



**Globalisation** is the process by which the world is becoming increasingly interconnected.

## Key Vocabulary...

<b>Fashion Industry</b>	The fashion industry is the business of making and selling clothes
<b>TNC/MNC</b>	Transnational corporations or multinational corporations are companies that operate in more than one country.
<b>Wages</b>	A wage is compensation paid to employees for work for a company during a period of time.
<b>Working conditions</b>	Working conditions are the environment one is doing there job in
<b>Sustainable</b>	Using practices and resources today in a way which means they will last into the future. This means there is less impact on the environment and people
<b>Industry</b>	An <b>industry</b> is a group of manufacturers or businesses that produce a particular kind of goods or services.

## Why do companies go global?



TNCs have their headquarters in HICs and their factories in LICs. This is so they can make the maximum **profit**. It is **cheaper to run factories in LICs** because natural resources are cheaper, there are more people to work, the factories are cheaper to build because there are fewer regulations and the workers can be paid a lot less.

## TNCs

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>-Employ people who otherwise would not have jobs</li> <li>-Improve infrastructure</li> <li>TNCs sponsor communities and help build schools and bring in clean water</li> <li>-TNCs working in LICs means our clothes can be cheap to buy in the UK.</li> </ul>	<ul style="list-style-type: none"> <li>-Pollution</li> <li>-Poor working conditions</li> <li>-Low pay</li> <li>-High emissions due to the transport of natural resources and clothes across the world</li> <li>-Child Labour</li> </ul>

## Roles in the Fashion Chain

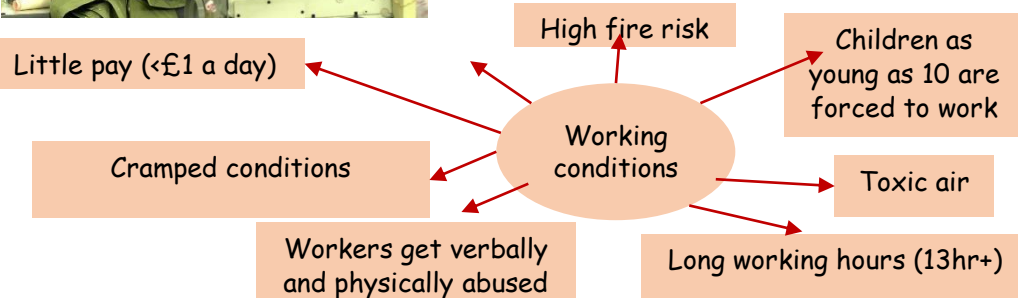


There are hundreds of people involved in the production of clothes. The **CEO** and designers choose which clothes will be made and where they get the materials from. The **farmers** grow cotton. The **factory owners** bring in the natural resources and manage who is creating the clothes. The **factory workers** make the clothes which are sold in **retail shops** to the **consumers**. Then add everyone involved with transporting and advertising the clothes! Without the consumer the whole system would fail!



Fairtrade is trading between companies in developed countries and producers in developing countries. Fair prices are paid to the producers, and companies are able to provide workers with a stable income that can improve their lives

A sweatshop is another name for factory or workshop, especially in the clothing industry, where manual workers are employed at very low wages for long hours and under poor conditions.



On 24 April 2013, an eight-story building called Rana Plaza, collapsed just outside Dhaka, Bangladesh.

The building contained five clothing factories.

Over 17 days of search and rescue, 2,438 people were evacuated, more than 1,100 people died, and many more were left with life-long debilitating injuries.

## How can we be more sustainable?



We can be more sustainable by mending our clothes, buying from sustainable companies, using fair trade products and shopping for second hand clothes.

## Tasks...

1. How are we connected to other places in the world? Where does your food, clothes, technology come from? How easy is it to communicate with people from other places?
2. Why do TNCs want to have factories in LICs?
3. Describe the different roles in the fashion chain. Who do you think is the most important?
4. Imagine you lived near the Rana Plaza, how would you feel after it collapsed? How could you demand for better conditions for workers?
5. How important is globalisation to the modern world? What would be different if we didn't have connections to other places?
6. Why is it important as a geographer to understand where our clothes are from?

Do you research..... Research a brand or shop that you use. How sustainable are they? Do they use fair trade? Where are their factories and headquarters?

## Prepare for your extended write

Question: "TNCs only bring advantages to their host countries"

Evaluate this statement.

1. BUG the question by boxing the command word and underlining the content you need to write about.
2. List the key vocabulary you will use.
3. Create a plan of what you would write in each paragraph.
4. Practice writing your answer from memory.

## Homework Activity...

Create a leaflet to raise awareness of the problems in the fashion industry and how we can be more sustainable.