

Module: Introduction**Page: Introduction**

CC0.1**Introduction**

Please give a general description and introduction to your organization.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." In 2013, Hasbro was also recognized by the U.S. Environmental Protection Agency (EPA) with a Climate Leadership award for greenhouse gas emissions – goal setting. Learn more at www.hasbro.com and www.hasbro.com/csr.

CC0.2**Reporting Year**

Please state the start and end date of the year for which you are reporting data.

The current reporting year is the latest/most recent 12-month period for which data is reported. Enter the dates of this year first.

We request data for more than one reporting period for some emission accounting questions. Please provide data for the three years prior to the current reporting year if you have not provided this information before, or if this is the first time you have answered a CDP information request. (This does not apply if you have been offered and selected the option of answering the shorter questionnaire). If you are going to provide additional years of data, please give the dates of those reporting periods here. Work backwards from the most recent reporting year.

Please enter dates in following format: day(DD)/month(MM)/year(YYYY) (i.e. 31/01/2001).

Enter Periods that will be disclosed

Tue 01 Jan 2013 - Tue 31 Dec 2013

CC0.3

Country list configuration

Please select the countries for which you will be supplying data. This selection will be carried forward to assist you in completing your response.

Select country

Australia
United States of America
Canada
Mexico
Chile
France
United Kingdom
Germany
Spain
Ireland
Greece
Switzerland
Brazil
Netherlands
Denmark
Turkey
Russia

Select country
Italy
Romania
Austria
Poland
New Zealand
China
Malaysia
Singapore
Taiwan
Japan

CC0.4

Currency selection

Please select the currency in which you would like to submit your response. All financial information contained in the response should be in this currency.

USD(\$)

CC0.6

Modules

As part of the request for information on behalf of investors, electric utilities, companies with electric utility activities or assets, companies in the automobile or auto component manufacture sectors, companies in the oil and gas industry, companies in the information technology and telecommunications sectors and companies in the food, beverage and tobacco sectors should complete supplementary questions in addition to the main questionnaire.

If you are in these sectors (according to the Global Industry Classification Standard (GICS)), the corresponding sector modules will not appear below but will automatically appear in the navigation bar when you save this page. If you want to query your classification, please email respond@cdp.net.

If you have not been presented with a sector module that you consider would be appropriate for your company to answer, please select the module below. If you wish to view the questions first, please see <https://www.cdp.net/en-US/Programmes/Pages/More-questionnaires.aspx>.

Further Information

Module: Management

Page: CC1. Governance

CC1.1

Where is the highest level of direct responsibility for climate change within your organization?

Individual/Sub-set of the Board or other committee appointed by the Board

CC1.1a

Please identify the position of the individual or name of the committee with this responsibility

The highest level of responsibility for climate change at Hasbro resides with the Nominating, Governance and Social Responsibility Committee of the Board of Directors of Hasbro, Inc. Additionally, the Chief Executive Officer (CEO) chairs an executive CSR Committee that sets strategic direction for CSR policies and initiatives, including climate change, and ensures their integration throughout the entire corporation. Our Chief Development Officer, a CSR Committee member, oversees climate change issues related to Hasbro owned and third party factories. Additionally, a Senior Vice President of Global Quality Assurance is responsible for implementing environmental sustainability initiatives throughout the company and supply chain.

CC1.2

Do you provide incentives for the management of climate change issues, including the attainment of targets?

Yes

CC1.2a

Please provide further details on the incentives provided for the management of climate change issues

Who is entitled to benefit from these incentives?	The type of incentives	Incentivized performance indicator
Chief Executive Officer (CEO)	Monetary reward	Meeting sustainability goals and objectives
Chief Executive Officer (CEO)	Recognition (non-monetary)	Meeting sustainability goals and objectives
Executive officer	Monetary reward	Meeting sustainability goals and objectives
Executive officer	Recognition (non-monetary)	Meeting sustainability goals and objectives
Business unit managers	Monetary reward	Meeting sustainability goals and objectives
Business unit managers	Recognition (non-monetary)	Meeting sustainability goals and objectives
Other: Environment/sustainability managers	Monetary reward	Meeting sustainability goals and objectives
Other: Environment/sustainability managers	Recognition (non-monetary)	Meeting sustainability goals and objectives
Facility managers	Monetary reward	Meeting sustainability goals and objectives
Facility managers	Recognition (non-monetary)	Meeting sustainability goals and objectives
All employees	Monetary reward	Annual performance objectives are tied to Corporate Social Responsibility, which includes Climate Change as a corporate priority
All employees	Recognition (non-monetary)	Annual performance objectives are tied to Corporate Social Responsibility, which includes Climate Change as a corporate priority
Other: Corporate Function Head	Monetary reward	Meeting sustainability goals and objectives
Other: Corporate Function Head	Recognition (non-monetary)	Meeting sustainability goals and objectives
Other: Employee Green Teams	Recognition (non-monetary)	Communicating climate change issues and developing grassroots programs supporting emission reduction targets as an integral part of the Hasbro culture

Further Information

Page: CC2. Strategy

CC2.1

Please select the option that best describes your risk management procedures with regard to climate change risks and opportunities

Integrated into multi-disciplinary company wide risk management processes

CC2.1a

Please provide further details on your risk management procedures with regard to climate change risks and opportunities

Frequency of monitoring	To whom are results reported	Geographical areas considered	How far into the future are risks considered?	Comment
Six-monthly or more frequently	Individual/Sub-set of the Board or committee appointed by the Board	Hasbro considers areas in which it does business, in particular, North America, Europe and Asia/Pacific regions.	1 to 3 years	Hasbro has developed an enterprise risk management (ERM) process that guides the identification, assessment and actions taken related to potential developments that can have impact on our business. The process incorporates an interdisciplinary group with a diverse set of skills to assess the potential risks that issues may pose for the company. Proposed and final regulatory actions and other developments related to climate change are considered as part of this risk management process.

CC2.1b

Please describe how your risk and opportunity identification processes are applied at both company and asset level

How risks/opportunities are assessed at a company level:

At a company level, Enterprise Risk Management (ERM) is applied systematically top-down for Product Brands and Entertainment; in all Markets; on Strategic Partnerships/Adjacencies; in Sourcing and Human Capital; on Financial, Internal Systems and Controls, and Regulatory and Compliance, and finally on an ad hoc basis in many other areas. ERM is proactively managed by embedding the risk identification, monitoring and mitigating activities into our business process at the regional and functional levels with frequent updates to Hasbro's executive management team and our Board of Directors. ERM is part of our strategic planning process as well as our regional business reviews and influences our Internal Audit program. ERM is embedded into our business process and is included as part of our proactive management of our business on a daily basis.

How risks/opportunities are assessed at an asset level:
Site specific ERM assessments are performed under the leadership of a cross-functional team. We also perform regional and functional assessments.

CC2.1c

How do you prioritize the risks and opportunities identified?

Materiality/priority is based on a combined analysis of Risk Impact and the Risk Trend. We evaluate the overall impact of each risk which may be financial, operational or reputational and evaluate the magnitude of the risk and the effectiveness of our monitoring and mitigating activities in assessing the potential severity of a risk to Hasbro. We also consider how the risk is trending to determine if any additional mitigating actions are required. We use a color coding system on our reports and dashboards to indicate if our risk is High, Moderate or Low and use arrows for our trend indication to quickly draw attention to risks which are trending up for Hasbro.

CC2.1d

Please explain why you do not have a process in place for assessing and managing risks and opportunities from climate change, and whether you plan to introduce such a process in future

Main reason for not having a process	Do you plan to introduce a process?	Comment
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CC2.2

Is climate change integrated into your business strategy?

Yes

CC2.2a

Please describe the process of how climate change is integrated into your business strategy and any outcomes of this process

i. The process by which the strategy is influenced:

Climate change is integrated into Hasbro's business strategy as part of a broader commitment to Corporate Social Responsibility (CSR) and environmental sustainability. A CSR committee, chaired by the CEO and comprised by members of the Senior Management team, oversees CSR policies and initiatives including environmental sustainability. Our Chief Development Officer oversees climate change issues related to Hasbro owned and third-party factories, as well as owned and operated facilities. Additionally, a Senior Vice President of Global Quality Assurance is responsible for implementing environmental sustainability initiatives throughout the company and supply chain. The company also has a formal CSR practice led by Vice President of Corporate Responsibility and Government Affairs. Additionally, we have several working groups comprised of functional leaders focused on driving and executing environmental sustainability initiatives across the company:

- CSR Working Group: A subset of the CSR Committee and chaired by the VP of CSR.
- Sustainable Design Group: A cross-functional group focused on sustainable product and packaging design and chaired by the Chief Development Officer.
- Global Development and Operations Sustainability Group: A cross-functional group focused on operations and supply chain and chaired by the SVP of Global Quality Assurance.
- Energy Conservation Committees: A management leadership group focused on driving annual energy reduction initiatives at each Hasbro owned and operated factory.
- CSR Core Team: A cross-functional leadership team focused on identifying and evaluating opportunities, challenges and gaps related to CSR, including climate change and environmental sustainability.
- Green Teams: Employee-led teams focused on engaging employees and driving site specific environmental improvements, including energy, water and paper conservation and waste reduction.

ii. What aspects of climate change have influenced the strategy:

The following risks have influenced Hasbro's strategy:

- Regulatory issues: Hasbro is subject to regulation at national and local levels worldwide. Changes in the laws governing Hasbro can have a direct impact on our business. Through its trade associations or on its own, Hasbro monitors and/or participates in public policy debate and regulatory developments related to key issues, including environmental issues impacting our operations and manufacturing.
- Economic issues: Rising fuel and raw material prices, for paperboard and other components such as resin used in plastics or electronic components, increased transportation costs, and increased labor costs in the markets in which our products are manufactured.
- Physical climate issues: Work stoppages, slowdowns, or an outbreak of a severe public health pandemic affecting our supply chain; transportation limitations or delays with product shipments; or damage/interruption to our information technology systems due to natural disasters or climate change related events.
- Reputation issues: We recognize that our stakeholders', including consumers, review our progress and performance in these areas influences their perception which in turn can influence our corporate and/or product brands reputation. For example, we have taken steps to address deforestation in our supply chain as well as setting a goal to reduce our product to package ratio size.

iii. The most important components of short term strategy that have been influenced by climate change:

Our deep commitment to sustainability and minimizing our impact on the environment have influenced the most important component of our short term strategy - sustainable packaging. In 2012, Hasbro announced two major goals to reduce and improve the environmental sustainability of product packaging. The company committed to eliminating all PVC from core product packaging by the end of 2013. Hasbro also pledged to reduce materials used in product packaging for many of its global brands, resulting in an approximate 15 percent improvement in the average product-to-package ratio of brands and products included in the initiative.

Previously, Hasbro's sustainable packaging initiative included the following:

- Phase-out of PVC in packaging: In 2011, Hasbro announced plans to eliminate PVC from all new core toy and game packaging beginning in 2013.
- Increasing recycled content: In 2011, Hasbro achieved its goal to derive at least 75 percent of paper and board packaging from recycled material, or from sources that practice sustainable forest management. By 2015, Hasbro plans to increase that target to 90 percent.
- Responsible paper sourcing policy: Hasbro implemented an aggressive paper sourcing policy in 2011, providing guidelines for suppliers regarding sustainable paper sourcing to help ensure that paper used in Hasbro products aligns with the company's commitment to environmental sustainability and responsibly managed forests. Among the policy's key requirements is the expectation that suppliers will source paper with as much post-consumer recycled content as practical and financially viable. The company has communicated the policy to its suppliers, and has made it a part of its company-wide quality assurance procedures.
- Elimination of wire ties: In 2010, Hasbro replaced all wire ties in its packages with ties made from paper rattan or bamboo mix to reduce environmental impact.

Answer continued below in 'Further Information.'

CC2.2b

Please explain why climate change is not integrated into your business strategy

CC2.3

Do you engage in activities that could either directly or indirectly influence public policy on climate change through any of the following? (tick all that apply)

Direct engagement with policy makers
Trade associations

CC2.3a

On what issues have you been engaging directly with policy makers?

Focus of legislation	Corporate Position	Details of engagement	Proposed legislative solution
Other:	Undecided	Product labeling - France eco-labeling via industry associations	

CC2.3b

Are you on the Board of any trade associations or provide funding beyond membership?

Yes

CC2.3c

Please enter the details of those trade associations that are likely to take a position on climate change legislation

Trade association	Is your position on climate change consistent with theirs?	Please explain the trade association's position	How have you, or are you attempting to, influence the position?
Extended Producer Responsibility	Consistent	All stakeholders have a role to play from government to industry to citizens to NGOs regarding product packaging, waste and recycling.	Engagement with all stakeholder groups (via the trade association); industry fee structures (e.g., in British Columbia, Canada).

CC2.3d

Do you publically disclose a list of all the research organizations that you fund?

CC2.3e

Do you fund any research organizations to produce or disseminate public work on climate change?

CC2.3f

Please describe the work and how it aligns with your own strategy on climate change

CC2.3g

Please provide details of the other engagement activities that you undertake

CC2.3h

What processes do you have in place to ensure that all of your direct and indirect activities that influence policy are consistent with your overall climate change strategy?

Hasbro ensures that all of its direct and indirect activities that influence policy are consistent with its overall climate change strategy through its integrated organizational design and leadership: Hasbro's Government Affairs practice is led by the head of Hasbro's Corporate Social Responsibility practice.

CC2.3i

Please explain why you do not engage with policy makers

Further Information

CC2.2a continued iv. The most important components of long term strategy that have been influenced by climate change: Our deep commitment to sustainability and minimizing our impact on the environment have influenced the most important component of our long term strategy, including: On mitigation: • Target reduction of greenhouse gas (GHG) emissions (and other air emissions) at our sites, including own and operated factories. In 2012, we reduced global Scope 1 and 2 greenhouse gas emissions by 32 percent from a 2008 baseline – exceeding our goal of a 10 percent reduction, using Greenhouse Gas Protocol guidelines. • Evaluate GHG emissions from Scope 3 sources, such as data from manufacturing vendors, transportation (logistics) and business travel. • Achieve zero waste to landfill in Hasbro's owned and operated factories' (U.S. and Ireland) manufacturing processes. • Align procurement decisions with Hasbro's commitment to sustainable forest management, which requires that no sources of Mixed Tropical Hardwood (MTH) virgin fiber be used in products, including packaging. On adaptation: • Hasbro has a robust series of policies and standards that set minimum criteria for all operations, and each site is responsible for putting them into

practice. Both our owned and operated factories retain the internationally recognized Environmental Management Systems (EMS) standard ISO 14001. In 2011, our owned and operated factories also achieved FSC certification. • Implement energy efficiency projects, minimize water discharges, increase recycling and reduce waste to minimize landfill disposal at Hasbro sites, including owned and operated factories. • Hasbro ships over 75% of its freight using SmartWay carriers and, in 2012, Hasbro became a SmartWay partner and acknowledged for its excellence and leadership in logistics. • Engage Hasbro employees (both non-union and union) in environmental sustainability efforts. • Engage with governments, third party vendors and other stakeholders to evaluate impacts, develop action plans and implement strategies for different regions and markets. • Work with governments, trade bodies and NGOs to assess and address pressing climate change related issues. On reporting: • Report on our CSR/sustainability efforts, including GHG emissions and risks/performance improvement measures related to climate change, via Hasbro's CSR Report (published in 2011 and 2012) and Hasbro, Inc. Annual Report. • Track and report non-hazardous waste and recycling efforts for all our U.S. facilities through the U.S. EPA Waste Wise program. • Report via retailer scorecards sustainability related product/packaging initiatives and improvements. • Voluntary reporting on sustainable packaging efforts via the Australia Packaging Covenant. • Respond to shareholder and investor inquiries, as well as other stakeholder groups, as requested. v. Most substantial business decisions made influenced by climate change driven aspects of the strategy: • Paper Sourcing (influenced by reputational aspect of climate change) In 2011, Hasbro issued a Paper and Forest Procurement Policy (PFPP) intended to ensure that procurement decisions align with the Company's commitment to environmental sustainability and support sustainable forest management. The PFPP reiterates the Company goal of industry-leading 90 percent usage of paper packaging and in-box game content derived from recycled material or sources that practice sustainable forest management by 2015. The policy also sets stringent vendor requirements for credible third party certification (such as the Forest Stewardship Council) of fiber. In addition, as one facet of the PFPP's standards related to avoiding fiber from controversial sources, Hasbro requires that no sources of Mixed Tropical Hardwood (MTH) virgin fiber be used in products, including packaging. • Chemicals/Materials (influenced by regulatory and reputation aspects of climate change) Hasbro takes great care in selecting materials to be used in our products in order to ensure that they withstand reasonable use and abuse during play and provide an enjoyable play experience. We use a variety of materials and continue to investigate and assess alternate materials. Our challenge remains identifying cost effective alternates that not only meet our stringent quality and safety standards, but also provide an equal play experience and value for the consumer. Similarly, with respect to chemicals we are very careful about chemical selection and we have minimized the use of BPA, phthalates and brominated flame retardants in our products. • Packaging (influenced by regulatory and reputation aspects of climate change) Hasbro is actively working to extend our sustainable packaging efforts, including material selection and design, and will be concentrating on standardizing and aligning our business requirements across the global with our third party vendors. • Logistics (influenced by economic aspect of climate change) Emissions reduction initiatives include our regional distribution model, container load maximization program, off-peak loading and unloading, use of closest port, and our utilization of a train line in China to move containers to port instead of numerous truck haulers. • Manufacturing – for Hasbro owned and operated factories (influenced by economic aspect of climate change) Energy reduction projects include lighting upgrades and occupancy sensors, converting boilers to natural gas, installing roof insulation, replacing door and window seals, ensuring equipment is shut off when unused, and using optimal temperature settings for heating and cooling. We have also invested in energy-saving manufacturing equipment, such as all-electric injection molding machines that are 70 percent more energy efficient than hydraulic machines. • Facilities - Hasbro completed a major renovation of a U.S. leased facility in 2012, which included environmental criteria and the company is currently pursuing Leadership in Energy and Environmental Design (LEED) certification for its efforts.

Page: CC3. Targets and Initiatives

CC3.1

Did you have an emissions reduction target that was active (ongoing or reached completion) in the reporting year?

Absolute target

CC3.1a

Please provide details of your absolute target

ID	Scope	% of emissions in scope	% reduction from base year	Base year	Base year emissions (metric tonnes CO2e)	Target year	Comment
Abs1	Scope 1+2	100%	20%	2012	23407	2020	

CC3.1b

Please provide details of your intensity target

ID	Scope	% of emissions in scope	% reduction from base year	Metric	Base year	Normalized base year emissions	Target year	Comment
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CC3.1c

Please also indicate what change in absolute emissions this intensity target reflects

ID	Direction of change anticipated in absolute Scope 1+2 emissions at target completion?	% change anticipated in absolute Scope 1+2 emissions	Direction of change anticipated in absolute Scope 3 emissions at target completion?	% change anticipated in absolute Scope 3 emissions	Comment
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CC3.1d

For all of your targets, please provide details on the progress made in the reporting year

ID	% complete (time)	% complete (emissions)	Comment
Abs1	12.5%	0%	Reductions made in emissions from stationary combustion and electricity but offset by an increase from mobile sources in the first year of our current goal.

CC3.1e

Please explain (i) why you do not have a target; and (ii) forecast how your emissions will change over the next five years

CC3.2

Does the use of your goods and/or services directly enable GHG emissions to be avoided by a third party?

No

CC3.2a

Please provide details of how the use of your goods and/or services directly enable GHG emissions to be avoided by a third party

CC3.3

Did you have emissions reduction initiatives that were active within the reporting year (this can include those in the planning and implementation phases)

Yes

CC3.3a

Please identify the total number of projects at each stage of development, and for those in the implementation stages, the estimated CO2e savings

Stage of development	Number of projects	Total estimated annual CO2e savings in metric tonnes CO2e (only for rows marked *)
Under investigation	1	
To be implemented*	3	1400
Implementation commenced*	2	900
Implemented*	2	1200
Not to be implemented	1	

CC3.3b

For those initiatives implemented in the reporting year, please provide details in the table below

Activity type	Description of activity	Estimated annual CO2e savings (metric tonnes CO2e)	Annual monetary savings (unit currency - as specified in CC0.4)	Investment required (unit currency - as specified in CC0.4)	Payback period	Estimated lifetime of the initiative, years	Comment
Energy efficiency: Processes	Installation of energy efficient compressors	200	31000	210000	4-10 years	Through 2020 goal period.	
Energy efficiency: Building fabric	Replacement of roof insulation with higher R-value insulation	300	10000	75000	4-10 years	Through 2020 goal period.	

Activity type	Description of activity	Estimated annual CO2e savings (metric tonnes CO2e)	Annual monetary savings (unit currency - as specified in CC0.4)	Investment required (unit currency - as specified in CC0.4)	Payback period	Estimated lifetime of the initiative, years	Comment
Energy efficiency: Building services	HVAC upgrades and replacements	600	120000	210000	1-3 years	Through 2020 goal period.	
Energy efficiency: Building services	Lighting upgrades, switch to LED lighting	50	1200	3000	1-3 years	Through 2020 goal period.	
Energy efficiency: Processes	Installation of all-electric injection molding machines	250	400000	1150000	4-10 years	Through 2020 goal period.	
Energy efficiency: Building services	Electrical upgrades	30	10000	2000	<1 year	Through 2020 goal period.	

CC3.3c

What methods do you use to drive investment in emissions reduction activities?

Method	Comment
Compliance with regulatory requirements/standards	
Dedicated budget for energy efficiency	Lighting and equipment/machinery projects
Employee engagement	Green Teams
Dedicated budget for low carbon product R&D	Packaging initiatives
Internal incentives/recognition programs	Internal award programs such as the "INNY's".

CC3.3d

If you do not have any emissions reduction initiatives, please explain why not

Further Information

Page: CC4. Communication

CC4.1

Have you published information about your organization's response to climate change and GHG emissions performance for this reporting year in places other than in your CDP response? If so, please attach the publication(s)

Publication	Page/Section reference	Attach the document
In voluntary communications (complete)	All pages	https://www.cdp.net/sites/2014/26/8126/Investor CDP 2014/Shared Documents/Attachments/CC4.1/CSR_2011_Report Update.pdf
In mainstream financial reports (complete)	Item 1A. Risk Factors, page 10	https://www.cdp.net/sites/2014/26/8126/Investor CDP 2014/Shared Documents/Attachments/CC4.1/HAS_2013_Annual_Report_FINAL.pdf

Further Information

Module: Risks and Opportunities

Page: CC5. Climate Change Risks

CC5.1

Have you identified any climate change risks that have the potential to generate a substantive change in your business operations, revenue or expenditure? Tick all that apply

- Risks driven by changes in regulation
- Risks driven by changes in physical climate parameters
- Risks driven by changes in other climate-related developments

CC5.1a

Please describe your risks driven by changes in regulation

Risk driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
Cap and trade schemes	Cap and trade schemes are being closely watched and monitored. The European Union Emission Trading Scheme (or EU ETS) is the largest multi-national, greenhouse gas emissions trading scheme in the world. It is one of the EU's central policy instruments to meet their cap set in the Kyoto Protocol. Other countries such as Japan, Australia and the United states have implemented or contemplated cap and trade schemes. These schemes may impact the operational costs of factories participating in the scheme and affect their competitiveness.	Increased operational cost	1 to 3 years	Direct	Likely	Low			

Risk driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
Product labeling regulations and standards	<p>Product labeling requirements are also being closely followed. A California state representative sponsored the carbon labelling act in the California state legislature. The act would require the State Air Resources Board to develop and implement a program for the voluntary assessment, verification, and standardized labelling of the carbon footprint of consumer products sold in the state. Japan announced carbon footprint labelling scheme in 2008. Another label initiative started in spring 2008 in Switzerland. In July 2009, Wal-Mart announced an environmental labelling program for its products. The intent is to create over the next five years a universal rating system, that scores products based on how environmentally and socially sustainable they are over the course of their lives. In 2012, Walmart began rolling out a sustainability index, ranking and differentiating suppliers for their sustainability; Hasbro ranked #2 out of 86 toy suppliers. Wal-Mart's goal is to have other retailers eventually adopt the indexing system. Retailer actions to bring low</p>	Increased operational cost	1 to 3 years	Direct	About as likely as not	Medium			

Risk driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
	carbon products to market could favor competitors and affect consumer purchasing decisions. Perceived environmental performance of products could have an impact on brand desirability and consumer behaviors.								
Uncertainty surrounding new regulation	The past three decades have seen a large increase in the number of regulations and other environmental policies affecting the operations of businesses. The vast increase has been driven by a constant stream of discoveries of new environmental issues which are affecting human health and natural resources or have the potential to do so. Hasbro closely monitors such regulations and seeks to proactively implement process to address new potential requirements.	Increased operational cost	Unknown	Direct	Likely	Low			

CC5.1b

Please describe your risks that are driven by change in physical climate parameters

Risk driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
Uncertainty of physical risks	Increasing global emissions of greenhouse gases (GHGs) may contribute to floods, droughts, and extreme weather events, as well as to international pressure to reduce emissions and shift to low-carbon technologies. The inability to predict the timing and magnitude of events and their impacts requires that plans be established proactively to manage potential disruptions to Hasbro operations and the supply chain. Thorough business interruption plans are established for this purpose.	Inability to do business	Unknown	Indirect (Supply chain)	About as likely as not	Low-medium			

CC5.1c

Please describe your risks that are driven by changes in other climate-related developments

Risk driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated Financial Implications	Management method	Cost of management
Reputation	Consumers, stakeholders and the general public are becoming more conscious of company social responsibility and environmental sustainability performance and rankings.	Reduced demand for goods/services	Unknown	Direct	Unlikely	Low			

Risk driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated Financial Implications	Management method	Cost of management
	Failure to act in an environmentally responsible manner can affect company or brand reputation in a negative manner and affect sales.								
Changing consumer behaviour	Consumer environmental awareness is growing and consumer choices may be influenced by the environmental impacts related to producing toys and games.	Reduced demand for goods/services	Unknown	Direct	Unlikely	Low			

CC5.1d

Please explain why you do not consider your company to be exposed to risks driven by changes in regulation that have the potential to generate a substantive change in your business operations, revenue or expenditure

CC5.1e

Please explain why you do not consider your company to be exposed to risks driven by physical climate parameters that have the potential to generate a substantive change in your business operations, revenue or expenditure

CC5.1f

Please explain why you do not consider your company to be exposed to risks driven by changes in other climate-related developments that have the potential to generate a substantive change in your business operations, revenue or expenditure

Further Information

As a manufacturer of consumer products and a large multinational corporation, we are subject to various government regulations and may be subject to additional regulations in the future, violation of which could subject us to sanctions or otherwise harm our business. In addition, we could be the subject of future product liability suits or product recalls, which could harm our business. As a manufacturer of consumer products, we are subject to significant government regulations, including, in the United States, under The Consumer Products Safety Act, The Federal Hazardous Substances Act, and The Flammable Fabrics Act, as well as under product safety and consumer protection statutes in our international markets. In addition, certain of our products are subject to regulation by the Food and Drug Administration or similar international authorities. In addition, advertising to children is subject to regulation by the Federal Trade Commission, the Federal Communications Commission and a host of other agencies globally, and the collection of information from children under the age of thirteen is subject to the provisions of the Children's Online Privacy Protection Act. While we take all the steps we believe are necessary to comply with these acts, there can be no assurance that we will be in compliance and failure to comply with these acts could result in sanctions which could have a negative impact on our business, financial condition and results of operations. We may also be subject to involuntary product recalls or may voluntarily conduct a product recall. While costs associated with product recalls have generally not been material to our business, the costs associated with future product recalls individually or in the aggregate in any given fiscal year could be significant. In addition, any product recall, regardless of direct costs of the recall, may harm consumer perceptions of our products and have a negative impact on our future revenues and results of operations. Governments and regulatory agencies in the markets where we manufacture and sell products may enact additional regulations relating to product safety and consumer protection in the future and may also increase the penalties for failure to comply with product safety and consumer protection regulations. In addition, one or more of our customers might require changes in our products, such as the non-use of certain materials, in the future. Complying with any such additional regulations or requirements could impose increased costs on our business. Similarly, increased penalties for non-compliance could subject us to greater expense in the event any of our products were found to not comply with such regulations. Such increased costs or penalties could harm our business. As a large, multinational corporation, we are subject to a host of governmental regulations throughout the world, including antitrust, customs and tax requirements, anti-boycott regulations, environmental regulations and the Foreign Corrupt Practices Act. Complying with these regulations imposes costs on us which can reduce our profitability and our failure to successfully comply with any such legal requirements could subject us to monetary liabilities and other sanctions that could further harm our business and financial condition.

Page: CC6. Climate Change Opportunities

CC6.1

Have you identified any climate change opportunities that have the potential to generate a substantive change in your business operations, revenue or expenditure? Tick all that apply

Opportunities driven by changes in regulation

Opportunities driven by changes in other climate-related developments

CC6.1a

Please describe your opportunities that are driven by changes in regulation

Opportunity driver	Description	Potential impact	Timeframe	Direct/Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
Product labeling regulations and standards	Product labeling regulations and standards may present an opportunity to differentiate our products from competitors. In France, a trial is underway with 168 companies volunteering 1000 products. The aim of the trial is to provide sound information to strengthen the nationwide roll-out of the eco-labelling law. Several working groups in various sectors have been collaborating to	Increased demand for existing products/services	1 to 3 years	Direct	About as likely as not	Low			

Opportunity driver	Description	Potential impact	Timeframe	Direct/Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
	define the methodologies of the eco-labelling framework including outlining the goal and scope of the simplified LCA for the different product categories. Similar regulations may emerge in other European countries.								

CC6.1b

Please describe the opportunities that are driven by changes in physical climate parameters

Opportunity driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management

CC6.1c

Please describe the opportunities that are driven by changes in other climate-related developments

Opportunity driver	Description	Potential impact	Timeframe	Direct/ Indirect	Likelihood	Magnitude of impact	Estimated financial implications	Management method	Cost of management
Reputation	Environmental issues are increasingly being associated with companies by consumers, stakeholders and the public. By taking proactive actions to improve environmental performance of our operations and products, there is an opportunity to obtain operational efficiencies and cost savings as well as distinguishing our company from competitors.		1 to 3 years	Direct	About as likely as not	Low			
Changing consumer behaviour	Consumer awareness is growing and purchasing decisions may be influenced by consumer values. By producing products which minimize environmental impacts, there is an opportunity to build brand loyalty and differentiate our products from competitors.		1 to 3 years	Direct	About as likely as not	Low			

CC6.1d

Please explain why you do not consider your company to be exposed to opportunities driven by changes in regulation that have the potential to generate a substantive change in your business operations, revenue or expenditure

CC6.1e

Please explain why you do not consider your company to be exposed to opportunities driven by physical climate parameters that have the potential to generate a substantive change in your business operations, revenue or expenditure

CC6.1f

Please explain why you do not consider your company to be exposed to opportunities driven by changes in other climate-related developments that have the potential to generate a substantive change in your business operations, revenue or expenditure

Further Information

Module: GHG Emissions Accounting, Energy and Fuel Use, and Trading

Page: CC7. Emissions Methodology

CC7.1

Please provide your base year and base year emissions (Scopes 1 and 2)

Base year	Scope 1 Base year emissions (metric tonnes CO2e)	Scope 2 Base year emissions (metric tonnes CO2e)
Sun 01 Jan 2012 - Mon 31 Dec 2012	5985	17422

Base year	Scope 1 Base year emissions (metric tonnes CO2e)	Scope 2 Base year emissions (metric tonnes CO2e)

CC7.2

Please give the name of the standard, protocol or methodology you have used to collect activity data and calculate Scope 1 and Scope 2 emissions

Please select the published methodologies that you use
The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)

CC7.2a

If you have selected "Other" in CC7.2 please provide details of the standard, protocol or methodology you have used to collect activity data and calculate Scope 1 and Scope 2 emissions

CC7.3

Please give the source for the global warming potentials you have used

Gas	Reference

CC7.4

Please give the emissions factors you have applied and their origin; alternatively, please attach an Excel spreadsheet with this data at the bottom of this page

Fuel/Material/Energy	Emission Factor	Unit	Reference

Further Information

Page: CC8. Emissions Data - (1 Jan 2013 - 31 Dec 2013)

CC8.1

Please select the boundary you are using for your Scope 1 and 2 greenhouse gas inventory

Operational control

CC8.2

Please provide your gross global Scope 1 emissions figures in metric tonnes CO₂e

7347

CC8.3

Please provide your gross global Scope 2 emissions figures in metric tonnes CO2e

16904

CC8.4

Are there any sources (e.g. facilities, specific GHGs, activities, geographies, etc.) of Scope 1 and Scope 2 emissions that are within your selected reporting boundary which are not included in your disclosure?

No

CC8.4a

Please provide details of the sources of Scope 1 and Scope 2 emissions that are within your selected reporting boundary which are not included in your disclosure

Source	Relevance of Scope 1 emissions from this source	Relevance of Scope 2 emissions excluded from this source	Explain why the source is excluded

CC8.5

Please estimate the level of uncertainty of the total gross global Scope 1 and 2 emissions figures that you have supplied and specify the sources of uncertainty in your data gathering, handling and calculations

Scope 1 emissions: Uncertainty range	Scope 1 emissions: Main sources of uncertainty	Scope 1 emissions: Please expand on the uncertainty in your data	Scope 2 emissions: Uncertainty range	Scope 2 emissions: Main sources of uncertainty	Scope 2 emissions: Please expand on the uncertainty in your data
Less than or equal to 2%	Data Gaps	Where Hasbro leases space in multi-tenant office buildings, specific use data is not always available. Total building energy use is prorated based on percentage of Hasbro occupied space in these cases.	More than 2% but less than or equal to 5%	Data Gaps	Where Hasbro leases space in multi-tenant office buildings, specific use data is not always available. Total building energy use is prorated based on percentage of Hasbro occupied space in these cases.

CC8.6

Please indicate the verification/assurance status that applies to your reported Scope 1 emissions

Third party verification or assurance complete

CC8.6a

Please provide further details of the verification/assurance undertaken for your Scope 1 emissions, and attach the relevant statements

Type of verification or assurance	Attach the statement	Page/section reference	Relevant standard	Proportion of reported Scope 1 emissions verified (%)
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Type of verification or assurance	Attach the statement	Page/section reference	Relevant standard	Proportion of reported Scope 1 emissions verified (%)
Moderate assurance	https://www.cdp.net/sites/2014/26/8126/Investor CDP 2014/Shared Documents/Attachments/CC8.6a/HASBRO CDP Assurance Statement AA1000 2014 v 1.pdf	All	AA1000AS	100

CC8.6b

Please provide further details of the regulatory regime to which you are complying that specifies the use of Continuous Emissions Monitoring Systems (CEMS)

Regulation	% of emissions covered by the system	Compliance period	Evidence of submission

CC8.7

Please indicate the verification/assurance status that applies to your reported Scope 2 emissions

Third party verification or assurance complete

CC8.7a

Please provide further details of the verification/assurance undertaken for your Scope 2 emissions, and attach the relevant statements

Type of verification or assurance	Attach the statement	Page/Section reference	Relevant standard	Proportion of Scope 2 emissions verified (%)
Moderate assurance	https://www.cdp.net/sites/2014/26/8126/Investor CDP 2014/Shared Documents/Attachments/CC8.7a/HASBRO CDP Assurance Statement AA1000 2014 v 1.pdf	All	AA1000AS	100

CC8.8

Please identify if any data points other than emissions figures have been verified as part of the third party verification work undertaken

Additional data points verified	Comment
No additional data verified	

CC8.9

Are carbon dioxide emissions from biologically sequestered carbon relevant to your organization?

No

CC8.9a

Please provide the emissions from biologically sequestered carbon relevant to your organization in metric tonnes CO2

Further Information

Page: CC9. Scope 1 Emissions Breakdown - (1 Jan 2013 - 31 Dec 2013)

CC9.1

Do you have Scope 1 emissions sources in more than one country?

Yes

CC9.1a

Please break down your total gross global Scope 1 emissions by country/region

Country/Region	Scope 1 metric tonnes CO2e
United States of America	3060
Mexico	602
Canada	345
United Kingdom	655
Turkey	126
Switzerland	34
Spain	250
Poland	177
Ireland	542
Greece	35
Germany	776
France	621
Denmark	19
Austria	89

Country/Region	Scope 1 metric tonnes CO2e
Romania	9

CC9.2

Please indicate which other Scope 1 emissions breakdowns you are able to provide (tick all that apply)

By facility
By activity

CC9.2a

Please break down your total gross global Scope 1 emissions by business division

Business division	Scope 1 emissions (metric tonnes CO2e)

CC9.2b

Please break down your total gross global Scope 1 emissions by facility

Facility	Scope 1 emissions (metric tonnes CO2e)	Latitude	Longitude
RI Bldg 1027	772		
RI Bldg 1011	70		
RI Bldg NPD	188		
RI Bldg 1033	186		
MA ELM	1728		
TX GP	71		
WA Renton	26		
FL Miami	9		
AK Bentonville	5		
MA Dedham	4		
Mexico DC	548		
Mexico Office	54		
Quebec	345		
UK Newport	398		
UK Uxbridge	257		
Istanbul	126		
Baar	34		
Valencia	250		
Warsaw	177		
Bucharest	9		
Waterford	542		
Paris	3		
Athens	35		
Dreieich	47		
Soest	729		
Cruetzwald	558		
Le Bourget	60		
Glostrup	19		
Vienna	89		
MA Beverly	1		

CC9.2c

Please break down your total gross global Scope 1 emissions by GHG type

GHG type	Scope 1 emissions (metric tonnes CO2e)
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CC9.2d

Please break down your total gross global Scope 1 emissions by activity

Activity	Scope 1 emissions (metric tonnes CO2e)
Stationary Combustion	4241
Mobile	3106

CC9.2e

Please break down your total gross global Scope 1 emissions by legal structure

Legal structure	Scope 1 emissions (metric tonnes CO2e)
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Further Information

Page: **CC10. Scope 2 Emissions Breakdown - (1 Jan 2013 - 31 Dec 2013)**

CC10.1

Do you have Scope 2 emissions sources in more than one country?

Yes

CC10.1a

Please break down your total gross global Scope 2 emissions and energy consumption by country/region

Country/Region	Scope 2 metric tonnes CO2e	Purchased and consumed electricity, heat, steam or cooling (MWh)	Purchased and consumed low carbon electricity, heat, steam or cooling accounted for CC8.3 (MWh)
United States of America	8845		
Mexico	452		
Switzerland	1		
Canada	2		
United Kingdom	891		
Turkey	50		
Spain	410		
Russia	19		
Poland	20		
Netherlands	17		
Italy	57		
Ireland	2825		
Greece	50		
Germany	443		
France	267		
Denmark	25		
Austria	1		
Taiwan	3		

Country/Region	Scope 2 metric tonnes CO2e	Purchased and consumed electricity, heat, steam or cooling (MWh)	Purchased and consumed low carbon electricity, heat, steam or cooling accounted for CC8.3 (MWh)
Singapore	20		
New Zealand	12		
Malaysia	46		
Japan	6		
China	2161		
Romania	1		
Brazil	10		
Australia	265		
Chile	5		

CC10.2

Please indicate which other Scope 2 emissions breakdowns you are able to provide (tick all that apply)

- By facility
- By activity

CC10.2a

Please break down your total gross global Scope 2 emissions by business division

Business division	Scope 2 emissions (metric tonnes CO2e)

CC10.2b

Please break down your total gross global Scope 2 emissions by facility

Facility	Scope 2 emissions (metric tonnes CO2e)
RI Bldg 1027	1353
RI Bldg 1011	112
RI Bldg NPD	1437
RI Bldg 1033	207
MA ELM	4590
TX GP	363
WA Renton	609
FL Miami	69
MA Dedham	46
Mexico DC	117
Mexico Office	335
Santiago	5
Ontario	1
Quebec	1
UK Newport	248
UK Uxbridge	643
Istanbul	50
Valencia	410
Moscow	19
Warsaw	20
Utrecht	17
Milan	57
Waterford	2825
Chucri Zaidan	10
Athens	50
Dreieich	65

Facility	Scope 2 emissions (metric tonnes CO2e)
Soest	378
Creutzwald	224
Le Bourget	38
Glostrup	25
Vienna	1
Taipai	3
Singapore	20
Auckland	12
Selangor	46
Tokyo	6
Wharf HK	7
Shanghai	40
WC HK	792
Shenzhen	1322
Bucharest	1
Epping	85
Erskine	180
Beverly, MA	6
Arkansas	53
Baar	1
Paris	5

CC10.2c

Please break down your total gross global Scope 2 emissions by activity

Activity	Scope 2 emissions (metric tonnes CO2e)
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Activity	Scope 2 emissions (metric tonnes CO2e)
Electricity Purchase	16904

CC10.2d

Please break down your total gross global Scope 2 emissions by legal structure

Legal structure	Scope 2 emissions (metric tonnes CO2e)
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Further Information

Page: CC11. Energy

CC11.1

What percentage of your total operational spend in the reporting year was on energy?

More than 0% but less than or equal to 5%

CC11.2

Please state how much fuel, electricity, heat, steam, and cooling in MWh your organization has purchased and consumed during the reporting year

Energy type	MWh
Fuel	21255
Electricity	41715

Energy type	MWh
Heat	
Steam	
Cooling	

CC11.3

Please complete the table by breaking down the total "Fuel" figure entered above by fuel type

Fuels	MWh
Distillate fuel oil No 2	5408
Natural gas	15847

CC11.4

Please provide details of the electricity, heat, steam or cooling amounts that were accounted at a low carbon emission factor in the Scope 2 figure reported in CC8.3

Basis for applying a low carbon emission factor	MWh associated with low carbon electricity, heat, steam or cooling	Comment
No purchases or generation of low carbon electricity, heat, steam or cooling accounted with a low carbon emissions factor		

Further Information

CC12.1

How do your gross global emissions (Scope 1 and 2 combined) for the reporting year compare to the previous year?

Increased

CC12.1a

Please identify the reasons for any change in your gross global emissions (Scope 1 and 2 combined) and for each of them specify how your emissions compare to the previous year

Reason	Emissions value (percentage)	Direction of change	Comment
Emissions reduction activities	2.1	Decrease	Reduction in emissions from electricity use and fuel use.
Divestment			
Acquisitions			
Mergers			
Change in output			
Change in methodology			
Change in boundary			
Change in physical operating conditions			
Unidentified			
Other	6	Increase	Increase in mobile emissions from vehicle use.

CC12.2

Please describe your gross global combined Scope 1 and 2 emissions for the reporting year in metric tonnes CO₂e per unit currency total revenue

Intensity figure	Metric numerator	Metric denominator	% change from previous year	Direction of change from previous year	Reason for change
.00594	metric tonnes CO2e	unit total revenue	3.9	Increase	Flat revenues, but higher emissions from mobile sources.

CC12.3

Please describe your gross global combined Scope 1 and 2 emissions for the reporting year in metric tonnes CO2e per full time equivalent (FTE) employee

Intensity figure	Metric numerator	Metric denominator	% change from previous year	Direction of change from previous year	Reason for change
4.85020	metric tonnes CO2e	FTE employee	14.0	Increase	Decrease in headcount and higher emissions from mobile sources.

CC12.4

Please provide an additional intensity (normalized) metric that is appropriate to your business operations

Intensity figure	Metric numerator	Metric denominator	% change from previous year	Direction of change from previous year	Reason for change
.00514	metric tonnes	square foot	3.5	Increase	Flat square footage, but higher emissions from

Intensity figure	Metric numerator	Metric denominator	% change from previous year	Direction of change from previous year	Reason for change
	CO2e				mobile sources.

Further Information

Page: CC13. Emissions Trading

CC13.1

Do you participate in any emissions trading schemes?

No, and we do not currently anticipate doing so in the next 2 years

CC13.1a

Please complete the following table for each of the emission trading schemes in which you participate

Scheme name	Period for which data is supplied	Allowances allocated	Allowances purchased	Verified emissions in metric tonnes CO2e	Details of ownership

CC13.1b

What is your strategy for complying with the schemes in which you participate or anticipate participating?

CC13.2

Has your organization originated any project-based carbon credits or purchased any within the reporting period?

No

CC13.2a

Please provide details on the project-based carbon credits originated or purchased by your organization in the reporting period

Credit origination or credit purchase	Project type	Project identification	Verified to which standard	Number of credits (metric tonnes of CO2e)	Number of credits (metric tonnes CO2e): Risk adjusted volume	Credits cancelled	Purpose, e.g. compliance
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Further Information

Page: **CC14. Scope 3 Emissions**

CC14.1

Please account for your organization's Scope 3 emissions, disclosing and explaining any exclusions

Sources of Scope 3 emissions	Evaluation status	metric tonnes CO2e	Emissions calculation methodology	Percentage of emissions calculated using primary data	Explanation
Purchased goods and services	Relevant, not yet calculated				

Sources of Scope 3 emissions	Evaluation status	metric tonnes CO2e	Emissions calculation methodology	Percentage of emissions calculated using primary data	Explanation
Capital goods	Relevant, not yet calculated				
Fuel-and-energy-related activities (not included in Scope 1 or 2)	Not evaluated				
Upstream transportation and distribution	Relevant, not yet calculated				
Waste generated in operations	Relevant, not yet calculated				
Business travel	Relevant, calculated	6318	The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard	100.00%	Includes data for China, UK, and USA.
Employee commuting	Relevant, not yet calculated				
Upstream leased assets	Not evaluated				
Downstream transportation and distribution	Relevant, not yet calculated				This was calculated in prior years but due to a change in systems data was not available for the current year. Hasbro expects to report this data again in the future.
Processing of sold products	Not evaluated				
Use of sold products	Relevant, not yet calculated				
End of life treatment of sold products	Relevant, not yet calculated				
Downstream leased assets	Not evaluated				
Franchises	Not relevant, explanation provided				No franchises.
Investments	Not evaluated				
Other (upstream)					

Sources of Scope 3 emissions	Evaluation status	metric tonnes CO2e	Emissions calculation methodology	Percentage of emissions calculated using primary data	Explanation
Other (downstream)					

CC14.2

Please indicate the verification/assurance status that applies to your reported Scope 3 emissions

Third party verification or assurance complete

CC14.2a

Please provide further details of the verification/assurance undertaken, and attach the relevant statements

Type of verification or assurance	Attach the statement	Page/Section reference	Relevant standard	Proportion of Scope 3 emissions verified (%)
Moderate assurance	https://www.cdp.net/sites/2014/26/8126/Investor CDP 2014/Shared Documents/Attachments/CC14.2a/HASBRO CDP Assurance Statement AA1000 2014 v 1.pdf	Business travel	AA1000AS	100

CC14.3

Are you able to compare your Scope 3 emissions for the reporting year with those for the previous year for any sources?

Yes

CC14.3a

Please identify the reasons for any change in your Scope 3 emissions and for each of them specify how your emissions compare to the previous year

Sources of Scope 3 emissions	Reason for change	Emissions value (percentage)	Direction of change	Comment
Business travel	Other:	178	Increase	Additional data available.

CC14.4

Do you engage with any of the elements of your value chain on GHG emissions and climate change strategies? (Tick all that apply)

Yes, our suppliers

Yes, our customers

Yes, other partners in the value chain

CC14.4a

Please give details of methods of engagement, your strategy for prioritizing engagements and measures of success

Hasbro's strong culture of compliance, honesty and transparency is the foundation for our corporate social responsibility (CSR) efforts and stakeholder engagement strategy. Stakeholder views are important to us and influence our business decisions. We engage regularly with a wide range of internal and external stakeholders, listening to their suggestions, and using their feedback to improve our business. Collaboration helps us to frame our CSR agenda effectively and appropriately

and advance our work in the field.

Investors and Analysts: Our Investor Relations department regularly informs and updates our investors and analysts on Hasbro's financial and operational performance. We have an open line of communication between investors, analysts, the Investor Relations department and our senior management team. We engage with our investors and analysts through means including press releases, SEC filings, conference calls, meetings, and our Investor Relations website.

Regulators and Policymakers: Our Government Affairs group interacts with regulators and policymakers around the globe, through company outreach or industry association activities, including public policy forums.

Nongovernmental Organizations (NGOs): We collaborate with NGOs on issues of mutual importance including product safety, manufacturing ethics, and the environment.

Retailers: We value the input of our retailers and hold regular meetings with key customers. Our Sales and Marketing teams and senior executives serve as points of contact. In addition to working within the toy industry, we are looking to other industry and social compliance initiatives to identify best practice approaches for tackling tough social compliance issues. For example, in 2008 we joined the Global Social Compliance Programme (GSCP). This partnership of multinational retailers and brands pursues continuous improvement in working and environmental conditions across global supply chains, taking an approach based on consensus and best practice.

Employees: CSR is important to Hasbro employees, particularly new recruits who look to the company for CSR leadership and innovation. Our Human Resources department interacts with employees through employee orientation, Green Teams, and other internal communication channels.

Supply Chain: We communicate regularly with our third party and licensed manufacturing vendors around the world and their workers.

Continued in 'Further Information' below.

CC14.4b

To give a sense of scale of this engagement, please give the number of suppliers with whom you are engaging and the proportion of your total spend that they represent

Number of suppliers	% of total spend	Comment
20	90%	Suppliers may operate more than one factory.

CC14.4c

If you have data on your suppliers' GHG emissions and climate change strategies, please explain how you make use of that data

How you make use of the data	Please give details
Identifying GHG sources to prioritize for reduction actions	We communicate regularly with our third party and licensed manufacturing vendors around the world and their workers.

CC14.4d

Please explain why you do not engage with any elements of your value chain on GHG emissions and climate change strategies, and any plans you have to develop an engagement strategy in the future

Further Information

Consumers: We measure consumer satisfaction based on comments submitted by consumers via email, phone, online chat, social media and written correspondence. Our Consumer Affairs, Marketing teams, and regional offices maintain this dialogue. Hasbro consumers are vitally important to us. Our product safety, manufacturing ethics and environmental sustainability initiatives help us build the trust and confidence of our consumers, and create more enjoyable, entertaining and memorable experiences with Hasbro products. Consumer Affairs and regional offices around the world serve as the first port of call for consumers, responding to inquiries and providing information on Hasbro products. Consumer Affairs records and tracks information from consumers on potential issues of concern, passing this feedback to appropriate divisions for analysis and handling. Our safety procedures and protocols, developed jointly by the Consumer Affairs, Quality Assurance and Legal teams, guide resolution for safety concerns raised by consumers. Trained specialists support consumer inquiries regarding product safety. Customer complaints alleging harm or injury are dealt with by our Quality Assurance and Product Safety teams. We measure consumer satisfaction based on comments we receive via email, phone, online chat, social media and written correspondence. Information on top consumer trends and brand issues is shared internally in monthly consumer feedback reports and year-end reports. Hasbro uses global online communities to gain feedback on a variety of issues important to families, moms and children. Insights gained help to inspire and guide the direction of products across our strategic blueprint in toy, gaming, entertainment, licensing and digital expressions. Our online communities include: 1) Hasbro Kid and Family Hot Spot: a community of multinational children aged six to 14 and their families. 2) Play Panel: a group of child development and preschool education experts from around the world who help inform our product development thinking. Our Playskool team meets with the panel at least twice a year to discuss product, play, and parenting topics. 3) Mom-to-Mom Community: an online global research community of mothers. For over twenty years, our on-site play testing FunLab location at our corporate headquarters has allowed us to observe, play and interact with thousands of kids every year. In 2011 we added a new on-site FunLab at our Stockley Park U.K. office. Direct interaction with children and caregivers in our FunLabs helps inform our product development and inspire our designers. In November 2011, we released our first paper sourcing policy. The policy outlines our approach and our expectations of suppliers on sustainable paper sourcing. We have communicated our new paper policy to our suppliers, informing them of our expectations and goals, and we have embedded the policy into our company-wide quality assurance policies and procedures. We will continue to monitor and report on our progress. Hasbro purchases paper from suppliers who practice sustainable forestry. Both of our owned and operated factories have achieved certification from recognized certifying bodies like the Forest Stewardship Council (FSC). In 2010 we pledged to source at least 75 percent of paper packaging from recycled material or sources that practice sustainable forest management. By 2015, we aim to reach 90 percent usage of these materials and sources for all paperboard packaging and in-box content. We also work with independent third parties to verify data from our suppliers to confirm our paper and pulp is sourced from sustainably managed forests. To gain a better understanding of sourcing paper products, we seek guidance from organizations such as the nonprofit World Resources Institute and Integrated Paper Services (IPS), a paper and pulp testing laboratory. We communicate frequently with suppliers on our sustainable procurement efforts. In October 2010, we informed vendors of our intent to survey our entire supply chain to learn what sustainability certifications our suppliers have in place. In March 2011, we informed our vendors that external consultants would be auditing their printers and paper mills as part of this process. During 2011 we completed third party audits on all paper mills and printers we use in China, using the services of independent laboratories. We also plan to conduct random third party testing through an independent laboratory to test our paperboard packaging for its fiber content.

Module: Sign Off

Page: CC15. Sign Off

CC15.1

Please provide the following information for the person that has signed off (approved) your CDP climate change response

Name	Job title	Corresponding job category
John Gallucci	Director, Environmental, Health & Safety	Environment/Sustainability manager

Further Information

CDP 2014 Investor CDP 2014 Information Request