

ecovadis



# Empowering **Worker Voices** With EcoVadis and Ulula



# How Direct Worker Feedback Is Helping One Leading Multinational Cosmetics Company To Optimize Its Sustainability Efforts

Ulula allows employers to capture what's happening on the ground more dynamically than traditional tools. This approach to Direct Worker Feedback has helped one leading multinational cosmetics company respond to emerging risks quicker and more effectively, while engaging their workers to be part of the solution.

### COMPANY PROFILE

Industry  
**Cosmetics**  
Headquarters  
**Europe**  
Solution  
**Ulula**

EcoVadis Customer since  
**2013**  
Ulula Customer Since  
**2021**



**”**  
**Worker voice not only identifies risk in global supply chains, but also engages workers to be part of the solution. It helps understand how to make a difference to human rights and advance wellbeing.**

## Key Benefits of Ulula

### Customer Challenges

**Reactivity:** Risks evolve quickly, but social audits have limitations to how quickly they can capture those risks.

**Accessibility:** Traditional tools can overlook barriers to access, particularly for those most at risk.

**Data Collection and Analysis:** A global multinational needs to evaluate large scale data from their personnel suppliers.

**Collaboration:** Without support from local ESG partners, it's a challenge to foster engagement effectively in multiple territories.

### Ulula's Solution

Ulula allows companies to engage with the entirety of their supply chain more regularly and dynamically. Real-time surveys and targeted questionnaires capture what's happening with both suppliers and direct employees on the ground more accurately.

Ulula's tools are more worker-friendly, accessible using simple feature phones and smartphones. They're confidential, available in multiple languages and require minimal technological literacy. As a result, they can be accessed by workers across the supply chain.

Ulula allows customers to access and visualize that information efficiently on one platform.

Ulula already works with local NGOs on the ground, further facilitating customer collaboration and the pooling of intelligence.



## Benefits of Ulula

- Accessible Onboarding
- Data Collection and Intuitive Analysis
- Aligned with International Standards
- Effective Grievance Mechanism
- Provides Remediation Solutions



## Survey Pilot Studies: The Results

- Mission: To identify salient human rights risks
- The Sample: 4000 outsourced Beauty Advisors in multiple different territories.
- Key performance indicators tracked on this assignment included:
  - ✓ Workplace satisfaction
  - ✓ Contract terms and remuneration
  - ✓ Abuse and harassment
  - ✓ Grievance reporting and HR process



**How Ulula's Features Played a Pivotal Role**

**Result**

**Inclusive Engagement:** The U-Impact survey's user-friendly multilingual platform allowed Beauty Advisors with low literacy levels to onboard easily.

High engagement and widescale positive feedback.

**Data Analysis:** U-Analytics collated large amounts of data and presented findings to the customer via tailored metrics and reports.

Overall, a high level of job satisfaction was reported.

**Risk Identification:** U-Impact ultimately helped identify a broad range of salient issues.

Workers were empowered and issues, including outstanding employee, contracts were rectified.

**Proactivity:** By engaging the workers dynamically, Ulula identified risks more quickly than social audits.

Concrete action could be implemented to address risks before they became too severe and expensive to solve.



”  
**Ensuring efficient worker voice systems are in place is not just about compliance – it's good for business. Knowing what's happening throughout your supply chain allows the detection of social concerns and issues early on, so they can be addressed before they escalate.**



ecovadis

## About EcoVadis

EcoVadis is a purpose-driven company dedicated to embedding sustainability intelligence into every business decision worldwide. With global, trusted and actionable ratings, businesses of all sizes rely on EcoVadis' detailed insights to comply with ESG regulations, reduce GHG emissions, and improve the sustainability performance of their business and value chain across 220 industries in 180 countries. Leaders like Johnson & Johnson, L'Oréal, Unilever, Bridgestone, BASF and JPMorgan are among 150,000+ businesses that use EcoVadis ratings, risk, and carbon management tools and e-learning platform to accelerate their journey toward resilience, sustainable growth and positive impact worldwide.

Learn more on: [ecovadis.com](https://ecovadis.com), [X](#) or [LinkedIn](#).