

#PayYourWorkers guerrilla campaigning manual

For all offline campaigning - Take a picture and post it online with the hashtag: #PayYourWorkers

1) Take a picture with a #PayYourWorkers sign -

Make your own sign or print one of the designs below and take a picture at home, outside or in front of a store.

2) Bring workers' voices to the shop with our labels -

Print our clothing labels below (two sided - print larger than A4 then cut to size) or [here](#) and hide them in pockets and stacks of clothes in the shops. The label contains a QR code which takes you to our [campaign page](#). If you make holes in the labels you can even attach them to the actual clothing labels.

3) Clean clothes, clean pavements -

Print our [stencils](#) to [reverse graffiti](#) the shopping streets with a high pressure cleaner.

4) Paint with chalk -

Either use our [stencils](#) or free hand [slogans](#) and quotes on the shopping streets with chalk. If you do your own writing, you can take inspiration from the slogans on the stencils and the worker quotes on the labels below.

5) Posters and Stickers -

Print pictures of protesting workers and quotes and [wheat-paste](#) them [into the shops](#). You can make them any size. Find a cheap printing company or sticker company near you to help.



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Talking points -

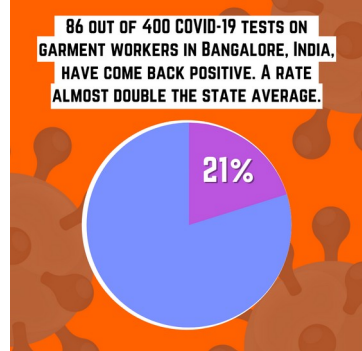
The pandemic hit the garment industry hard. Brands and retailers protected their financial health at the expense of their suppliers and garment workers. Canceling orders, pushing for discounts, paying late and placing less orders all lead to factories going bankrupt, and left workers without pay or forced to accept pay cuts. Follow the [BHRC](#) and [WRC](#) covid trackers for brand info. Read our [snapshots magazine](#) to see how workers are affected. You can translate your [own version](#). Social media [visuals](#) on canva.

By conservative estimates global garment workers are owed between **\$3.19 - \$5.78 billion** for just the first three months of the pandemic. [Read our report](#). [WRC](#) and [CGWR](#) estimate that suppliers were refused **\$40 billion in existing orders**. We have now recuperated about half of this amount, but that doesn't make workers whole yet. Brands must #PayUp and #PayYourWorkers: **As the primary profit makers in the value chain, brands and retailers must take responsibility.**

The **#PayUp** campaign urges brands and retailers to pay for orders placed before the pandemic. This has led to several successes, but it has only meant temporary relief for factories who have running and material costs to cover as well as labour. It gives no guarantee that worker wages are paid and only covers 8 countries. [Visuals](#).

The **#PayYourWorkers** campaign urges brands and retailers to ensure that the workers who produced their goods at the onset of the pandemic will receive their wages and severance in full. [The wage assurance](#) asks brands to contribute to a fund to pay workers whose factories go bankrupt. [Visuals](#).

We call upon ALL brands to ensure that garment workers are paid what they are owed. We focus on **H&M, Primark** and **Nike** because they made profits last quarter, and multiple wage theft cases have been reported. (See snapshots). Brands are obligated by the [UN Guiding Principles on Business and Human Rights](#) to respect workers' rights to fair pay. This means assuring workers are paid when governments cannot.



RECAP

T.J. maxx® Marshalls

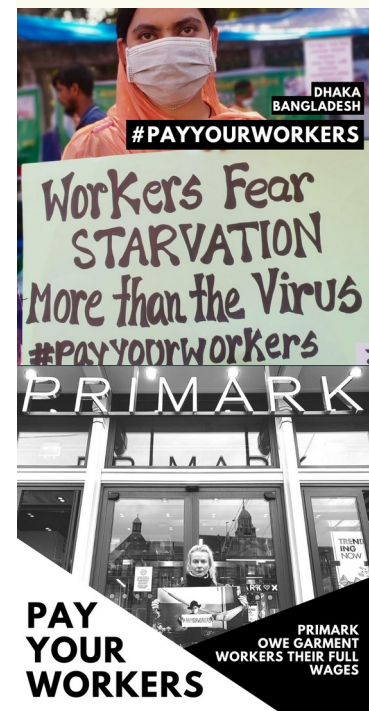
Cancelled orders placed before the pandemic.

Paid shareholders \$480 million instead.

The company is in excellent financial health.

Their suppliers and garment workers are not.

STILL NEED TO #PayUp



75% of garment workers reported that they have accumulated debt in order to buy food since the start of the pandemic.

[workersrights.org/hungencovid](#)

WORKERS RIGHTS

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Resources -

Fashion Checker – Workers already struggled to make ends meet before the pandemic. Search for brands not paying a living wage and read more about what this means for workers. <https://fashionchecker.org/>

Gender Based Violence increased during pandemic – German CCC member FEMNET issued a [paper on GBV](#) during the pandemic. Read their [earlier report](#) for more information. GBV is inherently linked to financial security. [Visuals](#) on canva.

WRC Hunger report - This research report surveyed 396 garment workers across 158 factories in 9 countries undertaken between August and September 2020. It presents new data about how garment workers' food security, and linked employment status and income, has deteriorated during the pandemic. - [Download the report](#) – [Visuals created by WRC](#), [visuals created by CCC](#) (can also be translated)

Embed our snapshots magazine -

<iframe width="800px" height="529px" src="https://www.yumpu.com/en/embed/view/eyN4ctwBsKvzL79P" frameborder="0" allowfullscreen="true" allowtransparency="true"></iframe>

GIFs & Stickers for social media -

[These](#) are available when searched for via insta-stories. There is also a sticker pack for [signal](#) and [Whatsapp](#). Make your own or send yours to us to add! Find [them](#) and other materials on [our drive](#).





PAY YOUR WORKERS

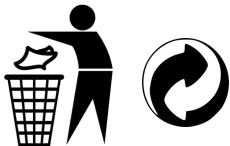
H&M
PRIMARK®
NIKE

PAY YOUR WORKERS



H&M
PRIMARK®





HUMAN
RIGHTS



"We have to borrow money
to feed our children."

SIZE OF INJUSTICE

L	EU	USA	UK	MEX
	L	XL	L	30



#PayYourWorkers



HUMAN
RIGHTS



"Thousands of workers like
myself are going to bed
without food."

SIZE OF INJUSTICE

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#PayYourWorkers



HUMAN
RIGHTS



"I always lived hand to
mouth. I have nothing to
reduce or to curtail."

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HUMAN
RIGHTS



"I used to eat vegetables but
now I usually consume only
cornflour meals."

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HUMAN
RIGHTS



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CALL TO ACTION

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OWED IN WAGES
FOR JUST 3 MONTHS**



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#PayYourWorkers

"I don't have a husband and am facing a serious financial crisis along with my three sons and daughter. This is very difficult for me to carry the expenses of the family, we're passing days almost half starving."



#PayYourWorkers

"We are now losing our hopes. I am depending only on this job. My family [depends] on my earnings. From April I am getting only half salary, it's so difficult."



#PayYourWorkers

"They did not pay us our wages, compensation or benefit, which I was owed after six years working there. The factory told us brands have cancelled or suspended goods that were ready to deliver."



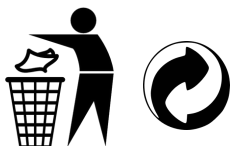
#PayYourWorkers

"I have given all my energy making clothes for very low wages. Manufacturers and fashion brands can profit off the clothes, but nobody cares for us when we are suffering."





HUMAN
RIGHTS



HUMAN
RIGHTS



HUMAN
RIGHTS



HUMAN
RIGHTS



"The days I skip meals have become more frequent."

"We have to accept a wage cut, while there's no cut on the bills."

"Don't put the burden of COVID-19's impact solely on the shoulders of workers."

"The factories are using COVID-19 as an excuse to fire workers."

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RIGHTS



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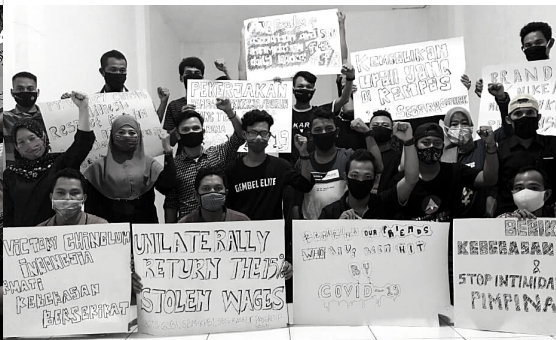
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JOIN THE GLOBAL CALL TO ACTION

#PayYourWorkers

**"During the crisis, brands
should show accountability
for the workers that have
long produced products for
them."**



#PayYourWorkers

**"European and American
companies should be responsible
for these workers, because profit
goes to their countries, they make
millions, billions, but what are our
workers getting? They have no
jobs and no food."**



#PayYourWorkers

**"I can't pay my house rent.
I'm having issues getting
food for my family. This job
was my only source of
income."**



#PayYourWorkers

**"We hope we will get
justice and want the
factory to respect the law
and provide workers with
what they are due."**

