

Better Business for Children in the Ready-Made Garment Sector

UNICEF's Better Business for Children programme for garment manufacturers has been developed for companies that want to go the extra mile to respect and support the rights of children, working parents and young workers whilst at the same time strengthening business results.



UNICEF's programme is based on the Children's Rights and Business Principles (CRBP), a set of 10 voluntary principles developed by UNICEF, the UN Global Compact and Save the Children. The CRBP guide companies on the full range of actions they can take to respect and support children's rights.



Garment manufacturers in this programme are supported to establish family-friendly workplaces that improve the situation of working parents and their children, adolescent workers and surrounding communities.

Areas covered by the programme

- ▶ Maternity rights
- ▶ Breastfeeding
- ▶ Childcare solutions
- ▶ Water, sanitation and hygiene (WASH)
- ▶ Maternal health & nutrition
- ▶ Workers' living conditions & access to basic services
- ▶ Adolescent workers
- ▶ Wages & benefits
- ▶ Child labor prevention & remediation

Improve business results

While a number of Corporate Social Responsibility (CSR) programmes are being implemented by garment manufacturers in Bangladesh, none of them put children's rights and the needs of working parents at the center of the stage. Research shows that garment workers care about their families above everything else. Improving the situation of working parents and their children will support your company to deliver improved business results in important areas such as:

- ▶ Worker retention
- ▶ Reduced absenteeism
- ▶ Better worker engagement
- ▶ Enhanced middle-management capacity
- ▶ Increased productivity
- ▶ Stronger company branding

Step-by-step towards sustainable change for children



1. Dialogue: 1 month

During the initial phase, UNICEF and its implementation partner work closely with the business leadership teams to build a strong understanding of the business and ensure commitment to the programme.



2. Discover: 2 months

Here, UNICEF's implementation partner works closely with the business to gain insights into the key opportunities to strengthen business performance through UNICEF's child footprinting and rapid analysis tools. Issues are then prioritized and more in-depth base-lines and focus groups are conducted in 2-3 priority areas. The business leadership team then receives a detailed briefing on findings.



3. Design: 1 month

Working with UNICEF's implementation partner, the business leadership team is supported in designing prototype solutions to strengthen business performance through the development of an action plan.



4. Deliver: 6 months

With the support of UNICEF's implementation partner and other relevant global expertise, the business is supported to test, monitor and refine the prototype solutions. Outcomes to both children and the business are tracked to show the full value of implemented actions.



5. Discuss: 1 month

After 6 months of initial implementation, the business leadership teams are supported in undertaking a critical review of the effectiveness of the implemented actions to identify gaps and measure results. Based on this review, the model is then adjusted or redesigned.



6. Deploy: month 12 onwards

After initial analysis of readjusted solutions, the business is then supported in developing a plan to scale the solutions beyond the initial pilot. For businesses with multiple production units, this includes taking this methodology to these other units with the support of UNICEF's implementation partner.

- ▶ Companies can join by signing a Memorandum of Understanding (MoU) with UNICEF
- ▶ Requirements for participation include commitment to improve business practices for children and working parents, as well as evidence of fire, structural and electrical safety.
- ▶ There are various engagement modalities for the initiative. Please contact the UNICEF team below to find out more.

Contact us

If you would like to find out more about this programme or express your willingness to participate, please contact:

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