



Factory Investment Program

BRICpro

Invest in your supplier

The BRICpro Factory Investment Program is a plan of action to improve the working conditions and production flow at factories in emerging markets.

The concept builds on Conscious Capitalism that synergises human beings and the environment into businesses' revenue strategy.

Research shows that responsible production indeed can be a factor to increased sales figures while subsequently motivating employees. The connection between profit and Corporate Social Responsibility (CSR) is making its mark on Western end-consumers, reshaping our perception of traditional production.



In BRICpro, we believe that a business' social responsibility has high impact on its chance of continued success. Failing to comply with the end-consumer's ethical view can ruin any company.

Participating in the BRICpro Investment Program means investing in your outsourcing partner and factory. The program implements improvements on the production scale, from machinery to workflow, and incorporate humanitarian values into better working conditions at the factory. The BRICpro Investment Program is your path to a more responsible business.

Signe Mørk Sørensen, CSR consultant

What the BRICpro Investment Program offers

The BRICpro Factory Investment Program is a plan of action with prospects of improving your brand value, lowering your production costs while creating greater human prosperity. The program thus involves your company, your outsourcing supplier and BRICpro.

You basically invest in your supplier's factory in return of unit cost reduction and the marketing tools to improve your brand.

The process includes an analysis of your CSR-strategy, a screening of the investment options at your supplier's factory and the investment implementation with BRICpro as the conductive coordinator.

The Investment Program consists of two core-initiatives: One aspect focuses on improving the working conditions while the other focuses on optimizing the manufacturing processes:

1

Improving working conditions is focused around minor practical improvements while also initiating long-term commitments of gradually implementing CSR-initiatives. The improvements are achieved by training the factory to enact its own CSR-agenda, thereby creating lasting results.

2

Improving the manufacturing process means targeting the weakest links in the production procedure at the factory. This could be investing into better machinery or remodeling bits of the production into a more efficient flow. Teaching the factory management about how to reduce production costs by constantly choosing the sustainable solutions is also a central initiative in the production optimization process.

Why invest in your factory partner?

Participating in the BRICpro Factory Investment Program holds several opportunities of increasing profit in addition to protecting your business from outsourcing scandals.

Brand value

'CSR' and 'sweat-free products' are making their marks on the Western market's consumer-levels and on political agendas. Businesses need to include their commitments of social responsibility into their outsourcing strategy. Failing to do so can damage your brand while front-runners oppositely can gain unique brand values. Participating in the BRICpro Factory Investment Program gives your company the momentum to use CSR as a marketing tool to positioning yourself as socially committed.

Better sales numbers

Studies show how socially responsible enterprises experience solid brand recognition in emerging markets, leading to increased sales figures. Numbers speak for themselves! Enterprises dedicated to improve emerging markets locally are more likely to sell more on that particular market due to positive spill-over effect from brand recognition.

Avoid outsourcing scandals

Nobody wants a scandal! Knowing your supplier is a crucial step in avoiding one. The BRICpro Factory Investment Program gives you crucial insight into your supplier through our factory assessments. Furthermore, improving the humanitarian conditions on the local factory-level gives your company the guarantee needed to outsource with peace of mind.

Faster production – reduced production costs

A core element in the Investment Program is to improve the production workflow with particular focus on reducing costs and time. This means that your supplier becomes more efficient while reducing unit costs.

Closer collaboration with your supplier

The Investment Program is a joint plan of action between your company, your supplier and BRICpro. Implementing the plan of action includes a close dialog with your company and the factory, thereby obliging the factory to enter a closer cooperation with your company. Participation results in a strong relationship with your supplier, built on trust rather than supervision.

Motivated employees

Improving prosperity in emerging markets can be a motivating factor for your domestic employees. Studies show that employees in social responsible enterprises usually are more motivated and proud to represent their company. Participating in the BRICpro Factory Investment Program is thus a major step towards more motivated employees.

The Programs

The BRICpro Factory Investment Program is available in two different packages: the 9 months program and the 18 months program.

The 9 months program:

The 9 months program is particularly addressed to enterprises dedicated in becoming socially responsible today! The program starts implementing minor factory improvements from day one and focuses on concrete initiatives that enhances the factory working conditions and performance. Quick and easy!

- Concrete improvements of working conditions
- Training of staff and management in merging CSR-initiatives to business success
- Consultancy on how to optimize production flows and environmental improvements
- Committing the factory to CSR-improvements

Book a meeting with BRICpro to learn more!

The 18 months program:

This program strives to implement larger sustainable improvements and involves a closer collaboration between you and your supplier. The program consists of concrete actions on the factory floor and strategic initiatives on the managerial level. The process contains an analytic procedure that will result in a detailed plan of action. The program is suitable for enterprises with a profound relationship to a certain supplier, willing to take the factory to a higher level of professionalism by Western standards.

- Concrete improvements of working conditions
- More extensive training of staff and management in merging CSR-initiatives to business success
- BRICpro provides more extensive consultancy on how to optimize production flows and environmental improvements.
- Committing the factory to CSR-improvements
- Strengthening your cooperation with the factory through a joint plan of action and factory visits
- Workshops at your company about communicating your CSR-commitment

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Overall process for participation:

1. Contact BRICpro to book a meeting – free of charge!
2. Concretise needs, expectations and ideas
3. Develop a plan of action for your investment
4. Contracts are signed by all partners
5. Communication and PR material is delivered to your company
6. BRICpro implements the plan of action, running either 9 or 18 months
7. Continuous updates about the progress – including updated PR materials – are supplied
8. Evaluation – with the option of deciding on a subsequent plan of action



ONLY BY
AUTHORIZED
PERSONNEL

AUTO TIME CYCLE

CYCLE COUNTER

Book a meeting

Book a meeting or a telephone-conference with our CSR expert to learn more about the Investment Program's opportunities and steps. We are more than willing to answer all your questions or prepare a draft plan of action for your enterprise free of charge – book a meeting today!

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Introducing BRICpro

BRICpro is a Danish consulting firm assisting Western enterprises in their outsourcing ventures. Our services are centralized around reliable factories in the BRIC-countries (Brazil, Russia, India and China) where we locally represent our clients' interests at the factories!

BRICpro is built on core Scandinavian values of safe production, where humanitarian ethics are in focus. We strive to make it easier and more transparent to manage outsourcing to emerging markets while making factory employers aware of their social responsibility, ensuring they will enact their own CSR-agenda.

Find out more about BRICpro on our website www.bricpro.com