

★ MARCH HIGHLIGHTS

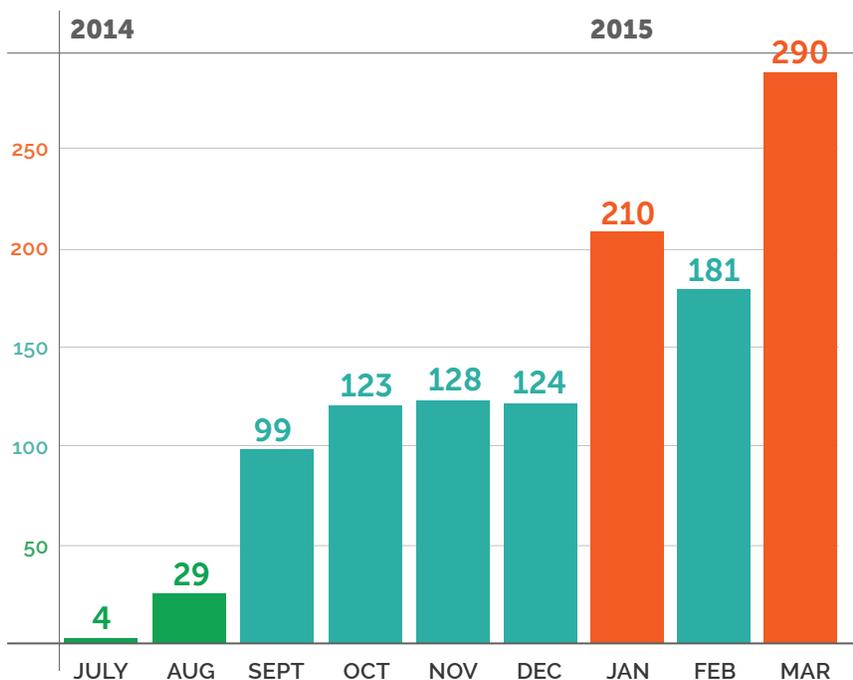
Increase in Issues Reported, Workers with Access to Helpline Remains the Same

The number of issues reported by the Amader Kotha Helpline rose to 290 in March led by 3 calls about active fires and 1 call about locked exits/blocked egress. 70 safety calls of a non-urgent nature were also reported (see *This Month's Findings*, page 2).

Analysis and observations about 2015 call trends can be found in *A Closer Look* (see page 3) as workers demonstrate different behaviors following the close of the pilot period and completion of Helpline training programs at 280+ Alliance factories. The overall number of workers with access to the Helpline remained the same at 537,214.

Finally, we take a moment to look at the value of call trend data to provide insight into Helpline effectiveness and we commemorate 25 years of Phulki leadership in improving conditions for women and their families in the Bangladesh workplace (see: sidebar, *FEATURE: Call Trends Provide Insight Into Helpline Effectiveness; Phulki Celebrates Jubilee Year*).

SUBSTANTIVE ISSUES REPORTED TO HELPLINE



Only issues that occurred in Alliance factories are shown.

FEATURE: Call Trends Provide Insight Into Helpline Effectiveness; Phulki Celebrates Jubilee Year

CALL TREND INSIGHT

Recent call trends provide insight into ways to improve Helpline effectiveness (see *A Closer Look*, page 3). For example, 72 % of workers calling about a substantive issue in 2015 have called the Helpline in the past. From this we conclude that confidence in the Helpline is high for those who have used the Helpline before. But what about workers who have not called the Helpline? For them, we wonder if information about the Helpline is getting through. What can be done?

In this case, Helpline assessments will be important to help clarify whether more effort will be necessary to make sure there is broad worker awareness of the Helpline. Assessments are a major component of the Helpline initiative going forward, including spot checks made by Alliance member

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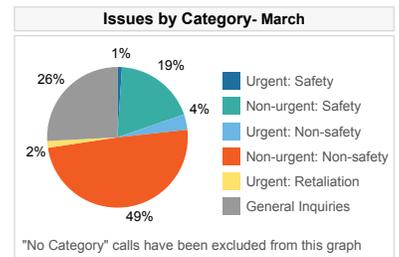
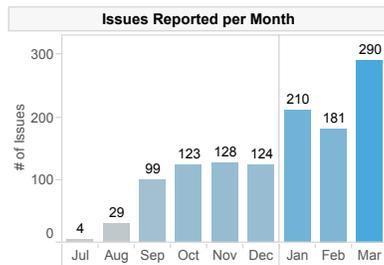
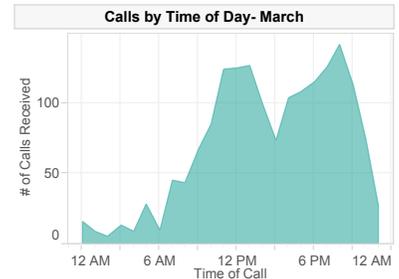
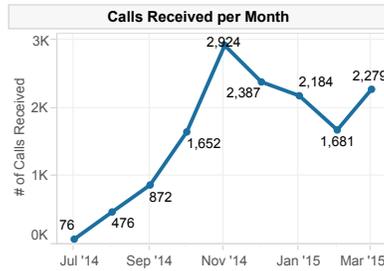
THIS MONTH'S FINDINGS

KEY FINDINGS INCLUDE:

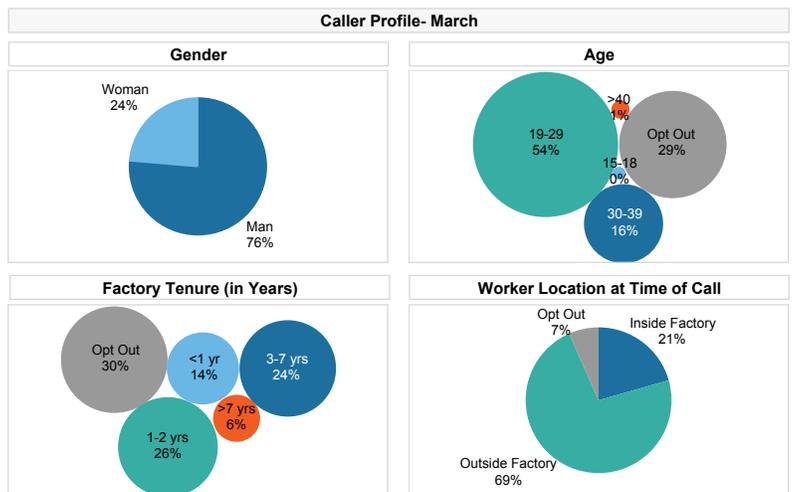
- **2,279 calls were placed to Amader Kotha in March** for a total of 14,531 calls received to date.
- **290 substantive issues were shared with the Helpline** from workers at Alliance factories in March. Consistent with last month, the two most commonly-reported issues were related to compensation and non-factory fires.
- **24 urgent issues were reported to Amader Kotha this month**, four of which were related to worker safety. Three of the four workers who contacted the Helpline with urgent safety issues this month called about the same active factory fire; the Helpline immediately contacted the fire department and the fire was controlled within one hour of the initial call, with no worker injuries reported.
- **The Helpline received calls around issues at 23 non-Alliance factories in March.** Most of these calls were from people who learned about the Helpline from an Alliance factory worker or a Helpline pocket card. Some calls also came from Alliance factory workers calling on behalf of friends/relatives at non-Alliance factories.
- **As in previous months, workers continued sharing non-factory issues with Amader Kotha in March.** For example, 60 people called about active fires in their communities. A handful of workers from Alliance factories also called to report fires at other, non-Alliance factories.
- **The Helpline received fewer general inquiry calls in March.** General inquiries made up 26% of substantive issues this month, down from 31% in February. The majority of these callers had Helpline or factory policy inquiries, though some also called about domestic issues, including domestic violence and health-related questions.
- Women made up 24% of callers reporting substantive issues in March, similar to previous months. However, **women have been increasingly active in calling to test the Helpline this year**, with the share of test calls placed by women rising from 24% in January to 43% in March, for a total of 315 test calls placed by women this month. This may indicate a growing sense of trust in the Helpline among women.

NOTE: Detailed call data is provided to the Alliance for distribution to Alliance member companies after factories have had the opportunity to verify and respond to information provided by workers.

Total number of calls may reflect multiple calls about the same issue.



Top Three Issues Reported by Category- March		Issues Reported- 290
Urgent: Safety	Fire - Active (factory)	3
	Locked exit/blocked egress route	1
Non-urgent: Safety	Fire - Active (outside factory)	60
	Lack of adequate drinking water	6
	Inadequate facilities/hygiene	4
Urgent: Non-safety	Physical abuse	6
	Forced labor	4
	Workers unrest/strike	3
Non-urgent: Non-safety	Compensation - Wages	64
	Compensation - Benefits	53
	Compensation - Overtime	20
Urgent: Retaliation	Helpline Retaliation	6



Progress to Date	
Provided Access to Helpline	Calls
# workers: 537,214	# calls received: 14,531
factories: 287	# outbound calls: 9,488

** Caller Profile data & number of issues reported do not include calls from "General Inquiry", "False", or "No category" issue categories.

*** Calls have been received from non-Alliance factories. For example, calls were received from 23 factories not listed as Alliance factories in March. These calls are included in the call volume and call time graphs above, but not included in the issue or caller profile visualizations.



A CLOSER LOOK: 2015 TRENDS

This month we take a closer look at call trends related to substantive issues reported in 2015. Workers are demonstrating different behaviors following the close of the pilot period and completion of Helpline training programs at 280+ Alliance factories. Notable trends include:

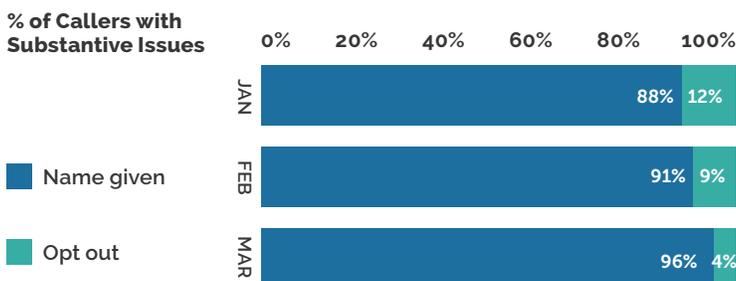
Continuity. Helpline usage in 2015 is consistent with 2014 in several areas. For example, most workers continue to call the Helpline from outside their factory, and the majority of callers are between 19-29 years old.

Peak calling time. More workers are contacting the Helpline in the evening, after finishing work at their factory. Call volumes in 2015 are peaking at 8-9pm, while most workers called the Helpline at 12pm and 4pm in 2014. This shift may reflect a change in the motivation for calling as the share of test calls decrease and substantive issue calls increase. The Helpline is reviewing call handling/staffing levels to accommodate an increasing number of evening callers.

Comfort sharing personal/identifying information. 96% of workers who called to report a substantive issue in March were comfortable sharing their name with the Helpline, up from 88% in January. About one in four callers in 2015 asked that their name not be shared with their factory.

Repeat callers over time. 72% of workers calling about a substantive issue in 2015 have contacted the Helpline with an issue or inquiry in the past. 84% of safety-related issues and 65% of non-safety issues reported in 2015 came from repeat callers. This illustrates both a positive and negative trend. It is positive that previous Helpline users are illustrating trust in Amader Kotha and reengaging as/when new issues arise in their workplaces. However, it also means Helpline training may have not reached all workers and/or some workers are hesitant to use the service. The Helpline is reviewing its training approach for further Helpline expansion and completing "refresher" training in factories where training has already been completed.

WILLINGNESS TO SHARE NAME



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Suraiya Haque, founder and executive director of Phulki (third from left), with senior Phulki staff at 25th anniversary celebration.

companies and Alliance staff and mobile phone based interactive voice response (IVR) surveying.

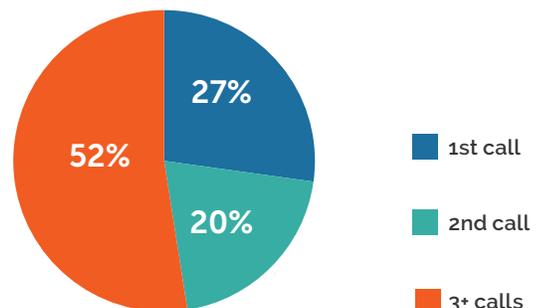
PHULKI JUBILEE

As one of the collaborating partners of the Amader Kotha Helpline, Phulki staff are the frontline of reporting workers' safety and other concerns.

Now in its 25th year, Phulki, or "spark" in Bangla, has brought light to thousands of disadvantaged women and their families. The specific interventions Phulki has spearheaded have changed over the years, but the objective has never waned—a better life for women and their families. With its unique ability to gain trust of both managers and workers in pursuit of its goals, Phulki continues to provide leadership in defining the way forward toward a more equal and just society in Bangladesh.

Congratulations to Phulki on its first 25 years!

CALLER HELPLINE HISTORY



WHO ARE WE?

Amader Kotha, or "Our Voice" in Bangla, is a unique collaboration among three project partners—Clear Voice, a project of The Cahn Group that operates hotlines and builds effective grievance mechanisms in supply chains; Phulki, a respected civil society organization working to improve the lives of workers and their families in Bangladesh; and Good World Solutions (GWS), a non-profit organization whose flagship tool—Labor Link—has reached over 200,000 workers. Each partner brings years of experience building innovative, best-in-class labor compliance programs in supply chains.

কিভাবে হেল্পলাইনে যোগাযোগ করবেন?

আপনার ফোনটি কল করার জন্য প্রস্তুত করুন

হেল্পলাইন নাম্বার ডায়াল করুন

আপনার কথা আমাদের জানান। আপনার পরিচয় গোপন থাকবে।

আমাদের কথা
ALLIANCE
WORKER HELPLINE

নিরাপদ কর্ম পরিবেশ
আপনার আমার লক্ষ্য
(Safe working environment is our goal)

ফোন করুন
[hotline number here]

নিরাপদ কর্ম পরিবেশ
আপনার আমার লক্ষ্য
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[hotline number here]

Clear Voice
Phulki
Good World Solutions

Information about Amader Kotha is publicized in factories

► **NOTE:** Moving forward, *Our Voice* will appear quarterly and continue to provide data, analysis and context for the information received by the Amader Kotha Helpline.