

A photograph of two young children in a classroom. The child on the left is wearing a light-colored t-shirt with a graphic and is looking towards the camera while holding a piece of paper. The child on the right is wearing a white t-shirt and is smiling, holding a green book. The background shows a classroom with wooden desks and a chalkboard.

**Innovative
partnership in
practice**

ARISE
ACHIEVING
REDUCTION OF
CHILD LABOR
IN SUPPORT OF
EDUCATION

Foreword

A partnership that's delivering



The issue of child labor is not one that any single organization can solve. As a result, the greatest impact can be achieved by drawing on the experience of specialist organizations through long-term partnerships. That's why ARISE was founded as a partnership between the International Labour Organization (ILO), Winrock International and JTI (Japan Tobacco International).

ARISE (Achieving Reduction of Child Labor in Support of Education) is a program to prevent and help to eliminate child labor by

addressing the social and economic factors that drive small-holder tobacco farmers to engage children in hazardous work. The program has been developed with the involvement of national governments, social partners, and tobacco-growing communities. ARISE promotes access to quality education for children, raises awareness of the need to eliminate child labor, and economically empowers tobacco-growing communities where JTI does business. It also aims to improve regulatory frameworks and address labor practices by working together with governments.

This brochure details how the ARISE partnership works, highlighting the programs currently being implemented and indicating the extent to which this approach is already making headway. The individual stories of those who are involved in ARISE demonstrate the extent to which its programs are already having a positive impact in the communities they are designed to help. The numbers confirm that good progress has been made towards achieving the program's objectives – to improve the life chances of thousands of children and adults in Malawi and Brazil – with ARISE programs reaching over 8,500 individuals in the course of the first year of implementation.



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Introduction

ARISE: a holistic approach

ARISE (Achieving Reduction of Child Labor In Support of Education) is a program created and managed by three partners: JTI, the International Labour Organization (ILO) and Winrock International.

Its aim is clear: to develop and implement programs that progressively eliminate child labor and address the underlying factors. It uses a holistic approach that draws in representatives of national and regional governments and local tobacco-growing communities.

The program began in 2011, with much of that year devoted to building the partnership and developing the program framework. Work on the ground in Malawi and Brazil began in early 2012. Because the root causes of child labor are complex, ARISE is addressing the issue from multiple directions. Achieving success depends on understanding child labor in the context of wider economic, social, and cultural factors.

The programs developed through ARISE focus on a number of areas, including children's access to higher-quality education, raising awareness of the importance of eliminating child labor as a social necessity, and providing means of economic empowerment. ARISE programs have also been developed to align with national, regional, and local governments' policies to improve regulatory frameworks in support of improving labor practices, and specifically reducing child labor.

Context: the problem of child labor

Not all work that children do is child labor. The ILO offers a broad definition of child labor as work that deprives children of their childhood, their potential, and their dignity, and that is harmful to physical and mental development. More specifically, it refers to work that exposes children to economic exploitation or to working conditions that pose a hazard to their health or their physical, mental, moral, or social development. The definition also includes any work that negatively affects the education of children.

Using this definition, an ILO report published in 2010 estimated that globally the overall number of children aged 5 to 17 years in child labor fell from 222 million to 215 million over the four years between 2004 and 2008. That shows a positive improvement, but it's clear that there is still a long way to go.

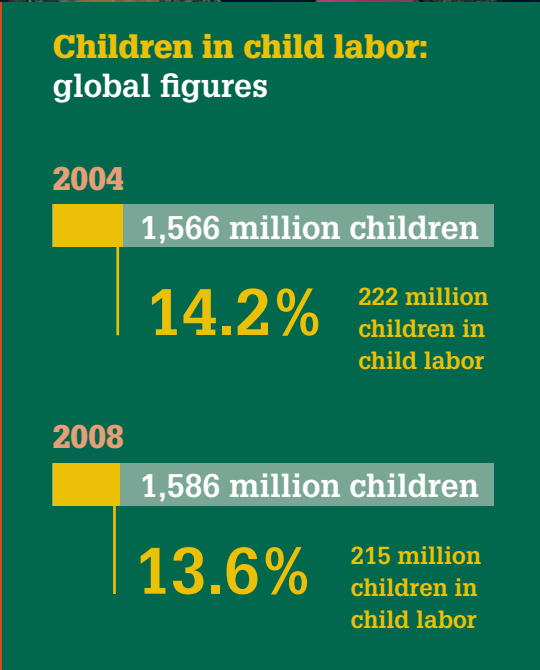
Child labor is deeply rooted in poverty and cultural attitudes, yet there is increasingly widespread recognition in the international community and among national governments that further reducing child labor is a priority. The international community has mobilized significant resources to this end over the last 15 years, focusing in particular on the agricultural sector, which accounts for approximately 60% of child labor globally. In Africa, ILO estimates suggest that in 2008, 65 million of a total of 257 million children were involved in child labor – approximately 25% of the total.



A unique partnership

ARISE brings together the resources and experience of three different, yet complementary, partners: the ILO, a specialist body of the United Nations; Winrock International, a US-based non-profit organization with wide-ranging experience in agriculture, and JTI, a private-sector tobacco company.

ARISE programs have been developed between these partners to have an impact at every level – from national governments and international NGOs, all the way through to local civic and traditional leaders – by promoting effective programs to reduce child labor on a long-term sustainable basis in the communities where JTI does business.



The Partnership

A compelling approach

ARISE is unusual in bringing together three very different organizations together in a single mission. While ARISE's intent is clear in terms of its aspiration to eliminate child labor in specific tobacco-growing areas, the context and means to achieving this are both complex.

This makes partnership a powerful proposition, bringing together different yet complementary resources and skills. Representatives of the three partners – JTI, ILO, and Winrock International – explain why this partnership is proving effective and talk about what it means to them personally.





**Maarten Bevers, Global Leaf
CA & Communication Vice-
President, JTI**

“I work in JTI’s Global Leaf department, the part of our business that sources tobacco for our manufacturing operations around the world.

“Our approach to business takes an inclusive view of the environmental, social, and economic aspects of tobacco cultivation and is committed to operating responsibly and encouraging the spread of best practice. Although JTI doesn’t own tobacco farms, its acquisition of leaf dealers and processing facilities in a number of countries during 2009 brought us into direct contact with thousands of growers and their communities. With that came an imperative to improve the long-term sustainability of those communities and, by extension, our leaf supply chain.

“This process of integrating tobacco sourcing into our company meant that labor practices, including the elimination of child labor,

became an area where we could make a positive change. We’ve always acknowledged that, given the complexity of the problem, real progress in eliminating child labor in tobacco cultivation cannot be achieved by one enterprise acting alone. To make serious inroads into the problem, we sought out and nurtured a partnership with two organizations of the highest caliber – the ILO and Winrock International – to create ARISE.

“One of the great strengths of the program’s design is its flexibility and responsiveness. Guided by practical learning and on-the-ground experience, we intend to shape its evolution year-on-year to better meet our objective of reducing child labor in communities where we buy our tobacco.”

About JTI

JTI manages the international business of the JT Group, a diversified conglomerate based in Japan. JTI is a substantial business in its own right – operating in 120 countries across the world – and directly employing around 25,000 people. A truly international and multicultural organization, JTI calls itself home to 100 different nationalities in 90 offices, 22 factories, 6 research & development centers and 5 tobacco processing facilities globally. It is a business that manages every stage of its supply chain from the tobacco field to the adult consumer. JTI’s goal is to ensure that human rights are respected in all areas of its business, and across all of its diverse working environments. Indeed, the company aims not simply to comply with mandated labor legislation wherever it does business, but to lead in promoting the most progressive possible labor practices.



Constance Thomas, Director of the International Program on the Elimination of Child Labour (IPEC), the ILO

“The Global Child Labour Conference 2010, in The Netherlands, saw more than 500 delegates from 97 countries endorsing the Hague Roadmap for Achieving the Elimination of the Worst Forms of Child Labour. Participants agreed on a plan aimed at ‘substantially increasing’ global efforts to eliminate the worst forms of child labor by 2016, and called for renewed effort to tackle child labor in supply chains.

“From the ILO’s perspective, ARISE is a ground breaking public-private partnership that develops and tests innovative models for putting this aspiration into practice. ARISE and JTI’s broader farmer support programs demonstrate the pivotal role that employers can play, particularly in improving livelihoods in sourcing communities, with the aim of reducing the incidence of child labor.

“The ARISE program recognizes that governments must be at the heart of sustainable child labor elimination efforts. It builds capacity, strengthens child labor monitoring mechanisms, and facilitates the comprehensive educational, social and financial support necessary to tackle this very complex problem in earnest.

“Through the International Program on the Elimination of Child Labour (IPEC), the ILO is very pleased to be working in partnership with JTI and Winrock International. Together, we have a very hands-on and multifaceted approach to reducing child labor.”

About the ILO

The International Labour Organization was established in 1919, as a consequence of the Treaty of Versailles – an international conference convened at the end of the First World War. Motivated by a belief that universal and lasting peace can only be accomplished based on social justice, the ILO brought together the three major parties: governments, employers, and bodies representing workers’ interests.

Today, the ILO is ‘devoted to promoting social justice and internationally recognized human and labour rights.’ It works to establish the conditions necessary to give working people and businesses alike a stake in lasting peace, prosperity and progress. It has four strategic objectives, which include: promoting and realizing standards and fundamental principles and rights at work; creating greater opportunities for women and men to secure decent employment and income; and enhancing the coverage and effectiveness of social protection for all.

IPEC was established in 1992 as a specialist ILO program to focus on the very large proportion of young people whose education and wellbeing suffers as a result of child labor. It works closely with governments and communities to develop effective programs to address the underlying causes of child labor – and sees local and national government ‘ownership’ of these as critical to success. IPEC also works to build momentum at the international level, supporting the fight against child labor.



**Carol Michaels O'Laughlin,
Group Vice President of the
Empowerment & Civic En-
gagement (ECE) Group, Win-
rock International**

“Our organization primarily operates in rural areas implementing programs in agriculture and enterprise development, forestry, clean energy, ecosystem services, natural resource management, child protection, gender mainstreaming and women’s empowerment, youth education and employment, and capacity building of leaders and institutions for sustainable development. The ECE manages the ARISE projects in Malawi, Brazil, and Zambia.

“The ARISE partnership offers an excellent example of a holistic, tripartite relationship between a private company, the labor agency of the United Nations, and a not-for-profit institution. To be successful, such a partnership must have a common vision of the purpose and outcomes along with well-defined roles and responsibilities. We have strived to do this, and the good progress made to date speaks for the strength of this approach.

“The ARISE goal is to lay the foundation for child labor-free zones in the tobacco industry. The ILO focuses on policy-related activities; Winrock on the community- and state-level actions; and JTI on its business. In our first year we have had many successes and have overcome several challenges. We appreciate the openness and understanding of JTI, as well as the good

communication and support exhibited within our partnership.

“Winrock, the ILO, and JTI have similar visions of what can be done to eliminate child labor in the tobacco sector and of how to go about doing it. All partners are committed to addressing the root causes of child labor, such as poverty and traditions, along with changing the mindset of those in communities engaging child labor. Our community-based, integrated model of awareness raising, policy, education, and economic empowerment offers a means to do this by helping households to become more self-reliant. While this will not happen overnight, the ARISE partnership establishes clear benchmarks and deliverables on an annual basis, keeping everyone accountable. We all understand that this approach will be a gradual process over many years. That’s why JTI’s long-term view of its business environment, and how to engage with it, brings a real strength to ARISE.”

About Winrock International

Winrock International is a nonprofit organization that works with people around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources. Based in Little Rock, Arkansas, and with a major office in Washington DC, Winrock is funded by the private sector, foundations, and the US and other governments. It has received acclaim for its innovative program methodologies to raise awareness of issues relating to child labor, and for its promotion of basic, transitional, informal, and vocational education. It also specializes in developing programs that provide alternatives to child labor.

In addition to the ARISE partnership, Winrock has demonstrated considerable success in a number of other initiatives to reduce child labor. Some of these include: CIRCLE (Community-based Innovations to Reduce Child Labor through Education), working with the US Department of Labor in Asia, Latin America, Africa and Europe; TEACH (Tanzanian Education Alternatives for Children); REACH (Rwanda Education Alternatives for Children, Children’s Empowerment through Education Services (CHES) in Cambodia, and Actions to Reduce Child Labor (ARCH) in Liberia.

The ARISE Program

Brazil

Brazil is now characterized as a middle-income country. It is the fifth-largest country in the world – both in terms of area and population – and the largest in Latin America by a considerable margin.

Its population stands at over 200 million, with an annual GDP per capita of around USD 12,500 in 2011. Brazil's economy is highly diversified and includes high-tech industries such as petrochemical production and aerospace engineering. It is also one of the world's largest commodity producers, particularly in the agricultural sector, and is a major exporter of sugar, coffee, tobacco, orange juice, soya, beef, and chicken.

It is also a country marred by considerable disparities of income, both within and across the urban-rural divide. Because approximately 80% of Brazilians live in towns and cities, investment and government spending tends to be concentrated in built-up areas. Those living in rural communities often face challenges including a lack of quality education, poor healthcare, and underinvestment in infrastructure. A lack of access to technology, relevant education, skills, and training results in fewer employment opportunities, which goes some way to explaining the lower incomes of people living in rural areas. Child labor in Brazil is a function of a complex set of factors including cultural beliefs, the predominance of family farms, and a lack of awareness of the hazards of child labor, among others.

The ARISE program in Brazil developed around the municipality of Arroio do Tigre in an area

known as 'Celeiro do centro-serra' in the southernmost state of Brazil, Rio Grande do Sul. Within the municipality, the program initially focused on the communities of São Roque, Linha Ocidental, Taboãozinho, Rocinha and Sitio Alto. These were selected because of the high incidence of child labor in tobacco-growing communities that supply JTI. During spring 2013 the program also expanded into neighboring areas.



The entrance to Arroio do Tigre municipality

To keep children away from working in tobacco after school hours, the program offers afterschool activities. For children aged between 10 and 13 years, it offers a school gardening program and workshops in music and theater. For children aged 14 to 17 it offers the Model Farm School where participants learn new agricultural technologies and life skills. This training encourages children to consider agriculture as a viable career choice, by providing them with knowledge and skills.



Model Farm School launches

The Model Farm School (MFS) provides high-quality, hands-on vocational agricultural education for adolescents. The school aims to improve the image of and promote the long-term income-generating potential of agricultural businesses in rural communities. This is particularly relevant because many youths seek to leave the countryside when they grow up to pursue careers in towns and cities. The MFS counters the negative image that youths have about agriculture by teaching improved farming techniques and entrepreneurship skills, allowing young

people to see how agriculture can be a profitable and rewarding activity that builds on their rural heritage.

The MFS was officially launched on July 12, 2012, with 63 students enrolled in the first school class. A total of 100 people attended the event, including 30 parents, representatives from the local authorities, and ARISE partners. Winrock International's Program Director hosted the ceremony, and spoke about the importance of eradicating child labor in the district, also stressing the role that parental support for children's education plays in this objective.

Courses also integrate information on child labor and an explanation of hazardous work. Further to this, the training reassures parents that their children can learn to manage family property, providing a viable alternative to learning to farm through hands-on labor that is often hazardous and illegal. In addition to supporting children, ARISE helps mothers by promoting income-generating activities. To date, ARISE is promoting mothers with training in baking and jams, as well as enterprise development and information about child labor. The goal is for mothers to invest the supplemental income generated through ARISE in their children, keeping them out of child labor.

On the ground, Winrock International and the ILO are implementing ARISE with JTI's support, and in concert with local partners Escola Família Agrícola (EFA) and Cooperativa dos Profissionais da Assistência Técnica e Extensão Rural (COOPATER). They also work with local officials to raise awareness on child labor in tobacco and to ensure that systems are in place to protect children from exploitative labor.

The use of child labor in the Arroio do Tigre municipality is culturally ingrained, with deep roots in family and community attitudes. Frequently, the positive example set by one family will be emulated by others, and such 'role-modeling' forms an important approach used by ARISE to influence local farming communities. As a result, much of the program's initial focus has been on planning and building strategic alliances to gain support and acceptance.

Good progress was achieved during the first full year of ARISE operations in Brazil, including:

- Formally inaugurating the program on February 8, 2012 at an event attended by 120 people, including a number of senior government officials and representatives from the headquarters of the three partners. This important event demonstrated the serious intent and resources behind the program, increasing acceptance in the local community.
- Building partnerships with local- and state-level government departments including the Ministry of Labor and Employment and the Ministry of Education. As a result, the local municipality agreed to provide a site for



Brazil

Geography:

area: 8,514,877 sq km

country ranking in the world: 5

Population (July 2013): 201,009,622

country ranking in the world: 5

Age structure:

0-14 years: 24.2%

15-64 years: 68.5%

65 years and over: 7.3%

Education expenditures: 5.6% of GDP

country ranking in the world: 53

Gross Domestic Product (GDP):

country ranking in the world: 8

ARISE to establish the Model Farm School (MFS), offered transportation services for MFS students, and allowed the project to host training for mothers at local schools.

- Developing strategic alliances with a number of local organizations. For example, the ARISE team worked together with Associação de Juventude Rural do Arroio do Tigre (AJURAT) and the Rural Workers' Union to motivate young people to participate in the MFS program.
- Opening the Model Farm School, which in 2012 trained 136 adolescents in a wide variety of sustainable and profitable agricultural activities that can be carried out on small farms. The July 12, 2012 launch of this flagship project drew in stakeholders from across the state, widely promoting interest in and understanding of the program's aims. For more information, see page 11.
- Training 190 teachers and education officials on child labor concerns and how the ARISE program addresses these issues.
- Training 105 rural mothers of school-age children in technical agribusiness skills (baking and food processing), child labor awareness, and entrepreneurship. Of these 105 mothers, 36 launched commercial ventures, and received a specialized three-day training session in small-business skills, and the principles of how cooperative organizations work.
- Raising awareness by participating in and organizing major events including the traditional September 7 Independence Day parade, and World Day Against Child Labor on June 12.
- Pioneering an ARISE Mothers' Market in downtown Arroio do Tigre. For more information on this initiative, see right.
- Developing monitoring and evaluation tools to gauge awareness, measure progress in improving livelihoods, monitor children's school attendance, and engage communities in the struggle against child labor.



A fair to market just for mothers

Organizing and launching the ARISE mothers' markets in Arroio do Tigre is a real and important accomplishment. Previously, the municipality had only held monthly markets for male farmers. The ARISE team, with the support of the municipal Department of Agriculture, requested market space for women participating in the program. ARISE staff helped get the word out in the town, advised women on pricing and packaging, and helped them to set up their stalls.

The first market, which took place one Friday in October 2012, was widely publicized over the radio and in the city's newspaper. The event attracted good crowds and the women reported earning more than USD 100 each, which they reinvested in their businesses. The city and the Rural Workers' Union subsequently agreed to let the ARISE mothers continue to sell their breads, jams, garden vegetables and cookies on the second Saturday of every month. In an interesting and welcome development, a number of husbands came to help their wives unload their produce. The husbands had initially been skeptical about this part of the program's outcomes yet they are now actively supporting the women's endeavors, while the mothers themselves have been quick to thank ARISE training courses for their new business acumen.

The ARISE Program

Malawi

Malawi is one of Africa's poorest countries, with GDP per capita of USD 318 in 2011.¹ Such poverty is a major contributor to the incidence of child labor, particularly in the agricultural sector, which accounts for approximately 46% of GDP.

The problem of child labor in Malawi is exacerbated by the high prevalence of HIV/AIDS. According to WHO figures, 11% of the adult population was living with the disease in 2008. This, and an average life expectancy of 56 years, has resulted in a large number of orphans vulnerable to economic exploitation. Culturally ingrained beliefs are also an issue, with children expected to contribute to their family's domestic economy, not only to provide additional income, but also to build a work ethic and appreciation for the family unit.

The program in Malawi focuses on 20 villages in the tobacco-growing districts of Ntcheu and Lilongwe. The ten villages in each district were selected using a number of criteria including existing levels of child labor, the incidence of HIV/AIDS, the level of community engagement, the degree of women's participation in the local economy, and the presence of farmers' associations, co-operatives, and other community networks. In Malawi, 'Traditional Authorities' (TA) and civic leaders play an important role in local government and community leadership, making their involvement a critical component in the wider success of the ARISE program.

The ARISE program in Malawi is managed from Lilongwe, the Malawian capital. The team includes among others a Program Director, an Agribusiness Specialist, and a Monitoring and Evaluation Specialist.

The program also depends on close collaboration with local implementing partners. These include the Creative Centre for Community Mobilization (CRECCOM), a local NGO that works in partnership with Winrock International. CRECCOM has more than 11 years experience promoting empowerment and community mobilization around social and economic initiatives.



Child labor community committee, Ntcheu

The ILO also works with the Employers Consultative Association of Malawi (ECAM), a local employers' group, and the Malawi Congress of Trade Unions (MCTU), an employee organization, as well as with two NGOs: the Youth Empowerment and Civic

¹ Source: UN



Scholarship Kits

'Scholarship Kits' provide children with all the basic necessities for getting back to school – items that their parents can often not afford. During 2012, a total of 598 kits were distributed to children across all 20 villages in Lilongwe and Ntcheu districts participating in the program. Scholarship Kits are provided to improve school attendance and academic performance for poorer children, reducing their susceptibility to child labor.

The distribution of the Scholarship Kits was marked by ceremonies attended by representatives of Child Labor Monitoring Committees, Change Agents, government extension workers, teachers, parents, Model Farm School students and the pupils themselves. Parents were asked to take an active role in monitoring their children's progress, and to replace items as and when necessary. These events also presented an opportunity to strengthen monitoring mechanisms and to promote the economic empowerment schemes that ARISE offers.

Education (YECE) and the Circle for Integrated Community Development (CICOD).

2012, ARISE's first full year of operations in Malawi, was busy and successful. Key activities included:

- Preparatory work, including sensitization meetings for local communities, implementation of pre-awareness surveys, and Community Asset Appraisals.
- Training on child labor issues for local district officials, and the facilitation of community-based workshops for parent-teacher associations, teachers, community leaders, and owners of tobacco farms.
- Agribusiness training for mothers enrolled in the ARISE program and the distribution of conditional capital investments to promote women's small businesses.
- The distribution of Scholarship Kits to nearly 600 children in participating districts.

- Training ARISE mothers on the use of Village Savings & Loan (VSL) schemes to fund their small business ventures.
- Monitoring of program activities by program staff, district officials, and community volunteers.
- Implementing 'Theatre for Development' activities involving participatory research on local child labor conditions and targeted awareness raising through theater.

The momentum collectively established through these activities has been impressive. Good progress has been made towards building the government's commitment to the program at both the local and national level. Program staff report that collaboration between schools and the communities they serve is much improved in the areas of promoting good attendance and discouraging child labor. Child labor monitoring committees have been set up to monitor progress in all 20 participating villages.



Republic of Malawi

Geography:

area: 118,484 sq km
country ranking in the world: 100

Population (July 2013): 16,777,547
country ranking in the world: 65

Age structure:

0-14 years: 44.7%
15-64 years: 52.2%
65 years and over: 2.7%

Education expenditures: 5.4% of GDP
country ranking in the world: 57

Gross Domestic Product (GDP):
country ranking in the world: 133

Community members in every one of the ten villages in Lilongwe district have opened morning day care centers allowing mothers the time to develop small-scale agribusiness opportunities. VSL schemes have sparked widespread community interest, and a culture of savings is growing. Encouragingly, tobacco growers have themselves taken a lead in raising the awareness of other farmers on child labor issues, creating better understanding in the wider community.



Dancing performance, ARISE launch Lilongwe February 2012, Mchemani primary school

A day to remember!

The Malawi ARISE program was formally inaugurated on February 22, 2012. The event achieved nationwide awareness of the program, with more than 1,000 participants attending. Guests included senior government officials from Labor, Education, Health, Agriculture and Youth, Sports and Culture ministries. At the district level, those attending included Commissioners, Directors of Planning, District Education Managers, District Agriculture Development Officers, Child Labor Officers, District Child Labor Committee Members.

In preparation for the launch, ILO and Winrock International representatives organized a daylong meeting with the local community to share relevant information on child labor and develop messages for the launch. On the day of the launch, messages about the effects of child labor on children's education and health, the various forms of child labor, and the legally acceptable age for children to be engaged in work, were presented through song, drama, dance and poetry.

In addition to the outstanding government support, there was also strong community representation, including 40 teachers from Chimutu Traditional Authority, agricultural extension workers, health surveillance assistants, and representatives from community-based organizations. It was also a memorable day for local students, with every pupil from Mchemani School joining the celebrations, along with 135 pupils from nine other schools in Chimutu TA.

The ARISE Program Zambia

Zambia, located in central southern Africa, is most associated with mineral resources, and copper in particular. However, like Brazil and Malawi, it has a substantial agricultural sector, which accounts for approximately 85% of employment.

Tobacco is Zambia's third most valuable cash crop, worth approximately USD 143 million in 2010.

While Zambia is not among the poorest countries on the continent, it nonetheless faces a number of daunting challenges. While Zambians on average have better access to health, education, and safe water than many neighboring countries, poverty remains widespread, and Zambia ranks 164th out of 187 countries on the United Nations Human Development Index. Zambia is also a nation severely affected by the HIV/AIDS pandemic, with an adult HIV/AIDS infection rate of around 15%. This compounds pre-existing economic and social problems and means that a large proportion of Zambian children are affected by HIV, either having to care for sick relatives, or growing up in the absence of one or both parents.

Most child labor is unpaid family work. However some children work to generate an income for themselves or their families. Their work often interferes with schooling or prevents them from going to school at all. As a result, child labor in Zambia is widespread: by some estimates 41% of all children aged 5 to 14, or more than 1.3 million children, were economically active in

some way in 2005, the overwhelming majority of whom were working in the agriculture sector. Child labor and lack of access to education are closely linked. Many parents may have their children begin work because their nearest school is not accessible, affordable, or capable of providing good quality, relevant education. Although enrollment has risen in recent years, availability has not kept up with demand, creating overcrowded classrooms and double, or even triple, shifts during the day, resulting in high student-to-teacher ratios and reduced hours of learning.



The Zambian government, led by the Ministry of Labor and Social Security (MLSS), monitors and develops policies on the worst forms of child labor. The overall program strategy is guided by the Child Labor Policy and the National Action Plan (NAP) for the elimination of the worst forms of child labor in Zambia – in turn a component of the Zambia Decent Work Country Programme, running between 2012 and 2015. The ARISE partnership works closely with



Change Agents – and building on best-practice

When talking to youngsters, it's important wherever possible to keep messages simple, relevant, and above all engaging. The program uses tried and tested best-practice developed in Zambia in prior years, to raise awareness and implement community mobilization programs. For example, the program uses the SCREAM methodology (Support Children's Rights in Education, Art and Media) to raise teachers' and community members' awareness of child labor issues. This empowers children and teachers to develop material creatively, using art and other media. The program also uses the mobilization tool 'Be the Change' to train a core

of Change Agents to be key players in the fight against child labor and child trafficking. This was developed together by a number of organizations that specialize in working with youth, including the ILO, the International Organization for Migration (IOM), and the United Nations Children's Fund (UNICEF). In collaboration with the Ministry of Labour and Ministry of Education, teachers unions, and civil society organizations, Change Agents in target districts are briefed on the contexts leading to child labor and trafficking and how to mitigate these. These Change Agents, trained by the institutions that first developed and implemented these tools and media, then contribute to community capacity building.

the MLSS and its Child Labor Unit, provincial authorities, and district child labor committees to coordinate and monitor program activities.

The ARISE program is being developed in the tobacco-growing area of Kaoma district, part of Zambia's Western Province. Twelve communities will be selected on the basis of a number of criteria, including the absolute level of child labor, children's vulnerability (often as a result of the impact of HIV/AIDS), the involvement of local leaders in their communities, and the communities' willingness to provide support to, and take ownership of, the program. The program was launched on April 29, 2013.

The ARISE partnership is adopting a broadly similar approach in Zambia in 2013 to that developed in Malawi, and focuses on three vulnerable groups:

- Children aged between 5 and 17 vulnerable to child labor.
- Marginalized parents, particularly mothers and grandmothers, who are susceptible to putting their children or grandchildren into the labor force.

- Vulnerable farmers who require support to make their enterprises safer, more efficient, and more profitable.

After an initial Rapid Assessment, the program is focusing on three broad and complementary areas. The first pillar of work aims to reduce child labor through awareness raising, and improving educational and vocational training opportunities, for example, by offering Family Support Scholarships and after-school programs.

The second pillar focuses on empowerment for individuals and groups in the community who, because of their economic vulnerability, are susceptible at times of crisis to removing children from education to work in tobacco cultivation. This strand includes establishing Model Farm Schools and providing agribusiness training.

The third pillar, a specialty of the ILO, is working with national, regional, and local government bodies to improve awareness and implement more effective policies in relation to the reduction of child labor.



Zambia

Geography:

area: 752,618 sq km
country ranking in the world: 36

Population (July 2013): 14,222,233
country ranking in the world: 70

Age structure:

0-14 years: 46.2%
15-64 years: 51.4%
65 years and over: 2.4%

Education expenditures: 1.4% of GDP
country ranking in the world: 168

Gross Domestic Product (GDP):
country ranking in the world: 8



Forging close collaborations

Within the ARISE framework, ILO's work plays a pivotal, although sometimes less obvious, role in steering government organizations at every level in developing and implementing legislation and policy initiatives towards reducing child labor. ILO's most significant formal counterparts in Zambia are the Ministry of Information and Broadcasting Services and the Ministry of Labour and Social Services. Establishing a dialog with these and other ministries, and employers' and workers' organizations is also critical to secure meaningful engagement.

ARISE makes use of these three-way dialogs – alongside other NGOs and UN agencies – at every level of program implementation to maximize the success of its interventions. ILO initiatives are developed and operate hand-in-hand with local employers' organizations such as the Zambia Federation of Employers (ZFE) and their counterparts, the workers' organizations. These include the Zambia Confederation of Trade Unions (ZCTU), the Federation of Free Trade Unions of Zambia (FFTUZ), and the National Union of Plantation and Agricultural Workers (NUPAW). At the community level, ILO collaborates with the district branches of these institutions using their existing structures to reach out to smallholder farmers.

The importance of after-school programs

International research generally suggests that children are most vulnerable to child labor, especially in tobacco farming, during daylight hours. This means that when schools are not in session, children are at risk of working in hazardous conditions. As a result, the ARISE program is focusing on the prevention of child labor in the community by filling gaps in the local education system. Specifically, this includes providing after-school programs and mentoring for young people who are or who are at risk of working in tobacco cultivation outside of school hours.

The initial Rapid Assessment phase of the project is designed to identify specific local needs and the scope and content of the programs developed are tailored to these requirements. Generally the program elements include tutoring, mentoring, vacation or holiday programs, drama, sports and gardening clubs. Afterschool programs also include child labor prevention messages, delivered in engaging and accessible ways. The partnership encourages local people to take ownership of and responsibility for these programs, with volunteer mentors recruited from among local teachers and other members of the community.



Kalale Basic School in Kaoma district.

The ARISE coordinators

A solid framework. Making it count.

The program works with several community organizations in the field, and focuses on thousands of children and adults in tobacco-growing communities. For it to succeed in achieving its objectives, close coordination between the three main partners is crucial.

Three of the individuals responsible for overall program coordination at the ILO, Winrock International and JTI explain how the partnership has worked in practice at the local and institutional level.

Julia C. Miller, Program Officer at Winrock International, recently returned from a field visit to Malawi, and was impressed with the progress already made on coordinating project activities – and in particular, the close working relationship between the partners on the ground. “Seeing the same things at the same time is important – the partners are conducting joint monitoring trips to ARISE sites so that they can gauge progress and work together to encourage coordination among community members at the village level.”

There are other benefits from working together, as Julia explains. “Common understanding promotes coordination among the three partners at higher levels in the program. We have also been able to work together to provide follow-on services for ARISE beneficiaries who first participated in Winrock programs – and are now integrated into the ILO’s programming too.”



Peggy Herrmann-Ljubivic, Social Programs Manager at JTI

A good working relationship is also critical because the ARISE program is breaking new ground, says Benjamin Smith, Senior Officer for Corporate Social Responsibility at ILO/IPEC. “To my mind, ARISE is a unique and innovative model in terms of the public-private partnership approach. All three partners are learning along the way in this exercise, and we might expect the odd hiccup. That said, in my experience, progress has been exemplary at both the global and country level. It is definitely helping to achieve ARISE’s shared vision of tobacco-growing communities with much reduced incidences of child labor – and a second important and related objective – providing improved livelihoods for tobacco farmers themselves.”

Much of the credit for the way the program functions is down to Peggy Herrmann-Ljubivic, Social Programs Manager at JTI. Peggy’s background in the NGO and UN sector was important in how she approached defining



Julia C. Miller, Program Officer at Winrock International

roles and responsibilities, and framing how the three partners work together. “I know from personal experience that a well-governed program is critical to delivering results. The full value of the program can only be realized with a solid organizational structure, and I am happy that the current framework facilitates JTI’s role in supporting program implementation – especially at the country level.”

The partners agree that devoting attention to governance and the operational model is paying off, as Benjamin explains: “Effective coordination is vital, and the structures for this are now in place at the country level and internationally. A spirit of collaboration, which recognizes the distinct but complementary roles and competencies of each organization, has helped make sure that the committees and other components of the governing framework operate in harmony.”



Benjamin Smith, Senior Officer for Corporate Social Responsibility at ILO/IPEC

He believes a number of benefits have become evident as a result of the close relationship. “We have been able to enhance communication, identify challenges to effective implementation, realize previously unseen opportunities to achieve greater impact – and finally, develop effective joint responses.”

“It’s great that everyone has been ‘in sync’ from a very early stage,” concludes Peggy. “We’ve all learnt lessons during these early years that we can apply to further improve and enhance the structure where needed. It takes a lot of organization and commitment – and I’m so pleased with the way that all the partners have risen to the challenge. I really believe that we can all be proud of how the governance structure is working – and the resulting regular and open communication that is key to the success of ARISE in the long run.”

Making a fresh start possible

The Model Farm School



Lucia Kaluzu: ARISE program beneficiary, Kumayani, Malawi

“My name is Lucia Kaluzu, and I’m 17 years old. I come from the village of Kumayani in Lilongwe district. I dropped out of school at 16 because I was considered ‘too old’.

“It seemed natural at the time. I was failing at school because I was often absent from classes supporting my parents on the tobacco farm, or helping with babysitting. They wanted me to get married and support my siblings.

“After a year waiting for a suitor, my fate suddenly changed thanks to ARISE. The program identified me as someone in need of support. I was selected to take part in the program’s Model Farm School and encouraged to re-enroll in school.

“I’m back in 6th grade now. Thanks to ARISE, I have a school supply kit including a book bag,

uniform, exercise books, pens, and soap. My parents weren’t able to buy me these things. I spend three afternoons a week at the Model Farm School and go to after-school programs twice a week.

“Thanks to ARISE, I have a school supply kit including a book bag, uniform, exercise books, pens, and soap. My parents weren’t able to buy me these things.”

“Looking back, I realize I was a victim of child labor. I went home and talked to my parents and with the support of the program’s mentors and members of the Child Labor Monitoring Committee, as well as my school teacher and our village chief, I found myself back in school. I no longer babysit or go to the farm during school hours.

“Through the Model Farm School, I’m learning to grow food crops using modern techniques. I want to finish my education, and then start a business growing and selling vegetables. I have seen a different path. Every day I see women struggling to support their families. Their businesses just about cover their daily needs, but they cannot save or invest for their children. I want to take advantage of the Model Farm School to get the right farming skills so that together with my friends, we can one day open up a big farm as a cooperative.”

Back to school for the children And new skills for mom



Gertrude Thondoya: an ARISE convert, Kambironjo, Malawi

“Due to lack of awareness and ignorance of the hazards of child labor, we always used to send our children to the field to look after our crops, instead of to school. But when the ARISE initiative arrived in our village, we realized our mistake. We stopped sending children to the field and now strive to send them to school where they belong. I have eight children, but never really thought too much about child labor until ARISE started public meetings about the dangers of it.

“We stopped sending children to the field, and now strive to send them to school where they belong.”

“Along with about 30 women from my village, I have been learning about business. Thanks to a loan from the Village Savings and Loan Scheme, I bought two bags of corn, cooking oil, baking soda, and sugar and I started baking and selling cakes.

“I have already repaid the loan and have built up savings. I am also able to provide my children with breakfast, exercise books, uniforms, and other necessities. ARISE also provides additional school supplies to families to ease children’s return to school.”



Hitting a number of targets Part of a wider strategy



Dalitso Baloyi: Program Director for Winrock International, Malawi

“Seeing children who could have been trapped in child labor and poverty going back to, and remaining in, school clearly shows that the ARISE program has huge potential. Not only to improve the educational attainment of very vulnerable children but also to contribute towards the government of Malawi’s growth and development strategy and the UN Millennium Development Goals.

“The ARISE program has created a change in attitudes, knowledge, and practices. Communities now know more about children’s rights and the importance of their education.

“The program addresses some of the deep-rooted structural causes of poverty in Malawi, such as gender inequality, through the economic empowerment of women.”

Staying on the land

New aspirations for a hardworking farming family

Ildemar Rech and Ivone Claas Rech – ARISE program beneficiaries – Linha Taquaral, Arroio do Tigre, Brazil

Arriving at the Rech family farm confirms that hard work truly does bring prosperity. The construction of a new house is just one example. Ildemar Rech, 49, is categorical that everything they have achieved is due to the hard work that he and his wife Ivone, 44, have invested.

That said, he wants an even better future for his three daughters. “The fact of the matter is: I don’t have any education. I didn’t have the opportunities that my daughters have today. My knowledge was picked up through the course of life.”



Encouraged by their parents, the three daughters, Indiara, 23, Sabrina, 21, and Letícia, 16, are seeking a different life through education. Indiara is studying education at



the Federal University of Santa Maria, while Sabrina is doing a secretarial distance-learning course, also from the University. Letícia is in her final year of high school at the State Public School in Arroio do Tigre, located in the heart of the municipality.

While the future of the older daughters looks set to be made far away from the farm, Letícia wants to continue in agriculture. Since beginning ARISE’s Model Farm School course, her perspective on life has changed dramatically. “The course has brought me closer to our farm. The teachers helped us look at farming differently, by presenting content that can be applied on farms large or small,” she explains.

“I have been able to learn about new farming techniques and other options for taking advantage of what we have here, such as creating an agribusiness in the future.”

Change for the better Building team spirit

Her mother proudly confirms that her daughter always comes back from school with something new to offer. “Often, it was something to do with the vegetable garden or the cows.”

This is very different from how things used to be, according to Ildemar. “Before, she didn’t even want to enter the stable. Now she sees everything differently and seeks to help out with what she has learned in class.”

A hardworking student, Letícia highlights the importance of the opportunity. “I have been able to learn about new farming techniques and other options for taking advantage of what we have here, such as creating an agribusiness in the future.”

However, it’s not only Letícia who’s broadened her horizons. Her mother Ivone also participated in agribusiness and entrepreneurship training offered through ARISE. “I completed a bread-making course and learned a lot. Not only how to make different breads, but also how to sell what’s produced.” One of her greatest wishes is to join the market held by the program in the city. She’s biding her time for the chance. “We have a lot of work on the farm right now, but in the future I do want to participate.”

Both mother and daughter are unanimous that the courses have been worth it and have made a huge difference to their lives. “Education is knowledge, it gives us greater resources for the future,” says Letícia. She’s sad the course is over and is already thinking of pursuing more knowledge to apply on the farm. “I want to continue investing in that which belongs to me and my family. Life is healthy here and we can work on what is ours.”



Luísa Siqueira, Winrock International Program Director, Brazil

“ARISE has positively contributed to changing the behavior of rural women in the area around Arroio do Tigre. The program has offered agribusiness training sessions for mothers and awakened a team-building spirit among them.”

Sweet things

A friends-and-family business

The Jappe family – ARISE program participants – Linha Ocidental, Arroio do Tigre, Brazil

For the Jappe family, joining the ARISE program was very much a family affair. Mother Daniva Marlene Beilke Jappe, 53, took the bread-making course, as did her daughter, Janaína Jappe Billig, 29. In addition, her son Cassiano, 15, has completed the program at the Model Farm School.



Daniva, her husband Renato Jappe and their son live together on a 19-hectare farm. Their daughter lives nearby with her husband, on another 10 hectare plot belonging to the family. Besides learning how to make all kinds of breads, Daniva and Janaína were encouraged to produce and sell their products at the market, partnering with neighbor, Solange Voss Zimann, who also took the bread-making course.

“Working together is so much better than working by myself,” enthuses Solange.

By joining forces, the three women have been able to develop a number of product lines. “We were already baking cookies for school parties. With the knowledge from the course, we decided to offer cookies along with breads. Then we turned to round sweet breads, jam-filled cookies, meringues and butter cookies – selling them to friends and neighbors. Over time, orders have grown, especially during important holidays such as Easter and Christmas,” she continues.

The incentives from the ARISE program went as far as the provision of a grant to purchase equipment. As a result, the trio bought a bread-making machine, which is currently at Daniva’s home. “We always get together at my house when we have orders. For that reason, the machine stays here,” she says proudly of the recent acquisition. For Easter, they received orders for more than 20 kilograms of cookies, in addition to breads.

“We learned a lot, and not just how to make breads, but also to value the work we do.”

Daniva emphasizes the importance of the course. “We learned a lot, and not just how to make breads, but also to value the work we do.” She stresses that her son Cassiano was also inspired. “He’s made a worm farm, and even a vegetable garden, something he wasn’t interested in before!”

Making public policy effective Working at every level



Marcia Soares, ILO Program Officer, Brazil

“To make a real difference to the reduction of child labor in Brazil’s tobacco growing communities, the three partners in ARISE agreed that a number of complementary approaches would be necessary,” explains Márcia. “As a result, the ILO has planned activities for implementing a regulatory framework – that is to say, a set of rules, laws and guidelines – governing the actions of public and private agencies and also the formulation and implementation of public policies. The idea here is to work with local municipalities and the state of Rio Grande do Sul to implement more effective regulation and policy.

“So, one of our first initiatives in Arroio do Tigre was the reactivation of the Municipal Council for the Rights of Children and Adolescents (COMIDICA), or Conselho Municipal dos Direitos da Criança e do Adolescente in Portuguese. We asked for executive power to regulate the activities

of the Council, which will strengthen the government’s relationship with civil society,” says Ms. Soares. “This will ensure the ILO sustains the process, while allowing COMDICA to take over the action plans. As it takes on this role, COMDICA will be able to look to support from the Fund for Childhood and Adolescence (FIA) and seek other resources to promote the eradication of child labor.

“And there’s more,” says Márcia. “Through ARISE, the ILO is also providing training and qualifications for field workers. In 2012, through the Crescer Legal Program (‘Growing Up Right’ in English) developed by the Interstate Tobacco Industries Union (Sinditabaco) the ILO trained 1,270 field technicians in Southern Brazil. That includes all of those working for JTI in Arroio do Tigre,” she says. “These are the people on the front line. They work with growers and can identify and notify child labor occurrences to the authorities. They understand the law and raise awareness of child labor issues with farmers and their children.

“Through ARISE, the ILO is also providing training and qualifications for field-workers.”

“Meanwhile, I’m pleased to say the ARISE program is making good progress towards achieving its goals. We’re investing in youngsters and creating a new culture in rural areas through education. There’s also the incentive to diversify production on local farms,” Márcia says. “And together with the Association of Rural Youth of Arroio do Tigre, a fresh produce cooperative is being implemented in 2013. As you can see, ARISE aims to help not only children, but families and communities as a whole.”

Contact

contact@ariseprogram.org

www.ariseprogram.org

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Results in 2012

Goal: To accelerate progress in the elimination of child labor in tobacco-growing communities, through education

Objective 1: Reduce child labor through improvements in education, opportunity and awareness

Brazil	3,788 community members were educated on child labor and risks	266 children and youths benefited from Model Farm School and after-school gardening class	5 rural schools benefited from the More Education Program ¹ (Programa Mais Educação)
Malawi	3,221 people reached with awareness activities on child labor	1,394 children and youths were enrolled in education programs (480 in Model Farm School, 914 in after-school program)	1,031 children prevented from child labor
	598 children benefited from a Family Support Scholarship ²	169 children withdrawn from child labor	914 children benefited from after-school programs and mentoring

¹ Public policy for promotion of after-school activities

² Received school supply kits and after-school programming

Objective 2: Increase economic empowerment in targeted tobacco-growing communities

Brazil	1,270 field technicians ³ trained on child labor regulatory framework and occupational health and safety	136 youths attended Model Farm School ⁴	105 mothers trained in income-generating activities ⁵	98 conditional capital investments ⁶ provided
	83 growers sensitized about entrepreneurship and rural property management	36 mothers trained in entrepreneurship and cooperatives by SEBRAE ⁷	3 Agriculture support specialists	6 Received six months of training in vocational agriculture and safety practices
			5 Trained in agribusiness skills	6 Received a small investment to use to purchase equipment for agribusiness
			7 Brazilian Service of Support for Micro and Small Enterprises	
Malawi	600 mothers gained access to income-generating activities and conditional capital investments	480 youths attended Model Farm School	99 field technicians trained in child labor issues and occupational health and safety	

Objective 3: Improve regulatory frameworks for the elimination of child labor and promotion of education

Brazil	Support for reactivation of Municipal Council for Protection of Children and Adolescents (COMDICA)
Malawi	The partnership supported the development and implementation of the Child Labor National Action Plan for Malawi, the National Child Labor Policy, the Tenancy Bill, the List of Hazardous Work and the Decent Work Policy. ARISE was also key in the organization of the National Child Labor conference

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