

A close-up photograph of a pair of hands holding a small, young tree with dark soil. The tree has a thick, dark trunk and a dense canopy of green, needle-like leaves. The hands are positioned at the base of the tree, supporting it. The background is softly blurred, showing more of the hands and the tree's foliage. The overall lighting is warm and natural, highlighting the textures of the soil, the tree's bark, and the skin of the hands.

ISO 26000: Human Rights

# Observing human rights

*The JT Group counts diversity as one of its great strengths, and actively promotes respect, fairness and opportunity for all in its work environments.*

# Putting human rights first

The JT Group reinforces the importance of human rights, in all areas of its business activities and workplaces. Policies are employed to ensure that no employee is subjected to discrimination or exploitation, and is treated fairly and appropriately at all times.

The Group procures a wide variety of raw materials through a complex supply chain that spans the world. Accordingly, all suppliers are expected to observe the sanctity of human rights in their business operations.

These standards are set out clearly in the JT Group's Responsible Procurement Policy and all business partners are held to the same stringent standards.

The contracted growers that supply tobacco to the JT Group are expected to comply with our Agricultural Labor Practices, which define standards and give guidance on labor practices, addressing such issues as child labor.

Child labor is a complex issue within tobacco farming. The JT Group makes it clear to the growers who supply our tobacco that child labor is not acceptable. A fundamental part of this approach is to improve the livelihoods of farmers, their families and communities. For this reason, the JT Group works with international organizations to meet the target of getting children back into schools and keeping them there.

*People's rights to express themselves and work without prejudice are central tenets of the JT Group's culture and working practices.*





# Partnering to help end child labor



*The JT Group's commitment to the future of tobacco growers starts with making sure that children go to school. 'No Child Labor' contracts are reinforced with programs to build schools, investment in infrastructure to improve community livelihoods and through a tailored child labor elimination program, ARISE. By promoting education the JT Group builds an understanding within the communities where it operates, helping to give children a good education and widening their paths to a better future.*

## *The ARISE program*

In February 2012, JTI began a program called ARISE (Achieving Reduction of Child Labor in Support of Education). The purpose is to help eliminate child labor in the communities where it purchases tobacco leaf. This program is currently active in Malawi, Zambia and Brazil.

In developing countries the challenges of child labor are significant, and the JT Group recognizes that it cannot address these without collaborative efforts. That is why the ARISE program partners with the International Labor Organization (ILO) and Winrock International. These two organizations possess specialized knowledge in eliminating or reducing child labor, using experienced teams to develop and monitor activities taking into account local conditions.

Children who have been removed from work as child laborers face considerable barriers to education because they are often far behind, having missed out on the fundamentals. ARISE addresses these by providing educational materials and after-school tutoring that serve as an enhancement to formal schooling. The program also

offers mentoring and access to technical and vocational training for older children through Model Farm Schools and vocational skills courses. Such training ensures that children gain the knowledge and skills needed to achieve food security and a decent livelihood within the rural economy. Family Support Scholarships provide not only educational materials for children, but also entrepreneurship training and conditional capital investments for their mothers or guardians. This encourages them to remove their children from child labor situations and keep them in school.

Through the ARISE program, together with its partners, JTI helps create child labor alternatives. At the same time, it raises awareness on this issue in the most affected communities and increases educational opportunities for local children.

# Putting the program into action



A typical school in the Kaoma district of Zambia, where ARISE was launched this year.

Lucia Kaluzu is a 17 year-old from the village of Kumayani in Lilongwe District in Malawi. At the age of 16 she dropped out of the sixth grade because her parents and others told her she was too old for school. Although Lucia's parents were too poor to keep her in school, her fate changed when the ARISE program came to her village.

ARISE established Child Labor Monitoring Committees in each village, to identify children involved in child labor or at risk of entering into this situation. Lucia was identified as needing support and direction, and was selected to take part in the program's Model Farm School, a six-month vocational agricultural training program. She was also encouraged to re-enroll in school and now attends sixth grade again. Additionally, she received ARISE materials, including a book bag, uniform, exercise books, pens, soap and other necessities. She spends three afternoons each week at a Model Farm School and attends the after-school program two afternoons per week, receiving mentoring and enjoying sports activities.

## *Making a better future possible*

According to Lucia, ARISE changed her life and her perceptions and understanding on many issues. She learned that a young woman has a right to an education and that she can learn other skills and become a farmer herself.

In the Model Farm School, Lucia learned to grow crops using modern, safe techniques designed to produce more on a small plot of land. She wants to finish her education and take up vegetable production on a larger scale as her main business: "I feel I have to choose a different path. I see these women struggling everyday to support their families; their small businesses just cover their immediate needs, but they cannot save money 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."

*"I realized that I was a victim of child labor. ARISE taught me and my friends that child labor is any work that keeps young people out of school. I went home and talked to my parents and, with the support of the program's mentors, members of the Child Labor Monitoring Committee as well as my school teacher and our village chief, I found myself back in school."*

Lucia Kaluzu