

CATALYST MEMBER CASE STUDY

BESTSELLER®

About the HERproject Partnership

Since 2010, BESTSELLER has partnered with HERproject to empower women workers across its supply chain, through workplace-based interventions on health, financial inclusion, and gender equality.

In 2019, BESTSELLER became a Catalyst Member of HERproject. As a Catalyst Member, BESTSELLER will take a leading role in accelerating the impact of HERproject by providing strategic advice and thought leadership, engaging its key suppliers as equal stakeholders in HERproject, and supporting the creation of tools and innovations.

BESTSELLER's HERproject Engagement



16

HERproject programs completed in BESTSELLER factories



8

BESTSELLER factories with HERproject programs in 2019



6

countries in which BESTSELLER has implemented HERproject programs



37,699

women empowered with knowledge and skills

Workplace Leader



Once, one of my co-workers told me that she was feeling pain in her lower abdomen. She also had a headache and loss of appetite and was sometimes suffering from fever as well. I took her to our company health care centre and the doctor gave her first aid treatment with two days medical leave and referred her to a specialist. A minor infection in her uterus was identified. She was taken for treatment according to the doctor's suggestions and now she is cured.

Kakoly Akter

Peer Educator, BESTSELLER Supplier, Bangladesh



Brand Leader



For almost a decade, BESTSELLER has collaborated closely with HERproject to create a fertile environment for women's empowerment. As a result of this framework, we have seen positive developments regarding the roles women play at workplaces, positive impacts on local communities, and increased business value thanks to more stability in our supply chain.

Vivian Dong

Chief Representative,
BESTSELLER Global Sourcing





What Value Does HERproject Bring for BESTSELLER?

BESTSELLER aims to contribute to a better tomorrow by using business as a force for good. For BESTSELLER, the benefits of empowering women are very clear: factories that invest in women’s empowerment experience reduced worker turnover, reduced absenteeism related to health problems, improved communication and social dialogue between workers and management, and higher productivity. Women who have access to information regarding their health and personal development can make better decisions for themselves and for their families.

Why Did BESTSELLER Become a Catalyst Member?

For almost a decade, BESTSELLER has been working with BSR and its local partners on creating an environment that enables women to develop and access resources for continuous personal development. As part of its Fashion FWD sustainability strategy, BESTSELLER will support 100,000 women in tier one factories to achieve workplace empowerment and improved life skills by 2025. To achieve this target and increase its impact, BESTSELLER has proudly become a Catalyst Member of HERproject.



How Does HERproject Fit into BESTSELLER’s Supply Chain Strategy?

BESTSELLER’s business activities involve thousands of workers across the world and influence a range of issues from workers’ rights, decent working conditions and the environment. BESTSELLER continuously works to improve its supply chain management to address these issues. Empowering women in its supply chain is essential to strengthening the supplier base, achieving a more stable and sustainable value chain and satisfying the needs of end-consumers, so will remain a key part of the overall strategy.



About HERproject

BSR’s HERproject™ brings together global brands, their suppliers, and local NGOs to implement workplace-based interventions on health, financial inclusion, and gender equality. Since its inception in 2007, HERproject has worked in more than 800 workplaces across 14 countries, and has increased the wellbeing, confidence, and economic potential of more than 850,000 women and 450,000 men.

Global Benefits of HERproject

HERproject delivers impact for women and for business:



Behavior

Women acquire the information and ability to access products and services necessary to improve health, finance, and gender equality outcomes.



Self-Esteem

Women strengthen their confidence and sense of self-worth to take charge of their lives.



Management Systems

Factories and farms adopt policies and practices that create inclusive workplaces.



Workplace Performance

Workplaces become more productive and businesses more profitable.



Workplace Relationships

Communication and interaction between workers and management become better and more effective.

Contact Us

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