

#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.

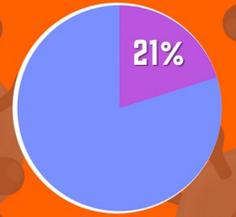
By conservative estimates global garment workers are owed between **\$3.19 - \$5.78 billion** for just the first three months of the pandemic. [Read our report](#). [WRC and CGWR](#) estimate that suppliers were refused **\$40 billion in existing orders**. We have now recuperated about half of this amount, 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.

86 OUT OF 400 COVID-19 TESTS ON GARMENT WORKERS IN BANGALORE, INDIA, HAVE COME BACK POSITIVE. A RATE ALMOST DOUBLE THE STATE AVERAGE.



REGAP

TJ-maxx® Marshalls

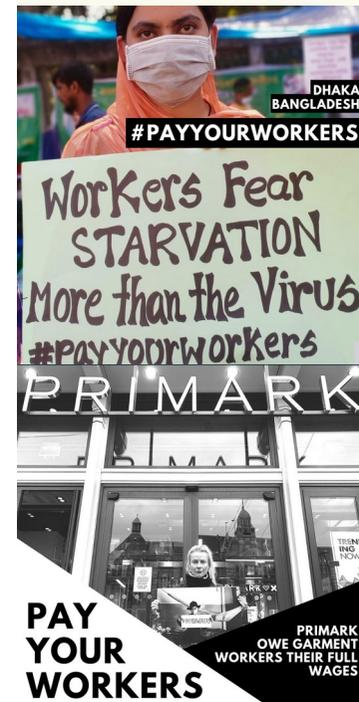
Cancelled orders placed before the pandemic.

Paid shareholders \$480 million instead.

The company is in excellent financial health.

Their suppliers and garment workers are not.

STILL NEED TO #PayUp



PAY YOUR WORKERS

PRIMARK OWE GARMENT WORKERS THEIR FULL WAGES



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

WINDY
GROUP

95

বে-আইনি ভাবে রাখিত উইন্ডি গ্রুপ এ
সেবোন্ট টেক্সটাইলস লিমিটেডের চাকরীতে পূর্ববর্তী
অধিকাংশ কর্মীদের পাতনার দাবীতে
কম্পানী গ্রুপে গিয়ে একফিস ঘেরাও কর্ম
কর্তৃপক্ষ কর্তৃক ডেজারেশন

H&M

PRIMARK®

NIKE

PAY YOUR WORKERS



H&M
PRIMARK®

NIKE



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				
L	EU	USA	UK	MEX
	L	XL	L	30

#PayYourWorkers



HUMAN RIGHTS

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

SIZE OF INJUSTICE				
L	EU	USA	UK	MEX
	L	XL	L	30

#PayYourWorkers



HUMAN RIGHTS

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

SIZE OF INJUSTICE				
L	EU	USA	UK	MEX
	L	XL	L	30

#PayYourWorkers



HUMAN RIGHTS

JOIN THE GLOBAL CALL TO ACTION

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**\$3.2 - \$5.8 BILLION
OWED IN WAGES
FOR JUST 3 MONTHS**



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JOIN THE GLOBAL CALL TO ACTION

#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



Clean Clothes Campaign

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

SIZE OF INJUSTICE				
L	EU	USA	UK	MEX
	L	XL	L	30



#PayYourWorkers



HUMAN RIGHTS



Clean Clothes Campaign

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

SIZE OF INJUSTICE				
L	EU	USA	UK	MEX
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HUMAN RIGHTS



Clean Clothes Campaign

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

SIZE OF INJUSTICE				
L	EU	USA	UK	MEX
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HUMAN RIGHTS



Clean Clothes Campaign

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

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“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.”

