

使在华玩具行业生产准则规范化

全世界绝大多数的玩具是在中国生产的。在过去十多年中,全球的玩具业发起了一项具有开创性的活动,以保证中国的玩具工厂不是血汗工厂,工人受到公平待遇。此项行动由美国玩具协会(TIA)发起,然后由国际玩具业协会(ICTI)接手并推广,“二十一战略”直接地参与了整个项目的全过程。

中国的玩具生产所面临的最大挑战之一是,存在由个别玩具品牌厂商,零售商和许可证发行商机构所制定的一系列劳工行为守则,可谓是林林总总,令人目眩,虽然其目的都是为了使工人受到公平待遇,但在细节上都不一致,在供货商中产生极大的混乱,并因重复审计而造成成本增加。

“二十一战略”先后应美国玩具协会及国际玩具业协会之邀,主持在中国为玩具工厂开发一个单一,公平合理,连贯一致的监督项目。“二十一战略”与客户,玩具厂商及中国政府有关部门一道,建立了一套全新的,适用于全行业的商业行为规范。其所涉及的协定,文件,组织和系统现在总称为“国际玩具业协会商业行为守则”(ICTI CARE 即“关爱社群”,“知情觉物”,“承担责任”和“商业操守”的英文缩写)。

“二十一战略”还策划并实施了一整套宣传营销策略,说服各个玩具品牌厂商,零售商,许可证发行商,各国玩具协会和监管机构统一使用单一程序,虽然此项工作尚在进行中,“国际玩具业协会商业行为守则”正在得到广泛接受。迄今为止,代表美国玩具产量70%和全球玩具产量50%的品牌厂商和零售商都已承诺,将只从获得“国际玩具业协会商业行为守则”认证的厂家采购玩具。

Making Toys in China, Ethically

The vast majority of the world's toys are manufactured in China. Over the past decade, the global toy industry has put in motion a groundbreaking program to ensure that toy factories in China are not sweatshops and that workers are treated fairly. The effort was begun by the U.S. Toy Industry Association (TIA) and then picked up and expanded by the International Council of Toy Industries (ICTI). Strategy XXI has been intimately involved in every stage of the program.

One challenge was that toy manufacturers in China were faced with a bewildering array of labor codes and monitoring protocols developed by individual toy brands, retailers, and licensors. Although they were all meant to ensure fair treatment of workers, they differed in some of the details, leading to considerable confusion among suppliers as well as the cost of undergoing multiple audits.

Strategy XXI was called in, first by TIA and subsequently by ICTI, to spearhead the development of a single, fair, consistent monitoring program for Chinese toy factories. Working with clients, with individual toy companies, and with contacts in the Chinese government, Strategy XXI helped to create a new, industry-wide code of business practices. The monitoring protocols, documents, organizations, and systems involved are now collectively called the ICTI CARE (Caring, Awareness, Responsibility, Ethics) Process.

Strategy XXI also developed and implemented a communications and marketing strategy to persuade individual toy brands, retailers, licensors, national toy associations, and regulatory bodies to subscribe to a single program. Although still a work in progress, the ICTI CARE Process is well on its way to achieving universal acceptance. To date, brands and retailers representing more than 70 percent of toy volume in the United States and 50 percent of worldwide toy volume have committed themselves to buying only from ICTI-certified manufacturers.



二十一战略集团有限公司北京办事处

核心业务：公共关系，政府关系
进入中国市场年份：1992
全球员工人数：160
在华员工人数：5
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Core business: Public relations, government relations
Year of China market entry: 1992
Employees worldwide: 160
Employees in China: 5
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