



CAMPAIGN FOR SOCIAL INVESTMENT IN CHILDHOOD AS A TOOL TO FIGHT AGAINST CHILD LABOUR AND TO ACHIEVE ECONOMIC DEVELOPMENT

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(PERU 2005-2006)**

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PERUVIAN CONTEXT



Statistics indicate that in the last 10 years, the incidence of CL has increased considerably. 2 million children (between 6 and 17 years old) are working in Peru



If we consider the invisibility of some forms of CL and **children** younger than 6 years old, this figure could be **higher**

2 million
(27% of CL)

1.5 million
(6% of adults are unemployed)

Currently, one out of every four children is working in Peru (90% in informal sectors). This is projected to **increase**.



BACKGROUND

(Phase 1. Peru - 2002)

- The AP identified perceptions and different types of CL in Peru.
- 8 workshops with opinion leaders, mayoral candidates, civil society representatives and communicators were organized.
- Approximately 240 people connected with the media, political groups and NGOs were trained.
- Music CD was produced with popular singers, spots and advisory radio-education messages connecting school drop-out to CL.
- Video clip and publications were widely disseminated as part of the campaigns.



- As a result of the new alliance, clippings and radio programs discussing the topic of child labour were expanded.
- A broad alliance with representatives involved in politics was created to motivate concrete action.



PROJECT GOAL



To promote among authorities and public policy makers the importance of investing in children, emphasizing that child labour impedes economic development

GOALS



- **Goal 1** - To promote and raise awareness of the problem of child labour among decision makers and seek solutions in public policy
- **Goal 2** - To sensitise the media as strategic partners
- **Goal 3** - To disseminate relevant information regarding the current situation of children as well as the importance of promoting their education and development to ensure the country's economic growth

ACTIVITIES AND ACHIEVEMENTS



Encouragement of political decision makers to be aware of the problem	
34 working roundtables with political decision makers by sectors	60 opinion leaders, communicators and public policy makers were sensitised and oriented in public policies, special education and CL issues that were later included in their speeches.
Conference with presidential and congressional candidates from APRA, Unidad Nacional, UPP, Accion Popular and Independents	Meetings with politicians as well as presidential and congressional candidates were held, taking advantage of the pre-electoral situation involving 100 attendants from NGOs, government agencies, the Education Task Force, National Committee representatives, etc. (a lot of them created new partnerships, e.g. DFID and San Isidro City Hall).
Systematisation of events* (print and video)	1 systematisation report and video. A useful sensitisation and comprehensive reference guide for other projects or as an information resource.
Training teachers and leaders from SUTEP* through 4 workshops (included experimental lessons)	630 teachers from 4 schools with a high presence of child labour were sensitised and trained in alliance with ADRA-DFID. Teachers were given tools to alert parents and to promote education among the children.
Workshops for communication and marketing areas (in charge of public relations and social responsibility - San Isidro Town Hall)	2 workshops for 50 communicators and 18 employers-businessmen who were inspired by quality, practical information to focus their work in investing in social responsibility projects on education policies, e.g. Aji-No-Moto, Nestle, Microsoft Fund, etc.
Consideration in the colloquial campaign of the design of spots, posters, publications of different materials	1 poster, 1 two-leafed panel, 1 basic guide for municipal officers, press notes and 2 video formats were created to disseminate information related to CL and its risk. Part of these materials was replicated for a distance training course of ADRA to 400 teachers nationwide.
Motivation and educational material	
Preparation and distribution of a sensitising video (14") and a mini-spot (8") during the Soccer World Cup	The public was informed through specific campaigns (spots, posters, radio mottos, workshops, and a 14-minute video performance) linking for the first time school drop-out with economic outcomes and another spot material was used for No-CL Day.
Creation and maintenance of a website for the project	1 active website www.proteccionydesarrollo.org with display information for the general public, legal information and a PowerPoint presentation for trainers.
Elaboration and distribution of educational and training materials to municipal officers and teachers	1,000 copies of files, posters, three-leafed panels, pens, informative brochures and the municipal guide (the first tool to address CL for the municipal sector with basic legal and skills development information, ILO conventions, methods, etc.) were made and distributed.

ACHIEVEMENTS



- Increased political commitments
- Contacts with representatives from the three main political parties of Peru have been established. During previous encounters, one of them prepared a spot mentioning the topic promoted by the campaign (Lourdes Flores-Unidad Nacional) and another included the topic in a speech and proposed to draft a law to institute June 12th as the National Non-CL Day (Elvira de la Puente-APRA) in Peru.
- Contacts have been established with business people interested in carrying out work in managerial and social responsibility
- For the first time, we have specialized material for municipal officials (Basic Guide for Municipal and Regional Governments). This material was designed for an electronic version while ADRA-UK and DFID financed its printing.



Lessons Learned for Future Project Sustainability

CHALLENGES

1. To assure the fulfilment of the investment commitments in childhood and their integration into state policies, especially in the education and social development sectors (to monitor the pre-electoral commitments).
2. To ensure that managerial and social responsibility programmes focus on promoting decent work for parents.
3. To maintain contact with partners and assist their technical requirements appropriately to emphasize childhood and labour issues in the legal profession.
4. To maintain contact with APEC for technical support in social and education issues since Peru will be responsible for the Presidency of APEC by 2008.
5. The Executive Power should consider programmes for prevention and awareness of child labour and establish clear policies.
6. The suitable use of the Municipal Guide and its application after changes of municipal administration (November 2006)

FUTURE OPPORTUNITIES

1. The AP has demonstrated the child labour issue to current members of Congress and political candidates for the 2006-2011 term, who included the issues in their election campaigns (the political environment played a favourable role).
2. The AP has garnered the commitment of the managerial sector (AP for Managerial and Social Responsibility).
3. Contacts with NGOs, donors, opinion leaders, municipalities and communicators have been established, with the purpose of preventing and addressing the phenomenon.
4. Taking advantage of contacts with APEC-Peru and communicators formed in AP APEC Phase One simplified the execution of this phase.
5. Commitments made by the Peruvian State in ratifying ILO Convention No.138 and 182.
6. ADRA-UK and DFID have financed the e-material printing (Basic Guide for addressing child labour for local and regional governments). No result expected.

KEY RECOMMENDATIONS



- Before **DECIDING** and acting (to sensitise), it is necessary to **LISTEN** so that we will be able to identify common interests with our future partners.
- The good relationship and initial contact during the AP design with **APEC-Peru** resulted in support during the whole AP.
- It is important to **TAKE ADVANTAGE OF THE SITUATION**, in this case a political (pre-electoral) one, where candidates and parties present themselves as “particularly concerned” about social issues and are willing to be trained.
- **TO ESTABLISH CONTACT** with future political leaders (candidates) and strengthen and extend our relationships. Once the candidate is elected, he/she will already be familiar with ILO.
- **TO IDENTIFY** media partners is a key factor to share our experience. Knowing beforehand the editorial trend and the public is also recommended.

