

They are also Parents

Why do migrant workers with left-behind children matter to companies in China?

In the summer of 2013, CCR CSR, in cooperation with the Facilitator and supported by the CSR center at the Swedish Embassy, conducted a study targeting the parents of China's 61 million left behind children. The separation from their children, and a sense of failure in providing for their education and basic well-being, has a great impact on migrant worker parents, including their work performance and career-related decision making.

Labor shortages and staff turnover are giving responsible companies plenty of reasons to reconsider their CSR and supply chain management strategies. This brief summary includes some of the main facts and findings resulting from the research.

Understanding of responsibilities as parents vs ability to fulfill them



92% believe raising children is the responsibility of both parents

80% of migrant children's actual caregivers are grandparents or relatives

Feeling inadequate as parents



80% of parents of left-behind children feel inadequate

50% of parents of those having children with them feel inadequate

Key factors leading to family separation



68% lack of time to look after children

53% struggle to cover basic living costs

30% unable to secure education and other social services

Difficulties faced by migrant parents



62% financial pressure

46% no time to educate children

33% work pressure leaves no time to one-self

Impact on work performance



59% feel distracted and lack commitment

38% frequent errors due to their worry about children

33% unhappy and unenthusiastic

Reasons for migrant parents to leave employment



46% to take better care of children

27% for the sake of marriage and children

19% bad working conditions

Parents expectations in terms of support



64% hope for more flexible working hours

72% expect easier access to schools

54% would like to receive housing subsidies

CSR and child-rights



- CSR and child-rights are still concepts in their infancy
- general lack of focus on needs of migrant workers with children
- 23% felt supported by companies in their role as parents

Key recommendations for companies



- improved CSR strategies and cooperation with company suppliers in developing family-supportive policy
- improved access to information: policies on hukou, social insurance
- flexible working hours and family-related leave
- enhanced cooperation with NGOs and social work organizations

More than 1,500 workers participated in this study, including selected management staff, in 9 factories across the Pearl River Delta and Chongqing regions.

“They are also Parents” is one of the first reports helping to understand the challenges faced by migrant worker parents, as well as the business perspective of how family well-being relates to workforce stability and production efficiency.

The full contents of the report provide insight into the existing company support, related policy environment, as well as a detailed analysis of the workers’ challenges and motives that drive decision making. In addition, the study describes the experience and concerns of young workers, who often grew up as left-behind children.

If your company is interested in developing a family-friendly working environment, CCR CSR is offers the following services:

- Purposeful Parenting Training
- Factory HR policy review
- Company sustainability assessment
- Auditor Training
- NGO partnership development

For a complete information on our service offerings, please visit the CCR CSR website (www.ccrcsr.com) or contact us directly:

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