Sit-in Wins 'No Sweat' Policy

On May 11, the University of Toronto became the first Canadian university to adopt a code of conduct to ensure that apparel bearing the U of T name or insignia will be made under humane working conditions.

According to Sonia Singh, a member of U of T Students Against Sweatshops and a staff person with the MSN, the adoption of the "No Sweat" policy by the U of T's Governing Council was the result of an 18-month campaign that culminated in a 10-day sit-in at U of T president Robert Prichard's office.

Students Occupy Office

On March 15, when Singh and 19 other members of Students Against Sweatshops stormed the president's office, they had no idea that their sit-in would make national and international headlines, or that many of them would not emerge from the office until 10 days later.

After months of delays by the university administration and with the end of the term quickly approaching, the students felt drastic action was needed to force the administration to finally approve a proposed code of conduct guaranteeing workers producing U of T merchandise a living wage and the right to organize and bargain collectively.

Support for Sit-in Grows

As the sit-in continued, Prichard was flooded with faxes and e-mail from across Ontario and North America. Rallies outside the second-story window of his occupied office were staged almost on a daily basis. Supporters, including students from York, Guelph and McMaster universities, cheered on the protestors and delivered food and supplies through a bucket-and-pulley system.

When U of T administrators defended their refusal to include a living wage clause in the code, arguing that academics and labour groups agree that a living wage is impossible to define, the students countered with an open letter signed by 17 prominent Canadian and US academics and labour rights groups. See "First" on page 6.

Sonia’s Inside Story:
A Day in the Life

What’s it like living in the university president’s office for 10 days? Wake up under a desk (the fluorescent lights never go off); saunter over to the East Wing for a selection of breakfast goodies; pass strategy notes back and forth with the hardworking SAS team on the outside; take media calls; make media calls; decide on speakers for rallies and stumpets for the media; sing folk songs; play cards; do yoga; go a little crazy; have discussions about capitalism with the campus cops; try to do schoolwork; hang out the window every 20 minutes to talk to visiting supporters, or to haul up some more delicious food; marvel at people’s energy and support (and the things they think to bring us); stay up late trying to strategize in whispers; wonder how the time flies by so fast; convince ourselves we’re going to win; go to sleep in shifts; forget what life is like on the outside.
Nike CEO Phil Knight has put his company’s new and improved worker-friendly brand image at risk by lashing out at three prominent US universities for daring to join the Worker Rights Consortium (WRC), a student-led initiative setting tough labour standards for the manufacture of university-licensed apparel.

On March 30, Nike terminated the final year of a three-year sponsorship of Brown University men’s and women’s hockey teams.

On April 25, Knight announced he would be withdrawing a $30 million donation toward the renovation of the football stadium at his old alma mater, the University of Oregon.

On April 27, Knight struck again, cutting off negotiations with the University of Michigan for the renewal of a six-year licensing agreement reportedly worth $24 million.

“Do we really need Michigan?” Nike spokesperson Vada Manager was quoted as saying in the May 11 issue of the Guardian Weekly. “This is about finance and business. We’re not shy about saying what’s on our mind.”

The Revenge of the Swoosh

Why would a media-savvy company risk tarnishing its brand image and forego marketing opportunities over a relatively small market for university-licensed apparel?

According to Eric Brakken, coordinator of United Students Against Sweatshops (USAS), Nike’s heavy-handed tactics are intended to intimidate cash-starved universities and cripple the fledgling WRC.

What Nike and other apparel merchandisers hate about the WRC is that companies don’t have decision-making power in the new code initiative. Nor are companies enamoured with the WRC’s approach to code verification – Nike calls it a “goon” system of monitoring – which emphasizes public access to information and independent investigations of worker and third-party complaints.

Although Nike and other brands have been willing to make concessions to students on corporate disclosure of factory locations, at least for some university-licensed apparel, they are drawing the line on the issue of who defines minimum labour standards and who controls monitoring of those standards.

“We’re not going to give a blank cheque to dictate our business, our financial terms, without us having a seat at the table,” says Manager in the Guardian Weekly article.

At the April 7 founding meeting of the Worker Rights Consortium, WRC coordinator Maria Roepert told university administrators that her organization is committed to engaging with companies to improve labour practices, but that students would likely oppose giving companies a decision-making role on the WRC’s governing board.
Retail Council Abandons Code Negotiations

After one year of negotiations for a Canadian base code of labour practice for the apparel, and footwear industries, the Retail Council of Canada (RCC) has decided to go it alone and adopt its own “ethical guidelines,” rather than continue negotiations for a code that has civil society support and participation.

Negotiations between the Retail Council, apparel and shoe manufacturers’ associations and a coalition of labour, church and non-governmental organizations called the Ethical Trading Action Group (ETAG) broke down in April when the RCC refused to accept International Labour Organization (ILO) core labour rights – no forced labour, child labour, or discrimination, and respect for the right to organize and bargain collectively – as the basis for a Canadian code.

Guidelines Rejected

The Retail Council’s “ethical guidelines” are expected to be released near the time of its 36th Annual Conference on June 19-20 in Toronto titled “Customer and Employee Loyalty: The New Bottom Line.” According to RCC Vice-President Sharon Maloney, the guidelines will be virtually identical to the RCC’s last code proposal that was rejected by ETAG.

Code negotiations have been under way since May 1999, when the federal government responded to a two-year campaign for a task force on sweatshop abuses by appointing former Liberal MP John English to facilitate discussions between retailers, manufacturers and civil society organizations.

ETAG Disappointed

Negotiations stalled in December 1999 over the inclusion of International Labour Organization (ILO) core labour rights. ETAG launched a letter-writing campaign calling on the Hudson’s Bay and Sears Canada to take leadership in getting code negotiations back on track.

While the Hudson’s Bay and Sears did eventually meet with ETAG in an attempt to keep the process alive, they were apparently not willing or able to convince more conservative retailers to accept the right of workers to organize and bargain collectively.

“We are disappointed that the Hudson’s Bay and Sears, which seemed genuinely committed to the development of a meaningful code of conduct, are allowing their largest US competitor to dictate the Retail Council’s strategy,” says Canadian Labour Congress President Ken Georgiopulos.

“Wal-Mart sat on the committee that drafted the Retail Council’s proposal. A company that has sold clothes made in Burma, where forced labour is a well-documented reality, is not serious about labour or other human rights.”

ETAG is offering to continue code negotiations with any grouping of retailers, manufacturers and/or industry associations that are prepared to accept ILO core labour rights, including the right of workers to organize and bargain collectively, and the principle of independent code verification as the basis of further discussions.

“We are inviting retailers and manufacturers to continue working with us to help eliminate the growing problem of sweatshop abuses,” says Betty Melvess, President of the Canadian Council for International Cooperation.

Wal-Mart Nominated

The RCC’s June 19-20 is the occasion at which the RCC presents its “Excellence in Retailing Awards.” Dave Ferguson, president of Wal-Mart Canada, has been named the “Distinguished Canadian Retailer of the Year.” The “Socially Responsible Retailer” has not yet been announced. Curiously, the criteria for this award doesn’t mention worker rights.

ETAG has invited its supporters to protest the adoption of the Retail Council’s “ethical guidelines” by nominating Wal-Mart for the “Sweatshop Retailer of the Year” and the Retail Council for their “Sweatshop Standards for the New Millennium.”
Welcome

1. Announcer 1
   Welcome to our Sweatshop Fashion Show. Today, you'll see our models displaying some of the latest fashions made in Asia, Latin America, the United States and Canada.

2. Announcer 2
   We're also looking at something you don't see often in a fashion show, something the big clothing companies don't want us to know about, the conditions under which our clothes are made and the stories of the women who labour behind the labels. So, sit back, relax, and enjoy the show.

Venator – Northern Reflections

1. Our first model is Phyllis. She has chosen a very 'Northern' look for today's fashion show. She is modeling a Northern Reflections sweatshirt that was made in Canada. Beautiful top with the loons and peaceful lake. That's Canadian all right.

2. Don't let the wholesome, northern pioneer and woodland images fool you. Northern Reflections is owned by the US multinational retail giant, the Venator Group (formerly known as Woolworth's). And, don't be fooled into thinking that because it was made in Canada it wasn't made under sweatshop conditions. In 1996, in Metro Toronto, Northern Reflections clothes were being sewn by workers who were being paid $4.50 an hour, 65% of the minimum wage. The company agreed to carry out an internal investigation, but they refuse to disclose the results. Thank you, Phyllis.

GAP

1. Our next model is Lynda. She's wearing a Gap shirt made in El Salvador.

2. In 1995, an international campaign was mounted in solidarity with workers in one plant in El Salvador. The result? Fired union supporters were re-instated, and Gap agreed to accept independent monitoring of the Gap code of conduct. While Gap gets points for accepting independent monitoring at one factory in El Salvador, it has since refused to permit independent monitoring at any of its other supply factories around the world. Thank you, Lynda.

Wal-Mart

1. Our next model, Anibal, is wearing a long sleeve shirt made in 'Myanmar' that Wal-Mart sells for less at $9.99.

2. Did you say Myanmar? That's the new name for Burma. Burma is noted for its ruthless military rulers and for their use of sweatshops to finance repression. The regime is so corrupt and repressive that the Canadian government is urging Canadian companies not to conduct business with Burma. Meanwhile, Wal-Mart Canada has been selling clothing made in Burma in defiance of government policy.

Nike

1. Kevin can really pull off this sporty look from Nike. He's fully branded in his Nike shirt and pants. His shirt with the tasteful swoosh was purchased at a local store for only $49.98.

2. The Nike swoosh was once the international symbol for "cool," but tireless campaigning has made it synonymous with sweatshops. While Nike now spends tons of PR dollars promoting its new "No Sweat" image, reports of sweatshop abuses keep surfac-
Phillips Van Heusen

Our next model is Bob. He's suave and well dressed in this stylish Phillips-Van Heusen shirt. He sure looks good.

Seems that all Phillips-Van Heusen CEO Bruce Klatsky is concerned with is appearances. In 1998, while a member of the Board of Human Rights Watch, he shut down the only maquila factory in Guatemala with a union and a signed collective agreement. Without notice, 500 P-VH employees were thrown out of work the day before their Christmas break. What a grinch! Thank you, Ian.

The Bay

Our next model is Ian. Doesn't he look great in his Wayne Gretzky shirt? How does it feel, Ian, wearing a Wayne Gretzky, a private label shirt sold exclusively at the Bay? Ian's shirt was made in China, and sells for $85 at the Bay. But he's happy to pay more to wear the brand name of the Great One.

So what conditions are the Great One's shirts made under in China? Unfortunately, we don't know. What we do know is that the young women who work in China's garment factories are often forced to hand over their identity papers, making it impossible to leave their workplace without permission. They work long hours with wages as low as 20 cents an hour. Even worse, they are not permitted to organize independent unions to negotiate for better conditions. Surely, the Bay should be able to guarantee that these abuses aren't occurring in factories making their products. Thank you, Ian.

Clothing with your school's name on it

Here comes Sonia modeling the latest fashion from the University of Toronto. Her U of T T-shirt was made in a maquila factory in Honduras.

Sonia wondered if her university was connected with sweatshop labour. She and a few other students got to work to find answers. It didn't take long to discover that many clothes bearing the school's name are made in countries notorious for sweatshop practices. So last year, they began campaigning at their school to convince their administration to adopt a code of conduct to protect the rights of workers manufacturing clothing bearing the school's name. Thank you, Sonia.

Finale

And now I'd like to call all our models back on stage. All these apparel companies have a responsibility to ensure that the workers who make their products are provided a living wage and decent working conditions, and that their right to organize to improve conditions is respected. Consumers have a right to know where our clothes are made and under what conditions. Companies must publicly disclose information on the names and locations of their supply factories, and allow independent monitoring of factory conditions.

We are not asking you to boycott the products shown in this fashion show. We don't advocate boycotts unless the affected workers request us to act, or in exceptional circumstances when undemocratic governments systematically violate worker and human rights. We are asking you to support the efforts of garment, toy and shoe workers around the world to improve their wages and working conditions.

(Models hold hands together in the air, take a bow)
200 Union Members Fired at Mil Colores

Anti-union campaigns are under way at four maquila factories in Nicaragua’s Las Mercedes Free Trade Zone. US solidarity groups are responding with their own campaign leafleting retailers – Target and Kohl’s – sourcing from the US-owned Mil Colores factory. On January 10, workers at Mil Colores elected their new union executive. The following day, the union’s new General Secretary was fired. On January 21, 50 more workers were fired including the entire union executive. Work stoppages on January 25 and 27 to protest the mass firings turned into demonstrations in which workers clashed with dozens of riot police called in by the company. As of May 12, Mil Colores had fired 200 union members and had laid criminal charges against 68 of the union leaders and members. Similar mass firings of union members have also taken place at the Jem III factory, which produces for Walmart, and at the Chi Hsing factory, which produces for Kmart. Management at a fourth maquila, Chentex, has asked the Ministry of Labour for permission to fire all union leaders working at the factory. For an update on the situation, visit: www.ntcnet.org.

Doall Workers Win Reinstatement

On February 10, 30 DoAll workers who had been fired for organizing a union were reinstated with full back pay. On February 22, MSN Coordinator Lynda Yanz met with the reinstated workers outside the San Marco Free Trade Zone. They expressed their thanks for the support they received from organizations and individuals in Canada and the US. On December 12, 1999, the US apparel manufacturer, Liz Claiborne, responded to hundreds of letters and the threat of holiday store leafleting by agreeing to call upon its Salvadoran contractor, DoAll, to reinstate the fired union members and accept independent monitoring of labour practices at the factory. DoAll has also agreed not to discriminate against union supporters, and to accept independent monitoring of labour practices by the El Salvador Independent Monitoring Group (GMIES).

Slave-like Conditions in Cambodian Factory

On February 25, Vietnamese and Chinese workers were released from a Cambodian garment factory after being found locked inside and forced to work while their wages were withheld. Licadho, a local human rights group, reports workers were lured to Cambodia several months earlier with promises of eight-hour working days and US$100 a month. Instead they were paid Cambodia’s minimum wage (about US$40 a month) and told they could not leave the factory unless they paid US$220 for immigration fees and transportation back to their home countries. Their rescue by police took place amid growing labour unrest in Cambodia’s garment sector. In April, hundreds of garment workers took to the streets protesting the dismissals of pro-union workers and demanding a monthly bonus of $5.00 US.

Breakthrough with Del Monte in Guatemala

On March 7, the International Union of Food and Agricultural Workers (IUF) signed an agreement with Del Monte Fresh Produce, ending the bitter dispute between SITRABI, the banana workers’ union, and Bandega, a Del Monte subsidiary. The agreement guarantees that all workers previously employed on the plantations will be allowed to return to work, recognizes the workers’ right to join SITRABI, and accepts that there should be a collective agreement covering all three plantations. The dispute began last year when Bandega dismissed 900 plantation workers and sent in 200 heavily armed men to attack the union leadership. The IUF hopes this breakthrough will lead Del Monte to ensure respect for trade union rights throughout the company’s global operations.

Worker Rights Consortium Founded

On April 7, the Worker Rights Consortium (WRC) held its founding conference in New York City. Initiated by United Students Against Sweatshops (USAS) as an alternative to the Fair Labor Association’s brand certification program, the WRC promises to provide member universities accurate information about the working conditions under which their licensed goods are made, and to give workers a voice in code verification. As of May 12, 44 US universities and colleges have affiliated with the WRC.
Eight More Retailers Join Saipan Settlement

On March 28, eight more US brand-name apparel firms agreed to settle a class action suit naming them for sweatshop practices and the use of indentured labour in the US commonwealth island, Saipan. The companies—Calvin Klein, Jones Apparel Group, Liz Claiborne, The May Dept Stores, Oshkosh B'Gosh, Sears Roebuck, Tommy Hilfiger and Warnaco—join nine others in agreeing to pay some $8 million and mandating independent monitoring of their Saipan supply factories. Still refusing to settle are Gap, J.C. Penney, Target and Lane Bryant.

Victories and Setbacks at Honduran Maquilas

In early May, the Korean garment manufacturer, Kimi, closed its unionized Honduran garment factory, which it had only recently reopened in a new location. Since signing a first collective agreement with its Honduran employees in March 1999, Kimi has reportedly been shifting production to non-union factories in Guatemala. After a long struggle to keep the factory in the Continental Industrial Park, against the wishes of the park’s anti-union owner, an agreement had been reached allowing Kimi to relocate, and the workers to keep their jobs and their collective agreement. Kimi’s closing will be a major setback, not only for Kimi workers, but also for workers at the Yoo Yang factory, located in the Continental Park, who recently gained agreement with their employer to recognize their union and enter into first contract negotiations.

Starbucks to Offer Fair Trade Coffee

On April 10, the US human rights group Global Exchange called off its “Roast Starbucks” campaign three days before protests were to be launched in 30 US cities. The company gave in to mounting pressure and agreed to buy some of its coffee from farmer cooperatives in Guatemala and Nicaragua. Starting this fall, Starbucks will offer TransFair USA-certified fairly traded coffee to customers at over 2,000 stores across the US and will develop educational materials promoting Fair Trade certified coffee.

New CJM President Elected

MSN Coordinator Lynda Yanz was elected president of the Coalition for Justice in the Maquiladoras (CJM) at the 10th Anniversary AGM of the tri-national coalition on May 25-28 in Tijuana, Mexico. Also elected to the CJM Board was Ana Nitolska of the Canadian Labour Congress.

MSN Honoured

On May 27, the Canadian Council for International Co-operation (CCIC) presented the MSN with their International Co-operation Award for promoting corporate social responsibility. The award recognizes the MSN’s important role in the campaign for a federal task force on sweatshops and subsequent negotiations and campaigning for a Canadian base code of labour practice for the apparel and footwear industries.

UK Companies Operating in Indonesia: Responses to ethical trade issues, by Maggie Burns and Cellia Mather, Catholic Institute for International Relations, 1999. £4.50. Contact: ciir@ciir.org

Problems finding the materials? Contact the MSN!
First university code passed

When the students emerged from the president’s office after 10 days with little sleep and no access to a shower, they were greeted with cheers and hugs from their supporters. They were joined by a second group of students who had occupied another office that morning in solidarity with their sit-in.

U of T Takes the Lead

According to Singh, the student occupation pushed the university to include in the code the principle that wages should meet workers’ basic needs. “Without the sit-in, we might not have the code today,” says Singh, “and we certainly wouldn’t have any mention of the right of workers to a living wage.”

The code also includes provisions on child labour, forced labour, discrimination, hours of work, and freedom of association and the right to bargain collectively. It requires manufacturers to disclose factory locations and to accept independent verification that the code is being followed.

“The adoption of the U of T code will provide an incentive for other universities and other public institutions to develop similar licensing and bulk-purchasing policies,” says Singh. “As our movement grows, manufacturers and retailers will have no choice but to raise their standards and improve their labour practices.”

Want to organize a code campaign at your school?

Contact Students Against Sweatshop-Canada at 416-978-7770 or the MSN at 416-532-8584.
Visit our websites: www.campuslife.utoronto.ca/groups/opiRG/groups/sweatshops/ and www.web.net/—msn

Canadians Go Cheap

Nike sponsorships of Canadian athletic programs aren’t in the multi-million dollar range, but they certainly can influence the policies of Canadian athletic institutions.

In January, the MSN learned that the Canadian Association for the Advancement of Women and Sport (CAAWS) had entered a corporate partnership with Nike Canada. We were even more disturbed when we discovered Nike propaganda, defending the company’s treatment of its young Asian women workers, posted on the CAAWS website.

In response to a MSN Urgent Action Alert, over a hundred Canadians wrote angry letters to the CAAWS, demanding that they either remove the Nike propaganda from their site or give equal space to the MSN or another organization involved in the Nike campaign.

The CAAWS removed the offensive materials, but defended their partnership with Nike.

In a March 23 letter to the MSN, CAAWS Chairperson Bryna Kopelow said, “CAAWS needed to be assured that Nike had taken steps to address the labour concerns. We needed to know that we were equal partners with Nike, and not silent partners. Nike has demonstrated their commitment to improving factory conditions and ensuring that the people who make their products are treated with dignity and respect.”

In its second mis-step in one month, the CAAWS allowed Nike’s Canadian PR Manager, Michelle McSorley, to stickhandle most of the protest letters. Receiving form letters from Nike in response to their questions addressed to the CAAWS infuriated a number of letter-writers, confirming their worst fears about who was in charge and who was the silent partner in this unequal partnership.

A second wave of letters hit the CAAWS office, urging them to set conditions for the continuation of the partnership, such as disclosure of the locations of production facilities making Nike products for Canadian athletic programs.

The letters also called on the CAAWS to invite Nike critics to speak at their next board meeting, conference or AGM, and to invite the MSN to stage a sweatshop fashion show at next year’s awards ceremony.

In a May 3 letter to the MSN, the CAAWS said they appreciated our concern, had reviewed our suggestions, but remained confident in their decision to partner with Nike.