

MADE-BY in a nutshell [®]

What does MADE-BY wish to achieve?

MADE-BY wants to expand the market for clothing manufactured in a sustainable manner.

1. By helping fashion brands clean up their production process.
2. By developing socially responsible production chains worldwide.
3. By giving consumers a wide choice among fashion products made with respect for people and planet.

How will MADE-BY do that?

Blue button. MADE-BY is an umbrella label used by fashion brands and retailers to show consumers that their clothes are okay, i.e. that they are produced in a sustainable manner. The brands affiliated to MADE-BY use organic cotton and work with sewing factories that have a social code of conduct. MADE-BY is the first fashion initiative to focus on environmental and working conditions throughout the entire production chain. The MADE-BY brands can be identified by means of a blue button. If you see one, you will know that brand produces its collection in a people- and environment-friendly manner.

Global network. MADE-BY advises brands how to clean up their manufacturing process and outlines strategies and action plans with them to do so. We develop, together with Solidaridad - the expert in the field of fair trade and the environment - production chains in which a garment can be manufactured in a sustainable manner from start to finish. In India, Peru, North Africa and China as well as in Turkey and Eastern Europe we have created supplier networks. These networks include organic cotton projects, spinners and sewing factories, but also local NGO's, unions and experts in the field of social and environmental conditions. Through these networks MADE-BY helps suppliers to acquire social certification and to find the right sources for organic cotton.

Transparency. The brands affiliated to MADE-BY cannot guarantee yet that their collections are 100% clean and socially responsible. A garment completes numerous stages before it ends up in a store, and brands do not have the power or resources at their disposal to change all of these stages in one go. What they can do, though, is ensure that the door to the production process is wide open. They do so on their and MADE-BY's website, in the annual report of MADE-BY and by linking their production data to the MADE-BY track & trace system. This system allows consumers to see where and by whom a garment was manufactured and the various stages it has completed. Only the makers of the garment can explain what it is like to grow cotton without pesticides or what it means to receive a decent wage.

The current situation

Organic cotton. Fifty percent of all textile in the world is made from cotton fiber. Cotton is a natural product, but considerable quantities of pesticides and insecticides are used during cultivation. Roughly 3% of the agricultural land in the world is used for farming cotton. But conventional cotton farming consumes approximately 25% of all insecticides and more than 10% of all pesticides used worldwide. These chemicals poison the air, soil, plants, animals and people who come into contact with them, which is why MADE-BY encourages the use of organic cotton.

Organic cotton farmers use organic fertilizer and natural crop protection. Crop rotation is vital in order to prevent soil diseases and insect plagues. MADE-BY is currently supporting organic cotton projects in Peru, India, China, Benin and Senegal. The brands affiliated to MADE-BY use this organic cotton in their collections.

Sewing factories. Thirty million people work in the clothing industry around the world. This labour-intensive sector is concentrated in Asia, South America and Eastern Europe, where wages are low and factories often do not comply with international

working and environmental standards. Where possible, the brands affiliated to MADE-BY work together with producers that observe minimum requirements laid down by the ILO (International Labour Organisation). Respectable factories guarantee the health and safety of employees, do not employ children, pay a liveable wage, adhere to humane working hours and allow employees to join a trade union. In India, Peru and Tunisia, MADE-BY has helped sewing factories acquire Social Accountability 8000 certification. Soon our network will also include Eastern European, Chinese and Turkish producers.

Brands. At the end of 2004, MADE-BY started working together with Imps&Elfs and Kuyichi. At the start of 2007 the number of brands affiliated with MADE-BY had increased to twenty brands, active all over the world. While we help the brands improve their production process, they can continue doing what they are good at, namely enticing consumers with a beautiful product. They create fashion while MADE-BY ensures they can do so in a socially responsible way.

Amsterdam, april 2007



Prins Hendrikkade 25
1012 TM Amsterdam
The Netherlands
Tel: +31 20 5230 666
info@made-by.nl
www.made-by.org