



## 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 often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Wolverine Worldwide occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled 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 integrates ESG into all of its business practices. It says ESG is “a way of categorizing factors that impact a company’s performance as well as a strategy for integrating these factors into the business to operate in a sustainable manner” (1). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (2).*

**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 charitable organizations based on views or beliefs. The company focuses on funding “education, the environment, arts and culture, and human aid and service” (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Wolverine Worldwide does not provide viewpoint protections for its employees (1). Wolverine Worldwide implements unconscious bias and diversity training for its employees (2).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk**

Wolverine Worldwide regularly supports LGBTQ Pride (1). 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” (2).

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**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). Sperry, a subsidiary of Wolverine, was a Pride partner of PFLAG and a gold level partner of PFLAG, an LGBTQ+ activist group that promotes books for children with sexually explicit and gender fluid content and advocates against laws that inform parents of their child’s gender dysphoria or prevent unapproved transgender medical treatments for minors (4)(5)(6)(7).

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**Uses corporate political actions and/or financial 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)(3).

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