



## ORGANIZATION

Partners of the Americas, United States of America  
pledges to

**Eliminate child labour in Latin America**

## Eliminate child labour in Latin America

### **Name:**

Eliminating Child Labour in Latin America. Lessons Learned from Partners of the Americas in Latin America and the Caribbean.

### **Description:**

A Multi-Country Approach to Eliminating Child Labour in Latin America. Lessons Learned from Partners of the Americas in Paraguay, Colombia, Ecuador, Panama, and Guyana

To accelerate the achievement of Sustainable Development Goal (SDG) Target 8.7, the United Nations' Alliance 8.7, celebrates the International Year for the Elimination of Child Labour as an opportunity to build on previous efforts and inspire new ones. In this context, Alliance 8.7 invites organizations such as Partners of the Americas (POA) to identify significant and meaningful actions to implement in 2021 to act, inspire, and scale up efforts to eradicate Child Labour (CL). Furthermore, we need to increase our efforts to reach the SDG committed a few years ago to meet the global pledge.

To achieve this, POA is committed to sharing creative solutions, best practices, and lessons learned with relevant stakeholders to create a knowledge-base that will allow all of us to continue implementing our CL eradicating efforts with proven successful and innovative practices that will, in turn, improve the effectiveness of our programming.

The main target audiences of our awareness-raising campaign are public and private institutions and civil society organizations that are impacting the lives of children in Latin America and are partnering with us or have the potential to combat systematic abuses in CL, forced labor, and trafficking in persons (TIP).

The key problem we want to address is the normalization and lack of social, institutional, and political awareness of CL and TIP – sometimes seen as a cultural practice – while increasing the capacity of civil society, the public and private sector, and individuals, as relevant actors to eradicate this problem.

The awareness-raising campaign consists of:

- 1 knowledge product ("A Multi-Country Approach to Eliminate Child Labour in Latin America. Learnings from Partners of the Americas").
- 3 blog posts/stories with lessons learned. A combination of:
  - Successful stories and Impact data
- 1 article published in a relevant newspaper with international reach
- 1 virtual forum (Zoom event with international and local leaders)

## PARTNERS OF THE AMERICAS, UNITED STATES OF AMERICA

- Coordinated messaging campaign with at least 6 relevant stakeholders, including National Ministries/Government Bodies, private sector partners, national federations, etc.

### **Implementation plan:**

#### Expected Results of the Campaign

- Number of institutions that received the knowledge product created by POA (disseminated and presented through the virtual forum)
- At least 6 relevant stakeholders participated in a joint coordinated messaging campaign
- Number of institutions and participants of POA campaign
- Impact in social media (POA, other partners)
- Number of the potential audience (rating, potential audience)

#### Workplan (summary)

- Brainstorming, recompilation of information, systematization. March
- Compilation, edition, design April-May
- Presentation of the knowledge product June
- Dissemination event June
- Social Media Campaigns Throughout the year (May – December)
- Blog posts June, September, November
- M&E + impact December

### **Impact:**

Our pledge expects to contribute to mobilizing efforts of our partner institutions and audiences while learning from other organizations about how best to prevent child labour practices in supply chains and as a cultural practice. Furthermore, our pledge seeks to highlight the additional efforts we need to undertake to reach the SDG goal to eradicate child labour.

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