

THE WORLD FEDERATION OF THE
SPORTING GOODS INDUSTRY

COMMUNICATION

ON ACTION:

GUIDANCE FOR MEMBERS





WHAT'S IN THIS PRESENTATION?

- Overview of the Communication on Action (COA)
- Detailed guidance on what to include
- Frequently asked questions
- Further support and next steps

WELCOME MEMBERS & GUESTS



This guidance is for:

- Brands
- Manufacturers
- Retailers
- Regional, National and International Sport Associations

SUSTAINING MEMBERS

GOLD



SILVER



BRONZE



OVERVIEW OF THE COA





CONTEXT

- Increased focus on CR/sustainability reporting in recent years due to:
 - increase in legislation and voluntary initiatives
 - demands from investors and other stakeholders
 - growing recognition of the role of transparency in building trust in business
- The WFSGI wants to support and assist its members to respond appropriately to changing demands
- The Board has approved the COA process as a vehicle to encourage disclosure and to promote Code of Conduct compliance

WHAT IS THE COMMUNICATION ON ACTION?



- Biennial (at a minimum) disclosure in which a member:
 - explains how it is implementing the WFSGI Code of Conduct (at a minimum) or other relevant Code of Conduct
 - provides information on its CR/sustainability activities

WHAT IS THE PURPOSE OF THE COA?



It helps the **WFSGI** to:

- promote compliance with its Code of Conduct
- promote transparency and best practice in reporting by establishing a common baseline for all members
- support its members to respond to emerging trends and changing demands
- assist members unfamiliar with (increasing) requests for disclosure from other sources

WHAT IS THE PURPOSE OF THE COA?



It provides an opportunity for members to:

- ensure they comply with the WFSGI Code of Conduct
- benchmark performance and reporting against other members and share best practice
- identify gaps in programmes and target areas for improvement
- improve dialogue with stakeholders
- meet requests for disclosure from other stakeholders

WHAT ARE THE KEY REQUIREMENTS?



- Statement by senior decision-maker expressing support for the Code of Conduct and commitment to its provisions
- Description of relevant actions, programmes and policies
- Progress against previously set targets
- Goals and targets

WHEN IS THE SUBMISSION DEADLINE?



- First COA to be submitted by December 31, 2016
 - This should cover one year's actions and align with the company's reporting year
- Thereafter, members should report at least every two years
 - The submission deadline is six months after the end of the company's own reporting period
 - Members may report annually if they prefer
- Members may request a three-month deadline extension
 - Provided they can give a reasonable explanation for the delay

WHAT WILL WFSGI DO WITH THE SUBMISSIONS?



- Submissions will be accessible to other members
- A selection of submissions will be peer reviewed by other members. The reviewer will provide feedback directly to the reporting company on:
 - the quality of the submission and the extent to which it meets the COA criteria
 - the programmes, policies, etc on which information is provided, bearing in mind the specific context and capacity of the reporting company
- WFSGI will review the collated feedback to inform the support we provide our members

EVALUATING THE FIRST COA PROCESS



- In Q1 2017 all members will be invited to provide feedback to the WFSGI on the submission process, and to suggest improvements for the next cycle
- WFSGI will evaluate the feedback, and propose changes to the process for agreement at the mid-year 2017 CR Committee meeting

DETAILED GUIDANCE ON WHAT TO INCLUDE





PART A: STATEMENT OF SUPPORT

- Statement from a senior decision-maker that expresses support for the WFSGI Code of Conduct and commitment to its provisions. This could include:
 - the importance of commitment to the principles of the WFSGI Code of Conduct
 - an overview of CR governance at the company
 - key CR issues for the company
 - an outlook on its main challenges
 - broader trends that affect the company and its CR performance

PART B: ACTIONS TAKEN TO IMPLEMENT WFSGI CODE OF CONDUCT



- Programmes and practical actions
 - eg: environmental, employee training, supplier capacity building or community affairs programmes
- Policies
 - eg: environmental policy, child labour policy
- Collaborations & memberships
 - eg: Ethical Trading Initiative, Fair Labor Association
- Certifications & Awards
 - eg: OHSAS/ISO certification

PART C: PROGRESS AGAINST TARGETS



- Information about the company's progress against relevant targets or performance, or other qualitative and/or quantitative measurements of results. This could include:
 - reduction in the number of accidents at the workplace
 - progress against energy saving targets, water saving targets, emission reduction targets
 - use of more environmentally-sound materials
 - phase-out of critical chemicals, etc

PART D: FUTURE GOALS & TARGETS



- Long-term goals and objectives
- Targets for the next reporting period, and priority areas the company intends to focus on
- This should illustrate the continuous improvement that the company is striving to achieve

FREQUENTLY ASKED QUESTIONS





FAQS – WHY DO IT?

- What's in it for my company?
 - The COA enables you to demonstrate compliance with the WFSGI Code of Conduct
 - As submissions are based on a standard template – and members will have access to all submissions – it enables you to benchmark your company's performance and reporting
 - It helps you identify gaps in your programme and drive up performance over time
 - If you choose to make your submission public, you can use it as a tool to engage with stakeholders



FAQS – WHAT IF I DON'T

- What if my company does not submit a COA?
 - Submitting a COA is voluntary. But you are strongly encouraged to participate in the process. We hope and expect all members to submit COA reports.
 - We encourage members to see this as an opportunity not a chore. We have deliberately structured the COA process to be a light burden on companies.



FAQS – ALREADY REPORTING

- What if my company already reports on its CR/ sustainability performance?
 - We expect members to draw upon other reports they produce when compiling their COA. This may include cutting and pasting relevant text and/or linking to publicly available web pages
 - That said, it should be noted that the WFSGI is seeking complete and relevant answers to the questions, so citations may need to be adjusted or expanded to achieve this. A link to your company's overall sustainability website is not sufficient

FAQS – THE REPORT IS NOT READY



- What if my report won't be ready for me to draw upon within six months of the end of the reporting year?
 - If necessary – and if you can provide a reasonable explanation for the delay – you may request a three-month extension beyond the reporting deadline

FAQS – WE REPORT EVERY 2 YEARS



- The first submission is supposed to cover one year's actions. What if my company reports on a two-year cycle?
 - The intention of the first COA is to establish a 'line in the sand' for the industry, but not to create an additional burden. While priority should be given to actions in the most recent reporting year, it is perfectly acceptable to include a link to a report covering the most recent two-year period, as well as to report on two-year targets if that is what is appropriate for your company
 - Conversely, while members are asked to report at least every two years in future, you are free to report annually if you prefer

FAQS – SENIOR DECISION-MAKER



- What if I can't get a statement of support from a senior decision-maker?
 - A senior decision-maker has previously stated that your company complies with the WFSGI Code of Conduct. We therefore believe it is reasonable to ask companies to fulfil the requirement for a statement from this decision-maker. This could be an edited version of a statement prepared for another purpose

FAQS – AWARDS



- What if I don't have any awards to list?
 - Don't worry! We expect companies to list their most recent and relevant certifications and awards, if they have any. There is no value judgement attached to the number of awards a company has, or does not have



FAQS – 400-WORD LIMIT

- What if I can't fill in the form in 400 words?
 - There is a limit of 400 words for each main question. So 400 words for Part A, 400 words for Part B etc...
 - The word limit is designed to encourage companies to focus on the most significant topics and to summarise their activities in these areas. However, you are welcome to provide a link to more detailed information in your report/website



FAQS – MAKING IT PUBLIC

- Will my submission be accessible to non-WFSGI members?
 - Submissions will only be made available to the membership unless you say it can be made public.
 - Individual members may also choose to publish the information on their own websites

FAQS – REPORTING ON THE COA



- Will the WFSGI be reporting on how many companies have submitted COAs?
 - No. There will be no public reporting of any detail about company COA submissions.
 - Numbers of reporters and other details about the COA submissions will be communicated to the CR Committee and the WFSGI Board as part of the evaluation process.



FAQS – PEER REVIEW

- How will you decide which submissions are peer reviewed?
 - They will be selected at random. The number reviewed will be dependent on the number of available reviewers

FURTHER SUPPORT AND NEXT STEPS





SOURCES OF SUPPORT

- WFSGI Code of Conduct: www.wfsgi.org/about-us/organisation/code-of-conduct
- Raising the Bar: WFSGI position paper on Corporate Responsibility disclosure (on www.wfsgi.org under CR Committee > Projects/Services > Industry Position Papers)
- WFSGI CR helpdesk: csr.helpdesk@wfsgi.org



NEXT STEPS

- Communication on Action officially launched on 30 June 2016
- Members have six months, ie until 31 December 2016 to submit their first COA
 - Final COA template now available

PLEASE VISIT WFSGI.ORG
OR EMAIL
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THANK YOU!

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