



External communication

FWF affiliates have a wide range of possibilities for external communication with regard to their FWF membership. For example:

- on their websites;
- in printed or electronic internal and external newsletters;
- in printed information and promotional materials like flyers and brochures;
- in catalogues and product advertisements;
- in films;
- on their letterheads & business cards;
- as information accompanying their products (see below).

Every FWF affiliate must at least make its FWF membership public on its website. FWF provides standard texts regarding FWF and what FWF membership entails for its affiliates.

Using the FWF claim

In order to uphold credibility of FWF and consequently its affiliates, FWF has laid down rules regarding the use of FWF membership and the FWF logo in external communication by its affiliates. It is of vital importance that any claims which are made in connection with FWF and its logo are correct and verifiable.

The basic claim that FWF makes is that its affiliates are making sufficient efforts and are achieving sufficient results towards improving labour conditions in the facilities where their goods are being produced. They do this by implementing the FWF Code of Labour Practices and by letting FWF verify this implementation as an independent multi-stakeholder verification initiative.

FWF does not make the claim that all products of all its affiliates are being produced under full compliance with the labour standards, as this is generally not (yet) the case. However, FWF does guarantee that its affiliates are working hard in this direction in a step-by-step manner.

It is important that FWF affiliates avoid making any claims which they themselves or FWF cannot warrant. More particularly, companies should avoid making any claims implying a connection between FWF membership and the characteristics of a specific product, as FWF is not a product label. The assurances FWF makes concern the efforts and results of its affiliates towards the implementation of the Code of Labour Practices. They do not concern the provenance of those companies' specific products. Thus, it is not allowed to make any statements such as "this garment is 100% fair wear".

Rules regarding use of the FWF logo

The following rules apply to FWF affiliates:

- All communication statements issued by affiliates must refer to membership in relation to the company policy only. FWF membership may not be mentioned as part of the characteristic of a garment. In addition, affiliates must clarify in the communication statement that the company is working on a step-by-step improvement of the labour conditions.



Fair Wear Foundation – communication policy for affiliates

- Use of the Fair Wear Foundation (FWF) name and logo is subject to prior written approval from FWF.
- The name of the foundation is “Fair Wear Foundation” and its abbreviation “FWF”. Only these two expressions may be used.
- Once FWF has verified that an affiliate has reached the threshold where 60% of its own production originating in factories which have been monitored (or from factories in “low risk countries”), as is required by the end of the second year of FWF membership (see page 11 of the Manual for FWF Affiliates), it is allowed to use hang-tags and labels in, on (printed) or attached to all clothing, provided one of the texts below is used:
- Fair Wear Foundation guarantees that [name of affiliate] makes sufficient effort to improve labour conditions along the supply chain. See www.fairwear.org
- [name of affiliate] is an affiliate of Fair Wear Foundation. See www.fairwear.org

The following rules apply with regard to external communication of FWF membership by third parties, i.e. clients of FWF affiliates:

- Communication regarding FWF membership by third parties (clients of affiliates) in any way, shape or form is subject to the company using the following text: [name of affiliate’s client] purchased from [name of affiliate] or: [name of affiliate’s client] works with [name of affiliate].

Followed by:

- Fair Wear Foundation guarantees that [name of affiliate] makes sufficient effort to improve labour conditions along the supply chain. See www.fairwear.org
- [name of affiliate] is an affiliate of Fair Wear Foundation. See www.fairwear.org
- Communication regarding FWF membership by third parties is subject to prior written approval from FWF at all times.
- FWF reserves the right to take legal action against abuse of the Fair Wear Foundation (FWF) name and logo and the incorrect provision of information regarding FWF by third parties.
- The use of hang-tags or labels by third parties is not allowed.