Bangladesh Brand Representative Survey

Overview

After consulting with both trade unions and suppliers within the Bangladesh Ready Made Garment (RMG) sector, the Business & Human Rights Resource Centre (BHRRC) has identified brand engagement with suppliers on the just transition- from relationship and capacity building to supportive purchasing practices- as a key driver in ensuring industry and factory level climate mitigation and adaptation. This survey is aimed at building an understanding of how international buyers are concretely utilising their leverage to support their suppliers- and in turn workers- in addressing the impacts of climate change.

BESTSELLER has been identified by BHRRC as one of the top 15 brands sourcing apparel & footwear from Bangladesh. We are therefore requesting that BESTSELLER completes this survey in order to highlight how it is supporting suppliers and workers on tackling climate events and decarbonisation. As these questions relate to suppliers in Bangladesh only (not other sourcing countries) we have addressed this survey to both BESTSELLER's head office, and where possible, Bangladesh country representatives.

How we will use this survey

The Business & Human Rights Resource Centre will publish completed surveys in full on its website, highlighting whether companies have provided a full or partial response or have not responded. We will also analyse survey findings from across company responses in order to highlight key trends, gaps and good practice when it comes to buyer support for a just transition in Bangladesh. We therefore urge you to provide as much information as you feel comfortable in support of your response.

Completing the survey

Please send the completed survey to Minju Kang at kang@business-humanrights.org by 5:00pm GMT, Wednesday 19 November 2025. Do let us know if you have any questions or would like to discuss the survey in advance of this date.

Bangladesh Brand Representative Survey

Company name: *Bestseller United China Ltd*.

Name of survey respondent: *Syed Jonyed Mostafa*

Office Location: *Concord Silvi (12th Floor), Plot No.11a, Block-Cws(A), Bir Uttam Mir Shawkat Road, Gulshan Avenue, 1212 Dhaka, Bangladesh*

Contact email address of survey respondent: *syed.mostafa@bestseller.com*

Your company presence in Bangladesh

1. How many staff members does your company currently have based in Bangladesh?- *64*
2. How many direct suppliers does your company currently have in Bangladesh?- *82 = (75 BD suppliers + 7 offshore suppliers)*

3. What is the average length of time you have sourced from suppliers in Bangladesh? *Average of 20 years*.
4. Does BESTSELLER have a formal publicly accessible policy or strategy on climate transition or decarbonisation that explicitly includes suppliers and workers? *Ongoing*

   If yes, please provide links to the document.

   BESTSELLER's climate strategy related to its supply chain requires all suppliers to follow specific requirements on GHG emissions and energy efficiency. These requirements are included in our Environmental Management Requirements and shared with all suppliers. They cover identifying and tracking all energy sources, setting a normalised baseline for energy use, and creating targets and an action plan for reducing energy consumption. Suppliers also need to identify equipment and processes that use a lot of energy, such as boilers, dyeing machines, and washing systems, and note any equipment, processes, fuels, or substances that generate significant GHG emissions. This helps pinpoint inefficient areas, like outdated boilers or leaking compressed air systems. When these issues are found, suppliers are expected to replace or remove them using the best available technology for energy reduction.

   Tier 1 and integrated suppliers are assessed on their emissions, energy efficiency, and renewable energy strategies, and progress of phase-out plans is regularly monitored, which, if stalled or when deviations occur, BESTSELLER's local teams will engage in corrective actions and reassess their eligibility. They work together with suppliers to achieve year-on-year improvement targets and support efforts to achieve these targets through training programmes run by in-country BESTSELLER colleagues or third parties.

   Currently, BESTSELLER is in the process of developing and implementing a climate transition plan aimed at defining and detailing a roadmap to achieve our climate goals.

5. Does BESTSELLER disclose climate targets or commitments that apply to Bangladesh suppliers
   We have the SBTi target "By 2030, BESTSELLER commits to reducing absolute scope 3 GHG emissions from purchased goods and services, and upstream and downstream transportation by 30% from a 2018 baseline." Which applies to all our supply chain partners, including Bangladesh.

Support for suppliers

6. Do you know how many of your suppliers have factories which are LEED certified?: Yes/No/Not Sure (delete as applicable)

- If YES, how many?: *28 (26 BD suppliers + 2 offshore suppliers)*

7. Do you know how many LEED certified factories manufacture BESTSELLER's orders? : Yes/No/Not Sure (delete as applicable)

- If YES, how many?: *32 factories*

8. Across your supplier base in Bangladesh, do you have supplier KPIs linked to factory level emissions reduction targets? *Yes*.

   The FWD>>ENV Programme sets tailored GHG emissions and energy use reduction targets for participating factories in Bangladesh.

9. Do you pay an increased unit price for garments produced:

a. in LEED certified factories? *No*

b. in factories/at suppliers that are meeting factory level KPIs. *No*

10. Do you provide any other purchasing incentives to suppliers producing in LEED certified factories or businesses meeting emissions KPIs, including?

a. Increased order volume *Yes*

   Factories having LEED certification is considered a good practice, raising their environmental performance rating, which contributes to the general Supplier Sustainability Rating, and BESTSELLER has a strategic goal by 2025 to place 75% of orders with highly-rated suppliers and is going to maintain it in the future.

b. Longer term purchase agreements *No*

c. Other *No*

10A. In the past 12 months, how has your company adjusted its buying terms and conditions (for example lead times, payment schedules, or order volumes) in Bangladesh to help suppliers invest in energy-efficiency or climate-adaptation measures? *Not applicable*

Please include any examples of commercial flexibility or financial adjustments (such as longer-term contracts, advance payments, or cost-sharing arrangements).

11. Have you supported suppliers through any of the below initiatives?

Initiative	**Yes/No/Not sure** (delete as applicable)	**Please provide any additional detail (How)**
Providing information/discussions on climate mitigation (eg heat stress/flooding)	***Yes*** (delete as applicable)	*BESTSELLER provides information through training and capacity-building sessions for suppliers on climate mitigation and decolonisation topics. During these sessions, suppliers also have the opportunity to discuss and provide feedback on these matters*
Providing information/discussions on decarbonisation	***Yes*** (delete as applicable)	*Please see above*

Providing capacity building and training on climate mitigation (eg heat stress/flooding)	***Yes*** (delete as applicable)	*Please see above*
Providing capacity building and training on decarbonisation	***Yes*** (delete as applicable)	*Please see above*
Undertaking or providing financing for baseline assessments	***Yes*** (delete as applicable)	*BESTSELLER provide baseline assessments and financing through the FWD>>ENV Programme. BESTSELLER's parent company, HEARTLAND, finances the purchase and installation of solar panels on the roofs of factories in Bangladesh through the Greener Garments Initiative (GGI).*
Direct financial support to suppliers to maintain wage payments during factory closures or work stoppages caused by climate events (e.g. flooding, heat stress).	***No*** (delete as applicable)	
Direct finance to support decarbonisation initiatives at factory level	***No*** (delete as applicable)	
Support in accessing loans/finance to tackle the impact of climate events and/or decarbonisation initiatives	***Yes*** (delete as applicable)	*BESTSELLER supports factories in accessing lower-interest loans to tackle the impact of climate events through the Future Supplier Initiative.*
Supported climate vulnerability assessments of supplier factories in Bangladesh?	***No*** (delete as applicable)	
Financial or technical support for environmental or energy audits, or collaboration with other brands/stakeholders to reduce audit duplication and costs for suppliers	***No*** (delete as applicable)	

11A. What direct forms of financial or technical assistance does your company provide to suppliers in Bangladesh to support energy efficiency, factory upgrades, or climate resilience?

Please specify whether this includes co-financing, access to credit, preferential contracts, or other tangible mechanisms.

BESTSELLER supports factories in a co-financing agreement through the FWD>>ENV Programme, which conducts baseline assessments and sets tailored and clear action plans for factories to achieve time-bound targets to improve energy efficiency and reduce GHG emissions. Through the Future Supplier Initiative, BESTSELLER supports suppliers accessing lower-interest loans to help them adopt energy solutions to manage their climate impact, and progress towards decarbonisation goals.

Engaging civil society, workers & their representatives

12.Have you engaged with any of the below groups on just transition issues (impact of climate emergency, decarbonisation) in Bangladesh?

Group	**Yes/No/Not sure** (delete as applicable)	**Please provide any additional detail on how you are engaging this group**
Individual workers (e.g. factory visits/inspections)	***Yes*** (delete as applicable)	*BESTSELLER teams engage with factory workers in environmental factory assessments and visits*
Factory level trade union representatives	***No*** *(*delete as applicable)	
Trade unions/ federation active in Bangladesh's RMG sector	***No*** (delete as applicable)	Where possible, please provide name of trade unions
Civil society organisations operating in the RMG sector and communities	**No** (delete as applicable)	Where possible, please provide organisation names
National civil society organisations	***Yes*** (delete as applicable)	*BESTSELLER is part of the Apparel & Textile Transformation Initiative (ATTI), which devises and implements Transformation Plans at the country level. In Bangladesh, it is led by the Bangladesh Garment Manufacturers and Exporters Association (BGMEA) and the Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA).*
Multistakeholder initiatives active in Bangladesh	***Yes*** (delete as applicable)	*Please see above*
Pleas add any additional groups.		

(please add as many rows as applicable)		

13. How does your brand measure the impact of its actions on supplier resilience and worker wellbeing in relation to climate change?

Through the Factory Standards Programme, BESTSELLER monitors workers' well-being in relation to elevated temperature levels, requiring factories to regularly monitor workplace temperatures, conduct risk assessments, and ensure that effective ventilation systems are in place. Through this programme, we monitor all environmental risks in factories, remediate and track progress accordingly. Another way we monitor the impact of climate change on workers is through grievance mechanism systems, which allow workers to raise and address concerns related to climate. This monitoring system allows BESTSELLER to track the impact of its actions on suppliers and workers in relation to climate change.

14. What specific barriers does your company face in supporting suppliers and workers in Bangladesh through the just transition, and how are you addressing these challenges?
Please describe the practical steps your company is taking or planning to take to overcome these barriers (ex: through financial contributions, long-term purchasing commitments, or collaboration with unions, suppliers, or civil-society organisations)

The overall awareness about just transition is poor among the factory owners and workers in the industry in general. BESTSELLER teams are working with suppliers to create and strengthen awareness through various training and capacity-building programmes and discussions. We support suppliers with financing solutions, and we are constantly exploring other solutions.

This is the end of the formal survey, however, please feel free to provide any additional information in support or supplementary to your answers.

Insert additional information here.