

THE CENTRE
FOR CHILD RIGHTS AND BUSINESS

FAMILY-FRIENDLY WORKPLACES

2023 IMPACT AND ACHIEVEMENTS



Family-Friendly Workplaces

Since The Centre's founding over ten years ago, a key pillar of our work has been to improve working conditions for parents, grounded in our belief that the wellbeing of children is intrinsically connected to the working conditions of their parents and caregivers. Our journey to advancing family-friendly workplaces in global supply chains has been an encouraging one, albeit one not without challenges. The global pandemic, war in the Ukraine and geopolitics have contributed to a sense of nervousness and insecurity in supply chains. Despite this, The Centre is working with a growing number of buyers and their suppliers to help them become more family-friendly.

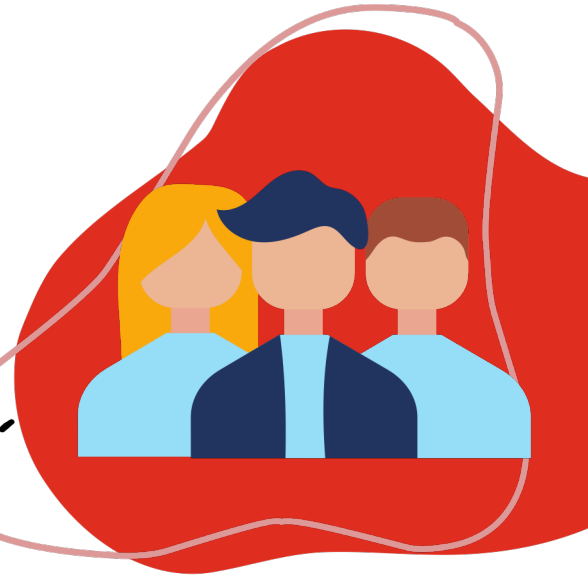
Our flagship [WeCare programme](#) is one of the key drivers of increased investments in family-friendly workplace practices, which is being implemented in a growing number of regions and sectors. Thanks to our clients' recognition that investing in families brings positive returns for all involved stakeholders, we have been able to create benefits for over **30,000** parent workers, over **19,000** children, and establish **102** Child Friendly Spaces in factories and farms to accommodate children of workers during work hours.

Below, we're proud to highlight some of the achievements and progress we have made in advancing family-friendly workplaces in global supply chains.



Achievements

We have worked with **31** clients to initiate family-friendly initiatives.



This includes **96** suppliers in 2023 alone.

31,860 workers have directly benefitted from family-friendly workplace initiatives to date.

47,790 workers have indirectly benefitted from family-friendly workplace initiatives to date.





19,140 children have directly benefitted to date.

28,710 children have indirectly benefitted to date.

We currently run family-friendly workplace initiatives in **7** countries.

Bangladesh, China, Indonesia, Philippines, Sri Lanka, Turkiye, and Vietnam.



We know of at least **27** factories that are continuing to run Child Friendly Spaces after initially setting them up with The Centre.



What is WeCare?

WeCare is our flagship programme, providing a comprehensive range of activities to enhance family-friendly practices in supply chains.

WeCare caters to the needs of working parents, their children, female workers and young workers, while aligning with the business objectives of suppliers by being customisable and responsive to actual needs.

We provide a programme menu with credits, allowing factories to customise the programme activities based on the results of a rigorous needs assessment. Focus areas include:

- Young worker support
- Parenting support
- Childcare support
- HR management
- Female worker support
- Maternity protection support and gender equity
- Worker well-being

WeCare is dedicated to empowering factory workers, helping them excel as both parents and professionals, while also creating long-term positive changes to responsible business practices through capacity building.

Please visit [our website](#) or [contact us](#) to find out more.

WeCare Benefits

For businesses

- Achieve ESG goals for worker well-being, gender, and child rights
- Reduce compliance risks including child labour
- Enhance supply chain resilience through improved worker well-being
- Strengthen buyer-supplier engagement with site visits and activities.
- Go beyond compliance to show commitment

For factories

- Increased retention, reduced hiring costs
- Improved workplace satisfaction and management relationships
- Increased worker efficiency
- Strengthened buyer-supplier engagement and family-friendly company recognition
- Short-term investment, long-term rewards

Highlights from our Family-Friendly Workplace Programmes in 2023

Parent support

4,121 workers bonded with their children at a series of factory-organised Family Days at **6** factories as part of the 2023 WeCare programme.

2,198 workers attended parenting training to enhance parent-child communication and parenting skills.

117 fathers understand their role and responsibility as caregivers better now through parenting training for fathers.





Migrant parent support

60 workers participated in PhotoVoice where they learned to enhance communication and engagement with their children through photography and storytelling.

101 workers were given Smartwatches to facilitate more frequent communication with their children.

Emergency support

In Türkiye, WeCare expanded to respond to the earthquakes.

2 factories received training in earthquake preparedness (a first for WeCare) and

117 workers received psychological counselling.



Female worker support

50 maternity-relating trainings were held in factories and production sites in 2023.

260 female workers received training in maternity protection, and 39 factory staff were also trained to continue supporting female workers over the long-term.

10 lactation rooms were set up in **3** factories to give nursing mothers a safe and comfortable space to express and store milk.

4 sexual harassment training sessions were held in factories, leading to **24** senior management being trained on providing adequate protection to female workers.





Child Friendly Spaces (CFS)

1 new CFS was opened in Indonesia for the first time to support rattan harvesting communities.

3 existing childcare centres were improved and expanded to give workers a free childcare solution and peace of mind at work.

41 children benefitted and **24** staff were trained to continue running CFS.

To date, we know of **27** factories that continued operating the CFS they initiated with us in previous years.





IMPACT OF FAMILY-FRIENDLY WORKPLACES



Family-Friendly Workplace Initiatives and its Impact on Businesses

The following is a snapshot of three family-friendly workplace programmes we implemented for clients in 2023. These projects covered a range of parent worker activities including Migrant Parent Training, Photovoice, Smartwatch, and Family Day.



62

factories



3,083

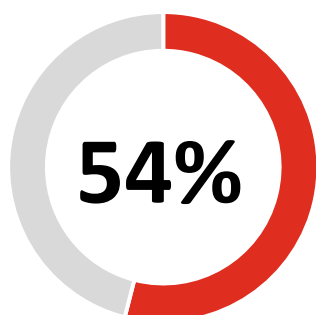
parent workers



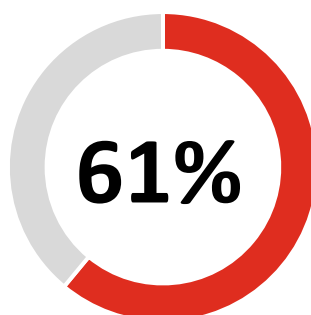
2,052

children

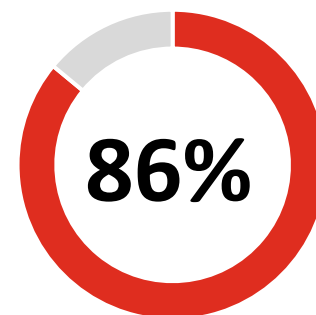
As a result of these initiatives, participants from all three projects reported:



average increase in workers willing to recommend their factory to relatives and friends



increase in workers satisfied with their workplace



average percentage of workers planning to keep working in the factory for two years or more across all 3 programmes

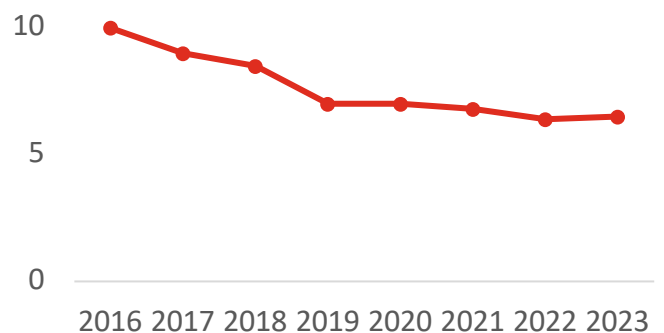
Case Study:

Long-Term Participation Factory's Impact on Businesses

From 2016, The Centre collaborated with IETP to set up a Child Friendly Space at Ying De Best Top Toys Co. Ltd, a factory in Guangdong. IETP continued to monitor the factory's situation and the results below illustrates how such environments positively impact businesses.

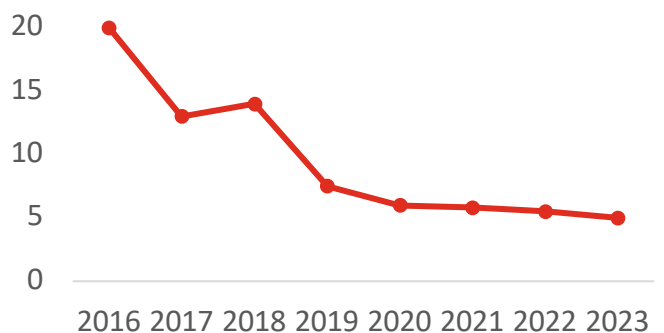
Leave rate

When family-friendly policies are implemented, workers feel more confident and comfortable, leading to a **3.5% decrease** in the leave rate over a 7-year period.



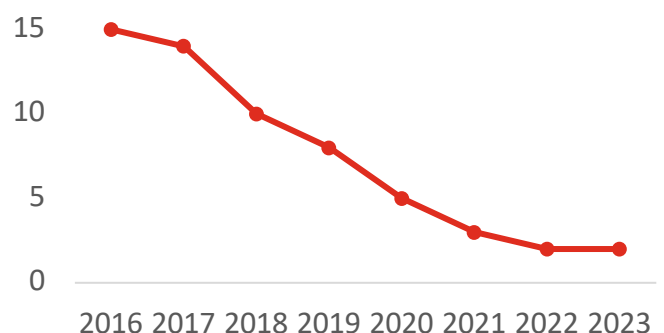
Turnover rate

As the leave rate decreases, so does the turnover rate. This factory has experienced a **15% decrease** in turnover since initiating the programme.



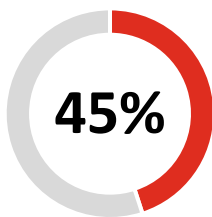
Work-related injuries

One aspect of our programme is to assess the occupational safety and health (OSH) of the factories. After joining the programme, workplace-related injuries have decreased significantly.

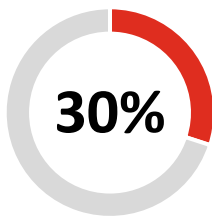


Impact of Child Friendly Spaces

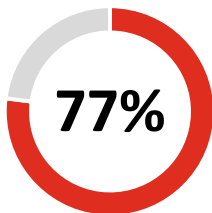
To date, The Centre has set up or assisted in expanding and improving **102** Child Friendly Spaces. Our pre and post-project surveys and evaluation from parent workers who have utilised these spaces in four such CFS in China indicate:



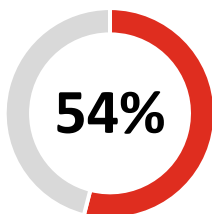
of workers reported being more efficient at work



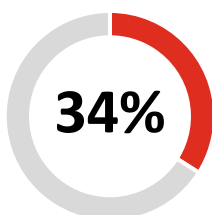
increase for workers planning to stay for 2 years or more.



increase in workers' satisfaction with their respective factories.



increase in workers who absolutely trust management.

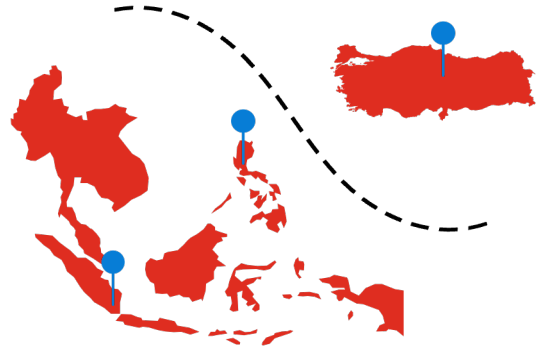


increase in workers who believe management understand their challenges as parent workers.

Milestones and Next Steps

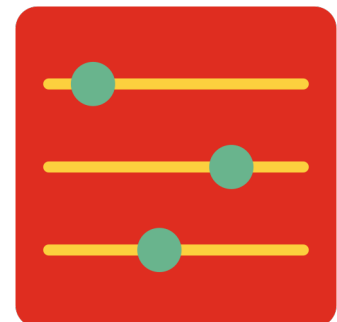
Expansion to new countries

This year we were proud to expand WeCare to new countries: the **Philippines** and **Indonesia**; we also expanded our activities in response to the devastating earthquake in **Türkiye** to provide **targeted assistance** to workers.



How is our family-friendly programme different?

Our **customisable** family-friendly workplaces programmes respond to **actual needs** and promote both **human rights due diligence** and **business investment**. Longer employee retention enhances financial security and better supports workers' children, reducing the risk of child labour and school dropouts.



Our focus on training fathers is an example of our **holistic approach**. The father training challenges gender biases and encourages male caregivers to be more involved in their children's growth and development, which brings benefits to the whole family.

Looking forward

In 2024, we are planning to roll out WeCare in full or as separate WeCare modules in **Europe**, **Africa** and **the Americas**.



THE CENTRE

FOR CHILD RIGHTS AND BUSINESS

Investing in family-friendly workplace programmes brings tangible, direct benefits to workers, their families and employers. By creating enabling environments for parents, employers can reap the long-term benefits of a more stable, motivated and efficient workforce.

We look forward to continuing working with buyers and their global suppliers to create more positive impact in 2024!

Website: www.childrights-business.org
Email: info@childrights-business.org

