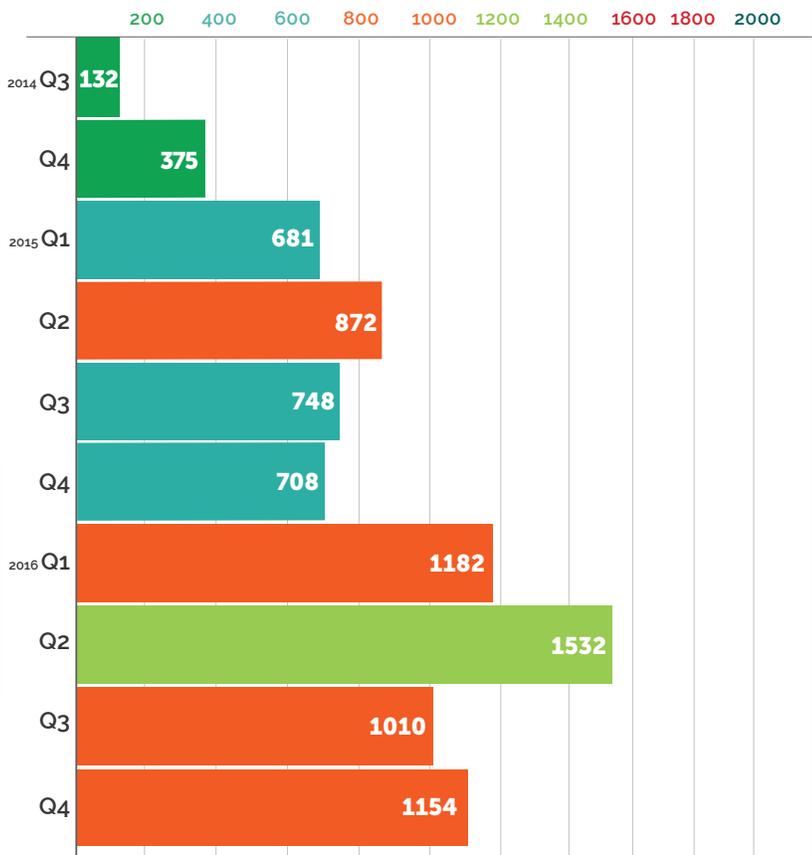


★ Q4 2016 HIGHLIGHTS

The Amader Kotha Helpline was available to 1,241,587 workers in 846 factories by the close of 2016. In the fourth quarter, 1,154 substantive issues were shared with the Helpline from workers at Alliance factories, of which 342 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 FOCUS: BUSINESS AS USUAL FOR AMADER KOTHA

Now that over 1.2 million workers have access to the Amader Kotha Helpline, Helpline staff have never been busier responding to calls from workers and communicating worker concerns to Alliance safety experts and factory managers. This was made clear during my routine program review in Bangladesh.

At the time of my arrival in Dhaka, five Helpline officers and one trainee were at their stations, responding to worker calls and capturing information reported earlier that day via their custom-designed desktop application.



Helpline staff on break from responding to worker concerns with Doug Cahn, Project Director.

Just prior to my arrival, eleven workers had called to report cracks in a factory floor; their concern was high. Since reports of cracks are urgent issues, Alliance staff was immediately notified and a spot check was scheduled to determine whether the cracks were a structural problem or merely cosmetic. In the

continued on page 2

HELPLINE FOCUS

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The identification, investigation and ultimate resolution of this sloppy and dangerous practice was the result of a single call from a worker to Amader Kotha.

end, the Alliance determined there was no structural problem. The Helpline responded to the workers, putting them at ease and then closing the case.

In another case, blocked exits were reported by a factory worker. Management was notified. After an hour, the Helpline called the worker back to learn if the obstructions had been removed, and the worker confirmed they had been. Still, a site visit was determined by Alliance safety specialists to be warranted given the importance of egress during a factory emergency. During their inspection, a number of aisles were found partially blocked and one other exit was found completely blocked. Photo documentation was taken and management was notified that they were being summoned to the Alliance office for a “roundtable” discussion. Roundtables result in a short deadline to create factory-based solutions to prevent a reoccurrence of significant problems. If a factory fails to respond to a roundtable



Worker showing Amader Kotha card with toll free number to Doug Cahn during factory visit.

discussion satisfactorily, a suspension is imposed which prevents a factory from doing business with Alliance member companies. The identification, investigation and ultimate resolution of this sloppy and dangerous practice was the result of a single call from a worker to Amader Kotha.

A few minutes later, a worker from another factory called with a laundry list of problems, from observing a smoker just outside the no smoking factory compound to the withholding of bonus payments as part of a disciplinary action. Concerns were reported to management.

This site visit was a good indication that workers are generally aware of the Helpline. While this fact has been borne out by IVR surveys, it was gratifying to see first-hand.

At my request, a nearby factory visit was arranged so that I could see first-hand the visibility of Amader Kotha posters and danglers and to assess the general awareness of workers of the Helpline. Impressively, nine out of ten workers on the stitching lines we visited were able to produce the Amader Kotha card with the number on it next to their factory ID on their lanyards. This site visit was a good indication that workers are generally aware of the Helpline. While this fact has been borne out by IVR surveys, it was gratifying to see first-hand.

These observations are examples of business as usual for the Amader Kotha Helpline. Day and night, the toll free communication channel is capturing worker concerns and communicating them in accordance with clear protocols. I returned to the U.S. more confident that our efforts are resulting in safer factories and workers who more routinely participate in communicating a range of problems when they occur.

—Doug Cahn, Amader Kotha Project Director



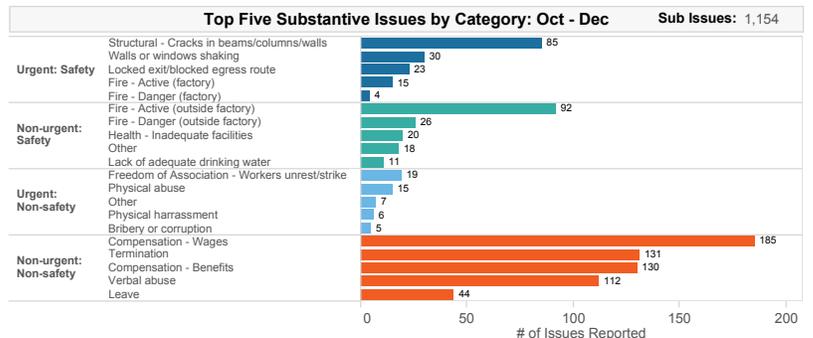
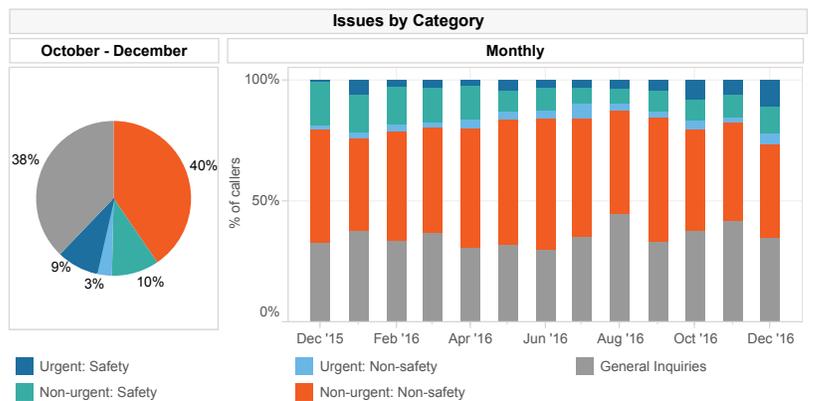
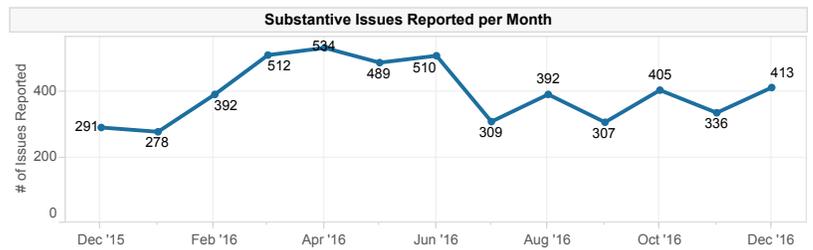
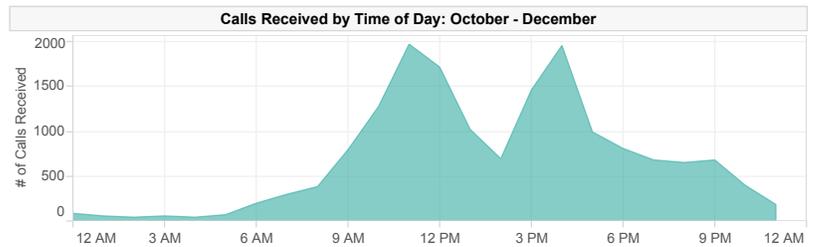
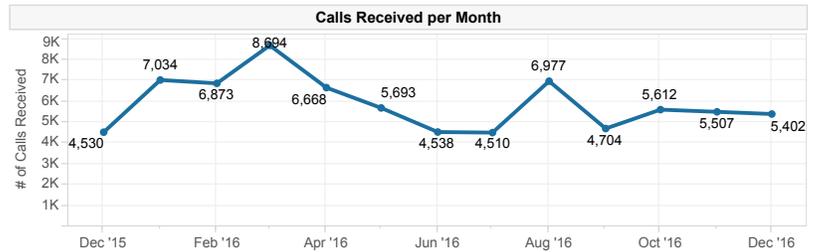
Left: Worker demonstrating possession of Amader Kotha card with toll free number on it in factory. Right: Humayera Rahman, Amader Kotha Country Director, speaking with attendees at the International Expo for Building and Fire Safety in Dhaka, December 2016.



FOURTH QUARTER 2016 FINDINGS

KEY FINDINGS INCLUDE:

- **16,521 calls were placed to Amader Kotha this quarter from October through December**, for a total of 109,489 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.
- **342 safety issues were reported to Amader Kotha this quarter**, of which 159 were urgent and 183 were non-urgent. Among safety issues reported by workers, those most frequently mentioned were fires (primarily outside of factories); cracks in factory beams, columns, or walls; and shaking factory walls or windows.
- **General inquiries comprised 38% of issues this quarter**, disregarding missed or test calls. The majority of these inquiries pertained to Helpline support capabilities and labor laws.
- **1,151 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 verbal abuse.



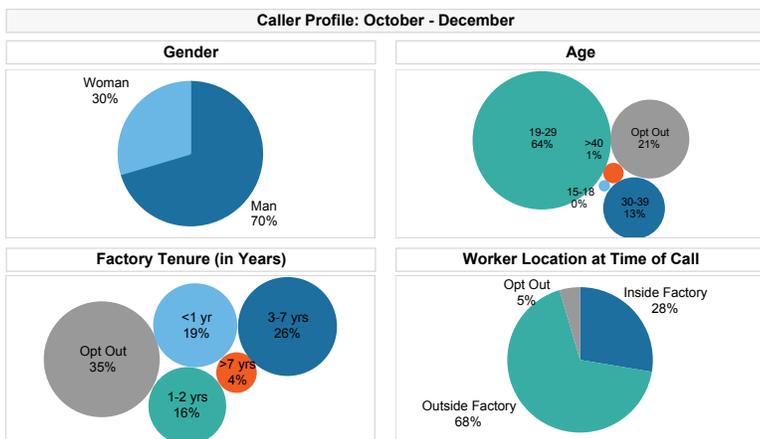
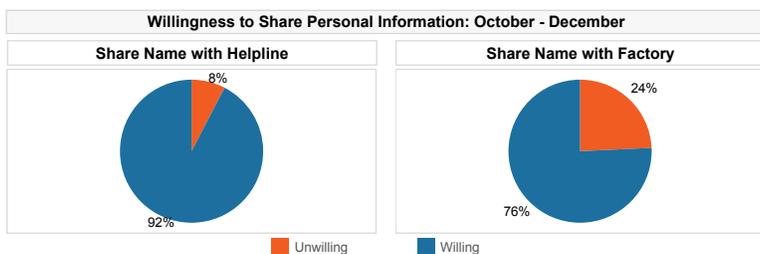
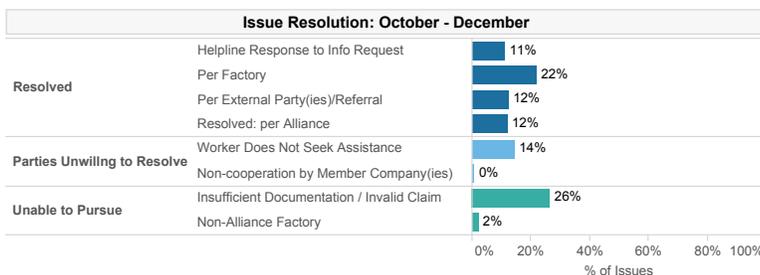
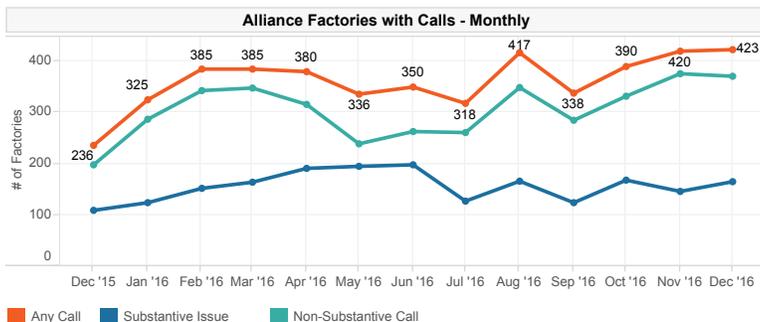
FOURTH QUARTER 2016 FINDINGS

KEY FINDINGS CONTINUED:

- Among the substantive issues reported by workers from any factory this quarter, 57% 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 76% would allow their name to be shared with the factory.
- Of the 846 Alliance factories that have received training on the Helpline, workers from 596 factories (70%) placed calls to the Helpline between October and December 2016. Workers from 307 Helpline-launched factories (36%) reported substantive issues this quarter.
- Workers from 152 non-Alliance factories called the Helpline this quarter. Most calls pertained to compensation and termination.
- 94% of the safety issues reported this quarter from workers at Alliance factories were resolved and closed by the end of December. All remaining unresolved issues are in the process of being closed in accordance with Alliance protocols.

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.



Total Calls	Substantive Issues	Helpline Launched Factories
# inbound: 109,489	Alliance factories: 8,394	# workers: 1,241,587
# outbound: 53,456	Non-Alliance factories: 987	# factories: 846

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 152 factories not listed as Alliance factories in Q3. 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 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.

আমাদের কথা
ALLIANCE
WORKER HELPLINE

নিরাপদ কর্ম পরিবেশ
আপনার আমার লক্ষ্য
(Safe working environment is our goal)

ফোন করুন
[hotline number here]

কিভাবে হেল্পলাইনে যোগাযোগ করবেন?

আপনার ফোনটি কল
করার জন্যে প্রস্তুত
করুন

হেল্পলাইন নাম্বার ডায়াল
করুন

আপনার কথা আমাদের
জানান। আপনার পরিচয়
গোপন থাকবে।

ফোন করুন...
[hotline number here]

নিরাপদ কর্ম পরিবেশ আপনার আমার লক্ষ্য
(Safe working environment is our goal)

Clear Voice
Phulki
Good World Solutions

Information about Amader Kotha is publicized in factories