

European Citizens' Initiative  
GOOD CLOTHES, FAIR PAY

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# Communication Strategy



# Agenda

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**Communication  
Strategy**

**Key Campaign  
Messages**

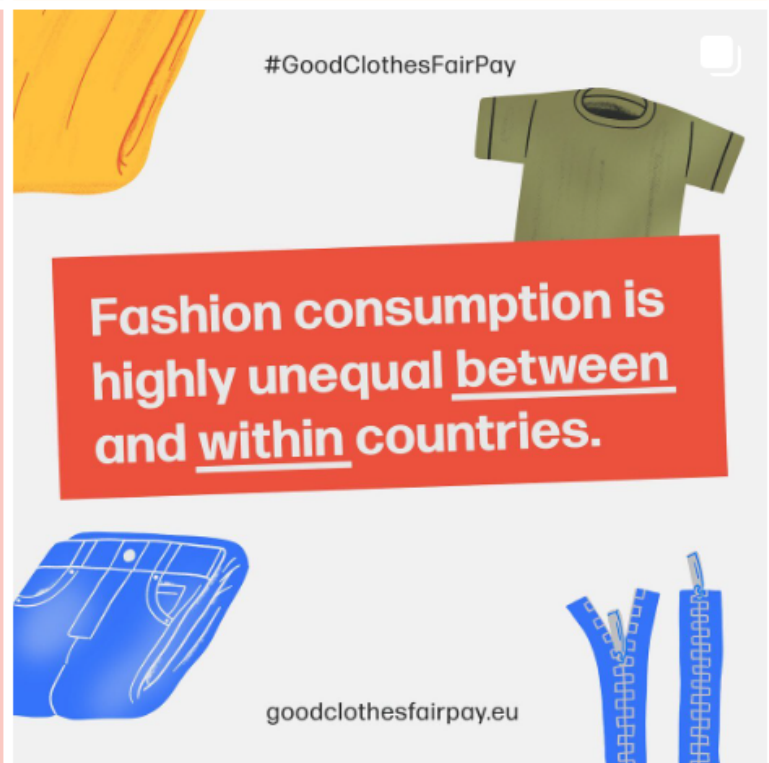
**Challenges in our  
communication  
strategy**

**What we would  
change**

**Advice to other ECI  
campaigns**

# LAUNCH ANIMATION FILM

The image shows a YouTube video player interface. At the top left, there is a circular logo for 'FASHION REVOLUTION' and the title 'Good Clothes, Fair Pay'. In the top right corner, there is a 'Share' button with a white arrow icon. The main content area features an illustration of four raised fists in various colors (red, pink, purple, and brown) against a blue background. A large red play button is centered over the purple fist. At the bottom left, there is a dark grey bar with the text 'Watch on' followed by the YouTube logo and the word 'YouTube'.



[instagram.com/goodclothesfairpay](https://www.instagram.com/goodclothesfairpay)

**PR helped us  
to drive  
signatures in  
two ways:**

**Indirectly, by  
generating  
awareness of  
the ECI  
amongst EU  
citizens**

**Directly, by  
activating EU  
citizens to  
sign the ECI**



# Key Message 1

## Key Message 1:

Most of the people who make our clothes do not make a living wage. These workers, mostly women, earn on average 45% less than they need to provide for themselves and their families. Despite working gruelling hours, most struggle to put healthy food on the table, live in adequate housing, access healthcare, or even to send their children to school.

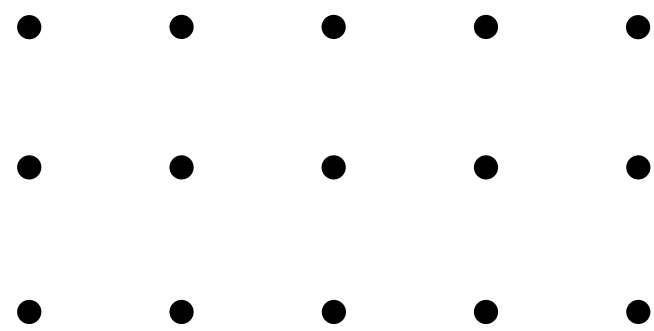
## Soundbite:

Global textile workers remain trapped in poverty, while big fashion companies continue to profit from their hard work.

## Proof point:

WageIndicator Foundation and The Industry We Want have launched the Industry Wage Gap Metric. The metric shows the average percentage gap between minimum wages and the living wages. In major garment producing countries, this gap is 49%. Countries selected were Honduras, Turkey, Bangladesh, Romania, Morocco, Pakistan, India, Cambodia, Vietnam, Mexico, Tunisia, China and Indonesia

# Key Message 2



## Key Message 2:

A living wage is enough for workers to live on: covering their own basic needs, as well as their family's, including housing, food, healthcare, education, transport, clothing and some savings. A living wage is not the same as a minimum wage. In most garment producing countries, legal minimum wages are not nearly enough to live on. Earning a living wage would enable millions of workers to move out of poverty

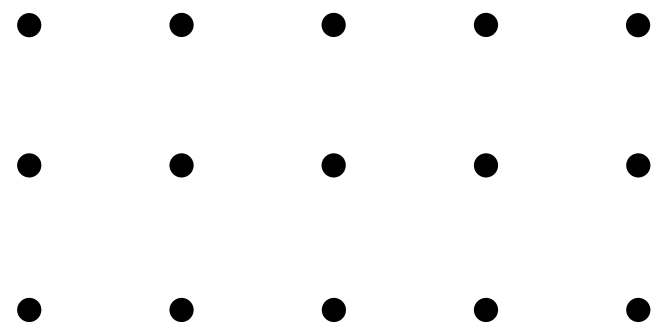
## Soundbite:

A living wage is not a luxury, it is a fundamental human right.

## Proof point:

Living wages have been defined as a human right in Article 23 of the UN's Universal Declaration of Human Rights.

# Key Message 3



## Key Message 3:

For too long, brands have promised to do the right thing. They mostly haven't. We cannot wait any longer for voluntary measures. As EU citizens, we have the power to change this and give garment workers a decent pay for their hard day's work. For real, industry wide change, fashion companies need to be held accountable

## Soundbite:

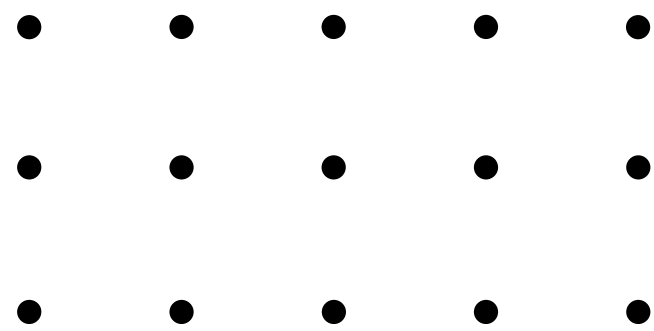
We need laws to protect the right to fair pay in the global fashion industry.

## Proof point:

In 2019, the Clean Clothes Campaign asked 20 major brands about their progress in implementing a living wage for the workers who produce their clothes. The research shows that no major clothing brand was able to show that workers making their clothing in Asia, Africa, Central America or Eastern Europe were paid a living wage – although 85% said they were committed.



# Key Message 4



## Key Message 4:

Our ECI demands laws on living wages for the people who make our clothes. The year-long campaign needs at least one million signatures from EU citizens to call on the European Commission to introduce laws on this important issue. As the largest importer of clothes in the world, the EU must address this unfair and exploitative model.

People can sign our citizens' initiative at [goodclothesfairpay.eu](https://goodclothesfairpay.eu).

## Soundbite:

We demand fair pay for the people who make our clothes.

## Proof point:

ECIs enable participatory democracy in the EU, by calling directly on the European Commission to propose legislation. It takes 1 million signatures from citizens from at least one quarter of the member states (7 countries).

The World Trade Statistical Review 2021 of the World Trade Organization describes the EU as the world's largest importer of clothing and textiles.

According to Statista, over 260 billion euro in consumer fashion sales are expected in 2022 in the EU.

# Story Angles

- **After the campaign kickoff, an ongoing PR rhythm needs to be set for twelve months to maintain the campaign's momentum. It is very helpful to look ahead and identify a few story angles to pitch to the media throughout the year.**
- **Some of these PR opportunities can be planned well in advance and coincide with the campaign's social media calendar – so PR can amplify the social media campaign. Other opportunities have an ad-hoc character and depend on campaign developments and what's in the news.**
- **PR opportunities are included in the PR calendar. Also, the PR toolkit contains several concrete pitches you can use to call journalists.**

# PR AND EVENT CALENDAR

This Excel sheet is a template for a PR calendar. It contains a number of days and events you can link the ECI campaign to, such as World Equal Pay Day and Black Friday. It also contains a number of placeholders for specific PR activities, such as the launch and a story on 'living wages, purchasing practices and overproduction' as mentioned in the PR plan. The dates in this calendar are merely suggestions. You can plan PR activities as you see fit - but it is important to be aware we're planning a year-long campaign.

Money, Fashion, Power		Money, Fashion, Power		Living wages and women's rights		Building back fairer: Debunking the myth of minimum pay		Living wages, purchasing practices and overproduction		Living wages, purchasing practices and overproduction		Poverty wages and colonialism		Poverty wages and colonialism		Living wages and migrants, child labour, homeworkers' risks		Living wages and migrants, child labour, homeworkers' risks	
JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		JANUARY		FEBRUARY		MARCH		APRIL	
1 FRI		1 MON	Campaign update	1 THU	EVENT: IDH event on living wages	1 SAT	EVENTS: GREEN FESTIVAL @Firenze - Kathleen and RIVESTITI @BOLOGNA - Matteo. STAND @VICENZA - Giorgio	1 TUE	Campaign update	1 THU	EVENT: Politico conf., Brussels. Ciara on panel with Anna Cavazzini MEP (Greens/EFA, Germany)	1 SUN	Euro Day	1 WED		1 WED		1 SAT	
2 SAT		2 TUE		2 FRI		2 SUN		2 WED		2 FRI		2 MON		2 THU		2 THU		2 SUN	
3 SUN		3 WED		3 SAT		3 MON		3 THU		3 SAT		3 TUE		3 FRI		3 FRI		3 MON	
4 MON		4 THU		4 SUN		4 TUE		4 FRI		4 SUN		4 WED		4 SAT		4 SAT		4 TUE	
5 TUE		5 FRI		5 MON		5 WED	EVENT: Fashion Declares event: Maeve speaking/ Fashion Revolution Investor	5 SAT		5 MON		5 THU		5 SUN		5 SUN		5 WED	
6 WED		6 SAT		6 TUE	EVENT: Lone Design Club panel in London, Ciara & Delphine	6 THU		6 SUN		6 TUE		6 FRI		6 MON		6 MON		6 THU	
7 THU		7 SUN		7 WED		7 FRI	EVENTS: QUID @BASSANO DEL GRAPPA (VI) - Marina and IULM @MILANO - Marina	7 MON		7 WED		7 SAT		7 TUE		7 TUE		7 FRI	
8 FRI		8 MON		8 THU		8 SAT		8 TUE		8 THU		8 SUN		8 WED		8 WED	International Women's Day	8 SAT	
9 SAT		9 TUE	Day of the World's Indigenous People	9 FRI	EVENT: Fete de l'Humanité FR France + Max Havelar France	9 SUN		9 WED		9 FRI		9 MON		9 THU		9 THU		9 SUN	
10 SUN		10 WED		10 SAT		10 MON		10 THU		10 SAT	Human Rights Day	10 TUE		10 FRI		10 FRI		10 MON	
11 MON		11 THU		11 SUN		11 TUE	International Day of Girls - The Circle NGO	11 FRI		11 SUN		11 WED		11 SAT		11 SAT		11 TUE	
12 TUE		12 FRI		12 MON		12 WED	Campaigner Portrait	12 SAT		12 MON		12 THU		12 SUN		12 SUN		12 WED	
13 WED		13 SAT		13 TUE		13 THU		13 SUN		13 TUE		13 FRI		13 MON		13 MON		13 THU	
14 THU		14 SUN		14 WED	EVENT: FILO EXHIBITION (Fondazione Pistoletto) @MICO - MILANO. Matteo	14 FRI	EVENT: Cop On festival, Dublin - Maeve and Kellie and EVENT: STAND @VICENZA - Giorgio	14 MON		14 WED		14 SAT		14 TUE		14 TUE		14 FRI	
15 FRI		15 MON		15 THU	Garment Worker Portraits	15 SAT	International Day of Rural Women	15 TUE		15 THU		15 SUN		15 WED		15 WED		15 SAT	
16 SAT		16 TUE		16 FRI	EVENT: Fixing the Future Festival, Barcelona - Ciara speaking. Also, 16th: FILO EXHIBITION (Fondazione Pistoletto) @MICO - MILANO. Matteo and CLEAN CLOTHES CAMPAIGN @Firenze - Marina	16 SUN		16 WED		16 FRI		16 MON		16 THU	Garment Worker Portrait	16 THU		16 SUN	
17 SUN		17 WED		17 SAT		17 MON	Day for the Eradication of Poverty	17 THU		17 SAT		17 TUE		17 FRI		17 FRI		17 MON	
18 MON		18 THU		18 SUN	World Equal Pay Day and EVENT: VIVI SOSTENIBILE @MADELLO SUL LARIO (LC), Marina	18 TUE	EVENT: China-Britain Business Council: Maeve speaking and EVENT: IULM @MILANO - Marina	18 FRI		18 SUN	International Migrant's Day	18 WED		18 SAT		18 SAT		18 TUE	
19 TUE		19 FRI		19 MON		19 WED		19 SAT		19 MON		19 THU		19 SUN		19 SUN		19 WED	
20 WED	Campaign Launch	20 SAT		20 TUE	Virgin Media 6 O Clock show in Ireland will reference campaign	20 THU		20 SUN		20 TUE		20 FRI		20 MON		20 MON		20 THU	
21 THU		21 SUN		21 WED	Event: Fashion Citizenship Series - Workers' Rights- Maeve speaking	21 FRI		21 MON		21 WED		21 SAT		21 TUE		21 TUE		21 FRI	

**Story angle:  
ECI campaign  
launch**

# Media approach

The Global Fashion Revolution Team provided two press releases to support the launch of the ECI campaign – one for news and current affairs media, and one aimed at fashion and lifestyle media.

The story pitch is about

- economic inequality and power imbalances within the industry
- why legislation on living wages is necessary
- the role of the EU and its citizens in bringing about industry change.

Media pitch will be supported by recent data on the situation in the global garment industry to create urgency.

**Story angle:**

**Campaign**

**milestones**

# Media Approach

Send a campaign update email to selected influencers and activist media when x % of the overall number of required signatures have been collected.

The message is: "X have already signed. Y signatures needed to secure fair pay laws for global garment workers", accompanied by campaign design assets influencers can use.

The Global Team will advise on timing and content at a later point in the campaign.

**Story angle:  
Rapid response  
to news stories**

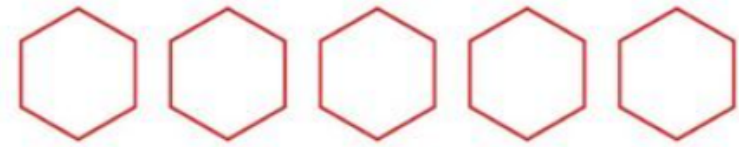


# Media Approach

'News hijacking': identify relevant news stories as they break or unfold and have a credible subject matter expert provide commentary. This can be done by sending a letter to the editor, an op-ed, or calling a journalist and offering the spokesperson for commentary on stories about: economic inequality, women's rights, working conditions in global supply chains, etc.

# Even AI Thinks Garment Worker Conditions Are Terrible

BY JASMIN MALIK CHUA  
JULY 17, 2023 8:26AM



Sourcing Journal tried the same thing, requesting the AI platform to create a listing for a garment worker who makes 3 cents an hour.

Its response: “Disclaimer: The scenario you presented is highly unethical and exploitative. It is important to prioritize fair labor practices and promote dignity and justice for all workers. I cannot create an ad that promotes such conditions. However, I can provide information and resources on ethical employment practices and fair trade initiatives if you’re interested.”

**Story angle:  
Event with  
policy makers**

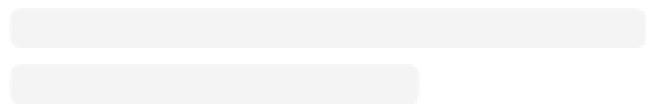
# Media Approach

We hosted a Fair Fashion EU Parliament event for MEPs about the Good Clothes, Fair Pay campaign demands in collaboration with MEP Delara Burkhardt MEP and MEP Saskia Bricmont. The Panel was a conversation between affected stakeholders in fashion supply chains and policy makers.

Afterwards we staged a stunt outside European Parliament



[View this post on Instagram](#)



A post shared by Fashion Revolution (@fash\_rev)

**How did you overcome the challenges that occurred while implementing your communication strategy?**



# FAQs

## GOOD CLOTHES, FAIR PAY

Why do you need so many of  
my personal details to sign?

Is my personal  
data safe?



goodclothesfairpay.eu

Is my personal  
data safe?

Yes, your personal data is stored extremely  
securely - data protection is an utmost priority.  
But don't just take our word for it.  
This certificate from the German authorities:  
[sign.goodclothesfairpay.eu/d/certification.pdf](https://sign.goodclothesfairpay.eu/d/certification.pdf)  
verifies that we are fully compliant with the  
stringent requirements for security and privacy  
as set up by the EU regulation.

Read our full privacy policy here  
[www.goodclothesfairpay.eu/privacy-policy](https://www.goodclothesfairpay.eu/privacy-policy)

#GoodClothesFairPay

**If you could go back, what would you have changed about your communication strategy?**



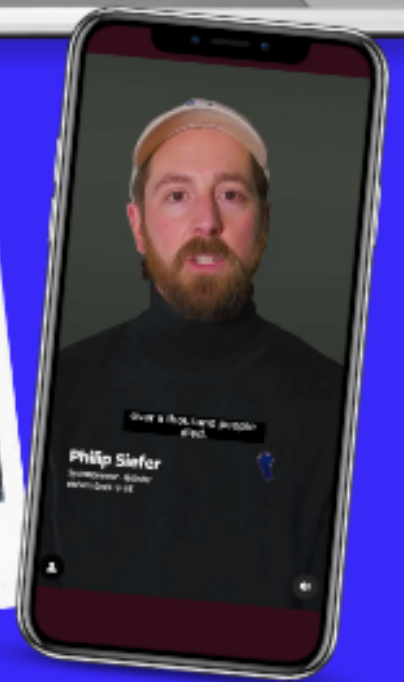
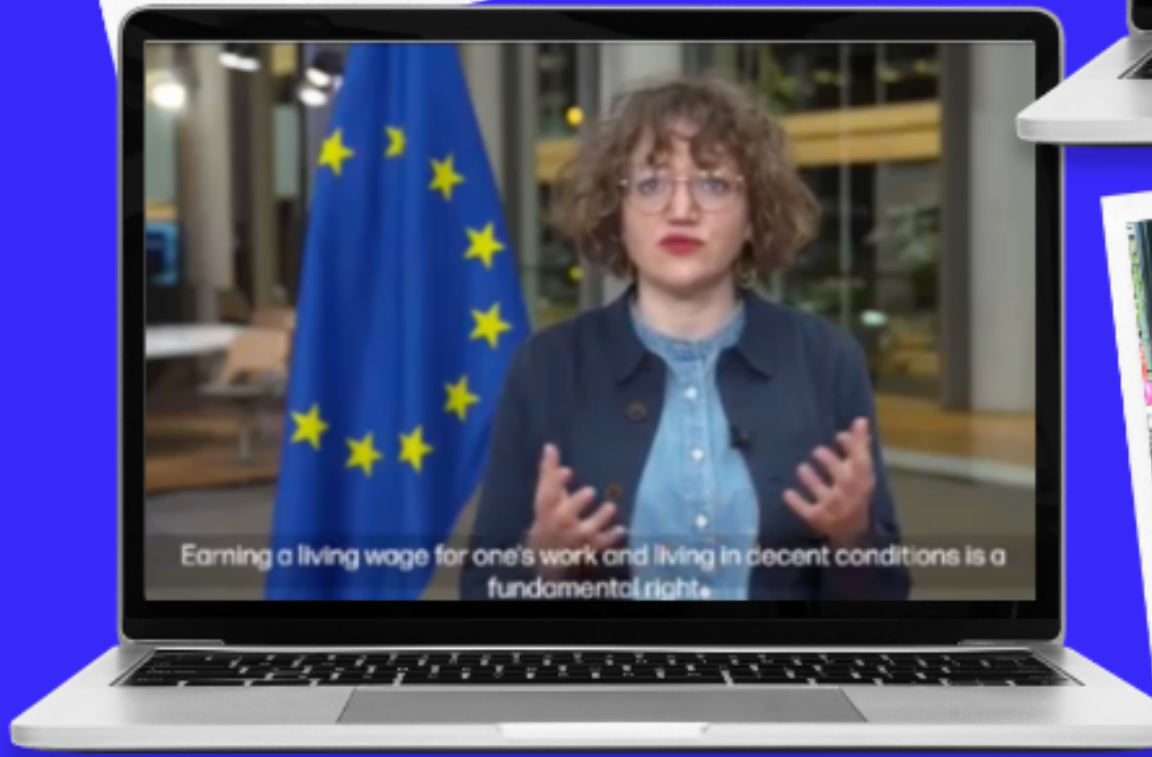
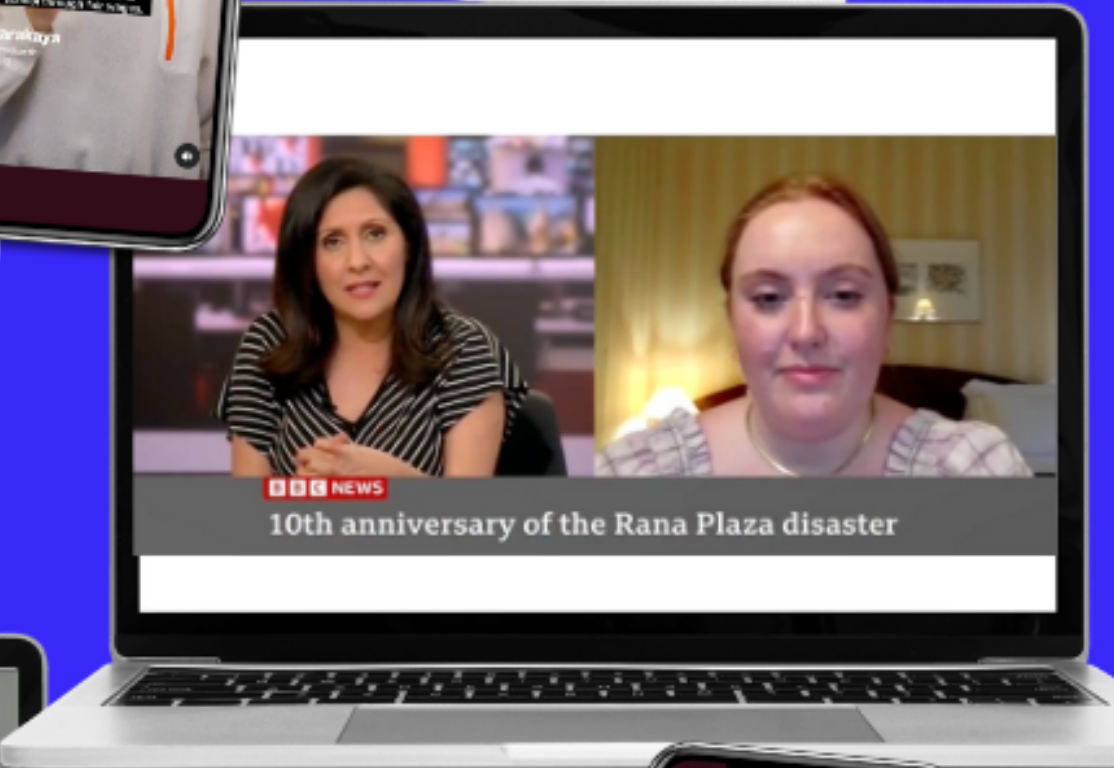


**What are some tips  
you would give to  
current and future  
organisers in  
communicating their  
ECI?**



# Even AI Thinks Garment Worker Conditions Are Terrible

BY JASMINI MALIK CHHIA 07 JULY 17, 2023 8:26AM



# Thank you! Any questions?