INTRODUCTION:
WFSGI - CORPORATE RESPONSIBILITY
WHAT WE DO

1. A common standard: The WFSGI COC – Code of Conduct
2. The expert’s platform: The WFSGI CR Committee
3. All you need to know: The WFSGI CR Heads-Up Newsletter
4. Tell the story: The WFSGI CoA – Communication on Action Reporting
5. Position the Industry: The WFSGI Position Papers on Critical CR Issues
6. Join forces: The RSI - Responsible Sport Initiative
7. Verify compliance: The WFSGI Pledge for the FIFA Quality Programme
8. Offer expertise: The WFSGI CR Helpdesk
9. Always at it: The WFSGI as Liaison to International Organizations
10. Stay tuned: What’s next?

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1. WFSGI CODE OF CONDUCT
The basis for any alignment on CR is the WFSGI’s own CoC:

- Reflects internationally accepted occupational health and **safety standards** (ILO Conventions, Universal Declaration of HR, etc.)
- Publicly available on [www.wfsgi.org](http://www.wfsgi.org)
- **Signed** upon admission by WFSGI **members** companies
1.2. WFSGI COC - CONTENT

Areas covered:

- Forced Labor
- Non-Discrimination
- FoA / Collective Bargaining
- Wages and Benefits
- Hours of Work
- Regular Employment
- Child Labor
- Health and Safety
- Harassment or Abuse
- Environment

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1.3. WFSGI COC – SUPPORT

- Position **paper** on code implementation
- Position papers on specific principles
- **Supporting** standard and **guidelines** document

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2. WFSGI CR COMMITTEE
Developing and *promoting an understanding* within the WFSGI about the relevance of global societal, *social and environmental trends* like climate change, resource depletion, labor and health issues.
“AS WELL AS SETTING MINIMUM STANDARDS ACROSS THE WHOLE INDUSTRY, WE ACT AS AN ADVISER TO OUR MEMBERS, HELPING THEM TO FURTHER STRENGTHEN THE CORPORATE RESPONSIBILITY PRACTICES IN THEIR BUSINESS.”

FRANK HENKE, VICE PRESIDENT, GLOBAL SOCIAL & ENVIRONMENTAL AFFAIRS, ADIDAS GROUP; CHAIR OF CR COMMITTEE
2.2. CR COMMITTEE - MEMBERS

Chair:
- Frank Henke, Adidas

Vice-Chairs:
- Zoe Cokeliss, Pentland
- Christine Madigan, New Balance

Members:
- Joana de Brito, Puma
- Norman Cook, Kamik
- Rahel Damamme, Decathlon
- Erik van der Hout, Accell Group
- Dmitri Hu, Pou Chen Group
- Troy Jones, Specialized Bicycle
- Michael Levine, Under Armour
- Lucia Nascimento, Nike
- Abel Navarette, Columbia
- Rutger Oldenhuis, Shimano
- Jérôme Pero, FESI
- George Yoshimoto, Asics
2.3. CR COMMITTEE - ROLE

- Information exchange on corporate responsibility issues and topics of relevance to the SGI;
- create, and get first access to, emerging knowledge;
- provide reports and recommendations that will shape the industry for years to come;
- draft and share positions for specific situations;
- supports members to identify and address challenges.
3. THE WFSGI CR HEADS-UP NEWSLETTER
3. THE WFSGI CR HEADS-UP

- Newsletter published for WFSGI members only
- Focusing on **news** in the area of **CR**
- Compiling only articles of **relevance** to the SGI
- **Peer communication** vehicle for WFSGI members
4. THE WFSGI COA REPORTING
4.1. COA - INTRODUCTION

- Solution to support and assist members to respond appropriately to changing demands
- A vehicle to encourage disclosure and to promote CoC compliance
- Biennial (at a minimum) disclosure report:
  - Outlines implementation of WFSGI CoC (at a minimum) or other relevant standards
  - Provides information on CR/sustainability activities
4.2. COA - PURPOSE

Opportunity for members to:
- ensure **compliance** with WFSGI CoC
- **benchmark** performance and reporting against other members
- share **best practice**
- identify gaps in programs and target areas for **improvement**
- strengthen **dialogue** with stakeholders
- **meet requests** for disclosure from other stakeholders
4.3. COA – KEY REQUIREMENTS

- Senior decision-maker **statement** expressing support for the CoC and commitment to its provisions
- **Description** of relevant actions, programs and policies
- **Progress** against previously set targets
- Goals and **targets**
4.4. COA – SUBMISSIONS

- Submissions will be accessible to WFSGI members.
- Upon request, submissions can be peer reviewed to provide feedback on:
  - quality of submission and the extent to which it meets the COA criteria
  - the programs, policies, etc. on which information is provided, bearing in mind the specific context and capacity of the reporting company
- Members can request publication on public WFSGI website.
5. THE WFSGI POSITION PAPERS
Role of WFSGI as a resource for its members and as a platform for sharing best practice

Advance a clear position on a key CR issue or topic

Help others do the same by sharing and discussing the context, risks and opportunities associated with the issue

Enable members to do better, follow best practices

Foster effective cooperation among members
“AS THE VOICE OF THE INDUSTRY, WE NEED TO TAKE A POSITION ON CRITICAL ISSUES”
5.2. POSITION PAPERS - PROCESS

- CR Committee defined topics
- WFSGI secretariat assigns volunteer members who provide information
- External communication agency Junxion interviews WFSGI members
- Junxion drafts paper based on collected information and material review
- WFSGI member provides best practice effort which will serve as a case study
- Webinar to introduce paper to all WFSGI members
5.3. POSITION PAPERS - STATUS

- WFSGI Code of Conduct
- UN Guiding Principles on Business and Human Rights
- Non-financial disclosure
- Raw material sustainability: assessment and selection
- Factory closures and Downsizing
- Chemical Management
- Product Safety
- Chemical Management
- Migrant & Foreign workers’ employment standards
- Living wages
- Health & Safety issues of concern in the SGI
- Working Hours
- Human Rights & Sustainability at International Sports Events
- Climate change
6. THE RSI - RESPONSIBLE SPORT INITIATIVE
7. THE WFSGI PLEDGE FOR THE FQP
7.1. FQP PLEDGE - ABOUT

- the FQP for Footballs introduced in **1996**
- harmonize and improve ball **quality**
- internationally recognized and dependable **industry standard** for quality and reliability
- **areas**: equipment, surface, technology and services used for their game
7.2. FQP PLEDGE - PURPOSE

- improve the game
- protect the players, clubs and associations
- endorse products which comply with the highest safety and quality standards
The FQP applies to licensed:

- **Footballs** (initial starting point)
- **Goal Line Technology** (added at later stage)
- **Artificial Turf** (added at later stage)
- **EPTS Electronic performance and tracking systems** (latest expansion of the FQP)
The FQP concerns the following players:

- **Brands** and producers of footballs, turf and GLT who wish to use FIFA quality label
- **FIFA** is the owner of the program
- **PLI, EMPA** are the institutes accredited by FIFA to conduct the quality testing
- **WFSGI** is responsible for the pledge
- **Auditing firms** conducting the social audits
7.5. FQP PLEDGE – SCOPE

- **Quality testing** according to specific criteria per category for products to obtain FIFA license
- FQP also accounts for **ethical standards**, licensee candidates need to prove compliance with WFSGI CoC on annual basis
7.6. FQP PLEDGE— AREAS (I)

- **Safety**: guarantee safety of all involved in football and ensure minimized health and injury risks through material analysis, mechanical, biomechanical and medical product studies
- **Durability**: all related products must withstand reasonable amount of use over time, ensured with wear-and-tear tests and repeated use simulations. Research into tests to better assess and thus improve product lifespan is key area
7.6. FQP PLEDGE— AREAS (II)

- **Performance** of all related equipment must be at highest level. Test methods based on objective comparisons, different categories tailor the product to needs of the specific group.

- **Quality Assurance**, product must meet end user's high expectations: Helping the user to better understand the product, performing regular spot testing of approved products and ensuring manufacturers' compliance with WFSGI CoC.
7.7. FQP PLEDGE – BASIS

- quality programme research built on includes in-depth studies, surveys and analyses of players’ needs and encompasses various aspects of safety, performance, durability, quality assurance and playing comfort

- social responsibility an integral part of certification criteria and assures compliance with ethical business practices

- if a product past the test it can be certified by FIFA and will be awarded one of the FIFA quality labels
7.8. FQP PLEDGE – HISTORICAL BACKGROUND (I)

- **Child labor** unveiled in the production of footballs in Pakistan and India in the 90’s
- **Global accusations** towards the entire SGI: brands, suppliers, retailers etc.
- **Negative** impact on FIFA as the world governing body of football
Consequences – Establishment of local organizations as a monitoring solution:
- Pakistan (Atlanta Agreement 1997): IMAC
- India: SGFI (1998)

The WFSGI introduced the Pledge for FIFA in 1997: FIFA Licensees have to confirm to that they are member of those programs to eliminate child labor in Pakistan and India.
Further development of the pledge system:

- At the very beginning only focused on child labor in Pakistan and India
- From July 2012:
  - *Embrace the global production* of soccer balls – no longer only Pakistan and India
  - *Broader scope* of compliance request: WFSGI Code of Conduct - no longer only child labor
First Licensees are requested to study the Guidance Manual and Agreement:

- Overview and a step by step guidance for the FIFA Licensees
- The following issues are addressed: purpose, parties, general terms, submission, approval, liabilities, governing law, place of venue etc....
7.9. FQP PLEDGE – PROCEDURE (II)

The Licensees are requested to fill in and sign the Pledge Form:

- Contact details and general information
- Recognition and signature of the WFSGI Code of Conduct
Licensees requested to provide WFSGI with social audit report that:

- Must not be older than **one year**
- Must **cover** all the provisions set forth in the WFSGI CoC
- must have been conducted by an **internationally recognized and experienced auditing company**
- the FIFA Licensee (or its manufacturer) is the report **owner**
If all requirements are met, the WFSGI issues a Letter of Approval:

- The approval documents are uploaded on FIFA’s platform
- The Licensee will be notified about this decision per email
7.10. FQP PLEDGE – BENEFITS

- Ensuring **decent labor** standard within licensees’ supply chains
- Establishing a **fair** level playing field
- Creating **awareness** in the specific sector
- Brand **protection**
- **Image** cultivation
- Improving corporate social responsibility **performance**
8. THE WFSGI CR HELPDESK
Any inquiries regarding corporate responsibility can be sent to:
csr.helpdesk@wfsgi.org

WFSGI will investigate internally, with members and external experts to provide guidance.
9. LIAISON TO INTERNATIONAL ORGANIZATIONS
9. LIAISON TO INTERNATIONAL ORGANIZATIONS

- WFSGI is the recognized liaison organization for the SGI for:
  - ILO
  - OECD
  - UNICEF
  - WHO
  - Etc.
- Compiling and putting forward SGI position
- Collecting information on organizations activities and sharing it with members
10. WHAT’S NEXT?
10.1. WFSGI CR DIRECTORY

- Directory of international organizations, multi-stakeholder initiatives, service providers, etc.
- Help navigate through multitude of sub-topics in CR and pertinent organizations
- Provide overview of services and activities of interest to WFSGI members
10.2. COLLABORATIONS

- **Assess** relevant players in the area of CR
- Establish **formal cooperation** with organizations
- Establish solid CR **network** for WFSGI constituency

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10.3. KICK-START SUPPORT

- Consider **guidance package** for companies who are interested to look into CR
- Provide tailor-made **support** on **entry level**
The boiling frog theory states that if a frog is placed in boiling water, it will jump out, but if it is slowly heated, it will not perceive the danger and die ...