GRUPO TELECOM: PROTECTING CHILDREN ONLINE IS ALL ABOUT EDUCATION

As one of the leading providers of telecommunications services in Argentina, Grupo Telecom is conscious of their impact on the everyday lives of their customers. Understanding that children and adolescents are important users of their services, the company has identified protection online as a management priority.

AN INTEGRATED APPROACH

Grupo Telecom’s board of directors has defined corporate social responsibility and sustainability as an integrated strategy and management model throughout the company. Each year, the board approves the company’s corporate social responsibility plan of activities and monitors sustainability performance with reports from the corporate social responsibility management team.

Grupo Telecom has identified child protection online and responsible use of the internet as one of their top ten material issues and the protection of minors and responsible use of technologies was raised as an issue of high importance for both internal and external stakeholders in Grupo Telecom’s most recent materiality analysis.

The educational project called “Our Place” (Nuestro Lugar) is one of the most innovative developments of the company as part of its social investment strategy, and arises as a result of the materiality analysis.

GRUPO TELECOM’S TOP BENCHMARK INDICATORS

| Children’s rights-related issues beyond child labour are addressed |
| Accountability rests at board level |
| Materiality and risk assessment are conducted and reported on |
PROTECTING CHILDREN ONLINE
Nuestro Lugar has been developed in collaboration with the civil society organization Chicos.net and aims to inform and educate parents and teachers about the risks and opportunities related to young children’s use of the internet:

1. WEBSITE
www.nuestrolugar.com.ar is an educational website targeting children, adolescents as well as their parents and teachers. Here they can find videos, educational material and games that address safe internet use, cyber-bullying and how to use technology as an instrument of learning.

2. SCHOOLS
Grupo Telecom has created an educational kit for distribution in schools, providing materials for safe internet use in the classroom. The company also provides workshops for children in fifth and sixth grade where they discuss data privacy; how to deal with uncomfortable or unpleasant situations and the importance of talking to adults about such matters; cyber-bullying and children’s rights online. Last year, 44 workshops were held throughout Argentina for more than 4000 students from all over the country. This year workshops will be held for teachers on the pedagogical use of technology in the classroom with children.

3. ROADSHOW
The workshops provided in schools are coupled with a public event roadshow, with the aim of reaching out not only to students but also to their parents, teaching them about safe internet use in an interactive way.

CHILD PROTECTION IN THE VALUE CHAIN
Working against child labour
Grupo Telecom promotes decent work and good labour practices against unregistered work and child labour. It permanently controls the fulfillment of the labor and social security obligations of the companies that provide services for the company, in order to ensure the adequate treatment and care of the employees of the extended chain of value. In addition, the company is a member of the Network of Companies against Child Labour (CONAETI) of the Argentinian Ministry of Labor, which works to eradicate child labour in all its forms.

“...in the era of mobile connectivity, where children have access to multiple devices, it’s vital to equip them with a critical judgement that provides them with the necessary resources for their protection. It is also important that parents and adults can guide children in the responsible use of technology, so that they can learn in a safe and constructive environment.”

Pedro Lopez Matheu
Director of Government Relations, Communication and Media, Grupo Telecom

DESIGNING THE STAKEHOLDER DIALOGUE
A vital part of the process of defining material issues is through a stakeholder dialogue. The company uses the GRI G4 and the AA1000SES Stakeholder Engagement Standards as a framework for this stakeholder engagement process. Through an online questionnaire, 1,757 external stakeholders have been consulted, including clients, members of civil society, academia and government.

*Please note that the conversion into USD has been made by Global Child Forum and the BCG for comparative and illustrative purposes.

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