

BRAND PERFORMANCE CHECK

Odd Molly International AB

PUBLICATION DATE: MARCH 2014

this report covers the evaluation period 01-01-2012 to 31-12-2012

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 <u>Brand Performance Check Guide</u> provides more information about the indicators and is available for download.

BRAND PERFORMANCE CHECK DETAILS

Date of Brand Performance Check:

15-10-2013

Conducted by:

Annabel Meurs, Kees Gootjes

Interviews with:

Kristin Roos (Production Manager/FWF contact person), Martina Jall (Buyer), Lotta Cederqvist (Buyer), Anna Attermark (CEO),

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.

Audit Summary:

Publication of the audit summary section previously included in Brand Performance Checks has been suspended while Fair Wear Foundation develops a new information system to manage and summarize the data. Future Brand Performance Checks will include improved usability and transparency for audit data.

AFFILIATE INFORMATION	
Headquarters:	Stockholm
Member since:	01-06-2009
Product types:	Fashion
Production in countries where FWF is active:	Turkey, China, India, Portugal, Italy
Production in other countries:	Morocco
BASIC REQUIREMENTS	
Workplan for this evaluation period was submitted?	Yes
Projected supplier register for this evaluation was submitted?	Yes
Actual supplier register for this evaluation period has been submitted?	Yes
Membership fee has been paid?	Yes
All suppliers have been notified of FWF membership?	Yes
SCORING OVERVIEW	
% of own production under monitoring	55%

1. PURCHASING PRACTICES

BASIC MEASUREMENTS	RESULT	COMMENTS
Percentage of production in low-risk countries	24%	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	65%	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.

Comment: Odd Molly has a consolidated supply base with around 25 suppliers. Despite the recent changes and growth of the company, Odd Molly aims to place orders at existing suppliers as much as possible. The goal is to concentrate on a few selected suppliers and deepen the relationship. 65% of the company's supply base comes from factories Odd Molly buys more than 10% of the factory's total production capacity. At the same time, Odd Molly does not want to have more than 15% of buying volume at a single supplier for safety reasons.

1.2 Percentage of production volume from suppliers where a business relationship has existed for at least five years	68%	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.
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Comment: 68% of Odd Molly's 2012 purchasing volume comes from suppliers where the relationship is longer than 5 years. The company focuses on creating long-term relationships; this enables the company to effectively request improvements in working conditions.

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.

Recommendation: FWF recommends Odd Molly to cooperate with local stakeholders to further investigate the situation in a specific country. FWF advises the company to use information from FWF country studies and wage ladders. When visiting suppliers as part of the selection process, Odd Molly should visit the production locations as well, next to the buying offices.

Comment: Odd Molly has developed 4 criteria listed in the company's sourcing policy: quality, price, delivery, compliance. Labour conditions are assessed by investigating the level of compliance: among others looking at existing audit reports, seeing which other clients source in that factory and visiting the supplier. Outcomes of the assessment influences the decision whether to continue with that supplier. The decision is with the buyers and production manager, who is also in charge of CSR and monitoring working conditions. In case the company works with an intermediate, the intermediate suggests suppliers and are able to share more detailed information of the supplier in order for Odd Molly to learn more about the level of labour conditions at the supplier.

1.4 All new suppliers are required to sign and	Yes The CoLP is the foundation of all work between factories and brands,	Signed CoLPs are on
return the Code of Labour Practices before	and the first step in developing a commitment to improvements.	file.
first orders are placed		

Comment: New suppliers are requested to commit to the Code of Labour Practices before the first order is placed. When the supplier is not willing to commit by signing the CoLP, Odd Molly will not start production. To date, Odd Molly has received all the completed questionnaires.

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.

1.7 Percentage of production volume from factories owned by the affiliate	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.
1.8 Supplier compliance with Code of Labour Practices is evaluated in a systemic manner	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.

Recommendation: FWF recommends Odd Molly to include the document with CSR and audit outcomes in the general evaluation of suppliers. Supplier evaluation should be done on a yearly basis. It is recommended to reward good supplier performance.

Comment: In 2012, Odd Molly introduced a new supplier evaluation system that includes social compliance. There is a separate document with a CSR column where audit information is included.

1.9 The affiliate's production planning systems support reasonable working hours	Strong integrated	Affiliate production planning systems can have a significant impact on the levels of excessive overtime at factories.	Documentation of robust planning
	systems in place		systems.

Comment: Odd Molly has adjusted its production cycle which results in both the company as well as the supplier getting more time in between design and shipment of orders. This cycle will help to set longer lead times and to ease production pressure. Odd Molly takes the production capacity of the factory with regular working hours into account. Buyers of Odd Molly are aware of the capacity of the factory; particularly in case of knitting exact calculations of working hours are made. Suppliers are responsible for fabric material; Odd Molly is responsible for approving samples in time.

1.10 Percentage of production volume from suppliers where excessive overtime is found by FWF	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.
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Recommendation: Odd Molly is recommended to dialogue with supplier on the causes of excessive overtime. The company should have knowledge on which of the brand's sourcing practice is/are risk factor for excessive overtime. Suppliers should distinguish overtime hours from regular working hours in order to compensate those hours according to local law.

Comment: Excessive overtime was found at the majority of audits conducted by FWF, particularly in Turkey. At one supplier audited in India, overtime hours were counted as regular hours, and therefore not compensated correctly.

1.11 Degree to which affiliate analyses and mitigates root causes of excessive overtime	Reactive approach	Examples of root cause analyses and resulting changes in production	
		planning/policy.	

Recommendation: It is recommended to evaluate the impact of the new production cycle to establish whether it has in fact mitigated excessive overtime.

Comment: With its new production cycle, Odd Molly has increased the potential of reducing excessive overtime. The company adjusts deadlines in discussions with suppliers, books material in advance, uses preorders and can change ship mode to facilitate production planning at the factories.

1.12 Affiliate's pricing policy allows for payment of at least the legal minimum	Policy at a country level	The first step towards ensuring the payment of minimum wages - and towards implementation of living wages - is to know the labour costs	Formal systems to calculate labour
wages in production countries	-	of garments.	costs on per-product or country/city level.

Comment: Odd Molly is aware of minimum wage levels in the production countries. When negotiating prices the wage component of the price is not discussed. In some cases the suppliers have specified amount of minutes, however the cost of labour is not known per style.

1.13 Affiliate actively responds if suppliers fail to pay legal minimum wages	No failures by suppliers to pay minimum wage were reported during the past year	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.
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	Basic approach	Sustained progress towards living wages requires adjustments to affiliates' policies.	Wage ladders, correspondance with supplier, other relevant documentation.

Recommendation: FWF encourages the affiliate to assess the hypothetical cost effects of increasing wages towards benchmarks that are included in the wage ladder. To support companies in this process FWF has developed a calculation model that estimates the effect on FOB and retail prices under different pricing models.

Comment: Wages are discussed with support of the FWF Wage Ladder after an audit.

2. MONITORING AND REMEDIATION

BASIC MEASUREMENTS	RESULT	COMMENTS
Total % of own production under monitoring	93%	Measured as a percentage of turnover.
Minimum monitoring threshold based on years of membership (Threshold is 40% first year, 60% second year of membership and 90% thereafter)	Does meet threshold	

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.

Recommendation: Besides doing audits once in 3 years, Odd Molly could consider:

- Hire local consultant to assist factory in developing an action plan and to assist factory management in investigating root causes.
- Organise supplier seminars
- Provide factory training.
- Share knowledge/material.

These efforts could address the more challenging issues such as freedom of association, excessive overtime and living wage.

Comment: Odd Molly was able to demonstrate improvements at factories in China and India. Steps have been made in terms of social security, employment contracts and health and safety issues.

2.3 Percentage of production volume from suppliers that have been visited by the affiliate in the past financial year	75%	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.
2.4 Existing audit reports are collected	Yes, quality assessed and corrective actions implemented	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. Reports of quality assessments.

Comment: Odd Molly has worked with an external audit party to monitor a supplier in Morocco. The methodology was discussed with the auditing company and Odd Molly forwarded the FWF process to ensure quality standards are met. Follow up was given to the findings with comments from a follow up meeting included in the CAP.

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	Yes	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 or from regionally specific issues (e.g. fire safety, gender discrimination and harassment).	Documentation of a systemic approach: root cause analyses, productivity assessments, guidance documents, internal system changes, etc.

Comment: Odd Molly compares audit results with all suppliers that are audited. From those results, the company develops best practice examples and what positive outcomes can look like. Those are shared with other suppliers and stimulates cross learning.

2.7 Affiliate cooperates with other customers in resolving corrective actions at shared	Active cooperation	Cooperation between customers increases leverage and chances of successful outcomes. Cooperation also reduces the changes of a	Shared CAPs, evidence of
suppliers	·	factory having to conduct multiple Corrective Action Plans about the same issue with multiple customers.	cooperation with other customers.

Comment: Odd Molly has actively cooperated with other FWF affiliates.

2.8 Monitoring requirements are fulfilled for production in low-risk countries Yes	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.

Comment: Suppliers in low risk countries are frequently visited and have the Code of Labour Practices posted.

2.9 External brands resold by the affiliate who have completed and returned the external brand questionnaire. (% of external sales volume)	No external brands resold	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)	No external brands resold	FWF believes affiliates who resell products should be rewarded for choosing to stock external brands who also take their supply chain responsibilities seriously.	Supplier register; Documentation of sales volumes of products made by FWF or FLA members.

3. COMPLAINTS HANDLING

BASIC MEASUREMENTS	RESULT	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 being resolved		
Number of worker complaints resolved since last check		

PERFORMANCE INDICATORS	RESULT	RELEVANCE OF INDICATOR	DOCUMENTATION
3.1 A specific employee has been designated to address worker complaints	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.
3.2 System exists to check that the Worker Information Sheet is posted in factories	Yes	The Worker Information Sheet is a key first step in alerting workers to their rights.	Photos by company staff, audit reports, checklists from factory visits, etc.
3.3 Percentage of audited factories where at least half of workers are aware of the FWF worker helpline	33%	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: It is important that Odd Molly informs the factory managers about the existence of the hotline. The factory managers are the key actors in informing workers about their rights. Odd Molly can stimulate its suppliers to participate in WEP trainings, to raise awareness about the existence and the functioning of FWF's worker hotline.

Comment: Two third of the audits conducted by FWF showed workers were not aware of the FWF Code of Labour Practices and FWF's complaints procedure.

3.4 All complaints received from factory workers are addressed in accordance with the FWF Complaints Procedure	No complaints were received during past financial year	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	No complaints were received during past uear	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.

4. TRAINING AND 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: Odd Molly has weekly meetings with the production department and design team. Status and outcomes of Corrective Action Plans are discussed. Monthly meetings take place with the whole company where the general CSR issues are presented. The social report that is submitted to FWF is shared with the entire company. The company has internal mailings that occasionally include a FWF topic and new employees are trained on the FWF membership requirements.

4.2 Advanced training is provided to staff in direct contact with suppliers on CoLP requirements		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.
4.3 Agents are informed of CoLP requirements and act to support their implementation	Yes, and agents actively support implementation of the CoLP	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.

Comment: Agents are active in the follow up and monitoring of Corrective Action Plans. They keep track of the status of CAPs during factory visits.

Sales agents are informed through agent meetings. Before the selling of collection period, sales agents receive material that includes written information on CSR in addition to updates with audit results.

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.
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Requirement: All factory workers should be informed about the labour standards and the process of monitoring and remediation. In order to further communication between employers and workers in the workplace, FWF developed the Workplace Education Programme in 4 priority countries. The affiliate should motivate its main supplier(s) to join WEP trainings.

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

Trainings must meet FWF quality standards to receive credit for this indicator: top management, supervisors and workers should be included in the trainings, separately. Workplace standards and dispute handling should be included in the training. At least 10-20% of the workforce must be trained, depending on the size of the factory. Worker participations should be balanced and representative.

5. INFORMATION MANAGEMENT

PERFORMANCE INDICATORS	RESULT	RELEVANCE OF INDICATOR	DOCUMENTATION
5.1 Supplier register for the previous financial year is verified as being complete and accurate	Yes	Any improvements to supply chains require affiliates to first know all of their suppliers.	Completed supplier register; Financial records of previous financial year.

Recommendation: FWF recommends Odd Molly to further map and investigate its supply chain. The supplier information should be completed for all production locations for all steps in the supply chain involved in the production of the finished garment (e.g. all steps after the production of fabric/trims, including subcontractors).

5.2 A system exists to allow purchasing, CSR and other relevant staff to share information with each other about working conditions at suppliers		CSR, purchasing and other staff who interact with suppliers need to be able to share information in order to establish a coherent and effective strategy for improvements.	Internal information system; status CAPs, reports of meetings of purchasing/CSR; systematic way of storing information.
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Comment: All buyers at Odd Molly are responsible for monitoring and remediating corrective action plan. Information on the status of working conditions are shared systematically between the CSR manager who is also the product manager.

6. 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: Odd Molly communicates about FWF membership on its website according to the communications guidelines.

6.2 Affiliate engages in advanced reporting activities	Good reporting by members helps to ensure the transparency of F work and shares best practices with the industry.	F's Affiliate publishes one or more of the following on their website: Brand Performance Check, Audit Reports, Supplier List.
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Recommendation: FWF recommends Odd Molly to publish one or more of the following reports on its website: Brand performance check, Audit Reports, suppliers register. Good reporting by members helps to ensure the transparency of the affiliate and FWF's work.

6.3 Social Report is submitted to FWF and is published on affiliate's website	Yes	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.
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7. EVALUATION

PERFORMANCE INDICATORS	RESULT	RELEVANCE OF INDICATOR	DOCUMENTATION
7.1 Systemic annual evaluation of FWF membership is conducted with involvement of top management	Yes	An annual evaluation involving top management ensures that FWF policies are integrated into the structure of the company.	Meeting minutes, verbal reporting, Powerpoints, etc.

Comment: Odd Molly evaluates FWF membership regularly. Feedback from suppliers and stakeholders are integrated.

7.2 Percentage of required changes from previous Brand Performance Check implemented by affiliate	75%	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.
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Comment: Odd Molly has made significant efforts to reach the 90% monitoring requirement. Audits conducted in 2012 by FWF, showed the Code of Labour Practices was posted, including the contact details of FWFs local complaints handler.

Odd Molly introduced a new supplier evaluation system that includes social compliance.

Odd Molly is still working must completing the supplier information with all sewing subcontractors.

Information and monitoring efforts must be passed on to subcontractors.

RECOMMENDATIONS TO FWF

Odd Molly suggests to adjust the Worker Information Sheet to make it more compact and visually understandable for workers. Moreover, it would be good to that the languages in a footnote on the Worker Info Sheet so that it is clear on print.

Odd Molly would appreciate improvements on the wage ladder system; among others to have all knit wear suppliers in one wage ladder which enables brand to compare levels in one region/country Odd Molly welcomes the enhanced cooperation between Swedish FWF affiliates, especially during the stakeholder meeting.