

## Why This Transition is in Brands' Strategic Interest

A national EIS will:

- Provide **state-guaranteed, long-term protection** for millions of workers
- Reduce reputational and financial risks associated with injury compensation
- Strengthen Bangladesh's position as a **safe, compliant, and competitive sourcing country**
- Align with international labour standards and brand due-diligence obligations
- Offer employers a **predictable, cost-efficient mechanism** to manage workplace injury risks.

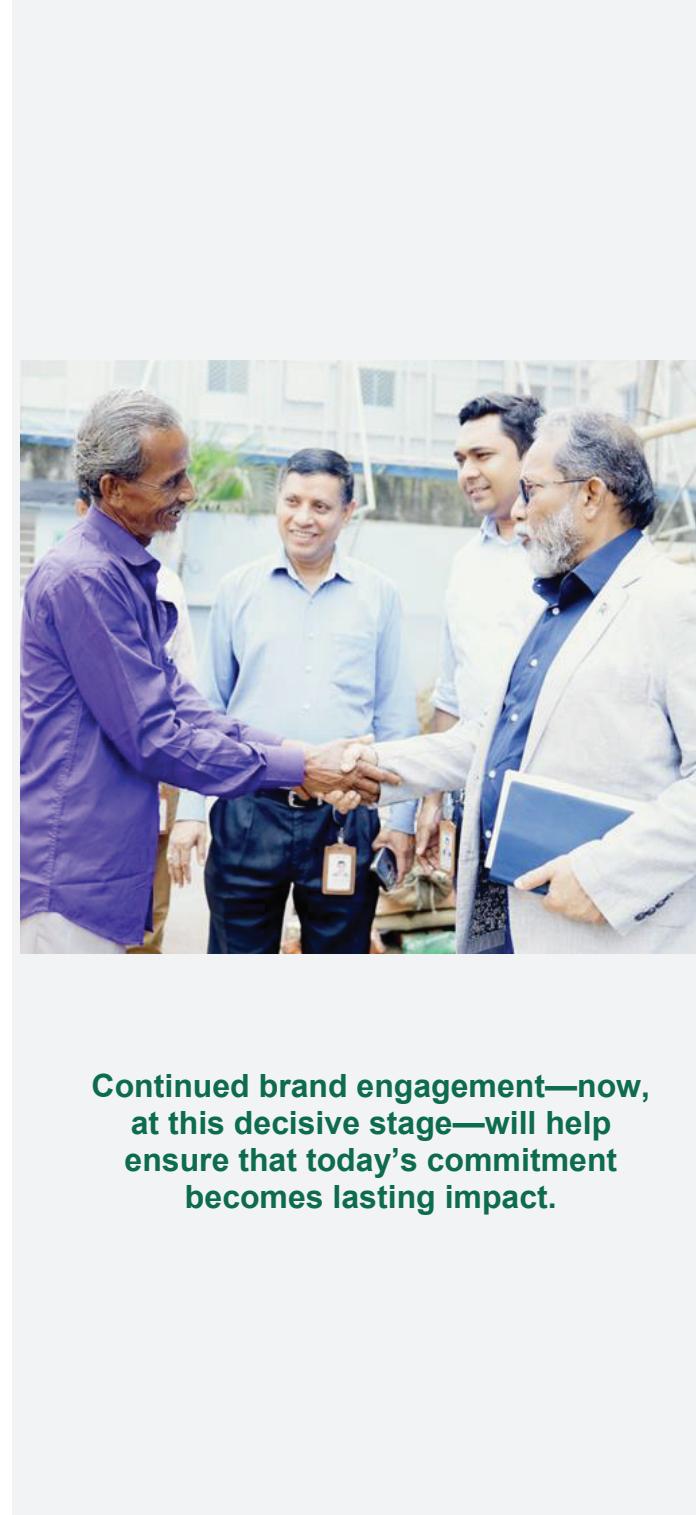
In short, EIS moves injury compensation from **crisis response** to **systemic prevention and protection**.

## Key Messages for All Participating Brand

All participating brands are encouraged to align around the following messages:

- The EIS Pilot is **transitional and transformative**, with full national ownership targeted by July 2027
- Legal and institutional progress is **already underway and irreversible**
- The Technical Framework provides a **shared blueprint** for implementation
- Interim brand support is **critical but temporary**
- In the long term, EIS will sit within a broader **national social insurance architecture**

The transition now underway represents a **unique opportunity**: to move from voluntary solutions to a **nationally owned, internationally aligned system** that benefits workers, employers, and responsible brands alike.



**Continued brand engagement—now, at this decisive stage—will help ensure that today's commitment becomes lasting impact.**



## Institutional Roadmap for the Employment Injury Scheme (EIS) of Bangladesh

## Brand Engagement Note – Common Narrative



