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Licensing Working Group

Companies in the licensing industry share the responsibility to uphold labor and human rights standards and to comply with environmental requirements. However, the complexity and scale of licensing activities make it difficult to ensure compliance and improve overall social and environmental performance.

A BSR Working Group

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

Why Join?

- » **Reduce reputational risk** for brands linked to noncompliance with social and environmental standards in the supply chain.
- » **Improve working conditions** and labor productivity for suppliers.
- » **Improve environmental performance** throughout the supply chain, for example by enhancing energy efficiency.
- » **Connect with a wider licensee network** through our established partnership with the Licensing Industry Merchandiser's Association.

What You Get

Management system trainings:

Attend regular in-person and online trainings on responsible management approaches.

Access to resources:

Tap into BSR's network of experts and companies to learn about the latest supply chain responsibility resources.

Working sessions:

Attend forums to share best practices, develop solutions to pressing issues, and network with other members.

Alignment with industry standards:

Receive regular updates from leading companies and stakeholders in the licensing industry to ensure relevance of group initiatives.

US\$5+

billion were generated in
2010 in licensing royalty
revenues.

(Source: International Licensing Industry Merchandisers' Association)

Participants

Hasbro
International Licensing Industry Merchandisers' Association
Mattel
NBC Universal
Time Warner
The Walt Disney Company

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