

Steps towards Multistakeholder Dialogue in China

Dirk C. Moosmayer, Nottingham University Business School China

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Kimakowitz 2013:



Yaziji & Doh 2009:



1. Conflictual Campaigns in the Chinese Apparel Supply Chain

July 2011: Greenpeace published *Dirty Laundry*

April 2012: GCA, a group of Chinese ENGOs launched their own textile supply chain campaign

- Chinese NGOs use introduction of new Environmental Information Disclosure laws in China
- GCA “Cleaning up the fashion industry” (April 2012)
- “Sustainable Apparel’s Critical Blindspot” (October 2012)

2. Partnering with a Single Firm

- Chinese ENGOs engagement with adidas to pressure polluting Chinese suppliers

“We welcome the efforts that the Green Choice Alliance has made in China in the past few years and we support the leadership of IPE in pushing the public disclosure of environmental information” (Adidas quoted in Friends of Nature et al. 2012a: 23).

- Case of Well Dyeing
 - Chinese environmental protection agencies discover pollution violations
 - Well Dyeing is not responsive to NGO pressure
 - However, adidas pressure causes Well Dyeing to change environmental practices

2. Partnering with a Single Firm

During this [environmental auditing] process, the driving force from Adidas could not be ignored. Adidas continuously used their brand name and purchasing power to push Well Dyeing Factory Ltd. to carry out corrective measures. During communications, Well Dyeing clearly stated that if they could not remove the violation record it would have a direct impact on their 2012 third quarter orders thereby showing Adidas's determination to push this company to make improvements.

(Friends of Nature et al. 2012b: 41-42):

3. Voluntary Industry Standards

- Example – Roadmap to Zero
- Industry reaction to Greenpeace campaign
- Voluntary agreement on process to phase out hazardous chemicals in textile production
- Many companies targeted by Greenpeace (and also GCA) participate, e.g., Adidas, Puma, Nike
- Members are companies but the process is *monitored* by NGOs
- Relatively less role for NGOs

3. Voluntary Industry Standards

Sustainable Apparel Coalition (SAC)

Multinational companies understand:

- polluting suppliers pose a risk to their brand
- natural resources and energy resources are decreasing daily

Together with other stakeholders they formulate voluntary self monitoring standards

3. Voluntary Industry Standards

- Brands (e.g. adidas, Asics, Burberry)
- Retailers (C&A, GAP, H&M)
- Suppliers (Bayer, Clariant, DuPont, Esquel)
- Industry Affiliates (American Apparel & Footwear Association, Flo-Cert, Oeko-Tex)
- Non-profit, Government, And Education (Fairtrade International, Natural Resources Defense Council)

<http://www.apparelcoalition.org/membership/>

3. Voluntary Industry Standards

- Chinese NGOs are not members of this multistakeholder initiative
- An NGO that they partner with, NRDC, is involved
- Chinese NGOs have criticized the standards for not reaching down far enough into the supply chain
- Suppliers in China are not covered by these standards
- Chinese NGOs orient themselves to SAC standard and respond to it
- This can become a new resource for Chinese NGOs

4. Regulatory Collaboration

This step hasn't been reached yet in China.

- In China we see steps along the way to MSD collaborations
- Chinese NGOs are indirectly involved with Sustainable Apparel Coalition – they critique the process
- Can expect more NGO involvement in collaborative partnerships in China in the future
- A key issue: NGO resources sometimes too limited for participation in these initiatives

Thank you for your attention!

“The Higg Index 1.0 is primarily an **indicator** based tool **for apparel** that enables companies to evaluate material types, products, facilities and processes based on a range of environmental and product design choices. The Index asks practice-based, qualitative questions to gauge environmental sustainability performance and drive behavior for improvement. It is based largely on the [Eco Index](#) and [Nike’s Apparel Environmental Design Tool](#), however it has been significantly enhanced through a pilot testing period.”