

# SANSIRI

Every child has the right to learn, to play and to live a healthy life



SANSIRI

Sansiri, a real estate developer in Thailand, has put Children's Rights on top of their agenda. From the core of their operations with child-friendly spaces in construction sites to the improvement of national health legislations, they have a long-term aim to improve the life and voices of children in Thailand.

## ADDRESSING CHILDREN'S RIGHTS

### How it started

The Southeast Asian region is witnessing a dynamic and strong economic growth; as well as a rapid flow of workforce from one country to another. With regional integration from the ASEAN Economic Community (AEC), Sansiri realized the increasing number of migrant workers and children in their construction sites. The workers, typically from Laos, Myanmar, and Cambodia, moved with their entire families, leading to a high number of children in the construction sites. Sansiri saw a need to support these children's rights and in 2010, established a zero tolerance policy for child labour in their construction sites. Sansiri terminates a supplier's contract immediately if child labour is detected on site.

### The good space

In 2011, Sansiri developed *The Good Space*, a child-friendly space in the construction camp with quality education provided by Baan Dek Foundation and Mercy Foundation, to be used for children between 0-14 years old to learn, develop and play safely. For example, children, especially migrant children, are able to learn Thai so that they can then transition into the Thai school system. Today there are over 300 children in Sansiri's construction camps using The Good Spaces.

### Support from corporate leadership and partnership

The Sansiri social responsibility team has achieved high impact the last 5 years. Partly due to that the team enjoys a strong personal commitment from the President of the company. The team considers Sansiri's corporate governance to be crucial to succeed; they meet with and report regularly to the President.

## SANSIRI AT A GLANCE



### COMPANY PROFILE:

Leading private real estate company in Thailand, founded in 1984

### REVENUE '14:

\$864 million

### COUNTRIES W. SALES:

Thailand

\*Including real estate development and management

## SELECTED SCORECARD INDICATORS WHERE THE COMPANY IS DOING VERY WELL



Child Labour Policy



Collaboration with NGO



Strategic programs



In addition to the leadership support, Sansiri developed a strategic partnership with UNICEF in 2010. The partnership was initiated with the successful Iodine Please campaign (see box for details). Sansiri is still working closely with UNICEF which is a strong support in developing a holistic long-term agenda for children's rights.

### **Advocating for improved national legislation**

In 2015, Sansiri committed to improving children's health. An ongoing Sansiri survey indicated that 60% of migrant workers were not aware of their rights to healthcare, birth, and civil registration in Thailand. The company works closely with the Thai Ministry of Public Health and the World Health Organization to improve the health benefits for all migrant workers. From birth registrations to vaccinations, health checks and dental check ups, regardless of which construction site the workers are in. Sansiri is going beyond their own operations.

### **Towards an industry standard - a partnership approach**

The company recently signed the Children's Rights and Business Principles. The principles serve as a guidance to ensure that they are working with issues with long-term impact - avoiding activities that are short-term or serve a marketing purpose.

Sansiri hopes to build a model to be adopted by other peers in the industry, creating a shared value, and standard to protect children and their rights. This is just the beginning of a long-term plan to make sure that every child in Thailand has access to a formal education, receives proper healthcare and has a voice in society. Sansiri needs to collaborate with corporations, partner organizations and politicians, in order to succeed. "Partnership is crucial when you want your work to be more inclusive - socially and politically. It is a difficult process, especially when you want to influence on a wider scale, such as defining new policies. But social responsibility is about the commitment to tackle an issue - even when the complexity of the problem continues to unfold."

### **IODINE PLEASE!**

Sansiri collaborated closely with UNICEF in raising awareness on Iodine Deficiency Disorders, which have posed serious threats to the development of children. The campaign resulted in new legislations, mandating iodization of salt for all human consumption in Thailand. It was a typical example of how Sansiri could leverage their marketing skills and social media network. Combined with UNICEF's knowledge and scale, it was a very successful campaign.

*"It is easy to come up with several different social activities that "look good", but it is difficult to create sustainable social programs with a long-term impact. The Children's Rights and Business Principles give us guidance to ensure that we create real benefit and lasting work."*

