

China Women in Factories Intro and Progress Update 中国工厂女工培训项目 进度介绍



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BSR®

The Business of a Better World

Program Goals

- ✓ A unique training opportunity to invest in your factories and workers and address emerging supply chain challenges

Supply Chain

Factory will benefit from an improved human resource and improve overall business competitiveness

Factory HR Systems

Capacity Building to Build Internal Pipeline of High-Potential Workers Leaders

Women Workers

Work and life skills training

Goals & Milestones

45 factories

across all industries

4,500

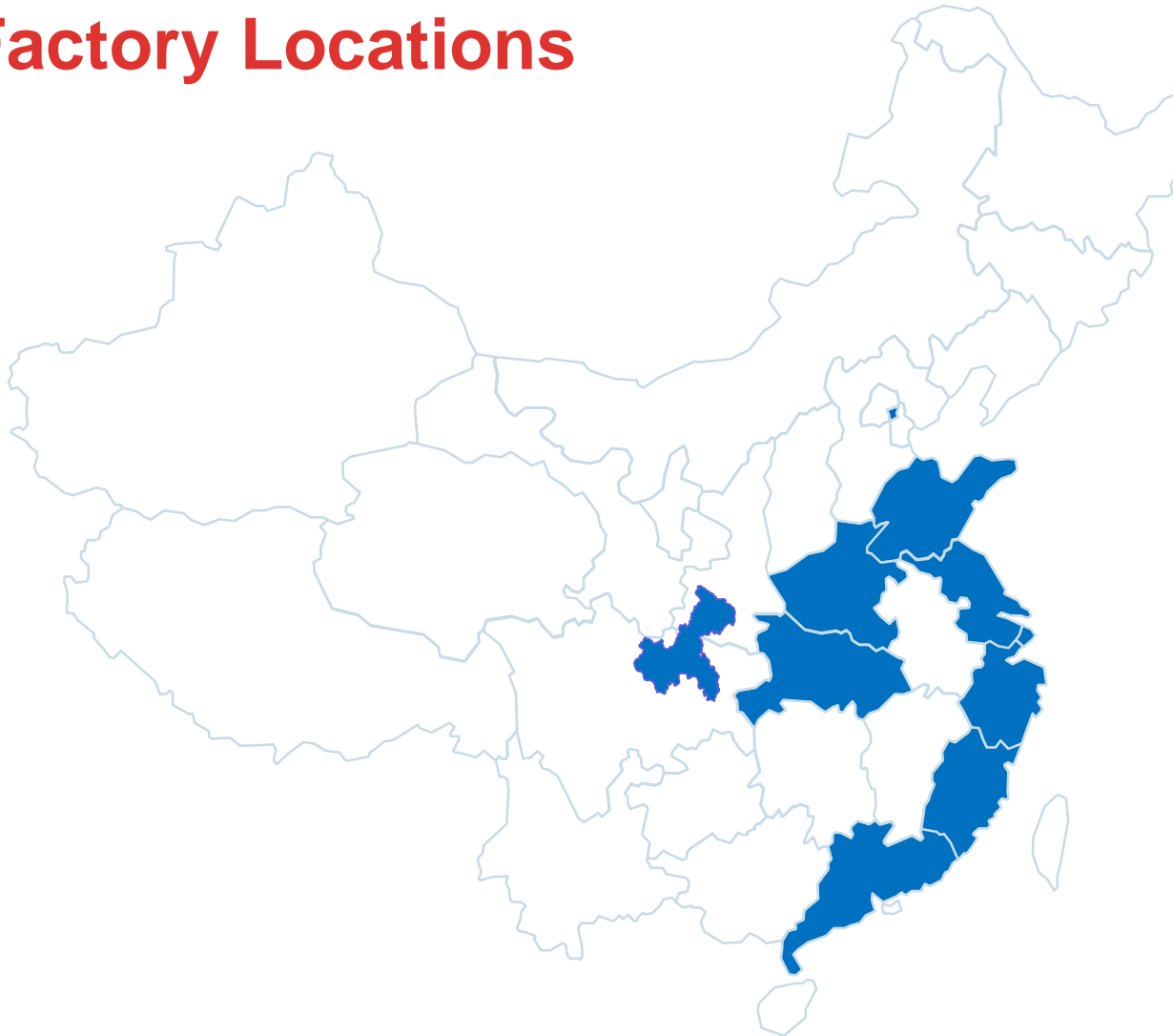
high potential female workers will
receive advanced training

26,600

women workers will be equipped
with foundational work and life
skills

1. **45** factories in the program from different industries
2. Participating brands include: Adidas, Avery Dennison, Boden, Brooks Sports, Dell, HP, Jabil Circuits, Samsung, Starbucks, PVH, Twinings
3. As of August, **26,352** Women workers have completed 80% of Foundational Training, **269** high potential women have completed 80% of Advanced Training
4. Regular articles have been posted through WiF WeChat, with **3631** readers

WiF Factory Locations



Why do factories participate in WiF?

- Required by brands



- Want to improve factory image (sweat shop)
- Retain talent
- Develop trainers for internal programs
- Empower female workers

Interactive Training Style



✓ **Interactive & Engaging Games**



✓ **Real Case Discussions**

✓ **Personal Sharing**

✓ **Team Culture Building**



WiF Highlights



Initial Assessments
Dec '13 - Feb '14



Launch
Mar '14



Wave 1 Foundational
Training Started
May '14



Walmart Foundation Pres.
Kathleen McLaughlin visit
Aug '15



Annual Conference
Sept '14



Wave 2 and 3 Launch
Oct '14, Jan '15

Two Main Training Programs

1. Foundational (15 hrs)

- BSR will support factory to ***develop factory's training capacity*** by:
 - Provide factory with training curriculum,
 - Provide 15 hours training to factory internal trainers, and
 - Integrate curriculum into factory new workers' orientation

2. Advanced (75hrs)

- BSR will train directly high potential workers in various life and work skills and equip them to be future leaders in both work and family life.

Training Curriculum

Foundational
(15 hours)

1. Just Arrived

- New employee adaptability
- Effective communication
- Pressure & emotion management

2. Staying Healthy at Work

- OHS
- Reproductive Health

3. Thinking Longer Term

- Financial & life planning
- Career development
- Continues learning



Training Curriculum

Advanced (75 hours)

1. About Workers in Factory -3 hrs

2. My Confidence -21 hrs

- Public speaking
- Gender equality
- Emotion management
- Problem analysis and judgement making

3. My Life – 24 hrs

- Health and exercise
- Female reproductive health
- Parenting
- Financial planning

4. My Skills – 24 hrs

- Becoming a line leader
- Building a team
- Managing the new generation of workers
- Production workshop

5. My Learnings – 3 hrs

- Worker's case sharing
- Graduation ceremony

Impact and Measurement

- BSR will work with factories to identify key performance indicators (KPI), which could include workers sense of belong, productivity, defect rate, worker-management communication, absenteeism, etc.



Quantitative



Qualitative

- BSR will work with factory to collect data when possible, which may include turn over rate, absenteeism, defect rate, productivity, etc.
- Pre and post program survey will be conducted in factories which include questionnaires, interviews, and focus group discussions to collect business cases
- Case studies homework are designed within the curriculum to help workers to put learning into action, and communicate on successful stories
- Anecdotes from trainees, trainers, management and stakeholders will illustrate the above
- High tech will be used including Pad or WeChat to allow the survey efficiency.

Initial Achievement

- **70%** of employees say that foundational trainings helped them better adapt to factory work
- About **72%** of employees said the skills learned in the foundational training helped them better solve problems in their personal lives and at work
- **80%** of factory trainers said their self-confidence and communication skills improved

Participating factories

- Wave 1**

	Factory Name	Participating Brand
1	ALCO ELECTRONICS FACTORY 东莞爱高电子有限公司	Walmart
2	HAIRISHEN ELECTRICAL (SHENZHEN) LTD. 海日升电器制品（深圳）有限公司	Walmart
3	INTEX INDUSTRIES (FUJIAN) CO. LTD 明达实业（厦门）有限公司	Walmart
4	JABIL Circuit (Guangzhou) Ltd.	Jabil
5	SHENZHEN FENDA TECHNOLOGY CO. LTD 深圳市奋达科技股份有限公司	Walmart
6	赐昌鞋业（深圳）有限公司	Brooks Sports
7	ZHUHAI SHICHANG METALS LTD. 珠海世鋁金屬有限公司	Walmart
8	DONGGUAN SINOHOME LTD 東莞賽諾家居用品有限公司	Walmart
9	HOPLUN 河源合隆制衣有限公司	Walmart
10		

Participating factories

- Wave 2

	Factory Name	Participating Brand
1	SHENZHEN NANLING TOYS PRODUCTS LTD. 深圳南岭玩具制品有限公司	Walmart
2	HAYCO ENTERPRISES (SHENZHEN) LIMITED 喜高实业(深圳)有限公司	Walmart
3	GOLDEN PRENE ENTERPRISE CO., LTD. 東莞廣上運動用品有限公司	Walmart
4	High Fasion/ Dongguan Dalisheng Fashion Co., Ltd. 東莞達利盛時裝有限公司	Boden
5	Marshallom Metal Manufacture (HuiZhou) Co.,Ltd 美盛隆制罐 (惠州) 有限公司	Twinnings
6	Zerong 东莞泽荣箱包有限公司	Adidas
7	宝嘉创业制衣厂 (云浮) 有限公司 Bowker Venture Garment	Adidas
8	Wistron InfoComm(ZhongShan) Corporation	HP
9		
10		

Participating factories

- Wave 3

	Factory Name	Participating Brand
1	Chicony Wujiang	HP
2	Lite-on Changzhou 光宝科技(常州)有限公司	HP
3	昆山順陽電子科技 有限公司	HP
4	Ningbo Shenzhou 宁波申洲有限公司	Adidas
5	Jiangsu Tianyuan 江苏天源服装有限公司/苏州天源服装有限公司	Adidas
6	ZHEJIANG HENGFENG TOP LEISURE CO., 浙江泰普森休閒用品有限公司	Walmart
7	苏州三星电子电脑有限公司	Samsung
8	苏州三星电子有限公司 苏州三星电子家电有限公司	Samsung
9	RCI Premium Toys (Luoning) Ltd 中扩赠品玩具 (洛宁) 有限公司	Starbucks
10		

Participating factories

• Wave 4

	Factory Name	Participating Brand
1	东莞茂志针织有限公司	PVH
2	惠州三星电子有限公司	Samsung
3	富士康科技集團 NEW PCEBG事業群	Foxconn
4	LiteOn Silitek Electronics (DongGuan) CO., LTD 旭丽电子（东莞）有限公司	HP
5	PMI Joinease Plastic & Metal Products (HuiZhou) Co. Ltd	Starbucks
6	DONGGUAN KENXIN PLASTIC & METAL PRODUCTS CO., LTD. 東莞建興塑膠五金制品有限公司	Starbucks
7	La Rose Noire 东莞黑玫瑰食品有限公司	Starbucks
8	Mao Ming Passion sports company limited 茂名栢信體育用品制造有限公司	Walmart
9	Avery Dennison 广州南沙艾利丹尼森	Walmart
10		

Participating factories

• Wave 5

	Factory Name	Participating Brand
1	MiTAC Computer (SHUN DE) LTD 佛山市顺德区顺达电脑厂有限公司	HP
2	Avery Dennison Suzhou 艾利 (苏州) 有限公司	Walmart
3	YINGDE CALTAK SHOES INDUSTRIES LTD. 英德市嘉德鞋業有限公司	Walmart
4	RAYMOND ELECTRICAL APPLIANCE DEVELOPMENT CO. 利民 (番禺) 电器发展有限公司	Walmart
5	FUJIAN MEIMINGDA SHOES DEVELOPMENT CO., LTD. 福建美明達鞋業發展有限公司	Walmart
6	SHENZHEN DANLI TOYS CO., LTD. 深圳市丹尼玩具有限公司	Walmart
7	Keysheen Industry (Shanghai) Co., Ltd 基胜工业 (上海) 有限公司	Walmart
8	Hongfujin Precision Industry (Wuhan) Co., Ltd 鸿富锦精密工业 (武汉) 有限公司	HP
9	Inventec (Chongqing) Corporation 英业达(重庆)有限公司	HP
10	Loftex China Ltd 山东滨州亚光家纺有限公司	Walmart



The best part?

Developing workers' confidence and communication skills

“In the past, when we had training, the format was “The teacher talks. The students listen.” After taking your [BSR's] class, I realized that there's another way to teach a class. Training can be interactive and fun.”

Pan Ruijun, Line Leader and Trainer at Intex Industries



Developing workers' productivity

“Before there were 3 people [testing and charging the electronics], I decreased it to two people. After listening to the teacher’s class on Continuous Improvement, I decreased it to one person. We are continuously thinking of new ways to improve our processes.”

Li Yinghua (李迎华), line leader in the Quality Control department at Harishen Electronics



Developing the capacity of the factory HR department

“To be a good trainer I need to have a very open attitude, I need to constantly practice and learn from my mistakes to make my trainings even more effective.”

Zhao Qingqing, Trainer at Alco Electronics



Questions?

A woman with dark hair, wearing a black dress with a white floral pattern, stands and speaks into a microphone. In the background, another woman in a colorful floral dress is seated and smiling. The scene is set in a room with a large window showing a bright outdoor view.

Worker Stories + Q&A

工人成长经历分享 & 问答

Katrina Zhou 周燕华, BSR

“沃尔玛女工培训项目是一项伟大的工程，它所传授的就业、领导和生活技能，无疑都是学员们永远的精神财富。我将会履行自己传道、授业、解惑的责任，我希望更多的女性朋友及其家庭从中受益。”



覃昔春
喜高实业(深圳)有限公司
基础培训讲师



何慧
赐昌鞋业(深圳)有限公司
深度培训学员

“女工培训项目教会我我不是一个人在工作，而是在一个团队里。我是团队表现不好，就会影响到团队里的所有人，所以每个人都要认真投入才能把工作做好。”

“以前，我只有在产品退货后，才会追溯原因，纠正错误，当我学习了持续改善课程后，才明白，要想不断提高产品质量，平时工作中就要多看，多想，寻找新的方法。”



李迎华，海日升电器制品(深圳)有限公司
深度培训学员



尚新爱
纬创资通(中山)有限公司
基础培训讲师

“最初刚进公司的时候真的很困惑，感觉和员工在沟通上存在着很大问题，特别是90后的员工……根据员工的差异化和需求的不同，我也转变了管理思路，在工作上我们是干部与员工，下了班我就像朋友一样通过微信这样的平台去和员工聊天。”

中国工厂女工培训项目 (WiF) 项目项目评估与分析

2015年9月 | Medea



BSR®

The Business of a Better World

- 项目评估目的
- BSR评估方法
- 我们的发现



为什么要做这个项目？

这项目对我的工人带来什么影响？

做这个项目对工厂能有什么收益？

做这个项目对我们品牌有什么收益？

有什么实质性的数据能支持项目的产出？

为什么？

对工人影响

自信心

沟通能力

与同事、上司之间关系

责任心

改善健康、理财、亲子意识

对工厂影响

员工认同度

工人流失率、出勤率

工人的生产效率

一线管理的综合能力素质

培训团队的能力、培训体系

对品牌影响

供应商能力提升

供应商对员工持续发展的关注

品牌对供应商的影响力

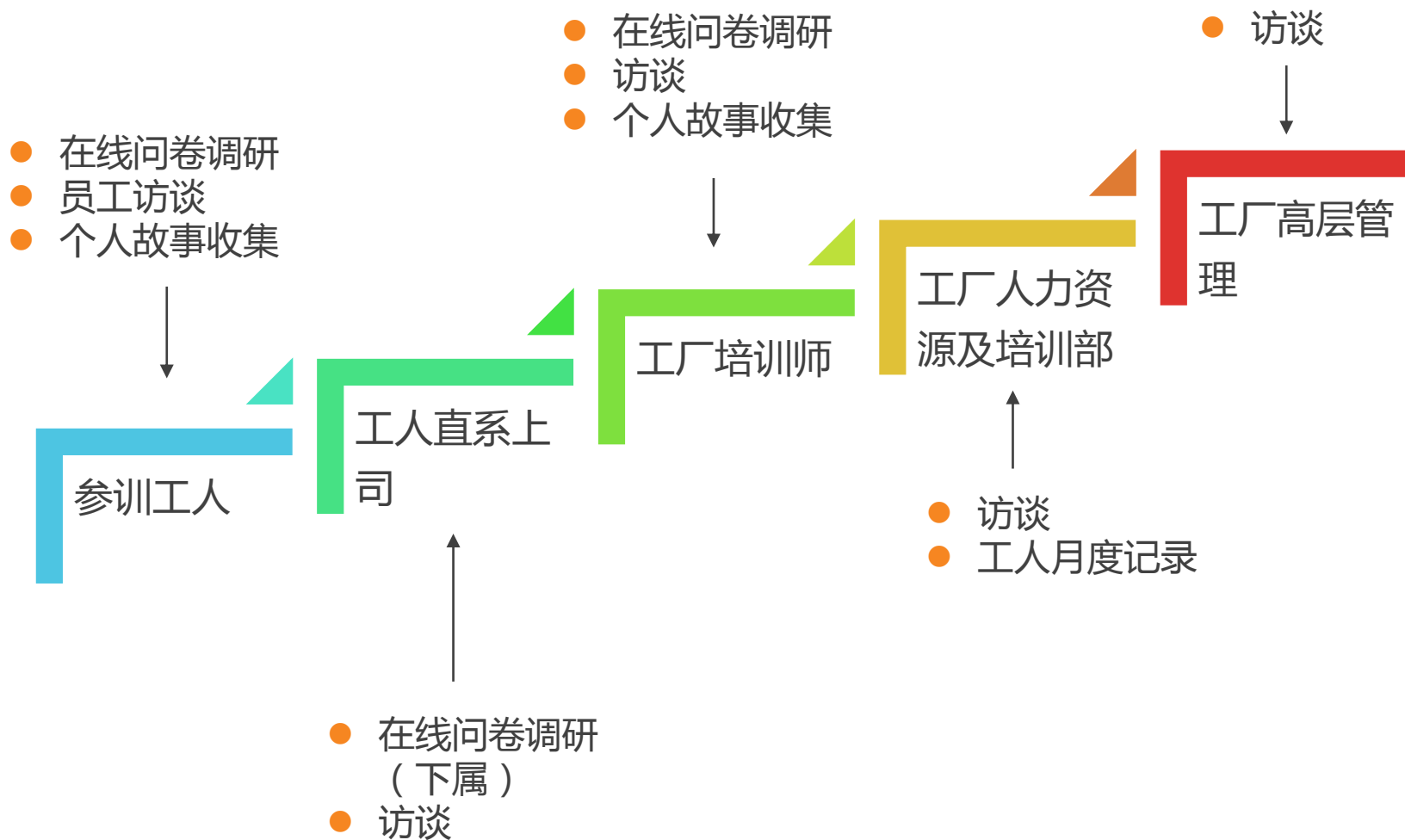
对BSR和出资方影响

提升女性工人意识

帮助工厂解决部分难题挑战

促进工厂对工人发展投入的意识

吸引更多工厂、品牌持续参与



我们在项目评估中的发现...



问与答