



LEVERAGING TECHNOLOGY TO DO GOOD

19TH ALLIANCE AGAINST TRAFFICKING IN PERSONS CONFERENCE
APRIL 9, 2019 VIENNA

adidas

BEGINNINGS OF THE SUPPLY CHAIN PROGRAM

SINCE 1980s	Outsourcing of apparel and footwear production
SINCE MID-1990s	Growing awareness for decent labour and environmental conditions in factories
1997	adidas starts investigating its supply chain and working conditions
1998	Launch of adidas Workplace Standards Social & Environmental Affairs department established as a global function
1999	adidas joins the Fair Labor Association, a multi-stakeholder organization dedicated to protecting workers' rights

SUPPLY CHAIN PROGRAM

CORE ELEMENTS

- PRE-SCREENING
- TRAINING & CAPACITY BUILDING
- RATING OF SOCIAL & ENVIRONMENTAL PERFORMANCE
- ENFORCEMENT (warning letters, termination)
- **DIGITAL GRIEVANCE PLATFORMS**



684

INDEPENDENT
FACTORIES IN

51

COUNTRIES



At the end of 2018, we worked with 684 independent factories in 51 countries.

WHY INVEST IN A DIGITAL GRIEVANCE PLATFORM

- MOBILE PHONE = FABRIC OF SOCIETY
- SHIFTS POWER INTO “*THE HANDS OF THE WORKERS*”
- IMMEDIACY



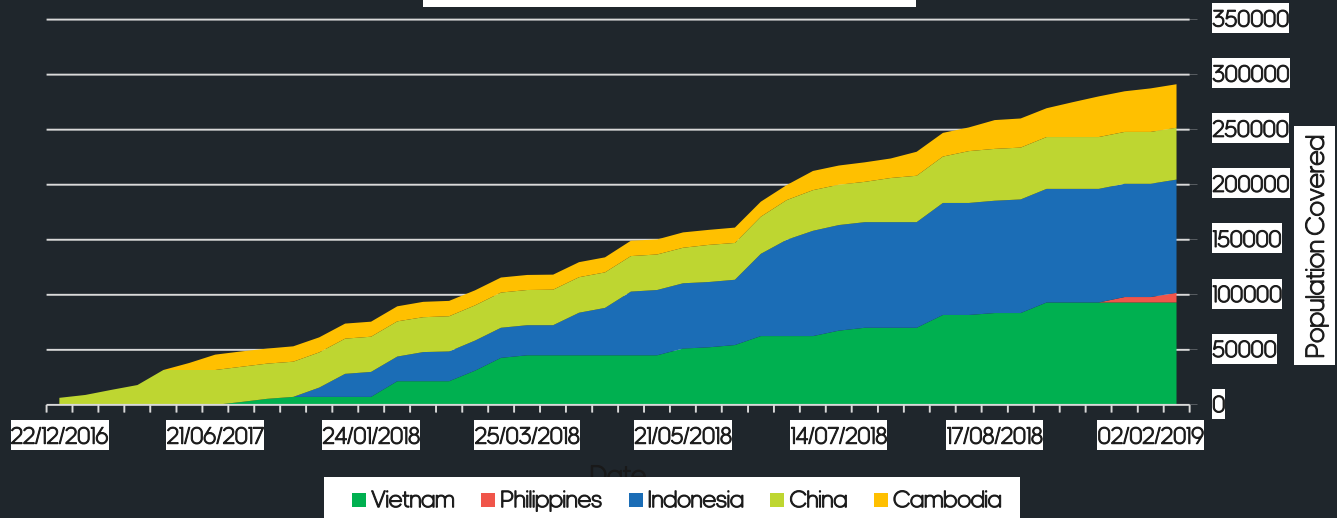
LAUNCHED IN 2016

50,000 WORKERS > 300,000 IN 3 YEARS

Coverage

Country	Factories	Workers
Cambodia	8	39,503
China	14	46,995
Indonesia	19	103,026
Philippines	2	8,614
Vietnam	18	93,131
Total	61	291,269

Impacting 300,000 workers

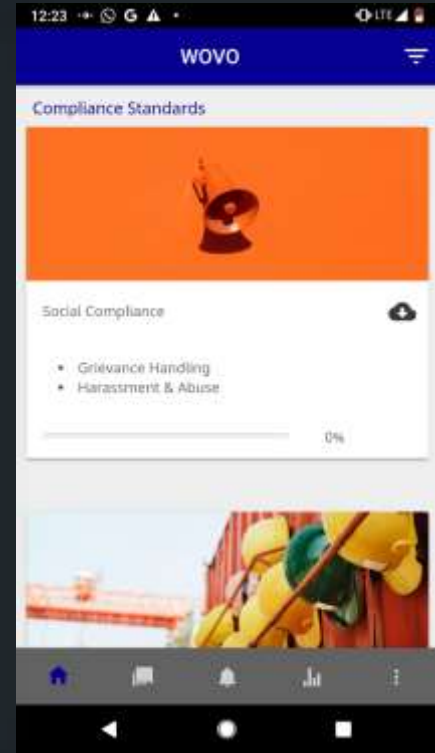
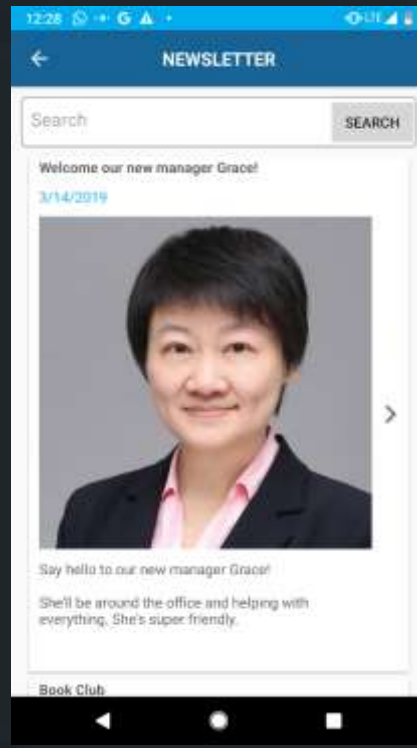


GOAL: 500,000+ WORKERS COVERED BY 2020

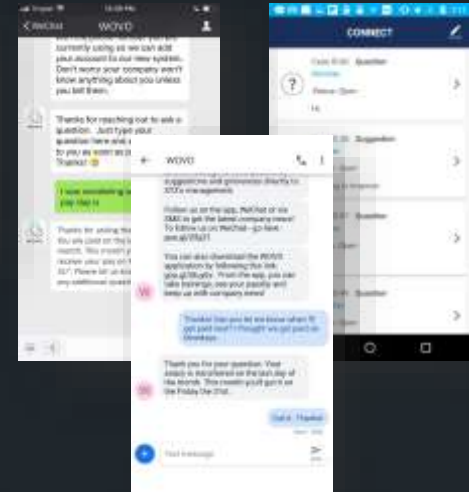
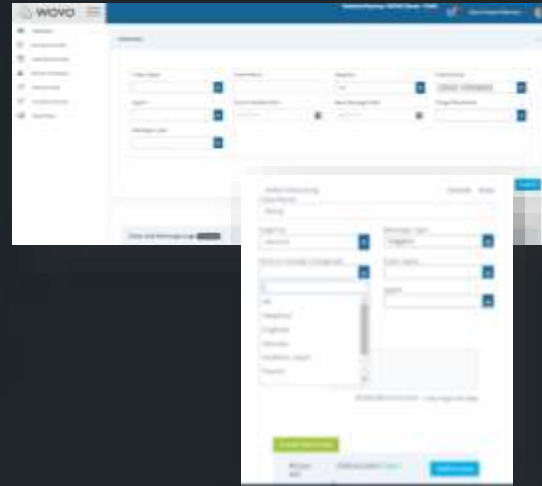
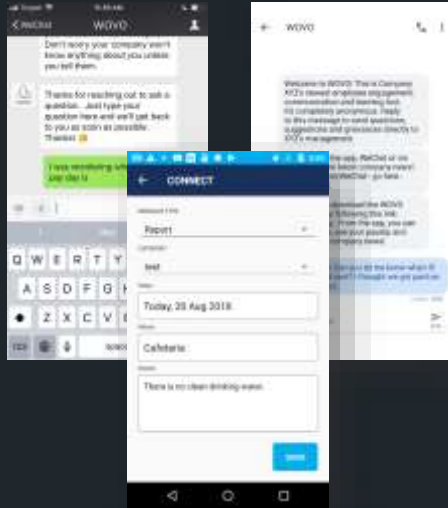


- 114 factories
- 501,758 workers
- 10 countries

LOOK AND FEEL



THE MECHANICS



1

2

3

4

Workers are sent broadcast messages to launch program

Workers **anonymously** send message, using any communication channel

Worker messages appear on factory's online dashboard. Adidas has access to its own dashboard

Workers receive messages on the same platform they used to send the message

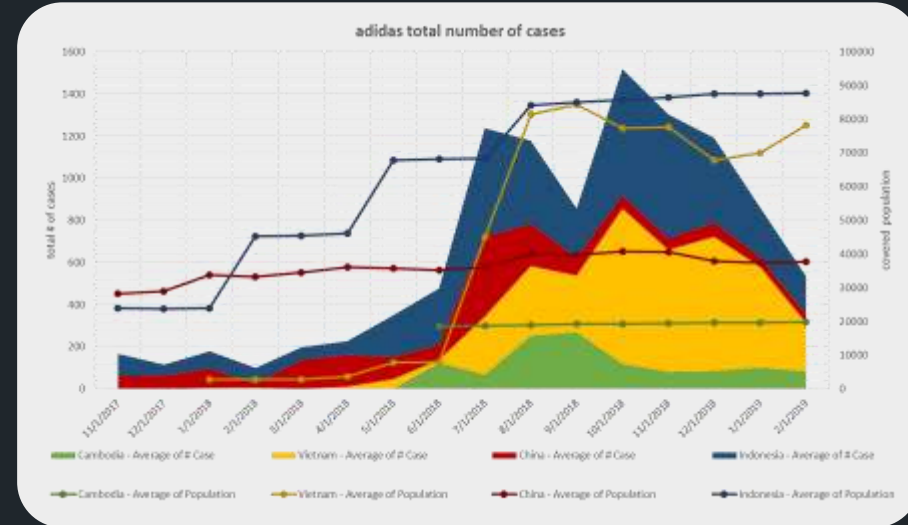
28,000 CASES RECEIVED IN 3 YEARS

Factory ownership increases utilization

Low usage in certain factories helps to pinpoint weak management teams

5 X over 3rd party helplines

70 X # of grievances and questions post app



EACH COUNTRY FACES DIFFERENT CHALLENGES

CAMBODIA

- 70% song requests
- Occupational Health Safety & Environment

INDONESIA

- Excessive Overtime (Overnight)
- Illegal recruitment fee

THAILAND

- Illegal Termination

CHINA

- Complaints about working relationships

INDIA

- Sexual Harrasment
- Verbal Abuse

Workers Want to Be Heard- Increased Communication is the Foundation for Eradicating Human Rights Abuses



Workers need to trust the factory will respond and make change with little things before they are willing to express concerns about bigger problems

CRITICAL ENABLERS



ANNONYMITY

EASE OF USE

TRANSPARENCY

QUICK REDRESSAL



RECOMMENDATIONS

TECHNOLOGY IS A COMPLEMENTARY TOOL

CLARITY ON HOW THE DATA WILL BE USED

OWNERSHIP & ENGAGEMENT IS CRITICAL

MEASURABLE



App



SMS



Online



We-Chat



- **TECHNOLOGY ISN'T A SILVER BULLET**
- **USING TECHNOLOGY IS NOT A SOLUTION IN ITSELF**
- **THE OPPORTUNITY **OR** RISK LIES IN HOW TOOLS ARE DESIGNED AND DEPLOYED**

