

M&C SAATCHI GROUP CHILD LABOUR POLICY

'Child labour' is different from 'child work', as defined by the UN Convention on the Rights of the Child. It is an extremely serious issue. In many cases it leads to permanent interruptions in a child's education and often results in hazardous work that directly endangers their bodily and mental health, moral development and can lead to death. Around one in ten children are affected by child labour worldwide.

The causes of child labour are often economic hardship, whether due to poverty (limited parental income that needs to be supplemented by a child's income), sudden illness of a caregiver/lack of affordable childcare facilities (older children stop attending school to care for younger siblings), or job loss of a primary wage earner.

In our own business we:

- Only employ people over the age of 16
- Check the age of new employees as part of the right to work process to confirm that they are eligible to work for us

As a professional services company, we believe there is very low risk of child labour in our business and immediate supply chains. However, as with all businesses, child labour is endemic in certain industries which are many tiers down in our supply chains. Industries at particular risk include:

- Food and beverage
- Electronics (particularly at the raw materials stage)
- Construction

We are building contractual obligations into our supplier management process, including reference to child labour, which include an obligation for our suppliers to pass our requirements down through their own supply chains.

As with our modern slavery stipulations, our obligations will include a requirement for suppliers to provide safe and effective remediation solutions in partnership with relevant NGOs/Government bodies to ensure that the resulting action is according to the best interests of the child. This is important because a child may need certain protections an adult would not, and have additional rights, such as the right to education and play. Removing the child from work altogether is not always the most appropriate response (they may simply find employment elsewhere, under worse circumstances).

Finding creative solutions to wicked problems

Endemic issues such as child labour can only be solved through partnerships and sector-wide approaches. That's why, as part of our social impact offering to clients, we have expertise at M&C Saatchi LIFE and M&C Saatchi World Services in helping create partnerships and design solutions to begin to address these problems.

Moving beyond child labour issues

As marketing and communications professionals our obligation to protect and preserve the wellbeing of children stretches beyond child labour issues. That is why we in 2023 we are continuing to build on best practice within the Group and tighten up our global management of issues such as the wellbeing of children in the advertising production environment, as well as protecting children from inappropriate content, particularly online.

Policy Owner: Mark Dickinson-Keen - Chief People and Operations Officer
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