2013 Global Conference on Sustainability and Reporting
Ready to report? First time reporting made easy

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We want to be the most desirable and sustainable Sportlifestyle Company.

We are committed to work in ways that contribute to a better world by supporting creativity, sustainability and peace and by staying true to the values of being fair, honest, positive and creative in decisions made and actions taken.
Why do we ask PUMA suppliers to report?

- To increase the transparency of our supply chain and the traceability of products / materials
- To integrate suppliers in our sustainability mission and help them develop their own sustainability strategy
- To help suppliers report on the progress of meeting their sustainability scorecard targets in Energy, Water, Waste and CO₂ and create a comparable benchmark
- To communicate progress on public commitments

The supply chain is key to improve our performance: according to our EP&L, over 90% of the environmental impact is caused in the supply chain.
Sustainability Reporting in PUMA’s Supply Chain

• Initiated supplier reporting in 2009 with 8 pilot suppliers, since expanded to over 30 suppliers
• Began with ‘strategic suppliers’ which PUMA has a closer working relationship with, which slowly paved the way for smaller suppliers
• Mixed levels of success
  • Imphala, Jia Hsin, Viyellatex
  • Some Asian suppliers didn’t understand benefits initially, however, after several reports this is beginning to change
Lessons learned & recommendations for MNEs

• Create support internally and develop **incentives for** sustainability reporting within the supply chain (awards, etc.)
• Convince suppliers that it’s in their own interest to report, give full **ownership** of reports to suppliers
• Brand should hold regular **roundtables** with suppliers to share and discuss issues, challenges and solutions
• Provide **support** during stakeholder engagement (contacting and aligning with other stakeholders)
• Initiate **supplier network** with other industries to see the ‘bigger picture’
Lessons learned & recommendations for MNEs

• Encourage sustainability reporting within the supply chain

• Launch supply chain reporting among a selected group of preferred suppliers prior to roll-out

• Encourage the move away from conventional disclosure
Lessons learned & recommendations for suppliers

Sustainability reporting offers stakeholders key information on supply chain performance and increases much needed transparency.

Recommendations to suppliers:

• Hold a management awareness workshop and create a carefully selected ‘reporting committee’ prior to the launch of the project

• Keep the first report simple, align company strategy and selected indicators - focus on priorities
Future Plans

• Suppliers which already completed a GRI report → upgrade to a Level B report
• Expand reporting to lower Tiers of the supply chain
• Increase the number of Asian suppliers reporting
• Maintain an annual reporting cycle
• Further embed Footwear & Apparel industry indicators
• Improve the quality of individual reports
• Adopt G4 for 2013 reports
• Bridge the gap between consumer demands and the current situation of shielding the supply chain