



ANALYSIS: CROSS SECTION OF STAKEHOLDER FEEDBACK 2017/2018

Given the maturity of its social and environmental programs adidas uses its extensive and ongoing involvement with multi-stakeholder fora to elicit industry, government and civil society feedback on its work and actively contributes to the development of industry initiatives to protect and promote human and labour rights, safety and the environment. An analysis of selected examples of key activities for 2017-8 is given below.

STAKEHOLDER	FREQUENCY OF ENGAGEMENT	FEEDBACK	OUTCOMES AND FOLLOW-UP
Bali Process Business and Government Forum (BPGBF) Business track of the Bali Process with businesses and governments from 45 countries focused on modern slavery and human trafficking elimination	Participating business. Annual BPGBF ministerial and business meeting, quarterly calls and ad-hoc stakeholder consultation meetings	Endorse the “2018 recommendations from business to government” and play an active role in supporting the recommendations	Sustained engagement with the Walk Free Foundation (secretariat) and BPGBF member companies in fulfillment of SDG goal 8.7
Better Factories Cambodia (BFC) ILO/IFC and Cambodian government funded labor monitoring program	Annual meeting as member, ad-hoc meetings and attended conference calls organized by BFC as per invitation	adidas uses BFC audit reports as reference for its own factory monitoring. We took an active role to support the continuity of BFC during the difficult re-negotiation with Cambodia government because we believe BFC play important role in not only improving factory’s working condition but also addressing other social issues facing factory workers	As needed we seek advice and insight BFC about the current issues in the country or about new legislation or new initiatives launched by ILO. This informs our labor program priorities for the country.
Fair Labor Association (FLA) CSO with representation from brands, North American NGOs and US collegiate community	Board member and member of monitoring committee. Attend monthly calls and board meetings three times a year. Subject to formal accreditation and FLA 3-Party Complaint mechanism.	In October 2017, adidas’ compliance program was re-accredited for a second time. The reaccreditation process included a thorough review of adidas’ compliance and sourcing practices, particularly those related to responsible sourcing and purchasing practices, remediation of non-compliances, collaboration with other brands and stakeholders, and innovation. As part of the process, the FLA identified a number of key strengths in adidas’ program, and provided some opportunities for improvement, mostly around the continuation of current compliance efforts already in progress. For full report, please click here: http://www.fairlabor.org/report/adidas-assessment-reaccreditation-october-2017	The FLA charter requires companies to receive audits at 5% of their applicable list. As a result, we continuously work on remediating the issues at the factories, and updating the FLA assessments. Additionally, we take part in FLA sponsored projects, as follows: i. Fair compensation, as part of such in August 2018 we will conducting wage gathering exercises in Indonesia and Vietnam; ii. Support the work of the multi-stakeholder initiative the Americas Group, adidas is part of the leadership of this initiative which focuses on macro level issues in Mexico (FoA) and Central America (child care provision and gender based violence) through collaboration with local partners including CSOs; and trade unions. iii. Continuous CSO engagement in Bangladesh, India, the Americas, and Vietnam, adidas will support these efforts as spelled out by the FLA.

<p>German Partnership on Sustainable Textiles ("Textilbündnis") Apparel Alliance</p>	<p>Active regular membership in government-led initiative including regular reporting on progress on sustainability programs</p>	<p>Annual reports as submitted to secretary are subject of external review, if progress meets programmatic goals set by the government. To date reports and goals as submitted for review were approved by the secretary</p>	<p>Besides the submission of annual reports and milestones, adidas uses its membership in engaging with key stakeholders, such as NGOs, unions, government and business.</p>
<p>Greenpeace Environmental NGO</p>	<p>Annual submission of answers to their Detox questionnaire. Quarterly calls/ meetings to update on the overall environmental program</p>	<p>Annual Detox Brand Rating. Expectations in regard to the Extended Product Responsibility of brands.</p>	<p>Feedback has been considered in further defining the chemical management and circularity program.</p>
<p>International Chemical Secretariat (ChemSec) Business Group NGO with the ambition to promote the use of non-toxic chemicals</p>	<p>Part of their business group. Annual meeting and two additional conference calls</p>	<p>Support the engagement on an EU policy level</p>	<p>Provides insights into non-toxic chemicals to be prioritized and EU policy landscape</p>
<p>Mega Sporting Events Advisory Committee and sub-committee on Sponsors Multi-stakeholder group comprising governments, sports bodies, NGOs, UN agencies and companies</p>	<p>Quarterly calls and twice annual meeting with a cross-section of stakeholders including affected communities to discuss human rights of mega sporting events</p>	<p>Call for adidas to participate in key working groups around the mitigation of human rights impacts of Host organizations and to provide input to the development of guidance for sponsors on incorporating human rights considerations into corporate sponsorship deals.</p>	<p>Input to working group on Host organization, including consideration of procurement process and Sponsors guidance. Supported the development of an independent human rights center to address the impacts of mega sporting events; now launched.</p>
<p>Mekong Club NGO/Association supporting the private sector to end modern slavery</p>	<p>Association member and part of the Apparel and Footwear industry group. Quarterly meetings of the industry group in Hong Kong.</p>	<p>Input to the industry group's initiatives ranging from foreign migrant labor mapping to developing slavery risk assessment tools etc. Sign and commit to the Business Pledge against modern slavery.</p>	<p>We have helped identify industry priorities, and provided actionable suggestions to add value on the ground</p>
<p>Modern Slavery Outreach adidas driven forced labor, migrant labor risk appraisal and training initiative</p>	<p>adidas-led engagements with stakeholder groups (industry, NGOs, governments and inter-governmental agencies) for the extended supply chain: secondary tier (processing & componentry) and natural commodities supply chain</p>	<p>Stakeholder engagement with respect to the leather supply chain in Brazil (including cross-sectoral with the meat processing industry) led to revised risk ratings for forced and child labor. Industry and NGO engagements in the Turkish cotton supply chain (with a focus on Syrian refugees) has resulted in a multi brand program focused on decent working conditions on cotton farms among other initiatives. Inter-governmental engagement with UN agencies such as the IOM and ILO have resulted in targeted modern slavery training initiatives for secondary tier business partners.</p>	<p>Continue to screen for social and labour rights related schemes and partnerships that can be applied to the extended supply chain to manage modern slavery risks.</p>
<p>OECD Human Rights Due Diligence for Apparel and Footwear Sector Multi-stakeholder group led by OECD</p>	<p>Members of Advisory Committee bi-annual meeting with stakeholders.</p>	<p>adidas has contributed feedback to the development of the sector guidelines and continues to engage in industry discussions hosted by the OECD.</p>	<p>Monitor developments in the rollout of the sector guidelines, especially among SME's.</p>
<p>Socially Responsible Investor Analysts (SRI) Bi-annual calls and annual roadshow to discuss social and environmental performance of adidas, including scoring in assessments such as</p>	<p>Recurring and regular in-depth engagement with the investor community and SRI analysts on social & environmental subjects. This is done in forms of calls, meetings, road shows and written</p>	<p>Engagements are used to review to what extent adidas meets investor and analysts driven sustainability performance and disclosure standards.</p>	<p>Open items, if identified and appropriate are addressed by providing responses. SRIs continue to track and call for action on open issues identified in assessments to improve policies and practices.</p>

the Dow Jones Sustainability Index (DJSI) and Corporate Human Rights Benchmark (CHRB). Formal meeting with 20 analysts and investor groups at 2017 Business and Human Rights Forum	responses. It includes participation in assessments as e.g. conducted by RobecoSAM, CDP.		
Transparency Pledge Led by Human Rights Watch	The objective of the Transparency Pledge is to help the garment industry reach a common minimum standard for supply chain disclosure	The coalition of NGO's supporting the initiative called on adidas to sign-on to the Pledge and commit to publishing standardized information for all phased of its supply chain. See https://www.hrw.org/GoTransparent	adidas has reviewed and updated its supplier disclosure to align with the commitments made to the Transparency Pledge. It is continuing to disclose relevant information for all Tiers of its supply chain.
World Federation of Sporting Goods Industries (WFSGI) Committee on Corporate Responsibility	adidas is a member of the CR Committee and chairs it since 2007. The CSR committee work is to closely engage with other brands, retailers and manufacturers to identify critical industry trends, develop guidance materials and to share best practices on sustainability subjects	At regular meetings, representatives from NGOs, academia, supranational institutions and other business sectors are invited to provide insights on social, environmental and societal trends important for the sporting goods industry.	On a regular basis adidas submits a "Communication on Action" report to the WFSGI that is posted on its website. The report outlines a top line summary of its sustainability work and performance throughout a year
Zero Discharge for Hazardous Chemicals (ZDHC) Multi-stakeholder group including civil society, chemical industry, suppliers and brands	Founder and contributor of the ZDHC, active in various bodies such as the board and task teams.	Ensure alignment with the industry with regards to standards, processes and tools, including wastewater treatment and disposal standards.	Pilot the ZDHC data management platform.