

Europe, US, Canada: AFW launch & Living Wage Action Week

EUROPE

Austria:

1/10/2009

Saleena seemed to have had a good time in Austria and some press talks, see some photos at:

http://www.suedwind-agentur.at/start.asp?gal=Pressegesprach_NEK_091001&seite=2&pagesize=12&b=442



7/10/2009

In several Austrian cities street performances took place on 7 October. All photos at:

<http://www.flickr.com/photos/42497962@N02/sets/>



Vienna: Activists, dressed up as workers are sitting on the floor under the pressure of the feet of activists dressed up as Lidl managers. Activists representing consumers are 'washing the managers' heads' literally, a German expression illustrating that "Lidl consumers" were giving "Lidl representatives" a piece of their mind. In addition to this performance passers by were informed about working conditions at Lidl suppliers and

protest postcards were gathered. Watch the clip:

http://www.youtube.com/watch?v=zQr0FiQxE_A

Linz: Vigil in front of "Unfair Shop"

For the time of an average working day of an Asian seamstress, activists in Linz hold a vigil in front of sewing machines. A big clock is demonstrating the passed working hours. Next to this attractive clothes are presented on a hanger, provoking passers by's attention – however, there is nothing to be sold here, instead information is spread and protest postcards against working conditions at Lidl suppliers are gathered.



Innsbruck: For 12 hours, representing the average working hours per day of a seamstress, activists drew attention to working conditions and grievance at Lidl suppliers. Protest postcards were handed out.

Belgium South:

In Belgium South the TV clip has been screened by 10 out of 12 local TV stations, which all together reached an approximate audience of 375.000 people. The Better Bargain documentary from Bangladesh has been broadcasted by 6 local TV stations. During the week, 10 cinema screenings with debates based on the documentary took place in different cities.

7/10/2009

On October 7, WDDW, volunteers dressed up as nails spread flyers with information on AFW at several train stations. The nail symbolises the slogan of the Decent Work campaign in Belgium “Workers are not tools. It is time to make the point!” (Les travailleurs ne sont pas des outils. Il est temps d'enfoncer le clou!)



At noon the Decent Work coalition presented a “hammer and nail concert” in Brussels.



10/10/2009

On October 10 a “Fair Hammer” street action took place in the manner of the well- known funfair attraction. We asked people if they would agree to pay Sahida 100€ in place of 25 and

explained the AFW demand with support of the banner, which shows different levels of wages along the supply chain, from Sahida on the bottom to the boss of a retailer at the top. Around 350 signatures were gathered in support of the AFW and the National TV reported about the action in their news.



Denmark:

7/10/2009

Denmark got some press coverage on the start of the campaign and on their survey of Danish companies: <http://www.dr.dk/Nyheder/Penge/2009/10/08/131207.htm>

Germany:



16/09/2009

On 16 September the CCC Germany organised a protest sewing in front of German chancellor Merkel's office in Berlin, where they sewed more than 1000 protest cards together onto a 400m long band. The cards, addressed to Angela Merkel, were collected by the CCC for the past ten months. Protesters from all over Germany ask Merkel to push for worldwide social standards in the garment industry. The CCC activists had hoped to hand over the

protest cards to the chancellor herself, however, she would not personally receive them. The CCC demands political actions in order to legally oblige discounters such as Lidl, KiK and Aldi to respect workers' rights and social standards throughout their supply chain all over the world. The chancellor's office communicated that it recognises the importance of the issue and will look at it, however, there was no commitment made to introduce binding rules for international companies. Watch a clip about the action:

http://www.youtube.com/watch?v= I5sJ_0qRBc

6/10/2009

Press conference in Cologne with about 10 regional journalists. Unfortunately not with Usha and Kamala from India, who didn't get their visa in time.

http://www.domradio.de/aktuell/artikel_57446.html

Bonn: event with 50 people, instead of Indian speakers, Wakil Rahman from Bangladesh, who worked as interpreter and tour guide for an earlier garment worker speaker tour was invited.

Also, Interview with Gisela:

<http://www.jungewelt.de/2009/10-07/059.php>



7/10/09

On 7 October, German CCC activists together with members of union ver.di handed over thousands of protest postcards at German Lidl headquarters in Neckarsulm. Lidl representatives first agreed to meet with the protestors but on arrival of latter at the headquarters made obvious they weren't welcome. However, eventually after some convincing CSR manager Florian Schütze received the cards.

National/regional press: [http://www.fr-](http://www.fr-online.de/in_und_ausland/wirtschaft/aktuell/1998323_Protest-bei-Lidl-Kampagne-fuer-saubere-Kleidung-zu-Besuch.html)

[online.de/in_und_ausland/wirtschaft/aktuell/1998323_Protest-bei-Lidl-Kampagne-fuer-saubere-Kleidung-zu-Besuch.html](http://www.fr-online.de/in_und_ausland/wirtschaft/aktuell/1998323_Protest-bei-Lidl-Kampagne-fuer-saubere-Kleidung-zu-Besuch.html)

Local: <http://www.stimme.de/heilbronn/wirtschaft/sonstige;art2088,1662654>

15/10/09

On 15 October, CCC Germany together with union ver.di hands over more than 1300



protest cards to German discounter KIK at their headquarters in Boenen. Hook for the action is the International Day for the Eradication of Poverty, which is celebrated on 17 October. KIK sent out a press release already a day before the action blaming the CCC for unsuccessful talks and announcing their cooperation with local NGOs instead. However, press spokes person Aniko Nadine Kalle claims towards the press to be open for talks and receives the protest cards. However, KIK makes clear that they will not give in to many demands of the CCC, one of them being to disclose names of garment production sites.

<http://www.derwesten.de/nachrichten/staedte/boenen/2009/10/15/news-137110211/detail.html>

Other press:

<http://www.finanznachrichten.de/nachrichten-2009-10/15182892-uebergabe-von-protestpostkarten-an-kik-kampagne-fuer-saubere-kleidung-fordert-gerechtere-arbeitsbedingungen-in-der-bekleidungsindustrie-007.htm>

<http://www.finanzen100.de/thema/Kampagne+f%C3%BCr+Saubere+Kleidung/>

IS:

5/10/09

Launch of photo gallery with touching photos on living conditions of garment workers from Bangladesh and Sri Lanka. Photos from India to follow soon, some are already on the press album.

New website went live, including online action and articles about Living wage and AFW. Also press release on Action week went out.

Analysis of reactions on action request in first week (6-13/10):

2732 hits of <http://www.cleanclothes.org/betterbargain>, 704 Letters sent



Italy:

7/10/09

Something from Italy (in English):

http://www.agensir.it/pls/sir/V2_S2DOC_B.quotidiano?tema=Quot_english&argomento=dettagli_o&sezione=&data_ora=07/10/2009&id_oggetto=180826&id_session=&password=&quantita=

Netherlands:

2/09/2009

Launch of LW campaign on 6 Dutch brands, covered by around 30 national and regional newspapers, the radio news and lots of radio and of course websites. One consumers TV station is looking into visiting some factories in Bangladesh.

Since then (and prior to the launch) we have had talks with a couple of companies, one of which is considering joining the FWF.

Hundreds of people have sent online messages to the companies to work on improving the wage level for the people who are making their collections.

Launch of online diary of garment worker Rumana. She has around a thousand followers on Facebook, Hyves, Twitter and the e-mail newsletter combined and quite some people are actively involved, asking her questions etc.

7/10/2009

On October 7th we issued a press release about the AFW. People could send another message to the target companies, asking them to support the AFW. In the first hours around 100 people sent this message, concrete numbers to follow.

Norway:

Saleena and Jayaram from India arrived to Oslo on 6.10., Saleena to continue and Jayaram to start the speaker tour.

7/10/09

The Norwegian Living Wage report was posted

at: <http://www.framtiden.no/200910072703/rapporter/etikk-og-naringsliv/syr-klar-for-lommerusk.html>

The report was presented at the news with Saleena commenting:
<http://webtv.tv2.no/webtv/sumo/?treeld=1&proglid=349772&itemld=>

A general living wage page was launched that will be expanded with video clips etc:
<http://www.framtiden.no/200909032611/meninger/bedrifters-samfunnsansvar/levelonn-i-sor.html>

The Press conference to present the report went well, Saleena and Jayaram were really clear in their message. The report was commented upon by representatives from the Ministry of Foreign Affairs, one trade union and The Confederation of Norwegian Enterprise. Completely unexpected and very unfortunate the government released their national strategy for the next 4 years the same morning. So there was no press coverage, apart from two TU media.

More to come.

Sweden:

07/10/2009

Started online appeal together with CCC Norway to the biggest Scandinavian companies to pay a living wage now! & launched the Norwegian LW report and got the 2 biggest newspapers (DN and SvD) reporting, and the TV-station to report on it, see Malin in the clip:

http://svt.se/2.22620/1.1718293/h_och_m_nojer_sig_med_minimiloner)

One local radio station had a live interview with Malin and a CSR-person at Gina Tricot; One commercial national radio station (1,2 mio listeners/day) made a short story. Generally good media coverage on 6 and 7 Oct, among others:

<http://www.dagenshandel.se/dh/DagensH.nsf/0/78206E65CA1E83C1C12576480032B441?open>
<http://www.aftonbladet.se/nyheter/article5916689.ab>

UNITED KINGDOM

Launch of the Let's Clean Up Fashion report.

<http://www.drapersonline.com/news/multiples/news/primark-improves-commitment-to-living-wage-for-overseas-workers/5006936.article>

Living wage:

<http://news.bbc.co.uk/2/hi/business/8294531.stm>

USA & CANADA

<http://www.laborradio.org/aggregator>

<http://blog.afcio.org/2009/10/13/workers-push-for-fair-wages-in-asian-garment-industry/>

<http://www.jwiblog.org/tag/asia-floor-wage/>

<http://en.maquilasolidarity.org/node/901>

