

# Brand Performance Check Maier Sports GmbH August 2013

This report covers the evaluation period June 2011 to December 2012

#### **About the Brand Performance Check**

Fair Wear Foundation believes that improving conditions for apparel factory workers requires change at multiple levels. Traditional efforts to improve conditions focus primarily on the factory. FWF, however, believes that the management decisions of the clothing brands have an enormous influence for good or ill on factory conditions.

FWF's Brand Performance Check is a tool to evaluate and report on the activities of FWF's affiliate members. The Checks examine how affiliate management systems support FWF's Code of Labour Practices.

In most apparel supply chains, clothing brands do not own factories, and most factories work for many different brands. This means that in most cases FWF affiliates have influence, but not direct control, over working conditions. As a result, the Brand Performance Checks focus primarily on verifying the efforts of affiliates. Outcomes at the factory level are assessed via audits and complaint reports, however the complexity of the supply chains means that even the best efforts of FWF affiliates cannot guarantee results.

Even if outcomes at the factory level cannot be guaranteed, the importance of good management practices by affiliates cannot be understated. Even one concerned customer at a factory can have significant positive impacts on a range of issues like health and safety conditions or freedom of association. And if one customer at a factory can demonstrate that improvements are possible, other customers no longer have an excuse not to act. The development and sharing of these types of best practices has long been a core part of FWF's work.

Improvement of supply chains is a step-by-step process, through which affiliates must address many different issues. FWF affiliates vary greatly in management structures, and have different strengths. The Performance Benchmarking system is designed to reflect these differences, and the many different ways that a company can support better working conditions.

During the Brand Performance Check, FWF staff speak to various employees at the affiliate who have important roles to play in the management of supply chains. FWF verifies the actions of affiliates based on several sources including documentation of activities, financial records, the affiliate's supplier register and staff interviews. Following the Brand Performance Check, FWF summarizes findings in this report, which is made public via www.fairwear.org. The FWF Performance Benchmarking Guide provides more information about the indicators and is available for download.

#### **Brand Performance Check Details**

Date of Brand Performance Check 31-Jan-13

Conducted by: Stefanie Santila Karl

Interviews With: Simone Mayer CEO (CSR)

Anita Wolpert Technician, FWF contact person

Sascha Kautschitsch Marketing

#### **Scoring**

Affiliate Benchmarking scores and Performance Benchmarking categories will be published starting in 2014. During 2013, FWF will be testing out the new system and evaluating the appropriate threshold levels for Benchmarking categories.

## Maier Sports GmbH (hereafter: Maier Sports)

2013 Brand Performance Check

Affiilate Information		
Headquarters:	Koengen	Germany
Member Since:	June	2011
Product Types:	Sportwear, Outdoor	
Production countries:	FWF Active Countries: China, Inc	lia, Turkey
	Other countries: none	
Basic Requirements		
Workplan for this evaluation period was	Yes	Must be submitted before start of evaluation period
submitted?		
Projected supplier register for this	Yes	Must be submitted before start of evaluation period
evaluation was submitted?		
Actual supplier register for this evaluation	Yes	Must be submitted after the end of the evaluation period.
period has been submitted?		
Membership fee has been paid?	Yes	
All suppliers have been notified of FWF	Yes	
membership?		
Scoring Overview		
% of suppliers under monitoring	40%	
Summary	own production sites, joint verifrequently visited. Further act of audit reports. A good step To enrich discussions and imp	direments for first year FWF membership. Maier Sports has high leverage due to entures with factories and subsidiary production sites. Production sites are tion needs to be taken when it comes to the implementation of corrective actions would be to enroll production sites in the FWF Workplace Education Programme. Diementation at the production sites it is recommended to be more active with formation with other FWF affiliates.

# **Purchasing Practices**

Basic Measures		Comments
% of production in low-risk countries	0%	Countries with relatively low risk of
		labour violations as defined by FWF.

Performance Indicators	Result	Relevance of Indicator	Documentation
1.1 Percentage of production volume from suppliers where affiliate buys at least 10% of production capacity.	90%	Affiliates with less than 10% of a factories' production capacity generally have limited influence on factory managers to make changes.	Supplier register provided by affiliate.
1.2 Percentage of production volume from suppliers where a business relationship has existed for at least five years.	81%	Stable business relationships support most aspects of the Code of Labour Practices, and give factories a reason to invest in improving working conditions.	Supplier register provided by affiliate.
1.3 Labour conditions are considered when selecting new suppliers.	Yes	Including labour conditions considerations in selecting suppliers supports responsible business practices.	Documentation of decisionmaking process; e.g. checklists for buyers, emails, etc.
		process on how Maier Sports checks labour conditions wh standards at the production site during the decision maki	
1.4 All new suppliers are required to sign and return the Code of Labour Practices before first orders are placed.	Yes	The CoLP is the foundation of all work between factories and brands, and the first step in developing a commitment to improvements.	Signed CoLPs are on file.

1.5 Company conducts audits at all new suppliers before placing orders.	No	An important due diligence step. Before placing production orders, affiliates should conduct an audit at all new suppliers to assess risks for CoLP violations.	Audit documentation; must meet FWF audit quality standards.
1.6 Affiliate sources from an FWF factory member.	No	When possible, FWF encourages affiliates to source from FWF factory members. The small number of factories in the programme means sourcing from FWF factory members cannot be a requirement.	Supplier register provided by affiliate.
	1	has high leverage and also a share in almost all production rs to join FWF as a factory member. Hence the supplier wo	•
1.7 Percentage of production volume from factories owned by the affiliate.	69%	Owning a supplier provides clear accountability for and direct influence over working conditions. It reduces the risk of unexpected CoLP violations.	Supplier register provided by affiliate.
	Comment: Except of one productio subsidiary company of Maier Sport:	n site, Maier Sports has a share at the factories they produs.	uce at. 69% is either a joint venture or a
1.8 Supplier compliance with Code of Labour Practices is evaluated in a systemic manner.	No	A systemic approach is required to integrate social compliance into normal business processes, and supports good decisionmaking.	Documentation of systemic approach: rating systems, checklists, databases, etc.
	supplier compliance with the CoLP.	vare in almost all production sites, the company does not so	
1.9 The affiliate's production planning systems support reasonable working hours.	General System	Affiliate production planning systems can have a significant impact on the levels of excessive overtime at factories.	Documentation of robust planning systems.
	·	e in most of their production sites. As overtime payment is tries to reduce them as much as possible.	higher than regular payment, Maier

1.10 Percentage of production volume from suppliers where excessive overtime is found by FWF.	50%	Excessive overtime is one of the most common labour rights violations in high-risk production countries. It is often caused by poor production planning by brands.	Audits conducted by FWF auditors; Complaints filed via the FWF worker helpline.
	hours. At the other production site,	nducted by FWF during the reporting period. One produc FWF found excessive overtime. See adequate steps to ensure reasonable working hours at	
1.11 Degree to which affiliate analyses and mitigates root causes of excessive overtime, if found.	No/Inadequate actions taken	Affiliate production planning systems can have a significant impact on the levels of excessive overtime at factories.	Examples of root cause analyses and resulting changes in production planning/policy.
	Recommendation: It is recommende	est in root causes of excessive overtime if found.  ed to evaluate the difference between the production site shours at all production sites are according to law.	s when it comes to overtime hours to
1.12 Affiliate's pricing policy allows for payment of at least the legal minimum wages in production countries.	, illinate can acmonstrate a	The first step towards ensuring the payment of minimum wages - and towards implementation of living wages - is to know the labour costs of garments.	Formal systems to calculate labour costs on per-product or country/city level.
	As Maier sports takes a decision on	wn calculation for each product and cross-checks the supply where to produce what style before final costs are fixed, oner agreed to as suggested by the supplier or discussed contents.	changing the supplier because of the
1.13 Affiliate actively responds if suppliers fail to pay legal minimum wages.		If a supplier fails to pay minimum wage, FWF affiliates are expected to hold management of the supplier accountable for respecting local labour law.	Complaint reports, CAPs, additional emails, FWF audit reports or other documents that show minimum wage issue is reported/resolved.
	Comment: None of the audits showe	ed evidence for the production sites to fail the payment o	f minimum wages.
1.14 Evidence of late payments to suppliers by affiliate.	No	Late payments to suppliers can have a negative impact on factories and their ability to pay workers on time. Most garment workers have minimal savings, and even a brief delay in payments can cause serious problems.	Based on a complaint or audit report; review of factory and affiliate financial documents.

1.15 Degree to which affiliate assesses root causes of wages lower than living wages with suppliers.	No efforts shown.	Sustained progress towards living wages requires adjustments to affiliates' policies.	Wage ladders, correspondance with supplier, other relevant documentation.
	Comment: Maier Sports did not assess root causes of wages lower than living wages with suppliers.  Recommendation: It is recommended to use the wage ladder of the audit reports as a first step to discuss wages according considered a living wage. Especially at the production sites which are owned by Maier Sports, the company and supplications to ensure a wage to live for the workers.  Requirement: Sustained progress towards living wages requires adjustments to affiliates' policies.		step to discuss wages according to what is rts, the company and suppliers should find

#### **Purchasing Practices Comments:**

# Monitoring & Remediation

Basic Measures		Comments
% of own production under monitoring	40%	Measured as a percentage of
		turnover.
Minimum monitoring threshold based on years of membership:	40% (meets threshold)	1 year: 40%; 2 years 60%; 3 years+: 90%

Performance Indicators	Result	Relevance of Indicator	Documentation
2.1 Specific staff person is designated to follow up on problems identified by monitoring system.	Yes	Followup is a serious part of FWF membership, and cannot be successfully managed on an ad-hoc basis.	Manuals, emails, etc., demonstrating who the designated staff person is.
2.2 Degree of progress towards resolution of existing Corrective Action Plans.	Moderate efforts have been made to address most CAPs.	FWF considers efforts to resolve CAPs to be one of the most important things that affiliates can do towards improving working conditions.	Documentation of remediation and followup actions taken by affiliate
	Comment: Corrective actions are discussed with the supplier either during factory meetings or on the phone. A remediation are made but not structured in a way that Maier Sports is able to follow up on what is already don to be improved.  Recommendation: It is recommended to structure the follow up of corrective actions that Maier Sports is able implementations have been done when and what the company is currently working on together with the production sites.  Recommendation: It is important to enhance activities towards remediation of findings at the production sites.		that is already done and what still needs aler Sports is able to state what her with the production site.
2.3 Percentage of production volume from suppliers that have been visited by the affiliate in the past financial year.	91%	Formal audits should be augmented by annual visits by affiliate staff or local representatives. They reinforce to factory managers that affiliates are serious about implementing the Code of Labour Practices.	Affiliates should document all factory visits with at least the date and name of the visitor.
	Comment: Factories are regularly vis	sited by staff from Maier Sports.	

2.4 Existing audit reports are collected.	Yes	Existing reports form a basis for understanding the issues and strengths of a supplier, and reduces duplicative work.	Audit reports are on file; evidence of followup on prior CAPs.
		re collected but quality not assessed.  ded to assess the quality of existing audit reports and to use on together with the supplier.	e existing findings of non-compliance at
2.5 Audit Report and Corrective Action Plan (CAP) findings are shared with factory. Improvement timelines are established in a timely manner.	Yes	FWF audit reports should be shared and discussed with suppliers within two months of audit receipt. Timely sharing of information and agreement on corrective actions is essential for improvement. A reasonable time frame should be specified for resolving findings.	Corrective Action Plans, emails; findings of followup audits; brand representative present during audit exit meeting, etc.
2.6 A structured approach is used to address issues that occur at multiple suppliers.	No	Issues that occur in multiple factories often need to be addressed in a systemic manner, especially when the root causes are located in brand management choices.	Documentation of a systemic approach: root cause analyses, productivity assessments, guidance documents, internal system changes, etc.
	Recommendation: Recommendati	on is to use a structured approach to address issues that or	ccur at multiple suppliers.
2.7 Affiliate cooperates with other customers in resolving corrective actions at shared suppliers.	Not applicable	Cooperation between customers increases leverage and chances of successful outcomes. Cooperation also reduces the changes of a factory having to conduct multiple Corrective Action Plans about the same issue with multiple customers.	Shared CAPs, evidence of cooperation with other customers.
	Comment: Actions taken in the eva	aluation period have been in-house or with suppliers where	no other FWF affiliate is sourcing from.
2.8 Monitoring requirements are fulfilled for production in low-risk countries.	Not applicable	Low risk countries are determined by the presence and proper functioning of institutions which can guarantee compliance with basic standards.	Documentation of visits, notification of suppliers of FWF membership; posting of worker information sheets, completed questionnaires.

2.9 External brands resold by the affiliate who have completed and returned the external brand questionnaire. (% of external sales volume)	Not applicable	FWF believes it is important for affiliates that have a retail/wholesale arm to at least know if the brands they resell are members of FWF or a similar organisation, and in which countries those brands produce goods.	Questionnaires are on file.
2.10 External brands resold by affiliates that are members of another credible initiative. (% of external sales volume)	Not applicable		Supplier register; Documentation of sales volumes of products made by FWF or FLA members.

Monitoring Comments:	

# **Complaints Handling**

Basic Measures		Comments
Number of worker complaints received since last check.	0	At this point, FWF considers a high number of complaints as a positive indicator, as it shows that workers are aware of and making use of the complaints system.
Number of worker complaints in process of	f N/A	
being resolved.		
Number of worker complaints resolved since last check.	N/A	

Performance Indicators	Result	Relevance of Indicator	Documentation	
3.1 A specific employee has been designated		Followup is a serious part of FWF membership, and	Manuals, emails, etc., demonstrating	
to address worker complaints.	Yes	cannot be successfully managed on an ad-hoc basis.	who the designated staff person is.	
	Comment: Major Sports has a parso	n in designated to address worker complaints and has no	at yet received a complaint from a worker	
	omment: Maier Sports has a person in designated to address worker complaints and has not yet received a complaint from a worker tone of their production sites.			
	Recommendation: Nevertheless it is recommended to have an internal approach and idea on what to follow/who to inform/when to			
	act in case a complaint is received.			
3.2 System exists to check that the Worker		The Worker Information Sheet is a key first step in	Photos by company staff, audit reports,	
Information Sheet is posted in factories.	Yes	alerting workers to their rights.	checklists from factory visits, etc.	
	Comment: Travelling staff is checking the posting of the CoLP.			

3.3 Percentage of audited factories where at least half of workers are aware of the FWF worker helpline.	50%	The FWF complaints procedure is a crucial element of verification. If factory-based complaint systems do not exist or do not work, the FWF worker helpline allows workers to ask questions about their rights and file complaints.	Percentage of audited factories where at least 50% of interviewed workers indicate awareness of the FWF complaints mechanism.
	Recommendation: Aside posting the	ne of the two production sites have been neither aware of the two production sites, management of the production sites, management of the production worker awareness on their rights and grievance mechanisms.	ction sites needs to inform the workers
3.4 All complaints received from factory workers are addressed in accordance with the FWF Complaints Procedure.	Not applicable	Involvement by the FWF affiliate is crucial in resolving a complaint at a supplier.	Documentation that affiliate has completed all required steps in the complaints handling process.
3.5 Cooperation with other customers in addressing worker complaints at shared suppliers	Not applicable	Because most factories supply several customers with products, involvement of other customers by the FWF affiliate can be critical in resolving a complaint at a supplier.	Documentation of joint efforts, e.g. emails, sharing of complaint data, etc.

## **Complaints Comments**

# **Training & Capacity Building**

Performance Indicators	Result	Relevance of Indicator	Documentation
4.1 Staff at affiliate is made aware of FWF membership requirements.	Yes	Preventing and remediating problems often requires the involvement of many different departments; making all staff aware of FWF membership requirements helps to support cross-departmental collaboration when needed.	Emails, trainings, presentation, newsletters, etc.
	Comment: Maier Sports staff took p findings.	ace in the FWF seminar for affiliates. Newsletter to staff a	nt Maier Sports includes audit report
4.2 Advanced training is provided to staff in direct contact with suppliers on CoLP requirements.	No	Sourcing, purchasing and CSR staff at a minimum should possess the knowledge necessary to implement FWF requirements and advocate for change within their organisations.	FWF Seminars or equivalent trainings provided; presentations, curricula, etc.
	_	nd detailed knowledge on social standards especially at starements and the CoLP. FWF can be of support upon requal	• •
4.3 Agents are informed of CoLP requirements and act to support their implementation.	Not applicable	Agents have the potential to either support or disrupt CoLP implementation. It is the responsibility of affiliate to ensure agents actively support the implementation of the CoLP.	Correspondence with agents, trainings for agents, FWF audit findings.
4.4 Factory participation in Workplace Education Programme (where WEP is offered; by production volume).	0%	Lack of knowledge on best practices related to labour standards is a common issue in factories. Good quality training of workers and managers is a key step towards sustainable improvements.	Documentation of relevant trainings; participation in Workplace Education Programme.
	Recommendation: It is recommende	nly in production countries where FWF offers the workpland to Maier Sports to actively approach their suppliers to jees on labour rights and grievance mechanisms.	

4.5 Factory participation in trainings (where		In areas where the Workplace Education Programme is	Curricula, other documentation of
WEP is not offered; by production volume).		not yet offered, affiliates may arrange trainings on their	training content, participation and
	Not applicable	own. Trainings must meet FWF quality standards to	outcomes.
		receive credit for this indicator.	
	Comment: Maier Sports does not produce in production countries where FWF does not offer WEP.		

## **Training & Capacity Building Comments**

## Information Management

Performance Indicators	Result	Relevance of Indicator	Documentation
5.1 Supplier register for the previous financial		Any improvements to supply chains require affiliates to	Completed supplier register; Financial
year is verified as being complete and	Yes	first know all of their suppliers.	records of previous financial year.
accurate.			
5.2 A system exists to allow purchasing, CSR		CSR, purchasing and other staff who interact with	Internal information system; status
and other relevant staff to share information	Vac	suppliers need to be able to share information in order	CAPs, reports of meetings of
with each other about working conditions at	Yes	to establish a coherent and effective strategy for	purchasing/CSR; systematic way of
suppliers.		improvements.	storing information.
	Comment: Every Monday a meeting takes place with the top management. Every two weeks a meeting with staff in direct contact with suppliers takes place. An update on social standards is part of the agenda.		

#### **Information Management Comments:**

## Transparency

Performance Indicators	Result	Relevance of Indicator	Documentation	
6.1 Communication about FWF membership adheres to the FWF communications policy.	Yes	FWF membership should be communicated in a clear and accurate manner. FWF guidelines are designed to prevent misleading claims.	Logo is placed on website; other communications in line with policy. Affiliates may lose points if there is evidence that they did not comply with the communications policy.	
	Comment: Until end of 2012, FWF membership was communicated very little. Since end of 2012, more communication activities have started. Future plan is to also use the FWF Logo at products (once allowed according to FWF communication requirements).			
6.2 Affiliate engages in advanced reporting activities.	No	Good reporting by members helps to ensure the transparency of FWF's work and shares best practices with the industry.	Affiliate publishes one or more of the following on their website: Brand Performance Check, Audit Reports, Supplier List.	
	1	ctivities on FWF membership are planned to be increased Check, audit reports or the supplier list on their website.	I, Maier Sports is recommended to	
6.3 Social Report is submitted to FWF and is published on affiliate's website	Published on affiliate's website	The Social Report is an important tool for brands to transparently share their efforts with stakeholders.	Report adheres to FWF guidelines for Social Report content.	

Transparency Comments:		

## **Evaluation**

Performance Indicators	Result Relevance of Indicator		Documentation	
7.1 Systemic annual evaluation of FWF		An annual evaluation involving top management	Meeting minutes, verbal reporting,	
membership is conducted with involvement of	Yes	ensures that FWF policies are integrated into the	Powerpoints, etc.	
top management.		structure of the company.		
	Comment: FWF is integrated on a strategic level including top management in the evaluation process. The outcome of the evaluation is applied in practices but not in policies.			
7.2 Percentage of required changes from previous Brand Performance Check implemented by affiliate.	Not applicable	In each Brand Performance Check report, FWF may include requirements for changes to management practices. Adherence to these requirements is an important part of FWF membership.	Affiliate should show documentation related to the specific requirements made in the previous Brand Performance Check.	

Evaluation Comments:			

## Comments to FWF

This area provides an opportunity for affiliates to provide feedback to FWF.

## **Appendix 1: FWF Audit Finding Summary by Country**

This chart summarizes the number of time each finding was reported during an FWF Audit in each country.

	China	Turkey
Total Number of Audits:	1	1
Standard Findings		
Sourcing practices		
According to the supplier the prices of the affiliate		
do not support the payment of living wages.	1	1
Other		1: Order amounts are not balanced.
Monitoring system		
No areas for improvement	1	1
Management system of factory to improve		
working conditions		
The factory has not posted the Code of Labour		
Practices in local language with the contact details		
of the local complaints handler at an easily	1	
accessible location for workers.		
No areas for improvement		1
Other	1: Subcontractors are not informed about the CoLP.	
Communication and consultation		
There is no effective internal grievance		
mechanism in place.	1	1
Employment is freely chosen		
No areas for improvement	1	1

No discrimination in employment		
No areas for improvement	1	1
No exploitation of child labour		
No areas for improvement	1	1
Freedom of association and the right to collective bargaining		
There is no independent workers' organisation or union, which is run by workers without management's involvement.	1	1
Payment of a living wage		
Wages are below living wage level as estimated by local stakeholders.	1	1
The factory does not pay leaves and benefits to workers according to legal requirements.	1	
Other		1: Compensation work is applied in factory but OT hours are not paid extra.
Reasonable hours of work		
Excessive overtime was found: please specify:	1: Audit team finds that the monthly overtime hours are around 100 hours as per analysis of the attendance records from Jun to Sept 2012, which exceeds the legal requirements of 36 hours/month. Audit team finds that the weekly working hours around 65 hours up to 70 hours as per analysis of the attendance records from Jun to Sept 2012, which exceeds the limit of 60 hours a week. Workers do not receive at least one day off in a 7-day period and the maximum consecutive working days are 13 days, as per analysis of the attendance records from Jun to Sept 2012.	1: Some workers (especially cutting section) are in dept of 250-300 hours.

Safe and healthy working conditions		
Critical/minor issues regarding fire safety are found		1
Critical/minor issues regarding chemical safety are found	1	1
Critical/minor issues regarding ergonomics are found	1	
Noise, ventilation, temperature and lightening do not comply with legal requirements.		1
Legally binding employment relationship		
No areas for improvement	1	
Other		1: Subcontracting contract is missing.