

Tema 4: Värderingar inåt – krav utåt Jens Helmersson

Vi går igenom

Del 1:

- Bakgrund och ett inköps och produktions perspektiv
- Utmaningar som varumärken och leverantörer står inför
- Vad driver hållbarhets området framåt just nu
- Frågor?

Del 2:

- Quizrr: Affären som drivkraft
- Social hållbarhet skapar vinster för alla inblandade!
- Frågor?



Bakgrund och ett
inköps och
produktions
perspektiv.











CSR



Creating Supplier Revenue



Utmanningar som
varumärken och
leverantörer står
inför



What is not new:

- Price pressure on both brands and suppliers
- Shorter lead times
- Demands for increasing flexibility
- Tougher legislation from governments
- Tougher and more coordinated demands from brands
- Increasing amount of issues to handle
- Shortage of skilled workers
- A new generation of workers





Only 15% of blue collar workers are engaged while 18% are actively disengaged and acting out their unhappiness*

*Gallup, State of the Global Workplace 2017



Only 6% of blue collar workers in China are engaged while 26% are actively disengaged and acting out their unhappiness



82% of blue collar workers in China determine on their first day if they are going to stay with a company



Reactive to Proactive

- **Pressure from customers**
- **ESG reporting**
- **Sustainability is implemented in the core business**
- **Need for digital, scalable and measurable solutions**
- **Hand over responsibility and mandate**
- **Transparency and sharing of data**



COVID-19 effects

- Short term a risk for decreased focus on sustainability
- Not able to visit business partners
- Disruptions in orders and lack of raw materials
- Just over half of suppliers are reporting supportive actions from buyers
- Companies all over the world cutting cost, releasing staff and some goes out of business
- However, people are back in focus



Vad driver
hållbarhets
området framåt
just nu







Ett breddat fokus

Adding Social to climate

Anna Ryott: "Innan covid-19 var det ett tungt fokus på de klimatrelaterade FN-målen, diskussionen hade nästan skiftat bort från de humanitära aspekterna trots att man tydligt kunde se stora utmaningar med fattigdom och ökade klyftor. Många av hållbarhetsmålen var inte på rätt väg. Tittar man på det tredje målet som är kopplat till god

hälsa och välbefinnande kunde man bland annat se en ökning av psykisk ohälsa i många länder. Där tror jag att fler genom den kris vi nu befinner oss i har insett att det är svårt att lösa de globala utmaningarna, däribland klimatkrisen, när de humanitära problemen är så stora och många har tappat hoppet på en ljusare framtid. Här krävs här krisen slår mot företag, mot oss som privatpersoner mot organisationer och länder. I och med detta kommer hållbarhet än tydligare bli en överlevnadsfråga för företagen nu när näringslivets ledare måste visa framväg på rätt väg. De på riktigt, alla de löften som gavs när man sa att företaget ska arbeta med FN:s globala mål och att hållbarhet är en strategiskt och affärskritisk fråga. Det ska bli otroligt intressant att se hur olika företag och branscher kommer att agera."

Fredrik Ekström: "Jag tycker att hållbarhet har blivit ännu tydligare när vi gått in i den här krisen. Vi har sett ett skifte i fokus från E:et och G:et i ESG (Environment och Governance) till S:et – det vill säga social påverkan – och det har redan lett till handling. Ett bra exempel är Nordic Investment Bank som lånat

Deloitte. Services

- Open channels of communication
- Prepare for the rebound
- Conduct global scenario planning

Looking ahead: the imperative

A decades-long focus on supply chain costs, reduce inventories, and drive efficiency has left many companies with little buffers and flexibility to absorb shocks. This illustrates that many companies are not fully aware of the vulnerability of their supply chain relationships to global shocks.

Fortunately, new supply chain technologies are emerging that dramatically improve visibility across the end-to-end supply chain, and support companies' ability to resist such shocks. The traditional linear supply chain model is transforming into digital supply networks (DSNs), where functional silos are broken down and organizations become connected to their complete supply network to enable end-to-end visibility, collaboration, agility, and optimization.

Leveraging advanced technologies such as the Internet of Things, artificial intelligence, robotics, and 5G, DSNs are designed to anticipate and meet future challenges. Whether it is a "black swan" event like COVID-19, trade war, act of war or terrorism, regulatory change, labor dispute, sudden spikes in demand, or supplier bankruptcy, organizations that deploy DSNs will be ready to deal with the unexpected.

Panel 1: Evolving supply chains

Swaminathan R – Aditya Birla Fashion Ltd

- Textile industry impact, sourcing from India, Bangladesh and China 85-90% sourcing within India.
- Post COVID-19 bulk of apparel demand, new normal, change is here to stay, demand uncertainty
- Developing culture of personal hygiene, lead time change – companies may start sourcing locally
- Robust management of sales and operations planning, AI dependence

David Pettet – Reckitt Benckiser

- More resilience business creation required; wider impact is still unknown
- Worker wellbeing pilot since 2019; high risk of unemployment post COVID

Mitesh Pandya – Vedanta Resources Limited

- Raw material, specialise workforce challenge (stock 8-10 days in no stock situation)
- Dependence on China for material in mining, impacted operation due to lockdown
- Stakeholder engagement, community support stopping plant takes
- Townships for employees helped during lockdown

Sedex



A post COVID-19 outlook: the future of the supply chain

SHARE in tweets

that plays a fundamental part of a crisis response program. The shortage of N95 masks, for example, requires new manufacturing plants to meet demand, and given the dramatic price increases of up to 5x markups in online retail outlets, increases in labor costs is both feasible and manageable. The opening of a new production line or the modification of an existing one requires a surge in human capital.

COVID-19 has revealed the weaknesses of a globalized manufacturing system and in order to respond we need to fundamentally rethink supply chains. Our goals in the medium term should be making them more regional, modifying the supply chain as a key business driver and putting back the human asset as the most important factor for an agile business to succeed.

ELEVATE



The impact of COVID-19 is unprecedented. News outlets around the world have reported the consequences of production shutdowns, order cancellations, and overall disruption to global supply chains on suppliers' operations and financial stability. These effects have trickled down to the factory floor, putting working conditions and workers' livelihoods at significant risk.

Early analytics from our [EIQ supply chain intelligence platform](#), suggest there are emerging insights that should continue to be closely monitored as countries, factories and brands work through the recovery.

Insight 1: News trends have focused on lay-offs, wage payments and excessive overtime.

The ELEVATE Analytics team systematically evaluated online news articles on over 30,000 factories using its EIQ Sentinel product. As

2%



Apple Newsroom needs your permission to [enable desktop notifications](#) when new articles are published



PRESS RELEASE

July 21, 2020

Apple commits to be 100 percent carbon neutral for its supply chain and products by 2030



Already carbon neutral today for corporate emissions worldwide, the company plans to bring its entire carbon footprint to net zero 20 years sooner than IPCC targets

Big companies



Big companies

2019 Statement on Efforts to Combat Human Trafficking and Slavery in Our Business and Supply Chains

26 JUN 2020

H&M's continued commitment to sustainability in a post-Covid world

Big companies



James Coker Reporter, Essential Retail



Sustainability has emerged as one of the most discussed issues in the fashion industry in recent years, with major brands regularly **setting targets to reduce their impact on the environment across global supply chains**. This includes plans to reduce carbon emissions and the use of natural materials across entire ecosystems. But with the Covid-19 pandemic bringing about unprecedented challenges to the whole of retail, and fashion in particular, the fear is that sustainability could suddenly fall off the agenda for many retailers, primarily focused on short-term survival.



Why Not Watch?



Big companies

Fashion giant H&M lists suppliers for all garments to tackle worker abuses

by [Sonia Elks](#) | [@SoniaElks](#) | Thomson Reuters Foundation

Wednesday, 24 April 2019 12:00 GMT

ABOUT OUR SLAVERY COVERAGE

We shine a light on human
trafficking, forced labour
and modern-day slavery

Share:



However H&M is the first major fashion chain to list supplier details for each individual garment

By Sonia Elks

LONDON, April 24 (Thomson Reuters Foundation) - Fashion brand H&M has become the first major retailer to list individual supplier details for each garment on its website to increase transparency in an industry with high risks of slavery and labour abuses.

Zalando sees increased sustainable fashion sales

Published: 11 May 2020

Written by Simon Glover

[Print](#)



BERLIN - European online fashion platform Zalando is reporting stronger than expected growth with nearly 30 per cent of its customers shopping for more sustainable fashion.

Zalando says it expects to grow its gross merchandise volume (GMV) by 10-20 per cent this year with people increasingly shopping for fashion online because of lockdowns for the coronavirus pandemic.

**E-commerce
And Consumers!**

INTELLIGENCE

Amazon Wants You To Know What Products Are Sustainable

The e-commerce giant will start labelling products that meet select sustainability certifications on its US website, joining a growing list of companies seeking to target conscious consumers.

**E-commerce
And Consumers!**





United Nations
Global Compact

20
years

Uniting business for a better world

**Demands and
Legislation**

CFO PRINCIPLES ON INTEGRATED SDG INVESTMENTS AND FINANCE

DOWNLOAD TODAY

Unlocking the Full Potential of Sustainable Investment and Finance

The United Nations Global Compact is proud to introduce the ***CFO Principles on Integrated SDG Investments and Finance***. Launched this week during the UN General Assembly, these principles were developed by members of the ***CFO Taskforce for the SDGs*** and support a common vision for leveraging corporate finance and investments toward the realization of the Sustainable Development Goals (SDGs).

Markets & Trends

- **Audits show slow improvements**
Over time the same challenges often persist resulting in a need to go beyond audit.
- **Digital and Data**
Need for scaling, Measurability and Transparency.
- **Partnerships emerging**
The market for supply chain tools is well positioned for growth over the next five years. Build on respective strengths.

Behavioral change



Monitoring

Indicative placement of companies

Scaling Digital!

HOME ABOUT IOM MIGRATION OUR WORK COUNTRIES PRESS ROOM PUBLICATIONS CONTACT US

IOM and Quizrr Launch Online Training App for Migrants in Thailand

[Home](#) › [Press Room](#) › [Press Releases](#) › IOM and Quizrr Launch Online Training App for Migrants in Thailand

Posted: 06/16/20

Themes: IOM

Bangkok – The International Organization for Migration (IOM) in partnership with [Quizrr](#), a leading digital training solution provider, this week (15 June) launched the Laotian version of the interactive, migrant-friendly online training application, which provides pre-employment and on-the-job app-based learning to migrant workers.

The app aims to educate both workers and their managers on their basic rights and responsibilities, with a focus on the importance of ethical recruitment, and ways to put these principles into practice.

In 2019, IOM piloted this application and has received positive responses from both employers and migrant workers. Currently, the online training is being piloted at a Post-Arrival Center for migrant workers in Mae Sot, Tak province as well as 17 factories and training locations across Thailand.

Looking for a way
and Thai workers
efficient?

IOM's PROMISE prog
IOM offers pre-emplo
through Quizrr across



Contracts



Wages

How the app works

Multiple languages



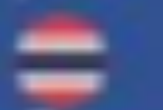
Cambodia



Myanmar



Laos



Thailand

Partnerships



Announcing our collaboration to enhance
human rights awareness and training in supply
chains around the world

By Admin Posted September 23, 2020 In Uncategorized



Ulula and Quizrr are pleased to announce a collaboration to strengthen global organizations ability to gain insights and take action to enhance human rights awareness and training in supply chains around the world.

Quizrr is a digital training platform that enables organizations to reach all the way to the worker level with knowledge to drive behavioural change. Through the power of multimedia, Quizrr offers short, engaging drama films followed by quiz questions so that factory workers can learn about their rights, occupational health and safety, wages, and much more. The training data is measured and displayed in a dashboard which allows for organizations to identify and address pain-points proactively.

ICTI Ethical Toy Program

Quizrr is collaborating with the ICTI Ethical Toy Program to offer free and engaging E-learning content, focusing on Health & Safety and Ethical Recruitment, on a new learning platform to all factory members in the IETP Program. Find out more [here](#).



ICTI
ethical toy
program



MOVE

Quizrr is a part of MOVE, a multi-stakeholder initiative aiming to empower migrant workers in global supply chains with easily accessible digital training, shared knowledge and constructive dialogue. Quizrr have developed the smartphone app and the educational content centered around ethical recruitment and how to stay safe in times of COVID.

[LEARN MORE](#)

Ethical Trade Norway

Ethical trade Norway is a member based organization and resource center for sustainable trade. Their aim is to promote responsible business conduct in supply chains so that trade helps to secure human rights, workers rights, society and environment.

[READ MORE](#)

Danish Ethical Trading Initiative

DIETH is a nationwide organisation whose purpose is, through cooperation between different stakeholders, on a non-profit basis, to promote international trade that respects human- and labour rights, environmental considerations and contributes to global sustainable development by strengthening members' efforts in ethical trade.

[READ MORE](#)

Axfoundation

Axfoundation is an independent, non-profit organization working practically and concretely towards building a sustainable society. We believe that entrepreneurship and broad collaborations with many actors in society are necessary for change. We want to create real change. We aim to inspire those we work with, and act for change – either individually or collectively.

[READ MORE](#)


AXFOUNDATION

ANTONIA ALISON JOHNSON FOUNDATION
FOR SUSTAINABLE DEVELOPMENT



CCR CSR

The Center for Child Rights and Corporate Social Responsibility (CCR CSR) has been a pioneer consulting business on child rights in their supply chains for nearly 10 years, working in a growing number of Asian countries. CCR CSR, as a social enterprise, has extensive experience and expertise in helping companies improve their direct and indirect impact on children and through it, strengthen their sustainable business.

[READ MORE](#)

Frågor?



Quizrr: Affären som drivkraft



How it works

Connecting working conditions to consumer choices



Supplier selection

Brand screen and selects key suppliers to drive impact with. Objectives/training focus is set based on supply chain maturity, usually starting with securing of basic rights and responsibilities.



Raise awareness

Selected suppliers are onboarded (2 days to get started!) Quizrr provides digital training plans suited to factory size. Workers are trained in short sessions following gamified methodology.



Measure & share

All trainings are uploaded to Dashboard to enable progress tracking, results and benchmarking against other businesses. Factory and purchasing brands take actions based on real data.



Create impact

Reap benefits from an empowered workforce. Increased retention of employees lead to increased productivity and improved workplace dialogue. Suppliers follow training plans and expand with more topics as maturity



Communicate

The IRL overview of supply chain training status enable brands to take action based on data. Tell the story to consumers to allow for a conscious choice. Impact labeling for e-tail/retail.

Educate

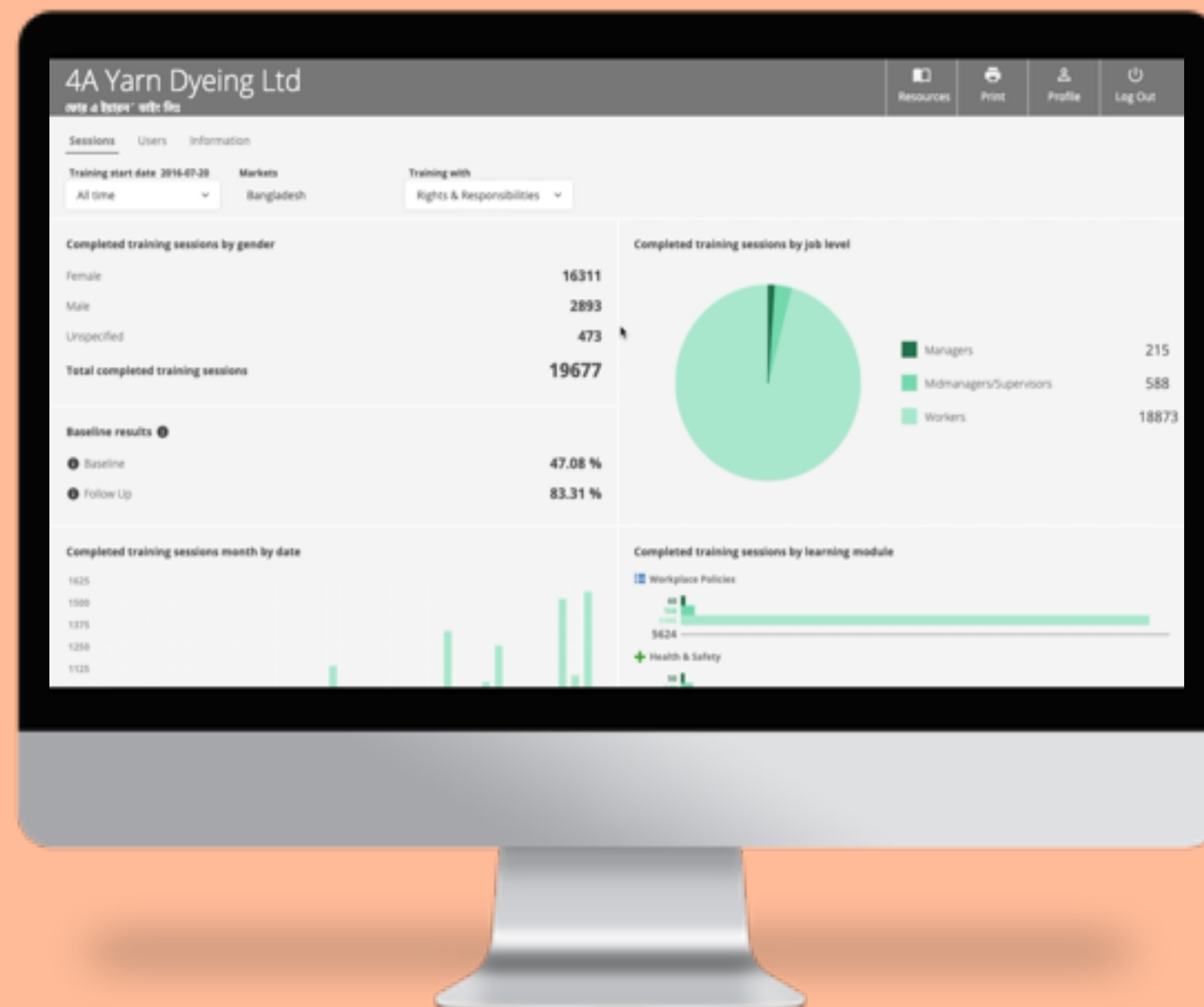


Measure



我眼

Share



Content Overview

Rights & Responsibilities

- Workplace Policies
- Health & Safety
- Fire & Safety
- Workplace Dialogue

Migrant Parenting

Collaboration with CCR CSR to help migrant parents

- Care
- Needs
- Communication
- Distress
- Togetherness

Involuntary Work

Collaboration with ETI to train on Modern Slavery Act

- Employment Practices
- Workplace Policies



COVID-19

-Developed with WHO and UN-IOM

Worker Engagement

- Dialogue & Engagement
- Worker Representation
- Nomination & Election
- Roles & Responsibilities

Digital Wages

Collaboration with BSR/HERfinance

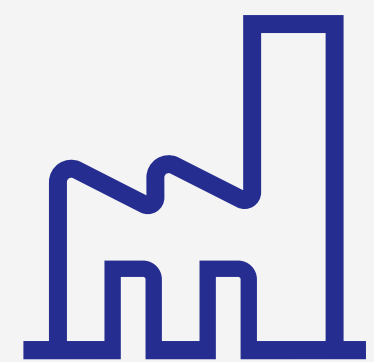
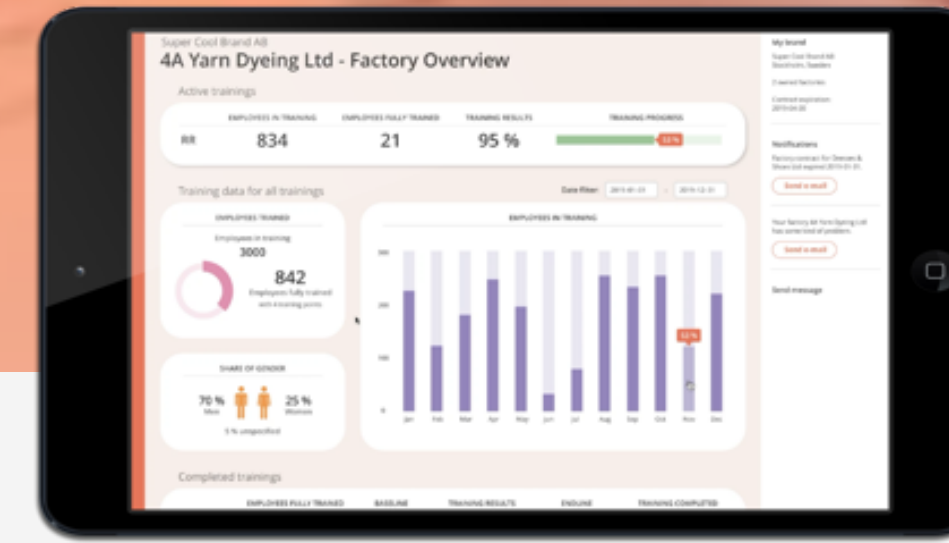
Support to factory management
How to transition to digital payroll
Train workers how to use and benefit from a digital payroll

Wage Management

- Employment
- Pay Systems
- Wages



A shared success and cost



Supplier
License Fee



Brand
Annual Fee

Social hållbarhet
skapar vinster för
alla inblandade!





94% believe Quizrr training has improved the worker satisfaction at the workplace

Quizrr Impact study [Sept 2019] with responses from management in 33 factories working with Quizrr longer than 6 months.





**79% believe Quizrr training has
Increased production output**



**91% believe Quizrr improves relationships
between managers and workers**





**85% believes that Quizrr can improve
buyer relations**



Supplier Benefits

Year on year increase

2017-2018

What does Jiaxipera say?

We have benefitted a lot from the Qulzm training, mainly from below parts: it has enabled us to build a convenient and effective training platform for our organisation. It has also improved the breadth and depth of training on Code of Conduct and both management and employees can quickly learn the content.

The solution enables us to continuously improve our management system, the working environment and makes management more humanised. Our employees understanding has improved considerably, and they now have a better understanding of the requirements of our organisation. In turn they know that they have the ability to put forward their own demands.

Finally we can see that the number of disputes and contradiction between management and employees has been reduced and the procedure of conflicts is now more standardized and rational making labor relations more harmonious.

– Liu Bin, HR Vice Manager
Jiaxipera Compressor Co.Ltd
Zhejiang, China

3706
Number of
workers

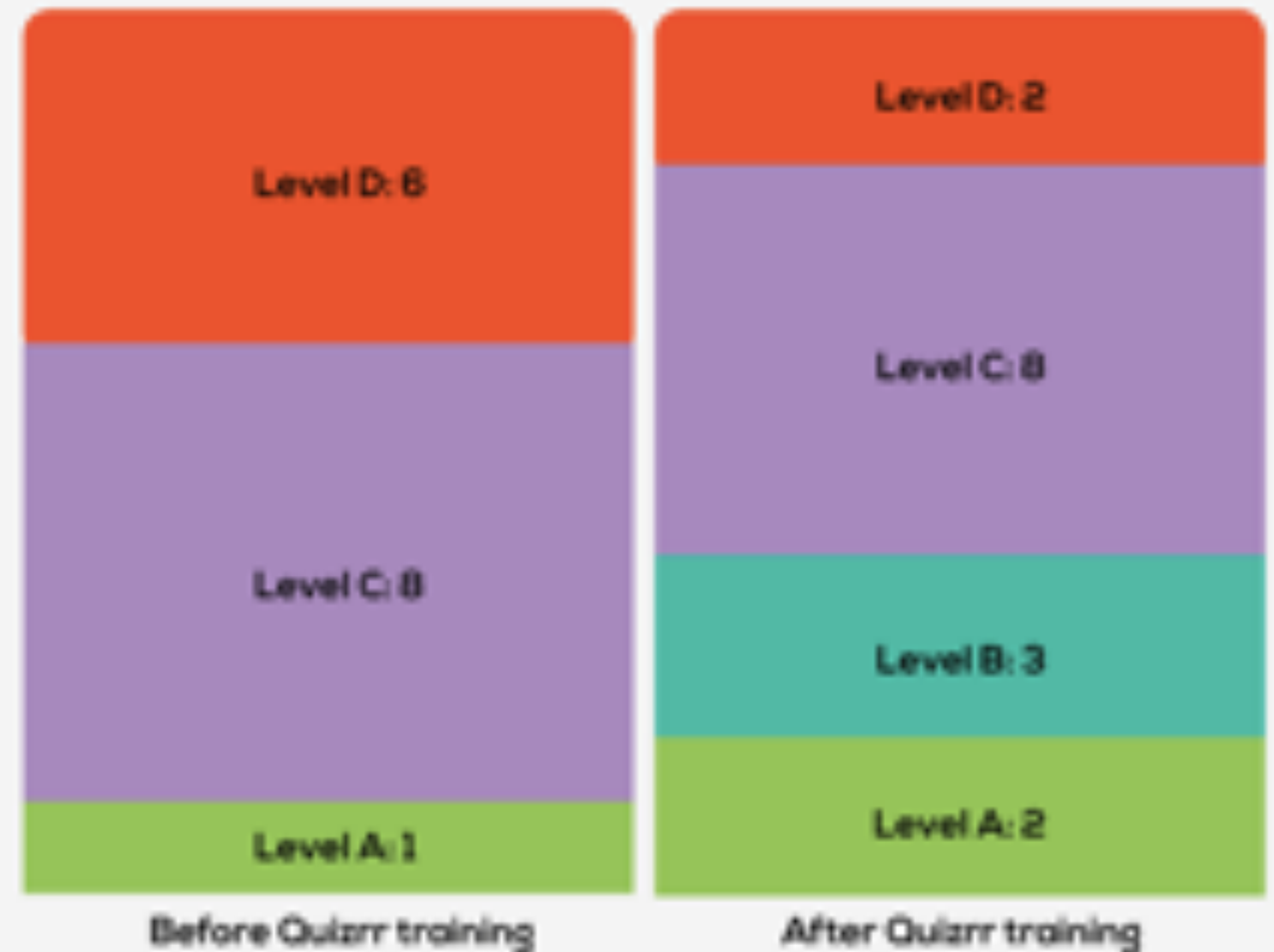
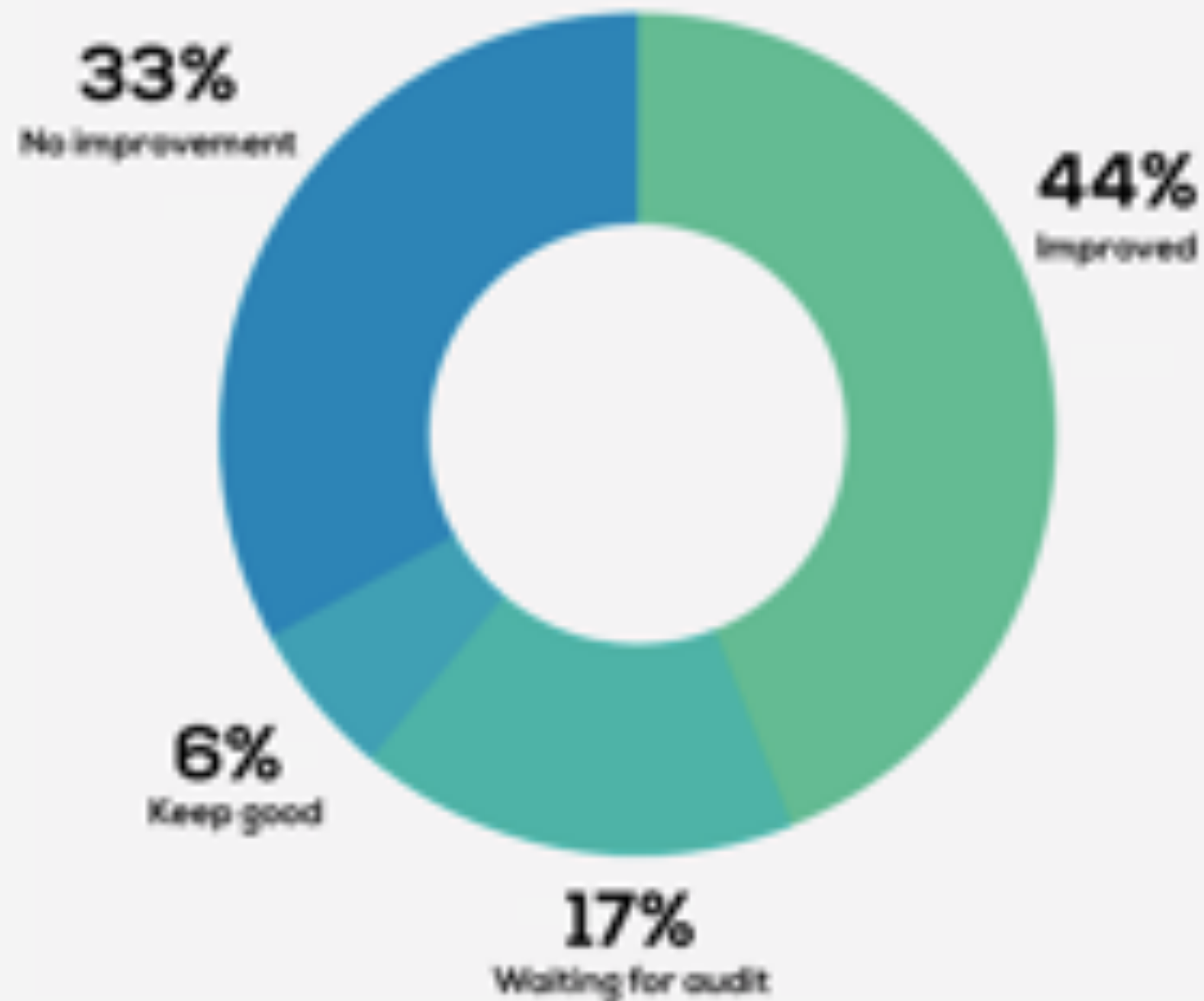
+7%
Production
Increase

+3%
Per Capita
Output

100%
Workforce
Trained

Result Analysis

comparing external audit scores (BCSI) at 15 suppliers before/after Quizrr training



**Companies that make
commitment to sustainable
business operations reach 4 times
better growth rate.**

* Nielsen 2019/01. Sustainability continues to drive sales across the CPG landscape.





Human Capital, the greatest resource of the export industry!



Frågor?



Tack!

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