Family-Friendly Factories: Five Years of Progress

Impact Report: 2016-2020

November 2020
Introduction

Promoting worker well-being lies at the heart of the ICTI Ethical Toy Program (IETP). Supporting factories to deliver improvements that not only benefit factory workers – but also deliver positive business outcomes – is central to our mission to build better lives for workers and stronger industry through ethical production.

In 2010, we identified the need for worker voices to be heard, and in response, launched our Worker Helpline, which celebrated its 10th anniversary this year.

Later, in 2016, IETP identified opportunities to support factory workers in China who have migrated domestically for work and, as a consequence, live separately from their children. Similar to other manufacturing centers, millions of workers migrate domestically to find work in China, with many unable to bring their children with them when they move from their hometowns to larger cities.

In response to this, we launched our Family-Friendly Factories (“FFF”) program to improve the lives of these valued workers. A key component of this program is our Family-Friendly Spaces (“FFS”), which creates factory based childcare facilities that enable factory workers to spend more time with their children. FFS provide a safe environment for the children to play, access learning opportunities, develop social skills, and spend time with their parents. The spaces enable parent migrant workers and their children to spend valuable time together during the summer school holiday period.

We began FFS with a small-scale pilot at two factories in 2016, the program then grew to cover 37 factories and spread across 5 provinces in China. To date FFS has provided childcare support for nearly 3,000 children and supported 3,145 working parents.

In the same year, we launched our After-School Centers (“ASC”) which enables parents to work while their children are cared for after school all-year-round. We also launched our Migrant Parent Training (“MPT”) initiative which helps parents develop skills needed to positively parent while distant geographically.

These programs are important elements of our Family-Friendly Factories program and have proven themselves to be sustainable models which drive lasting change at factories beyond initial setup. They produce measurable, positive impacts, and because of this, continue to grow year-on-year.
This report celebrates the achievements of our Family-Friendly Factories over the past five years, and gives special mention to our Worker Helpline, a core component of our commitment to supporting worker well-being.

I look forward with anticipation to the next five years, and to our ambitious plans to achieve more and to become the global standard for Family Friendly Factories. To support our ambition, we are looking to work with a range of expert partners.

We achieve the greatest impact by collaborating, by engaging directly with workers to understand their needs and by responding in ways that are scalable and sustainable.

We can all be part of the solution.

With sincere thanks for your support, past and future.

[Signature]

CEO & President
ICTI Ethical Toy Program
2,709 children have attended FFS
from 37 factories
3,145 workers have participated in FFS
60% female
40% male
580 children have attended ASC
5,191 workers have received MPT
445 workers received online MPT in 2020
42 factories ran MPT
65% migrant children
2,709 children aged 3 - 13

COVID-19 Support
850 children who couldn’t attend in 2020 were sent toys
The Past Five Years

Family Friendly Spaces (FFS):

Family-Friendly Spaces (FFS) enable left-behind children to spend time with their parents during the summer months, a time when they are most vulnerable to being left unsupervised. Since 2016, the factory-based facilities have allowed migrant workers’ children to play in a safe and stimulating environment throughout the day whilst their parents work.

We started the FFS program in 2016 with a small-scale pilot at 2 factories in Guangdong Province. By 2019, we had grown the FFS program to 30 factories, covering 5 provinces in China. The FFS program has now benefited nearly 3,000 children and 3,145 workers.

In 2020 we were all affected by the global COVID-19 pandemic. This did result in fewer factories implementing FFS that planned but for those who could FFS once again proved to be a critical element of their success this year. We are confident our FFS program will continue to grow year-on-year and are already planning for FFS 2021.

Milestones:

- 321% increase in employee satisfaction rates
- 121% increase in employee-management trust
- 39% increase in worker retention rate
After School Centers (ASC):
Our ASC program supports FFS and provides care for the children of factory workers all-year-round. Much like Family-Friendly Spaces, After School Centers (ASC) are factory-based facilities where the children of workers are taken care of after school until their parents finish work. Unlike FFS, however, ASC stays open all-year, providing ongoing support and relief to working parents and allowing more families to live together on a year-round basis.

Since its launch in 2016, when our 1st ASC benefitted 36 children, the program has grown year-on-year and now more than 580 children enjoy the fun and safety of their ASC.

Migrant Parent Training (MPT):
Not all factories are able to offer FFS or ASC for their workers so our Migrant Parent Training (MPT) program provides training and support to help migrant workers overcome the stress and challenges associated with being separated from their children. It is designed to enable positive parenting even while distance may separate families.

The program started in 2016, and has since supported nearly 5,000 workers, and their children.

Milestones:

85% of workers said they trusted the factory management team, and believed they care

80% of workers recognized that MPT helped them reduce the pressure and anxiety they felt

117% increase in confidence of workers in their own ability to educate their children from afar, after MPT
Worker Helpline:

The IETP Worker Helpline is a core function and benefit of our program. We have offered free, confidential information and advice to thousands of factory workers since launching the Helpline in 2010.

The Helpline provides expert support for factory workers. The IETP Helpline team are dedicated to resolving workplace issues, helping workers maintain their positive mental health, improving and enabling worker: management communication and promoting harmonious working environments at factories.

In 2018 we enhanced the Worker Helpline by introducing new more informative Helpline Cards and Helpline Posters to help more workers access the Helpline and extended the service hours. The Helpline operates from 9am to 9pm every day.

2020 marked the 10th anniversary of the Worker Helpline.

Over the last decade, our Worker Helpline has provided free, confidential counselling and advice to more than 18,000 workers – supporting them across a broad range of personal and work-related issues.

Milestones:

1,879 factories covered

18,000+ workers have contacted the helpline

1,145 cases escalated
Looking Forward

Our plans for 2021 and beyond

2021 will mark our 6th year implementing our FFS, MPT & ASC programs, and the 11th year of the IETP Worker Helpline. We have achieved so much in this time and have positively impacted the lives of thousands of workers and their children.

The impacts we have achieved have been made possible by collaborating effectively. It is only with the support of our factories, our buyer members and our partners, that Family Friendly Factories (FFF) become a reality.

With the continued support of the companies we work with we will reach more workers and their children. Together we will directly impact positively thousands of individuals, whilst delivering important business benefits. It is these business benefits that fuels the growth of FFF.

We believe that supporting positive parenting and gender equality are core pillars of our FFF program, and that without reinforcing these pillars, our factories and communities will not achieve their full potential.
Testimonies

“\nWe see participating workers are happier and very thankful to the factory for opening the spaces. We plan to highlight FFS as a unique selling point in job advertisements. For the program next year, we are determined to go further and open up the opportunity to even more workers.

– FFS manager at a participating factory

The FFS program has really helped me to take care of my daughter both safety-wise and study-wise while I am at work, and it has improved our relationship as well as she is willing to spend more time with me instead of going to our relatives home as usual. The FFS program benefits workers as it allows us to focus on our work, and it is why I am willing to participate in this wonderful program again next year.

– Father of a 7-year-old girl from Jiangxi Province

Participating factories (2016-2020)

Program Sponsors (2016-2020)

Gift Sponsors (2016-2020)

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