

INFORMATION FOR RESELLERS

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



FWF COMMUNICATION RULES*

- 1. MENTIONING BRAND NAME** When communicating about a FWF member brand you always have to mention the brand by name. This is because FWF 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 FWF in the 'about' section of a website or where you explain different labels and initiatives.
- 3. USE OF FWF LOGO** You can use the general FWF logo when you give general information about FWF 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. **FWF 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 FWF, 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 Foundation. Fair Wear Foundation's mission is to improve labour conditions for the hundreds of thousands of workers involved making clothes for FWF member companies.

Learn more about FWF efforts at fairwear.org

There's no such thing as 100% fair clothing – yet. FWF 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. And this kind of change takes time and happens step-by-step. But FWF's member brands are working hard to get there.

* Communicating wrongly about FWF 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 FWF member. And do not hesitate to contact the brand or brands that you sell if you have any questions.

FAIR WEAR FOUNDATION

Fair Wear Foundation 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.



FWF'S WORK

FWF 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 **FWF Code of Labour Practices (CoLP)** in a brand's management system. Additionally FWF verifies compliance with the FWF CoLP through regular factory audits and a complaints mechanism for factory workers in production countries.



FWF'S LABOUR STANDARDS

Member brands commit to implement the FWF 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.

FWF'S REPORTING

FWF's Brand Performance Checks are a tool to evaluate and report on the activities of FWF's members against a set of performance indicators. Based on its final score, each member company is classified into a performance benchmarking category: LEADER, GOOD or NEEDS IMPROVEMENT.

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

Only member brands with leader status are allowed use of the customised FWF leader logo in on-garment communication, which includes:

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

