



# Redefining an Effective Responsible Sourcing Program

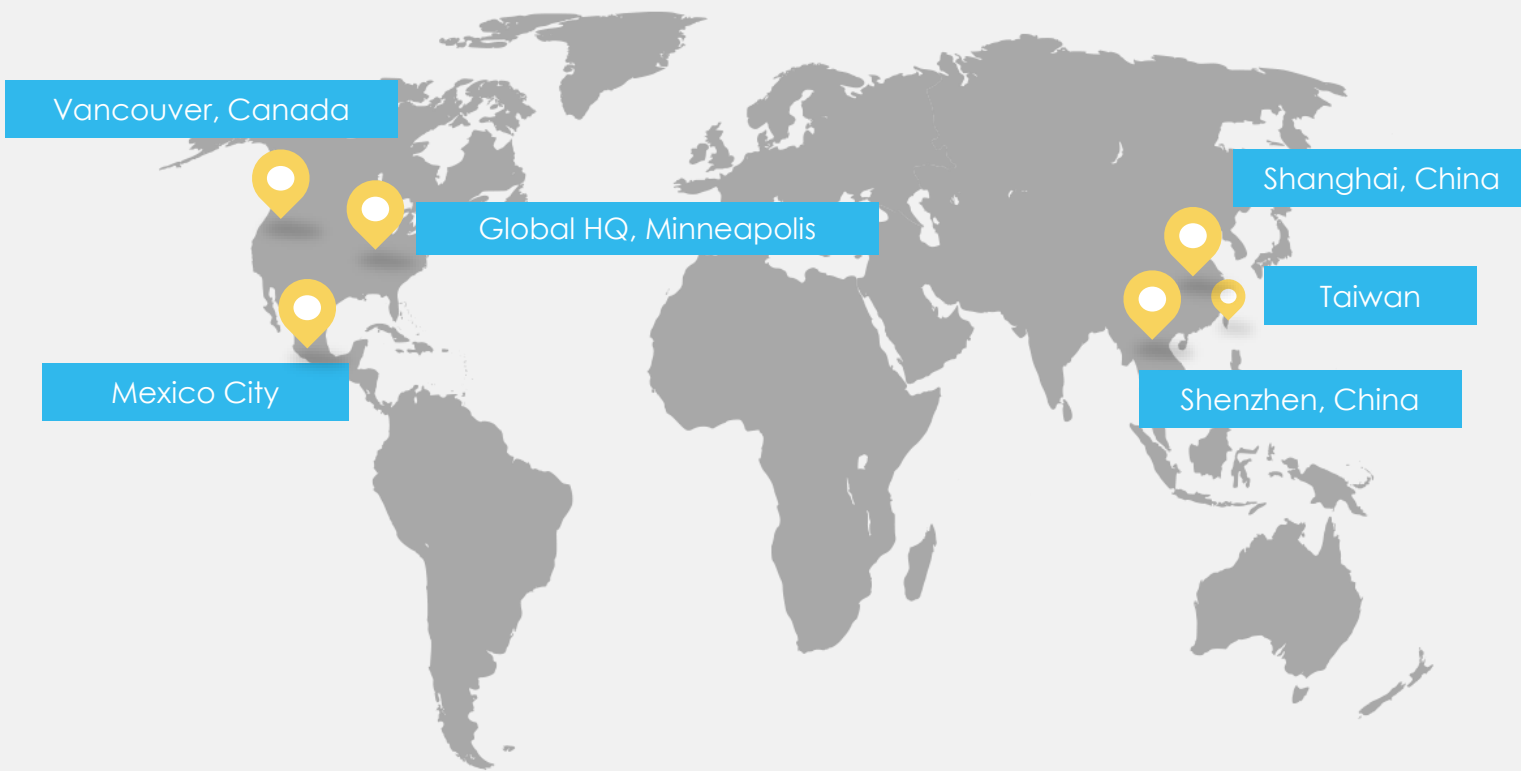
NEW YORK | DÜSSELDORF | HONG KONG | LONDON



WORKER VOICE  
USING DATA TO DRIVE  
CHANGE

Shirley Ni  
Senior Manager, Corporate Social  
Responsibility  
Best Buy

# OUR GLOBAL REACH



**MINNEAPOLIS** HQ, US

125,000 TOTAL EMPLOYEES

1,600 TOTAL STORES

39 BILLION TOTAL REVENUE IN FY16

20 YEARS TECHNICAL SERVICES

# OUR GLOBAL REACH

A world map with a grey background and blue landmasses. Four regions are highlighted in orange: North America (USA and Canada), China, South Korea, and Taiwan. Each orange region has a grey callout box with its name in white text. To the right of the map, within a white rectangular frame, are five logos stacked vertically: INSIGNIA™ (blue text), DYNEX™ (bold black text), MODAL™ (bold black text), Pt PLATINUM™ (black text with a square icon containing 'Pt'), and rocketfish™ (red text with a red fish icon above the 'i').

# OUR PROGRAM EVOLUTION

2004

## Three-Strike Approach

- Initially used only contractual language
- Audit program was developed to manage suppliers

Violations

2007

## Social and Environmental Responsibility

- 100% audit for non-US suppliers
- Balanced scorecard
- Good practices

Best Practices

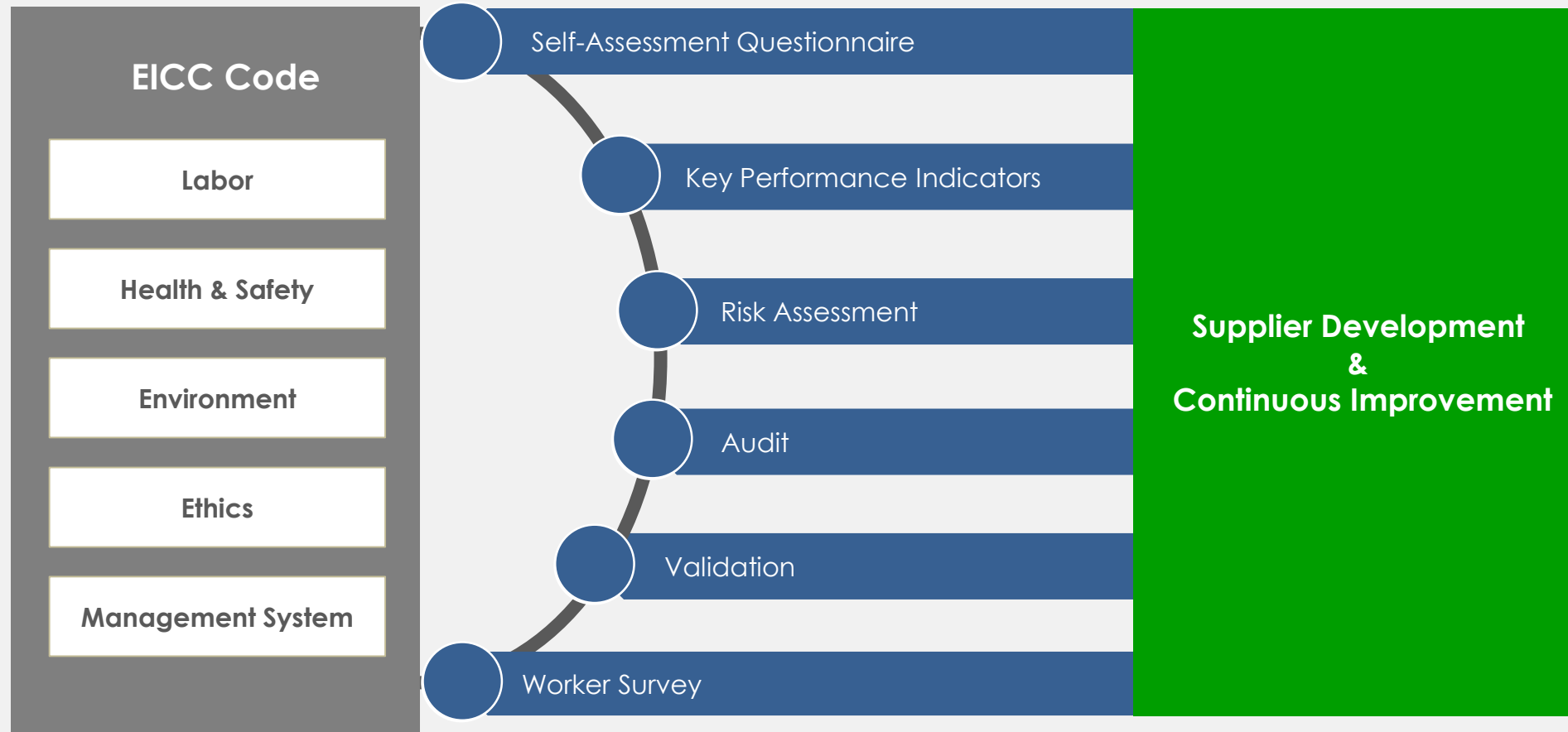
2012

## Supply Chain Sustainability

- Industry collaboration
- Risk based approach
- Capacity building
- Continuous improvement

Management System &  
Capacity Building

# OUR PROGRAM OVERVIEW



# From compliance to business value...

# WORKER SURVEY – HEAR YOUR VOICE

## 6 Factories

- Strategic suppliers
- Good compliance performance based on audit
- Willing to participate in the project



### Understand

- To better understand the experience, perception and understanding of exiting workers and supervisors;
- To compare workers and supervisors and identify gap and room of improvement.



### Evaluate

- To evaluate the effectiveness of existing compliance and improvement efforts
- To identify gaps, deficiencies, challenges and potential solutions;
- To help identify risk groups that require additional support.



### Impact

- To determine a baseline to show impact over time;
- To measure and monitor progresses through follow-up surveys;
- To gain continuous visibility into supplier chain.

# WORKER SURVEY – HEAR YOUR VOICE

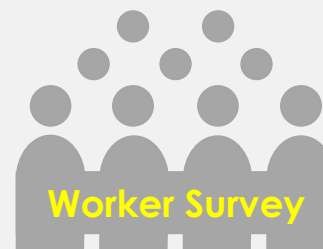
**Worker Survey Is A Tool** to connect directly to a broader number of workers to collect more accurate information on code **Compliance** and worker **Satisfaction**.



Compliance status of Best Buy Requirements and Code

Resource Intensive with little change to factory practices

Business value derived primarily through protecting reputation



Compliance status of Best Buy Requirements and Code

Utilize resources to improve living/working conditions for workers

Seeks to drive core business value while better protecting reputation



# THE LEARNING AND THE CHALLENGES

## THE LEARNING

- 1 Tool for the factory to better know their workers
- 2 More visibility
- 3 Identify areas for improvement that impact workers (e.g. Supervisor)

## THE CHALLENGES

- 1 The transparency issue
- 2 What's the impact to the supplier
- 3 How to better use the data to improve supplier performance



# Questions

*Please don't hesitate*



**ELEVATE**  
*Business Driven Sustainability*

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# THANK YOU!