

Member Talking Points

Brand messages to help you understand, explain, and advocate for Nirapon

Topline Message

Nirapon (safe place in Bangla) is a nonprofit organization that collaborates with global brand, retailers, manufacturers, and other safety organizations and NGOs **to create and sustain a culture of workplace safety in Bangladesh factories.**

Our point of difference

We use **education and capacity building**, not audits and enforcement, to help factory owners, managers, and workers prioritize safety as an integral part of daily operations.

Secondary Messaging: answers to common questions

What is a culture of workplace safety?

A factory with a culture of safety positively, proactively prioritizes safety by managing hazards, controlling risks, maintaining a safe work environment, and empowering workers to play a key role in keeping their workplace safe. A true culture of safety embraces the individual actions and collective mindset, values, and behaviors that make safety a shared responsibility.

Why education?

We believe education is the most effective way to create a culture of safety that's owned by all.

It helps people who own, manage, and work in factories to:

- understand the reasons and benefits behind effective safety protocols and practices
- develop a factory- and industry-wide culture of safety in the workplace
- own their roles in upholding safety culture

Who is Nirapon?

Nirapon is composed of roughly 60 members — global brands that manufacture in Bangladesh factories. Members enroll their factory partners in Nirapon’s **Safety Management Program** in order to advance worker and workplace safety, build supply-chain resilience, and drive industry-wide change.

Our operations are run by our organizational leadership, and our technical support team in Bangladesh implements our program.

What does Nirapon do?

All our efforts aim to support and foster workplace safety in Bangladesh factories.

- We help participating factories – those that manufacture goods for Nirapon members – implement a **Safety Management Program**, which consists of:
 - Support, guidance, and reporting accountability that help factory managers establish and sustain safety management systems
 - Educational programming, including training courses that help everyone inside the factory understand and execute safety policies and protocols
 - A worker helpline that gives workers a way to report safety and other concerns
- We **provide a forum for members to engage** and collaborate with each other, enhance safety in their supplier factories, and support a culture of safety across Bangladesh.
- We **advocate for policy and regulations** that promote safer factories and workers’ rights.

How big is Nirapon?

- 60+ members
- 330+ factories