

adidas Group employee survey on corporate responsibility

End of 2005/early 2006 a survey was conducted among a representative number of employees from various departments of the adidas Group (sample: 350 employees excluding Reebok employees). The survey was designed to learn more about adidas Group employees' perception as well as their assessments and feedback on the topics of corporate responsibility and social and environmental affairs.

The general aim was to identify internal stakeholders and their expectations, analyse the level of knowledge concerning SEA within the adidas Group and evaluate services and deliverables of the SEA department.

Methodology

The research objectives of the study were defined as to:

- measure the importance of specific aspects of corporate responsibility,
- measure the satisfaction of the work provided by the SEA team from an employee's perception,
- identify strengths and weaknesses of the SEA department and its work,
- conduct an exploratory pilot study for further studies.

The methodology followed a two-way approach. In the first step relevant stakeholder and their expectations were identified by means of an exploratory study and desk research. In the fieldwork period a web-based survey within the adidas Group was carried out. The findings were to be documented in a research report.

Main Findings

The main Findings can be summarised as follows:

- Corporate responsibility is of great importance to the employees. Nearly all of the respondents consider CR-aspects as being rather important or even totally important. The main factors include the responsibility for providing good working conditions in the supply chain and caring about employee's needs.
- In total 65.4 % of the respondents express a positive judgment on adidas Group overall performance concerning corporate responsibility (fully meets expectations (37,9 %), exceeds expectations (22,7 %) up to outstanding performance (4,8 %).

- Complying with the company's rules is considered to be a key factor to reduce risks to the company and therefore increase the economic performance. Strict obedience to the SEA related topics should be incorporated in the company's every day work and helps in the long term to achieve the goals set. The survey shows that Corporate Responsibility should be addressed by higher management and implemented in all areas of the company.
- The employees of the adidas Group are generally very satisfied with the results of the SEA team. The vast majority (71,9 %) evaluate the work positive (fully meets expectations (47,8 %), exceeds expectations (17,4 %) up to outstanding performance (6,7 %).
Amongst the highest number of interactions with the SEA department rank the term of SEA policies and guidelines.
- Despite the overall satisfaction, internal communication should be improved. This would improve both the perception and satisfaction of employees which are/are not in contact with SEA in daily business. Using the results of constant employee satisfaction surveys as benchmarks, improvements and changes can be tracked and action be taken.
- Comparing the results evaluating SEA and CR performance, the majority of the respondents expressed high satisfaction:
 - Respondents assessment of performance concerning corporate responsibility: fully meets expectations (37,9 %), exceeds expectations (22,7 %) up to outstanding performance (4,8 %).
 - Respondents assessment of performance concerning results of SEA team: fully meets expectations (47,8 %), exceeds expectations (17,4 %) up to outstanding performance (6,7 %).