



Fair Wear Foundation



Duurzame promo- en werkkledij

(Sustainable promo and workwear)
B&C, Bella, Continental, Ecolena, Earth
Positive, Gildan, Hanes, HempAge, Jerzees,
Jasz, Kustom Kit, Russel Europe, PWG

Contact person

Dirk Piret

0032 (0)3 889 02 16

dirkpiret@skynet .be

Anne Verbruggen

0032 (0) 3 889 02 16

anne_verbruggen@skynet.be

Start date membership

May 2009

Organisational chart

Owner : Dirk Piret

Commercial and CSR worker: Anne Verbruggen

Several free lance workers



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1. Summary: goals and achievements 2010

ACP wanted to reach his “number” for FWF in the second/third year of membership 40/60/90 %.

For this, the cooperation with PWG Netherlands- FWF affiliate- was strengthened . We expect an increase in purchases from PWG in 2011.ACP offered customers a wide range of climate neutral fabrics, ethical clothing, organic cotton, bamboo. Because of the social impact of growing cotton (frequent use of water, pesticides...) ACP researches and develops the possible use of hemp within the promo range (HempAge)

FAIRTRADE textiles (Max Havelaar label) were extended as well in 2010. For 2011 ACP hopes to realize a combination FAIRTRADE-FAIR WEAR FOUNDATION in cooperation with FWF affiliate PWG(*). ACP wants to be the first business in Belgium who is FWF member and offers Fairtrade products in the main time.

In September 2010, ACP won “BE SUSTAINABLE AWARD”.During Fair Trade week in Belgium, the Trade for Development Center offered Belgian FWF ambassador ACP the 'Be Sustainable' award. A jury, consisting of journalists and professionals from the corporate and development fields, judged that ACP is 'the best Belgian enterprise offering sustainable products and/or services'. ACP's FWF membership played a considerable role in the award!

ACP exists since 2003 and has an independent manager: DIRK PIRET.

ACP offers promotional textiles and workwear.

ACP prints and/or embroiders these clothes in its own workshop.

ACP provides advice and offers solutions for textile printing and embroidery of sustainable promotional textiles and sustainable workwear.

ACP wants to realize this in a socially responsible way, respecting people, environment and economic efficiency.

ACP has its own printing and embroidery workshop. This gives ACP the opportunity to lose a minimum of time and energy with printing and embroidery of logos and other graphics. The printing is done only with water based inks. These are free of solvents, heavy metals and plasticizers and are thus the most ecologically sound on the market today. Moreover, the prints on working clothes are always finished with a high varnish that makes industrial washing of the clothes possible without quality hand. The used varnish is also water based and thus environmentally sound as well.

(*)

“The Max Havelaar label is issued only for cotton. That choice was made because a fair treatment of cotton farmers so far got little or no interest in the market. But that does not mean that nothing happens in the rest of the process. Each processor of Fairtrade certified cotton shall demonstrate, independently verified, that he has sufficient effort to realize a broad range of international labor standards. Preferably through existing initiatives such as the Fair Wear Foundation. Max Havelaar Foundation also maintains close relations with NGOs in the apparel industry such as the Clean Clothes Campaign. FLO International Fairtrade Organisation examines the possibility of introducing Fairtrade standards for the production links following cotton growing.”(www.maxhavelaar.nl, cotton campaign, FAQs, August 2010)



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FAIRWEARFOUNDATION.

Responsibilities :

Policy formulation & work plan	Anne Verbruggen, commercial worker
Sourcing policy	Anne Verbruggen, commercial worker
Training & capacity building	Anne Verbruggen, commercial worker
External communication	Anne Verbruggen commercial worker
Supplier register & information management	Anne Verbruggen, commercial worker
Evaluation & social report	Anne Verbruggen, commercial worker

2. Sourcing policy

At the end of December 2010, after 1.5 years (member since May 2009) ACP achieves the following percentage(s):

Turnover from known FWF affiliates : 28 %

Turnover from known FWF affiliates AND B&C products (Cotton Group is also FWF Member but there is no FWF supplier who can buy us these products) : (this problem is also signalled in our social report 2009) 71 %

To what extent does FWF affiliation play a role when choosing new suppliers?

Suppliers are evaluated based on ethical and environmental dimensions, price, speed service and after sales service. Suppliers are added to the supplier register as soon as they realize regular purchases. In 2010, P&P Projects (Continental Clothing Company) was a growing supplier of ACP

Pricing

How does pricing influence this process?

The price was an important aspect for the customer in 2010. Prices are generally slightly higher than the 'non-FWF' textiles. Some affiliates' prices are too high (e.g. Switcher), making the products harder to sell.

Organisation of the sourcing department

Over 2010 :

28 % of our products are bought from FWF participants

71 % of our products are bought from FWF participants **B&C included (Cotton Group)**

* We actually carry out promotional work wear to sell in addition to our promo clothing. For work clothes we appeal to the fabric of PWG, FWF participant as well. Contacts with the PWG started in August 2009.

* We carried out active promotion to our existing big providers (WIC, Falk and Ross) to convince them to become a participant of FWF. Mostly this is done through oral contact with our contact person (2009). We chose for a personal way to contact the directors of these firms. This already happened. In this way we hoped to convince WIC, Falk and Social report ACP - FWF Ambassador – 2010



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Ross to become a member of FWF themselves. In 2010 we always mention our FWF membership in all our written communication with these suppliers (standard signature). In 2011 we are working out the use of 'questionnaires for suppliers'.

3. Training and capacity building

Activities to inform staff members

Because the staff is very small (2 pp), this is not an issue.

Activities to inform suppliers

ACP also participates in a number of meetings with municipalities and the responsible municipal officials, with and without The Belgian Clean Clothes Compagny.

4. Information management

- Materials used for in- and external communication : Anne Verbruggen (each month)
- Questionnaires for suppliers: Anne Verbruggen (once a year)
- Annual work plan and social report: Anne Verbruggen (when necessary)

5. Transparency

Target 1: Customers

Step 1: A new website was created which clearly communicate FWF membership. The environmentally friendly aspect remains important. FWF ambassadorship is profiled into a whole of sustainable enterprise. The potential customer must be able to find the necessary information on the site

Step 2 : The customer receives (since March 10) an offer with an 'ethical and ecological card' of the product. (see under). This is also communicated on the bill.

Ethical and ecological card of the chosen product	
1. SOCIAL RESPONSIBILITY IN THE GARMENT FACTORY (FWF affiliate)	Yes/no
2. SOCIAL RESPONSIBILITY IN THE SUPPLY CHAIN (FWF ambassador)	Yes/no
3. FAIRTRADE COTTON (Max Havelaar)	Yes/no
4. ECOLOGICAL PRINTING (waterbased inks)	Yes/no
5. CLIMAT & ENVIRONMENTAL AWARENESS	Yes/no
6. ORGANIC COTTON	Yes/no



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Step 3: In personal contacts with existing customers who order, collect or offer textile with FWF label.

Step 5: Mailing why an FWF membership important is. We send a specific letter to municipal councils who approved to work with 'Clean Clothes Campaign' and to FAIRTRADE municipalities. This should best be followed by a telephone or personal contact in order to convince the municipalities to choose clothing from FWF members.

Step 6: Communication also happens through 'Clean Clothes Campaign Belgium'. In 2009 they started a website: www.schonetshirts.be/www.tshirtspropres.be where potential customers can find information about prices, also for our products. A review meeting in December 2010, setted the lines for 2011.

Step 7 : We actively seek out potential customers for 'fair' textile, possibly together with other sustainable partners (as OXFAM).

Target 2. Suppliers

Step 1 : We informed our suppliers that we become a participant of FWF. This is done in oral and written communication.

Step 2 : We asked them to offer textiles from FWF members.. More and more we will insist. We also ask them to purchase more from environmentally conscious manufacturers.

Step 3 : We ask them to join FWF.

Step 4 : New suppliers are selected on FWF membership or CSR-involvement

6. Management system evaluation and improvement

The workplan will be evaluated by the staff : Dirk Piret/Anne Verbruggen

7. Corporate Social Responsibility

ACP chooses for corporate social responsibility (CSR) also in 2010

To realize this, ACP took the next steps within the company

1. ACP offers customers a wide range of climate neutral fabrics, ethical clothing organic cotton, bamboo. Because of the social impact of growing cotton (frequent use of water, pesticides...) ACP researches and develops the possible use of hemp within the promo line. The FAIR- TRADE textiles (Max Havelaar label) will be extended. ACP strives for a combination FAIRTRADE-FAIRWEAR FOUNDATION.

2. ACP only works with water-based inks. This is within the textiles printing the most environmentally friendly way to print. The inks are free of solvents and heavy metals (safety data sheets of the ink supplier are available). This is important in the production of ink but also allows the printer to use only environmentally safe by products e.g. cleaning materials.



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3. ACP wants to sensitize the consumer/customer. The website offers practical tips to the customers themselves for steps toward sustainable consumption.

www.acpinfo.be (in menu: eco tips)

4. ACP constantly keeps looking for the most environmentally friendly ways of printing and/or embroidery. ACP is currently conducting tests for textile printing with biodegradable ink.

5. ACP became a member of KAURI in april 2010. KAURI is the Belgian Meeting Point for Global Sustainable Action www.kauri.be
