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## BSR, LIMA Release Practical Guide for Licensees on Social and Environmental Compliance

**San Francisco—November 15, 2011—**[BSR](#) and the International Licensing Industry Merchandisers' Association (LIMA) released "[Good Practices for Complying With Licensors' Social and Environmental Requirements: A Practical Guide for Licensees](#)," a new guide designed to help the licensing industry promote positive social and environmental practices among licensors, licensees, agents, suppliers, factories, and retailers. The publication was developed with the [Licensing Working Group](#), which consists of some of the best known and most widely respected companies and organizations in the licensing industry, including BSR and LIMA, as well as Hasbro, NBCUniversal, Time Warner, and The Walt Disney Company.

This information-rich, 28-page guide aims to help licensing industry executives and professionals understand how they can meet licensors' requirements for social and environmental compliance. The publication coincides with a greater interest among many companies in the licensing industry to define strategies and implement programs to address the root causes of noncompliance with both social and environmental practices.

"Good Practices" helps demystify the process, outlining how licensees can improve working conditions within their direct and contract manufacturing operations and supply chains. It also contains more than 30 valuable tips and resources to help licensees and their suppliers:

- » Understand licensors' general expectations related to human rights and labor practices, occupational health and safety, environmental compliance, and governance and anti-corruption.
- » Integrate social and environmental compliance practices into their business relationships with suppliers, identify and understand compliance risks, and disclose factory information to licensors.
- » Work with suppliers to address noncompliance issues and create corrective plans.

The primary audience for this guide includes licensees and their suppliers, subcontractors and agents, and others involved in the production of licensed products.

The guide is now available as a free download on the BSR website at [www.bsr.org/en/our-insights/report-view/good-practices-for-complying-with-licensors-social-and-environmental-requirement](http://www.bsr.org/en/our-insights/report-view/good-practices-for-complying-with-licensors-social-and-environmental-requirement).

Companies interested in learning more about BSR's [Licensing Working Group](#) can contact Cody Sisco at [csisco@bsr.org](mailto:csisco@bsr.org).

**About BSR**

A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world. Visit [www.bsr.org](http://www.bsr.org) for more information.

**About LIMA**

Founded in 1985, the International Licensing Industry Merchandisers' Association (LIMA) is the primary trade organization for the worldwide licensing industry. LIMA's mission is to work with all segments of the industry for the advancement of professionalism in licensing through research, national and international seminars, trade events, and publications. With members in 35 countries, offices in New York, London, Munich, Tokyo, Shanghai, and Hong Kong, and representatives in New Europe, India, Italy, Spain, and Australia, members enjoy access to a wide variety of activities, information, and benefits. LIMA is a proud sponsor of the annual Licensing International Expo (to be held in Las Vegas, June 12 through 14, 2012), Brand Licensing Europe (London), LiMa Licensing Market (Munich), Day of Licensing (Cologne), China International Licensing Show, the Hong Kong Licensing Show, and Dubai Character Fair. In addition, LIMA offers ways to jumpstart a career in licensing: the Certificate in Licensing Studies (CLS) program, the only educational course specifically designed to prepare professionals to succeed in the ever-changing licensing industry, and flip, a subset of LIMA, offering support and networking for Future LIMA Industry Professionals. For more information, please visit [www.licensing.org](http://www.licensing.org).

**About the Licensing Working Group**

The Licensing Working Group brings together licensors and licensees to develop tools and resources to help the industry advance social and environmental practices, address the root causes behind noncompliance, and promote compliance that is managed systematically across the entire licensing supply chain.

The members of the Licensing Working Group include Hasbro, the International Licensing Industry Merchandiser's Association, NBCUniversal, Time Warner, and The Walt Disney Company.