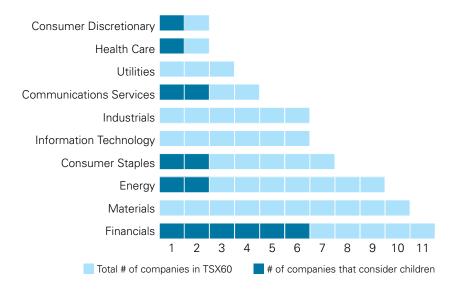


## **Principle 5:** Ensure that Products and Services are Safe for Children

A company has the responsibility to ensure that all products and services for children, or to which children may be exposed, are safe and do not cause mental, moral or physical harm.

The company should ensure that the design of all products and services for children is in line with national laws and safety standards, and, in the absence of adequate national legal frameworks, refer to relevant international and/or industry standards. Products and services not designed for children's use, but nonetheless posing hazards to children, must also address safety concerns. For example, the Canadian Index of Child and Youth Wellbeing estimates that 7.2 per cent of 14-15 year olds in Canada regularly consume high amounts of alcohol, tobacco and cannabis. Businesses can adopt proven methods of risk reduction, such as requiring child-resistant packaging and warning labels for medications and substances that are toxic to children. Products and services might also be misused for purposes that exploit children. For example, internet access, travel services and hotels may be used to facilitate child exploitation and abuse. All of these may also involve the collection, use and sale of children's data. All companies must consider whether they are providing products, services or resources to employees and customers that make it easy or even encourage the exploitation and abuse of children.

## TSX60 Companies that Consider Children in Relation to Products and Services



## Good Practice Examples

- Several Canadian banks and financial institutions provide child-friendly financial products and services, and provide financial literacy and support to children and young people. These include Scotiabank's Talk With Our Kids About Money program, which provides parents and teachers with activities and resources to encourage conversations with children about money and finance. The Royal Bank of Canada provides free, bilingual personal finance education and an accompanying mobile phone application to young people across Canada.
- Several Canadian telecommunications companies have been working together to support MediaSmarts, including Bell and Telus. MediaSmarts develops educational materials and programs for children and young people on digital and media literacy, promoting a positive online experience for teens and pre-teens. These include online tutorials to assist parents with strategies for the digital generation, a web-awareness workshop series for teachers and librarians, and an annual media literacy week to build public awareness of the importance of digital consumers developing critical-thinking skills.

## Relevant Frameworks



 Principle 6: Businesses should uphold the elimination of discrimination in respect of employment and occupation.







- 10.2 Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
- 16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels



- Feeling valued and respected
- Participating in decision-making
- Free to express ideas and opinions
- Taking risks