

OXFAM AUSTRALIA

FASHION REVOLUTION TOOLKIT



This year Oxfam has partnered with Fashion Revolution to fight for transparency. Along with tens of thousands of people around the world we're asking companies #whomademyclothes and demanding that they commit to transparency.

IN TERM 2, WE ARE ENCOURAGING YOU, THE TEACHERS AND STUDENTS, TO USE YOUR VOICE AND POWER TO TRANSFORM THE FASHION INDUSTRY INTO A FORCE FOR GOOD.

KEY DATES: 18TH APRIL – 22ND MAY

The campaign is bookended by two important dates. You can campaign whenever you want over this period (and throughout Term 2 and beyond!), but these dates could be used to give you a specific focus for hosting activities.

1. Fashion Revolution week, running from 18th April and ending on the Rana Plaza anniversary 24th April.
2. Fairtrade Fortnight, running from 8th May to 22nd May.

THE SITUATION

The textile industry is plagued by some of the worst conditions for workers, most of whom are women. Protecting workers' rights is a key part Oxfam's work. From agriculture to textile workers, we've been fighting for the rights of workers across the world for decades, with a particular focus in South East Asia.

Since the devastating [collapse of the Rana Plaza building](#) in April 2013, we have been campaigning to pressure companies to sign the [Bangladesh Fire and Building Safety Accord](#). The accord is an independent agreement designed to make all garment factories in Bangladesh safe workplaces.

Since 2013 more than 160 companies have signed onto the accord including Australian companies Cotton On, Kmart, Target, Forever New, Specialty Fashion Group, Woolworths, Pacific Brands and Pretty Girl Fashion Group. But signing the accord is just the first step.

WHAT'S THE SOLUTION?

Companies need to allow for full transparency about where their clothing is made.

- Transparency allows independent groups to visit factory sites and support workers in their campaigns for improved conditions.
- Garment companies need to ensure that all workers making their products receive a living wage, and that they are free to join a union and collectively bargain in the workplace.

Without full transparency about where a company makes their clothing, signing the Accord is the same as to an IOU that you're never intending to repay.

WHAT CAN YOU DO?

Everyone deserves to be treated fairly, and to be safe in the workplace. So whether you love clothes and are obsessed with fashion, or simply buy clothes just for their function, take some time out and ask your brands **#whomademyclothes?**

It doesn't matter if you've got heaps of time or just a few minutes, there is an action that will work for you, your class, a social justice group at school or even the whole school! Check out the boxes below for some ideas ☺

INDIVIDUAL ACTION: ASK THE BRAND #WHOMADEMYCLOTHES?

1

- Show your label and ask #whomademyclothes?
- Snap a picture of yourself holding a #whomademyclothes sign, upload to social media & tag the brand in your post.



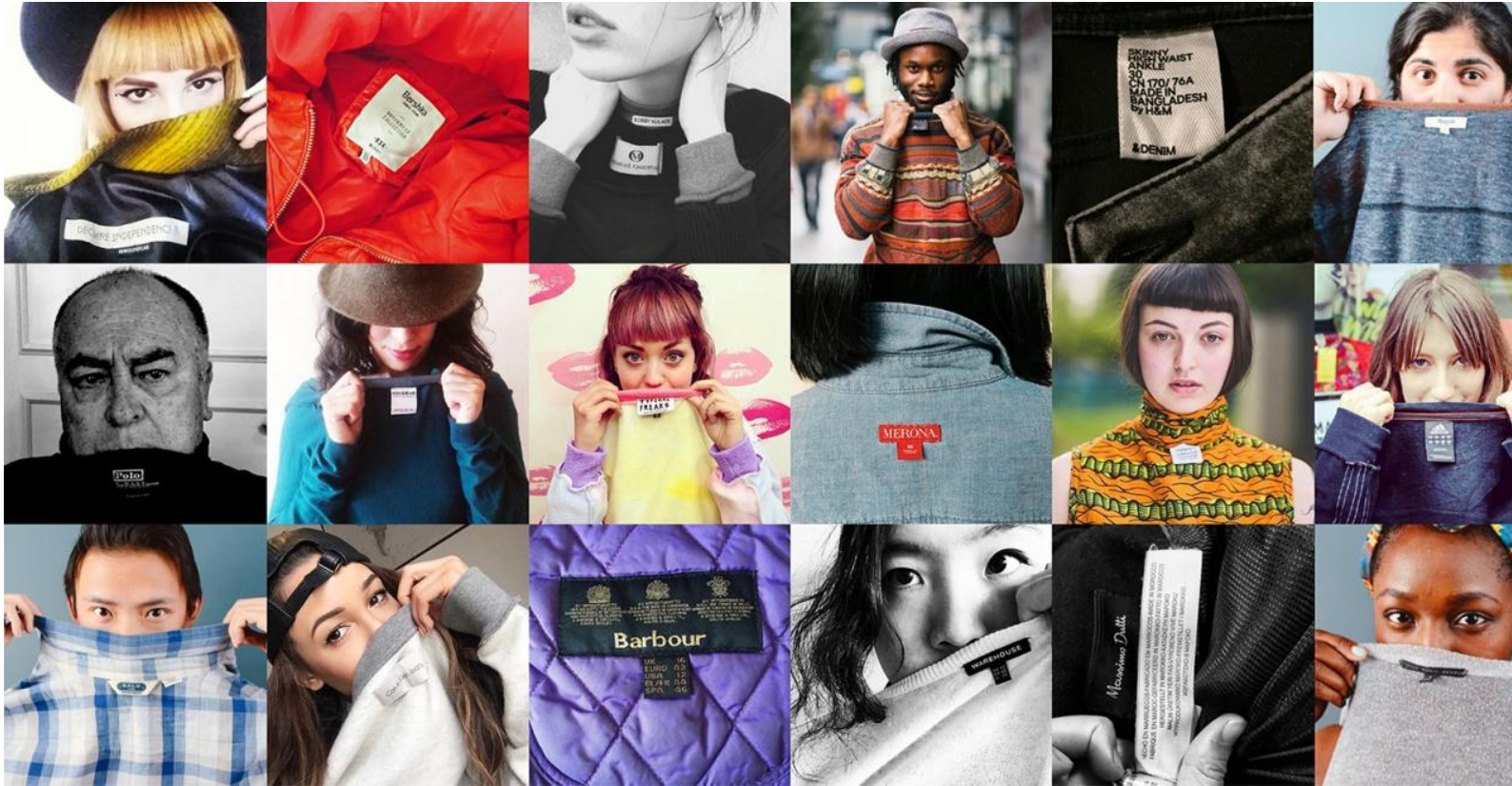
1.
Take a selfie showing your label. You could turn your clothes inside out to make more of a statement.



2.
Upload your photo or video to social media



3.
Tag the brand and ask **#whomademyclothes**



GROUP ACTIVITY: ORGANISE AN EVENT

2

- Host a market stall and get others to ask #whomademyclothes?
- Create a poster and put up flyers.
- Organise an inside-out school uniform day.
- Host an ethical fashion show.
- Host a film screening.
- Make and play the Fashion Revolution Trump Card Game

These are just some ideas... Feel free to get creative too! Just make sure that whatever you're doing fits in with the theme of Fairtrade and labour rights, and to ask that crucial question - #whomademyclothes?

PS You can get involved in the #FashionRevolution as a stand-alone campaign, or you can use it as an amazing opportunity to get talking about Fair Trade and workers' rights in the classroom! [We've got plenty of resources to help you get the conversation started.](#) (Check out www.oxfam.org.au/education and head to the Term Projects section of the website.)



RESOURCES FOR YOUR EVENT

We've got you covered with a bunch of great resources.

The next few pages of this document are your printable resources, including:

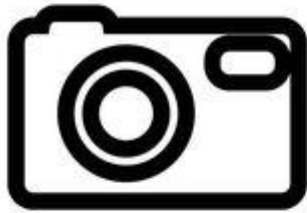
- #whomademyclothes? cards and signs
- Social media banner
- Documentaries & short films
- Speaker's Notes – film screening
- Quotes
- Posters (including a customisable event poster)
- Fact sheet
- FAQs
- Worksheet: Design your own Fashion Revolution poster
- Worksheet: Where in the world are my clothes made?
- Worksheet: What can I find out about my clothes?
- Worksheet: Fashion Revolution Trump Card Game

You can also [get in touch with the Schools Program Coordinator \(schools@oxfam.org.au\)](mailto:schools@oxfam.org.au) to get your hands on some hard copies of the posters – just let us know how many you'd like!

#WHOMADEMYCLOTHES SIGN/CARD



1.
Take a selfie showing your label. You could turn your clothes inside out to make more of a statement.



2.
Upload your photo or video to social media



3.
Tag the brand and ask **#whomademyclothes**

SOCIAL MEDIA BANNERS

NB: visit www.oxfam.org/au/education and head to the 'Term Projects' site to download these images



DOCUMENTARIES AND SHORT FILMS

Keen to host a film screening to promote transparency of companies in the clothing industry?

We've got some suggested documentaries and short films you might want to show.
<https://au.pinterest.com/fashrevglobal/film-library/>

Want more? Organise a Q&A after you show the film. Use the Fact Sheet and your research to guide the conversation!

Check out the Speaker's Notes on the next page.

Tips for your film screening and Q&A event:

- Include a blurb about the chosen documentary or the short films in your welcome address.
- Include information about your group and how people can get more information about how to get involved. Provide flyers with contact details or include your contact details on a power point slide in the background.

SPEAKER'S NOTES: FASHION REVOLUTION

Acknowledgement of country:

I'd like to acknowledge the traditional owners of the land on which we are meeting. The _____ people of the _____ Nation. I would like to pay my respects to Indigenous Elders, past, present and emerging.

Welcome/Introduction:

My name is _____ and I'm part of the _____ Oxfam Group / [class name]. Thank you for joining us tonight for a screening/Q&A of [film name].

This year Oxfam has partnered with Fashion Revolution to fight for transparency in the fashion industry. Along with tens of thousands of people around the world, we are demanding that companies be transparent about where their clothes are made, and who is making them.

Protecting workers' rights is a key part of Oxfam's work; from agriculture to textile workers, we've been fighting for the rights of workers across the world for decades.

What is the situation?

The textile industry is plagued by some of the worst conditions for workers. Since the devastating collapse of the Rana Plaza building in April 2013, where 1,138 people were killed and 2,500 people were injured, Oxfam as well as organizations like Fashion Revolution have been campaigning to pressure companies to sign the Bangladesh Fire and Building Safety Accord. The accord is an independent agreement designed to make all textile factories in Bangladesh safe workplaces.

Hope

Since 2013 more than 160 companies have signed onto the accord including Australian companies Cotton On, Kmart, Target, Forever New, Specialty Fashion Group, Woolworths, Pacific Brands and Pretty Girl Fashion group. But signing the accord is just the first step.

Solution

Companies need to allow for full transparency about where their clothing is made and who is making their clothing.

- Clothing companies need to be open and transparent about where their clothes are being produced and who is making them. This information needs to be made public available. This transparency will allow

independent groups to visit factory sites and support workers in their campaigns for improved conditions.

- Companies need to ensure that all workers making their products receive a living wage and that they are free and safe to join a union and collectively bargain in the workplace.

Without full transparency about where a company makes their clothing, signing the accord equates to nothing more than an IOU that you're never intending to repay.

Action

Let's use our voices and power to transform the fashion industry into a force for good. We can do this today by taking action and asking brands 'who made my clothes'.

Take a picture of your clothing label and ask the brand #whomademyclothes or take a picture of yourself with the #whomademyclothes card, upload it to social media and tag your clothing brand in your post. There will be time after the film to do this as well.

After the film (reminder):

Remember to take a picture of your clothing label and ask the brand #whomademyclothes or take a picture of yourself with the #whomademyclothes card, upload it to social media and tag your clothing brand in your post.

fast fashion
isn't free.

Someone
somewhere
is paying.

LUCY SIEGLE

**wear
clothes that
matter**

SOLITAIRE TOWNSEND

24.04.16

—
JOIN THE
FASHION REVOLUTION

Who made
my clothes?



Who made
my
clothes?

FASHION
REVOLUTION



Who
made
my
clothes?



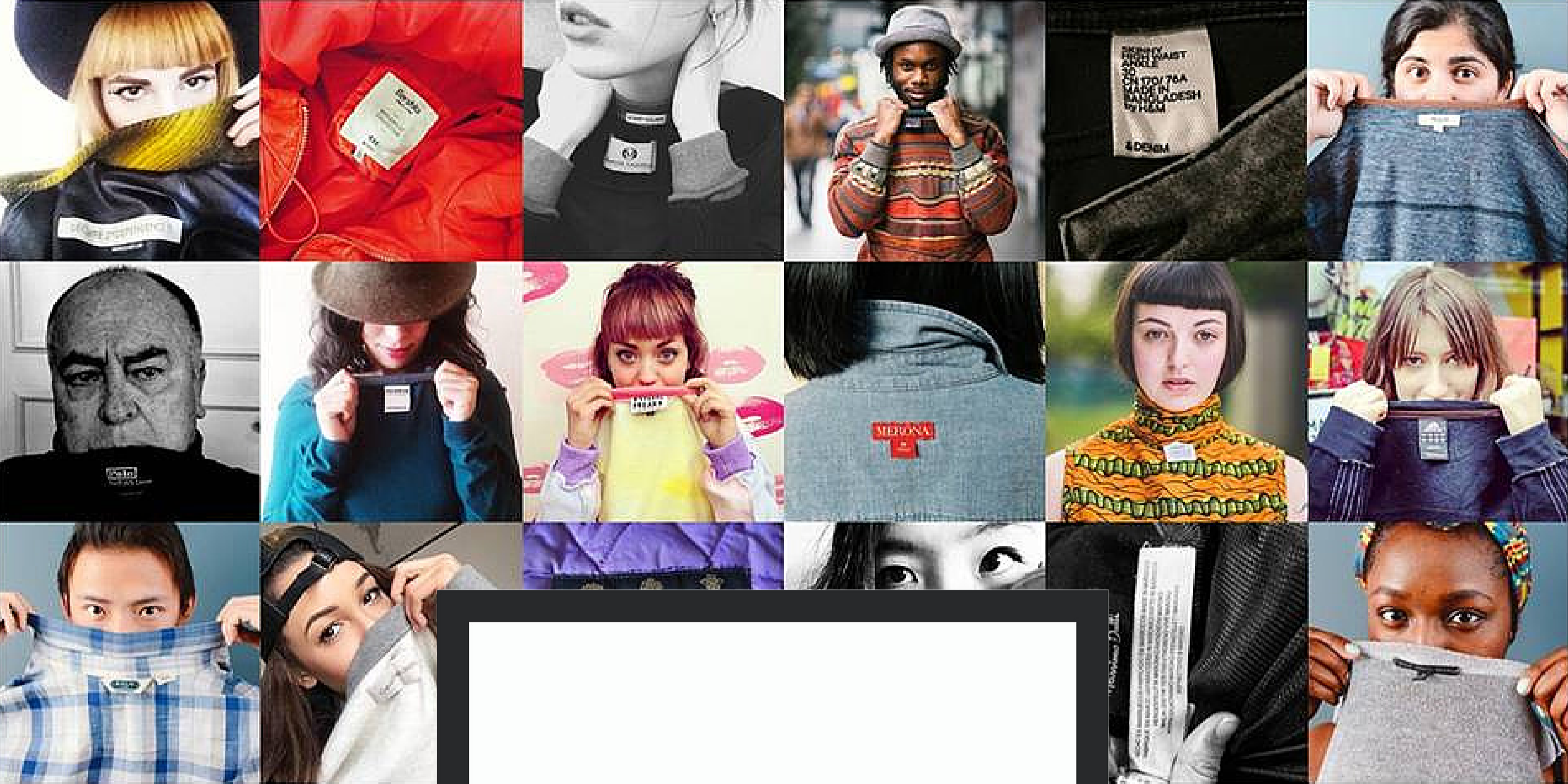
EVENT:

DATE:

TIME:

VENUE:

CONTACT:



FASHION REVOLUTION

EVENT:

DATE:

TIME:

VENUE:

CONTACT:

Fashion Revolution



BE CURIOUS

An orange square containing a black line-art face with closed, downward-curving eyes and a sad expression.

In Guangdong in China young women face 150 hours of overtime each month. 60% have no contract, 90% no access to social insurance

A green square containing a black recycling symbol consisting of three arrows forming a triangle.

95% of discarded clothing can be recycled or upcycled



FIND OUT

A yellow square containing a black line-art icon of a factory with a tall chimney and a sawtooth roof.

It is estimated that 80 billion items of clothing are delivered out of factories annually worldwide

A pink square containing a black line-art icon of a car.

Clothing consumption produces 1.5 tonnes of CO₂ x household x year. The equivalent of driving 6000 cars.



DO SOMETHING

A blue square containing a black line-art icon of a water drop.

It takes **2720** litres of water to make a t-shirt.
That's how much we normally drink over a 3 year period.

A yellow square containing a black line-art icon of a roll of fabric with a pair of scissors cutting it, and a pile of fabric scraps.

It is estimated that we make 400 billion m² of textiles annually. 60 billion m² is cutting room floor waste.

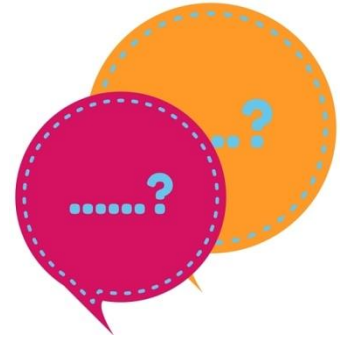


Everyone has the right to be safe and to be treated fairly in the workplace; so, along with tens of thousands of people around the world, we are demanding that companies be transparent about where their clothes are made, and who is making them.

So whether you're a fashion guru, or just buy clothes so that you're not walking around the place naked, it's time to ask your brands **#whomademyclothes?**

FASHION REVOLUTION

FREQUENTLY ASKED QUESTIONS



1. What is a living wage?

A living wage is the amount of income that is necessary for a worker to meet their basic needs. This includes things like food, clothing, housing, transport, health, education and a small amount of saving for emergencies. The amount is different in every country.

2. What is the Bangladesh Fire and Building Safety Accord?

The accord is an independent, legally binding agreement between brands and trade unions designed to work towards a safe and healthy garment industry in Bangladesh.

The Bangladesh Fire and Building Safety Accord was created to oversee safety inspections into more than 1600 garment factories in Bangladesh.

3. Who has signed the accord?

In Australia:

APG and Co (e.g. Sportscraft, SABA, JAG, Willow)

Designworks Clothing Company Pty Limited (e.g. Everlast, MOOKS, toysRus, Slazenger)

Cotton on Group (e.g. Cotton on, Cotton Body, Cotton on Home, Rubi)

Forever New

K-Mart Australia

Licensing Essentials Pty.Ltd.

Pretty Girl Fashion Group Pty (e.g. Rockmans, Table Eight)

Specialty Fashions Australia (e.g. Millers, Katies, City Chick, Rivers)

Target Australia

Woolworths Australia (e.g. Big W)

Workwear Group Pty Ltd (e.g. Hard Yakka, King Gee)

For the complete list of every company who has signed the accord visit -

<http://bangladeshaccord.org/signatories/>

4. How will taking a picture/social media action help change anything?

Taking the action publically places pressure on clothing companies to be transparent about where they are getting their clothing made. This campaign is being run across the world by different organisations; this means all the collective work on this issue can have a strong impact.

Also, a positive public image is really important to companies, so taking this action publically and online is a great way to pressure them.

5. Shouldn't we be asking our government to do more?

Governments do have a role to play in ensuring that workers' rights in supply chains are protected. For example, the Australian Government is in a consultation process to develop 'guidelines' for business on the elimination of slavery in their supply chains.

However the main responsibility for ensuring ethical supply chain practices in the fashion industry lies with the companies undertaking the sourcing of garments. It is their policies and practices which have the greatest impact on workers' rights in their supply chains. This is why we are focusing on making the companies accountable for their policies and practices.

6. Is buying Australian-made products the best way to address this?

Buying Australian-made products doesn't necessarily mean the products are produced ethically. There are still issues in Australia around outsourcing, working from home and pay freezes.

Ethical Clothing Australia is an accreditation body that works with local textile, clothing and footwear companies manufacturing in Australia. Check out their website for a list of accredited Australian Companies that are manufacturing in Australia.

www.ethicalclothingaustralia.org

7. I thought Coles/Target/K Mart were bad and use child labour - but I see they're in the Oxfam 'Nice' list for signing the Accord. Does this mean it's OK to shop there?

Originally Oxfam's Naughty or Nice listing assessed companies only against their preparedness to join the Bangladesh Fire and Safety Accord. More recently we have begun assessing companies based on their transparency. Coles/Target/Kmart have met, even exceeded, both of these requirements and have been very responsive when issues are raised. This is why they appear on the 'Nice' listing.

There is much more for these and other Australian companies to do. we will continue to campaign to ensure that they and other Australian garment retailers continue to move forward and take responsibility for creating ethical supply chains.

8. Does this mean Oxfam supports unions?

Oxfam supports the rights of workers as outlined in the International Labour Organisation (ILO) conventions. This includes Freedom of Association (Convention 87) and the Right to Collectively Bargain (Convention 154). Oxfam supports unions as the legitimate representatives of workers.

9. How many people died in the Rana Plaza disaster? Who died? Men, women, children?

- More than 1100 women and men were killed in the building collapse (biggest garment factory tragedy in history) and thousands more were injured (more than 2500).
- There were five garment factories in the plaza all manufacturing clothing for the western market.
- Most of the workers in Rana Plaza were young women.

10. It's not up to me to change Labour Rights, it's the responsibility of the supplier and the countries where this is happening. Why should I engage with this issue?

The fashion industry and buying companies have power to improve workers' rights, but we know that the industry is not currently 100% ethical. To increase positive action, we need to place public pressure on companies and use our 'consumer voice' to ensure that they:

- Don't shift production to lower cost countries
- Have buying policies, regardless of the real costs, which reduce the prices they pay for garments every time they order. For example, in the last 10 years the price paid (per dozen) for garments from Cambodia to the US has reduced by 29% over the past decade
- Don't demand special concessions, such as tax free periods and special economic zones in which basic labour rights do not apply
- Don't regularly shift production from one supplier to another creating uncertainty

The real power is with the brands and we need them to change, but this is why we need to focus on putting pressure on them.

As active global citizens, it is our responsibility to know where our clothes are coming from and how they are made. Also, as the people buying these products we have power to demand that companies produce our clothes in an ethical way. We need to tell them that **we care** about who is making our clothes, and they need to be open and clear about who and where their products are being produced.

DESIGN A FASHION REVOLUTION DAY POSTER

AGES

7-11,
11-16,
16-18,
18+

MATERIALS REQUIRED

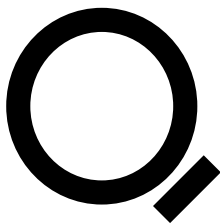
- paper, photographs, scissors, glue
- Or
- computer, internet connection, camera, printer

AIMS

- To create posters and post around school/college/university to promote Fashion Revolution Day on 24 April.
- The students consider the reasons why we need to know more about [#whomademyclothes](#).

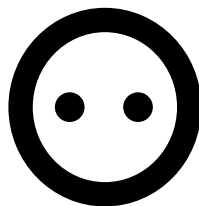
INSTRUCTIONS

- Before Fashion Revolution Day on 24 April, the students make posters advertising Fashion Revolution Day and post them around school/college/university.
- On Fashion Revolution Day, or the school/college/university day closest to it, ask them to bring in their favourite piece of clothing or have a non-uniform day. Ask them to get dressed that morning at home with their outermost garment worn inside out.
- On Fashion Revolution Day, ask them why should we think about who makes our clothes.



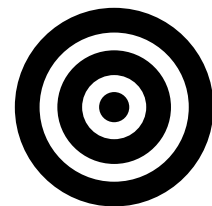
BE CURIOUS

Have you ever thought about the lives of the people involved in making your favourite clothes?



FIND OUT

Fashion Revolution's resource sheets [see the link below] provide simple, fun ways to find out.



DO SOMETHING

24 April, the anniversary of the Rana Plaza collapse, is Fashion Revolution Day. Join the Revolution by organising an event and asking brands [#whomademyclothes?](#)

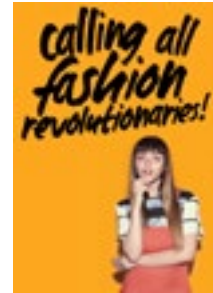
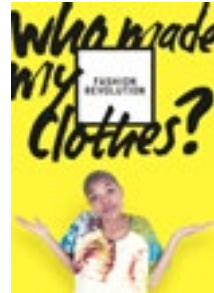
To see all of our free educational resources, visit:
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Worksheet: Design a Fashion Revolution Day poster for 24 April

Age 7-14:

Draw a picture of yourself and some friends wearing your school blazer, sweatshirt or favourite item of clothing inside out with the label showing. Add one or more of the graphics below to make a poster.

Print out the posters and put them up around your school/college/university to advertise Fashion Revolution Day.



Age 14+

Wear your favourite clothes. Strike a pose. Take a photo. Add the graphics. Put the poster up in your school, college, university or somewhere else. Tweet it to [@fash_rev](https://twitter.com/fash_rev) using [#whomademyclothes](https://twitter.com/whomademyclothes).



Who made my clothes?



calling all fashion revolutionaries!

FASHION REVOLUTION

SHOW YOUR LABEL

ASK BRANDS WHO MADE MY CLOTHES?

BE CURIOUS
FIND OUT
DO SOMETHING

24.04.16

#WHOMADEMYCLOTHES?
FASHIONREVOLUTION.ORG
@FASH_REV

WHERE ARE MY CLOTHES MADE?

AGES

7-11

MATERIALS

- Paper
- Art materials,
- Pens and highlighters
- World map with political borders (see overleaf)

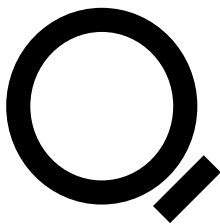
AIMS

The students identify the most common countries for garment manufacture on the World Map individually and/or as a group activity.

INSTRUCTIONS

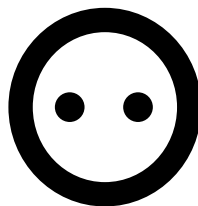
- Ask them to locate the 'Made in' label in an item of clothing they are wearing and to write down the country mentioned
- Ask them to read out their 'Made in...' countries, and organize into different country groups
- As a group, or individually, ask them to find these countries on a world map and highlight them
- Ask them to work out which countries are most popular for making their clothes
- Ask them to draw lines on their maps between the country in which they live and those where their items of clothing were made
- Ask them to write their name and the item of clothing concerned on the line they have drawn

Option: You could ask the students to cut out their "made in" labels and stick them on the world map



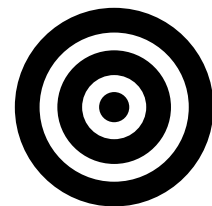
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Have you ever thought about the lives of the people involved in making your favourite clothes?



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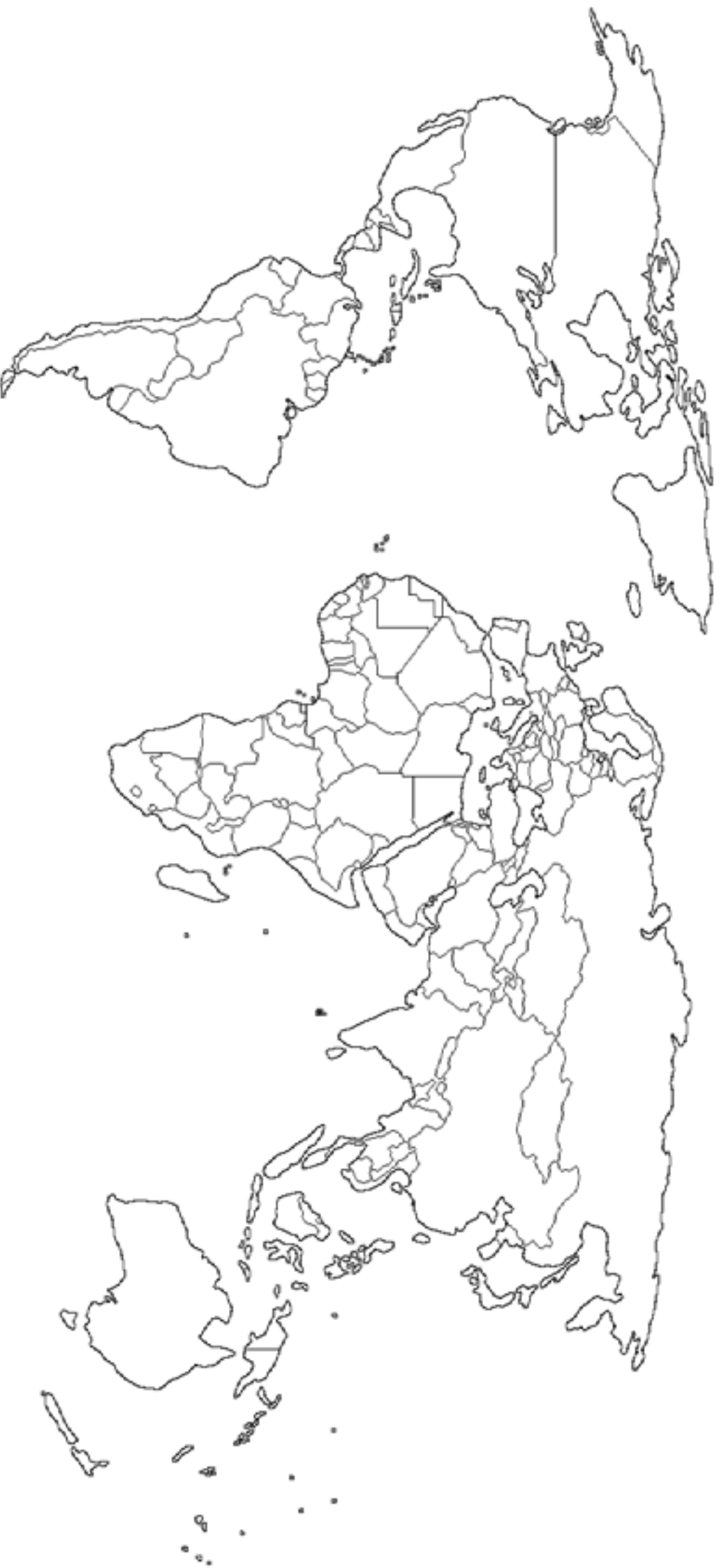
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Worksheet: Where are my clothes made?

Look at the 'Made in' label on your clothes and find out in which countries they were made.

Find the countries on this map and draw a line between them and the country in which you live.

Write your name and the item of clothing you have researched (e.g. a sweatshirt) on the line.



WHAT CAN I FIND OUT ABOUT MY CLOTHES?

AGES

7-11,

MATERIALS REQUIRED

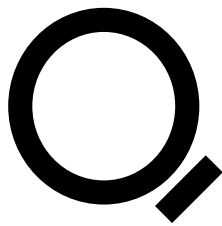
- Paper
- Art materials,
- Pens and highlighters

AIMS

The students examine their clothes to find the information on the label and draw a picture of that garment. This helps them find out where their clothes are made and what materials they are made from.

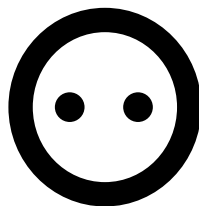
INSTRUCTIONS

- Ask them to draw a picture of their blazer, fleece, sweatshirt or their favourite item of clothing on the worksheet
- Ask them to find the labels which say where this item of clothing was made, and from what materials
- Using this information, ask the students to answer the questions on the worksheet underneath their drawing
- Ask them to say what materials they have found and see which is the most common in the class



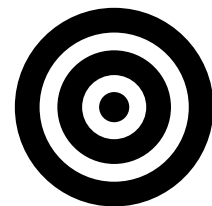
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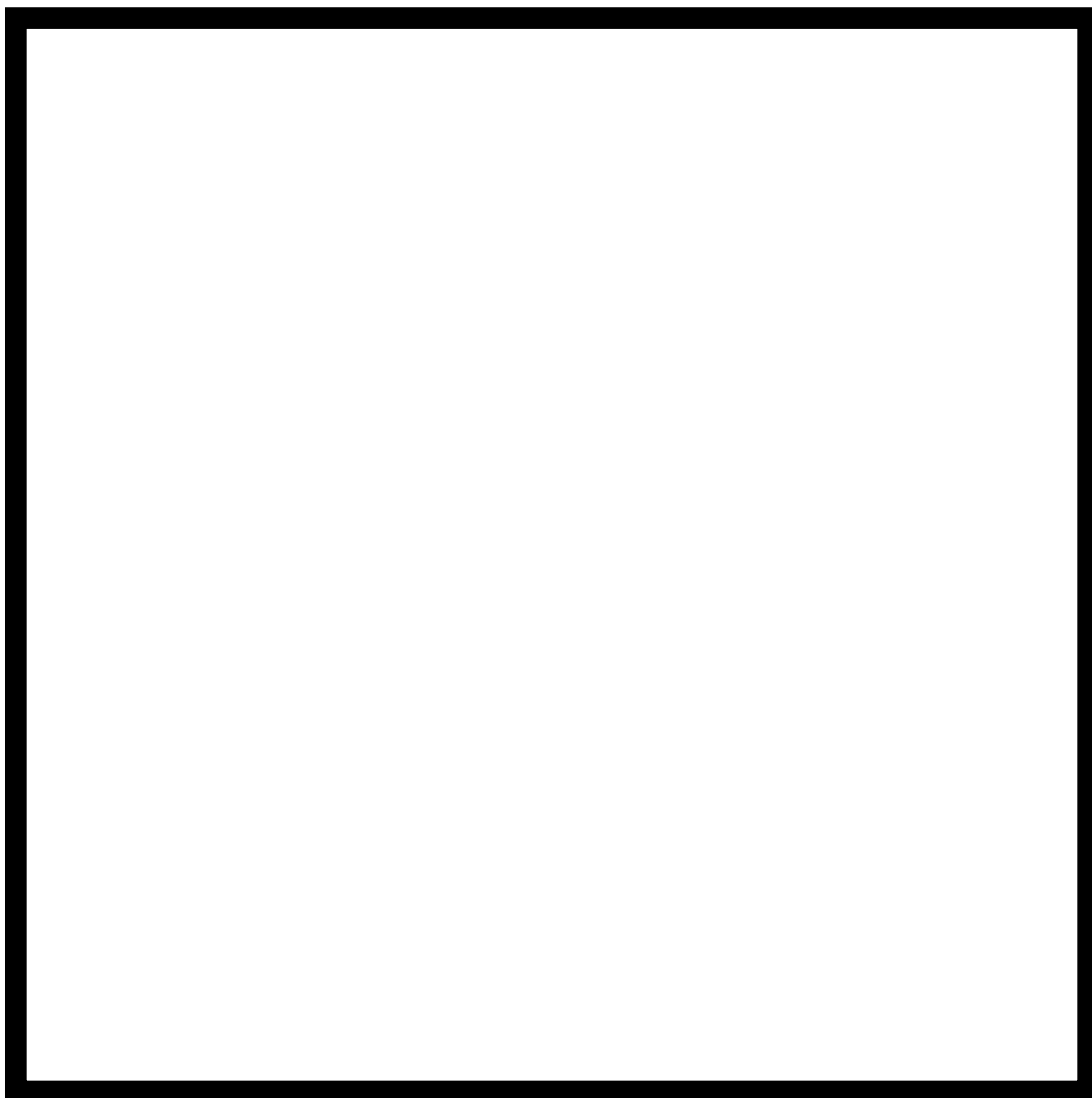
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Worksheet:

What can I find out about my clothes?

Name: Age:

Draw a picture of your blazer, fleece, sweatshirt or favourite item of clothing:



I like this item of clothing because:

My item of clothing was made in this country:

My item of clothing is made from this fabric:

What I would like to know about the people who made my item of clothing

MAKE AND PLAY FASHION REVOLUTION TRUMP CARD GAME

AGES

- 11-16
- 16-18
- 18+

AIMS

- Learn about fashion trade ethics through your clothes.
- Make Trump cards for your clothes, and play with your friends.
- Find out which brands are more ethical than others.
- Have some serious fun in the process!



INSTRUCTIONS

1. MAKE YOUR CARDS

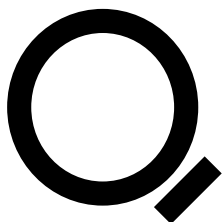
- Go to the ethical audit site free2work.org
- Click the 'Industry' tab and choose the 'Apparel' category
- Choose the brand of something you wear and check its 'overall' grade
- Click that grade to see the breakdown (+ 'view score card')
- Add a photo or sketch of the clothing item you've researched to a card
- Add the brand name and lettergrades to the card ('Overall', etc.)
- Check if the brand has signed the Accord on Fire & Building Safety in Bangladesh at www.bangladeshaccord.org/signatories/ and add a 'Yes' or 'No' to the 'Accord' box
- Make more and play with your friends
- Show us your game by tweeting photos of your cards and match reports using [#FashRev](https://twitter.com/FashRev)

2. PLAY THE GAME

- Once you have enough cards, shuffle the pack and deal them out, face down
- The player to the right of the dealer starts - choosing a category from their first card and calling out the grade (e.g. 'Policies A-')
- The other players call out their first card's grades for that category and the one with the highest grade takes them all (and puts them at the bottom of their pile of cards)
- If two players have the same grade, they say if their brand has signed the Accord: 'yes' is the winning answer. If not, the first player takes their next card and calls another grade until a player wins that round, and all of its cards
- The winner of each round chooses the category for the next round and calls first
- The game ends when one player has won all of the cards

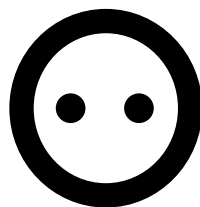
3. CATEGORIES & KEY TERMS

- **POLICIES** / the brand's code of conduct, sourcing and subcontracting policies, and involvement with other organizations working to combat child and forced labor
- **TRANSPARENCY** / how thoroughly the brand understands its own supply chain, and whether it discloses critical information to the public
- **MONITORING** / the adequacy of the brand's monitoring program to address the specific issues of child and forced labor
- **WORKER RIGHTS** / the degree to which the brand seeks to actively support worker wellbeing by ensuring that workers claim their rights at work through organizing or earning a living wage (source: www.free2work.org)
- **THE ACCORD** / a legally binding agreement to ensure a safe and sustainable Bangladeshi Ready Made Garment industry for a period of five years (source: <http://bangladeshaccord.org>)



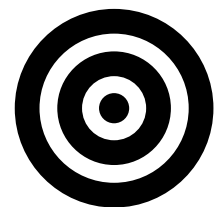
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Fashion Revolution's resource sheets [add link to page with the sheets on] provide simple, fun ways to find out.



DO SOMETHING

24 April, the anniversary of the Rana Plaza collapse, is Fashion Revolution Day. Join the Revolution by organising an event and asking brands [#whomademyclothes?](https://www.whomademyclothes.com)

To see all of our free educational resources, visit:
<http://fashionrevolution.org/get-involved/education/resources/>

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