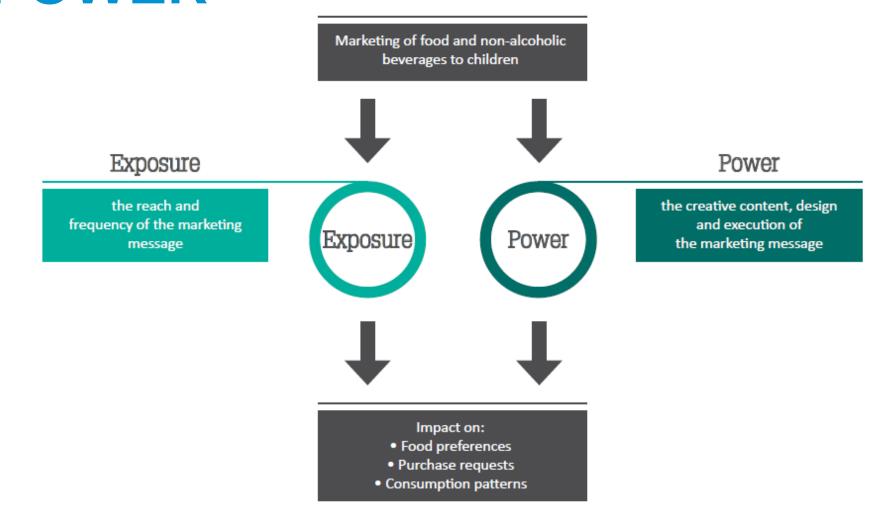


The power of digital media

- Third highest number of sponsored posts
- 48% has designated **children's** areas in the website and the 87 % promote unhealthy food
- children playing advergames with energy-dense food consumed more energy-dense snacks and have positive effect on liking, preferring and recognizing the promoted brands.



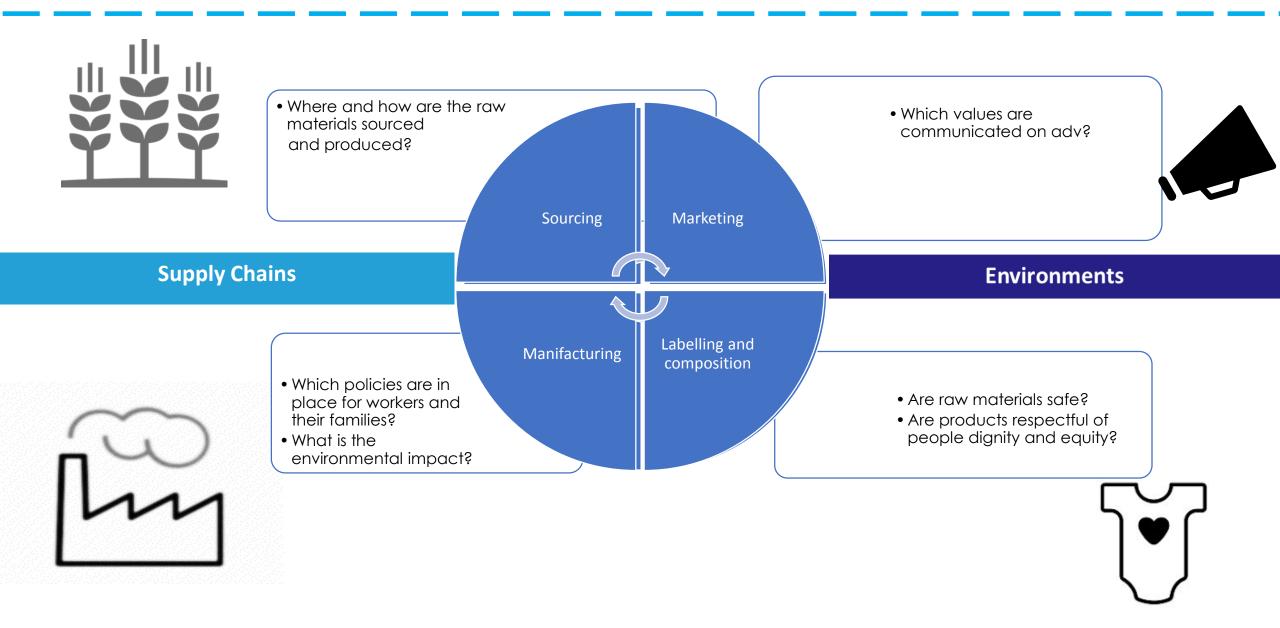
MANAGING EXPOSURE AND POWER





HUMAN'S RIGHTS IN APPAREL AND FOOTWEAR SUPPLY CHAIN

TACKLING HUMAN'S RIGHTS THROUGHOUT THE SYSTEM





The impact of the Extractive sector

2000

The year Voluntary Principles on Security and Human Rights were established

3-100 yrs

The typical life of a mine, indicating the importance of community impacts

90%



of global oil reserves are controlled by governments partnering with international companies

70%

of oil and gas is produced onshore, meaning greater interaction with children 18

The minimum age of recruitment into armed forces

Companies face the risk of children being recruited into state and private security groups that are guarding their operations



The UNICEF Extractive Pilot

Objectives

- Understand the current landscape of child rights impacts in the extractive sector
- Provide a framework for practical guidance on children's rights and extractives.

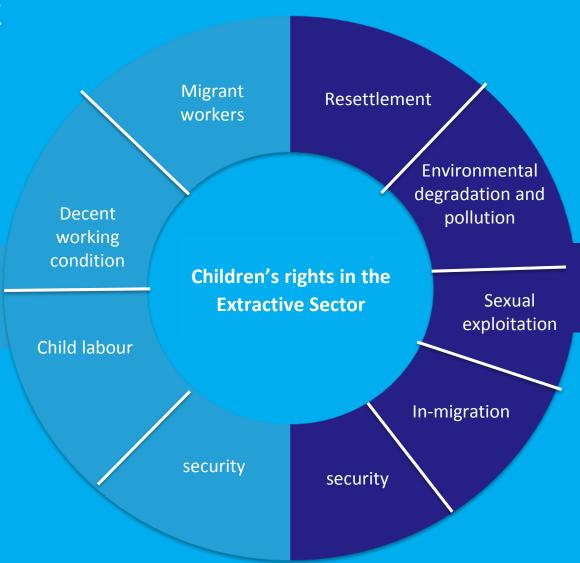
Key findings

- Children are considered vulnerable stakeholders.
- Child rights impacts are not being analyzed or addressed systematically.
- At best, companies currently identify and understand impacts at the community and household level, but they don't usually disaggregate impacts on children



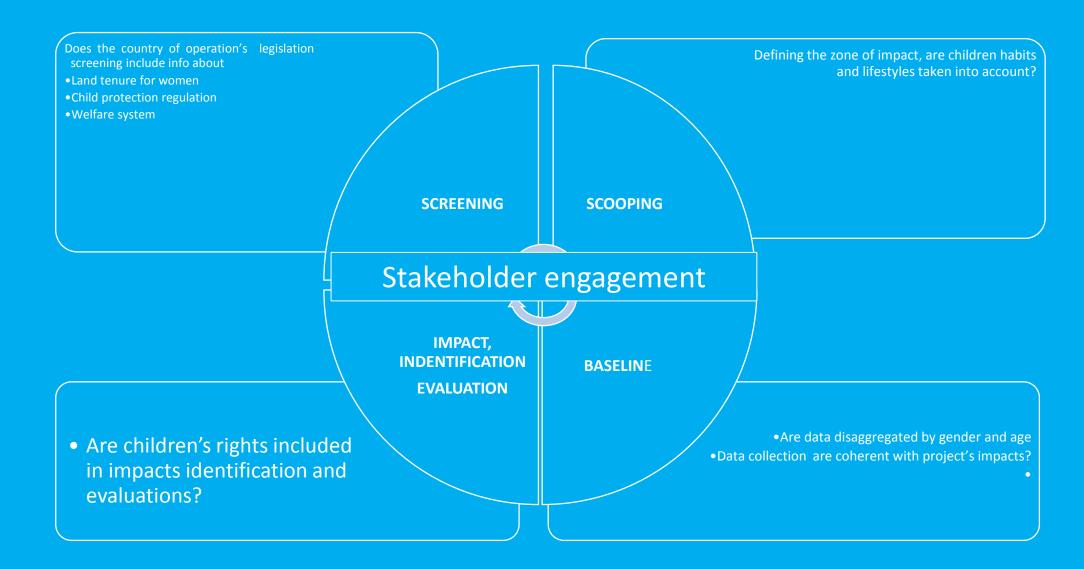
Children & Extrative Impact Framework

Workplace



Community & Environments

A child friendly impact assessment



EXAMPLES

ANADARKO in Mozambique

Supporting children's rights



Anadarko's resettlement plan

Strategy

- 5.000 people will be directly affected
- Anadarko to compensate with a total fund of USD180m
- **USD36.000 per people** (half for housing, trees and land restitution, other half for agriculture enhancement and overall infrastructure for the resettlement town
- Families with children not registered could not be compensated
- Compensation will not to be in cash

Expected results



Access to education



Children exploitation reduction



Reduction of children mortality



Community resilience

Outcome



10.962 birth certificates issued 15.440 IDs issued

