The Electronic Industry Citizenship Coalition

BUSINESS AND HUMAN RIGHTS

Who we are

The EICC® is a coalition of the world's leading electronics companies **working together** to **improve efficiency** and **social, ethical, and environmental responsibility** in the global supply chain.

EICC Code of Conduct Components

Treat employees with dignity & respect

Labor

Environment

Protect the environment

Management Systems: drives sustainable solutions

Evaluate & control exposure to hazards

Health & Safety

Ethics

Uphold the highest standards

EICC Areas of Work

INITIATIVES & WORKING GROUPS

Assessment & Compliance   **Conflict Minerals**   **Environmental Sustainability**

Learning & Capability Building   **Working Hours**

TASK FORCES & SPECIAL PROJECTS

Stakeholder Engagement   **Transparency**   **UN Guiding Principles**

Student Workers   **Trafficked & Forced Labor**   **Indirect Spend**

EICC Evolution and Transformation

2012

2020

GOVERNANCE

Develop New Governance Model

(Adopted by full member vote in late 2012)

Implement New Governance Model

(2013)

STRATEGY

Recommendations on New Strategic Direction

(August – December 2013)

Develop Implementation Plan
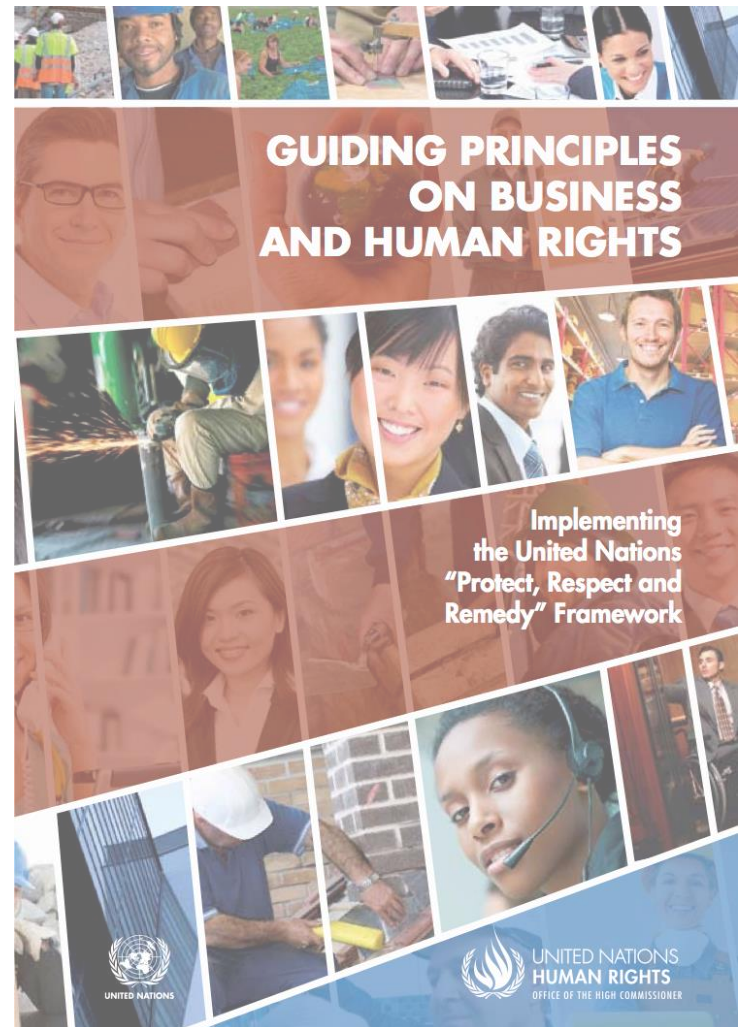
(December 2013 – October 2014)

Execute New Strategy

(2015 – 2018)

FSG-Supported

EICC-Owned

The EICC and Human Rights

Post UNGP World

- 2011, UNGP codify responsibilities of business to respect human rights

- EICC gap analysis

- Gap closure – pending

- Distinct responsibilities between industry groups (EICC) and companies themselves

GUIDING PRINCIPLES ON BUSINESS AND HUMAN RIGHTS

Implementing the United Nations "Protect, Respect and Remedy" Framework

UNITED NATIONS

UNITED NATIONS HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

EICC®
ELECTRONIC INDUSTRY CITIZENSHIP COALITION

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STAKEHOLDER ENGAGEMENT

Who are "stakeholders"?

- ❑ Civil society organizations

- ❑ Trade unions

- ❑ Socially responsible investors

- ❑ Academia and research institutions

- ❑ Governmental and multilateral institutions

Why do we call them stakeholders?

Why engage?

❑ Because we're told to?
  – UNGP, GRI, etc.
❑ Because it prevents or mitigates campaigns that hurt reputations?
  – Greenwashing
❑ Because we get free consulting?
❑ Because it helps us do our jobs better?
  – (What are our jobs?)

How do you engage?

- ❏ Speak the same language
- ❏ Have an open mind
- ❏ Find common ground
- ❏ Be prepared to compromise
- ❏ Be sincere
- ❏ Learn about their issues

Common challenges

- ❑ Communications problems
  - – Different spheres of reference: human rights, development vs. business management, procurement
  - – Wildly different vocabulary
- ❑ Lack of common ground
- ❑ Unwillingness to compromise
- ❑ Inability to have an impact
- ❑ Bureaucracy

Stakeholder engagement at the EICC

- ❑ Challenges of being an industry-only group
- ❑ Lack of human resources
- ❑ Rapid evolution of stakeholder engagement and CSR
- ❑ Cultural differences
- ❑ Trying to move forward with new strategic plan, revised Code of Conduct

When you fail to meet your stakeholders' expectations

You're getting attacked in the media, by your shareholders, on Twitter and at your retail stores.

What do you do?

2012 Conflict Minerals Company Rankings

For a second time, The Enough Project has ranked the largest electronics companies on their efforts toward using and investing in conflict-free minerals in their products. Our consumer action guide will help you understand what actions companies are (or are not) taking to contribute to the creation of a clean minerals trade in Congo, and ultimately, the reduction of conflict there.

9.9k   435   Like   Tweet

Use your consumer power to make more responsible purchasing decisions. Send messages to companies you purchase from, reminding them how important conflict-free from Congo is to you.

(And how did you arrive at this point?)

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SUSTAINABILITY COMMUNICATIONS

Why sustainability communications?

You're doing good work: you're actively solving problems and making financial and human commitments to make workers' lives better and protect the environment where they live.

Why aren't you telling the world?

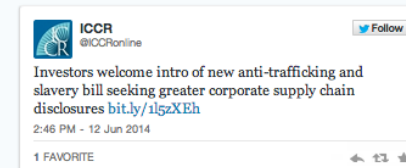# Transparency and Responsiveness

Transparency

- Preventative: lets you tell your story first

- Helps you add the context and education that matter

- Boost your brand with openness and honesty

- Admit your mistakes and challenges!

Responsiveness

- After the fact: if you couldn't prevent it, respond well

- Speed

- Honesty

- Be relatable

- Ongoing reports back as you fix the problem

Sustainability comms today

- Proliferation of actors in the space but limited substance

- So many actors – who to listen to?

- Allegations of greenwashing

ICCR @ICCRonline — Follow

Investors welcome intro of new anti-trafficking and slavery bill seeking greater corporate supply chain disclosures bit.ly/1l5zXEh

2:46 PM - 12 Jun 2014

1 FAVORITE

Socially responsible investors make a statement of support for a new bill introduced to the U.S. House of Representatives on corporations' responsibilities regarding trafficked and forced labor.

IHRB.org @ihrb — Follow

Congrats to John Ruggie, being honored tonight by @WFLS1952 for his contributions to int'l law, human rights, UN GPs tinyurl.com/kzond6a

3:59 PM - 11 Jun 2014

3 RETWEETS 1 FAVORITE

Former UN Special Representative for Business and Human Rights John Ruggie provides remarks about the future and challenges for the UN Guiding Principles on Business and Human Rights.

Revealed: Asian slave labour producing prawns for supermarkets in US, UK
Slaves forced to work for no pay for years at a time under threat of extreme violence are being used in Asia in the production of seafood sold by major US, British and other European retailers, the Guardian can reveal.
KATE HODAL

The Guardian produces an investigative documentary film about slave labor in fisheries in Thailand, naming global supermarket chains that sell prawns from these sources.

Pact to halt forced labor snubbed by Thailand, Gulf: ILO
More than half of the estimated 21 million caught up in forced or compulsory labor are women and girls and the practice reaps an estimated $150 billion in illegal profits across agriculture, fishing, mining, construction, domestic services and the sex industry, among others, the International Labour Organisation, a United Nations agency, said.
REUTERS

The International Labor Organization (ILO) passed a new treaty on forced labor, despite no votes from Thailand and several Gulf states.

Expectations

❑ Varying expectations amongst public, media, civil society, government, etc.

❑ Some societies very aware

❑ Some societies increasingly aware

❑ Some societies unaware or are focused on other things

So how do you reach this diverse audience?

It's just too complicated?

❑ Supply chain sustainability is complicated

❑ High risk to your brand if you don't get out in front of the story
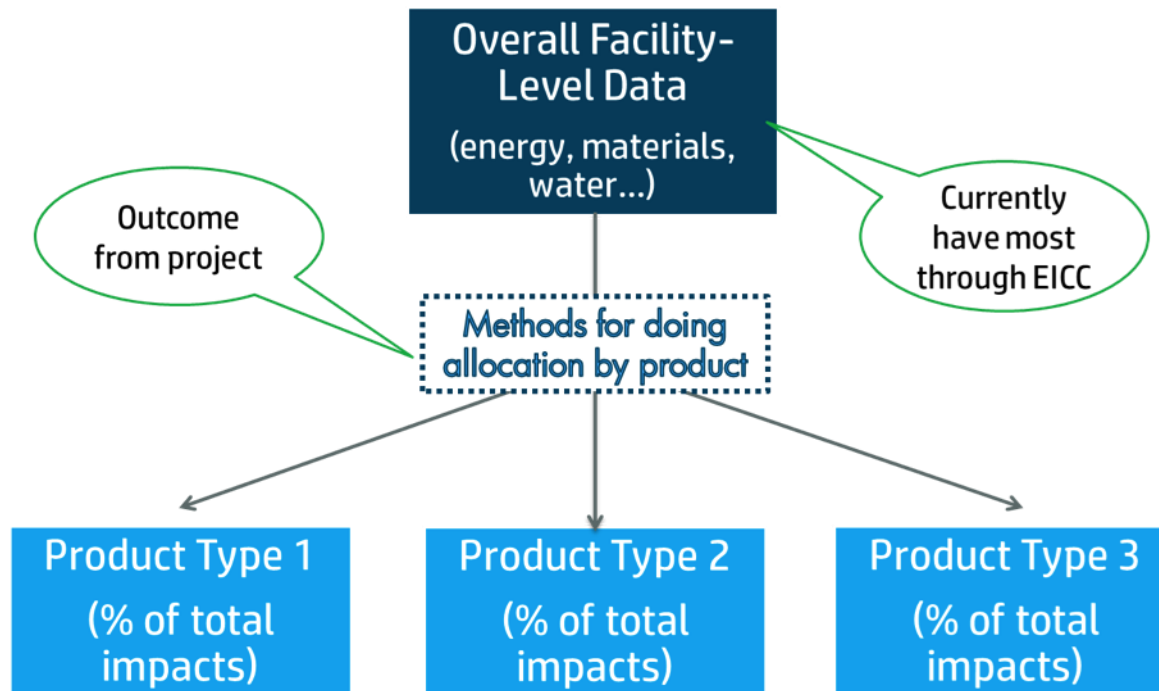
Risk

- ❑ Best way to mitigate risk: **tell your side of the story first.**
- ❑ Lay the groundwork:
  - – Education
  - – Infrastructure so you can predict stories before they break and be responsive when you need to be
  - – Build relationships

Telling your story

❑ Be positive but honest

❑ Face up to the challenges

❑ Tell a story about people and communities (environment)

❑ Align your story with the topic and your brand

Education – Context – Honest - Proactive

Thank you!

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@eiccoalition