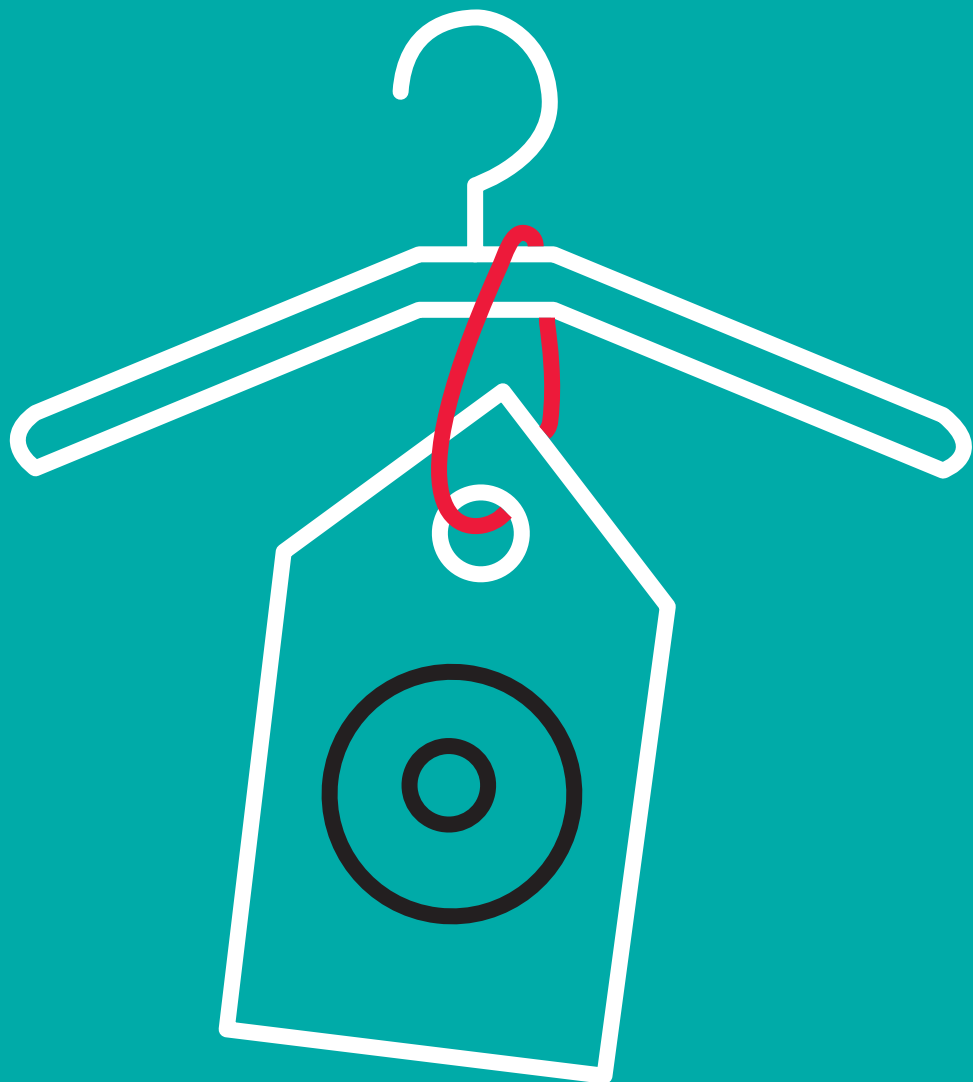




communication policy 2019



introduction

Congratulations! You are now a member of Fair Wear Foundation (Fair Wear). And it is time to tell the world about the good work your member company is doing to improve working conditions for the people who make your products.

Every year, Fair Wear carries out 'Brand Performance Checks' to see how member brands are doing. Members are scored on their business processes, including communication about Fair Wear membership. Members receive points for following the rules and lose points for breaking them.

This policy contains our communication guidelines. These guidelines and policies are here to ensure that our member brands are transparent and honest in their claims. This safeguards the credibility of Fair Wear and benefits everyone.

We work with many types of companies that sell many types of products, and we understand there is no 'one-size-fits-all' solution for our members' communication needs. Nevertheless, we hope this communication policy proves helpful. If you have any questions, you can get in touch with our communication staff at communications@fairwear.org. We strive to answer all emails in a timely manner. Depending on the topic and/or urgency, you can expect a response within five working days.

communication requirements right after joining

Below, you can find the communication requirements and rules that you need to apply during your first year of membership.

COMMUNICATION REQUIREMENTS

- Within two weeks of signing the Code of Labour Practices (CoLP), you are required to publish a notification of Fair Wear membership on your website. At a minimum, this means posting: '[BRAND NAME] is a member of Fair Wear.' You have the option of placing the Fair Wear logo beside this statement.
- For members with multiple brands covered by Fair Wear membership, the statement must be included on each brand's website.
- The member and all brands covered by membership must be included on the 'Brands' page at www.fairwear.org. Members are responsible for maintaining their 'Brand Page' and must include all marketing identities they produce on the 'Brand Page', whether or not they are separate business units.
- The content of a press release about your membership must be approved by Fair Wear to ensure that information is accurate.

FIRST YEAR OF MEMBERSHIP

- On-garment communication related to Fair Wear membership is not allowed during the first year of membership. This includes hangtags, inseam labels, and product packaging.
- No communication related to Fair Wear membership is allowed next to products in catalogues or webshops.

BRAND PAGE

All Fair Wear members have a 'Brand Page'. To ensure that our website reflects your current brands, you are responsible for updating your Brand Page and all the brand-specific information. You can do this through your Member Hub (under 'Company Profile'). The summary of your latest Brand Performance Check and a link to both this and your social report are visible on your brand page and will be managed by Fair Wear.

MEMBER HUB

This is the go-to place for your Fair Wear membership needs. Here you can find all of the resources that will help you fulfil your membership requirements, as well as a community page (forum), member directory, and the latest Fair Wear updates and events calendar. You can use these tools to connect with other members who are tackling similar topics as you or sourcing from the same countries. Everything on the Member Hub is secure and only visible to other member brands. Your brand liaison will arrange a login.

All Fair Wear marketing and communication material (logos, brochures, visual elements and messaging examples) are available through the Member Hub. You can use all Fair Wear elements for your own business purposes. On request, Fair Wear can provide free of charge basic designs and content for communication material. Members are responsible for the costs and logistics of publications, printing, and distribution; along with any additional modifications, for example Fair Wear approved translated versions.

logo Use

The Fair Wear logo is a forward-leaning logo, white letters on two intersecting red slanted rectangles. The letters 'wear' and 'fair' are placed in such a way that it is not important which word you read first. It can spell 'wear fair' and 'fair wear'. We really like our logo and we're happy that members use it to get more name recognition.

- The official Fair Wear logo is red.
- The logo allows for flexible use. You may re-colour it to match your own corporate identity.
- Fair Wear prefers that members use the logo in conjunction with the text 'Brand X is a member of Fair Wear' when using it on their website or in a catalogue (such as in the 'About' section).
- Third-party retailers or resellers can use the Fair Wear logo if it clearly identifies the member brand being sold. However, members are responsible for ensuring that retailers or resellers are using the logo correctly. You will be held accountable for the communication behaviour of third-party retailers or resellers as part of your Brand Performance Check. See the section 'Communication by resellers' for more details.
- Only member brands with 'Leader' status are allowed to use the Fair Wear logo for on-garment communication. This includes hangtags, garment labels and any product packaging, and communication next to products in catalogues or online shops. See the section 'Leader' for more details. You must use the logo with text that makes it explicit that you are a Fair Wear member. You are free to create your own tagline but can also use the following text: 'BRAND NAME is a proud member of Fair Wear. We work hard to improve the lives of the people who make your clothes.'

communication rules

Communication about Fair Wear membership also depends on your brand's performance. Every year, members get assigned a performance category. Fair Wear will visit your company headquarters each year to carry out a Brand Performance Check.

During this check, Fair Wear evaluates the progress its members are making and examines how management systems support the implementation of Fair Wear's CoLP. Each member company is assigned into a performance category:

Leader

Good

Needs Improvement

Suspended

Each performance category has communication benefits and rules. There are specific rules for resellers of Fair Wear members. Be aware that you as a Fair Wear member are responsible for ensuring that all communication by their resellers is in line with Fair Wear's communication policies. Finally, read more on how you can create Fair Wear in-store communication materials below.

CATEGORY: 'LEADER'

Use of on-product communications such as hangtags, garment labels and any other product packaging and communication next to products in catalogues or webshops is permitted, subject to compliance with Fair Wear rules and subject to written approval of all designs by Fair Wear communication staff.

Fair Wear members with 'Leader' status are allowed to use the Fair Wear logo for on-garment communication. It may be used for other materials and in the general sections of webshops and catalogues.

ON-GARMENT COMMUNICATION

Members with 'Leader' status can use the Fair Wear logo for on-garment communication, which includes:

1. Use on products (print in garment, stitched in label, hangtag);
2. Use on the box/package of the product; and
3. Use next to an image of garments on website, online shops or print materials

If needed, you may recolour the logo to match your own corporate branding. You must use the logo with text that makes it explicit that you are a Fair Wear member. You are free to create your own tagline but can also use the following text: 'BRAND NAME is a proud member of Fair Wear. We work hard to improve the lives of the people who make your clothes.'

LOSS OF 'LEADER' RATING

- If a Brand Performance Check determines that a member is no longer in the 'Leader' category, there is a **one-year grace period** until the next Brand Performance Check in which the member may retain the Leader communications benefits (e.g. on-garment, webshop and catalogue privileges) as long as they are not suspended and remain a member of Fair Wear.
- If the member is unable to regain 'Leader' status after the **grace period**, they must cease production of all on-garment communication, effective the publication date of the Brand Performance Check. On-garment communication such as hangtags, labels and other packaging must be redesigned without mentioning Fair Wear. All on-garment use of the Fair Wear logo must cease.
- Garments produced before the publication date of the Brand Performance Check may remain on the market, but no new garments bearing any reference to Fair Wear may be produced.
- If the member regains 'Leader' status in the next Brand Performance Check, they will recover all Leader communication benefits.

CATEGORY: 'GOOD'

- Members who are rated 'Good' in their annual Brand Performance Check have access to all basic Fair Wear communication tools.
- On-garment communication related to Fair Wear membership is not allowed. This includes hangtags, inseam labels, and other types of product packaging.
- No communication related to Fair Wear membership is allowed next to products in catalogues or webshops.

CATEGORY: 'NEEDS IMPROVEMENT'

- Members who are rated 'Needs Improvement' in their annual Brand Performance Check continue to have access to all basic Fair Wear communication tools until their next Brand Performance Check.
- If the member is rated 'Needs Improvement' for a second time, it will fall into the 'Suspended' category. For more information, please see the category 'Suspended' and in the Fair Wear procedure for terminating membership.
- On-garment communication related to Fair Wear membership is not allowed. This includes hangtags, inseam labels, and other types of product packaging.
- No communication related to Fair Wear membership is allowed next to products in catalogues or webshops.

CATEGORY: 'SUSPENDED'

- Suspended members lose all communication benefits and must remove the Fair Wear logo and all related communications from their website, catalogues, (online) shops, products, and all other communication channels (with the exception of any communication about 'Suspended' status that the Fair Wear communication team has approved).
- Suspended members (and their brands) will be removed from the Brands page on the Fair Wear website. The company will be listed on

a dedicated page for suspended members.

- If the member regains the 'Good' or 'Leader' category at the next Brand Performance Check, the member is allowed to begin communicating again about Fair Wear membership. The minimum communication requirement is a notification on their website with the Fair Wear logo, and the statement: '[BRAND NAME] is a member of Fair Wear.'
- For members with multiple brands covered by Fair Wear membership, the statement must be included on each brand's website.
- Fair Wear will republish the removed brand's page on the Fair Wear website.
- Members can only be in the 'Suspended' category for one year at most. If members do not regain at least the 'Good' rating, termination of membership will come into force. You can find more information in the [Fair Wear procedure for terminating membership](#).

FORMER BRANDS

- Former members lose all communication benefits and must remove the Fair Wear logo and all related communication from their website, catalogues, (online) shops, products, and all other communication channels (with the exception of any communication about termination of membership that the Fair Wear communication team has approved).
- Former members (and their brands) will be removed from the Brands page of the Fair Wear website. On the Fair Wear website, the company will be listed on a dedicated page for former members.

IN-STORE OR TRADE FAIR COMMUNICATION

- Members are allowed and encouraged to create in-store or trade fair communication material that contains the Fair Wear logo. Preferably, this should include the text: 'Member of Fair Wear'.
- It is important that in-store or trade fair communications do not imply that products or brands are '100% fair' or are 'certified' by Fair Wear.

SHOPPING BAGS

- All members in the categories 'Leader', 'Good' and 'Needs Improvement' are allowed to use Fair Wear's logo on shopping bags given to consumers in shops (plastic, paper or textile).
- The use of the Fair Wear logo on textile bags has additional regulations as there is a higher risk of misinterpretation or confusion with on-garment communication on textile bags versus plastic or paper bags.
- The bag must be offered to the consumers at the counter, preferably presented behind the counter and clearly separate from items in the collection.
- The textile bag is offered to the consumer as a replacement for the plastic or paper bag they would regularly receive after their purchase.
- The design of the bag must always be approved by Fair Wear before a member produces it or offers it in the shop. Fair Wear would like to receive a description or picture of how the bag will be offered to the consumers in a shop. Please allow five working days to review the request.
- Communication on the bag must contain Fair Wear's name and logo and the text '[BRAND NAME is a member of Fair Wear](#)', or something similar.

COMMUNICATION BY RESELLERS

- Resellers of Fair Wear member brands can only communicate about Fair Wear membership if they explicitly name the company or brand and refer to Fair Wear's website for more information. For example, 'We sell products made by (member brand), a member of Fair Wear. www.fairwear.org'.
- Resellers of Fair Wear member brands can only communicate general information about Fair Wear in the 'About' section of a website or wherever they explain their different labels and initiatives.
- Resellers of Fair Wear member brands can use the general Fair Wear

logo when they provide general information about Fair Wear in the 'About' section of a website or wherever they explain their different labels and initiatives. This logo cannot be used next to a garment or product in a catalogue or (web)shop.

- Under no circumstances may third parties (retailers, resellers or customers, etc.) add on-garment communication that mentions Fair Wear.
- Fair Wear does not supply communication materials directly to resellers.
- Fair Wear members are responsible for ensuring that all communication by their resellers is in line with Fair Wear's communication policy. Violations of the policy by a member's resellers will be evaluated as part of the Brand Performance Check. The Brand Performance Check guide outlines the consequences for violations of the policy.

Violations of the communication rules

Member compliance with the Fair Wear communication policy is evaluated through an indicator in the section of 'Transparency' in the Brand Performance Check. Consequences for violating the communication policy are outlined in the yearly [Brand Performance Check Guide](#).

SIGNIFICANT VIOLATIONS

- Any communication that implies that products, factories or brands are 'certified' or 'fair.' Language referring to 'Fair Wear-audited' factories implies certification and must be avoided.
- Use of Fair Wear logo without the statement '[Brand name] is a member of Fair Wear' that is found prominently on the website and without a link to the website or the text 'www.fairwear.org.'

SEVERE VIOLATIONS

- Any reference to Fair Wear membership in catalogues or websites near product (when not a 'Leader').
- Failure of a 'Leader' to use correct logo for on-garment communications.
- For Leaders: Production of on-garment communication materials without formal Fair Wear approval.
- For Leaders: Any on-garment communication mentioning Fair Wear added by a third party.
- In cases where garments produced by Fair Wear members are resold by third parties under a different brand name (e.g. blanks and promotional wear). Overall, any communication that implies that a third-party brand is a member or is approved by Fair Wear.
- In cases where members' own brands are not covered by Fair Wear membership, those additional brands may not under any circumstances imply they are Fair Wear members.



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