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An initiative of the Corporate ID
GROUP



“It’s never too late to have a happy childhood”

Advocacy For Legacy

Within the context of current societal and economical challenges faced by children, youth and other vulnerable groups, and leveraging upon years of professional experience and participation in the voluntary sector particularly organisations working persons with disabilities and local and foreign sports associations, the Executive Chairman of the Corporate ID Group, is championing the setting up of Advocacy for Legacy, an initiative focusing on empowering children, youth and other sections of the population considered to be in a vulnerable social and economical position.

Jesmond Saliba
Executive Chairman Corporate ID Group

Background

The increase in participation of women in the labour market is resulting in children have less time at home. Grandparents and other trusted parties are often relegated with the care of children while parents are at work. Children are increasingly spending time in extra-curricular activities either at their own school or in other set-ups including Sports clubs and other 'leisure' and 'talent' centers where they undertake activities such as arts, dance and drama. On another front, children are increasingly growing up in diverse family structures including reconstituted families and lone parents set-ups. In 2015 80.1% of children lived with both parents¹, 19.5% lived with single parents, and 0.4% did not live with their parents. Lone parent and reconstituted families have increased in the last number of years mainly as a result of the rise in the incidence of births outside marriage, teenage motherhood, and marital breakdown.

In the last report 'The European Statistics on Income and Living Conditions' showed that 19.2% of the Maltese population is at risk of poverty or social exclusion (AROPE) in 2017. Although a decrease of 0.9% on the previous

years's figures, this percentage is still very significant, amounting to 82,652 people. The report found that the household that remains most at risk of poverty and social exclusion was that made up of a single parent and one or more dependent children, with a rate of 50.2%². As other years, the Southern harbour area was the area with the highest AROPE (26.9%) followed by the Northern area (20.1%). The lowest AROPE was in western area and stood at 15%. Despite a slight improvement in the last 6 years, 25% of children (from birth to 17 years) remain at the risk of poverty (as at November 2017)³. This means these children were living in households with at least one of three conditions: at risk of poverty after social transfers; severely materially deprived or with very low work intensity.

As the number of foreigners working and settling in Malta is increasing⁴, there is the need to raise awareness on the importance of a culture that value pluralism - a positive image of all children irrespective of their religion, culture, race or colour. Diversity may result in exclusion, as children with different religious backgrounds and/or hailing from different cultures start new lives in other countries⁵.

1. National Children's Policy, 2014-2020 (family.gov.mt)

2. In PQ (March, 2017) Family Affairs Minister Michael Farrugia, told Parliament that 12,635 single parents cared for 17,898 children. Of those 9,536 are single mothers responsible for 13,635 children while 2,936 single fathers care for 4,173 children.

3. <https://www.timesofmalta.com/articles/view/20171123/local/quarter-of-maltese-children-remain-at-risk-of-poverty.663815>

4. There are almost 43,000 foreign workers in Malta and the Cabinet has approved plans to bring thousands more from non-EU countries as it seeks to pre-empt a labour shortage problem. Figures given in Parliament (on 26 June 2018) show that there are currently 12,407 non-EU workers in Malta, along with 30,564 from the EU (<https://www.timesofmalta.com/articles/view/20180627/local/43000-foreign-workers-in-malta-and-more-are-expected.682918>)

5. In 2015, the increase in population was mainly explained by the increase in immigrants rather than babies born. The total population in Malta grew by slightly more than 5,000, to 434,403 inhabitants in 2015. It is more likely that the next inhabitant added to the population is an immigrant than a new-born, since more immigrants arrived on our shores (12,831) than there were babies born last year (4,325). In 2015, Malta registered the highest positive net migration - difference between immigration and emigration - for the decade at 4,176. Third-country nationals and EU nationals account for 44 per cent and 43 per cent respectively of total immigration. This also explains why the share of foreigners forming part of the population more than doubled over the last decade. (Trends in Malta, 2016, NSO)

Health problems related to the way of living have increased among children in Malta. The latest HBSC⁶ study conducted in 2014 (WHO, 2016) states that Malta has the highest rate of overweight and obesity among 11 year olds (32% of girls and 36% of boys), 13 year olds (33% of girls and 36% of boys) and 15 year olds (26% of girls, 34% of boys). The average rates for the 42 countries and regions participating in the study stood at 22%, 20% and 17% for the respective categories. It is imperative that there is continued awareness on the importance of active versus sedentary lifestyle (especially as part of the after-school activities). As mentioned in Malta's National Children's Policy (Nov, 17) it is important to "strengthen initiatives that reduce child poverty and increase awareness on how to eat well on a low budget". Measures currently undertaken in schools in Malta including the provision of health snacks through a coordinated initiative with Government, the availability of breakfast clubs and in some schools the availability of healthy snacks at the canteen. These efforts need to be strengthened by awareness measures targeting children, parents and other guardians.

Although from the 2014 HBSC survey, the use of illicit drugs among 15 and 16 year olds (at least once in their lifetime) was below average of the participating countries Malta has the highest rate of weekly alcohol consumption in

15 year olds among the countries in the survey. In order to avoid addictions, consistent effort on educating and raising awareness on the dangers of such risky behaviours need to be an integral part of any lifeskills programme.

Although the introduction of the Home Based Therapeutic Services⁷ (HBTS), by the FSWS⁸ has substantially reduced the number of Care Orders, there remains the ongoing need to provide support to children and youth in 'out-of-home' care. Perennial issues faced by children during their 'out-of-home' residence as well as their integration in society after exiting such 'shelters' are issues which still persist despite various efforts by multiple parties over the years.

Statistics confirm that the rate of sexual abuse on children has increased over the last two years. There were 56 offenders on the sexual offenders register as at end 2017⁹. This means that over a period of 2 years the number of sex offenders nearly doubled as in 2015 the list totaled 27. This alarming statistic coupled with the recent stories of members of the clergy possibly being involved in cases of sexual misconduct, confirms a perennial problem in society, confirming the vulnerability of children and the urgent need to work towards raising awareness and educating children and their guardians on the possible dangerous of sexual advancements, including the dangers of grooming in online activities.

The Organisation

Advocacy for Legacy will be a separate organisation but part of the Corporate ID Group with clear accounting and reporting procedures.

The Foundation will have a consultative Council, a management Board and an Executive Team.

Within the context above, A4L will work towards establishing itself as a key driver in the championing of children and youth empowerment, bringing together the professional and academic experience of key experts working

in the area. As such through its operational set-up A4L will be in a unique position to draw feedback from various organisations who can push a positive momentum and improve the lives of children and youth.


The Organisation will work towards the strategic objectives of Malta National Children's Policy and the National Youth Policy Towards 2020. The Children's Policy seeks to empower children through the protection of their rights and freedoms comprehensively addressing the physical,

6 The Health Behaviour in School-aged Children (HBSC) study provides information about health, well-being, social environment and health behaviour of 11, 13 and 15 year old boys and girls in 44 countries. The findings are published every 4 years by WHO.

7 an outreach service that provides therapeutic and parental support services to multi-stressed families in the community

8 Foundation for Social Welfare Services

9 With 1 perpetrator listed twice for 2 separate crimes; <https://www.timesofmalta.com/articles/view/20180207/local/56-abusers-on-sex-offenders-register.670000>



A4L will also offer an opportunity to the corporate sector to undertake tangible corporate social responsibility initiatives which provide clear visibility of the benefits of such actions to the Company's employees and owners



psychological and socio-economic needs of children, namely the home environment; social well-being; health and environment; education and employment; as well as leisure and culture. The Youth Policy seeks to sustain respect for the individuality, worth and dignity of young people; recognition of the beliefs, culture and shared experiences of the people of Malta; sustain support for all young people in developing their physical, intellectual and emotional capacities; and offer solidarity to young people to ensure their active participation, sense of responsibility, caring and capacity to build relationships with their family members and peers.

A4L will also offer an opportunity to the corporate sector to undertake tangible corporate social responsibility initiatives which provide clear visibility of the benefits of such actions to the Company's employees and owners. In a time where the attraction of talent is increasingly challenging, Companies can build on their core values, engage their top management in order to inspire their employees and retain talent. The A4L opportunity will offer a different model of conducting 'social good' in addition to the 'end-of-year' donation model.

As such through A4L actions, Companies will be able to directly participate in the improvement of the social and

economic conditions of the targeted audience, with a priority to children and youth. Through smart partnering, A4L will work with the private and non-governmental organisations to address major strategic issues and challenges facing children and youth in Malta including the use of dangerous substances and alcohol; the lack of active lifestyle activities and unhealthy diets; the integration in society of youth from 'out-of-home-care' institutions; and the provision of lifeskills knowledge to Coaches interacting with children in after-school activities. As such A4L will seek to raise funding to improve the overall quality of life and living standards of children, youth and other vulnerable audiences who are in danger of social exclusion and poverty. In tandem A4L will work towards balancing the limited resources and maximizing the effort of the shareholders and stakeholders of the private enterprises.

Through its professional and academic network, as well as the other business partners in the Corporate ID Group, A4L is uniquely positioned to find symmetry between the societal needs and business strategic goals. A4L will work towards identifying win-win initiatives, forming long-term, successful and sustainable relationships built on a realistic understanding of the strengths of the partners.

A4L Vision and Mission

The vision and mission of Advocacy for Legacy shall be:

Inspired by the precepts of social justice, solidarity and social inclusion and respect for human dignity, Advocacy for Legacy is committed to advancing the life chances and opportunities for all in Maltese society with specific emphasis on empowering those most vulnerable to social exclusion, risk of poverty, including the children, youth and the elderly, to realise their aspirations and full human potential.

To this end, Advocacy for Legacy's mission is to act as a pro-active networking platform for all stakeholders, including the business community, professionals, activists, opinion leaders, practitioners and academics in the social sector, parents, service users, and other social partners, with the aim of sharing experiences and best practices. Such expertise together with empirical evidence in the field, will serve as a requisite backdrop for Advocacy for Legacy to catalyse and institute game-changing initiatives addressing the needs of vulnerable groups and to raise awareness in the Maltese community on the importance of shared responsibility for championing and furthering the life changes of those most in need.

Ultimately Advocacy for Legacy's primary scope is to harness and channel all the strengths at hand to create and to bequeath future generations the legacy of a more resilient and inclusive Maltese society for the years to come.

A4L Strategic Objectives

A4L will work towards these strategic objectives:

- In partnership with the private entities deploy corporate social responsibility initiatives for the benefit of children, youths, people with disabilities and other groups in danger of poverty and social exclusion;
- Together with relevant NGOs identify key areas of assistance which can be deployed as social responsibility initiatives in partnership with the private sector;
- Create a discussion platform by bringing together academia, public officers, the voluntary sector and other members who are directly involved in children and youth well-being;
- Issue feedback on topical issues related to children, youth and other audiences which A4L consider to be in a vulnerable position;
- Actively participate in the design, drafting and adoption of key national policies and programmes for the social and economical advancement of the targeted audience;
- Liaise and actively engage in ongoing dialogue and actions with voluntary organisations who through their activities provide short and/or long-term respite accommodation;
- Collaborate with other not-for-profit organisations who share A4L mission and who can partner with the Foundation in actions which provide an improved quality of life to children, youth and other vulnerable audiences
- Monitor the international and local developments affecting children and youth wellbeing, and actively participate in key fora;
- Facilitate national networking and convergence of efforts and synergies in improving social and economic wellbeing of children and youth and other vulnerable audiences
- A4L will periodically consult with the public, private and non-Governmental sectors through a Council which will be composed of individuals representing all the major stakeholders working with children, youth, persons with disabilities and other social and economic disadvantaged audiences. Other persons will participate in the Council in their personal capacity since their professional and/or academic experience is considered valuable for the work of the Organisation. A Management Board supported by an Executive Team will be responsible for the implementation of the Organisation's initiatives.

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