

ARISE

ACHIEVING
REDUCTION OF
CHILD LABOR
IN SUPPORT OF
EDUCATION

*Creating
new traditions*

Creating new traditions requires change. It's about finding different ways of doing things, and allowing enough time for them to become the new norm.

In the communities where we work—in Brazil, Malawi, Tanzania and Zambia—we hope to inspire and create change so that children no longer work on farms, but instead go to school and create new opportunities for the future.



ARISE: Achieving reduction of child labor in support of education

The ARISE Program aims to end child labor in communities where JTI sources tobacco leaf. It does this by promoting access to quality education, creating alternative economic opportunities and advocating for policy change.

The ARISE team, and JTI Leaf Technicians in particular, work directly with farmers, local communities, parents, teachers, traditional leaders, and governments to help them create new ways of doing things without relying on child labor.

Building for tomorrow

ARISE initiatives focus
on three key areas:

Education & awareness raising



Inspiring a new approach

ARISE promotes the importance of education and raises awareness of the effects of child labor.

We deliver:

- Awareness raising campaigns
- Family support scholarships
- After School Programs
- Improved learning environments
- Vocational training

Socio-economic empowerment



Finding alternative solutions

ARISE empowers families and communities by developing their income-earning potential.

We deliver:

- Conditional grant distribution
- Scholarships
- Right to Development training
- Income-generating activities training
- Model Farm School training
- Village savings and loans schemes

Legal frameworks



Defining frameworks for the future

ARISE works closely with those that have the power to change legal and regulatory frameworks to improve labor standards.

We deliver:

- Collaboration with governments, worker and employer organizations, local civic and traditional leaders, and other international organizations
- Strengthened capacity of government activities
- Support and advocacy for improved legislation
- Training workshops

**When
we dream
we see
a different
future**

**With
knowledge
those
dreams
can become
reality**



“I manage a four-hectare farm. I learned about child labor from ARISE and JTI agronomy training. Now I employ women instead of children.”

Paulo Banda, Farm Manager,
father of four, Malawi

13,752 people in Malawi learned about child labor through ARISE community-based training during 2015

Nachilango, Amake Ene (Joyce) and Amake Lita carry tobacco from a farm, Malawi – Amake means mother of five





“We’ve built two new teachers’ houses, a new classroom block, and renovated and maintained ten classrooms. A good learning environment makes for a higher quality education.”

Stella Masangano,
JTI Social Programs Manager, Malawi

12 schools in Malawi had access to the
ARISE Teacher Support Program in 2015

Children at Ganya School, Malawi – the school has access to the ARISE Teacher Support Program



“ ARISE provided new equipment to improve our school. It’s made it easier for the children to learn, and they’re also more motivated to attend school.”

Mary Mesala,
Teacher, Zambia

1560 new text books distributed to 22 schools in Zambia during 2015 – other resources provided include desks, dictionaries and light globes

Mary Mesala, Teacher, with pupil Munukayumbwa Munukayumbwa, 7, at Kakanda Primary School, Zambia

“ JTI donates packaging to ARISE for use in basket weaving training. The baskets are sold at local markets, and the money earned helps finance more courses at the center.”

Khalid Hassan,
International Labour Organization (ILO)

260 children in Malawi attended vocational skills training in carpentry, tailoring, knitting, and basket weaving during 2015

A student learns basket weaving at the ILO's Msambo Service Outlet Center, Malawi



A strong partnership for lasting change

The ARISE Program is a unique private public partnership:

ILO is a specialized agency of the United Nations. The world's leading International Programme on the Elimination of Child Labour (IPEC) was formed in 1992.

JTI is a leading international tobacco company, operating in 120 countries and employing around 26,000 people. JTI's goal is to ensure that human rights are respected in all areas of its business.

Winrock International is a nonprofit organization that works to empower the disadvantaged, increase economic opportunity, and sustain natural resources.

Making change happen

All three ARISE partners share responsibility for strategy, implementation, and decision-making. They work together in the field and at management level, sharing skills, expertise and experience.

With the right knowledge and support, anything is possible



“I’ve worked in tobacco for 13 years, four with JTI. Farmers are always interested in ARISE and what the program can offer their children.”

Luis Fernando Becker,
JTI Leaf Technician, Brazil

1074 children enrolled
in formal and non-formal education
and/or After School Programs
in Brazil in 2015

Children play at their home on a farm
in Arroio do Tigre, Brazil

“My life is better now. I have three children and their lives are also better because they can go to school to get an education.”

Thomas Shava,
Farmer, Malawi

724 children in Malawi received awareness raising training at anti-child labor clubs in schools during 2015

Thomas Shava, with his wife Everes and two-year-old son Oscar, Malawi





“I am part of our community’s child labor committee. When we hear of child labor, we go to the villages and explain the effects.”

Makinshi Mponyela, Zambia

918 children in Zambia withdrawn from child labor through formal school reintegration and vocational skills training during 2015

Makinshi Mponyela, 13, and his mother, outside Mangango Secondary School, Zambia

“Our after school students develop culture through dance, recreation and music.”

Rejane Fantoni,
After School Program
Dance Teacher, Brazil

17 schools with access
to the ARISE After School Program
in Brazil in 2015



Girls taking part in an ARISE After School Program
at Jacob Rech School in Arroio do Tigre, Brazil



“Many mothers brought their children to be weighed and vaccinated. We spent ten minutes with each of them and explained the importance of regular check-ups.”

Muyunda Nakachinda,
Nurse at Kakanda Clinic, Zambia

2 new healthcare clinics opened in ARISE communities in Zambia in 2015

Changing traditions

through long-term collaboration



Our goal is to create a cultural shift in thinking by addressing the reasons child labor exists in the first place.

We believe that education gives children and communities the chance for a future free of child labor.

We don't judge those who don't understand what child labor is. Instead we raise awareness and highlight education as the path for a better future.

If families rely on their children as a source of income, we create alternative economic opportunities.

If legal and regulatory frameworks don't prevent child labor, we advocate for policy change.

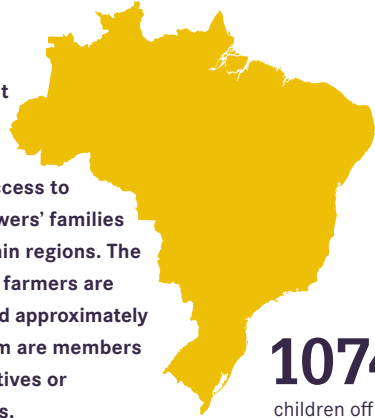
We collaborate with those directly affected and with those that have the power to change things.

Inspiring a new normal in growing communities

Brazil

Tobacco cultivation is important to Brazil's economy.

We have access to 12,617 growers' families in three main regions. The majority of farmers are owners, and approximately 20% of them are members of cooperatives or rural unions.



1074

children off farms and into schools*

5244

community members and teachers educated about child labor

Malawi

Malawi is one of the world's poorest countries. We have access to 8459 growers' families in four main regions. Tobacco is the country's largest cash crop and is mainly cultivated by small-scale growers.



3041

children off farms and into schools

1062

households with improved income

15,346

community members and teachers educated about child labor

2

governmental policies and plans developed with our input

*Children enrolled in After School Programs

Zambia

Tobacco is one of Zambia's most important cash crops, employing almost half a million people.

We have access to 7183 growers' families in two main regions.

Most farmers are smallholders with five hectares of land.



5322

children off farms and into schools

11,570

community members and teachers educated about child labor

797

households with improved income

7

governmental policies and plans developed with our input

Tanzania

Efforts in Tanzania commenced in 2015 with an assessment to determine gaps, challenges and strategies. We have access to 5 grower communities and 2018 farmers and their families.



38

JTI Leaf Technicians trained on child labor

180

farmers observed

“ ARISE vocational training taught me how to sew and tailor. Now I have my own business designing and making clothes. I also teach others to sew.”

Saidi Jekemu,
Business Owner, Malawi

60 ex-child laborers benefited from an ARISE institutionalized apprenticeship model in Malawi in 2015

Saidi Jekemu, 17, Chizungu Village, Malawi



“Our After School Programs are important because children can still be vulnerable to working even if they go to school.”

Daisy Banda,
JTI Social Programs Manager, Zambia

1880 children attended ARISE
After School Programs in Zambia in 2015



Children take a break from after school activities outside a school in Kaoma, Zambia



“I’ve learned so much in my after school classes. I hope my little brother will also get the chance to go one day.”

Julia Frantz,
Gabriel's older sister, Brazil

9-17 age children
can take part in ARISE After
School Programs in Brazil

Gabriel Frantz, at his home on a farm
in Arroio do Tigre, Brazil

“We’ve already built five houses. Our vision is to see ourselves grow and open our own construction company.”

Fadsani Matewere, 18,
Moyenda Balob, 18, and
Hosea Kadyanji, 18,
Builders trained by ARISE, Malawi

\$50 USD

is approximately what it takes
to build a house in Malawi if the community
provides the bricks



A mother, Mary Kalidzang’oma, and her children sit outside their home, a house built by three men trained by ARISE, Malawi



“ARISE After School Programs expand a child’s educational horizon. They provide an opportunity to learn new skills and the chance to build a future.”

Enio Carlos,
JTI Leaf Technician, Brazil

31 new After School Programs
in Brazil in 2015

Andreli Foletto, 11, with Leaf Technician
Enio Carlos in Lagoa Bonita do Sul, Brazil

“I visit farmers daily. Many of their children attend an ARISE school. I see first-hand how much ARISE is improving their lives.”

Kabwe Kapwaya,
JTI Leaf Technician, Zambia

682 pupils from 22 schools in Zambia learned to play chess in 2015



Children learning to play chess at
Kamuni School, Zambia

**“Now that we have
a reliable water source,
more of us come to
school and teachers come
to class earlier too.”**

Maglem Chimua, 13, pupil at
Chitukula Primary School, Malawi

12 schools
in Malawi benefited from ARISE
improvements in 2015

Annes Kennedy Majika, 9, pumps water from the
borehole at Chitukula Primary School, Malawi





“School feeding programs have contributed a lot to ARISE. Students no longer have empty stomachs and they’re more eager to go to school.”

Mayumi Uejima-Carr,
Table For Two Co-President

9227 children
had access to ARISE school feeding
programs in Africa during 2015

A child tends to a vegetable garden that provides produce for the school feeding program at Muuso School, Malawi – the program is implemented in cooperation with Table For Two

“ARISE has changed my life. I was able to buy some piglets that I will breed and sell. ARISE has taught me skills that I can pass down to my daughter.”

Namitondo Malungasiku, Zambia

468 mothers in Zambia trained in agribusiness in 2015



Namitondo Malungasiku and her daughter Nosiku Simate, 10, sit outside a school in Liwena – Kaoma, Zambia



**“ After school activities
are very constructive
for a child’s development.
They learn a greater
sense of self-worth.”**

**Lucimara Jacob,
After School Program
Dance Director, Brazil**

1621 students
in Arroio do Tigre benefited from
ARISE After School Programs in 2015

Girls play at the ARISE After School Program at
Jacob Rech School in Arroio do Tigre, Brazil

**Educate.
Empower. Encourage.**

**Tomorrow
can be different**



**Awareness,
experience
and time
will bring
change**

**We are celebrating the
achievements of ARISE,
but recognize there is
still a long way to go
to eliminate child labor.**

**We are proud to be part
of the solution.**

For more information on the Photography Exhibition and
the ARISE program please contact Renata.Bruzova@jti.com

Photography by Alan Fernandez, Charlescannon



www.ariseprogram.org