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CHILDREN'S RIGHTS AND THE CORPORATE SECTOR

SETTING A BENCHMARK



Global Child Forum

Global Child Forum is an independent, global multi-stakeholder platform for informed dialogue and thought leadership on how to advance children's rights in support of the UN Convention on the Rights of the Child. Global Child Forum aims at gathering leaders from business, governments, academia and civil society in a joint effort to implement children's rights.

Global Child Forum is a non-profit foundation initiated by H.M. the King and H.M. the Queen of Sweden in 2009.

The Boston Consulting Group

Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with 81 offices in 45 countries.

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Introduction

Global Child Forum is an independent, global multi-stakeholder platform for informed dialogue and thought leadership on how to advance children's rights in support of the UN Convention on the Rights of the Child. This report is part of Global Child Forum's objective to initiate and share research, raise crucial global awareness, new thinking and cross-sector dialogue regarding children's rights.

Children are both directly and indirectly affected by the activities and operations of companies in a number of ways. Globalisation, economic growth and the privatisation of many state functions have further increased this trend. According to the ILO, 85 million children are involved in hazardous work, endangering their health, safety and development.¹ Children are affected as consumers of products and services by marketing practices and by the impact that business activities have on local communities and the environment. As current and future consumers, decision-makers and community members, children form a stakeholder group that have and will continue to have an impact on companies in all sectors.

That the responsibility for children applies to private actors and all business enterprises is today generally accepted and formulated in a number of international and national norms, standards, policies and voluntary codes. There is strong support from governments, academia, civil society and business for the belief that business development should not come at the expense of children and that the corporate sector can be an important driver in promoting children's rights.

This is the second year Global Child Forum works with The Boston Consulting Group (BCG) on children's rights related to business activities. In this year's study we have assessed how companies address children's rights by using their public reporting. It is a first step towards developing a children's rights benchmark for the corporate sector and a baseline study. The ambition is to repeat the study annually in order to track progress over time in sectors and geographic areas where companies are particularly exposed to children's rights issues.²

Another objective with the annual assessment is to identify and showcase examples of how companies address children's rights and child related issues. The results were shared and discussed at the Global Child Forum in Stockholm on April 11, 2014.³ This is in part a response to the findings of a survey that Global Child Forum commissioned from BCG last year which showed that 70 per cent of the corporate respondents said best practice examples and guidance would help their organisations to address children's rights.

1. www.ilo.org/global/topics/child-labour/lang--en/index.htm#a3

2. The study does not attempt to measure compliance against a predefined benchmark or measure actual performance.

3. Global CEO Study, BCG, www.globalchildforum.org

Executive Summary

The study assesses how more than 1,000 publicly listed companies in eight industry sectors address and report on children's rights. The industry sectors included in the study were those with high exposure to children's rights issues: Food & Beverage, Consumer Goods, Information and Communications Technology (ICT), Travel & Tourism, Basic Materials, Industrial Goods, Oil & Gas and Healthcare.⁴ Using a research framework based on nine indicators we systematically assessed publicly available information.

The study shows that reporting levels vary with geography and industry sector. European companies in general scored the highest and on industry sector level the Consumer Goods and Food & Beverage industries have the strongest reporting results. The ICT industry sector is over-represented among the top scoring companies – 45 per cent of the companies that score 8 or 9 are ICT companies.

Although the business and human rights perspective is increasingly being addressed by the corporate sector and more and more companies address child labour, the number of companies that address other issues related to children's rights is not very high. Companies typically focus on child labour. While 62 per cent of the companies have a child labour policy, 24 per cent address other children's rights related issues. Product responsibility related to children is the second most addressed issue and although some companies apply self-regulatory measures regarding marketing towards children, most do not.

When analysing the perceived importance of children's rights we also looked at board responsibility and materiality aspects. We found that less than half of the companies assessed in this study reported that the board of directors or a board committee had overall responsibility for sustainability, CSR, human rights or social issues. 13 per cent of all companies mentioned children's rights as part of these responsibilities. The majority of these companies are found in the ICT industry. 23 per cent of the companies assessed include child labour or children's rights in their materiality or risk assessment.

Half of the companies in the study refer to international standards that address children's rights in some way. The most frequently referred to standards were The UN Global Compact and the ILO conventions on worst forms of child labour and minimum age.⁵ Only 1% of the companies address The UN Convention on the Rights of the Child and 1% address The Children's Rights and Business Principles.⁶

The study also looked at how companies collaborate with or consult organisations that promote children's rights and to which extent they drive own programs related to children. The results show that companies typically choose several smaller initiatives. Just below 40 per cent of the companies in the study that address children's rights collaborate with child rights organisations. The most frequently mentioned organisations are UNICEF, Save the Children and Plan International.

4. See Appendix for details on sectors.

5. ILO Convention 182 and ILO Convention 138

6. www.unglobalcompact.org; www.ilo.org; www.unicef.org/crc/; http://www.unglobalcompact.org/issues/human_rights/childrens_principles.html

Methodology

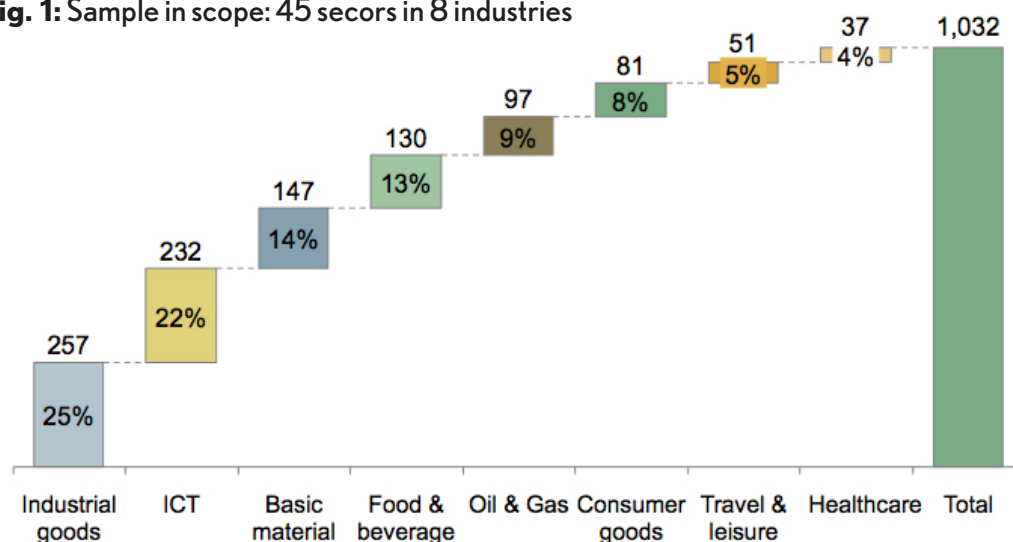
Based on their expected medium to high exposure to child related issues, 1,032 companies in 45 sectors were selected for this study. See figure 1. We used the Forbes Global 2000 list,⁷ a publicly available ranking with a broad range of sectors and a good geographic spread, representing 80 sectors and 63 countries. The Forbes methodology entails an equal weighting of sales, profits, assets and market value. The companies and sectors were then consolidated into eight industries; Food & Beverage, Consumer Goods, Information and Communication Technology (ICT), Travel & Tourism, Basic Materials, Industrial Goods, Oil & Gas and Healthcare (see sector classification in Appendix for detailed information). The companies have annual sales ranging from 0.3 to 470 billion USD.

The study does not measure compliance against a predefined benchmark, nor does

it measure actual performance. Transparent reporting, having policies and systems in place and assigning formal board oversight of children's rights is of course not in itself sufficient to ensure good governance or performance. Studying corporate public reporting will, however, give an overview of the current situation regarding how the corporate sector addresses children's rights and serves as a first step towards developing a benchmark on children's rights for the corporate sector. Consultation and input from various stakeholders including the corporate sector is imperative for this process.

Data was gathered systematically using a detailed research framework developed by Global Child Forum and BCG. Based on the framework a first benchmark was developed consisting of nine indicators with equal weighting. Figure 2 presents

Fig. 1: Sample in scope: 45 sectors in 8 industries



Source: BCG Benchmarking on Children's Rights

Fig. 2: Scorecard

SCORECARD	
Indicators	Explanation
1 Child labor policy	Company has a child labor policy. Can be part of human rights policy, supply chain policy, group wide policy or separate child labor policy
2 Addressing other children's rights issues than child labor	Company addresses child related issues in addition to child labor such as: product safety, responsible marketing, sexual exploitation, environment/ water/ sanitation impacting children
3 Performance reporting on child related issues	Company specify that they report according to HR6 performance indicator (GRI) OR company publish performance reporting results on child related issues (e.g. non-compliance in child labor)
4 Board accountability	Board of Directors or a board committee explicitly states that children's rights/child labor are part of their responsibilities
5 Materiality assessment	Company conducts risk or materiality analysis on issues regarding child labor/children's rights
6 Refer to international standards	Company refers to international standards incl. children's rights (UN Global Compact, ILO, UN Universal Declaration of Human Rights, ISO 26000, Children's Rights and Business Principles etc.)
7 Collaborations with child org.	Company collaborates with organizations with focus on children's rights (e.g. UNICEF, Save the Children, Plan, Ecpat)
8 Driving strategic programs	Company is driving own strategic programs or projects regarding children's rights (could be e.g. health or education focus)
9 Charity	Company donates to charity related to children's rights

Source: BCG Benchmarking on Children's Rights

a detailed explanation of each indicator. Over time the benchmark will most likely be fine-tuned and developed further.

The assessment of companies was based on publicly available information as of 31 December 2013. The main sources of information were sustainability and annual reports, company websites, and other relevant publicly available corporate documentation. All companies have been informed of the results and have had the opportunity to comment prior to publication in order to allow for comments or corrections. The data gathering was conducted by BCG in collaboration with third party suppliers in Sweden and internationally. The data was analyzed by BCG and Global Child Forum.

A smaller number of companies that received a high score were also interviewed. A limitation with the methodology is that the sample will vary from year to year as it is based on the Forbes Global 2000 ranking, of which the component companies

will vary from one year to the next. Therefore, tracking company-specific progress is not always possible. Additionally, while the framework is developed so as to minimize the possibility for subjective judgments, there is always a risk for differing interpretation of data during the collection process.

Another limitation is that small companies are not included in the survey and only a limited number of medium-sized companies. However, the ambition is to increase sample size to include more small and medium-sized companies in the future and also broaden the scope to include those sectors generally considered to be low-impact.

The study is a baseline study. It is the first step towards the development of a children's rights benchmark for the corporate sector. The ambition is to replicate the study on a yearly basis in order to measure progress in industry sectors, countries and on a company-specific level. Hence, the methodology of the study is developed to be easily replicable.

Results

This chapter outlines the results of the study divided into four sections. First, the current reporting levels of children's rights and the highest scoring sectors in the benchmarking. Second, the children's rights issues companies currently address and report on. Third, the governance structure and strategy companies use for addressing children's rights. Finally, the initiatives and collaborations that companies are involved in.

Geography and Industry

Forbes Global 2000 has a wide geographic spread, representing over 63 countries and includes primarily large companies. While there is little difference in terms of reporting levels between large and very large companies, medium-sized companies⁸ have significantly lower score than larger firms. In the future, the ambition is to increase

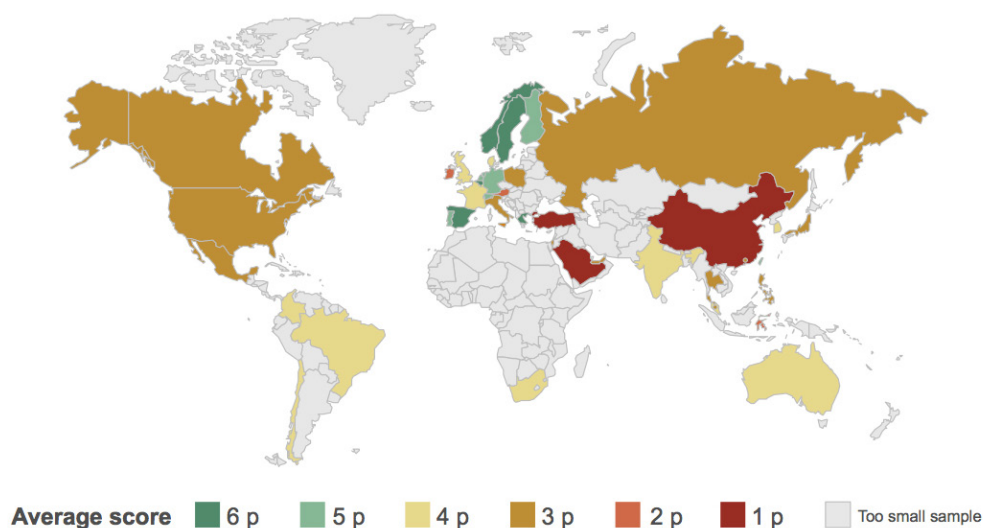
the scope further, in order to include more small and medium-sized firms.

Geography is in the study only covered in terms of the country of origin of the company, not where companies operate.

The level of corporate disclosure on sustainability in general and children's rights specifically differs depending on country where the company has its headquarters. We saw that European companies in general scored the highest.

In addition to the demand from investors, civil society organisations and media regarding transparency on corporate sustainability performance, an increasing amount of policy and regulation by governments and market regulators drive sustainability reporting. This may very well be reflected in the results.⁹

Fig. 3: Worldwide reporting on children's rights or child labour



Source: BCG Benchmarking on Children's Rights

8. Medium: USD 0.3-10B Large: \$10-40B, Very large: >\$40 in sales.

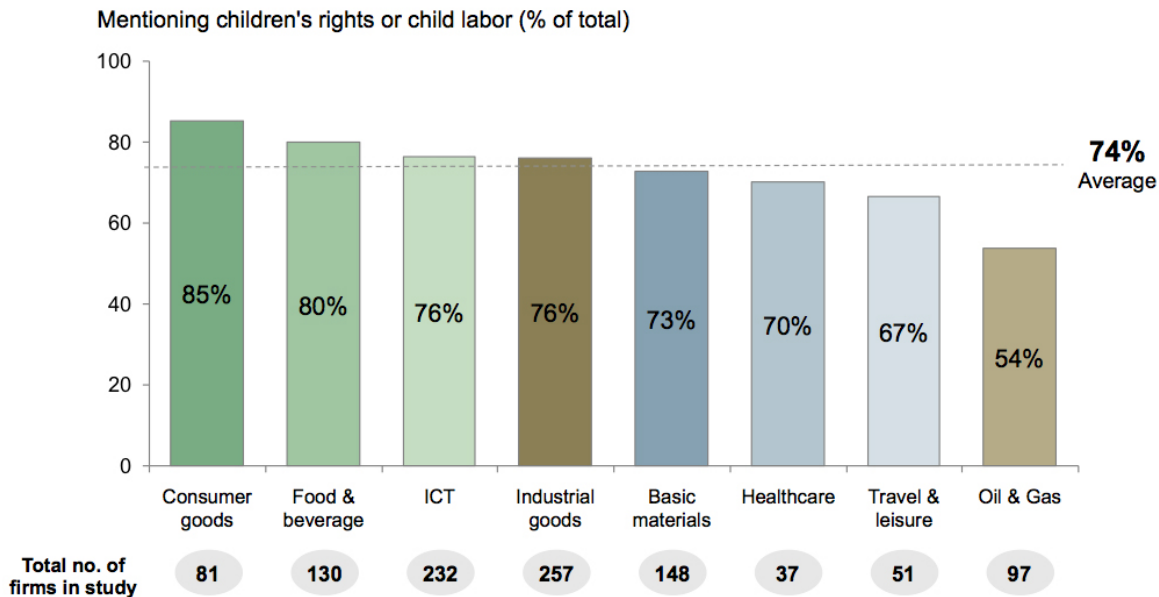
9. 93 per cent of the companies in the study report on sustainability. 54 per cent of all companies in the study use the GRI reporting standard, which facilitates comparison between companies and sectors. There is little difference between different sectors. 94 per cent of the firms who follow GRI are still reporting according to the G3 Guidelines established a couple of years ago. Only a handful of firms are using the new G4 guidelines launched in May 2013 and which put larger emphasis on the concept of materiality and encourages businesses to focus on the disclosures and indicators that are material to their business.

The exposure to children's rights risk typically varies between industries and sectors. The industries and sectors included in this study are considered as having a relatively high exposure to children's rights risk.

As shown in the figure below Consumer Goods and Food & Beverage industries have

the strongest reporting results where around 80 per cent of the firms mention children's rights, or child labour. Consumer Goods and Food & Beverage are both industries that traditionally have been seen as highly exposed to risk regarding child labour. The two industries also address children in terms of marketing and product responsibility.

Fig. 4: Consumer goods and Food & Beverage are the industries that address children's rights most frequently



Source: BCG Benchmarking on Children's Rights

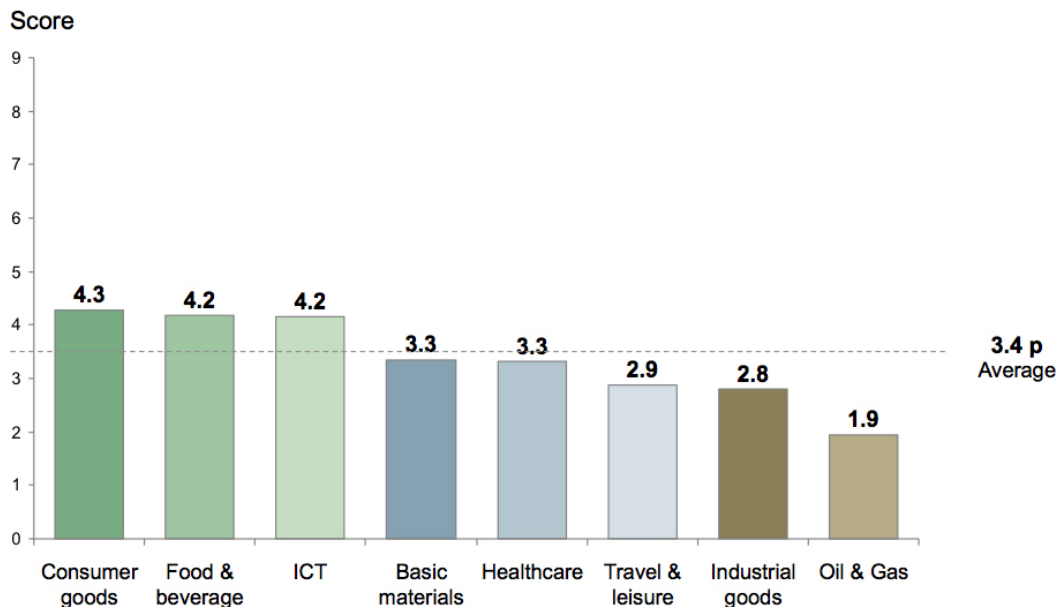
Differences in reporting

Only 14 companies addressed all indicators in the research framework. The global average based on the 1,032 companies in the study is 3.4 out of 9 points. See figure 5. The outcome is most likely related to the perceived relevance of children's rights for the sector and company, as well as the general awareness of children's rights issues. The results are in line with the results of the 2013 CEO survey, which concluded that although most CEOs claimed that children's

rights are part of their CSR strategy, few consider children's rights in terms of affecting their core business processes.¹⁰

As shown in figure 5 below, Consumer Goods has the highest average score while Oil & Gas has the lowest score. The ICT industry is overrepresented among the top scoring companies. Of the top 57 companies with 8 or 9 points in the scorecard, 45 per cent are ICT companies.

Fig. 5: Average score



Source: BCG Benchmarking on Children's Rights

Children's Rights Issues

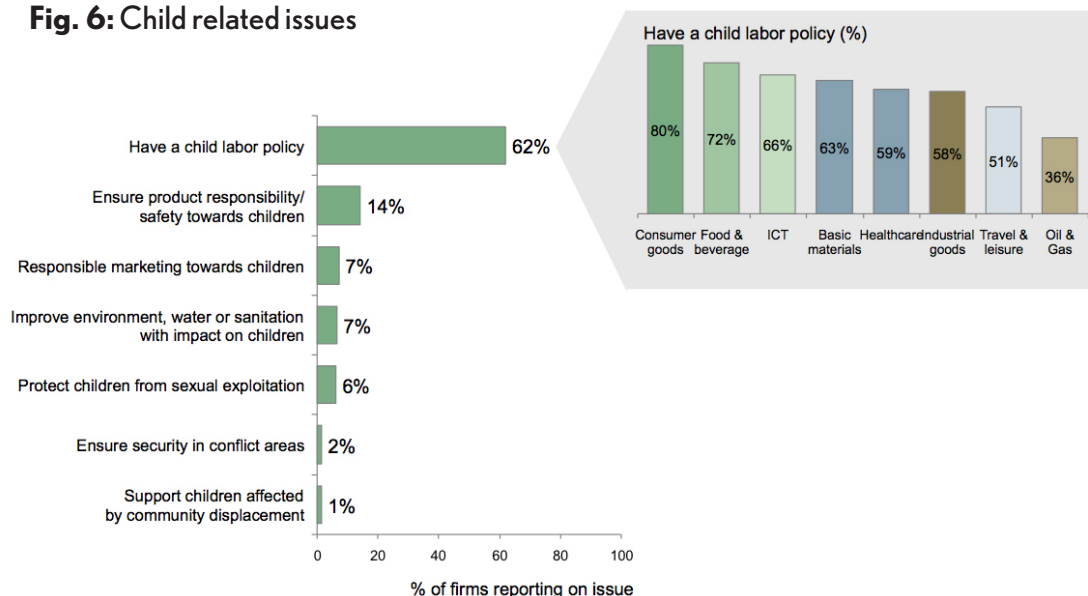
Child labour

When addressing children's rights, the business sector typically focuses on the issue of child labour in the supply chain. As mentioned previously, the study shows that over 60 per cent of the companies have a child labour policy. See figure 6. These are mostly large companies in sectors with high exposure to child labour and they have to varying degrees implemented governance structures and monitoring systems.

Child labour is a highly relevant issue for companies in several sectors and geographic regions. Although child labour has declined worldwide, an estimated 85 million children

are still engaged in the most hazardous forms of labour worldwide. 60 per cent of all child labourers worldwide in the 5 to 17 age group work in agriculture, one of three sectors that are considered the most dangerous sectors in terms of work-related fatalities, accidents and diseases.¹¹ Corporations can impact living conditions and the welfare of children in other ways as well. Depending on the nature of their business, relevant issues could be sexual exploitation, water and sanitation issues and community or forced displacement issues. These other issues get limited attention in sustainability reports. See figure 6 below.

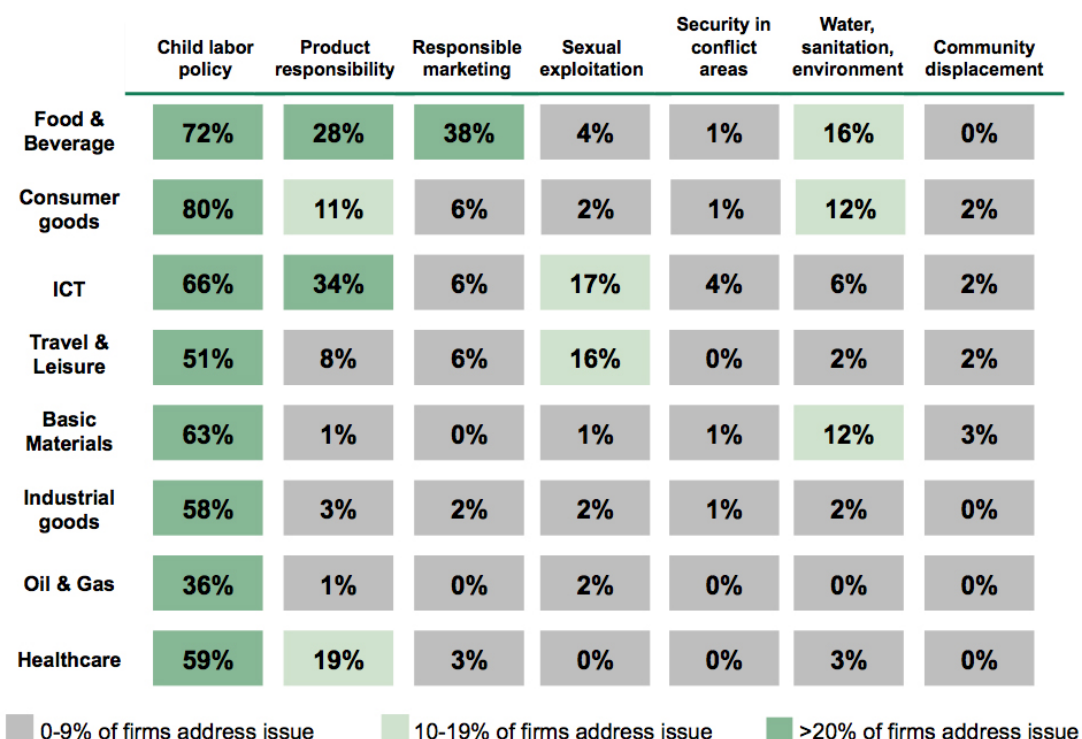
Fig. 6: Child related issues



Source: BCG Benchmarking on Children's Rights

11. International Labour Organisation ILO, www.ilo.org/ipec/facts/lang--en/index.htm

Fig. 7: Children's rights issues



Source: BCG Benchmarking on Children's Rights

Other Children's Rights Issues

In addition to child labour there are a number of other issues that are of concern from a child rights perspective. The issues that we focused on in this study were: child labour, product responsibility and safety, responsible marketing, sexual exploitation, security arrangements in conflict areas, environmental impact, community displacement. How the different industries address these issues are displayed in figure 7 above.

While 62 per cent of the companies have a child labour policy, fewer than a quarter (24 per cent) of the companies in the study address one or more child-related issues in addition to child labour. One way to interpret this is that most companies

equal children's rights with child labour. As shown in the figure above, product responsibility related to children is the second most addressed issues by companies in this study, but the gap between the number of companies that mention child labour in their public reporting and the portion of companies that address product responsibility is large. The results of this study also show that while some companies are applying self-regulatory measures regarding marketing towards children, most do not. In addition to this, seven per cent of the companies discuss how they are affecting, or improving, water conditions, sanitation or environment with an impact on children.

Food & Beverage

One industry that stands out is the Food & Beverage industry where almost 60 per cent of the companies address product safety, marketing and healthy lifestyles for children. The result should be considered against the background of the current situation of children regarding health and safety issues. The World Health Organisation (WHO) regards childhood obesity as one of the most serious global public health challenges for the 21st century.¹² By 2020, if the current epidemic continues unabated, 9 per cent of all pre-schoolers will be overweight or obese – nearly 60 million children worldwide.¹³

The Food & Beverage sectors also have a relatively high exposure to child labour in their supply chain. Food and soft drink producers face risk exposure to child labour in agricultural and fishing industries. Goods such as sugar cane, nuts, citrus, cocoa, coffee and shellfish may be produced by children in some geographies.¹⁴ Over 70 per cent of the Food & Beverage companies in the study have a child labour policy.

“The broader perspective of children’s rights should be the concern of every global company.”

Food & Beverage company

Consumer Goods

The Consumer Goods industry includes companies involved in the manufacturing of clothing, footwear, accessories, carpets and household goods. The supply chains of these companies are often complex with the highest children’s rights related risk at the bottom of the supply chain and the sourcing of raw materials such as cotton, leather and bricks, as well as in the manufacturing of carpets, textiles etc. There is a large informal sector in the supply chain of the Consumer Goods industry and this

is where the prevalence of children at work is the highest. Monitoring is due to the nature of the sector being difficult.

“The focus on children’s rights is driven by our fundamental values, it’s about what company we want to be and what we want to represent.”

Global apparel company

ICT industry

The ICT industry also scores high on product responsibility and safety, which can be attributed to the fact that telecom companies frequently address children’s exposure to digital risks (inappropriate content, sexual exploitation, abuse, cyber bullying, harmful marketing etc.). 36 per cent of the telecom companies address sexual exploitation, compared to 15 per cent of the content provider companies. The ICT industry is one of the fastest growing global industries. According to recent estimates,¹⁵ 600 million children were online in 2013 and by 2017, 1,2 million children are expected to be online and exposed to digital risks.

Right at the bottom of many of the ICT companies’ supply chains, metals are being extracted to be used in mobile phones, computers and other devices. Here child labour is a major concern. This is also a concern for Industrial Goods and Basic Material companies that face exposure to the risk of child labour and violation of children’s rights in connection with the sourcing of raw materials.

Travel & Tourism

Another rapidly growing industry is Travel and Tourism. The sexual exploitation of

12. www.who.int/dietphysicalactivity/childhood/en/

13. 4. de Onis M, Blossner M, Borghi E. Global prevalence and trends of overweight and obesity among preschool children. *Am J Clin Nutr.* 2010;92:1257-64. www.hsph.harvard.edu/obesity-prevention-source/obesity-trends/global-obesity-trends-in-children/

14. U.S. Department of Labour’s List of Goods Produced by Child Labour or Forced Labour, 2011

15. BCG estimate, March 2014

"We believe that the well-being and education of children (and youth) will contribute positively to long-term social and economic development. Directly and indirectly, the company and the industry will benefit from this."

Telecom company

children in this industry is a global issue growing in scale due to developments in technology and ease of travel.¹⁶ There are between 13 and 19 million children working in the formal tourism industry, according to the ILO. These numbers do not take into account the number of children working in the informal sector. These children are engaged in small business activities related to hotels, restaurants, entertainment and are at high risk of being sexually and physically exploited and abused.

Basic Materials

According to ILO an estimated one million children work in small-scale mining and quarrying.¹⁷ In Eastern Congo, so called conflict minerals may have been mined in conditions of armed conflict and human rights abuses, including the worst forms of child labour. Some of these children work as forced labour in mining areas controlled by militia. Child soldier recruitment by various armed groups and Congolese military is another serious issue.¹⁸ Extractive activities can also have other adverse impact on the lives of children and the communities where they live – mining activities may generate negative effects on water condition, sanitation or the environment.

In the Basic Materials sector, where we find extractives companies, 63 per cent have a child labour policy. 14 per cent also address other issues related to children's rights.

Oil & Gas

The Oil & gas sector face child labour risk in the supply chain, but is also exposed to security providers that are proved to have infringed human rights and children's rights.

Healthcare

Prescription drugs are often an important component of health care for children. Increasingly, concerns about testing drugs on children, as well as administering unnecessary or untested adult drugs on children, are being raised. There is also the question of access to necessary drugs, especially in resource poor settings.¹⁹ 19 per cent of the pharmaceutical companies in the study report on product responsibility, and 3 per cent mention children in connection with responsible marketing.

Industrial Goods

Many industrial companies have contracts in a wide range of countries around the world with weak institutional frameworks, and where risks related to labour, health and safety, corruption, security, displacement and environmental issues can be of concern. These companies often have long and complex supply chains. The risk exposure to children's rights can be an issue in both production and in the sourcing of raw materials used in products in this sector. More than half of the companies assessed in this sector have a child labour policy, but very few address any other issues related to children's rights.

16. www.tourismconcern.org.uk/exploitation-of-children.html

17. www.ilo.org

18. There exists a number of non-state initiatives that address sustainability in the mining industries. Market regulations and state legislation exists. States typically own mineral resources in their territory and their governments are expected to oversee and regulate the socio-economic area related to mineral development.

19. www.who.int/childmedicines/media/backgrounders/BG2/en/

Governance and Strategy

One important element of the assessment was whether companies are transparent on the governance structure related to children's rights. Areas we studied were policy framework, materiality, risk management, prevalence of performance reporting, and board level responsibility. An indicator of a robust approach towards addressing any social issues including children's rights is transparent performance reporting. This will typically include systematic auditing and reporting of non-compliance regarding policies in own production, or among suppliers. Only 13 per cent of the companies in the screening publish performance-reporting results on child related issues, primarily on child labour.

Policies

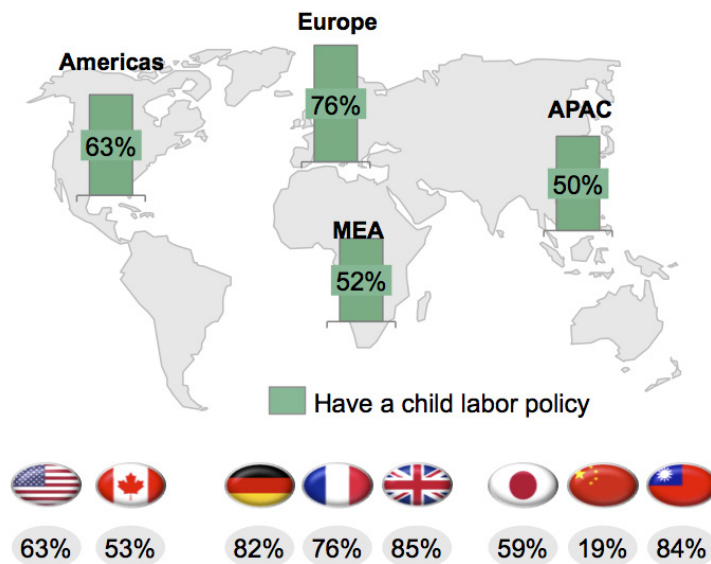
Over 60 per cent of the companies have child labour policies in place. However, it is not always clear how companies seek

to ensure compliance with the policy in their own production, or among suppliers, and whether or not child labour is seen as a high risk, how it is incorporated in the operational work or what levels of non-compliance the firm has.

Child labour is typically included in other company policies. Of the companies that have a child labour policy, 52 per cent stated that it was part of the supply chain policy, 43 per cent included it as part of the group wide policy, and 42 per cent included it under the human rights policy. 10 per cent of the companies had a separate child labour policy.

80 per cent of the Consumer Goods companies have a child labour policy, while the same is true for less than 40 per cent of the Oil & Gas companies. There are also some geographic differences as shown in the figure below.

Fig. 8: Europe leading the way: 76% of firms have child labour policy



Source: BCG Benchmarking on Children's Rights

International standards

Approximately 50 per cent of the companies refer to international standards as a basis for their policies on, and implementation of, child labour and children's rights (see figure 9). UN Global Compact and the ILO Conventions are the standards most frequently referred to. Both of these address the issue of child labour.

Few companies in the sample refer to the UN Convention on the Rights of the Child, or the Children's Rights and Business Principles launched 2012 by UNICEF, Save the Children and UN Global Compact.²⁰ These principles were developed to provide a framework for understanding and addressing the impact of business on the rights and

well being of children in a broader sense than just child labour. "This includes the impact of their overall business operations – such as their products and services and their marketing methods and distribution practices – as well as through their relationships with national and local governments, and investments in local communities."²¹

The relatively high percentage for the category other initiatives and principles "Other" can be explained by the frequency of companies in the ICT sector that refer to the industry specific initiative EICC Code of Conduct (Electronic Industry Citizenship Coalition) which includes reference to child labour avoidance.²²

Fig. 9: UN Global Compact and ILO are most commonly referred to



Source: BCG Benchmarking on Children's Rights

20. www.unglobalcompact.org/docs/issues_doc/human_rights/CRBP/Childrens_Rights_and_Business_Principles.pdf

21. From the Introduction to Children and Business principles, http://childrenandbusiness.org/?page_id=99

22. www.eicc.info/documents/EICCCodeofConductEnglish.pdf

Board oversight

Company stakeholders, such as consumers, investors and communities increasingly expect business to operate sustainably and responsibly and demonstrate that board and/or top management level are committed to social and environmental issues. Boards are in a position where they can and should establish and monitor expectations with regard to the management of risk, including human and children's rights related risk. Board oversight is also a means whereby investors can hold the board accountable for its environmental and social performance.

More and more companies are assigning formal responsibility of sustainability issues to a board committee, in order to ensure that sustainability issues that are material to the company will be managed by the highest governance body and integrated into the business strategy.

In our assessment we found that 40 per cent of the companies reported that the board of directors or a board committee had overall responsibility for sustainability, CSR, human rights or social issues. As shown in figure 10, 13 per cent of all companies mention children's rights specifically as part of these responsibilities.

In the ICT industry almost half of the telecom companies had board oversight over online safety related to children. For content provider companies this proportion was much lower at 11 per cent. Technology companies in the ICT industry have equally low board accountability.

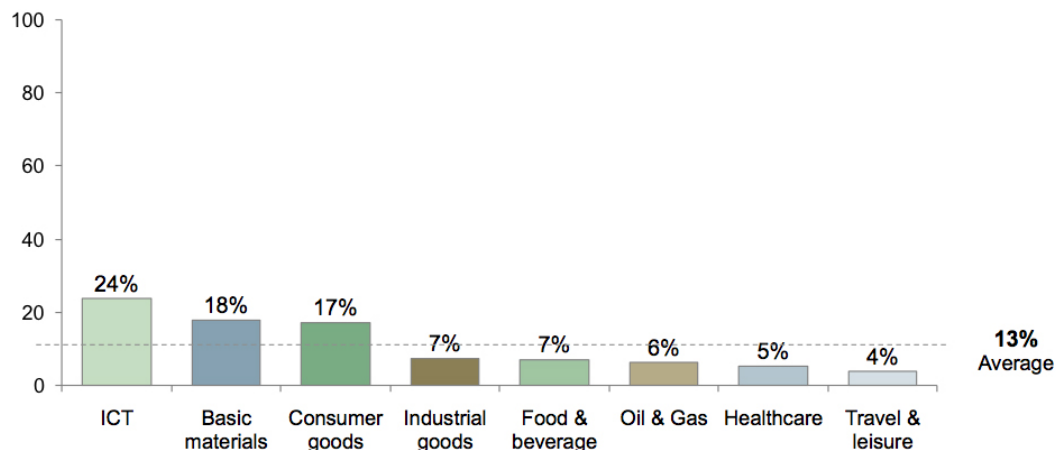
Companies in the basic materials sector have the next highest score, 18 per cent of the companies in this sector include children's rights in their board level oversight. Companies in this sector can have considerable social and environmental impact.

"We receive clear directions from our majority owner regarding children's rights."

ICT Company

Fig. 10: Board accountability

Firms stating board committee or board of directors have accountability for child related issues (%)



Source: BCG Benchmarking on Children's Rights

Materiality and risk assessment

The recognition of the materiality of social issues is growing and corporate reporting on the economic impact of social issues in business and social issues management is increasing.

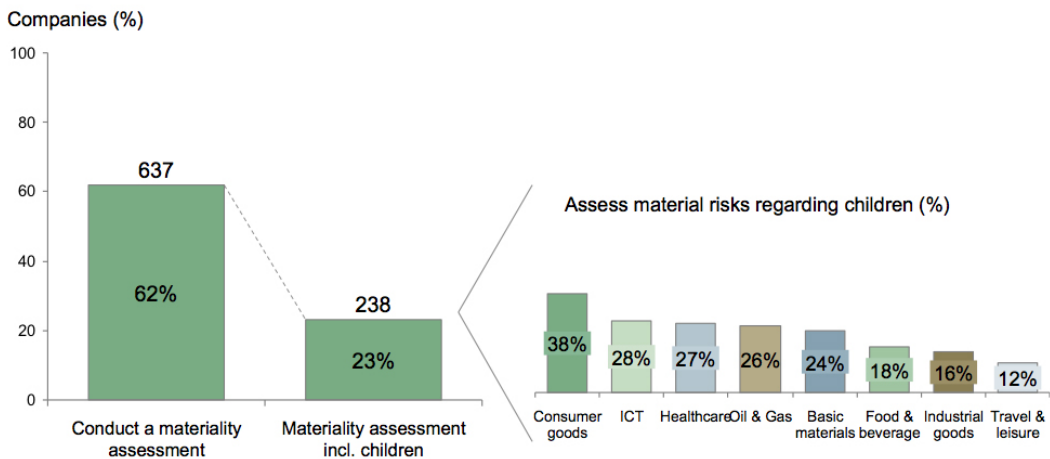
Materiality aspects are those that reflect the organisation's significant economic, environmental and social impacts, or substantially influence the assessments and decisions of shareholders and other stakeholders. According to the Global Reporting Initiative,

material issues include: “those topics that have a direct or indirect impact on an organisation's ability to create, preserve or erode economic, environmental and social value for itself, its stakeholders and society at large”.²³ As shown in figure 11, more than half, 62 per cent of the companies in the study conduct a materiality or risk assessment, 23 per cent of the companies including child labour and other children's rights issues in their materiality assessment.

“Children's rights is a material issue affecting our social licence to operate.”

Mining company

Fig. 11: Materiality



Source: BCG Benchmarking on Children's Rights

Collaborations

To address challenges relating to children, companies may choose to engage with expert organisations, such as governmental and non-governmental organisations (NGOs). Collaboration or partnerships is a broad concept, which can have various objectives, such as risk mitigation, information, resource sharing and creating brand value.

The study looked at how companies collaborate or consult with organisations that promote children's rights and to which extent they run their own programs related to children. The results show that companies typically choose several smaller initiatives. A majority of the firms that collaborate with NGOs or other organisations do so with local, national or industry specific organisations.

Almost 50 per cent of the firms have their own programs. Similarly, almost half of the companies donate to charity. It is not always clear if, and how, these initiatives are part of any stakeholder assessment, long-term strategy, operational risk management, license to operate, or linked to core business.

Typically businesses collaborate with smaller, more local organisations. Just below 40 per cent of the companies in the study that address children's rights collaborate with child rights organisations. The most frequently mentioned organisations are UNICEF, Save the Children, and Plan International.

Appendix: Sector Classification

INDUSTRY	SECTOR	# OF COMPANIES FROM FORBES 2000
FOOD & BEVERAGE	Food retail	30
	Food Processing	51
	Beverages	29
	Discount stores	9
	Tobacco	11
	Total	130
CONSUMER GOODS	Apparel/accessories	15
	Apparel/footwear retails	10
	Household appliances	5
	Household/personal care	24
	Furniture & fixtures	2
	Home improvement retail	6
	Department stores	15
	Miscellaneous	4
	Total	81
ICT	Computer and electronics	6
	Consumer electronic	12
	Broadcasting and cable	26
	Electronics	30
	Communication equipments	12
	Computer hardware	12
	Computer services	21
	Computer storage device	6
	Semiconductors	25
	Software & programming	16
	Telecommunications services	66
	Total	232
INDUSTRIAL GOODS	Aerospace & Defence	21
	Auto and Truck Manufacturers	25
	Auto and Truck parts	26
	Conglomerates	37
	Recreational products	4
	Electrical equipment	15
	Other Industrial Equipment	26
	Heavy equipment	27
	Construction materials	24
	Construction services	52
	Total	257
OIL & GAS	Oil & Gas Operations	97
	Total	97
BASIC MATERIALS	Aluminium	5
	Diversified Metals	61
	Diversified chemicals	34
	Iron & steel	38
	Paper & paper products	9
	Total	148
HEALTHCARE	Pharmaceuticals	37
	Total	37
TRAVEL & LEISURE	Airline	23
	Hotels & motels	11
	Restaurants	7
	Casinos & gaming	10
	Total	51
TOTAL IN SCOPE		1032



INITIATED BY H.M. KING CARL XVI GUSTAF
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