



C&A Foundation



Fabric of Change

INNOVATING FOR A SUSTAINABLE APPAREL INDUSTRY

April 2018

CHANGING SYSTEMS IN THE CARPET AND APPAREL SECTOR

A case study on GoodWeave's work in India

GoodWeave was founded by Nobel Peace Prize laureate and Ashoka Fellow Kailash Satyarthi in 1994 with the mission to end child labor in the carpet industry. GoodWeave International is a global organization with affiliates in South Asia, Northern Europe and the USA. Today, GoodWeave India is directed by Manoj Bhatt, who has been an Ashoka fellow since 2009 and is part of Fabric of Change, an initiative by Ashoka and C&A Foundation supporting a network of social entrepreneurs around the globe to bring more socially and environmentally sustainable practices to the apparel sector.

GOODWEAVE AT A GLANCE

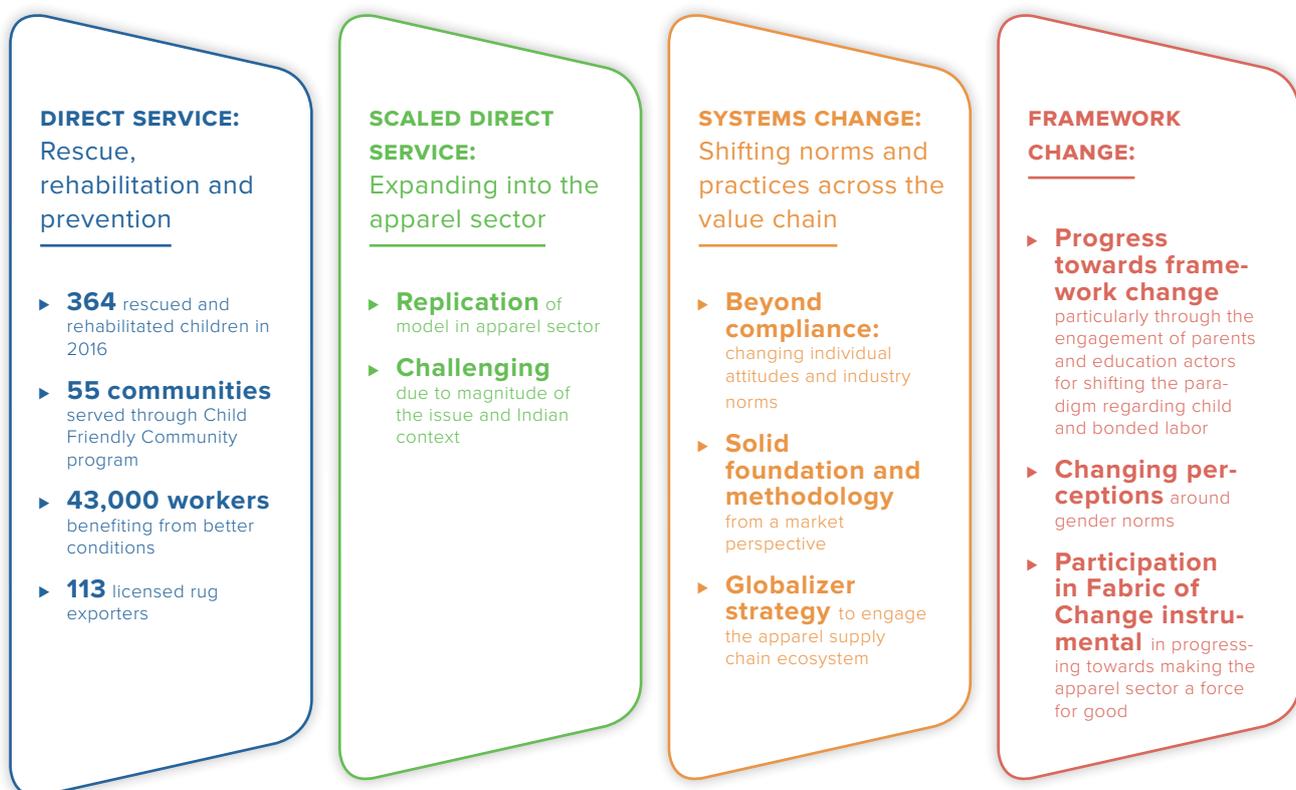
- ▶ **Key goal:** end child labor, forced labor, and bonded labor in global supply chains.
- ▶ Founded in 1994 by Nobel peace prize laureate and Ashoka Fellow Kailash Satyarthi
- ▶ Operates in three exporting countries (India, Nepal and Afghanistan) and is present in three importing countries (Germany, UK and USA)
- ▶ **How it works:**
 - ▶ GoodWeave Standard certifies child labor free carpet production
 - ▶ Child Friendly Community initiative for prevention of child labor
 - ▶ Supply chain initiative to improve working conditions overall
- ▶ **Impact to date:**
 - ▶ 3,936 children rescued and rehabilitated
 - ▶ Helped enrol 23,996 children in school
 - ▶ Benefitted 59,152 factory workers
- ▶ Since 2016, pilot for the application of GoodWeave's system in apparel sector in India



“GoodWeave’s mission is to end child labor in the rug industry and to replicate its market based approach in other sectors.” Affiliates under the GoodWeave International umbrella operate in three countries in South Asia (India, Nepal and Afghanistan), two in Northern Europe (Germany and the UK) and in the USA. GoodWeave India mainly focuses its work in the ‘carpet belt’ in the North of the country and in the manufacturing areas surrounding New Delhi.

GoodWeave’s main impacts are through direct service provision, from certification of exporters to rescuing and rehabilitating victims of child labor and through operating prevention programmes in communities where rugs are produced. It is scaling the impact of its operations by replicating its model in the apparel sector. It has a clear systems change approach for shifting norms and practices through compliance but also through changing individual attitudes. Progress towards framework change is made through a focus on prevention, by changing mindsets of parents and communities and challenging traditional social norms and stereotypes.

HOW GOODWEAVE HAS AN IMPACT ON VARIOUS LEVELS



GoodWeave changes systems by taking a holistic approach to end child and bonded labor. In the carpet sector, through the Europe and US based affiliates, it works to build demand for certified child-labor-free rugs from consumers and it enables a license system for retail brands and importers. In India, GoodWeave works with producers and exporters, independently monitoring supply chains and certifying carpet production according to the GoodWeave Standard. In parallel, whenever child labor is identified, GoodWeave runs a program for the rehabilitation of child workers. At the same time, a child labor prevention programme is implemented in carpet weaving communities, mainly through support for education, and raising awareness regarding child labor. Since 2016, it is collaborating with the C&A Foundation to replicate this model in the apparel sector.

Figure 1: ▲ GoodWeave’s different levels of impact

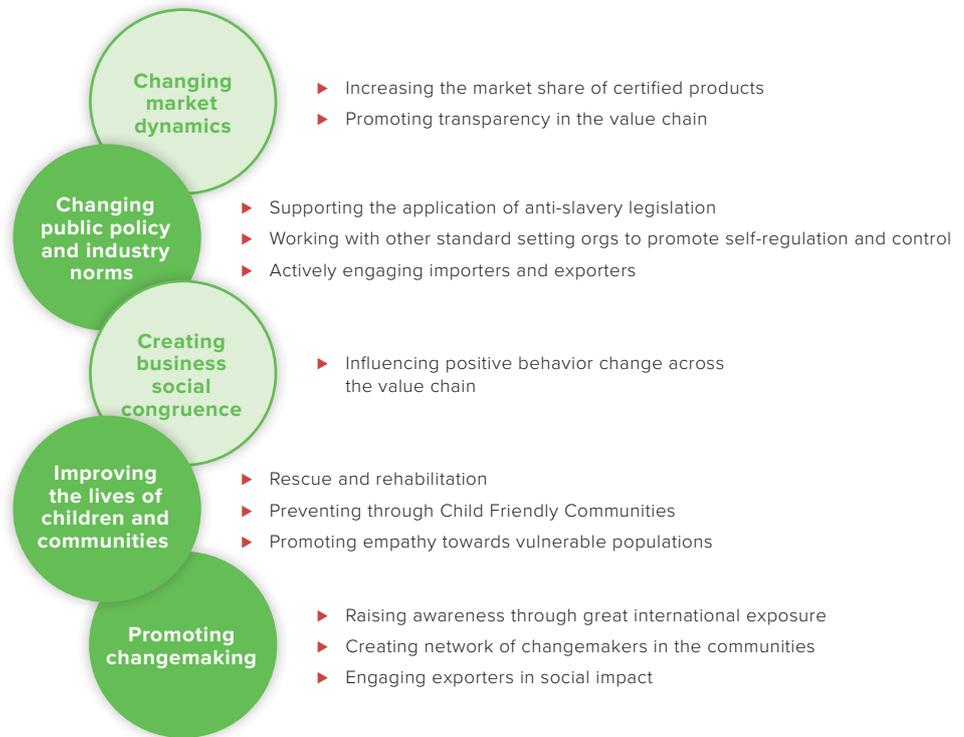


HOW GOODWEAVE CHANGES SYSTEMS

Figure 2: GoodWeave's systems change approach

Legend: Strength of systems change approach

- High
- Medium
- Low



FABRIC OF CHANGE AT A GLANCE

- ▶ **Key goal:** support social innovators to turn the apparel industry into a force for good.
- ▶ **A 3-year initiative** led by Ashoka in collaboration with C&A Foundation
- ▶ **A vibrant network** of 29 inspiring social entrepreneurs positively impacting:
 - ▶ Over 420,000 apparel sector workers, artisans and other citizens directly and another 5.4 million individuals indirectly
 - ▶ 1,800 businesses and organizations
- ▶ Beyond the core network, 400 innovative projects from around the world were mobilised through an online Changemakers Challenge
- ▶ The initiative has dispersed over 500,000 Euros in direct support to social entrepreneurs' work and has hosted several gatherings around influential apparel sector events around the world.

Fabric of Change

