

NEW BALANCE RESPONSIBLE LEADERSHIP REPORT CASE STUDY

An In-Depth Examination of Responsible Leadership Performance



OVERVIEW

Over the past several decades, New Balance has expanded its responsible leadership efforts to improve environmental performance in its products and operations, to set a high standard for social responsibility at contract manufacturing partner facilities, and to expand its philanthropic and community involvement efforts to communities it touches around the globe. In 2012, BWK helped New Balance prepare for their first comprehensive Responsible Leadership Report.

APPROACH

We worked with the Responsible Leadership team to identify goals for the report, key audiences, and relevant social and environmental indicators based on the GRI guidelines.

The report served as an opportunity for New Balance to create a baseline the company could use to measure progress in reducing future impacts, educate associates about Responsible Leadership initiatives, and a tool to communicate company goals to supply partners, retailers and consumers.

DELIVERABLES

Our role in the development of the Responsible Leadership report included guiding the collection of data, drafting report language, suggesting metrics for KPIs, and reviewing short- and long-term performance goals.

One of the challenges New Balance faced prior to our involvement in the Responsible Leadership Report was the multiplicity of data management applications and decentralized responsibility for collecting and maintaining data pertaining to Responsible Leadership.

From our experience preparing other CSR reports, we provided New Balance with a resource-efficient strategy for collecting data specific to the metrics identified for inclusion in the report.

Additionally, we suggested systems for institutionalizing data collection for future use and conducted interviews with knowledgeable New Balance associates to augment the quantitative data.

BWK organized, managed, and analyzed the collected data and incorporated the data into the draft Responsible Leadership report.

CLIENT SUCCESS

As the drafting process for the Responsible Leadership Report transitioned to the review process, BWK managed the internal review of the report and identified key reviewers. We worked closely with New Balance team members to answer any questions and partnered with external graphic design and copy editors.

Throughout the report's development, our team provided guidance to the Responsible Leadership team to make the report useful for all audiences. After the report was published, our team provided training sessions and materials to New Balance associates to build capacity and drive engagement across Responsible Leadership initiatives.

Today, a Responsible Leadership report is still published annually and can be found on New Balance's Responsible Leadership website.



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