

SOURCING FROM BANGLADESH



BESTSELLER[®]

Maria Kim Lassen, Bangladesh Responsible,

Corporate Sustainability

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ABOUT BESTSELLER

BESTSELLER is a family-owned clothing and accessories company founded in Denmark in 1975.

EMPLOYEES IN DENMARK

We are approx. 3,200 employees in Denmark



WORLDWIDE

More than 15,000 people work for BESTSELLER

We have more than 3,000 chain stores across 38 markets worldwide.

Our products are sold in approx. 12,000 multi-brand and department stores in 53 markets worldwide.

OUR BRANDS

SELECTED
FEMME

little
PIECES

VILA
CLOTHES

JACK & JONES
VINTAGE COTTON
QUALITY COTTON

ONLY & SONS
EST. MMXIII

Y.A.S

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CORE | BY JACK & JONES

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PREMIUM
BY JACK & JONES

JACK & JONES
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SPORT

ONLY

pieces

JACK & JONES

ONLY PLAY

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ORIGINALS
BY JACK & JONES

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AND
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// PRODUKT

ADPT.

LP BOYS
LITTLEPIECEBOYS

SIMPLY
Y.A.S

JACQUELINE de YONG

PRODUCTION

We work with around 400 manufacturers of garments and accessories.

BESTSELLER cooperate with selected suppliers primarily in China, Bangladesh, India, Turkey and Italy.

We work to ensure a sustainable approach in the cooperation with our suppliers.

BANGLADESH



We have been strategically sourcing from Bangladesh for almost 10 years,

We have very specific selection criteria for suppliers,

We have a sourcing office with almost 30 employees,

We are striving to have a consolidated supplier base currently working with 60 factories,

We believe in long term partnerships building up factories' capability to deliver better quality products incl. better internal governance,

Buyers, sourcing and quality colleagues etc. are in Dhaka almost every day,

Our local CS team in Dhaka visits the factories every day,

THE RANA PLAZA BUILDING COLLAPSED APRIL 24. 2013



- *More than 1.100 people died, more than 2.500 was wounded,*
- *The building was situated in Savar, Dhaka*

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FACTS ABOUT RANA PLAZA



- Five different factories divided on the different floors in the building as well as shops on the ground floor (what we call a shared building),
- Workers were forced back into the owner's factory
- The building was approved for commercial use i.e. shops and offices NOT approved for industrial use,

FACTS ABOUT THE ACCORD ON FIRE AND BUILDING SAFETY



- **Founded in may 2013,**
- **International trade unions: IndustriAll, UNI Global Union,**
- **Bangladeshi trade unions,**
- **NGO witness signatories: Clean Clothes Campaign, Maquila Solidarity Network, Workers Rights Consortium, International Labour Rights Forum,**
- **App. 215 brands have signed the Accord,**
- **More than 80 people on the ground working for the Accord secretariat,**

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OBLIGATIONS ACCORD ON FIRE AND BUILDING SAFETY



We are legally bound to the Accord for five years (2013-2018) in terms of finances (annual fee) and maintaining certain obligations:

- **We have to maintain a long term commitment in Bangladesh,**
- **We have to inform the Accord about all our factories and continue to give an update and overview of the factories where we place an order,**
- **We have to ensure that all factories "participate fully in the inspection, remediation, health and safety and where applicable training activities as described in the Accord",**
- **We have to ensure that our business with the suppliers are negotiated in a way where they are able to pay for the remediation measures required.**

THE DAY TO DAY WORK ACCORD ON FIRE AND BUILDING SAFETY



- **All factories go through three inspections: structural, electrical, and fire safety,**
- **Initial CAPs (Corrective Action Plans) are developed for each area,**
- **Brands support the factory in developing a financial plan to implement the remediation needed,**
- **Our local CS team in Bangladesh make follow up visits in the factories every day,**
 - How far are the remediation? What are the challenges? Can they finance the improvements themselves?
- **Next step is the election process for OHS committees and training of staff to ensure more lasting improvements,**

- Overwhelming many projects and programmes reg. H&S, social dialogue, environment, etc. are initiated in Bangladesh. How do we ensure alignment?

- Political instability causing blockage and violence in the streets makes it difficult for everyone to go visit factories on a regular basis in certain periods,

CHALLENGES

- Government of Bangladesh will be ready to drive the further efforts on fire, building and electrical inspections,
- A systemic change where brands will not be the key drivers for improvements, but we will still support the progress in Bangladesh,
- Bangladesh will remain a key sourcing country with new state of the art factories and develop high quality products,
- Continuous improvement in modern business mind-set,

EXPECTATIONS



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