



Kick-Off Meeting of the Stop Child Labour Project:

# OUT OF WORK AND INTO *School*

JOINT EFFORTS TOWARDS CHILD LABOUR FREE ZONES

*Strengthening and expanding child labour free zones, where possible and relevant with the active participation of CSR initiatives and companies*

October 2014

SUMMARY REPORT

## Acronyms

ILO	International Labour Organization
CADEC	Economic Community of Southern and Central Africa States
CAP	Educational Facilitation Centers
CEDEAO	Economic Community of West African States
CEEAC	Economic Community of Central African States
EFA	Education For All
NGO	Non-Governmental Organization
TFP	Technical and Financial Partners
CSR	Corporate Social Responsibility
SCL	Stop Child Labour
SNEC	Education and Culture National Union
UNICEF	United Nations Children's Funds
CLFZ	Child Labour Free Zones

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## **1. REVISITING THE OBJECTIVES AND CONTENTS OF THE KICK-OFF MEETING**

### **1.1. The purpose of the kick-off meeting**

The kick-off meeting was organized to ensure that SCL partners, coalition members and the programme field staff are all well-prepared and supported to implement planned activities and achieve expected outcomes.

### **1.2. Specific objectives of the kick-off meeting**

The kick-off meeting will enable SCL partners, coalition members and field staff:

- To learn and become inspired by visits to CLFZ and sharing information about experiences;
- To get a common understanding of the CLFZ concept and how it can be applied in different contexts and in different phases;
- To work towards an agreement about definitions and terms to be used, how to monitor implementation and targeted children and how to evaluate CLFZ;
- To discuss and develop advocacy, lobby, dialogue and communication strategies, how to communicate about the CLFZ, how to safeguard the concept, how to get more actors on board and become stronger and more visible as an international coalition;
- To get prepared and equipped to work with CSR initiatives and companies in selected sectors towards creating CLFZ in the sourcing and production areas.







## 2. INTRODUCTION

From 11 to 15 October 2014, the kick-off activities of 'Stop child labour, School is the best place to work', were organized in Segou, Republic of Mali, through an information, training and education workshop on the one hand, and through field visits to Markala, in Enda Mali intervention areas, on the other hand.

October 15, 2014, was devoted to a small round table on CSR and companies. Its main theme was 'How to work with CSR initiatives and companies in specific areas for the creation of CLFZ in outsourcing and production areas'.

These activities are parts of the international movement 'Stop Child Labour - School is the best place to work', coordinated by Hivos (Netherlands), which aims to eliminate child labour and to allow any child who is under 15 years to be entitled to formal and full-time quality education.

Also, this kick-off meeting marks the beginning of the activities of the three-year (May 2014 – April 2017) SCL project to be carried out in several countries (India, Nicaragua, Turkey, Mali, Uganda and Zimbabwe) in order to strengthen and expand child labour free zones where possible with involvement of companies and SCR initiatives in these countries and to some sectors.

The meeting, which was organized for all partners, coalition members as well as the staff of the project who work on the ground, and other key stakeholders, was attended by approximately eighty (80) participants, representatives from the government, civil society, employers and teachers unions and technical partners. They came from The Netherlands, Belgium, India, Turkey, Ethiopia, Uganda, Kenya, Zimbabwe, Ghana, Morocco, Ivory Coast, Burkina Faso, Senegal and Mali.









### 3. OPENING CEREMONY

The official ceremony for the launching of activities was jointly presided by the Honorable Minister of Education, Mrs. Jacqueline Nana Togola and the Minister of Labour, Civil Service and Institutional Relations, Mr. Bocar Moussa Diarra. It took place on October 12, 2014 at Independence Hotel, in Segou.

The ministers were joined by the Director of the Office of the Governor, the representative of the Dutch Embassy in Mali, the Coordinator of Stop Child Labour (SCL), and the National Coordinator of ENDA Mali.

The Mayor of the Urban Community of Pelengana, Mr. Moussa Goïta, rejoiced at the choice of his commune to host the kick-off meeting for the 2014 –2017 programme: “Stop Child Labour - Out of work and into school: joint efforts towards the creation of Child Labor Free Zones”. He said also how pleased he was to welcome participants from Asia, Europe and Africa.

The National Coordinator of Enda Mali, Mr. Coulibaly Soumana, provided the background of the kick-off meeting by recalling the study visits his organization undertook to India, Ethiopia and Uganda in order to learn from the experience of these countries. He dwelled upon the main causes of child labour which prevent many children from having access to quality education, before stressing the fact that the new CLFZ project to be launched with the support of his partners is already being tested in some areas of Mali. He said he was confident that schooling remains an effective way to fight child labour, and the presence of the two Ministers of Education and Labour proved beyond doubt the interest Mali took in children's schooling and the fight against child labour.

The Coordinator of SCL, Ms. Sofie Ovaa, thanked the ministers for their presence at the launch of this new programme, and for their commitment to the cause of children. She talked about the history of Stop Child Labour, and the countries in which the area-based approach towards the creation of Child Labour Free Zone (CLFZ), is experimented. The Coordinator also thanked the national, regional and local authorities for their hospitality and their commitment.

The Representative of the Dutch Embassy in Mali, Ms. Mariam Nomogo said that the issues of human rights, in general, and of the fight against child labour in particular, were on the agenda of the Dutch Government. Therefore, the Netherlands have been funding for some years organizations working on these issues in several countries around the world. She reiterated the willingness of her institution to support the Government in its actions against child labour through education.

The Minister of Education used some statistical data in highlighting educational issues and achievements made so far. She underlined the invaluable contributions of Civil Society Organizations and Technical and Financial Partners for the enhancement of education indicators that fell following the crisis in her country. She went on to say that Mali needed all her children to be in school. She declared herself confident that this project will impact the education of children and pledged the support of her Department to Enda Mali.

In his opening speech, the Minister of Labour, Civil Service, and in charge of Relations with Institutions, described the magnitude of child labour, both at a national and international level before recalling the major actions undertaken by the Government of Mali through his Department. The Minister went on to say that the CLFZ approach fits in perfectly with the various policies and programmes defined by the Government of Mali in terms of the promotion of education and fight against child labour, for it contributes to the strengthening of the efforts already undertaken by the Government. He recalled the objectives of the meeting and thanked the members of the Stop Child Labour Coalition, technical and financial partners of Enda Mali. The Minister finally declared that his department was awaiting the recommendations and suggestions of the workshop, which will be carefully examined in order to turn the most relevant ones into action, before he declared the kick-off meeting open.





## 4. PRESENTATIONS AND WORKSHOPS

The information and training workshops of the SCL project were moderated by Mr. Boucary Togo, Director of the National Unit for the Fight against Child Labour, with Mr. Almoustapha Nouhou Toure, a Consultant, as the Rapporteur.

The debates were structured around presentations made during plenary sessions followed by exchanges and discussions, in addition to group work, coupled with debriefing sessions.

### 4.1 First round of presentations (DAY 1)

#### 4.1.1 Scope of presentations

The first round of four presentations related to the following:

	<b>Presentations*</b>	<b>Presenters</b>
1.	Educational system and Quranic schools in Mali	Mr. Soumana Coulibaly, Enda Mali National Coordinator
2.	Introducing the area-based approach and child labour free zone concept, monitoring and sustainability	Mr. Venkat Reddy, MV Foundation
3.	Creating child labour free zones in Ghana	Mr. Andrews Tagoe, GAWU
4.	Creating child labour free zones in Zimbabwe	Mr. Pascal Masocha, CACLAZ

The presentations focused on the following main points:

#### Presentation 1

- Study cycles and schools in Mali;
- Creating community schools, including Quranic schools;
- 2013-2014 statistics on schooling in Mali;

#### Presentation 2

- CLFZ: definition and identification through relevant criteria;
- CLFZ basic principles;
- Strategies and activities to be implemented to set up CLFZ;

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\* The presentations are available on request (English and French)

#### Presentation 3

- Availability and relevance of information and data related to child labour;
- Schooling and retention of children at school;
- Capitalization of lessons learned;
- Programme sustainability ;
- The necessity of developing action synergies between NGOs and Trade Unions;

#### Presentation 4

- Monitoring children who have been withdrawn from labour to prevent them from resuming their activities;
- Alternatives to child labour;
- "Bridge schools" or "incubation centres" or "second chance schools" depending on terminology used in countries.

### **4.1.2 Exchanges and debates**

Following the presentations, discussions and exchanges were held for clarifications and to raise concerns, as follows:

#### ***About strategies:***

- What strategies need to be developed to enable national and local authorities to create CLFZ?
- Prerequisites for the start of the CLFZ approach.
- Actions and strategies to ensure quality education to children withdrawn from work and enrolled in school.

#### ***About data and statistics:***

- The information and data on the number of people affected including children.
- Strategies to consider for information on specific types of child workers (hidden workers) like maids and girls involved in sexual exploitation for commercial purposes, or disabled children.

#### ***Exchange of experiences and expertise:***

- The need to share the experience of Mali in the fight against child labour, in general, and CLFZ, in particular.
- The population ratio and the types of motivation concerning volunteers at community level.

#### ***Schooling and other services:***

- Other types of services and other alternatives to child labour, in addition to school.
- The situation of children above the school going age and those faced with difficult access (long distance) to school.
- Problems connected to shortages of teachers.
- The types of children targeted for inclusion in the incubation centres or bridge schools.
- The contribution of stakeholders to meet the needs for infrastructure and school facilities.

#### ***Social obstacles:***

- The hesitation of some parents and others to the CLFZ approach; and strategies to "convince" them.



***Integration of child labour policies:***

The importance of the integration of child labour into Government policies and programmes, in particular in agriculture. Satisfactory answers were provided to participants regarding their concerns. Thus, speakers were able to focus on the following, when answering participants' questions and concerns:

- It is important to convince and involve local authorities because of their influence on communities, and of the decisions they can take. Indeed, succeeding at the local level can mean success at national level.
- The need to take into account the requirements and concerns of rural communities.
- Specific issues related to the management of schooling for older children, including motivation to keep them in school.
- The need and advocacy for schools free of charge which is the case in India, as well as the need for free school books, uniforms and supplies.
- The mechanisms put in place to monitor children's enrolment at schools and keep them in school (MV Foundation having achieved to get one million children in Andhra Pradesh, India, in school and retain them)
- Membership cards offered to volunteers as a token of recognition (and motivation) for the work achieved. In fact, these volunteers have been sensitized and understand that the work they are doing is in the interest of their own communities and not for NGOs and others.
- Parents' sensitization regarding the specific case of girls who do many other heavy duties besides school. This type of work is a hindrance, which negatively affects their academic performance or can lead to their dropping out of school.
- The global nature of the prevailing concern regarding quality education and availability of quality teachers in sufficient numbers. This is a global challenge, and everywhere, in all countries and on all continents appropriate and sustainable solutions must be found without delay.
- The importance of collaboration and partnership as well as the mapping of needs and opportunities for a successful CLFZ approach.
- The responsibility of the community in motivating teachers to ensure quality education. Indeed, communities should set up encouragement and motivation mechanisms to ensure that teachers are willing to be and to stay within the community, and to contribute more effectively to the enrolment and retention of children in school.
- The need to develop simple and operational mechanisms for the collection of data and information and a good monitoring system to track and trace beneficiary children.

## 4.2 Second round of presentations on Monitoring and Evaluation (DAY 1)

### 4.2.2 Scope of presentations

	<b>Presentations*</b>	<b>Presenters</b>
1.	The relevance of learning and the strengthening of CLFZ through monitoring and evaluation,	Ms. Akky de Kort. Hivos
2.	The introduction to the basic concept of monitoring and evaluation; theory of change, and indicators by SCL	Ms. Jolijn Engelbertink

Here, the emphasis was put on the importance of monitoring and evaluation within the framework of the CLFZ project and approach; and on the need to develop an appropriate monitoring and evaluation framework in order to properly capitalize results, good practices, lessons learned from interventions. The presentation furthermore stressed the importance of developing clear and relevant indicators to demonstrate results. Based on input gathered from discussions and M&E tools of the different partners, a global Monitoring and Evaluation Framework will be developed, which will be shared for comments.

### 4.2.2 Group work on the study of indicators relating to CLFZ implementation

To provide a first input for this monitoring and evaluation framework on the basis of each one's own experience and expertise in the field of CLFZ/children's rights, four working groups (two English speaking and two French speaking) were set up with the following instructions for each group:

- Identify two key areas of intervention in the context of the fight against child labour through the creation of CLFZ
- For each key area, formulate two relevant indicators (quantitative and qualitative)

### 4.2.3 Feedback from group work results

Following the work in groups, feedback plenary sessions were held which resulted in exchanges and discussions that helped improve the results achieved. Group results are available upon request.

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\* The presentations are available on request (English and French)



### 4.3 Third round of presentations on dialogue, advocacy and communication (DAY 3)

Following the presentation and comments made in relation to field visits and exchanges (see Chapter 5 about the field visits on Day 2), a third major round of communications/presentations took place.

#### 4.3.1 Scope of presentations

	<b>Presentations*</b>	<b>Presenters</b>
1.	The role of dialogue, advocacy and lobbying in the new programme	Mr. Gerard Oonk, SCL
2.	The role of strategic communication to increase social and political support in favour of the CLFZ concept	Ms. Mirna Hovius, Hivos
3.	CLFZ in action in Mali	Mr. Ousmane Boure, Enda Mali
4.	From dialogue and advocacy to action towards a joint strategy of CLFZ in Ethiopia	Mr. Yared Degefu, FSCE, Ethiopia
5.	CLFZ in action in Uganda, from dialogue to advocacy to action	Ms. Juliet Wajega, UNATU Uganda

#### Presentation 1

- Strategies used and to be developed for international advocacy
- Approaches with decision-makers and consumers to have them support the concept and practice of CLFZ.
- Studying the supply chain of specific products of companies to urge and engage them to produce without any child labour.
- The importance of identifying and properly targeting authorities and institutions to advocate for policy changes, as was the case in the Netherlands with the Parliament, the Government, key ministerial departments etc.
- The importance of the commitment of the Ministries of Education and Labour in Mali, in particular.
- Collaboration with the International Labour Organization, which is becoming increasingly successful.

#### Presentation 2

- The need to call upon governments to improve their laws and regulations to stop child labour.
- The need to call upon businesses to improve their policies and practices to prevent and eliminate child labour in their production and supply chains.
- The need to call upon citizens to become critical consumers demanding for child labour free products.
- The need to inspire them by telling the stories of Jemal, Omar, Mukasa and many other children. Sad stories with a happy ending because of the child labour free zones.

#### Presentation 3

- The duration and intervention areas of the SCL Project in Mali, and preliminary results achieved in terms of social mobilization and community organization.
- Steps to implement a CLFZ.
- Key stakeholders in a CLFZ framework.

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\* The presentations are available on request (English and French)

#### Presentation 4

- Process on how to engage the local government and other stakeholders.
- How to initiate dialogue.
- How to make the area based approach and CLFZ concepts accepted by local authorities.
- Communication of the area based approach and CLFZ to new communities, companies, the press.

#### Presentation 5

- How UNATU has been involved in child labour and education advocacy since her inception.
- Policy advocacy and guidance in implementation of CLFZ at local level and at National level.
- How to engage print and media publicity.
- Some factors for successful advocacy.

### **4.3.2 Group work**

These communications and exchanges were followed by country group work relating to contributions and plans/projects on social and political dialogue, lobbying, advocacy and communication. At the end of the group work, short presentations of ideas from the groups helped to share in plenary session's proposals for actions and possible strategies. The key ones are noted below according to different identified intervention areas:

#### ***Strengthening collaboration, partnership and consultation***

- The collaboration and involvement of the media in terms of the fight against child labour
- Meetings and conferences at a global level
- Strengthening collaboration with concerned ministries, including the ministries of Labour, Education
- To involve community leaders, traditional and opinion leaders and work with youth and children's organizations

#### ***Strengthening the legal and institutional framework***

- Strengthening of legislative and regulatory measures against child trafficking
- Integration of national, regional and local committees to get things started

#### ***Advocacy, lobbying and communication***

- Lobbying with other international organizations
- Lobbying to mobilize more resources and provide more support to implementing partners
- The development of communication plans
- The celebration of special events, such as June 12, World Day against Child Labour
- Press conferences and TV programmes and debates
- Drawing up advocacy plans with stakeholders aimed at Government, National Assembly and Technical and Financial Partners

#### ***Capitalization and documenting good practices and lessons learned***

- Documentation of good practices and social communication networks used
- Compilation and presentation of stories and interesting anecdotes/experiences about (combating) child labour
- Sharing and building on experiences through inter-country and inter-organization meetings

#### ***Integrating child labour into policies and plans***

- Integration of the SCL campaign into the 2015 Education for All (EFA) agenda
- Integration of the CLFZ approach into ECOWAS (Economic Community of West African States), CADEC (Economic Community of Southern and Central Africa States) and ECCAS (Economic Community of Central African States) plans.

### **Capacity-building**

- Implementation and capacity-building for coalition members against child labour

### **Monitoring/Evaluation**

- On-going monitoring and evaluation
- Monitoring of the development and implementation process of plans and sector-based policies in order to integrate CLFZ

#### **4.3.3 Wrap-up advocacy, dialogue and communication**

- The importance of research and evidence-based action with regard to child labour was stressed repeatedly.
- Apart from evidence on violations of children's and labour rights, we also need positive stories on successes and good communication of them as part of our campaign. This includes sharing good practices.
- ILO Conventions 138 (on the minimum age of labour) and 182 (on the worst forms of child labour) are key, we have to make clear as coalition that all our advocacy and communication activities are based on both Conventions and not only on Convention 182 on the worst forms of child labour. That means that we have to advocate a change in some of the terminology used, also by the ILO.
- In advocacy and lobby close collaboration with local efforts/organizations is crucial as it should strengthen these local efforts and not hinder them. We should therefore avoid to sensationalize our findings on child labour, but always show that we are working on improving the situation.
- Setting up a broader national or regional forum to advocate the CLFZ approach as well engage with companies to combat child labour can be a good way to involve more stakeholders and 'spread the message'. The Stakeholder Forum in the state of Rajasthan (India) might be a good example of this.
- Do not underestimate the professionalism that is needed for political lobby with members of parliament, government departments etc. It needs capacity building, a good network and proper monitoring and evaluation.
- Besides learning from each other inside a particular country, also learning between organizations from different countries regarding advocacy, dialogue and communication can be very useful. E.g. what can organizations and governments learn from each other in the ECOWAS and African Union context.
- We have to make better use of the media globally and specifically in Africa and India to promote the concept and implementation of CLFZs to governments and various organizations.
- Let us not accept the official response: 'We have done enough' as long as child labour is prevalent. Keep collecting information, disseminate it, identify working children and support those organizations that are working on solutions.
- Visit CLFZs with e.g. members of parliament, government officials and other policy makers to make them aware of the potential of CLFZ and the need to support them. They can often be linked to the (implementation of) national policies on child labour and education.
- Work with both local village leaders/ village councils as well as local traditional and/or religious leaders to get the message across of combating child labour, getting children into education and establishing CLFZs.
- Work together towards and prepare for the next Global Conference Against Child Labour in Argentina in 2016 in order to make the concept of CLFZs part and parcel of anti-child labour policies.





## 5. MARKALA FIELD VISITS

The objective of the site visits that occurred in the communes and intervention villages of Enda Mali in Markala was to learn from the experience in the field: how are CLFZ being implemented in Mali?

To do this, four groups were made up and each of them travelled to a given locality as described below:

- one Group to Temou
- one Group to Bambougou
- one Group to Sibila
- one Group to Sansanding

At the end of the visits, a general debriefing meeting was held in Markala to share impressions and findings with the authorities and inhabitants of the villages visited. A detailed account of these findings have been made during a plenary session. The key findings in relation to CLFZ implementation are:

- The CLFZ approach is in its beginning phase and has shown a good start in Mali, even if there are some aspects that need to be improved in terms of understanding the approach.
- Lack of schools and teachers hampers the quality of education
- Inadequate State budget when it comes to taking into account all educational needs, particularly working children's education in Mali.
- The possibility of creating community schools in Mali, including Quranic community schools with State-supported teachers.
- Existing challenge in providing an alternative to the traditional Quranic schools (with a single teacher focusing on the Koran and Islamic values, however who does not teach children how to do maths, read and write, for example) and Medersas.
- The persistence of social obstacles and perceptions. In fact, some parents prefer sending their children to Quranic schools in rural areas to avoid school fees and to preserve some cultural and religious values.
- Community Quranic schools are beginning to be integrated into the Malian educational system, with experiments intended to take into account the cultural and religious concerns when drawing up the school programmes. Indeed, in-service training centres (CAP) already contribute to the implementation of the process at regional and local level by providing educational support, monitoring and knowledge transfer for teachers.
- The lack of schools in some areas, which have been already sensitized regarding the CLFZ approach. Indeed, communities in some localities have been informed, sensitized, and are ready, but there is no school.
- The issue of children lacking birth certificates.
- The difficulties in taking care of children who have completed primary school (some children are in 6th grade and there is no junior secondary school) so that they can go on to the second cycle.
- The relatively low level of dropout rate at community schools, compared to other schools because of the monitoring and support of the community itself.
- There are some good emerging practices like the following:
  - In Bambougou, mothers meet on a monthly basis and have decided to contribute financially to their children's education.
  - Stakeholders' monthly meetings (including parents') about for example providing meals to children in time, ensure regular attendance and to reduce expenses to enable them to study well.



Specific recommendations resulting from field visits:

- To speed up the process of transformation of Community Quranic schools and community schools into State-owned schools since the prerequisites are already met, in terms of curricula, teacher recruitment and monitoring.
- To ensure that teachers and community schools teachers are supported by the State.
- To take appropriate supporting measures to ensure quality education, including training of 8,000 community school teachers who are members of SNEC (National Union for Education and Culture).
- To continue information, training and sensitization activities on CLFZ approach.
- To identify early junior secondary schools that are appropriate in terms of distance (5km at most) to ensure that six-grade children can continue their education in the second cycle.
- To continue advocacy with policy makers to ensure effective quality education for all children, including all working children.







## **6. CONCLUSIONS AND RECOMMENDATIONS**

The SCL project started its activities in Mali with the support and involvement of the highest authorities in Mali as shown by the participation of two Ministers (Education and Labour) to take part in the kick-off meeting of its activities organized in Segou, on October 12, 2014.

At the end of the kick-off meeting of the SCL project for partners from Europe, Asia and Africa, the participants expressed their heartfelt thanks to the Government and people of Mali, in general, and to the authorities and inhabitants of Segou, in particular, for the very warm welcome and memorable stay in Mali.

They also made the following recommendations that, once implemented in their respective native countries, will significantly reduce child labour and eradicate it gradually, through the CLFZ approach.

### **6.1 To the Governments**

- To ensure effective and quality education for all children, including all working children.
- To speed up the process of transformation/change of community schools and Quranic schools into public schools, since all the required conditions have been met, in terms of programme, teacher recruitment and follow-up by the CAP.
- To ensure the inclusion of the CLFZ approach into national plans and policies, especially through national bodies and consultation frameworks and action plans.
- To facilitate the issuing of birth certificates for working children identified and sent to schools.
- To integrate the CLFZ approach into local government development programmes to make sure it is appropriated by the community.
- Teachers and instructors of community schools are taken over by the Government.
- To take appropriate supportive measures to ensure the quality of education, including through in-service training for community school teachers.
- To continue information, training and sensitization on the CLFZ approach.

### **6.2 To civil society organizations**

- To continue advocacy and lobbying through appropriate strategies with authorities and decision makers at local, regional and national levels, to ensure that effective and quality education is offered to all children, including working children.
- To put a particular emphasis on advocacy and social mobilization to achieve the expected results in relation to CLFZ at Community level.
- To pay special attention to the case of children who are above the age of going to elementary school; those who find it difficult to go to school (long distance) and those who are finishing an academic year and are moving to the next one.
- To draw up real synergies between stakeholders to ensure that they are fully committed and that children are taking part in the CLFZ implementation process.
- To involve consultation frameworks and national organizations in the fight against child labour, the implementation and monitoring (transmission of progress reports) of the project and evaluation of the CLFZ approach.
- To involve the media, including local radio stations, in the implementation of the project.
- To develop and implement the most appropriate strategies on specific types of working children (hidden workers) like housemaids and girls at risk, victims of sexual exploitation for commercial purposes; and disabled children.
- To develop simple and operational mechanisms for collecting data and information and a good monitoring system to ensure that beneficiary children are properly monitored.

### **6.3 To technical and financial partners**

- To continue and strengthen the support to implementing partners in order to facilitate the strengthening of stakeholders' technical and operational capacities through information, training and capacity building on the CLFZ approach.
- To develop an appropriate framework for monitoring and evaluation, to fully capitalize good practices, lessons learned and knowledge gained from interventions under the project and CLFZ approach.
- To strengthen collaboration to maximize efforts and resources in terms of efficiency (ILO, UNICEF, etc.).
- To organize national workshops to enhance coalition building as well as to share information related to the CLFZ approach to ensure that it is (widely) appropriated, and even expanded.





## **7. WORKSHOP CLOSING CEREMONY**

A closing ceremony and a press conference ended the activities of the kick-off meeting in Ségou.

### **7.1. Workshop closing ceremony**

It was presided over by the Head of the Office of the Governor of the region of Ségou, Mr. Mamadou Gaoussou Traore as followed:

- Presentation of the outcomes and workshop recommendations by the General Rapporteur
- Words of thanks from the Coordinator of Enda Mali
- A speech by the Coordinator of the Stop Child Labour campaign
- A closing speech by the Head of the Office of the Governor Representative

### **7.2. Press Conference**

It was moderated by the Coordinator of Enda Mali, Mr. Soumana Coulibaly, the representative of Kinderpostzegels Nederland, (a SCL coalition partner as well as a financial and technical partner to Enda Mali); Mr. Henk van Zuidam, and SCL Campaign Coordinator Ms. Sofie Ova. Indeed, they presented to the representatives of the news media who took part in the event (a dozen journalists) the SCL campaign, its objectives, results and prospects, before answering questions asked by the journalists. Issues and concerns raised by the media people related to:

- Children's initial situation.
- The number of children withdrawn from work.
- Concrete strategies (that are) to be developed on the ground to bring everyone to join the actions and approach.
- The type of educational system to consider
- The reasons for choosing Markala as an experimental area for the CLFZ approach
- Difficulties related to how people perceive child labour across countries
- Sanctions against parents who make children work
- The Nobel Prize awarded to a social worker, the Chairman of the 'Global March against Child Labour'
- Budgets and sustainability of actions.

All the questions asked were answered by the panellists, to the satisfaction of the attending journalists.





## Appendix 1: Round-Table on CSR and Companies

October 15, 2014 was devoted to a selected group of participants who will be involved in working with CSR initiatives and with companies. A roundtable meeting was held with the main theme, «How to work with CSR initiatives and companies in specific sectors for the creation of CLFZ in outsourcing and production areas».

During this meeting different experiences and information on CSR (Corporate Social Responsibility) were shared for greater efficiency in terms of CSR initiatives. Thus, for a common understanding of the participants, the following was presented:

- Presentation and information on CSR, Business and Human Rights and companies by Ms. Leonie Blokhuis,
- Presentation from FLA's multi-stakeholder experiences from working with companies in the cocoa sector in Ivory Coast, by Mr. Kevin Bosson, Fair Labor Association,
- Presentation on the experiences of MVF from working with national and multinational companies, by Mr. Venkat Reddy, MV Foundation, India.

From the outset, the importance of Corporate Social Responsibility, to be seen as human rights responsibilities of companies, was highlighted, in Europe, Asia and Africa. This is all the more important as people worldwide work in different sectors and with different products and feel the need for child labour free products. In many cases present-day child labour can be linked with international companies and consumers in Europe and US through their international supply chains. The past years more and more attention is given to decent work and decent wages in these supply chains, as lack of it might be causing or contributing to child labour. As a result of advocacy, campaigning, government measures as well as initiatives by the business sector themselves companies have started to tackle child labour in (part of) their supply chain. Therefore it is important to continue and strengthen those activities towards companies and more sustainable production in all levels of the supply chain.

However, there are several challenges like how to work with companies involved in the informal sector who hire children, or how to identify key stakeholders and invite them to come and see how we work and join our initiatives.

**Moreover, the various presentations insisted on the following:**

- The definition of CSR is explained whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. It is not charity. It is about *how* businesses make their profit, not what they *do* with their profit. CSR is about getting to know the production chain, involving relevant stakeholders, getting to know where the possible human rights risks are, working on remediation and reporting on progress. In our new proposal we use the word CSR initiative which we use to refer to several joint initiatives. These can be multi stakeholder or business driven. Some focus on certification, others focus more on monitoring and verification. Successful CSR initiatives should go beyond legal compliance and involve closely with local communities and other stakeholders, however compliance with legislation remains already a big challenge in many countries.
- It is important to know about the existence, application and importance of international guidelines like the OECD Guidelines and the United Nations Guidelines for Business and Human Rights. These guidelines make clear that companies must contribute to a better environment and

implementation of labour rights, including the progress in the fight against child labour. Companies must respect all human rights throughout the supply and production chain. So also at the lower tiers or levels of production (e.g. the raw material used). For SCL the guidelines can help support and pursue dialogue, advocacy and campaigning. Thus, to address issues of child labour, we must keep doing research and inform companies about the issue of child labour, and collaborate with the communities and NGOs involved.

- A good example where SCL is now cooperating with a European company is Beltrami, a Belgian company sourcing cobble stones from the Indian state of Rajasthan of which 90% is exported to Europe. In 80% of the cobble stones production children and women are involved. Beltrami is now supporting a CLFZ-project in the area, including by convincing its suppliers to participate in the project that is implemented by a local organization (Manjari). The aim is to withdraw all children from work, not only children breaking cobble stones, and enrol them in local schools.
- Other sectors and products SCL has and will be working on are textiles/garments, shoes, coffee, seeds, gold, tea and hazelnuts. A challenge for the new programme is how to link issues of child labour and CLFZ projects with Northern companies and CSR initiatives.
- For international companies and initiatives it becomes more and more important to know more about their lower tiers and the working conditions at this level. Local NGOs and trade unions (and thus SCL partners) can play a crucial role in this, also for monitoring and remediation. More international companies acknowledge this role and the added value of NGOs and trade unions. Companies and initiatives are involving NGOs and trade unions in programmes to address issues of child labour at community level (e.g. in the cocoa sector).

#### **Observations and experiences from the group:**

- Identification of the full supply chain and its stakeholders is not always easy but important. Based on this knowledge related actions can be taken up to put pressure on and engage the exporters of products and/or their buyers. Exporters may set up their entities in localities and enjoy some influence because of their relationships with the local authorities.
- Supply chain mapping often links the informal sector with international supply chains. The majority of the international companies don't know their full supply chain (only direct or first tier suppliers are known). On the other hand local producers often don't know who the buyers are, especially in the informal sector.
- To convince international companies it is important to show them what is going in their supply chain, especially at the level of the lower tiers. Normally they only visit production sites with their direct supplier who won't show the real situation. As NGO's we can play a role in this.
- Regarding mining the progress is slow, there is a need for the mapping of all production sites and suppliers.
- Various approaches and strategies have been developed in both the importing and exporting countries like UK, Germany, The Netherlands, Belgium and in e.g. India, Ivory Coast and even Mali, to create dialogue and advocacy, and to link to different strategies and action together in a common strategy.
- The importance of gathering solid evidence was stressed, and especially the role of reporting cases of violations in the field and the linkages with (international) companies.

- The need for certification is part of the effort, but is not sufficient or sometimes even doable or desirable. Local engagement is key.
- Large part of the production is for consumption in the same country. So not all child labour involved in the production can be linked with international supply chains. It is therefore also important to do campaigning in production countries focussing on local consumers.

**Some doubts and challenges:**

- Some companies that cooperate with or provide funding to NGOs misuse the name and logo of NGOs to pretend certification or verification.
- For NGOs it is important to stay independent to be able to do campaigning and advocacy. Therefore it might be better to not take money from companies or at least be very transparent about its spending.
- Companies are mostly interested to prevent and eradicate child labour within their own supply chains. For a CLFZ-approach it is essential to address all forms of child labour. How to convince companies to support a CLFZ-approach and to address also child labour not linked directly to their supply chain?

**Following these communications, exchanges and experience sharing took place during which the focus was on the following:**

- The global campaign, from local to more integrated campaigns. Several possibilities are there for the SCL movement to join forces.
- The need for a strengthened legal and regulatory framework
- The need for key tool boxes and the use of CSR initiatives
- The need to get companies going, to cooperate with major international and national companies
- The continued exchanges of experiences on CLFZ that do not exist in all contexts
- The usefulness of pressure on companies to make them more responsible
- Advocacy and lobbying with Governments. Indeed, CSR affects human rights and must have an effect on the role of Government which will act if it realizes that its reputation is at stake.
- The notion of involving consumers and how to do that concretely.

The meeting ended on highly positive notes in terms of starting point to work on CSR and the production chain.



#### **Wrap-up of Day 4 (CSR) on the basis of the discussion with the participants**

1. A crucial issue of the UN Guiding Principles on Business and Human Rights is the due diligence expected from companies to identify, prevent, mitigate and account for how they address their impact on human rights, including child labour, in their full supply chain.
2. Unions and NGOs have to know the supply chains of the companies they are trying to engage to tackle supply chains. This will strengthen their advocacy work vis a vis companies.
3. Tackling issues in the supply chain of multinational companies should preferably be done by global campaigning in which organizations from the producing countries closely co-operate with organizations in the importing countries (where the consumption takes place). An important argument is: a company will only act on human rights when there is enough pressure.
4. Several participants argued in favour of moving from a voluntary approach to business and human rights towards a legal framework to make companies accountable for their impacts on human rights, also in their supply chain.
5. It was stressed that we need a 'whole toolbox' to work on business and human rights issues. This would mean that existing tools become more easily available.
6. The so-called CSR Initiatives like *FLA*, *TFT Responsible Stone Programme* can and should play an important role by setting clear minimum requirements for their member companies, strong stakeholder involvement and transparency on problems and solutions.
7. Involvement of local (and international) unions is of crucial importance. Trade unions and NGOs have to take care that they operate jointly where possible and not let them be divided by companies.
8. There is a potential dilemma between co-operation with companies and campaigning 'against them' in the context of both asking their support for the creation of CLFZ as well as 'urging' them publicly to make their supply chain child-labour-free. Both options are valid but cannot always be exercised simultaneously. Every specific situation and phase needs its own strategy. More thinking and learning of SCL partners should go into this.
9. As we will be asking companies to support CLFZ, which is more than working on their supply chain, it will be important to have both positively convincing arguments 'what's in it for the companies' as well as sometimes a certain amount of pressure.
10. NGOs and unions working on CLFZ might be weary that companies will start monitoring them on their results once they work together instead of vice versa. Solutions have to be found for this dilemma. One of them might be 'joint monitoring' whereby both make each other accountable for the joint results.
11. Business and human rights related activities of companies, NGOs and unions should also activate governments to support CLFZs, act more strongly against child labour and for education, as well as support and hold companies accountable for their tackling child labour in their supply chain.
12. Of course the key-question is: do the joint activities really have a visible positive influence on children and adult workers?

## Appendix 2: PROGRAMME OF THE KICK OFF MEETING

### Friday 10 October - Arrival in Bamako

Arrival of all participants and overnight stay in Bamako

### Saturday 11 October - Welcome in Ségou

09.00	Departure from Bamako to Ségou
13.00	Arrival Ségou, lunch and check in hotels
16.00	Welcome session on logistics and introduction into Mali and field visits by ENDA Mali. Presentation on the place and role of Koranic schools in the education system in Mali by Mr. Soumana Coulibaly
19.00	Welcome dinner

### Day 1, Sunday 12 October - CLFZ concept and modalities, monitoring and evaluation

**Main topic:** How to implement CLFZ in varied and diverse contexts and how to use monitoring and evaluation to strengthen action for getting children out of work and into school?

08.30 - 09.00	Registration
09.00 - 09.45	Welcome words by ENDA Mali: Mr. Soumana Coulibaly and Introduction into the new programme by Stop Child Labour: Ms. Sofie Ovaa
09.45 - 10.00	Introduction participants and programme by facilitator
10.00 - 10.30	Introduction in area based approach and child labour free zone (CLFZ) concepts, monitoring and sustainability by MV Foundation: Mr. Venkat Reddy
10.30 - 11.15	Presentation by SCL partners on the processes of the establishment of CLFZ by GAWU: Mr. Andrews Tagoe and CACLAZ: Mr. Pascal Masocha
11.15 - 11.45	Coffee/tea break
11.45 - 12.30	Panel discussion on the presentations (panel members: Venkat Reddy, Pascal Masocha and Andrews Tagoe)
12.30 - 13.00	Official opening with speeches from the Honourable Minister, Mrs. Togola Jacqueline Nana, Ministry of Education; Honourable Minister, Mr. Bocar Moussa Diarra, Ministry of Labour and Public Service; the Royal Netherlands Embassy in Mali. Ms. Mariam Nomogo, First Secretary (TBC); Stop Child Labour Coordinator, Ms. Sofie Ovaa, Hivos
13.00 - 14.30	Lunch break
14.30 - 14.45	Relevance of learning and strengthening CLFZ through monitoring and evaluation by SCL: Ms. Akky de Kort
14.45 - 15.30	Introduction in monitoring and evaluation; basic concepts, theory of change and indicators by SCL: Ms. Jolijn Engelbertink
15.30 - 16.30	Groupwork on exploring indicators for the establishment of CLFZ
16.30 - 17.00	Coffee/ tea break
17.00 - 17.30	Reporting back to plenary and discussions
17.30 - 18.00	Closing of the day
19.00	Dinner & Cultural Evening

## Day 2, Monday 13 October - Field visits

**Main topic:** Getting inspired and learning from first-hand experience in the field: how are CLFZ being established in Mali?

07.00 - 07.30	Breakfast
08.00	Departure from Ségou to Markala for the field visits
08.30	Welcome to visitors at <i>pont rouge</i> (red bridge) in Markala
09.00	Information and exchanges meeting throughout the mission
09.30	Travel to visit the places in groups to Markala, Sibila, Dougabougou and Sansanding
10.00	Visit to local and traditional authorities
10.30 - 13.00	<ul style="list-style-type: none"><li>* School visits</li><li>* Meeting with community-based organizations</li><li>* School Management Committee (SMC)</li><li>* Students' Parent Association (SPA)</li><li>* Teachers' Forum</li><li>* Children's Mothers' Association (CMA)</li><li>* Koranic Schools Teachers' Association (CSTA)</li><li>* A walk through the community and visits (randomly) to some households</li></ul>
13.00	Travel back to Markala
13.30 - 15.30	Lunch and feedback session
15.30 - 16.00	Travel back to Ségou
17.00 - 19.00	Side meetings (Omar's Dream partners, India partners, etc.)
19.00	Dinner

## Day 3, Tuesday 14 October - Dialogue, advocacy and communication

**Main topic:** How to become more influential and more visible as individual organisation and as SCL coalition both at the local, national and international level?

08.30 - 09.00	Day's registration
09.00 - 10.30	Welcome and introduction Role of dialogue, advocacy and lobby in the new programme by SCL: Mr. Gerard Oonk Role of strategic communication to increase societal and political support for the CLFZ concept by Hivos: Ms. Mirna Hovius CLFZ in practice in Mali and Uganda: from dialogue and advocacy to action by ENDA Mali: Mr. Ousmane Bouaré and UNATU Uganda: Ms. Juliet Wajega
10.30 - 11.00	Coffee/ tea break
11.00 - 12.30	Groupwork on country by country inputs and plans on social and political dialogue, lobby, advocacy and communication
12.30 - 13.00	Plenary with short presentations of ideas from the groups
13.00 - 14.30	Lunch break
14.30 - 15.15	Towards a joint strategy by FSCE Ethiopia: Mr. Yared Degefu and SCL: Mr. Gerard Oonk
15.15 - 15.45	Reactions from the participants and wrap up
16.00 - 17.00	Official closing by Mr. Thierno Boubacar Cisse, Governor of Ségou Press Conference
19.00	Dinner & Cultural Evening



#### **Day 4, Wednesday 15 October - CSR and companies**

(8.30 departure of 2 groups who don't participate in the CSR and companies meeting)

**Main topic:** How to work with CSR initiatives and companies in selected sectors towards creating CLFZ and child labour free supply chains?

08.30 - 08.45	Welcome and introduction by Ms. Leonie Blokhuis
08.45 - 09.15	Short round among participants on experiences and expectations
09.15 - 09.45	Introduction and background information CSR and companies by Ms. Leonie Blokhuis and Mr. Gerard Oonk
09.45 - 10.30	Presentation on FLA's multistakeholder approach and experiences on working with companies in the cocoa sector in The Ivory Coast, by Mr. Kevin Bosson, Fair Labor Association
10.30 - 11.00	Coffee/ tea break
11.00 - 11.30	Presentation on MVF's experiences on working with national and multinational companies, by Venkat Reddy, MV Foundation
11.30 - 12.30	Workshop round Discussions in small groups on the following topics: Lobby & advocacy towards companies and collaboration with companies
12.30 - 13.15	Plenary wrap-up workshop round
13.15 - 13.30	Conclusions and closure
13.30 - 15.00	Lunch break
15.00	Travel to Bamako
09.00 - 15.00	Side meeting by Education International and Teachers' Unions

Evening: departure of remaining participants, stay overnight in Bamako

#### **Day 5, Thursday 16 October**

Departure of participants

Field visit to Bougouni by Stop Child Labour Dutch Coalition partners

Evening departure by participants

### Appendix 3: List of Participants

Country	Organisation	Name	Email
Zimbabwe	Coalition Against Child Labour in Zimbabwe (CACLAZ)	Pascal Masocha	cacclazim@gmail.com
Zimbabwe	National Council for the Welfare of Children (NCWC)	Taylor Nyanhete	director@zncwc.co.zw
Uganda	Kids in Need (KIN)	Flavia Bogere	kinuganda@gmail.com or bogereflavia@yahoo.co.uk
Uganda	Ceford	Okaya John Bosco	okayajb@yahoo.com
India	MV Foundation	Venkat Reddy	venkatmvf@gmail.com
India	Manjari	Varun Sharma	varun@aravali.org.in
India	Building and Wood Workers Union (BWI)	Prerna Prasad	Prerna.Prasad@bwint.org
India	SAVE	Mary Viyakula	viyakulamail@gmail.com
India	Children at Risk (CARDS) Network	Kanaparthi Prasada Rao	dalit_cards@yahoo.co.in
World-wide, Belgium	Education International (EI)	Samuel Grumiau	samuel.grumiau@ei-ie.org
Kenya	Kenya Alliance for the Advancement of Children's Rights (KAACR)	Gilbert Ngaira	gilbert.ngaira@kaacr.com
Uganda	SCL Coalition Coordinator	Doris Muhwezi	muhwezi@hotmail.com
Ghana	General Agriculture Workers' Union (GAWU)	Andy Tagoe	cynaat25@yahoo.com
Ethiopia	Forum on Sustainable Child Empowerment (FSCE)	Yared Degefu Entonios	yared@fsc-e.org
Ethiopia	Forum on Sustainable Child Empowerment (FSCE)	Zemzem Jemal	zemzem@fsc-e.org
Ethiopia	African Development Aid Assistance (ADAA)	Mr. Kediir Filicha Ireso	adaa112@yahoo.com
Ethiopia	Wabe Children's Aid and Training (WCAT)	Alemu Abegaz Wondie	alemuwcat@yahoo.com
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Burkina Faso	Fondation pour le Développement Communautaire (FDC)	Olivier Stéphane Ilboudo	stephaneilboudo@yahoo.fr
Senegal	Environment and Development Action in the Third World (ENDA-TM)	Aminate Diop	amycolle.badji@gmail.com
Zimbabwe	ICCO-cooperation Regional Office	Fambai Ngirande	Fambai.Ngirande@icco-cooperation.org
Kenya	Hivos Regional Office	Nyambura Gatthumbi	ngathumbi@hivos.or.ke
Netherlands	Hivos – Global Campaign Coordinator	Sofie Ovaa	sovaa@hivos.org
Netherlands	Hivos – PO Monitoring & Evaluation	Jolijn Engelbertink	jolijnengelbertink@hotmail.com
Netherlands	Hivos – PO CSR and companies	Leonie Blokhuis	lblokhuis@hivos.org
Netherlands	India Committee of the Netherlands (ICN) - senior lobby advisor	Gerard Oonk	g.oonk@indianet.nl

Netherlands	India Committee of the Netherlands (ICN) - CSR officer	Marijn Peepercamp	m.peepercamp@indianet.nl
Netherlands	Stichting Kinderpostzegels Nederland	Henk van Zuidam	h.van.zuidam@kinderpostzegels.nl
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Ghana	GAWU	Mr. Clement Kaba	kabaclement@yahoo.com
Mali	CAEB	Gahoussou Traore	caeb_ong@hotmail.com
Mali	Environment and Development Action in the Third World (ENDA-TM)	Soumana Coulibaly	enda-mali@afribonemali.net
Mali	Alphalog Niono	Baïdy Dem	baidydem@yahoo.fr
Mali	ICCO-cooperation Regional Office	Mamoutou Coulibaly	-
Mali	GSAD	Mr. Oumar Coulibaly	gsad_gsad@yahoo.fr
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Mali	Ministry of Labour	Modibo KONE	
Mali	Ministry of Education	Zakaria DEMBELE	
Mali	Board of Gold Companies	Belko Tamboura	
Mali	Sous préfet de Markala	Aliou Touré	
Mali	Sous prefet de Sansanding	Youssef Gariko	
Mali	Maire de Makala	Demba Diallo	
Mali	Maire de Sibila	Yacouba Diané	
Mali	DCAP de Markala	Moctar Ould Oumera	
	Employers organization	Boubacar DEM	
Netherlands	Hivos – PO Omar's Dream	Akky de Kort	akort@hivos.org
Netherlands	LBSNN	Babeth Hoeberigs	
Uganda	UNATU	Juliet Wajega	juliet.wajega@unatu.org

Zimbabwe	PTUZ	Hillary Yuba	hillary@ptuz.org
Turkije	Teachers Union	Bayram Erkul	erbay72@hotmail.com
Ivory Coast, Abidjan	Fair Labor Association	Kevin Bosson	KBosson@fairlabor.org
Mali	Royal Dutch Embassy	Mariam Nomogo	
Mali	ILO representative	Mr. Hamidou Cisse	
Mali	Unicef representative	Moussa Sogoba	
Mali	ENDA Mali	Soumaila Diarra	
Mali		Cheick Oumar Tall	
Mali		Ousmane Bouare	
Mali		Modibo Coulibaly	
Mali		Santigui Coire	
Mali	Moderateur	Boucary TOGO	
Mali	Rapporteur	Almoustaph. N .TOURE	
Mali	Traducteur1	TransCOM	
Mali	Traducteur2	TransCOM	
Mali	organisateur	Mamadou Bouare	
Mali	organisateur	Koumba Camara	
Mali	organisateur	Moussa Sissoko	
Mali	organisateur	Astan Togola	
Mali	organisateur	Souleymane Traoré	
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