

Tapio Bergholm:
Logo or no logo
NGO's against race to the bottom

Translearn Sannäs 19.3.2009

Sigrid Quack & Sabrina Zajak:

Civil Society Campaigns and Transnational

Private Labor Regulation:

Comparing Athletic Footwear and Toys

Differences in structure

- Dominance of big trade mark “ghost companies” in sport footwear
- These companies have stakes also in other fields of sportswear and equipment
- No major player in toy industry
- Dominance of low price retailers (Wal Mart, Toys’R’Us)

Long term – short term

- Major differences of clients and business strategies
- Sport footwear try to gain long term commitment of their customers, who mainly pay with their own money
- Toys have two custom groups users and buyers
- Toys are connected to only a quite short period of these customer groups life cycle

Institutions matter

- Consolidation (or lack of consolidation) of organizations of producers
- New movements actually based on resources of old organizations i.e. trade unions
- Footwear more organised:
 - ILO (International Labour Office)
 - International Olympic Committee
 - What about WTO (World Trade Organization)?

Solidarity of trade unions

- Defending the cartel of sellers of labour
- International solidarity often connected to this aim
 - First against international import of strike breakers
 - Then against undercutting of wages in other countries
 - Swedish trade unions supported Finnish unions until 1960s
 - Finnish unions have supported Estonian unions

Problem with big letters

- FLA, Fair Labor Association
- WRAP, World Wide Responsible Apparel Production
- WRC, Workers Rights Consortium
- ITG (ITGLWF), International Textile, Garment Leather Workers Federation
- WFSGI, World Federation of the Sporting Goods industry
- ICTI, International Council of Toy Industries
- BSCI, ???

Conclusion

- Strong and organized trademarks are better social partner in setting global labour standards.
- Campaigning in sector where Wal-Mart and other retail companies dominate is difficult
- **Naomi Kleins**' attack on logos is poor analysis because company labels of Tesco, Lidl and Wal-Mart are less vulnerable than Nike, Adidas and Reebok to NGO pressure