Thank you for your enquiry relating to companies’ engagement with the Coalition to End Forced Labour in the Uyghur Region. On Adidas specifically, we welcome and agree with the fact that the company has undertaken many steps to address the risk of Uyghur forced labour in its supply chain. On rightsholder engagement, we can confirm that Adidas has had at least one meeting with Coalition representatives and sent written responses to our requests. However, we are not of the position that this equates to meaningful engagement with rightsholders any more so than many of its peers also benchmarked by Know the Chain, which have undertaken similar actions. Crucially, unlike several other large brands, the company has not committed to the Call to Action – which includes all the steps required to urgently mitigate against the risk of complicity in Uyghur forced labour, in line with the UNGPs, and the means by which a brand can provide a commitment and assurance to the Uyghur community and consumers that it is taking all meaningful steps.

*The Steering Committee of the Coalition to End Forced Labour in the Uyghur Region, April 2021*