

A woman wearing a white hijab and a blue and white floral face mask is working in a garment factory. She is holding a piece of fabric. The background shows other workers and sewing machines. A sign with the words 'MARK' and 'NE' is visible in the top left corner.

**FAIR
ACTION**

USE YOUR INFLUENCE

**Lack of transparency among
Swedish influencer fashion brands**

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Photo frontpage: Kristof Vadino, 2018

Fair Action is a non-profit organization pushing Swedish companies to take responsibility for their impact on people and the environment. We examine how consumer goods and services are produced and pressure companies to improve working conditions and pay living wages. Fair Action is a member of the Clean Clothes Campaign.

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Table of Contents

• Why fashion brands should use their influence	4
• Sharing is caring – why transparency matters	4
• <i>The benefits for workers</i>	5
• <i>The business case for transparency</i>	8
• <i>Who made my clothes? Consumers want to know</i>	8
• International standards on supply chain transparency	9
• Recommendations to the brands	10
• Recommendations to policy makers	12
• How we did the research	13
• The result	14
• Acknowledgements	16

Why fashion brands should use their influence

It speaks for itself – the word influencer describes someone that has the power to influence others. They often have a large and loyal number of followers on social media and studies show that many followers trust the influencer as if they were a friend! An influencer can also affect the purchasing decisions of others because of their authority, knowledge, position, or relationship with the audience.

There are many examples of the power of influencers. According to the Institute for Advertising and Media Statistics, IRM, Swedish companies' expenditures on influencer marketing has increased from just over SEK 200 million in 2014 to around SEK 800 million in 2018.² When the lifestyle influencer Bianca Ingrosso launched the first product of her cosmetic brand Caia in 2018 the rush caused the site to crash in 30 seconds and the produce was sold out after just a few hours.³ Another way of illustrating their power is their reach. The influencer Kenza Zouiten Subotic, the founder of the clothing brand Ivyrevel, has 1,8 million followers on Instagram. This is more than the established garment brands Lindex, Kappahl, Åhléns and Ellos have combined.

With this power, influencers have an important role to play, even more so if they have their own brands and products. The five fashion brands covered in this report are all founded and owned by persons with large platforms on social media. In this study we are focusing on the *brands'* responsibility for supply chain transparency, and not the responsibility of the individual influencer as a person. As companies they have a responsibility for their impact on the human rights of the people making their products, as set out in the United Nations Guiding Principles on Business and Human Rights.

In this report we have asked five of the largest Swedish influencer brands about transparency in their supply chain.

Our question is, what do the influencer brands know about where and how their clothes and accessories are made and are they willing to share this information?



ADOORE

Annual turnover 2019 4,2 MSEK
Founded by Petra Tungården
Instagram followers 156k

BIANCA BY BIANCA INGROSSO*

Annual turnover N/A
Co-founded by Bianca Ingrosso
Instagram followers 1,1M



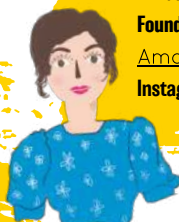
DAISY GRACE

Annual turnover N/A
Founded by Hannah Widell &
Amanda Schulman
Instagram followers 66k & 137k



IVYREVEL

Annual turnover 2018 43,4 MSEK
Co-founded by Kenza Zouiten Subotic
Instagram followers 1,8M



TOTÊME

Annual turnover 2019/2020 217,5 MSEK
Co-founded by Elin Kling
Instagram followers 321k



* Bianca by Bianca Ingrosso (By Bianca) is a part of Hubso AB. The trademark ByBianca is owned by Bianca Ingrosso AB.

1. Tidningen Kollega, 2019, Influencers vår tids makthavare: <https://www.kollega.se/influencers-var-tids-makthavare>
2. Dagens Nyheter, 2019, Influere - makthavarna som aldrig granskas: <https://www.dn.se/ekonomi/makthavarna-som-aldrig-granskas-har-borjat-granskas/?forceScript=1&variantType=large> och <https://www.svd.se/influencerbranschen-spas-spranga-miljardvallen>
3. Nyheter24, 2019, Pengaregnet över Bianca Ingrosso: "Sålt för 20 miljoner kronor": <https://nyheter24.se/noje/928956-pengaregnet-over-bianca-ingrosso-salt-for-20-miljoner-kronor>

Sharing is caring - why transparency matters

When fashion brands open up about where their clothes are made, it is a "win-win-win" situation, with upsides for garment workers, the fashion companies and the consumers.

The benefits for workers

For garment workers and trade union representatives, information that link factories to international brands is crucial. For example: if a trade union leader is dismissed from a factory because of his or her trade union engagement, if garment workers do not get wage paid in time, or if a work-related accident occurs, they can raise the issue with the retailers buying from the factory only if they know their names. After the Rana Plaza building collapse in Bangladesh in 2013, that killed over 1,100 workers and injured more than 2,000, the only way to hold brands accountable was to interview workers and to search in the rubble to find brand labels and logos.⁴

When implementation of local labour law is not working well enough and/or international law does not hold companies accountable for human rights violations within their supply chain, transparency is an important tool for workers and trade union representatives to get remedy and economical compensation.

In the mind of the workers they do not know who their primary employers are, the brands are their real employers

says Parvathi Madappa, program officer garment sector, at the Indian non-governmental organization Cividep.⁵ "Without the brands, no work", Parvathi continues.

Babul Akhter, secretary general of Bangladesh Garment and Industrial Workers Federation, shares the view that buyers have significant influence:

Factory owners only listen to brands. If we file a complaint to the labour court, it could take three to four years to get a decision. If we go through a brand it can be solved within a week.⁶

Disclosure of suppliers can also be useful for trade unions when they plan where to organize. They can then prioritise to organise workers at workplaces where they know that one or more of the buying companies are committed to promoting freedom of association in the supply chain. If they face threats or dismissals from the employer, they can raise the problems with the buyer.⁷

4. Clean Clothes Campaign, Human Rights Watch, IndustriALL et al., 2017, Follow the thread: <https://cleanclothes.org/file-repository/resources-publications-follow-the-thread-the-need-for-supply-chain-transparency-in-the-garment-and-footwear-industry/view>

5. Interview with Parvathi Madappa, the 23rd of September, 2019

6. Interview with Babul Akhter the 11th of June, 2019

7. Fashion Revolution, 2018, Fashion Transparency index: https://issuu.com/fashionrevolution/docs/fr_fashiontransparencyindex2018?e=25766662/60458846, p. 10

“

If Swedish fashion brands publish their suppliers, we can share information with the brand about problems in the supplier factories so that they can follow up. In our experience, the factories and the government don't listen to our complaints, but if we talk to the brand directly, they can intervene.

Babul Akhter, Bangladesh Garment and Industrial Workers Federation



”

Photo: Victoria Moralez

A report by the International Labor Rights Forum on worker-led strategies for corporate accountability in the garment industry found that public reporting and disclosure of factories and working conditions are central for ensuring that workers' rights are respected.⁸ The study also shows that transparency is fundamental for initiatives that have achieved improvements of working conditions such as the Bangladesh Accord on Fire and Building Safety and the Indonesia Protocol on Freedom of Association.

Brands that signed the Bangladesh Accord committed to submit a list of their suppliers in the country to the initiative. The steering committee of the Accord then made an aggregated list of all suppliers used by signatory companies publicly available. Factory inspection reports and plans for correcting any identified safety hazards are also disclosed to the public. Under the Indonesia Protocol on Freedom of Association, signatory brands share their list of suppliers with a committee that monitors the implementation of the protocol. The committee consists of trade unions, manufacturers and brands.

The Transparency Pledge

A global coalition of nine trade union federations and human rights organisations have developed the Transparency Pledge and are campaigning for all apparel and footwear companies to adopt this. The objective of the Transparency Pledge is to help the garment industry reach a common minimum standard for supply chain disclosure by getting companies to publish standardized, meaningful information on all factories in the manufacturing phase of their supply chains.

The Transparency Pledge requires companies to publish the company's manufacturing sites. The list should be published on the company's website, be updated on a regular basis and include:

- *The full name of all authorized production units and processing facilities. (Processing factories include printing, embroidery, laundry, and so on.)*
- *The site addresses.*
- *The parent company of the business at the site.*
- *Type of products made. (Apparel, footwear, home textile, accessories.)*
- *Worker numbers at each site. (By category: less than 1 000, 1 001 to 5 000, 5 001 to 10 000 more than 10 000).*

The information should be published in a downloadable, machine-readable file at a regular common frequency in one or more of the following formats: csv, json, or xlsx.

¹ The Apparel and Footwear Supply Chain Transparency Pledge, <https://transparencypledge.org/what-is-the-transparency-pledge/>

⁸ International Labor Rights Forum, 2019, Future of Fashion: https://laborrights.org/sites/default/files/publications/ILRF_Future%20of%20Fashion%20v5_compressed.pdf

The business case for transparency

However, greater and better transparency is not only in the interest of the garment workers. Fashion companies also have a lot to gain from revealing more information about their supply chain. Recent research finds that “businesses enjoy better reputation, greater operational efficiency, improved legal compliance and increased access to capital when they adopt greater supply chain transparency measures”.⁹ Sharing information with stakeholders opens up opportunities for joint solutions that can increase the impact of brands’ efforts to improve working conditions in the supply chain. If trade unions and non-governmental organizations can alert brands to problems at their suppliers, the issues can be solved quickly before it leads to negative publicity or production stoppage.

In addition, company investors often urge companies to reveal more information about their supply chain: The Corporate Human Rights Benchmark (CHRB) has gained support from many investors. Among other things, the CHRB scorecard assesses whether companies map their suppliers and disclose the mapping publicly.¹⁰ Internationally, Adidas, Levi Strauss, Nike, Patagonia and Puma have been front-runners regarding disclosing information on their supplier factories during the last decade.¹¹

Who made my clothes? Consumers want to know

There is also a strong demand from consumers for more information about where and how clothes are made: 80% of consumers within the EU think fashion brands should disclose their manufacturers and almost as many (77%) think that fashion brands should publish which suppliers they use to source the materials used in their clothing.

Two out of three consumers say it is very or somewhat important for fashion brands to share detailed information about wages and working conditions in the supply chain.¹² In the case of the influencer brands who in general have a younger customer base, this is even more important. A recent report shows that 42% of millennials say they want to know what goes into products and how they are made before they buy, compared with 37% of generation Z.¹³ Millennials are usually defined as the generation born in the 1980s up until about 1996, and generation Z are born after 1996.



9. International Corporate Accountability Roundtable (ICAR) 2019, The Benefits of Transparency: <https://static1.squarespace.com/static/583f3fca725e25fcd45aa446/t/5cdc79bcb30c30001e27f04/1557952957348/ICAR+-+Business+Case+for+Transparency-single-pages.pdf>

10. See the CHRB Methodology 2020, Indicator D.2.3, Mapping and disclosing the supply chain: <https://www.corporatebenchmark.org/sites/default/files/CHRB%202020%20Methodology%20AGAPEX%2028.Jan2020.pdf>

11. Clean Clothes Campaign, Human Rights Watch, IndustriALL et al. 2017, Follow the thread: <https://cleanclothes.org/file-repository/resources-publications-follow-the-thread-the-need-for-supply-chain-transparency-in-the-garment-and-footwear-industry/view>

12. Fashion Revolution Consumer Survey, 2018: https://www.fashionrevolution.org/wp-content/uploads/2018/11/201118_FashRev_ConsumerSurvey_2018.pdf

13. Mc Kinsey's, The state of fashion, 2019: <https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-a-year-of-awakening>



Photo: Charlie Aconso

The workers need to know for whom they are producing to be able to rectify problems like impossible production targets, low wages and sexual harassment. The suppliers just don't listen.

Parvathi Madappa, Cividep

International standards on supply chain transparency

The United Nations, and national laws in some countries,¹⁴ urge companies to perform better on supply chain transparency. According to The UN Guiding Principles on Business and Human Rights, companies should “account for how they address their human rights impacts, business enterprises should be prepared to communicate this externally” and their communications should “be of a form and frequency that reflect an enterprise’s human rights impacts and that are accessible to its intended audiences”.¹⁵ The OECD Due Diligence guidelines for Garment and Footwear Supply Chain also emphasise the importance of communication and disclosure of information by garment brands.¹⁶

14. For example the California Transparency in Supply Chains Act of 2010; “sweat-free” procurement laws adopted in dozens of US cities and a few states; the UK Modern Slavery Act 2015; the French law on the corporate duty of vigilance and the Dutch Child Labor Due Diligence Act from 2019

15. OHCHR, 2011, UNGP: https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf, principle 21, p. 23

16. OECD, 2018, OECD Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector: https://www.oecd-ilibrary.org/governance/oecd-due-diligence-guidance-for-responsible-supply-chains-in-the-garment-and-footwear-sector_9789264290587-en

Bring out the facts from the closet

- recommendations to the brands

Fair Action's recommendations to the brands are in line with United Nations Guiding Principles on Business and Human Rights, the Sustainable Development Goals¹⁷ and the OECD Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector:

As a minimum: Commit to the Transparency Pledge

Publish the company's manufacturing sites. The list should be published on the company's website, be updated on a regular basis and include:

- The full name of all authorized production units and processing facilities. (Processing factories include printing, embroidery, laundry, and so on.)
- The site addresses.
- The parent company of the business at the site.
- Type of products made. (Apparel, footwear, home textile, accessories.)
- Worker numbers at each site. (By category: less than 1 000, 1 001 to 5 000, 5 001 to 10 000 more than 10 000).
- The information should be published in a downloadable, machine-readable file at a regular common frequency in one or more of the following formats: csv, json, or xlsx.

Disclose information about suppliers beyond the first tier

When in line with The Pledge, expand transparency beyond the cut-make-trim manufacturing phase to other aspects of the supply chain, including manufacturing of yarn, fabric, and other inputs, and the production of raw materials like cotton.

Provide data in formats that can be used in a searchable database

Use new technologies including the tools from the Open Data Standard for the Apparel Sector (ODSAS), to improve data formats and update more frequently as supply chain tracking technology evolves. ODSAS has developed an Open Apparel Registry; a tool for brands to upload supplier lists to assign each factory a standard factory identification number.¹⁸

17. See for example Goal 8 on Decent work and economic growth or Goal 12 on Responsible consumption and production. Goal 12 includes the following target: "By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature".

18. Open Data Standard for the Apparel Sector, <https://odsas.org/>

Communicate regarding freedom of association

Report publicly how many and which of the company's suppliers that have a collective bargaining agreement in place, per production country. If the company is part of a joint initiative¹⁹ to promote freedom of association in the supply chain, communicate concrete results from these projects publicly on a yearly basis, as a minimum.

Communicate regarding wages in the supply-chain

Develop and publish a living wage strategy with time-bound goals.²⁰ Communicate regarding living wage including strategies, goals, wage benchmarks, wage mappings and outcomes publicly. The mappings should include the average monthly wage and the lowest wage (excluding overtime) currently paid to workers in the company's supply chain, per production country.

Answer questions from stakeholders

Whether inquiries come from trade unions, journalists, NGOs or other relevant stakeholders, give an accurate and clear response. Audit and investigations reports, corrective action plans of their suppliers and the grievances raised against them and how those grievances were addressed should be available to workers and to the public.

Provide more social and environmental information to consumers

Surveys show a strong demand of greater transparency from European consumers. To be able to make more sustainable choices, consumers need more information from companies. According to the OECD guidelines, information should be relevant, current, accessible and user-friendly.²¹

19. Such as ACT or a Global Framework Agreement between a brand and a global trade union.

20. For more guidance on how to start improving wages in the supply chain see for example Fair Wear Foundation's resources and tools <https://www.fairwear.org/programmes/living-wage>

21. OECD, 2018, The OECD Due Diligence guidelines for Garment and Footwear Supply Chain: <https://www.oecd-ilibrary.org/docserver/9789264290587-en.pdf?expires=1562318547&id=id&accname=guest&checksum=36A0AE611A219E61A229D642DEF8BEAA>, p. 91

Raise the bar for companies

- recommendations to the Swedish government

States have a responsibility to enforce laws that require business enterprises to respect human rights, according to the UN Guiding Principles on Business and Human Rights. By advancing legislation on human rights due diligence²² (HRDD) and supply chain transparency states can create a level playing field for responsible business. Furthermore, respect for human rights and the rights of workers is crucial for the private sector's contribution to the Sustainable Development Goals of the 2030 Agenda.

The Swedish government should:

Introduce human rights due diligence legislation

Push for HRDD legislation, covering both companies' own operations and global supply chains, by:

- Actively promoting the development of an effective HRDD legislation at the EU level.
- Promptly appointing a commission of inquiry regarding how to integrate HRDD legislation into Swedish law.

The legislation should be based on the UN Guiding Principles on Business and Human Rights (UNGPs) and apply to all sectors. All companies regardless of size should be subject to this obligation. Mandatory disclosure of information about the supply chain, including manufacturing and processing sites, should be a part of the legislation. It is also essential that the law ensures access to justice and grievance mechanisms for victims of corporate-related human rights abuses, including judicial remedy before the courts. Finally, the law should be equipped with adequate oversight and enforcement mechanisms.

The legislation should consider the recommendations put forward in the civil society shadow strategy *European Strategy for Sustainable Textile, Garments, Leather and Footwear*.²³ Furthermore, we call on the Swedish government to support the above-mentioned strategy.

22. A HRDD process is aimed at identifying, preventing, mitigating and accounting for the company's impacts on human rights. See UN Guiding Principles on Business and Human Rights, https://www.ohchr.org/documents/publications/guidingprinciplesbusinesshr_en.pdf

23. Clean Clothes Campaign, 2020, Civil Society European Strategy for Sustainable Textiles: <https://cleanclothes.org/file-repository/civil-society-european-strategy-for-sustainable-textiles.pdf/view>

Expand and Strengthen the Non-Financial Reporting Directive

The non-financial reporting directive (NFRD)²⁴ which came into effect in 2018 requires big companies to publish annual sustainability reports. The directive builds on the “comply or explain” principle, meaning that a company must either comply with the directive or give an explanation as to why it does not do so.²⁵ Many companies continue to use the later with limited explanation and, as a result, companies’ sustainability reporting is often partial and not sufficient to understand their human rights risks and impacts.²⁶ The current NFRD does not provide specific reporting requirements, leading to sustainability reports that omit important areas such as information about the supply chain and lack comparability.²⁷

In order to improve the quality of sustainability reporting the Swedish government should push for the following in the revision of the NFRD:

- Require independent external assurance of the sustainability report.
- Make it mandatory for the board to sign the sustainability report.
- Stipulate clear reporting requirements for human rights risks, impacts and their management based on the UNGP Reporting Framework.²⁸
- Include a requirement for full supply chain disclosure including information about manufacturing sites and working conditions for those companies facing supply chain related human rights risks.
- Investigate how to broaden the scope to cover a wider range of companies including both SMEs and large enterprises.

How we did the research

During spring 2020, we sent a questionnaire regarding supply chain transparency to the five brands Adoore, Bianca by Bianca Ingrosso (Hubso AB), Daisy Grace, Ivyrevel and Totême. The choice of brands was made on the following criteria:

- The brand should be founded and owned by a person with a large social media platform
- The company should sell its own fashion brand (clothes or accessories)
- Turnover of the brand (when available)

We compiled tables based on publicly available data and all brands had the opportunity to check the information prior to publishing. The brands could also provide us with further information or updates.

The interview with Babul Akhter, secretary general of Bangladesh Garment and Industrial Workers Federation, was carried out during a visit to Sweden in June 2019. The interview with Parvathi Madappa from the Indian non-governmental organization Cividep was conducted in Bangalore, India in September 2019.

24. Directive 2014/95/EU of the European Parliament and of the Council of 22 October 2014 amending Directive 2013/34/EU as regards disclosure of non-financial and diversity information by certain large undertakings and groups: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32014L0095>

25. See Article 19a(e): “Where the undertaking does not pursue policies in relation to one or more of those matters, the non-financial statement shall provide a clear and reasoned explanation for not doing so”

26. Fair Action and Amnesty, 2020, “Höj ribban för företagen! En granskning av 46 företags hållbarhetsrapporter” [Raise the bar for companies! A study of 46 companies sustainability reporting]: <https://fairaction.se/okategoriserad/vartannat-foretag-haller-inte-koll-pa-om-deras-policy-for-manskligg-rattigheter-foljs/>

27. Alliance for Corporate Transparency, 2020, An analysis of the sustainability reports of 1000 companies pursuant to the EU Non-Financial Reporting Directive: [https://allianceforcorporatetransparency.org/assets/2019_Research_Report%20Alliance for Corporate Transparency-7d9802a0c18c9f13017d686481bd2d6c6886fea6d9e9c7a5c3cfafea8a48b1c7.pdf](https://allianceforcorporatetransparency.org/assets/2019_Research_Report%20Alliance%20for%20Corporate%20Transparency-7d9802a0c18c9f13017d686481bd2d6c6886fea6d9e9c7a5c3cfafea8a48b1c7.pdf)

28. UNGP Reporting Framework, <https://www.ungpreporting.org/>

The result

What information have the brands made public?

Only two of the brands, Bianca by Bianca Ingrosso (Hubso AB) and Totême, completed Fair Action's survey. Adoore shared the name of their supplier with Fair Action but did not want to participate in the survey regarding transparency and working conditions in the supply chain. Daisy Grace and Ivyrevel did not respond to any of our repeated attempts to reach them.

Bianca by Bianca Ingrosso (Hubso AB) is the most transparent brand and is the only brand that have published information on their website.²⁹ They include details about the name of their supplier, number of workers and average salary. The factory address is available through a link to the supplier's website. Information about the parent company is still missing, so, while promising, the company still falls short of the Transparency Pledge's requirements.

The other brand answering the survey, Totême, is also on the move. The brand has promised to publish their suppliers before the end of 2020. Furthermore, in response to the survey they provided information on the prevalence of collective bargaining agreements. Four of their sixteen suppliers have such an agreement.

Although we see a general trend towards greater transparency among other fashion apparel companies in Sweden,³⁰ this trend does not apply to Adoore, Daisy Grace and Ivyrevel. Instead, the struggle to get in contact and obtain information from the brands shows that they still have work to do with regards to transparency.

The two tables on the next page are based on the answers from the companies.

How open are the brands with their suppliers?



Only one brand, **Bianca by Bianca Ingrosso** has published the supplier on the brand's webpage



One other brand, **Totême**, has committed to do so before the end of 2020



The three remaining brands, **Daisy Grace, Adoore** and **Ivyrevel** give no information regarding their suppliers on their webpages and have not committed to do so in the future

29. Bianca by Bianca Ingrosso, 2020, "About the products", <https://bybianca.se/pages/about-the-products>

30. Fair Action, 2019, Coming out of the closet - Swedish garment brands on the move towards transparency: https://fairaction.se/wp-content/uploads/2019/11/FairAction_Coming_out_of_the_closet_26-11-2019.pdf

Information about the suppliers

Based on company responses as of June 2020

Company	Own brands	Production countries (% of total purchasing value)	Published supplier list?
Bianca By Bianca Ingrosso*	Bianca By Bianca Ingrosso	China - 100%	Yes
Endoore AB	Adoore	No answer**	No
Hannah & Amanda Fashion AB	Daisy Grace	No answer	No
IvyRevel AB	Ivyrevel	No answer	No
Toteme AB	Totême	China 33%, Italy 30%, Portugal 20%, Lithuania 15% and Turkey 2%	No. We are planning to make it public by the end of the year (2020).

*Bianca by Bianca Ingrosso (By Bianca) is a part of Hubso AB. The trademark By Bianca is owned by Bianca Ingrosso AB.

** Endoore AB has shared their supplier with Fair Action but asked not to participate in the survey.

Information about wages and freedom of association in the supply chain

Company	Public living wage strategy?	Public data on wage in supply chain?	Number of suppliers with collective bargaining agreement
Bianca By Bianca Ingrosso	No	Yes	0
Endoore AB	No answer	No answer	No answer
Hannah & Amanda Fashion AB	No answer	No answer	No answer
IvyRevel AB	No answer	No answer	No answer
Toteme AB	No	No	4 out of 16

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