Brand Performance Check

Deuter Sport GmbH

This report covers the evaluation period 01-07-2024 to 30-06-2025

About the Brand Performance Check

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

Fair Wear's Brand Performance Check is a tool to evaluate and report on the activities of Fair Wear's member companies. The Checks examine how member company management systems support Fair Wear's Code of Labour Practices. They evaluate the parts of member company supply chains where clothing is assembled. This is the most labour intensive part of garment supply chains, and where brands can have the most influence over working conditions.

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

Even if outcomes at the product location level cannot be guaranteed, the importance of good management practices by member companies cannot be understated. Even one concerned customer at a product location 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 product location 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 Fair Wear's work.

The Brand Performance Check system is designed to accommodate the range of structures and strengths that different companies have, and reflects the different ways that brands can support better working conditions.

This report is based on interviews with member company employees who play important roles in the management of supply chains, and a variety of documentation sources, financial records, supplier data. The findings from the Brand Performance Check are summarized and published at www.fairwear.org. The online Brand Performance Check Guide provides more information about the indicators.

Scoring overview

Total score: 188
Possible score: 198
Benchmarking Score: 95
Performance Benchmarking Category: Leader



Foundational system's criteria	Sourcing strategy	Identifying continuous human rights risks	Responsible purchasing practices	Quality and coherence of prevention and remediation system	Improvement and prevention	Communication, transparency and evaluation
100%	88%	100%	92%	87%	100%	100%

Summary:

Deuter has shown advanced results on performance indicators and has made exceptional progress. With a total benchmarking score of 95, the member is placed in the Leader category. This Brand Performance Check report covers two financial years.

The brand's sourcing strategy emphasises long-term relationships and includes a list of no-go countries. However, it does not currently prioritise sourcing from countries that support Freedom of Association (FoA). Deuter has introduced contractual agreements with suppliers where it has direct business relationships and is finalising a vendor agreement with its long-standing partner in Viet Nam. When onboarding a new supplier in Viet Nam, the brand applied its comprehensive onboarding programme and conducted a thorough due diligence process during supplier selection.

Deuter carried out risk scoping at the country level across all tiers and conducted a detailed risk assessment for its Tier 1 and Tier 2 suppliers. It developed a risk analysis matrix aligned with OECD requirements, covering a range of risks. This matrix is used to prioritise risks in the supply chain through a traffic light system indicating low, medium, and high risks. Based on this prioritisation, the brand identified appropriate monitoring tools and aligned its actions accordingly.

To improve working conditions in its supply chain, Deuter applies shared capacity planning and maintains long-term forecasts and stable production. It also introduced a minimum order quantity policy to distribute orders throughout the year, helping to prevent excessive overtime. This strategy has led to the elimination of excessive overtime and, in some cases, overtime altogether. The brand has set a target living wage for its main suppliers in Viet Nam, which account for 81% of its FOB. At one supplier, representing nearly 3% of FOB, Deuter is contributing to the payment of living wages. Additionally, the brand has rolled out the Fair Price App at selected suppliers and invested one million dollars in modern and semi-automatic machinery to boost productivity and efficiency.
Deuter has developed a strategy addressing social dialogue and gender-based violence, and has offered training sessions to improve communication between workers and factory management in Viet Nam. It initiated a gender maturity assessment, continued collecting gender-disaggregated data, and applied a gender lens to most of its action plans. The brand also piloted an external grievance mechanism for Tier 2 suppliers, enabling workers to report grievances directly to the brand. Deuter has shown that it follows up on these grievances.

Finally, Deuter responsibly exited Myanmar due to the political situation, which made it impossible to conduct enhanced Human Rights Due Diligence (HRDD). The brand informed the factory early about its decision and gradually reduced orders to avoid mass layoffs and give the factory time to secure new clients. While sourcing from Myanmar, Deuter complied with Fair Wear's related policy and provided training and conducted an audit through the SMART initiative. Before exiting, the brand received confirmation from the factory owners that new clients had been found and mass layoffs were not necessary, although this information could not be independently verified.

For the next financial year, Fair Wear recommends that Deuter continue implementing the Fair Price App across all products and styles, further develop its living wage and social dialogue strategies, and explore ways to offer more training opportunities to women. Completing the gender maturity assessment and adjusting the HRDD policy are also advised, along with refining gender action plans to address barriers to gender equality more effectively.

Performance Category Overview

Leader: This category is for member companies who are doing exceptionally well, and are operating at an advanced level. Leaders show best practices in complex areas such as living wages and freedom of association.

Good: It is Fair Wear's belief that member companies who are making a serious effort to implement the Code of Labour Practices—the vast majority of Fair Wear member companies—are 'doing good' and deserve to be recognized as such. They are also doing more than the average clothing company, and have allowed their internal processes to be examined and publicly reported on by an independent NGO. The majority of member companies will receive a 'Good' rating.

Needs Improvement: Member companies are most likely to find themselves in this category when major unexpected problems have arisen, or if they are unable or unwilling to seriously work towards CoLP implementation. Member companies may be in this category for one year only after which they should either move up to Good, or will be moved to suspended.

Suspended: Member companies who either fail to meet one of the Basic Requirements, have had major internal changes which means membership must be put on hold for a maximum of one year, or have been in Needs Improvement for more than one year. Member companies may remain in this category for one year maximum, after which termination proceedings will come into force.

Categories are calculated based on a combination of benchmarking score and the percentage of own production under monitoring. The specific requirements for each category are outlined in the Brand Performance Check Guide.

Company Profile Deuter Sport GmbH

Member company information

Member since: 1 Jan 2011
Product types: Outdoor wear and outdoor products and Bags and luggage
Percentage of turnover of external brands resold 0%
Comment
Member of other MSI's/Organisations Partnership for Sustainable Textiles, Grüner Knopf, Bluesign, EOG and R-D-S, EOCA, (only in 23/24: EuroCham Myanmar, MADE Myanmar)
Number of grievances received last financial year 0

Basic requirements

Definitive production location data has been submitted for the financial year under review? Yes
Projected production location data have been submitted for the current financial year? Yes
Membership fee has been paid? Yes

Production countries, including number of production locations and total production volume.

Production Country	Number of production locations	Percentage of production volume
Viet Nam	18	100%

Layer 1 Foundational system's criteria

Possible Points: 8
Earned Points: 8

1.1 Member company has a publicly shared Human Rights Due Diligence policy that has been adopted by top management.: Yes

Comment: Deuter has a solid Human Rights Due Diligence policy in place. However, the brand could include in the HRDD policy its commitment to collaboration with other companies and the implementation of meaningful stakeholder engagement.

1.2 All member company staff are made aware of Fair Wear's membership requirements, in particular the Fair Wear's HRDD policy and Fair Wear's Code of Labour Practices.: Yes

1.3 All staff who have direct contact with suppliers are trained to support the implementation of Fair Wear requirements, in particular the Fair Wear's HRDD policy and Fair Wear's Code of Labour Practices.: Yes

1.4 A specific staff person(s) is designated to follow up on problems identified by the monitoring system, including grievance handling. The staff person(s) must have the necessary competence, knowledge, experience, and resources.: Yes

1.5 Member company has a system in place to identify all production locations, including a policy for unauthorised subcontracting.: Yes

1.6 Member company discloses internally through Fair Wear's information management system, in line with Fair Wear's Transparency Policy.: Yes

Comment: Deuter discloses 100% of production locations internally through Fair Wear's information management system.

1.7 Member company discloses externally on Fair Wear's transparency portal, in line with Fair Wear's Transparency Policy.: Yes

Comment: Deuter discloses 100% of production locations externally on Fair Wear's transparency portal.

1.8 Member complies with the basic requirements of Fair Wear's communication policy.: Yes

Layer 2 Human rights due diligence, including sourcing strategy and responsible purchasing practices.

Possible Points: 90
Earned Points: 84

Indicators on Sourcing strategy

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.1 Member company's sourcing strategy is focused on increasing influence to meaningfully and effectively improve working conditions.	Advanced	Fair Wear expects members to adjust their sourcing strategy to increase their influence over working conditions. Members should aim to keep the number of production locations at a level that allows for the effective implementation of responsible business practices.	Strategy document; consolidation plans, examples of implementation.	6	6	0

Comment: Deuter has a sourcing strategy addressing influencing labour conditions.

The member has 18 active suppliers. 98% of the production volume comes from suppliers where the member has at least 10% leverage at suppliers.
Less than 1% of the production volume comes from suppliers where Deuter buys less than 2% of its total FOB. This is comparable to the previous years. However, the member responsibly exited its production location in Myanmar due to the highly volatile political situation and the growing challenges of conducting Enhanced Human Rights Due Diligence.

Deuter's sourcing strategy explicitly focuses on increasing influence through consolidation and active cooperation with other clients. The company is also in regular contact with other Fair Wear and non-Fair Wear brands to cooperate and positively influence labour conditions in Viet Nam.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.2 Member company's sourcing strategy is focused on building long-term relationships.	Intermediate	Stable business relationships underpin the implementation of the Code of Labour Practices and give factories a reason to invest in improving working conditions.	Strategy documents; % of FOB from suppliers where a business relationship has existed for more than five years; Examples of contracts outlining a commitment to long-term relationship; Evidence of shared forecasting.	4	6	0

Comment: Deuter has a sourcing strategy that focuses on maintaining long-term relationships.

96% of the member's total FOB volume comes from suppliers with whom Deuter has a business relationship for at least five years. In particular, the brand has been working with its main suppliers in Viet Nam for more than three decades. The brand also had a long-term partnership with its main supplier in Myanmar, but it responsibly exited the factory due to the concerning and worsening working conditions in the country.

The member commits to long-term contracts with its main suppliers, where a direct business relationship exists. In particular, Deuter signed a general vendor agreement with one of its suppliers in Viet Nam, and is currently finalising a similar agreement with its long-standing business partner in Viet Nam. These contracts typically span five years and are automatically renewed for another three years.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.3 Member company conducts a risk scoping exercise as part of its sourcing strategy.	Intermediate	Human rights due diligence, according to the OECD guidelines, requires companies to undertake a scoping exercise to identify and mitigate potential human rights risks in supply chains of potential business partners.	HRDD policy; Sourcing strategy linked to results of scoping exercise; HRDD processes, including specific responsibilities of different departments; Use of country studies; Analysis of business and sourcing model risks; Use of licensees and/or design collaborations.	4	6	-2

Comment: Deuter conducts risk scoping and includes all risk factors (country, sector, business model, sourcing model and product level).
In Myanmar, the brand has scoped enhanced risks for all Code of Labour Practices; in particular, the risk of forced labour was considered very high.
In Viet Nam, Deuter has identified several high-risk labour issues, including freedom of association, gender-based violence and discrimination, non-payment of living or legal minimum wages, excessive overtime, and forced labour.
While Deuter has not flagged specific risks linked to its business or sourcing models, the brand acknowledges that subcontracting carries elevated risks due to the indirect nature of the business relationship.
In its risk scoping, the member has assessed the impact and prevalence of the risks correctly.

The risk scoping includes a gender lens. The member has scoped the risks to women in each sourcing country and for each Code of Labour Practices.

Deuter has included input from workers, suppliers, and stakeholders. Their input is included in the risk scoping by analysing Fair Wear assessments, training reports, factory visits, and supporting meaningful stakeholder engagement.

The member adjusted its sourcing strategy based on the risk scoping, as the outcomes of the scoping are included in decision-making regarding its responsible exit from Myanmar. In particular, Deuter assessed that it was not possible to conduct Enhanced Human Rights Due Diligence in this country due to the highly volatile political situation and responsibly exited its production location there.

To date, Deuters' sourcing strategy does not explicitly mention a preference for countries where workers can freely form or join a trade union and/or bargain collectively. However, the brand actively supports dialogue and good communication between workers and factory management in Viet Nam.

Recommendation: Fair Wear strongly recommends Deuter to privilege countries where workers can freely form or join a trade union and/or bargain collectively, and make this explicit in its sourcing strategy.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.4 Member company engages in dialogue with factory management about Fair Wear membership requirements before finalising the first purchase order.	Advanced	Sourcing dialogues aim to increase transparency between the member and the potential supplier, which can benefit improvements efforts going forward.	Process outline to select new factories; Material used in sourcing dialogue; Documents for sharing commitment towards social compliance; Meeting reports; On-site visits; Reviews of suppliers' policies.	4	4	0

Comment: It is the standard process for Deuter to inform new suppliers about its HRDD policy —also referred to as the Promise Policy— and its Fair Wear membership. This is done by email through which the brand shares the Fair Wear Code of Labour Practices and the Worker Information Sheet. This process was followed for the new main supplier onboarded last year in Viet Nam.

In addition to written communication, Deuter organises online calls and supplier visits to discuss CSR topics and how the brand and the supplier can cooperate to implement HRDD.
It is the responsibility of Deuter's main suppliers to ensure that subcontractors are informed about the HRDD Policy, the Fair Wear Code of Labour Practices, the Worker Information Sheet, and the brand's expectations regarding HRDD implementation.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.5 Member company collects the necessary human rights information to inform sourcing decisions before finalising the first purchase order.	Advanced	Human rights due diligence processes are necessary to identify and mitigate potential human rights risks in supply chains. Specific risks per factory need to be considered as part of the decision to start cooperation and/or place purchasing orders.	Questionnaire with CoLP, reviewing and collecting existing external information, evidence of investigating operational-level grievance system, union and independent worker committee presence, collective bargaining agreements, engaging in conversations with other customers and other stakeholders, including workers.	6	6	0

Comment: Deuter collects human rights information on potential new suppliers through several tools. These include reviewing existing Fair Wear assessments or other audit reports, organising new Fair Wear assessments, sharing information with other Fair Wear member brands already sourcing from the same suppliers, conducting factory visits, and requesting suppliers to complete the Fair Wear Code of Labour Practices questionnaire.

The member's sourcing strategy does not mention a preference for suppliers where workers are free to form or join a trade union and/or bargain collectively.

Deuter followed this process for the new main supplier added in Viet Nam in the last financial year. However, it is the responsibility of Deuter's main suppliers to gather information on human rights and working conditions for any potential new subcontractors.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.6 Member actively ensures awareness of the Fair Wear CoLP, the grievance mechanism, and social dialogue mechanisms within the first year of starting business.	Advanced	This indicator focuses on the preliminary mitigation of risks by actively raising awareness about the Fair Wear Code of Labour Practices and complaints helpline. Discussing Fair Wear's CoLP with management and workers is a key step towards ensuring sustainable improvements in working conditions and developing social dialogue at the supplier level.	Evidence of social dialogue awareness raised through earlier training/onboarding programmes, onboarding materials, information sessions on the factory grievance system and complaints helpline, use of Fair Wear factory guide, awareness-raising videos, and the CoLP.	6	6	0

Comment: In the previous financial year, Deuter has added a new main supplier in Viet Nam and several subcontractors.

Deuter has shared information about Fair Wear's CoLP and the grievance mechanism within the first year of doing business and the Worker Information Sheet has been posted.

In the first year of its business relationship with the supplier, Deuter did not organise onboarding sessions directly, as another Fair Wear member already sourcing from the same factory had conducted a Fair Wear Communications training to support dialogue between factory management and workers. During this time, Deuter focused on following up on the Corrective Action Plan (CAP) from a previous Fair Wear assessment at the factory. After implementing improvements, the brand organised a new full assessment to validate progress. Additionally, Deuter's main suppliers conducted onboarding training at the new subcontractors. These sessions aimed to raise workers' awareness of the Code of Labour Practices and the Fair Wear grievance mechanism.

Indicators on Identifying continuous human rights risks

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.7 Member company has a system to continuously assess human rights risks in its production locations.	Advanced	Members are expected to regularly evaluate risk in a systematic manner. The system used to identify human rights risks determines the accuracy of the risks identified and, as such, the possibilities for mitigation and remediation.	Use of risk policies, country studies, audit reports, other sources used, how often information is updated.	6	6	0

Comment: Deuter has a systematic approach to identifying human rights risks in its supply chain and has correctly assessed the risks for its main suppliers and subcontractors. It has also determined the appropriate monitoring tools and frequency per country. In particular, the brand identified risks related to FoA, health and safety and wages below living wages as higher risks. The risks assessed at its suppliers generally match those identified at the country level.
For instance, the brand monitors its suppliers in Viet Nam with Fair Wear assessments, onsite visits, regular online meetings with the CSR department of its business partner and by supporting meaningful stakeholder engagement.
Before responsibly exiting Myanmar, the brand changed its monitoring tools due to the highly volatile political situation in Myanmar. In particular, the brand relied on online calls with its business partner and the consultation of local stakeholders.

Next to its systematic approach, the brand ensures it uses different monitoring tools that include input from workers, suppliers, and other stakeholders. These tools include Fair Wear assessments and calls or onsite meetings with local stakeholders.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.8 Member company's human rights due diligence process includes an assessment of freedom of association (FoA).	Advanced	Freedom of association and collective bargaining are 'enabling rights.' When these rights are respected, they pave the way for garment workers and their employers to address and implement the other standards in Fair Wear's Code of Labour Practices - often without brand intervention.	Use of supplier questionnaire to inform decision-making, collected country information, and analyses.	6	6	0

Comment: Deuter has mapped the risks to FoA in all its sourcing countries and can explain the main risks per country, including the risks to women workers.
Based on the risk analysis, Viet Nam formally protects the right to FoA and social dialogue, but, in practice, all trade unions must be under the legal purview and control of the country's only trade union confederation. In recent years, Viet Nam modified the law on FoA and social dialogue; however, exercising these rights may present risks for workers and trade unionists. The level of unionisation of women is very low; as such, they are systematically underrepresented in trade unions and at negotiation tables. In addition, women, who tend to be overrepresented in low-pay jobs with temporary contracts, are at higher risk of retaliation and gender-based violence.
In Myanmar, the right to FoA and social dialogue is de facto non-existent; trade union leaders face retaliation, including detention. Women are at an even higher risk, given the atypical forms of employment they are normally given. Due to this situation and other systemic workers' rights violations, the brand responsibly exited its production location in Myanmar in the last financial year.

Deuter, which can demonstrate advanced knowledge and understanding of FoA in the countries where it sources, uses this information to understand the risks at its suppliers and inform itself about how to engage with them and local stakeholders on this topic.

The member conducts country and supplier-level monitoring to understand and assess the risks to FoA in Viet Nam and at its suppliers. In particular, the brand uses Fair Wear assessments, analyses the reports of the social dialogue training events at its suppliers, and exchanges with worker representatives, if democratically elected, during factory visits. Deuter has recently joined an initiative led by the German federal government and other stakeholders to explore ways to support FoA in Viet Nam. The initiative focuses on identifying effective strategies to strengthen local trade unions and promote meaningful stakeholder engagement in the country.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.9 Member company includes a gender analysis throughout its human rights risk identification, to foster a better understanding of gendered implications.	Advanced	Investing in gender equality creates a ripple effect of positive societal outcomes. Members must apply gender analyses to their supply chain to better address inequalities, violence, and harassment.	Evidence of use of the gender mapping tools and knowledge of country-specific fact sheets.	6	6	0

Comment: Deuter has included a gender lens in its risk scoping.

The member could show it understands the basic gender risks for its sourcing countries, Viet Nam and Myanmar.
According to the risk analysis, in Viet Nam, women tend to have little to no awareness of what constitutes gender-based violence, are at higher risk of working overtime, and their reproductive health may be endangered due to the chemicals used.
In Myanmar, Deuter identified gender-based violence and participation in trade union activities as prevalent risks for women.

Additionally, Deuter actively started collecting some gender disaggregated data in relation to its production locations in Viet Nam. The data that it collects are the workforce composition, wages and the level of awareness of women on gender-based violence. This information is collected through research projects and payslips. Based on the data collected, women tend to have limited awareness of what gender-based violence is; while most of the production line supervisors are women, factory management is still male-dominated; the brand has realised that it still has to collect some additional data (e.g., level of education and experience of workers) to determine if there is a gender pay gap at its suppliers.

Deuter has initiated the Gender-Responsive Human Rights Due Diligence (GR-HRDD) maturity assessment, using the tool developed by the Girls Advocacy Alliance. This assessment is designed to systematically evaluate the brand's current level of GR-HRDD maturity and determine how effectively it identifies and addresses gender and women's human rights issues. The insights gained from this process will help Deuter refine its focus and develop a comprehensive strategy to advance its GR-HRDD efforts. Due to the complexity of the tool, the assessment is still ongoing. However, Deuter has already identified key areas for improvement. These include the need to better integrate gender equality into its HRDD policy, ensuring that its provisions are gender-sensitive, inclusive of all genders, and do not reinforce gender stereotypes. The brand also recognised the importance of establishing gender equality KPIs to track progress. In parallel, Deuter has started developing a gender equality strategy aimed at empowering women workers and promoting their active participation in worker committees.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.10 Member company considers a production location's human rights performance in its purchasing decisions.	Advanced	Systematic evaluation is part of continuous human rights monitoring. A systematic approach to evaluating production location performance is necessary to integrate social compliance into normal business processes and to support good decision-making.	Supplier evaluation format, meeting notes on supplier evaluation shared with the factory, processes outlining purchasing decisions, link to responsible exit strategy.	4	4	0

Comment: Deuter has a strong and systematic evaluation system for assessing suppliers' human rights performance. The brand evaluates all its suppliers on a yearly basis in relation to all international labour standards (Fair Wear's Code of Labour Practices). This evaluation is based on the findings of the monitoring and verification/validation tools used by the brand (e.g., audits, factory visits, training reports, etc.).

As the brand has one supplier per product, the member cannot easily exit a supplier that is not performing well on human rights and working conditions. Therefore, the brand, based on the evaluation, supports the suppliers in improving working conditions by offering training, making payments in advance, accepting the proposed prices and financing wage increases. However, the member is encouraged to clarify how human rights performance is weighted in its overall supplier evaluation systems, particularly in relation to business performance. Repeated non-compliance and lack of transparency may lead to exiting the supplier. In particular, Deuter responsibly exited Myanmar due to the assessed impossibility of conducting Enhanced Human Rights Due Diligence.

Deuter shares the outcome of the evaluation on CSR topics and workers' rights with its suppliers and workers' representatives, if present and democratically elected.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.11 Member company prevents and responds to unauthorised or unknown production and/or subcontracting.	Advanced	Subcontracting can decrease transparency in the supply chain and has been demonstrated to increase the risk of human rights violations. Therefore, when operating in higher-risk contexts where it is likely subcontracting occurs, the member company should increase due diligence measures to mitigate these risks.	Production location data provided to Fair Wear, financial records from the previous financial year, evidence of member systems and efforts to identify all production locations (e.g., interviews with factory managers, factory audit data, web shop and catalogue products, etc.), licensee contracts and agreements with design collaborators.	4	4	0

Comment: Deuter has a written policy on subcontractors that was shared and signed by all suppliers. The brand also uses the outcomes of its human rights monitoring to respond to unauthorised subcontracting. There is no evidence of missing first-tier locations in the database.

To prevent unauthorised subcontracting, the member conducts on-site visits during production and assesses suppliers' production capacity. Additionally, some of the brand's products require specialised machinery and highly technical expertise, making it difficult to manufacture them in alternative facilities.

In Viet Nam, a Fair Wear assessment conducted in 2023 found that, in some cases, workers were bringing materials or products to subcontracting facilities where their relatives were working. In response, the brand engaged with factory management, leading the supplier to issue a policy explicitly prohibiting workers from transporting materials or products to subcontractors. Where subcontracting was necessary, the supplier took full responsibility for managing deliveries to those facilities.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.12 Member company extends its due diligence approach to homeworkers.	Advanced	Homeworkers should be viewed as an intrinsic part of the workforce, entitled to receive equal treatment and have equal access to the same labour rights, and therefore should be formalised to achieve good employment terms and conditions.	Supplier policies, evidence of supplier and/or intermediaries' terms of employment, wage-slips from homeworkers.	4	4	0

Comment: Deuter has identified whether homework is prevalent in its sourcing countries. According to the member, there is a very low risk of homeworkers being used by its suppliers. In particular, some of the brand's products (e.g., sleeping bags) require specialised machinery and highly technical expertise, making it difficult to manufacture them by hand only.

Indicators on Responsible purchasing practices

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.13 Member company's written contracts with suppliers support the implementation of Fair Wear's Code of Labour Practices and human rights due diligence, emphasising fair payment terms.	Intermediate	Written, binding agreements between brands and suppliers, which support the Fair Wears CoLP and human rights due diligence, are crucial to ensuring fairness in implementing decent work across the supply chain.	Suppliers' codes of conduct, contracts, agreements, purchasing terms and conditions, or supplier manuals.	2	4	0

Comment: In the last financial year, the brand signed a vendor agreement with one of its suppliers in Viet Nam. It is currently negotiating a similar agreement with its long-standing business partner in Viet Nam, who oversees two additional production sites. In particular, Deuter uses contracts with suppliers with whom it has a direct business relationship.
These contracts last five years and are automatically renewed for an additional three years thereafter. Each party can terminate the agreement with a 12-month notice.
The brand commits to purchasing a minimum annual quantity of goods, and if it cannot meet this quantity, the supplier is allowed to renegotiate the terms of the contract, including adjusting unit prices. In particular, the unit price agreed upon must cover all advance costs, especially development costs, material and labour costs, overhead costs and any other costs related to the production.
Deuter does not work with partial or in-advance payments; specifically, the brand must pay the supplier one week before the established time of departure (ETD).
While Deuter generally does not apply penalties, in the event of a delivery delay, the supplier is granted a seven-day grace period. If the delay exceeds this period, the supplier is responsible for covering the cost difference between the originally planned shipment method and air freight.
As annexes to these agreements, Deuter includes its Human Rights Due Diligence (HRDD) Policy, referred to as the Promise Policy, which outlines the brand's commitment to upholding human rights throughout its supply chain.
Deuter is not aware of the contractual agreements between its main supplier and subcontractors, nor their agreed payment terms.

Recommendation: Fair Wear strongly recommends that Deuter remove costs for suppliers in case of late delivery from its contracts, or at least ensure there is 'proof of fault by the supplier'.
The brand could investigate if its main suppliers have contractual agreements with subcontractors used to manufacture Deuter's products and the related payment terms.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.14 Member company has formally integrated responsible business practices and possible impacts on human rights violations in its decision-making processes.	Advanced	Corporate Social Responsibility (CSR), purchasing, and other staff that interact with suppliers must be able to share information to establish a coherent and effective strategy for improvements. This indicator examines how this policy and Fair Wear membership requirements are embedded within the member company.	Internal information systems, status Corrective Action Plans, sourcing score- cards, KPIs listed for different departments that support CSR efforts, reports from meetings from purchasing and/or CSR staff, and a systematic manner of storing information.	6	6	0

Comment: Deuter shares relevant CSR information with other departments.
There is an active interchange of information between CSR and other departments to enable coherent and responsible business practices. In particular, all Deuter departments, including the CEO, have monthly meetings where they also exchange on CSR topics, including assessment findings and wage levels.

The member includes responsible business practices in job role competencies. For instance, advanced analysis competencies are included in the job description of the sourcing and planning manager.
The sourcing and purchasing staff work with Key Performance Indicators (KPIs) that support good sourcing and pricing strategies. Examples of these KPIs are the gradual increase of the target living wage share over the years, the gradual reduction of overtime, the increased participation of women in workers' committees, and keeping Fair Wear leader status.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.15 Member company's purchasing practices support reasonable working hours.	Advanced	Members' purchasing practices can significantly impact the levels of excessive overtime at factories.	Proof that planning systems have been shared with production locations, examples of production capacity knowledge that is integrated into planning, timely approval of samples, and proof that management oversight is in place to prevent late production changes.	6	6	0

Comment: Deuter has a structured production planning process that allows forecasting up to 12 months in advance. In addition, production planning is revised monthly, if necessary. The brand does not work with seasonal collections and, in this way, can avoid adding additional production pressure during peak seasons. In addition, Deuter adjusted its purchasing practices to reduce overtime by not accepting late orders from its customers for the most complex products and by providing discounts for early orders. In the last financial year, the brand implemented a minimum order quantity policy. Under this policy, Deuter places smaller but more frequent orders at its main suppliers. This approach helps prevent excessive overtime during the peak seasons, keep factories operational, maintain cash flow, and secure timely worker payments—ultimately helping to prevent mass layoffs.

Deuter shares its production planning with its suppliers and expects them to communicate if the proposed plan is feasible and supports reasonable working hours (as business partners have direct contact with suppliers and subcontractors, they are expected to know the respective production capacity and share it with Deuter to review the production planning). The sourcing and planning manager at Deuter and the business partners share a document where the production cycle and the number of working hours are regularly updated. This system allows for the evaluation of production planning and adjustments where necessary. Given the trusting relationship with its suppliers, Deuter is flexible and open to changing the established time of departure, if needed.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.16 Member company can demonstrate the link between its buying prices and wage levels at production locations.	Advanced	Understanding the labour component of buying prices is an essential first step for member companies towards ensuring the payment of minimum wages - and towards the implementation of living wages.	Interviews with production staff, documents related to member's pricing policy and system, buying contracts, cost sheets including labour minutes.	6	6	0

Comment: Deuter has a strong understanding of the wage levels at its main suppliers and connects this understanding to its own buying prices.
Deuter has advanced insight into the labour component of its prices and knows the actual number of sewing minutes required for a style. The member also knows the labour minute value at two of its main suppliers. In particular, Deuter used the labour minute cost methodology and the Fair Price App to get insights into the labour cost of its products and to train its business partners in calculating prices.
The brand works in close cooperation with its main suppliers when setting prices. After product development, sample pricing is implemented in Deuter's PLM system, including information on material costs, labour costs and overhead costs. Deuter sets a target price that is only used internally. Next, a sample and a price are asked for from the supplier. If the supplier provides a price that does not meet the brand's internal price target, then Deuter takes the product back into development to reduce material costs or workmanship, but will not negotiate the price with the supplier.
In any case, labour costs are not negotiable and must always be covered. Deuter includes changes in the legal minimum wage and inflation in its buying prices.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
2.17 All sourcing intermediaries play an active role in upholding HRDD and Fair Wear's Code of Labour Practices and ensure transparency about where production takes place.	Advanced	Intermediaries have the potential to either support or disrupt CoLP implementation. It is members' responsibility to ensure production relation intermediaries actively support the implementation of the CoLP.	Correspondence with intermediaries, trainings for intermediaries, communication on Fair Wear audit findings, etc.	4	4	0

Comment: Deuter's sourcing model purposely excludes the use of sourcing intermediaries.

Layer 3 Prevention, mitigation and remediation

Possible Points: 86
Earned Points: 82

Indicators on the quality and coherence of a members' prevention and remediation system

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.1 Member company integrates outcomes of human rights risk identification (layer 2) into risk prioritisation and creates subsequent action plans.	Advanced	Based on the risk assessment outcomes, a factory risk profile can be determined with accompanying intervention strategies, including improvement and prevention programmes.	Overview of supplier base with accompanying risk profile and follow-up programmes.	6	6	0

Comment: Deuter has prioritised risks and created action plans per supplier, counting for 100% of the total FOB. These match the risk profile.
In Viet Nam, the brand focused on several key actions to improve working conditions. These included offering training on social dialogue, piloting and testing the Fair Price app, implementing its living wage strategy to raise workers' wages toward a living wage, and distributing orders more evenly to reduce and eliminate excessive overtime.
In Myanmar, the brand concentrated on providing training to both workers and factory management across multiple topics. Additionally, it hired a consultant to support factory management in calculating severance pay for laid-off workers. The brand continued placing orders to give the factory sufficient time to secure new clients before responsibly exiting the business relationship in January 2024. In addition, Deuter's production partner offered in-kind benefits to the workers.
The action plans include specific timelines but do not yet include the budget needed to implement these actions.

Recommendation: Fair Wear recommends the member to further complete/improve its follow-up plans by including budget lines.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.2 Member company's action plans include a gender lens.	Intermediate	The prevention and improvement programmes should ensure equitable outcomes. Thus, a gender lens should be incorporated in all programmes regardless of whether or not the programme is specifically about gender.	Proof of incorporation of the gender lens in follow up programmes, including stakeholder input.	4	6	0

Comment: Deuter included a comprehensive gender lens in most of its high-level and factory-level action plans, reflecting on how human rights risks and findings may affect women differently. In several instances, the brand has adjusted its actions to promote gender equality and women's empowerment. For example, it developed a social dialogue strategy aimed at increasing training opportunities for women, and implemented measures to ensure access to menstrual leave, provide a nursing room, and assign lighter duties to pregnant workers. The brand is still working to determine whether a gender pay gap exists in its factories, but currently lacks data on workers' job experience and educational background—key factors needed to assess whether a gender pay gap exists.

Recommendation: Fair Wear recommends that Deuter further adjust its action plan to support equitable outcomes.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.3 Member company's action plans include steps to encourage freedom of association and effective social dialogue.	Intermediate	Freedom of Association and Collective Bargaining are enabling rights. Therefore, ensuring they are prioritised in improvement and prevention programmes can help support improvements in all other areas.	Available prevention and improvement programmes, including stakeholder input.	4	6	0

Comment: Deuter has taken comprehensive steps to promote freedom of association and effective social dialogue through its action plans. The brand conducted training on factory communications with its strategic suppliers in Viet Nam, and while it was still sourcing from Myanmar, it also provided similar training to improve communication between managers and workers. Building on the outcomes of these sessions and further discussions with its business partner in Viet Nam, Deuter developed a social dialogue strategy aimed at strengthening open communication in factories and supporting the democratic election of workers' committees. As part of this strategy, the brand also plans to co-organise cross-learning activities between two Vietnamese factories that previously received Fair Wear Communication training.

Recommendation: Deuter is recommended to distribute non-retaliation letters to workers together with the supplier, ensuring workers know they will not be punished for joining or forming trade unions.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.4 Member company actively supports a factory-level grievance mechanism.	Advanced	Fair Wear's complaints helpline is a safety net in case local grievance mechanisms do not provide access to remedy. Members are expected to actively support and monitor the effectiveness of operational-level grievance mechanisms as part of regular contact with their suppliers.	Communication with suppliers, responses to grievances, minutes of internal worker committees, evidence of democratically elected worker representation, evidence of handled grievance, review of factory policies, and proof of effective social dialogue.	6	6	0

Comment: Suppliers' internal grievance mechanisms are assessed at the start of the business relationship and are systematically monitored every year via Fair Wear assessments and factory visits.
Workers at the Vietnamese suppliers can use the grievances inboxes, emails and/or approach the workers' representatives, if available, to report labour rights violations.

Deuter supports and monitors the mechanism and responds when it is ineffective. In particular, the brand has organised training events at some of its Vietnamese suppliers to support effective dialogue and open communication between factory management and workers. In addition, during factory visits, the brand checks whether the Worker Information Sheet is hanging on the factory walls and distributes the Code of Labour Practices cards to remind workers of their rights.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.5 Member company collaborates with other Fair Wear members or customers of the production location.	Advanced	Cooperation between Fair Wear members increases leverage and the chances of successful outcomes. Cooperation also reduces the chances of a factory needing to conduct multiple improvement programmes about the same issue with multiple customers.	Communication between different companies.	6	6	0

Comment: Deuter cooperates with other Fair Wear members at its shared suppliers, responding to CAPs' findings, adopting joint preventive actions at shared suppliers, and sharing good practices.
The member is actively engaged in preventive measures, including participation in Fair Wear's meaningful stakeholder engagement pilot for its Vietnamese factories. Additionally, Deuter signed a Declaration of Intent with the Federal German Government, other stakeholders, and both Fair Wear and non-Fair Wear brands. This joint commitment supports the promotion of social dialogue in Viet Nam and includes organising capacity-building sessions for trade unions. Among other objectives, the initiative also aims to advance gender equality in production locations. Finally, Deuter also joined the initiative 'Fair Wages for Viet Nam' organised by the Swiss Textilbündnis together with other Fair Wear brands for a shared production location.

Indicators on implementation: improvement and prevention

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.6 Degree of verified actions.	83%	Fair Wear expects members to show progress towards the implementation of improvement programmes. Members are expected to be actively involved in the examination and remediation of any factory-specific problem.	Progress reports on improvement programmes.	6	6	-2

Comment: During the performance check, Deuter could demonstrate that it has followed up on 83% of all outstanding actions. These actions are linked to CAPs of full assessments conducted in the last two previous financial years. Most findings were related to living wages, FoA, excessive overtime and occupational health and safety. Some findings related to wages below the living wage benchmark and FoA require further follow-up.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.7 Degree of progress towards implementation of prevention programme.	Advanced progress	Fair Wear expects members to show progress towards the implementation of prevention programmes. With this indicator, Fair Wear assesses the degree of progress based on the percentage of actions addressed within the set timeframe.	Update on prevention programmes.	6	6	-2

Comment: Deuter has identified some root causes of the CAP issues and discussed these with two of its main suppliers. The member has implemented some preventive steps. Examples of the discussed root causes relate to occupational health and safety, legal implementation of maternity benefits and childcare allowance, and disciplinary actions. The member implemented preventive steps to address these root causes. Among others, these include developing internal HR policies, having a clear process to review legal updates, having an occupational health and safety check, and providing training for supervisors.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.8 Member company validates risk profile and maintains regular dialogue with factories where no action plan is needed.	No factories in the respective risk profile	When no improvement or prevention programme is needed, Fair Wear expect its member companies to actively monitor the risk profile and continue to mitigate risks and prevent human rights abuses.	Use of Fair Wear workers awareness digital tool to promote access to remedy. Evidence of data collected, worker interviews, monitoring documentation tracking status quo.	N/A	6	0

Comment: Deuter has not suppliers where action plans are not needed.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.9 Degree to which member company mitigates root causes of excessive overtime.	Advanced	Member companies should identify excessive overtime caused by the internal processes and take preventive measures. In addition, members should assess ways to reduce the risk of external delays.	This indicator rewards self-identification of efforts to prevent excessive overtime. Therefore, member companies may present a wide range of evidence of production delays and how the risk of excessive overtime was addressed, such as: reports, correspondence with factories, collaboration with other customers of the factory, use of Fair Wear tools, etc.	6	6	0

Comment: In the previous year, two of the four Fair Wear assessment reports mentioned excessive overtime. Deuter analysed the root causes of these findings. According to the member, the fluctuations in orders, old machinery, and overbooking for suppliers are the main causes for excessive overtime.

The member has taken concrete steps to address the root causes of excessive overtime. Deuter and its business partner in Viet Nam discussed the issue and agreed on new approaches to reduce peak production pressure. The brand now spreads orders more evenly throughout the year to avoid seasonal peaks. It also invested one million dollars in two of its main Vietnamese suppliers to purchase modern and semi-automatic machinery, making production more efficient and less reliant on manual labour. To further support this effort, Deuter offers discounts to customers who place orders in advance and does not accept late orders for complex products. The brand receives working hours data from its suppliers, and based on the evidence provided, there is no excessive overtime at its factories—in some cases, no overtime at all. This information has been validated for one of its Vietnamese suppliers.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.10 Member company adequately responds if production locations fail to pay legal wage requirements and/or fail to provide wage data to verify that legal wage requirements are paid.	Advanced	Fair Wear members are expected to actively verify that all workers receive legal minimum wage. If a supplier does not meet the legal wage requirements or is unable to show they do, Fair Wear member companies are expected to hold the management at the production location accountable for respecting local labour law.	Complaint reports, CAPs, additional emails, Fair Wear Audit Reports or additional monitoring visits by a Fair Wear auditor, or other documents that show the legal wage issue is reported/resolved.	4	4	-2

Comment: In the last two financial years, three out of four Fair Wear assessment reports identified issues related to non-payment of the legal minimum wage. These included missed payments for overtime bonuses, statutory leave, and other allowances mandated by local labour laws. Deuter responded promptly by engaging with factory management, supporting improvements in wage-related policies, and requesting remediation for affected workers. The brand was able to demonstrate that almost all outstanding wages were compensated. In one case, Deuter could show validation of the remediation process.

Recommendation: Fair Wear recommends that Deuter continue to follow up to ensure that all workers receive adequate remediation.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.11 Degree to which member company assesses and responds to root causes of wages lower than living wages in production locations.	Advanced	Assessing the root causes for wages lower than living wages will determine what strategies/interventions are needed for increasing wages, which will result in a systemic approach.	Member companies may present a wide range of evidence of how payment below living wage was addressed, such as: internal policy and strategy documents, reports, wage data/wage ladders, gap analysis, correspondence with factories, etc.	6	6	0

Comment: Deuter has a basic overview of the wage levels at most of its suppliers. In the last financial year, the brand added a new supplier in Viet Nam and therefore had not yet detailed information about wage levels.
Deuter discusses the topic of wages with all suppliers with whom it has a direct business relationship.
Deuter understands which suppliers pay wages below living wage estimates as a consequence of the member's policies/actions, and has made a root cause analysis. Among others, the number of products, the complexity of the design or number of colours and inefficiencies at the factory level Deuter followed up on this and reviewed internally how the member's practices could be altered and has created strategies to address these. In particular, the brand has revised its product development process by reducing the number of colours and models per product. In addition, the brand invested one million dollars in modern and semi-automatic machinery that increases efficiency and productivity and reduces manual labour.
Worker representatives are not yet included in these discussions.

Recommendation: Fair Wear encourages Deuter to involve worker representatives in assessing the root causes of wages lower than living wages. In addition, Fair Wear recommends that the brand discuss wages with its new Vietnamese supplier and collect wage data.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.12 Member company determines and finances wage increases.	Advanced	Member companies should have strategies in place to contribute to and finance wage increases in their production locations.	Analysis of wage gap, strategy on paper, demonstrated roll out process.	6	6	0

Comment: Deuter has started to address the topic of living wages internally by developing a living wage strategy and consulting with the CEO, who is also responsible for setting prices. Deuter has an overview of wages paid at two of its main suppliers in Vietnam and has discussed wage increases with these factories.
Deuter has analysed the costs of financing wage increases across its supply chain and the impact on its FOB.

Deuter has set a target living wage—based on the Anchor benchmark—at its main suppliers in Vietnam, which represent nearly 81% of its total FOB. Together with these suppliers, the brand has developed a time-bound plan to gradually increase wages until the living wage is met. In particular, the brand has revised its product development process by reducing the number of colours and models per product. In addition, the brand invested one million dollars in modern and semi-automatic machinery that increases efficiency and productivity and reduces manual labour. Deuter aims to pay its share of the living wage at all Tier 1 suppliers by 2030. In parallel, the brand has piloted the Fair Price App with selected suppliers for specific products. This has provided both Deuter and its suppliers with greater insight into the labour minutes required per product, as well as material and overhead costs. The supplier now plans to apply the Fair Price App to all Deuter products. In its contractual agreements with suppliers with which it has a direct relationship, Deuter requires the use of fact-based costing to negotiate FOB prices.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.13 Percentage of production volume where the member company pays its share of the living wage estimate.	84%	Fair Wear requires its member companies to act to ensure a living wage is paid in their production locations to each worker.	Member company's own documentation such as reports, factory documentation, evidence of Collective Bargaining Agreement (CBA) payment, communication with factories, etc.	6	6	0

Comment: Deuter uses fact-based costing to ensure its prices support the payment of its share of the living wage estimate at suppliers responsible for 81% of Deuter's FOB.
The Fair Wear assessment shows that a living wage estimate is paid at suppliers responsible for almost 3% of Deuter's FOB.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.14 Member addresses grievances received through Fair Wear's helpline in accordance with the Fair Wear's Access to Remedy Policy.	No complaints received	Members are expected to actively support the operational-level grievance mechanisms as part of regular contact with their suppliers. The complaints procedure provides a framework for member brands, emphasising the responsibility towards workers within their supply chain.	Overview of supporting activities, overview of grievances received and addressed, etc.	N/A	4	-2

Comment: Deuter received no grievances in the last two financial years.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.15 Degree to which member company implements training to address the risks identified.	Intermediate	Training programmes can play an important role in improving working conditions, especially for more complex issues, such as freedom of association or gender-based violence, where factory-level transformation is needed.	Links between the risk profile and training programme, documentation from discussions with management and workers on training needs, etc.	4	6	0

Comment: Three of Deuter's eighteen suppliers completed Fair Wear's Communication Training programme. This training programme focuses on management-worker dialogue within factories, which can lead to better communication and help address grievances and concerns in a timely manner.
The brand has provided training on grievance mechanisms and workers' rights to its suppliers in Viet Nam, and offered training on social dialogue and occupational health and safety at its production site in Myanmar. However, the brand has not requested Fair Wear to assess the quality of such training; therefore, it can not be counted in the brand performance check.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.16 Degree to which member company follows up after a training programme.	Advanced	Training is a crucial tool to support transformative processes but complementary activities such as remediation and changes at the brand level are needed to achieve lasting impact	Evidence of engagement with factory management regarding training outcomes, documentation on follow-up activities, and proof of integration into further monitoring and risk profiling efforts.	6	6	0

Comment: Deuter followed up on the training results of two production locations by analysing the reports, assessing the root causes of the lack of communication between workers and factory management, and discussing the benefits and challenges of the training with its business partner in Viet Nam. In addition, the brand developed a strategy to strengthen dialogue and open communication between factory management and workers. A key element of this strategy is the co-organisation of cross-learning sessions between two factories in collaboration with its business partner in Vietnam. There are still training results at the new production location in Viet Nam that require additional follow-up and a clear strategy on how to move forward.

Furthermore, the member used the training outcomes as input for its Human Rights Due Diligence. This includes participating in a meaningful stakeholder meeting organised by Fair Wear in Viet Nam and signing a declaration of intent with the federal German government, alongside other stakeholders and brands, to support capacity building for trade unions in Viet Nam.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.17 The member company's human rights due diligence system includes a responsible exit strategy.	Intermediate	Withdrawing from a non-compliant supplier should only be the last resort when no more impact can be gained from other strategies. Fair Wear members must follow the steps as laid out in the responsible exit strategy.	Exit strategy policy, examples of supplier communications.	2	4	0

Comment: Deuter's Human Rights Due Diligence system includes a responsible exit strategy.
In the last financial year, Deuter exited Myanmar, where it held 42% leverage. The brand communicated its intention to leave early and gradually reduced its orders to give the factory time to secure new clients. During this transition, some workers had to be dismissed. Deuter followed up with the supplier to ensure that severance payments would be paid. The brand also held a final meeting with factory management to confirm that the Fair Wear grievance mechanism would remain available for six months after the exit. It was further confirmed that the supplier had successfully found new clients to keep the factory operational. However, the last audit revealed that some payment procedures were unclear to workers. Although Deuter followed up on this issue, it is uncertain whether the finding was fully resolved, as the brand exited before all CAP items were closed.
While Deuter discussed its responsible exit strategy with the supplier in Myanmar, it has not yet engaged in similar discussions with its remaining suppliers.

Recommendation: Deuter could discuss the responsible exit strategy with its suppliers, for instance, as part of its supplier evaluation.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
3.18 Member company's measures, business practices and/or improvement programmes go beyond the indicators or scope.	Intermediate	Fair Wear would like to reward and encourage members who go beyond the Fair Wear policy or scope requirements. For example, innovative projects that result in advanced remediation strategies, pilot participation, and/or going beyond tier 2.	Overview of Human Right risk monitoring, remediation and prevention activities and processes.	4	6	0

Comment: Deuter undertakes human rights activities that go beyond Fair Wear's scope. The member mapped its entire supply chain and conducted risk scoping for all sourcing countries. In addition, Deuter rolled out an external grievance mechanism in the deeper tiers (beyond Tier 1) and offered workers training on labour rights and how to access this mechanism. The brand could also show that it followed up on some grievances received via this mechanism.

Recommendation: Fair Wear recommends that Deuter continue to implement HRDD by adopting preventive and mitigative action plans in the deeper tiers.

Layer 4 External communication, outreach, learning, and evaluation

Possible Points: 22
Earned Points: 22

Indicators related to communication

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
4.1 Member company actively communicates about Fair Wear membership.	Advanced	Fair Wear membership includes the need for a brand to show its efforts, progress, and results. Fair Wear members have the tools and targeted content to showcase accountability and inform customers, consumers, and retailers. The more brands communicate about their sustainability work, the greater the overall impact of the work of the Fair Wear member community.	Member website, sales brochures, and other communication materials.	4	4	0

Comment: Deuter communicates accurately about Fair Wear membership on its website as part of a broader commitment to transparency and responsible business practices. The website hosted a dedicated campaign page titled 'Together We Care', which includes educational videos explaining the brand's Fair Wear membership and mission. These videos were also shared across social media platforms as part of the March 2024 CSR campaign.
Next to that, the member also uses other channels to inform customers and stakeholders about Fair Wear membership. These include outreach to customers, retailers, and suppliers through multiple touchpoints. Every product features the Fair Wear Leader banner, and hangtags visibly display the Fair Wear logo. In addition, the brand showcased its Fair Wear partnership at trade fairs, such as a two-week full-window display at a retailer in Munich. Fair Wear is also featured in the product catalogue and on the brand's learning platform, which includes a media room where retailers can access Fair Wear logos and materials for their own use. Additionally, the brand publishes regular newsletters and social reports that include updates on Fair Wear activities and achievements. A press release celebrating the brand's eleventh consecutive year of Fair Wear Leader status was distributed across various media outlets and journals. Finally, in the main office entrance in Germany, the brand maintains a 'CSR island' that showcases its sustainability goals and partnerships, including Fair Wear.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
4.2 Member company sells external brands with a Human Rights Due Diligence system (if applicable).	No reselling of external brands	Some member companies resell other brands, which Fair Wear refers to as 'external production'. These members are expected to investigate the Human Rights Due Diligence system of these other brands, including production locations and the availability of monitoring information.	External production data in Fair Wear's information management system, collected information about other brands' human rights due diligence systems, and evidence of external brands being part of other multi-stakeholder initiatives that verify their responsible business conduct.	N/A	4	0

Comment: Deuter does not sell external brands.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
4.3 Human rights due diligence reporting is submitted to Fair Wear and is published on the member company's website.	Advanced	The social report is an important tool for member companies to share their efforts with stakeholders transparently. The social report explicitly refers to the workplan and the yearly progress related to the brands goals identified in the workplan.	Social report.	4	4	0

Comment: Deuter has submitted its social report, which Fair Wear reviewed.
Deuter has also published the report on its website.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
4.4 Member company engages in advanced reporting activities.	Advanced	Good reporting by members helps ensure the transparency of Fair Wear's work and helps share best practices within the industry. This indicator reviews transparency efforts reported beyond (or included in) the social report.	Brand Performance Check, audit reports, information about innovative projects, specific factory compliance data, disclosed production locations (list tier 2 and beyond), disclosure of production locations, alignment with the Transparency Pledge.	4	4	0

Comment: Deuter published its social report, which includes factory-level data and remediation results, on its website. The brand published its disaggregated factory lists and time-bound improvement plans for all tier 1 suppliers and subcontractors. In addition, the brand published information about its tier 2 production countries, including the interconnectedness of its supply chain and risks. Deuter shared a detailed documentation of wage levels per factory in its social report and plans to move toward living wage thresholds. The member also shared thorough and transparent information on its responsible exit strategy from Myanmar in its social report covering the financial year 2023/2024.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
4.5 Member company has a system to track implementation and validate results.	Advanced	Progress must be checked against goals. Members are expected to have a system in place to track implementation and validate the progress made.	Documentation of top management involvement in systematic annual evaluation includes meeting minutes, verbal reporting, PowerPoint presentations, etc. Evidence of worker/supplier feedback.	6	6	0

Comment: Deuter has a system to track progress and check if implemented measures have been effective in preventing and remediating human rights violations.
The internal evaluation system involves top management, who is informed on CSR-related topics on a monthly basis.
In its evaluation system, the brand relies on triangulated data from external sources, including worker interviews, supplier dialogues, and reports from local stakeholders. Progress is reviewed annually to assess whether identified risks have been successfully managed or if further action is needed. These efforts are verified and validated through on-site visits, online and face-to-face meetings with management, and Fair Wear assessments. Deuter also uses the Fair Wear Member Hub to track progress and determine which issues require further action.

Performance indicators	Result	Relevance of indicator	Documentation	Score	Max	Min
4.6 Level of action/progress made on requirements from previous Brand Performance Check.	Advanced	In each Brand Performance Check report, Fair Wear may include requirements for changes to management practices. Progress on achieving these requirements is an important part of Fair Wear membership and its process approach.	Member should show documentation related to the specific requirements made in the previous Brand Performance Check.	4	4	-2

Comment: The previous performance check included the following requirements: 1) Deuter needs to use written contracts with all its suppliers that include shared responsibilities and support the implementation of human rights due diligence; 2) Deuter must start including a gender lens in the implementation of improvement or prevention actions.
Deuter followed up on all requirements. Notably, the brand signed a contractual agreement with one of its suppliers and is in the final stages of completing another vendor agreement with the owners of the remaining factories with which it maintains a direct business relationship. In addition, Deuter has initiated the gender responsiveness maturity assessment for companies and has integrated a gender lens into most of its high-level and factory-level action plans.

5 Appreciation chapter

5.1 Member company publicly responded to problems/allegations raised by consumers, the media, or NGOs.: Not applicable

5.2 Member company actively participated in lobby and advocacy efforts to facilitate an enabling environment in production clusters.: Yes

Comments: In November 2024, one of Deuter's CSR managers participated in a high-level panel discussion with German Minister Bärbel Kofler, focusing on human rights in textile supply chains. The event underscored the importance of strengthening local representation and accountability within global supply chains. As part of this initiative, we signed a Joint Declaration of Intent titled 'Strengthen local trade unions and local NGOs as legitimate representatives of rights holders', alongside several BGOs and brands, addressed to German Minister Svenja Schulze.

5.3 Member company actively contributed to industry outreach, visibility, and learning in its main selling markets.: Yes

Comments: As part of Deuter's commitment to transparency and stakeholder engagement, the brand actively facilitated knowledge transfer through social media, where anyone could ask questions about the member's production practices and sustainability commitments. In March 2024, Deuter launched the 'Together We Care' CSR campaign, which featured a series of animated explanatory videos. These videos covered key topics such as the brand's partnership with Fair Wear and the transition to PFAS-free production, and its approach to animal welfare. Each topic was spotlighted over several weeks, allowing for deeper engagement and understanding among the brand's audience.

Recommendations to Fair Wear

Deuter recommends Fair Wear the following:

1) Correlation Between Social and Environmental HRDD:
Fair Wear should highlight the connection between Human Rights Due Diligence on social aspects (e.g. working conditions, labour rights and environmental aspects (e.g. pollution, resource use). These areas often intersect and should be addressed in an integrated way in the Brand Performance Check.

2) Risk-Based Training Approach and Modular Training:
Training should not be scheduled every three years just to meet a formal requirement. In addition, it would be better if Fair Wear could offer modular training sessions on specific topics, such as setting up a workers' committee and establishing a factory-level grievance mechanism. This would allow brands to reap the benefits of the more general training events and focus on the specific issues that come up during the follow-up phases, and where brands need the most support and expertise.

3) Audits – Clarify Methodology:
Recommendations from Fair Wear assessment often imply or indicate the need for further assessments. However, the methodology and process are often unclear. The brand recommends that Fair Wear provide clear guidance on when and why follow-up assessments are required.

Brand Performance Check details

Date of Brand Performance Check: **20-10-2025**
Conducted by: **Gemma Giammattei**
Interviews with: Anna Steffen - Quality and CSR Manager
Christina Völlinger - Head of Marketing
Marco Huehn - Head of Quality Management and CSR
Robert Schieferle - CEO
Sebastian Schmidt - Head of Procurement and Supply Chain