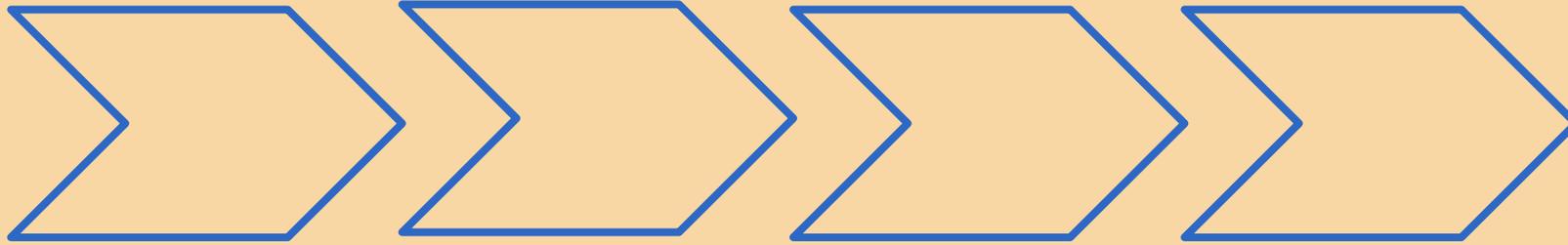




**Proposal for Worker
Democracy and Sustainability
at the ASUCLA Store**



We are a group of student activists who want our bookstore to reflect UCLA's progressive values by stocking a percentage of ethical and sustainable UCLA apparel and merchandise. Students have the power to vote with their dollars and make sure that our UCLA merchandise isn't made with exploited labor, or unsustainable manufacturing techniques.

Who We Are

Garment Industry Conditions

A large garment factory with many workers at sewing machines. The workers are mostly women wearing headscarves. The factory is brightly lit with overhead fluorescent lights. In the foreground, a woman in a purple headscarf and orange shirt is working on a piece of dark fabric. In the background, many other workers are seated at sewing machines, some wearing blue shirts and white headscarves.

According to the 2019 report "Tailored Wages" by the Clean Clothes Campaign:

- 19 of 20 brands could **not** demonstrate they were paying workers a living wage
- **None** of these brands had "clear, time-bound" plans to remedy this
 - Notable brands include Under Armour, from which UCLA sources

The 90s brought anti-sweatshop organizing in the US to many college campuses:

- United Students Against Sweatshops was created as a **national organization** at many campuses
- Worker Rights Consortium was created by USAS organizers as an **independent monitoring organization** to and use campus codes of conduct as leverage



Student Activism

Organizing in Global South

Changes in the global industry are only possible through the work of organizers:

- Organizers in Bangladesh like Kalpona Akter campaigned through unions after the Rana Plaza Collapse
- Alta Gracia's factory in the DR was supported by local unions working alongside the Worker Rights Consortium





ASUCLA & Apparel

1	ASUCLA Store's Revenue	<ul style="list-style-type: none">• Pre-pandemic the store generated ~\$45 million in sales/year, according to the three-year average listed in the 2019-2020 Report• Large amount of sales and purchasing power
2	ASUCLA Mission Statement and T&L Vision Statement	<ul style="list-style-type: none">• ASUCLA is a "responsive student-centered organization"• T&L "shall continuously lead...in the pursuit and implementation of ethical labor standards in any supply chains used to manufacture UCLA brand products"• UCLA True Bruin Values
3	Current Rights Outlined in the Code of Conduct	<ul style="list-style-type: none">• Health and safety measures, women's right, and freedom of association, among other things, are required by the Code• There are other issues that the Code of Conduct cannot solve → where students and the Store can step in
4	Roles of FLA and WRC in the Code of Conduct	<ul style="list-style-type: none">• Worker Rights Consortium and Fair Labor Association conduct occasional factory investigations and require factory disclosures of companies, and use the Code of Conduct as leverage to create Corrective Action Plans
5	Specific Support of Unionized, Worker-coop, or Living Wage	<ul style="list-style-type: none">• Few brands in the store, and even fewer apparel brands, can certify that their supply chain used environmentally-sustainable practices or supported unionized factories, worker-cooperatives, or explicitly living-wage brands



BYV x ASUCLA

We aim to transform ASUCLA & UCLA's values into tangible action to improve the ethical and sustainability practices of ASUCLA through partnerships with students and companies.



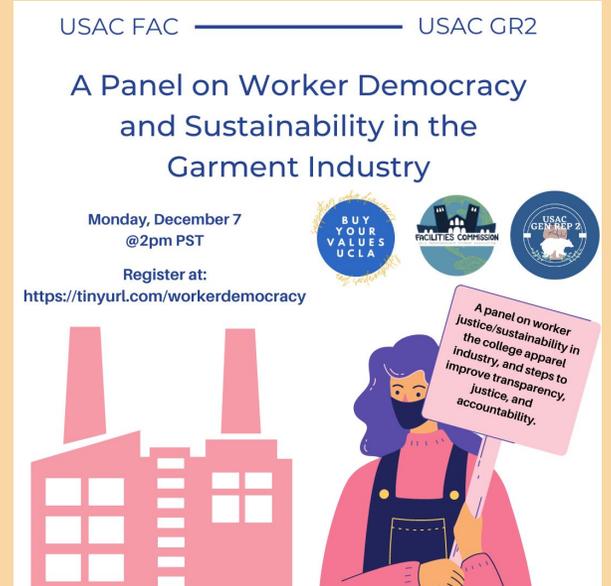
Our Work as a Collective





Our Work So Far

1	Social Media	<ul style="list-style-type: none"> • @buyyourvaluesucla, with 14 posts with generally 15 likes on each, and 73 followers • @buyyourvaluesucla, with 20+ posts generally reaching 20 people
2	USAC FAC, USAC GR2, and Community Support	<ul style="list-style-type: none"> • @uclausacgenrep2, with 27 posts with generally 50 likes on each, and 496 followers • @usacfac, with 147 posts with generally 150 likes on each, and 3,215 followers
3	Success of our 12/7 Webinar	<ul style="list-style-type: none"> • Organized a panel to an audience of 50+ people with a series of panelists from college bookstore, NGO, and company backgrounds • Built on former events with individual organizations
4	Our Recent Survey	<ul style="list-style-type: none"> • Released a survey on students' values with regards to apparel purchasing (the results will be presented in the following slide) • Received 159 responses to the survey from social media and listserv pushes

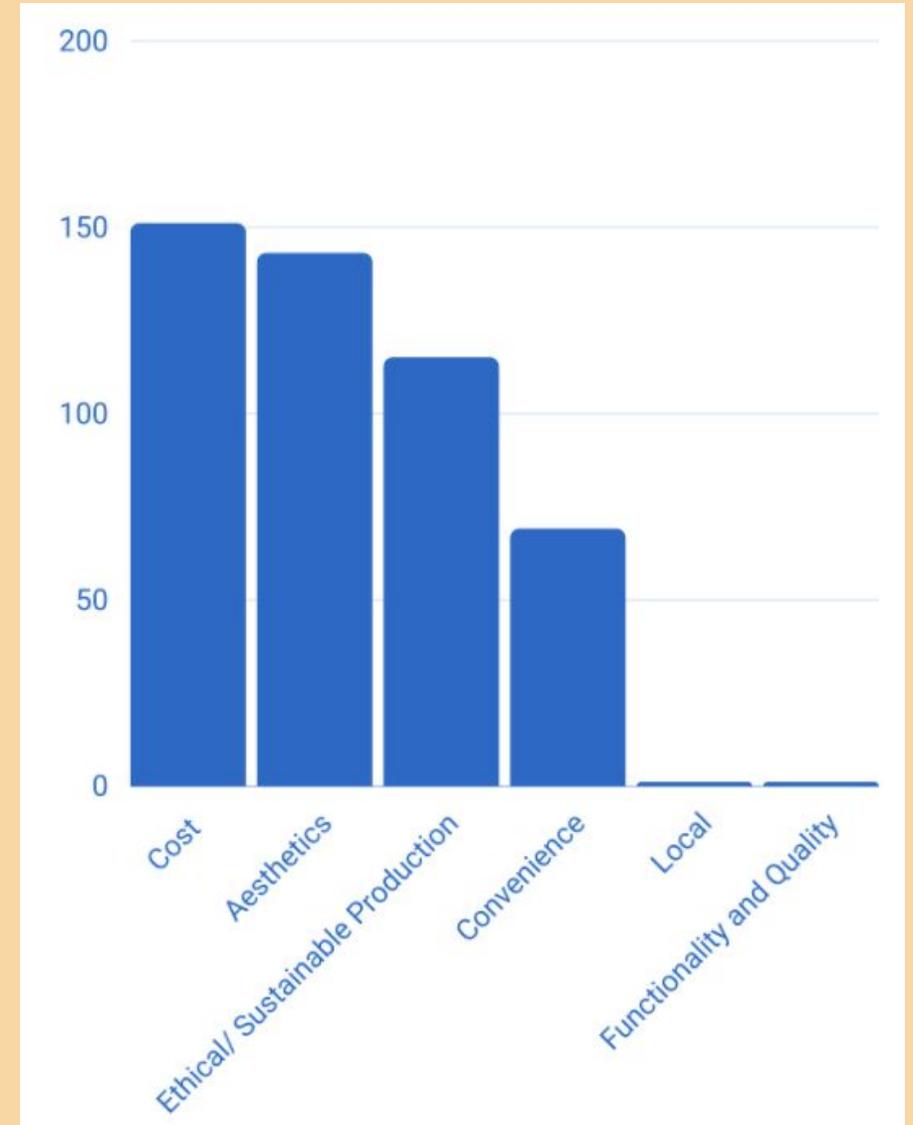




Survey Results:

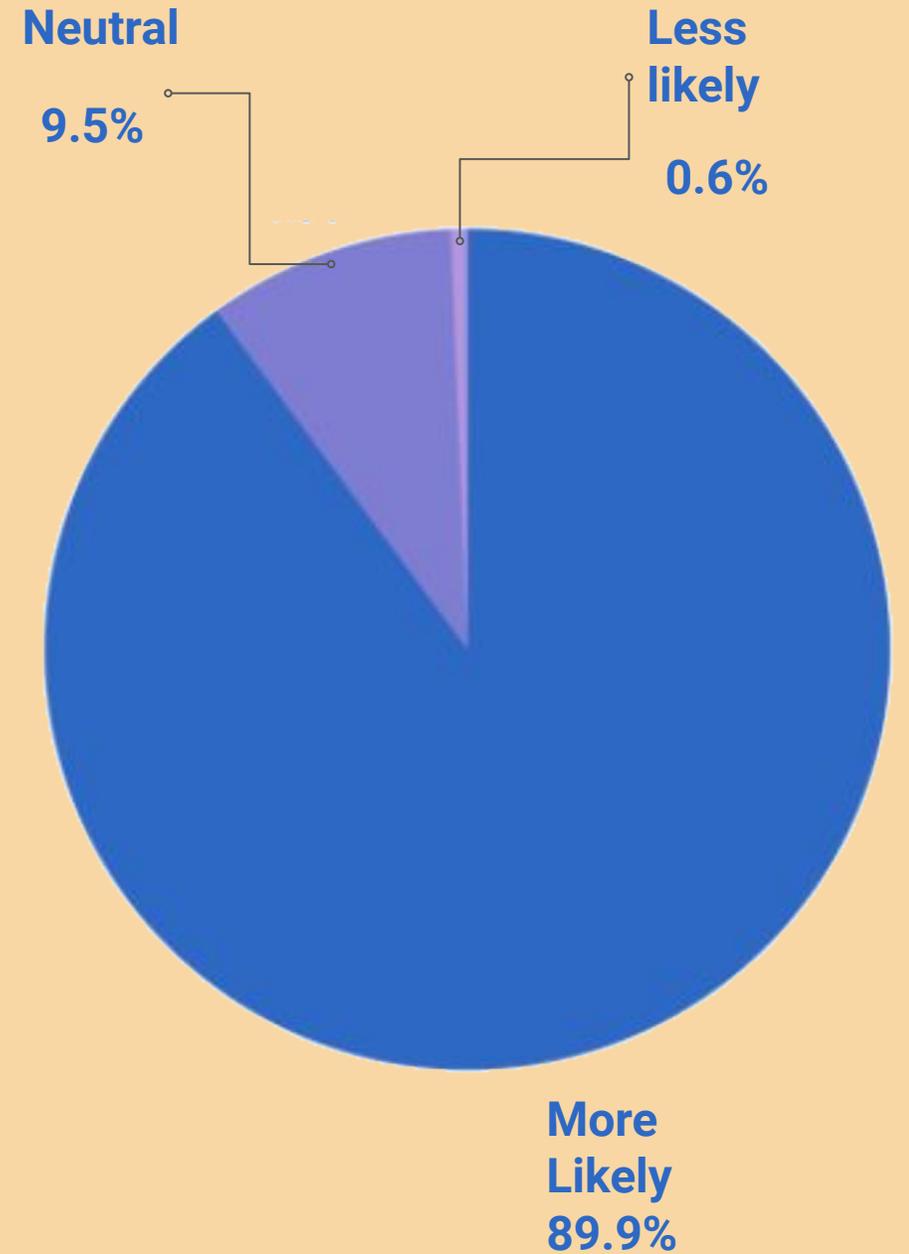


What factors do you consider when making buying decisions?



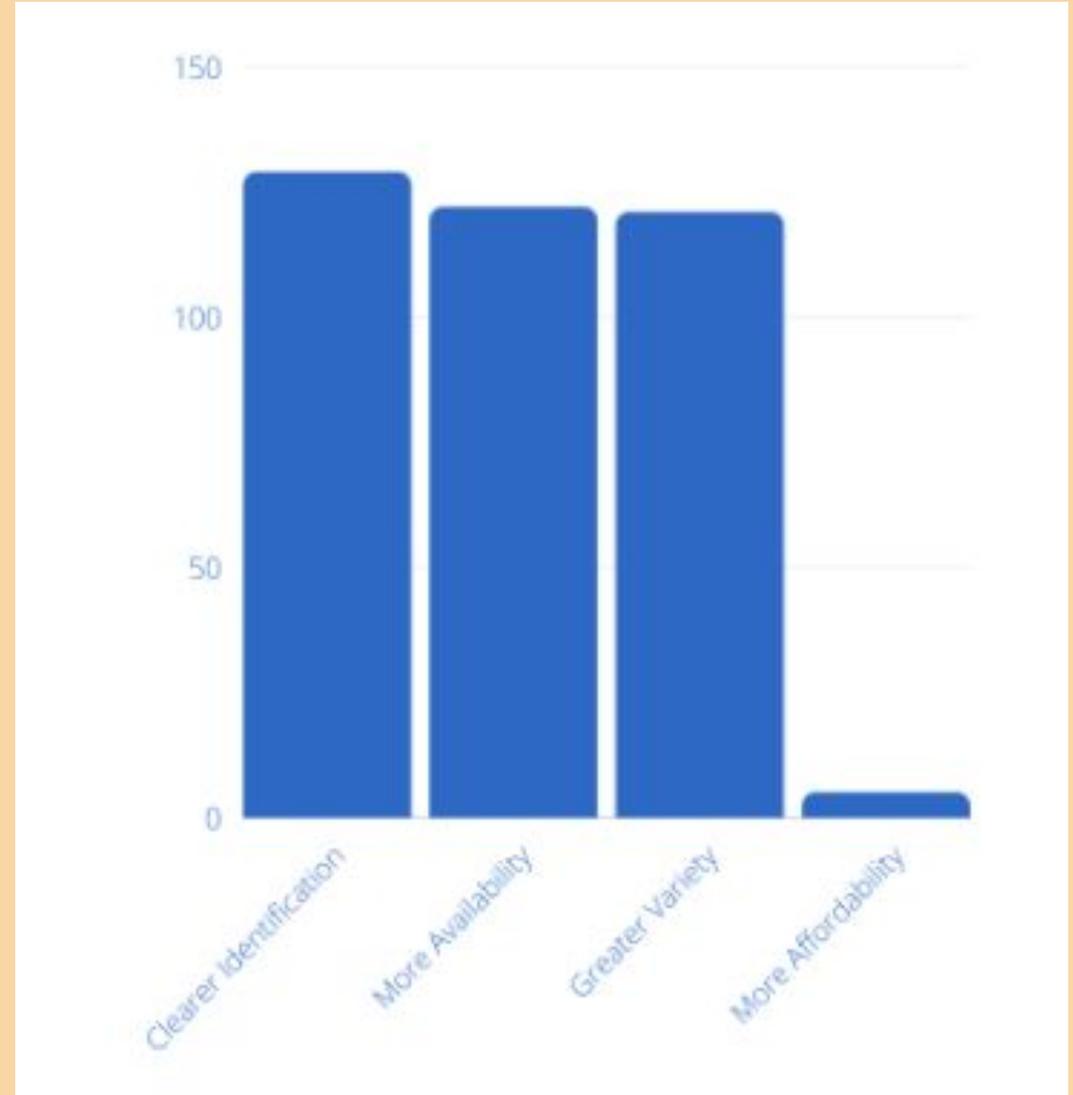


Would you be ___ to purchase clothing from the ASUCLA store if it were sustainable and ethically produced?



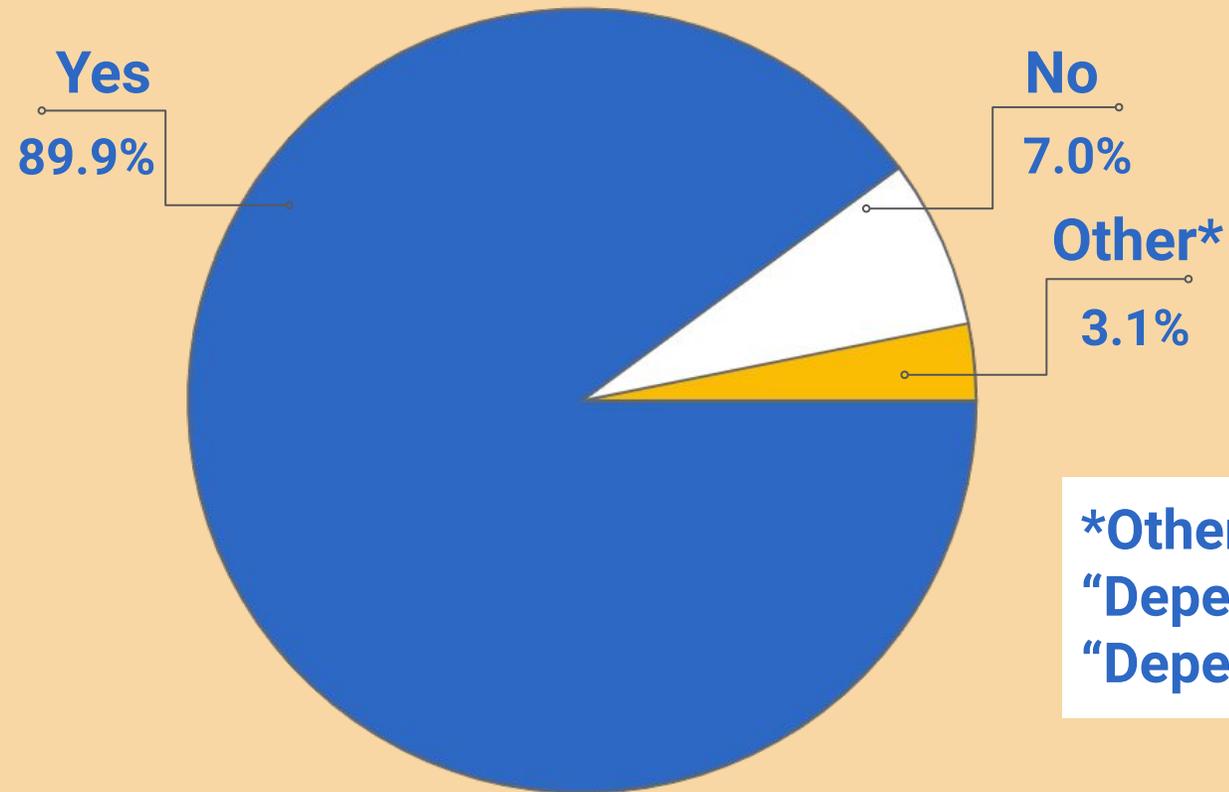


Would you be more likely to purchase ethical/sustainable products from the ASUCLA store with:





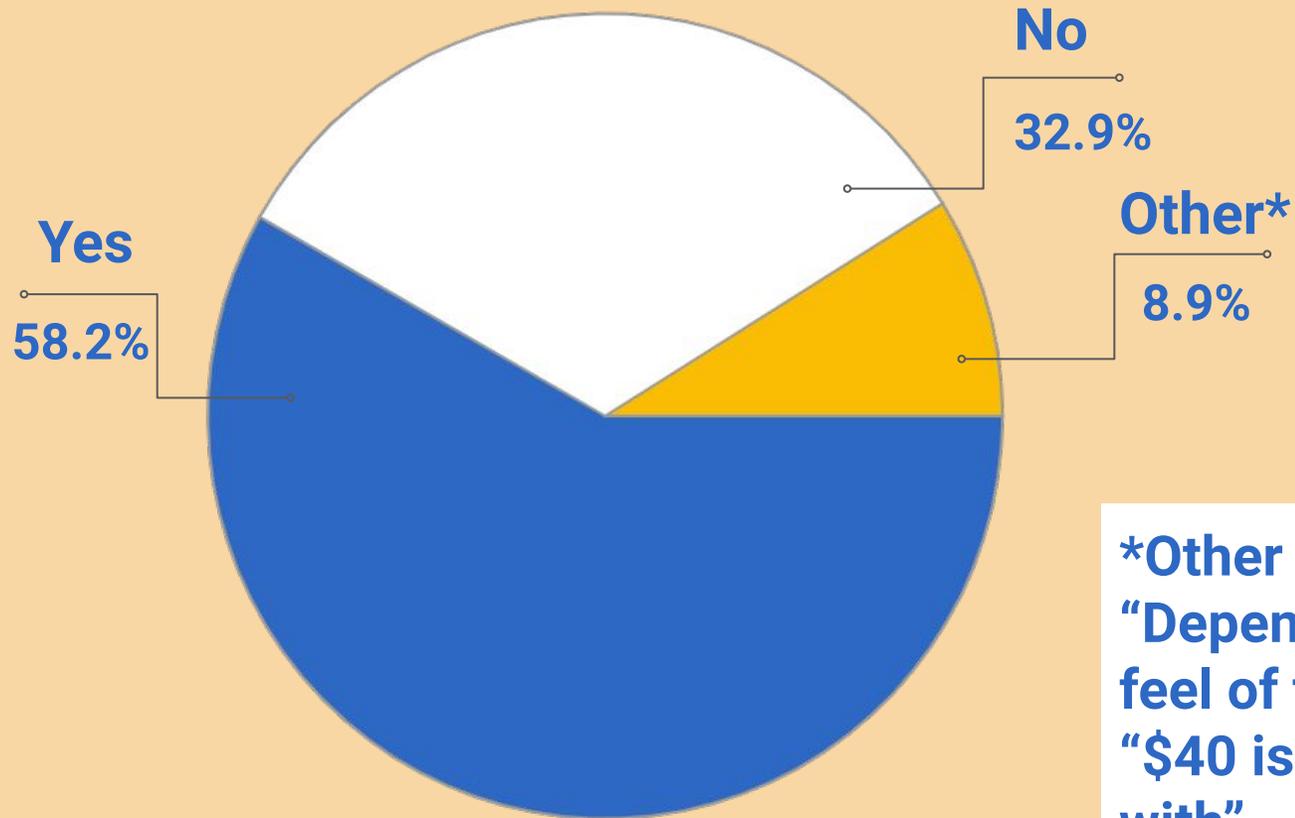
If the average cost of a t-shirt is ~\$20, would you be willing to spend \$5 more on one produced sustainably/ethically?



***Other Responses:
"Depends on design and fabric"
"Depends on style"**



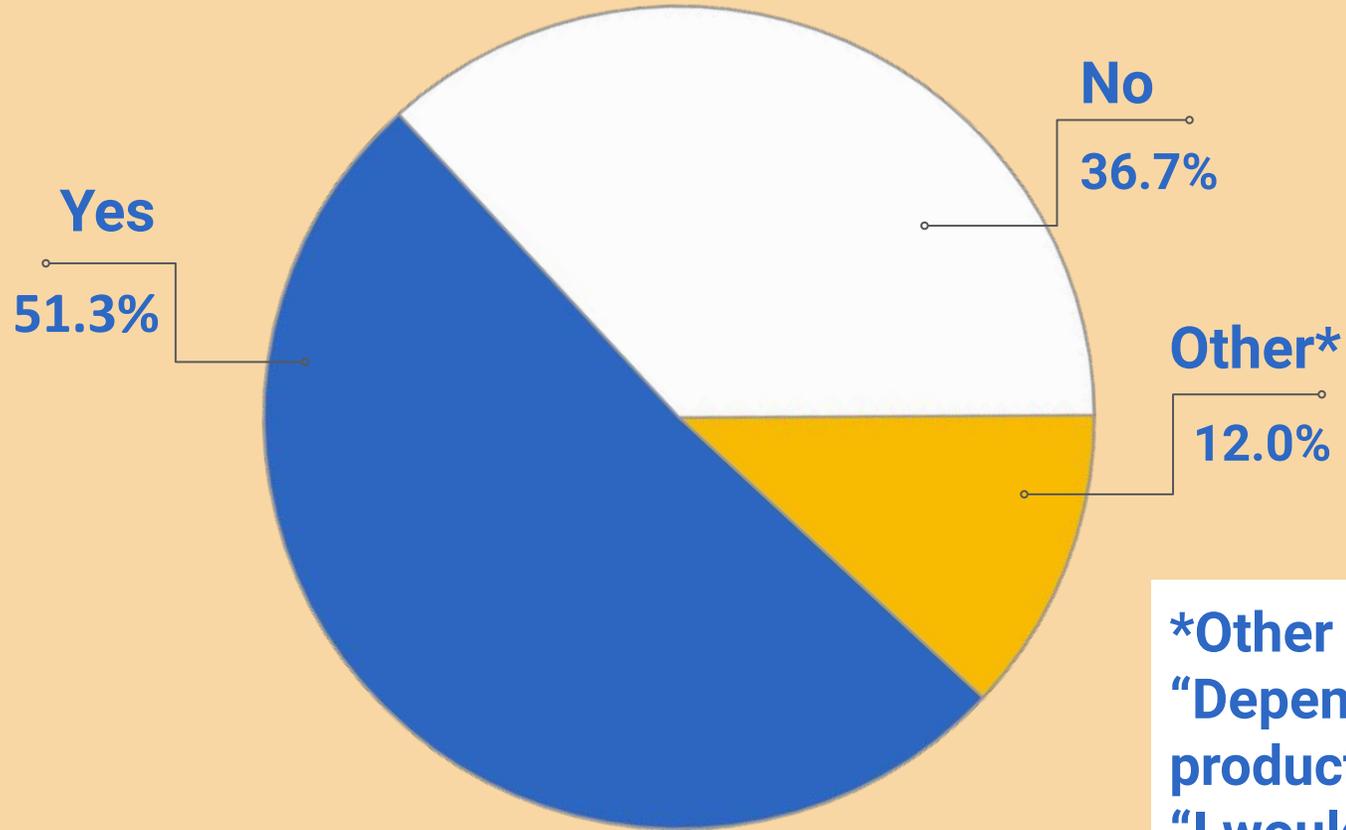
If the average cost of sweatpants is ~\$40, would you be willing to spend \$10 more on a pair produced sustainably/ethically?



***Other Responses:**
"Depends on the quality and feel of the material"
"\$40 is too expensive to begin with"



If the average cost of a sweatshirt is ~\$60, would you be willing to spend \$10 more on one produced sustainably/ethically?



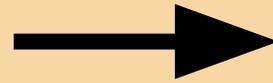
***Other Responses:**
"Depends on quality of product"
"I wouldn't buy a \$60 or \$70 sweatshirt"



Moving Forward: Values to Action

Existing Values:

1. ASUCLA Mission Statement
2. T&L Mission
3. UCLA True Bruin Raise Values



Our values (derived from existing)

1. Workers' Rights
2. Worker Democracy
3. Environmental Justice and Sustainability
4. Connections with Workers



1. More ethically/ sustainably sourced and produced products in the UCLA store
2. Pressure on licensees to improve their practices
3. Increased overall demand at the UCLA store because of value alignment, thus allowing the store to continue to invest in ethical/sustainable practices



Working Together - Pilot Program

1

We want to work with ASUCLA on a time-bound, tiered purchasing program for sustainable, ethical products at the Store

- We want to move forward collaboratively with the ASUCLA Board of Directors, the ASUCLA Store, and UCLA Licensing

2

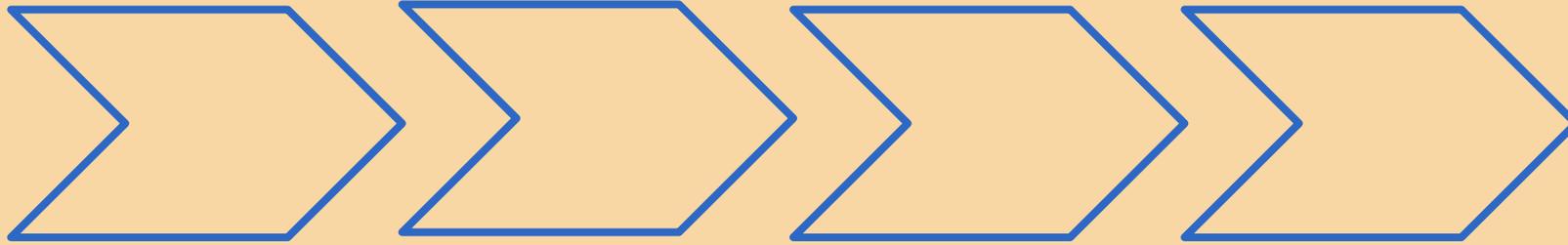
Once ethical products are “on the shelves,” we want to partner with UCLA Licensing and the ASUCLA Store to create a comprehensive “marketing plan”

- Creating a series of trainings geared towards student organizations in order to create and sustain demand for these products on the individual consumer and group consumer basis

3

We have a few questions and details that we want to work out with the ASUCLA Board of Directors, UCLA Licensing, and the ASUCLA Store

- Specifics of the pilot program in working with both the Store and potential companies on specific products and purchasing amounts
- Working out the logistics of distribution



Continued Partnership

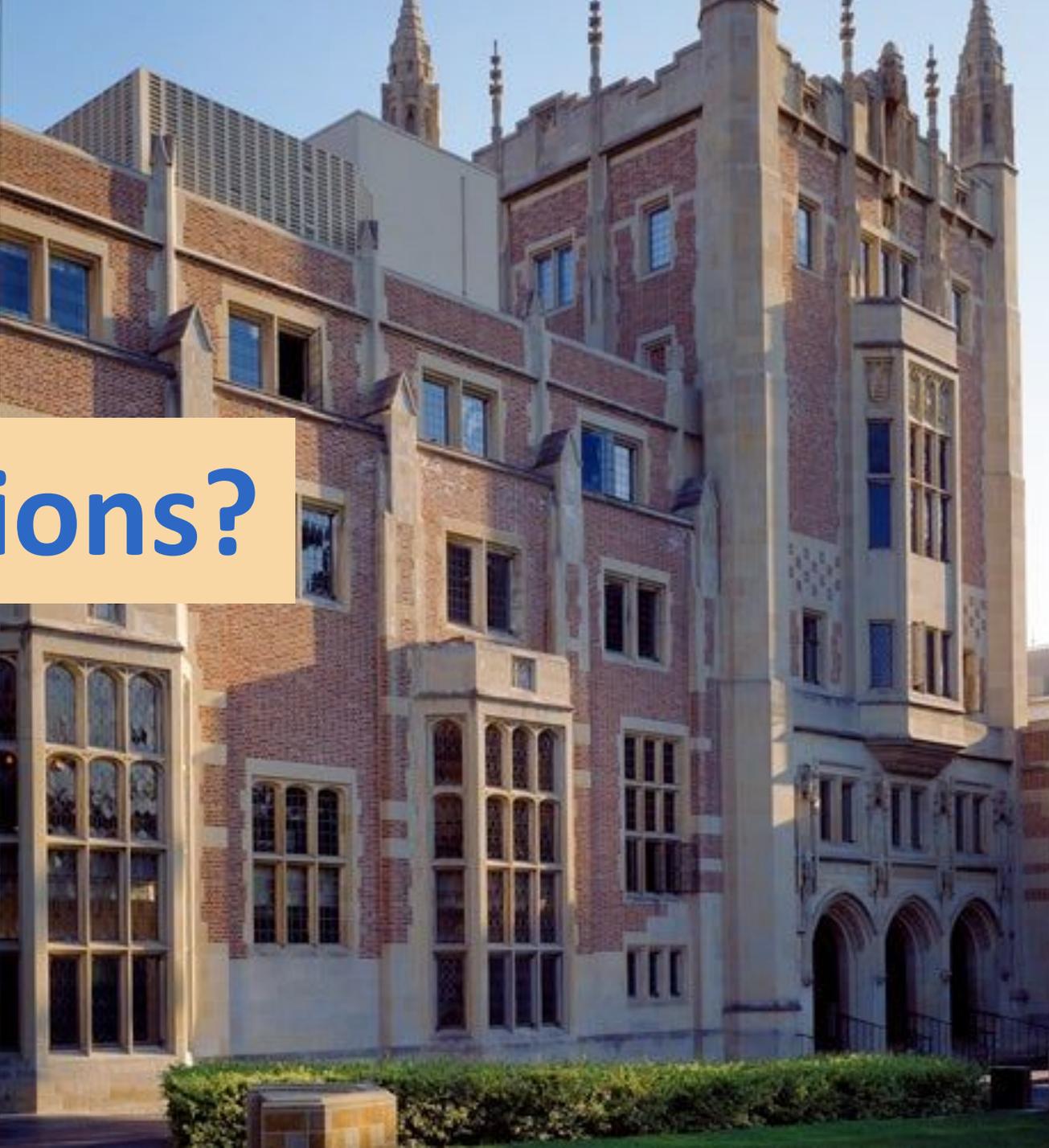
Work with the ASUCLA Store and UCLA Licensing to prioritize UCLA's commitment to supporting student voices, worker democracy, and environmental sustainability.

Collaborate on the development of a Pilot Program to put more ethical/sustainable products on the shelves

Through the pressure of purchasing power, renew commitments to enforcing factory disclosures according to the Code of Conduct with the WRC and urge companies to fill out EcoVadis Assessments.



Questions?



Values and Practices to Uplift

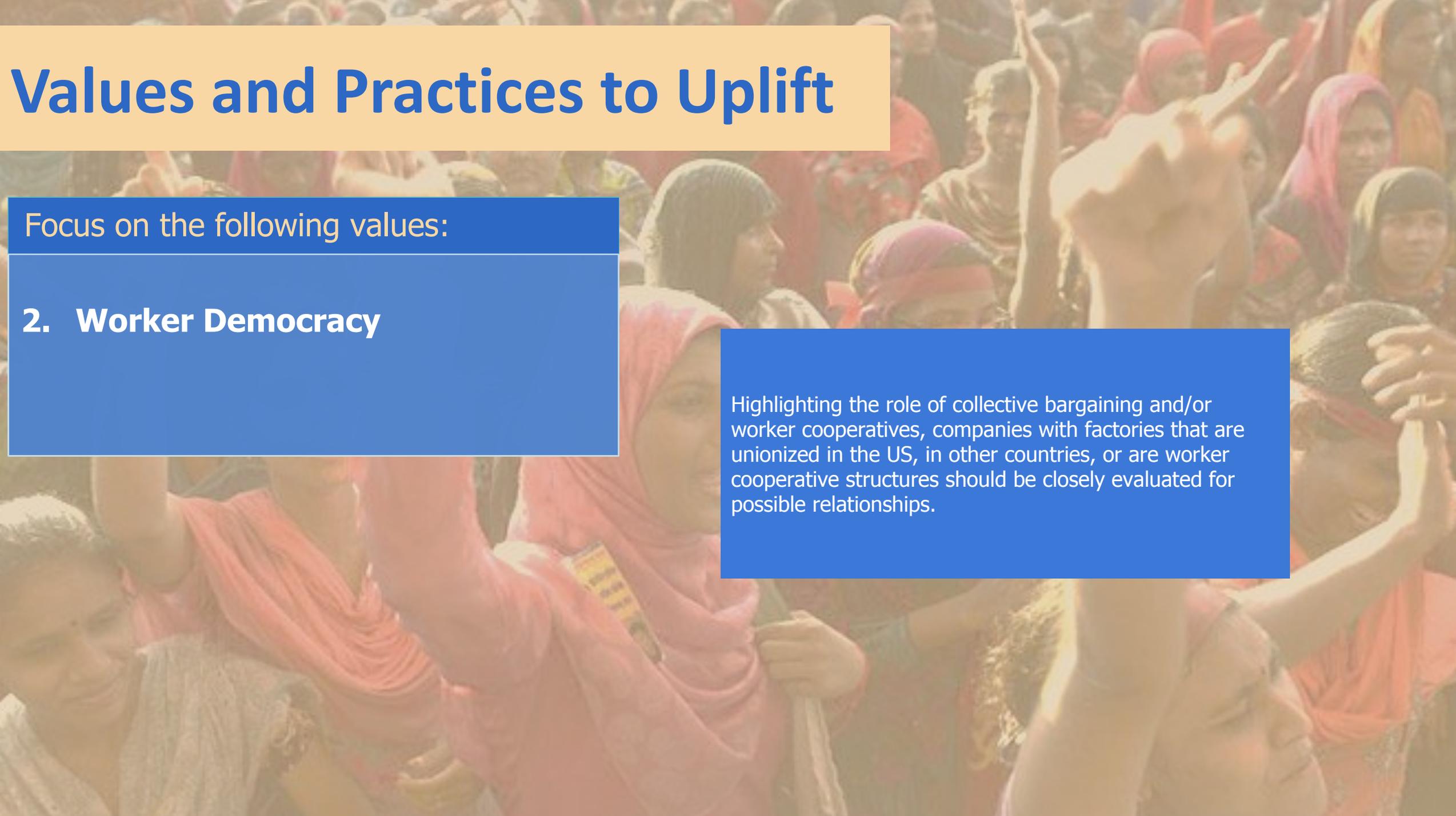


Focus on the following values:

1. Workers' Rights

Following the current Code of Conduct, we want to continue using the Code as leverage for the two certifying organizations - Fair Labor Association and Worker Rights Consortium - to continue their investigations, and for that leverage to be continually used to improve companies' behavior.

Values and Practices to Uplift

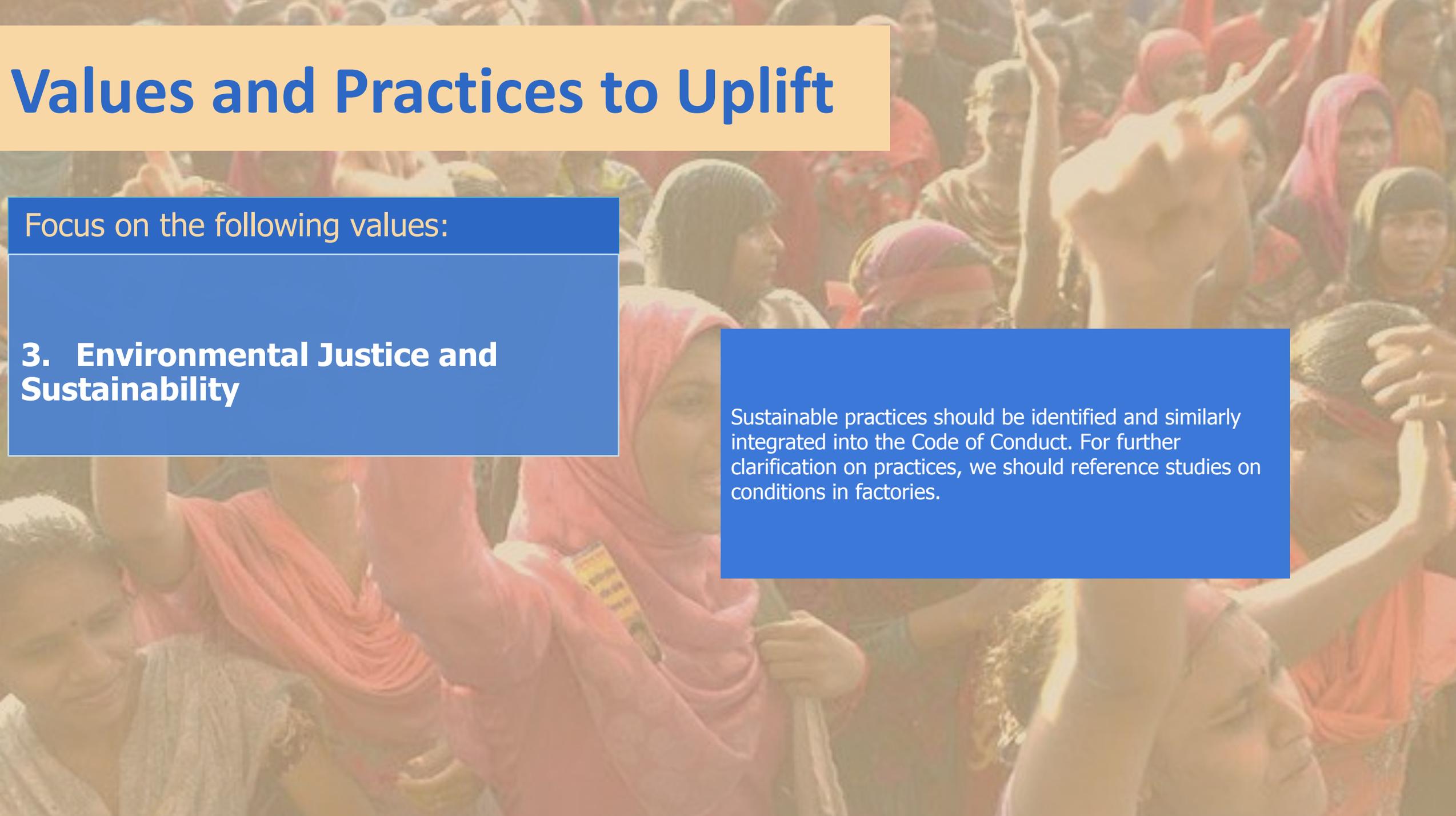


Focus on the following values:

2. Worker Democracy

Highlighting the role of collective bargaining and/or worker cooperatives, companies with factories that are unionized in the US, in other countries, or are worker cooperative structures should be closely evaluated for possible relationships.

Values and Practices to Uplift



Focus on the following values:

3. Environmental Justice and Sustainability

Sustainable practices should be identified and similarly integrated into the Code of Conduct. For further clarification on practices, we should reference studies on conditions in factories.

Values and Practices to Uplift



Focus on the following values:

4. **Connections with Workers**

A connection to workers means a concerted effort to collapse the divide between worker and consumer/student. A key component of our marketing push will be webinars between students and workers who produce their products.