

# **#SHEWEARSTHECOST CAMPAIGN**

## **KEY MESSAGING**



## 1. Messaging

**The problem:** Australian and international fashion brands are continuing to make big profits during the pandemic, while Garment workers in Bangladesh and Cambodia are wearing the cost.

**The solution:** Together we can call on brands like Nike and the Just Group's Dotti, Jay Jays and Just Jeans to step-up and support the workers making their clothes through this crisis. Join the #shewearsthecost campaign!

**Elevator Pitch:** Garment workers in Bangladesh and Cambodia are amongst the most impacted by COVID-19 as job losses and reduced working hours push women workers further into poverty. 77% of garment workers have reported that they, or a member of their household, have gone hungry since the beginning of the pandemic. Australian and international brands have a responsibility to step-up and ensure that women workers are not left wearing the cost of COVID-19. Join the #shewearsthecost campaign and call on Nike and the Just Group's Jay Jays, Just Jeans and Dotti to support the women making their clothes through this crisis.

### Strategic Conversations & Handling Objections

To have strategic conversations and move people to action we use a framework called **Outrage, Hope, Action**. This framework is commonly used by other civil society organisations and unions when campaigning. You can use the below format when having conversations with the public and other activists in relation to this campaign:

- 1. Introduction:** Who you are and what you want to talk about. You can foreshadow your ask here, but you don't have to be specific. eg. 'I'm calling you about actions you can take for women's rights' or 'I'm calling to let you know about the campaign and upcoming actions you can take'.
- 2. Build rapport:** Make a connection with them, don't rush into the serious stuff. Engage in some small talk, follow on from what you already know about them or experiences you have shared. Ask questions, be curious about them, but not too nosey! This process is about building a relationship.
- 3. Outrage:** Introduce the issue and find out what they think about it. This is a good time to gauge their level of interest/concern, their values, and where they are coming from. This could include 'agitating' by exposing the facts and evidence about the injustice that is occurring.
- 4. Hope:** Give them information they may be missing. You want to encourage people to feel hopeful that change can happen or about the role they can play in being part of the change.
- 5. Action:** Introduce the ask. Leverage their concern into commitment. It could mean repeating their views back to them and linking them to ActionAid. If it is difficult to get commitment you can go back to exploring the issue or providing more information and hope.
- 6. Closing:** Thank people for their time and say goodbye.

### #SheWearstheCost conversation script

<b>Introduction</b>	Hello, my name is X and I'm a volunteer with ActionAid Australia. Today we're talking to people in your area about our new #shewearsthecost campaign on garment worker rights and how you can be involved.
<b>Build Rapport</b>	Have you heard much about ActionAid's campaigns before? I got involved with ActionAid because I care about... (share your story)
<b>Outrage</b>	<p>Right now garment workers in Bangladesh and Cambodia are being pushed into poverty and hunger because international brands are more concerned about profit than the women who make their clothes.</p> <p>Many garment workers were already living in poverty before the pandemic began, because the wages they receive were not enough to cover basic living costs for themselves and their families.</p> <p>Now while big fashion brands like Nike and the Just Group's Jay Jays, Just Jeans and Dotti are continuing to make huge profits, garment workers are left wearing the cost of COVID-19 as they are hit by job losses and salary cuts.</p> <p>The impact on garment workers is devastating:</p> <ul style="list-style-type: none"><li>- 38% of garment workers lost their jobs or were temporarily suspended between March and August 2020.</li><li>- Garment workers that continued to work at the same factory reported on average a 21% cut in their earnings.</li><li>- 77% of garment workers have reported that they, or a member of their household, have gone hungry since the beginning of the pandemic.</li></ul>
<b>Hope</b>	It doesn't have to be this way! Fashion brands care about what the public thinks. if we work together, we can push brands to take action in support of workers' rights! To do this we need to grow the power of our movement and turn up the pressure on big brands like Nike and the Just Group's Jay Jays, Just Jeans and Dotti to do the right thing and support their workers through this crisis!
<b>Action</b>	Will you sign our petitions calling on Nike and the Just Group to step-up their support for the women making their clothes during the pandemic?
<b>Close</b>	Thanks for taking the time to chat today.