

## **Fairtrade launches new textile standard in cooperation with Melawear**

The new textile standard by Fairtrade was introduced at the Ethical Fashion Show in Berlin. From the very beginning Melawear has taken part in the development and implementation of the textile standard as a pilot partner. On Tuesday, 28<sup>th</sup> June 2016, the collaboration with Fairtrade and other textile producers was presented.

Through the introduction of the new textile standard that has already been released in March social standards can be applied at all stages of the textile supply chain for the very first time. With the help of the standard a comprehensive supervision of the working conditions of all employed persons can be conducted. Particularly for the factory workers such as cutters, tailors and printers the standard stands for increased wages, enhanced codetermination rights and an improvement of the employment relationship. The textile standard will be implemented in different Indian factories in collaboration with the textile producers Melawear, 3Freunde and Shirts for Life.

Henning Siedentopp, CEO of Melawear, describes the operation as follows: "From now on it is our aim to create a structure that allows an easy participation of the workers. Furthermore, the wages have to be enhanced step by step and the employment situation of the temporary workers has to be improved". Wages will gradually be increased to a level of livelihood security. For an effective implementation of this plan, there is a fixed setting of time standards. For a certification of products according to the textile standard, living wages have to be paid within a time of six years. Melawear will immediately make its financial contribution to achieve the payment of living wages in all factories.

In addition to the textile standard a program has been started to support the factories in implementing the guidelines individually. In this way, all requirements of the new textile standard can be met. Various trainings help to educate the employees of the factories according to their know-how and the level of development in the factory. Furthermore, a holistic understanding of processes within the textile industry is made possible for the employees by trainings on environmental management, health and safety trainings or education regarding the freedom of assembly. The program is also available for factories that are not certified by the Fairtrade standard. In this way Fairtrade can contribute to a sustainable development in the textile industry most effectively.

For further information and photos please visit: <https://www.fairtrade-deutschland.de/service/presse/details/erste-partner-vorgestellt-1261.html>