

# IMPROVING WORKERS' WELL-BEING

2012 PILOT SNAPSHOT

Levi Strauss & Co. is piloting a new approach with factories to support programs that will improve the lives of workers around the world. In running five factory-based pilots, the company is developing programs tailored to the needs of each workforce and showing how these investments not only transform lives, but also yield positive business results.



## 1 BANGLADESH

POPULATION: 161.1 million  
PER CAPITA INCOME (US DOLLARS): \$1,700

## 2 CAMBODIA

POPULATION: 14.7 million  
PER CAPITA INCOME (US DOLLARS): \$2,300

## 3 EGYPT

POPULATION: 83.7 million  
PER CAPITA INCOME (US DOLLARS): \$6,500

## 4 HAITI

POPULATION: 9.8 million  
PER CAPITA INCOME (US DOLLARS): \$1,200

## 5 PAKISTAN

POPULATION: 187.3 million  
PER CAPITA INCOME (US DOLLARS): \$2,500

### KEY WORKER FOCUS AREAS:

- Economic empowerment
- Education
- Good health
- Access to safe environment
- Equality



### NEXT STEPS:

**1. Get better information on worker needs:**  
Experienced local organizations will work with factory management to assess worker needs and to set a benchmark for progress. This allows for flexibility in meeting changing worker needs over time.

**2. Team up with industry stakeholders.**  
Along with CERES and BSR, the company is engaging local NGOs and other retail customers at these pilot sites.