



## Levi Strauss

Locations: California (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

### DESCRIPTION:

In 2022, Levi Strauss notably forced out a high-ranking executive from the company for her personal opposition to closing down schools during COVID-19. The company does not have viewpoint protections for its employees. The company discriminates against faith-based charities while also donating to the American Civil Liberties Union (ACLU) and Planned Parenthood. Levi Strauss regularly uses its corporate reputation to speak out on a variety of issues, ranging from LGBTQ advocacy to immigration reform, gun control, abortion, and more. The company is committed to carbon neutrality by 2040. For these reasons, Levi Strauss receives a "High Risk" rating.

### Corporate Weaponization

**Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk**

*Levi Strauss received a perfect score of 100 on the Corporate Equality Index from the Human Rights Campaign. Among other requirements, this means the company has pledged to vet vendors based on LGBTQ policies (1)(2). In early 2022, former executive Jennifer Sey stated she was "bullied" out of the company for opposing school shutdowns during the COVID-19 pandemic (3). She turned down a \$1 million severance offer in order to retain her right to share her opinions and share her story about the persecution she received for her viewpoints.*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Medium Risk**

*Levi Strauss' foundation does not fund "sectarian or religious activities" (1). The company's employee gift-matching guidelines are inaccessible. The company's Leadership Contributions Program does not permit donations to religious organizations that "do not have a human service program for the general public" (2).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk**

*Levi Strauss does not protect employees from viewpoint discrimination (1).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk**

Levi Strauss has signed open letters supporting the Equality Act and opposing state efforts to protect female sports (1)(2). CEO Charles "Chip" Bergh wrote a letter in support of more restrictive gun control efforts and is a signatory to CEOs For Gun Safety (3)(4). Bergh has also criticized state-level election security laws, particularly in Texas and Georgia, calling them "racist" (5). The company has also used its corporate reputation to advocate for immigration reform (6). Levi Strauss hosts voluntary "unconscious bias" training for all employees (7). The company opposed the Florida Parental Rights in Education Act, which prohibits teaching gender identity and sexual orientation in schools to kids in K-3rd grade (8). Levi Strauss created a gender-free collection in 2022 in support of LGBTQ causes (9). The company is a Ceres Network Member, committed to net zero carbon emissions by 2040 (10)(11).

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**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

Levi Strauss has donated to Planned Parenthood (1)(2). The company has pledged \$37 million to the Black Lives Matter movement and related causes, including the ACLU (3)(4). Levi Strauss also provides travel benefits for abortion (5).

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**Uses corporate political contributions for ideological, non-business purposes.****N/A**

Levi Strauss does not have a PAC or make corporate political contributions (1).

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