

Congratulations! You have decided to (re)sell products of a Fair Wear member brand. With this, you support brands that work on improving the working conditions of those workers who make their products. Fair Wear wants to help you explain what Fair Wear membership means to you and your customers.



FAIR WEAR COMMUNICATION RULES*

- 1 Mentioning brand name** When communicating about a Fair Wear member brand you always have to mention the brand by name. This is because Fair Wear believes in transparency. Without knowing the name of the brand, it is difficult to back up any claims about improvements in working conditions in the products that you sell, and consumers cannot check claims about the product independently.
- 2 Online communication** Always communicate general information about Fair Wear in the 'about' section of a website or where you explain different labels and initiatives.
- 3 Use of Fair Wear logo** You can use the general Fair Wear logo when you give general information about Fair Wear in the 'about' section of a website or where you explain different labels and initiatives. This logo cannot be used next to a garment or product in a catalogue or your (web)shop without accompanying explanatory text. **Fair Wear does not certify products.** It is important to have a design of your material that does not give the impression that garments are 'certified' by Fair Wear, or that the label refers to a specific product.

EXAMPLE OF TEXT TO USE

'We sell products made by (member brand), a member of Fair Wear. Fair Wear's mission is to improve labour conditions for the hundreds of thousands of workers involved making clothes for Fair Wear member companies.'

Learn more about Fair Wear's efforts at [fairwear.org](https://www.fairwear.org)

There's no such thing as 100% fair clothing – yet. Fair Wear does not certify products or brands as 100% fair. Supply chains are complex and fragmented – which means no single factory, brand or government can improve things alone. This kind of change takes time and happens step-by-step. However Fair Wear's member brands are working hard to get there.

* Communicating incorrectly about Fair Wear with regards to the brands you sell will affect these brands negatively in their Brand Performance Check. So we encourage you to work closely with the Fair Wear member. And do not hesitate to contact the brand or brands that you sell if you have any questions.

FAIR WEAR

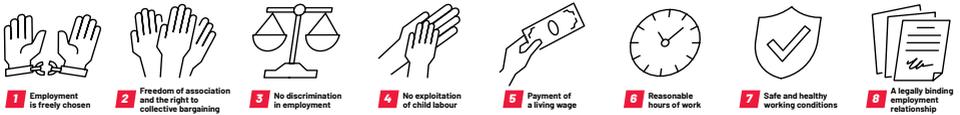
Fair Wear is an independent non-profit organisation. Its mission is to improve working conditions in garment supply chains. The focus within the supply chain is on those phases of production where sewing is the main manufacturing process. These are among the most labour-intensive phases of the production process. It is also the stage of production where many labour problems are found, and where effective remedy can positively impact the lives of millions of workers.

FAIR WEAR'S WORK

Fair Wear assesses and evaluates the efforts of its members to support better working conditions in their supply chain. This includes assessments at the brand level through the so-called annual 'Brand Performance Check', which evaluates the implementation of the **Fair Wear Code of Labour Practices (CoLP)** in a brand's management system. Additionally, Fair Wear verifies compliance with the Fair Wear CoLP through regular factory audits and a complaints mechanism for factory workers in production countries.

FAIR WEAR'S LABOUR STANDARDS

Member brands commit to implementing the Fair Wear Code of Labour Practices in their supply chain and improve working conditions for workers in factories where their production takes place. This includes setting up a monitoring system for production locations, adapting company policies to support implementation of the CoLP and remediating problems found in their supply chains through audits or complaints.



FAIR WEAR'S REPORTING

Fair Wear's Brand Performance Checks are a tool to evaluate and report on the activities of Fair Wear's members against a set of performance indicators. Based on its final score, each member company is classified into a performance category: **Leader, Good, or Needs Improvement.**

The Brand Performance Check reports are published on Fair Wear's website and are available to the public. In addition Fair Wear publishes all complaints received through the complaints mechanism and the member companies' social reports on its website.

Only member brands in the Leader or Good categories are allowed use of the Fair Wear logo (or customised Leader-specific logo) in on-garment communication, which includes:

- On/in products (print on garment, stitched on label, hangtag)
- Next to image of garments on websites, webshops or printed materials
- On the box/packaging of the product