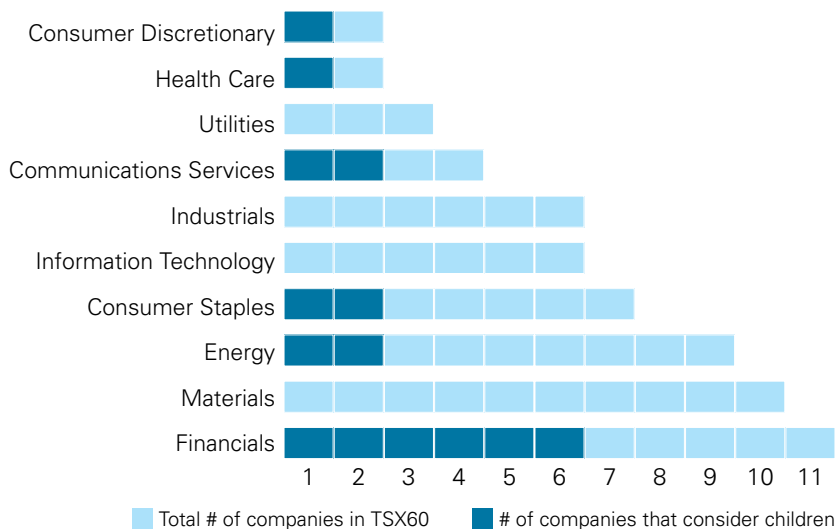




A company has the responsibility to ensure that all products and services for children, or to which children may be exposed, are safe and do not cause mental, moral or physical harm.

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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



Global Compact
Network Canada

- **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

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The Canadian Index of
Child and Youth Well-being

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