

# Advocacy Strategy



Monitoring Fair Working Conditions in Business to Prevent Child Labour





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## Strategy

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## ACRONYMS

<b>CESCR</b>	UN Covenant on Economic, Social and Cultural Rights
<b>CRC</b>	UN Convention on the Rights of the Child
<b>CSO</b>	Civil Society Organization
<b>ESC</b>	European Social Charter (revised)
<b>ILO</b>	International Labour Organization
<b>IPEC</b>	International Programme on the Elimination of Child Labour
<b>OECD</b>	Organization for Economic Cooperation and Development
<b>TÜİK</b>	Turkish Statistical Institute
<b>UN</b>	United Nations





Child labour is a manifestation of child poverty; child poverty is a manifestation of working poverty and unemployment. However, very few studies on the elimination of child labour include this link explicitly and directly. In many cases, there is either no connection with causes or the issue is not addressed with a meaningful connection. For example, after stating that poverty must be fought out in order to prevent child labour, it may be sufficed with the suggestion of delivering vocational training to parents without any demand for change in minimum wage.

Prevention of child labour first and foremost requires a holistic approach by all relevant actors and the society as a whole that establishes a strong cause-effect relationship. Advocacy work plays an important role in responding to this need. Hence, it is of critical importance to ensure that advocacy work is in accord with the objective in terms of both discourse and methodology.

As the business world provides not only opportunities for employment and income generation but also grounds for unemployment and income inequality, which are the most important causes of child labour, it lies at the center for efforts towards the solution. Addressing the objective of preventing child labour as an advocacy issue in the context of business and human rights offers a great opportunity in illustrating the connection between the problem itself and its solution.

Considering the effects of changes in processes of production, automation and digitalization on locations of job opportunities, investments, employment and wage policies, the importance of the responsibility of business in preventing child labour becomes clearer. For a sustained change in policies to prevent child labour, there is need to keep this issue on agenda for a long time and update it in line with emerging needs.

We hope that this study serves as an occasion to revisit advocacy work for the objective of preventing child labour which is a part of advocacy for human rights.



## INTRODUCTION



One of the new fields of study of international law for the protection of human rights is the texts that regulate the responsibilities of the business world. Documents such as the *United Nations Guiding Principles on Business and Human Rights* aim to regulate the responsibilities that private companies must undertake in the protection of human rights and the principles they are expected to comply with in order to fulfil these responsibilities. Although these documents are yet limited to identifying the role of business and inviting relevant actors to undertake their responsibilities, they provide an important tool for the solution of a major problem like child labour that has been inherited from the past century.

Considering this, the Development Workshop Cooperative implemented the ‘Strengthening Fair Labour Monitoring to Combat Child Labour Project’ funded by the MATRA Programme under the Embassy of the Kingdom of the Netherlands. The project aimed at adapting general principles related to business and human rights to the goal of preventing child labour and to develop guiding tools for responsibilities that business must undertake in the prevention of child labour.

Within the scope of the project, 10+1 indicators were created to support and monitor the efforts of the business world to combat child labour, and two guides containing these indicators were prepared in light of the conventions and guides for business related to the prevention of child labour. Of these guides, the first one is for business to use in their self-assessment and the second is for civil society organizations to use while monitoring the activities of business.

In the second phase of the project, an advocacy strategy for civil society organizations was developed. It is expected that the developed strategy will support the activities of civil society organizations in raising awareness about the responsibility that business must undertake in

preventing child labour, as well in monitoring the activities of business in combating child labour.

*Guidelines on Monitoring Fair Working Conditions in Business to Prevent Child Labour* have been prepared with the belief that prevention of child labour requires not only ensuring that children are employed in a way that does not harm their development and in accordance with the laws and rules, but also elimination of working poverty and unemployment. This led to the idea of developing a special advocacy strategy to ensure the wider use and sharing of the guide. This strategy maintains that child labour cannot be prevented only by raising minimum age, inspections and penalties, and raising demand for fair working conditions must be placed at the centre of advocacy efforts to this end.

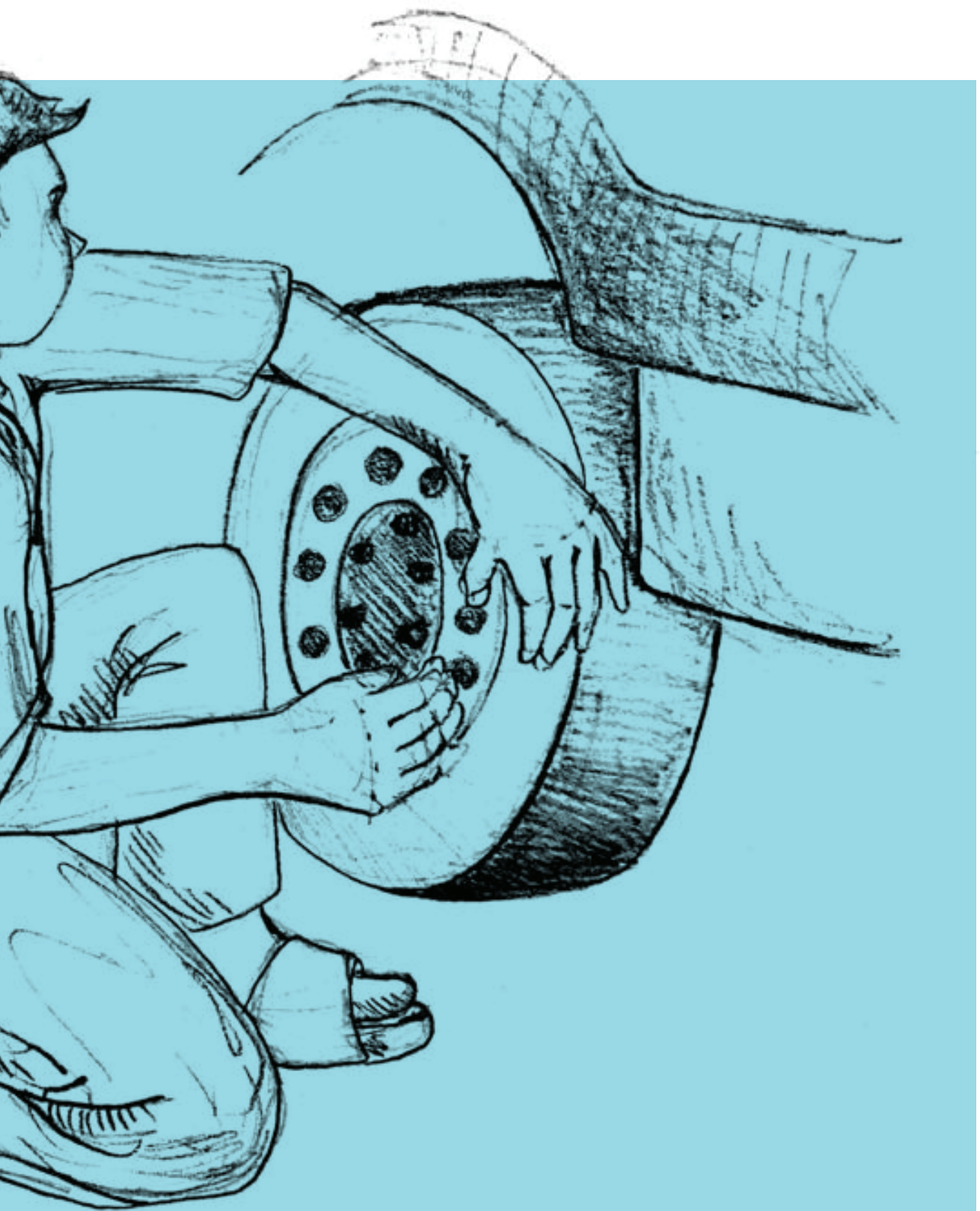
Given its prevalence with respect underlying causes, time and space, the prevention of child labour calls for a new line of struggle. Creating an appropriate language and discourse in this new struggle is related to methodology as much as content. Thus, while developing the advocacy strategy, work on methodology to be adopted in human rights advocacy was considered as necessary and attempt was made to prepare a proposal on methodology as well.

The first section below presents an overall background to the problem of child labour and its conceptual framework. The conceptual framework in this section presents both the rationale for the strategy developed and sources that can be used while planning for advocacy work.

The second section provides a sample strategy for advocacy related to the responsibility of business world in preventing child labour.

# CONCEPTUAL FRAMEWORK





## 1.1 About the Problem of Child Labour

According to the report “*Child Labour – Global Estimates 2020*”<sup>1</sup> published by the International Labour Organization (ILO) in 2021 under the International Programme on the Elimination of Child Labour (IPEC), 160 million children in the age group 5-17 which corresponds to 10 percent of world’s child population are working as *child labourers*<sup>2</sup>. About 50 percent of these children (79 million) are engaged in worst forms of child labour that jeopardize their health, safety and moral development.<sup>3</sup>

Taking a look at where child labour is profound, we see that products of child labour are used in sectors where returns are quite high. For example, in spite of high-budget and ever-growing nature of chocolate industry<sup>4</sup> it is one of those witnessing

the worst form of child labour given the conditions of production of many inputs including cacao<sup>5</sup> and hazel nut<sup>6 7</sup>. The story of the dark face of chocolate<sup>8</sup> starts with cacao in which one of the worst forms of child labour is experienced<sup>9</sup>. In Ivory Coast and Ghana that supply 60 percent of world’s annual cacao consumption, it is stated that 2 million children work on cacao plantations under extremely unfavourable conditions<sup>10</sup> and a significant part of these children are in the age group 12-16 while even children under age 5 can be found as working.<sup>11</sup> The Food Empowerment Project and many institutions draw attention to the fact that slavery<sup>12</sup> too accompanies child labour and that working for daily wages is a new form of slavery<sup>13</sup> created by global economies. There are also many studies displaying highly unbalanced

<sup>1</sup> Child Labour – Global Estimates 2020, Trends and the Road Forward, [https://www.ilo.org/wcmsp5/groups/public/---ed\\_norm/---ipec/documents/publication/wcms\\_797515.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---ipec/documents/publication/wcms_797515.pdf) (Accessed 05.09.2021)

<sup>2</sup> ILO defines “*child labour*” as work that is mentally, physically, socially or morally dangerous and harmful to children (<https://www.ilo.org/ipec/facts/lang--en/index.htm>) (Accessed 13.06.2021). Together with the term “child labour”, “working children” is also used as a broader term that also covers work that children can legally do. According to the “*Child Labour – Global Estimates 2020*” report, there are globally 222 million working children in the age group 5-17.

<sup>3</sup> The ILO Convention 182 defines “*worst forms of child labour*” as: “all forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict; the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances; the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties; work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children.”

<sup>4</sup> Chocolate Market by Product and Geography - Forecast and Analysis 2021-2025 <https://www.technavio.com/report/chocolate-market-industry-analysis> (Accessed 21.07.2021)

<sup>5</sup> The chocolate industry has a century-long history of forced and child labor in the production of cocoa <https://laborrights.org/industries/cocoa> (E.T. 21.07.2021)

<sup>6</sup> Fındık Dalda Kalmaz, KA Yayınları Ankara 2020 <https://www.ka.org.tr/dosyalar/file/Yayinlar/Cocuk-Haklari/Raporlar/FINDIK-DALDA-KALMAZ.pdf> (E.T. 21.07.2021)

<sup>7</sup> Tulane University Survey Research on Child Labor in West African Cocoa Growing Areas [https://www.dol.gov/sites/dolgov/files/ILAB/research\\_file\\_attachment/Tulane%20University%20-%20Survey%20Research%20Cocoa%20Sector%20-%2030%20July%202015.pdf](https://www.dol.gov/sites/dolgov/files/ILAB/research_file_attachment/Tulane%20University%20-%20Survey%20Research%20Cocoa%20Sector%20-%2030%20July%202015.pdf) (E.T. 21.07.2021); US Department of Labor CLGGG Annual Report (2018) <https://www.dol.gov/sites/dolgov/files/ILAB/legacy/files/CLCGG2018Annual-Report.pdf> (E.T. 21.07.2021)

<sup>8</sup> The Dark Side of Chocolate <https://www.imdb.com/title/tt1773722/> (Accessed 21.07.2021)

<sup>9</sup> ILO, The worst forms of child labour <https://www.ilo.org/ipec/Campaignandadvocacy/Youthinaction/C182-Youth-oriented/worstforms/lang--en/index.htm> (Accessed 21.07.2021)

<sup>10</sup> US. Department of Labour, Child Labour in the Production of Cocoa <https://www.dol.gov/agencies/ilab/our-work/child-forced-labor-trafficking/child-labor-cocoa> (Accessed 21.07.2021)

<sup>11</sup> The real price of our delicious chocolate? Rampant deforestation and child labour <https://therising.co/2020/06/04/chocolate-deforestation-child-labor/> (Accessed 21.07.2021)

<sup>12</sup> Child Labour And Slavery In The Chocolate Industry <https://FOODISPOWER.ORG/HUMAN-LABOR-SLAVERY/SLAVERY-CHOCOLATE/> (Accessed 21.07.2021)

<sup>13</sup> Is There Slavery In Your Chocolate? <https://www.johnrobbins.info/is-there-slavery-in-your-chocolate/> (Accessed 21.07.2021)



distribution of income that gives rise to such situations. Studies suggest that only 6.6 percent of total returns to chocolate produce goes to farmers.<sup>14</sup>

In Turkey, 720,000 children in the age group 5-17 (4.4 percent of total child population in the age group) were engaged in *economic activities*<sup>15</sup> in 2019. 34 percent of these working children is out of education. 80 percent of all working children are in the age group 15-17. It may then be concluded that 16 percent of all children in this age group are working. Meanwhile there are 32,000 children in the age group 5-11 who are also engaged in economic activities. It can be said that these children are in the age group for which employment is not permitted according to Article 71 of Labour Law and they are engaged in activities that they are not permitted to.

According to data from the Turkish Statistical Institute (TÜİK)<sup>16</sup>, 31 percent of working children are in agriculture, 24 percent in industry and 46 percent in services. By age groups, 64 percent of working children in the age group 5-14 is in agriculture and 51 percent of working children in the age group 15-17 is in the services sector. It is known that these children work in excessively hot/cold or excessively damp/dry environments (13 percent), exposed to chemicals, dust and harmful gasses (11 percent), difficult positions and actions, noise or vibration (10 percent) or carry heavy loads (10 percent).

<sup>14</sup> Chocolate's Dark Secret [http://www.mightyearth.org/wp-content/uploads/2017/09/chocolates\\_dark\\_secret\\_english\\_web.pdf](http://www.mightyearth.org/wp-content/uploads/2017/09/chocolates_dark_secret_english_web.pdf) (Accessed 21.07.2021)

<sup>15</sup> TÜİK, defines "children engaged in economic activities" as those who during the reference week, work at least 1 hour on any day for wage, profit or as unpaid in family enterprises as well as others who maintain their jobs although may not have been at work for various reasons during the reference week. Comparing with the ILO definition, it can be said that this definition by TÜİK is similar to the ILO definition of "working children" that also includes "child labour".

<sup>16</sup> TÜİK Child Labour Survey Outcomes (2019), <https://data.tuik.gov.tr/Bulten/Index?p=Child-Labour-Force-Survey-2019-33807> (Accessed 13.06.2021)

The outcomes of the "Child Labour Force Survey"<sup>17</sup> conducted by the Turkish Statistical Institute (TÜİK) reveal that 65 percent of working children work for "economic" reasons (helping economic activities of their households, contribute to household income or providing for their own needs). Only one in every three working children does this for some other reasons such as learning a trade and building an occupation. This shows that child labour is in fact a "must" for a large part of children and families.

Both global and national data show that child labour is the result of poverty in general and child poverty in particular. Thus, policies focusing on the prevention of child labour must take into account data relating to poverty as well. The UNICEF reports that 356 million children throughout the world are exposed to extreme poverty while 1 billion children cannot access to services in such fundamental needs as education, health, housing and safe drinking water.<sup>18</sup> It is also found that two in every three children remain out of social protection system, which could mitigate the adverse consequences of poverty.<sup>19</sup>

The Global Multidimensional Poverty Index (2019) exposes that the main reason for poverty is *unequal resource distribution*.<sup>20</sup> The report "Child Poverty and Social Exclusion in Europe" by Save the Children says 27 million children are under risk in Europe and draws attention to relationship between

<sup>17</sup> TÜİK Child Labour Force Survey Results (2019), <https://data.tuik.gov.tr/Bulten/Index?p=Child-Labour-Force-Survey-2019-33807> (Accessed 13.06.2021)

<sup>18</sup> Extreme poverty denotes having to live on less than 1.90 dollars a day. <https://www.unicef.org/social-policy/child-poverty> (Accessed 05.05.2021)

<sup>19</sup> <https://www.unicef.org/stories/five-things-you-should-know-about-social-protection-children> (E.T. 05.05.2021)

<sup>20</sup> <http://humanistburo.org/dosyalar/humdosya/Illuminating%20Inequalities%20-%20Global%20Multidimensional%20Poverty%20Index%202019.pdf> sf.2 (E.T. 05.05.2021)

inequality and poverty.<sup>21</sup> The Euro Child data too shows that the rate of child poverty in Eastern European countries exceeds 40 percent and even in Northern European countries with high levels of welfare one in each five children is in poverty.<sup>22</sup> “According to the European Union definition of deprivation, one in every three children in the age group 0-15 in Turkey in 2017, that is about 7 million children live in households facing extreme material deprivation<sup>23,24</sup>.”

These data suggest that prohibiting children’s employment in works harmful to their development is not sufficient to safeguard their right to development and that it still leaves children unprotected from many hazards, and thus, any strategy based only on preventing children’s employment will fall short of what is needed and the solution depends on policies to eliminate child poverty, which must also include the working conditions of adults. This must be taken into account while defining discourse and methodology in an advocacy strategy for the prevention of child labour.

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<sup>21</sup> <https://resourcecentre.savethechildren.net/sites/default/files/documents/child-poverty-and-social-exclusion-in-europe-low-res.pdf> (E.T. 05.05.2021)

<sup>22</sup> <https://infogram.com/child-poverty-2019-1hzj4o9wo7x-34pw?live> (E.T. 05.05.2021)

<sup>23</sup> Severe material deprivation is defined as the inability to afford the expenses of at least four of these nine items: (1) A washing machine, (2) A colour TV, (3) A telephone, (4) A car, (5) Unexpected financial expenses, (6) One week’s holiday away from home, (7) Mortgage or rent payments, utility bills or other loan payments (8) A meal with meat, chicken or fish every second day, (9) Heating to keep the home sufficiently warm. <http://humanistburo.org/tr/istatistikler/tablo-4/> (Accessed 21.07.2021)

<sup>24</sup> Gürsel, Seyfettin et. al. “One in Every Three Children is in Material Deprivation” BETAM Study Note 16/193 <http://humanistburo.org/dosyalar/humdosya/Her%20Uc%20Cocuk-tan%20Biri%20Maddi%20Yoksunluk%20Icinde.pdf> (Accessed 21.07.2021)

## 1.2 About Prevention of Child Labour

While developing this strategy document, the responsibilities and those who are responsible in the context of preventing child labour have been identified in light of the international documents. The first heading below provides these resource documents and the second heading includes the fundamental principles set forth by these documents.

### 1.2.1 Sources Used

The following national and international documents were used in developing a conceptual framework for the prevention of child labour:

**United Nations Covenant on Economic, Social and Cultural Rights:** The Covenant was adopted by the United Nations General Assembly Resolution no. 2200 A (XXI) dated 16 December 1966 and it took effect on 3 January 1976. Turkey signed the Covenant on 15 August 2000 and ratified it with the Law no. 4867 dated 4 June 2003. The Covenant became effective in Turkey as of 23 December 2003. The Committee on Economic Social and Cultural Rights is the monitoring body for the implementation of the International Covenant on Economic, Social and Cultural Rights.<sup>25</sup>

**Revised European Social Charter:** The Charted was opened to accession by the Council of Europe on 3 May 1996 and it took effect on 1 July 1999. Turkey signed the Revised European Social Charter on 6 October 2004 and ratified it with the Law no. 5547 dated 27 September 2006. The Revised European Social Charter became effective in Turkey as of 1 August 2007. The European Committee on Social Rights is the monitoring body of the Charter.<sup>26</sup>

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<sup>25</sup> <https://insanhaklarimerkezi.bilgi.edu.tr/tr/content/120-ekonomik-sosyal-ve-kulturel-haklara-iliskin-uluslararası-sozlesme/> (Accessed 22.08.2021)

<sup>26</sup> <https://insanhaklarimerkezi.bilgi.edu.tr/tr/content/120-ekonomik-sosyal-ve-kulturel-haklara-iliskin-uluslararası-sozlesme/> (Accessed 22.08.2021)

**United Nations Convention on the Rights of the Child:** The Convention was adopted by the United Nations General Assembly Resolution no. 44/25 dated 20 November 1989 and it took effect on 2 September 1990. Turkey signed the Convention on 14 September 1990 and ratified it with the Law no. 4058 dated 9 December 1994. The Covenant became effective in Turkey as of 4 May 1995. The Committee on the Rights of the Child is the monitoring body of the Convention.<sup>27</sup>

**Convention no. 138 Concerning Minimum Age in Admission to Employment:** The Convention was adopted at the 58th session of the International Labour Organization on 6 June 1973. Turkey became a State Party to the Convention with the Law no. 4334 dated 23 January 1998. The Convention became effective in Turkey as of 30 October 1998. The International Labour Organization is the monitoring body of the Convention.<sup>28</sup>

**Convention no. 182 Concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour:** The Convention was adopted at the 87th session of the International Labour Organization on 1 June 1999. Turkey became a State Party to the Convention with the Law no. 4623 dated 25 January 2001. The Convention became effective in Turkey as of 2 August 2001. The International Labour Organization is the monitoring body of the Convention.<sup>29</sup>

The following sources may also be useful in relation to methods that can be followed in efforts to eliminate child labour:

**ILO International Programme on the Elimination of Child Labour (IPEC) (1992):** ILO's International Programme on the Elimination of Child Labour (IPEC) was created in 1992 in order to enhance the capacity of countries in their efforts to gradually eliminate child labour. In effect in 88 countries, it is the largest operational programme of the ILO.<sup>30</sup>

**International Labour Organization Declaration on Fundamental Rights and Principles at Work (1998):** The declaration was adopted at the 86th session of the International Labour Organization dated 18 June 1998. The objective of the Declaration is to encourage countries in their efforts to promote fundamental principles and rights enshrined in the ILO Constitution and the declaration of Philadelphia.

**National Programme and Action Plan on the Elimination of Child Labour (2017-2023):** The National Programme aims to eliminate child labour, including its worst forms in the first place, within a period of 10 years (2005-2015) by adopting comprehensive measures such as alleviating poverty as the main cause of child labour, improving the quality and accessibility of education and raising social sensitivity and awareness.<sup>31</sup> The Action Plan was developed to serve as a 5-year activity plan (2017-2023) for the implementation of the programme.<sup>32</sup>

<sup>27</sup> <https://insanhaklarimerkezi.bilgi.edu.tr/tr/content/120-ekonomik-sosyal-ve-kulturel-haklara-iliskin-uluslararası-sozlesme/> (Accessed 22.08.2021)

<sup>28</sup> [https://www.ilo.org/ankara/conventions-ratified-by-turkey/WCMS\\_377287/lang--tr/index.htm](https://www.ilo.org/ankara/conventions-ratified-by-turkey/WCMS_377287/lang--tr/index.htm) (Accessed 22.08.2021)

<sup>29</sup> [https://www.ilo.org/ankara/conventions-ratified-by-turkey/WCMS\\_377287/lang--tr/index.htm](https://www.ilo.org/ankara/conventions-ratified-by-turkey/WCMS_377287/lang--tr/index.htm) (Accessed 22.08.2021)

<sup>30</sup> <https://www.ilo.org/ipecc/programme/lang--en/index.htm> (Accessed 22.08.2021)

<sup>31</sup> [https://www.csgeb.gov.tr/media/53623/cocuk\\_isciligi-ulusal-programi.pdf](https://www.csgeb.gov.tr/media/53623/cocuk_isciligi-ulusal-programi.pdf) (Accessed 24.08.2021)

<sup>32</sup> [https://www.csgeb.gov.tr/cgm/dokumanlar/cocuk\\_isciligi\\_ile\\_mucadele\\_ulusal\\_programii\\_eylem\\_plani/](https://www.csgeb.gov.tr/cgm/dokumanlar/cocuk_isciligi_ile_mucadele_ulusal_programii_eylem_plani/) (Accessed 24.08.2021)

### 1.2.2 Guiding Principles

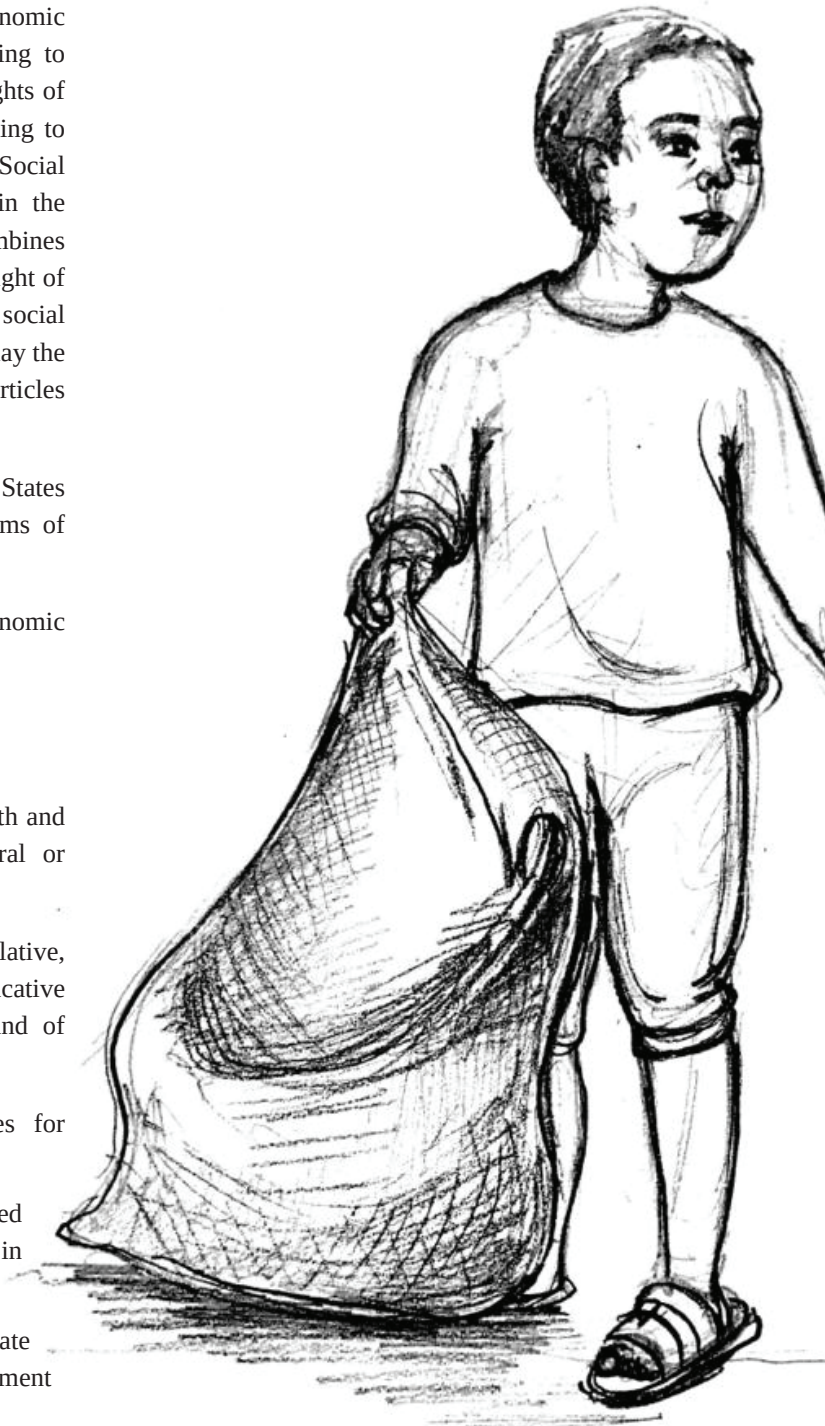
The protection of the child from economic exploitation is a right of the child according to Article 32 in the UN Convention on the Rights of the Child (CRC) and a human right according to article 10 in the UN Covenant on Economic, Social and Cultural Rights (CESCR). Article 7 in the revised European Social Charter (ESC) combines these two approaches and provides for the right of children and young persons to protection as a social right. The table below gives documents that lay the basis of the advocacy strategy and relevant articles in these documents.

Given these documents, it is the obligation of States to protect children from the following forms of employment:

- Work that may expose children to economic exploitation,
- All kinds of hazardous work,
- Works that interfere with their education,
- Works that may be harmful to their health and their physical, mental, emotional, moral or social development.

States are expected to adopt all relevant legislative, institutional, administrative, social and educative measures to protect children from this kind of work, including the following:

- Setting one or several minimum ages for admission to employment.
- Making appropriate arrangements related to conditions of work and its duration in hours.
- Envisaging penalties or other appropriate sanctions to ensure the effective enforcement of these measures.





**Table 1.** Sources used while developing the perspective for the advocacy strategy

Convention	Article No	Fundamental principles envisaged
UN Covenant on Economic, Social and Cultural Rights	Art.10	<ul style="list-style-type: none"> <li>Children and young persons should be protected from economic exploitation.</li> <li>Employment of children and young persons in work harmful to their morals or health or dangerous to life or likely to hamper their normal development should be punishable by law.</li> <li>Age limits for employment should be set and employment under that age should be prohibited and punishable by law.</li> </ul>
Revised European Social Charter	Art.7	<p><b>Right of children and young persons to protection</b></p> <ul style="list-style-type: none"> <li>Minimum age of admission to employment should be set as 15 years, subject to exceptions for children employed in prescribed light work without harm to their health, morals or education.</li> <li>Minimum age of admission to employment should be set as 18 years with respect to occupations regarded as dangerous or unhealthy.</li> <li>Persons who are still subject to compulsory education should not be employed in such work as would deprive them of the full benefit of their education.</li> <li>Working hours of persons under age 18 should be limited in accordance with the needs of their development, and particularly with their need for vocational training.</li> <li>Young workers and apprentices should be provided with a fair wage and other appropriate allowances.</li> <li>Time spent by young persons in vocational training during the normal working hours with the consent of the employer should be treated as forming part of the working day.</li> <li>Employed persons under age 18 should be entitled to a minimum of four weeks' annual holiday with pay.</li> <li>Persons under age 18 should not be employed in night work with the exception of certain occupations provided for by national laws or regulations.</li> <li>Persons under age 18 employed in occupations prescribed by national laws or regulations should be made subject to regular medical control.</li> <li>Special protection should be ensured against physical and moral dangers to which children and young persons are exposed, and particularly against those resulting directly or indirectly from their work.</li> </ul>

UN Convention on the Rights of the Child	Art.32	<ul style="list-style-type: none"> <li>▪ Child should be protected from economic exploitation and from performing any work that is likely to be hazardous or to interfere with their education, or to be harmful to their health or physical, mental, spiritual, moral or social development.</li> <li>▪ The following legislative, administrative, social and educational measures should be taken to ensure the implementation of the above: <ul style="list-style-type: none"> <li>• Providing for a minimum age or minimum ages for admission to employment</li> <li>• Providing for appropriate regulation of the hours and conditions of employment</li> <li>• Providing for appropriate penalties or other sanctions to ensure the effective enforcement of this article</li> </ul> </li> </ul>
Convention no. 138 Concerning	Art.1	<ul style="list-style-type: none"> <li>▪ A national policy should be pursued designed to raise progressively the minimum age for admission to employment.</li> </ul>
Minimum Age in Admission to Employment	Art.2	<ul style="list-style-type: none"> <li>▪ A minimum age for admission to employment or work should be specified.</li> <li>▪ Minimum age should not be less than the age of completion of compulsory schooling and, in any case, less than 15 years.</li> </ul>
	Art.3	<ul style="list-style-type: none"> <li>▪ Minimum age for admission to any type of employment or work which by its nature or the circumstances in which it is carried out is likely to jeopardise the health, safety or morals of young persons should not be less than 18 years.</li> </ul>
	Art.6	<ul style="list-style-type: none"> <li>▪ Exception for vocational and technical education</li> </ul>
	Art.7	<ul style="list-style-type: none"> <li>▪ Exception for light works</li> </ul>
Convention no. 182 Concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour	Art.7	<p><b>Effective and time-bound measures should be taken to ensure the following:</b></p> <ul style="list-style-type: none"> <li>▪ preventing the engagement of children in the worst forms of child labour;</li> <li>▪ providing necessary and appropriate direct assistance for the removal of children from the worst forms of child labour and for their rehabilitation and social integration;</li> <li>▪ ensuring access to free basic education, and, wherever possible and appropriate, vocational training, for all children removed from the worst forms of child labour;</li> <li>▪ identifying and reaching out to children at special risk;</li> <li>▪ taking account of the special situation of girls.</li> </ul>
	Art.8	<p><b>International cooperation should be enhanced to include the following:</b></p> <ul style="list-style-type: none"> <li>▪ Economic and social development programmes,</li> <li>▪ Poverty eradication programmes,</li> <li>▪ Universal education.</li> </ul>

The minimum age for admission to employment should not be less than the age of completion of compulsory schooling and, in any case, less than age 15. Children over age 15 may be employed in light works; with due consideration to their development and protection. Thus, the conditions of employment should be specific to them. When heavy and hazardous works are concerned, the employment of persons under age 18 must be prohibited. The employment of children in these works constitute the worst forms of child labour. Policies to eliminate the worst forms of child labour must be supported by economic and social development, poverty elimination policies and access to quality education. This, in turn, requires international cooperation. These standards set by the ILO Convention no. 182 Concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour also constitute the basis of the responsibility that business will assume. This constitutes the starting point of the conceptual framework of this advocacy strategy by revealing that the struggle is not a social responsibility issue, but about employee rights.

Considering the data on the causes of child labour, it becomes clear that setting age limits for employment, prohibition and punishment will not be sufficient strategies for prevention efforts. Thus, policies geared to eliminating child labour must consider other rights of children as well, including first and foremost the right to adequate standard of living provided for by CRC article 27. This requires that basic standards related to adults' working life and their right to benefit from social security and social assistance should be included in the background of studies on the prevention of child labour. The *“right to a remuneration that will give the workers and their families a decent standard of living”* envisaged by the European Social Charter (art. 4) is among these standards. Likewise, the

UN Covenant on Economic, Social and Cultural Rights sets forth *“guaranteeing fair remuneration that ensures a decent living for workers and their families”* in its Article 7. Taking these provisions from various conventions together, it must be accepted as the first priority to ensure that working parents enjoy a level of income in return to their work to be able to provide a decent level of living to their children.

The *“right of workers with family responsibilities to equal opportunities and equal treatment”* provided for by Article 27 in the Revised European Social Charter points out to minimum coverage that must be considered in child labour prevention strategies of enterprises. Not losing jobs as a result of family responsibilities, possibility of entering and re-entering employment and creche and day care support are the principles that must be included in child labour prevention strategy in the context of this right.

Accordingly, the provisions of both Conventions regulating the right to work and employee rights should be included in the regulations that form the basis of the business world's responsibility to prevent child labour.

Companies are also obliged to comply with these regulations stipulated by the State as a minimum. However, besides the minimum standards determined by the States, universal rules of law are also guiding for companies. To give an example, just like the Lanzarote Convention which obliges its States Parties to prosecute their citizens for their offenses committed not only in their countries of citizenship but also in other countries; States must ask companies in their jurisdiction to comply with universal rules in their transboundary activities as well in order to protect children from economic exploitation and harmful employment.

## 1.3 About the Responsibility of Business in Preventing Child Labour

While developing this strategy document, the responsibilities of the business world in the context of preventing child labour have been identified in light of the key documents related to business and human rights. The first heading below provides these resource documents and the second heading includes the fundamental principles set forth by these documents.

### 1.3.1 Sources Used

The following sources were used in developing a conceptual framework for the responsibility of business in preventing child labour:

**International Labour Organization (ILO) Tripartite Declaration**<sup>33</sup>: The Declaration was prepared to guide multinational companies, employers and States in issues such as employment, training and working life. It was first adopted in 1977 and then updated in 2000, 2006 and 2017.

**UN Global Compact**<sup>34</sup>: It is the largest sustainability initiative in the world with over 9,500 corporate and over 3,000 non-corporate members from more than 160 countries. It started in 2000. Its objective is to encourage corporations to act in cooperation to create a sustainable and inclusive global economy to the benefit of people, communities and markets.<sup>35</sup>

**OECD Guidelines for Multinational Enterprises**<sup>36</sup>: These guidelines consist of recommendations to multinational enterprises operating in OECD

countries. They were first adopted in 2000, followed by updating efforts starting in 2010. The updated version of the document was adopted by 42 governments at OECD's 50th Anniversary Ministerial Council Meeting on 25 May 2011.

**UN Guiding Principles on Business and Human Rights**<sup>37</sup>: It was endorsed by the UN Human Rights Council with its resolution no. 17/4 dated 16 June 2011. The principles seek to improve standards and practices related to business and human rights and to contribute, in this way, to socially sustainable globalization.

### 1.3.2 Guiding Principles

While defining the responsibility of business in preventing child labour, the source documents listed above were used with a focus on the conceptual framework related to responsibilities that business is expected to assume in regard to human rights.

The guiding principles in the conceptual framework on the prevention of child labour point to the responsibilities of States. Additional resources are needed to link these responsibilities with the business world. The principles contained in the documents in this section form the basis of linking the guiding principles on the prevention of child labour with the business world.

The first two principles of the UN Global Compact set out the main framework: *Businesses should support and respect the protection of internationally proclaimed human rights and make sure that they are not complicit in human rights abuses.* According to the UN Guiding Principles on Business and Human Rights, *it is a corporate responsibility to adopt measures to ensure that human rights are not violated and any violation is avoided.*

<sup>33</sup> [https://www.ilo.org/wcmsp5/groups/public/---ed\\_emp/---emp\\_ent/---multi/documents/publication/wcms\\_094386.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---multi/documents/publication/wcms_094386.pdf)

<sup>34</sup> <https://www.globalcompactturkiye.org/10-ilke/>

<sup>35</sup> <https://www.globalcompactturkiye.org/un-global-compact/> (Accessed 24.08.2021)

<sup>36</sup> <https://www.oecd.org/daf/inv/mne/48004323.pdf> (Accessed 13.06.2021)

<sup>37</sup> [https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR\\_EN.pdf](https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf), <https://etkiniz.eu/wp-content/uploads/2021/01/BM-is-dunyasi-ve-insan-haklari.pdf>

The table below includes relevant articles in the documents used while developing the advocacy strategy:

**Table 2.** Provisions of international documents in the field of business and human rights used in developing an advocacy strategy

Document	Related articles
International Labour Organization (ILO) Tripartite Declaration	<ul style="list-style-type: none"> <li>▪ Opportunities of lifelong learning and quality education for all</li> <li>▪ Access to inclusive and sustainable social protection</li> <li>▪ Adopting necessary measures to support people in their transitions during working life</li> <li>▪ Ensuring gender equality in terms of both opportunities and treatment</li> </ul>
UN Global Compact	<p>Human rights (From the Universal Declaration of Human Rights)</p> <p><b>Principle 1:</b> Businesses should support and respect the protection of internationally proclaimed human rights.</p> <p><b>Principle 2:</b> Businesses should make sure that they are not complicit in human rights abuses.</p> <p>Working standards (From the ILO Declaration on Fundamental Rights and Principles at Work):</p> <p><b>Principle 3:</b> Businesses should support the freedom of association and the right to collective bargaining.</p> <p><b>Principle 4:</b> All forms of forced and compulsory labour should be eliminated.</p> <p><b>Principle 5:</b> All forms of child labour should be abolished.</p> <p><b>Principle 6:</b> Discrimination in respect of employment and occupation should be eliminated.</p>
OECD Guidelines for Multinational Enterprises	<ul style="list-style-type: none"> <li>▪ General policies</li> <li>▪ Enlightening the public</li> <li>▪ Human rights</li> <li>▪ Relations between employment and stakeholders in society</li> </ul>
UN Guiding Principles on Business and Human Rights	<ul style="list-style-type: none"> <li>▪ It is the duty of the States to adopt appropriate policies, make necessary arrangements or settle disputes to protect its citizens against human rights abuses including by business enterprises.</li> <li>▪ It is a corporate responsibility to adopt measures to prevent human rights abuses and avoid violating the rights of citizens.</li> <li>▪ Those affected by human rights abuses must have access to means of effective remedy through courts or corporate procedures.</li> </ul>

## 1.4 About the Advocacy Strategy

Guidelines on human rights advocacy were used to determine the features that the advocacy strategy should have. The first heading below provides these resource documents and the second heading includes the fundamental principles set forth by these documents.

### 1.4.1 Sources Used

In determining the basic principles, standards and indicators of this advocacy strategy, the following documents specific to human rights advocacy were used:

***Principles and Standards for Independent Advocacy (2019)***:<sup>38</sup> It was developed by the Scottish Independent Advocacy Alliance<sup>39</sup> to ensure consistent offering of independent advocacy and at highest possible standard.

***Human Rights Tools for a Changing World (2015)***<sup>40</sup>: Human Rights Tools for a Changing World seeks to provide a practical, step-by-step guide to individuals and groups who want to incorporate human rights monitoring, documentation and advocacy into their efforts to change policies and improve environments with respect to human rights. It was developed by the Advocates for Human Rights.

### 1.4.2 Guiding Principles

Sources that guide advocacy work in the field of human rights in general also have their guidance function in advocacy work related to the responsibility of business to prevent child labour.

**Principles** are fundamental precepts for independent advocacy and major starting points in all actions of advocates and organizations engaged in advocacy work:

The principle of “**indivisibility**” points out to integrated nature of human rights.

The principle of “**interdependence**” emphasizes that the protection of each right is dependent upon the protection of other rights.

The principle of “**equality and non-discrimination**” requires avoiding any discourse that consolidate prejudices leading to discriminatory behaviour and standing against prejudices that may be confronted with during advocacy work.

The principle of “**participation and inclusiveness**” requires that advocacy activities are carried out with the participation of the target group and in ways that make their voices heard directly.

The principle of “**accountability and rule of law**” requires sharing of methods and sources of advocacy work with target groups, partners, workers and society and establishment of a mechanism to monitor effectiveness. At the same time, advocacy efforts should be carried out by taking into account the legal regulations specific to this field.

**Standards** are details that outline what needs to be done to meet the principles. Indicators are also needed to monitor whether the standards are being met.

**Indicators** are evidence of how advocates and organizations in advocacy work meet each standard. They are also necessary to ensure accountability in advocacy efforts. Hence, standards and indicators of advocacy work should be taken into account along with the principles. In this section, 9 standards and their indicators that should be considered

<sup>38</sup> <https://www.siaa.org.uk/wp-content/uploads/2021/02/SIA-A-Principles-Final-2nd-print-run-with-ISBN.pdf> (Accessed: 24.08.2021)

<sup>39</sup> <https://www.siaa.org.uk/about-us/> (Accessed: 24.08.2021)

<sup>40</sup> <https://www.theadvocatesforhumanrights.org/Publications/Index?id=153> (Accessed: 24.08.2021)

while advocating on human rights issues, which can guide the advocacy studies to be carried out on the responsibility of the business world to prevent child labour, are presented.

<b>Standard 1</b>	<b>Independent advocacy seeks to ensure the protection of human rights.</b>
<b>Indicators</b>	<p>1.1. Advocates are knowledgeable about national and supranational legislation in the field they are working.</p> <p>1.2. Advocates try to disseminate information concerning related legislation and policies.</p>
<b>Standard 2</b>	<b>Independent advocacy is shaped in line with the rights, needs, fields of interest, opinions and demands of ultimate beneficiaries.</b>
<b>Indicators</b>	<p>2.1. Advocates represent not their ideas or interests of others but the demands and opinions of the target group.</p> <p>2.2. Advocates are clear about this role of theirs.</p>
<b>Standard 3</b>	<b>Independent advocacy helps people to have control over their own lives and to fully participate to decisions that affect their life.</b>
<b>Indicators</b>	<p>3.1. Advocates try to help the target group and advocacy partners<sup>41</sup> in obtaining as much information as possible about available opportunities.</p> <p>3.2. Advocates seek to help advocacy partners make informed decisions and choices.</p>
<b>Standard 4</b>	<b>Independent advocacy must be responsible and accountable to those whose rights it aims to protect or affect.</b>
<b>Indicators</b>	<p>4.1. Advocates are accountable to the group they represent, the target group and the organization they are affiliated with.</p> <p>4.2. Advocates take into account the past, present and future aspirations of the target group and those they represent.</p> <p>4.3. Advocates share their activities, resources, and results with the public in an understandable, open and accessible manner.</p>

<sup>41</sup> “Advocacy partner” represents actors institutions and organizations seeking to carry out advocacy work for the same target group.

<b>Standard 5</b>	<b>Independent advocacy is accountable to the law.</b>
<b>Indicators</b>	<p>5.1. Advocators are aware of laws and act in accordance.</p> <p>5.2. Advocators ensure that the target group they represent is aware of law and do not help them in any act of breach. This principle cannot be interpreted as excluding civil disobedience.</p>
<b>Standard 6</b>	<b>Independent advocacy must be managed effectively.</b>
<b>Indicators</b>	<p>6.1. Advocates operate within the principles and standards of the advocacy strategy.</p> <p>6.2. Advocates are knowledgeable about effective resource use and use resources effectively.</p>
<b>Standard 7</b>	<b>Independent advocacy cannot be controlled by its funders.</b>
<b>Indicators</b>	<p>7.1. The actions of the advocates are not affected by the opinions of the funders.</p> <p>7.2. The institutions of which the advocates are members have an independent management structure. Funders are not directly associated with the management of the institution engaged in advocacy work.</p> <p>7.3. Advocates have a clear strategy to follow when resource providers interfere with their work.</p>
<b>Standard 8</b>	<b>Independent advocacy is aware of possible conflicts of interest and minimizes this possibility.</b>
<b>Indicators</b>	<p>8.1. Advocates are aware of anything that could jeopardize their role.</p> <p>8.2. Advocates are aware of the limitations of the relationships they establish in the role of advocate.</p> <p>8.3. Advocates have a policy and procedures they can follow to deal with potential conflicts of interest.</p>
<b>Standard 9</b>	<b>Independent advocacy tries to reach the widest mass possible regardless of their merits or living conditions.</b>
<b>Indicators</b>	<p>9.1. Advocates work in line with policies of non-discrimination and equal opportunities.</p> <p>9.2. Advocates avoid discriminatory behaviour / favouritism towards their target group.</p> <p>9.3. Advocates try to reach people who may benefit from their advocacy role.</p>

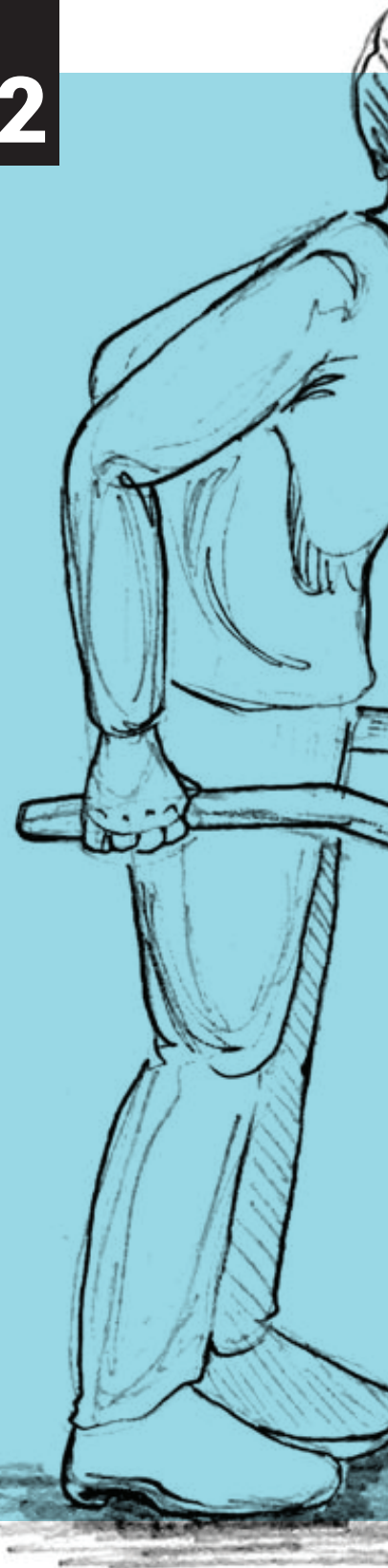
A checklist is provided in Table 4 for advocates who want to ensure that their advocacy work is conducted in line with the strategy and indicators. It is necessary to make sure that all of the questions in this table are answered as “yes”.

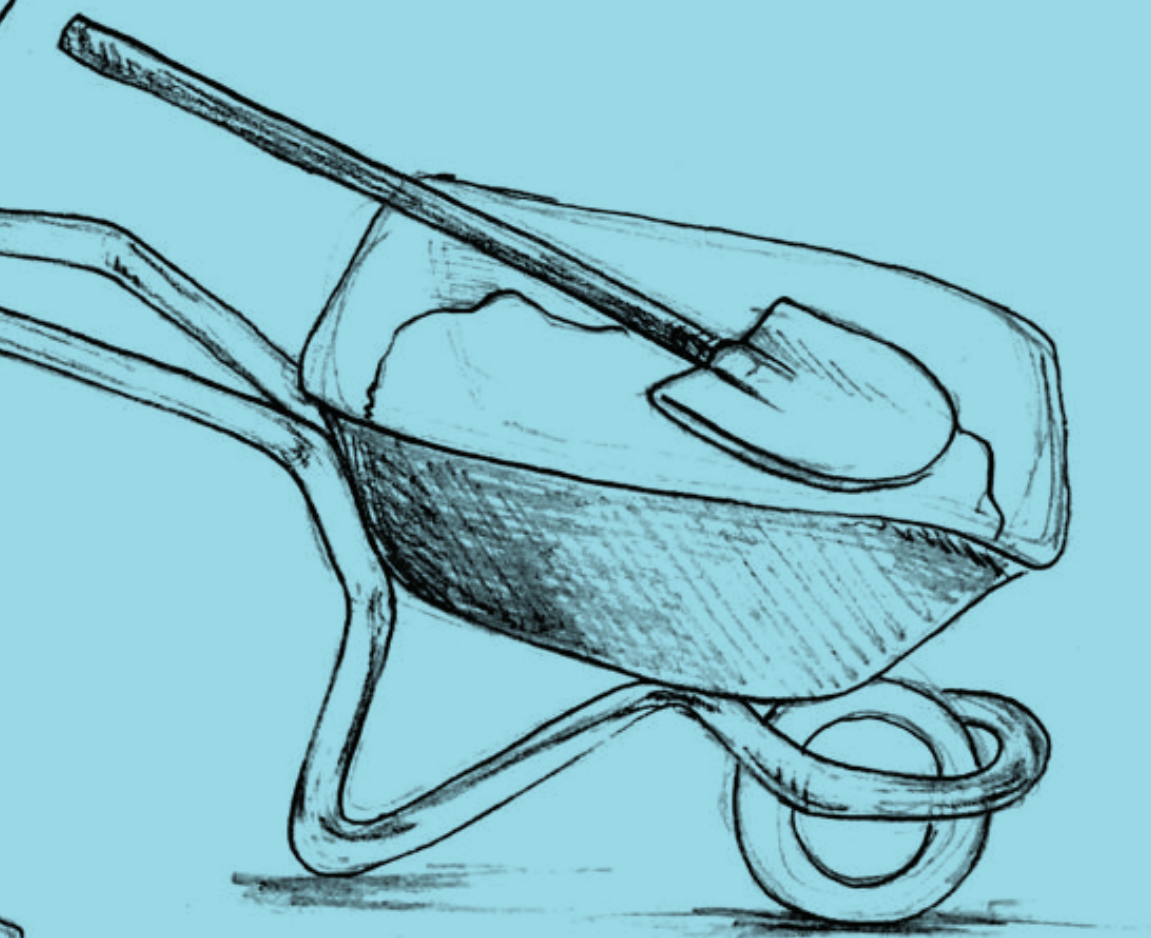


**Table 4.** Checklist for compliance with advocacy standards

Advocates;	Yes	No
Are they informed about policies related to equal opportunities and non-discrimination?		
Are they aware of what is considered as discriminatory behaviour/favouritism in relation to the target group and competent in avoiding such behaviour?		
Do they try to reach people who may benefit from advocacy work?		
Are they aware of risks that may jeopardize their roles?		
Are they aware of limitations to their role of advocacy?		
Do they have a policy and procedures that they can apply in case of possible conflicts of interest?		
Do they know the principles and standards of advocacy strategy?		
Are they informed about efficient resource utilization and keen on efficient utilization of resources?		
Are they informed about the legislation regarding advocacy work?		
Do they comply with the legislation that must be followed in their advocacy work?		
Do they feel a sense of responsibility towards the group they represent, the target group and the organization they are affiliated with?		
Are they informed about the past, present and future aspirations of the target group they represent and do they consider these in their advocacy work?		
Can they discern the demands and opinions of their target group from their own opinions or interests of others?		
Can they perform their advocacy work by focusing exclusively on the demands and opinions of their target group?		
Are they informed about national and supranational legislation relating to their field of work?		
Do they try to disseminate information about related legislation and policies?		
Do they share with the society the activities they carry out, the resources they use and the results they have achieved in an understandable way, in an open and accessible manner?		
Do they take measures to ensure that their actions are not influenced by funders?		
Are they sure that institutions they are attached to have their independent management structure (absence of any direct connection between funders and management of advocacy institution)?		
Do they have a clear strategy showing them the way to pursue when funders interfere with their work?		

**A PROPOSAL FOR  
ADVOCACY WORK ON  
THE RESPONSIBILITY OF  
BUSINESS IN PREVENTING  
CHILD LABOUR**





In this section, a proposal is presented for the advocacy work to be carried out on the responsibility of the business world to prevent child labour. This proposal has been prepared taking into consideration the target group, objective and aims of these efforts, the messages that can be used and the conceptual framework presented in the first chapter.

## 2.1 Target Group

For the advocacy work to reach its goal, it must appeal to a very large target group in relation to the responsibility of business in preventing child labour. At the same time, it needs to follow a strategy that will turn some actors of the target group into partners in the advocacy work, from the short-term to the long-term, and essentially ensure that the voices of those whose rights are defended are heard directly. For this reason, the target groups presented in Table 5 changes over time. It is foreseen that the short and medium term target groups will be the actors to cooperate for the next stage.

## 2.2 Aim and Objectives of Advocacy Work

The aim of the advocacy strategy developed is to ensure that business world undertakes responsibility and develops effective policies to prevent the exploitation of child labour.

The overall objective of the advocacy work is to ensure that the *Guide to Monitoring Fair Working Conditions in Business to Prevent Child Labour* is used for self-evaluation by companies and in monitoring work by civil society organizations. There are three specific objectives to achieve this overall objective:

- 1) To raise awareness of the responsibilities of business in the field of prevention of child labour exploitation in all segments of society (short term)
- 2) To create a demand for businesses to have a child labour prevention policy (medium term)
- 3) To ensure that the demand for fair working conditions is updated in line with the changing circumstances (Long term)

Table 5. Target groups

	Short Term	Medium Term	Long Term
<b>Target Group</b>	<b>Target Group-I</b> <ul style="list-style-type: none"> <li>Civil society organizations extending humanitarian assistance and carrying out activities for children including for prevention of child labour</li> <li>Trade unions and other associations of workers</li> <li>Academic institutions</li> <li>Media</li> </ul>	<b>Target Group-II</b> <ul style="list-style-type: none"> <li>Decision makers (Ministries, local government staff, parliamentarians)</li> <li>Consumers and their organizations</li> <li>Professional organizations</li> <li>Working children and employees who earn below the poverty line in return for their work</li> </ul>	<b>Target Group-III</b> <ul style="list-style-type: none"> <li>Private enterprises and company managers</li> </ul>





### 2.2.1 Short Term (1-2 Years) Objectives and Activities

**Raising awareness:** The first of the short-term objectives is raising awareness about the role of business in preventing child labour. Indeed, in order to ensure that the business world, which is the ultimate target, takes responsibility for preventing child labour, it is necessary to increase the actors who will convey this message to the business world.

It is important in reaching the desired outcome to ensure that everyone engaged in advocacy work use similar definitions of responsibilities related to the responsibility of the business world in the prevention of child labour.

Hence, two basic strategies must be pursued: Developing cooperation to have multiple actors acting together and developing a common discourse used by these actors.

*The Guide to Monitoring Fair Working Conditions in Business to Prevent Child Labour* will serve as an instrument in ensuring coherence in discourse in activities carried out to build awareness in business in their responsibility to prevent child labour.

First of all, the following activities should be carried out to produce and share information for the first target group in Table-5:

- Meetings to disseminate the “Guide to Monitoring Fair Working Conditions in Business to Prevent Child Labour”
- Publications about the responsibility to prevent child labour in the context of business and human rights
- Reports on practices by business in preventing child labour and ensuring fair working conditions
- Lobbying activities to introduce the ‘Guide to Monitoring Fair Working Conditions in Business to Prevent Child Labour’



- Campaigns promoting the main areas of responsibilities specified in the 'Guide to Monitoring Fair Working Conditions in Business to Prevent Child Labour'

The following activities can be considered to promote cooperation:

- Creating platforms where possibilities for multi-institutional activities are discussed
- Preparation of cooperation protocols
- Implementation of multi-partner projects

**Indicators:** The major indicator of success in activities to build awareness is the unity of discourse and action by different sections of society. This can be measured by the realization of partnerships, boards, councils and platforms that bring together a number of actors. The existence of partnerships formed by actors in the list of Target Group-I (Table 5) as well as boards/councils/platforms constitutes concrete indicators related to this target. The formulation of child labour prevention policies by some multinational and large-scale enterprises can also be taken as an indicator of the ultimate impact of awareness activities.

### 2.2.2 Medium Term (3-5 Years) Objectives and Activities

#### **Making demands visible in all target groups:**

The medium-term objective is to ensure the visibility of demands raised by society and in particular by consumers to have business assume its responsibilities in preventing child labour. Awareness raising activities in the short-term are expected to contribute to the formulation of specific demands in the medium-term. For example, strategies such as minimum wage and parent support services included in the *Guide to Monitoring Fair Working Conditions in Business to Prevent Child Labour* are expected to turn into

demands of various actors in the public. It is also aimed to have this demand emerge within business where change is expected. Meanwhile, it is also aimed to make the demands of the right holders, namely working children and those earning below the poverty line, audible.

The following activities may be considered to make demands visible:

- Conducting focus group meetings, forums, interviews, qualitative surveys and other similar activities with child workers and workers who earn below poverty line.
- Carrying out training activities on the prevention of child labour with the members of the organizations in the target group such as consumer organizations and humanitarian aid organizations.
- Conducting workshops, training sessions and other similar activities with staff from academia, consumer associations and humanitarian assistance organizations.
- Organizing meetings to enable employers' organizations and employers' representatives to express their views on the issue. Preparation of press releases and campaigns to make these views visible.
- Rewarding good practices.
- Publications to promote and publicize good practices.

**Indicators:** The most important indicator in the realization of the medium-term objective is increase in the number of institutions within business world that have their child labour prevention policies. Other indicators of success in terms of the medium-term objective include actors in the list of target group-I in Table 5 moving beyond their status as a target group and becoming actors raising their demands,

monitoring and reporting of company activities especially in trades where child labour is common and business having this item in their agenda in their routine activities (meetings, publications, etc.). In the medium-term, the presence of child labour policies in some of the medium-scale local companies besides multinational and large-scale enterprises and draft laws based on demands will also be considered as an indicator of the impact of advocacy work.

### 2.2.3 Long Term (6-10 Years) Objectives and Activities

***Ensuring that the demand for fair working conditions is updated in line with the changing circumstances:*** The long-term objective is to ensure that child labour prevention policies in the business world have become established and become part of the operation, and that the demand for fair working conditions, which is the core element of these policies, is updated and maintained in line with changing circumstances. Because only in this way will it be guaranteed that there will never be a need for child labour exploitation again. It is expected that the appropriate implementation of the child labour prevention policy, especially within the multinational or local medium and large enterprises, will become an established practice.

The following activities may be considered in pursuing this objective:

- Developing and disseminating sector and field-based policy standards
- Periodic and coherent monitoring and reporting work
- Research and similar work by academic institutions
- Activities geared to sharing of international experience (meetings, publications, etc.)

- Activities such as studies, forums, etc. establishing communication between consumers and institutions engaged in certification and monitoring activities.

***Indicators:*** The most important indicator of the effectiveness of long-term target-oriented activities will be the absence of multinational, medium and large-sized enterprises that do not have a child labour prevention policy and do not carry out their activities in line with this policy. The existence of specialization in the monitoring of the business world in the media, the creation of research and training programs in this field in academic institutions, the existence of certification bodies, the formation of non-governmental organizations that conduct advocacy based on monitoring activities will also be among important indicators. The fact that the actors in the target group-II list in Table 5 cease to be the target group in long-term activities and become the executives of advocacy activities can be considered as another indicator. Making legal arrangements that guarantee fair working conditions and the existence of special units in the institutions responsible for monitoring compliance with these rules can also be considered as important indicators.

## 2.3 Sample Messages

The principles of human rights advocacy should be guiding in determining the language to be used and the discourse to be formed in advocacy studies. (See 1.2.2)

All rights, such as the right of the child to be protected from economic exploitation (CRC 32) referred to in the conceptual framework on prevention of child labour, and the right to education (CRC 17, 29, 30) and have an adequate standard of living (CRC 27) protected by the CRC



must be addressed as a whole as required by the principle of indivisibility and advocacy strategy must be developed accordingly.

*The principle of interdependence requires the joint defence of all human rights concerning all factors that cause the problem of child labour. The conceptual basis for the argument that the prevention of child labour should not be limited to Article 32 of the CRC, or even the Convention on the Rights of the Child, but also include both the UN Covenant on Economic, Social and Cultural Rights and the European Social Charter lies in the principle of interdependence.*

*As required by the principle of equality and non-discrimination, advocacy activities must cover all children and their parents and avoid the use of any discriminatory language.*

*As required by the principle of participation and inclusiveness, advocacy activities must be carried out with the participation of beneficiaries and in a way to have their voices heard directly.*

Advocacy work carried out in compliance with these principles must have a discourse and methods that is open to the participation of children whose rights are defended and adults who have to work long hours without earning enough for a decent standard of living and to cover all people concerned. At the same time, advocacy resources, practices and results should be accessible to both target groups and children and adults who are expected to benefit from advocacy work.

The sample messages here have been formulated by considering these principles.

- Child labour is the result of child poverty; child poverty is the result of working poverty and unemployment.
- Prevention of child labour requires combating poverty and unemployment

and, more importantly, ensuring fairness in income distribution.

- The business world has an important responsibility, just like States in the fight against poverty and unemployment.
- Every company should have a child labour prevention policy. This policy should cover the following:
  - Employing children within the company only under legally permitted age and conditions.
  - Establishment of an effective system for the identification and protection of children working at illicit ages and conditions within the company.
  - Having a wage policy providing a decent standard of life to all company workers and their families.
  - Offering working conditions that are favourable for employees in ensuring a sustainable balance of working life, family life and social life.
  - Ensuring that all employees in the company can exercise their right to associate.
  - Putting in place a functional and effective complaints mechanism.
  - Having an effective monitoring-evaluation system for ensuring the compliance of company activities with standards and indicators of child labour prevention policy.
  - Having a regular assessment system and an effective risk management plan on actual and potential effects of company activities on children.
  - Conducting capacity building activities to enhance social and sectorial capacity in combating child labour.
  - Conducting capacity building activities

to enhance social and sectorial capacity in combating child labour.

- Adults working in the supply chain of a company that aims to prevent child labour;
  - must be assured of an income that will provide them and their families with a decent/respectable standard of living in exchange for their work.
  - should be offered working conditions, times and durations arranged taking into account their parenting roles.
  - should have access to services (nursery, social and cultural opportunities) that will support their parenting skills.
- To prevent child labour, the minimum age for admission to employment must be clearly specified by considering such factors as age, sector, type of work, etc.
- Safeguards must be in place for children working in compliance with minimum age requirement.
- Sanctions to be applied to child employment against minimum age and conditions must be dissuasive and enforced effectively. It must be noted, however, child labour cannot be prevented only through prohibitions, inspections and penalties.

## 2.4 Planning Proposal for Institutions to Carry out Advocacy Activities

In order to ensure that the business world has a child labour prevention policy, there is a need to cover all of the short, medium and long-term objectives in this advocacy strategy in order to achieve the objectives of the advocacy efforts for the business world and the public. It may not be possible to realize this by a civil society organization by itself. Thus, possibilities of cooperation must be sought starting from short-term objectives.

## 2.5 Monitoring and evaluation of advocacy activities

The development of indicators to monitor the objectives and standards is important both in terms of ensuring that the activities are always carried out in line with the objectives, and in checking whether all the steps are foreseen while the action plan is being prepared. Indicators for the standards and activities related to these indicators that must be included in the plan can be seen in the Table 7 below.

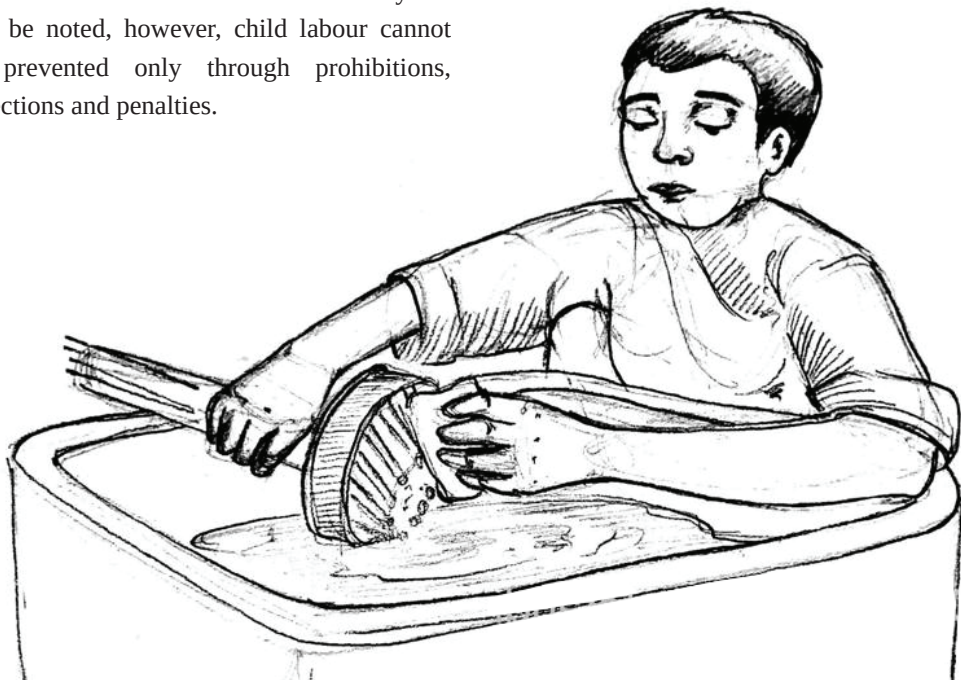


Table 6. A planning proposal for advocacy activities

Raising awareness		Making demands visible in all target groups			Having child labour prevention policies as an established practice in business				
1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year	5 <sup>th</sup> year	6 <sup>th</sup> year	7 <sup>th</sup> year	8 <sup>th</sup> year	9 <sup>th</sup> year	10 <sup>th</sup> year
Dissemination and cooperation activities									
Creating cooperation opportunities for second year activities	Publications								
	Lobbying activities								
	Campaigns								
	Multi-partner projects and protocols								
	Creating cooperation opportunities for medium-term activities	Research							
		Training activities							
		Press releases, interviews, etc.							
		Publications introducing good practices							
				Rewarding good practices					
					Developing and disseminating sector and area-based policy standards				
					Periodic and consistent efforts in monitoring and reporting				
					Activities to ensure international exchange of experience (meetings, publications, etc.)				
							Studies, forums, etc. to ensure communication between consumers and institutions engaged in certification and monitoring activities		

**Table 7. Indicators for advocacy activities**

Targets	Raising awareness	Making demands visible in all target groups	Having child labour prevention policies as an established practice in business
Timeline	1 – 2 years	3 – 5 years	6 – 10 years
Indicators	<ul style="list-style-type: none"> <li>Have protocols been established to ensure cooperation among target group members?</li> <li>Do news about child labour cover speakers representing actors included in the target group?</li> <li>Do the language and content of news refer to parties engaged in child labour prevention policy?</li> <li>Have there been campaigns covering all target groups?</li> <li>Are there persons among employees speaking on behalf of the group?</li> <li>Are there ongoing lobbying activities with companies that are expected to establish a child protection policy?</li> <li>Are there ongoing lobbying activities with decision makers?</li> <li>Are there any employees who participate in activities and campaigns in this field?</li> <li>Have multi-institutional projects been implemented?</li> </ul>	<ul style="list-style-type: none"> <li>Are there training activities for target group members?</li> <li>Is the issue of child labour prevention policy addressed in major meetings of employers' associations and their publications?</li> <li>Are there activities like workshops, etc. with staff from the academia and media?</li> <li>Are there focus groups, forums, interviews, qualitative research with working children and workers earning below the poverty line?</li> <li>Has there been a change in discourse compatible with the scope of the Guide in the discourses of non-governmental organizations working on the prevention of child labour, especially humanitarian aid organizations?</li> <li>Are monitoring and reporting studies carried out?</li> <li>Are there individuals and organizations specialized in this field?</li> <li>Is the content of the guide prepared used in these activities?</li> </ul>	<ul style="list-style-type: none"> <li>Have sector and area-based policy standards been established?</li> <li>Are there any NGOs that conduct periodic and stable monitoring studies?</li> <li>Are the results of these studies used by the business world?</li> <li>Is there any institution granting certificates in this field in Turkey?</li> <li>Are these institutions respected by society? For example, is this certificate a reason for preference for the product?</li> <li>Do activity reports of companies cover the issue of fair working conditions?</li> <li>Do multinational companies and medium and large-size enterprises have their policy document of the prevention of child labour?</li> <li>Is ownership of a child labour prevention policy a contractual condition?</li> <li>Do awards accorded to business include achievements in preventing child labour?</li> <li>Do business and child labour prevention policies constitute a specific field in academic studies?</li> </ul>

Targets	Raising awareness	Making demands visible in all target groups	Having child labour prevention policies as an established practice in business
Timeline	1 – 2 years	3 – 5 years	6 – 10 years
Indicators	<ul style="list-style-type: none"> <li>Are there press releases or similar publications published with signatures of more than one organization?</li> <li>Do studies, school curricula and publications cover issues related to business and child labour prevention policies?</li> <li>Are there boards, councils, platforms set up to carry out multi-institutional activities?</li> <li>Are they active?</li> <li>Have components of child labour prevention policy become an element in trade union work and collective agreements?</li> </ul>	<ul style="list-style-type: none"> <li>Is there rewarding of good practices?</li> <li>Are these rewards prestigious for business world?</li> <li>Do employers' organizations and employers' representatives express their views in this area?</li> <li>How many workplaces have a child labour prevention policy?</li> <li>Are there press releases and campaigns that will make the views of the representatives of the business world and employees visible?</li> <li>Have draft laws and proposals been prepared for regulations supporting the implementation of the components of the child labour prevention policy?</li> <li>Is there any legislative change in this field?</li> <li>Is this change compatible with the components of the policy?</li> <li>Efforts to have this issue included in routine activities of business sector (meetings, publications, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Are there activities for sharing international experience (meetings, publications, etc.)?</li> <li>Does the business world follow these activities?</li> <li>Are there activities to publicize local-level good practices?</li> <li>Are there activities like forums, surveys, etc. to ensure communication between consumers and institutions engaged in certification and monitoring?</li> </ul>







Kingdom of the Netherlands

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