

# ECI

# Good Clothes, Fair Pay



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# So, what's our campaign in a nutshell?

We are launching a [European Citizens' Initiative](#) to call on the European Commission to introduce legislation requiring that **brands and retailers** in the garment sector conduct specific **due diligence in their supply chain to ensure workers are paid living wages**.

The ECI - the European Citizens' Initiative - is a unique instrument enabling citizens to call directly on the European Commission to propose legislation in an area of EU competence. The campaign must collect **at least 1 million signatures from EU citizens**.

The scope covers **brands and retailers who want to trade in the EU**, independently of whether they are based in the EU or elsewhere.

It calls on brands and retailers to **put in place, implement, monitor, and publicly disclose a time-bound and target-bound plan to close the gap between actual and living wages**.

It puts a particular emphasis on requiring brands to **identify risk groups that are particularly hard hit by low wages, such as women and migrant workers**. Our proposal includes measures such as the companies' pricing, costing and overall purchasing practices, ensuring that workers do not have to rely on excessive overtime to meet their basic needs.

**This legislation would be the first living wage legislation at EU level for garment workers worldwide.**



# European Citizens' Initiative: What is it?

The ECI - the European Citizen's Initiative - is a **unique instrument of direct citizen participatory democracy**.

It enables citizens to call directly on the European Commission to propose legislation in an area of EU competence, enabling them to contribute to the EU's agenda.

The initiative enables **1 million citizens** of the European Union to call directly on the European Commission to propose a legal act (for example, a Directive or Regulation) in an area where the Member States have conferred powers onto the EU level.

It gives **citizens the same right as the European Parliament and the European Council to invite the European Commission** to launch a legislative process. Under the ECI, the European Commission is not obliged to propose legislation and may decide to follow up with other forms of measures to reach the initiative's objectives.

ECIs are now a permanent feature of the European political landscape.





# How does an ECI work?

A Citizen's Committee is formed of at least seven EU citizens residing in seven different EU Member States.

The Citizen's Committee registers the ECI with the EU Commission for consideration. Once the Commission has approved it, the ECI campaign can be launched.

The campaign must collect at least **1 million signatures from EU citizens**, and the number of signatures must be proportionately from the member states (see map later in presentation).

The signatures are collected and verified by the member states. If a million signatures are verified, then the ECI is submitted to the EU Commission for examination. During this period, members of the Citizen's Committee have the right to meet with the Commission and hold a public hearing at the EU Parliament.

If the EU Commission decides to propose legislation, the EU Parliament and Council of the EU will co-decide (or in some cases, only the Council will decide).

The procedure can take up to 37 months from the date on which a Citizens' Committee initially applies to register their ECI with the Commission, but you have 12 months to gather the 1 million signatures.



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What is our ECI trying to achieve?



**EU-wide legislation on a living wage for garment workers worldwide**

1 million+  
signatures

+

A robust ECI  
proposition

# What is our timeline?

We are planning on launching the campaign in **Summer 2022**. In order for the campaign to be successful, we would need to collect **1 million signatures from EU citizens in a 12-months period**.

In January 2022, we included feedback from civil society organisations to finalise our proposal. We submitted our legal proposal to the European Commission in **April 2022**.

We received approval from the EC to start the campaign and we need to set up the **OpenECI platform**. This can take up to 3.5 months. We are hoping to launch our campaign on **19th July 2022**.

We will then be able to start collecting signatures for a **12-months period**.





# Who's involved so far? (1/3)

The ECI project is supported by a **Steering Committee** which has been formed to initiate and guide the process. The Steering Committee is made up of a range of experts on European policy and living wages. Its mandate is to establish the Citizens' Committee and develop the ECI proposition

**The Steering Committee** comprises:

- **Lara Wolters**, Dutch MEP, Responsible Business Conduct Working Group Member and Rapporteur for the mHREDD process in EU Parliament;
- **Ciara Barry**, Policy and Research Coordinator, Fashion Revolution;
- **Delphine Williot**, Policy and Research Coordinator, Fashion Revolution;
- **Anne van Lakerveld**, Living Wage Coordinator, Fair Wear Foundation;
- **Tamar Hoek**, Senior Programme Manager, Sustainable Textiles at Solidaridad Network;
- **Phil Bloomer**, Executive Director, Business and Human Rights Resource Centre;
- **Daniel Vaughan-Whitehead**, Fair Wage Network Director, and Senior Advisor on Wages at the ILO;
- **Kirsten Kossen**, Senior Human Rights Advisor, ASN Bank,
- **Aruna Kashyap**, Associate Director, Business and Human Rights Division, Human Rights Watch and
- **Jessica Simor**, a leading specialist in public / regulatory, EU and human rights law from Matrix Chambers and representative of The Circle NGO.
- Further support and expertise is provided by trade union **CNV Internationaal** and **legal experts** on EU civil law and ECI legislation.



# Who's involved so far? (2/3)

A legal team consisting of **Thomas Hieber** (ECI expert), **Jessica Simor** QC (The Circle) and Professor **Martin Spitzer** (Vienna University) is providing legal support and analysis. FTAO is drafting our ECI proposition in the correct policy speak.

**Fair Wear Foundation is the overall project manager**

**Fashion Revolution** is leading the signature campaign, and the Campaign Taskforce is led by FR, with members from ASN Bank and Fair Wear Foundation.

Fashion Revolution is overseeing the day-to-day implementation of the campaign and FR Country Teams are be sub-granted to promote the campaign and help get signatures in their respective countries.

**This will result in the single biggest EU campaign on living wages in the garment sector to date, and one with a direct and actionable ask of the public.**

The ECI project was initiated by ASN Bank and has received funding for the campaign lifecycle, primarily from ASN Bank and Laudes Foundation.



# Who's involved so far? (3/3)

**A Citizen's Committee** is formed of at least seven EU citizens residing in seven different EU Member States. The Citizens' Committee is the official 'owner' and spokesperson for the initiative and is responsible for registering the ECI with the EU Commission for consideration. Members of the Citizens' Committee include:

- **Irina van der Sluijs**, *Netherlands*, Responsible Investment Team, NN Investment Partners (Goldman Sachs),
- **Daniel Vaughan-Whitehead**, *France*, Chair of the Fair Wage Network and former International Labour Organisation wage expert
- **Dr Stephanie Schrage, PhD**, *Germany*, a post-doctoral researcher at the Institute of Strategic and International Management
- **Tanja Gotthardsen**, *Denmark*, an independent consultant, researcher, public speaker and activist
- **Ben Vanpeperstraete**, *Belgium*, a consultant and expert on labour rights policy currently working with Freedom Fund, Traidcraft and European Centre for Constitutional and Human Rights (ECCHR)
- **Maeve Galvin**, *Ireland*, the ECI Project Manager, Policy and Campaigns Director at Fashion Revolution, formerly of C&A Foundation and the ILO's Better Work programme,
- **Martina Marekova Kuipers**, *Slovakia*, coordinator of Fashion Revolution for Slovakia and founder of slow fashion brand Bartinki
- **Jos Huber**, *Netherlands*, former Senior Policy Officer at the Dutch Ministry of Foreign Affairs with a background in trade unions
- **Milena Prisco**, *Italy*, a corporate and M&A lawyer specialised in ESG who has several Italian fashion designers as clients
- **Maria van der Heide**, *Belgium*, ShareAction's Head of EU Policy and ex-EU Parliament
- **Maria Prandi**, *Spain*, founder and Director of Business and Human Rights (BHR) and lecturer on CSR at the Autonomous University of Barcelona
- **Ineke Zeldenrust**, *Netherlands*, International Coordinator, Clean Clothes Campaign
- **Kirsten Kossen**, *Netherlands*, Senior Human Rights Advisor, ASN Bank, and ex Dutch Ministry of Foreign Affairs
- **Isabel Ripa**, *Spain*, Environmental Consultant and author who has worked extensively with EU institutions



# Our different partnerships

We will have 3 types of partners for this campaign: Key NGO Partners, Partners and supporters. Each will have to promote the campaign on their platform.

**Key NGO Partners** will actively support the campaign, collect and track signatures.

They will:

- Collect signatures using our API and our Widget to track the number of signatures collected
- Promote the campaign on their social media on a regular basis (1x month)
- Share and/or create content on their platform/ newsletter to drive signatures
- Organise or take part in events to platform the campaign
- Have their logo featured on the campaign website listed under 'key partners'

**Suggested:**

- Reach out to other organisations who may be interested in supporting the campaign
- Find supporters to promote the campaign



**Partners** are organisations who will promote the campaign on their platform on a regular basis. They are also able to collect signatures but this is not a prerequisite.

They will:

- Collect signatures using our API and/or promote the campaign on their social media on a regular basis (1x month)
- Share and/or create content on their platform/ newsletter to drive signatures
- Have their logo featured on the campaign website listed under 'partners'

**Suggested:**

- Organise or take part in events to platform the campaign
- Reach out to other organisations who may be interested in supporting the campaign
- Find supporters to promote the campaign

**Supporters** are individuals with a wide outreach from a political or social media perspective who are already vocal on human rights issues.

They will:

- Platform the campaign and share the website on their social media on a regular basis (1x month)
- Take part in events to promote the campaign

**Suggested:**

- Reach out to other potential supporters to support the campaign

# Our ECI Project Toolkits

We will be sharing project toolkits with our partners and supporters to provide them with all the necessary content and social media assets for the whole duration of the campaign.

**For Key NGO Partners and other partners, this will include:**

- Project brief
- Key Messaging Document
- FAQs
- Press releases
- Social media design assets and example copy
- Branding and design assets
- Fonts
- Logos
- Copy of the final legislative proposal submitted to the European Commission
- Project Powerpoint slides
- Calendar of topics (every 2 months we will focus our communication around an issue relating to living wages – eg: gender inequality and living wages etc)

**For supporters, this will include:**

- Project brief
- Key Messaging Document
- FAQs
- Press releases
- Social media design assets and example copy
- Branding and design assets
- Fonts
- Calendar of topics





# Our calendar of topics (1/2)

During the 12 months campaign, we will create content on 7 topics to discuss living wages from different angles. The topic order is subject to change based on campaign launch date

Months	Topics	Notable dates/ events
July	<b>Money, Fashion, Power</b>  We will talk about economic inequality and power imbalances within the industry and why legislation on living wage is necessary	30th July 2022: <b>World Day Against Trafficking Persons</b>
August/ September	<b>Living wage and women's rights</b>  We will create content highlighting why women are more impacted by poverty wages and why women, among other groups, desperately need legislation on living wage	9th August 2022: <b>International Day of the World's Indigenous People</b>
October	<b>Build back fairer: debunking the myth of minimum pay</b>  Despite existing legislations on minimum wage across the EU and the rest of the world, we will explore how today's workers are still not able to provide for themselves and why a living wage legislation is required. We could do case studies of specific countries/ use statistics. We could have a carousel explaining what is the difference between a minimum wage and living wage. Why does it matter etc. We can also refer to social dumping and stopping the race to the bottom and setting a floor	18th September 2022: <b>World Equal Pay Day</b>  15th October 2022: <b>International Day of Rural Women</b>  17th October 2022: <b>International Day for the Eradication of Poverty</b>
November/ December	<b>Purchasing practices, overproduction and living wages</b>  We will explore how suppliers are pressured by brands to produce more clothes in shorter time frames at the lowest cost, putting a downward pressure on garment workers to be more productive on a lower pay	November 2022: <b>COP 27</b>  10th December 2022: <b>Human Rights Day</b>  18th December 2022: <b>International Migrants Day</b>  <b>Black Friday/ Holiday Sales</b>

# Our calendar of topics (2/2)

Months	Topics	Notable dates/ events
January/ February	<b>Poverty wages and colonialism</b>  During these two months, we will explore the history of colonialism and how it relates to the fashion industry. We will also talk about structural power imbalances that still exist today between large corporations and sourcing countries	
March/April	<b>Living wages and migrants/ child labour/ homeworkers risks</b>  We will explore how migrant workers are particularly vulnerable to poverty wages and why they need legislation on living wages. We will also look at how a lack of living wage contributes to child labour and wage debt	<b>International Women's Day</b>
May/June/ July	<b>Decent life, decent pay - what would a living wage mean for workers?</b>  Each post would highlight one of the benefits of paying a living wage: eg: access to food, housing, healthcare, childcare, education. We could use case studies using real life examples to showcase the benefits of a living wage	1st May 2021: <b>International Workers' Day</b>  5th June 2022: <b>World Environment Day</b>  12th June 2022: <b>World Day Against Child Labour</b>  <b>End of the Campaign</b>





THANK  
YOU!

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