



International  
Labour  
Organization

## Reducing the Worst Forms of Child Labour in Tobacco-Growing Communities in Brazil, Malawi and Zambia

In 2012, the ILO estimated that 10.6 per cent of children globally (167 million) were in child labour and that over half of these were engaged in hazardous forms of work.

Brazil, Malawi and Zambia are among the largest producers of tobacco worldwide. Brazil, for example, is one of the top three contributors to global production (next to China and India) and in 2012 alone exported USD 3.2 billion worth of tobacco. With significant economic reliance on agriculture, tobacco production makes a crucial contribution to national employment levels and gross national product. Unfortunately, a variety of socio-economic factors, such as the prevalence of HIV/AIDS, cultural acceptance of child labour, and the accepted distribution and use of land, have exacerbated the incidence of child labour in these countries.

### FACTS AND FIGURES

#### Partners:

Japan Tobacco International  
(JTI)

#### Beneficiary Countries:

Brazil, Malawi, Zambia

#### Timeframe:

2011 – 2015

#### Budget:

USD 4.5 million



### THE RESPONSE

The ILO and JTI forged a partnership to achieve greater impact and together established the Achieving Reduction of Child Labour in Supporting of Education (ARISE) program. Through addressing the identified social and economic factors that encourage small-scale tobacco farmers to employ children in dangerous work, the program prevents and makes strides towards the elimination of child labour in supply chains.

Due to the complex nature of child labours' roots, the program draws on representatives of national and regional governments and tobacco-growing communities. ARISE places the child labour issue in its broader context and considers the encompassing economic, social and cultural factors – this allows the program to tackle the challenge effectively and in earnest.

To achieve this common goal, the program:

- Promotes equal access to quality education for children in tobacco-growing communities and raises awareness of the need to eliminate child labour among these communities. This includes improved attitudes with regard to the difference between work that is and is not acceptable for children;

- Economically empowers tobacco-growing communities through the promotion of alternative income generating activities, entrepreneurial skills, improving agronomy practices, and access to credit;
- Works with governments, employers' and workers' organizations to improve regulatory frameworks and to create an enabling legislative and policy environment that is conducive for the elimination of child labour and the promotion of education.

### RESULTS

Work on the ground commenced as recently as 2012 and already the partnership demonstrates how multinational companies working with the ILO can achieve sustainable progress in eliminating child labour from their supply chains. It is foreseen that by the projects close in 2015 over 10,000 people in target communities will have benefitted.

### Partnerships and Field Support Department (PARDEV)

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*“The issue of child labour is not one that any one organization alone can solve. As a result, ARISE was born; a unique programme where JTI is working with the ILO and Winrock International to help eliminate child labour in JTI’s value chain, based on the belief that the greatest impact can be achieved by drawing on the expertise of specialist organizations in long-term partnerships.”*

*Maarten Bevers - Vice President, JTI Global.*



Among the achievements recorded to-date, the following can be reported:

- At the global level, JTI’s staff has received training on the importance of child labour standards. The training has demonstrated how these standards can be integrated into company operations to increase JTI’s capacity to eliminate child labour in its supply chains. Over the course of the partnership further training will provide skills to improve the implementation of occupational safety and health standards in the workplace.
- In Brazil a Junior Field Farm School has been established. This school provides vocational training for the next generation of farmers. Students can practice agronomy safely and gain the knowledge and skills to help achieve food security. The school also promotes the image of agricultural businesses in rural communities and gives adolescents a viable and desirable alternative to migrating to urban areas. In its first year 136 adolescents were trained in a wide variety of sustainable and profitable agricultural activities.
- Additionally, 105 rural mothers of school-age children were educated on child labour awareness, entrepreneurship and technical agribusiness skills. From these 105 women, 36 established their own commercial ventures thus allowing them to support their children’s education and protect them from child labour.
- In Malawi, the project has distributed 598 ‘Scholarship kits’ which provide children with everything they need to go back to school. These kits improve school attendance and academic achievement among poorer students, which in turn reduces the likelihood they will participate in child labour. Furthermore, 96 persons received training to start or improve their own business and 48 persons were further provided with start-up capital and materials thus providing parents with the means to keep their children from working. Along with other actions, it is already estimated that 195 children have been withdrawn from or prevented from engaging in child labour in a sustainable manner.

## BENEFITS OF PARTNERING

- Companies receive technical assistance on the elimination of child labour from IPEC, the world’s leading programme on the subject.
- Reduced supply chain risk for companies through improved occupational safety and health (OSH) and improved sustainability through positively influencing labour standards and legal compliance in the tobacco farms from which they source.
- Improved product quality and higher levels of productivity as a result of farmer training. Farmer’s schools also help to positively change the image of agricultural business among younger generations, ensuring a stable qualified workforce into the future.
- Companies acquire a greater awareness that causing, contributing, or being linked to child labour through business relationships can damage a brand and have strong repercussions on business performance.

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