DEEP DIVE
THE CORPORATE SECTOR AND CHILDREN’S RIGHTS IN THE NORDIC REGION

SCA: RECOGNISING CHILDREN AS STAKEHOLDERS
SCA is one of the world’s largest companies in personal care products, the world’s third-largest supplier of tissue and one of Europe’s most profitable producers of forest products. The company has undergone a process that started with recognising children as key stakeholders to their company and has resulted in ensuring that children’s rights are integrated into SCA’s core operations.

HOW THE JOURNEY BEGAN
With its roots in the forest industry in the north of Sweden, family and community have always been part of SCA’s identity as a company. In addition to forest products, SCA has a range of baby and feminine care products making children, their caregivers and teenage girls direct stakeholders to the company. When the Children’s Rights and Business Principles were launched in 2012, it was a natural step for the company to join the UNICEF Corporate Network in Sweden, where company representatives received training on children’s rights. SCA also participated in a pilot project to test and give feedback on the usability and relevance of a set of new business tools, developed by UNICEF, to address children’s rights.

In 2013, when SCA decided to update the company Code of Conduct*, they turned to UNICEF for their input on how best to integrate children’s rights. The resulting Code of Conduct now takes into consideration children’s rights in relation to marketing, child labour and the need to take children’s perspective into account as stakeholders to SCA’s business.

SCA’S TOP INDICATORS

| Collaboration with child rights organisations |
| Other children’s rights issues |
| Materiality and risk assessment |

SCA AT A GLANCE
COMPANY PROFILE: Leading global hygiene and forest products company, founded in 1929
REVENUE: USD 13.7 billion (2015)
MARKETS: In total around 100 countries. The largest markets include Germany, UK, USA, France, China, Sweden, Mexico & Colombia

FINDING OPPORTUNITIES
Through the SCA Code of Conduct, the company recognises its impact on and relationship with children, which has also led to children’s rights being integrated into their overall approach on human rights. In partnership with the non-profit sustainability network, BSR - Business for Social Responsibility, SCA conducted a global human rights impact assessment and found risks regarding children’s rights in relation to labour issues and land/water use. However, the main conclusion the company drew from this exercise was that there were opportunities for them to not only address and mitigate risk, but to have a positive impact through scaling up community programs on hygiene, for example encouraging hand-washing, and improving access to feminine care products. One such initiative, focusing on breaking taboos around menstruation, is being managed by SCA in partnership with the United Nations Water Supply & Sanitation Collaborative Council – WSSCC. The initiative combines, among other things, education for women and girls on menstrual hygiene with high-level seminars at the UN.

“We work with children’s rights because it’s simply the right thing to do. Rather than treating it as an add-on issue, it makes more sense for us to integrate children’s rights into our general approach on human rights”

Luu Li, Sustainability Director

AN INTEGRATED APPROACH
In its sustainability work, SCA takes into account several vulnerable groups, including children. To be able to efficiently cover all of these groups, the company has opted for a broad human rights approach guided by the UN Business and Human Rights Guiding Principles and addressing children’s rights specifically in areas where there is a need for it. One example is its slavery and human trafficking statements in which the company outlines, in both the Code of Conduct and Travel Policy, how it combats this practice and makes clear that children and child labour are important aspects of the issue.

GLOBAL STRATEGY -- LOCALLY GROUNDED PROGRAMS
SCA sets strategies for their Corporate Responsibility work on a global level, but each business unit decides on what they want to do, based on the local conditions and needs. This has led to an array of different initiatives such as:

- MEXICO: A partnership with UNICEF to create awareness on sexual violence and early pregnancies for teenage girls.
- LATIN AMERICA: An initiative to be seen as a family-friendly and attractive employer due to flexible working hours.
- CHINA: A childhood disease prevention program through the promotion of hand washing.

** Please also see p. 9 in The Corporate Sector and Children’s Rights in the Nordic Region (Global Child Forum & BCG, 2016).