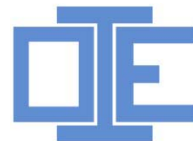


# ***ENGAGING BUSINESS: ADDRESSING CHILD LABOR***

***February 25, 2009***





# Business Solutions for Corporate Social Leadership

## *Eradicating the Worst Forms of Child Labor from Global Supply Chains*

Presented by: John B. Trew

Senior Technical Advisor, Child Labor & Girls' Education

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Fighting poverty.

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# Who We Are



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Fighting poverty.

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- **Founded in 1945 as Cooperative for American Remittances to Europe (CARE)**

- **12 CARE members under a loose federation (CARE International)**

- **Annual Budget of \$650 million (CARE USA)**

- **More than 90% of our expended resources support program activities**



**President John F. Kennedy,  
1962**

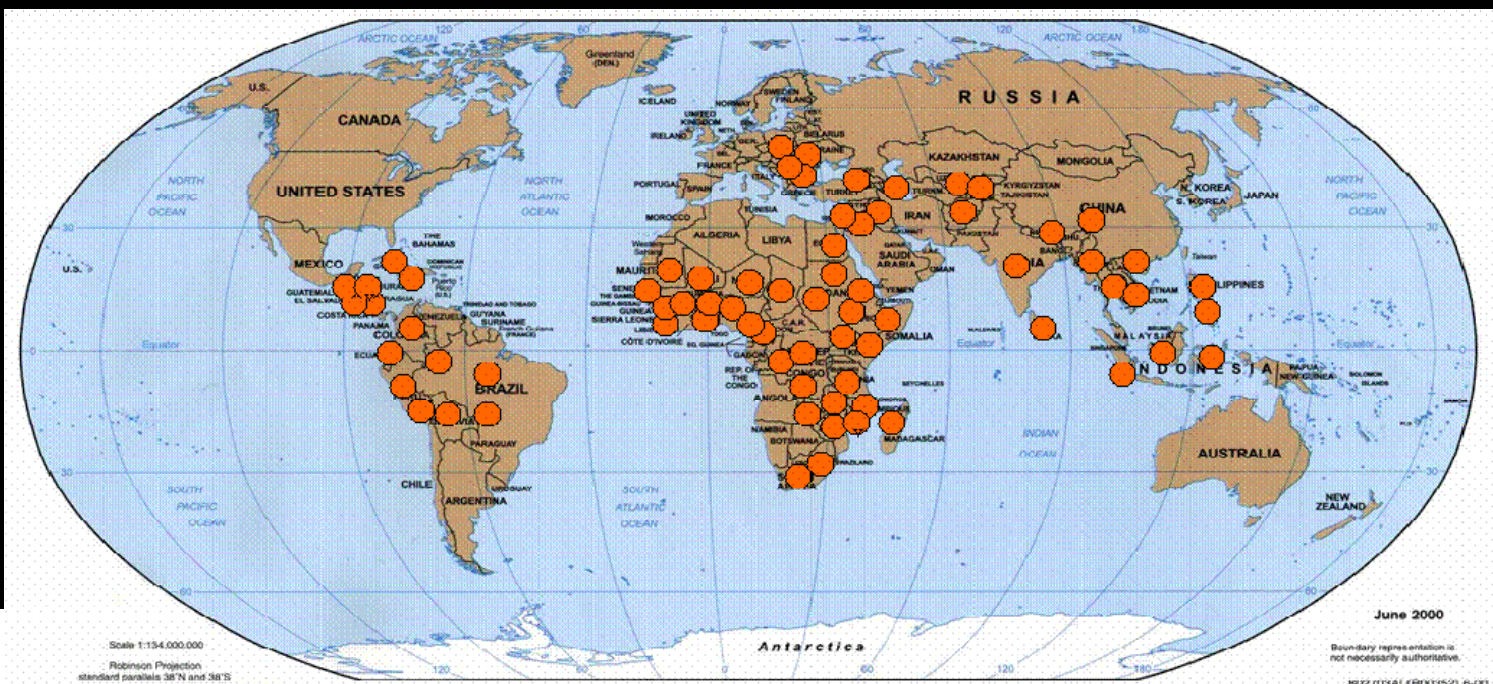


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# CARE Programs Around the World



➤ **Combating hazardous and exploitative child labor since 2002**

**over 120,000 child laborers**  
**360,000 others indirectly**



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# Human Costs of the Financial Crisis

The very same market forces that have marginalized so many within the developing world

are now causing major concern within local communities of Western markets.

Sustaining the significant advancements made in eradicating global poverty

seem to be less global and more local.

continues to mystify global experts and exacerbate already heightened fears and market anxieties.





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# Today's Realities Influencing Tomorrow's Expectations

An **enabling environment for growth** in the market has been replaced by the realities of corporate survival and self-preservation.



**The REALITY:** The Resurgence of Responsibility has raised expectations of **Acceptable Corporate Behavior** within the **Emerging Global Marketplace.**

## **WHY**

any sense of accountability or responsibility for the negative impact of their pursuits..

## **BECAUSE**

the veil of secrecy about the true costs of "everyday low prices" are



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# A Recipe for Hopeful Change

## Ingredients

**Acceptable social norms** have changed.

The viability of iconic brands to demonstrate this new reality will undoubtedly enhance a corporation's comparative advantage, versus what a *"stay the course"* strategy might otherwise dictate.

**Corporate aspiration** must clearly **demonstrate their ability** to effectively reconcile the trade-off **between remaining competitive and protecting the fundamental human rights of all children no matter where they call home.**

Iconic Brands of today that seek to **sustain growth** must at a minimum demonstrate evidence that their endeavors **"do no harm."**

Those that seek to **increase their market shares** and **remain competitive** will be required to show evidence **of their demonstrated leadership in new spheres of influence that invest in the potential of people.**



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# Transforming Responsibility in Leadership

**Corporate Social Leadership (CSL)** will emerge from the **global financial crisis** as critical to a brand's identity and synonymous with tomorrow's iconic industry leading giants.

The "rhetoric of **CSR**" is being replaced by "demonstrated achievements in **CSL**."

**CALL TO ACTION**

Respecting the right to a childhood free from

**MUST BE**

**CALL TO ACTION**  
champions

corporate community





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# Resources for Private Sector Change

## CARE's Constructive Corporate Engagement Strategy

empowers corporate social leadership through demonstrated achievements evidenced by global value chains that are free from exploitation.

Specifically, the strategy

- promotes global stewardship of natural resources -- minimizing environmental degradation;
- builds public and confidence;
- enhances brand's long-term identity, and
- supports the global of affiliated





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# The Unique Value of CARE's Niche

**“The corporate sector has the greatest means to significantly reduce the number of child laborers and to alter public perception on the issue. Corporate responsibility and corporate giving are making a difference.”**

**Caution-Children at Work 2007**

CARE's approach to corporate engagement demonstrates the business case for social investments and the “positive correlation between social responsibility and profitability.\*”

Constructive Corporate Engagement continues to add significant value to CARE's efforts to alleviate global poverty while acknowledging the primary self-interests of business to increase corporate profitability.





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# Personal Reflections on Professional Endeavors

An **unprecedented opportunity** has emerged to right former wrongs and demonstrate transformational leadership and achievements as a result of targeted corporate investments.

Will your corporate legacy be remembered for its **notable achievements** or, for principally **resisting change** and denying yet another child a fighting chance to live a life free from exploitation and abuse?

**You Have the Power to Decide**

**CARE** gives a **voice to girls forgotten**, who live **in the shadows**, often along the **margins of society** quietly **toiling away in isolation**, never having the chance **to realize the promise of an education.**

**No longer will their voices go unheard**

