

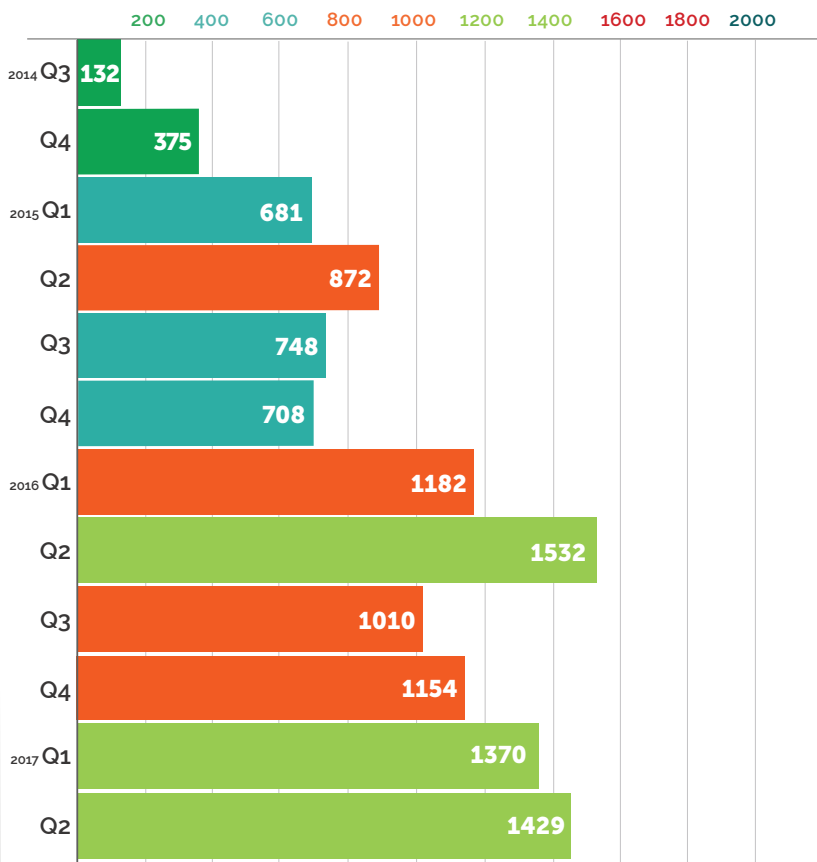


Q2 2017 HELPLINE HEADLINES

The Amader Kotha Helpline was available to 1,309,261 workers in 900 factories by the end of June, 2017. In the second quarter of the year, 1,429 substantive issues were shared with the Helpline from workers at Alliance factories, of which 449 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.

As always, let us have your thoughts and suggestions. We can be reached by email at: workerhelpline@afbws.org.

SUBSTANTIVE ISSUES REPORTED TO HELPLINE



Only issues that occurred in Alliance factories are shown.

HELPLINE IN FOCUS: WHAT WE CAN EXPECT FROM A HELPLINE

Calls to worker helplines typically reflect the prevailing and well-known concerns of workers, such as safety, fair compensation, or problems with harassment. As a result, helplines are sometimes viewed as a barometer of worker concerns.

THE EXPECTED

As examples, when the earthquake hit Bangladesh in April 2015, the Amader Kotha Helpline received a dramatic spike in call traffic (81 calls from 26 factories in a single day) reflecting the high level of worker concern for their safety. When labor unrest swept across the Bangladesh RMG sector in the fall of 2016, over a dozen workers called in a single week to report labor-related problems they were having. In the second quarter of 2017, strong winds and rain from Cyclone Mora affected coastal regions, resulting in 66 workers from 30 factories calling to report anxiety over their safety and the safety of their families.

These calls reflecting prevailing conditions are to be expected, and represent a well-functioning system for reporting concerns.

AND THE NOT-SO-EXPECTED

Another important value of the Helpline is not from the calls that are expected, as useful as this information is; it is from calls reporting problems that may not be widespread, well-known or well-documented, but still pose significant risk of harm to workers.

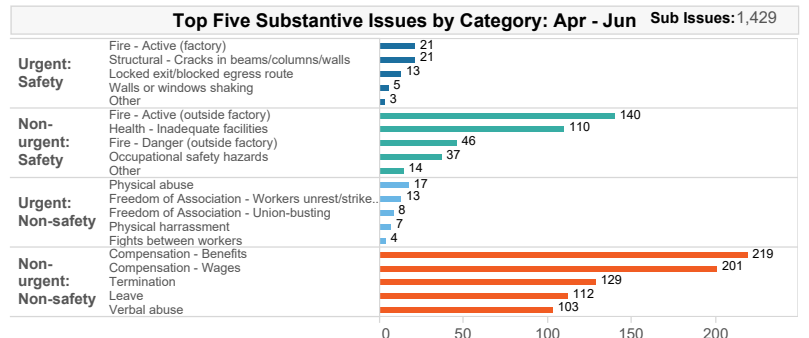
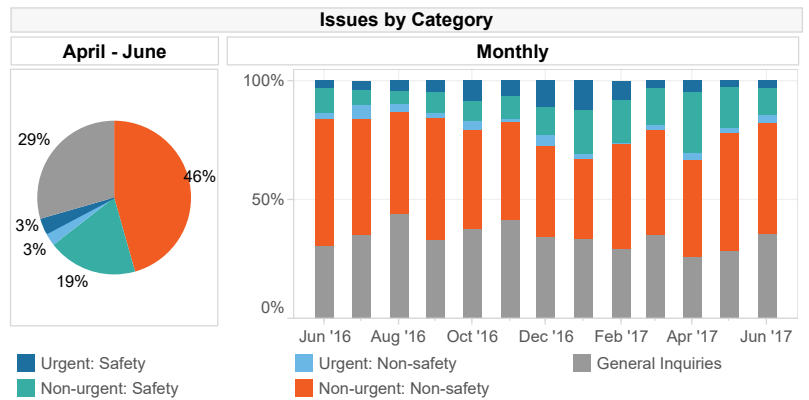
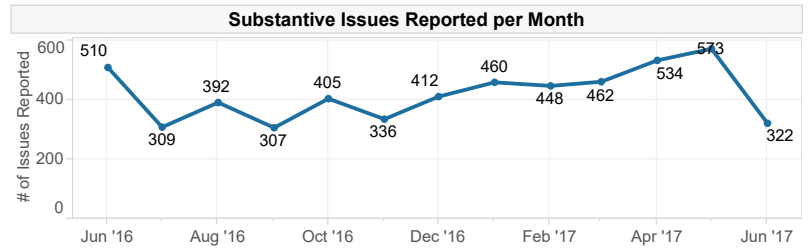
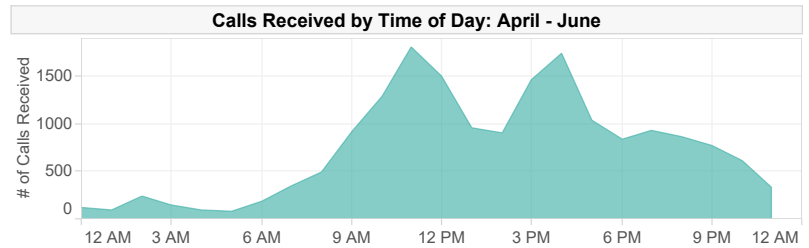
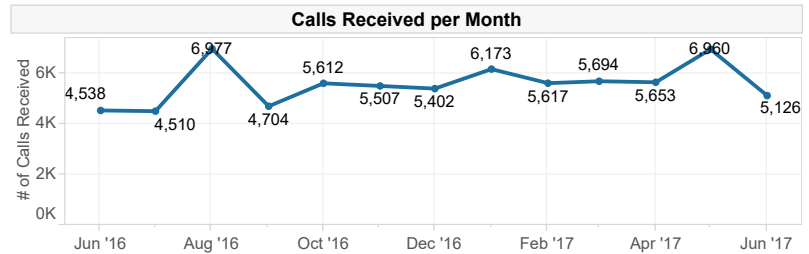
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SECOND QUARTER 2017 FINDINGS

KEY FINDINGS INCLUDE:

- **17,739 calls were placed to Amader Kotha this quarter from April through June**, for a total of 144,712 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.
- **449 safety issues were reported to Amader Kotha this quarter**, of which 67 were urgent and 382 were non-urgent. Among safety issues reported by workers, those most frequently mentioned were fires and fire dangers (primarily outside of factories); inadequate facilities; and occupational safety hazards.
- **General inquiries comprised 29% of issues this quarter**, disregarding missed or test calls. The majority of these inquiries pertained to Helpline support capabilities and labor laws.
- **1,429 substantive issues were shared with the Helpline** from workers at Alliance factories this quarter. The most commonly-reported issues were related to compensation, fires outside of factories, and verbal abuse.





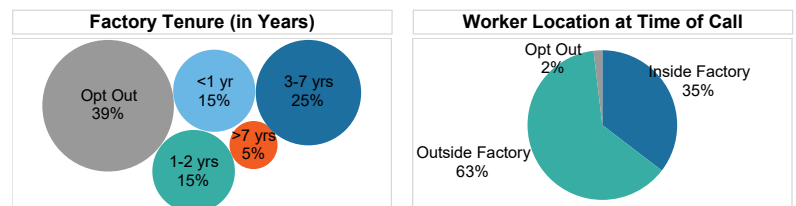
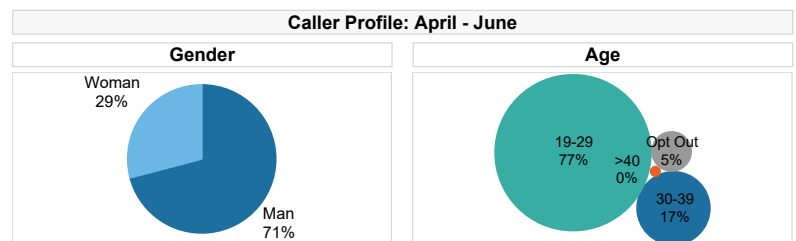
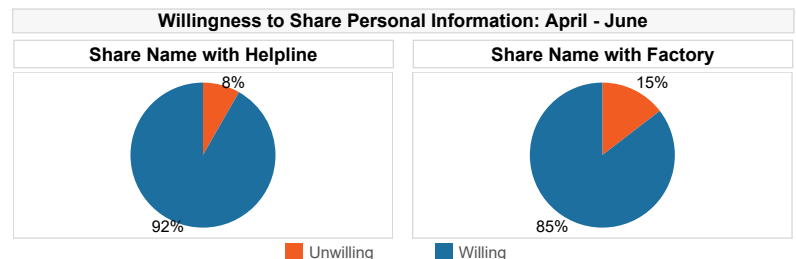
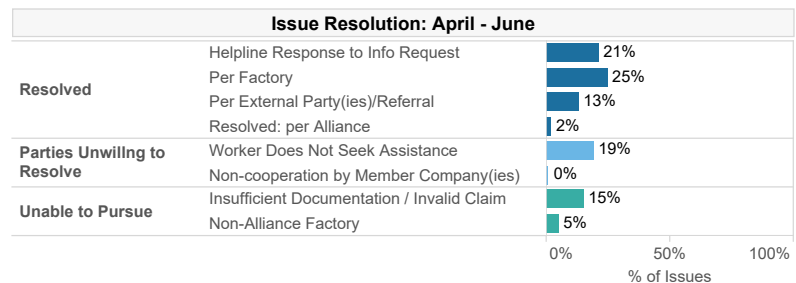
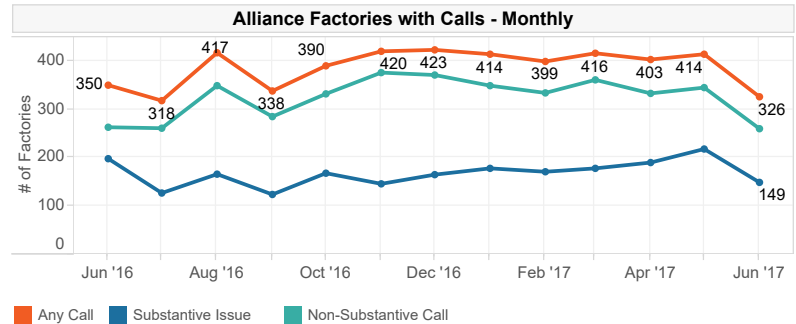
SECOND QUARTER 2017 FINDINGS

KEY FINDINGS CONTINUED:

- Among the substantive issues reported by workers from any factory this quarter, 61% 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.
- 92% of workers who called to report a substantive issue this quarter were comfortable sharing their name with the Helpline, but only 85% would allow their name to be shared with the factory.
- Of the 900 Alliance factories that have received training on the Helpline, workers from 575 factories (64%) placed calls to the Helpline between April and June 2017. Workers from 354 Helpline-launched factories (39%) reported substantive issues this quarter.
- Workers from 137 non-Alliance factories called the Helpline this quarter. Most calls pertained to compensation and termination.
- 97% of the safety issues reported this quarter from workers at Alliance factories were resolved and closed by the end of June. All remaining open issues are in the process of being closed in accordance with Alliance protocol.

NOTES:

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.



Progress to Date (from July 2014 onward)

Total Calls	Substantive Issues	Helpline Launched Factories
# Inbound: 144,712	Alliance factories: 11,191	# Workers: 1,309,261
# Outbound: 65,202	Non-Alliance factories: 1,296	# Factories: 900

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 137 factories not listed as Alliance factories in Q2. These calls are included in the call volume, 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 Good World Solutions (GWS), a non-profit organization whose flagship tool—Laborlink—has reached more than 1,000,000 workers. Each partner brings years of experience building innovative, best-in-class labor compliance programs in supply chains. 📞

HELPLINE FOCUS

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In over a dozen occasions in the second quarter of 2017, for instance, locked exits or blocked egress routes were reported by workers. These issues rarely constitute high profile problems unless a disaster occurs. In some cases, management acted swiftly to remediate the reported problems. In other cases, workers had to take pictures with their phones in order to demonstrate the nature and extent of the risks. In all cases, the ability of workers to leave their buildings quickly and safely in an emergency is now improved.

Similarly, the problem of poor quality drinking water does not always come to the attention of management or concerned brands in a timely fashion. Yet in a number of cases in the second quarter of 2017, dirty water filters resulted in substandard drinking water and led to worker illness and discomfort. In still other cases, the absence of accessible water on the factory floor threatened dehydration. These issues have since been satisfactorily resolved according to management and workers and the cases have been closed.

WHAT WE LEARN

Calls to Amader Kotha (or any other helpline) can be expected to reflect the well-known concerns of workers. A well-functioning helpline can also provide the opportunity for workers to report their immediate, and not always noticed, concerns that may also constitute major threats to safe and humane workplace conditions.

We hope you benefit from reviewing this quarter’s results and analysis. As always, we welcome your feedback.

-Doug Cahn, Amader Kotha Project Director



Information about Amader Kotha is publicized in factories



Workers are instructed how to use the Amader Kotha Helpline through role-play and cards with Helpline contact information.