



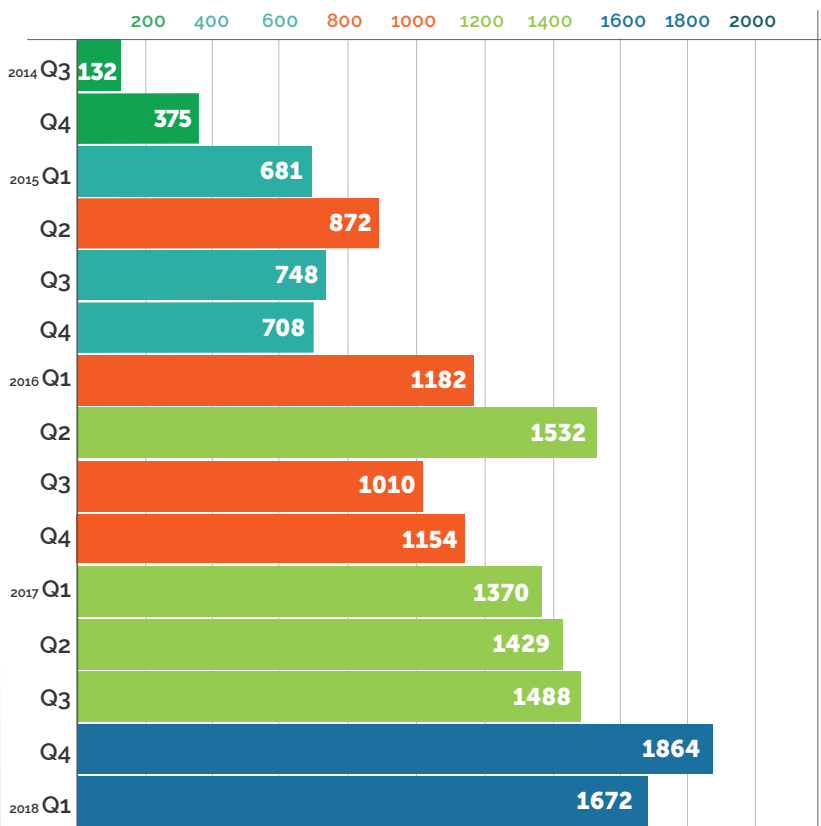
Q1 2018 HELPLINE HEADLINES

The Amader Kotha Helpline was available to 1,473,561 workers in 990 factories by the end of March 2018. In the first quarter of the year, 1,672 substantive issues were shared with the Helpline from workers, of which 582 were related to safety.

Workers continue to have access to a toll-free number that is available nationwide, and worker satisfaction with the Helpline remains high according to Interactive Voice Response (IVR) and live surveys among Helpline callers.

Helpline operations will be relocating to Phulki's Dhaka headquarters beginning later this year. Further details will be announced in the coming months.

SUBSTANTIVE ISSUES REPORTED TO HELPLINE



Only issues that occurred in Alliance factories are shown.

IN FOCUS: HELPLINE INTERVENES IN BABY KIDNAPPING CASE

Four and a half years ago, the Amader Kotha Helpline began operations in response to the terrible tragedy that occurred when Rana Plaza collapsed. Since then, nearly 25 percent of the over 18,000 substantive calls received by the Helpline have been about safety problems, many of them issues requiring immediate attention such as overheated machines or cracks in factory walls. The majority of calls received, however, have always been about non-safety concerns such as nonpayment of wages, harassment or, in an unusual case sent the Helpline's way this quarter, a case of baby kidnapping.

On February 16—more than a month and a half later—the Police Bureau of Investigation informed the father of the child that the baby had been rescued and the kidnapper had been taken into custody.

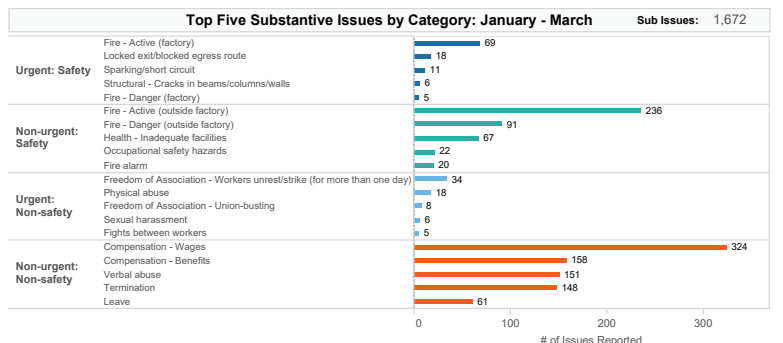
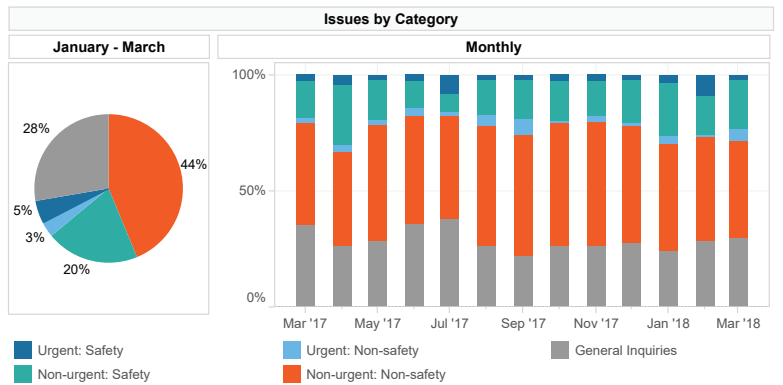
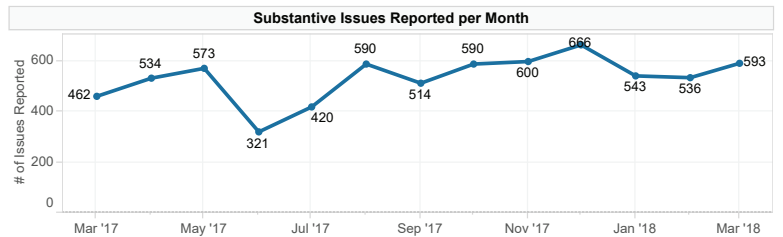
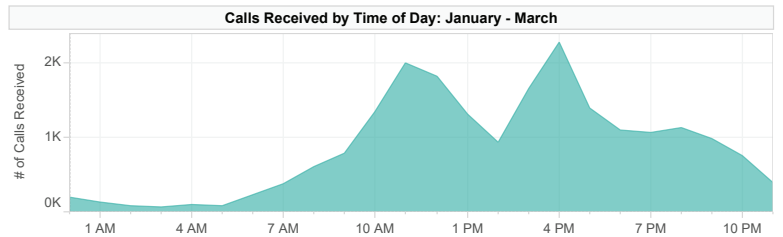
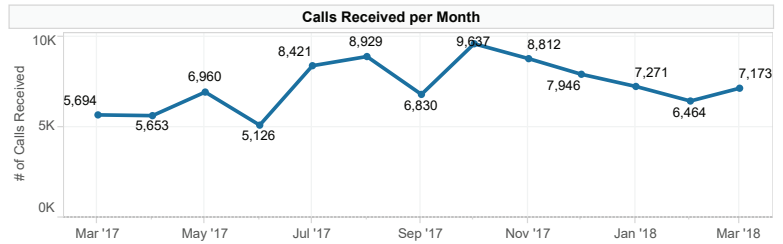
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FIRST QUARTER 2018 FINDINGS

KEY FINDINGS INCLUDE:

- **20,908 calls were placed to Amader Kotha this quarter from January through March**, for a total of 216,195 calls received to date.
- **The peak call times this quarter were around 11am and 4pm**, consistent with previous quarters and reflecting test call volume due to Helpline (refresher) trainings.
- **582 safety issues were reported to Amader Kotha this quarter**, of which 114 were urgent and 468 were non-urgent. Among safety issues reported by workers, those most frequently mentioned were fires inside factories; inadequate facilities; and fire dangers outside of factories.
- **General inquiries comprised 28% of issues this quarter**, disregarding missed or test calls. The majority of these inquiries pertained to Helpline support capabilities and labor laws.
- **1,672 substantive issues were shared with the Helpline** from workers at Alliance factories this quarter. The most commonly-reported issues were related to compensation, termination, and fires outside of factories.





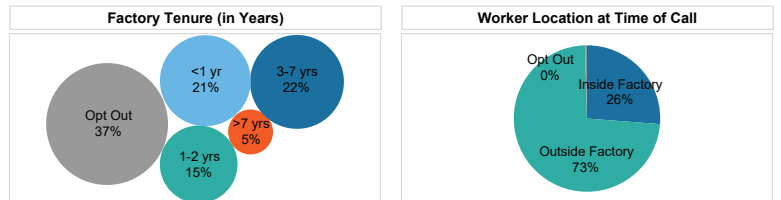
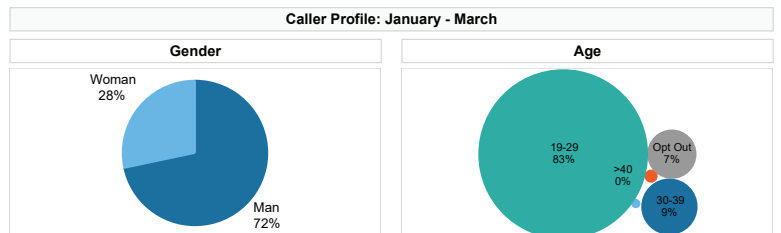
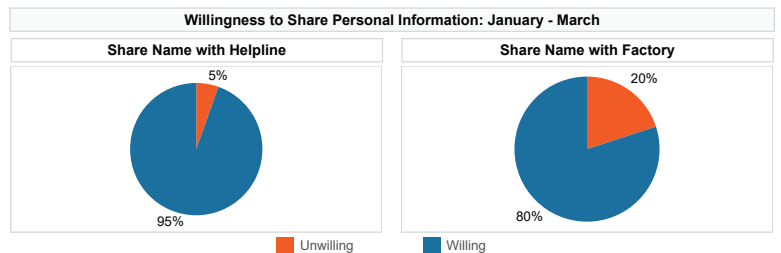
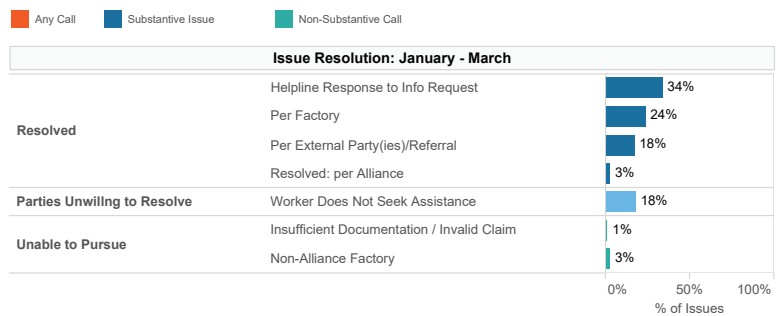
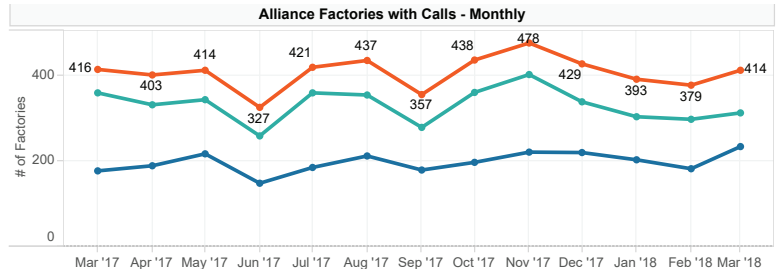
FIRST QUARTER 2018 FINDINGS

KEY FINDINGS CONTINUED:

- Among the substantive issues reported by workers from any factory this quarter, 79% were resolved. The remainder were unable to be resolved due to workers not seeking resolution assistance or to the Helpline and/or Alliance not being able to pursue issues further.
- 95% of workers who called to report a substantive issue this quarter were comfortable sharing their name with the Helpline, but only 80% would allow their name to be shared with the factory.
- Of the 990 Alliance factories that have received training on the Helpline, workers from 245 factories (25%) placed calls to the Helpline between January and March 2018. Workers from 174 Helpline-launched factories (18%) reported substantive issues this quarter.
- Workers from 204 non-Alliance factories called the Helpline this quarter. Most calls pertained to compensation and termination.
- 96% of the safety issues reported this quarter from workers at Alliance factories were resolved and closed by the end of March. All remaining open issues are in the process of being closed in accordance with Alliance protocol.

NOTE:

Detailed call data is provided to the Alliance for distribution to Alliance member companies after factories have had the opportunity to verify and respond to information provided by workers.



	Total Calls	Substantive Issues	Helpline Launched Factories
Inbound	216,195	Alliance 16,242	Workers 1,473,561
Outbound	87,532	Non-Alliance 1,862	Factories 990

Notes:
 • Graphs do not include calls from "General Inquiry", "False", or "No category" issue categories, except graphs on calls received and calls by time of day and where otherwise stated.
 • Calls have been received from non-Alliance factories. For example, calls were received from 204 factories not listed as Alliance factories this quarter. These calls are included in the call volume and call time and factories with calls graphs above, but not included in the issue or caller profile visualizations.
 • Substantive issues per month graph may not match historical newsletters due to changes in issue categorization over time.
 • # of workers and # of factories where the Helpline has been launched are based on information provided by the Alliance.

WHO ARE WE?

Amader Kotha, or "Our Voice" in Bangla, is a unique collaboration among three project partners—Clear Voice, a project of The Cahn Group that operates hotlines and builds effective grievance mechanisms in supply chains; Phulki, a respected civil society organization working to improve the lives of workers and their families in Bangladesh; and ELEVATE, the new parent company of Laborlink, a leading business risk and sustainability solutions provider. Each partner brings years of experience building innovative, best-in-class labor compliance programs in supply chains. 📞



Information about Amader Kotha is publicized in factories

HELPLINE FOCUS

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On New Year's eve, the Helpline received a surprising call from a man who reported that his five-month old baby had been stolen in Gazipur, an industrial neighborhood nearby Dhaka. The caller reported the kidnapping to the local police and to the media in a desperate attempt to find his child. When those efforts were unsuccessful, the man contacted Phulki, Amader Kotha Helpline's key partner in Bangladesh whose reputation for support for child rights is well known. The Helpline team sprang into action, first by contacting the National Help Desk, and then in a dizzying series of attempts to get help over the following days to UNICEF, Aparajeyo Bangladesh, the Gazipur Legal Aid Office and various government entities including the District Judge Court, the Rapid Action Battalion and the Criminal Investigation Department.

With critical assistance from many of the organizations contacted and with the persistence of both the caller and Phulki, the efforts paid off. On February 16—more than a month and a half later—the Police Bureau of Investigation informed the father of the child that the baby had been rescued and the kidnapper had been taken into custody. An elated father thanked the Helpline and Phulki for guiding him through the hair-raising process of being reunited with his child and the Helpline's case was closed.

As always, we welcome your comments and suggestions at: workerhelpline@afbws.org.

-Doug Cahn
Amader Kotha Project Director