

WE – Worldwide Enhancement of Social Quality Programme Announcement for a Training-of-Trainer (ToT) Workshop in Vietnam

Hamburg, June, 2012

To whom it may concern,

Tchibo is a German brand and retailer company, founded in 1949. Originally a coffee mail-order firm, nowadays we offer a wide range of consumer goods categories via our sales channels. Tchibo is one of the best known brands in Germany, Switzerland and Austria.

In 2007, Tchibo and GIZ (Gesellschaft für Internationale Zusammenarbeit) initiated a Public Private Partnership aimed at sustainably improving working conditions at production facilities in Asia: the Training Programme Worldwide Enhancement of Social Quality (WE). This Project is innovative until today, as it moves away from a top-down approach towards a collaborative approach at the factory level and in the supply chain with a focus on change through jointly developing practical solutions instead of top-down imposition. The key: involve all relevant actors in the factories and enable them to jointly analyse their problems and, building on that, jointly design action plans for change.

The results of the pilot phase were assessed by an independent research organisation. Together with our own experience in the programme, we are convinced that this is the right way forward in ensuring decent working conditions. Therefore, our Board has decided to scale up the programme into our supply chain.

To ensure the necessary training capacities in Vietnam, we are planning to conduct a Training-of-Trainer Workshop in October 2012 to which we would like to invite your organisation to nominate trainer staff to participate, and, if, they meet our quality requirements, to also receive a mandate for training our factories under WE. We are specifically looking for organisations with qualified local trainers who are already involved with Social Compliance in supply chains and/or people with experience in production management, quality and productivity.

In the Training, the participants will be trained in the WE methodology, including how to apply these methods in a production context. During the potentially ensuing mandate the trainers will further be accompanied by our experienced local and international Coaches to ensure that the built up skills are enhanced and ingrained.

The training language will be English. Participation is free of charge; however travel and accommodation costs are to be carried from your side.

If your organisation is interested, please apply for participation by send the Curriculum of your potential candidates Vitae together with the WE trainer questionnaire to we@tchibo.de. The maximum number of participants is restricted to 25.

For more detailed information about the project or our company, please visit the websites at www.we-socialquality.com or www.tchibo.com

Should you have any further questions, please feel free to contact us.

We are look forward to receiving your application documents.

Yours sincerely,



Nanda Frances Bergstein
Head of Vendor Relations



Daniel Koltermann
Manager Social Quality & WE