

Corporate Citizenship Personified

Douglas Cahn, Director of Human Rights Programs for Reebok, addressed a crowd of 80 students last Thursday evening in Hale Auditorium on his company's efforts to promote human rights both among its suppliers and through the Reebok Human Rights Award, which honors those under 30 years of age who have worked on behalf of human-rights causes.

Reebok's involvement with human-rights issues began 10 years ago, when it was approached by Amnesty International to sponsor its "Human Rights Now" concert tour. The company began implementing its Human Rights Production Standards, which are written into the contracts of all Reebok suppliers, over five years ago.



Photo by Andre Picentino