



People



PEOPLE

Overview

You should aim to have a positive impact on all the people and communities you touch through your work. From your own employees and your local community, to every worker along your entire product supply chain and all the different communities those people are a part of, your customers, those impacted by the disposal of your product, and more.

Our impact on people can be hard to understand and see. It is especially hard to measure, and even if something can be measured it often isn't. Given the fashion industry's massive global scope, it is likely that you don't know many of the people who touch or are impacted by your designs.

In this section, we offer some suggestions and tools for thinking about people on 3 different levels:

1. Your Company
2. Your Community
3. Your Supply Chain

HOWARD SCHULTZ

“In this ever-changing society, *the most powerful and enduring brands are built from the heart.* They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.”

CEO of Starbucks



PEOPLE

Your company

It all comes down to company culture. What does company culture have to do with sustainability? A lot. *In order for your company to succeed on its journey toward sustainability, your whole team needs to be on board.* Sustainability needs to be an explicit company value and employees at all levels should be encouraged to consider sustainability in all decision-making.

Company culture is your company's personality. It determines how your employees work and interact. In companies with good culture, employees feel both engaged and valued, with a clear sense of purpose. Not only does good culture mean happy employees, it means *more productivity, more profits, and competitive advantage.* Company Culture comes from the top. It's up to you, the designer, and company leaders to create good culture.

A January 2017 report by Bain & Company, [*Achieving Breakthrough Results in Sustainability*](#), found that 98 percent of sustainability initiatives fail because they do not have senior leadership support to ensure that the project has adequate resources, that employees are engaged and supportive, that other priorities don't get in the way, and that there are clear metrics for success.

BARRY PHEGAN

“A company’s leader can *change the culture*. This is hard to do — because cultures resist change — but it’s not rocket science.”

Company culture expert

TOOLS & RESOURCES

Tools

Tools to help you create good company culture:

[CFDA Sustainable Strategies Toolkit](#)

As annex to the Guide to Sustainability Strategies, the Sustainable Strategies Toolkit aims to visualize the mapping and framing of sustainability priorities. The custom toolkit created for the CFDA by consultant Lauren Croke, formerly of Eileen Fisher, is intended to facilitate in diagnostics, and provide users with step by step guidance in the creation of strategic blueprints.

[B Lab Best Practice Guides](#)

B Corps are dedicated to creating great places to work. It's an amazing resource because it's all-encompassing (you'll find them in other sections of this guide). They look at impact in four key areas: governance, community, workers, and environment. B Lab provides many great free tools, which you can find [here](#).

[CompanyCulture.com Tools for Change](#)

This website created by Barry Phegan contains a complete overview of company culture – what it is, why it matters, and how to build your own. It has many useful tools. Some great tools to start include:

- [Culture Questionnaire](#): A brief list of questions to quickly help everyone understand the work culture and where to focus attention
- [25 Actions to Build Your Culture](#)



TOOLS & RESOURCES

Suggested reading

Books on
company culture:

[*Let My People Go Surfing: The Education of a Reluctant Businessman – Including 10 More Years of Business Unusual*](#)
Yvon Chouinard

[*Delivering Happiness: A Path to Profits, and Purpose*](#)
Tony Hsieh

[*The Culture Code: The Secrets of Highly Successful Groups*](#)
Daniel Coyle

Articles on
company culture:

[*“Six Components of a Great Corporate Culture”*](#)
Harvard Business Review

[*“How to Convince Leaders to Invest in Company Culture”*](#)
Greg Besner, founder of CultureIQ and professor teaching
Entrepreneurship NYU Stern School of Business

Reports & studies
on company culture:

[*3 Ways to Measure and Mobilize Corporate Culture to Scale Purpose, Profit*](#)
Sustainable Brands

[*Does Company Culture Pay Off? Analyzing Stock Performance of “Best Places to Work” Companies*](#)
Glassdoor

[*It's time we all work happy: The secrets of the happiest companies and employees*](#)
Robert Half

[*The Power of Purpose: How Organizations are Making Work More Meaningful*](#)
Northwestern University



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Your community

It can be easy to get involved in your community, and there are many benefits. Being involved in your community is good for business. Creating an employee community service program not only benefits the community, but it benefits your company as well. For your employees, it builds teamwork, collaboration, leadership skills and has been shown to [increase both employee performance and satisfaction](#). It can also give your business more visibility in the community, which is good for PR, attracting local talent, and can be a great way to find business partners.

Another way to contribute to your community is to host or sponsor a local event. Community events, even ones that seem purely fun or frivolous, can have [vast benefits](#). They can bring communities together, support the local economy, raise awareness about an important cause or issue, and raise the profile of the area.

You can give back to your community through financial contributions and charitable giving. See the [Philanthropy & civic engagement](#) of this guide. One of the best ways to contribute to your community is to support local businesses. Read on to learn more.

PEOPLE

Supporting small, local businesses in your community is important

Both US policy and sustainability frameworks generally favor large corporations. But research shows that small, local, independent businesses create communities that are healthier, more prosperous, entrepreneurial, connected, and generally better off.

If you are a small business, congratulations! As we pointed out in a previous note, it's easy to forget that sometimes bigger isn't better (especially in our current culture that is obsessed with growth). Before you decide you need to grow, remember to ask why.

Even if you are a big, multinational corporation, you can still support small, local businesses with a [Local Purchasing Policy](#) - a commitment to give preference to locally produced goods and services, purchased from a local and independent business, over those produced more distantly.

Click [here](#) to see the Institute for Local Self-Reliance's roundup of the important findings and data that shows the harms of bigness and the benefits of local ownership.

Top Ten Reasons to Think Local – Buy Local – Be Local

As found in the B-Lab guide to create a [Local Purchasing Policy](#)

1. Buy Local.

Support yourself: Several studies have shown that when you buy from an independent, locally owned business, rather than nationally owned businesses, significantly more of your money is used to make purchases from other local businesses, service providers and farms -- continuing to strengthen the economic base of the community.

2. Support Community Groups.

Non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.

3. Keep Our Community Unique.

Where we shop, where we eat and have fun -- all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place. Our tourism businesses also benefit. "When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace." Richard Moe, President, National Historic Preservation Trust.

4. Reduce Environmental Impact.

Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

5. Create More Good Jobs.

Small local businesses are the largest employer nationally and in our community, provide the most jobs to residents.

6. Get Better Service.

Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know customers.

7. Invest in Community.

Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.

8. Put Your Taxes to Good Use.

Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

9. Buy what you want.

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

10. Encourage local prosperity.

A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

TOOLS & RESOURCES

Tools

Tools to implement programs that benefit your community:

B Resource Guide: Local Purchasing Policy

This guide from B-Lab explains explains the benefits of having a local purchasing policy and provides tips for creating one.

B Resource Guide: Community Service Programs

This guide from B-Lab explains the benefits of having a community service program for your company. It also provides tools to consider different models of volunteer programs and identify appropriate opportunities in addition to examples and other resources.

Local Policy Action Toolkit

This toolkit from the Institute for Local Self-Reliance offers tips for independent business owners on how to engage with city officials and persuade them to adopt policies to strengthen and grow local businesses.



TOOLS & RESOURCES

Suggested reading

Articles:

[“Why Care about Independent, Locally Owned Businesses?”](#)

By Marie Donahue, July 23, 2018, Institute for Local Self-Reliance

[“How Community Involvement Programs Can Grow Your Business”](#)

By the Forbes Human Resources Council, Jun 8, 2017, Forbes

[“Study of the Day: Towns With Small Businesses Have Healthier People”](#)

By Hans Villarica, Feb 29 2012, The Atlantic

[“The Power of Giving Back: How Community Involvement Can Boost Your Bottom Line”](#)

By Lindsay LaVine, June 26, 2013, Entrepreneur

[“Worker Passion: How A Culture Of Giving Back Inspires Something Better Than Engagement”](#)

By Ryan Scott, October 4, 2017, Forbes

[“‘Conscious Capitalism’ Is Not an Oxymoron”](#)

By John Mackey and Raj Sisodia, Jan 14, 2013, The Harvard Business Review



TOOLS & RESOURCES

Suggested reading

Reports & studies:

[“Key Studies: Why Local Matters”](#)

By Stacy Mitchell, Jan 8 2016, The Institute for Local Self-Reliance

[2017 Deloitte Volunteerism Survey](#)

Deloitte, 2017

[Locally Owned: Do Local Business Ownership and Size Matter for Local Economic Well-being?](#)

By Anil Rupasingha, PhD, August 2013, Federal Reserve Bank of Atlanta (Community and Economic Development Department)

[Wage Inequality and Firm Growth](#)

By Holger M. Mueller, Paige P. Ouimet, and Elena Simintzi, May 2017, American Economic Review Vol. 107, No. 5

[A public health perspective on small business development: a review of the literature](#)

By Schnake-Mahl, Alina, Jessica A. R. Williams, Barry Keppard, and Mariana Arcaya, May 15, 2018, Journal of Urbanism: International Research on Placemaking and Urban Sustainability

[The health and wealth of US counties: How the small business environment impacts alternative measures of development](#)

By Troy Blanchard, Charles Tolbert II, and F. Carson Mencken, March 2012, Cambridge Journal of Regions Economy and Society

[Talent Report: What Workers Want in 2012](#)

By Cliff Zukin Mark Szeltner, John J. Heldrich Center for Workforce Development Rutgers, The State University of New Jersey, May 2012, Net Impact



PEOPLE

Your supply chain

One of the biggest challenges as a designer is that the fashion supply chain can be opaque. As Labour Behind the Label states, “no company is totally clean or totally dirty.” It is up to you and your company to take responsibility and do the best you can. Step #1 is transparency.

*Note: Great Video!

The short film [Handprint](#) imagines what it would be like if we could connect to the people who make our clothes, and encourages us to remember them.



What are human rights?

There are internationally recognized norms as established by the [International Labor Organization](#) (ILO) and the [United Nations Universal Declaration of Human Rights](#). Internationally agreed upon labor rights include:

- Employment is freely chosen
- Payment of a living wage
- Secure employment
- Safe and healthy working conditions
- Working hours are not excessive and overtime is voluntary
- Freedom from sexual harassment, discrimination or verbal and/or physical abuse
- Workers are able to speak out and defend and improve their own labor rights through freedom of association to join a trade union and bargain collectively

*Note: Child labor is often cited as the worst human rights offense in the fashion industry. But in reality, child labor can be complicated. You can read more about it [here](#).

CLEAN CLOTHES CAMPAIGN

“A code of conduct can be a strategic tool for getting companies to comply with international labour standards. The CCC has campaigned to hold companies accountable for promises they have made in their code of conduct. While codes of conduct are no substitute for adequately enforced protection under national law, they can offer workers leverage for demanding better working conditions and are a first step in the long road toward eliminating abuses in the garment industry.”

WORKSHEET

How to source ethically

From [Labour Behind the Label](#): The problems in the garment industry are endemic, the solutions more complex than finding ‘good’ or ‘bad’ suppliers.

Sourcing ethically is not easy. It means you have to *work with suppliers* in order to improve conditions within the workplaces they use or own. There are certain things you can do and questions you can ask to improve working conditions. Below are some guidelines on these.

1. The relationship you have with any supplier you choose is key:

- Establishing long term and stable relationships means you are in a better position to work with suppliers to make improvements to working conditions.
- Work with your supplier to resolve issues that do come up rather than simply pulling your business and moving on.
- Remember your purchasing decisions can impact on working conditions. If you demand a low price, one of the repercussions could be that workers are paid a low wage. If you place your orders too close to the shipping date or demand late changes to design this might mean workers have to put in excessive overtime to ensure the order is met.
- When you are planning orders, consult your supplier. Find out how long they need to fulfil an order, when their peak times are, what price you need to pay to ensure workers can be paid a living wage. You should also check your supplier has the capacity to meet your order.

2. Do your homework:

- Recognise that your supplier may just be telling you what they think you want to hear. Taking what your supplier says at face value means you may not be getting a full picture of what is really happening in the factory.
- Ensure that you know what legal standards apply within the country and what international labour standards exist and whether these are being met by your supplier. This is important to ensure at least basic working rights are being respected.
- Contact local organisations such as trade unions and NGOs dealing with workers’ rights issues. This is a good way of gauging what issues workers in that region or in your supplier factory are facing and for example what workers need to earn to provide for themselves and their families.
- If possible, visit the factory, both by appointment and unannounced. Ask about health and safety, wages, overtime and the presence of a trade union. Emphasize that an active trade union would be an advantage when you choose a supplier. If you want more advice on this, Labour Behind the Label can help.
- Again, don’t just assume your supplier is being completely transparent. If there is a union then try to speak with its representative outside of the factory and independently of the owner. If there is no independent union, see if a local organisation can talk to some of the workers and report back to you (they may charge a fee for this).

WORKSHEET

How to source ethically cont'd

3. Work with others:

- Find out if your supplier has any kind of certification, like SA8000. This is no guarantee of decent conditions, but shows at least that your supplier is aware that social concerns may be an issue for their buyers.
- Find out who the other buyers are at the factory and contact them to see if you can work together to improve working conditions.
- Contact other companies or designers who are also trying to source ethically.
- You could join a multi-stakeholder initiative such as the Ethical Trading Initiative or FairWear Foundation to share learning between companies taking action to improve conditions.



Efficient doesn't necessarily mean better

It is likely that one day we will design our outfit on a device (perhaps one implanted in our brains) and print it out right on our home 3D printing machine. This is easier, but is it better?

Where efficiency is good: Efficiency with material inputs like water and energy is not only good, but vital. We want to use and waste as little of these precious natural resources as possible.

Where efficiency \neq good: On the other hand, things become murkier when it comes to efficiency and people. For example, a 3D knitting machine is more efficient at knitting a sweater than a person. It may create less waste and probably measures “better” on a numerical sustainability measurement scale. But that does not take into account the human value of the making, the positive impact that handicraft can bring to communities, that craft’s significance in our culture, or the final value of the product.

The hardest thing to measure is the human element. On the other side of efficiency and mass production lie philosophies like Slow Fashion and Wabi Sabi.



Slow fashion

In the words of [Kate Fletcher](#):

- Slow fashion is about designing, producing, consuming and living better. Fashion is not time-based but quality-based (which has some time components). Slow is not the opposite of fast – there is no dualism – but a different approach in which designers, buyers, retailers and consumers are more aware of the impacts of products on workers, communities and ecosystems.
- The concept of slow fashion borrows heavily from the Slow Food Movement. Founded by Carlo Petrini in Italy in 1986, Slow Food links pleasure and food with awareness and responsibility. It defends biodiversity in our food supply by opposing the standardisation of taste, defends the need for consumer information and protects cultural identities tied to food. It has spawned a wealth of other slow movements. Slow Cities, for example, design with slow values but within the context of a town or city and a commitment to improve its citizens' quality of life.
- In melding the ideas of the slow movement with the global clothing industry, we build a new vision for fashion in the era of sustainability: where pleasure and fashion is linked with awareness and responsibility.
- Slow fashion is about choice, information, cultural diversity and identity. Yet, critically, it is also about balance. It requires a combination of rapid imaginative change and symbolic (fashion) expression as well as durability and long-term engaging, quality products. Slow fashion supports our psychological needs (to form identity, communicate and be creative through our clothes) as well as our physical needs (to cover and protect us from extremes of climate).



TOOLS & RESOURCES

Tools

Implementing human rights in your business:

[United Nations \(UN\) Guiding Principles on Business and Human Rights](#)

A foundational UN principle is that business enterprises should respect human rights. This guide walks you through how to implement the UN “Protect, Respect and Remedy” framework.

Tools to create a model Labor Code of Conduct:

[Clean Clothes Campaign Model Code](#)

The Clean Clothes Campaign considers a code of conduct good if the scope is clear and it extends to all garment-making units in the entire subcontracting chain. The CCC’s model code of conduct for the garment industry is comprised of the core labour standards of the International Labour Organisation (ILO) and several additional standards. These include: freedom of association and the right to organise; the right to bargain collectively; a living wage; maximum limit on hours of work; healthy and safe working conditions; security of employment; no discrimination; no forced labour; and no child labour.

[The Ethical Trading Initiative \(ETI\) Base Code of Conduct](#)

Based on the standards of the International Labour Organisation (ILO), this lists the most effective steps companies can take to implement the Base Code in their supply chains.

[Fair Labor Association \(FLA Workplace Code of Conduct\)](#)

Established in 1999, US-based FLA is a collaborative effort of socially responsible companies, universities, governments, labor rights groups and NGOs working to improve working conditions in factories around the world. They developed a Workplace Code of Conduct, based on ILO standards, and created a practical monitoring, remediation and verification process to achieve those standards.

[Fair Wear Foundation \(FWF\) Code of Labour Practices](#)

The FWF is a Netherlands-based NGO that works with companies in the textile industry to improve labor conditions and examines how brands are performing against FWF’s Code of Labor Practices, which includes scores on criteria purchasing practices, monitoring and remediation and complaints handling.



TOOLS & RESOURCES

Tools

Tools to use when working with suppliers:

B Lab Guide: Conducting a Supplier Survey

Conducting a supplier survey is a great way for companies to survey their current suppliers to see if their business practices match up with their social and environmental standards. A company may also use this to evaluate prospective suppliers and decide whether or not they are a good fit. If a company's suppliers have goals that are in line with its own, these suppliers become not only a resource, but also a partner in furthering the company's vision.

B Lab Guide: Evaluating Suppliers & Distributors' Social & Environmental Practices

As the lifecycles of goods and services includes many stakeholders, it becomes necessary for a company to ensure that its suppliers and its distribution channels take into account the social and environmental impacts of their policies and practices. Having a sustainable supply chain can reduce potential risks (environmental, reputational, and financial) and eventually increase profits for all stakeholders. Aligned suppliers and distributors are those that employ positive social and environmental practices, such as fair labor and monitoring of energy, water, waste, and emissions.

B Lab Guide: Stakeholder Engagement

Stakeholder engagement refers to the process by which a company communicates or interacts with its stakeholders in order to achieve a desired outcome and enhance accountability. Companies have, to varying degrees, always engaged with stakeholders in one way or another. Historically, engagement tended to be more reactive or focused on risk mitigation. As the corporate social responsibility movement has grown, companies have become proactive under the assumption that stakeholder engagement can enhance the sustainability and profitability of the organization.



TOOLS & RESOURCES

Organizations

Human rights & labor organizations:

[ACLU](#)

The American Civil Liberties Union is the premier organization in the U.S. committed to defending the rights given to us in the U.S. constitution. ACLU is comprised by more than 1.75 million members and thousands of volunteer and staff attorneys who fight government abuse and defend individual freedoms, whether the cause is popular or unpopular, such as speech and religion, woman's right to choose, the right to due process, privacy and many more.

[Clean Clothes Campaign](#)

The Clean Clothes Campaign is a worldwide alliance committed to improving garment workers' factory environments and protecting them in the global garment and sportswear industries. CCC is dedicated to protecting the fundamental rights of workers by educating and mobilizing consumers, lobbying companies and governments, and supporting workers in the fight for their rights and better working conditions.

[Ethical Trading Initiative](#)

The Ethical Trading Initiative is an innovative alliance of organizations that work together to redefine how major companies implement their codes of labor practice with credibility and in a way that benefits workers the most. ETI is composed of over 90 member fashion companies that protect almost ten million workers across the globe.

[Fair Labor Association](#)

The Fair Labor Association aims to protect worker's rights worldwide and to find sustainable solutions to systematic labor issues. The association brings together universities, civil society organizations, and companies in order to implement FLA'S Code of conduct across the supply chains of various companies. FLA conducts external tests for consumers to be assured of the integrity of the products they purchase, as well as, creating a space for society organizations to engage with companies in order to find quality solutions to labor issues.



TOOLS & RESOURCES

Organizations

Human rights & labor
organizations, cont'd:

[Fair Trade Federation](#)

Fair Trade Federation is a trade association that empowers North American organizations who are fully committed to the fair trade movement. The Federation aims to build functional and sustainable partnerships and to end poverty by valuing labor and the hard work of all people, as well as, purchasing, producing, and trading products that are solely environmentally friendly and economically viable. ten million workers across the globe.

[Fair Trade USA](#)

Fair Trade USA is a nonprofit organization that encourages the global movement of Fair Trade by setting standards, certifying, and labeling products that promote sustainable livelihoods for farmers, workers fishermen, consumers, industry, and the environment.

[Fair Trade Network](#)

The Fair Wage Network advocates for fair wage practices by grouping all the higher members of the supply chain and committing them to promote better wage practices and enforcing fair wages for workers on a national and international level.

[Fair Wear Foundation](#)

The Fair Wear Foundation collaborates with fashion brands, industry influencers, factories, trade unions, and governments to promote fair working conditions for garment workers in 11 countries in Asia, Europe and Africa. This Foundation ensures companies follow working condition ethics through social dialogue and the strengthening of social relations. FWF is composed of 80 member brands whose products are sold in more than 20,000 retail outlets worldwide.

[Helvetas](#)

Helvetas is a Swiss organization dedicated to helping unfortunate people around the world. They have helped over three million people by using their resources in communities to develop insufficient areas such as water and sanitation, agriculture and nutrition, education, economic development, democracy and peace, climate and the environment, and disaster relief.



TOOLS & RESOURCES

Organizations

Human rights & labor
organizations, cont'd:

[International Labor Rights Forum](#)

The International Labor Rights Forum is a human rights organization committed to advocating for the rights and dignity of workers in the global economy. They enforce labor rights upon global corporations in their supply chains and they push policies and laws to protect workers. One of their campaigns, SweatFree Communities, encourages U.S. cities, states and school districts to reform their policies in order to support goods being made in humane conditions by workers who are paid fair wages. By taking on a Sweatfree policy, institutions commit to helping improve conditions for sweatshop workers.

[International Labour Organization \(ILO\)](#)

The ILO is a human and labor rights organization that advocates for the social justice of all women and men worldwide. It is the only tripartite U.N. agency, bringing together governments, employers and workers of 187 member States since 1919 to set labor standards, develop policies and devise programs promoting decent work for all women and men.

[Labour Behind the Label](#)

Labour Behind the Label is a campaign that works to empower garment workers and improve their working conditions. They advocate for a series of issues that affect garment workers such as how brands should treat workers, gender, homeworkers, trade unions, conditions, and wages.

[Oxfam](#)

Oxfam is a global organization committed to alleviating poverty, helping the less fortunate build better futures, holding powerful corporations accountable for neglectful actions, and to disaster relief. Their mission is to fix the injustice of poverty by saving lives, creating programs for overcoming poverty and injustice, campaigning for social justice and public education.

[TRAID](#)

TRAID is a charity organization that works to stop clothing from being wasted away and reducing the environmental and social impacts of clothes. They aim to do this by increasing clothes reuse in the UK, reducing waste and carbon emissions, funding international development projects to improve conditions and working practices in the textile industry, and educating people on the impacts of textiles on the environment.



TOOLS & RESOURCES

Standards & Certifications

Overview of standards:

[“Rules of the Game: A brief introduction to International Labour Standards”](#)

Since 1919, the ILO has maintained and developed a system of international labor standards aimed at promoting opportunities for women and men to obtain decent and productive work, in conditions of freedom, equity, security and dignity. Aimed at a non-specialist audience, this revised publication provides an introduction to international labor standards and discusses their importance in today's global economy, the subjects they cover, how they are applied and supervised, and where further information can be sought.

Labor standards & certifications:

[Nest](#)

The Nest Standards for Homes and Small Workshops and Nest Seal of Ethical Handcraft work together to ensure industry-wide transparency and compliance for production taking place beyond the four-walled factory.

[Fair Trade International](#)

Fairtrade is a global movement for change, represented in the United States by Fairtrade America. They certify social, economic and environmental standards that apply to the full supply chain from the farmers and workers, to the traders and companies bringing the final product to market. They are certified by a third party accredited certification body FLOCERT.

[Fair Trade USA](#)

Fair Trade USA works closely on the ground with producers and certify transactions between companies and their suppliers to ensure that the people making Fair Trade Certified goods work in safe conditions, protect the environment, build sustainable livelihoods, and earn additional money to empower and uplift their communities. All businesses that work with them are held to rigorous Fair Trade standards, which drive income sustainability, community and individual well-being, empowerment, and environmental stewardship. They certify both cotton growing and cut-and-sew garment manufacture. Unlike Fairtrade, they will certify just one part of the supply chain, which is properly labeled on the consumer-facing label. Instead of working with an existing certification body, Fair Trade USA developed their own standards and compliance criteria. They are certified by a third party accredited certification body SCS Global Services (SCS)



TOOLS & RESOURCES

Standards & Certifications cont'd

Labor standards & certifications:

Fair For Life

Fair for Life's certification system is based on a non product-specified standard. Most food and non-food commodities alike, including raw materials (like cotton) in the finished product can be certified. This is perhaps where Fair for Life differs the most from other certifications. Every step of production can be certified, including producers, manufacturers and traders, whereas other certifiers simply certify the finished product or only a couple steps of the production. Another distinguishing aspect of Fair for Life is that they also certify entire companies. No other certifier does this. So far there are only a handful, but it shows an impressive dedication to prioritizing transparency in business at all levels. You can find out more under "Company Certification" on their website. They are certified by a third party accredited certification body Institute for Marketecology (IMO).

World Fair Trade Organization (WFTO)

The WFTO Guarantee System (GS) is a revolutionary Fair Trade system that is credible, clear, and affordable. Developed by a group of experts in the field of Fair Trade monitoring and verification, the major aspects in the development of the GS were credibility, sustainability and robustness of the system. To achieve these three criteria, the GS has five major components: new membership admission procedure, Self Assessment Report, Monitoring Audit, Peer Visit, and the Fair Trade Accountability Watch (FTAW). The FTAW is a participative monitoring mechanism that allows the public to report compliance issues regarding Fair Trade Organisations. The GS is not a product certification system. It is an assurance mechanism that Fair Trade is implemented in the supply chain and practices of the organisation. Members that passed the GS process attain the 'Guaranteed Fair Trade Organisation' status and may use the WFTO Label on their products.

Fair Trade Federation

The Fair Trade Federation is a membership organization of businesses who practice 360° fair trade. FTF membership represents an entire organization, not just an individual product. This commitment represents a high bar of fair trade, where each and every business decision is made with the well-being of artisans and farmers in mind. The Fair Trade Federation is the trade association that strengthens and promotes North American organizations fully committed to fair trade.



TOOLS & RESOURCES

Standards & Certifications

Labor standards & certifications:

[Business Social Compliance Initiative \(BSCI\)](#)

The BSCI is a nonprofit set up as an initiative of the [Foreign Trade Association](#), a global business association for open and sustainable trade that brings together over 2,000 retailers, importers, brands and associations from more than 40 countries. The [BSCI code of conduct](#) has 11 principles that range from fair remuneration to no child labor, along with a step-by-step approach that enables companies to monitor, engage, get empowered and receive support to put sustainable trade at the heart of their business.

[China Social Compliance 9000 for Textile & Apparel Industry \(CSC9000T\)](#)

The CSC9000T is a social responsibility management system mostly based on China's laws and regulations as well as international conventions and standards like BSCI. You can read more [here](#).

[SA8000](#)

The Social Accountability International standard is one of the world's first auditable social certification standards for decent workplaces across all industrial sectors. It is based on the UN Declaration of Human Rights, conventions of the ILO, UN and national law, and spans industry and corporate codes to create a common language to measure social performance. It takes a management systems approach by setting out the structures and procedures that companies must adopt in order to ensure that compliance with the standard is continuously reviewed. Those seeking to comply with SA8000 have adopted policies and procedures that protect the basic human rights of workers in particular situations.



TOOLS & RESOURCES

Standards & Certifications

Agreements:**[ACT on Living Wages](#)**

ACT (Action, Collaboration, Transformation) is an agreement created by global brands, retailers and trade unions with the purpose to change the garment and textile industry in order to achieve living wages for every worker in the industry. The agreement achieves this goal by demanding an industry-wide collective bargaining which allows workers in the industry to negotiate their wages regardless of the factory or retailer they work in and/or produce for.

[Bangladesh Fire & Safety Accord](#)

The Bangladesh Fire & Safety Accord is a legally binding agreement between brands and trade unions that works towards creating a Bangladeshi Ready-Made Garment Industry that is safe, healthy, and abuse-free. The purpose of the Accords is to create an ethical and responsible working environment that takes health and safety measures in order for workers to feel safe from fires, building collapses, or other accidents caused by neglect.