

# CLEAN CLOTHES CAMPAIGN



*Improving working conditions  
in the global garment industry*



Urgent appeals

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Codes of conduct

## Conclusions of the evaluation of 10 years CCC

(with additional information finalised at the strategy meeting in Barcelona  
march 8, 2001)

- The campaign's main successes are seen to be raising awareness on the issues, networking, and information provision (though failure to communicate our successes).
- The CCC's urgent appeals network is seen as one of the campaigns strengths, both as a system for distributing information and motivating action. But there is a belief that the follow through on cases needs more attention (in terms of strategy, given that companies often "cut and run" when campaigning draws attention to labour rights violations at a particular factory, and in practical terms, i.e. how long do we continue to follow a case). More strategic thinking is required and better communication throughout the CCC network.
- The CCC is recognised for it's contacts and co-operation with Asian groups - this is an accomplishment in itself, but points to the need to strengthen links with other regions (Africa, Central & Eastern Europe, Central America, North America). There is concern that the issue of violations of labour rights in developed countries have not been addressed enough.
- In terms of content, homeworking and gender issues were seen as needing more attention. A gender audit of the CCC could be a first step. More CCC research on the informal sector is also needed. There is interest in covering environmental concerns and issues of sustainable development as well. Co-operation with other "product-sector" campaigns (ex. baby milk groups, toys) and/or the environmental movement or anti-globalization movement could be a way to strengthen the campaign.
- There were mixed messages on codes all around, as some respondents felt they were not appropriate or even a failure, and others felt they were one of the most important campaigning tools and strategically useful for creating space for debate, publicity and enable pressure. The Barcelona meeting adds to this, that codes can be a good tool if they include: core ILO conventions, a process of monitoring and verification which includes workers, labour NGO's and unions in the South. They can also be useful if they are seen as a tool to empower workers and are implemented in countries where there is democratic space for

independent peoples organisations to participate in the process. But codes can also involve risks, for example, that company-monitoring usually only goes as far as the first supplier and does not monitor the whole chain and that it is often workers and not companies who pay the cost of the professionalisation of monitoring and verification processes by the corporate sector. Finally, our involvement in developing monitoring systems should be based on a perspective of moving out of this work and towards supporting the empowerment process of workers and playing the role of watchdog over companies.

- Capacity (human resources and material resources) problems were noted at all levels (the CCC needs to do more, but we don't currently have the capacity to do so; we ask our partners to do more than they can, etc.) Capacity problems have an impact on other issues (for example capacity to expand communications between North and South - language and communication problems slow down or limit effectiveness/participation in the urgent appeals system and other campaign activities/resources). It is important to map the resources of the CCC network to facilitate a better division of labour amongst the network in order to relieve pressure points.
- Better links between North & South and South & South -- in terms of decisionmaking process, strategizing, input and awareness raising (should go both ways, ex. on globalization -- make connections between those working in Northern and Southern economies). Some Southern groups would like the campaign to do more education work (on codes for example). More attention should be put on language issues (translations, use of jargon-free language). The relationship between trade unions and NGOs, within and outside of the campaign, deserves more attention. More trade union representation is needed in campaigns and also a strengthening of the information network between NGOs and unions in the South. Furthermore a lack of dialogue at the national CCC levels, needs to be addressed.
- The interplay between codes (often voluntary mechanisms) and public regulation (local labour law, international legal measures, trade negotiations, national legislation affecting national production) at different levels was mentioned as an area needing attention. In some countries new laws are being discussed concerning TNC's operating abroad. Furthermore, WTO negotiations pose a big danger for the CCC work, for example, in government procurement. The preparation of several court cases has started. These are relatively new areas for the CCC and it was stressed that there was a need for better information sharing.

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