

## Teaching notes

Age group: KS4-5.

Citizenship curriculum areas:

- the function and uses of money
- informed action.

The lesson(s) could be taught within a Citizenship unit of work or as an extension from a PSHE unit focusing upon money.

Resources:

- PowerPoint (downloadable from [www.teachitcitizenship.co.uk](http://www.teachitcitizenship.co.uk) - search for 23207)
- Our money worries (pp.5-6 below)
- Unethical activities by companies (p.7 below)
- Focus on boycotts (p.8 below)
- Social action cards (p.9 below) + answers (pp.10-11)
- Case studies past and present (pp.12-18 below)
- Review your work (p.19 below)
- Internet access in class (optional, for group task with KS5 students and for extension tasks).

These materials could be taught as:

- a **single lesson** (focusing on one or two case studies, without the group task on slide 10)
- a **series of lessons** (the first on methods of protest, including boycotts; the second on research and making the resource; the third on presentation of students' work).

## Activities

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**Slide 1: Settler + LOs** - 5 minutes

*List as many ways of using money as possible.*

Some answers are provided on slide 2.

**Slide 2: Needs vs. wants** - 5 minutes

1. Suggested ways of using money.
2. Students think-pair-share the question *What do we mean by 'need' and 'want'?*.  
Some answers are provided on the slide.

**Slides 3-4: Money worries** - 15 minutes

*What might the people below want to spend money on or save money for?*

*What might the groups below be worried about (concerning money)?*

Students complete the tables on pp.5-6 below.

Some answers are provided on slide 4.

**Slides 5-6: Unethical activities by companies** - 15 minutes

*What sort of things might a company do that people disagree with?*

*Why might you decide to do nothing about these issues?*

*Imagine that you decide to do something about the issues. What sort of actions could you take?*

Students record their answers on the handout from p.7 below.

Some answers are provided on slide 6.

### Slide 7-8: Focus on boycotts - 15 minutes

Students work towards a definition of 'boycott': refusing to buy/use a product or take part in an event, as a way of protesting.

*Why might a company not want to be boycotted?*

*Are boycotts a good way to send a message to a company?*

*What might make a boycott successful or unsuccessful?*

### Slide 9: Social action cards - 20 minutes

Students record their answers on the handout from p.9 below.

1. *Look at the cards. Are there any ideas missing?*

Missing ideas could include:

- Write to a national newspaper. (legal; indirect)
- Write to your MP. (legal; indirect)
- Post leaflets through people's doors. (legal; indirect)

Some examples of 'changing the company's slogan' include: 'Morebucks coffee' and 'Just buy it'.

2. *Sort the cards into good ideas and bad ideas for protesting against a company.*

3. *Sort the cards into legal and illegal actions.*

KS4 students could just use their intuition. KS5 students could research the answers using the links provided below\*.

4. *Extra GCSE task: Sort the cards into direct and indirect action.*

5. Some answers are provided on pp.10-11 below.

### Slide 10: Group task - at least 60 minutes

1. Hand out the **case studies**, one per small group. Differentiation: the longer and more complex cases are listed first.

If you are doing this activity with a KS5 group, you could have them research the information for themselves.

2. *A publisher is going to produce a magazine by and for Citizenship students. In their first issue, they want to include the three most important boycott campaigns from the 20<sup>th</sup> (1900s) and 21<sup>st</sup> centuries (2000s).*

Students summarise their case study, including what made the campaign successful/unsuccessful and what methods were used.

They then design an activity to teach KS3 students about this campaign.

### Slide 11: Presenting your work - at least 50 minutes

1. *What is advocacy?* Advocacy = arguing in support of a particular issue.

2. *What makes a great presentation?*

*What does a terrible presentation look and sound like?*

3. Some tips for a great presentation appear at the bottom of the slide.

4. Students then rehearse and present their case study from the group task.

### Slide 12: Review your work - 10 minutes

1. Recap of LOs.

2. Students complete the table from p.19 below.

### \*Links for legality or illegality of social actions

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**Indirect action** - defamation in written claims (libel) and spoken ones (slander)

- [www.lawontheweb.co.uk/Defamation\\_Law/Libel\\_and\\_Slander](http://www.lawontheweb.co.uk/Defamation_Law/Libel_and_Slander) (in legalese, but reliable)
- [www.urban75.org/info/libel.html](http://www.urban75.org/info/libel.html) (some information on this site may not be suitable for students)
- [www.ipo.gov.uk/ipresearch-parody-report2-150313.pdf](http://www.ipo.gov.uk/ipresearch-parody-report2-150313.pdf) (technical, but summary at the end is useful)

## The power of money – boycotting companies

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**Direct action** - laws surrounding boycotts, flashmobs, marches, sit-ins and strikes

- [www.liberty-human-rights.org.uk/human-rights/what-are-human-rights/human-rights-act/article-11-right-protest-and-freedom-association](http://www.liberty-human-rights.org.uk/human-rights/what-are-human-rights/human-rights-act/article-11-right-protest-and-freedom-association)
- <http://carterlawaz.com/practice-areas/flash-mob-law/> (American law, but some relevant points)
- [www.gov.uk/industrial-action-strikes/overview](http://www.gov.uk/industrial-action-strikes/overview)

### Links for case studies in group task

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The following links were available at the time of writing:

The McLibel trial

[www.mcspotlight.org/case/index.html](http://www.mcspotlight.org/case/index.html)

UK Uncut: Vodaphone and Starbucks

[www.ukuncut.org.uk/targets](http://www.ukuncut.org.uk/targets)

Abercrombie & Fitch

[www.huffingtonpost.com/2013/06/07/dosomethingorg-bercrombie-fitch-protest\\_n\\_3402695.html](http://www.huffingtonpost.com/2013/06/07/dosomethingorg-bercrombie-fitch-protest_n_3402695.html)

The Occupy movement

[http://articles.chicagotribune.com/2005-12-06/news/0512070039\\_1\\_bercrombie-fitch-t-shirts-southwest-pennsylvania](http://articles.chicagotribune.com/2005-12-06/news/0512070039_1_bercrombie-fitch-t-shirts-southwest-pennsylvania)

[www.occupytogether.org/](http://www.occupytogether.org/)

[occupylondon.org.uk/](http://occupylondon.org.uk/)

The Montgomery bus boycott

[www.history.com/topics/black-history/montgomery-bus-boycott](http://www.history.com/topics/black-history/montgomery-bus-boycott)

[www.historylearningsite.co.uk/montgomery\\_bus\\_boycott.htm](http://www.historylearningsite.co.uk/montgomery_bus_boycott.htm)

[www.montgomeryboycott.com/](http://www.montgomeryboycott.com/)

Sochi Winter Olympics

[www.bbc.co.uk/news/world-europe-26043872](http://www.bbc.co.uk/news/world-europe-26043872)

[www.theguardian.com/world/2014/feb/05/western-leaders-boycott-sochi-winter-olympics](http://www.theguardian.com/world/2014/feb/05/western-leaders-boycott-sochi-winter-olympics)

Primark

[www.theguardian.com/commentisfree/2014/apr/24/boycotted-primark-rana-plaza-ethical-wardrobe](http://www.theguardian.com/commentisfree/2014/apr/24/boycotted-primark-rana-plaza-ethical-wardrobe)

<http://newint.org/blog/2013/05/03/bangladesh-rana-plaza-primark-boycott/>

[www.theguardian.com/commentisfree/2014/jun/25/primark-label-swaneasa-textile-industry-rana-plaza](http://www.theguardian.com/commentisfree/2014/jun/25/primark-label-swaneasa-textile-industry-rana-plaza)

Fairtrade

[www.fairtrade.org.uk/](http://www.fairtrade.org.uk/)

[www.traidcraft.co.uk/news\\_and\\_events/press\\_room/fair\\_trade\\_facts](http://www.traidcraft.co.uk/news_and_events/press_room/fair_trade_facts)

[www.traidcraftschools.co.uk/become\\_fairtrade\\_school](http://www.traidcraftschools.co.uk/become_fairtrade_school)

Nike

<https://www.oxfam.org.au/explore/workers-rights/nike/>

<http://www.theguardian.com/environment/green-living-blog/2012/jul/06/activism-nike>

### Extension tasks

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**1. KS4/5**

Discuss the question ‘Which was the most successful campaign and why?’.

**2. KS4/5**

Watch the trailer for *McLibel*, the documentary produced alongside the ‘McLibel’ trial published by SpannerFilms (a little old but still relevant):

[www.spannerfilms.net/films/mclibel](http://www.spannerfilms.net/films/mclibel)

**3. KS4/5**

Focus on ethical clothing.

Use the Abercrombie & Fitch, Fairtrade, Nike, and Primark case studies to consider questions such as ‘Should we pay more for our clothes to ensure that others have better working conditions?’.

**4. KS5**

Discuss the additional plenary question (linking to education on criminal law) ‘Could boycotts and sit-ins be a type of corporate blackmail?’

At the time of writing, further information is available from the following sites:

- <http://www.inbrief.co.uk/offences/blackmail.htm>
- <http://www.e-lawresources.co.uk/Blackmail.php>

**Our money worries**

What might the people below want to spend money on or save money for? Complete the table.

**Challenge yourself:** include examples to support your ideas.

	Want to spend money on ...	Want to save money for ...
You (as an individual) now		
Example:		
You (as an individual) when you are 30		
Example:		

**Our money worries**

What might the groups below be worried about (concerning money)? Complete the table.

**Challenge yourself:** include examples to support your ideas.

	Money worries
<b>Our local community</b>	
Example:	
<b>Our country</b>	
Example:	
<b>The world</b>	
Example:	

**Unethical activities by companies**

As a group, discuss, record and be prepared to give your answers to the following questions:

1. What sort of things might a company do that people disagree with?

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2. Why might you decide to do nothing about these issues?

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3. Imagine that you decide to do something about the issues. What sort of actions could you take?

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**Focus on boycotts**

As a group, discuss, record and be prepared to give your answers to the following questions:

1. Why might a company not want to be boycotted?

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2. Are boycotts a good way to send a message to a company?

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3. What might make a boycott successful?

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Social action cards

Write a letter to the company.	Post something on a social media site.
Write to your local newspaper.	Stop buying the product.
Stand outside the shop explaining why people shouldn't buy from them.	Post a video online explaining why people shouldn't buy the product or go to that shop.
Organise a flashmob inside the shop.	Put up posters in windows of local houses.
Sign a petition.	Organise a boycott.
Organise a sit-in until the company promises to change.	Change the company's slogan to support your cause.
Organise a mass buying of another similar product.	Take the company to court.
Employees of the company go on strike.	Put up posters in the street.

**Social action cards - legal/illegal**

Legal	Depends	Illegal
<p>These actions are all legal as long as what you write/say is true:</p> <ul style="list-style-type: none"> <li>• Write a letter to the company.</li> <li>• Post something on a social media page.</li> <li>• Write to your local newspaper.</li> <li>• Post a video online explaining why people shouldn't buy the product or go to that shop.</li> <li>• Put up posters in windows of local houses. Of course, the person who owns the house must agree! It isn't legal to put up posters in the street without the council's permission.</li> <li>• Sign a petition. The person organising it should make sure it is true. The people signing probably don't need to worry so much.</li> <li>• Organise a boycott. Asking people to stop buying a product is legal. However, there are limits on other activities often associated with boycotts, such as protest marches, flashmobs and sit-ins.</li> <li>• Organise a mass buying of another product.</li> <li>• Take the company to court.</li> </ul>	<p>These actions are all legal as long as they are not violent, but there may be limits on what you can do, and the police may get involved:</p> <ul style="list-style-type: none"> <li>• Stand outside the shop explaining why people shouldn't buy from them. If you organise a march, you must tell the police in writing at least six days in advance. The police can limit or change the route, and they can stop the march if they think it is dangerous or is blocking traffic/pedestrians.</li> <li>• Organise a flashmob inside the shop. Again, the police can stop it if they think it is dangerous or is blocking traffic/pedestrians.</li> <li>• Organise a sit-in until the company promises to change. This is only legal inside an office or factory if it has been organised in the correct way by the trade union. In a shop, it is like a flashmob: the police can stop it if they think it is dangerous or is causing a blockage.</li> <li>• Employees of the company go on strike. This is only legal if it has been organised in the correct way by the trade union.</li> </ul>	<p>These actions are usually illegal:</p> <ul style="list-style-type: none"> <li>• Change the company's slogan to support your cause. This used to be legal for comic effect, but more and more often it is treated as illegal.</li> <li>• Put up posters in the street. You need the local council's permission to do this.</li> </ul>

**Social action cards - direct/indirect action**

Direct action	Indirect action
<p><b>Direct action</b> = doing something yourself to change the situation</p> <p>Stop buying the product.</p> <p>Stand outside the shop explaining why people shouldn't buy from them (= direct action if standing there stops customers from being able to get into the shop).</p> <p>Organise a flashmob inside the shop (= direct action if you also take part yourself).</p> <p>Organise a sit-in until the company promises to change (= direct action if you also take part yourself).</p> <p>Organise a boycott (= direct action if you also take part yourself).</p> <p>Organise a mass buying of another similar product (= direct action if you also take part yourself).</p> <p>Take the company to court.</p> <p>Employees of the company go on strike.</p>	<p><b>Indirect action</b> = asking / trying to persuade someone else to do something to change the situation</p> <p>Write a letter to the company.</p> <p>Post something on a social media site.</p> <p>Write to your local newspaper.</p> <p>Stand outside the shop explaining why people shouldn't buy from them (= indirect action if standing there doesn't stop customers getting into the shop).</p> <p>Post a video online explaining why people shouldn't buy the product or go to that shop.</p> <p>Put up posters in windows of local houses.</p> <p>Sign a petition.</p> <p>Change the company's slogan to support your cause.</p> <p>Put up posters in the street.</p>

## Case studies past and present

### The McLibel trial

In 1986, a small group of people from London Greenpeace were standing outside a branch of McDonald's in London handing out leaflets entitled 'What's wrong with McDonald's - Everything they don't want you to know'. The leaflet accused McDonald's of promoting unhealthy food, damaging the environment and exploiting its employees.

McDonald's wanted to find out who had written and distributed the leaflets, and the company employed spies to follow London Greenpeace activists and activities. In 1990, McDonald's identified five people who had been involved with the leaflets and stated that they either had to **retract the claims** and apologise or else they would be taken to court. Going to court would mean employing solicitors, as there was no **Legal Aid** in libel cases, or representing themselves. They would be required to prove that every statement they made was true, bring in witnesses and produce detailed legal documents. If they lost, they would need to pay thousands of pounds in **compensation** and legal fees. Three members of the group apologised, but the other two, Helen Steel and Dave Morris, decided to go to court. They had no legal training and received only a couple of hours' free help from a barrister, while McDonald's employed a large team of barristers and solicitors.

The case took four years to prepare before the trial actually began, and it was to become the longest trial in English history.

Throughout this time there was considerable national and international publicity about the case. McDonald's profits were falling, the leaflet continued to be widely distributed and there were protests against the company around the world. Channel 4 News described it at the time as being 'the most expensive and disastrous public relations exercise ever mounted by a multinational company'.

When the judge eventually gave his verdict in 1997, he ruled that half the **allegations** made by Dave and Helen had been proved true, namely that McDonald's advertising exploited children and falsely claimed their food was nutritious, that the food damaged the health of regular customers, and that McDonald's engaged in cruelty to animals and paid their workers low wages. The defendants had not brought enough evidence to prove the remainder of the allegations. This meant they were still guilty of libel, but would only have to pay half the amount of money that McDonald's was demanding.

However, Dave and Helen did not give up. In 2000 they **sued** the UK Government for denying them the right to a fair trial and for failing to protect their right of expression. Eventually the case reached the European Court of Human Rights, which ruled that UK laws had not protected the public's right to criticise large companies. Finally, Helen and Dave did not have to pay McDonald's and they themselves received £57,000 in compensation. A documentary film about the case, called *McLibel*, was released in 2005.

#### Word list

**retract the claims** = take back what they had said/written

**Legal Aid** = money from the government to help them to pay solicitors for their case

**libel** = writing untrue criticisms about a person or company

**compensation** = money paid to someone because they have lost money, or because they have suffered injury or damage to property

**allegations** = what they had said/written

**sued** = took to court

## UK Uncut: Vodaphone and Starbucks

UK Uncut is an internet based group which organises boycotts and protests outside UK shops linked to **tax avoidance schemes**. They also raise awareness about financial cuts to **public services**.

They use their own website, Facebook and Twitter (#ukuncut) to post information about companies which appear to behave unfairly, and to inform people about where they will be protesting.

The actions of this and other groups have persuaded a number of governments around the world (including the UK) to start to consider how multinational companies could be taxed more fairly.

### Vodaphone

The movement started on 26 October 2010 following the publication of an article in *Private Eye* about Vodaphone negotiating with the government to reduce their tax bill. A group of people who read the article organised a protest the next day outside Vodaphone's main shop in London. They held a sit-in and then posted their actions on the internet. More people soon joined them and the press reported the story. The actions caused a lot of negative publicity and the store eventually closed for a short period.

Similar campaigns have continued since then, including on 14 June 2014, shortly before the company's **AGM**, in the hope of persuading **shareholders** to put pressure on the company. The protests were co-ordinated to happen at the same time on the same day across the UK. Again, they forced several Vodaphone shops to close and the story hit the national headlines.

### Starbucks

Although it is one of largest coffee chains in the UK, Starbucks was recently reported to have paid a very small amount of **corporation tax** to the UK government. In response, UK Uncut organised around 40 protests in December 2012, forcing some stores to close and a number of customers to move to other stores to purchase items. The media also widely reported this story, nationally and internationally. The company immediately promised to pay additional corporation tax. UK Uncut continues to watch and report on the actions of the company.

The police were called during these protests to move the demonstrators on, and at various times UK Uncut protestors have been arrested for '**aggravated trespass**'.

### Word list

**tax avoidance schemes** = legal ways of paying as little tax as possible

**public services** = for example, health care, education, the police

**AGM** = Annual General Meeting = a yearly meeting of company directors and shareholders, where important financial decisions are made

**shareholders** = people who buy 'shares' in a company, or parts of that company's value. They get money if the company does well and lose money if the company does badly.

**corporation tax** = tax that companies must pay to the government, based on their profits

**aggravated trespass** = going onto private land (trespass) in order to stop someone doing a legal activity (aggravated trespass)

## Protesting against Abercrombie and Fitch - plus-size campaign and 'Girlcott'

The multinational clothing company Abercrombie and Fitch makes millions of dollars each year from sales around the world.



Back in 1997 the company came under considerable criticism for its promotional magazine featuring semi-naked models, and the magazine was eventually withdrawn in 2003. The company has also been criticised for offensive statements on t-shirts, sexually provocative children's clothing and discriminatory employment practices. In 2009 Abercrombie and Fitch was taken to court by former employee Riam Dean for disability discrimination. Dean wears a prosthetic arm and she was told that she had to work in the stockroom rather than in the shop because she didn't meet the company's 'look policy'. She subsequently won her case.

### The plus-size campaign

In an interview in 2006, the CEO, Mike Jeffries, stated that the Abercrombie and Fitch brand was 'exclusionary' and only suitable for 'cool, good-looking people. We don't market to anyone other than that'. The quote resurfaced in 2013 and a group called dosomething.org launched an online petition against the company, receiving thousands of signatures. Groups of young people also entered the stores wearing XXL t-shirts in protest at the idea that plus-size kids can't be cool.

As a result Jeffries issued a statement saying, 'We are completely opposed to any discrimination', and the company's website now sells XL clothing. In British sizes, their XL is size 16.

### The 'Girlcott' campaign

In 2005 a group of teenage girls at a high school in Pennsylvania, America, launched a 'Girlcott' (rather than 'boycott') campaign against Abercrombie and Fitch after the company produced women's t-shirts with slogans on them including 'Who needs a brain when you have these?' and 'I had a nightmare I was a brunette'.

The group launched an email campaign designed to encourage others not to shop at the store. The campaign was so successful that the national media became involved and the group appeared on a number of TV shows. The girls also contacted Abercrombie and Fitch to express their views and suggested alternative slogans. The company saw a downturn in profits and eventually withdrew the t-shirts from sale.

### Word list

**CEO** = Chief Executive Officer (the person who runs a company)

## The Occupy movement

This is an international movement which aims to make the wealth within a country more equal, so that those who are rich pay more to support those living in poverty. One of their campaign slogans is 'We are the 99%', making the point that most of the population has little say in politics and pays more tax than the wealthiest 1%.

The campaign originally started in America in September 2011 as a reaction against the **recession** and against the fact that a number of large corporations did not appear to pay a fair amount of tax. Since then the movement has spread across the world and has campaigned on issues such as the environment, fairer taxes, protecting the NHS, stopping the sales of arms to other countries, and students' rights.

The group uses a democratic system to decide what they want to protest about: they organise public meetings where everyone can suggest ideas and everyone has an equal vote. They then put together groups to lead the campaign, and within each group everyone is equal.

The group occupies public spaces or businesses, using methods like sit-ins, and organises boycotts of companies which have unfair policies or behave unfairly. They contact the media, who often report their actions. They have a Facebook page and regularly post artwork related to issues which are important to them, in order to raise awareness of their ideas.

One of their most famous campaigns took place in October 2011, when the group tried to occupy the **London Stock Exchange**. They were prevented from getting in and instead they camped next to Saint Paul's Cathedral. A spokesman for the cathedral later stated that the Church supported protestors who exercise their right to protest peacefully. The story hit international headlines and encouraged many people to express their thoughts about financial inequality.



### Word list

**recession** = a period when the amount of money a country is making goes down rather than up for six months (or more) in a row

**London Stock Exchange** = the main UK stock exchange, where stocks and shares (parts of the value of companies) are bought and sold

## Montgomery bus boycott

There was a lot of inequality in 1950s America. There was open **segregation**, where white and black Americans were treated differently, with black people being considered inferior. It was not uncommon for signs to display different rules depending on whether people were black or white. This included on public transport systems.

In Montgomery, USA, a rule stated that white people should sit at the front of the bus and black people at the back. Also, if you were black and all of the white seats were occupied, you had to give up your seat to a white person. On 1<sup>st</sup> December 1955, Rosa Parks (who was black) was told to give up her seat for a white male. She refused and was arrested and fined. She was the second woman to be arrested for this in the area. Fifteen-year-old Claudette Colvin had also been arrested earlier the same year. The local community, organised by a new young clergyman called Martin Luther King, decided to boycott the bus company.



At that time three quarters of the bus company's customers were black. Many black members of the community decided to follow the boycott and refused to use the bus service until the rules concerning segregation were stopped. The boycott lasted over a year. During this time Martin Luther King and other organisers were arrested, a large number of fundraising groups were set up, and the story reached the national papers. The bus company almost **went bankrupt** and the city was taken to court over segregation laws in public transport. Eventually, the city was forced to allow black people to sit anywhere they wanted to on buses and not to have to give up their seats for white people.

The bus boycott was among the first successful campaigns to end segregation in America. It showed that by working together, groups could change people's actions and behaviours. It made Martin Luther King a key figure in the **civil rights movement** in America and around the world.



### Word list

**segregation** = keeping people apart because they are different

**went bankrupt** = lost all its money

**civil rights movement** = a movement to get equal opportunities for minorities such as African Americans, women, and gay, lesbian, bisexual and transgender people. It started in the 19<sup>th</sup> century and reached a peak in the 1960s.

## Political protests - Sochi Winter Olympics

In June 2013 Russia **amended** its child protection laws, making it a criminal offence to promote 'non-traditional sexual relationships' to young people. This meant that any form of communication to under 18s about relationships other than male-female became criminal. When the law was passed, there was a considerable rise in the number of assaults on people who were gay, lesbian or bisexual.

At the same time, Russia was preparing for the Winter Olympics being held in Sochi. The **Olympic Charter** states, 'There shall be no discrimination between the participants on the basis of race, gender, ethnic origin, religion, philosophical or political opinion, marital status or other grounds'.

Many commentators pointed out the conflict between Russia's new law and the Olympic values, saying that the ruling outlawed gay rights protests and demonstrations of affection by gay couples. Some called on sponsors such as Coca-Cola and McDonald's to speak out against the Russian law.

There were protests outside a number of Russian embassies (including a British protest led by Stephen Fry, who called for the games to take place somewhere other than Russia) and a large amount of pressure placed on politicians not to attend the opening ceremony.

Although the games did take place in Sochi, a number of politicians from around the world did not attend. Channel 4, which showed the Winter Paralympic games, changed its logo to the rainbow colours of the Gay Pride flag for the start of the Paralympics and broadcast an advertisement featuring the 'Gay Mountain' song in support of the LGBT movement.

### Word list

**amended** = made changes to

**Olympic Charter** = a set of rules concerning the organisation of the Olympic Games

**LGBT** = lesbian, gay, bisexual and transgender

## Boycott Primark Campaign / Don't Boycott Primark Campaign

In the past Primark has claimed that its cheap clothing is made according to ethical standards, but incidents like these have made it a target for boycotts:

- In 2008 a BBC *Panorama* documentary showed Primark clothes being produced by child labour in sweatshops.
- A number of Primark items were produced at a factory called Rana Plaza, in Bangladesh. In 2013 the factory collapsed, killing over 1,000 factory workers.
- In 2014 two shoppers found dress labels with the messages 'Forced to work exhausting hours' and '**Degrading** sweatshop conditions'. It is unclear whether the labels were added in the factory or later, but even so they made some consumers think twice about shopping in Primark.

However, there has also been a **backlash** against boycotting. Some people have pointed out that those who buy clothing from Primark cannot always afford to buy from more ethical outlets. Others have suggested that companies often respond to boycotts by switching to a different manufacturer or moving to a different country rather than attempting to improve the lives of the workers.

### Word list

**degrading** = that treats people without respect and makes them lose their self-respect

**backlash** = a strong negative reaction by a large number of people, usually against political or social changes/events

## The Fairtrade movement and the Fairtrade Foundation

Fairtrade is a global movement which started in the 1980s. The aim of Fairtrade is to help producers in **developing countries** get more money for their produce and better living conditions for themselves and their families. The movement also promotes **sustainability**.

Fairtrade works by putting its mark on certain products to guarantee that they were produced sustainably and that the producer received a decent wage. Those products include bananas, chocolate, coffee, cotton, flowers, gold, sugar and tea. The mark shows consumers that they are buying an ethical product.

The UK based Fairtrade Foundation was established by various UK charities in 1992. As well as **certifying** that products are produced according to Fairtrade standards, the Fairtrade Foundation also raises money and awareness by organising events such as conferences, coffee mornings, markets and marathons.

The Fairtrade movement has become very successful and sales continue to grow at 15% a year. In 2009 there were 27,000 Fairtrade products worldwide, sold in 70 different countries and generating sales revenue of 3.4 billion Euros. In the UK there are 500 Fairtrade towns, 480 Fairtrade schools and over 100 Fairtrade universities. To receive a Fairtrade Award, a school can be involved in various ways, such as setting up a Fairtrade group or holding an awareness-raising event or assembly.



### Word list

**developing countries** = countries which are trying to become richer and more industrial, for example, Bangladesh, Afghanistan or Peru

**sustainability** = used to describe development which can continue without harming the environment

**certifying** = guaranteeing that something is true

## The campaign against Nike's sweatshops

In the 1990's Nike faced considerable criticism following reports that many of its products were made by people working in sweatshop conditions. Factory workers were being paid only a few pence per item, while celebrities were being paid millions of dollars a year to feature in Nike advertisements.

Protests were organised at the Barcelona Olympics in 1992, of which Nike was a sponsor. Further protests were later organised outside sports shoe shops around the world and many celebrities boycotted the company by refusing to wear Nike goods.

As a result of the criticism, Nike started to take responsibility for the actions of its suppliers. The company now produces lists of all of the factories it works with, actively monitors conditions and pay in those factories, and publicises the data.

**Reviewing your work**

What did we, as a group, do well?	What could we, as a group, do better next time?
What did I, as an individual, do well?	What could I, as an individual, do better next time?
Three things I liked about this project. 1. 2. 3.	Two things to improve in this project. 1. 2.

Five things I learned during this project. 1. 2. 3. 4. 5.
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