

BEIJING 2008: TIME FOR CHANGE

It's Olympics time again.

The Olympics brings
to mind sports, the five
rings... a spirit of fair play.

But not only is it time for
sport, it's also time for
profit. Big profits.

The Beijing Olympics may become the most profitable Olympics in the Games' history. The marketing income of the Beijing Organising Committee of the Olympic Games has been pegged at over US\$1 billion. It's estimated that the sale of official Beijing Games mascots alone will bring in profits of more than US\$300 million.

The sportswear industry, valued at some US\$3 billion in 2005 and continuing to grow, is also a key player in the Olympic "industry", ready to shell out big bucks to link their brands to this much-anticipated sporting event.

According to reports, sportswear giant Adidas paid some US\$70 million just to sponsor the Beijing Olympics.

Meanwhile the workers that actually make the goods that bear the Olympic logo aren't profiting at all. Research into conditions at factories producing Olympic-licensed products turned up numerous serious rights violations. The same goes for workers at factories making sportswear.



Play Fair 2008 is an international campaign taking place in the lead up to the 2008 Olympic Games to push for respect for workers' rights in the global sporting goods industry.

WHAT'S THE PROBLEM?

Long hours, low wages,
threats to health and safety
– a range of serious issues
that need serious attention.

Play Fair 2008 research documents serious violations of basic labour standards by several Chinese factories supplying goods under license for the Beijing Olympics, including adult wages at half the legal minimum, employment of workers as young as 12 years old, and employees made to work 12-hour shifts seven days a week in unsafe and un-



healthy conditions. With freedom of association banned in China, the workers lack any effective means to defend their rights. Research into conditions at factories producing sportswear show that paying workers a wage they can actually live off of and ensuring that their basic right to organize is respected remain urgent issues for industry to address.

"We're so exhausted, trying
to get the 'Olympic bags'
done in time! Everyone of
us works till very late. And
the following day we still go
to work at 7:30 a.m.! What
sort of life is this?"
– Worker at Chinese factory
producing Olympic logo
bags

WHOSE PROBLEM IS IT?



These problems aren't just something for the women and men who make sportswear or Olympic souvenirs to sort out, it's **industry's responsibility** (factory owners, brand name sportswear companies, and retailers) as well as **the Olympic movement's**. As the main coordinating body for the Olympics, the IOC has the primary responsibility to ensure that national Olympics committees and the country hosting the Games ensure their licensees and sponsors uphold the Olympic ideals.

The IOC has been reluctant to take any concrete action to address the problem of basic labor rights violations where their

branded goods are produced. They, like all brands, have **the power to push for positive change** but thus far haven't addressed these problems in any meaningful way. Organizations participating in the Play Fair campaign have been urging the IOC to take action since 2003! The sportswear industry also needs to do more to ensure respect for the rights of workers throughout their global supply chains.

There's also a role for **athletes and teams** who are sponsored by sportswear companies to play in cleaning up the industry. It's also important that regular **consumers** who buy this gear speak out against the violation of human rights in the workplace. The sportswear industry and profit-making organizations like the IOC need to know that the people aren't interested in buying anything made in conditions that are harmful and unjust to workers.

Take Action Now! Detach, sign, and mail the postcard that appears on the next page to the president of the IOC to make clear your feelings that workers' rights violations have to stop.



Jacques Rogge
President
International Olympic Committee
Château de Vidy
1007 Lausanne
Switzerland



RESPECT WORKERS' RIGHTS, PLAY FAIR NOW!

In 2007 workers making caps for Nike were paid **US\$ 0.66 per hour** at a supplier in the Dominican Republic, while workers earned **US \$ 0.25 per hour** at a supplier in Bangladesh. Absolutely not a living wage! Meanwhile, Nike reported their income: nearly **US\$ 1.5 billion**.



A ticket to the Beijing 2008 opening ceremony costs **5,000 yuan (€ 468)**. A worker making sports shoes in China would have to work more than **four months** just to earn that much.

Backpack with Beijing 2008 logo – produced by Yue Wing Light Products – sells for some 240 yuan (€ 22); workers who make these bags earn a basic wage of approx. **€ 2.36/day**.

Sports shoe giant Adidas reportedly paid **US\$ 70 million** to sponsor the Beijing 2008 Olympics and recently paid more than double that (**€ 144+ million**) to be a sponsor of the 2012 London Olympics. While Adidas booked a **profit of € 483 million** in 2006, workers making their sports shoes at a Yu Yuen factory in China earn only **€ 84 - € 111 /month**.

Get the Facts: Play Fair 2008 researchers have compiled comprehensive information on the sportswear industry, the key issues that need to be addressed, and detailed recommendations on what to do to accomplish sustainable, positive change. See www.playfair2008.org

WANT TO KNOW MORE?

Do you want to know more about how to make a better reality for the hundreds of thousands of people who work in these dismal conditions?



WHAT TO DO ABOUT IT?

Support Positive Action: Play Fair 2008 has proposals for concrete steps that sportswear and athletic footwear companies, the International Olympic Committee, National Olympic Committees and national governments should take to follow up on their responsibilities to improve conditions in the sector. Help push them into action! Start off by sending the postcard in this leaflet to IOC president Jacques Rogge.

Get Involved Now: See www.playfair2008.org for other ways that you can take immediate action to demand better conditions for the workers who make our sportswear and Olympic souvenirs.

Play Fair Near You? The Play Fair 2008 campaign is supported by a diverse coalition of organizations worldwide. To find organizations in your community that support Play Fair, see the campaign's supporters list at www.playfair2008.org

Play Fair 2008 is organized by



Dear Mr. Rogge,

I am writing to express my deep concern over **violations of worker's rights** during the production of Olympics-related merchandise.

Play Fair 2008 has shared with you the findings of research into conditions in Olympic supply chains. These findings, which document a range of serious rights violations, are disturbing. Such maltreatment of workers violates internationally-accepted standards, is contrary to the Olympic ideals of ethics and fair play, and also seriously undermines the reputation of the Olympics movement.

I understand that since 2003 organisations involved in the Play Fair campaign have approached the IOC to take action on these issues, but nothing concrete has been done yet. **Frankly Mr. Rogge, the Olympic movement needs to get moving on this!**

Don't let Olympic fans down!

Sincerely,

Play Fair 2008 has made practical and realistic proposals for ways in which the IOC can deal with these very serious problems. I urge the IOC to work with them to put these proposals into practice. The IOC has the authority and the responsibility to play its part in ending abusive practices in the production of its merchandise.