

ONLINE SURVEY
conducted amongst
BUYERS and SUPPLIERS
on
PURCHASING PRACTICES

Respondents' Overview

25 Buyers

- textile and apparel (15)
- apparel and footwear (6)
- equipment (2)
- accessories (2)

30 Suppliers

- Bulgaria (5)
- Turkey and Middle East countries (9)
- Asia (13)
- Central America (3)

BUYERS' survey results

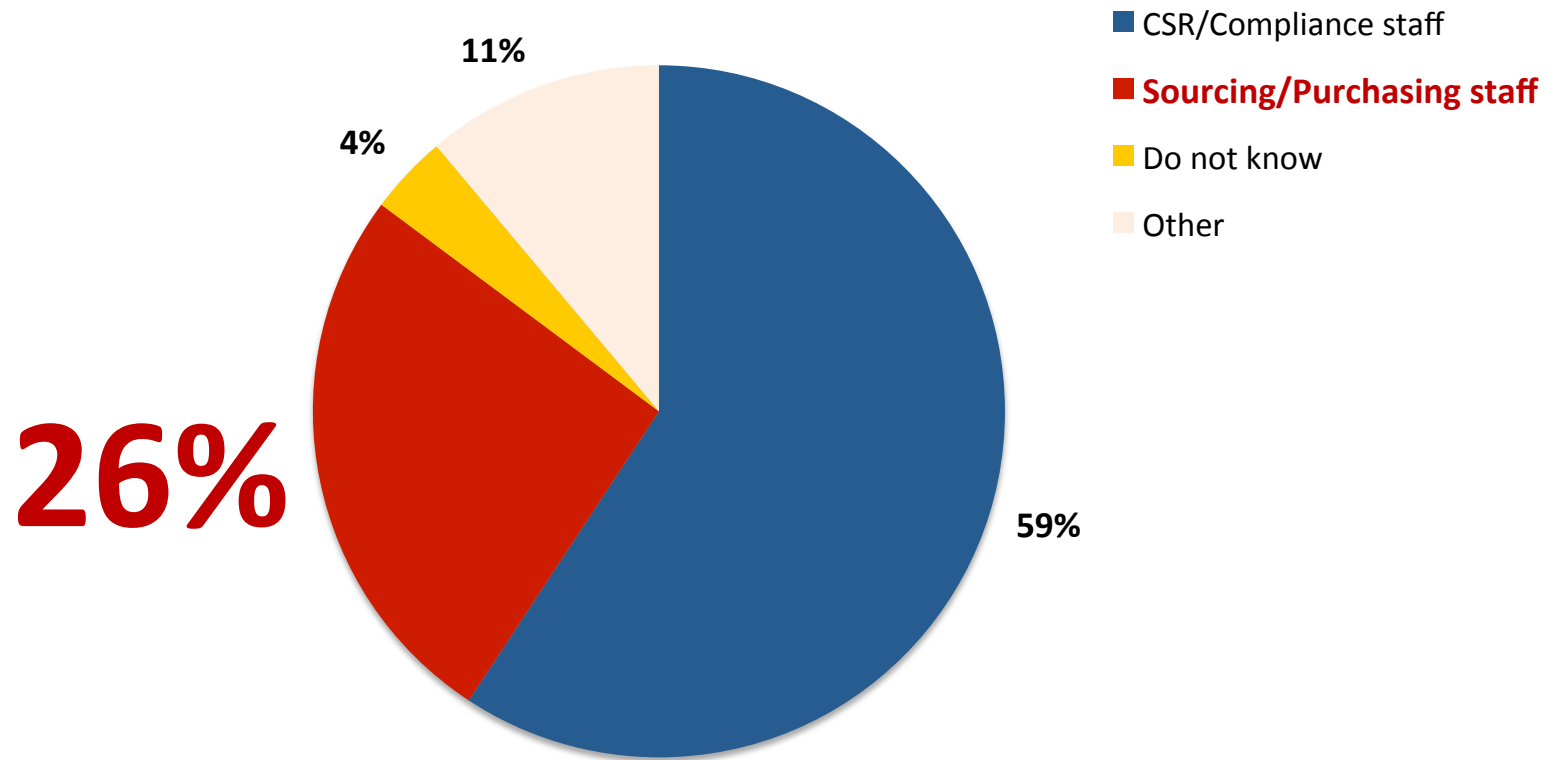
100% of respondents have **a dedicated department** in charge of social and labor compliance issues in their supply chains

100% declare that **this department is collaborating** with their sourcing/purchasing department

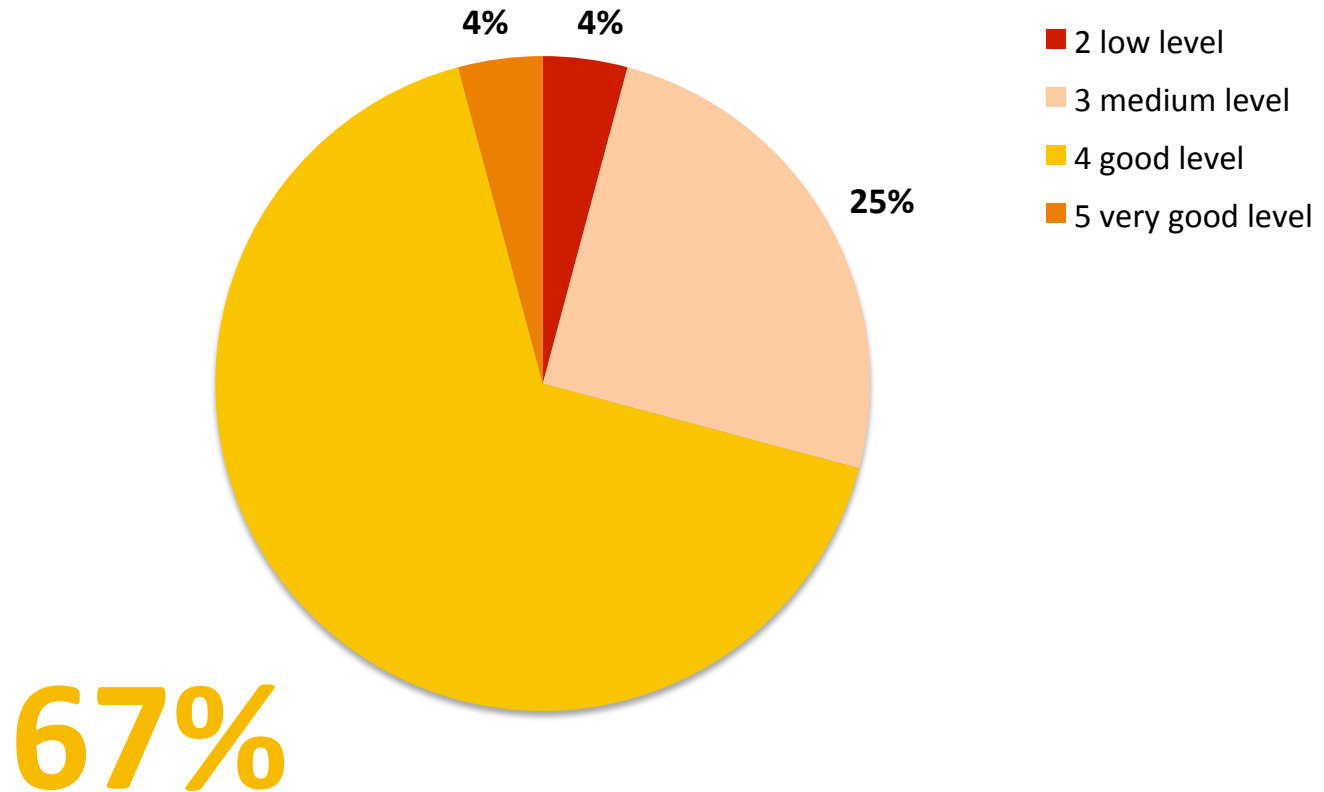
96% are making **efforts to better align** sourcing/ purchasing criteria and workplace standards in their supply chains

76% are **willing to collaborate more** with suppliers and other stakeholders on the issue

Brands' staff having **compliance** as part of their objectives



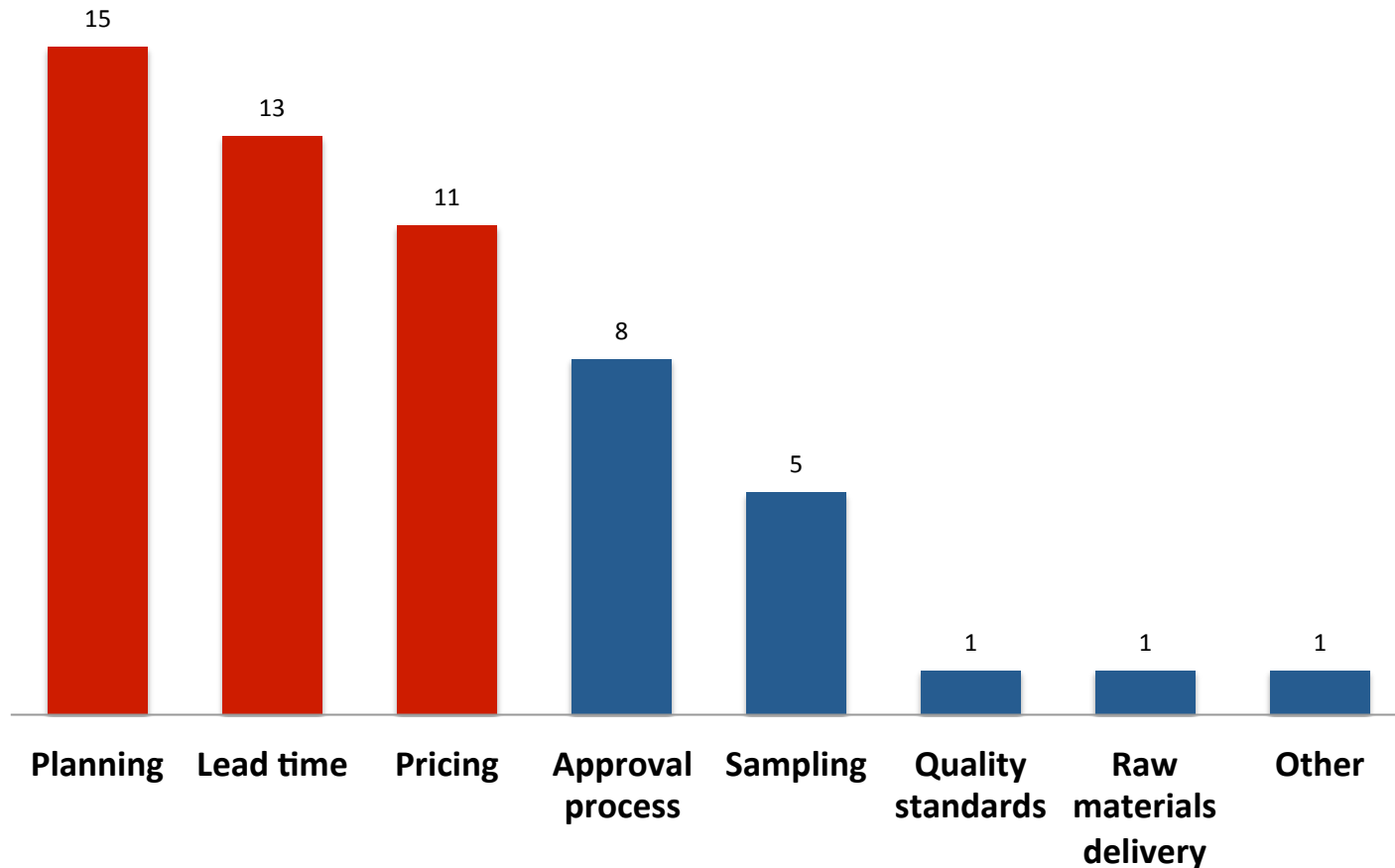
Brands have a rather good level of understanding of the impacts of purchasing practices on workplace standards in their supply chain



Steps of the ordering process

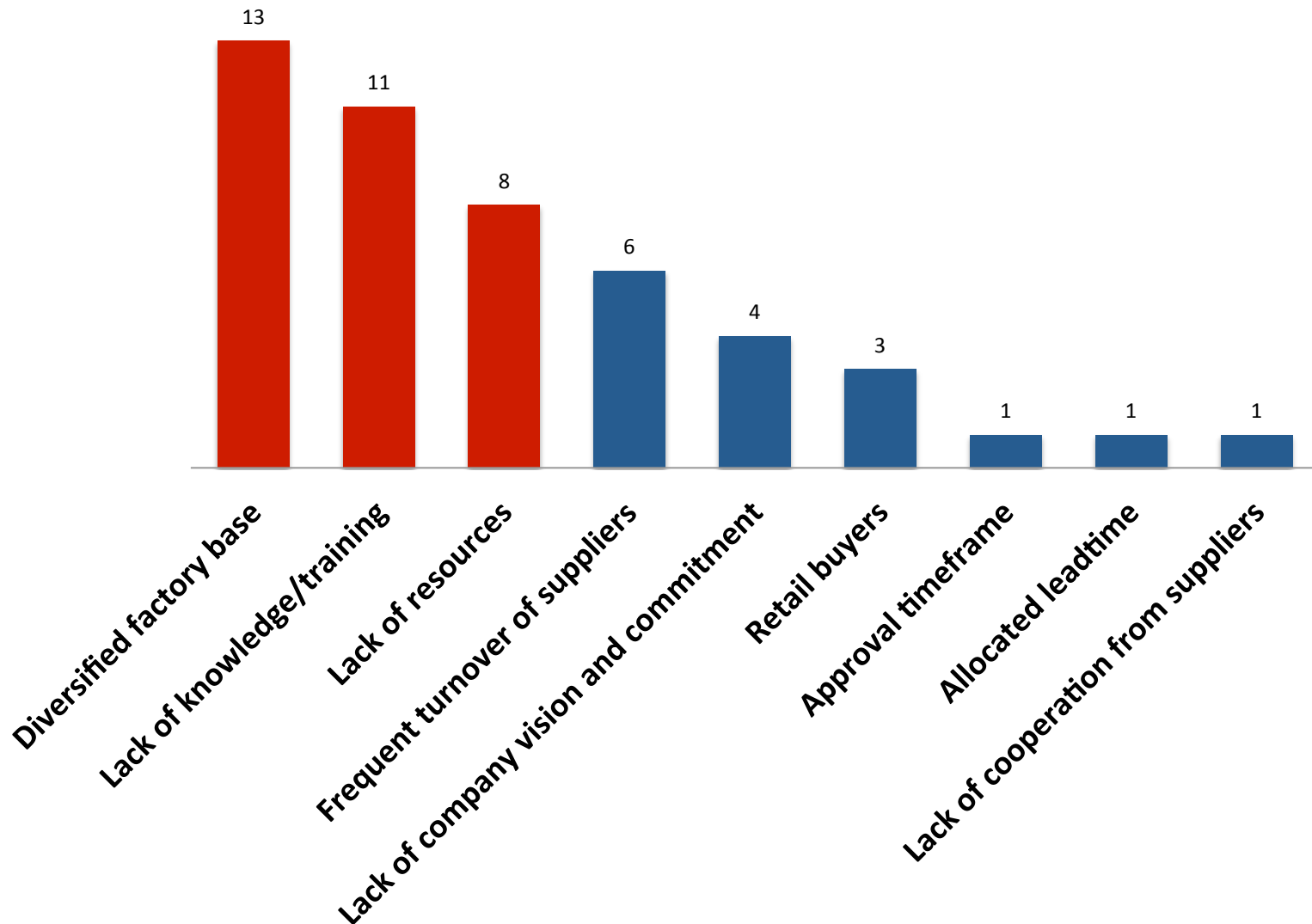
having the greatest impact on CSR / Compliance

(according to the buyers)



Main obstacles faced

to implementing more responsible purchasing practices



What about **WEB 2.0**?

Brands using web 2.0 tools

to seek feedback from stakeholders

Brands using web 2.0 tools to seek feedback from stakeholders



9 brands out of 25 do use web 2.0 tools

1- To Identify what are the biggest issues in the view of their customers



WHY?

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WHY?



2- To have consumers comment on their CSR report

1- To Identify what are the biggest issues in the view of their customers

WHY?



2- To have consumers comment on their CSR report

3- To allow universities to provide feedback

for example
Patagonia has now launched the Footprint Chronicles site
(<http://www.patagonia.com/us/patagonia.go?assetid=23429>)

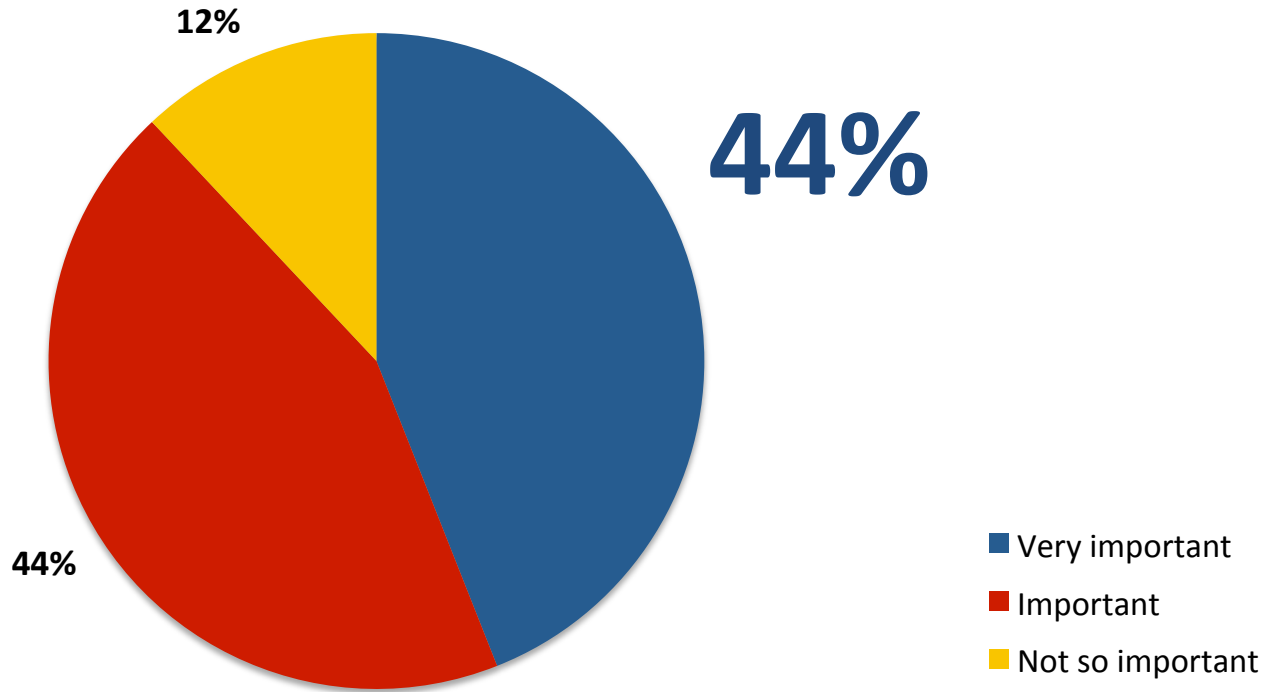
HOW?

FLA platform

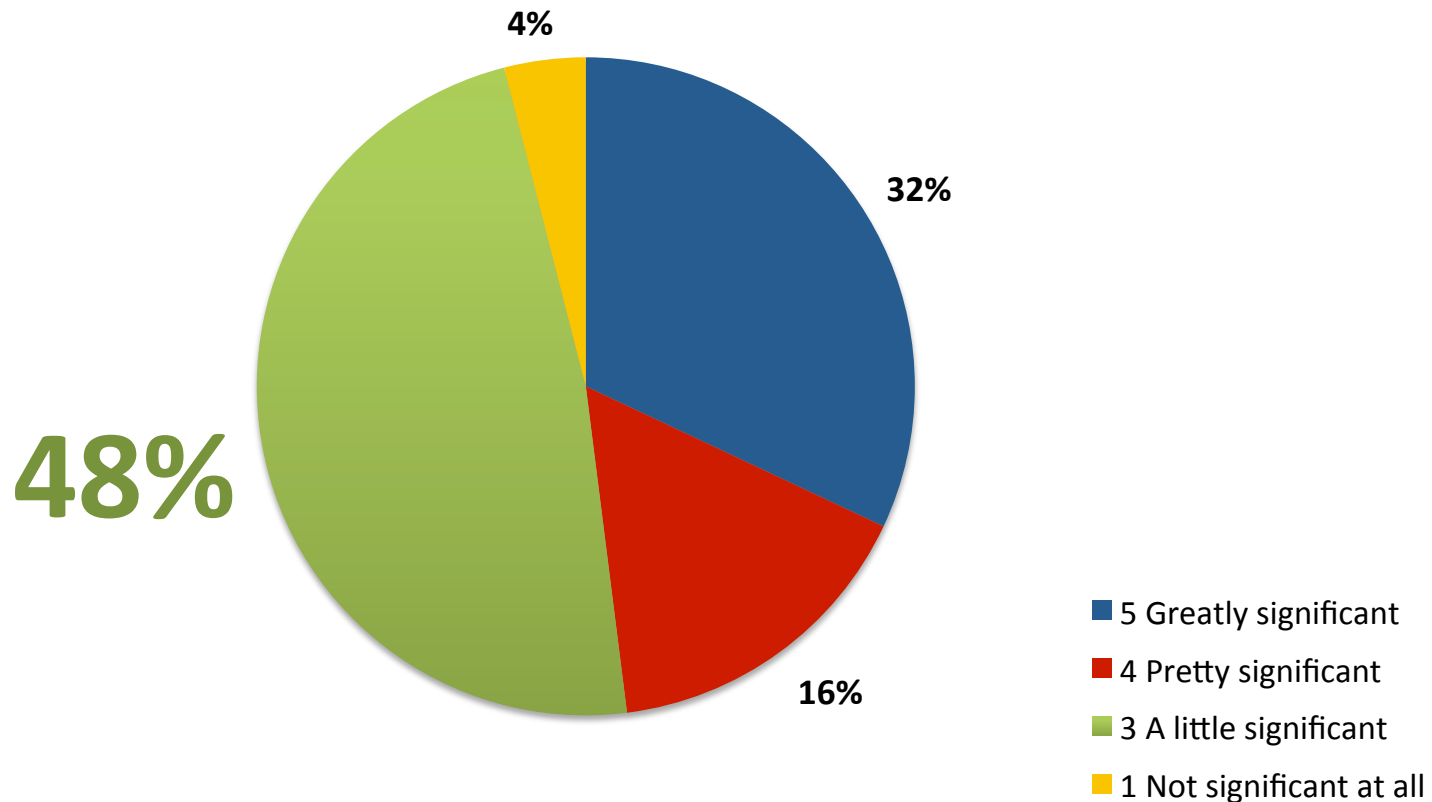
Blogs, Facebook, Twitter

What about **CONSUMERS**?

Importance of consumer feedback on the brands' CSR practices



Buyers' perception of
Impact of consumer's reaction
on brands' sales due to media campaign



SUPPLIERS' survey results

97% have factory **staff trained** on workplace standards and labor compliance

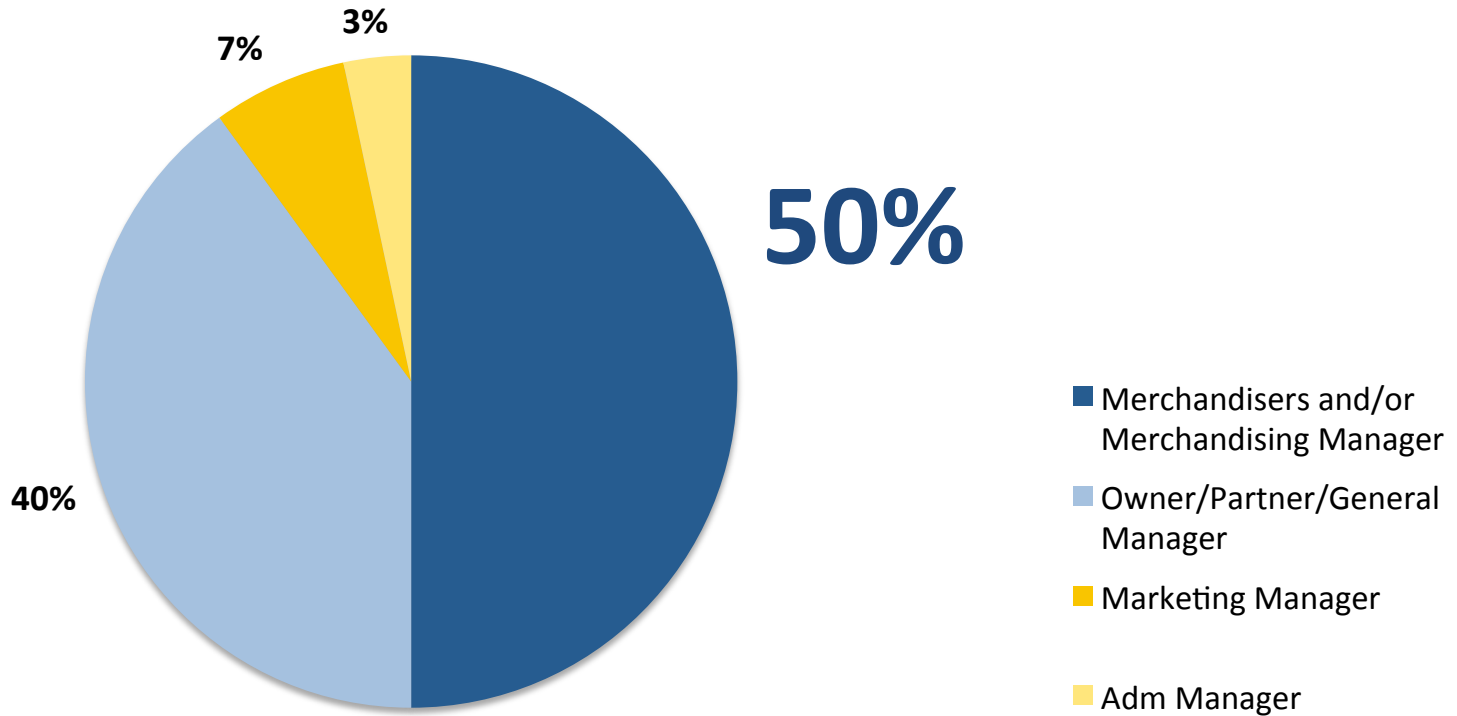
97% have factory staff **communicating and working together** with their compliance staff/department

80% have factory staff **held responsible** for workplace standards and labor compliance in their own factories and supply chain

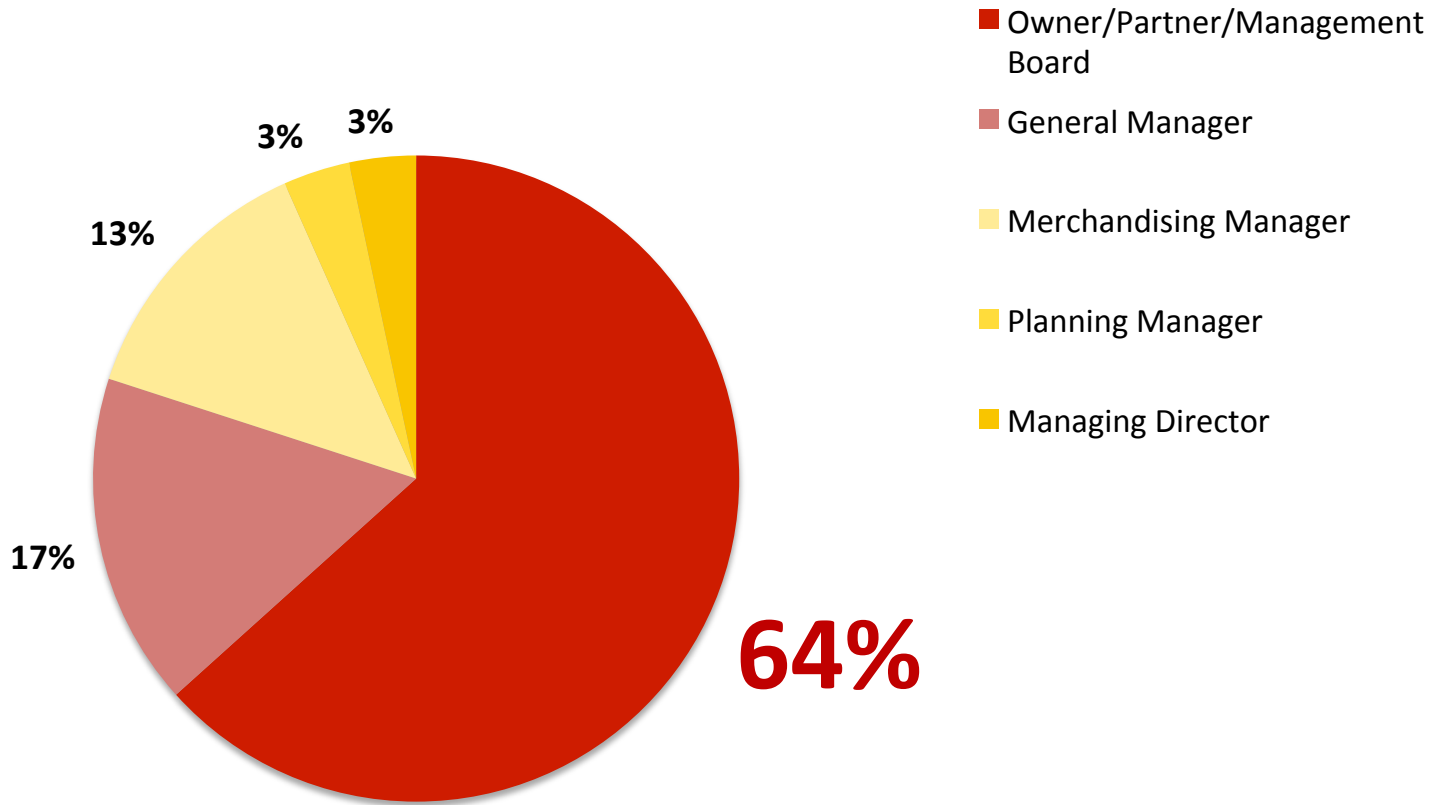
87% of suppliers are absolutely **willing to collaborate more with brands**

57% are absolutely **willing to collaborate more with other stakeholders** – like consumers – to share good practices and benefit from their feedback

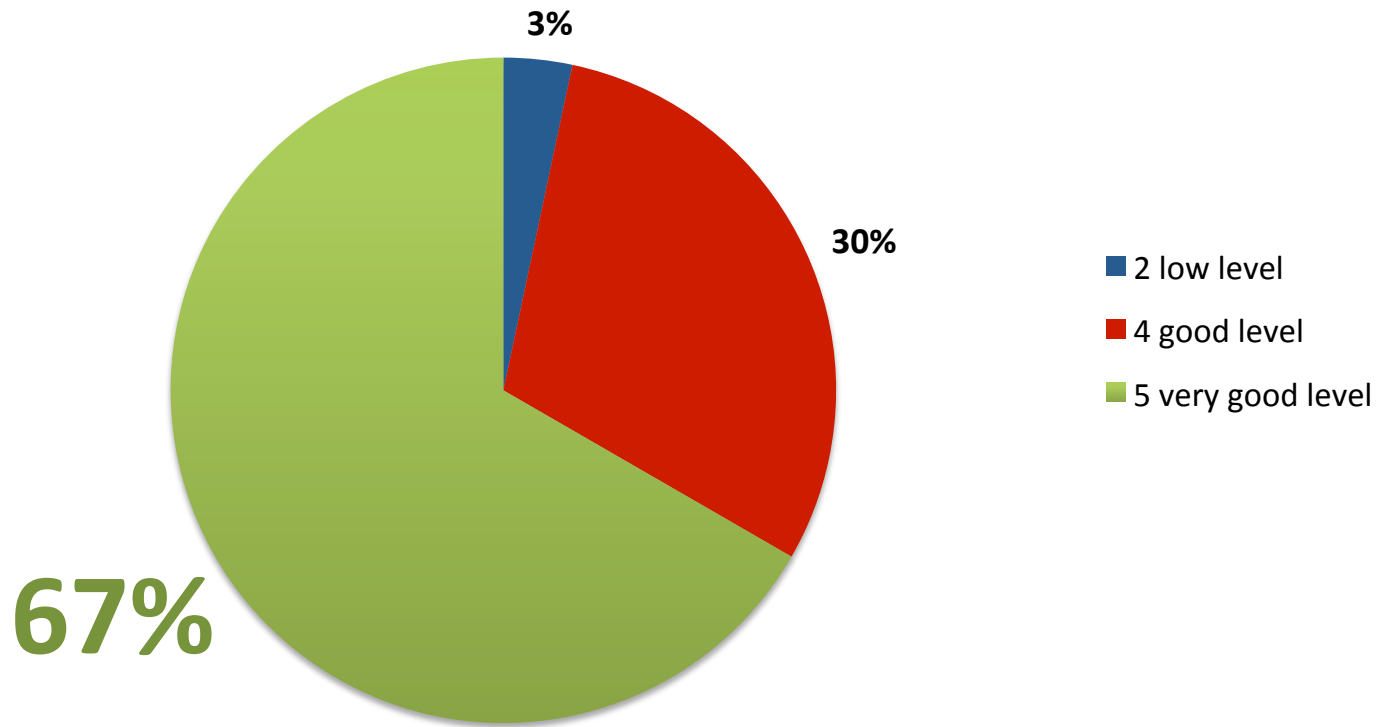
Factory staff dealing with the customers' purchasing/sourcing staff



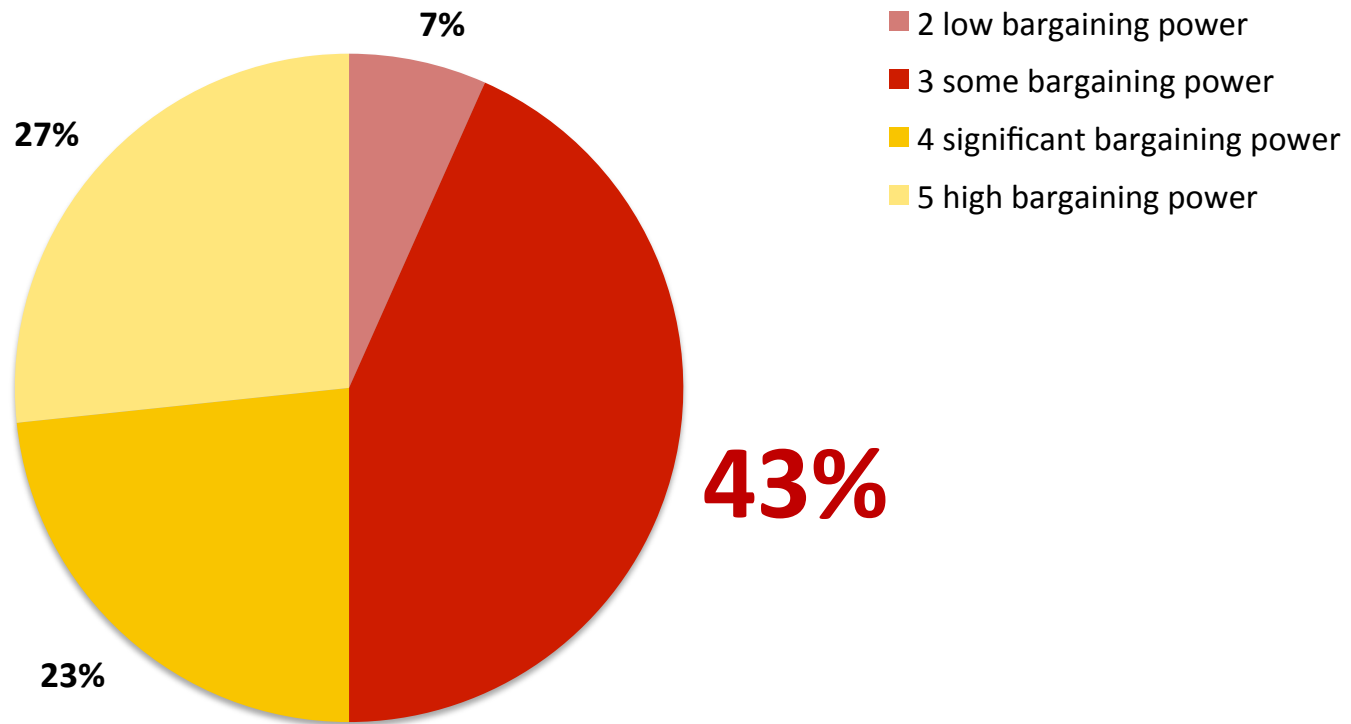
Factory's decision maker regarding the customers' orders



Suppliers have a very good level of awareness of the impact of purchasing decisions on workplace standards



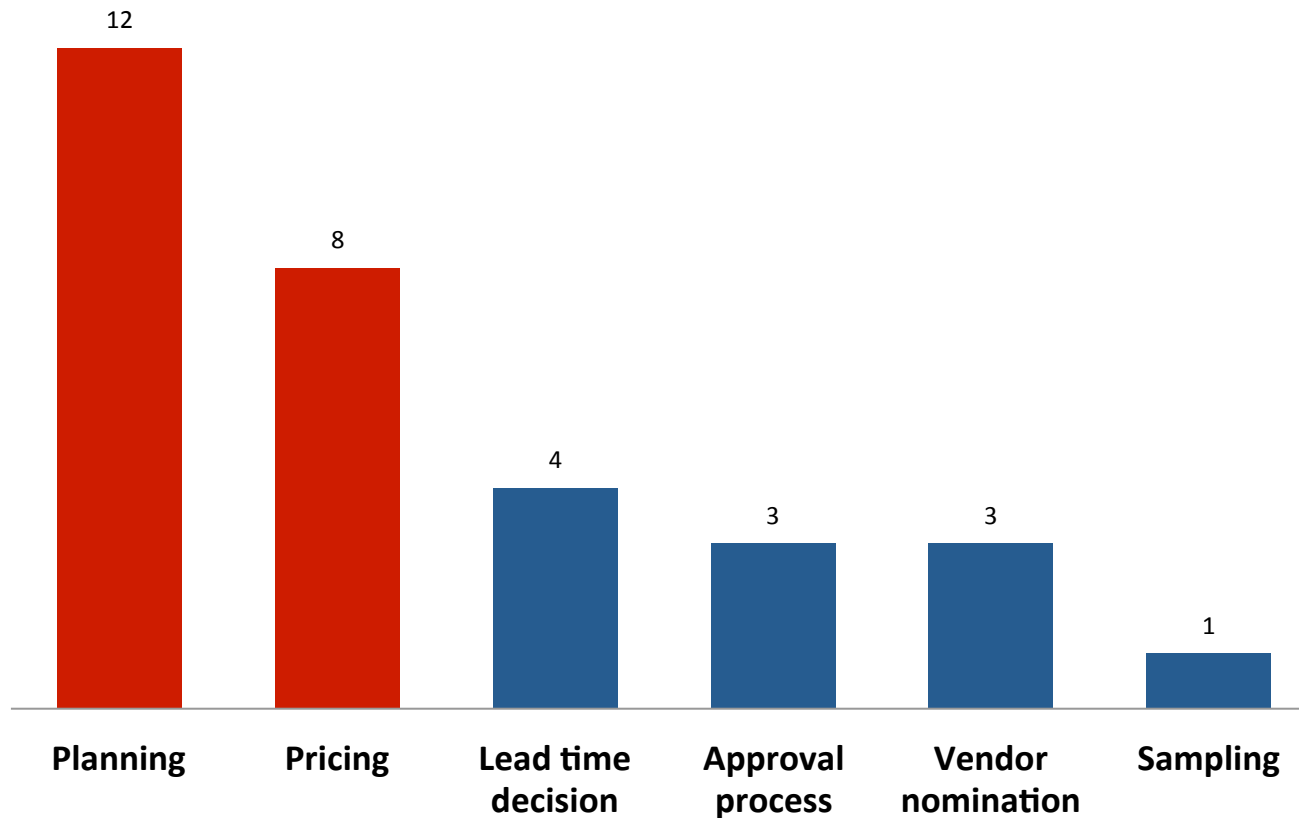
Suppliers feel they have **some bargaining power** when negotiating with brands' purchasing / sourcing staff



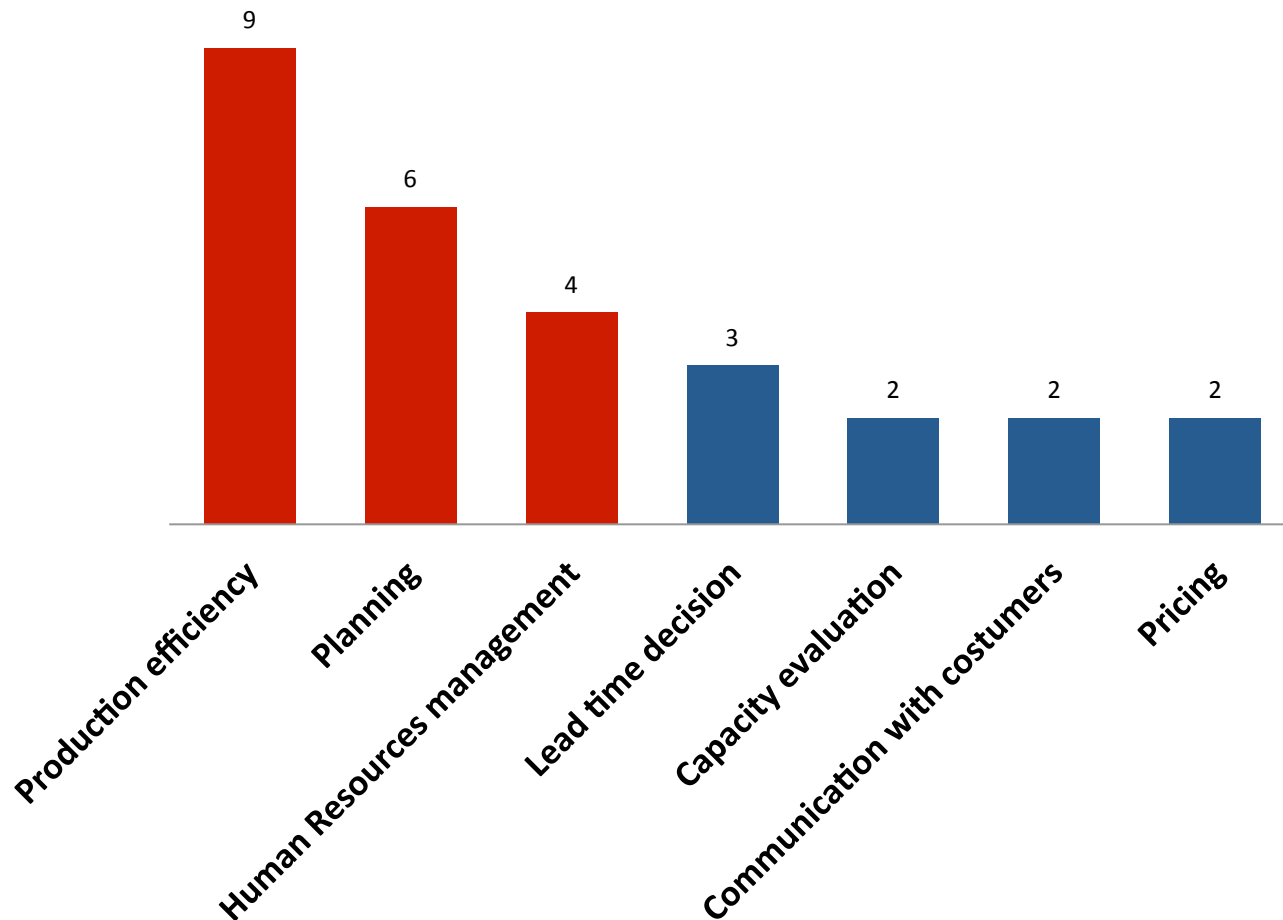
Steps in the brands' ordering process

having the greatest impact on CSR / Compliance

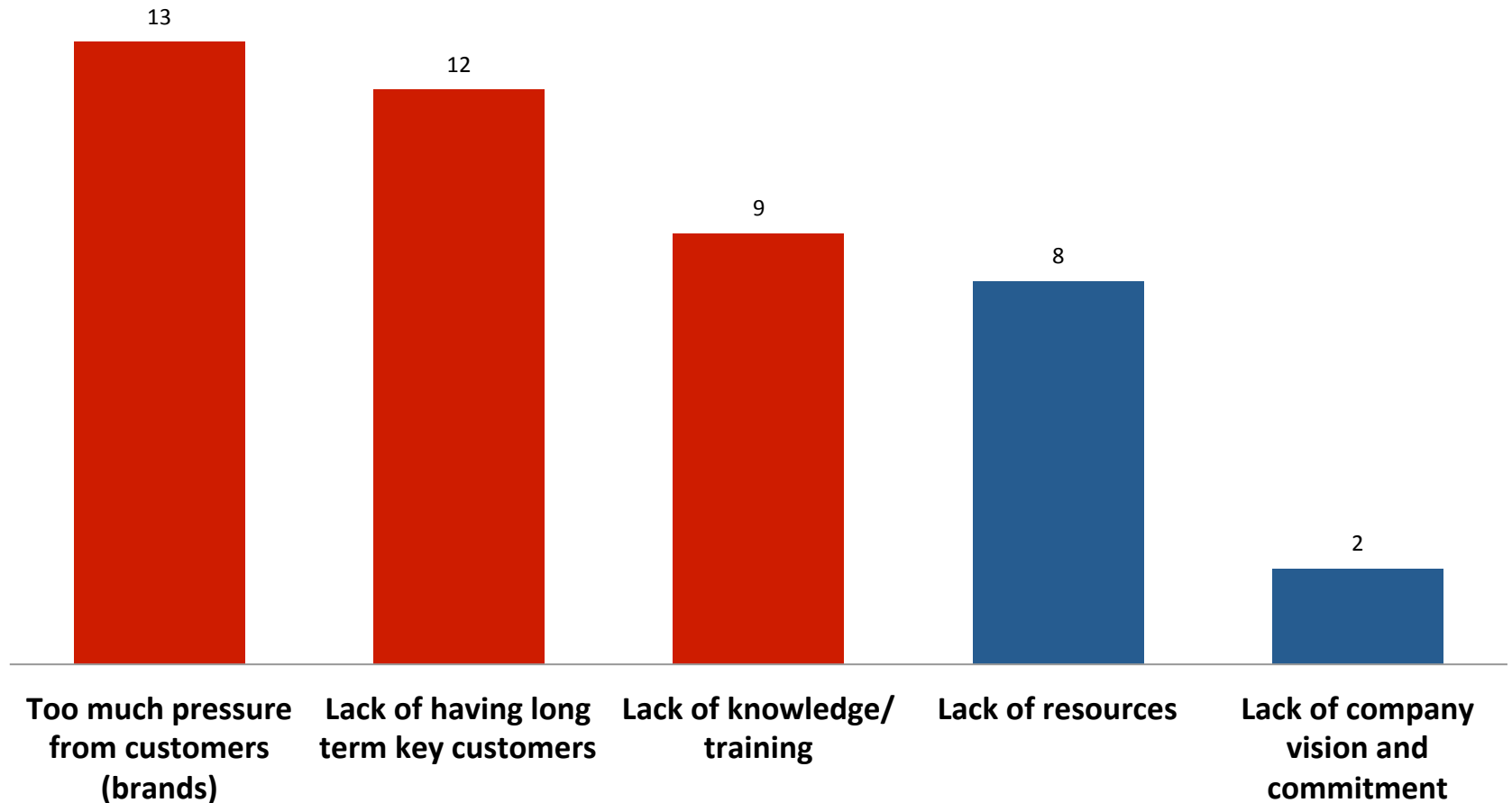
(according to the suppliers)



Processes that could be improved in the factories to positively impact on workplace standards



Main obstacles faced to complying with workplace standards



Thank you for your attention

For more information:

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