

TRAINING FICHE

03. CLOTHING AND THE CITIZENS, THE SOCIETY AND THE CULTURE

(Sections in italic only for internal use, not to be published)

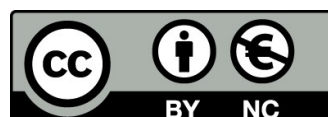
Area	<i>Clothing</i>										
Level	<i>BASIC</i>										
Topic	<table border="1"> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td>3. Social and cultural concerns and implications</td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table>						3. Social and cultural concerns and implications				
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Keywords	Clothing; Social and Cultural Concerns; Fair work; Fast-fashion; Working conditions; Workers; clean-clothes										
Introduction (500-1000 characters including spaces)	The fast-fashion concept emerged in the 1990s with large fashion companies beginning to mass produce clothes. In terms of labor rights, this industry is still, in many cases, breaking the law, with human rights violations still a practice that										

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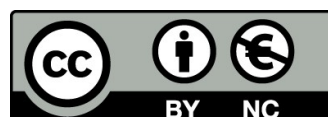
	<p>affects many of the 75 million people working in the textile industry.</p> <p>Particularly in countries such as Bangladesh, Indonesia, Sri Lanka and the Philippines, many cases of child labor and modern slavery are reported.</p> <p>Also, many factory workers are paid below the legal minimum wage, forced to work long hours in unsafe environments, and with no access to health care or paid leave.</p> <p>The fashion industry also took advantage of the development of faster and more efficient trade routes that facilitate transactions across the world. Value chains have become increasingly complex, with multiple intermediaries, from production to sale. Thus, consumers have unlimited access to all types of clothing at any time (using e-commerce), leading to excessive, unsustainable and unethical consumption of clothing.</p>
<p>Impacts/Benefits (1000-1500 characters including spaces)</p>	<p>A global change is needed both relating to the conditions of workers in the fashion industry and to the information and knowledge that the public has about these conditions and practices.</p> <p>A more responsible consumption, that is, more informed and aware of the social impacts that the fashion industry has, can trigger processes of change in working conditions. The awareness that workers in textile factories are mostly exploited, discriminated against and mistreated, should promote behaviors such as not buying new pieces of clothing from brands that maintain these practices.</p> <p>Consumer pressure can be a lever for these changes. On the other hand, on the part of brands,</p>

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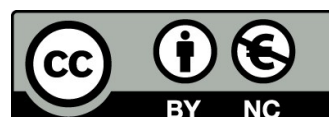
	<p>if there is an effort to improve and adapt working conditions, it will not only lead to their being recognized for their efforts, which will bring reputational and economic benefits, but will lead to an increase in prices, being more realistic and fairer. It is up to companies to provide these changes and to consumers to press and then understand why it is not possible to have access to the volume of clothes they used to have and the prices that existed.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>Consumers and companies should be equally involved in the observation and implementation of good practices.</p> <p>Consumers can look for sustainable brands that work and present value chains in a transparent way, that is, in which it is communicated where and how raw materials are extracted and how their transformation process is.</p> <p>They can also find out about brands that respect environmental certifications such as the Fairtrade Foundation (its website, among different kinds of information, also provides campaign materials to alert on the topic) or the Fair Wear Foundation (its website also presents the joint position on the European Union strategy for ensuring human rights on sustainable textiles).</p> <p>Moreover, companies influence the behavior of their customers through their communication campaigns, as Patagonia did, on Black Friday, with its campaign “Don´t buy this jacket”, encouraging their customers not to buy clothes on that day. This type of campaign not only conveys the brand's commitments and values to the public, but also encourages consumers to behave more sustainably.</p>

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	<p>The Clean Clothes Campaign is a global network operating in 45 countries that connects industry-wide actors, civic organizations and labor rights unions. It aims to ensure that fundamental workers' rights are respected by educating and mobilising consumers.</p>
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>In general, the fashion industry has as one of its main obstacles the respect and guarantee that its production is not being carried out by slave or almost slave labor. Working conditions in factories and along the value chain of this industry must be monitored to ensure that workers do not remain in precarious work situations. Companies must be held accountable for the working conditions that their workers (even if subcontracted) have in the fields and factories.</p> <p>Consumers, on the other hand, must be informed and have access to information, in a transparent and truthful way, about the company's work policies. Likewise, they can and should pressure companies to change them if it is public knowledge that policies are not complying with standards. The great challenge is to have access to information and to be able to put pressure on this behavioral change in an integrated and collective way.</p> <p>Organizations like Fashion Revolution can significantly contribute to collective action on a global scale.</p>
<p>Language</p>	<p>English</p>
<p>Partner</p>	<p>UA</p>
<p>Further references</p>	<p>Columbia Climate School. Why Fashion needs to be more sustainable. 2021.</p>

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<https://www.lowestwagechallenge.com/post/state-of-the-industry>

Clean Clothes Campaign: <https://cleanclothes.org/>

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