

PRESS RELEASE

Living Wage Action Day 25th September 2024

Clean Clothes Campaign network will join forces with partners and allies worldwide to mark for the first time Living Wage Action Day on September 25th 2024. Our main aim is to initiate a global movement dedicated to ensuring all workers receive a wage that meets their basic needs. A living wage!

Since we live and work in an unjust and unfair world, a living wage for most of the workers on this planet is an unattainable dream. The world we live in is controlled by multinational corporations and only in such a world it is possible that under the same brand one person earns more than 2 million euros per month, while the other person is forced to barely survive on 175 euros monthly. This ratio is the difference between the earnings of a CEO and what a seamstress receives! Monthly! And both are working for the same company! This really doesn't sound fair, does it? But when workers in Cambodia, Bangladesh or Bosnia and Herzegovina ask for wage increase, the answer is that it will threaten company profits and that they are demanding the impossible. Reality is that multinationals can afford to pay a living wage to all workers along their supply chain, and still remain profitable. Instead, they prefer the profit of the few.

This way of doing business keeps a good part of the planet on the brink of starvation and it is not only unfair, but also unsustainable. Under the public pressure, many companies today emphasize sustainability and commitment to just transition as a trademark, totally ignoring that a living wage is the basic precondition of a just transition as a vital factor for any just socio-economic development. They are advertising sustainability, and perpetuating exploitation. They are forcing us to accept poverty, while we all know that a living wage for all workers in this world is possible!

More importantly, we're simply requesting what we've earned and what we rightfully deserve for our 40-hour workweek. We acknowledge the value of our work and the essential role we play in society. The right to a living wage is a human right, as it is written in the Universal declaration of Human Rights: *"Everyone who works has the right to just and favorable remuneration ensuring for himself and his family an existence of human dignity."* There is no dignity on poverty wages! There is no progress in uncertainty!

As long as workers' earnings are less than a living wage, we remain committed to the fair redistribution of wealth. Workers in Central, Eastern and Southeastern Europe receive only ¼ of what they would need for a decent life.

On this day, the Clean Clothes Campaign is calling on organizations, trade unions and all individuals who believe that the living wage for all is necessary and possible to join us in commemorating the Living Wage Action day on 25th September.