

# DEEP DIVE

THE CORPORATE SECTOR AND CHILDREN'S RIGHTS  
IN SOUTH AMERICA



## CENTRAIS ELÉTRICAS DE SANTA CATARINA - CELESC: A MULTI-FACETED APPROACH TO CHILDREN'S RIGHTS

Centrais Elétricas de Santa Catarina – CELESC, provides large areas of the Brazilian state of Santa Catarina with electricity. As a partially state-owned service provider, the company has strong ties to the local communities that they serve, and has identified a number of ways to make a direct contribution to children's rights.

### AN INTEGRATED APPROACH

As a signatory to the United Nations Global Compact, CELESC works to eliminate child labour in their supply chain through policies and contractual clauses.

As an example, in their code of ethics, CELESC not only prohibits their suppliers from using child labour and asserts this as a criterion for the selection of suppliers, but also commits to carrying out systematic follow-up to verify compliance. As part of their commitment to human rights, specific reference is made to the elimination of child labour and to combatting child sexual exploitation in their socio-environmental responsibility policy.

The company's supplier policy states that the company can not work with suppliers that take part in any child abuse, including child labour and sexual exploitation. Contracted suppliers are provided with information on child labour as well as child sexual exploitation; and

supplier contracts include clauses where they agree not to participate in any child abuse, either directly or in their supply chain.

To follow up on these policies, CELESC has implemented several points of action:

- Holding workshops to educate suppliers on the consequences of child abuse and by so doing give them incentive to follow the policies
- Inclusion of child abuse issues as part of the follow-up audit of suppliers carried out by external parties
- Conduct employee training on recognizing the signs of child abuse as well as methods for acting on it

### CELESC'S TOP BENCHMARK INDICATORS

Addressing children's rights issues  
other than child labour

Maintaining a child labour policy

Involvement with charity and/or programs  
related to children's rights





# CELESC AT A GLANCE

**COMPANY PROFILE:** Centrais Elétricas de Santa Catarina S.A. - CELESC is the largest electricity distribution and trading company in Santa Catarina, a state located in the southern region of Brazil. The company is partly state-owned, with the state of Santa Catarina holding 50.2% of the total shares.

**REVENUE:** 2,3 billion USD (2016)

**MARKETS:** Brazil

(Photo credit: CELESC)

## COMBATING SEXUAL EXPLOITATION

On the Right Track Program (Na Mão Certa) is an initiative by the NGO Childhood Brasil to mobilize governments, businesses and non-profit organizations to combat sexual exploitation of children and adolescents on Brazilian highways.

---

"As a big company with operations in a large geographical area, we have the opportunity to reach many people and make a difference in society."

Regina Schlickmann Luciano  
Socio-Environmental Responsibility Advisor, CELESC

---

In addition to a formal commitment made to the Business Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways, CELESC carries out periodic awareness campaigns, during which their staff puts up posters and distributes flyers with information on how to combat the sexual exploitation of children. They also organize lectures, debates and trainings with employees, communities and suppliers on the subject. The company's fleet of vehicles also display stickers with information about Dial 100, the Na Mão Certa hotline taking urgent calls regarding violence against children and adolescents.

## IMPROVING SCHOOLS

Through the Voluntary CELESC-program, company employees have the opportunity to volunteer on company time. The program focuses on supporting schools and orphanages in low income communities

where the company operates. The volunteers refurbish, paint and provide new equipment such as desks, chairs and blackboards with the aim of transforming these spaces to happier places for children.

## YOUNG APPRENTICES

Investing in the next generation

The Young Apprentice Program (Jovem Aprendiz), run in partnership with public authorities, focuses on preparing socially vulnerable young people for the labour market; they receive practical work experience by being part of the company's day-to-day operations. The apprentices earn salaries and social benefits, as well as professional training and socio-psychological support. The company's goal is that the young apprentices will compose 10% of the company work force. Since 2006 more than 1,000 apprentices have taken part in the program. Upon completion, the apprentices have not only gained crucial experience and skills, but they become part of a network of program graduates. Seventy percent of the graduates from the program find a permanent job, either at CELESC or in other related companies.

---

"The apprentices become like our children, and it's very rewarding to how see they continue to progress after the program ends."

Regina Schlickmann Luciano  
Socio-Environmental Responsibility Advisor, CELESC