Since signing the FLA/American Apparel and Footwear Association Commitment to Responsible Recruitment, PUMA has worked with suppliers, industry peers, and the UN's International Organisation for Migration (IOM) to protect foreign and migrant workers' rights by annually checking for recruitment fee payments, which can lead to debt bondage. When fees are found, we coordinate with suppliers and other brands to arrange repayment with timelines. From 2020 to 2025, 18 factories producing for PUMA have reimbursed around USD 590,000 to 755 workers in Taiwan, Japan, South Korea, Thailand, and Mauritius.

IOM has trained PUMA's team in ethical recruitment tools (2023-2024). Supplier guidelines were developed and integrated into PUMA's Social Standards Handbook. In 2024, 68 factory and agent representatives in China-Taiwan, Japan, and Mauritius were trained. In 2025, PUMA began a three-year partnership with IOM to eliminate recruitment fees and sustain progress. This initiative includes capacity building for upstream value chain partners and the PUMA team, the development of a standardised remediation framework, and the provision of a transparent pathway for remediation. In 2025, 66 members of PUMA's sourcing and sustainability teams, and representatives from factories, agents, and a third-party auditing firm, participated in ethical recruitment training regarding foreign migrant workers issues in Japan, South Korea, and Mauritius.

In China-Taiwan, Transparentem flagged nine factories to 50 brands in 2024 for recruitment fees and worker mistreatment. PUMA sourced from six of these and assigned a third party to investigate at four; most allegations were confirmed. PUMA co-leads remediation at three factories and supports efforts at three others. In September 2024, PUMA joined more than 50 brands in urging the Taiwanese government to protect migrant workers. Through joint efforts with brands and stakeholders, one of the six factories from which PUMA sources has fully repaid workers in 2025, while the remaining factories are scheduled to complete reimbursement or finalise their plan by 2026. In December 2025, the Taiwan Textile Federation announced a new policy endorsing the Employer Pays Principle, effective from January 2026.