1. Programme Identification Details:

<table>
<thead>
<tr>
<th>GTF Number</th>
<th>327</th>
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<tbody>
<tr>
<td>Short Title of Programme</td>
<td>Slavery and Child labour: Governance and Social Responsibility</td>
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<tr>
<td>Name of Lead Institution</td>
<td>Anti-Slavery International</td>
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<tr>
<td>Start date</td>
<td>28/08/2008</td>
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<tr>
<td>End date</td>
<td>31/12/2013 (including a 9 months no cost extension agreed with KPGM)</td>
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<tr>
<td>Brief Summary of Programme:</td>
<td>The programme will make concrete progress on the effective prohibition of worst forms of child labour, and improvements in the prevention, protection, release and rehabilitation of child workers and children at risk. It will build capacity within grassroots local partners and set up lobbying &amp; advocacy campaigns involving the formation of national, regional and international alliances; supported by awareness-raising activities through the media. The campaigns will press for law reform, greater implementation of existing laws, and new independent monitoring bodies. They will be reinforced by training for NGO and statutory service delivery staff on project management, child protection and participation as well as advocacy. The focus is child domestics (who form the majority of child workers) and the particular vulnerability, exploitation and abuse they face as a result of their lack of status as children, the lack of recognition accorded to domestic work as an occupation and the prevailing social and economic background from which most child domestic workers are sourced.</td>
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List all countries where activities have taken or will take place

| Partners and SGS grantees: Costa Rica, India, Peru, Philippines, | |
Tanzania and Togo
SGS grantees: also in Benin and Burkina Faso

Target groups and wider beneficiaries
The key beneficiary group is child domestic workers (CDWs) and former domestic workers. Other beneficiaries/target groups include – NGOs working with children, government ministries and service providers, international institutions & rights mechanisms, legal bodies, general public.

So far the programme has directly benefited over 5,000 CDWs and almost 60,000 others (families, schools, employers, etc). The programme’s overall advocacy aim of promoting the adoption of international and national legislation protecting CDWs will have an impact in the lives of over 15 million CDWs in the 6 countries concerned and others worldwide.

Person who prepared this report
Audrey Guichon, Programme Coordinator (a.guichon@antislavery.org) and Rod Leith, Statutory Fundraising Officer (r.leith@antislavery.org)

2. List of Acronyms
AGTR: Asociación Grupo de Trabajo Redes
ASI: Anti-Slavery International
CDWs: Child Domestic Workers
CSOs: Civil Society Organisations
DNI: Defensa de los Niños Internacional
ILC: International Labour Convention
ILO: International Labour Organisation
IPEC: International Programme on the Elimination of Child Labour
MTR: Mid-Term Review
NDWM: National Domestic Workers Movement
NGO: Non-Governmental Organisations
SGS: Small Grants Scheme
VF: Visayan Forum
VfM: Value for Money

3. Executive Summary (max. 2 pages)
Overview
Despite some delays and setbacks related to the MTR process and subsequent programme re-alignment, progress has been made in all areas of the project, namely research, child participation, Small Grants Scheme, advocacy and engagement with employers.

Research
In October 2010 the first draft of the research Interim Report was produced, bringing together the findings of the first stage (quantitative). The report examines important CDW issues, including age of entry, pull and push factors, tasks performed, contact with support networks (family, friends and NGOs), treatment and payment, and access to education. It also provides an assessment of the psychological wellbeing of CDWs across countries and in comparison to non-CDWs. The Interim Report includes specific reports highlighting the main findings in each of the six countries. Although the research component has been discontinued following the MTR, its initial findings were considered useful to inform and guide advocacy work and have been incorporated in advocacy plans.

Child participation
CDWs are a particularly vulnerable group of child workers, especially in contexts were CDW is culturally accepted whilst child participation is not. In order to tackle these issues, the programme focused on preparing safe environments to enable meaningful child participation. CDWs received training on various topics including child rights, methods of participation, life skills, campaigning and advocacy. This strengthened CDWs’ self-esteem and enabled them to become active advocates of their rights at the international, national and local levels.

As a result, successful participatory advocacy work has been conducted at the international level. During the ILO International Labour Conference in June 2010, 160 CDWs across the six countries were consulted about what they wanted to see included in the convention; 5 CDWs ‘champions’ from Togo, India and Peru voiced their demands in face-to-face meetings with 30+ worker representatives and 30+ delegation representatives. A side event led by CDWs reached over 30 government delegations/NGOs/permanent missions/UN staff, as well as more than 100 members of the public.

Child participation was also fostered at the country level. CDW participatory structures in the form of ACs (or child parliaments) were established in each country, enabling their direct contribution and ownership of advocacy planning and implementation. In Tanzania, for instance, CDWs organised themselves in a national association with over 200 members and are now able to identify and reach new CDWs for peer support, as well as plan their own projects and fundraise independently for them.

Small Grants Scheme (SGS)
The SGS has supported so far 46 CSO projects in eight countries: Benin, Burkina Faso, Costa Rica, India, Peru, Philippines, Tanzania and Togo.
According to the rapid assessment conducted by Anti-Slavery and partners in early 2011, SGS projects have directly benefited 5,142 CDWs and 59,954 other beneficiaries.

Projects within the SGS cover a wide range of interventions and activities aimed at ending the abuse and exploitation of CDWs. Grantees have offered direct assistance to CDWs, including skills-based training, schooling opportunities, rescue and rehabilitation programmes and home visits. However, a greater emphasis is now being placed on advocacy work involving direct child participation. SGS projects successfully engaged with key decision-makers and duty-bearers such as employers, street leaders, ward committees, regional representatives and labour departments to identify gaps in legislation and promote CDWs rights.

The SGS facilitated greater civil society involvement, enabling a growing number of organisations to address issues of concern to CDWs. CSOs grantees are working with other CSOs, universities, religious leaders, schools, families and community members to facilitate the identification of CDWs and promote long-lasting change.

**Advocacy**

In response to MTR and in order to further strengthen advocacy work, Anti-Slavery and local partners developed targeted and detailed national advocacy plans that feed into a global plan, including target-stakeholders, activities and timelines.

Advocacy work established and/or strengthened relationships with duty-bearers, including governments, workers/employers' groups, CSOs, and the public nationally and internationally, for the adoption and implementation of strong policies and legislation to protect CDWs. At the global level, the advocacy work conducted by Anti-Slavery, partners and CDWs themselves contributed to the inclusion of 2 articles specifically protecting CDWs in the draft ILO Convention and Recommendation on Domestic Work.

Partners and CDWs have engaged with key stakeholders at the national and local levels achieving encouraging degrees of success. In Peru, CDW was included as one of the 4 priorities in the National Directive Committee for the Prevention and Eradication of Child Labour (CPETI) National Plan for 2011-2016. Legislative progress has been achieved in Tanzania where bylaws for the protection of CDWs are well advanced in three wards. In the Philippines the National Domestic Work Bill was approved by the Senate in December 2010 and the lower house has submitted a more recent version that embodies the newer articles of the ILO Convention with enhanced CDW protection.

**Engagement with employers**

Although employers were initially reluctant to participate in discussions, interventions by local partners and SGS grantees have led to their increasing involvement in support of CDWs’ rights. Actions targeting employers included home visits, registration of potential employers, encouraging employer participation in workshops & seminars, and promoting signed working
agreements between employers and CDWs. In Tanzania an Association of Responsible Employers is being strengthened, through the SGS. In the Philippines, 410 employers voiced support for CDW rights after receiving orientation by the programme. Visayan Forum also liaised with the Employers Confederation of the Philippines to include CDWs in a Code of Conduct for Employers of Domestic Workers currently being drafted.

4. Programme Management

Romana Cacchioli was appointed Programme and Advocacy Team manager at Anti-Slavery; this GTF programme falls within her team. Two external consultants have been appointed over 2 weeks to assist with the logframe revision and the VfM assessment related to the MTR follow-up.

5. Working with implementing partners

In December 2010 Anti-Slavery and all six partners met in London to discuss the results of the MTR. Following discussions on information sharing and reporting, as well as previous recommendations from DfID/KPMG, improved reporting and accountability mechanisms have been established between ASI and partners. Such mechanisms include introducing quarterly reports by local partners and linking financial disbursements to the receipt of detailed financial reports.

Although a valuable and relevant exercise, the process that followed the MTR affected the implementation of these mechanisms. Developing an appropriate response to the MTR was time consuming both for ASI and local partners, which caused a delay on the delivery of other activities. Moreover, since the MTR response required a re-alignment of the programme, including the logframe, aspects of programme delivery and communication with partners were affected, due to uncertainty as to how outputs and activities would need to be restructured or eliminated. For example, we have not been able to process payments to partners as we are waiting for the budget against re-aligned outputs to be approved. This of course has consequences on the delivery of activities against each output and clearly puts some of the progress achieved so far at risk. However, the introduction of a no-cost nine month extension has mitigated the impact of these delays.

6. Risk Assessment

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<tr>
<th>Risk</th>
<th>Potential impact</th>
<th>Probability</th>
<th>Mitigation measures</th>
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<tbody>
<tr>
<td>Child participation</td>
<td>CDWs are highly mobile lack the time confidence and skills to participate and communicate their message meaningfully</td>
<td>Medium</td>
<td>Low</td>
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</tbody>
</table>

- Partners to maintain regular contact with employers and CDW - due to high mobility encourage them to inform when they change employers. Ensure activities are fun, well planned and safe so that children participate regularly
- Training is to be provided to all partners on CP advocacy and will be rolled out to
<table>
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<tr>
<th>Issue</th>
<th>Relevance of Issue</th>
<th>Strategy</th>
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<tbody>
<tr>
<td>SGS grantees so that they accept and commit to concept and practice of child participation in safe environment.</td>
<td>Medium</td>
<td>Reach out to duty bearers to encourage them to see benefits of child participation &amp; include policy makers in CP training - monitor policy/attitude changes – including with employers to allow CDW to take time off for participating in advocacy activities</td>
</tr>
<tr>
<td>Insufficient funds to support wide range of advocacy activities with duty bearers</td>
<td>High</td>
<td>Ensure that advocacy is strategic and well planned make best use of resources review regularly, every quarter - See if Dfid will allow us to reallocate portion of budget to advocacy activities</td>
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<tr>
<td>Civil Society Responsiveness to Child Rights</td>
<td>Medium</td>
<td>Ensure that CSOs are informed on the issue and coalesce to form networks - Ensure CSOs feel fully implicated in national advocacy plans and activities, transparency in communications, share responsibilities and recognition keep up momentum of activities - Review national advocacy plans every 6 months plans – share what works what doesn’t monitor milestones and targets every quarter</td>
</tr>
<tr>
<td>Accountable/Good Governance</td>
<td>High</td>
<td>Monitor state compliance with existing legislation - Strengthen existing national and local government contacts and establish contacts with relevant ministries, civil servants and local authorities where do not already have them - Provide detailed and concise briefings including case studies - make good use of media to promote public debate and generate public support – eg encourage journalists to do Op Ed and interview State reps - Monitor changes in position nurturing and supporting allies - Keep momentum of advocacy activities</td>
</tr>
<tr>
<td>Employers meet child rights</td>
<td>Medium</td>
<td>Strengthen outreach – identify positive role model employers including those who don’t employ children in advocacy towards their peers – use model contracts - organize regular meetings to highlight the plight of domestic workers and their duty of responsibility - Seek new avenues to connect to non traditional employers such as through rotaries and home owners’ associations –</td>
</tr>
</tbody>
</table>
develop innovative strategies to build awareness amongst employers.

7. M & E Arrangements

The MTR was conducted during the reporting period, including a meeting with all partners in December 2010 and submission of the MTR Report in February 2011. As part of the MTR follow-up and subsequent communication between ASI and KPMG/Triple Line Consulting, the M&E arrangements were revised and strengthened. Detailed risk assessments were conducted in close coordination with partners for the global and national levels, enabling better monitoring of emerging/evolving risks in each country and the development of adequate mitigation strategies.

ASI and local partners conducted a rapid assessment of the Small Grants Scheme (SGS) in early 2011 in order to better monitor and evaluate it. Questionnaires in three languages were completed by each of the current 46 grantees in 8 countries. The information was summarised in a report which details what projects have accomplished to date, the level of child participation, impact assessment, lessons learned, outstanding challenges, organisational capacity and sustainability. The assessment also gathered information on the number of beneficiaries so far: 5,142 CDWs and 59,954 other beneficiaries. The full rapid assessment report is included in Annex C1 (Any Outstanding Issues).

During the MTR gaps in ASI’s monitoring systems to evaluate programme performance and effectiveness were identified. In order to address this and improve ASI’s M&E capacity, it was agreed with KPMG to reallocate part of the research funds to recruit a full time Learning and Accountability Officer in September 2011 for 18 months. An additional partners’ meeting will be organised in September 2011 to review the revised logframe, confirm national targets and milestones and agree a plan to further develop and adapt the M&E framework and processes. The improved M&E system also aims at providing a better VfM assessment and a broader learning process that will be shared with other GTF grantees and CSOs in general.

8. Logframe Changes

With the support of two external consultants, the logframe was revised during the MTR follow-up in order to reflect feedback from the Fund Managers and the resulting programme changes.

The logframe revision focused on strengthening the programme’s fit with GTF objectives, as well as streamlining the different components boosting its focus on advocacy and governance. The goal, purposes and outputs were revised, including the elimination of the research component. The revised logframe has 4 outputs, namely: Child Participation/Responsiveness; Civil Society Responsiveness to Child Rights; Accountable/Good Governance and Employers compliance with Child Rights. Each output has been detailed per
country and smart indicators were defined at the global, purpose and national levels, including milestones and targets to measure results.

The new logframe is included in the Annex A2.

9. Emerging impact on governance and transparency

Interventions from ASI and partners were decisive in influencing important events at the global and national levels, which will contribute to a sustainable impact on the rights of CDWs. At the global level, the partnership had an active presence at the 2010 International Labour Conference (ILC) in Geneva, lobbying with key decision-makers from governments, international organisations, other CSOs and the general public. Direct participation of CDWs was facilitated and they were able to voice their concerns and lobby face-to-face with policy-makers. This work contributed to the decision to put a Convention on Domestic Work forward, rather than a Recommendation and to ensure the inclusion of 2 articles on CDWs. The Convention’s approval and entry into force will represent a definitive step towards sustainable CDW protection internationally.

ASI and partners successfully engaged with other key individuals and organisations at the global level to promote CDW rights. Anti-Slavery was appointed by ILO, World Bank and UNICEF as one of two civil society representatives consulted for the Roadmap for the Elimination of Child Labour (minimum age and worst forms) by 2016. This intervention ensured the inclusion of a specific reference to CDWs as one of the priority sectors in the Roadmap. Finally, Anti-Slavery collaborated with the Special Rapporteur on Contemporary Forms of Slavery on the 2nd thematic report on domestic servitude, providing input on CDW that was mentioned in the final report.

Partners have also engaged with key stakeholders at national and local levels. In Peru, AGTR engaged with over 100 policy-makers at the national level, including the Ministry of Labour, parliamentarians and the National Directive Committee for the Prevention and Eradication of Child Labour (CPETI). As a result, CDW was included as one of the 4 priorities in CPETI National Plan for 2011-2016. In Tanzania, partner Kivulini lobbied with members of the parliament at the national level and with local authorities in 3 wards, resulting in advanced negotiations for the promulgation of bylaws on CDW rights.

In India, NDWM lobbied for the inclusion of CDWs in the national sexual harassment act. NDWM had meetings with 10 members of the Parliament and one of the most influential female politicians in the country and Chairperson of the Women Commission and National Advisory Council, Ms. Sonia Gandhi. She has expressed her support in promoting the rights of domestic workers.

Visayan Forum and CDWs in the Philippines lobbied for a National Domestic Work Bill that reflected ILO Conventions and protected CDWs. The Bill was approved by the Senate in Dec 2010 and the lower house has submitted on first reading a more recent version that embodies the newer articles of the ILO Convention. Visayan Forum and SUMAPI were also active members of the
tripartite Task Force that prepared the Philippines position in relation to the ILO Convention. They achieved a great success with the Philippines being the only country globally to submit a uniform position across tripartite constituents in support of the Convention. Advocacy work also focused on inclusion of CDW in the government’s Labour and Employment Agenda. At local level, a fourth local authority proposed a comprehensive Welfare Code which absorbed provisions of a local ordinance protecting CDWs.

In Costa Rica local partner DNI liaised with policy-makers at the national level, including the Ministry of Labour and the National Directive Committee for the Prevention and Eradication of Child Labour and Protection of Adolescent Workers. At the local level DNI participated in local networks on CDWs rights with local authorities and NGOs. Two groups were formed with community leaders at the local level to promote CDWs rights, monitor and address cases of abuse. Most CDWs in Costa Rica work in their own homes and involving local leaders is crucial given their pivotal role in the communities.

10. Cross-cutting issues

The beneficiary group is composed of children who are overwhelmingly girls. The gender ratio has been confirmed by the results of the first stage of the research, which revealed that the percentages of female CDWs were: 57.7% in Costa Rica, 70% in Peru, 73% in Tanzania, 87.5% in Philippines, 89% in India and 90% in Togo.

Concern over girls’ vulnerability to physical and sexual violence was raised in India, Tanzania and Togo. In terms of their psychosocial wellbeing, the research found a high incidence of depression among girls and several cases of suicidal tendencies. It has also revealed that girls are particularly deprived of school attendance and of the possibility of exploring other avenues of work and personal development. In most countries CDW is extremely gendered and CDWs are usually girls.

In light of these findings and the high proportion of girls among the beneficiary population, special attention has been paid to gender and it will remain integral to the programme’s overall approach.

Given CDWs’ exposure to sexual exploitation and abuse, HIV/AIDS is also a central issue. Initiatives undertaken by local partners seek to reduce the vulnerability to, and incidence of, sexual abuse and exploitation that CDWs face, as well as increasing the profile and recognition of this issue within the public at large, particularly where CDW is regarded as culturally acceptable and no safeguards exist. In Tanzania it has emerged that some girls enter domestic work to escape female genital mutilation at home.

Some specific groups and issues have been identified within child domestic work. Orphan children, including AIDS orphans, are particularly vulnerable to being consigned to domestic work. This is of particular concern in Tanzania and Togo, where over 30% of children have lost at least one of their parents. Another socially marginalised group are migrant children who were found to
suffer from poorer psychosocial health due to the lack of adequate support networks.

Finally, a particular level of vulnerability was identified in Costa Rica, where the majority of CDWs work in their own homes. Due to the nature of this relationship, such CDWs are more susceptible to abuse, exploitation, and isolation. The main challenge of working with this sub-group is the fact that this category is not usually perceived as child labour as such, but rather as a household collaboration by both family and CDWs. In its latest report on hazardous child labour, IPEC/ILO made a reference to this sub-group, which is considered a positive development in bringing attention to the problem.

11. Progress towards sustainability

The MTR meeting in December 2010 provided an opportunity to further develop partners’ capacity, to evaluate the programme so far and to better plan future implementation. During the reporting period the Research Committee Team also met twice, in Mumbai in July 2010 and in London in November 2010. During these meetings partners received training in qualitative research methods and discussed the research findings, which will inform future advocacy work. In Peru, for instance, research results led to the publication of a book that was presented at the National Congress and broadly disseminated by the media.

The impact on governance and policy, as outlined in section 9, provides the strongest potential for the sustainability of the project’s progress, which will be further strengthened by the longer-term impact of the ILO Domestic Work Convention. The adoption and ratification of the Convention will be a definitive contribution to the durable protection of CDWs rights at global level.

In order to further strengthen advocacy and governance work, Anti-Slavery and local partners developed targeted and detailed national and a global advocacy plans that included target audiences, activities and timelines. Such plans enable partners to develop more strategic engagement with key stakeholders and also new strategic partnerships, networks or coalitions, or strengthening their role within existing ones.

Meaningful and non-tokenistic child participation is central to the programme. Besides productive advocacy engagement at the global level at ILO, CDW participatory structures in the form of advisory committees (or child parliaments) were established in each country through this programme, enabling their direct contribution and ownership of advocacy planning and implementation. In Tanzania, for instance, CDWs organised themselves in a national association with over 200 members and are now able to identify and reach new CDWs for peer support, as well as plan their own projects and fundraise independently for them.

In terms of building public support, we are supporting several actions at the global, national and local levels which should contribute to the sustainability of the programmes outputs, especially those related to greater civil society
engagement with CDWs rights. At the global level, the Home Alone campaign reached thousands of people through varied channels, such as postcards (10,000 distributed), webpage (over 5,000 on the campaign pages), Youtube (1,000 and 700 viewings of our campaign short films), e-mail, Facebook and twitter. Campaign material has also been re-tweeted or replicated by other CSOs reinforcing support for the issue and allowing us to share our materials and expanding the reach of our actions further. Awareness-raising activities were also carried out at the national level, including mass rallies and public demonstrations in India, CDW street plays in Tanzania, radio broadcastings in Costa Rica and Togo and photo exhibitions in Costa Rica and Peru.

The realignment of the project towards strategic advocacy and strengthening partners and Anti-Slavery’s capacity in the areas of monitoring and evaluation and child participation will provide long-term improvements in effectiveness and impact that will continue to deliver benefits beyond the life of the project.

12. Innovation

The programme has an innovative approach to the issue of child domestic work from a child rights and gender angle that differs from other initiatives focused on labour/work.

The programme has a strong focus on child participation, which is a major challenge due to the specific needs and characteristics of the beneficiary population. CDWs are a particularly vulnerable group of child workers due to the young age of entry, gender component and live-in nature of work that increases exposure to extended working hours, physical/sexual abuse and social isolation. CDWs often have low self-esteem and are rarely asked for their opinions, especially in countries where child participation is not culturally accepted or stimulated. In this context, the programme focused on preparing safe environments to enable meaningful child participation and to provide CDWs with an understanding of their rights, including their right to participate. Hence, given the specific vulnerabilities of CDWs, this initial nurturing or “inward-looking” stage of child participation was necessary to create the base for successful child-led advocacy work with key stakeholders. This work has already led to several accomplishments, including the participation of CDWs at the ILC 2010 where they lobbied face-to-face with over 60 worker and delegation representatives.

The Small Grants Scheme (SGS) has also proven to be an innovative way to strengthen civil society engagement. The scheme expanded the programme’s outreach capacity, enabling a greater number of CSOs to include CDWs in their priorities and activities. Moreover, experience has shown that in order to reach vulnerable and disempowered populations such as CDWs, it is necessary to initially engage them through the provision of services. This initial engagement will then lead to advocacy work able to influence governance on CDWs rights and protection. Hence, the SGS fulfilled both purposes of outreaching to CDWs that otherwise would have been difficult to engage with, as well to expand civil society engagement.
It is important to note that due to the isolated nature of their work, the use of technology and creative means of communications is very important to reach and engage CDWs in countries that have the necessary infrastructure. To that end, local partners have used creative means to communicate with CDWs and to spread their message among the general public, including the use of text messages (Philippines), radio broadcasts (Togo and Costa Rica), and photo exhibitions and plays at places that gather attention and may be attended by CDWs, such as streets (Costa Rica), malls (Peru) and markets (Tanzania). Also due to CDWs isolation, the programme has performed domiciliary visits in Togo. Despite being resource consuming, visits are necessary to reach CDWs and also to engage employers that are usually resistant to discussing CDWs rights.

13. Learning from GTF

The programme has been able to draw some lessons on civil society’s role in improving governance on CDWs rights. First of all, it has proved extremely important to understand civil society in a broader manner, involving not only NGOs and CSOs, but also universities and the private sector. In terms of engaging with the private sector, VF has established a partnership with Microsoft Philippines to set-up community learning centres to benefit CDWs and victims of child trafficking.

Another lesson is the need to engage with and include other duty-bearers as well as governments, including those who would be violators of rights. The programme worked with employers, which has proven to be challenging. Most employers are at least initially resistant to discussing CDWs rights and/or to allow them to take part in the programme’s activities. However, our experience has shown that unusual alliances like this are crucial to reach the beneficiaries and to promote sustainable changes such as attitudinal shifts. In this particular aspect, the programme has promoted the involvement of employer “champions”, which resulted in major developments such as the set-up of an Association of Responsible Employers in Tanzania. In the Philippines, 410 employers expressed their support for CDW rights after receiving orientation by the programme. Partner Visayan Forum also liaised with the Employers Confederation of the Philippines to include CDWs in a Code of Conduct for Employers of Domestic Workers currently being drafted.

In terms of advocating and lobbying with key stakeholders, the programme has observed that allowing and facilitating child participation has a greater outreach capacity and impact with policy-makers than when organisations or others act for them or on their behalf. Enabling and facilitating child participation is extremely important in our advocacy strategy and CDWs have been able to share their experiences, make their own voice heard and lobby face-to-face with policy-makers both at national and ILO level, all with great success.

Finally, in countries where CDW is socially perceived as normal partners stressed the need to work closely with local leaders and CDWs’ families in order to reach communities and promote long-lasting attitudinal changes.