



# Corporate Action to Prevent Gun Violence

January 19, 2022 | Sustainability Matters



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# Agenda

1. Introduction
2. Why Companies Should Care about Gun Violence
3. **Company Case Study:** Levi Strauss & Co. Taking Action Against Gun Violence
4. **What can companies do:** An introduction to the Toolkit for Corporate Action to End Gun Violence
5. Q&A
6. Closing

# Speakers



**Anna Walker**

Vice President of Public Affairs  
Levi Strauss & Co.



**Nick Suplina**

Senior Vice President for Law &  
Policy  
Everytown for Gun Safety



**Laura Gitman**

Chief Operation Officer  
BSR



**Annelise Thim**

Associate Director  
BSR

# A Unique Opportunity

Businesses have an opportunity to use equity, inclusion and justice (EIJ) as strategic tools that examine failures at an individual and systems level and design solutions that will build a more resilient, just, and sustainable society.



## **Act within own business boundaries**

Integrate Equity and Inclusion into workplace policies, programs, supplier initiatives, and report transparently on diversity data.



## **Enable with positive relationships**

Catalyze new opportunities by building mutually beneficial relationships and collaborating with stakeholders and partners across the whole value chain.



## **Influence by promoting policy frameworks**

Promote policy frameworks that address systemic injustices and institutional barriers towards the achievement of a just and sustainable world.



# Audience Poll

## Question 1

What percentage of the American public would feel more favorable toward a company that actively supported gun safety laws?

- a) 72%
- b) 38%
- c) 12%

## Question 2

What is the daily cost of gun violence to employers (in terms of productivity, revenue, and costs)?

- a) \$1.4 million a day
- b) \$1 million a day
- c) \$500,000 a day



# Audience Poll | Answers

## Question 1

**What percentage of the American public would feel more favorable toward a company that actively supported gun safety laws?**

## Question 2

**What is the daily cost of gun violence to employers (in terms of productivity, revenue, and costs)?**

## Answer 1

**72% of the American public** – including Democrats, Republicans, Independents, and gun owners – feel more favorable toward a company that actively supports gun safety laws, funds gun safety education, and/or prohibits customers bringing guns into stores.

## Answer 2

Employers lose **\$1.4 million a day** in productivity, revenue, and costs associated with gun violence.

# Objective | Why Business Should Be Concerned with Gun Violence

Gun violence is a national human rights issue in the U.S. Businesses, their employees, business partners, and customers are likely to have been impacted by gun violence at some point.

## Gun violence is a national problem...

- On average, more than 100 Americans are killed with guns every day.

**... yet it may not be the divisive topic many companies believe it to be.**

- 92 percent of Americans support background checks for gun sales, and 57 percent say the laws covering the sale of firearms should be made stricter.

**Companies have a responsibility to provide safe working environments for their employees**—something they cannot guarantee given the current state of gun violence in the U.S.

## Investors have taken an interest in the gun violence value chain.

- CalSTRS and State Street Global Advisors, among others with combined assets of more than \$4.83 trillion, to create and promote **the Principles for a Responsible Civilian Firearms Industry**.

## Consumer pressure is increasing.

- JUST Capital surveys Americans across the United States to understand what they believe U.S. companies should prioritize. Protecting the health and safety of workers “beyond what is required by law” was a top priority for Americans in 2021.

# Companies can and should act to prevent gun violence

Today we will hear from two speakers about why and how companies can take action to prevent gun violence.

*In the U.S., it's possible to go to work—be it at a retail store, a corporate office, a distribution center, or a grocery store—on an otherwise normal day and never come home to your family.*



**Nick Suplina**

Senior Vice President for  
Law & Policy

Everytown for Gun Safety



**Anna Walker**

Vice President of Public  
Affairs

Levi Strauss & Co.

# Corporate Action to End Gun Violence

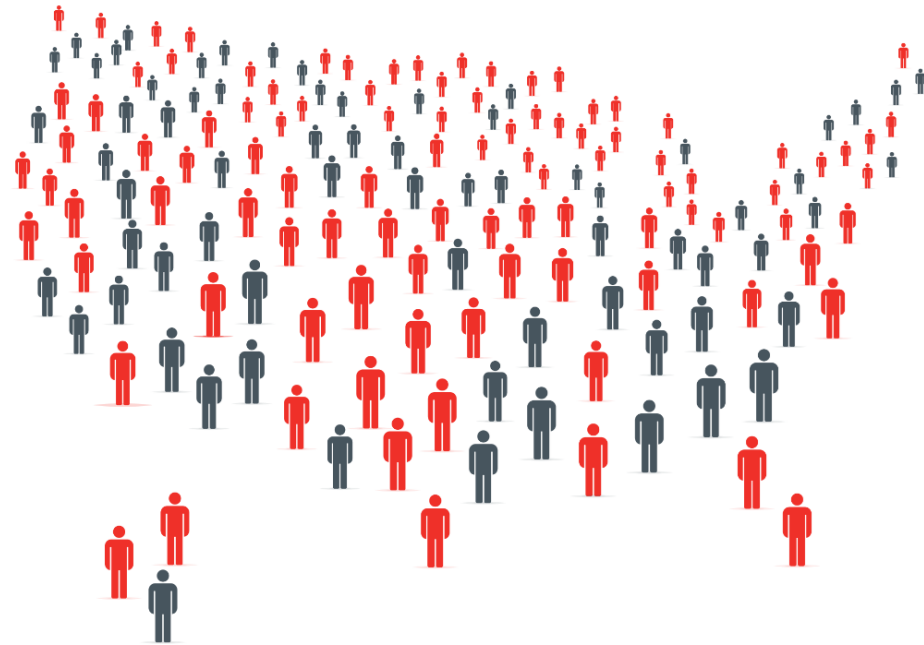
Nick Suplina, Senior Vice President for Law and Policy  
Everytown for Gun Safety

January 19, 2022

# Who is Everytown?

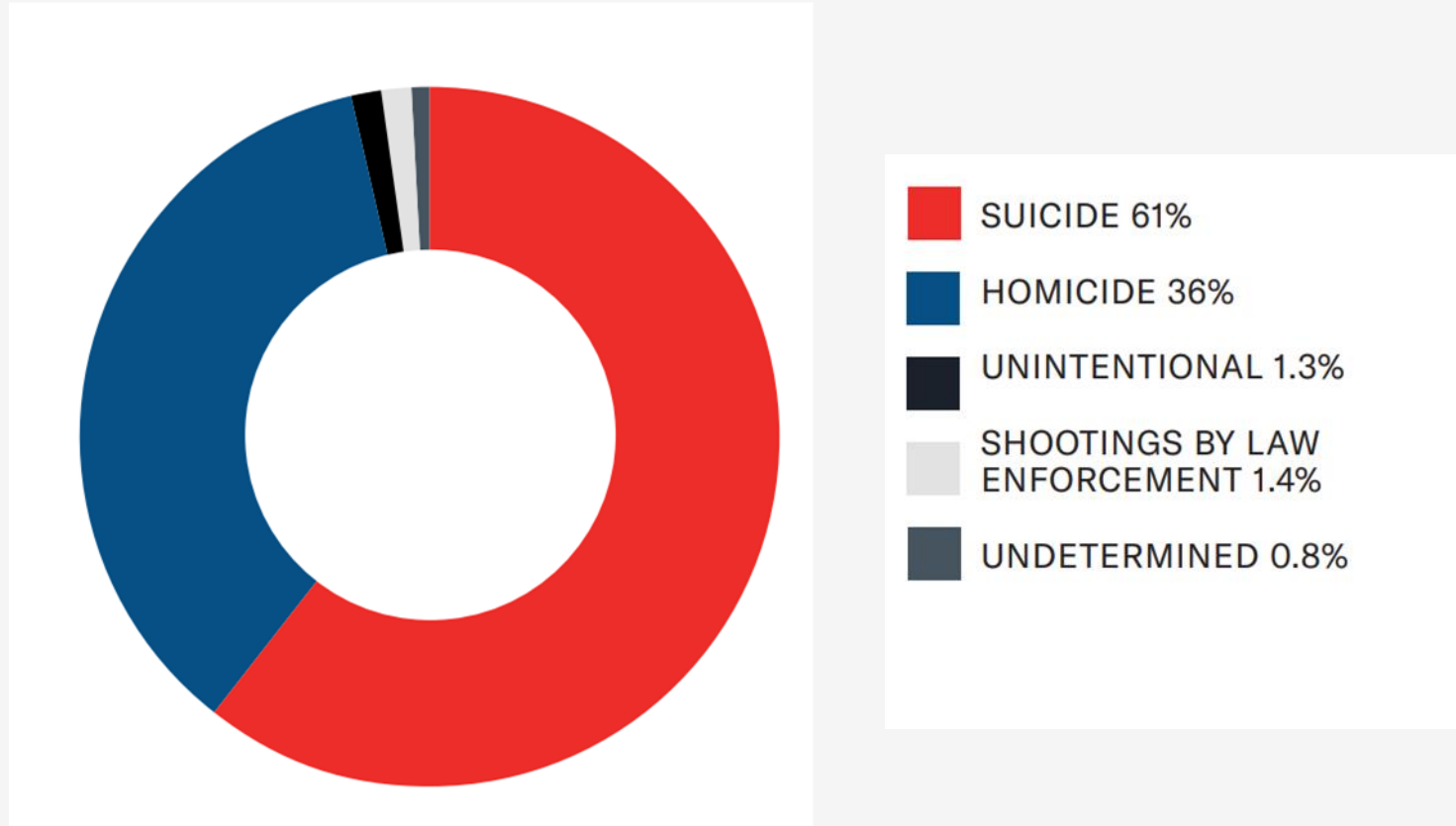


# Gun Violence in America

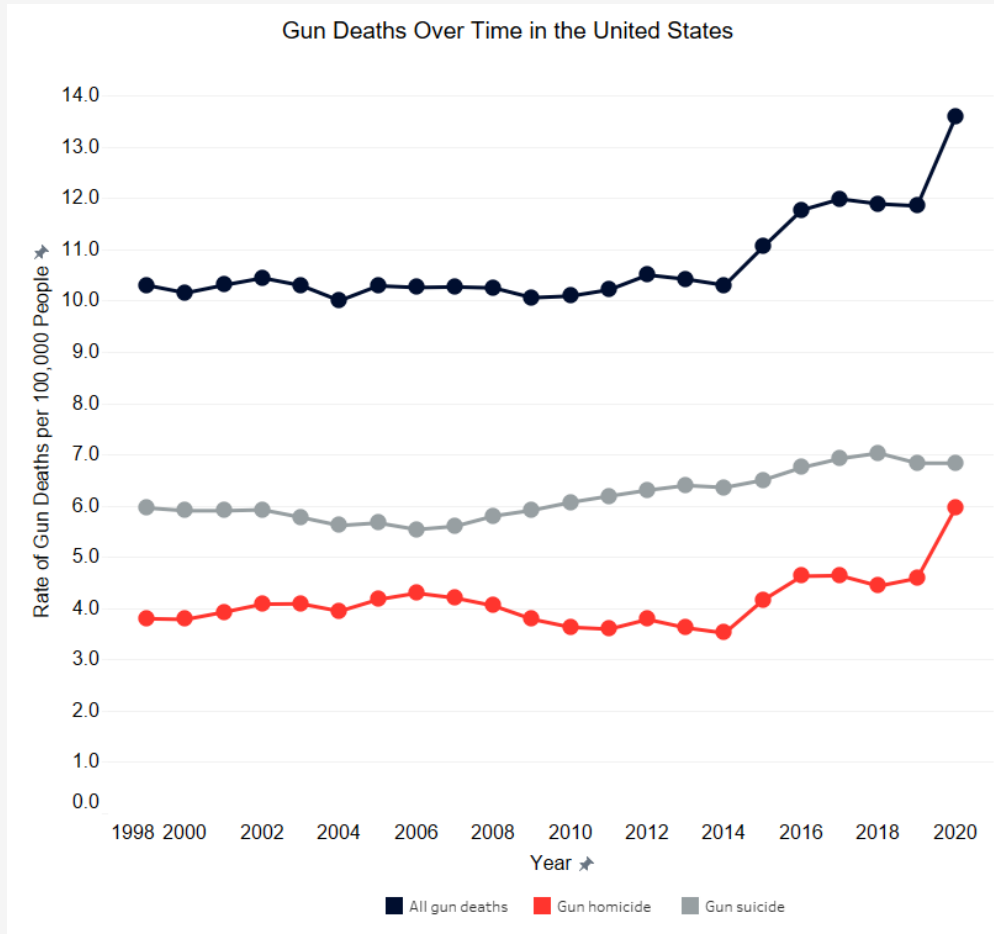


**EVERY DAY, MORE THAN 100 AMERICANS  
ARE KILLED WITH GUNS.**

# Gun Deaths in US By Intent



# Gun Deaths in US By Intent



- In 2020, the rate of overall gun violence increased by 14% over 2019.
- 2020 was one of the deadliest years on record for the United States, with the highest rate of gun violence since 1994.

# America is a Nation of Gun Violence Survivors



**58 PERCENT OF AMERICAN ADULTS  
OR SOMEONE THEY CARE FOR  
HAVE EXPERIENCED GUN VIOLENCE  
IN THEIR LIFETIME.**

# Gun Violence in America

Gun violence costs the United States  
**\$280.1 billion** each year, of which **\$12.7  
billion** is paid by taxpayers.

SOURCE: TED R. MILLER ANALYSIS OF CDC FATAL INJURY: 2018 AND HCUP NONFATAL INJURY: 2017.

# Gun Violence and the Business Community

*Gun violence is scarring the country physically, emotionally, and financially. We are a nation of gun violence survivors, and these survivors are our colleagues, employees, and customers.*

**THE NATIONAL  
AND LOCAL  
ECONOMIES  
ARE STIFLED BY  
GUN VIOLENCE**

**GUN VIOLENCE  
HAPPENS  
IN THE  
WORKPLACE**

**GUN  
VIOLENCE  
IMPACTS  
EMPLOYEES**

**CUSTOMERS  
WANT  
BUSINESSES TO  
TAKE A STAND  
ON GUN SAFETY**

# An Opportunity to Make Our Communities Safer

America's businesses, and business leaders,  
are in a unique position to champion and  
drive positive change in the American gun  
culture that leads to safer communities

# How Can Businesses Help?

## 1 Culture

Harness the cultural influence of business leaders to normalize and depoliticize gun safety, and engage employee and customer bases to expand the movement.

## 2 Policy / ESG

Drive corporate policy to enact common sense reforms and incorporate gun violence prevention into existing ESG framework.

## 3 Laws

Activate corporate actors as influential players in state and national legislative fights.

## 4 Support

Raise money to fuel the fight to help end gun violence in America.

# Corporate Action (a sample)

Cutting Ties with the NRA:



Taking Action for Gun Safety:



# Toolkit: Corporate Action to End Gun Violence



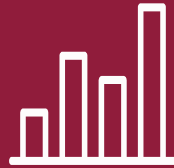
# What You Will Find in the Toolkit

BUSINESS CASE	FRAMEWORK	INDUSTRY DEEP DIVES
<p>Demonstrate how business is interconnected with gun violence and show the importance of company action on gun violence.</p> <ul style="list-style-type: none"><li>• Why businesses should be concerned with gun violence.</li><li>• Understanding where your company is in the gun violence supply chain.</li></ul>	<p>Provide examples of potential actions for companies and connect with useful resources on advancing strategies against gun violence.</p> <ul style="list-style-type: none"><li>• Shows stages of action from most nascent (stage 1) to most advanced (stage 4) for companies taking action on gun violence.</li></ul>	<p>Demonstrate for specific sectors detailed case studies, actions, and key learnings for business action on gun violence.</p> <p>Industry-specific deep dives for:</p> <ul style="list-style-type: none"><li>• Healthcare services and facilities</li><li>• Retail</li><li>• Financial services</li><li>• Media and social media</li><li>• Technology</li></ul>

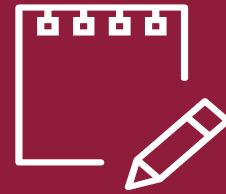


*This toolkit was developed by BSR with the support of Everytown for Gun Safety who provided their expert perspectives on the topic of gun safety.*

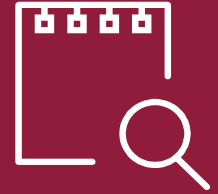
# How Companies Can Use the Toolkit



**Build the  
business case  
and raise  
awareness**



**Assess where  
your company  
intersects with  
the gun violence  
value chain**



**Identify actions to  
address gun  
violence across  
your value chain**



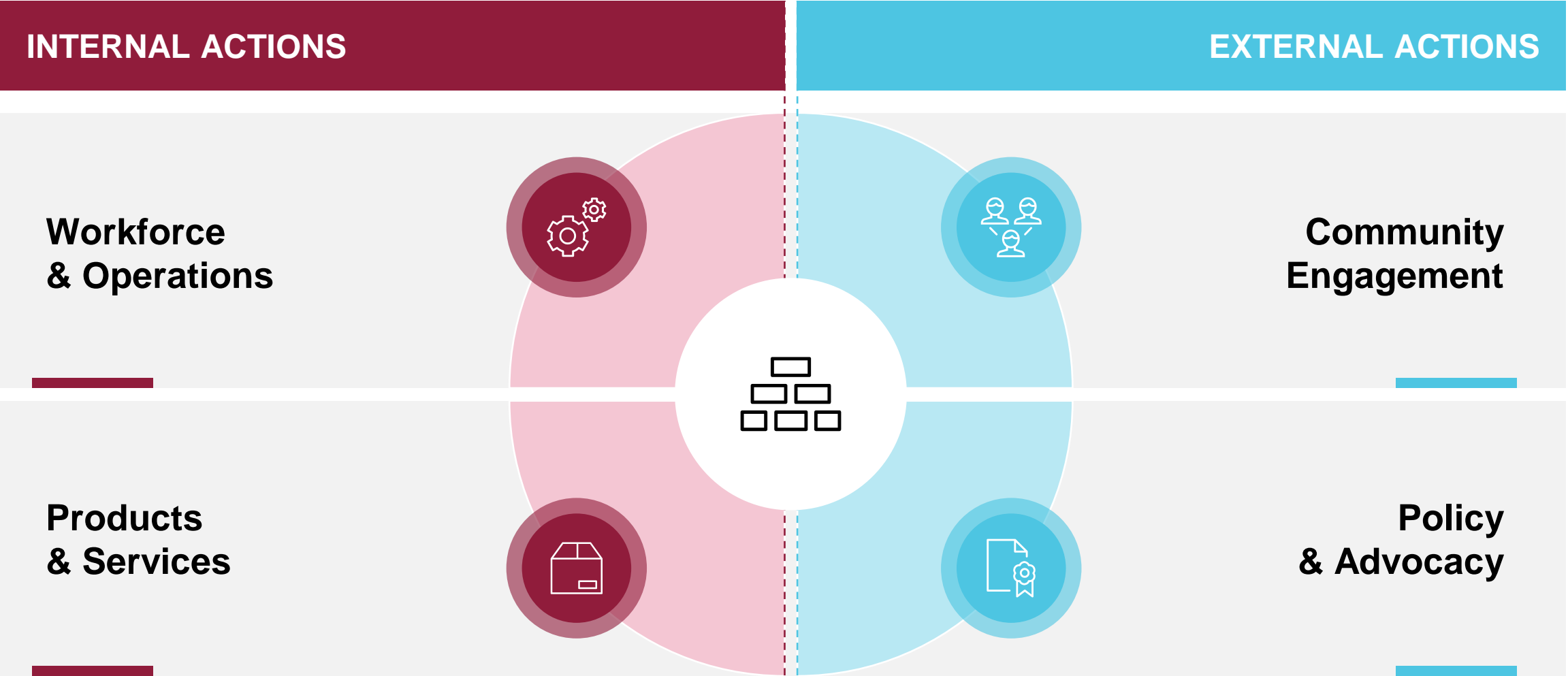


## Companies may intersect with the gun violence value chain at multiple points

Gun Violence Value Chain	Business Activities (e.g.,)	Types of Businesses Involved
How guns are financed	<ul style="list-style-type: none"><li>• Credit/loans to gun manufacturers or retailers</li><li>• Credit/loans to individuals who buys guns</li></ul>	<ul style="list-style-type: none"><li>• Consumer and business banks</li><li>• Investors</li><li>• Third-party payment processors (e.g., online payment systems)</li></ul>
How guns are made	<ul style="list-style-type: none"><li>• Gun or gun-related products manufacturers</li><li>• R&amp;D in guns and weapons (i.e., making guns safer, smarter gun safes)</li></ul>	<ul style="list-style-type: none"><li>• Manufacturing</li><li>• Web services</li><li>• Research and development</li></ul>
How guns are distributed	<ul style="list-style-type: none"><li>• Retailers (online and in-person) selling guns, gun-related accessories, or facilitating the sale of guns</li><li>• Retailers (online and in-person) selling materials that promote gun violence (e.g., t-shirts with guns printed on them)</li></ul>	<ul style="list-style-type: none"><li>• Direct gun retailers</li><li>• Dealers &amp; other indirect gun retailers selling products associated with gun violence</li><li>• Web services</li></ul>
How gun violence is promoted	<ul style="list-style-type: none"><li>• Advertisements for guns and gun-related goods (print and online)</li><li>• Online content by individual users through social media</li></ul>	<ul style="list-style-type: none"><li>• Retail</li><li>• Media</li><li>• Tech</li><li>• Schools</li></ul>
Where gun violence happens	<ul style="list-style-type: none"><li>• In retail and service locations, hotels, transportation where employees, business partners, and consumers interact</li><li>• In offices, factories, distribution centers, etc.</li></ul>	<ul style="list-style-type: none"><li>• All companies are at risk of experiencing gun violence</li></ul>

Even if your company does not directly source guns or gun-related products, a supplier may be providing them for other companies, a retailer may be selling them, or a marketing partner may be promoting them.

# A Framework for Corporate Action to End Gun Violence



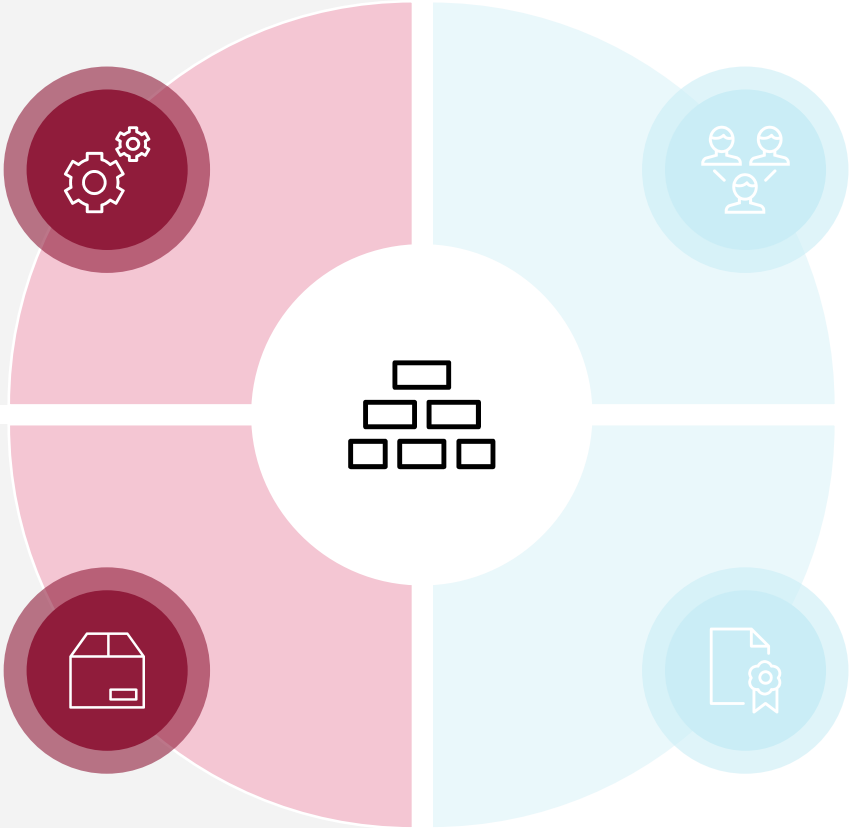
# INTERNAL ACTIONS: Workforce & Operations, Products & Services

It is likely that **members of a company's workforce** will be impacted directly or indirectly by gun violence.

Promoting gun safety internally could **strengthen survivor support for impacted employees, prepare workforces for experiencing gun violence, and decrease the likelihood of gun violence taking place within a company.**

All companies **make up part of a value chain** or employ **workers who will be impacted** by gun safety laws.

Companies should conduct due diligence to assess risks to people, including in their own **operations and suppliers, and through the provision of products and services and marketing.**



# EXTERNAL ACTIONS: Community Engagement, Policy & Advocacy



# Getting Started: Engagement Checklist

Five action items for your company to start taking action on ending gun violence:



- ➔ **Assess** where your company intersects with the gun violence value chain.
- ➔ **Review** Employee Health and Safety policies and products and services to ensure gun safety provisions are included to keep employees and customers safe.
- ➔ **Raise awareness** within your organization on gun safety, including education, and training.
- ➔ **Support** and partner with civil society organizations at the national level and in local communities working on gun safety and ending gun violence and conducting outreach.
- ➔ **Participate** in national and state-level sign-on letters and policy advocacy to support gun safety regulations.


# Industry Deep Dives

The Toolkit includes in industry deep dives for:

- Retail
- Financial Services
- Media and Social Media
- Technology
- Healthcare Services and Facilities


### Retail | Intersections with the Gun Violence Value Chain

#### How guns are made




Retail companies with their own brands may have direct and indirect ties with gun manufacturers, as gun manufacturers can be related to companies selling a variety of products aside from guns and firearms (i.e., parent or subsidiary companies).

#### How guns are distributed




Distributors of guns and

#### How gun violence is promoted



Gun violence may be


#### Where gun violence happens





Gun violence can take place


### Retail | Actions to Promote Gun Safety

Given the intersections with how guns are made and distributed, and how gun violence is promoted and where it occurs, Retail companies should consider the following actions.

**STAGE 1**

**STAGE 2**

**STAGE 3**

**STAGE 4**

Evaluate where products and services intersect with the gun violence value chain

- Assess own operations (i.e., gun/accessories manufacturing, gun/accessories distribution)
- Assess supplier relationships to understand where and parent/subsidiary companies may intersect

Develop action plan to eliminate products that encourage gun violence

- Prohibit carrying of guns and firearms in retail locations
- Remove imagery that

Integrate gun violence prevention in products and marketing

- Develop products and services that respond to the company's intersections with the gun violence value chain

Define a policy of a value chain free from gun violence, including management to support implementation and relevant targets and KPIs

### Retail | Reviewing Supplier Relationships that Intersect with Gun Violence

#### Update: REI statement on relationship with Vista Outdoor

Jul 8, 2019

Today, we notified our merchants that we will resume orders with Giro, Bell, CamelBak, Blackburn and Camp Chef on the news that their parent company, Vista Outdoor, has secured a buyer for Savage Arms.

REI orders of Vista-owned brands have been on hold since March 2018. At that time, Vista Outdoor chose not to engage in the national conversation about common-sense gun safety solutions that followed the tragic mass shooting at Marjory Stoneman Douglas High School in Parkland, Florida.


REI does not sell guns or ammunition, and does not oppose hunting or the Second Amendment, but we believe companies that profit directly from the sale of guns have a civic responsibility to engage in the national discussion about gun safety, as Dick's Sporting Goods, Walmart and others have done.

We understand and respect that our members and employees enjoy life outside in many ways — including hunting.

In 2018, REI suspended its relationship with Vista Outdoor, the parent company for Savage Arms which manufactures guns, "including modern sporting rifles". Given Vista Outdoor's silence on gun safety and failure to support common sense gun safety solutions, REI placed a hold on Vista Outdoor's subsidiary companies (Giro, Bell, CamelBak, Blackburn and Camp Chef).

In 2019, Vista Outdoor secured a buyer for Savage Arms and REI announced it would resume orders with the company's subsidiaries.

REI Statement on Relationship with Vista Outdoor



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# Thank You

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BSR™ is an organization of sustainable business experts that works with its global network of the world's leading companies to build a just and sustainable world. With offices in Asia, Europe, and North America, BSR™ provides insight, advice, and collaborative initiatives to help you see a changing world more clearly, create long-term business value, and scale impact.

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