



Q2 2018 HELPLINE HEADLINES

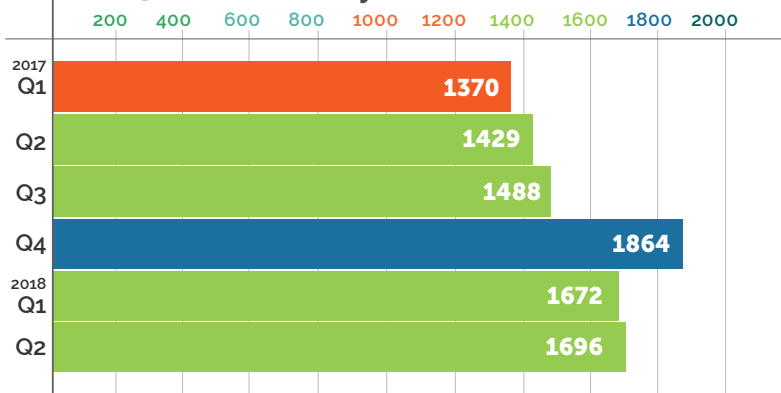
The Amader Kotha Helpline was available to 1,491,582 workers in 1,004 factories by the end of June 2018. In the second quarter of the year, 1,696 substantive issues were shared with the Helpline from workers, of which 435 were related to safety.

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.

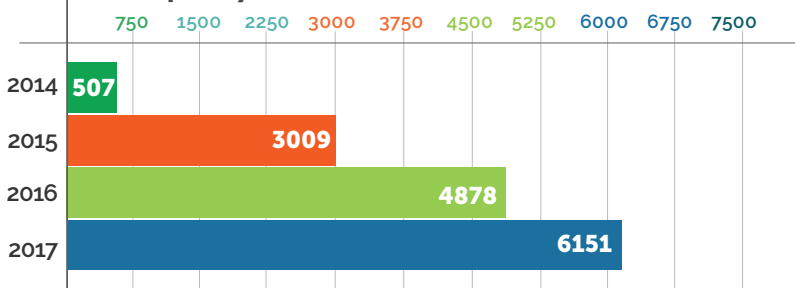
The Amader Kotha Helpline Center at Phulki opened operations on July 1, 2018 at the Phulki offices in Dhaka, marking a significant milestone in the evolution of the Helpline as an independent initiative serving Bangladesh's RMG sector.

SUBSTANTIVE ISSUES REPORTED TO HELPLINE

2017-2018 Quarterly



2014-2017 Annual



Only issues that occurred in Alliance factories are shown.

IN FOCUS: HELPLINE CENTER OPENS AT PHULKI HEADQUARTERS

This special edition of *Our Voice* marks a major milestone for the Amader Kotha Helpline. On July 1, 2018, the Amader Kotha Helpline Center opened its doors at the Phulki offices in Dhaka—an important first step in the evolution of the Helpline to an independent initiative serving the entire Bangladesh RMG sector.

“I remember the first day of Helpline operations,” recalled Suraiya Haque, founder and executive director of Phulki. “We had questions about how to categorize incoming calls, about how the flow of information should be systematized, and what would be the most effective way to reach so many workers. Today, we operate with the confidence that comes from over four years of experience working with many thousands of workers, hundreds of factory managers, and dozens of brands and retailers.”

“The Helpline answered its first call in July 2014”, explained Doug Cahn, president of Clear

“Today, we are ready to take the Helpline to the next level by beginning to offer this valued service to the entire RMG sector.”

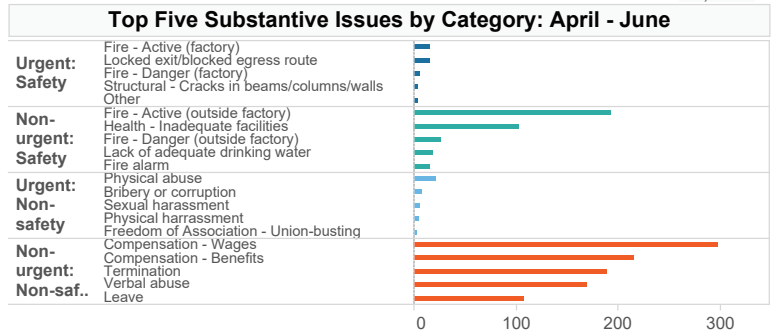
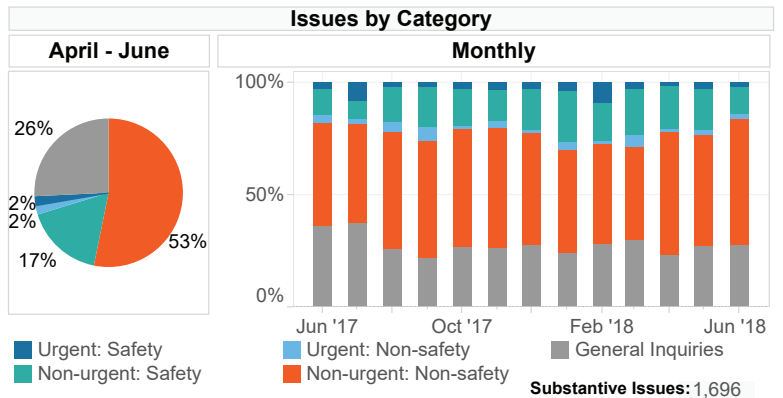
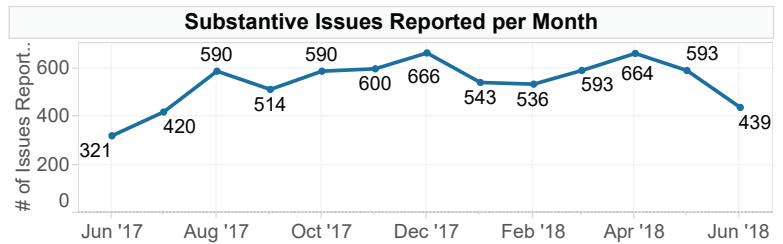
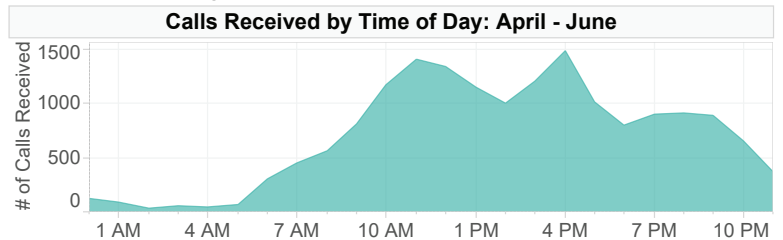
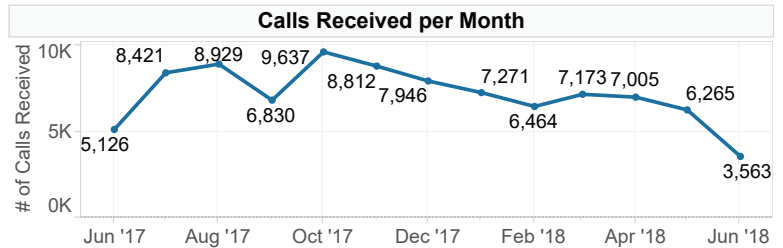
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SECOND QUARTER 2018 FINDINGS

KEY FINDINGS INCLUDE:

- **16,833 calls were placed to Amader Kotha this quarter from April through June**, for a total of 233,028 calls received to date. Calls in June were lower due to closed factories during the Eid holiday.
- **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.
- **435 safety issues were reported to Amader Kotha this quarter**, of which 45 were urgent and 390 were non-urgent. Among safety issues reported by workers, those most frequently mentioned were fires outside factories; inadequate facilities; and fire dangers outside of factories.
- **General inquiries comprised 26% of issues this quarter**, disregarding missed or test calls. The majority of these inquiries pertained to Helpline support capabilities and labor laws.
- **1,696 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.





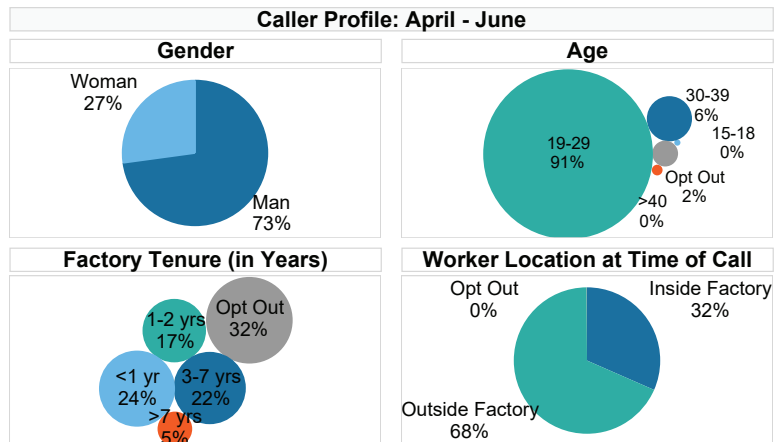
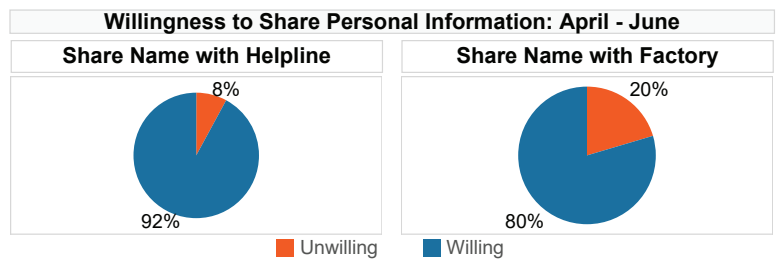
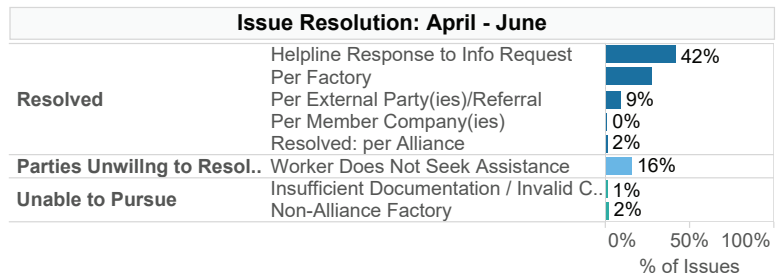
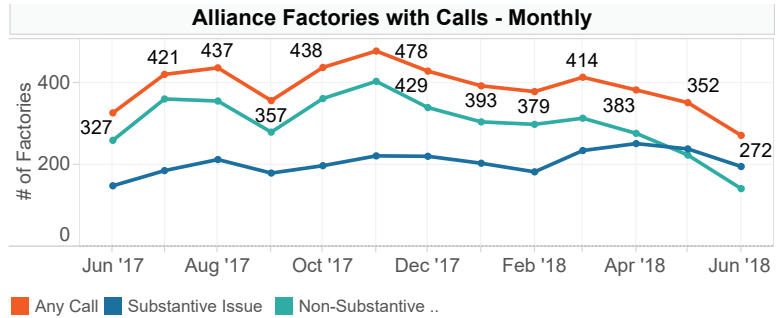
SECOND QUARTER 2018 FINDINGS

KEY FINDINGS CONTINUED:

- Among the substantive issues reported by workers from any factory this quarter, 80% 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 80% would allow their name to be shared with the factory.
- Of the 1,004 Alliance factories that have received training on the Helpline, workers from 267 factories (27%) placed calls to the Helpline between April and June 2018. Workers from 205 Helpline-launched factories (20%) reported substantive issues this quarter.
- Workers from 171 non-Alliance factories called the Helpline this quarter. Most calls pertained to compensation and termination.
- 91% 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.

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.



Progress to Date (from July 2014 onward)

	Total Calls	Substantive Issues	Helpline Launched Factories
Inbound	233,028	Alliance 17,938	Workers 1,491,582
Outbound	93,910	Non-Alliance 2,042	Factories 1,004

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.

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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Voice, a project of The Cahn Group LLC, and global project manager for the Helpline. “The Alliance asked us to create a way for workers to report safety and other problems. With their great support, we were able to establish an extraordinarily effective tool for solving problems using the unique perspective and knowledge of workers themselves. Today, we are ready to take the Helpline to the next level by beginning to offer this valued service to the entire RMG sector.”

“Accessibility and worker trust are essential elements of a functioning grievance mechanism,” explained Heather Canon, VP of Worker Engagement at Laborlink by ELEVATE. “We’re proud to provide the dynamic technology and analytics platform behind Amader Kotha that gives workers a reliable experience every time they call, and gives brands and factories the data they need to drive improvement.”

The Amader Kotha Helpline has become an important asset for all parties,” explained Doug Cahn. “Factory managers learn about problems and are able to fix them quickly before they escalate. Brands and retailers have confidence that a system is in place to identify and resolve compliance issues without their direct intervention. And workers have a trusted system that they can rely on 24/7 to achieve results.”

The results speak for themselves. The Helpline is available to nearly 1.5 million workers in over 1,000 factories. Hundreds of substantive calls are received every month. Workers report high satisfaction with the responses they receive.

But the statistics don’t tell the human story. Every day, the Helpline facilitates the resolution of real problems that if left unresolved could have led to disasters. These include the opening of previously locked exits, the extinguishing of small fires quickly, the end of instances of sexual harassment, and the payment of back wages, to name just a few. In the community as well, we have received hundreds of calls about fires, about inappropriate behavior including, astonishingly, the kidnapping of a baby that was ultimately returned after our extensive interventions with law enforcement agencies.

In short, the Amader Kotha Helpline works. We are proud of our successes to date and we look forward to serving the larger community of brands, factories, and workers going forward.

Parties interesting in learning more about the Amader Kotha Helpline can contact us at info@amaderkothahelpline.net.

-The Amader Kotha Helpline Team