

# FAMILY-FRIENDLY WORKPLACES PROGRAMME

The Centre's Family Friendly Workplaces (FFW) programme supports children, parents and other caregivers by creating family-friendly workplaces in supply chains. Family-friendly policies and practices are critical to worker well-being, especially in the COVID-19 era where financial hardships and school closures are an extra burden on supply chain workers in factories and on farms.

FFW offers a package of services that can be tailored to meet the needs of working parents, their children and young workers whilst also responding to the businesses needs of suppliers. FFW services support suppliers to implement policies, practices and programmes that enable their workers to fulfil their role as parents and their personal development goals, whilst also meeting responsibilities at work.

FFW services include support for parent workers, responsible recruitment, childcare provision, parenting skills, maternal health and breastfeeding, support for young workers including juvenile workers, flexible working arrangements and other relevant well-being issues.

## CHALLENGES FACED BY PARENT WORKERS

### Financial pressures



**32%** of parents in a worker survey in China say they can't afford basic necessities for their family

### Challenging to return to work



**20%** of women in Vietnam did not return to work after pregnancy according to a study by The Centre in 10 factories in Vietnam

### Feeling inadequate as parents



**95%** of parents\* who live separately from their children expressed feeling guilty about their inadequate parenting functions

## FAMILY FRIENDLY WORKPLACES BENEFITS FOR SUPPLIERS AND BRANDS



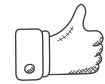
### Lower recruitment & management cost

Improves worker retention, reduces turnover rates and recruitment costs



### Reduced risk, enhanced reputation

- Addresses key risks, including effects of COVID-19
- Strengthens reputation and competitiveness
- Contributes to the fulfilment of the SDGs and other responsible business commitments



### Increased productivity, improved performance

- Creates positive corporate culture and sense of belonging
- Healthier, committed workforce and improved productivity
- Stronger on-boarding systems & factory capacity to respond to workers' needs

## HOW DOES THE FAMILY FRIENDLY WORKPLACE PROGRAMME WORK ?

1

FFW starts with an on-site needs assessment that evaluates current policies and systems, worker demographics, and identifies needs

2

Based on the results of the assessment, we help the supplier to choose and select the most appropriate and feasible activities from a range of family friendly services (see next page)

3

Once activities are defined, we work with the supplier to implement them

4

A communications package including short videos and worker stories are included in the programme

5

An impact evaluation and a workshop to agree on a long-term sustainable plan to continue with the good practices is delivered at the end of the programme

## WHICH SERVICES ARE INCLUDED IN THE FFW PROGRAMME?

The FFW includes services which can be implemented separately, or combined depending on the needs of the workers and the interest from the supplier to implement long-lasting changes to its policies and procedures. The services focus on the following issues areas:



### 1. Creating family-friendly workplaces



### 3. Childcare provision and support



### 5. Young worker support



### 2. Support for female and pregnant workers



### 4. Working parents training and support

Please refer to individual FFW leaflets for a full overview of activities and benefits offered under each service. The general service on creating family-friendly workplaces are described in this leaflet.

## KEY FEATURES OF THE FFW PROGRAMME



Follows a needs-based approach, which ensures that the **chosen activities are matched to FFW needs and requirements**, and are appreciated by workers of all ages, their families and the employer



FFW targets the challenges and needs that are closest to workers' hearts: **their families and children, and their personal development**



FFW provides **consultancy, training and practical support**, delivered by CCR CSR's highly experienced consultants who are experts in delivering successful, impactful child rights and worker-wellbeing programmes



FFW delivers **sustainable services and procedures that are easy to replicate and sustain without external support** such as the child friendly spaces where the majority of factories continue opening CFS after the initial year

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“My 14-year-old son lives in my village. My supervisor encourages me to talk to my son on a daily basis. So, I usually talk to my child after work. I can also take leave to visit him in my hometown.”- A worker in Bangladesh where the factory participated in the Better Business for Children programme between 2018-2020

“I would like to thank you for guiding us and our supplier Ceyadi during this programme - we never expected it to have so much impact and we are all sincerely touched by the worker stories and feedback of the children. The CCR CSR support has been great throughout. We are looking into extending the child friendly spaces further into our Chinese supplier base for next year(s).” Joy Roeterdink, CSR Manager, Suitsupply