




FAIR PLAY?

The global sporting goods industry
and workers' rights



A TUC Fact File and activities pack
for trade union tutors

June 2008



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As trade unionists, many of us enjoy the spectacle of the Olympics or the World Cup. But our enjoyment is tempered by knowledge of the appalling conditions that many of the workers who make these sporting events possible face every day. In factories, sweatshops and homes from Bulgaria to China those producing sportswear and equipment often receive poverty wages, work excessive overtime, and face bullying and unsafe conditions. Many are children.

The money and attention lavished on big sporting events throws these conditions into even starker contrast. For example, Adidas has paid £100m to be one of the sponsors of the London 2012 Olympics. This is equal to the wages of over 400,000 Chinese workers for a year.

In documenting these injustices, this Fact File draws on research by the Play Fair campaign, a global coalition of trade unions and their allies. The Play Fair campaign is not calling for boycotts – these workers need their jobs – but the jobs can and should be decent jobs, with decent wages and decent working conditions. To obtain these basic rights they need your support. The global sporting goods industry is big business. They have the resources to ensure respect for workers' rights and decent working conditions throughout their global supply chains from their head offices in London or Portland, Oregon, to the factory floor in Shenzhen or Dhaka. They need to realise that their consumers are watching their actions. This is where you come in as both trade unionists and consumers.

With the Beijing Olympics this year and the lead-up to London 2012, now is the perfect time to pressure events organisers and big brands to ensure that they respect international labour standards and provide decent work throughout their operations.

This Fact File is a great resource to help with this: it not only builds awareness of the problems facing our sisters and brothers in the sporting goods industry around the world, but more importantly, outlines practical ways you can help. If we want to enjoy London 2012, we have to ensure that workers around the world enjoy decent work.

This is the sixth development education resource produced by the TUC and it complements earlier Fact Files on topics such as refugees and migrant workers, and international development and trade unions. They are all available at www.tuc.org.uk/intdev.

I hope you find this a useful resource that aids your learning about your part in our common cause: the campaign for global justice and decent work for all.

In solidarity,

Brendan Barber
General Secretary, TUC

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Introduction



Who this Fact File is for

This is the fifth in a series of Fact Files designed to help trade union education tutors build awareness and activism among reps on issues related to international development. It is produced in response to tutors' feedback following earlier work on international development. Tutors were of the view that the effectiveness of teaching and learning on the topic could be enhanced by support in the form of:

- back-up materials on international development issues that could easily be incorporated into a range of existing courses
- short course material on international development that is related to the role of the workplace rep
- teaching material and tips on dispelling myths about migrant workers
- practical guidance and materials on dealing with racism and xenophobia.

The four Fact Files *Refugees and Migrant Workers*, *International Development and the Role of Trade Unions*, *Trade and Trade Unions*, *Slave and Forced Labour in the Twenty First Century* and the revised and updated *Trade Unions and International Health and Safety* workbook have begun that process of support. This Fact File may be used in conjunction with them. The Fact Files are available online at: www.tuc.org.uk/international/tuc-9732-f0.cfm

The TUC/DFID Strategic Framework Partnership Arrangement

This Fact File has been produced as part of the TUC's Strategic Framework Partnership Arrangement (SFPA) with the Department for International Development (DFID). This arrangement, running from 2006 to 2009, supports the work of the TUC and the UK trade union movement in increasing the awareness and understanding of international development among trade union members.

Through education and building individual union capacity, the SFPA seeks to unlock the potential of trade unionists to promote international development through the workplace, the wider community and around the world. This Fact File aims to assist with this, and is available to all trade unions for use in their branches or training courses.

To give feedback on this Fact File or for more information about the TUC's SFPA, please contact Ben Moxham, the SFPA project officer, on 020 7467 1233, or email bmoxham@tuc.org.uk.

What the Fact File contains

This Fact File contains a series of Fact sheets that explain the impact of international sports events on workers' rights, and importantly, what we can do to change the status quo. References and details of further information are provided to help readers pursue their interest and follow up new questions that may arise as a result of discussion and work on the subject areas.

The title for this Fact File is *Fair Play? The global sporting goods industry and workers' right*. The content deals with the contracting and merchandising practices involved in international sports events, how these reinforce exploitative working conditions, and what can be done to improve the situation. Related activities for use with reps are included.

The File is designed to:

- help trade union education tutors, and through them, union reps, to understand the interconnection between international sports events and exploitative working conditions in their contracting supply chains;
- enable readers to make informed links between decent work and development;
- enable tutors and union officers to feel confident in tackling related issues in the classroom or other learning forums;
- build interest, understanding and activism among trade unionists; and
- provide help and information for union officers developing their own work in this area.

Using the Fact File and its activities

Tutors and union officers should use the Fact File in whatever way best suits their circumstances – whether this be as an information base and quick reference guide; a source of easy to copy Fact sheets for reps; to complement other activities, discussions and courses; or as a short course in itself. Reps will welcome the opportunity to develop an informed opinion on issues affecting the rights and wellbeing of working people everywhere.

Reading through all the Fact sheets will help you to help reps understand and take action to improve conditions in the global sporting goods industry.

For those working on TUC programmes there are some suggestions as to how the activities may be used or integrated into other courses on page 9, although it is possible to draw on Fact File materials in many courses.



Section 1

Union Reps 1 (New materials in preparation at time of writing)		
Ref	Topic	Use of Fact File
	Topics such as <i>Confidence in talking about unions</i> present good opportunities for introducing any of the short activities in the pack.	You can also use the information and activities to coincide with upcoming or topical sports events.

Union Reps Next Steps		
Ref	Topic	Use of Fact File
Trade Union Context p23	Resources for Trade Unionists	The info and activities will be of interest to reps, especially as a focus for organising.
As above p25	WA – Finding out about union links and campaigns	As above.
As above p26	Union links and campaigns	As above, plus particularly good if an international sports event is coming up or topical. The benefit of this type of campaigning is in upholding basic ‘enabling’ rights such as the right to organise.
Planning, Organising and Campaigning p14	Planning a campaign	Big sports events are periodically topical and some reps may find this a good one for organising a campaign. It will be of broad interest, with lots of info and campaign materials available, and has good links to upholding the right to organise.
Leading on the collective agenda p14	Speaking out on issues	Good topic for preparing a talk and the Fact File offers good, compact researched material.

Diploma in Contemporary Trade Unionism		
Ref	Topic	Use of Fact File
Trade Unions Today Section C p42	Getting the message across	Use the Fact File as background for analysing coverage of topical items such as the upcoming World Cup, the London Olympics or the Glasgow Commonwealth Games.
Section D	Trade unions in the future	The Fact File presents good background material for this module, especially on the effects of globalisation and campaigning.
Section F p6	Planning your research project	The different aspects of global games contracting and merchandising provide a good base of materials for an interesting research project. If reps build workplace campaigns at the same time it’s good action research!

Opposite page:

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Fact sheets

Fair Play? The global sporting goods industry and workers' rights – context and overview

The business of international sports events

Sporting events such as the Olympic Games and the World Cup are big business. For the host country they offer the prospect of billions of pounds worth of investment in the economy. For the brand owners licensed to produce the goods sporting the event logo, global games are a marketing gift. For example, the London Olympics has a budget of nearly £10bn and Adidas alone has paid £100m in sponsorship money.

Once approved to produce World Cup or Olympic logo leisure wear, boots, bags, caps, coins, mascots, shoes, stationery, swimwear or water (yes, water), suppliers and the event organisers are bound together in a mutually beneficial project. Media coverage of the bidding, preparation and hosting of such sporting events touches people in more than 200 countries and territories throughout the world. The games sell the goods, and the goods sell the games.

Olympic logo goods are described in the marketing business as 'consumer touch points'. They permit close association with all that is good about international games: health, commitment, excellence, achievement, 'a sporting spirit' and 'the joy of effort'. This is the side of the coin that sells the goods and the games.

The labour in international sports events

The other side of the coin – the poorly publicised underside – involves the manufacture of goods, with thousands of people working in Bulgaria, Indonesia, Vietnam, China and many other countries. They are key contributors to the Olympic/Commonwealth Games/World Cup experience. They are the 'people-that-make-the-goods-that-sell-the-games'.

In early 2008, Play Fair 2008 (a network of organisations including the Clean Clothes Campaign, the International Trade Union Confederation, and the International Textile, Garment and Leather Workers' Federation) researched working conditions in the sportswear industry, speaking to over 320 workers in China, India, Thailand and Indonesia. It found workers making sports shoes for £1 a day and footballs for 25p each for Adidas.

"We have no savings so we have nothing left during emergencies," said a home-based football stitcher in India. "Once I rented my cooking gas cylinder to arrange some money for a health emergency suffered by my wife. The situation is similar for all of us. One of my friends even sold his blood to get some extra money to meet an emergency."

A worker in a Chinese sports shoe factory told researchers: "I am exhausted to death... none of us have time to go to the toilet or drink water. We are working without rest and are always afraid of not working fast enough to supply soles to the next production line. The supervisors are pressuring and nagging us all the time. We are tired and dirty. We work without stop and we are still reproached by the supervisors."

In the summer of 2007, Play Fair examined conditions in four Chinese factories supplying Olympic-branded goods for the 2008 Games. It found children as young as 12 years old, adults earning 14p an hour (half the legal minimum wage in China), and employees made to work up to 15 hours a day, seven days a week.

This included women, who make up 80 per cent of the workforce in the sportswear industry, working up to 18 hours a day without a proper break producing goods for famous brands such as Adidas, Fila, Kappa, Lotto and Nike/Umbro. In many factories, overtime was compulsory with some evading minimum wage legislation. Bullying and sexual harassment were common. At a factory producing exclusively for Puma workers spoke of eye damage, varicose veins, respiratory diseases and repetitive strain injuries. Companies routinely ignored codes of conduct and often fined, threatened or sacked union activists or anyone else who challenged their unsafe, unfair and undignified treatment.

In 2005/6 the TUC, together with Labour Behind the Label, researched the conditions of logo-sportswear producers for the World Cup. Their findings echoed those of the Playfair research. Rather than sport being associated with eradication of “...the huge blights undermining society around the world”, as suggested by FIFA President Joseph Blatter, sporting events can often be associated with their reinforcement.

No decent work, no dignity, no development

The Playfair campaign has been persistent in bringing this situation to the attention of the International Olympics Committee, FIFA and brand owners. The exploitation and abuse of workers producing their logo goods is clearly at odds with the ideals that drive international games – the promise of a sporting chance and the dignity of fair play. Many of the practices, including underage working, evasion of national protective legislation, abuse of female workers, intimidation of trade unionists, also break national labour laws and contravene international human rights and labour standards.

Equally negative can be the more general effect on development. International sports events regularly mobilise and move billions of pounds around the globe. They are not run on a shoestring, but are hugely profitable affairs. Yet the hope that such events are promoters of development falls flat in the face of the prolonged exploitation experienced by those who produce the goods that make the games profitable in the first place. There can be little progress or development where workers are denied decent work and a living wage.

Despite their position as principal contractors of the games, both organisers and brand owners have been slow to accept any level of responsibility for working conditions in games-related production. Responses have varied – but none would merit medals on the issue of matching working practice with the sporty moral image marketed in their name.

Trade unions for fair play

Trade union-backed Playfair and decent work campaigns ask both organisers and brand owners to recognise their responsibility and change the practices of their suppliers for the better. The idea is not to boycott events or put people out of work. It is about seeking to ensure that the fair play that is trumpeted in the name of international games is practised in work carried out in their name.

The business of contracting and issuing licenses by such big organisations as FIFA and the national games organising committees is no game. It is planned, controlled and executed in almost militaristic fashion (strategies, operational plans, targets etc). They have the technical know-how, resources and power to make observance of national rights and international labour standards an integral part of their operations.

Trade unionists in the UK are well placed to help build the pressure on organisers and brand owners to do that. With growing excitement building for the 2010 World Cup in South Africa, the ever increasing focus on the 2012 London Olympics, the 2014 Commonwealth Games in Glasgow and a general love of sportswear, this is a great opportunity to let the events organisers and branded goods producers know that it is time they cleaned up their game.

Did you know?

- *A worker in a Chinese factory producing for one of Nike's key suppliers would have to work for 9,000 years to earn the same as its CEO Mark Parker in 2007.*
- *An Indian football stitcher would have to sew 13 million balls a year to take home as much as Adidas CEO Herbert Heiner – that's almost 100 per minute.*
- *Adidas' £100m sponsorship fee for the London games would pay over 400,000 Chinese workers' wages for a year.*

The business of global sporting events

Sport – more than a game

Whether it's the World Cup, the European Cup, the Olympics, Paralympics, Winter Olympics or Commonwealth Games, there's always an international business opportunity in the making.

Big sports events have gone global. They are now a carefully crafted product that links host country bidding with competing to win, brand exposure with team sponsorship, and logoed leisurewear with the sporting spirit. Sports events are something we can all buy into.

The merchandise connection

Speaking in Durban, South Africa, FIFA Executive Committee member Franz Beckenbauer was clear about the World Cup product: "With today's opening of the first official store, the 2010 FIFA World Cup has become part and parcel of people's everyday lives. The merchandise allows football fans to taste the passion and make a connection with the event," said Beckenbauer.

www.fifa.com 25 November 2007

A source of development?

The business of international games promises far more than simply connecting fans to the event through its merchandise.

The development connection

The connection between international games and development is one that host country governments like to emphasise. Of the 2012 Olympics, Gordon Brown states: "The job figures and the ODA [Olympic Delivery Authority] employment and skills strategy published today show that the construction of the site can be the catalyst for lasting social and economic change."

www.london2012.com 19 February 2008

On hearing of Glasgow's successful Commonwealth Games bid, Deputy First Minister Nicola Sturgeon declared it: "a momentous day for Scotland, not just in terms of sporting achievement but also in our bid to inspire a whole generation to live healthier, more physically active lifestyles. It'll also be a huge boost to our economy thanks to all the visitors who will come here. But perhaps more importantly, the Government is determined that the games will provide a springboard for regeneration in some of our most deprived communities here in Glasgow."

www.holyrood.com 9 November 2007

In his 2006 State of the Nation address, President Thabo Mbeki of South Africa went even further. He welcomed the huge contribution the 2010 World Cup will make, not only to South Africa's socio-economic growth, but also to the development of the continent as a whole. Preparation for such big events usually means a flurry of investment in airports, road and rail networks; in the construction of stadia and athlete villages; and in tourism.

The money that international games have the capacity to mobilise is mind-boggling. This is only partly because of the amounts involved. It is also because of the many different ways of looking at it.¹ For example, for the many sources that say the 2004 Athens Olympic Games made a loss, you will find as many that say it made millions in profit. The actual investment in Games-related activity is massive. Investment for Beijing 2008 is estimated to reach 1.5tr yuan. That's £70bn.²

The importance of the brand

The World Cup and Olympic brands are prized by FIFA and the IOC because they can license them to raise the interest and cash to stage the games and finance their activities. FIFA made £635 million from the 2002 World Cup alone.

The games brand is also in high demand among a whole range of industries that recognise its selling power. This is why Umbro paid £15m to the English FA for 2006 World Cup sponsorship. Adidas forked out a massive £190m to sponsor the 2010 and 2014 World Cup events, and £100m for the London Olympics.

The profit connection

Umbro reported unparalleled exposure during the World Cup in Germany, and a first half year rise of 55 per cent in profits to £17.7m on World Cup driven demand. Half of all Umbro's turnover comes from replica sports kit, making football games so important to it that, when the England team failed to qualify for the 2008 European Cup, Umbro issued a profit warning.

The marketing income of the Beijing Organising Committee of the Olympic Games has been pegged at US\$1bn. It is estimated that the sale of official Beijing mascots alone will bring in profits of more than US\$300m.

The sportswear industry, valued at more than US\$58bn in 2003, and continuing to grow, is also a key player in the Olympic industry, ready to shell out big bucks to link their brands to this much-anticipated sporting event.

Playfair (2008) **Respect Workers' Rights. Play fair now!** flyer

Both the football association (FIFA) and the International Olympics Committee (IOC) are clear about protecting their brands. They operate tight control over contracts and the use of official logos. London 2012's brand protection guidelines run to 20 pages: it employs more people to work on brand protection than on ethical sourcing.

Yet despite being global brand owners neither the IOC nor FIFA have a corporate social responsibility function pushing responsibility down to national organising bodies. The London Olympic Games Organising Committee has indicated, for example, that it will use SEDEX, a web-based audit sharing organisation, to ensure that its licensing remains clean!

Protecting the image, controlling the brand

The Olympic Charter states that:

“Use of an Olympic emblem must contribute to the development of the Olympic Movement and must not detract from its dignity; any association whatsoever between an Olympic emblem and products or services is prohibited if such association is incompatible with the Fundamental Principles of Olympism or the role of the IOC set out in the Olympic Charter.” (4.10.4)

FIFA aims: “to keep control of the Official Marks and guarantee the integrity of the overall marketing programme”. www.fifa.com

In short, anything done in the name of the games should contribute to upholding its values and should not detract from them.

- 1 If you want to follow up this aspect of international sports events – beware! Some sources measure economic impact, others measure costs and benefits, and it is hardly ever clear whether government/local government contributions are included in the calculations.
- 2 For most of us, such figures are difficult to imagine. They can also be confusing. In the US a billion is a thousand million (1,000,000,000). In Europe a billion is a million million (1,000,000,000,000). A trillion has 18 zeros to it. Whichever way you look at it – it's an awful lot of money.



The labour in global sporting events

The reality behind the image

The staging of international sports events has two carefully separated spaces. One is broadcast to the world and is a source of great hope and pride, and one, well... isn't. The one that is marketed involves healthy athletes, determined team players and beaming medal winners. It celebrates commitment and the rewards of effort.

A way of life for some...

The Olympic image derives from the Olympic Charter:

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.

Olympic Charter, Fundamental Principles, paragraph 2

The reality that isn't broadcast is wholly at odds with the image that is. It's one where effort is abused, where workers are often underage, underpaid or otherwise exploited, and the trade union team is rarely given a sporting chance.

It involves women working marathon 18 hour days on games-branded sportswear for less than a living wage – whether they like it or not. It involves repetitive strain injuries, unprotected use of strong chemicals, bullying and sexual harassment. It includes suppliers routinely ignoring codes of conduct, fooling auditors and hiding underage workers. And it includes fining, intimidation and sacking of union activists or anyone else who challenges their unsafe, unfair and undignified treatment.

...a way of life for others

Phan, a woman working in a sportswear factory producing for Puma in Thailand says:

“Every day we work from 8am until noon, then we break for lunch. After lunch we work again from 1pm until 5pm. We have to do overtime every day, starting from 5.30pm.

We work until 2am or 3am during the peak season. We always have to work a double shift. Although we are very exhausted, we have no choice. We cannot refuse overtime work because our standard wages are so low.”

TUC/Labour Behind the Label (2006) *Sweet FA? Football Associations, Workers' Rights and the World Cup*

Blots on the brand

These blots on international sports event brands are not isolated. Exploitation and abuse of workers' rights are widespread in footwear, garment, electronic and other sectors in developing countries. The difference here is that the growth in the sportswear market is closely related to marketing the notion of happy, healthy people. In this, the International Olympics Committee, FIFA, the World Federation of the Sporting Goods Industry and its member firms: Adidas, Asics, Kappa, Lotto, Mizuno, New Balance, Nike/Umbro, Puma and Reebok, are top of the contracting chain and prime beneficiaries of the sporting ideal. But, whether it's footwear, garments, stationery or other games-related souvenirs, the experience of workers in Bulgaria, Cambodia, China, Indonesia, Sri Lanka, Thailand, Turkey and Vietnam is a world away from the Olympic ideal of creating “a way of life based on the joy of effort”, or from guaranteeing FIFA “the integrity of the marketing effort”.

The contradiction between sporting ideals and goods sold on the back of them has been repeatedly demonstrated. The very public exposure of children sewing footballs for the 1996 World Cup shocked FIFA into adopting a Code of Labour Practice. It did not lead to a determined attempt to deal with the more widespread abuse in the production of sporting goods.

Blot, blot and more blots on the brands

Among Athens 2004 suppliers, the Playfair Alliance noted companies:

- preventing union members from exercising their rights to strike, join unions, or to bargain collectively, as stipulated by constitutions or labour laws
- demanding working hours far in excess of the maximum set by legislation
- not paying workers the legal minimum wages
- imposing illegal fines and penalties on workers
- not issuing proper employment contracts
- discriminating against certain groups of workers
- seriously breaching health and safety legislation.

Playfair (2004) *Playfair at the Olympics. Respect workers' rights in the sportswear industry*

Among 2006 World Cup contradictions in contracting, Oxfam reports:

- Nike paid US\$16m (£7.8m) a year to the Brazilian national football team.
- Adidas paid US\$1.8m (just under £1m) per year to French player Zinedine Zidane.
- the Asian workers who make the football boots and other sports gear worn by players are paid as little as 36p per hour — £2.89 for a standard working day.
- Shopping at their cheapest local markets, women producing brand-name sportswear in Indonesia needed to work 3.75 hours to earn enough to purchase 1.5kg of uncooked chicken, which, for some, is all the meat they can afford for a month.

Oxfam (2006) *Offside! Labour rights and sportswear production in Asia*

Among 2006 World Cup suppliers, there were examples of:

- Honduran workers producing for Adidas and Nike earning just £85 per month, a quarter of what they need to meet their basic needs.
- Indonesian sportswear workers earning £51 per month, less than half what they need to live decently.
- Workers in El Salvador producing for Adidas and Nike who lost their jobs when they tried to form a union.

TUC/Labour Behind the Label (2006) *Sweet FA? Football Associations, Workers' Rights and the World Cup*

2008 Beijing Olympic suppliers researched showed:

“...appalling disregard for their workers' health and for local labour laws and regulations in the following areas: working hours, pay scale, the hiring of minors and children, and health and safety conditions. Mainland Headwear Holdings Limited, the largest and most successful of our research targets, requires its workforce to work more than 13 hours a day, seven days a week and then underpays it by more than 50 per cent of the legal minimum wage.”

Playfair (2008) *No medal for the Olympics on labour rights*

No decent work, no dignity, no development

Despite the stated commitment of the big event organisers to ensure contracting contributes to the dignity and integrity of the games brand, the truth is that much work carried out in their name is unfair and undignified. When workers organise in trade unions to make their work decent, many are subject to threats, intimidation and non-renewal of contracts.



Decent work¹

“Decent work sums up the aspirations of people in their working lives. It involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organise and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.

Decent work... is central to efforts to reduce poverty, and a means for achieving equitable, inclusive and sustainable development.”

“What is Decent Work” from www.ilo.org

Goods produced in undignified and degrading conditions may be produced at a physical distance from FIFA and the International Olympics Committee, but these bodies own the World Cup and Olympic brands. Who uses the brand is closely controlled. What is produced is closely controlled. And when it is produced, is also closely controlled. How it is produced is clearly of less concern – to both games organisers and the big brand owners they contract.

This lack of concern does not remove responsibility from these bodies. It is in their name that sponsors, suppliers and licensees sub-contract and squeeze suppliers to produce ever cheaper, ever faster and ever more flexibly. Considerable attention is given to ensuring that this is at the right time and right price, that it ‘protects’ the consumer, the official licensee, the quality and the Olympic brand.

What about the workers?

The Olympic Movement also works to ensure the authenticity and quality of Olympic Games merchandise through a comprehensive programme of trademark legislation, education, monitoring and enforcement. These efforts protect consumers from unauthorised or counterfeit goods, protect official Olympic licensees from rights infringements and protect the Olympic brand from the potential negative impact of low-quality unauthorised merchandise.

International Olympic Committee (2008) *Olympic Marketing File*

The concept of decent work should be critical to the whole cycle involved in staging big international sports events. From the opening bid to grand finale they hold the promise of big investment – of economic growth, jobs and skills, and the lasting legacy of ‘development’. The development dream is all the greater when the host country – China, India or South Africa, for example – has a significant population working for less than £1 a day.

¹ See *Trade and Trade Unions* Fact File for further detail, available at: www.tuc.org.uk/international/tuc-9732-f0.cfm#3

Development for whom?

Besides the South African Government's commitment to spend some R372bn (around £23bn) from 2006 to 2009 on its infrastructure development programme, it has also committed some R30bn for the 2010 World Cup. This massive investment of public funds is going to be of direct benefit to the construction companies that will be contracted to develop water, electricity, housing, health, roads, buildings, stadiums and rail and port infrastructure.

Construction workers are fully aware of the billions in public funds that are being spent, but do not see the benefit as their wages and working conditions have worsened. Additionally there is still a racial dimension to poverty and skills development.

Forty-six percent of South Africans have no work. South Africa expects the World Cup to employ 300,000 people making it an important asset. Decent work is a key strategy to ensure that wealth is redistributed and poverty is eliminated through a living wage for all workers.

BWI & LRS (2008) *Company Profiles in Construction for 2010 World Cup*



Getting fair play

The Play Fair and decent work campaigns

The Play Fair and decent work campaigns both aim to help working people access their rights and improve their conditions at work. Decent work describes a general strategy for development that focuses on employment, a living wage, social protection in case of the ups and downs of life, freedom from exploitation, and the freedom to organise in trade unions and engage in social dialogue as citizens and workers. Decent work is a strategy for sustainable development wherever we live, created by the International Labour Organisation (ILO) pursued by the International Trade Union Confederation (ITUC) and approved by the UN.

Decent work is a guiding principle of the Play Fair campaign. Since the Sydney Games of 2000, an alliance of NGOs and global unions has focused attention on getting fair play in the sportswear and merchandising sector supplying the Olympic Games. Taken together with other campaigns around the World Cup, a substantial amount of research and campaigning has taken place.

The nature of the problem and the shared responsibility of games organisers, brand owners, producers and governments is set out in the Play Fair 2008 campaign statement:

A problem shared

“The Play Fair Alliance recognises that an end to the present system of exploitation and abuse in the sportswear and athletic footwear industries can only really be brought about when governments assume their responsibilities both nationally and internationally to protect workers’ rights and to hold business accountable for labour practices, and when workers are able to organise in order to advance their own interests.

Nevertheless, we believe that sporting bodies such as the International Olympics Committee, through their licensing agreements, and the totality of those companies which market or produce sportswear, athletic footwear and other sporting goods can take far greater responsibility for the labour practices in this industry than they do now.”

Evading responsibility, missing opportunities

The impact of purchasing practices on working conditions, absence of a living wage and excessive working hours is the central problem. In all cases individual companies and the sporting goods industry at large have still to address it. Many national Olympics committees and several athletes have supported the Play Fair campaign, and the International Olympics Committee (IOC) is starting to acknowledge that the campaign aims are in the spirit of Olympic ideals.

Yet the IOC continues to stall on taking the action it should to recognise its responsibility for workers’ rights and conditions in its sponsorship and licensing programmes. While FIFA responded to adverse publicity surrounding children making footballs with a labour code of conduct in the 1990s, it now also denies any responsibility for conditions in its merchandising programmes.

Missed opportunities

Successive research, meetings and contacts with the Olympic bodies have demonstrated that the business practices of companies producing logo goods violate the spirit and letter of the Olympic Charter. The Olympic movement, and the IOC in particular, refuses to acknowledge the labour violations in its supply chains, or to take responsibility for an ethical marketing and licensing programme.

In March 2008 the IOC held an international conference in Jordan on women in sport and the importance of role models. Keynote speakers stimulated discussion on how sport can be a vehicle for social change and the role women do, can and should play at all levels of society.

This is a laudable concern – especially given the extensive employment and exploitation of women in games-related supply chains. Too bad the IOC doesn't take the great opportunity it has to put its ideals where its power is – in its billion dollar games and merchandising contracts.

Playfair (2008) No medal for the Olympics for labour rights

While national Olympic Committees (that organise the country's team at each games) have been more responsive to Play Fair campaigning, they have not always seen the evidence of poor practice among their suppliers as an opportunity to bring about change. In 2008, for example, the Beijing Olympic Committee cut ties with Chinese licensees found to be engaged in exploitative practices, despite requests from Play Fair that they use the occasion to pressure for improvement.

While some brand owners have taken steps to improve working conditions in their supply chains, their efforts won't break any records. Lotto and Kappa, the Welsh football team sponsors, are dragging their feet. Nike and Adidas have made some efforts to ensure freedom of association, but haven't yet adopted a sourcing policy consistent with this. Both are shifting production towards countries where freedom of association is not respected by law. Yet, as experience and evidence shows, action by workers to defend themselves by organising and asserting their rights is likely to be more effective than the 'compliance' measures such as codes of conduct and factory audits that sportswear brands are increasingly adopting under pressure from workers and campaigners.

The challenge of what's important

Adidas claims it is challenging to ensure workers can earn a living wage without working excessive overtime. Yet with the money it paid to sponsor David Beckham alone [£86m], Adidas could ensure that 100,000 workers in Indonesia earned a living wage.

TUC/Labour Behind the Label (2006), Sweet FA? Football Associations, Workers' Rights and the World Cup

Achievements

In campaigning, it is extremely important to flag up achievements, however small they may seem. This is especially so when the problem, as in this case, is a global one and involves changing the exploitative business practices of powerful players.

In terms of the sportswear brand owners, positive responses to decent work and Playfair campaign pressure has more or less related to market position, i.e. big market share, some response (Adidas, Nike, Puma); small market share, no response (Lotto, Diadora). But, from a position in the 1990s when the big names claimed they had no control over their supply chains, most now acknowledge responsibility and influence over the suppliers they source from.

Signs of progress – brand owners

Adidas, Nike and Puma have joined the Fair Labour Association (FLA), a forum for companies and labour rights groups to work together.

- Puma and Nike have made their factory lists public – an important step in transparency and pressing for accountability.
- The big brands have established codes of conduct for their suppliers, and some have ‘compliance’ units.
- Kappa has finally entered into discussions with trade unions.

While the big brand owners are hardly off the starting block in taking responsibility for working conditions in their supply chains, the national organising committees have been more promising. The IOC and FIFA continue to be in a state of denial.

Pointing up the positive – National games organising bodies

Sydney Organising Committee, 2000 Olympic Games

This Committee reached agreement with the Australian Council of Trade Unions on the labour standards that should apply to the production of all goods carrying Olympic logos. In reality there was no follow-up to ensure this. The Committee was pressed to acknowledge this was necessary, but obligations to disclose supply lists to trade unions were placed on licensees after contracts had been signed.

Vancouver Organising Committee, 2010 Winter Olympic Games

This has consulted with campaigners and has developed a BuySmart programme, variously involving third party-audited codes of conduct for licensees and making environmental, ethical and aboriginal participation a condition of supply contracts.

British Olympic Association (organises the national team and promotes Olympism)

The Association signed a contract with Adidas to provide clothes for its athletes, which included a clause on respect for labour standards. The clause itself was ineffective, but it represented a step in the right direction.

Dutch Olympic Association

Has an ongoing dialogue with Playfair supporters, has included a clause on labour standards and has said it would like to see an initiative at the IOC level.

Playfair 2008 Clearing the hurdles: Steps to improving wages and working conditions in the global sportswear industry

Continuing aims

While some steps have been taken by some parties that benefit from sweated labour, big steps still need to be taken by the major players. Although gains in getting parties to recognise responsibility (and actually do something about it) have been tortuous, there is every reason to believe that increasing campaign pressure produces results.

The Play Fair campaign sets out recommendations for organising committees, brand owners and governments. The first step has to be recognising responsibility. It is hardly credible that those who control and benefit from the profitable product that is international sports events should hold up their hands and declare “there is nothing we can do”.

Four hurdles

Play Fair identifies four key hurdles to decent work in the sporting goods industry. These are:

- Lack of respect for freedom of association and the right to bargain collectively.
- Insecurity of employment caused by industry restructuring.
- Abuse of short-term labour contracting and other forms of precarious employment.
- Failure to pay a living wage.

The games and sports brand owners have the power to decide who produces what, when and how, so they can and should acknowledge and act on their responsibilities.

Pointing out the necessary – International Olympics Committee

Make it a condition for future Olympic Games that the host country must have ratified, implemented and respected the core ILO conventions.

- Require that, as a contractual condition in its licensing, sponsorship and marketing agreements, labour practices and working conditions involved in the production of IOC-branded products comply with internationally recognised labour standards.
- Commit resources to undertake proactive investigations of working conditions and establish mechanisms for ending abusive and exploitative labour practices in IOC and NOC supply chains, including substantiated complaints.
- Commit to publicly promoting the necessity to end the exploitation and abuse involved in the sportswear and athletic footwear industries.
- Ensure that respect for workers' rights is an integral part of the Olympic Charter and the IOC Code of Ethics.
- Support efforts to ensure respect for workers' rights in other aspects of Games-related employment.

Pointing out the necessary – National Olympics Committees (NOCs) and the Organising Committees of the Olympic Games (OCOGs)

- Work through the IOC to put mechanisms in place for ending abusive and exploitative practices.
- Use their influence on companies operating in their countries and national team sponsors to push for campaign demands.
- Require that the NOC and OCOG publicly disclose companies with which they have licensing, sponsorship and marketing agreements.
- Require that, as a contractual condition in licensing, sponsorship and marketing agreements with companies, that they publicly disclose their production locations and ensure that labour practices and working conditions involved in the production of NOC and OCOG-branded products comply with internationally recognised labour standards.

Pointing out the necessary – brand owners

- Adopt sourcing policies that require suppliers and their sub-contractors to respect internationally recognised labour standards.
- Address, as an integral part of their sourcing policy, the negative impacts that purchasing practices can have on labour practices and working conditions in their respective supply chains.
- Raise their own standards and expectations of other companies in the sector in ending

exploitation and abuse, and upholding, as a minimum, national law where not in violation of relevant internationally recognised labour standards.

- Take immediate and positive steps to ensure specifically that the right of workers to form and join trade unions and to collectively bargain is respected throughout their respective supply-chains.
- Maintain production in unionised facilities, and when expanding production, give preference to locations where trade union rights are respected in law and practice.
- Undertake concrete steps to address the living wage issue (ensuring suppliers do not hold worker deposits, and pay wages on time). Inform the public about the working conditions in which the products that they market are made and be fully transparent with respect to all business operations and arrangements affecting labour practices and working conditions.
- Disclose the identity, location and country details of all their supplier factories.

www.playfair2008.org

A question of sport

“Children as young as 12 years old working 15 hours a day – workers cheated of more than half their legal wages – all working until they drop making Beijing Olympics related products. This isn’t sport! It begs the question, does IOC actually mean ‘Ignoring Outrageous Conditions’ rather than ‘International Olympic Committee’?”

Neil Kearney, ITGLWF General Secretary





Building pressure – what we can do

Making links

The hosting of the 2012 Olympics in London and the 2014 Commonwealth Games in Glasgow will create a great deal of public awareness and interest in the sports industry. Games organisers are keen for local people to feel ownership of the Games. This presents a special opportunity for us as trade unionists to help others realise that the sporty image of the games is at odds with the conditions of workers in global sporting goods supply chains who are overworked, underpaid and do not have access to their fundamental rights.

Play Fair campaigns for Athens 2004

In Perth, Australia, Playfair campaigners were body-painted in the Olympic colours – ensuring that they stood out in the annual May Day rally. In Brisbane campaign supporters waved placards and banners and marched around a ‘clothesline of Olympics dirty washing’ bearing phrases such as ‘1 death threat for trying to join a union’ and ‘\$3 a day for making \$120 running shoes’.

At mini-marathons in Belfast and Dublin campaigners carried large colourful foam vests featuring Play Fair campaign slogans. There was also a campaign presence at the multi-cultural sports festival in Santry, Dublin, and at most of the big trade union conferences around Ireland.

See www.fairolympics.org for more examples

Making links

The following campaign websites have great resources to highlight the poor conditions of workers in the global sporting goods industry:

www.fairolympics.org

The Fair Olympics website has eye-catching A4 posters you can print off:

- *Sports Kit case study* – gives the story behind each item of sportswear.
- *Supply chain flyer* – briefly shows how workers in supply chains get squeezed.

www.playfair2008.org

The Playfair 2008 website has flyer, brochure and poster downloads that provide the basic information you need to draw people’s attention, and get them talking about the issues. There is a sample letter and fax that you can use to lobby for action.

Build-up to the 2010 World Cup

South Africa has high hopes for the 2010 World Cup. President Thabo Mbeki is hoping that the massive investment in infrastructure projects will impact upon Southern Africa as a whole. The international union for building workers, the BWI, is concerned that such hopes for development will further squeeze building workers rather than promote decent work.

Decent work for a decent World Cup in 2010

Whether you are football crazy, involved in construction or just keen to see a better deal for workers in South Africa, this is an opportunity for developing interest in development issues at your workplace.

At a meeting with three South African construction companies in March 2008, FIFA head Joseph Blatter offered to take trade unions on the next site visits as well as to encourage social dialogue and decent work in other continents for future football championships – an indication of FIFA opening to concrete partnership with trade unions.

The BWI publication on company profiles in construction sets out their decent work campaign and background details on companies involved. Many have multinational links, maybe with an organisation near you. You can check them out on the BWI website for campaigning opportunities. Help keep up the pressure and make sure FIFA turns words into practical actions.

BWI & LRS (2008) *Company profiles in construction for 2010 World Cup*

Looking towards 2012 and 2014

The London 2012 Olympics was welcomed by Gordon Brown as a “catalyst for lasting social and economic change”. Playfair 2012 wants to ensure an Olympics that, in the words of former London Mayor Ken Livingstone, “values the people who will work to produce it”. Tessa Jowell has said that the Government is “very keen that all the contracts [awarded for the Games] are characterised by good employment practices”.

Be part of Playfair 2012 campaigning for decent work

The experience of previous games has been that strongly worded commitments to ensure respect for the poorest workers’ rights rarely translate into a concrete impact for workers. So what can you do?

- Check out the Playfair 2012 website for materials and information.
- Suggest that your union/branch join the campaign.
- Use the action cards to stimulate the sense of being able to work for change.
- Lobby the Olympic Delivery Authority (ODA) and the London Organising Committee of the Olympic Games (LOCOG) to:
 - use their leverage within their procurement supply chains, and
 - influence the International Olympics Committee.
- Ensure improved conditions throughout the global industry is a lasting legacy of the London Games.
- Propose that your union/branch develop its own activities as part of the campaign.

The 2014 Commonwealth Games may seem years away, but it's not too early to start building the pressure to ensure they do not reinforce the poor working practices in sportswear supply chains that others have.

Make decent work a part of Glasgow Games preparation

Who will the sponsors and merchandisers be? Are labour rights clauses proposed for the contractors? Will there be provisions for monitoring and enforcement?

This early stage in the preparations is a good time to get informed and press Games organising committees to make sure they contract for a Games that is serious about ensuring decent work in merchandising supply chains.

The Play Fair 2008 website gives you a good overview of the issues. The 2012 website is a good starting point for concrete requests to organising committees.

See www.playfair2008.org and www.playfair2012.org

Official websites www.glasgow2014.com and www.london2012.org

Play Fair 2008 (2008) *Clearing the Hurdles: Steps to improving Wages and Working Conditions in the Global Sportswear Industry* available at

www.playfair2008.org/docs/Clearing_the_Hurdles.pdf

Further information

BWI and LRS (2008) *Company profiles in construction for 2010 World Cup* available at www.bwint.org/pdfs/2010ConstructionBookletweb.pdf

Oxfam (2006) *Offside. Labour rights and sportswear production in Asia* available at www.oxfam.org.au/campaigns/labour/06report/index.html

Playfair 2008 (2008) *No medal for the Olympics on labour rights* available at www.playfair2008.org/docs/playfair_2008-report.pdf

Play Fair 2008 (2008) *Clearing the Hurdles: Steps to improving Wages and Working Conditions in the Global Sportswear Industry* available at www.playfair2008.org/docs/Clearing_the_Hurdles.pdf

Play Fair (2004) *Playfair at the Olympics. Respect workers' rights in the sportswear industry* available at www.fairolympics.org/background/olympicreporteng.pdf

TUC and Labour Behind the Label (2006) *Sweet FA? Football Associations, Workers' Rights, and the World Cup* available at www.tuc.org.uk/extras/sweetfa.pdf

Official games websites

<http://en.beijing2008.cn/> – Beijing 2008 Olympics

http://cwgdelhi2010.org/index_1.html – Delhi 2010 Commonwealth Games

www.fifa.com/worldcup/index.html – The World Cup

www.glasgow2014.com – Glasgow 2014 Commonwealth Games

www.london2012.org – London 2012 Olympics

www.olympic.org/uk/index_uk.asp – the Olympic movement

www.vancouver2010.com/en – Vancouver 2010 Winter Olympics

Non-official games-focussed sites

<http://2010watch.com> – Vancouver-based, general critique

www.gamesmonitor.org.uk – focus on London Olympic development process

[www.playfair2008](http://www.playfair2008.org) – co-ordinated by TUC and Labour Behind the Label

www.playfair2012.org – London Olympics Playfair site

Opposite page:

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Workplace activity



Making links – action research

Aims

This activity will help you begin to identify possible starting points for campaigning.

Tasks

What are the potential points of interest in your union and/or among others at work with reference to upcoming sports events?

Before the next session carry out research on potential bases for:

- campaigning around global sporting events and their responsibility for upholding workers' rights.
- events being publicised and in preparation (with organising committees making decisions you could influence), including:
 - 2008 Beijing Olympics
 - 2010 South Africa World Cup
 - 2010 Delhi Commonwealth Games
 - 2010 Vancouver Winter Olympics
 - 2012 London Olympics
 - 2014 Glasgow Commonwealth Games.

Potential starting points:

1. Print off the *Sports Kit case study* and the *supply chain flyer* at www.fairolympics.org or the Beijing Play Fair 2008 flyer, brochure and poster at www.playfair2008.org. Display them in the tearoom and record people's responses.
2. Collect any press or magazine cuttings or adverts on topical issues to do with the upcoming Games.
3. Make a note of who/how many people at work wear/buy branded sportswear.
4. Make a note of those at work or in the union who have an interest in the World Cup, Olympics or other games.
5. Does your organisation have other potential links to an international sports event – are they suppliers (or a subsidiary of suppliers) to the London Olympics? Are you a member of a sporting or other body that could be encouraged to take action?

Bring the results of your research with you to the next session.

Opposite page:

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Activities

TUTOR-LED ACTIVITY

Aims

This activity will help you to:

- introduce the theme of the Olympics
- use a warm-up quiz as preparation for campaigning around the Olympics.

Tasks

This is a fast-paced, tutor-led quiz that lasts around 30 mins – not much longer or you’ll lose impact.

- Split the group into two or three teams.
- If you want to be really serious, prepare the quiz questions as ‘cards’ you can read from.
- Prepare a whiteboard or flipchart (or ask a volunteer) to keep the score. Groups can decide their own names.
- Advise the teams you will proceed as follows:
 - you will ask them a question
 - they will get a maximum of 25 seconds for conferring
 - they will answer through an agreed spokesperson
 - the first group to answer the question correctly gets one point
 - (make a penalty if they try to answer without knowing the whole answer)
 - if no correct answer, then give the answer without elaboration and move on
 - groups to note any questions and issues they want to know more about for discussion at the end.
- Give the teams a few minutes to organise themselves.
- Go through the quiz, repeating each question once.
- You might want to award a prize – or even a penalty!
- Briefly discuss specific issues raised.
- When you’ve finished the quiz highlight ways for participants to get involved in campaigning. You’ll find some ideas in this Fact File.

BEIJING – SPORTING CHANCE QUIZ

	Question	Comment
1	<p>'Creating a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles' is what:</p> <p>a) the mission statement of Lektis, a Chinese company supplying Olympic goods? b) the Olympic philosophy of life? c) Code of Conduct requirement of suppliers of Olympic goods set by the International Olympics Committee?</p>	<p>b) It is part of Article 1 of the Olympic Charter 2004: 'Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life...' etc.</p>
2	Name five paralympic sports (there are 20).	Archery, athletics, boccia, cycling, equestrian, football 5-a-side, football 7-a-side, goalball, judo, powerlifting, rowing, sailing, shooting, swimming, table tennis, volleyball sitting, wheelchair basketball, wheelchair fencing, wheelchair rugby, wheelchair tennis
3	<p>The Olympic stadium symbolises what?</p> <p>a) the interconnectedness of globalisation b) the strength of Chinese workers c) a bird's nest</p>	Officially c)
4	<p>4,000 safety supervisors have been appointed to what?</p> <p>a) factories producing Olympic Logo goods b) Olympic venues c) the bird's nest stadium</p>	b) A proportion of one for 10 venue workers, according to the official Beijing Olympics web site.
5	<p>How many workers died while building the 'bird's nest stadium'?</p> <p>a) 10 b) none c) one</p>	a) <i>The Times</i> reported that at least 10 had died and that 'compensated' relatives had kept quiet. 10 deaths were officially acknowledged in Jan 2008. For 2004 in Athens 14 Greek workers died, and 1 in Sydney 2000.
6	<p>Name an Olympic mascot.</p> <p>a) Beibei d) Yingying b) Jingjing e) Nini c) Huanhuan</p>	All of them. Show the pictures on page 35 and give a brief explanation
7	<p>The sale of Olympic Games mascots alone is projected to make profits of how much?</p> <p>a) \$30m b) \$300m c) \$3,000m</p>	b) \$300m = \$300,000,000! That's profit, not turnover.
8	<p>\$300m is how much in pounds?</p> <p>a) £151m b) £30m c) £150,000</p>	a) £151,000,000 – that's profits just on mascots. This doesn't include profits made on the officially branded bags, coins, stamps, belts, hats, shoes, clothes, stationery and mineral water that is also produced for the Olympics.
9	<p>In accordance with the spirit of Olympism and the IOC's promotion of respect for fundamental ethical principles, which of the following does the IOC require of suppliers of Olympic goods?</p> <p>a) no child labour b) the right of workers to form and join trade unions c) no slavery, forced or compulsory labour d) elimination of discrimination</p>	<p>None. The IOC has stated it doesn't believe that this is its job. It does, however, control all licensing agreements, and has the right to see any contract that's agreed. Its national organising committees get half of all net income resulting from exploitation (their word) of Logo products.</p> <p>NB a–d are international labour standards held to be binding on ILO member states – so asking suppliers to observe the standards isn't exactly radical.</p>

ACTIVITY 1

	Question	Comment
10	A ticket to the Beijing opening ceremony costs how much? a) 5,000 yuan (£350) b) 2,500 yuan (£175) c) 1,250 yuan (£90)	a) A worker making sports shoes in China would have to work more than four months to earn that much.
11	How much does Mainland Headwear, a company producing caps for the Olympics, pays its workers? a) the minimum wage b) a special piece rate c) less than half the minimum wage	c) 57 per cent less (which kind of makes it b) as well!).
12	What is Play Fair 2008? a) an anti-doping Olympics campaign b) a campaign against inhuman working conditions in producing goods for the Olympics c) an alliance of employers seeking to end inhuman working conditions	b) It started in advance of the Athens Olympics in 2004.
13	Play Fair 2008 is organised by whom? a) a charitable organisation b) an alliance of Olympic athletes c) trade union and labour rights groups	c) The Clean Clothes Campaign (CCC), the International Trade Union Confederation (ITUC), and the International Textile, Garment and Leather Worker's Federation (ITGLWF). The campaign is also supported by a diverse coalition of organisations worldwide.
14	Play Fair 2008 wants the International Olympics Committee to do what? a) commit to promoting publicly the end of exploitation and abuse in producing Olympic wear b) award medals to companies producing Olympic wear under good conditions and pay c) apologise to workers who are being exploited and abused in the production of Olympic goods	a) This is one of the things Play Fair believes the IOC should do to ensure respect for workers' rights in companies producing its logo goods.
15	Play Fair wants brand owners to do what? a) pay workers in developing countries the same rate as those in industrialised countries b) adopt sourcing policies that require suppliers and their sub-contractors to respect internationally recognised labour standards c) stop sub-contracting	b)
16	As a result of campaigning on workers' rights, Playfair supporters have forced Sportswear brands such as Umbro and Puma to do what? a) make observation of workers' rights a condition of getting a contract to produce for their brand b) uphold workers' rights through Codes of Conduct c) join a labour rights' monitoring forum together with Playfair supporters and Olympic Committees	b) This may seem a small gain, but these are brands that have had no previous engagement at all with the issue of workers' rights.

	Question	Comment
17	Using the Olympics to campaign on Play Fair type has to continue. Why? a) sportswear brands appreciate this kind of attention b) sportswear workers appreciate the support c) the Olympics Committees like the publicity d) we need to keep the pressure up to make further gains	b) and d) – pressure can help move companies from no commitment to paper commitment, to practical commitment. NB And it's not just workers in developing countries who stand to gain from the upholding of core labour standards. Several recent cases such as Wilson, Palmer and GMB/ASDA have been successful in beating attempts at union busting – a contravention of the core right to freedom of association.

Quick follow-up work

1. Ask reps to send a letter to the IOC President Jacques Rogge. They can do this online at: www.playfair2008.org/index.php?option=com_chronocontact&chronoformname=ioc_form&Itemid=72
2. It is difficult for workers to take action in China as trade unions cannot be organised independently of the state. You can download action postcards protesting at the imprisonment of workers and send them to Chinese President Hu Jintao at: www.ihlo.org/prisoners/en/misc/postcard_1.pdf and www.ihlo.org/prisoners/en/misc/postcard_4.pdf
3. Get reps to do one of the above, then ask them to discuss:
 - why the campaign around the 2012 Olympics is important for workers in the UK
 - ideas they have for proposing Playfair 2012 campaigning in their workplace/union (what, when, how).

How can my organisation support Play Fair 2008?

Organisations are invited to publicly commit their support to the aims and demands of the Play Fair 2008 campaign. To read the support statement and add their organisation's name to our growing list of supporters, reps can send a message to pfpartners@cleanclothes.org

Beijing Olympic mascots 2008

The 2008 mascots are called 'Fuwa'. Each Fuwa has a rhyming two-syllable name – a traditional way of expressing affection for children in China. Beibei is the Fish, Jingjing is the Panda, Huanhuan is the Olympic Flame, Yingying is the Tibetan Antelope and Nini is the Swallow. When you put their names together – Bei Jing Huan Ying Ni – they say 'Welcome to Beijing', offering a warm invitation that reflects the mission of Fuwa as young ambassadors for the Olympic Games.



TUTOR NOTE

Campaigning for fair play and decent work

Setting up the activity

You can use this as a follow-on to the Beijing Sporting Chance Quiz or as a stand-alone activity.

You can introduce the activity by either referring to a topical sports item in the news, latest reported profits of sportswear brand owners or a team win/loss at the weekend. Alternatively, it can be introduced as an opportunity to look at how existing campaign material can be used to generate interest and activity in (and around) the union.

You will first need to print enough copies of Fact Sheet 3 and examples of campaign materials from the appropriate websites. Here are some examples:

Sports Kit case study and the Supply chain flyer at

www.fairolympics.org/countries/international.html This can be used for any sports event.

Beijing 2008 Playfair brochure, poster and flyer at

www.playfair2008.org/index.php?option=com_content&task=blogsection&id=7&Itemid=46

and **www.playfair2008.org/docs/PlayFair2008_flyer_UK.pdf**

Letter to IOC President, Jacques Rogge at

www.playfair2008.org/index.php?option=com_chronocontact&chronoformname=ioc_form

&Itemid=72

www.playfair2012.org/what-you-can-do/12 Email the IOC asking for fair play at the Olympics

www.playfair2012.org Print off a card to mail to Lord Coe together with a receipt for any 2012 branded goods you buy, calling for fair play for sportswear workers.

Timing

Depending on the size of the group, this should take between an hour and an hour and 15 minutes. If you run this on a longer course, it would be good to return to the issue to check out how many followed up their plan or to remind them.

Taking feedback

Encourage learners to draw out the similarities in experience (pressure to be flexible, constant need to defend the right to organise, etc). But, take care to also cover the differences: the vulnerability of workers in developing countries, little or no social security, absence of alternative work, difficulties and dangers in protest etc.

ACTIVITY

Campaigning for fair play and decent work

Aims

This activity will help you to:

- evaluate the situation of workers on sportswear and games related merchandise
- consider the campaigning action you can take.

Tasks

In small groups, discuss and note:

1. What you think the problems are for workers on sportswear and games-related merchandise.
2. Look at the campaign materials indicated by your tutor. Make a note of the different ways you can use these, e.g. in the union, at work, groups you are a member of etc, using the framework below.

Campaign material	Who you'll use it with and how	When

3. Copy onto a flipchart and discuss with the whole group.
4. Keep and use your list for follow-up action.

Resources

Fact sheet 3: The labour in global sporting events

Sample campaign materials

TUTOR NOTE

Getting ready for the Games

Setting up the activity

The activity involves making links between big sports events and the abuse of workers' rights in sportswear supply chains. It provides an opportunity for building action within and beyond the union.

Set the scene for this activity by:

- running the Beijing Sporting Chance Quiz, or
- setting the workplace activity 'Making links – action research', or
- introducing a related article that has been in the news, or
- talking about the Play Fair campaign flyer that is readily available on the Play Fair website.

Timing

This activity has quite a bit of reading, thinking and discussing so you will need to plan for around two hours (10/15 mins set up, one hour group work, 40/45 mins whole group discussion).

Taking feedback

One of the growing problems in global supply chains is that at all stages those with control have a tendency to deny responsibility for the exploitation and abuse of workers at the bottom of the chain. The point here is to help learners understand that responsibility flows all the way through the chain – from those with a direct employment relationship, up through the contractors to the contractors in chief – the sports event organisers. Those at the top of the chain operate tight control of contracting – image, product specification, timing, price – so why not over working practices and conditions of workers?

Encourage learners to think positively about what they can do – they shouldn't stop wearing sportswear, watching the games etc. Rather they can think about how they can use their position as consumers, as targets of the healthy sporting image, to lobby and pressure the relevant bodies to acknowledge and take their responsibilities seriously.

If you have IT access in this session, you can demonstrate to learners how easy it is to build pressure, for example, by using readily available campaign material or sending an email protest. (See tutor note, page 36, for a list of web references).

ACTIVITY

Getting ready for the Games

Aims

This activity will help you to:

- understand where responsibility lies for poor working practises in sportswear supply chains
- work out what you can do to support the campaign for fair play and decent work in the production of games related goods.

Tasks

In small groups:

1. Your tutor will ask you to focus on ONE of the following:

- international sports event organisers (FIFA, International Olympics Committee, Commonwealth Games Federation)
- national organising committees and Football Associations
- big brand owners (Nike, Adidas, Umbro etc).

Write it at the top of a flipchart.

2. Share out the Fact sheets so that each group member reads a different one.
3. Discuss and note key points on your flipchart in response to the following question: In what way do you think the bodies you are focusing on are responsible for poor working conditions in their merchandising supply chains?
4. What campaign actions do you think can be taken in your union/local area?
5. What are the first steps you will take?

Resources

Fact sheets 2–5

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www.tuc.org.uk

