



Corporate Social Responsibility Report 2011 Update



About this report

Welcome to our Corporate Social Responsibility (CSR) Report 2011 Update, highlighting our progress and goals for the calendar year 2011 (January 1, 2011–December 31, 2011). The CSR Report 2011 Update also provides supplemental information about our business, as set forth in our [2011 Annual Report](#). Reporting and performance data includes information on Hasbro owned and operated facilities (offices, distribution centers and factories) unless stated otherwise.

Last year, in our first full [CSR report](#), we confirmed our commitment to increase transparency on CSR issues and initiatives. This Update is consistent with our pledge to produce a CSR report based on the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines biennially and to update reporting data in the interim years. We are excited about our 2011 progress and look forward to updating you further in our next, full, GRI-based CSR report which will be published in 2013.

About CSR at Hasbro

At Hasbro, when it comes to conducting business, we play by the rules and continuously strive to do the right thing. Our deep commitment to corporate social responsibility (CSR) is driven by a desire to play a part in building a safe and sustainable world for future generations. We seek to make a positive and lasting impact on the children and families we serve, the communities where we operate, and Hasbro employees and suppliers around the world.

We view CSR as a journey of continuous improvement, and our long-standing commitment to CSR drives everything we do. Our CSR strategy focuses on key issues that are critical to ensuring the continued preference of our brands by consumers and the success of our business. Our three CSR priorities influence the decisions we make every day:



PRODUCT SAFETY

Hasbro is proud of our commitment to and record on product safety. Through our rigorous standards and five-step quality assurance process, we integrate quality and safety into all of our products and practices.



ENVIRONMENTAL SUSTAINABILITY

Hasbro recognizes that our business impacts environmental sustainability and we take seriously our opportunity and responsibility to help minimize our impact on our natural resources.



MANUFACTURING ETHICS

Hasbro puts a strong emphasis on workers' rights, and we have modeled our supply chain policies to ensure all Hasbro products are manufactured in safe and healthy environments.

Importantly, Hasbro is also committed to giving back to communities with a focus on helping children overcome critical life challenges by empowering them, bringing them joy, and inspiring them to make their mark on the world through service. Our philanthropic efforts include innovative community programs and partnerships, financial and product donations, as well as employee volunteerism to bring “the sparkle of hope, the joy of play and the power of service” to children around the world.

Progress and Highlights



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New Commitments

2011 was a banner year for Hasbro with regard to corporate social responsibility, including in the area of environmental sustainability. Specifically, we:



FORMALIZED HASBRO'S CSR PRACTICE

In 2011, we launched Hasbro's formal CSR Practice, led by our VP of Corporate Social Responsibility and Government Affairs, which integrates our strategic CSR initiatives company-wide. As part of this effort and through cross-functional collaboration, Hasbro made a number of new commitments to help make our products, packaging, and operations more sustainable.

COMMITTED TO ELIMINATE PVC FROM CORE PRODUCT PACKAGING

Hasbro has committed to eliminating polyvinyl chloride (PVC) from all new core toy and game packaging¹ beginning in 2013. We've already begun phasing PVC out from packaging where feasible, and, starting in 2013, all new products introduced will have completely PVC-free packaging.



1. Core refers to Hasbro-owned toy and game brands.

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INTRODUCED A RESPONSIBLE PAPER SOURCING POLICY

Hasbro launched an aggressive paper sourcing policy in 2011, providing guidelines for suppliers regarding sustainable paper sourcing, and committing to report publicly our progress every two years. As part of the implementation, we regularly audit our printers and paper mills, and a third party firm tests packaging on a monthly basis to ensure that our suppliers are in compliance. Early fiber testing indicates that our suppliers are adhering to the policy, and we expect similarly positive reports as we move forward.

EXPANDED REPORTING THROUGH THE CLIMATE DISCLOSURE PROJECT

Since 2002, Hasbro voluntarily disclosed its annual greenhouse gas (GHG) emissions through the U.S. Environmental Protection Agency's Climate Leaders Program. As an extension of this commitment, we began disclosing our environmental metrics through the Carbon Disclosure Project (CDP) in 2011.



EXPANDED GREENHOUSE GAS (GHG) SCOPE 3 COLLECTION

This year we began more extensively tracking our Scope 3 emissions², the GHG emissions of our supply chain and support services, notably third party manufacturers and transportation.³ This effort marks significant progress in the management of our environmental footprint.

2. Scope 3 emissions sources for Hasbro include manufacturing vendors, transportation (logistics) and business travel.
3. Trucost, an environmental data research organization, verified Hasbro's Scope 3 emissions pertaining to business travel and third party distribution center stationary combustion and electricity. Hasbro's Scope 3 Transportation and Vendor Manufacturing data was not verified by Trucost and was disclosed as reported by the relevant third party vendors.

Performance Highlights

Hasbro made important strides in 2011 toward enhanced product safety, greater sustainability in our operations and package design, and improved third party factory compliance with international standards. In just one year, we have achieved:

Product Safety

Product safety is of the utmost importance to us, and we are proud of our exemplary track record.

ZERO

ZERO PRODUCT RECALLS

Hasbro has a strong product safety record, and recalls are rare. Not a single one of Hasbro's toys or games were recalled this year, nor over the past several years. We also had zero licensed product recalls this year. We are very proud of this record, especially in light of our diverse product assortment—ranging from electronics and DVDs to plush toys and board games. We believe this is a testament to our standard-setting quality assurance and safety processes which prioritize transparency and disclosure, requiring our teams to identify potential product safety issues as they arise and manage them immediately—whether that means reporting potential safety issues to government agencies or evaluating them for redesign.

NONE

NO NON-COMPLIANCE MONETARY FINES

Hasbro received no monetary product safety fines due to its strong record on product quality and safety. We are pleased to keep our time and resources focused on developing the highest quality toys and games for children around the world.



BPA PHASE OUT

In 2011, Hasbro completed its voluntary phase out of Bisphenol-A (BPA), a compound used to strengthen polycarbonate plastic, and BPA is no longer intentionally added to Hasbro products. We continue to maintain open dialogue with various stakeholders regarding issues surrounding material and chemical use in our products.

Environmental Sustainability

We remain committed to shrinking our environmental footprint through continuous improvement and strategic innovations—from the way we run our operations to how we think about our products and packaging.



10% YEAR ON YEAR REDUCTION IN GHG EMISSIONS

This additional 10 percent reduction brings our Scope 1 and Scope 2⁴ GHG emissions reduction to 20 percent against our 2008 baseline.⁵

26%

REDUCTION IN NON-HAZARDOUS WASTE

Hasbro owned and operated facilities produced almost 3,000 fewer tons of non-hazardous waste in 2011—a 26 percent reduction.

7,100

TONS OF WASTE RECYCLED

Hasbro recycles more than 80 percent of the non-hazardous waste produced at our owned and operated facilities. In 2011, we recycled over 7,100 tons of waste, including cardboard, electronics, paper and plastic. We send zero waste to landfill from our U.S. manufacturing processes, and we are approaching a similar level at our factory in Ireland.



12.5% REDUCTION IN WATER USE

Although Hasbro is not a heavy water user, the company is committed to reducing its environmental impact in as many ways as possible. By reducing our water use by 12.5 percent in 2011, we were able to achieve an 18.7 percent cumulative reduction, surpassing our goal to achieve a 15 percent reduction in water use by 2012 year end from 2008 levels.

4. Direct emissions (Scope 1) include sources of stationary combustion, mobile combustion and refrigerants. Indirect emissions (Scope 2) include consumption of purchased electricity.

5. In 2010, we achieved and exceeded our goal to reduce Scope 1 and Scope 2 global emissions by 10 percent from a 2008 baseline.

Environmental Sustainability continued

80%

RECYCLED CONTENT OR SUSTAINABLY SOURCED MATERIAL IN PACKAGING

We exceeded our 2011 goal to derive at least 75 percent of paper and board packaging from recycled material, or from sources that practice sustainable forest management. To keep the momentum, we plan to increase our target to 90 percent usage of these materials and sources for all of our paper-board packaging and in-box game content by 2015.



INCREASED EFFICIENCIES IN U.S. SHIPPING

Hasbro increased to 96 percent its domestic product shipments via SmartWay carrier members, companies that track fuel usage for reporting efficiency of carbon emission reductions. In addition, 93 percent of Hasbro containers were moved to the domestic distribution facility during off-peak hours in 2011 as part of the initiative to reduce carbon emissions at the Port of Long Beach, California.



ENHANCED EFFICIENCIES IN INTERNATIONAL DISTRIBUTION

New distribution centers were opened in Moscow, Russia and Prague, Czech Republic, improving lead time to market and reducing congestion, miles to customers, and warehouse processing time. These operational improvements help Hasbro reduce superfluous energy use.

Manufacturing Ethics

We strive to conduct business throughout our supply chain in accordance with the highest ethical standards and we are committed to collaborating across the toy industry to drive continuous improvement.



IMPROVEMENTS WITH INTERNATIONAL COUNCIL OF TOY INDUSTRIES (ICTI) SEAL OF COMPLIANCE

All of Hasbro's third party manufacturing partners in China must adhere to the ICTI CARE Process⁶ and carry the ICTI Seal of Compliance. In 2011, the percentage of Hasbro products sourced from third party factories with ICTI CARE Class A and B Seals of Compliance—the Seal levels signifying strictest compliance with ICTI regulations—increased from 48.4 percent in 2010 to 60 percent. The rise in highly compliant factories in 2011 was supported by Hasbro's effort to do more business with suppliers who embrace our values with regard to transparency and workers' rights.



PUBLICATION OF BEST PRACTICES FOR LICENSING

It is our priority to collaborate with industry partners, peers and organizations to seek ways to improve ethical manufacturing programs and build licensee capacity around the world. We actively participated in the development of the 'Good Practices for Complying with Licensors' Social and Environmental Requirements' guide for licensees, published by BSR in November 2011.

6. The International Council of Toy Industries (ICTI)'s CARE (Caring, Awareness, Responsible, Ethical) Process is a program to promote ethical manufacturing in the toy industry supply chain.

Community

Hasbro's philanthropic goals are focused on bringing "the sparkle of Hope, the joy of Play and the Power of service" into the lives of children who need it most around the world. In 2011, 4.1 million children were impacted through our philanthropic support. Examples of how we were able to make a difference this year include:

600,000

YOUTH ENGAGED

We saw continued growth at generationOn, the youth service enterprise of the Points of Light Institute that Hasbro founded in 2010. The second annual Holiday Gift Campaign, in which Hasbro donates a toy to a needy child for every act of service completed, garnered service pledges from over 133,000 young change agents across six continents, 103 countries and 48 states. These pledges translated to a donation of more than \$1 million in toys and games from Hasbro to the U.S. Marine Toys for Tots Foundation.



NINE SOS CHILDREN'S VILLAGES SUPPORTED

Hasbro is proud to support SOS Children's Villages, an organization whose innovative model creates stable, loving homes for orphaned children around the world. Our work with SOS Children's Villages provides education and basic needs for children living in nine SOS Children's Villages in countries where Hasbro employees live and work, including Brazil, China, Colombia, Mexico, Romania and Russia. Employees from our regional offices in these locations also assist with donations of toys, games and volunteer work.



1,300 CLEFT PALATE PATIENTS TREATED

Hasbro's partnership with Operation Smile helped provide life-changing operations for 1,300 patients in Brazil and China with severe cleft conditions. This year, Hasbro sponsored a medical mission trip to Rio de Janeiro, Brazil where volunteers from the Hasbro team shared toys and games with 102 pre- and post-op patients preparing for and recovering from the 168 procedures performed by volunteer surgeons on the trip.

400,000

TOYS AND GAMES DONATED DURING THE HOLIDAYS

For decades, Hasbro has worked with nonprofit organizations to provide toys and games to underserved and underprivileged children and families through our Gift of Play donation program. In 2011, we donated over 400,000 toys and games to children around the world.

For more information on our 2011 philanthropy efforts, please refer to our [2011 Philanthropy Report](#).

2011 Challenges

Our CSR efforts have helped us pave the way toward a more sustainable future. Continuous improvement is a way of life at Hasbro, and we are eager to set new goals that will help us become the most responsible company we can be for our customers, employees and partners across the globe. These opportunities include:

Formalizing KPIs

We are working to develop formalized, company-wide Key Performance Indicators (KPIs) to track our progress on social and environmental goals across the business and streamline our processes internally. However, because of the lack of harmonized KPIs globally across our CSR priority areas this proves to be particularly more difficult.

Tracking Greenhouse Gas (GHG) Scope 3 Emissions

As we expand the reporting of our GHG Scope 3 emissions, we are working to track and confirm the environmental footprint of our transportation and distribution partners, manufacturing vendors, warehouse operations and other third party suppliers. We are currently working with our third party manufacturing facilities, establishing internal processes to track GHG emissions and have begun to solicit third party verification on this data. For certain vendors, we have less visibility into emissions data, so Hasbro teams are also working to verify this data internally with an eye toward third party verification in years to come.

Promoting Ethical Manufacturing Among Suppliers

Hasbro's commitment to ethical manufacturing includes a process of rigorous review of our suppliers' practices. Working hours and transparency continue to be our biggest known challenges in this regard. To address these issues, Hasbro works in conjunction with the ICTI CARE Process to develop corrective action plans for factories with violations, solicit commitments to improvement from each factory, and actively work with factories to ensure all areas of non-compliance are corrected. For factories that do not improve their standing within a predetermined timeframe, our policy is to move production to different facilities. We believe our strong and longstanding relationships with our manufacturing partners are due in part to this collaborative approach.

Formalizing our Approach to Human Rights

We value the safety, wellness and dignity of every worker throughout our supply chain. In 2011, we identified an opportunity to formalize our approach to human rights and began to evaluate and explore our operations and supply chain.



2011 Data Dashboard



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DATA DASHBOARD

Economics



Net Revenues
billion



Net Earnings
million



Total Number of Employees

Products



PRODUCT SAFETY



Hasbro had no product violations in 2011.

MANUFACTURING ETHICS

Third Party Factories Audit Overview

(toy and game)

All of our third party factories, located where the ICTI CARE program operates, are required to maintain a Seal of Compliance from the ICTI CARE program. The following chart provides a breakdown of the Seal levels for the 45 factories in China that account for approximately 80 percent of Hasbro's toy and game production in the Far East.

NUMBER OF FACTORIES

SEAL CLASS AND DEFINITION



44.3% of Sourcing

Class A Seal: The first and highest attainable seal level. Class A Seal is awarded to a factory that has been audited, with no critical defects found and has committed to transparency. Factories are found to have workers laboring no more than 66 hours per week.



15.7% of Sourcing

Class B Seal: The second level Seal. Class B Seal is awarded to a factory that has been audited with no critical defects found and has committed to transparency. Factories are found to have workers laboring 72 hours per week or less, but more than 66 hours per week. This level may be achieved at an initial audit or as part of a Continuous Improvement Process (CIP) through which the factory aims to reduce working hours.

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10.2% of Sourcing

Conditional Seal: The third level Seal. Conditional Seal indicates that a factory has been audited with no critical defects found and has committed to transparency. The factory is found to have workers laboring more than 72 hours per week and is working through a Continuous Improvement Plan (CIP) to reduce working hours.



10.2% of Sourcing

Probation: Factories found to have major areas of non-compliance identified are put on probation and a corrective action plan is established. Factories on probation are monitored on a quarterly basis to ensure corrections are fully implemented. If a factory is on probation, Hasbro receives commitment to improvement from the factory and actively works with the factory to ensure all areas of non-compliance are corrected.

Total Factories



80.4% of Sourcing

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Environment



ENERGY AND GREENHOUSE GAS EMISSIONS

Greenhouse Gas Emissions⁷
metric tons CO₂e

Each dot represents approximately
573 metric tons CO₂e



	2008	2009	2010	2011
Indirect				
Asia Pacific	3,007	3,605	2,487	2,508
Europe	4,727	4,063	4,312	4,075
Latin America	751	1,139	497	345
US/Canada	17,653	16,178	16,343	12,756
Total Indirect	26,138	24,985	23,639	19,684
Direct				
Asia Pacific	82	69	217	64
Europe	3,350	3,046	2,251	3,576
Latin America	181	135	660	139
US/Canada	4,628	4,212	3,713	3,877
Total Direct	8,241	7,462	6,841	7,656
Total Emissions	34,379	32,447	30,480	27,340

Total Energy Consumption
gigajoules

Each dot represents approximately
5,240 gigajoules



	2008	2009	2010	2011
Electric	215,388	225,227	193,706	166,406
Fuel	92,491	89,194	67,313	77,059
Total	307,879	314,421	261,019	243,465

7. Direct emissions (Scope 1) include sources of stationary combustion, mobile combustion and refrigerants.
Indirect emissions (Scope 2) include consumption of purchased electricity.

Note: Figures include information on Hasbro owned and operated facilities (offices, distribution centers and factories) unless stated otherwise.

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ENERGY AND GREENHOUSE GAS EMISSIONS

CO₂ Emissions
metric tons CO₂

Each dot represents approximately
570 metric tons CO₂



	2008	2009	2010	2011
Indirect				
Asia Pacific	2,990	3,581	2,423	2,443
Europe	4,705	4,041	4,259	4,025
Latin America	749	1,135	607	344
US/Canada	17,523	16,060	16,223	12,662
Total Indirect	25,967	24,817	23,512	19,474
Direct				
Asia Pacific	71	64	207	61
Europe	3,289	2,983	2,201	3,496
Latin America	178	132	651	137
US/Canada	4,592	4,178	3,677	3,839
Total Direct	8,130	7,357	6,736	7,533
Total Emissions	34,097	32,174	30,248	27,007

WATER⁸

Water Consumption
U.S. million gallons

Each dot represents approximately
330,000 U.S. gallons



	2008	2009	2010	2011
Facilities	11.1	11.04	11.74	11.38
Factories	8.74	6.60	6.70	4.76
Total	19.85	17.64	18.44	16.14

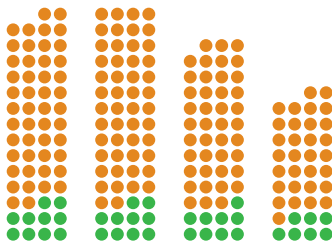
8. Data is not available for a small percentage of operated leased facilities, where segregation of Hasbro waste and water was not present.

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WASTE⁹

Total Non-Hazardous Waste
U.S. (short) tons

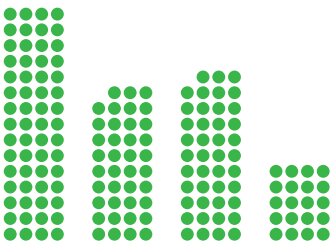
Each dot represents approximately
228 U.S. (short) tons



	2008	2009	2010	2011
Recycling	11,000	11,363	9,591	7,143
Disposal	2,256	2,296	2,040	1,498
Total	13,256	13,659	11,631	8,641
Recycled	83%	83.2%	82.5%	82.7%

Total Hazardous Waste
U.S. (short) tons

Each dot represents approximately
1.75 U.S. (short) tons



	2008	2009	2010	2011
Total	105	69	76	35

9. Data is not available for a small percentage of operated leased facilities, where segregation of Hasbro waste and water was not present.

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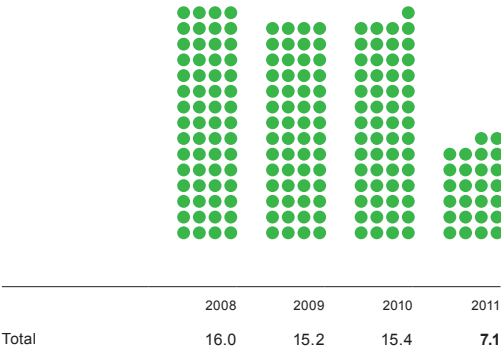
Hasbro has other emissions not catalogued above, the scope of which is *de minimus* in nature. These *de minimus* emissions include:

VOC EMISSIONS

VOC Emissions¹⁰

U.S. (short) tons

Each dot represents approximately
0.27 U.S. (short) tons



Additionally, Hasbro provides state level reporting per compliance requirements for our owned and operated manufacturing facility located in Massachusetts, United States.

Hasbro does provide Toxic Release Inventory (TRI) emission data to the U.S. Environmental Protection Agency (EPA) per federal guidelines. However, as a *de minimus* emitter, this reported data does not meet the threshold defined by the EPA in its public information system for the results to be presented in any query through its system.

10. Location for VOC emissions is the Hasbro owned and operated factory in East Longmeadow, Massachusetts.

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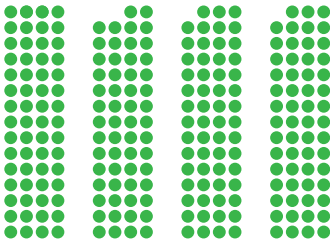
Employees



DIVERSITY AND INCLUSION

Global Employee Diversity

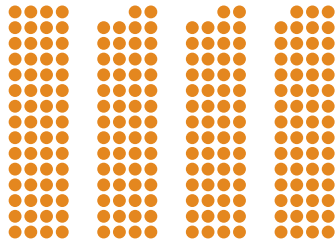
Each dot represents approximately
96 people



	2008	2009	2010	2011
Total ¹¹	5,733	5,610	5,640	5,677
Women	51%	51%	51%	51%
Women in Management	31%	31%	30%	32%

U.S. Employee Diversity

Each dot represents approximately
53 people



	2008	2009	2010	2011
Total	3,164	3,098	3,088	3,121
Women	51%	51%	50%	49%
Women in Management	33%	32%	31%	34%
Ethnic Minorities	14%	14%	14%	14%
Ethnic Minorities in Management	4%	4%	5%	6%

U.S. Ethnic Minorities by Category

	2010	2011
American Indian/Alaskan	3	3
Asian or Pacific Islander	133	130
Black/Not Hispanic origin	109	103
Hispanic	177	188
Native Hawaiian	2	2
Other/Unknown	1	1
White/Not Hispanic origin	2,660	2,685
Unidentified	3	9

11. Figures do not include employees in Brazil, Colombia, Greece, Japan, Korea, Peru, Romania or Russia.

Note: All charts are proportional representations of data included in tables below.

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DEVELOPMENT AND TRAINING



Average number of hours of training per employee per year

LABOR RELATIONS



Percentage of employees represented by trade union or covered by collective bargaining agreement

HEALTH AND SAFETY¹²

Incidence Rates	2008	2009	2010	2011
Recordable Injuries and Illnesses	2.15	1.98	1.51	1.46
Lost Time Injuries and Illnesses	0.70	0.78	0.47	0.58
Lost Work Days	10.45	19.04	13.58	11.61

12. Work-related incidence rates per 200,000 hours worked in a full year.

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Community



\$7.3

Total Financial Support
(including grant making and company sponsorship)
million

\$8.4

Total Product Donation Value (fair market value)
million

18,531

Total Number of Employee Volunteer Hours

2011 Awards and Recognition

100 BEST COMPANIES TO WORK FOR

Fortune Magazine ranked Hasbro 59 out of the top 100 Companies to Work For in 2011, citing shortened Fridays and paid volunteer hours for all employees as notable perks.

CLIMATE COUNTS SCORECARD

Hasbro received the top score in the Toy and Children's sector on the 2011 Climate Counts Scorecard. The Scorecard assesses top consumer companies' commitments to operating in a responsible manner and helping consumers make responsible purchasing decisions.

VPPPA OUTREACH AWARD

Hasbro's East Longmeadow, Massachusetts manufacturing facility was granted the 2011 VPPPA (Voluntary Protection Program Participants' Association) Outreach Award, which recognizes a company committed to developing new techniques to create a safer, healthier work environment and sharing health and safety best practices with colleagues and competitors.

MOST INFLUENTIAL PEOPLE IN BUSINESS ETHICS

In recognition of Hasbro's commitment to business ethics and corporate responsibility, our Vice President of Corporate Social Responsibility and Government Affairs, Kathrin Belliveau, was named as one of 2011's 100 Most Influential People in Business Ethics by the Ethisphere Institute.

SUSTAINABLE GREEN PRINTING (SGP) PARTNERSHIP CERTIFICATION

Hasbro's East Longmeadow, Massachusetts facility gained SGP certification for its in-house printing operation. Facilities are granted SGP certification after demonstrating a commitment to upholding social and environmental best practices in input materials, the manufacturing process, and the facility's overall environment and operations.

ISO 9001 QMS AND ISO 14001 EMS

Our East Longmeadow, Massachusetts manufacturing facility was re-certified in ISO9001:2008 (QMS) and ISO14001:2004 (EMS) registrations and granted OSHA VPP Star Status certification for the tenth year in a row.

FSC® CHAIN OF CUSTODY CERTIFICATION

Hasbro's two owned and operated manufacturing facilities, in East Longmeadow, Massachusetts and Waterford, Ireland, achieved the Forest Stewardship Council™ (FSC®) Chain of Custody Certification in 2011 (FSC® License Code FSC-C108149), which helps to better track our sustainable fiber content through the supply chain and report levels publicly with the support of FSC®.

Contact

To find out more about CSR at Hasbro visit www.hasbro.com/csr.
To provide feedback on our reporting, please contact csr@hasbro.com.

