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# Communication Strategies on Child Labour

## From awareness raising to action

A desk review with preliminary design ideas for campaign in Africa and Europe

B.I. de Vos and E.E.W. Termeer



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B.I. de Vos and E.E.W. Termeer

This study was carried out by Wageningen Economic Research and was commissioned and financed by the International Labour Organization within the context of the project Accelerating action for the elimination of child labour in supply chains in Africa (ACCEL Africa)

Wageningen Economic Research  
Wageningen, May 2021

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REPORT  
2021-066  
ISBN 978-94-6395-828-8

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Vos, B.I. de & E.E.W. Termeer, 2021. *Communication Strategies on Child Labour From awareness raising to action; A desk review with preliminary design ideas for campaign in Africa and Europe*. Wageningen, Wageningen Economic Research, Report 2021-066. 30 pp.; 7 fig.; 0 tab.; 22 ref.

This report can be downloaded for free at <https://doi.org/10.18174/547563> or at [www.wur.eu/economic-research](http://www.wur.eu/economic-research) (under Wageningen Economic Research publications).

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Wageningen Economic Research Report 2021-066 | Project code 2282100386

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# Preface

Although child labour globally has reduced in the last twenty years, in the African continent the opposite can be seen. The vast majority of child labourers in Africa can be found in agriculture. In order to reach the targets of the Sustainable Development Goals further action to reduce child labour in Africa is therefore necessary. One of the stakeholders working on the elimination of child labour in Africa is the International Labour Organisation (ILO). The ILO sees the elimination of child labour as critical for ensuring that economic growth leads to increased equity, social justice and less poverty.

One of the ways to stimulate action to reduce child labour is an awareness to action campaign. In this report we have developed examples of campaigns focusing on Africa, but also on consumers and companies in Europe that buy products possibly made by children in Africa. In order to develop campaigns we have looked at critical success factors from other behavioural awareness campaigns. We have also looked into the literature on child labour and how child labour is perceived on the African continent as well as in Europe. Those insights are critical, as perception/attitude and behaviour are linked.

This research was carried out on behalf of the International Labour Organisation (ILO), and forms part of a broader programme called Accelerating action for the elimination of child labour in supply chains in Africa (ACCEL AFRICA).

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# Summary

## S.1 Key findings

According to the latest estimates (ILO 2017), globally nearly 152 million children are engaged in child labour. Almost half of them are in a worst form of child labour, with 72.5 million performing hazardous work that places their health, safety or moral development at risk. Since the year 2000, the number of children in child labour has been decreasing worldwide except in Africa, where the vast majority of child labour can be found in agriculture.

Both the International Labour Organisation (ILO), and the African Union aim to raise awareness of and spur action towards eradicating child labour. They want to do that via an awareness to action campaign that needs to take place in both Europe and Africa. In this report we present building blocks that can be used to design such a campaign. We base our analysis on desk research looking into past (successful) campaigns and literature on communication strategies for sensitive topics.

The key question is:

*What would a child labour awareness to action campaign in Europe and Africa look like?*

In this report we have provided an answer to 6 sub-questions, which we have summarised below.

### **1. What are critical success factors that need to be included when designing an effective child labour campaign?**

Critical success factors for an effective campaign are target group segmentation, suitable messaging for the target group and designing the campaign together with the intended target group, instead of involving them only in the execution stage. For a campaign on child labour specifically, it is key to make use of the coordinated network of global cooperation that already exists around this topic.

### **2. What are the most promising narratives for these types of campaigns?**

The narrative for the campaign should trigger positive emotions related to the desired behaviour. Strong negative messaging can lead to rejection of the intervention, especially if the target group is directly engaged in the behaviour in question, e.g. child labour.

### **3. What makes communication strategies in African countries successful or not? And what would be an effective communication strategy in Africa?**

The message should be educative rather than presented in a stringent uncompromising form with a focus on hazardous labour utilising both negative and positive messaging. It is also important to take into account local perceptions on child labour, and distinguish between child work, and child labour (harmful), and offer alternative behaviour that is feasible within the local context. An effective strategy is to involve youth advocates or let people themselves tell their stories.

### **4. What could be an effective communication strategy for sustainable consumption of coffee in the Netherlands?**

For consumers of coffee in the Netherlands, an effective communication strategy could be to highlight a simple practice they can change in their day-to-day life (for example, switching to more sustainable coffee brands) that would change the lives of children and their families working under poor conditions. For retailers and roasters, the message could appeal to their power and responsibility to change the conditions on the farms they buy from, and be more transparent about it.

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**5. What could be an effective communication strategy for sustainable consumption of gold in Switzerland?**

Swiss jewellers are already taking part in initiatives for a sustainable gold value chain. The narrative towards businesses in the initiative could be positive, stating that they already have shown to make an effort and could make an even bigger impact if they would also focus more on child labour issues.

**6. What would be an effective communication strategy for sustainable consumption of tea in England?**

Tea companies in the UK could be reminded of the powerful position they hold to stimulate changes of practices on the estates they buy from and hence make a large difference in the lives of children working on those estates. The narrative would focus on going beyond awareness, but taking further action.

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# 1 Introduction: The reason to focus on child labour

## 1.1 More action to eliminate child labour in African agriculture is required

According to the latest estimates (ILO, 2017), globally nearly 152 million children are engaged in child labour. Almost half of them are in a worst form of child labour, with 72.5 million performing hazardous work that places their health, safety or moral development at risk. Since the year 2000, the number of children in child labour has decreased from 246 million, which means a reduction of nearly 40% or 100 million in absolute numbers. However, contrary to international trends, child labour in Africa has increased since 2012, and 85% of child labour in Africa can be found in agriculture (ACCEL 2019). If continued in this pace, the internationally agreed Sustainable Development Target on the eradication of child labour by 2025 (Target 8.7) will not be reached.

Child labour in African agriculture is not only a concern of the African continent. The European Union imports agricultural products from Africa, such as cocoa, coffee, tea, fruit and vegetables. So consumers in Europe are most likely consuming goods produced by child labourers. The Netherlands has just recently approved a Child labour due diligence legislation, meaning that companies established in the Netherlands that sell or supply goods or services to Dutch end users need to submit a plan to the regulator stating that they exercise 'due care' on the issue of child labour. The government can fine companies that fail to comply with the duty care regulation ([Duty of Care](#)).

Considering these developments it seems necessary that further actions on the elimination of child labour are being taken, both on the consumer side (EU), and on the production side (Africa). The International Labour Organisation (ILO), and the African Union are for that reason planning to roll out an awareness to action campaign in both European countries as well as in Africa. They see the elimination of child labour as key in ensuring that economic growth leads to increased equity, social justice and less poverty. In this report we will outline what such an awareness to action campaign could look like.

## 1.2 Child labour can be harmful to the development of the child but also for the society at large

There are many misunderstandings on what exactly is child labour, especially in the context of farming practices.

'Child labour does not usually refer to performing light work after school, participation in legitimate apprenticeship programs, or work on family or small-holdings producing for local consumption and not regularly employing hired workers. Rather, the child labour of concern is work that prevents children from attending and participating effectively in school or that is performed by children under hazardous conditions that place their healthy physical, intellectual and moral development at risk' (Chao 2002).

In the context of agriculture, the latter means that children are carrying heavy loads (more than 30% of their body weight), spraying pesticides or other chemicals that are harmful to their physical and mental development (as they are still growing) or are working with sharp tools such as axes, and are performing very heavy tasks such as land cleaning.

Child labour is not only of concern for the child itself, but also for their families and even for the society at large, because when children miss too many weeks of school, do not go to school at all or

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are too tired to perform, the development of the society in the long term stays behind, and a cycle of poverty and inequality is sustained.

### 1.3 A campaign can be a successful instrument in the combat against child labour

One of the ways to spur action towards the eradication of child labour is a campaign. On many social behavioural issues such as smoking, drinking while driving, spreading of HIV, and child marriage, campaigns have been implemented and have (often as part of a larger strategy) been largely successful in turning around undesired behaviour (see Appendix 1 for a list of such campaigns). However, until today communication strategies around child labour have not been that successful yet or have been largely absent. This is probably because these campaigns (or trainings in the case of cocoa farming household that employ children) mostly focused on raising awareness among farmers, but without addressing the root causes of child labour (see for example de Vos et al., forthcoming), and without offering a desirable alternative behaviour. There is also a lack of information on how those messages have been received, what the level of understanding was of the audience, and how the information was used. For communication strategies to be effective, that kind of information is vital.

The aim of this study is to learn from successful past campaigns in a selection of European countries as well as in Africa and build on these lessons to shape a future campaign against child labour. The study will provide input for a workshop in April 2021 with experts that will comment on the results. After the workshop the ILO will decide on the countries and supply chains to focus on in the campaign. To that end, this study is to assess a broad scope of strategies, target groups, successful and less successful narratives in past campaigns and give advice on the best strategies and focus for a new campaign.

In this research we focus on a specific target group. The idea to focus on specific target groups is based on the assumption that a relatively small number of people can have a large effect on a system. That specific target group could, if they changed their behaviour, lead to a reduction in the number of children in child labour. This approach, unlike a generalised awareness campaign, will use very specific tools and methods that are tailored to the particular target group. In this report we will make recommendations on which are the most promising target audience for a campaign.

### 1.4 Key question: What would a child labour awareness to action campaign in Europe and Africa look like?

Based on the previous, the following main question and sub-questions can be formulated:

*What would a child labour awareness to action campaign in Europe and Africa look like?*

1. What are critical success factors that need to be included when designing an effective child labour campaign?
2. What are the most promising narratives for these types of campaigns?
3. What makes communication strategies in African countries successful or not, and what would be an effective communication strategy in Africa?
4. What could be an effective communication strategy for the coffee sector in the Netherlands?
5. What could be an effective communication strategy for gold mining in Switzerland?
6. What would be an effective communication strategy for tea in England?

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## 1.5 Method: An analysis of previous campaigns

To better understand what are critical success factors for behavioural campaigns in both Europe and Africa we have analysed 17 campaigns, of which 12 have taken place in Europe, and 5 in Africa. The majority of the campaigns have been executed by NGOs, and used a variety of target groups, from consumers to business. The campaigns we analysed did not necessarily focus on child labour, but they did focus on sensitive topics such as animal abuse, child marriage, and human rights abuse in general. We analysed the campaigns by looking at 4 elements: target group, narrative, communication channel, and impact (where known). The full list of campaigns can be found in Appendix 1.

In addition to the analysis of the campaigns, we have also looked at literature on successful communication strategies, campaigns and target groups. Lastly, we have complemented this with a short overview of the market, and stakeholders involved in coffee, tea, and gold production and trade. This allowed us to better understand the context in which a communication strategy can best be designed.

## 1.6 Reader's guide

We start the report with an overview of successful communication strategies in Africa (Chapter 2). Here we elaborate on the 'Girls Not Brides' and 'Global March Against Child Labour' campaigns, which offer good insights that can be used for the child labour campaign. Chapter 2 ends with two preliminary designs for a campaign. Chapter 3 is about successful communication strategies, and factors that need to be taken into account when designing a campaign in Europe. Here we look into the coffee, tea and gold sectors, and provide some more detail on the supply chain and important stakeholders. This report is just a very first step to come to several child labour awareness to action campaign, implement those, and assess its impact. In Chapter 4 we briefly touch upon those next steps.



**Picture 3.1** *Child in Africa*

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## 2 Aspects that need to be taken into account when designing a child labour campaign in Africa

### 2.1 Child labour is oftentimes analysed from a Euro-centred approach

When designing a campaign on child labour in Africa it is crucial to take into account the socio-cultural context in which child labour is taking place. Many studies on child labour are written from a Euro-centric viewpoint (Omorogiuwam 2017), and in these studies child labour is often seen as a black and white phenomenon that is harmful for children and children should be protected from it. The involvement of children in agriculture and other sectors is however often far more nuanced and complex (Maconachie and Hilson 2016).

Children from poor households, ethnic minorities, migrants and families with HIV/AIDS or disabled members are particularly vulnerable to agricultural child labour. Other drivers include agricultural dependency, social norms and a lack of higher returns to basic schooling (Carter and Roelen 2017). Child labour and child work are however not the same. Child labour is seen as harmful for children while child work is seen as an activity that is performed by children focusing on learning, training and socialisation (ILO 2007). In a more Africa-centred viewpoint, work performed by children is essential as it prepares them for the challenges of adult life and is a necessity of the socio-economic circumstances in which poor people in Africa find themselves (Omorogiuwam 2017).

### 2.2 A campaign in Africa on child labour should take into account local perceptions on child labour

Content and form of socially sensitive topics such as child labour are determinants of success on the receiver's end. One of the aspects underlying comprehensibility of the message lies in its adaptation to the context and local culture. For instance, Good Life's logo used a symbol referencing Ghanaian culture, and also the Soul City and Twende na Wakati campaign developed their storylines and characters based on their audience. Similarity with the audience and credibility of the message increases engagement of the target group with the content of the message itself and its acceptance (NCBI 2017).

In the context of African countries, where child labour conceptualisation and its understanding both differ significantly from the internationally agreed-upon definition (Owusu-Amankwah 2015), the introduction of a strategy with a message focusing on a complete ban on child labour, is most likely to be unsuccessful due to a lack of acceptance. Similar conclusions were reached in studies focusing on the topic of child labour in Ghana and Uganda (Owusu-Amankwah 2015; Walakira 2009). Hence, the message should be educative rather than presented in a stringent uncompromising form with a focus on hazardous labour utilising variety of materials combining negative and positive messaging. The campaign should focus on messaging around agricultural activities that are not or less harmful for children, e.g. collecting fruits, simple weeding, and feed animals. Hence, the communication should be about offering them alternative behaviour that is feasible within the local context.

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## 2.3 The message should trigger positive/attractive emotions related to the desired behaviour

As a first step towards change in attitudes towards a certain behaviour, the message has to stimulate positive/attractive emotions towards what behaviour is encouraged in the message, and negative/antipathetic emotions towards what is discouraged in the message content (NCBI 2017). Both positive and negative messages can encourage such attitude transformation, sometimes even the mix of the two. An example on behavioural change in Africa, the MTV Shuga series used both positive and negative messaging to raise awareness and change behaviour of youth towards safer sexual behaviour and HIV prevention. It displayed the possible negative consequences of sexual relations as well as positive storyline development of characters when safer behaviour was adapted (Booker et al. 2016). Together with context-relevant depiction and cultural aspects, Shuga became a huge success, spreading to Nigeria with its 3rd season airing worldwide.

At the same time, strong negative messaging may be offensive to parts of the population, especially those directly involved with the core issue of the message. If behaviour towards child labour is to be changed in contexts with high prevalence of child labour and direct involvement of actors engaging in sectors with evidence of child labour, strong negative messaging may result in a defensive response and rejection of the initiative. Evidence shows that the abolitionist approach in messaging, i.e. campaigns with 'Stop child labour' motto advocating for complete prohibition of child labour, are met with greater resistance from local populations, and may even result in an increase in child labour (Hanson and Vandaele 2003). Studies show that children perceive having an option to work to support their families, especially in difficult socio-economic situations, as a more viable solution to their situation (Hanson and van Daalen 2016).

An effective strategy is to involve youth advocates or let people themselves tell their stories. It is best to design the campaign together with the group where the desired impact is aimed. Using real stories is a powerful way to make statements, as seen for example in the Girls Not Brides campaign: the web page 'Girls' Voices' includes first-hand accounts of the targeted group.

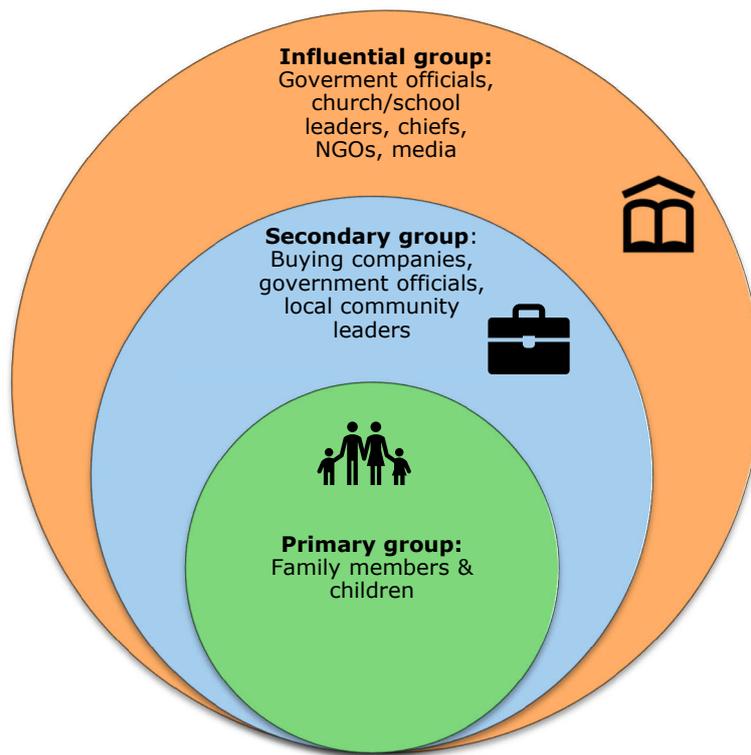
## 2.4 Edutainment is a successful approach in opening interpersonal debates around sensitive subjects in African countries

With the expansion of communication channels, the use of multichannel communication strategies has become more frequently implemented in Sub-Saharan Africa. The choice of channels largely depends on knowing the target group. Edutainment is a very potent tool in setting up the debate on topics that are sensitive or cultural taboos. In the examples of Soul City and Twende na Wakati, the first step towards change in behavioural attitudes on highly sensitive topics concerning HIV/AIDS prevention and sexual behaviour was attributed to the ability of TV stories to serve as a starting point for interpersonal discussions on these subjects, while exposing the content to large audiences (Svenkerud et al. 1999; Soul City Institute 2013). Another aspect favouring the use of edutainment is the importance of storytelling in the tradition of African countries as a way of communicating the social norms, values, knowledge transfer and cultural behaviours among others (Vambe 2004).

## 2.5 Target group segmentation increases effectiveness of communication strategy to influence behaviour

Evidence show that target group segmentation is an important factor behind success of communication strategies. If multiple groups are to be targeted, especially comprising actors of different ages, segmentation in terms of development of strategies for a group with resembling communication-related needs increases effectiveness and thus success of an intervention. Each of

these groups play an important role in the communication strategy, and should preferably all play a role in the campaign design (see Figure 2.1).



**Figure 2.1** Target group segmentation in Africa: Three main categories

In addition, a strong network of global cooperation on the topic of child labour is key. In the case of Girls Not Brides, a global partnership with over 1,300 CSOs from over 100 countries was formed to strengthen efforts to end child marriage at the community, local, national and global level. In some countries, members of the alliance have come together to form national partnerships and coalitions. The campaign also makes use of high-level Champions (such as Desmond Tutu and Dutch Princess Mabel) and Youth Advocates. Aside from advocacy on a global scale, the national programmes ensure effective responses and implementation of strategies in close coordination with government efforts. This is much like the Global March Against Child Labour, which is also marked by strong partnerships globally.

## 2.6 The 'Girls Not Brides' and 'Global March Against Child Labour' campaigns offer good insights

In the context of the African continent, the list of campaigns geared towards successful behavioural change show that child labour has not yet been a frequent topic of focus of communication strategies in countries with high child labour prevalence. Nevertheless, there have been two important campaigns that focused on children and that offer interesting insights that can be used for the child labour awareness to action campaign focusing on Africa. These campaigns are 'Girls Not Brides' and 'Global March Against Child Labour'. Both campaigns have so far been very successful in scale and reach.

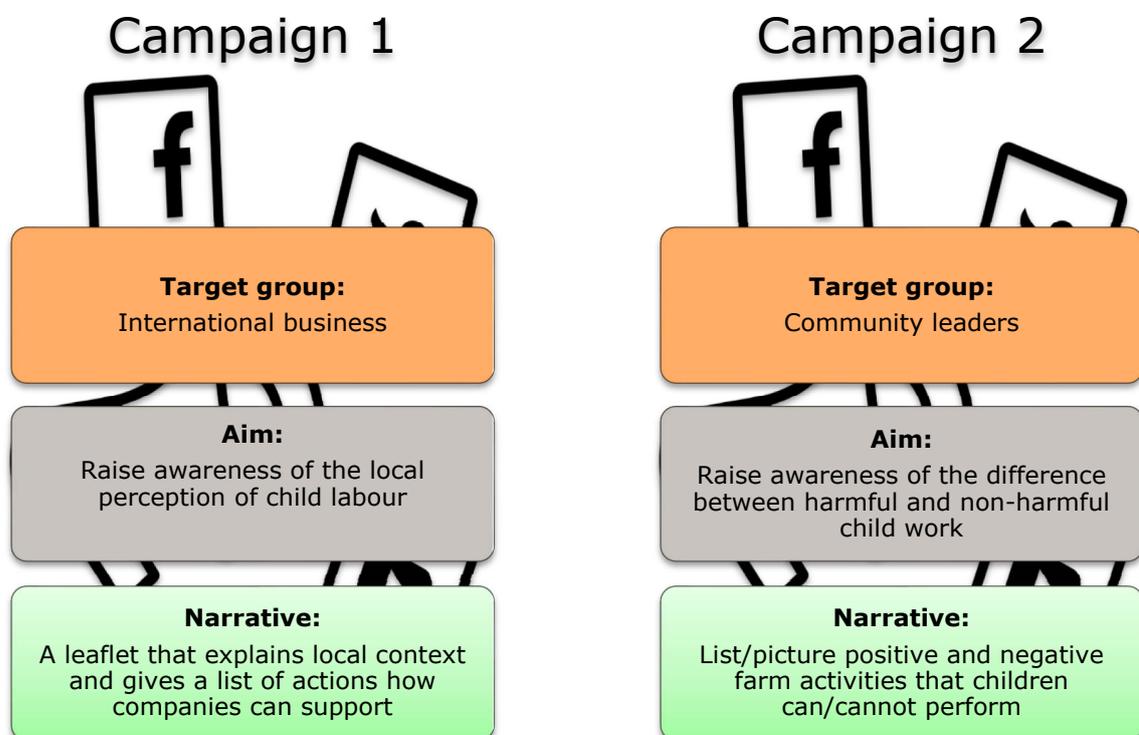
The Girls Not Brides campaign has led to significant impact when it comes to awareness raising of the issue of child marriage. The campaign was very well known in the Netherlands due to the involvement of Princess Mabel of the Netherlands. The issue of child marriage was put on the map globally. The campaign has made the issue of child marriage insightful through a dashboard with available data (see

Girls Not Brides Atlas). The campaign is also very active on a national and community level working together with civil society organisations on the ground. An example of this is the Accelerating Progress to End Child Marriage Programme in Uganda – a National partnership made up of 90 civil society organisations in a country where 34% of girls marry before the age of 18. Results of this programme include new commitments from government representatives, grassroots advocacy on ending child marriage and increased media coverage on the issue (Girls Not Brides 2021).

The Global March Against Child Labour has had significant impact on the level of advocacy and policy influence. The Global March began with a physical march to raise attention to the issue of child labour and ended in Geneva, where the ILO conference was in session. Many world leaders expressed their support for the march and the voice of children and youth was reflected in the ILO Convention 182 on the Worst Forms of Child Labour, which was unanimously adopted the following year. It started as a grassroots movement, and is now a worldwide network of organisations. On a national and community level, the campaign is still very much active in working with local organisations. In 2020, the campaign supported two country programmes in Malawi and Uganda. In Uganda, the programme undertook a baseline survey to study the scope of the issue and organised meetings with actors in the coffee sector. This resulted in two local coffee companies willing to spread awareness of child labour among their farmers. In Malawi, the programme organised a series of meetings with key national stakeholders and rescued 68 children from child labour or other dire situations (Global March 2021).

## 2.7 Preliminary design ideas for a child labour campaign in Africa

We have chosen to develop two campaign ideas focusing on the secondary group and the influential group (see Figure 2.1). We believe that most impact can be created there. Indirectly they will influence the primary group.



**Figure 2.2** Two campaign ideas focusing on Africa

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# 3 Aspects that need to be taken into account when designing a child labour campaign in Europe

## 3.1 Success factors based on previous campaigns

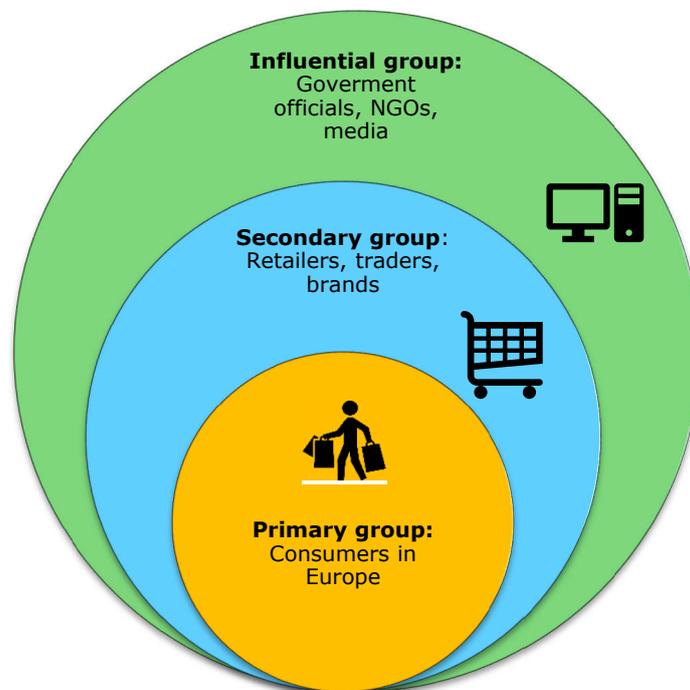
### 3.1.1 Introduction: More awareness raising in Europe of child labour seems necessary

Many goods such as food, clothes and minerals are imported into Europe. Child labour is still a practice that can be found in the production of for example goods like gold, rice, coffee, cocoa, and cotton. These products are imported into Europe. Child labour mainly takes place in Africa, but also (to a lesser extent) in Asia and Latin America (USDOL 2020). That is why on 14 May 2019, the Dutch Senate voted to adopt the 'Child Labour Due Diligence Law' ('Wet Zorgplicht Kinderarbeid'), which requires companies to determine whether child labour occurs in their supply chains and set out a plan of action on how to combat it (MVO 2019).

Apart from a campaign in Africa, the ILO wishes to implement a child labour awareness to action campaign in Europe. The aim of such campaigns would be to raise awareness that child labour is still occurring and that it is linked to goods consumed in Europe. By raising awareness and proving alternatives the ultimate intention is to stimulate companies, but also consumers to buy products that are child labour free or at least from companies that are working towards the eradication of child labour.

### 3.1.2 Campaigns in Europe focusing on retailers can be promising

Communication strategies on the consumer side can focus on various different groups. The most common target groups are: 1) The brands that sell the consumer products, 2) Supermarkets that sell a variety of the consumer products, and 3) The consumer themselves (see Figure 3.1). It differs per product group which target group or groups can be considered as a lucrative focus. When we look at the fashion industry for example, both fashion brands and consumers are targeted many times by NGOs that campaign for better labour conditions in the value chain (e.g. Clean Clothes Campaign (CCC) see Appendix 1). Brands, consumers and even politicians were targeted by the CCC with tools such as the Fashion Checker app, interactive fashion maps (wages), and petitions. This strategy was highly effective, also because the fashion industry is dominated by a few large brands that sell their clothes in their own stores.



**Figure 3.1** Target group segmentation in Europe: Three main categories

Another good example is the campaign on the 'plofkip' (over-fed chicken) in the Netherlands by the NGO Wakker Dier (see Appendix 1). The organisation urged supermarket chains and restaurants to stop selling chicken meat that is produced under the worst circumstances. The campaign was about chickens that had to grow so fast in a short period of time (6 weeks from birth to slaughter) that they were constantly suffering from pain and had no space to move. Apart from supermarket chains, the campaign also targeted consumers with the message to stop buying this type of chicken. The campaign used strong pictures of mistreated chicken, and was very successful as it resulted in all large supermarket chains in the Netherlands agreeing to stop selling this type of chicken meat. It was a huge breakthrough for the industry.

Lastly, the brand Tony Chocolonely has been very successful with their campaign against slavery in the cocoa industry. As a brand they aim to end slavery in the cocoa industry. They targeted both other brands (who were still selling chocolate made by 'slaves'), and consumers in the Netherlands. At this moment they are the best sold cocoa bar in the Netherlands.

### 3.1.3 Buy-cotting has more potential than boycotting

Successful campaigns are those with a strong narrative of why something needs to change, but they also offer an alternative. There are multiple ways in which consumers can influence the society with their buying behaviour. The most common forms are boycotting and buy-cotting (Schyns, 2016). Boycotting refers to intentionally not buying a product that is produced unethically, in this case the likelihood that the production involves child labour practices. In other words, consumers punish companies for not producing their products in an ethical way. Buy-cotting on the other hand, refers to consumers that intentionally buy products that they believe are produced in a more ethical way. Hence, produced in a value chain with no (or less) child labour involved. This way, consumers reward companies for their sourcing behaviour (Neilson, 2010).

Studies showed that it is more likely that consumers change their consumption patterns than to reduce their consumption. Hence, consumers are more willing to choose for a more sustainable alternative product (buy-cott), than to not buy a product at all (boycott) (Young et al. 2018; Jones et al. 2009; Lin and Hsu 2015). Hence, we argue that the most effective way of influencing consumer behaviour with communication strategies is to focus on buy-cotting, motivating consumers to choose for products produced with no or less child labour in the value chain. This strategy was used by

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Greenpeace, Wakker Dier, and Tony Chocolonely. It is however important to note that a strategy based on buy-cotting requires first awareness of the consumers of the problem of child labour in the value chain. The level of awareness can differ per value chain, cultural and institutional context of the consumer and the background of the individual consumers. Another prerequisite for such a strategy is the availability of an alternative product that involves lower levels of child labour.

Lastly, when promoting an sustainable alternative product, in this case with less or no child labour, many people expect to gain some additional benefits from a products. For organic vegetables for example, it is often claimed to be more healthy than non-organic products. The chocolate bars of Tony's Chocolonely are often perceived as luxury chocolate with excellent taste. Hence, within a communication strategy on regarding buy-cotting products with less or no child labour, such a positive message on additional benefits could be included to increase the effectiveness.

## 3.2 Countries and products to focus the campaign on

It does not make sense to focus a campaign on child labour awareness raising in general or to target retailers that they need to do more on child labour. Focusing on a specific product that is linked to child labour and that has an important position in the country will most likely create the highest impact. For that reason we have selected three products that are linked to child labour, and that play an important part in a European country. These are: 1) Coffee in the Netherlands, 2) Tea in the UK, and 3) Gold in Switzerland. In the following sections we will briefly describe the supply chains in each country. This is followed by some preliminary ideas for a campaign in each country.

### 3.2.1 The coffee supply chain in the Netherlands is characterised by many smallholder producers on the one hand and only a handful traders and roasters on the other hand

The coffee market is largely consolidated, and dominated by only a few large roasters. Eighty-six per cent of the total European Unions' imports is roasted in only six countries: Germany and Italy have the largest roasting industry, followed by Spain, the Netherlands, France and Sweden (Coffee Barometer, 2020). JDE is the largest roaster in the Netherlands followed by UCC. Although coffee is mostly produced by 12.5 million smallholder farmers, the trade is dominated by five international traders: Ecom, Olam, LDC, Neumann Kaffee Gruppe, and ED&F Man (ibid).

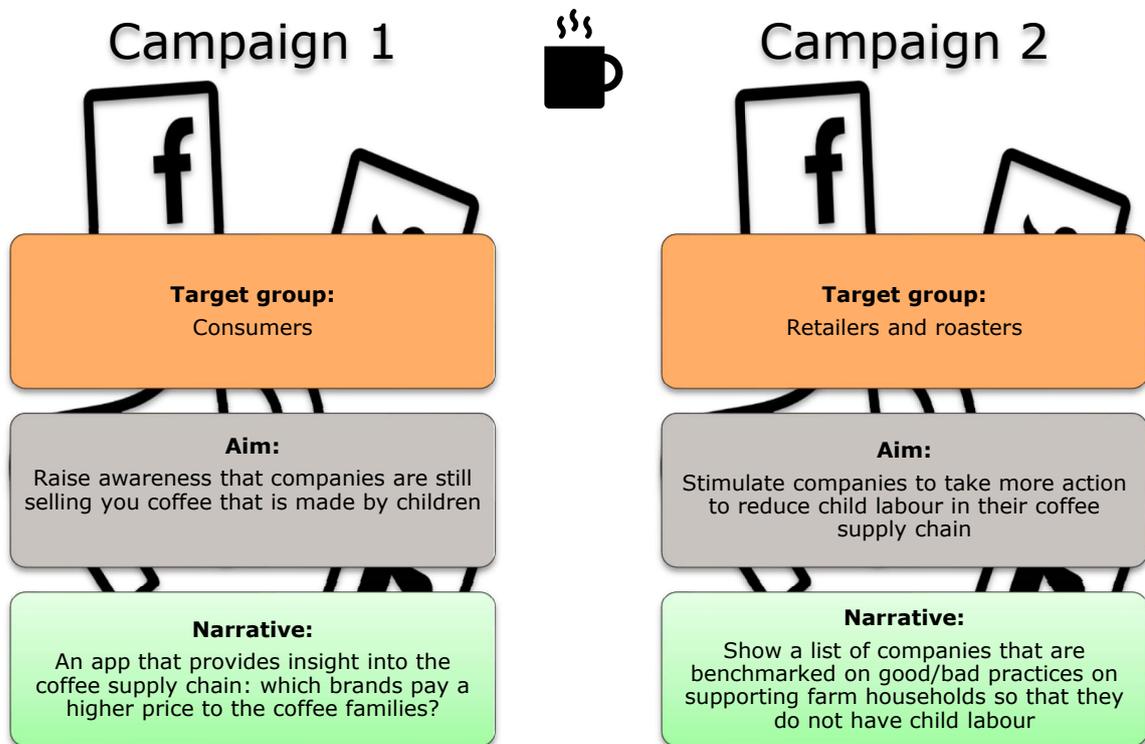
In the producing countries, coffee is primarily seen as an export cash crop (75% is exported) for which farmers receive very low, and fluctuating prices. Also for Africa coffee is an important export product, for example in Ethiopia and Burundi coffee is the largest single exported product by percentage in 2019 (Coffee Barometer 2020). Recently, the Inter African Coffee Organisation (IACO) joined forces with the Centre for Agriculture and Biosciences International (CABI) and the International Coffee Organization (ICO) to launch the USD 950 million 'Africa Coffee Facility' (ACF) to boost Africa's coffee industry and achieve a 40% increase in high-quality exports worth USD 5 billion a year (ibid).

### 3.2.2 Consumption in the Netherlands has gone slightly down since 2005, however has gone up in terms of money spent by 20%

The Netherlands is ranked in the top 5 countries that drink the most coffee (8.4 kg per person). Most of the coffee consumption takes place at home, and 29% of the coffee consumption takes place outside home, of which the majority takes place in the office, and to a lesser extent in bars, restaurants and hotels (Offerte 2020). Coffee consumption has gone down by 8% since 2005, but increased by 20% in terms of money spent (Euromonitor). Forty-one per cent of the coffee sold in the Netherlands is certified by a sustainability standard, such as Fairtrade, Rainforest Alliance or organic (CBS 2017).

### 3.2.3 A campaign on child labour on coffee in the Netherlands could focus on awareness raising among consumers and actions for retailers

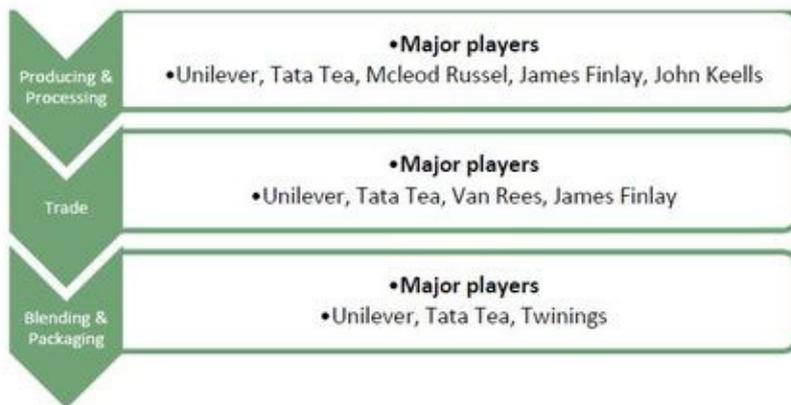
We propose to aim the campaign towards both consumers and retailers to reach the most impact. Changing consumer behaviour is challenging and particularly difficult to realise if no good alternatives can be offered. Therefore, a two-step campaign, one aimed at raising more awareness among consumers and the other targeted at actionable perspectives for businesses, will have the most impact. Below are preliminary ideas for what the campaigns could look like.



**Figure 3.2** Two campaign ideas focusing on coffee consumption in the Netherlands

### 3.2.4 The tea supply chain in the UK is vertically integrated, and a couple of packers dominate the market

The tea supply chain is characterised by a very strong vertical integration by just a few multinationals (Figure 3.3). At the global level, 85% of global production is sold by multinationals. Direct links between manufacturers and producers are common. The main packers, Unilever (12% of the global market) and Tata Tea (4% of the market) are key players in the consumer market. They dominate the trade, have a strong influence on transport companies, and source part of their supplies from their own plantations (Supply Chain - Lipton Black Tea (weebly.com)).



**Figure 3.3** Overview of major players in the tea value chain (*Supply Chain - Lipton Black Tea (weebly.com)*)

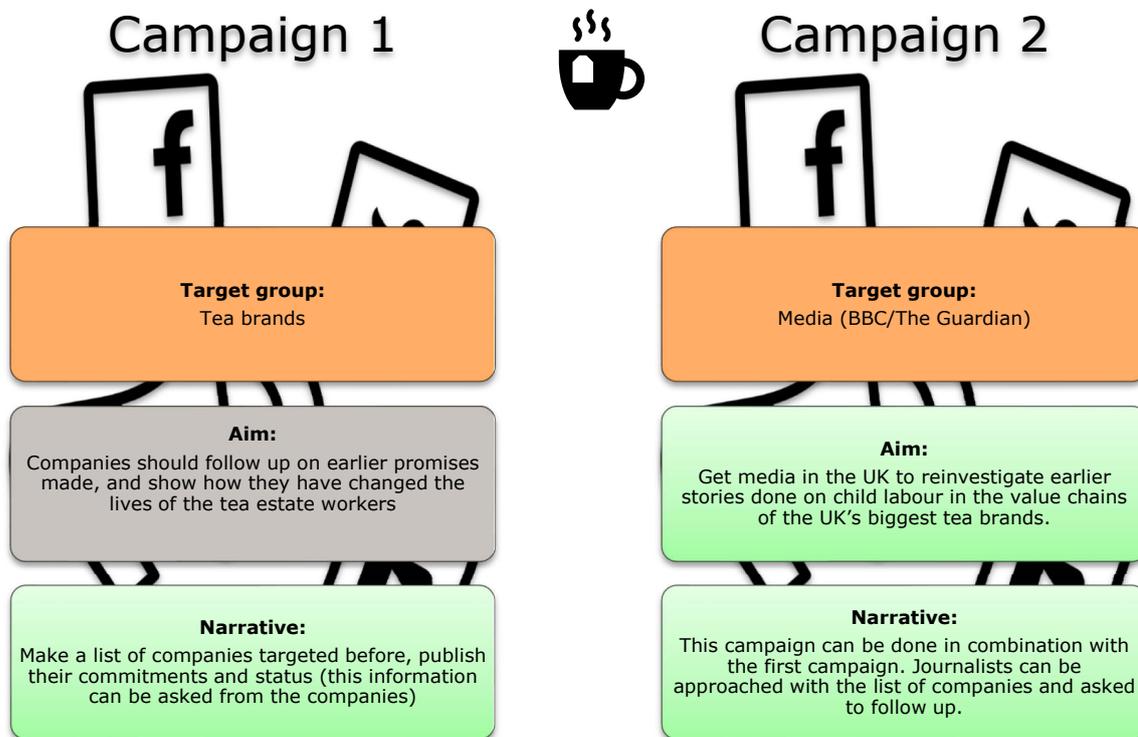
There are big six UK brands – PG Tips, Twinings, Tetley, Yorkshire, Typhoo, and Clipper – that make up 70% of the UK tea market. They were targeted in a campaign by Traidcraft (see Appendix 1) because they all use tea grown in Assam (India), which is known for exploitative working conditions (Buist 2018). Following the campaign, Tetley, Twinings and Yorkshire published the names of the tea estates they sourced from. Already in 2015 an investigation was done by Radio 4’s File on Four and BBC News in Assam in north-east India. They found that workers were living in broken houses with poor sanitation, receiving very low wages, and workers were spraying chemicals without protection, and on some estates, child labour was used (Rowlatt and Jane Deith 2015).

### 3.2.5 The United Kingdom is the world leader in Fairtrade tea sales

Tea is an important drink in the UK, three out of eight units of liquid drinks consumed by the British are tea, of which 96% is sold in teabags. The British prefer black, mostly blended, tea. Yet tea consumption is also decreasing quite rapidly, amongst other things because of the increasing competition from coffee. The United Kingdom is the world leader in Fairtrade tea sales, with a 70% share of all global Fairtrade tea sales in 2013. The largest tea supplying country to the United Kingdom in the period 2011-2015 was Kenya, accounting for 43.3% of all tea imports. Tea from Kenya is popular because of its colour and flavour and is mostly used for blends in tea bags (CBI 2016).

### 3.2.6 A campaign on child labour in the UK ideally builds upon earlier campaigns that targeted the tea packing companies

Actionable perspectives for consumers are difficult to offer when it comes to tea products, as there is limited information on the actual incidence of child labour in the tea value chain which makes it challenging to offer sustainable alternatives. Therefore, a campaign aimed at tea companies or media can create bigger impact.



**Figure 3.4** Two campaign ideas focusing on tea in the UK

### 3.2.7 Switzerland is one of the world's largest gold refineries

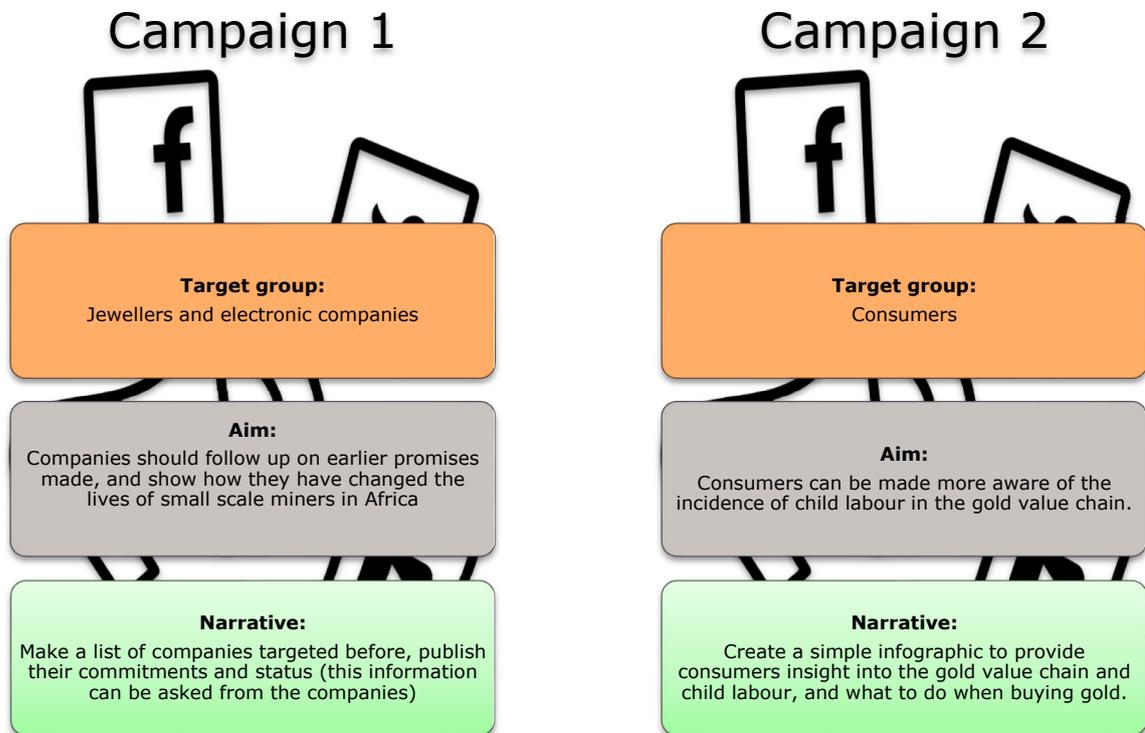
The world's largest gold refineries are concentrated in developed countries, such as Switzerland, Germany and Australia. Switzerland used to be characterised by its lack of transparency. However, slowly more and more initiatives focusing on sourcing responsible gold are being created. In October 2013, the Better Gold Initiative (BGI) was created by the Swiss State Secretariat for Economic Affairs (SECO) and Swiss Better Gold Association (SBGA) as a public-private-partnership. The BGI includes major refiners, jewellers, watchmakers, the finance sector and fair trade organisations like Max Havelaar Fairtrade. The BGI helps mining communities in gold producing countries to acquire certification, while simultaneously creating the demand for certified gold in Switzerland (Herzog et al. 2015).

### 3.2.8 Switzerland is about to implement mandatory due diligence requirements for gold coming from areas that have child labour

In 2016, a coalition of Swiss civil society organisations filed a public initiative to hold Swiss companies to account for human rights abuses committed abroad. The initiative led to a referendum that took place in 2020 where people were able to vote on a constitutional amendment to introduce mandatory human rights due diligence requirements for Swiss companies. The initiative was rejected although it received 50.7% of the popular vote. A less far-reaching legislation will however come into force in 2021, and means that mandatory due diligence requirements are necessary for products containing conflict minerals (tin, tantalum, tungsten and gold ('3TG') coming from conflict or high-risk areas for child labour. These due diligence requirements will apply to all companies with their registered office, headquarters or principal place of business in Switzerland. In case of non-compliance, companies face criminal sanctions ([Herbertsmithfreehills](#)). NGOs involved in the initiative were: Swissaid, Ethos, Amnesty, Comundo, Alliance Sud, Terres des Hommes, Public Eye, Ask, Brucke le Pont, Bread for all, and Fastenopfer.

### 3.2.9 A campaign on child labour in Switzerland should focus best on jewellers or electronic companies

Similar to the campaigns for coffee and tea, it is best to focus the campaign for gold on companies that buy gold from mines directly or indirectly, as they have the highest potential to reach impact in the mines they buy from.



**Figure 3.5** Two campaign ideas focusing on the gold supply chain in Switzerland

## 3.3 Next step: An experiment to test ideas in 'real life'

The next step to come to an implementation of child labour awareness to action campaigns is to test some of the preliminary ideas for campaigns via a behavioural experiment. Such an experiment will allow us to test different narratives (positive/negative/strong) and to see how consumers or businesses are reacting to those images. By measuring the awareness of the target group prior and post experiment we will have a better sense of how effective a narrative will be.

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# Appendix 1 Overview of past campaigns

Overview of social campaigns in the Netherlands and UK on child labour and labour exploitation in the cocoa, coffee, tea, cotton and gold sectors.

## Cocoa

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Tony Chocolonely</b> (2003 – current) on slave free chocolate	Initiated by Dutch journalist Teun van de Keuken to combat child labour and modern slavery on cocoa farms in West Africa. Now a very successful and growing social business.	Chocolate consumers in Western Europe, US and Japan, indirect target group also other chocolate businesses to change practices in the sector.	Informative and awareness raising, including a call to action ('what can you do', 'join our mission'), mainly around a specific theme	Multiple channels, active on social media	Very successful campaign (market share 20%) with global and local marketing teams. No stable advertisement, but 2 to 3 moments a year with full marketing around a theme	<a href="https://tonyschocolonely.com/us/en">https://tonyschocolonely.com/us/en</a>
<b>De Chocoproef</b> (2019) on the cacao sector	A group of journalists financed by Nestlé to document the issues in the cacao sector, among which child labour and poverty among farmers	Unclear	Mainly informative	Website, news articles, pop-up on festivals, social media, documentary	Low impact in terms of actions, but a lot of information provided	<a href="https://chocoproef.nl/alles-over-cacao">https://chocoproef.nl/alles-over-cacao</a>
<b>OXFAM</b> (2006) Sinterklaas goes green (to stimulate Fairtrade/Tony's products)	The Green Sint is a special Sinterklaas helper because he helps people in poor countries. He doesn't send money, but encourages people to buy products that give producers a fair price, enabling them, for example, to send their children to school.	Consumers, politicians	Clear message that if you buy the green chocolate you are doing something good, it offered an alternative	The poster with the Green Sint appeared everywhere—on television, in shopping malls, with comedian Dolf James, and in the Chamber of commerce.	It was very popular and also had success because right after the campaign some chocolate brands states to start selling only Fairtrade chocolate by 2009 (e.g. Verkade)	<a href="https://www.stnicholascenter.org/around-the-world/customs/netherlands/sinterklaas-goes-green">https://www.stnicholascenter.org/around-the-world/customs/netherlands/sinterklaas-goes-green</a>

## Coffee

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Fairtrade Netherlands</b> (2020) 'Koffie en thee campagne'	Campaign to put Fairtrade coffee and tea in the spotlight for one month.	Consumers in the Netherlands	Informative and awareness raising, 'it can be very easy to do good', the 'hidden stories' behind your cup of coffee	Multiple channels, tv commercial, active on social media	Low impact, goal of the campaign was more product branding than awareness for the mission	<a href="https://www.fairtradenederland.nl/campagne/koffie-en-thee-campagne-20/">https://www.fairtradenederland.nl/campagne/koffie-en-thee-campagne-20/</a>
<b>Solidaridad</b> (2017) 'A world without coffee'	Campaign in fall 2017 to raise awareness on the impact of climate change on coffee production and lack of living wages/poverty among coffee farmers	Consumers in the Netherlands	Appeals to the responsibility of the consumer and to a sense of urgency ('a world without coffee, nobody wants that!')	Multiple channels, tv commercial and a pop-up 'no-coffee bar' in Amsterdam, where consumers can buy anything but coffee	Low, it did not offer a clear pathway/direction for action	<a href="https://www.solidaridad.nl/project/een-wereld-zonder-koffie-campagne/">https://www.solidaridad.nl/project/een-wereld-zonder-koffie-campagne/</a>

## Tea

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Fairtrade Netherlands</b> (2020) 'Coffee and tea campaign'	Campaign to put Fairtrade coffee and tea in the spotlight for one month.	Consumers in the Netherlands	Informative and awareness raising, 'it can be very easy to do good', the 'hidden stories' behind your cup of coffee	Multiple channels, tv commercial, active on social media	Low impact, goal of the campaign was more product branding than awareness for the mission	<a href="https://www.fairtradenederland.nl/campagne/koffie-en-thee-campagne-20/">https://www.fairtradenederland.nl/campagne/koffie-en-thee-campagne-20/</a>
<b>Traidcraft (UK)</b> 'Who picked my tea?' campaign (2018)	The campaign called the six major UK tea brands – Unilever, Typhoo, Twinings, Yorkshire Tea, Tata (Tetley) and Clipper Teas – to publish the list of estates in Assam (India) that they source tea.	Six major tea brands	'Only when we get trade right, can we end poverty', focus seems to be on lobby and advocacy.	A report called 'The estate they are in' launched the campaign. Also a website where they linked the tea estates in Assam (India) to big brands in the UK	Contributed to more transparency in the tea sector, persuaded the UK's biggest tea brands to reveal their suppliers. Also influenced some policy making.	<a href="#">Who picked my tea? The answers – Traidcraft Exchange</a>

## Cotton

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Clean Clothes Campaign (CCC)</b>	CCC has been fighting against exploitation (living wage and child labour) in the garment industry for two decades	Companies but also consumers	The have developed tools such as the Fashion Checker app, interactive fashion maps (wages), tweets on forced labour, petitions	Website with annual reports and news articles, also active on social media	Very active and global campaign, also looking at the impact of COVID. Especially gained recognition after the Rana Plaza collapse.	<a href="https://cleanclothes.org/">https://cleanclothes.org/</a>

## Gold

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Covenant Responsible Gold (2017 – current)</b>	A coalition of businesses, NGOs and government to stimulate responsible gold production and to take part in projects that contribute to this, such as a project to stop child labour in gold mines in Uganda.	Businesses and organisations active in the gold sector	Appeal to responsibility		Research done by the Tropical Institute in the Netherlands shows that the impact of covenants is limited, most companies did not join the agreement. Solidaridad pledges for more regulation	<a href="https://www.imvoconvenanten.nl/nl/goud">https://www.imvoconvenanten.nl/nl/goud</a>

## General

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>HIVOS Stop Child labour</b> (since 1997)	A Europe wide campaign on child labour. The aim was to influence public and political opinions	In the beginning focus was public and politicians, from 2011 onwards the focus shifted more on corporate responsibility ('Omar's dream' about child labour in Africa (Child labour free zones)	Focus on the importance of child education: ' Out of work, into school.'	It started off with a global Conference on Child labour held in Amsterdam, later India, Honduras and Kenya followed	It took all the way until 2019 when it was decided to implement a child labour due diligence law in the Netherlands	<a href="https://15years.stopchildlabour.org/timeline/#2000">https://15years.stopchildlabour.org/timeline/#2000</a>
<b>Wakker Dier (Animal protection organisation)</b> 'Plofkip' campaign (2012)	A Dutch campaign by a NGO that aimed to remove animal unfriendly chicken from the shelves	Consumers and retail	It called out to stop buying this kind of chicken, and offered an alternative (chicken with a one star label, which are more animal friendly	Strong posters showing the suffering of the animal	It was very successful, in 2016 all retailers decided to ban the sale of this type of chicken. The frontrunner was Unilever who already banned it in 2012	<a href="#">Drie grootste supermarktketens van plofkip af - Wakker Dier</a>
<b>Oxfam Novib Behind the Barcode</b> (2018)	The aim was to stimulate retailers to act more and avoid human exploitation in the production of food	Retail, but also consumers	Informing the public about the 'truth' behind food production. Narrative was quite strong: ' the suffering that takes place behind the barcodes.'	A ranking of supermarkets and how they scored on prevention of exploitation	It brought a lot of media attention (most newspapers published it	

## Regional Africa

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Girls Not Brides</b> (2011 – current) on ending child marriage	Both an independent charity and global campaign as a global partnership with over 1300 CSOs from over 100 countries.	First goal is to influence policy makers, also focus on local communities	Calling attention to the rights of the girl/child and enabling them to fulfil their potential.	They have a lot of material available on request (such as case studies, photos and videos, background briefings)	Quite influential as high-level people are involved, such as princess Mabel of the NL and archbishop Desmond Tutu.	<a href="https://www.girlsnotbrides.org/">https://www.girlsnotbrides.org/</a>
<b>Global March Against Child Labour</b> (1998 – current)	Worldwide network of CSOs and others to eliminate child labour. Started as a global march in 1998, ended in Geneva at an ILO conference. Input was given for the draft for ILO Convention 182, which was unanimously adopted. Universally ratified in 2020, as the fastest and only convention unanimously ratified.	Policy makers (advocacy), but also have regional programmes in which local communities are targeted.	Approach the issue with triangular paradigm (see below): the problem is structural	Large resource centre with a lot of information, as well as awareness events throughout the year	Successful looking at the ratification of the convention. Active in conferences and fora.	<a href="https://globalmarch.org/">https://globalmarch.org/</a>
<b>Good Life, Ghana</b> (2009-2014)	This campaign aimed for behavioural change in 6 areas: family planning, - malaria, maternal & child health nutrition, water – sanitation & HIV	Nationwide: <ul style="list-style-type: none"> <li>• youth</li> <li>• mothers</li> <li>• young adult women and men</li> </ul>	 <p>The Triangular Paradigm diagram illustrates the interconnected nature of child labour, child marriage, and child exploitation. It features three overlapping circles: 'Child Labour' (top), 'Child Marriage' (left), and 'Child Exploitation' (right). Arrows connect these circles, indicating how they feed into each other. A central text box explains that these issues are structural and interconnected, and that addressing them requires a holistic approach.</p>	Edutainment: <ul style="list-style-type: none"> <li>• TV game shows on sanitation</li> <li>• music videos</li> <li>• radio program</li> </ul> Community outreach tools (with branding): <ul style="list-style-type: none"> <li>• T-shirts</li> <li>• campaign song</li> <li>• social media</li> <li>• billboards</li> </ul>		

Campaign	Summary	Target group	Narrative	Communication channel	Impact	Link
<b>Twende na wakati</b> (1993), Tanzania	Educational campaign on HIV/AIDS transmission	Nationwide <ul style="list-style-type: none"> <li>mainly young women &amp; men education and awareness</li> </ul>		Edutainment: radio soap opera		
<b>MTV Shuga, Kenya</b> (2009) & Nigeria (2013) – now throughout Africa	Educational campaign on HIV/AIDS prevention	Nationwide <ul style="list-style-type: none"> <li>youth aged between 16-25 years</li> </ul>		Edutainment: <ul style="list-style-type: none"> <li>TV soap opera</li> </ul> Since adopted in Nigeria, multiple channels: <ul style="list-style-type: none"> <li>radio drama</li> <li>social media</li> <li>novel</li> </ul>		



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2021-066

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Report 2021-066  
ISBN 978-94-6395-828-8

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