

### 4.3 Where is the comparative advantage?

For Canada, the comparative advantage lies in providing additional resources to programmes to prevent child labour from occurring as a consequence of other social, cultural, economic and environmental conditions. Advocacy, to mobilize support for implementation of the articles embodied in the Convention on the Rights of the Child, and to mobilize support for a change in policy which would make primary school education a compulsory requirement for all children would constitute two relatively low cost interventions capable of stimulating change socially, culturally and economically. Canada's investment in primary school education, estimated to be less than 10% at present should be increased to 25% of development programmes investing in children. Programme interventions which target the most impoverished, the hardest to reach, and the most vulnerable because of culture, gender and/or geography are perhaps the most challenging and at the same time most capable of yielding the most significant results. By increasing the options and opportunities for this target group, the risk of exploitation diminishes.

### 4.4 What are the ODA options to address the problem of child labour?

In addition to increasing resources for traditional development interventions to respond to the more systemic causes of the child labour problem, the Canadian government should provide incentives to the Canadian private sector working abroad in developing countries to become more involved in the social development of the countries in which they operate. Businesses could be encouraged to develop codes of conduct and a set of best practices for children. Private sector - NGO collaboration provides interesting opportunities to extend the value of Canada's investment abroad.

Some examples being explored by UNICEF Canada with the private sector include the provision of creche and child care facilities in manufacturing operations - especially important where traditional kinship ties do not exist and the presence of child care facilities supports the economic participation of an increasing number of women who head their families; the donation of a percentage of revenues from the overseas operation to support primary school education in the country; the provision of additional vocational skills training and employment of young people who previously benefited from Canadian development assistance; the promotion of basic child survival and development information in places of employment while encouraging employers to support such practices as exclusive breastfeeding and attendance at immunization clinics.

UNICEF Canada is also planning a small promotional campaign to create awareness among the private sector working abroad about the Convention on the Rights of the Child. Business representatives will also be provided with a synopsis of the situation of women and children in the countries where they work. We are encouraging businesses to work co-operatively with UNICEF Canada or directly with UNICEF overseas for additional guidance to local needs and circumstances.

Attachment 2 provides further information of UNICEF collaboration with Pan Pacific Hotels in Thailand. Participating beneficiaries in this programme are graduates of the Daughter's Education Programme, a prostitute prevention programme in Northern Thailand, supported by UNICEF Canada and CIDA NGO Division.