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AskYourTeam



ETHICAL VOICE SYSTEM

Delivering Supply Chain Integrity and Continuous Worker Wellbeing Improvements



Worker wellbeing can only be assured where every worker in the supply chain is given a voice

The AskYourTeam Ethical Voice system provides this and goes even further - ensuring ongoing feedback from all workers in a safe, anonymised, non-threatening way.

- > It can provide insights for an individual supplier or employer, giving them actionable information to make continuous improvements, reduce risk and measure progress in real time.
- > The same information can be aggregated up the supply chain to give the lead organisation total visibility, comparative data and the ability to measure progress throughout its supply chain so it can reward and recognise best practice and identify areas for improvement.

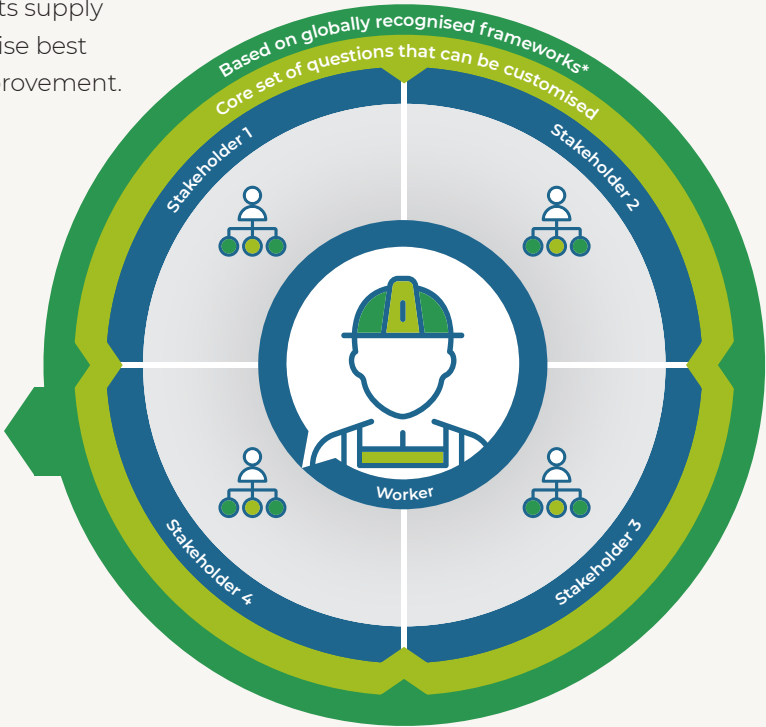
Ethical Voice gives organisations insights to ethical behaviour and supply chain integrity, making them part of the solution to reducing labour exploitation and modern slavery.

The Ecosystem Dynamics at play

This global language...



provides robust, standardised core data for benchmarking, research and comparative decision making.



***Based on globally recognised frameworks**



- Universal Declaration of Human Rights
- International Labour Organization
- United Nations Guiding Principles
- GRASP Certification standards

Reducing worker exploitation

Modern anti-slavery legislation enacted overseas in places like the United Kingdom, Australia, Germany, Sweden and the USA is affecting many New Zealand businesses.

The New Zealand Government is under increasing pressure from trading partners, NGOs and companies alike to implement similar legislation here. The government's procurement agencies now focus on achieving good health, safety and employment outcomes and there are plans to introduce a duty to prevent employment standards breaches.

The Ethical Voice system has been developed based on New Zealand employment legislation and globally recognised frameworks for labour and human rights.



Moving a social responsibility programme from compliance to value creation

Everyone's overarching goal is to create a self-driven ecosystem that naturally rewards and recognises employers with the best worker wellbeing cultures, protecting vulnerable workers, strengthening supply chains, meeting compliance obligations and identifying and driving out those with exploitative behaviours.


The development of Ethical Voice, a single-language, robust, scalable worker wellbeing feedback and measurement system, provides the potential (the 'magic sauce') for an ecosystem that drives continuous improvements to worker wellbeing.




This consistent best-practice research-based system allows equitable comparisons between and within sectors to enable choices to be made with integrity.

It involves stakeholders in the ecosystem recognising their roles and shared responsibilities and taking action to drive improvements, bringing their influence to bear to reward employers with the best results and at the same time allowing the stakeholders to leverage the benefits of their involvement in lifting worker wellbeing standards.



Stakeholder	Benefits enjoyed	Action required
<p>Government</p> 	<ul style="list-style-type: none"> > Makes it easier for organisations to meet regulatory standards around labour rights > Meets the goal of using all-of-government procurement to improve social outcomes and labour conditions > Strengthens procurement processes by including ethical practice measures > A method to reward transparent, ethical employers with supplier contracts to encourage good labour practices > Provides evidence that government is delivering on its commitment to eradicate labour rights breaches in its supply chains > Meets requirements of Pacific Island governments for their migrant workers coming to New Zealand > Enables the Labour Inspectorate to identify best practice/infraction hotspots in high-risk industries and get to hard to reach employees/workers - e.g. cleaning, security industries > Enhances NZ Inc reputation > Creates an NZ Inc positioning of the world's most ethical produce 	<ul style="list-style-type: none"> > Deliver Plan of action against forced labour, people trafficking and slavery > Create all-of-government procurement incentives for best-practice employers > Update procurement standards to include ethical standards, exclude bad-practice employers from procurement opportunities > Generate legislation that forces/rewards best practice around worker wellbeing > Support for other stakeholders contributing their carrots/sticks to the ecosystem > Align actions/focus/policies/procurement activities across government departments > Preferential treatment for migrant worker access for the best performers
<p>Industry bodies</p> 	<ul style="list-style-type: none"> > Demonstrates industry compliance > Enhances the reputation of your sector by adopting a proactive, holistic solution to address risks of worker exploitation 	<ul style="list-style-type: none"> > Collect consistent, aggregated data across your sector, promote best practice and use information to set policy and target advocacy and support where it's needed > Fund and co-ordinate sector-wide uptake > Provide resources and guidance on how to address problems/improve worker wellbeing > Reward participating organisations > Highlight and recognise best practice/biggest improvements > Co-ordinating workshops on common challenges > Develop resources for members
<p>Accreditations</p> 	<ul style="list-style-type: none"> > Improves auditability, develops audit-ready culture amongst participating organisations > Use the data to rapidly conduct social practice audits > Improves the robustness of your audits by giving all workers a safe, anonymous way to raise issues of concern > Scale your operations by utilising the latest technology and target by exception > Speed to market/frequency – move from a once a year intervention to continuous, real-time insights and measure of compliance 	<ul style="list-style-type: none"> > Mandate the use of Ethical Voice by members for the social practice/worker wellbeing component > Utilise the AskYourTeam Ethical Voice system to ensure the existence of a common language and all the benefits that accrue with this > Consider lighter-touch accreditation process if Ethical Voice is used regularly and results are improving over time

Stakeholder	Benefits enjoyed	Action required
<p>Employers</p> 	<ul style="list-style-type: none"> > Shows willingness to meet and exceed standards > Supports regulatory compliance and in keeping with best employment practices > Demonstrates transparency and commitment > Unlike existing audits that are one-off annual events and simply give you a licence to trade for another year, get real-time insight into your workforce experience and take action to address issues as they arise > A way to include hard to reach pockets of the workforce > Improves auditability, develops audit-ready culture > Meets needs of accreditation bodies > Improves relationships and trust with unions > Satisfies investor requirements > Delivers on ESG requirements > Meets procurement and supply chain requirements > Strengthens employer brand and reputation, enhances reputation with community 	<ul style="list-style-type: none"> > Sell the business benefits of good employment practice and independent verification of this to management team and people managers > Promote participation/use of Ethical Voice in supply chain, brand communications and recruitment activity > Encourage workforce participation > Deliver on findings and recommendations > Recognise and reward improvement/exemplars > Share findings with team, take action on recommendations
<p>Auditors</p> 	<ul style="list-style-type: none"> > Faster, robust audits of social practice > Meets needs of accreditation bodies > Indicates the transparency of an employer and willingness to address work-related issues > Provides a true picture of how all workers feel the company is working on labour issues > Focus resource and expertise on the biggest risk areas and stop wasting time in low/no-risk areas 	<ul style="list-style-type: none"> > Mandate/support the use of Ethical Voice by members > Participating in ecosystem data/feedback/improvements processes > Consider lighter-touch audit process if Ethical Voice is used regularly and results are improving over time
<p>Consumers</p> 	<ul style="list-style-type: none"> > Transparency of social practice to influence purchase decisions > Independent verification of compliance, not just self-declaration > Know that they are doing good by making conscious buying decisions and supporting ethical brands and products 	<ul style="list-style-type: none"> > Exercise choice, buying only where good social practice is substantiated and rewarding the best practitioners

Stakeholder	Benefits enjoyed	Action required
<p>Retailers / buyers</p> 	<ul style="list-style-type: none"> > Meets consumer and shareholder expectations to mitigate risks of worker exploitation in the supply chain > Protects and enhances your brand reputation by moving from mere compliance to value creation > Get real-time consistent data to identify potential threats, take action quickly and measure the impact of initiatives over time 	<ul style="list-style-type: none"> > Policies to mandate supplier participation in Ethical Voice > Create and offer procurement benefits for participants and recognise and reward the best participants > Support (financial and other mechanisms) for those that participate > Highlight the best-performing organisations and employers
<p>Unions</p> 	<ul style="list-style-type: none"> > Provides a safe and anonymous tool for workers to report on employment conditions. > Gives every worker a voice > Overcomes cultural barriers > Data and evidence to guide/focus support and activities > Provides a way to improve conditions and worker welfare 	<ul style="list-style-type: none"> > Develop consensus on how the tool is to be used – i.e. in a positive collaborative way to support improvements > Unions to encourage worker participation > Amend collective employment agreements to protect worker participation in Ethical Voice > Encourage workers to ask for this system in their employment negotiations (individual or collective)
<p>NGOs</p> 	<ul style="list-style-type: none"> > Delivers consistent, reliable information as the basis to drive broader social change and inform public policy 	<ul style="list-style-type: none"> > Use influence to drive broader social change and affect public policy > Collaborate to help improve labour and human rights outcomes > Support research into current practices, emerging issues and areas for improvement > Highlight the best employers > Encourage workers to ask for this system in their employment

The technology platform



Secure



Protect worker identity - confidential reporting by default



Scalable to thousands of workers



Multi-language for surveys



SMS, email, passcode, QR code, kiosk



Unlimited use



Any time



Real-time reporting



Aggregation and analytics



Dashboard reporting

Our system is a flexible, robust and scalable platform that collects data from tens of thousands of workers anonymously in organisations across multiple sectors.

We are acutely aware of the need to ensure that data is collected, transmitted and stored appropriately. AskYourTeam implements the NIST Cybersecurity Framework. All data is encrypted at rest and encrypted in transit. Our system is designed by default to protect the identity of the survey participants.

Partner programme

AskYourTeam has partnered with New Zealand Apples & Pears Inc. and New Zealand Ethical Employers (previously NZ Master Contractors Inc) who are working proactively to be leaders in social responsibility, ensuring they can demonstrate that vulnerable and at-risk employees are being proactively supported by their employers and enhancing our global trading position. A pilot programme has also been run with Building Service Contractors of New Zealand. To date, over 4,000 employees have participated in our surveys.



About AskYourTeam

AskYourTeam is ready and able to help. We're already an industry leader in helping our clients to lift business performance by gathering honest and anonymous insights from every person inside an organisation from the chief executive down.

We've collected data from more than 100,000 workers in businesses across many sectors to help lift the performance of organisations and improve employee wellbeing throughout New Zealand and around the world.

That's why we're bringing our technology to the important landscape of operational supply chain, worker wellbeing and human rights. By applying our real-time, transparent survey system to supply chains, we're offering the first simple and truly global solution to protect vulnerable workers, giving them a voice to say what's working well and where change is required, to verify and drive improvements in good social employment practice and enhance the reputation of the business with key stakeholders.



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