



PAKISTAN: SPECIAL CASE SIALKOT

Since local companies were able to secure the rights for the World Cup ball „Tango“ in the 1970s, (foot-)ball production has played an important economic role for Sialkot. Two thirds of all footballs worldwide are still made here. The export of footballs has made the city rich; the average income is higher compared to other parts of the country. High competition now comes from China, where balls are mainly produced with machines and are therefore cheaper. This is not affordable for the small factories in Sialkot.

(B)ALL AROUND THE WORLD – CAN WE FAIR IT?

WORKDAY IN THE FACTORY

- At least **6 workdays per week** and only short breaks
- Lack of drinking water supply**
- High risks to health and poor work safety measures** during the production process, for example hazards through chemicals and extreme heat
- Working conditions below living wage**, especially in small factories
- Discrimination due to gender:** female workers earn less compared to their male coworkers, pregnancy often leads to loss of the job
- Race to the bottom:** Smaller producers often accept lower prices to get orders ahead of their larger counterparts - this can worsen working conditions even further

GLOBAL PLAYER

- Monopolized marked structures:**
 - Adidas (GER) and Nike (USA) in football
 - Molten (JPN) and Hummel (DK) in handball
 - Erima (GER) and Mikasa (JPN) in volleyball
- Exploitation of emotions in sport as a means of consumption**
- 2,2 billion €** spent on sporting- and outdoor goods in Germany alone
- “Greenwashing”** of major sport brands: few, allegedly sustainable products are pushed through aggressive marketing
- Besides big sport brands, **cheap sports balls** are available everywhere, for example at supermarkets, gas stations, or discount shops which are produced under even worse conditions

THE BRAKES - LACK OF COMMITMENT OF INDUSTRY GIANTS

- Global players** are not interested in fair trade balls (there is little demand for fair sporting balls)
- The big leagues and sporting associations (FIFA, UEFA, DFB)** have so far done little to address the issue, despite repeated requests and existing human rights legislation

PROMOTERS – FAIR BALLS FOR SCHOOLS AND CLUBS

- Municipalities and cities** (like Munich, Berlin and Nuremberg) and **regional sport associations** (Berlin and Hamburg) are launching campaigns to promote fair trade sporting balls and other sporting goods
- Individual **sporting clubs and schools** are willing to replace used balls with new fair trade balls
- It is **civil society** who is bringing the topic to the spotlight

FAIR TRADE BALLS

are characterized by the fact that:

- Mandatory **health and work safety measures** must be upheld (for example breaks and regulated working hours, paid vacations, marked emergency exits, etc.)
- Child labor and discrimination are banned**
- The payment of the agreed prices from companies to producer is transferred to **three separate accounts:**
 - + **5 % social bonus** - must be used for social projects (separate producer account)
 - + **10 % Fairtrade bonus** (self-governed labor union account)
- Overall better payment** for all workers is ensured

INTERNATIONAL LABOUR ORGANIZATION (ILO)

The ILO is **fighting for workers' rights worldwide** since 1919. They promote humane production processes, improvement of social security and strengthening of dialogue between employers, employees and governments.

Their core demands are:

- Right to unionization and right to collective negotiations**
- Abolishment of forced labor**
- Abolishment of child labor**
- Banning of job discrimination**