



Wolverine Worldwide

Subsidiaries: Sperry, Merrell, Chaco, Stride Rite, Hush Puppies
 Locations: Michigan (HQ)
 Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Wolverine Worldwide, a footwear and apparel manufacturer, vets vendors for LGBTQ policies and does not provide viewpoint protections for its employees. However, the company has not publicly terminated business relationships based on views or beliefs. The company integrates ESG into all of its business practices. Wolverine Worldwide implements unconscious bias and diversity trainings for its employees and regularly supports LGBTQ Pride. The company launched a new preferred pronouns HR Software in 2022 and regularly funds ideological organizations. Wolverine Worldwide partnered with the Running Industry Diversity Coalition (RIDC) to aid Diversity, Equity, Inclusion and Belonging in the running industry. However, it does not appear to discriminate against religious organizations in its charitable giving and has not lobbied for ideological purposes. For these reasons, Wolverine Worldwide receives a Medium 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. Medium Risk

Wolverine Worldwide has a written policy pledging to vet vendors for LGBTQ policies. Its Code of Business Conduct requires its business partners to include sexual orientation and gender identity in its nondiscrimination policy (12). However, the company has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Wolverine Worldwide does not appear to discriminate against religious organizations in its charitable giving. The company focuses on funding “education, the environment, arts and culture, and human aid and service” (1).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

Wolverine Worldwide does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

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

Wolverine Worldwide implements unconscious bias and diversity training for its employees and regularly supports LGBTQ Pride (1)(2)(3). In 2022, the company launched a new software in order to give employees the ability to “self-select their preferred pronouns. Every employee is encouraged to review their profile and edit their pronouns to reflect their personal preferences” (4).

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

Wolverine’s company Chaco “donated \$20,000 to Brave Trails to support its mission of building the next generation of LGBTQ+ change makers” (1). Hush Puppies, a Wolverine brand, “donated 100% of net proceeds from their Charlie Pride Sneaker and Pride Cap to the Free Mom Hugs Organization” (2). Another Wolverine brand, Saucony partnered with the Running Industry Diversity Coalition (RIDC) to aid Diversity, Equity, Inclusion and Belonging (DEI&B) in the running industry (3).

Uses corporate political contributions for ideological, non-business purposes. Lower Risk

Wolverine Worldwide does not operate a PAC at this time and has not lobbied for ideological purposes (1)(2).

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