



WashU Trademark Licensing Program Corporate Social Responsibility (CSR) Baselines

For the WashU Trademark Licensing Program, CSR is a foundational principle, and we take CSR into account when making licensing decisions. The following CSR Baselines provide our licensees with a roadmap toward success in our program.

Basics

- All licensees should have a Workplace Code of Conduct for their factories, suppliers & contractors. The Workplace Code standards adopted by each licensee should meet or exceed those of the [Fair Labor Association \(FLA\) Code](#), based on International Labour Organization (ILO) standards.
- All licensee Codes should be posted on an easy-to-find public webpage.
- For all licensees, even small companies that manufacture “in-house”, a clear CSR staffing plan should be in place. CSR should be part of appropriate job descriptions, and performance evaluation of appropriate staff should include CSR responsibilities.
- Ideally, there would be at least one staff member dedicated to CSR, and there would be a clear process for how the entire organization is made aware of the company’s goals in CSR and how it affects its work.

Stewardship

- Meet the FLA disclosure and transparency requirements:
 - Every six months, disclose collegiate factories, intermediaries, and a complete list of university licensors in Fair Factories Clearinghouse (FFC). *
 - Allow public disclosure of factory information.
- Beyond required manufacturing facilities disclosures to the FLA and licensing agencies, all licensee Tier 1 supply chain & manufacturing information should be posted on an easy-to find public webpage.
- All licensees should show clear progress toward tracing, mapping, and disclosing their “upstream” supply chain (beyond Tier 1, that is, beyond facilities that produce finished goods and facilities that apply logos).
- Show clear progress toward following all [guidance from the FLA regarding sourcing from China](#).
- All licensees whose supply chains encompass migrant workers should be signatories to the Commitment to Responsible Recruitment.

Engagement

- Communicate regularly with Exemplar Associates and WashU Trademark Licensing, including timely and complete responses to any surveys and questionnaires that are provided.

- Leverage the benefits of licensee membership in the FLA, encompassing newsletters, trainings, resource library, meetings, MyFLA platform, and FFC.

Sustainability

- In addition to their commitments to ethical conduct and economic sustainability, all licensees should embed measurable environmental and social sustainability goals and initiatives into their business operations and culture. Sustainability commitments should prioritize work on high-risk areas and include the most at-risk workers in the supply chain.

- Think beyond the products themselves, that is, consider the packaging, transportation, and resources expended in providing your services and fulfilling your WashU orders.

Innovation

- All licensees should work toward lean supply chains. Leaner supply chains are preferred, as are factory-direct relationships. Licensee-owned factories are ideal. That is, licensees with sourcing directed by an overseas, parent company or coordinated through a third-party agent are putting themselves at risk.

- Implement policies and programs to track and reduce negative environmental impacts. Example programs include, but are not limited to, company-wide policies to reduce waste, monitoring and lessening water and energy use in factories, embedding efficiencies for the transport of goods, recycling and repurposing fabrics, and the avoidance of single-use materials.

Education

- All WashU licensees are required to meet annual FLA Learning Requirements, the first of which being the requirement to participate in and complete the FLA e-Learning modules.

- Provide resources to buyers and customers, such as lists of sustainable products and educational articles about sustainable materials.

Additional Expectations for Internal / Promotional Product Licensees:

- Use only vetted and known responsible suppliers & brands

- Help identify and recommend new and additional suppliers & brands that support WashU's mission and values, that broaden our diversity and inclusion spending (i.e., minority- or veteran-owned), and/or further elevate our branded products program.

- Research and become knowledgeable about sustainable products and proactively recommend to campus buyers.

- Provide opportunities for campus buyers to learn about your company's CSR initiatives and WashU's CSR expectations.

* Per the FLA's disclosure expectations, the following applies, "In-scope factories include production locations (i.e., collegiate finished goods factories, decorators, embellishers, or factories where collegiate marks or logos are applied) and intermediaries (i.e., promotional products suppliers, agents)."