

CATALYST MEMBER CASE STUDY

# NORDSTROM

## About the HERproject Partnership

Since 2007, Nordstrom 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, Nordstrom became a Catalyst Member of HERproject. As a Catalyst Member, Nordstrom 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.

## Nordstrom's HERproject Engagement



15

HERproject programs completed in Nordstrom factories



11

Nordstrom factories with HERproject programs in 2019



5

countries in which Nordstrom has implemented HERproject programs



16,500

women empowered with knowledge and skills

### Workplace Leader



*After the HERhealth training, we had much more knowledge of health issues and had learned to pay more attention to our physical health. I now know how to take care of my own body and I also understand how I can share this information with my colleagues. In life, knowing how to take care of your own body is important for yourself and for your family.*

**Hou Mei Yan**

Worker, Nordstrom Supplier, China



### Brand Leader



*We have invested in programs like HERproject for more than 10 years and have been pleased with their proven track record of arming factory workers with the skills they need to thrive both at work and beyond. Within individual factories, these programs have led to increased productivity, reduced absenteeism and improved worker satisfaction. They also have a ripple effect that benefits workers' families and communities.*

**Jennifer Jackson-Brown**

President, Nordstrom Product Group



## What Value Does HERproject Bring for Nordstrom?

Around 70 percent of Nordstrom’s employees are women, and women make up the majority of its customers and the world’s factory workers. Nordstrom therefore sees a commitment to women’s empowerment and gender equality as the right thing to do. HERproject provides a route to this goal. The peer educator model equips workers to train their coworkers, giving them the chance to build skills that are important to becoming leaders as well as knowledge that helps them support their families and communities.

## Why Did Nordstrom Become a Catalyst Member?

Nordstrom has committed to sourcing 70 percent of all Nordstrom Made products from factories that support women’s empowerment by 2023, reaching approximately 75,000 workers in China, Vietnam, India and Bangladesh. As a part of this, Nordstrom is committing to scaling its work with HERproject. Nordstrom is therefore keen to shape the direction of HERproject and take a proactive role in creating tools and innovations, which is the role that companies can play as Catalyst Members.



## How Does HERproject Fit into Nordstrom’s Supply Chain Strategy?

In addition to its Catalyst Membership of HERproject, Nordstrom is partnering with other organizations to offer factory workers the resources and support they need to thrive, such as other U.S. retailers who also use the factories that produce its products. Nordstrom believes that collaboration is a key to making meaningful, sustainable change, in this case partnering with other manufacturers within a factory.



## 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 HERproject

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