

EN 15: Trademark Licensing

2 points available

Rationale

This credit recognizes institutions that join a monitoring and verification organization to help ensure that apparel bearing the institution's name is produced under fair conditions. By ensuring that apparel bearing the institution's logo is made under fair working conditions, institutions promote health, safety, and secure livelihoods for domestic and global workers.

Applicability

This credit applies to institutions whose logo is trademarked and appears on apparel, and have gross annual licensing revenue of \$50,000 (US/Canadian) or more.

Criteria

Institution ensures that apparel bearing its name/logo is produced under fair working conditions by:

- Maintaining current membership in the *Worker Rights Consortium (WRC)*, the *Fair Labor Association (FLA)*, or (for institutions outside the U.S., Canada, and the U.K.) an equivalent independent monitoring and verification organization that has been approved by AASHE¹; OR
- Adopting a labor rights code of conduct in its licensing agreements with licensees who produce its logo apparel without maintaining institutional membership in an independent monitoring and verification organization.

To qualify, a labor rights code of conduct must be consistent in all respects with the WRC Model Code of Conduct, the FLA Workplace Code of Conduct, or the International Labour Organisation (ILO) fundamental Conventions.

The companies, suppliers, and licensees that an institution works with may also participate in monitoring and verification organizations, thereby helping to ensure fair labor practices are applied throughout the supply chain, however these activities are not sufficient to earn points in this credit.

Scoring

An institution earns the maximum of 2 points available for this credit for being a member of an independent monitoring and verification organization. Partial points are available. An institution that is not a member of an independent monitoring and verification organization, but has adopted a labor rights code of conduct in its licensing agreements with the licensees who produce its logo apparel earns 1 point.

Reporting Fields

Required

¹ Email stars@aashe.org to inquire about program equivalence prior to submission.

- Is the institution currently a member of the following?
 - Worker Rights Consortium (WRC)
 - Fair Labor Association (FLA)
 - An equivalent independent monitoring and verification organization approved by AASHE

If reporting an equivalent that is not FLA or WRC, provide:

- A brief description of the independent monitoring and verification organization

If institution is not a member of a monitoring and verification organization:

- Has the institution adopted a labor rights code of conduct in its licensing agreements with the licensees who produce its logo apparel?

If yes, provide:

- The labor rights code of conduct for licensees (text or upload)

Optional

- Website URL where information about the institution's trademark licensing initiatives is available
- Additional documentation to support the submission (upload)
- Data source(s) and notes about the submission
- Contact information for a responsible party (an employee who can respond to questions regarding the data once it is submitted and available to the public)

Measurement

Timeframe

Report on current membership status and active codes of conduct at the time of submission.

Sampling and Data Standards

Not applicable.

Standards and Terms

Fair Labor Association

The Fair Labor Association (FLA) is comprised of apparel businesses, higher education institutions, and non-governmental organizations. Its mission is to promote compliance with international labor laws and standards.

Worker Rights Consortium

The Worker Rights Consortium (WRC) is an independent monitoring organization focused on protecting the rights of workers who make apparel and other products.