GLOBAL BUSINESS NETWORK FOR SOCIAL PROTECTION FLOORS:
4TH ANNUAL MEETING
## GBN Meeting – Agenda

<table>
<thead>
<tr>
<th>Session</th>
<th>Description</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Opening Remarks</td>
<td>09:00 – 09:30</td>
</tr>
<tr>
<td>09:30</td>
<td>Group photo</td>
<td>09:30 - 09:45</td>
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<tr>
<td>09:45</td>
<td>Introduction of participants &amp; Overview of WSPR</td>
<td>09:45 – 10:15</td>
</tr>
<tr>
<td>10:15</td>
<td>Coffee-Break</td>
<td>10:15 - 10:30</td>
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<tr>
<td>10:30</td>
<td>Session 1. Support the development of corporate social protection guarantees in line with ILO standards</td>
<td>10:30 – 11:45</td>
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<tr>
<td>11:45</td>
<td>Session 2. Document the results and impacts of social protection</td>
<td>11:45 – 12:15</td>
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<tr>
<td>12:15</td>
<td>Lunch</td>
<td>12:15 – 13:45</td>
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<tr>
<td>13:45</td>
<td>Session 3. Increase private sector’s involvement in the development of national social protection floors</td>
<td>13:45–15:00</td>
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<tr>
<td>15:00</td>
<td>Coffee-Break</td>
<td>15:00 – 15:30</td>
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<tr>
<td>16:15</td>
<td>Conclusions and next steps</td>
<td>16:15 – 16:45</td>
</tr>
<tr>
<td>17:00</td>
<td>Networking Cocktail</td>
<td>17:00 – 19:30</td>
</tr>
</tbody>
</table>
Introduction of Participants

New Public-Private Partnerships and Collaborations

Longstanding Partners

New Members

New Members

SANOFI

L’ORÉAL

KERING

licas

VINCI

LUKOIL

STOGENSO

SAINT-GOBAIN
• Global overview on trends in social protection systems, including floors. Social protection include:
  • child and family benefits,
  • maternity protection,
  • unemployment support,
  • employment injury benefits,
  • sickness benefits and health
  • disability benefits,
  • survivors’ benefits and
  • old-age pensions

• Estimates on effective social protection coverage to monitor SDG target 1.3

• Universal social protection is generally achieved by a combination of contributory schemes (social insurance) and non-contributory tax-financed benefits, including social assistance
Social security is a universal human right, but…

Only 45% of the world population is covered by at least one social protection benefit (SDG indicator 1.3.1)

4 billion people (55%) are still unprotected

If we consider all areas of social protection from child benefits to old-age pensions

Only 29% of the global population has access to comprehensive social protection

5.2 billion people (71%) are not, or only partially, protected

Source: ILO World Social Protection Report 2017-19, mainly based on Social Security Inquiry
Large coverage gaps…particularly in Africa, Arab States and Asia

**SDG indicator 1.3.1:** Effective social protection coverage, population covered by at least one social protection benefit (%)

<table>
<thead>
<tr>
<th>Region</th>
<th>Coverage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>45.2</td>
</tr>
<tr>
<td>Europe and Central Asia</td>
<td>84.1</td>
</tr>
<tr>
<td>Americas</td>
<td>67.9</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>38.9</td>
</tr>
<tr>
<td>Africa</td>
<td>17.8</td>
</tr>
</tbody>
</table>

The SDGs call for universal social protection. More efforts are needed to extend coverage and ensure adequate benefits.

Social protection systems: a story of success over 100 years

Scope of legal coverage

- Comprehensive scope (all 8 policy areas)
- Nearly comprehensive scope (7 policy areas)
- Intermediate scope (5–6 policy areas)
- Limited scope (1–4 policy areas)
- No data

Progress by social security area

% of countries with social security schemes anchored in national legislation, by policy area (branch)

Large gaps in health coverage and access to health care…

…especially in rural areas

56% of the global rural population lacks health coverage…as compared to 22% of the urban population

Largest exclusions of rural populations are observed in Africa and Asia

Global shortfall of health workers (10.3 million)

- Urban deficit of 3 million
- Rural deficit of 7 million

In rural areas, per capita health spending is only half of that in urban areas

SDG 3.8

The challenge for the future:

Closing persistent coverage gaps… and ensuring adequate benefits

Only 45% of the world population is covered by at least one social protection benefit (SDG indicator 1.3.1).

55% (4 billion) are still unprotected

More efforts are needed:

- Strengthen national social protection systems, including floors
- Extend coverage to those in the informal economy and facilitate their transition to the formal economy
- Ensure benefit adequacy

ILO’s two-dimensional social security extension strategy

- Social protection floor
- Social security benefits of guaranteed levels
- Complementary provision

Source: ILO, World Social Protection Report 2017-19, mainly based on Social Security Inquiry
Global Flagship Programme: Strategy for the first phase (2016-20)

A step by step approach in 21 COUNTRIES to implement SPFs leading to institutional changes and impact on people

1. Adopting national social protection strategies
2. Designing and reforming social protection schemes
3. Improving operations
4. Practical knowledge development:
   - How to guides
   - Country briefs
   - Evidence based advocacy (e.g. business case)
5. Partnerships for success:
   - Deliver as one UN
   - Global Business Network for Social Protection
   - Freedom and Justice for Workers Initiative
   - South-South Cooperation

Cross country advice on thematic areas such as health, climate change, extension to rural areas, humanitarian/development nexus.)
Flagship Programme in 2018

Results Summary for the countries within the Global Flagship Programme 2016-2018
Multi-stakeholder partnership for SDG 1.3

- 21 Pilot Countries
- 40 Partners
- 6 Public Private Partnerships
  - L’Oreal
  - Auchan Weave Our Future
  - King Baudouin Foundation
  - Sanya University/Geely Group
  - Nestle
  - Ogilvy
OBJECTIVES

• Share the **progress and achievements made** to date on the work plan of the Global Business Network for Social Protection Floors

• Define the strategy to **further engage** the GBN Network members in the **achievement of SDG 1.3. on social protection floors**

• Agree on **new commitments** for the year to come, as well as define the GBN’s role in the ILO Centenary Celebrations
COFFEE BREAK

10:15 - 10:30
Session 1. Support the development of corporate social protection guarantees in line with ILO standards

- What tools are required to support companies in developing social protection programmes?
- How can members of the GBN and the ILO contribute to this knowledge development?
- How to further share information among members of the GBN and provide peer-to-peer support?

10:30 – 11:45

Session 2: Document the results and impacts of social protection

Session 3: Increase private sector’s involvement in the development of national social protection floors

Session 4: Strengthen the Global Business Network for Social Protection Floors
Discussion

• Which **corporate social protection guarantees programmes** your company have implemented this year?

• Which **useful information/data/standards** have been used to facilitate the implementation of the programmes?

• **Propose the best way to further foster knowledge-sharing** among members of the GBN and provide peer-to-peer support? Webinars? Best practices guides? Other tools?
Available information on Social Security around the World

World Social Protection Report Database
https://www.social-protection.org/gimi/Wspr.action
- 8 branches
- SDG indicator 1.3.1 on effective coverage by region and countries
- Public social protection expenditure by region and countries
- Type of schemes

Social Protection Inquiry
https://www.iло.org/dyn/ilossen/ssimain.home
- Scheme information
- Population data
- Employment data
- Indicators

ISSA Country Profiles
https://www.issa.int/en/country-profiles
- Indicators
- Scheme Description
- External Scheme Data
- Pensions (voluntary)
- Reforms
- Resources
Session 1. Support the development of corporate social protection guarantees in line with ILO standards

Session 2. Document the results and impacts of social protection
- Ambition in terms of research
- What can members of the GBN do in terms of research?
- What are the costs?
- Propose an action plan

Session 3: Increase private sector’s involvement in the development of national social protection floors

Session 4: Strengthen the Global Business Network for Social Protection Floors
MNEs AND SOCIAL PROTECTION: L’ORÉAL SHARE & CARE

Pelin Sekerler Richiardi, ILO Research Department
Hugues de Beaugrenier, Social Relations Director (France), L’Oreal
THE CASE STUDY OF L’ORÉAL SHARE& CARE SOCIAL PROTECTION PROGRAM

Pelin Sekerler Richiardi, ILO, Research Department
ILO Research Department Working Paper: «Multinational enterprises and social protection: A case study of L’Oréal Share& Care Program”
Objective

Identifying the possible effects of Share & Care by L’Oréal on:
1) Benefits provided
2) Firm performance (employee turnover rate and absenteeism)
Trends in benefits: follow-up tools

1. PROTECT - Welfare

**MUST HAVEs status:** 100%

**GLOBAL status:** 100%

<table>
<thead>
<tr>
<th>N°</th>
<th>Question</th>
<th>Answer</th>
<th>Action Plan and Budget 2015</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Are all permanent employees eligible for life insurance in case of natural death?</td>
<td>Yes</td>
<td></td>
<td>We had a maximum benefit of ARS 4,000,000 for natural and accidental death benefit and disability. In 2015 the capital upgrade will be reconsidered, in the context of high salary inflation.</td>
</tr>
<tr>
<td>2</td>
<td>Is the Insurance in case of natural death granting, on top of social security, a lump sum or equivalent pension of not less than 24x monthly base salary?</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>3</td>
<td>Are fixed term employees eligible for life insurance in case of natural death?</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Are fixed term employees entitled to the same coverage in case of natural death?</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Improvement in benefits: mapping analysis

Simplified Table of Share & Care Program ‘Must Haves’ Implementation Tracker

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BENEFITS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PROTECT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>life insurance (natural death) - 24 mos</td>
<td>•</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>life insurance (accident death) - 24 mos</td>
<td>↑</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>disability insurance - 24 mos</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>sick leave</td>
<td>•</td>
<td>↑</td>
<td>•</td>
</tr>
<tr>
<td><strong>CARE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>medical check-ups</td>
<td>↑</td>
<td>•</td>
<td>↑</td>
</tr>
<tr>
<td>medical insurance - hospitalization, pre-natal, birth, disease at 75% cover</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>medical insurance - medical analysis</td>
<td>↑</td>
<td>•</td>
<td>↑</td>
</tr>
<tr>
<td>medical insurance - drug prescription</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>medical insurance - optical treatment</td>
<td>•</td>
<td>↑</td>
<td>•</td>
</tr>
<tr>
<td>medical insurance - dental treatment</td>
<td>↑</td>
<td>•</td>
<td>↑</td>
</tr>
<tr>
<td><strong>BALANCE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>maternity leave – minimum 14 wks paid</td>
<td>↑</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>paternity leave - minimum 3 days paid</td>
<td>•</td>
<td>↑</td>
<td>•</td>
</tr>
<tr>
<td><strong>ENJOY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PWD-accessible workplace</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>ergonomic training</td>
<td>↑</td>
<td>•</td>
<td>↑</td>
</tr>
<tr>
<td>flexible work hours</td>
<td>•</td>
<td>•</td>
<td>↑</td>
</tr>
</tbody>
</table>

Source: L’Oréal Follow-up Tools (2013-2015), Notes: (↑) Improved from 2013 levels, (•) Already provided by L’Oréal
Improvement in benefits: mapping analysis

Improvement in ‘Must Haves’, by region and benefit, 2013-2015, percentages

- Life insurance - natural death 24 month pension
- Disability insurance - 24 month pension
- Maternity leave - minimum 14 wks paid

Source: L’Oréal Follow-up Tools (2013-2015), Note: Number of countries is different in every region
Objective

Identifying the possible effects of Share & Care by L’Oréal on:

1) Benefits provided
2) Firm performance (employee turnover rate and absenteeism)
<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
<th>Headcount M</th>
<th>Headcount W</th>
<th>Headcount Total</th>
<th>Number of resignations Total</th>
<th>Average age M</th>
<th>Average age W</th>
<th>Average age Total</th>
<th>Absenteeism rate (overall)</th>
<th>Absenteeism sickness rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa Middle East</td>
<td>A</td>
<td>130</td>
<td>231</td>
<td>289</td>
<td>21</td>
<td>35</td>
<td>32</td>
<td>3.0%</td>
<td>0.6%</td>
<td></td>
</tr>
<tr>
<td>Africa Middle East</td>
<td>B</td>
<td>228</td>
<td>56</td>
<td>271</td>
<td>10</td>
<td>34</td>
<td>29</td>
<td>1.6%</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>Latin America</td>
<td>C</td>
<td>24</td>
<td>9</td>
<td>33</td>
<td>12</td>
<td>40</td>
<td>34</td>
<td>1.2%</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>Western Europe</td>
<td>D</td>
<td>32</td>
<td>67</td>
<td>268</td>
<td>6</td>
<td>40</td>
<td>54</td>
<td>1.0%</td>
<td>0.5%</td>
<td></td>
</tr>
</tbody>
</table>

Note: Source L’Oréal human ressources data. Not real data
- Two databases combined
- Different econometric models
  - Fixed effects
  - Random effects
  - OLS with country clusters
  - Nested models: with and without some covariates: age, age squared, shared of part-time, female employees, different benefits…
- Regression of differences between 2013 and 2016

→ Results not statistically significant
Why?

• Not enough data points in time
• Indicators not specific enough
• More variables at the individual and firm levels
• Control groups
What can be done?

- Extract the data already available
  - Individual
  - Firm-level
  - Specific data
- Explore employee satisfaction surveys
- Develop specific indicators and collect data systematically
L’OREAL Share & Care Program collaboration with ILO Research Department

ILO Global Business Network for Social Protection October 23rd 2018
CONTEXT

• Share & Care program was launched with strong conviction but with no predetermined indicators to measure ROI. Priority was given to deployment indicators.

• A worldwide global approach built on 4 pillars giving a particularly broad scope for the program.

LEARNINGS

• Difficulties
  - No benchmark available
  - Very few quantitative and qualitative data related to our program based on social protection policies and initiatives to improve quality of life at work.
  - No possible comparison between subsidiaries having implemented the program and subsidiaries without the program, because of a worldwide implementation.

• Classical HR indicators (headcount turn-over, age and seniority indicators, absenteeism statistics...) are limited to assess impact.
  For example, improved maternity leave duration leads to an increase of absenteeism.

• Missing indicators towards more qualitative expectations from the program.
  No data enabling internal and external effects measurement of the program in terms of corporate image attractiveness, students’ awareness.
ACTION TAKEN AND NEXT STEPS

• Yearly reporting and progress report at end of phase I
  The ILO dashboard will be added of the executive summary to illustrate countries' actions.

• New indicators specific on Share & Care Program are progressively monitored.
  - Since 2014 - number of employees covered by life and total permanent disability insurance in line with Share & Care guidelines
  - number of employees covered by health coverage in line with Share & Care guidelines
  - Since 2016 - number of subsidiaries with a smart working program
  - number of subsidiaries with a daily flexible working time policy.

• Employee’s perception
  Feedback on Share & Care to be organized with a set of specific questions in the next group employees survey.

• Collaborative work to define action on well being
  All countries are encouraged to ask employees to express ideas and expectations on well being at work in a collaborative way (forum, meeting, survey...).
  This will help to involve employees in Share & Care and get qualitative feed-back.
Illustration : student’s survey

1900 students polled, with at least one experience in a company

51 nationalities, 5 continents

WHAT DO STUDENTS EXPECT in terms of work environment ?

What are, among the following, the most important in the choice of my future employer ?

- Occasional or regular working from home
- Daily flexible working hours
- Good parenthood benefits
- Strong coverage of medical expenses
- Strong life disability insurance
- Sports activities at workplace or access to sport facilities
- Good physical work environment (cafeteria, leisure space, garden ...)
- Services at workplace (concierge services)
Work environment
WHAT DO STUDENTS EXPECT?

1. Strong coverage of medical expenses
2. Good physical work environment
3. Daily flexible working hours
Presentation on the upcoming research by Francophone Platform and EN3S

Aurelie Stephan, Benefits & International Mobility Manager at Legrand
RESEARCH PROJECT ON THE IMPACT OF SOCIAL PROTECTION FLOORS

FRENCH-SPEAKING PLATFORM FOR SOCIAL PROTECTION FLOORS

ECOLE DES DIRIGEANTS DE LA PROTECTION SOCIALE
**Good practice guide**: “Monitoring and assessing a programme make it possible to guarantee its long-term durability by regularly evaluating the suitability and integration of actions taken in relation to the company’s economic model.”

**Different impacts**:

- **For the company**: internal/external image, reduction of absenteeism, better attraction and retention of employees...
- **For employees**: impact on health, well-being...

**Assessing the impact of the implementation of a social protection floor is necessary but difficult**
Decided to look for a research team that could help us set up a methodology and tool box to assess the impact of social protection floor programmes.

- **Scope of the study**: parenthood

- **Research team**: Global Watch/Levia Group (www.global-watch.com)

  Global Watch = Canadian platform that helps employers develop their business intelligence on health and well-being at the workplace through scientific and market monitoring

- **Research methodology**: scoping study
  - Review of literature
  - Interviews with companies
  - Synthesis

- **Duration**: approximately 1 year
Research project on business case for social protection in China

Daniel Samaan, ILO Research Department
Qinfu Zhu, Assistant to the President of University of Sanya
Research on expanding the scope of social insurance coverage for Chinese Enterprises

ZHU Qinfu, University of Sanya

中国企业社会保险参保范围拓展研究

中国·三亚学院 朱沁夫
Research on expanding the scope of social insurance coverage for Chinese Enterprises

• Source: International Labour Organization, Geely Group, Sanya Institute
• Research Significance: Combining with the previous experience of the International Labour Organization, this paper investigates and studies China's corporate social insurance system, expands the international vision of social insurance research, develops corporate social insurance training courses based on employers' enterprises and studies the relationship between social security and corporate benefits, to a certain extent, expands employer-based social insurance research. The scope of corporate social insurance coverage.

中国企业社会保险参保范围拓展研究

• 课题来源：国际劳工组织、吉利集团、三亚学院
• 研究意义：结合国际劳工组织的前期经验对中国企业社会保险制度进行调查研究，拓展社会保险研究的国际视野，开发基于雇主企业的企业社会保险培训课程和研究社会保障与企业效益之间的关系，一定程度上扩展基于雇主的企业社会保险参保范围。
Research on expanding the scope of social insurance coverage for Chinese Enterprises

- Research objectives:
- On the basis of international conventions, employers and enterprises should improve their compliance with social insurance laws so that more employees can be better protected.
- Design a corporate social insurance training course for Chinese employers and enterprises.
- Provide enterprise social insurance promotion action plan for employers and enterprises.

中国企业社会保险参保范围拓展研究

- 研究目标:
- 在国际公约的基础上，提高雇主企业对社会保险法律的依从性，使更多的员工得到更好的保护；
- 为中国雇主企业设计企业社会保险培训课程；
- 为雇主企业提供企业社会保险提升行动方案。
Research on expanding the scope of social insurance coverage for Chinese Enterprises

- Research contents:
- Search for international conventions, China and foreign legal provisions on social security
- Define the significance of social insurance to Chinese individuals, enterprises and countries.
- Find cases related to corporate social insurance in China and foreign countries
- Understand the current situation of Chinese employers' insurance and demand for social insurance through research.
- Perfecting the sound mechanism of employers and enterprises for corporate social insurance

中国企业社会保险参保范围拓展研究

- 研究内容：
- 查找国际公约、中国、外国关于社会保障方面的法律规定
- 明确社会保险对于中国个人、企业、国家的意义
- 查找中外企业社会保险的相关案例
- 通过调研了解中国雇主企业的参保现状和对社会保险的诉求
- 完善雇主企业对企业社会保险的发声机制
A study on the relationship between social insurance and business performance of tourism enterprises

• Basic judgment: social insurance is closely related to corporate performance.

旅游企业社会保险和企业绩效关系研究

• 基本判断：社会保险与企业绩效关系密切
<table>
<thead>
<tr>
<th>Particular year</th>
<th>Basic endowment insurance</th>
<th>basic medical insurance</th>
<th>Employment injury insurance</th>
<th>Maternity insurance</th>
<th>unemployment insurance</th>
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<td>2007</td>
<td>76.57</td>
<td>78.44</td>
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<td>99.74</td>
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旅游企业社会保险和企业绩效关系研究（三亚市城镇从业人员参保率%）

<table>
<thead>
<tr>
<th>年份</th>
<th>基本养老保险</th>
<th>基本医疗保险</th>
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</tr>
<tr>
<td>2017</td>
<td>99.62</td>
<td>99.74</td>
<td>98.77</td>
<td>98.77</td>
<td>97.40</td>
</tr>
</tbody>
</table>
A study on the relationship between social insurance and business performance of tourism enterprises

- Proportion of social insurance in Sanya
- The proportion of endowment insurance enterprises undertaking is 19%, institutions undertaking 20%, individuals undertaking 8%; medical insurance enterprises undertaking 8%, individuals undertaking 2%; unemployment insurance enterprises and individuals undertaking 0.5%; industrial injury insurance is determined according to different industries, the range is 0.1% - 0.9%, undertaking by enterprises; birth insurance enterprises undertaking 0.5%.

旅游企业社会保险和企业绩效关系研究

- 三亚市社会保险承担比例
- 养老保险企业承担比例为19%，事业单位承担比例为20%，个人承担8%; 医疗保险企业承担8%，个人承担2%; 失业保险企业和个人分别承担0.5%; 工伤保险根据不同行业进行工伤认定，区间为0.1%-0.9%，由企业承担; 生育保险企业承担0.5%。
A study on the relationship between social insurance and business performance of tourism enterprises

- Research situation
- A combination of questionnaires and in-depth interviews
- The interviewees were mainly the leaders and staff of Sanya Human Resources and Social Security Bureau, as well as the personnel managers and staff of some research units.
- Questionnaire survey is mainly aimed at the issue and recovery of research objects. In the questionnaire design, according to the different types of enterprises to classify the design, and finally formed three kinds of questionnaires, respectively, for enterprise employees, scenic spots and hotels. The questionnaire contains basic information about employees and a survey of employees' social insurance status. It contains 22 questions. The questionnaire contains the basic information of the scenic spot, the survey of the social insurance status and the performance of the scenic spot. It contains 32 questions. The Hotel questionnaire contains the basic information of the hotel, the hotel social insurance status survey and hotel performance, including 34 topics.
A study on the relationship between social insurance and business performance of tourism enterprises

• Research objects:

• Select 18 representative tourism enterprises, including 10 scenic spots and 8 hotels. According to the eight scenic spots (Nanshan Temple, Dongtian, Weizhizhou Island, Tianya Haijiao, Yalong Bay Forest Park, Xidao, Luhuitou and eternal situation), the two 5A scenic spots (Yanoda and Penang Valley) in Dasanya are included in the investigation. The Hotel chooses the International Hotel brand, mainly selects 8 star-rated hotels in Yalong Bay (MGM, Pak Yue, Ritz Carlton), Haitang Bay (Jun Yue, Tianfang Intercontinental) and the East China Sea region (Shanhai Marriott, Yue Rongzhuang, Anatara). Among them, there are three state-owned enterprises, namely, Dongtian, Tianya Haijiao and Luhuitou. They are subordinate units of SASAC of Sanya City. The remaining 15 enterprises are all private enterprises.

旅游企业社会保险和企业绩效关系研究

• 调研对象：

• 选取具有代表性的18家旅游企业，包括10家景区和8家酒店。景区主要根据三亚市纳入旅游统计的八大景区（南山寺、大小洞天、蜈支洲岛、天涯海角、亚龙湾森林公园、西岛、鹿回头和千古情），并将三亚地区的两家5A级景区（呀诺达和槟榔谷）纳入到调研范围内。酒店选取国际酒店品牌，主要选取亚龙湾（美高梅、柏悦、丽思卡尔顿）、海棠湾（君悦、天房洲际）和大东海区域（山海天万豪、悦榕庄、安纳塔拉）的8家星级酒店进行调研。其中国有企业有3家，分别是大小洞天、天涯海角和鹿回头，是三亚市国资委下属单位，其余15家企业均为私营企业。
A study on the relationship between social insurance and business performance of tourism enterprises

• The research time is July 2018 -10 months.
• A total of 220 questionnaires were sent out, 210 were recovered, and 194 questionnaires were valid, with an effective rate of 92%.

旅游企业社会保险和企业绩效关系研究

• 调研时间为2018年7月-10月。
• 企业员工问卷共发放220份，回收210份，剔除信息不完善，不符合要求的问卷，最终形成有效问卷194份，有效率为92%。
A study on the relationship between social insurance and business performance of tourism enterprises

Basic information statistics of respondents:

- For the proportion of respondents, men accounted for 43.3%, slightly lower than the proportion of women (56.7%).
- Age structure in 20-30 years old, accounting for 67.01% of the total, followed by 31-40 years old, accounting for 26.8% of the total.
- In terms of educational level, 56.7% of the respondents had bachelor's degree, followed by professional degree and below, accounting for 35.05% of the total.
- In terms of working years, the respondents' working years mainly concentrated on more than five years, accounting for 29.9% of the total, followed by 1-3 years and 3-5 years, accounting for 25.77% of the total.
- In terms of unit nature, it mainly concentrated in private enterprises, accounting for 43.3% of the total, followed by others, accounting for 27.84%.

旅游企业社会保险和企业绩效关系研究

- 受访者的基本信息统计:
- 就受访者的性别比例来说，男性占到43.3%，略低于女性的比例（56.7%）。
- 年龄结构方面以20-30岁最多，占总比重的67.01%，其次是31-40岁，占总比重的26.8%。
- 文化程度方面，拥有本科学历的受访者最多，占总比重的56.7%，其次是专科及以下学历，占总比重的35.05%。
- 工作年限方面，受访者的工作年限主要集中在五年以上，占总比重的29.9%，其次是1-3年和3-5年，均占总比重的25.77%。
- 单位性质方面，主要集中在私营个体企业，占总比重的43.3%，其次是其他，占比为27.84%。
A study on the relationship between social insurance and business performance of tourism enterprises

- Respondents' perception of specific contents of social insurance and legal provisions

<table>
<thead>
<tr>
<th>Perception Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Very clear</td>
<td>36.08%</td>
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<tr>
<td>Clear</td>
<td>31.96%</td>
</tr>
<tr>
<td>Normal</td>
<td>28.87%</td>
</tr>
<tr>
<td>Unclear</td>
<td>3.09%</td>
</tr>
<tr>
<td>Totally unclear</td>
<td>0.00%</td>
</tr>
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</table>

旅游企业社会保险和企业绩效关系研究

- 受访者对社会保险具体内容和法律规定的感知
A study on the relationship between social insurance and business performance of tourism enterprises

- Respondents' perception of social insurance benefits

<table>
<thead>
<tr>
<th>Perception</th>
<th>Very clear</th>
<th>Clear</th>
<th>Normal</th>
<th>Unclear</th>
<th>Totally unclear</th>
</tr>
</thead>
<tbody>
<tr>
<td>占比</td>
<td>28.87%</td>
<td>37.11%</td>
<td>25.77%</td>
<td>7.22%</td>
<td>1.03%</td>
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</table>

旅游企业社会保险和企业绩效关系研究

- 受访者对社会保险享受待遇的认知
A study on the relationship between social insurance and business performance of tourism enterprises

- Respondents' satisfaction with corporate social insurance

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
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<tbody>
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<td>26.80%</td>
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<tr>
<td>Satisfied</td>
<td>39.18%</td>
</tr>
<tr>
<td>Normal</td>
<td>25.77%</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>4.12%</td>
</tr>
<tr>
<td>Very unsatisfied</td>
<td>4.12%</td>
</tr>
</tbody>
</table>

旅游企业社会保险和企业绩效关系研究

- 受访者对企业社会保险的满意度
A study on the relationship between social insurance and business performance of tourism enterprises

• Basic conclusions:
• The social insurance coverage rate of state-owned tourism enterprises is as high as 100%, and that of private tourism enterprises is more than 90%. Thus, the state-owned tourism enterprises can achieve comprehensive coverage, higher wages, better invisible welfare, and greater attraction for talent. Private tourism enterprises can attract and retain most of their employees because of their operating costs and employee turnover, although they are not fully covered.
• Employees of tourism enterprises attach great importance to social insurance, but their understanding of the enjoyable treatment is relatively low, which needs to be popularized.
• In the analysis of the relationship between social insurance and corporate performance of tourism enterprises, the initial prediction is weak correlation between the two. After obtaining the specific data, each factor analysis is carried out to further study.

旅游企业社会保险和企业绩效关系研究

• 基本结论:
• 国有旅游企业的社会保险覆盖率高达100%，私有旅游企业的社会保险覆盖率在90%以上。由此可见，国有旅游企业能够达到全面覆盖，工资待遇较高，隐形福利较好，对人才的吸引力较大。私有旅游企业考虑到企业的经营成本和员工的流动，虽然未能全面覆盖，但整体覆盖率较高，能够吸引并留住大多数员工。
• 旅游企业员工对社会保险的重视度高，但对于可享受待遇的了解度相对较低，有待于普及。
• 在分析旅游企业社会保险与企业绩效之间的关系时，初期预判两者之间是弱相关关系。在获得具体数据之后，进行各个因素分析，进一步研究。
A study on the relationship between social insurance and business performance of tourism enterprises

- The problems of social insurance for tourism enterprises in Sanya:
  - The coverage rate of social insurance in private enterprises is lower than that in state-owned enterprises.
  - The base of corporate social insurance payment is low.
  - There is a two-way compromise between enterprises and employees.
  - There are differences between social insurance benefits and expectations.

旅游企业社会保险和企业绩效关系研究

- 三亚市旅游企业社会保险存在的问题：
  - 私营企业社会保险覆盖率低于国有企业；
  - 企业社会保险缴纳基数偏低；
  - 存在企业与员工双向妥协的现象；
  - 社会保险待遇与预期存在差异。
A study on the relationship between social insurance and business performance of tourism enterprises

Countermeasures for improving the social insurance of tourism enterprises

The government:
Speeding up the construction of social insurance legalization
Implementation of differentiated pay policy
Establishing an effective regulatory review system
Improve the social security transfer in different places

Social aspects:
Strengthen the propaganda of social insurance

政府方面：
加快社会保险法制化建设
实行行业差异化缴纳政策
建立有效的监督管理制度
完善社保异地转移便携度

社会方面：
加大对社会保险的宣传力度
建立和完善相关行业协会
形成良好的社会监督环境
A study on the relationship between social insurance and business performance of tourism enterprises

Countermeasures for improving the social insurance of tourism enterprises

In terms of business:
Establish the consciousness of paying social insurance according to law
Strengthen the training of social insurance for employees
Accept the supervision of government and staff actively

Employees: Strengthen the study of social insurance; Improve the awareness of social insurance participation; Establish the awareness of social insurance rights

旅游企业社会保险和企业绩效关系研究

旅游企业社会保险的完善对策

企业方面：
树立依法缴纳社会保险的意识
加强对员工社会保险的培训
积极接受政府和员工的监督

员工方面：
加强对社会保险的学习
提高社会保险参保意识
树立社会保险的维权意识
Discussion

• What can members of the GBN do in terms of research?

• What are the main challenges and next steps?
LUNCH

12:30 – 14:00
Session 1. Support the development of corporate social protection guarantees in line with ILO standards

Session 2. Document the results and impacts of social protection

Session 3: Increase private sector’s involvement in the development of national social protection floors

- What could be the role of the GBN members in supporting the implementation of social protection floors in countries? How can they become agents of change for SDGs on social protection?
- What actions can be taken in the short term?

Session 4: Strengthen the Global Business Network for Social Protection Floors
Investing in National Social Protection Floors

Social protection guaranteed to individuals leads to lower absenteeism, greater productivity of workers, and reduced turnover, therefore, supports **cost efficiency**.

Efficient and functional national social protection systems help to reduce the burden on corporates in providing employees with supplementary benefit packages.

Improved social protection schemes for workers in developing countries directly affect household disposable income, hence fostering the growth in local consumption and unlocking opportunities for **new products and services**.

Aligning specific corporate CSR and sustainability efforts with the global Agenda 2030, notably SDG 1.3, would multiply their impact, creating a unified sense of contributing to global issues and enhancing the enterprise **brand**.

Country-focused interventions contribute to **talent growth** and retention by offering innovative ways to engage through the corporate awareness campaigns, volunteering, and direct fundraising programmes.
HOW TO CONTRIBUTE TO THE SDG 1.3.

ADVOCACY FOR EMPLOYEES

NESTLE Campaign to raise awareness raising among global employees on:
- Health programmes
- Maternity and equality
- Equal pay

ADVOCACY FOR COMMUNITIES

Auchan WOF Programme to develop communication strategy for workers in Cambodia

TECHNICAL SUPPORT FOR EMPLOYERS ORGANIZATIONS:

Developing training packages on social protection for Chinese enterprises by Sanya University

TECHNICAL SUPPORT FOR COUNTRIES:

To be Developed
Bilyana Georgieva-Voeva, Nestle Employee Relations
Campaign for the workers in Cambodia

Auchan WOF

Juliette Bataille, Programme Manager, Auchan WOF
ILO – WoF Project

Public education campaign on social protection benefits in Cambodia

November 2017 – April 2018

ILO, Geneva, 23rd - 24th October 2018
The **purpose** of the Foundation is to improve **working conditions** within industries in developing countries, particularly within the textile industry, as well as **living conditions for workers**.

**Our main objective is :**
« To pool resources and skills (Institution, local NGO’s, Factory Owners, Workers, Foundations) and give to the countries the means to sustain the projects in the future»

- HealthCare
- Training / Education
- Social Protection...
SUPPORTING NSSF IN ITS COMMUNICATION ACTION TO HELP THE ROLLING OUT OF THE HEALTH INSURANCE AND CONTRIBUTE TO THE EMERGENCE OF A CULTURE OF SOCIAL PROTECTION

Developing a communication and education strategy on social protection
Supporting the first communication efforts

Enhance NSSF capacities to communicate on social protection programmes

Raising employers’ and workers’ awareness on social protection

Better acceptation and increased enrolment in the mandatory health insurance scheme (improved compliance)

Emergence of a culture of social protection in Cambodia
Further extension of social protection in the country
Commitment of the government

The project contributed to raise awareness of workers and employers on the right to social protection while developing the NSSF capacities to communicate efficiently on its schemes.

OBJECTIVE

To allow more people to effectively access social health protection and to contribute to the development of a culture of social protection in Cambodia
Project activities took place from Nov. 2017 to Apr. 2018 and were organized in three phases:

Identifying and engaging the communication specialists (Nov)

Designing the communication strategy (Dec–Mar);

Producing and disseminating five radio spots (Feb–May).

A sound communication strategy, five radio adds disseminated all over the country over a two-month period and the NSSF convinced by the importance of creating culture of social protection.
RESULTS AND INDICATORS OF SUCCESS

• **Development of the competences of NSSF**

• The number of registered members to NSSF increased from 1,1 millions to 1.4 millions

• ILO knowledge base in the field of awareness raising and communication on social protection was increased and the experience developed by the project **will be capitalized in a good practice** guide to be published in 2019.

• WoF and ILO are identifying opportunities to share the knowledge and experience developed in other countries of the region.

The project was successful in its key objectives of producing an evidence-based campaign **to raise awareness amongst targeted populations**, but had an additional benefit of **building capacity within the NSSF** to understand the significance of communicating with beneficiaries, as well as to manage contracts with communication agencies. This is reflected in the institution’s financial commitment and establishment of a communication’s team within the Policy Division.
• The methodology is replicable in other contexts

• Raising awareness on social protection is an expensive activity.

• The importance of the Government’s commitment to communications activities should not be underestimated

• Communications is essential to building a culture of social protection, and a key issue for the ILO
NEXT STEP

Is studying the possibility to co-fund the 2nd Step to:

Contribute to the strengthening of a Customer Relation Center of the National Social Security in Cambodia for a better service to the Ready-Made Garment Workers.

Implemented by:

Co-funded by:
Thank you!
Campaign for French Youth:
EN3S & Ogilvy

Valérie Schmitt, ILO SOCPRO
Advocacy – Communities

Goals

The goal of the country campaigns with the pilot in France is to raising awareness and engagement of the youth population of 16-24 and 25-35 years old. The ILO SOCPRO together with partners will demonstrate how social protection measures will be important in the future lives of the youth, create visibility for the ILO’s role in developing social protection schemes worldwide, and ultimately encourage activism and drive participation amongst the youth audience.

Strategy

The ILO together with the renowned Ad Agency Ogilvy is developing a disruptive campaign aimed at the French Youth communicating the importance of social protection in the new world of work - and the critical role that the ILO plays in this arena. The campaign will actively encourage activism, driving participation and in the form of pledging / sharing support and where possible activating donations.

Expected Outcomes

- 1 Million engage in activism to promote the right to social security
- 100,000 Raised for Technical Programmes on Social Protection

Timeline and Status

Design Phase: launch of the campaign October-Nov 2018
### Example of French Youth Campaign — Strategic Objectives

<table>
<thead>
<tr>
<th>Campaign Objectives</th>
<th>Communication Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive French Youth to take action on social protection - and to advocate for its end purpose in the new workplace</td>
<td>AWARENESS</td>
</tr>
<tr>
<td>Demonstrate how social protection measures will be important in the future lives of French Youth</td>
<td>AWARENESS</td>
</tr>
<tr>
<td>Create visibility for the ILO - and highlight its important mission of developing social protection schemes worldwide</td>
<td>AWARENESS / CONSIDERATION</td>
</tr>
<tr>
<td>Ultimately encourage activism, driving participation among the French Youth audience</td>
<td>ENGAGEMENT / ADVOCACY</td>
</tr>
</tbody>
</table>
THE ILO BELIEVES IN YOUR RIGHT TO:

- Access to the healthcare system regardless you age, income or status
- Have a paid maternity leave to allow you to care for your children.
- Have access to a pension scheme when you are old.
- Have a invalidity pension to ensure your wellbeing if something happens to you and you cannot work.
- Have security of income when you do not have a job to make sure that you can keep a dignified life.

HOWEVER, THIS IS HUGELY UNDER THREAT BY THE UNCERTAINTY OF THE FUTURE WORKPLACE.
DECONSTRUCTING SOCIAL PROTECTION

Social Protection diminishes exposure to risks in the workplace and enhances the capacity to manage the uncertainties of life like sickness at work, being pregnant without maternity leave, getting a disability without access to a pension, getting old and being unable to work without access to a pension.

The world can be filled with risks and the first step to ensuring equality of opportunity is well being. Social protection creates policies around the world aimed at reducing vulnerability and risk of poverty, promoting wellbeing and equality for all.
CAMPAIGN NARRATIVE

The fourth industrial revolution is expected to drastically change the workplace and its dynamics. Bringing in new technologies and global challenges, such as climate change or migration trends, the increasingly importance of artificial intelligence bringing new opportunities and challenges to working lives, such as non-linear careers and new models of work.

Social protection will become increasingly important in helping the French Youth through this eventuality - ensuring the wellbeing & equal opportunities for everyone in the new work place. French youth should be aware of these rights and conscious that unfortunately 70% of the world still does not enjoy the same rights.

Social protection is a human right that will ensure social justice - the only way to achieve lasting peace worldwide.

THE ILO’S ROLE

Warranting the wellbeing & equal opportunities for everyone all over the world by ensuring social protection for all, no matter what the future of the work environment looks like.
KEY MESSAGE

Life is uncertain but you are in good hands. Others are not so lucky. Take action so that others in the world can also to be protected.
#SameRightsForAll #TheRightToBeProtected
Training for Chinese enterprises on social protection

Qinfu Zhu, Assistant to the President of University of Sanya
中国企业社会保险参保范围拓展研究
Research on expanding the scope of social insurance coverage for Chinese Enterprises

中国·三亚学院 朱沁夫
ZHU Qinfu, University of Sanya
• Sub topic:
  • the development of corporate social insurance training courses based on employers' enterprises.

• 子课题：
  • 基于雇主企业的的企业社会保险培训课程开发；
基于雇主企业的企业社会保险培训课程开发

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   第一节 国际公约
   第二节 中国社会保险相关法律

第二章 目标与愿景
   第一节 宏观愿景
   第二节 中观愿景
   第三节 微观愿景

第三章 素材综述
   第一节 国内素材综述
   第二节 国外素材综述

下篇 实践篇

第四章 企业诉求
   第一节 企业参保现状
   第二节 企业诉求

第五章 行动方案
   第一节 企业家参与机制
   第二节 企业家考察行动

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Chapter Two Practice Part Four
Enterprise Requirements Section One
Enterprise Participation Status Section Two
Enterprise Requirements Chapter Five Action Plan Section One
Entrepreneur Participation Mechanism Section Two Entrepreneur Investigation Action
Development of enterprise social insurance training course based on employer enterprise

- Completed first draft of the material of around 50,000 words
- Completed first draft of 251 pages of PPT presentation
- It is planned to be completed by the end of the year.
Discussion

• How can we expand the role of the GBN members in supporting the implementation of social protection floors in countries?

• How can enterprises support Employers Organizations in the dialogue with governments and other national stakeholders?
COFFEE BREAK

15:00 – 15:30
GBN Meeting – Agenda

Session 1. Support the development of corporate social protection guarantees in line with ILO standards

Session 2. Document the results and impacts of social protection

Session 3: Increase private sector’s involvement in the development of national social protection floors

Session 4. Strengthen the Global Business Network for Social Protection Floors

• Ambition in terms of extension
• Ambition in terms of reporting to High Level Political Forum
• Defining what it means to be a member of the GBN – what are the expectations and contributions
• Proposal of next steps

15:30 – 16:15
Currently only 4% covered

**Priority branches:**
- informal economy workers
- health care
- children

**Priority groups:**
- social assistance
- old age pensions
- all population

**Potential Impact:**
- 15 million
- 9 million

**Resource Gap (USD):**
- 1.92 million
- 1.38 million

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Potential Impact & Resource Gap: Vulnerable groups

**Priority branches:**
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- children

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- all population

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Potential Impact & Resource Gap: Informal sector

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Potential Impact & Resource Gap: Self-employed

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- all population

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Potential Impact & Resource Gap: Migrants

**Priority branches:**
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- health care
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- all population

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Potential Impact & Resource Gap: Workers in the formal private sector

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Potential Impact & Resource Gap: Workers in the formal public sector

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1. INDIA – HEALTH (6)
2. INDONESIA – HEALTH/UNEMPLOYMENT (4)
3. EGYPT – (4)
4. VIET NAM – HEALTH (3)
5. PAKISTAN – HEALTH & DEATH & DISABILITY(2)
6. MYANMAR – (2)
7. CAMBODIA - (1)
8. SENEGAL – (1)
9. CAMEROON – (1)
Discussion

• What concrete project can we support together:
  o Country?
  o Thematic Area?
While multinational companies are eagerly working on the introduction of fair, equal and portable social protection packages for their employees worldwide, social protection for the supplier chain is rarely addressed and is rarely reported on through the Sustainability and CSR reporting standards.

**Challenge**

While multinational companies are eagerly working on the introduction of fair, equal and portable social protection packages for their employees worldwide, social protection for the supplier chain is rarely addressed and is rarely reported on through the Sustainability and CSR reporting standards.

**Context**

More and more customers value responsible purchasing. Most enterprises carry out social audits to “clean” their supply chains (e.g. ICS that includes 43 brands). Compliance with social protection legislation is sometimes among the criteria to select/retain/exclude suppliers.

In countries where social protection systems are underdeveloped or nonexistent, enterprises are looking at ways to guarantee at least a basic level of social protection for the workers of their supply chain. This would require the development of national social protection systems and floors that are primarily the responsibility of the government and social partners.

**Goal**

Clearly define and reflect enterprises social protection efforts in sustainability impact evaluation and reporting guidance (e.g. UNGC Sustainability Guidance, GRI Reporting, Bcorp Impact Assessment Tool, Enterprises Suppliers Codes of Conduct)
Measuring & Reporting on the Impact of Social Protection Programmes

- UNGC Business Reporting on SDG
- Analysis of the goals and targets,
- Target 1.3. has no indicators and means to report
ILO Centenary initiatives to understand and respond to the changes in the world of work while ensuring decent work for all

Future of Work
The Green Initiative
Women @ Work
End to poverty
Governance
Standards
Enterprise

Thematic activities, one of them on **SOCIAL PROTECTION**
7 activities targeting various objectives

1. Exhibition on 100 years of social protection
   - Download ILO’s exhibition and install in your offices

2. Compendium of countries experiences
   - Record and share the voices from your leadership and employees to signify the importance and urgency of social protection

3. People’s voices
   - Join the pilot campaigns: (I support #USP2030, France EN3S, Nestlé) and expand in 2019

4. Promote ratification of ILO Convention 102
   - Targets: employees, countries and global communities

5. Campaigns for universal social protection

6. Social protection weeks

7. Support the future of social protection
   - Technically and financially support ILO Centenary activities
Strengthening the Network – Results 2018

# OF PARTICIPANTS

GBN has grown from 12 to 50+ participants in the past 4 years. We are further looking to grow this number and expand the network.

# OF ACTIVE PARTICIPANTS & PPPs

Two new PPPs were focusing on advocacy efforts were signed in 2018.

GROWTH OF LOCAL NETWORKS

Local Networks - Francophone and Pakistan Business Networks - operate independently but with support from the ILO and GBN. 2018 marked significant progress in establishing Network in China.

HLPF REPRESENTATION

GBN is a unique platform to report to the HLPF on the progress towards SDG 1.3. We are looking for opportunities to strengthen the results and representation for the businesses.
Priorities for 2019

**Corporate Social Protection Guarantees**
ILO to support companies to share the experience and knowledge in shaping their corporate social security programmes (through webinars, best practices guides, country profiles, etc.)

**Social Protection Business Case**
Include more enterprises in the research efforts to bridge the data gap on social protection and business performance.

**Private Sector’s involvement in national programmes**
Conduct specific intervention on the country level with the support of the GBN members to increase social protection coverage for the workers in supply chains and communities in large.

**Strengthen the GBN**
Extend partnerships with Global Compact, UN Business and Human Rights Forum, B-Corp, ICS and other initiatives.

GLOBAL BUSINESS NETWORK

is a “win-win” platform to maximize enterprise value, while advancing towards SDG Target 1.3.

SOCIAL PROTECTION FLOORS FOR ALL
Discussion

• Ambition in sharing good practices and experiences

• Ambition in terms of business case

• Ambition in terms of country interventions

• Defining what it means to be a member of the GBN – what are the expectations and contributions for the ILO

• Proposal of next steps
THANK YOU!
Networking event b/w ILO Business Networks:

- Global Business and Disability Network
- UNGC Action Platform on Decent Work in Global Supply Chains
- Child Labour Platform
- ILO Global Business Network on Forced Labour
- GBN for Social Protection