



We help business make
changes that help children
我们帮助企业变革
促进儿童发展

Priority to responsible business and children's rights

Children of today are consumers and aware citizens. They are future voters, employees, leaders and decision-makers. Sustainable business action to protect their rights is not only the right thing to do but reduces business risk and is in line with responsible business practices and human rights frameworks.

Mission

Our mission at CCR CSR, to improve the lives of children, is carried out in two ways:

- We work to ensure everyone who can help to achieve that goal works together
- We work with businesses to respect and promote children's rights.

Goals

We would like children's rights to be seen as an integral part of Corporate Social Responsibility (CSR) practices.

We would like a political and economic climate where governments support and promote improved CSR behaviour.

We would like all relevant stakeholders to work together on CSR activities relating to children's rights, aiming to make the content of the UN Convention on the Rights of the Child a practical reality.

“WE ARE AT HOME, RUNNING THE GUESTHOUSE AND GOING TO SCHOOL WHILE OUR PARENTS ARE AWAY WORKING”

MA HULIN 10, MA HAIYAN 7, AND MA XIYAN 14

PHOTO: ED JOCELYN



儿童是消费者、是公民、未来的选民、雇员、领导及决策者。企业采取能保护儿童权利的可持续发展的商业行为，不仅是正确的做法，也能降低企业的风险，并符合负责的商业行为和 인권标准。

使命

我们的使命是实现儿童生活的永久改善，通过以下两种方式得以实现：

- 我们促使所有能协助实现这一目标的人精诚合作
- 我们与企业合作，尊重和促进儿童权利

目标

我们期待儿童权利成为企业社会责任的重要内容

我们期待政府支持并推动企业社会责任

我们期待所有的利益相关方，尤其是企业关注儿童权利，开展合作，以致力于实现联合国儿童权利公约的内容。



“父母外出务工时，我们就待在家里打理家里的旅社和上学”。

——马华林 10岁，马海燕 7岁和
马喜燕 14岁

摄影：ED JOCELYN

www.cccrsr.com

"We believe that the center will act as an important source of research and support for companies to gain awareness of the situation of children and how their rights can be respected in the supply chain."

*H&M Anniversary
Foundation*

Who Are We?

The Center for Child-Rights and Corporate Social Responsibility (CCR CSR) opened in 2009 and is the first such centre in the world, concentrating on children's rights in relation to CSR. We sell our experience and knowledge to companies to help them improve the lives of the young people who work for them or are affected, directly or indirectly, by business practices. We work with companies so they can become actors for children's rights by developing comprehensive socially responsible strategies.

CCR CSR is a non-profit Social Enterprise; we use business techniques to improve society. An initiative of Save the Children Sweden (SCS), we are leaders in our field and are based in China where an increasing number of companies, both Chinese and foreign, are doing business. We aim to also become a regional center.

CCR CSR began its work following a Memorandum of Understanding between China and Sweden to work together closely on CSR. Funding comes from our strategic partners, training and conferences and advisory services for companies.

我们是谁？

瑞联稚博（北京）咨询有限公司成立于2009年，是全球第一家关注儿童权利与企业社会责任关系的专业机构。我们向企业推广我们的经验和知识，帮助他们改善为企业工作并受影响的年轻人的生活。我们与企业合作，通过帮助完善企业社会责任策略而使企业成为实践儿童权利的行动者。

瑞联稚博作为一家非盈利的社会企业，通过采用商业技巧以促进社会的进步。随着不断增长的国内外企业在中国开展业务，由瑞典救助儿童会发起并成立的瑞联稚博致力于成为儿童权利与企业社会责任领域的开拓者，我们也期待能把我们的经验带到其他国家。

瑞联稚博的成立作为中瑞两国政府签署《关于企业社会责任合作的谅解备忘录》的成果之一，得到了中瑞双方的大力支持。我们主要资金来自于战略合作伙伴和为企业提供的培训、咨询服务，召开的会议等。

我们相信瑞联稚博会成为重要的研究机构，协助企业了解儿童现状，保护企业供应链中的儿童权利。

H&M 银禧基金会

Children's Rights and Business Principles will try to ensure:

Commitment to children and their families as key stakeholders of business

Support children's rights in the workplace and value chain

Products and services are safe and that marketing methods and advertising ethics protect children's rights

Protection of children affected by emergencies

Care for the environment where children live and grow

The corporate sector reinforces community and government efforts to fulfill children's rights

Why is Corporate Social Responsibility (CSR) relating to children so important?

Globalization has changed the way economies and nations function, meaning the roles, relationships, demands and expectations of various stakeholders have changed. With the private sector often being the primary driver of economies, companies hold great power to influence social development and therefore have great responsibility. Furthermore, there is increased awareness and pressure from consumer groups, staff and civil society for companies to commit to socially and ethically responsible business practices.

The rights of a child can be affected, both positively and negatively, in any part of the business process. For both Chinese and foreign businesses alike, CSR has to be discussed as a prerequisite to successful business and sustainable growth. For the more advanced companies, CSR is not an add-on anymore but rather an essential part of the business.

One of the most important international documents guiding companies in the field of CSR is the UN Global Compact. Launched in 2000, it urges companies to align their operations using ten principles in the areas of human rights, labour, environment and anti-corruption. In 2010, the UN Global Compact, UNICEF and Save the Children began drafting the Children's Rights and Business Principles Initiative (CRBPI). These principles are the first comprehensive set of guidelines to lay out what businesses can do to support children's rights.

为什么与儿童相关的企业社会责任如此重要？

全球化改变了经济模式和国家的职责，即各种利益相关方的角色、关系、需要及期望都发生了改变。随着私营机构成为经济发展的首要推动者，企业拥有了更为强大的力量影响社会的发展，相应企业也肩负着更为重要的责任。另外，消费者、员工及公民社会的意识的提高和所带来的压力，需要企业保证其商业行为是对社会负责且符合伦理的。

每个儿童的权利，在商业行为的任何环节中，都会受到积极或消极的影响。不论是中资还是外资企业，企业社会责任都是其成功经营和可持续发展的前提。对于更为成熟的企业而言，企业社会责任已经不再是附属品，而是其经营中必不可少的内容。

2000年发布的联合国全球契约十项原则是企业社会责任方面最重要的指导性文件。该文件督促企业将涉及人权、劳工、环境及反贪污的原则纳入商业运作之中。2010年，联合国儿童基金会、联合国全球契约、救助儿童会开始制定《儿童权利和企业原则》。该原则作为第一套综合的原则，在全面协调框架中就企业如何尊重和支持儿童权利作出指导。



CRBPI 北京磋商会

儿童权利和企业原则 致力于实现：

致力于让儿童及其家庭成为商业的重要利益相关方

在工作场所及价值链中尊重和支持儿童权利

确保产品和服务的安全性，以及营销方式及广告理念保护儿童的权利

关注儿童生活及成长的环境

保护遭受意外事件影响的儿童

商业机构协助社区和政府的工作，以实现儿童权利。



“We appreciate the steps that CCR CSR is taking to highlight children’s rights in Business. CCR CSR brings a new dimension to the CSR concept. Together with your clients and partners you make reality of the rights of the child.”

Anders Wollter
Minister Counsellor
Embassy of Sweden

Why Should Companies Choose CCR CSR?

CCR CSR is the only one of its kind, focusing as it does on the rights of children and young people in relation to CSR. We are the experts on children and young people and we listen to what they say while paying attention to a company's problems. We always propose solutions which focus on the best interest of the child.

CCR CSR is an integral part of Save the Children Sweden's CSR strategy and knowledge system and can tap into experience from Sweden and other CSR initiatives globally.

Our service offering

Advice

- Personal consultations
- Analysis of children’s rights in relation to a company or parts of it
- Recommendations when a company should take action
- Project/program design, technical support, training and follow-up
- Development of specific products to support children’s rights, tailor-made for each business

Information service

- We carry out studies on children and young people in relation to business practices
- We have a bilingual website

Training

- Training management on how to lead and manage a young workforce
- Legal knowledge and communication skills for auditors and social compliance focusing young workers
- Parenting skills for factory workers including for migrant workers, many of whose children have been left behind in the countryside
- Teaching management groups what the Children’s Rights and Business Principles is, and how to put these principles into practice

Collaboration and relationship

- We facilitate networks and working groups
- We hold conferences and special events

企业为何选择瑞联稚博？

瑞联稚博是目前唯一一家专门关注儿童和年轻人权利与企业社会责任关系的机构。作为儿童和年轻人领域的专家，瑞联稚博服务于儿童权利和企业社会责任，关注企业面临的问题，倾听儿童和年轻人的心声，并依据“儿童最大利益”的原则提出解决问题的方法。

瑞联稚博作为瑞典救助儿童会企业社会责任战略及知识体系的一部分，凭借着瑞典救助儿童会多年在全球推广儿童权利保护的的经验积累，使我们成为企业社会责任中儿童领域的专家。



这么多来在外面打工，都没有人这么尊重过我，这次这么郑重地互相道尊重，感觉特别不一样。

——某工厂年轻工人

我们提供：

咨询服务

- 个案咨询
- 儿童权利与企业的关系分析
- 为企业采取措施提供专业建议
- 项目设计，技术支持，培训及随访
- 为客户量身定制的支持儿童权利的产品/项目

资讯服务

- 关于儿童及年轻人与商业行为关系的调研
- 提供企业社会责任和儿童权利信息资讯的双语网站

培训

- 管理层培训——如何领导和管理工作场所内的年轻工人
- 管理层培训——何为《儿童权利与企业原则》和如何纳入实践
- 审核员培训——关于年轻工人的法律指南和沟通技巧
- 工厂工人家庭教育培训——特别关注留守儿童的父母

合作及公共关系

- 协调网络及工作小组的活动
- 召开会议及举办专题活动

Snapshots



Advice

- A multi-stakeholder project focusing on young workers in sourcing factories in the Yangtz River region
- Contributed to the drafting of the Children's Rights and Business Principles Initiative and initiated consultations in Beijing and Shanghai
- Contributed to Save the Children Sweden's CSR strategy development

Training

- Piloting parenting training for migrant workers
- Training Chinese provincial government staff in order to raise awareness about CSR in relation to children
- Training modules for managers, social compliance staff and auditors

Information Service

- Development of a bilingual website
- Several studies on children in relation to business

Collaboration and relationship

- Management of a committed and strong network of international companies
- Company roundtables
- Initiated collaboration on social work between Sun Yat Sen University and Sweden's Gothenburg University

公司动态

咨询

- 开展涉及多个利益相关方的，关注长三角区域加工工厂内年轻工人的项目
- 参与制定《儿童权利与企业原则》；在北京和上海举办《儿童权利与企业原则》磋商会
- 积极参与瑞典救助儿童会企业社会责任战略的制定



培训

- 开展在工厂工作的外来务工人员的家庭教育培训
- 开展针对省级政府人员的培训，提高他们对企业社会责任和儿童权利的认识
- 开发针对工厂基层管理者、审核员的培训资料



信息服务

- 开设儿童权利和企业社会责任的信息平台——双语网站
- 开展儿童、年轻人与企业关系的专项研究



合作及公共关系

- 推进由国际品牌组成的具有影响力的网络工作组的活动
- 发起、协调中山大学与瑞典哥德堡大学社会工作领域的合作
- 召开企业圆桌会议



Together
towards
business with
a positive
social impact
on child
development
and protection

关注企业社会
责任能力，保
护儿童权利，
改善儿童生活



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