

WE CARE PROGRAMME

THE CENTRE's WeCare 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.

The WeCare program is based on a thorough needs assessment and the development of a feasible and concrete action plan which includes off-the shelves services and support which are tailored to meet the needs of working parents, their children and young workers whilst also responding to the businesses needs of suppliers. The WeCare program 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. The program period spans over one year and can be implemented in China, Bangladesh, Viet Nam, Indonesia and Myanmar.

WeCare 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 a THE CENTRE study in 10 factories in Vietnam did not return to work after pregnancy

Feeling inadequate as parents



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

BENEFITS FOR SUPPLIERS AND BRANDS TO ENGAGE IN WECARE



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 WECARE PROGRAMME WORK ?

1

WeCare starts with a one-day on-site needs assessment that evaluates current policies and systems, worker demographics, and identifies needs of workers and management.

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) and develop a clear action plan with milestones and KPIs.

3

In conjunction with the action plan development we also have a formal kick-off. THE CENTRE support the factories to implement the action plan and corresponding activities.

4

A communications package including short videos and worker stories is 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 WECARE PROGRAMME?

WeCare includes both off-the-shelves services, trainings and targeted consultancy services. These services can be implemented separately or combined depending on the results of the needs assessments and the factories interest and possibility to carry out the services. The standardised services are chosen from a WeCare service menu where each factory is provided with 10 WeCare credit that can be "spent" on activities. The menu and credits are fictional but facilitates the choice of activities.

EXAMPLE OF ACTIVITY/SERVICE/TRAINING	NO OF CREDITS
Family Day (mandatory)	0
Migrant Parents Training	2
Photo Voice Program (attached to Migrant Parents Training, 25 parents)	4
Smart Watch Program (attached to Migrant Parents Training, 50 children)	4
Parent-child Activities	2
Child Friendly Space or After School Centres	8
Responsible Recruitment of Migrant Workers	6
Youth Development Program	8
Training the Trainer Programme	2

KEY FEATURES OF THE WECARE PROGRAMME



Follows a needs-based approach, which ensures that the **chosen activities are matched to workers and factories needs and requirements**, and are appreciated by workers of all ages, their families and the employer. Ensure a **high-degree of buy-in** from the participating factory.



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



"Parents are satisfied with the CFS and so are children...Even though we are quite exhausted, all our efforts are worth it when we see the children's smiles. In the long term, we believe that such a programme raises the worker satisfaction rate and our factory's reputation will also make recruitment easier." – Ms. Sun, the main person in charge of a 2020 CFS



WeCare **targets the challenges and needs** that are closest to workers' hearts: **their families and children, and their personal development**. It also includes services (if chosen) for **young workers**.



WeCare includes a **communication** component; short video clips, worker stories and professional photos.



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

Costs for WeCare Implementation

No of factories	Cost per factory* (USD)	Total cost (USD)*
1	15,000	15,000
10	13,000	130,000
20	11,000	220,000

*Includes tax and admin costs

Please visit our website for more data and impact on family friendly workplaces; childrights-business.org