

# Integration of Children's Rights and Business Principles by French multinational companies

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# Foreword

By Nicole Notat and Michèle Barzach



Children's rights are fundamental human rights. Companies are responsible for these rights at any time, regardless of the scope of their activities. This topic has gained momentum following scandals during which society showed its aversion to the commercial exploitation of child labor in international trade.

Since 1999, respect for the minimum age of employment (15 years) as well as the elimination of the worst forms of child labor have both been a part of the International Labor Organisation's fundamental rights and principles. These objectives still need to be monitored, promoted and actively defended throughout supply chains. We can no longer continue discussing child labor as a minor issue. Nowadays, companies are responsible for forbidding child labor and for contributing to the betterment of children's rights.

UNICEF, together with UN Global Compact and Save the Children developed the Business Principles for Children's Rights in March 2012. They go beyond the mere question of the respect of the minimum age for employment. They gather 10 recommendations that can truly guide companies to make decisions and to improve their management processes in order to respect children's rights and to contribute to their efficient implementation of the principles.

These 10 recommendations provide a relevant framework enabling companies to clearly and efficiently formalize and deploy their commitments.

I am glad that Vigeo is partnering with UNICEF for conducting this study, which shows both the importance of the work remaining to be done and the realism of the recommendations promoted by UNICEF to take concrete corporate responsibility actions towards children and future generations.

*Nicole Notat  
President of VIGEO*



Children's Rights and Business Principles, elaborated jointly by UNICEF, the UN Global Compact and Save the Children, constitute a new step in the strong relationships between our organization and the private sector. These Principles set an authoritative framework supporting the efforts of corporate stakeholders to better understand the impact of their activities on children and their environment.

For many companies, only child labor comes to mind when thinking about children's rights. However the integration of children's rights in business policies and practices goes far beyond this single issue: work conditions for young workers and parents, especially women; protection and safety of children in all business activities and facilities; marketing and advertising practices; environmental policy, etc. Through all these dimensions, companies play a far greater role on children's well-being and thriving than what they tend to think.

Over the past few years, companies have strengthened their CSR practices and tools, and the legal framework was reinforced in that sense. The topic of Human rights in business is becoming increasingly important, but the focus is not put on children, teenagers and women issues which are at the core of UNICEF's actions.

Being the UN agency for children, UNICEF has to make the case for children in CSR discussions. Companies have been UNICEF's paramount partners for years, thanks to their financial contributions and their skills transfers. The Principles are setting a new framework for dialogue where, together, we can improve children's rights and participate in the three dimensions of our work : life saving, protection, education.

*Michèle Barzach  
President of UNICEF France*

# Key Findings



- Several companies use images and pictures of children to communicate. The majority of companies under review have made explicit commitments towards children's rights. This commitment is, in most of the cases, part of the company's general human rights strategy, which is made public. However, they generally only concern the respect for the minimum age for admission to employment.
- For most of the CAC 40 companies, child labor remains a pertinent supply chain issue due to the precarious legal frameworks in force in the suppliers' countries.
- However, we have noted that most of due diligence measures implemented by companies to identify and mitigate the risks to be involved in human rights controversies do not make explicit references to children's rights.
- Currently, companies deal with social responsibility as regards children's rights through their community programs. This tends to take the form of charity initiatives with a focus on education & health.
- BNP Paribas, Danone, L'Oréal, L V M H , S a n o f i , STMicroelectronics and Vivendi are the most advanced in terms of reporting and concrete initiatives.
- By committing themselves to implement the 10 Principles on Children's Rights, companies will be able to strengthen their corporate responsibility actions.



# CHILDREN'S RIGHTS AND BUSINESS PRINCIPLES



**Principle 1: All business should meet their responsibility to respect CHILDREN'S RIGHTS and commit to supporting the human rights of children**

- Recognizing the core principles underpinning children's rights.
- Meeting the responsibility to respect children's rights.
- Making a commitment to support the human rights of children.
- Becoming a champion for children's rights.

**Principle 2: All business should contribute to the elimination of CHILD LABOR, including in all business activities and business relationships**

- Eliminating child labor.
- Preventing, identifying and mitigating harm to young workers and protecting them from work that is prohibited for workers under 18 years old or beyond their physical and psychological capacity.
- Working with governments, social partners and others to promote education and sustainable solutions to the root causes of child labor.

**Principle 3: All business should provide decent work for YOUNG WORKERS, PARENTS AND CAREGIVERS**

- Providing decent work for young workers.
- Being responsive to the vulnerability of young workers above the minimum age for work.
- Providing decent working conditions that also support workers, both women and men, in their roles as parents or caregivers.

**Principle 4: All business should ensure the PROTECTION AND SAFETY OF CHILDREN in all business activities and facilities**

- Addressing safety and protection risks to children's rights posed by business facilities and staff in the course of business activities.
- Developing and implementing a child protection code of conduct.

**Principle 5: All business should ensure that PRODUCTS AND SERVICES ARE SAFE and seek to support children's rights through them**

- Ensuring that testing and research of products and services likely to be used or consumed by children is conducted in line with relevant national and international standards.
- Ensuring that products and services for children or to which children may be exposed are safe and do not cause mental, moral or physical harm.
- Restricting access to products and services that are not suitable for children or that may cause them harm, while ensuring that all such actions align with international standards, including non-discrimination, freedom of expression and access to information.
- Taking all reasonable steps to eliminate discrimination against any child or group of children in the provision of products and services.
- Seeking to prevent and eliminate the risk that products and services could be used to abuse, exploit or otherwise harm children in any way.
- Taking steps to maximize the accessibility and availability of products and services that are essential to children's survival and development.
- Seeking opportunities to support children's rights through products and services, as well as their distribution.

**Principle 6: All business should use **MARKETING AND ADVERTISING** that respect and support children's rights**

- Ensuring that communications and marketing do not have an adverse impact on children's rights.
- Complying with the standards of business conduct in World Health Assembly instruments related to marketing health.
- Using marketing that raises awareness of and promotes children's rights, positive self-esteem, healthy lifestyles and non-violent values.

**Principle 7: All business should respect and support children's rights in relation to **ENVIRONMENT AND TO LAND ACQUISITION** and use**

- Respecting children's rights in relationship to the environment.
- Respecting children's rights as an integral part of human rights considerations when acquiring or using land for business operations.
- Supporting children's rights in relationship to the environment where future generations will live and grow.

**Principle 8: All business should respect and support children's rights in **SECURITY ARRANGEMENTS****

- Respecting children's rights in security arrangements.
- Supporting children's rights in security arrangements.

**Principle 9: All business should help protect children affected by **EMERGENCIES****

- Respecting children's rights in the context of emergencies.
- Supporting the rights of children affected by emergencies.

**Principle 10: All business should reinforce **COMMUNITY AND GOVERNMENT** efforts to protect and fulfill children's rights**

- Not undermining government efforts to protect and fulfill children's rights.
- Supporting government efforts to protect and fulfill children's rights.
- Considering undertaking strategic social investment programs for children.

For more information: <http://www.unicef.org/csr/12.htm>



# Vigeo's approach to child labor and children's rights



## VIGEO'S ASSESSMENT OF CSR PERFORMANCE

Vigeo defines corporate social responsibility as a commitment to integrate legitimate interests, expectations and rights, starting by fundamental rights of stakeholders in the strategy and operations of the firm. A company should take these rights, interests and expectations fully into account with a view to continuous improvement of performance and risk management. Vigeo posits that

the principles and objectives that define corporate social responsibility constitute strategic drivers for a corporation's sustainability, thus affecting the company's reputation, human capital, operational efficiency and legal security. Vigeo considers that the tighter a corporation integrates corporate social responsibility principles in its managerial behaviour, the better a corporation is able to control

its risks and to turn them into catalysts towards a sustainable business performance.

## INTERNATIONALLY RECOGNIZED STANDARDS ARE THE FOUNDATIONS OF VIGEO'S REFERENCE MODEL

Vigeo analyses management systems according to three angles, which are composed of questions:

- Relevance of their policies
- Coherence and efficiency of implementation
- Effectiveness of results

## VIGEO'S CURRENT ASSESSMENT OF CHILD LABOR & CHILDREN'S RIGHTS

### CHILD LABOR

In Vigeo's rating framework, one sustainability driver ('Elimination of child labor and forced labor') deals specifically with child labor (in the company's own sites).

Another sustainability driver 'Integration of labor factors in the supply chain' deals with social and human rights issues (including child labor and forced labor) in the supply chain.

As of today, the sustainability driver on the 'Elimination of child and forced labor' is related to the employment of children and forced labor directly within the company's workforce.

In recent years, no sector/company rated by Vigeo has been exposed to this directly. As such, in Vigeo's rating framework, for sectors where child labor/forced labor is a key concern, this issue is dealt with under the

sustainability driver on the 'Integration of labor factors in the supply chain'. Examples where this sustainability driver is analyzed include the Specialized Retail, Tobacco and Food sectors.

The activation of the sustainability driver on child labor is the result of the nature of the impact, the vulnerability of stakeholders, and risks/opportunities faced by companies of not addressing/addressing the issue.

When carefully analyzing the sectors (potentially) exposed to child labor, we observed that the exposure (vulnerability of stakeholders) to child labor is concentrated in the supply chain and NOT in the direct company workplace.

For instance, in the mining sector we have not found any controversy linked to child labor in the company's workplace/direct labor force. Child labor and forced labor seems more common in the artisanal, small-scale mining which employs approximately 13 million people worldwide – one million of these being children. The numbers are rising as economies falter; more people now work in small-scale mines than in the formal mining sector. As in general, child labor does not take place directly in the company's sites (infrequent violations / very low exposure), but with suppliers, or subcontractors (small-scale artisanal mining).

In addition, as part of its portfolio of activities, Vigeo also conducts controversy screenings that

encompass a check on exposure to child labor violations. Of the 800 companies Vigeo screened, no child labor controversies have been detected in the production processes of companies. This screening includes most sectors under analysis. Hence, vulnerability of stakeholders concerned is low.

However, child labor, is a recurrent issue in the supply chains of the following sectors: Mining & Metals, Food, Tobacco and Specialized Retail. The prevention of child labor is at this stage analyzed under the sustainability driver on the 'Integration of social factors in the supply chain' and under the sustainability driver on 'Local social and economic development' (to tackle a weak socio-economic context that could lead to child labor).

#### THE OTHER PRINCIPLES

The other children's rights principles dealt with in Vigeo's rating framework are addressed under different sustainability drivers such as 'Promotion of social and economic development' (principle 10), 'Contribution to general interest causes' (principle 1 and principle 9), 'Improvement of health and safety conditions', (principle 3 and principle 4), 'Respect for

human rights standards and prevention of violations' (principle 1 and principle 8), 'Product safety' (principle 5) and 'Information to customers' (principle 6).



# Methodology of this survey



Materials used in compiling this survey are listed below:

- A text and images analysis of the CSR reports, Annual reports and websites of the CAC40 companies (as of February 2013) – 44 companies were assessed as 4 companies that recently left the CAC40 were also consulted.
- Responses of the CAC40 companies on a questionnaire (CRIA – Children’s Rights Impact Assessment) realized by UNICEF that was send by e-mail to the 44 companies (CSR officers and/or Investor relations responsible). Answers were received by e-mail, while for some companies, a phone call was necessary to clarify their answers.
- A full list of companies included in the assessment can be found in the Appendix on page 20.
- 14 companies out of 44 responded to the questionnaire (32%).



# Analysis of CAC40 companies' reporting on child issues



## WORDING ANALYSIS

On which child-related issues do companies report on in their CSR & annual reports & company websites?

Child-related issues	N° of companies reporting on this issue
Child labor commitment	40
Education	31
Community programs not related to company business	31
Community programs linked to company business	28
Sponsorship	27
Humanitarian action	24
Company's business products	25
Employee benefits	21
Foundation	15
Healthcare/food	13
Child protection	10
Child labor reporting	4
Marketing practices	4

## TOP REPORTING COMPANIES:

**Danone** (12 topics)

**Sanofi-Aventis** (11 topics)

**L'Oréal** (10 topics)

**Vivendi** (10 topics)

**STMicroelectronics** (10 topics)

**Carrefour** (10 topics)

Of note: 4 of these companies, (**Danone**, **L'Oréal**, **STMicroelectronics** and **Carrefour**) ranked in the Top 30 of the most advanced companies in terms of human rights (Vigeo study, July 2012: 'What measures are listed companies taking to protect, respect and promote human rights?').

In the same study, 3 of the above companies (**Danone**, **L'Oréal** and **STMicroelectronics**) ranked in the Top 30 of the most advanced companies in terms of responsible management of their supply chain.

## KEY FINDINGS

- **Company Community initiatives** (education programs, raising funds) were quite often related with the company's core business (EADS, BNP-Paribas, Crédit Agricole, Essilor, France Telecom, Danone whose business model is clearly integrating and almost based on mixing Business & Community strategy).
- **Company employee benefits** (childcare often, holidays, illness day off payment). This practice is widespread, as at least 21 companies have such measures in place. Some of them are clearly going further than just the legal requirements (e.g. providing child care/very flexible work-schemes...)
- **Company products/services dedicated to children** (specific range of products - Carrefour with Tex Baby; Essilor offers a specific glasses range. Services dedicated to children: Air France -KLM, Danone "baby nutrition" segment...) are mentioned by 25 companies in their CSR reporting.
- **Child labor commitment:** 40 companies refer to this issue and commit to address it (mostly via references to UN Global Compact). Company commitment on child labor, most often only mentioned in the CSR/ethics charter and with very sparse reporting, depends mostly on a company's business activity and CSR maturity. Only 4 companies report key performance indicators or social data to illustrate the implementation of their commitment on this issue: France Telecom, Danone, L'Oréal and Saint Gobain.
- **Marketing practice rules:** 4 companies with dedicated charters and principles aimed at children (Danone, Lagardère, EDF, PSA Peugeot Citroën).
- **10 companies refer to Child protection** (most frequently: safe digital use/ prevention of sex abuse/provision of nutrition/road safety) in their CSR reporting (Accor, Bouygues, Carrefour, Danone, Lagardère, PSA Peugeot Citroën, Renault, Sanofi-Aventis, Vivendi, Pernod Ricard).

## IMAGES ANALYSIS

Child-related issues	N° of companies using images/pictures to illustrate this issue
Education	25
Company's products	24
Foundation	21
Humanitarian & local development actions	18
Sponsorship	16
Healthcare	9
Child labour	3
Child protection	3
Marketing	0

## TOP REPORTING COMPANIES:

- L'Oréal (6 topics)
- Carrefour (5 topics)
- Schneider Electric (5 topics)
- Total (5 topics)

## KEY FINDINGS

### PURPOSE:

- Mostly related with company's community initiatives (with a focus on educational projects) often through dedicated foundations enhanced by company's employees.
- Otherwise related to:
  - business strategy (e.g. dynamic representation of innovation/business future)
  - business activity (when children are part of a company's customer group (e.g. Accor, Air France KLM, Carrefour, Essilor, Danone...))

### STYLE: The observed trend to display

- Child(ren) in a dynamic situation (smiling/laughing/playing)
- Child(ren) in site, receiving help from/ held by company's employees
- Child(ren) and their family in traditional suit (ex.: Alstom)
- Hands of child(ren)
  - Always with children of different ethnic origin

### IN DETAILS - use of images in function of purpose

- Child labor: 3 companies illustrate this issue (BNP Paribas, L'oréal and Lafarge).

- Company's business products/news/activity: 24 companies.
- Child protection (most frequently: safe digital use/prevention of sex abuse) 3 companies of which 2 are involved in telecom/broadcasting activities (France telecom, Vivendi and 1 in Hotel (Accor)).
- Community initiatives:
  - Educational actions: 25 companies.
  - Humanitarian/local development actions: 18 companies.
  - Healthcare actions: 9 companies.
- Sponsorship/Donations: 16 companies

# Integrating the Children's Rights Business Principles: Analysis of the CAC40 companies and good practices



The main reason cited by some companies for not participating in the survey was because they considered child labor and children's rights issues as less relevant/material for their sector, or because the difference between the questions in each of the 10 Principles was deemed difficult to understand.

“

*“For our company, child labor and children's rights issues are less relevant/material than for other sectors. The risk of child labor or violations of children's rights is considered very low. In general, steel plants are heavily regulated. A policy on abolishing child labor is included in the company's Human Rights Policy. Most of the principles are implemented, but without an explicit focus on children. They are considered as part of the key stakeholders concerned.”*

“

*“As a Bank, my feeling is that for a certain number of questions we are not directly concerned by the issue and my first idea would be to tick NA but I might be wrong.”*

*“Differences between the questions in each of the 10 Principles seemed to us very difficult or uncertain to understand.”*

“

*“The relevance of the topic is very limited in our business sector; and none of the 10 principles apply within our direct sphere of activity. As a result, our answers to the vast majority of your questions would be “no”. This does not mean we are unaware of human rights issues, and indeed uphold the UN Global Compact's 10 principles via various corporate processes.”*

“

*“Having carefully reviewed the questionnaire, we feel that given the nature of our business, the majority of the questions are not applicable. Consequently we feel unable to complete the questionnaire. That said, we take very seriously our ethical obligations as a business and as such have in place a publicly available policy covering Human Rights as well as strong ethics and compliance policies.”*

“

*“The current external child rights assessment tool is quite general, and seems largely non applicable to the specificities of our activities, and we will be very happy to contribute/answer to the industry-specific child rights assessment tool that you are planning to develop with UNICEF.”*

Principle 1: All business should meet their responsibility to RESPECT CHILDREN'S RIGHTS and commit to supporting the human rights of children

10 companies committed explicitly to the human rights of children (in general a commitment to avoid child labor), while this commitment is in most of the cases part of the company's general human rights policy.

#### BNP Paribas

An example of a due diligence case regarding human rights: in August 2012, the decision has been taken to suspend cotton financing in a given country in Central Asia. In this country evidence has been taken that children are forced to pick cotton. This decision has been taken following a thorough investigation and discussions with local and international stakeholders (amongst them: NGOs and clients) allowing BNP Paribas to get the results of both an internal and an external analysis on this issue.

#### LVMH

The LVMH Supplier's Code of Conduct deployed in March 2008 has been implemented for all brands and subsidiaries since the end of 2008. All of the Group's brands have adopted and promulgated the Supplier Code of Conduct which sets forth the Group's requirements in terms of labor principles (forced labor, discrimination, harassment, child labor, compensation, hours of work, freedom of association and collective bargaining, health and safety, etc...): « *Child Labor: Work by children under the age of 15 is strictly prohibited. In countries where local laws set a higher age for child labor or impose mandatory education beyond the age of 15, this higher age will apply.* »

LVMH and its subsidiaries will refuse to continue to work with a supplier who doesn't meet the requirements of the Supplier's Code of Conduct regarding "child labor" and consequently can end their collaboration with these suppliers.

#### Lafarge

Every year, the Group Social Policies Team sends out to all business units a comprehensive social questionnaire tackling Human Rights issues, including child labor. This social questionnaire serves as the basis of the company's annual reporting. Specific questions regarding child labor include:

- Do you confirm that you do not employ children under the age of 15 years or under the age of completion of compulsory schooling in your entity?
- Do you confirm that you do not employ young workers under the age of 18 years for underground work in your entity?
- Do you have a procedure in place to control / contribute to the elimination of the child labor risk?

#### STMicroelectronics

In ST's Human Resources Policy, the company has a complete section on "Avoidance of forced labor and child labor". The EICC (Electronic Industry Citizenship Coalition) Code of Conduct which the company has endorsed a dedicated paragraph on Child Labor avoidance.

#### Suez Environnement

In 2011, the company developed an internal tool to conduct human rights due diligence based on the work of the Danish Institute for Human Rights and their Quick Check Assessment. One of the 9 parts of the questionnaire is dedicated to children's rights. This Quick Check Assessment is implemented in various affiliates of the group. The results are analyzed internally, showing no evidence of human rights abuses.

#### VIVENDI

From 2003, Vivendi has based its societal responsibility on three strategic issues directly linked to the Group's businesses, one of them "protecting and empowering youth in their use of digital technology".

With regard to protecting and empowering youth: the Internet, video games, films and cell phones expose young people to risks every day such as divulging personal data, excessive or inappropriate use, and access to sensitive content. On the other hand, provided users are informed about the media and information, these digital tools can open up vast opportunities for expression, creation and discovery. Vivendi has a responsibility to support and protect the next generations in their cultural and digital practices.

Canal+ Group Code of Ethics stipulates that "the channels shall ensure the protection of children and young people and to this effect apply the program classification according to degrees of appreciation and acceptability with regard to the protection of childhood and youth by applying the corresponding standards." This classification is also conveyed on all new technical media for broadcasting audiovisual programs. In addition, Article 21 of the agreement between Canal+ and the French Broadcasting Authority (*Conseil Supérieur de l'Audiovisuel*, CSA) requires the channels to ensure that "in broadcasts intended for young people, violence, even psychological, must not be perceived as continuous, omnipresent or presented as the sole solution to conflict."

Moreover, Vivendi is a founding member of the CEO Coalition to make the Internet a better place for children. This initiative, launched by Neelie Kroes, Vice-President of the European Commission responsible for the Digital Agenda, brings together 30 media and telecom companies. They have been working in five areas: developing simple and effective alert tools; setting age-related confidentiality parameters; extending the use of classification-by-content systems; increasing the availability and use of parental control; and more effectively eliminating child-pornography material. In 2012, Vivendi submitted a report drafted with its subsidiaries to the European Commission. With its membership in the CEO Coalition, the Group clearly demonstrates its intention to build a safer and more responsible digital world for young people.

**Principle 2: All business should contribute to the ELIMINATION OF CHILD LABOR, including in all business activities and business relationships**

**9 companies committed explicitly to the elimination of child labor.**

#### **BNP Paribas**

BNP Paribas works with AFEV (a non-profit association working for the right to education) in partnership with organizations for tutoring and coaching of children living in disadvantaged neighborhoods. They receive educational assistance thanks to the efforts of student volunteers.

#### **Air Liquide**

Air Liquide supports NGOs working for children's rights. For example, in 2012 the Air Liquide Foundation supported the fight against illiteracy and school dropouts and worked to promote literacy training and the socio-professional reinsertion for adults.

The Foundation supported a dozen initiatives in this field. These funds permitted the renovation and construction of schools in Morocco and Indonesia, the purchase of computer equipment for a women's training center in Lebanon, and teacher training in Mali.

#### **EDF**

EDF conducts more than 50 audits a year in their most sensitive suppliers. The purchase Department has made, for each purchasing segment, a mapping of risks associated with its contractual relations. Child labor, forced and compulsory labor are routinely part of the identified risks. EDF conducts "Sustainability suppliers" audits (about 60 suppliers) and "Environmental Quality and suppliers" audits. They are subjected to an annual review.

#### **STMicroelectronics**

In ST's Social Policy, the company has included a paragraph on "child labor": "ST does not employ workers under 16 years of age. Workers under the age of 18 shall not perform work that is likely to jeopardize their health or safety."

This company policy is then translated into local specifications to adapt into the local context.

**Principle 3: All business should provide decent work for YOUNG WORKERS, PARENTS AND CAREGIVERS**

**9 companies committed to decent work for young workers, parents and caregivers. As most of the companies stated they do not employ young workers, the focus is on parents (work-life balance).**

#### **BNP Paribas**

BNP Paribas promotes work-life balance and has developed best practices such as the signature in 2008 of the 'Charte de la Parentalité en Entreprise' to support parents in the company (career evolution equality, etc.).

As another example, in Italy: as well as setting up its women's network, BNL initiated its "Moms@work" project, which supports women returning from maternity leave and provides training to managers and members of an equal opportunities committee.

#### **LVMH**

The majority of measures are in the field of equal opportunities between male/female and working conditions of women (returning from maternity leave, childcare, etc.). Professional equality is one of the two main ways for improving work-life balance and reconciling private life/career (with specific agreements with trade unions dedicated to balance "work and private life"). As examples: The Glenmorangie Company Ltd (annualization of working hours), Sephora Netherlands and Christian Dior Couture SA (initiatives regarding "telecommuting"), Donna Karan ("Flexible Working Arrangement Policy" revised June 2007), Hennessy (nursery project between companies). Companies such as Glenmorangie and Fendi have taken action to help employees with childcare expenses. Christian Dior has set up an "SOS NOUNOU" [nanny] service and has 15 crèche places for employees working at Head Office. Hublot set up a company crèche in 2009 that is open to the public.

**Principle 4: All business should ensure the PROTECTION AND SAFETY OF CHILDREN in all business activities and facilities**

5 companies committed to the protection and safety of children in all business activities. This low figure can be explained by the fact that most companies stated that they do not employ children or the health and safety policy covers implicitly all affected employees (children + young workers).

**STMicroelectronics**

There is no specific focus on children, but the company stated that in its ST Social Policy, in the Child Labor paragraph, that "The Chapter "Health, Safety, well-being and security" of this Policy applies to them and to the entire workforce".

**Principle 5: All business should ensure that PRODUCTS AND SERVICES ARE SAFE and seek to support children's rights through them**

8 companies committed to ensure that products and services are safe.

**Vivendi**

Vivendi made "youth protection and empowerment in their use of digital technology" one of its three CSR strategic issues in 2003 and consider it has a responsibility to support and protect the next generations in their cultural and digital practices. The objective is to reconcile the development of content and service offerings with protection of young audiences from uses or behaviours that could be harmful to them.

Proactive measures have been taken to protect minors from harmful media content (e.g. violence, pornography). In Vivendi's Data and content protection charter, the Group commits to promoting techniques for choosing or controlling content (filtering systems and other selection methods) and to promoting awareness by parents and children of new technologies uses.

In Brazil, GVT follows the rules of the national advertising self-regulatory council [Conseil National

d'Autoréglementation Publicitaire] on ethical standards applicable to advertising, especially where young people are concerned. This starts from the principle that advertising should contribute to the development of responsible citizens. Accordingly, advertising for products aimed specifically at young people must contribute to good relations between young people and their parents and teachers; promote responsible behavior; not portray the idea that the consumption of the product gives consumers a superiority they would not enjoy if they did not consume the product.

**Principle 6: All business should use MARKETING AND ADVERTISING that respects and supports children's rights**

4 companies committed to use marketing and advertising that respects and supports children's rights. The low figure can partly be explained by the fact that marketing practices towards children are relevant for B to C sectors only.

**STMicroelectronics**

Communication and marketing techniques are in line with the company's commitment to respect human rights and more specifically children's rights. This includes personal data protection, non discrimination, etc.

**Vivendi**

Vivendi pursues dialog with its stakeholders in order to address grievances. Among these stakeholders, we could mention *La Voix de l'Enfant* and the *Collectif interassociatif enfance et media* (CIEME), regularly consulted on the theme of responsible marketing. The CIEME conducts an on-going watch of media and content of companies' marketing practices through panels made up of parents of schoolchildren.

## Examples of some good sector practices on marketing and advertising

### Cosmetics industry:

During 2012, the European cosmetics and personal care association, Cosmetics Europe, and its members launched a 'Charter and Guiding Principles on responsible advertising and marketing communication'. Whilst embodying the key principles of advertising – to be legal, decent, honest and truthful – they look in depth at areas that might cause concern such as: airbrushing, taste and decency, advertising to children, as well as respect for the human being.

### Section on 'Vulnerable Populations – Children':

- "The European cosmetics industry commits to provide responsible advertising and marketing communication towards children and young people. Cosmetic products especially designed for children may be advertised provided that:
  - Advertising should foster the hygiene and sanitary benefits of cosmetic products to children in particular sun protection products, oral care products, and cleaning products (including soap, shampoos and teenage acne cover-ups).
  - Advertising of decorative cosmetics and perfumes should not incite children to overuse of such products.
  - Advertising of cosmetic products, including images, should not promote early sexualisation of young people."

However, still, companies do not report on their involvement in this initiative in any great depth (and not at all to the specificities of advertising to children). For example, LVMH and L'Oreal didn't really report on this at all within their CSR/AR Reports.

### Beverage sector:

Coca Cola's new initiative has four pillars:

- Offer low or no-calorie beverage options in every market.
- Provide transparent nutrition information featuring calories on the front of all packaging.
- Help get people moving by supporting physical activity in every country where it does business.
- Market Responsibly including no advertising to children under 12 anywhere in the world.

The measures, which will cover more than 200 countries, are part of the strategy of the world's most valuable brand to improve its reputation among consumers amid concerns that its sugar-laden carbonated drinks are helping to fuel the global obesity epidemic. The Atlanta-based company is also ending advertising aimed at children under 12 around the world, a measure it implemented in the UK in 2009, and has pledged to offer low or zero-calorie drinks in every country it operates in. "We want to be part of the solution," Coca-Cola's chairman and chief executive, Muhtar Kent, said in an interview on CBS. To some extent, Cokes new global commitments are 'catching up' with Pepsi on this

issue. However, throughout the beverage sector, we see companies making commitments specifically targeting children. This is especially true of the Alcohol producing companies (e.g. Pernod Ricard), many of whom commit to refrain from targeting children in their advertising but also commit to 'Preventing underage drinking'.

**Principle 7: All businesses should respect and support children's rights in relation to ENVIRONMENT AND TO LAND ACQUISITION AND USE**

4 companies committed to respect and support children's rights in relation to the environment and to land acquisition use. The low figure can partly be explained by the fact that the issue of land acquisition and use is only relevant for a few specific sectors (e.g. mining, energy, forest & paper...). Additionally, children are not targeted as a specific stakeholder category.

**ArcelorMittal**

"Children are part of stakeholders consulted/affected. Part of consultation process, although children are not a specific target."

**Principle 8: All businesses should respect and support children's rights in SECURITY ARRANGEMENTS**

4 companies committed to respect and support children's rights in security arrangements. The low figure can partly be explained by the fact that the issue of security arrangements is only relevant for a few specific sectors (e.g. mining, energy, forest & paper...). Additionally, children are not targeted as a specific stakeholder category.

**ArcelorMittal**

This is part of the company's security arrangement policy. Children are part of the stakeholders concerned.

**Principle 9: All businesses should help protect children affected by EMERGENCIES**

4 companies committed to help protect children affected by emergencies. In general, children are not targeted as a specific stakeholder category.

**BNP Paribas**

In 2012, the company launched the Rescue and Recover endowment fund to support 3 NGOs that address humanitarian and development issues: CARE, Médecins Sans Frontières and Croix Rouge. On top of emergency situations. In such cases, the company will launch a dedicated campaign: the first campaign was dedicated to mother and child health. BNP Paribas has doubled the amount collected from the donors (BNP Paribas employees).

In case of an emergency situation, everything is done to protect employees and their families: information, organization, etc. As an example during the Arab spring and especially in Egypt and Tunisia, local workers benefited from a dedicated Internet website offering advise on what they could do. Notably for instance, local workers wanted to stay at home to protect their children: the website announced that they could stop working and do this, specifying dates, and organization, step by step depending on the events.

**Principle 10: All businesses should reinforce COMMUNITY AND GOVERNMENT efforts to protect and fulfill children's rights**

6 companies committed to reinforce community and government efforts to protect and fulfill children's rights.

**Air Liquide**

For example, in Canada, the Air Liquide subsidiary contributed to the creation of the Neonatal Intensive Care Unit at the Montreal Children's Hospital. Through this donation, Air Liquide Canada contributed to the community's development by investing in permanent medical infrastructures and by trying to reduce infant mortality.

In the United States, the group's subsidiaries and their employees have raised funds to support charitable organizations – some of them working in education area (Partnership for the Advancement & Immersion of Refugees). Besides, the Air Liquide Foundation has been supporting over a hundred micro-initiatives in over 30 countries since its creation in 2008. As part of this global effort, the Foundation supports the fight against illiteracy and school dropouts and works to promote literacy training and the socio-professional reinsertion for adults. In 2012, the Foundation supported a dozen initiatives in this field. The funds were used to renovate and build schools in Morocco and Indonesia, to purchase computers for a women's training center in Lebanon, to develop teacher training in Mali, and to raise awareness among students in difficulty in French secondary schools, in order to prevent them from dropping out school.

## LVMH

**Louis Vuitton – SOS Children's Villages Partnership:** In January 2010 Louis Vuitton and SOS Children's Villages forged a five-year global partnership aimed at developing a program called "Partnership for Children's Futures." The goal is to improve the future of underprivileged children throughout the world, giving them a future based on security, education and learning. For more than 60 years, in more than 130 countries, SOS Children's Villages has been providing homes for children who have been orphaned or abandoned, or whose families are no longer able to take care of them. In SOS villages, children receive the affection and security of a real home, as well as access to education. It is a partnership that appeals to the values of Louis Vuitton, and accordingly, the Group is supporting the development of an education program for children in China, the Philippines, Vietnam, and the Dominican Republic, as well as in Europe.

## Vivendi

The risks and opportunities of the digital lifestyle are at the heart of Vivendi's societal priorities. For example, the company is supporting the Pan EU Youth platform of expression, in partnership with European Schoolnet and the European Commission's Insafe network. This is a place where young people can talk about their initiatives and aspirations in citizenship, human rights, private life, reputation and control of personal data. Vivendi has formed a group of European ambassadors aged between 14 and 20, whom they regularly consult and invite to discuss technology issues that matter to them.

The younger generation is also enthusiastic about intercultural dialogue as shown by their contributions on the company's "Culture(s) with Vivendi" website. For the third year running, Vivendi has hosted the young leaders of the UN Alliance of Civilizations' MENA (Middle East and North Africa) Fellowship Program and held discussions with them on the role played by the media as a gateway between cultures, with respect for human rights. In September 2012, during the UN General Assembly, these young professionals sent a declaration urging dialogue between cultures to be included at the heart of the international agenda.



# Conclusion



- Children are not (yet) considered as 'strategic' stakeholders for companies
- Specific children's rights policies are quasi non-existent, although some interesting sector initiatives are emerging.
- Policies and due diligence measures tackling the issues of children's rights are in general integrated in company's human rights / community / charity policies
- However, some companies have taken very interesting initiatives linked to their core business.

In general, the results of this survey are in line with those of UNICEF's '*CSR working paper on sustainability reporting on children's rights*' (December 2012): reporting and disclosure on children's rights-related issues is, with a few exceptions, still underdeveloped compared to other CSR issues and focuses mainly on community investment and child labor.

Many companies have started to implement the process of public reporting on children's rights with a reactive approach that may be focused only on legal compliance around a single hot

issue such as child labor or product safety. Recognizing its broader potential and actual impacts on children, a child-friendly business should initiate appropriate policies and actions that identify, prevent and mitigate its impact on children's rights.



# Appendix

## LIST OF THE COMPANIES RATED IN THIS THEMATIC STUDY

### A

Accor  
Air-France-KLM  
Air Liquide  
Alcatel Lucent  
Alstom  
ArcelorMittal  
Axa

### B

BNP Paribas  
Bouygues

### C

Capgemini  
Carrefour  
Crédit agricole

### D

Danone  
Dexia

### E

EADS  
EDF  
Essilor

### F

France Telecom

### G

Gaz de France  
Gemalto

### L

L'Oréal  
Lafarge  
Lagardere  
Legrand  
LVMH

### M

Michelin

### P

Pernod Ricard  
PPR  
PSA Peugeot Citroën  
Publicis

### R

Renault

### S

Saint-Gobain  
Sanofi-Aventis  
Schneider Electric  
Solvay  
Société générale  
STMicroelectronics  
Suez

### T

Total

### U

Unibail-Rodamco

### V

Vallourec  
Veolia environnement  
Vinci  
Vivendi



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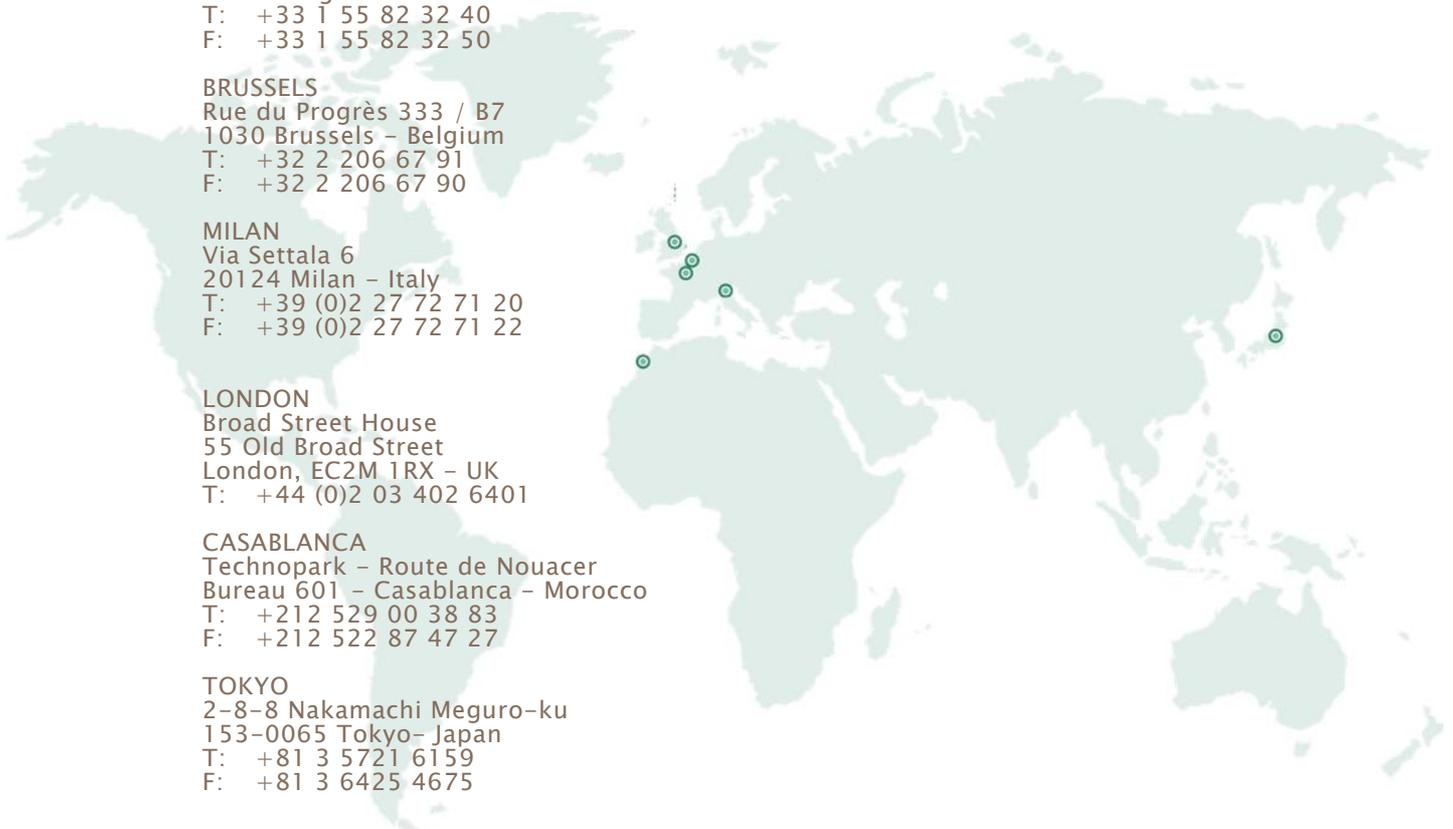
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