

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities



Bachelor Thesis

Awareness and Attitudes towards the Ethics of Child

Labour

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BACHELOR THESIS ASSIGNMENT

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Economics Policy and Administration
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Thesis title

Awareness and Attitudes towards the Ethics of Child Labour

Objectives of thesis

This thesis will consider public awareness and attitudes towards the ethics of child labour. It will examine debates about the legal and moral status of child labour and the international organisations and frameworks that address it. This will include issues of exploitation, consent and parental responsibility, as well as global poverty, trafficking and modern slavery. The practical part will investigate attitudes towards and awareness of these issues among the public, through both surveys and interviews. Based on this, the thesis will suggest ways that child labour might be addressed through increased awareness and legal and institutional changes.

Methodology

The literature review will cover the core ethical concepts and legal frameworks concerning child labour, the existing international institutions regulating and addressing the practice, and what is currently known about the practice and its extent.

The practical part will investigate attitudes towards and awareness of child labour among the public through qualitative (interview) and quantitative (survey) research.

The proposed extent of the thesis

40-50 pages

Keywords

Child labour, awareness, inequality, deprivation, educational issues, ethics, slavery, exploitation.

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INTERNATIONAL LABOUR ORGANISATION. (2004). Child Labour: A textbook for university students. Geneva: International Labour Organisation.

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Declaration

I declare that I have worked on my bachelor thesis titled "Attitudes and Awareness towards the Ethics of Child Labour" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 15.03.2021

_____Pismennyi Sergei_____

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Awareness and Attitudes Towards the Ethics of Child Labour

Abstract

This work addresses the ethics of child labour related issues in modern society. The problem of child labour can be seen and observed in almost every environment and society, including even developed and progressive examples. Nowadays, the world has adopted a dynamic and, sometimes, clandestine mechanism, where people barely know anything about the goods and services they order or consume, apart from basic information written on etiquettes. As a consequence, enterprises and companies around the globe are able to conduct the business and production circle whilst neglecting or willingly overlooking the fact a company exploiting vulnerable children and engaging them into child labour, primarily deprives children of their childhood. The author's perception of the child labour issue has prompted him to take an insight into the problem, understand the way how children are lured into child labour, what are the repercussions, and finally, what can be done in order to prevent it from happening. The author will draw conclusions on how the level of awareness of such issues can be raised, based on the results from practical part obtained through the series of interpersonal interviews and the survey. Eventually, the author will try to estimate and what can be changed in order to address the issues more effectively.

Keywords: Child labour, awareness, inequality, deprivation, educational issues, ethics, slavery, exploitation.

Etické problémy spojené s dětskou prací

Abstrakt

Předmětem zkoumání jsou problémy exploatace dětské práce v naší společnosti. Problém dětské práce je prakticky všude, a tedy i v nejrůznějších společenských vrstvách a v nejdůležitějších a největších státech. Dneska je běžná praxe, že na trhu je zboží, o které nemáme důležité základní informace kromě těch, které jsou uvedeny na etiketě. Proto se stává, že mezinárodní firmy a společnosti mohou provádět svoji činnost a produkovat zboží, pokud vůbec zanedbají fakt, že využívají děti a tím přispívají k tomu, že tyto děti nebudou mít žádné normální dětství. Když autor si tuto situaci uvědomil, tak rozhodl provést tento výzkum. Cílem výzkumu je pochopit, jak funguje mechanismus, který umožňuje, že je práce dětí zneužívána, a jaké jsou základní důsledky tohoto fenoménu. Poté, autor se pokouší hledat možnosti, jak by bylo možné zneužívání dětské práce v budoucnosti předcházet. Autor hledá cesty, jak dosáhnout větší odpověďmi veřejnosti o těchto problémech.

Klíčová slova: dětské práce, odpovědnost, nerovnost, vyvlastnění, studijní problémy, etika, otroctví, exploatace.

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List of abbreviations

ILO = International labour office

UN = United Nations

ASEAN = Association of Southeast Asian Nations

GMACL = Global March Against Child Labour

UNICEF = United Nation’s Children’s Fund

Introduction

With expansive industrialisation, the world underwent ground-breaking and sometimes rather shocking changes in the social structure. Those changes were not unnoticeable and had their toll on entire society, customs and habits. However, while some transitions were making the world a better place by raising the level of literacy, education and other social factors, the other steps of industrial and corporate development made people completely overlook some traditional moral principles on who should work in modern society, how should it be delivered and what would be deserved wages. Unfortunately, while performing the steps towards the universal good, which is believed to deliver prosperity to all humankind, some minority groups are often being overlooked. E.g., society tends to forgo the interest of minorities in some issues solely because it is in its interest to do so. Unfortunately, needs of larger social groups are more important. All in all, the topic of this work is definitely something often came across and at least known to all. Nevertheless, children all over the world and in almost every modern country are being exploited, deprived and violated on a daily basis. Companies, which seek to economise and cut the expenses on labour often tend to forget about fundamental principles and morals that were invented, and universally accepted in order to avoid atrocities like child labour from happening.

The way it usually happens, not everyone in this world is utterly blind to these issues. There are currently a lot of strategies from the side of the most powerful humanitarian corporations, like UNICEF, Global March Against Child Labour, International Labour Office, etc, helping to detect and eventually prevent child labour issues. Sometimes, as UNICEF addresses in its manual on child labour's prevention, the central premise of child labour lies in vulnerabilities in social, educational and economic systems all over the world (UNICEF, 2014), and evidently, in some countries, the list of those vulnerabilities is longer than in others, thus making the fight against the child labour, in general, a difficult and painful challenge for everyone, not only for the states affected by the issues.

What is more important, as it will be observed later on, each society and culture has its own way of addressing those issues, varying from a constant and persistent fight against the problem to a relative approval of partial labour amongst children. It does not necessarily mean that by addressing those issues in a positive manner, people do actually realise that almost every child, who is being exposed to intensive, daily and always illegal labour

suffers, as UNICEF states, an exquisite pain from working above the limits, perennial, sexual abuse and deprivation of essential and underlying activities, as well as hobbies like watching TV, listening to music and reading books (UNICEF, 2014). Everything that children must enjoy and profit from – all that is being continuously taken away from them by forcing them into an endless abyss and circle of slavery.

The author's research is bound to analyse the ethical part of child labour issues, which will help to assess the means of raising awareness of child labour issues. By understanding what can prompt children to work from the very childhood, what are the problems that lie on the family level, which could deprive children of their childhood. The profound desire of the author is to play his role in raising awareness of this problem by addressing and analysing the most related repercussions – both physical and mental for children.

1 Objectives and Methodology

1.1 Objectives

One of the primary objectives of the thesis is to analyse the actual level of general awareness of child labour related issues and their ethical side, which have a direct impact on the frequency and number of children working on the verge of physical and mental exhaustion. In addition, one of the main ideas of the work is to analyse the ethical part of the phenomenon.

Then, one of the main ideas is to take an insight into the debates which are going on in the world, thus analysing if each culture's image of child labour somehow reflects on its prevalence in the given environment. Whether people approve or not approve of the idea that children must work instead of studying, whether companies should neglect the exploitation of child labour on their external and internal sites – all this is about to be discovered in order to draw conclusions of how can awareness be raised.

Finally, the author wants to inform everyone about the problem by focusing on the phenomenon of child labour itself, including the depiction of all that children encounter on their long and difficult path while undergoing the process of exploitation.

Based on the theoretical part, the author wants to understand how ordinary people can play their part in the fight against child labour by becoming more aware and interested in the issues that occur quite often but yet are left unnoticed by people mostly in developed countries.

1.2 Methodology

In order to understand the way how awareness and attitudes reflect on the development of the issues, the author is going to analyse all the vulnerabilities that put children all over the world in danger of being lured into exquisite and exhausting labour. Furthermore, the author aims to take an insight into social, economic and cultural factors that precede the emergence of the mentioned above vulnerabilities. The primary method of assessing and evaluating related information is qualitative research, a series of interpersonal interviews and a survey that will eventually help the author to get to the bottom of the human's attitudes towards child labour.

The conclusion of how the phenomenon of child labour is likely to be heard out loud by people in developed countries will be drawn by the author based on the series of interpersonal interviews and the additional survey among participants deriving from different cultures and different age groups, thus, to have a complete understanding how does each personality with entirely different background think about the phenomenon of child labour.

2 Literature Review

2.1 Sources of the problem

“There can be no keener revelation of a society’s soul than the way in which it treats its children.”

Nelson Mandela (Mandela, 1995)

Today, society has achieved a lot of revelations related to science, high technology, economics, but yet, it still lacks some fundamental concepts related primarily to ethics and moral values that are supposed to be present. It may sound controversial but, ultimately, it is possible to draw this kind of conclusions. A lot of ways of treating fatal diseases, dealing with natural cataclysms were found, and society finally seems to live in a relatively peaceful world where the overwhelming part of all inhabitants of the planet does not need to fight for the allocation of essential resources.

Nevertheless, with the development of such a lifestyle, modern society accepted rather a capitalist view of the world and its resources. The one who sells a commodity for a higher price tends to live better than others. However, a blind obsession with living in richness made people forget a lot of the fundamental moral values, which are bound to prevent atrocities and some ethical dilemmas from emerging. The world has long ago abolished slavery on the legislative level in every imaginable part of the planet, but the endless fight against it is far from being over. Slavery is still being conducted on a daily basis in a form somewhat far from the historical, but yet, it has become more severe and painful to some extent.

The term "child labour," as the International Labour Organization describes (International Labour Organisation, International Labour Organization, 2000) is such labour that deprives children of their primary needs such as education. What is more, this labour interferes with children's mental, physical and social development, thus harming them in an irreversible manner.

However, it is vital to mention that not every physical work performed by children should be eliminated, because children and adolescents do obviously have their own right to work generally under acceptable and appropriate conditions (International Labour Organisation, International Labour Organization, 2000). Many companies engage children

to participate in various internships, aiming to build a reliable and stable relationship with future adults, which can improve their public image along with the state of company's affairs. To ensure the functioning of that mechanism, a lot of countries adopted various legislations letting children work under a close inspection and evaluation of the job and working conditions. E.g., a teenager delivering mail to someone house cannot be described as a victim of child labour, because he works as a postman under his free will while also being protected by legislation and working standards set for children in his country.

All in all, getting acquainted with only the definition itself is not enough. The environment around humankind is shaped by its right hands, attitudes and values; all of those attitudes and values create a picture of the world and change it for better or for worse. Every action leads to economic, social and cultural consequences, which are often being left unnoticed due to inner motives of human beings. The phenomenon of child labour is rather a complicated one because almost every culture and ethnicity has its own way of treating those issues. In some cultures, primarily European ones, children are not familiar with taking part in the household's economic activities since childhood. In other parts of the world, based on the local values and traditions, children are not only engaged in economic activities but also obliged to deliver them. The question of whether to criticise foreign traditions of prompting children to work or not, seems off-putting and irrelevant for someone, who believes that parents are not necessarily the ones to blame for the existing and frequency of child labour issues. As almost every prominent organisation believes, the main factors behind child labour issues are so-called vulnerabilities or imperfections in social, economic, cultural and legal systems around the world and in the regions with the highest risk of child labour occurrence (International Labour Organization, 2017).

The list of these vulnerabilities varies from organisation to organisation. For instance, UNICEF believes that two main driving forces behind child labour are poverty and deprivation, which leaves no other option for families but to let their children work. If done otherwise, the very existence of the family will be put under question (UNICEF, 2014). Then, as mentioned earlier, some cultures accept the idea that children should work and they let them work, but the biggest issue is that the local national legal framework does not fully protect and ensure the desired level of working conditions for children. Children, being the most dependent and vulnerable social group in the world, can experience inequality and, peculiarly, they will not be treating it as a threat for themselves, on the contrary, they can start considering that threat and exploitation is a part of normality, thus

failing to notice that something takes a completely wrong turn. (I. Orue, B. J. Bushman, E. Calvete, S. Thomaes, B. Orobio de Castro, R. Hutteman, 2011)

National frameworks often leave the problem unnoticed because, in some countries, the share of children in employment has long ago become unbelievably vast. Therefore, based solely on the economic point of view, by completely demolishing child labour in a country where children represent an outstanding share of all people employed in the country, the economy will be demolished as well, because there will be a shortage of workers. Eventually, it will boil down to even a greater turmoil and circle of poverty. As can be observed in Figure 1, countries with a lower amount of GDP per capita have a greater share of children in employment.

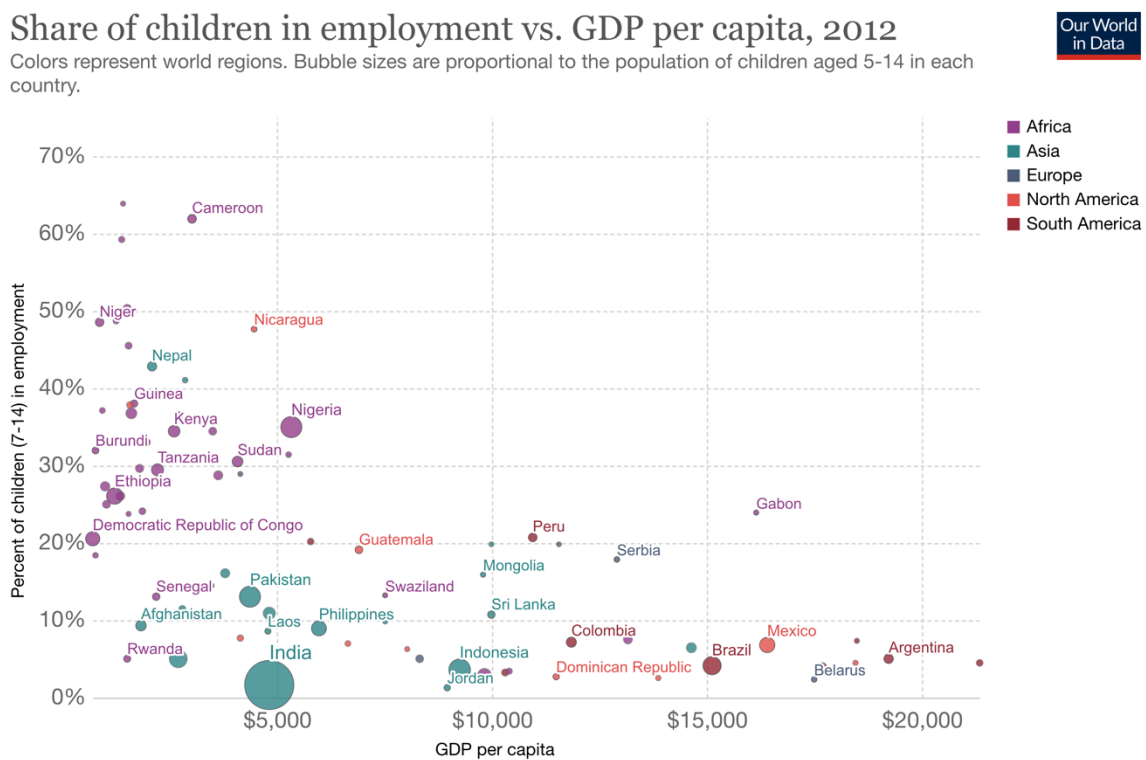


Figure 1, Share of children in employment vs. GDP per capita, 2012. Source: World Bank

By imagining that all child labour will go extinct in the nearest future, there is no need to be an expert to realise the fact that countries' economies will reach the point of no

return. Despite the fact that it may sound like a justification for nations to overlook the issues of child labour, there are various ways of changing the way how matters stand.

2.2 Ethical issues behind child labour

The central leitmotif of this research is to find means and possibilities to raise awareness and one of the first things to bear in mind, upon considering the very core of the subject, is the ethical part. All questions and doubts lead to one simple question – why should not companies hire children and encourage them to work even illegally? To the surprise of many, some people do believe that child labour actually works for the benefit of children and the piece of evidence for this fact will be seen later on in the practical part. It is believed that people think that by allowing children to work, it inevitably helps them develop underlying social skills. However, these people forget about the ethical and moral side of the question, which cannot be neglected due to its great importance.

Ethics and morals may, surely, differ from one person to another, but a conceptual realisation of what is right and what is wrong cannot be completely absent. Toying with concepts of good and evil became so familiar to everyone, that people started to forgo the importance of those concepts, blindly believing that they are somewhat old-fashioned. The ethical side of child labour issues is primarily all about the concept of what is wrong with letting children work. The very idea of involving someone, who is not able to fully realise all seriousness of the situation, is pure evil from both ethical and moral points of views. Undoubtedly, by exploiting children, companies do not only violate their right to be protected from evil, what is supposed to be true, but they also violate all ethical norms and values. After all, child labour is firstly a question of the ethical responsibility of each human being, and only then it is a question of legislative impotence.

2.2.1 Who is Responsible?

Upon sending children to work, the final decision is almost always taken by a legal protector, whose role is usually represented by biological parents or a surrogate. While making a decision to send children to work, people often forget that a child is not typically capable of expressing any act of defiance. Especially, given the fact that a legal protector is usually seen as a superior and pure power in the eyes of children. How can a child openly express a reluctance or fear, when the person feeding and nourishing him tells him to do

something? Moreover, some parents willingly lie to children upon sending them to work, blindly believing that they will do them good by accelerating their integration into harsh reality. Sometimes, children willingly express gratitude and high expectations of their working activity; this must shed clear light on the issue – children, by their very definition, are not able to realise what is being put on the stake, so they are sometimes even willingly choose work over education, simply believing that schools are not the most pleasant places to be.

It is needed to be a realist: parents are usually aware of everything that the child is about to live through. Some of them, however, believe that they can control the process and prevent something bad from happening. Nevertheless, it does not stop some people from sending children to work. It is sensible to understand why – once poor families, who present the overwhelming share of “child labour fabrics” reach the point, where they cannot stay buoyant and survive, the only thing left to do is to send their offspring to work. Here comes the principal question, whether to forgo the child’s future and expose him to all possible threats and outcomes for their own good or to continue living in poverty with a hope of deliverance? Given the fact that almost every parent asks this kind of question to himself, it can be concluded based on numbers and outcomes that modern parents are more prone to sacrifice entire destinies of the most vulnerable and docile human beings on the Earth that children are. While the share of similar situations will be prevailing in the society, it will be making the fight against child labour even more complicated. It is not a fight against greed, corruption and vulnerabilities - it is a fight against entire social groups and cultures, whose moral values do prevent them from taking the correct from the ethical point of view choice (Satz, 2003).

2.2.2 Objectification of Children

Actually, there is a different side of ethics related to child labour. While some cultures are more accustomed to the somewhat universal understanding of who a child is and what is he entitled to, others do stick to their own one. In other words, someone who is fourteen years old in an industrial country is, surprisingly, not considered a child in a less economically and culturally developed society. Obviously, the overwhelming majority of ethnicities and, as a consequence, cultures, tend to use a universal understanding of who belongs to children. However, some African countries do not consider 10-year-old brides or apprentices as children anymore. Hence, according to their customs and traditions, those

children are not only able to work, but also entitled to (Satz, 2003). The question of whether to consider someone a child is obviously a sensitive one. It seems more appropriate and definitely sensible to follow a somewhat international understanding but not the one that was accepted a couple of centuries ago by someone's primitive ancestors.

Nevertheless, there can also be distinguished a different approach to answering the question of why child labour is wrong from the moral point of view. Children do fall into the hands of so-called "abductors" who impose unfair job conditions due to the fact that children do not have any power to stand up against those people coercing them into doing something. Sometimes, children provide their consent for working but it is essential to understand that in order to provide consent for something, someone must clearly understand the situation and the repercussions. What is obvious, indeed, is that children lured into child labour by their free will can also be manipulated by their parents, whose opinion often influences child's decision-making process, because children are not likely to understand the full scale of responsibility, and they simply try to please their parents by doing something that they wish for them. Therefore, it can fairly be said that some individuals consider children as "objects" created to fulfil their own will thus neglecting the fact that children are, in fact, individuals with their free will and autonomy that has to be protected (Radfar A, Asgharzadeh SA, Quesada F, Filip I. , 2018). The ethical dilemma here is that people think that individuals lacking understanding of the situation can be used for the benefit of those "puppeteers" who can manipulate children with the less competent capacity to understand and fully assess what they are about to experience upon providing consent for something. Exploitation, in general, is often represented by manipulating someone who is not able to fully assess a situation due to his or her either physical or mental capacity. Children, unfortunately, are somewhat the most vulnerable and easiest target group for those who constantly seek "objects" who will listen to them and do whatever said even at the expense of their own health and well-being.

Afterwards, should children work to feed families? This kind of belief is actually working against the interest of children. True, it may sound wise and promising, that in order to improve the family's state of affairs, children are participating in economic activities, but it boils down to the fact, that children, unfortunately, are most likely to be victims of their parents or entire national systems and legal frameworks failing to protect them. Clearly, nothing can prevent parents from coercing the most unprotected and harmless group into labour. As miserable as the situation may seem, there are still ways

and ideas of how to protect children. Unfortunately, a large proportion of those parents will not be probably asking questions and expressing interest in participating in proposed solutions, because parents still believe that they know everything and all that they do is done for the utter good of their kind. Sometimes, parents must try to put themselves in children's shoes and imagine what will become of them in a couple of years of intense labour. Additionally, it is wise to mention that some parents may not be aware of the issues and probable outcomes at all. The first and foremost thing to do in order to help people understand and realise this kind of ethical question is to raise awareness of what children are about to undergo and experience. Some things, sadly, are out parents' reach and once the mechanism of child labour is launched, it is almost impossible to stop it. Children's destinies cannot be revoked, and every minute of child labour leaves a vast toll on their prospects in the future in everything that concerns socialisation, education and personal development.

2.2.3 Nature of Activities

Last but not least, various activities usually involve children's active participation: agriculture, manufacturing – the majority of them, obviously, have something in common. However, sometimes child labour can take a different turn and not only exploit children in factories but lure them into something absolutely unacceptable from an ethical, moral and humane point of view. Children are often being engaged in absolutely illegal activities like prostitution and pornography, to mention a few (Satz, 2003). Those activities go entirely against all ethical norms. What makes matters more complicated, it is impossible to assess the damage done to children, as well as the real numbers behind these dark activities. All that makes issues even more complicated from the ethical point of view and, once again, proves the fact that the level of awareness has to be raised and society should not neglect address the issues.

Evidently, this study of child labour should be unbiased. By addressing the issues and failing to provide a clear justification, it will most likely entangle readers and shed a negative light on international organisations, which desperately try as hard as it is possible to change the world. It is wise to halt here and ask a straightforward question: what alternatives do parents have? Unfortunately, in most cases, there are no alternatives for low-income families because of the severity of poverty in their local region. Eventually, what can they do but sacrifice the childhood of their offspring? The question of child

labour is full of moral dilemmas. What can a family that has literally no odds of surviving and being solvent do, if not let their child work? Alas, there are no other opportunities. Child labour issues are extremely severe because it is not only a moral choice - it is virtually an issue that will be eating parents from the inside for ages if not for decades. There is no effort needed to understand that not all parents have their heads in the clouds and not all parents are neglecting their child's destiny. A lot of them, indeed, do realise everything, but the existing system and circle of poverty leave them no other choice but to part ways with their child. This kind of dilemma eventually results in endless despair and hopelessness while dreaming of a sudden deliverance and helpful hand outside of the national framework because it has already failed to help. In addition, it is fair to conclude that this issue is inevitably harmful to almost every party involved. The probable thing to do is to think about an introduction of various alternatives for societies endangered by child labour issues.

Finally, it is quite wise to pose the question of whether different people from absolutely different domains of economic, social and cultural activities identify the same problem in the entire issue of luring children into exquisite labour itself? Presumably, this may be the very core of the complexity of addressing child labour issues nowadays. At this point, it is possible to identify three primary reasons behind the statement "child labour is ethically wrong" and these are: deprivation of childhood, breaking families apart and physical violence. However, it is possible to add many more reasons to state that the exploitation is wrong, but it is important to understand that ethics, as a discipline, is strongly related to the set of moral values that is different from each person to person, which makes almost every ethical issue a complicated enigma to solve. The goal of the total erasing of the child labour phenomenon is not only about vulnerable and endangered regions – it is about eradicating it in every imaginable corner of the world.

2.3 Treatment of child labour issues by authorised institutions

To begin with, the most obvious fact that comes to everyone's mind is that child labour is unanimously prohibited in almost every imaginable environment, country and society around the globe, and it is strongly criticised as well. Although these words are relatively close to the actual truth, they are, unfortunately, far from reality. As UNICEF (UNICEF, 2014) observes, almost eleven per cent of all children on the planet are engaged in child labour, including all possible activities and responsibilities. Nevertheless, it should be clear

that even fundamental rules are often being overlooked by enterprises, companies, productions, fabrics and other related institutions that lie on the supply chains. Their main aim is to maximise the profit by cutting expenses while hiring so-called “cheap labour”.

As it usually happens, every action is bound to find a reaction. The main driving force behind the addressing, fighting and preventing all possible forms of child labour are humanitarian and official institutions, whose legislation, as well as a span of actions, aims at the full extinction and, as a consequence, the prohibition of all forms of child labour not only in official reports, but in real life as well. The issues of child labour are something that every member of society experiences and perceives on a daily basis, yet no one really tries to realise why does it still prevail in modern societies in the 21st century. The 21st century, which has long ago become a summit of the informational revolution, still experiences major problems in the sphere of raising awareness of particular issues. Sadly, the issues of child labour are among those issues, because not everyone understands underlying mechanisms, premises and driving forces behind coercing children into carrying an unbearable burden of labour. As UNICEF (UNICEF, 2014) mentioned it, some children experience working up to 32.2 hours per week, which is unbelievably hard and almost impossible for adolescents and children.

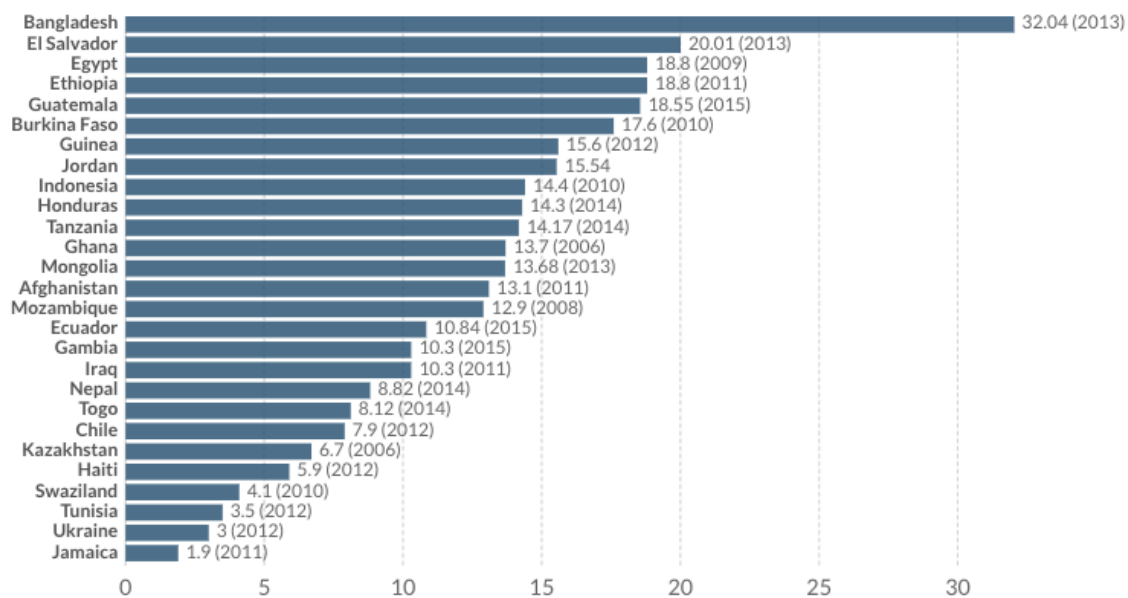


Figure 2, the average number of hours spent working by children in different countries. Source: World Bank

All that boils down to one clear idea: there is a necessity to do something that is bound to help deal with those issues. Fortunately, various institutions and entitled bodies of international organisations like the UN try to unite and cooperate with each other in the

endless conflict with not only the issues of child labour themselves but against the negligence, reluctance and greed among the world's most powerful institutions.

Organisations like Global March Against Child labour, Love 146, UNICEF and others; they collectively try to come to grips with the issues of child labour in every imaginable legal and justifiable way. The span of their actions includes raising funds, predominantly by donations and governmental subsidies, creating manuals and leaflets that would eventually be used in order to shed light on the rhetorical sides of the phenomenon itself, and finally lecturing people. The ultimate objective is to raise awareness of the issues. However, the most apparent drawback of indirect intervention is that the result is visible only in a couple of years, ideally leading to the desired decline in rates and global shares of children being engaged in exquisite labour around the globe. Secondly, results depend entirely on the acceptance of recommendations proposed by those organisations to endangered regions. Evidently, the reason behind this lies in the legal part of the question. Even if international organisations want to act directly in a foreign country, even if their conventions are ratified and signed by this country, they are not able to intervene with the internal politics of countries without the agreement of a country, because it directly violates underlying principles of sovereignty that each state has.

International Labour Organization, in cooperation with Organisation for Economic Co-operation and Development, International Organization for Migration and United Nations Children's Fund, focuses more on specific recommendations, which are believed to completely eradicate child labour and human trafficking in supply chains all over the world. By analysing the connection between value-added for goods and services, and child labour in general, they were able to put down the list of regions with the highest risk of child labour emergence. Then, what is more important, it became possible to assess the top five exporting industries with a risk of child labour in their supply chains (International Labour Organization (ILO), Organisation for Economic Co-operation and Development (OECD), International Organization for Migration (IOM), United Nations Children's Fund (UNICEF), 2019). Whilst organisations like ILO, UNICEF and others will have a clear understanding not only about the regions, but also about the industries which are prone to hire and exploit children, the task of fighting the issues directly becomes more comprehensible, as long as concrete industries in supply chains all over the world will be engaged in the process of negotiating and resolving the issues.

There is a list of adequate suggestions of what must be taken into consideration by national laws and regulations. Especially in the regions with the highest risk of encountering the mentioned issues. Thus, access to quality public education, which will

Region	By DIRECT contributions	By INDIRECT contributions
Sub-Saharan Africa	Agriculture Wholesale and retail Transport and storage Textiles and apparel Food products	Food products Mining, non-energy Basic metals Transport and storage Wholesale and retail
Eastern and South-Eastern Asia	Agriculture Textiles and apparel Wholesale and retail Mining, energy Transport and storage	Food products Textiles and apparel Wood Mining, energy ICT and electronics
Central & Southern Asia	Textiles and apparel Agriculture Wholesale and retail Transport and storage Food products	Textiles and apparel Food products Wholesale and retail Transport and storage Other business services
Northern Africa and Western Asia	Agriculture Wholesale and retail Transport and storage Mining, energy Accommodation and food	Food products Mining, energy Textiles and apparel Wholesale and retail Agriculture
Latin America and the Caribbean	Agriculture Wholesale and retail Accommodation and food Transport and storage Textiles and apparel	Food products Motor vehicles Chemicals Basic metals Textiles and apparel

Table 1, Top five exporting industries with a risk of child labour in their supply chain, Source: Ending child labour, forced labour and human trafficking in global supply chains.

create an opportunity for children to choose education over exhausting and intensive labour, must be guaranteed. Building criminal law enforcement capacity must not only prohibit the use of children in supply chains on the national level, but it must straighten up the list of sanctions, penalties and fines. An outright criminal code on national levels will not only fight with the existing use of child labour, but it will have a positive impact on the rate of decline of future occurrences. These are only a few, but yet so powerful and down to the point recommendations in the form of indirect action from the side of the most powerful organisations.(International Labour Organization (ILO), Organisation for Economic Co-operation and Development (OECD), International Organization for Migration (IOM), United Nations Children’s Fund (UNICEF), 2019)

2.3.1 Child labour as it is

Why should the phenomenon of child labour be in the spotlight? In order to understand the goals behind the fight, it is vital to take a glance at everything that children experience on a daily basis. One of the first things to mention here is the number of hours at work per week. Even when using the numbers from Figure 2, a series of conclusions can be drawn. By taking 32,5 hours of intensive child labour in Bangladesh, it is possible to derive 4,6 days of intensive labour for children, who do not only have a need to work like some adults do because it is not a necessity for them to have any education at all after reaching the age of majority. Labour, which takes up to 4,6 days per week, leaves no other option for children but to drop their educational process, drop their childhood joys and games, and enter into the harsh reality of working under no protection for almost five days per week (International Labour Office, 2004).

Moreover, not all child labour is prompted by poverty and family issues. A large share of children are in the hands of human traffickers – the point where children are completely

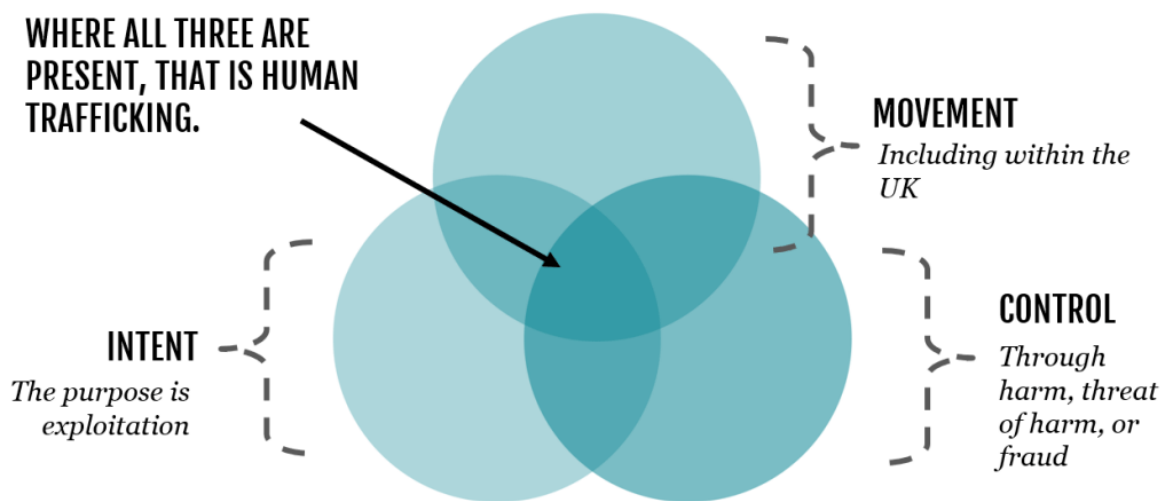
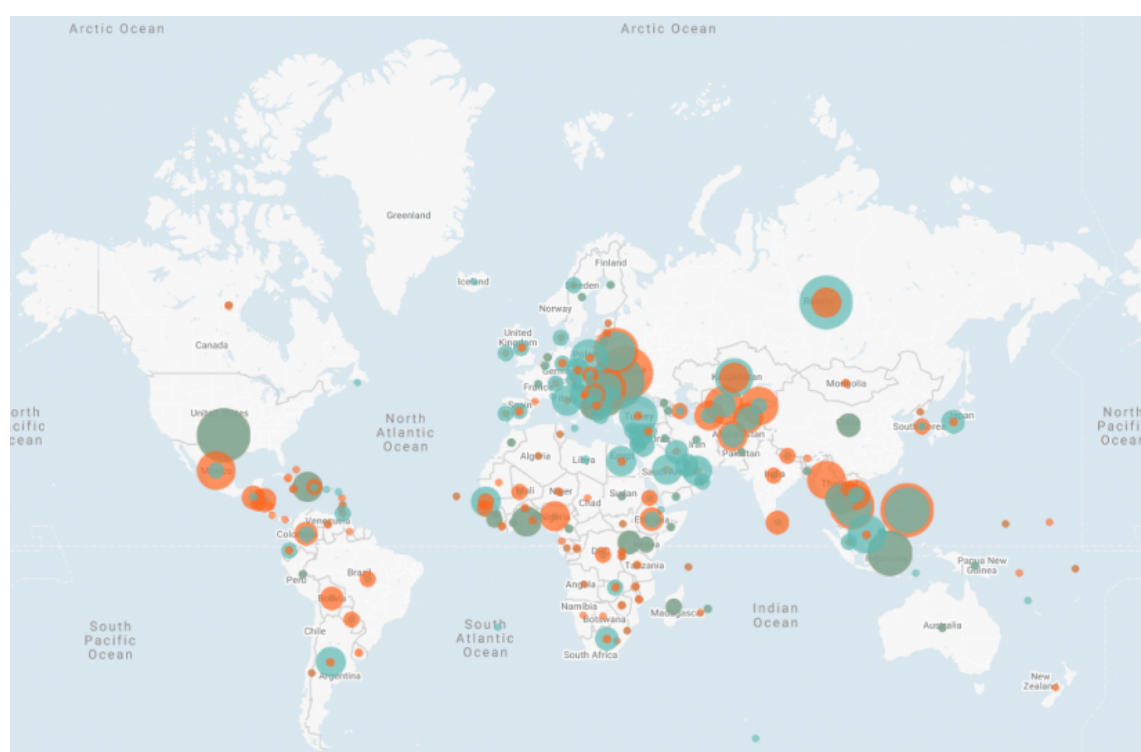


Figure 3, Human Trafficking. Source: Love 146

out of reach for their parents.

As Love 146 official website (Love146, 2020) states it, human trafficking is all about recruiting, transporting, transferring and coercing people into exquisite labour, where children and people will totally have no way of escaping from the hands of traffickers. Love 146 is an official organisation, primarily operating within the United Kingdom. The main goal of the organisation is to fight and address issues related to trafficking and child smuggling in the UK. However, they also tend to expand their sphere of influence by cooperating with other international organisations. On the contrary to smuggling, which

covers mostly all transportation issues, human traffickers deprive children not only of their essential and fundamental means of rejoicing and profiting from childhood, but they keep them as their property, thus raising the question of children's objectification once more. Having said that, it is possible to conclude that issues of human and children trafficking issues can be legally considered as issues of modern slavery. What makes matters worse, almost every organisation involved in human trafficking, tends to have some profit from the abducted ones by coercing them into either life-draining labour or other related and downright wrong activities, such as child prostitution, which is typically widespread in the Asian and Eastern European areas, as the map below shows us.



Map 1, Global Data Hub on Human trafficking. Source: CTDC Global Dataset: Counter Trafficking Data Collaborative 2020.

2.3.2 Proposed solutions

When it comes to facing the issues and choosing strategies, each organisation has its own way of addressing the existing problems. For instance, Global March Against Child Labour is actively cooperating with researchers and activists, who focus on particular regions. The strategy of GMACL is pretty clear: by focusing on specific regions, they will be able to allocate precious resources, such as volunteers, to the local area, thus accelerating the steps of the eradication of child labour. One consequence of such cooperation is the

adoption of “Child-friendly villages”, a model that tries to prevent and fight against child labour in India. By offering a researcher its support, GMACL helps to apply the model locally not exclusively by encouraging and giving instructions but by funding as well (Global March Against Child Labour, 2017). The model’s very core lies in creating an additional institution in village communities, which is eventually bound to engage children in collective thinking and decision-making. What is of the greatest importance is that it helps to raise awareness from people and parents in local communities.

The theory believes that by making children’s voice heard, it will help to prevent major cases of human trafficking and abuse in local communities by primarily addressing local communities, which are believed to be the main fabric of “cheap labour”. Anyhow, the fight, as Global March Against Child Labour believes, must be started from the very core of communities. Almost in every developing country, the overwhelming part of the population is presented by villages and rural areas. On the other hand, the specific character of child labour issues lies in its diversity - every case in almost every region is unique.

In Asia, children are primarily engaged in working on textiles and food, while the South American region is prone to completely different child exploitation occurrences. The South American region is infamous because of a relatively unique way of exploiting children. The concentration of children, engaged in criminal activities, including prostitution and drug selling, is unbelievably high. It boils down to the fact that the region is either unbelievably poor and controlled by criminal organisations, or moral condemnation and limits for child exploitation are something very far from the general "western" ethical understanding. Given the fact that both assumptions are most likely to be true, organisations propose to eradicate the underlying factors, which directly influence the prosperity of child labour. To name a few, criminals influencing politicians’ decisions and controlling supply chains in particular localities.

Almost every organisation is aware of all mentioned above but, once again, no one is able to intervene within the sovereignty of foreign states without consent, so it creates further difficulties for all sides. Unfortunately, as it usually happens, the most losing party are children of local communities, who are being lured into this circle of criminality. Apart from all that, the biggest problem of engaging children in criminal activities lies in the way how it affects children mentally: they start considering everything that is going on around them as a normal routine and part of their lives. Thus, they will not totally be

willing to leave the organisation even upon entering the age of majority. In other words, children's whole engagement in such activities actually popularises it for further generations, members of which, later on, will be engaged in criminal activities themselves by formerly abused children (International Labour Office, 2004). To true, it does not necessarily mean that exclusively the South American region is sensitive to these kind of issues. For instance, recent ILO research on children's participation in drug production among countries participating in ASEAN, sheds additional light and proves that, to some extent, every disastrous environment has some percentage of children working on illegal sites (International Labour Organization, The use of children in the production, sales and trafficking of drugs, 2004). ILO is currently offering three different strategies that are bound to directly impact the actual situation: a street-based intervention that aims to fight mostly drug selling procedures, a school-based intervention that aims to identify approaches and community-based intervention, that aims to detect main factors prompting society to expose and then hire children. (International Labour Organization, The use of children in the production, sales and trafficking of drugs, 2004)

To make an interim conclusion, it is sensible to mention, once again, that all means of fighting and addressing are most likely to boil to one clear proposal – raising awareness of child labour issues in modern communities. As it was possible to observe while following the steps of every more or less prominent organisation, the process is far from being smooth. The objective of this research is to contribute to the fight against child labour by finding out, how it is possible to influence one's awareness and simply shed light not only on the consequences, but on the very existence and the phenomenon itself. However, everyone must understand one concept in advance: this fight is not only a fight that lies in the interest of poor families and societies. This is a kind of battle that involves the participation of the entire humanity. It is not possible to stand still and continue untroubled and happy lifestyle in developed countries that moved farther in their fight against the issues of child labour. It is essential to be concerned about the issues because it is one of the most effective ways to raise awareness. When the entire humanity fights for the same cause – the question of reaching success is only a question of time. By doing so, ethical and social responsibilities will be fulfilled that everyone should always have towards the ones who struggle.

As a logical consequence of the theoretical part, the following part will continue with real participants who have completely different backgrounds, opinions and moral values.

Based on the further practical findings, proposals of how awareness can be raised effectively and quickly will be expressed.

3 Practical part

3.1 Research methods

This research will mostly be divided into two smaller kinds of research involving two similar but yet differing technologies. The first and foremost part will lie in interpersonal interviews consisting of questions, which are of great importance for the subject of research. Based on those questions the level of awareness and the general attitude of participants with completely different backgrounds towards the issue itself, their general level of awareness will be identified. The author would like to understand what are the different factors that influence human behaviour and beliefs towards child labour in general. To ensure that, 3 participants which differ entirely from one another, including their age, job position and religion, were chosen. The author expects to see evidence for the fact that cultural background somehow influences the way how people see a particular subject, as well as the level of awareness.

Afterwards, a unique survey was created, which is bound to help the author understand the general attitudes of a sample with a higher number of participants. All that was mentioned above will be used later on to recommend solutions and ideas of how the level of awareness can be raised for the eventual eradication of child labour issues. The survey is one of the crucial points of research because it helps to see whether the findings after the series of interpersonal interviews match with the results of a bigger group of participants. In addition, the presence of the survey in research will assist the author in having more unbiased final results in research because the possibility that people in the series of interpersonal interviews can have completely different answers because of a probable stressful environment and lack of anonymity should be accepted.. All in all, the application and matching of both means of questioning people is believed to be the most sensible and fruitful mean of achieving goals.

3.1.1 The choice of participants

The main criterion behind choosing someone as a participant was his country of origin and age. It may seem completely pointless to ask children to provide their opinion, so it was vital to ensure that all participants are adults or, at least, adolescents. Participants are

varying not only according to age and the country of origin, their current social position varies as well. In addition, upon selecting them, the priority of choosing people with different cultural and ethnical background was given. As it was already observed in the theoretical part, people's cultural background plays a key role in attitudes towards the issues of child labour in general.

As it was stated before, there is a need to derive different strategies for raising awareness of child labour issues. Unfortunately, deriving only one unique strategy for each environment cannot be enough. As it became obvious from multiply figures and tables presented in the work, the phenomenon of child labour is present in every environment, regardless of the language that is spoken there, ethnical background and traditions that they have. Therefore, those three interviews will be conducted with descendants of completely different families and cultures, who are bound to have something different to say and suppose due to their cultural difference. Every culture has a specific perception, as well as a unique way of reacting to something. The idea is to question participants from three European communities: Western Europe, Central Europe and Eastern Europe. Obviously, they all do share the main trait: they have been raised in a relatively peaceful environment, where the greater proportion of children is not at risk of being coerced into labour. The author thinks that the society that is likely to contribute more to the battle against child labour is the European one. Actually, the reason is evident: the presence of precious resources, both economic and human ones are prevailing there. To get maximum utility from this it is essential to find appropriate strategies and figure out what are already existing levels of awareness of child labour issues.

3.1.2 Remarks on the process

Upon finalising the main methodology of research and considering the idea of interpersonal interviews, something different was expected. The author is, evidently, a human being, like everyone else. Perhaps, the author's awareness of child labour issues was slightly on a higher level than the one that participants had. Nevertheless, participants of the interviews were already moderately acquainted and had some singular attitude towards child labour issues. However, some of them were blindly believing that child labour issues are only present in particular parts of the globe. For instance, the second

participant, judging purely by his actions during the process and assertion, was utterly confident that there is no way these issues can be encountered in the Western part of the world. Partially, his beliefs do have some logic, because it is not possible to compare rates and numbers of children suffering from these issues in, for instance, the Asian region and Europe. Although the numbers are higher in the rest of the world, it does not mean at all that it is fair to just close the eyes on even the slightest occurrences of the phenomenon in the West. The final goal of fighting child labour issues does not lie in eradicating in developing countries. It lies in the full extinction of child labour problems around the globe, as it was mentioned earlier. Even the smallest productions and fabrics, which theoretically, might be engaging from two to five children, even these occurrences must be eradicated from the planet due to its ethical misconduct.

As for the rest of the observations, it was expected that people's beliefs will be concentrating mostly on thinking that child labour is prohibited entirely and there is no way it is possible to engage children in working activities in the most developed countries. Nevertheless, conducted search has fully lived up to the expectations that had been present beforehand. However, in terms of helping to find ways of raising the level of awareness, only one interview actually proposed a ground-breaking concept for addressing the issues of child labour. The first participant interviewed in French mentioned one clear fact: all existing child labour issues are likely to be already known to societies, but yet, they try to close their eyes on those issues, because developed countries, in some way or another, do profit from the existence of child labour issues – they buy clothing, shoes and other commodities for a lower price. This phenomenon will be analysed and evaluated in more detail in the next part of the work. Overall, the process of conducting interviews was relatively peaceful and facile, all participants were properly instructed on the terms and definitions of what is child exploitation. Thus, all possible misconceptions were successfully evaded.

Finally, the process of engaging people in participating in the survey was not quite complicated as well. People expressed their profound desire to contribute to research and, eventually, help the author to contribute his share of effort in the ruthless fight against something morally and ethically unacceptable as child labour is. Contrary to the series of interpersonal interviews, the results of the survey do vary significantly, and every individual has his own way of treating child labour issues - some find it acceptable and

beneficial, while others are more intolerable and completely criticising the phenomenon. All in all, those two techniques proved to be highly efficient.

4 Results and Discussion

4.1 Personal beliefs and attitudes

After conducting the series of interviews, the very first feeling that is perceived is a profound astonishment. In order to understand why, it is needed to take a closer look at the way how human attitudes vary significantly from one to another. Despite the assumption that society, to some extent, has at least some basic understanding of the degree of the problem, some participants still approve of child labour, as it is visible in Figure 5, where 11,7% of participants expressed their approval of child labour.

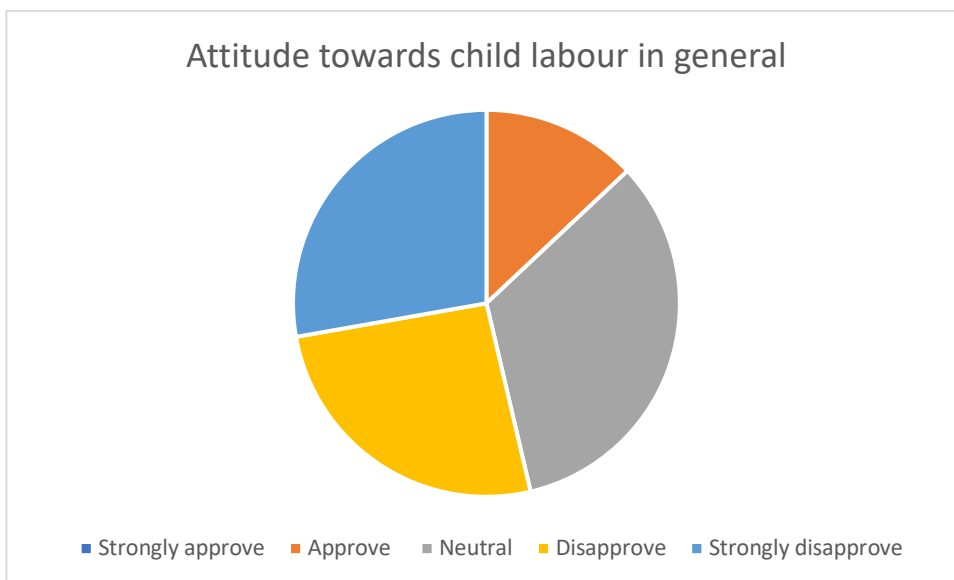


Figure 4, Attitude towards child labour chart

The observation is believed to have its roots deeply connected to the level of awareness of the given issue. Of course, one should not overlook the fact that not every person on Earth is deeply concerned about the ethical and moral side of the child labour question, and there is some room for social deviation. However, it is possible to see that the following percentage is a result of the partial misconception that illegal and harming child labour can somehow help children to develop and to get used to the harsh reality that all human beings share. One of the strongest arguments to support this point of view is the fact that only 10% of respondents were at some period of their lives exposed to child labour, as it is seen in Figure 6.

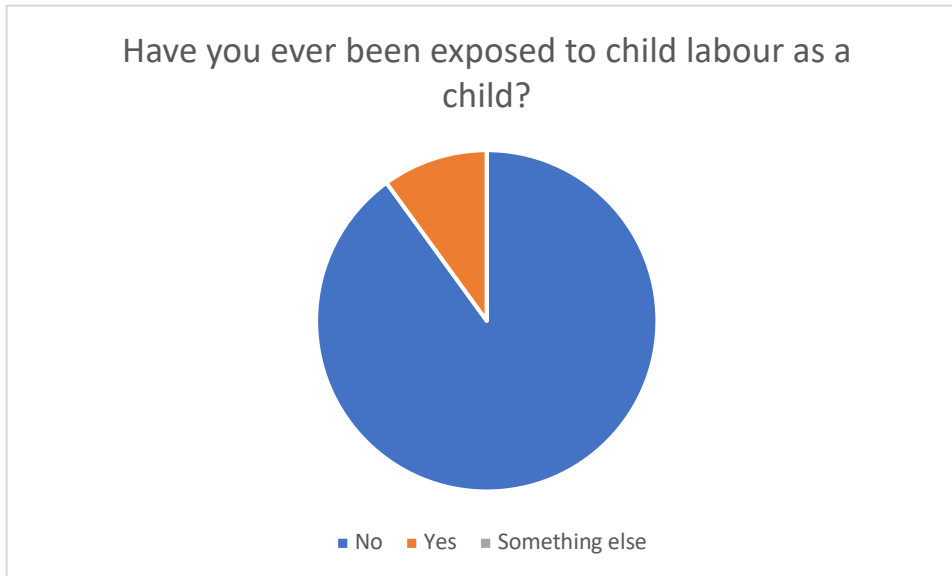


Figure 5, exposure to child labour diagram

By taking a closer look at individual responses, it is possible found out that there are no people, among those who faced child labour themselves, who would express their attitude towards child labour as something but "strongly disapprove". At the same time, the ones who approve of child labour are likely to be unfamiliar with the issue themselves.

The bottom line of analysing these two particular questions is to retrieve a piece of evidence that even if an understanding of the phenomenon is partially correct, some deviations are likely to happen due to the fact that people are completely not aware of what is going on with children lured into child labour. The lack of awareness is proved by an additional analysis of the survey's question on respondents' general attitude towards harm and discrimination of minorities. Almost every respondent who is considered to be in favour of engaging children to work illegally on endangering sites, provided a negative attitude towards harming and violating minorities. It boils down to the fact that not everyone understands what acts of crime and violence poor children all over the world face on a daily basis. This particular phenomenon, once again, has proved that there is a significant need to develop completely new ways of engaging people in volunteering, charity and lecturing people around the world. Deviations were always part of reality, however, when those outliers do belong to the group of people with deviations solely because they do not fully understand the concept and context of the issue, it can be assumed that people who are believed to be against violence and discrimination in any form against

minorities will be fond of intimidating and destroying children's childhoods. An assumption like that is something rather relatively unprobeable and far from reality.

All in all, one becomes clear – based on the sample of respondents of the survey, it is not possible to find an additional mean of teaching people about what is right and what is wrong; everyone clearly sees what should be prohibited and why. However, the main reason behind all misaddresses and misconceptions can lie in the extent of interest. Unfortunately, a lot of people sometimes tend to overlook an issue that is ridiculously unfair and happening somewhere close by because it does not involve and endanger those people directly. The first thing to underline here is the misconception of the conditions where children work. Ethical dilemmas, evidently, should not be overlooked even if they do not interfere with lives directly, undoubtedly because exploiting minorities is wrong by its very definitions and humankind must fight it wherever and wherever there is a similar possibility. If not these who live today, no one will stop this mechanism of breaking children's destinies.

Finally, it is vital to introduce something that can significantly influence social's awareness and perception of the issues. A lot of respondents, upon being asked to name the most vulnerable regions for children's development, claim without any hesitation, as it is seen in Figure 6, that Asia and Afrika are the most dangerous regions. However, it is wise to question whether this information is the result of someone's insight into the subject or a stereotype that people blindly follow. As it has already been mentioned in the literature

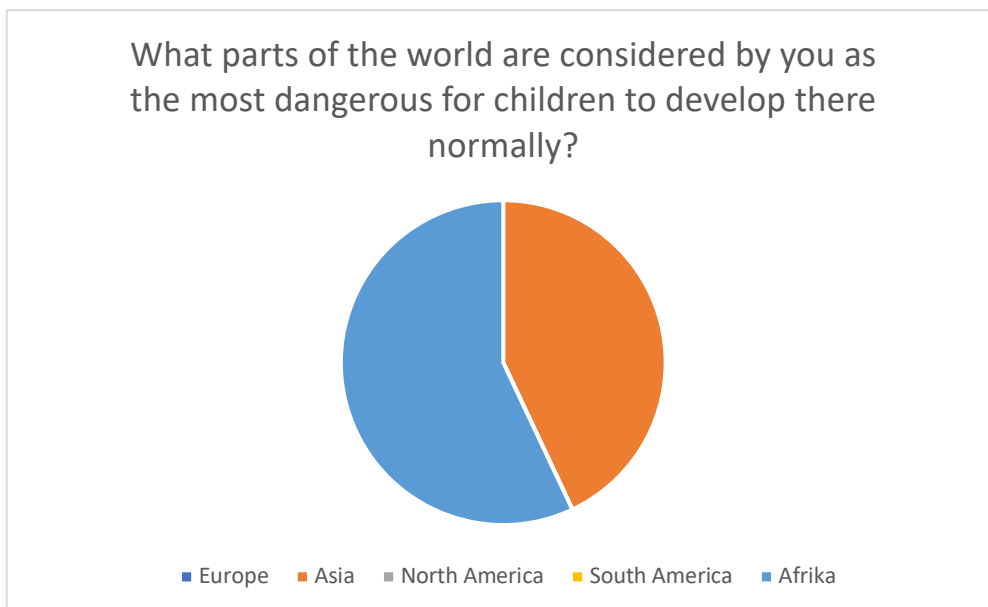


Figure 6, Most dangerous places for children, survey results

review, regions like South America, North America and even Europe – all these regions, to some extent, are prone to have local cases. Undoubtedly, the fact that more developed from an economic point of view regions are less vulnerable to child labour issues strongly influences opinions and beliefs. On the contrary, regions that are traditionally believed to be especially troubled for children, e.g. Africa and Asia are usually the only regions that are being named while asking. Evidently, this causes a great problem because eradicating all child labour in Asia and Africa does not necessarily mean that child labour related issues will disappear in the rest of the world. Tackling the problem in one region and forgiving children in Europe due to its small share of endangered children is wrong not only by its definition but also goes against all ethical aspects that have already been covered in the section above.

4.1.1 The views on child labour according to age, country of origin and previous working experience.

The choice of these factors is not a coincidence. The cultural background, as well as fundamental characteristics prevailing in each human being directly influence the perception of almost everything around. In order to figure out the best ways of accomplishing the goal of finding the means of raising the level of awareness, it is quite essential to develop a universal strategy. The best means of fighting some of the most relevant issues were not created by solely focusing on one or two different social groups. Almost everyone somehow belongs to a particular environment or to a group of interests, which makes up someone's mind and the perception of reality. Evidently, it makes no sense to spend resources, time and effort to attract only one group's attention to the issues of child labour. Thus, it is crucial to have a deeper look at how each group of respondents is aware of the issue, and what do they actually think about the phenomenon itself.

To begin with, it would be wise to start by observing the way how participants differ according to their age. The series of interpersonal interviews will primarily be the main source of information used. As the general impression of each respondent is being observed, it strikes as obvious that the degree of disapproval starts ascending from the youngest group of observations to the oldest. While the first Russian respondent was not

of completely disapproving opinion when saying, *“However, I think that our perception of the issue is a bit exaggerated, and it is more appropriate from the inside than it looks like when analysing it outside of the working or production environment”*. According to him, he does not think that the process of child exploitations looks as wicked and inappropriate from the inside as it looks from the outside. Contrary to him, the third participant from the Czech Republic belonging to the older generation answered the same in a completely different manner by stating, *“Those children can be deprived of their childhood, which would inevitably result in the development of their personality.”*

Then, the second categorical variable splitting participants into three different groups: country of origin. The choice of participants was not a blind one, because it was planned to see the way how each culture and part of Europe estimates the scale of the problem. Actually, three primary regions among the participants can be distinguished: Western Europe with the first participant from Spain, Central Europe with the second participant from the Czech Republic and, finally, Eastern Europe with the last participant from Russia. Overall, a serious similarity between all of them can be found – they all sincerely believe that child labour in the most dangerous form does not exist in their country of origin. Nevertheless, profound differences between them can still be noted, especially in the way how they propose to address those issues.

For instance, the person from Western Europe suggests aiming not only at vulnerable groups and their direct oppressors, but at companies that profit from the weaknesses and imperfections of national frameworks. On the contrary to the first participant, the participant from Central Europe, i.e., the Czech Republic, does not share the same point of view. He proposes to focus on parents, seeing them as the main source of child’s probable misfortune. Finally, the last participant from Eastern Europe thinks that the most effective way to change something is to make people hear a real experience and feelings of those who had faced the issue before. All in all, as it is possible, a particular tendency for each region can be followed. Western society aims for a larger scale, thus suggesting starting to imply sanctions and regulations for enterprises instead of focusing on smaller target groups lying on supply chains. What is more, while moving more to the East, the scale of addressing starts shrieking. In Central Europe, it is not proposed to focus immensely on enterprises – the suggestion concerns only parents. One of the most fundamental observations here can be the conclusion that an understanding of the issues absolutely differs from one to another, which absolutely proves the assumptions in the theoretical part.

When facing a similar dispersion of suggestions and beliefs, it is quite vital to find a compromise, which will be suitable and understandable for each region and each culture. However, as was mentioned before, the less affected regions do contribute more to the fight against child labour. The main reason is that the largest proportion of funds and volunteers are coming from developed states. Evidently, the European region is diverse, each country has its own language and cultural background, so it is absolutely essential to be capable of developing an unbiased and effective solution while taking into consideration all factors and nuances.

Finally, child labour issues are not only ethical and moral issues. What is more important, the very core of the problem is related to labour. At last, the very last category, according to which the respondents were divided, was identified. The first group consists of people currently working in a corporate environment, and the participant from Spain represents the group. The second group consists of people working primarily for themselves in a scientific domain, and the teacher from the Czech Republic represents the group. Then, the last group consists of people who work in a more or less common job, and the group is represented by the sales-assistant from Russia. While taking a look at the way how people's opinions differ according to their current job position, it becomes obvious that it has some direct impact on the proposed solutions and the manneres how they understand the primary source of all problems. Surprisingly, the only participant who blamed big companies for using children was the participant who actually works for a big company. Based on that, it can be assumed that people who work for such enterprises are, to some extent, aware of the existing issues due to the probable understanding and insight into all internal mechanisms that exist in colossal corporations around the world. Apparently, people who sit in offices in Central Europe, for example, are not directly in favour of any child labour themselves, but they are quite aware of those issues, which prompts them to start considering their ethical and moral responsibility while working for a company that is known for exploiting children and using, as the first participant stated it herself "child labour". Then, it is possible to contemplate the neutrality to the subject to the person working in the scientific field, claiming that the existing phenomenon is a simple consequence of parents' ignorance and misconception of their own children's future. All in all, a person who has a common job was less interested in those issues and proved to be rather ignorant and uninterested in seeing the wrong sides of the existing phenomenon.

Conclusions drawn in this chapter are one of the most important and influential for the work so far, because the series of interpersonal interviews showed the real way how each human being differs, the way how personal beliefs vary according to some completely simple traits that all people possess. All in all, organisations fighting against child labour were not astonishingly successful mainly because they were trying to focus on some mediatory solution for only particular groups, thus ignoring the fact that people cannot blindly and unanimously believe in something regardless of their cultural background, age and working experience. More traits and ways of dividing the respondents could also be listed down but these three categorical variables are seen as the most valuable and effective means of making the most from author's observations.

4.1.2 What can influence someone's level of awareness?

All in all, factors influencing someone's mind can be of absolutely different nature, which may or may not be noticeable for decision-makers around the world. Obviously, people with different level of education obtained will have a completely different opinion on the subject, as well as those with different previous working experience. However, one of the most fruitful strategies of influencing one's awareness is public attention and prominence of movements related to the fighting against the issue. Based on all evidence and observations collected, it is possible to see that people less engaged in social interactions while working or in a university are likely to have a lower level of understanding of what child labour is. From the purely ethical point of view, the fact that human conscience does not provoke any guilt or empathy when only a little and sometimes an unnoticed group of people are being violated and harassed causes great problems for creating a universal mean for attracting attention to the problem. Thus, one of the most important traits that a strategy is bound to possess is a prominence and the ability to attract a lot of people easily.

Although not every human being is aware of those issues at all, others are quite aware and, as the first participant said, a lot of us try to make to profit and enjoy some vulnerabilities in the existing system. Sadly, it is not feasible to be able to reach any goal when millions of people willingly support the violence towards children by following cheaper offers. Actually, an assumption that people are not aware of big companies using children as cheap labour can be made but, as it was proved by the work, some people still

know about the existing phenomenon and they willingly close their eyes to make the most benefit from the issue for themselves. Therefore, the most useful way of influencing awareness of people who buy cheap clothing from companies violating children's rights can be a simple prohibition of all economic operations from the part of the company. To make it happen, it would be sensible to create an additional scale of evaluating one's production and supply chain. Eventually, a probable restriction of operations of their favourite brand is bound to make people take insights and realise that everything that they were doing was nothing more than just blind support of those who destroy children's destinies.

4.2 Reflections on the current situation and proposed solutions

With all things being said and listed above, it is time to contribute the author's share of knowledge and experience to the fight against child labour issues. As it was becoming more and more clear, both the overall picture and intensity of child labour are likely to start parting with reality once and for all. Nevertheless, as almost all organisations do state, the universal goal is to make the process go as smooth and rapid as it is possible. With each minute of idleness and ignorance, someone's life is snipping away once and forever. Despite having quite a concentration of exposed children in the Sub-Saharan, African and Asian region, it is not only useful and vital to let the rest of the world know about those issues, but it is also essential in order to succeed.

Fairly speaking, there is a need to admit the fact that almost all wealth of humankind is concentrated in the hands of Western and developed countries. Subsequently, ordinary people are the ones who hold the wealth and represent entire nations. By raising the level of awareness among the very first echelon, a domino effect will be created - people would commence spreading information from one to another that is, indeed, what is appreciated in order to raise the level of awareness. Information about child labour issues, however, must not be distributed as rumours or folklore legends, because human perception can sometimes distort some parts of the narrative in order to make information more attractive for the ears of an interlocutor.

In addition, the most optimal and logical way is to raise funds by governments and not independent organisations, whose operations and charity programs are often being criticised and questioned on the topic of whether children really get some financial help from the amounts raised. The most appealing way, evidently, is to create special various

educative programs intended for schools all over the world, where children, whose perception and beliefs are only getting shaped and some seed of knowledge can be planted, would not only see how lucky they are to evade their probable acquaintance with child labour personally, but they will see what it is and what should be done and delivered wherever and whenever it is possible. Those who will continue building the world, i.e. children of today, who only start their long-lasting journey on the planet, must enlighten the path of ethical and moral responsibility, where children and minorities will never be vulnerable and abused anymore. Indeed, it may sound ideally and grotesquely but one day or another the eternal mission of making this world a better place not only for the mightiest ones but for the most unprotected ones as well will be accomplished.

As a logical consequence of the question posed in the theoretical part, whether different parts of society have a similar understanding of what is wrong with child labour, the author is ready to answer this question based on the work performed. Obviously, issues of child labour are purely ethical ones. Ethics, indeed, can be understood quite vaguely and differently. However, there is no efficient way to address the issues of child labour when every single person sees completely different things in child's exploitation and in fact, almost every single respondent provided a completely different answer on why it is wrong to exploit children. While some believe that the whole process is atrocious simply by its definition, others believe that the worst part of child labour lies in physical and moral harassment of children and partial deprivation of childhood, which is completely against all ethical concepts of treating minorities and children. That observation boils down to the fact that ethics is a complex discipline, but it is inevitably tied to the system of moral norms and duties that do differ among human beings. What does it mean? It does mean that when everyone sees different "wrongs" in the issues of child labour, there is no universal way an interest in the subject can be raised because what is wrong to some people can be understood as something radically different by others. Finally, it is fair to conclude that not only the perception of children's misfortune should be changed but it is also the entire set of moral values that has to be tied to some universal standard in order to unify humanity on the subject. Therefore, the idea to deliver an extensive and profound education process for future generations on the whole subject of ethics will, hopefully, help humanity to develop a clearer understanding of what it is like to be a child coerced into exquisite labour and why is it wrong.

What is more, almost every respondent during the interview provided a completely different response for “*How do you think, what is the number of children working every day in the world?*” question, varying not only in numbers but some of the participants were also hesitating while trying to find their response. Everything mentioned above is a clear consequence of the lack of a universal and international resource or a platform, where all essential data and information will be organised and present in the most convenient form. No doubts that the input of all international organisations fighting for the mutual cause is inexpressible and reassuring, however, it is still hard to be focused and acquainted enough, when all available information is varying from one organisation to another. While some organisations prepare their annual reports once in 4 years, as ILO does, UNICEF and others are doing it less or, on the contrary, more often. Eventually, the degree of insight and awareness constantly get shifted from one year to another, in accordance with more relevant and up-to-date reports. Finally, the best decision to make in that case is the adoption of a universal model or a platform, where all possible information and numbers will be available. In addition, it is completely evident that every entity has its own approach towards fighting the issues. The proposition here is to create an additional institution, which will be represented equally by all international and prominent organisations fighting against child labour in the world. By unifying scarce resources and coordination strategies, it will finally become possible to address those issues in one simple and straightforward way.

However, addressing those issues in a simple and straightforward way can encounter some series of difficulties because of the very perception of the issue. As it became apparent, after conducting the series of interviews, some of the respondents are still struggling to identify what is child labour as a phenomenon. In particular, the distinction between the belief that something is really going on in a specific part of the world can be significantly influenced by bias or a stereotype. For instance, almost every single respondent, upon being asked about the most vulnerable regions to child labour, stated without any hesitation that Asia is suffering from child labour-related issues the most. Apparently, it does not matter whether this fact is true or not because their response was, presumably, highly influenced by stereotypes existing in society. Besides, those stereotypes have a negative side – they do not easily fade away. Theoretically, even if the Asian region will get rid of the heavy burden of child labour in the nearest future, people are likely to bring up the subject of child labour inevitably connected to Asia as the core of the issue. Therefore, the fight must be conducted not only against a complete lack of any knowledge

or awareness, but also against personal misconceptions or stereotypes that undoubtedly cause more harm than even a complete lack of knowledge on the subject.

Additionally, it is fair to conclude that the present day belongs to the age of technological breakthrough, where almost all vital and actual phenomena are posted on social media and other social networking platforms. Actually, a tendency of some particular social movements or gestures that are aimed at raising awareness of some particular issue can be followed. For example, one of the clearest examples of people trying to raise awareness of other issues are uncountable campaigns, where famous people or celebrities, which are always under the spotlight, somehow speak out loud or perform a particular gesture. Many examples can be provided, but the focus will be on the campaign, which is delivered on an annual basis by the Italian football association. Every year, in the month of November, Serie A players are obliged to paint their faces with a red line (i.e., red card to violence), which signifies their repugnance and disagreement with violence towards women (Fermie, 2019). Clearly, football is one of the most popular and watched sports in the world and it attracts millions of people to the screens, especially given the fact that supporters are not allowed to the stadiums almost everywhere in the world. The idea of the



Figure 7, Juventus playing supporting the "red card to violence" campaign. Source: Juventus Official Site

movement is simple, but yet effective - upon seeing a red line, people start asking questions like what it is and why did players actually paint it. Eventually, people watching the competition start searching for information and they gradually become acquainted with the phenomenon, and they start to take more and more insight into the issue. In the case of similar ethical and moral issues, the most important thing is always to raise the level of awareness because social abhorrence is sometimes the only way to make the world

approach the end of some atrocity. Sadly, people abusing minorities are everywhere, and they are made of the same flesh and blood as everyone. It is a must to make them see that the world around them is not ignorant, and it is ready to fight and address the issues.

However, there are no campaigns like the one mentioned above related to child labour issues. Clearly, international organisations could follow the footsteps of organisations fighting violence against women and adopt their example. All in all, such a campaign will undoubtedly raise the level of awareness and make people more involved and interested in the matters of child labour. When a favourite sportsman or athlete is supporting some movement or a campaign, it is apparent that people will start asking questions. Everything, when it comes to raising the level of awareness, starts from asking questions – first people ask questions, then people get interested and finally, they are involved themselves.

5 Conclusion

To conclude, it is fair to say that child labour issues are far from being resolved, and they are still present in the modern world. Over the course of the work, the author was trying to understand the way how ignorance or, on the contrary, interest in child labour issues, can have a direct impact on the actual status of the issue. However, one aspect becomes clear – the world lacks a universal and unanimously accepted mean of fighting child labour together, as human beings. Each group and society, as well as every organisation – everyone follows its own path and tries to address issues in one way or another. Evidently, those who try to profit from the existing vulnerabilities can stay quite relieved while there is no universal force trying to eradicate and destroy their mechanisms of children deprivation.

Nevertheless, there is a beam of hope. Everyone can start from himself and be more attentive to everything going on around him or her. Sometimes, even if it is believed that child labour is not present in society and, let it be true, it must not be forgotten that everyone on Earth can contribute its share to the fighting against something totally unacceptable. Even if people are quite far from the endangered region, it is sufficient to start spreading information and address the issue themselves. Everything great starts from something little, and sometimes humanity lacks this little step towards a better future, where there will be no oppression and discrimination of minorities, it is just necessary to become more and more aware of something quite evident but yet unnoticeable for masses. Actually, those unnoticeable things will never become noticeable if any willingness will or desire to make them stop be expressed. As for entire communities and societies that are essentially made up of individuals, there must also be some changes taken into consideration. While social and economic institutions in most parts of the world are completely neglecting the fact that almost all cheap goods are produced by hands of forced children, as one of the respondents assumes by saying, “...big companies search for the poorest countries to invest and build production chains there, because they know that they can use it for their benefit. It is a fault of consumers when everyone knows that those prices are not real, and there must be something behind it” , and these words, indeed, are not far from the truth, because it is estimated that the list of goods produced by child labour or forced labour comprises 155 goods from 77 countries (U.S Department of Labour, 2018). Undoubtedly, there is a probability that people will not willingly give up spending less, even knowing that the good

they are consuming was created by an exposed child. Therefore, it is absolutely fair to conclude that governmental entities and institutions must impose additional control and verifications on goods imported from foreign countries. Especially, those regulations must impose on goods coming from the regions with the highest index of Child labour vulnerability. When entire societies, preferably the Western one will stop importing those goods, it will inevitably reflect on producers forcing children to work beyond their limits. Issues of poverty must be treated with more precaution everywhere in the world because poverty itself is among the most dangerous reasons prompting the emergence of enterprises that directly pry upon the societies' misfortune by creating working positions with unbelievably low wage rates.

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