



SOCIAL REPORT 2011

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FOREWORD

“For us, social responsibility and sustainability are not just empty words but a permanent commitment.”




We have been a member of the FairWear Foundation for a year now. We decided to join this organisation specifically because of its transparent, co-operational and pragmatic approach. As such, it fits in well with our views because for us social responsibility and sustainability are not just empty words but a permanent commitment. We felt it was important to work with an independent organisation that has an impressive multi-stakeholder approach and this proved coherent from the outset.

Even before joining this organisation the firm of Schöffel had developed its own Code of Conduct which is less about controls and more about living by certain values. We work together with partners who share our views. We've known some of these partners for more than 15 years and entail relationships which are based on a handshake and mutual reliance. It's also something which is close to my heart because the name of Schöffel is not just synonymous with clothing but is also the name on my passport and my family name and it's a commitment that we are striving hard to fulfil.

SOMETHING WE CAN RELY ON: FAIR WEAR FOUNDATION

Working together to improve the working conditions in the clothing industry.



The Fair Wear Foundation (FWF) is an international verification initiative which champions better working conditions for men and women all over the world. It works in close collaboration with an increasing number of companies who manufacture clothing and other tailored products and who wish to take responsibility for their supply chain.

Every year the independent organisation examines the improvements achieved by these companies. By providing an interchange of knowledge, social dialogue and strengthening the industrial relations the Foundation enhances the effectiveness of these measures by the companies.

The objective of FWF is to humane dignified working conditions: Schöffel is playing its part!

To achieve our joint objective we've not only held discussions but also

- set up a system of controls
- worked on the inspections of and improvement in working conditions
- communicated with networks in approx. 15 manufacturing countries
- testified to independent verification, progress and effect
- enabled individual training and support to be provided on request
- engaged affordable audit teams trained by the FWF
- used the FWF logo on the labels (subject to certain conditions).

Everyone who joins the FWF operates in accordance with its labour guidelines.

It goes without saying that Schöffel does not accept

- **any forced labour**
- **any child labour**
- **any discrimination in the workplace**
- **any excessive working hours**

and at its production sites ensures

- **living wages**
- **a safe and healthy working environment**
- **a legally binding employment relationship**
- **freedom of association and the right to collective wage negotiations.**

WHAT THE PRESS SAID: STARS FOR SCHÖFFEL

Outdoor and ski label in the Top 20 list of manufacturers for sustainability.

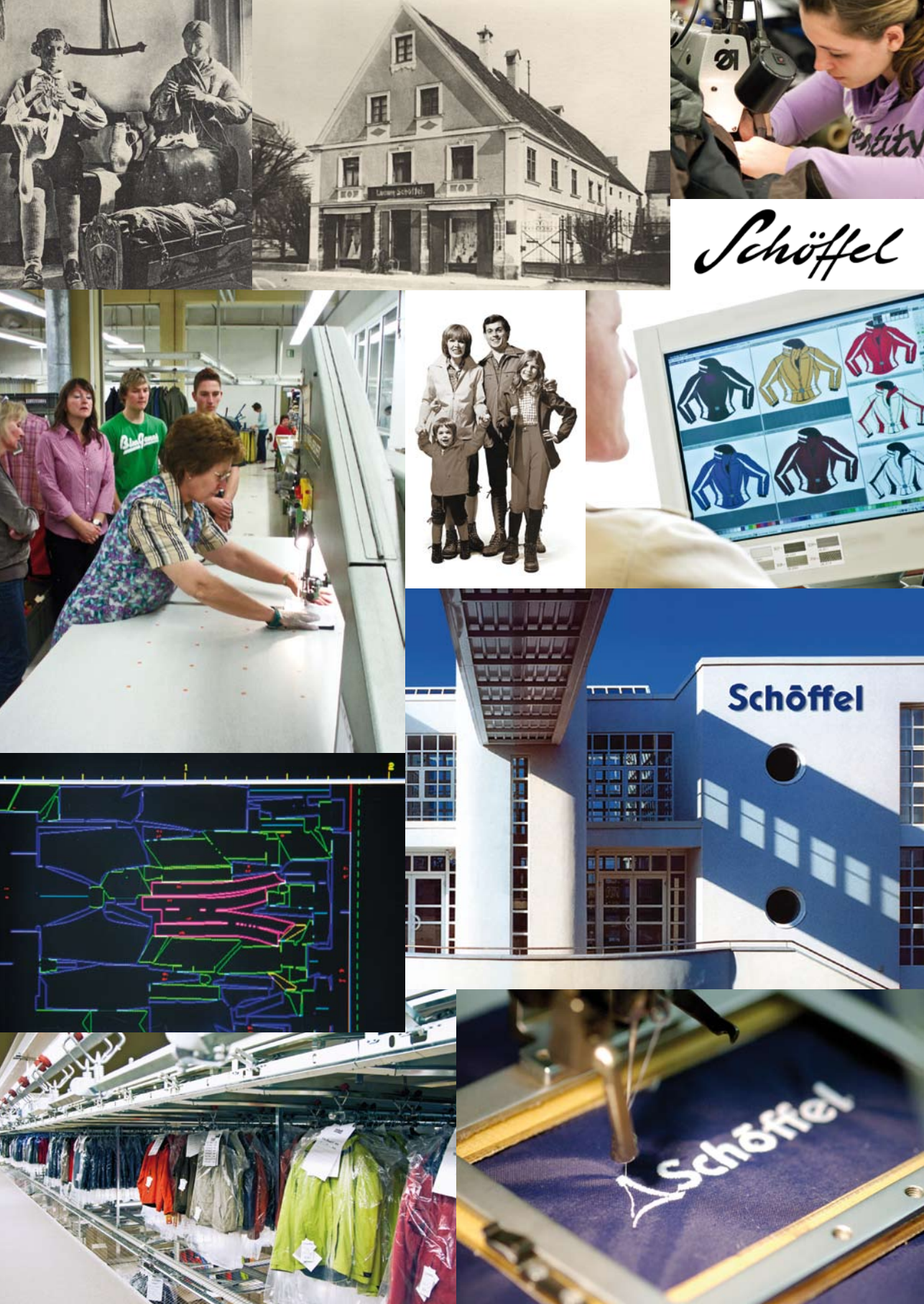


"Sustainability and consideration go hand-in-hand."

Our efforts regarding transparency and responsibility have already borne fruit in the first year of our membership of the FWF: with three out of a possible five stars Schöffel Sportbekleidung GmbH is listed as one of the Top 20 European manufacturers for sustainability and social responsibility. Our company is in the top third of the rankings of the "Kledingchecker" survey carried out each year by GoedeWaar; the Dutch consumer protection organisation.

In 2011 325 textile brands were scrutinised by the independent non-profit organisation which has spent 25 years promoting greater transparency in the clothing industry and extensive consumer information. The manufacturers were sent comprehensive questionnaires asking them about their social, ecological and economic commitment in the areas of sourcing, production and supply chain, with the answers being reviewed and assessed by independent experts. According to information from GoedeWaar; the "Kledingchecker" reaches around 4 million consumers who are showing increasing interest in sustainably produced goods when buying consumer items.

For managing director and company owner Peter Schöffel the result of the survey shows that the company is on the right path: "Sustainability and consideration go hand-in-hand."



TRADITIONAL EXPERTISE AND RELIABILITY

An introduction to a modern family-owned business.

"The family is there for the company, not the company for the family..." Peter Schöffel heard these words from his parents when he was just a child, as did his father before him from his father. The principle is typical for a family which has been putting its heart and soul into the business operation for more than 200 years, embodying traditional expertise and reliability.

Today, Schöffel, the outdoor and ski clothing manufacturer from the Bavarian town of Schwabmünchen, is not just synonymous with top quality products and consistent brand leadership but more than stands for values such as an affinity with nature, sustainability and quality. Deliberately considered sponsorship of partners such as Gerlinde Kaltenbrunner and Ralf Dujmovits who don't 'conquer' mountains but climb them with passion and commitment, respect and consideration, demonstrates the company's mentality. In addition, the membership of the Fair Wear Foundation is not just a marketing ploy but another considered step along the path of conscious responsibility, a path that has been followed by all generations of the Schöffel family.

In 1804 a certain Georg Schöffel in the Bavarian town of Schwabmünchen, not far from the textile centre of Augsburg, was awarded a concession for trading in hosiery – as verified by the magistrate's court records. Georg's son Josef is no longer able to support his parents as he has to join the Coalition War in 1809. The valiant warrior saves the life of the Bavarian Crown Prince Ludwig and in return is awarded the medal for bravery and a lifelong pension which he invests in the business. A century and several generations later a clothing store is built in Schwabmünchen. Today, its fame has spread far and wide beyond the boundaries of the small town and was managed by Ludwig Schöffel, the town's mayor and grandfather of the current head of the company, Peter. The Schöffel

family was ultimately forced to pay a toll for the Second World War. After the store was left in ruins and ashes Ludwig Schöffel's son Hubert took over the commitment which he tackled with vigour and gusto. Aged just 30, together with his wife Lydia, on the site of the ruins he built a new, modern clothing store which opened in 1960. A year later son Peter has just been born when the young father buys a nearby factory making 'Lederhosen' (leather trousers). Soon, the sound of sewing machines can be heard and Lederhosen develop into the second pillar of the company.

The rapid rise is followed by a crash: in 1967 a collapse in sales leaves boss and employees in joint fear about their survival. However, Hubert Schöffel is a visionary with courage. He puts his faith in the new theme of leisure. Knee breeches for hikers and stretch trousers for skiers are cut and stitched under the Schöffel brand which soon becomes the byword for hiking gear using new elastic materials. A modern factory soon opens in 1970 - sport is booming and so is Schöffel! The trousers are soon accompanied by jackets, which at that time were still called anoraks but the machinists can't cope with the work. From the mid 70s production is increasingly shifted abroad – mass production in Germany becomes too expensive. However, Schöffel stays true to its principles: research, development, customer service, marketing, sales and administration continue to be carried out at the headquarters in Schwabmünchen – this is still where machinist training and recruitment is carried out today. Responsibility continues to play an important role on the production side: high quality materials have to be machined to exacting standards - that calls for expert partners. Today, Schöffel has outsourced its tailoring activities to 15 to 20 companies, primarily in China and Vietnam.

CODE OF LABOUR PRACTICE

1. The employment relationship must be voluntary

Forced labour, including bonded labour or prison labour, is not permitted.

(ILO Convention 29 and 105)

2. No discrimination in the employment relationship

Recruitment, wages policy, access to further training, rules on promotion, termination of employment relationships, retirement and all other aspects of an employment relationship must be based on the principle of equal opportunity, regardless of race, colour of skin, gender, religion, political persuasion, membership of trade unions, nationality, social origin, weaknesses or disabilities.

(ILO Convention 100 and 111)

3. No exploitation of child labour

Child labour is strictly forbidden. The minimum age of recruitment for gainful employment must not be below the national age for compulsory schooling and in general not below the age of 15.

(ILO Convention 138)



There must be no form of slavery or similar circumstances such as for sale and trading in children, bonded labour, servitude or forced labour. Children (between 15 and 18) may not carry out any work "the nature of which or the circumstances under which it is performed might have a potentially damaging effect on the health, safety or morals of children." (ILO Convention 182)

4. Freedom of association and the right to collective wage negotiations

The employer recognises the right of all employees to establish and join trade unions, as well as to conduct wage negotiations on a collective basis.

(ILO Convention 87 and 98)

In those cases in which the freedom to join a trade union and the right to collective wage negotiations are restricted by law, the company will encourage all employees to seek alternatives for independent and free organisations and negotiations. There must be no discrimination against the employee representatives and they must be given access to all places of work in the performance of their duties as representatives.

(ILO Convention 135 and Recommendation 143)

5. Payment of a "living wage"

Wages and allowances for a normal working week must equate at least to the statutory minimum or minimum standard for the sector and must always be sufficient to meet the basic needs of the employees and their families, as well as for them to have an additional specific level of disposable income.

(ILO Convention 26 and 131)

Deductions from wages as a disciplinary measure are not permitted. It is also not

permitted to make wage deductions which are not based on national legislation. The total deductions may not result in the employee receiving less than the statutory minimum wage. All employees shall receive appropriate and accurate information on the components of their wages, including the rate of pay and period for which the wage is paid.

6. No excessive working hours

The working hours must comply with the statutory provisions and normal standards for the sector. The regular working time must not exceed 48 hours per week. One free day must be granted within a period of seven days. Overtime must be worked on a voluntary basis, must not exceed 12 hours per week nor be regularly demanded. Compensation for overtime must be paid in the form of an overtime allowance in addition to the wages.

(ILO Convention 1)

7. Health and safety at the workplace

The working environment must be clean and safe. The employer gives an undertaking to promote optimum health and safety at work based on current knowledge relating to potential risks and hazards. Special attention must be paid to the specific risks of working in this sector. Rules aimed at providing the maximum possible prevention of accidents and minimisation of risks to health must be implemented. (In line with the ILO Convention 155)

Physical abuse, threat of physical abuse, excessive penalties or disciplinary measures, sexual and other forms of harassment, including threats by the employer, are forbidden.

8. Legally binding employment relationship

The obligations to the employees as well as the labour and social laws and the regulations arising from the standard employment relationship may not be circumvented by the use of agency work arrangements or training programmes which are not aimed at providing skills or regular employment. Younger employees must be given the opportunity to take part in education and training programmes.



TARGETS ARE THERE TO BE ACHIEVED!

It's one thing to set a high social standard as an objective, something else to effectively integrate it into the supply chain, guarantee adherence to it and to create a transparent process structure. In association with its membership of the Fair Wear Foundation Schöffel

set itself high targets for the year 2011. For example, the gradual implementation of the Code of Labour Practice (CoLP) into the production area; this was successfully implemented.

Goals and Achievements

1. External:

- ✓ Information of supply chain (SC) about FWF membership
- ✓ Information of supply chain about CoLP and implementation process
- ✓ Send self-assessment/questionnaire
- ✓ Declaration of agreement regarding compliance by the supply chain with the principles of the FWF
- ✓ Installation of the worldwide complaints system for employees in the supply chain
→ To-date there have been no complaints from the production companies.
- Training for producers
→ Manufacturers accounting for 60% of the production volume attended training measures in 2011. The SC was invited to external training sessions of the FWF and the ETI (Ethical Trading Initiative). Schöffel's own CSR Department has also visited and provided training for numerous producers.

2. Internal:

- ✓ Risk assessment/prioritisation/planning/monitoring
- Development of an effective management system at the company headquarters
→ Development of a CSR Department, creation of the necessary, corresponding structures
- Audit at least 40% of the production volume, ascertain the status of the compliance with social standards in the supply chain.
→ 38% audited initially, 23% were subject either to analysis of existing CAPs or audit reports. 4% of the production volume originates from so-called "low risk" countries.
- If necessary, implement corrective action plans and improve the working conditions
→ As a result of the social audits and various reports, numerous improvement measures were drawn up and implemented in conjunction with the production partners.
- Carry out internal/external CSR training and info events (clients, employees and suppliers)
→ In 2011 numerous internal training courses were held and comprehensive information provided on the membership of the FWF and the efforts of the company to comply with the CoLP in the supply chain, including a slide presentation on the production sites for employees (PPS/PM/customs logistics/product development) in 2011
- Information from end users via the Internet and press
→ Press releases, rollup banners, Homepage update, page in the workbook



This is where Schöffel is made: partner business in Vietnam

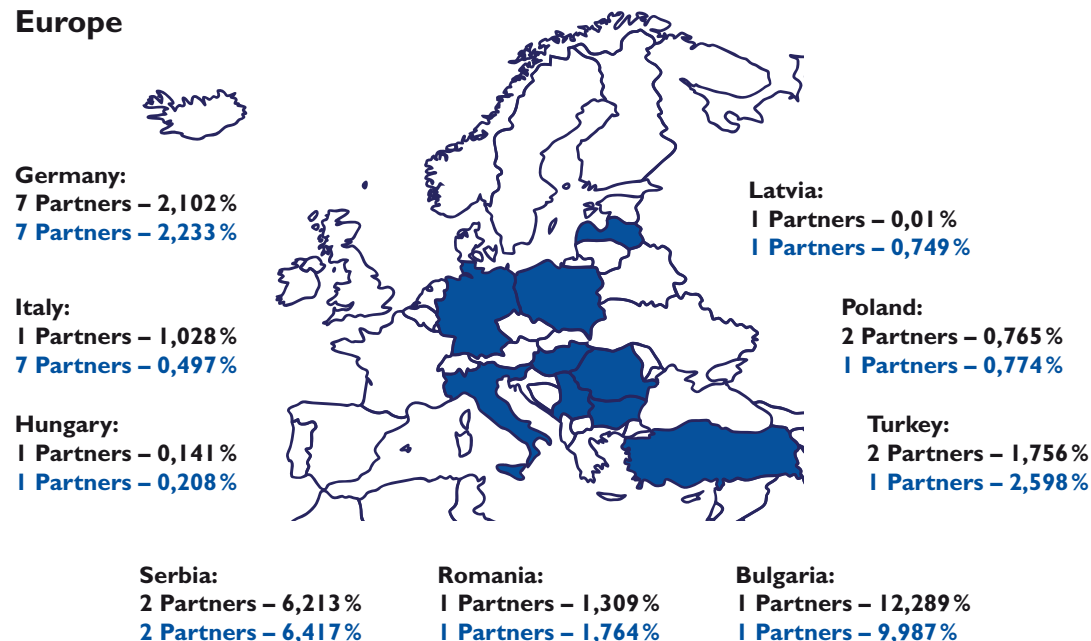
LIST OF PRODUCTION PARTNERS

Continent	Factory Code	Factory location	Share of the Schöffel purchasing volume 2010/%	Share of the Schöffel purchasing volume 2011/%	Period of collaboration /years
E U R O P E	10-021-001	Romania	1,309	1,628	10
	10-017-001	Italy	1,028	0,497	3
	10-011-001	Hungary	0,084	0,000	5
	10-063-001	Hungary	0,941	0,208	2
	10-015-001	Serbia	3,789	3,636	13
	10-054-001	Serbia	2,424	2,781	4
	10-065-001	Poland	0,455	0,774	2
	10-048-001	Poland	0,310	0,000	20
	10-064-001	Turkey	0,427	1,735	3
	10-054-001	Turkey	1,329	0,863	6
	10-027-001	Bulgaria	12,289	9,987	15
	10-068-001	Latvia	0,021	0,749	1
	10-068-002	Latvia	0,000		
	10-072-001	Turkey	0,004	0,000	1
	Suppliers with external production		2,102	2,061	
	10-004-001	Germany	0,006	0,057	12
	10-006-001	Poland	0,331	0,300	7
	10-043-001	China	0,00	0,111	3
	10-047-001	Germany	0,098	0,128	5
	10-002-001	China	0,517	0,548	5
	10-007-001	Germany	1,117	0,874	10
	10-056-001	China	0,033	0,043	3
A S I A	10-040-001	China	14,834	15,119	20
	10-040-002	China			
	10-033-001	China	3,416	3,843	4
	10-041-001	China	6,439	4,408	16
	10-041-002	China			
	10-045-001	China	0,329	0,000	2
	10-045-002	China	5,324	0,000	2
	10-039-001	Vietnam	8,201	10,670	4
	10-035-001	Vietnam	4,292	5,058	7
	10-035-002	Vietnam			
	10-022-001	Vietnam	4,688	5,248	7
	10-022-002	Indonesia	4,688	5,248	
	10-070-001	Indonesia	0,004	0,898	1
	10-068-03	Vietnam	0,000	0,000	1
			100,000	100,000	6,5

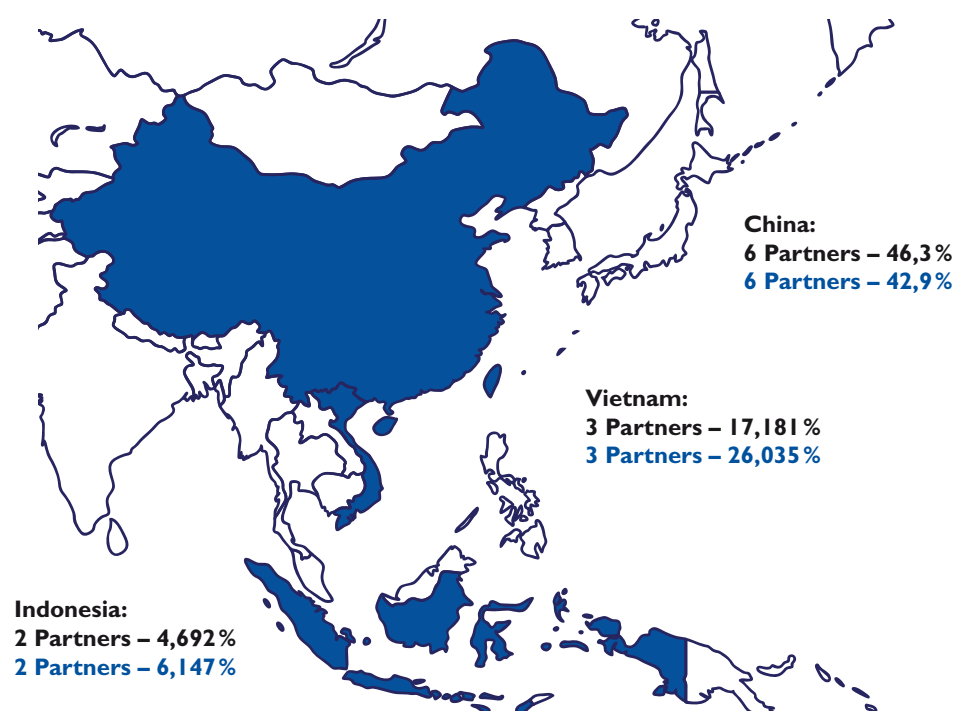
FWF Questionnaire *1	Low risk origin *2	Audit 2011 *2	Audit 2012 *3	Follow Up / Corrective Action *2, *3	CSR Training 2011 *4	CAP Status
yes	no	no	no	no		n/a
yes	yes	n/a	n/a	n/a		n/a
yes	yes	n/a	n/a	n/a		n/a
yes	yes	Collaboration ended 2011				
yes	no	no	no	no		n/a
yes	no	no	no	no		n/a
yes	yes	n/a	n/a	n/a		n/a
yes	yes	Collaboration ended 2011				
yes	yes	no	no	no	yes	done
yes	no	no	no	no		
yes	no	no	no	no		
yes	yes	n/a	n/a	n/a		
yes	yes	n/a	n/a	n/a		
yes	yes	Collaboration ended 2011				
German partner with own / external production						
yes	yes	n/a	n/a	n/a	n/a	n/a
yes	yes	n/a	n/a	n/a	n/a	n/a
yes	no	n/a	n/a	n/a	n/a	n/a
yes	yes	n/a	n/a	n/a	n/a	n/a
yes	no	n/a	n/a	n/a	n/a	n/a
yes	yes	n/a	n/a	n/a	n/a	n/a
yes	no	n/a	n/a	n/a	n/a	n/a
yes	no	June		yes	yes	partly pending
		June		yes	yes	partly pending
yes	no	no	yes	no		n/a
yes	no	no	yes	yes	yes	partly pending
		no	yes	yes	yes	partly pending
yes	no	Collaboration ended 2010				
yes	no	Collaboration ended 2010				
yes	no	Oktobre			yes	partly pending
yes	no	no	yes	no	yes	
yes	no	no	yes	yes	yes	partly pending
	no	no	yes	yes		partly pending
yes	no	n/a	no	yes		done
yes	no	no		yes	yes	done
yes						

DISTRIBUTION OF THE PRODUCTION SITES

Europe



Asia



TRUST IS GOOD, COMPARISON IS BETTER

Monitoring and audits.

Monitor, a long-running, successful TV programme on the ARD channel, supplies background information on controversial themes, provides reliable information combined with detailed analysis. Just like the monitoring of our suppliers and production companies. The social conditions throughout the manufacturing process are systematically monitored, recorded and supervised. It is important in this context for the surveys to be regularly repeated to enable conclusions and consequences to be drawn when comparing the series of results.

Specially trained auditors conduct so-called audits to determine whether specific requirements and guidelines are being met by the supply chain. In 2011 Schöffel conducted social audits of suppliers who together account for 38 percent of the 2010 production volume. Another 23 percent was monitored by analysing existing audit reports and implementing corrective action.

Four percent of the production volume came from so-called "low risk" regions in which the FWF either does not require any audits. Wherever, based on the audits conducted for these regions, it was established that the employees' fundamental rights had not been breached, although there is potential for various improvements, Schöffel drew up a list of measures in collaboration with its partners and worked consistently on achieving improvements.

If particularly serious breaches of the Code of Labour Practice are discovered during a social audit of a partner, that partner receives no further orders until the deficiencies have been rectified and proof of this is verified by way of a re-audit. The Schöffel CSR Department supplies the Purchasing Department with an annual assessment of all suppliers in terms of their "social compliance".

All good things come in threes: that's how checks are carried and improvements made.

3rd Party: Independent auditors work together with the Schöffel CSR Team in auditing the supplier companies, producing reports as well as suggestions for improvement.

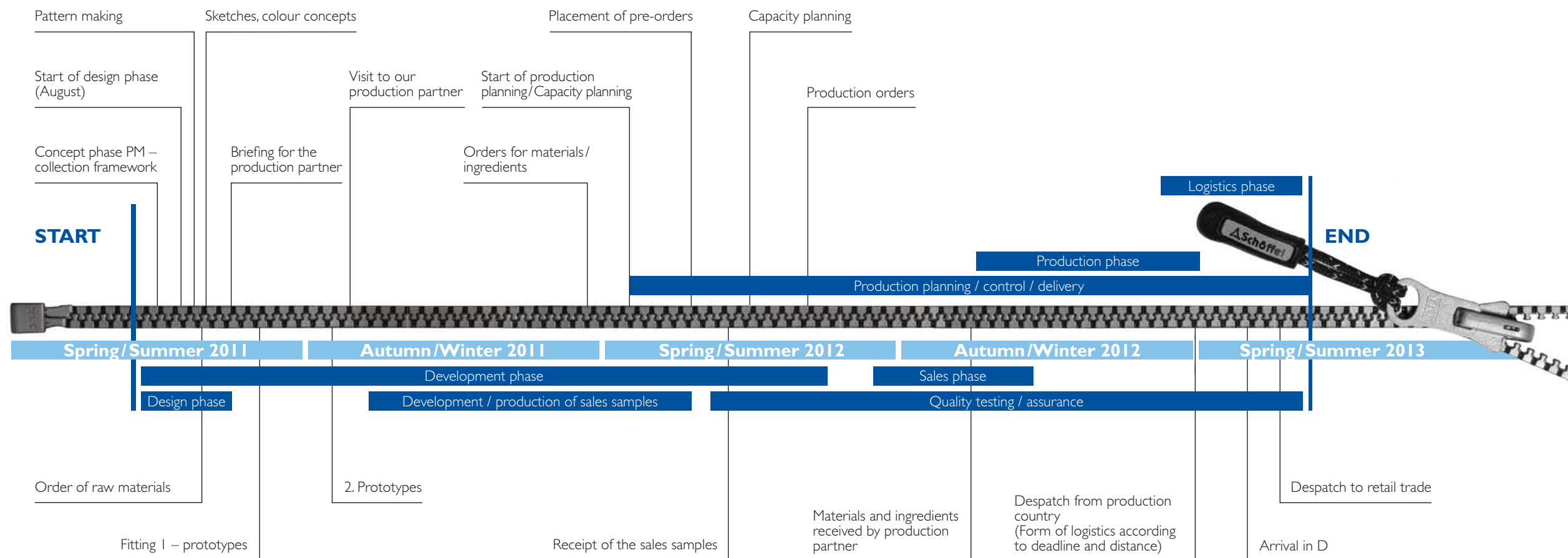
- The Schöffel CSR Team verifies that this work has been done, if necessary by conducting re-audits.
- FWF carries out random checks in the supply chain to verify that the corrective action has been consistently implemented.

Capacity building: Training for the suppliers on CSR and the CoLP by the Schöffel CSR Team, the FWF or similar institutions. The employees at the production sites also receive notices and training to familiarise them with the CoLP.

Transparency: By becoming a member of the FWF Schöffel took the decision to agree to independent verification of its activities, to display the results on its website and in this way provide transparency.

PRODUCTION CYCLE

From the drawing to the finished Schöffel jacket.



LIST OF NON-COMPLIANCES ASCERTAINED IN THE PRODUCTION CHAIN

	Non-compliances identified			
Code of Labour Practice	Vietnam	China	Indonesia	Total
Forced labour	0	0	0	0
Discrimination	0	0	0	0
Child labour	1 ^a	0	0	0
Freedom of association and right to collective wage negotiations	1 ^b	2 ^b	2 ^b	5
Wages	6 ^c	2 ^c	3 ^c	11
Working hours	4 ^d	3 ^d	3 ^d	10
Health and safety at work	37 ^e	12 ^e	10 ^e	0
Legally binding employment relationships	2 ^f	4 ^f	2 ^f	0
Management system	4	10	4	18
Environment	0	0	0	0
Human rights	0	0	0	0

^a The inspection of the personnel files during a social audit of a Chinese supplier revealed that one employee had been recruited 2 weeks prior to reaching the age of 16. The problem was discussed and in future no employee will be recruited before he/she reaches the age of 16. Schöffel will verify this by conducting further checks.

^b In countries such as China or Vietnam the freedom of association is severely restricted as a result of the political system, consequently the education and training for employee committees is promoted in small steps.

^c All Schöffel suppliers pay their employees in accordance with the statutory minimum wage, in virtually all cases a range of additional, various bonuses are paid. In addition, wages in China are currently rising rapidly (2011 up to 20% in some regions).

Improvement process started				Improvement process completed			
Vietnam	China	Indonesia	Total	Vietnam	China	Indonesia	Total
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	1 ^a	0	0
0	2	2	4	1	0	0	1
2	2	1	5	3	1	2	6
2	2	1	5	2	2	2	6
2	5	4	11	35	7	6	48
1	0	2	3	1	4	0	5
1	2	1	4	4	8	2	14
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0

^d Overtime is a standard feature of the textile industry. Production peaks often arise on a seasonal basis. Schöffel aims to continually improve the situation by providing support in the planning of and improvement in the coordination with its production partners.

^e An effective management system is a prerequisite for the implementation of sustainable improvement measures. Schöffel attaches special importance to this point and provides its suppliers with corresponding training.

STRENGTH IN NUMBERS

Sourcing, pricing strategy, organisation and purchasing.

Negotiation partners:
Schöffel CSR officer Marco
Hühn in talks with a supplier



The firm of Schöffel traditionally demands the highest standards in the processing, quality and functionality of its products. In order to also meet its responsibility to the people who produce these products, as well as to their working conditions, the company

- has a manageable number of suppliers in Europe and Asia with whom it maintains partnership relations.
- is very interested in long-term partnerships. The oldest partnership was formed about 20 years ago, the average period of collaboration is approx. 6.5 years.

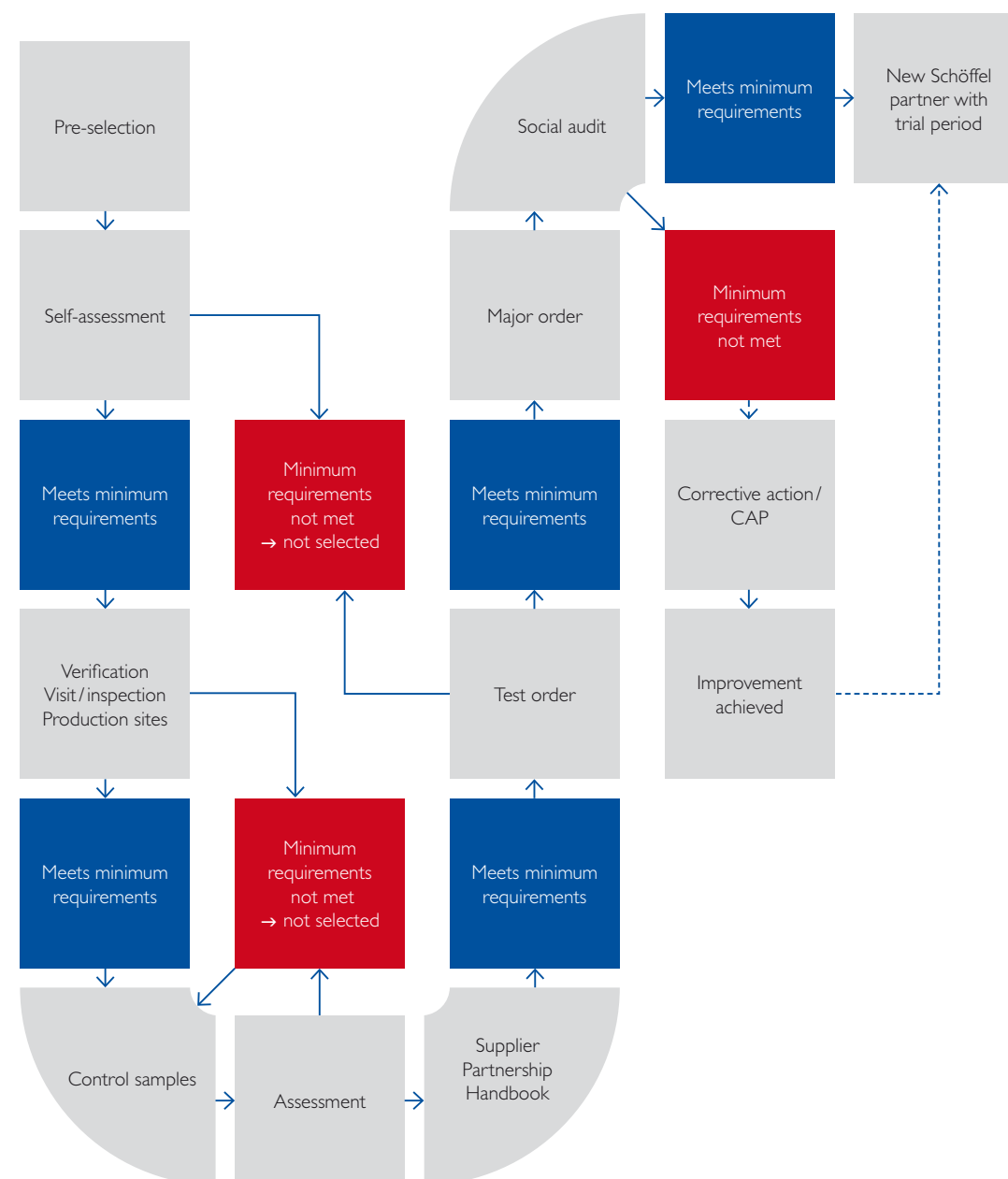
To become a supplier for Schöffel a production company has to meet a whole range of requirements. It must:

- maintain high standards of quality, allow quality testing as well as monitoring of the working conditions,
- act in accordance with the guidelines of the Code of Labour Practice, allow for social audits, if necessary, pursue a path of continual improvement in conjunction with Schöffel,
- possess sufficient production resources and capacities.

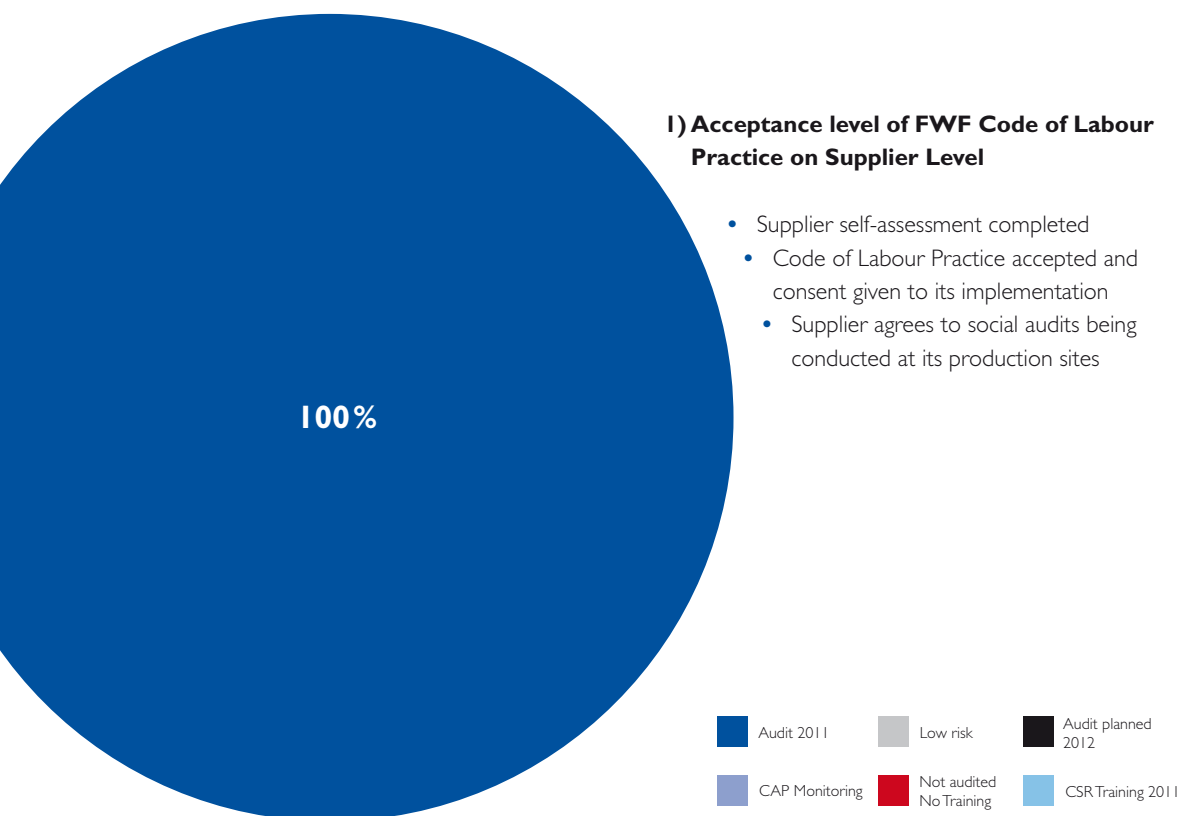
At the Schöffel headquarters in Schwabmünchen the Purchasing, Production Planning/Control, Production Management, Product Development, Quality and CSR Departments are actively involved in the selection of producers. In each case they give their assessment of the potential new partner in terms of quality, communication, adherence to delivery dates and compliances with the social standards. Other key criteria for working in partnership with a producer are its technical capabilities, the machine fleet needed to manufacture corresponding high-end products as well as its production capacities.

Schöffel produces an internal, detailed costing for each product. Final negotiations are held with the partners before contracts are awarded. In Schwabmünchen there is a separate department whose task is to assist the producers with their planning. In order to smooth out seasonal-related peak times, pre-orders are submitted as early as possible. In this context the early placement of orders and issue of target figures help the partners to utilise their capacities in the production plants to optimum effect.

PROCESS FOR THE SELECTION OF NEW SUPPLIERS



EVALUATION DIAGRAMS

**2) Active monitoring status 2011** (distribution of quantities based on order volume 2010)**Audit 2011:**

Own social audit conducted and "Corrective Action Plan (CAP)" drawn up

CAP Monitoring:

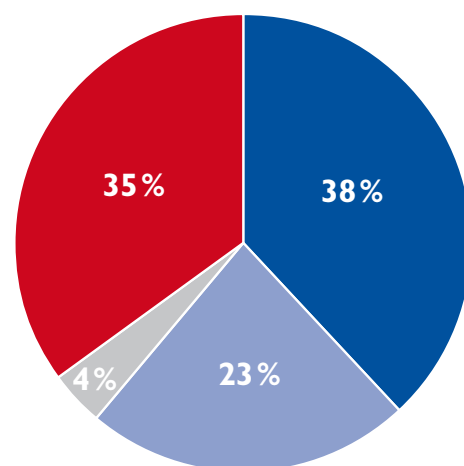
- Existing audit reports evaluated, CAP drawn up/ implementation of corrective action checked
- Schöffel CSR Team has visited the production site

Low risk:

According to FWF supplier located in a "low risk" region, low priority, for the time being audits not required

Not audited:

No social audit or assessment conducted on the basis of existing reports in 2011

**3) Planned active monitoring status 2012** (distribution of quantities based on order volume 2011)**Audit 2011:**

Own social audit conducted and CAP drawn up

CAP Monitoring:

- Existing audit reports evaluated, CAP drawn up/ implementation of corrective action checked
- or Schöffel CSR Team has visited the production site

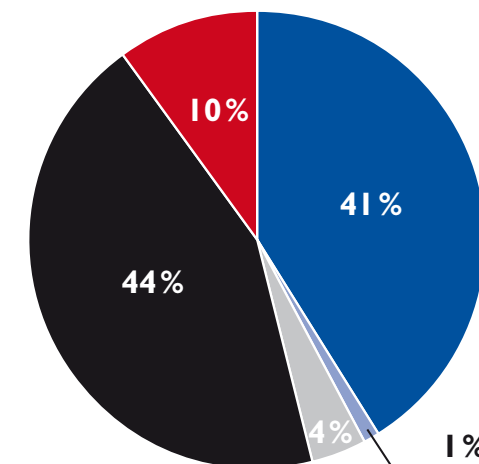
Low risk:

According to FWF supplier located in a "low risk" region, low priority, for the time being audits not required

Audit planned 2012: Social audit planned for 2012

Not audited:

- 2011 No social audit or assessment conducted on the basis of existing reports
- 2012 no social audit planned, subject to proviso

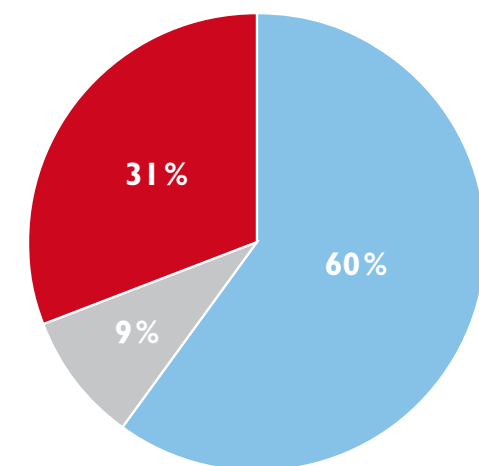
**4) Capacity building/ CSR Trainings 2011** (distribution of quantities based on order volume 2010)**CSR Training 2011:**

- Supplier / partner received local training through Schöffel CSR Team
- Production site participated in FWF training measure or external training measure
- Production site received training documentation during the course of a CAP

Low risk:

According to the FWF supplier located in a "low risk" region, low priority, expanded training measures not planned for the time being (subject to proviso), audits not required for the time being

No Training: No CSR training measures carried out in 2011



IN THE SERVICE OF CORPORATE RESPONSIBILITY

Our CSR Department.

"For us, social responsibility and sustainability are not just empty words but a permanent commitment" – Peter Schöffel's words at the beginning of our Social Report are reinforced and underlined by the successful work of a comparatively new department within the company: Quality Assurance. This also covers the area of Corporate Social Responsibility (CSR). Corporate Social Responsibility represents corresponding action within the company's own business activities and in the areas of the environment and the workplace, as well as the dialogue with relevant interest groups.

In addition to the Head of Quality, Marlies Hartmann, Marco Hühn, diploma in garment technology, is responsible for training activities, planning, internal and external audit planning, supplier visits and verification of the CAP (Corrective Action Plan) the purpose of which is to create continual improvement in the process cycles within the group. The CAP contains specific measures for rectifying defects discovered during audits.

The department has once again set itself high targets for the current year 2012:

- Continuation of the successful implementation of the CoLP in the supply chain
- Raising conscious awareness for the CoLP amongst the suppliers
- Inspection of 80% of the production volume through social audits, monitoring and follow-up audits
- Fulfilment of outstanding CAP measures
- Encouraging even more suppliers to attend training activities
- Development of additional supplier CSR training
- Cooperation with other buyers (FWF/non-FWF members)
- Expansion and further development of management systems
- Further development of assessment system for suppliers from the viewpoint of sustainability
- Provision of more detailed information on FWF processes and standards for end users and dealers

How these objectives will be achieved can be seen in the Social Report 2012!



SCHÖFFEL SPORTBEKLEIDUNG GMBH

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