



INTERNATIONAL YEAR
FOR THE ELIMINATION
OF CHILD LABOUR

PRACTICAL GUIDE

Whether you're a regional, national, organizational stakeholder or individual, we have tips on how you can take action.



ALLIANCE



International
Labour
Organization



TABLE OF CONTENTS

Child Labour Practical Guide 3

Regions 4

Part 1: Act 5

Part 2: Inspire 6

Part 3: Scale Up 8

Countries 11

Part 1: Act 12

Part 2: Inspire 13

Part 3: Scale Up 15

Organizations 18

Part 1: Act 19

Part 2: Inspire 23

Part 3: Scale Up 25

Individuals 28

Part 1: Act 29

Part 2: Inspire 30

Part 3: Scale Up 33

CHILD LABOUR PRACTICAL GUIDE

Stakeholders and individuals can take action and make a difference for children in 2021. **To find out how to make an Action Pledge, share your journey, and scale up, browse this Practical Guide.**

This year, we will be asking and supporting all pledge makers to identify 2021 Action Pledges that are:

- **Specific** and achievable in 2021
- **Measurable** so that progress can be communicated throughout the year
- **Scalable**, either by you or a fellow pledgemaker, in the lead up to 2025

Think carefully about what your region, country, organization or you yourself want to share so that others can learn from your experiences.

When choosing an Action Pledge, ask yourself:

- **What one action** would you be most proud of?

- **Which specific steps** will need to be taken and what resources need to be mobilized to achieve this action by the end of 2021?
- **How will you assess** that the pledge has been fulfilled?

When formulating your Action Pledge, you will need to answer the following questions in the submission form:

- Name of your Action Pledge (max 20 words)
- How will you implement your 2021 Action Pledge?
- How will your Action Pledge contribute to ending child labour by 2025? (max 100 words)
- How will you communicate about this 2021 Action Pledge?
 - This last one is key as regular communication about the implementation process will not only inspire others to follow your lead but will also show how these commitments are turned into real action.

Flip through this guide to find examples of 2021 Action Pledges tailored to each stakeholder group, as well as tips on how to inspire others and scale up.



REGIONS

Regional organizations are increasingly active in humanitarian and development action developing region-specific policies and initiatives to tackle issues facing their Member States.

The African Union, Association of Southeast Asian Nations (ASEAN), the European Union, and Organization of American States can help to align legislation and policy on child labour to ensure a sustainable decline globally.

PART 1: ACT

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Here's how a draft pledge can be made SMART:

“Raise awareness and end child labour” becomes “Hold a conference during 2021 in which Member States agree on a regional roadmap to end child labour”

Here are some suggestions of a 2021 Action Pledge you can make:

- **Develop** a regional roadmap to end child labour, with timebound achievable milestones and suggested resource allocations.
- **Draft** new legislation and/or guidelines to promote public procurement as an instrument to fight child labour.
- **Advocate** a regional campaign to ratify C138 and secure X number of ratifications from countries in your region by the end of 2021.
- **Develop** a regional fund in 2021 to end child labour.
- **Guarantee** X percentage of the Regional Development Fund for child labour.

PART 2: INSPIRE

2021 is all about sharing your journey. **Each month, start here. We'll provide creative ideas for you to make your own.** If you're stuck, email us at 2021@alliance87.org.

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NOVEMBER: Reach out to local aid workers or grassroots activists who are committed to ending child labour. Ask them to create a short selfie video with a strong call to action at the end. Post it on social media.

DECEMBER: Visualize your 2021 journey through a "scrollytelling" story, incorporating any of the above elements.



PART 3: SCALE UP

Regional bodies have a unique opportunity to assess the impact of their own 2021 Action Pledge, alongside those submitted by countries, organizations, and individuals within the region.

Success stories will be plenty. **Regional networks can support partners by increasing their international visibility, aligning initiatives, and rallying support for a more united front against child labour.**

The Alliance 8.7 Accelerator Lab, too, will help partners identify scalable 2021 Action Pledges. It will be a place for stakeholders to spread their success stories, as well as find partners with whom successful actions can be scaled up. That's why, at the end of 2021, stakeholders are encouraged to develop scaling up strategies.

A scaling up strategy can be either vertical or horizontal.

Vertical strategies target the policy, political, legal, regulatory, budgetary, and other system changes needed to reinforce innovative solutions to end child labour. Horizontal strategies expand or replicate the solution in different geographic locations, targeting different groups.

There are four steps to a solid scaling up strategy:

monitoring and evaluation, organizational process,

dissemination and advocacy, and resource mobilization.

PART 3: SCALE UP

As you define the next steps for scaling up your 2021 Action Pledge, both vertically and horizontally, consider the following:

Monitoring and Evaluation:

2021 Action Pledges offer the opportunity to establish **SMART** goals that can be regularly assessed throughout the year to identify what's going well, what could be improved, and what should be scaled up.

Organizational Process:

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Before you horizontally scale up:

- **What** adaptations to the innovation might be needed for this action to be replicated elsewhere?
- **Which** partners could support or implement scaling up and could the Alliance 8.7 Accelerator Lab facilitate the coordination and knowledge sharing?

PART 3: SCALE UP

Dissemination and Advocacy:

Continuous engagement throughout 2021 is key to building momentum in the years that follow. **Toward the end of 2021, take time to reflect on the impact of your Action Pledge.**

Think about success stories and identify challenges. Spread your results and rally wide support, inspiring others to follow or learn. Foster a broad sense of ownership and pride within your network to facilitate vertical scaling up.

For horizontal scaling up, what political, personal, or informal channels could you use to convince partners to replicate your 2021 Action Pledge? Would peer-to-peer learning be appropriate?

Resource Mobilization:

After you've completed and evaluated your 2021 Action Pledge, it's time to use your success to advocate for more resources. **Successful resource mobilization depends on the adequate costing of the actions undertaken in 2021,** and clear estimations of the cost of scaling up from 2022 to 2025.

High quality advocacy materials and a costed scaling up strategy can:

- **Ensure** child labour is a priority for internal resources
- **Attract** funding from development partners, private sector, foundations, and individual philanthropists
- **Start** an **Innovative Financing** programme

Stakeholders are encouraged to share information about the implementation costs of their 2021 Action Pledges to facilitate replication elsewhere.



COUNTRIES

Countries are the building blocks of international cooperation and their actions at a national, regional or global level are crucial to ending child labour.

Alliance 8.7 Pathfinder Countries have already committed to go further and faster to end child labour at home and many have already established priorities, developed work plans and made incredible progress. 2021 will be an opportunity to consolidate national stakeholder support and take concrete steps that all other nation states can follow.

PART 1: ACT

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Here's how a draft pledge can be made SMART:

"Universal social protection" becomes "Expand the coverage of X social protection programme by X% by the end of 2021"

Here are some suggestions of a 2021 Action Pledge you can make:

- **Adopt** a National Child Labour Policy by the end of 2021
- **Develop** a cash-transfer program to prevent an increase in child labour during 2021
- **Conduct** a child labour survey during 2021 or create a roadmap for conducting a child labour survey that can begin in 2021
- **Ratify** C138 during 2021
- **Apply** MIRTI to identify vulnerability populations and develop action plan to prioritize assistance to these groups by 2021
- **Develop** a Child Labour Monitoring System in 2021
- **Establish** a 'zero-tolerance approach' by adding specific clauses on child labour in trade agreements signed in 2021
- **Increase** resources for labour inspectorates by X%
- **Increase** the budget for education by X% within 2021
- **Hire** X amount of teachers in rural areas to improve the quality of education
- **Extend** X COVID-19 emergency fund until the end of 2021

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Explain a complex idea – a policy, a law – in a more reader-friendly way. Tag people, organizations, and companies and ask them to join the conversation.

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Promote highlights from the conversation on social media to raise awareness about #EndChildLabour2021. Record the conversation and post it on your website for later listening.

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JUNE: Organize a live event in recognition of World Day Against Child Labour on 12 June. Invite celebrities and leaders from your area to inform and inspire the audience. Ask staff and your followers for their suggestions on how your organization/government/region can contribute to ending child labour. Record the event and post the video so your followers can watch whenever they want.

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DECEMBER: Visualize your 2021 journey through a "scrollytelling" story, incorporating any of the above elements.



PART 3: SCALE UP

Countries have a unique opportunity to harness the momentum of the International Year to rally whole of government support to scale up action on child labour.

Countries can also, with the support of the Alliance 8.7 Accelerator Lab, identify scalable 2021 Action Pledges that could be replicated in other regions or sectors.

Pathfinder Countries lead the way toward achieving Target 8.7 at home. **The Alliance 8.7 Secretariat will support knowledge sharing opportunities for peer-to-peer learning**, so other countries can learn from Pathfinder Countries' experiences implementing their Action Pledges. That's why, at the end of 2021, stakeholders are encouraged to develop scaling up strategies.

A scaling up strategy can be either vertical or horizontal.

Vertical strategies target the policy, political, legal, regulatory, budgetary, and other system changes needed to reinforce innovative solutions to end child labour. Horizontal strategies expand or replicate the solution in different geographic locations, targeting different groups.

There are four steps to a solid scaling up strategy:

monitoring and evaluation, organizational process,

dissemination and advocacy, and resource mobilization.

PART 3: SCALE UP

As you define the next steps for scaling up your 2021 Action Pledge, both vertically and horizontally, consider the following:

Monitoring and Evaluation:

2021 Action Pledges offer the opportunity to establish **SMART** goals that can be regularly assessed throughout the end of the year to identify what's going well, what could be improved, and what should be scaled up.

Organizational Process:

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Before you horizontally scale up:

- **What** adaptations to the innovation might be needed for this action to be replicated elsewhere?
- **Which** partners could support or implement scaling up and could the Alliance 8.7 Accelerator Lab facilitate the coordination and knowledge sharing?

PART 3: SCALE UP

Dissemination and Advocacy:

Continuous engagement throughout 2021 is key to building momentum in the years that follow. **Toward the end of 2021, take time to reflect on the impact of your Action Pledge.**

Think about success stories and identify challenges. Spread your results and rally wide support, inspiring others to follow or learn. Foster a broad sense of ownership and pride within your network to facilitate vertical scaling up.

For horizontal scaling up, what political, personal, or informal channels could you use to convince partners to replicate your 2021 Action Pledge? Would peer-to-peer learning be appropriate?

Resource Mobilization:

After you've completed and evaluated your 2021 Action Pledge, it's time to use your success to advocate for more resources.

Successful resource mobilization depends on the adequate costing of the actions undertaken in 2021, and clear estimations of the cost of scaling up from 2022 to 2025.

High quality advocacy materials and a costed scaling up strategy can:

- **Ensure** child labour is a priority for internal resources
- **Attract** funding from development partners, private sector, foundations, and individual philanthropists
- **Start** an **Innovative Financing** programme

Stakeholders are encouraged to share information about the implementation costs of their 2021 Action Pledges to facilitate replication elsewhere.



ORGANIZATIONS

Everyone can make a difference.
**Organizations have the power to
implement actions.**

PART 1: ACT

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Here's how a draft pledge can be made SMART:

"Engage in social dialogue to contribute to the elimination of child labour" becomes "Amend X number of collective bargaining agreements to include specific clauses on child labour by the end of 2021"

Here are some suggestions of a 2021 Action Pledge you can make:

United Nations/International organization

As global conveners of multi-stakeholder action, International Organizations play a key role in ensuring effective coordination at the national, regional and international levels.

- **Launch** a global/regional campaign for the universal ratification of Convention 138
- **Launch/relaunch** an Alliance 8.7 Action Group by acting as Chair and working with members to agree on a 2022-2025 work plan.
- **Carry** out an impact assessment on a specific action programme in coordination with local government
- **Develop** a research project to assess the impact of COVID-19 on child labour, beginning work in 2021

PART 1: ACT

Government institution

As key government structures to set and implement policy, government institutions are essential to tackling child labour at various levels.

- **Develop** a mental health monitoring mechanism for child victims of sexual abuse aimed at preventing revictimisation as adolescents
- **Establish** a coordination mechanism with influential figures in vulnerable communities to advocate against the use of child begging
- **Fund** X number of projects based on a needs assessment

Business network or employers' organizations

Tackling child labour can't be achieved by one company or sector alone. Business Networks will play a crucial role in mobilising private sector engagement throughout 2021 by uniting companies working in the same sector or the same area behind a common objective and providing a collaborative space to share experiences and ideas.

- **Design** and implement a child labour eradication programme using an area based approach
- **Develop** sector specific guidelines on apprenticeships for the age group 15-17 aimed at attracting adolescents away from hazardous work

PART 1: ACT

Workers' organizations

Workers' organizations are essential vehicles to involve workers, small producers, enterprises, the self-employed and other groups in the fight against child labour by empowering them to engage in dialogue and collective bargaining, thereby improving their situation and relieving parents' dependence on child labour for survival.

- **Support** the organization and formalisation of informal workers in region X by supporting the development of an informal workers trade union
- **Include** child labour prevention in collective bargaining negotiations

Civil society organizations

Whether as advocates within the community, as direct service providers, or as resource persons for capacity building in research and training, CSOs make significant contributions at the national and international levels and are often in closest contact with working children and their families.

- **Run** a campaign on a specific focus area
- **Conduct** area based surveys to address parents' and child workers' needs and perspectives in a chosen Pathfinder Country
- **Highlight** child labour in external communications and advocacy materials in 2021

PART 1: ACT

Academic institutions

Academia provide the rest of us with the critical data and knowledge needed to guide targeted action and end child labour. By coordinating under the umbrella of the Alliance 8.7, academic institutions and think tanks can coordinate research projects during 2021 to tackle knowledge gaps and clarify what really works.

- **Conduct** a course on child labour statistics
- **Collaborate** with interdisciplinary scholars on a special issue of a journal with a focus on child labour research
- **Add** a child labour focus to a human rights programme/institute agenda

Private sector (company)

Ending Child Labour is everyone's business. Companies of all shapes and sizes can take concrete action in 2021 to fix problems in supply chains, support educational and apprenticeship

programmes for the next generation and join forces with other companies to ensure sustainable progress is made.

- **Join** the Child Labour Platform
- **Establish** management procedures for introducing child labour due diligence in business operations
- **Develop** guidance on due diligence, remediation and monitoring, using best practice from a multi-stakeholder approach
- **Establish** an apprenticeship programme to reduce the rate of hazardous child labour in the 15-17 age group by offering a decent work alternative
- **Create** standards and protections to prevent conditions of hazardous child labour
- **Identify** the root causes of child labour specific to your industry and contribute to the solution by funding an educational programme or poverty reduction programme

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INDIVIDUALS

Everyone can make a difference; individuals can make personal choices. **Individuals can consume responsibly, raise funds and demand that their government act.** United behind a single, simple message that 2021 is for children, this campaign can become a global movement of change makers.

PART 1: ACT

Here are some suggestions of a 2021 Action Pledge you can make:

- **Mobilize** support for your organisation to make a 2021 Action Pledge
- **Write** to a decision maker
- **Raise** funds for a charity or school dealing with prevention of child labour
- **Read** about fair trade and how it benefits children of poor families
- **Enter** a competition: Link to song contest and cartoon contest
- **Educate** yourself and then share what you learn with friends, family, co-workers, and others, and work together to increase your “voting” power



PART 2: INSPIRE

As an individual, you can help end child labour.

5 quick things you can do to help end child labour this year:

- **Share** this on social media: "Let's take action end child labour #EndChildLabour2021"
- **Educate** yourself on child labour here by visiting our website, endchildlabour2021.org
- **Sign up** for our newsletter to get timely content on the fight to end child labour
- **Support organizations** that are working to end child labour
- **Screenshot** this page and send it to three friends



PART 2: INSPIRE

Want an action calendar for the year?
Use this:

FEBRUARY:

- **Sign up** to receive the International Year newsletter here.
- **Download** a social media card about the International Year from our Trello and post it on your personal account with the hashtag #EndChildLabour2021.

MARCH:

- **Follow** the global alliance that is working to end child labour, Alliance 8.7, on social media.
- **Ask** us a question about the social, economic, and/or environmental impacts of child labour on social media using the hashtag

#EndChildLabour2021. We will probe our network of experts to get your answer!

- **Announce** your 2021 Action Pledge with a selfie-style video. Explain why you are making a pledge. Post the video on social media using the hashtag #EndChildLabour2021.

APRIL:

- **Download** a social media card related to the COVID-19 pandemic from our Trello and post it on your personal account with the hashtag #EndChildLabour2021.
- **Learn** about the Action Pledges that are fighting COVID-19 and child labour at the same time.

MAY:

- **Read** an inspiring story from a leader in the fight against child labour, and share it on your personal account with the hashtag #EndChildLabour2021.
- On 1 May, Labour Day, **share** this post: "While we celebrate labour day today, we should work to end child labour in all its forms. #LabourDay #EndChildLabour2021"

JUNE:

- To mark World Day against Child Labour on 12 June, **watch** a webinar on ending child labour.
- **Share** progress on your pledge through a post with the hashtags #EndChildLabour2021 and #EndChildLabour.

PART 2: INSPIRE

JULY:

- **Read** a story on child labour.
- On 30 July, World Day against Trafficking in Persons, **share** this post: "Too many children are trafficked into child labour. We should all take action to end this. See how here: [#EndChildLabour2021](https://endchildlabour2021.org)"

AUGUST:

- **Share** your favorite work of art, from poetry to TikTok videos, about children and the urgent need to end child labour by 2025.
- **Enter** an art-related competition or contest with the goal of ending child labour.

SEPTEMBER:

- **Follow** @Alliance8_7 partners on social media.
- On 8 September, International Literacy Day, **share** this post: "On #LiteracyDay, let's recommit to take young people out of child labour and into classrooms. #EndChildLabour"

OCTOBER:

- **Share** a blog, poem, or inspirational quote by a woman fighting to end child labour with the hashtag #EndChildLabour2021.
- On 10 October, World Mental Health Day, **share** this post: "Child labour hinders the mental balance of children. Let's take action to #EndChildLabour in 2021. Start here: endchildlabour2021.org"

NOVEMBER:

- **Read** our latest story about aid workers fighting to end child labour and share it on social media.
- On 20 November, World Children's Day, **share** a post supporting children's rights with the hashtags #ChildrensDay and #EndChildLabour2021.

DECEMBER:

- **Share** a selfie and write post about what you did to #EndChildLabour2021 this year.
- On 10 December, Human Rights Day, **share** this post: "Child labour is a violation to the human rights of children. Let's #EndChildLabour2021"

PART 3: SCALE UP

Individuals can do their part to ensure the momentum gathered throughout this year is carried through and built upon, until child labour is eliminated everywhere.

Individuals can review their actions and choose to focus their efforts on one.

They can also further develop some of the content they produced under the Inspire pillar.





For inquires and requests related to the
Practical Guide, please write to: 2021@alliance87.org

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