

## Bring on the World

### Day 4 Morning session: How sportswear is made

#### Activity 1: From shopper to worker

**Time required: 30 mins**

#### You will need

- The **worksheet: From shopper to worker** (below)
- Plain A4 paper

#### Aims

- To help pupils understand how the global sportswear industry affects people worldwide.
- To begin to develop pupils' understanding of the global sportswear supply chain.

#### What to do

Give each pair of pupils a copy of the **worksheet: From shopper to worker** (below). Tell them that the order of the stages involved in the making and selling of trainers, from a factory worker who makes them to a shopper who buys them, has been muddled up. Ask pupils to work out what the correct order is. Once they have done this, ask pupils to draw a concept map of the stages involved in the production and sale of trainers, starting with the shoppers and athletes who buy them and working back to the factory workers. This should be a diagram, showing the different stages in the correct order. Pupils could illustrate each stage if they have time.

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## Worksheet: From shopper to worker

### **Factories in poorer countries**

Clothing factories in poorer countries employ thousands of workers to sew sportswear and clothes and make shoes. They do not sell these things to shops themselves, but make them for large foreign companies. Finished clothes end up in many different countries.

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### **Global sportswear company**

Powerful global sportswear companies in rich countries spend millions of pounds to advertise and promote their brands so that shoppers will buy their brand rather than someone else's.

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### **Shoppers and athletes**

All athletes and sports players need sportswear, but millions of young people all over the world also want to buy sportswear with logos.

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### **Factory workers**

Sportswear factory workers are usually young women who are paid very low wages. They work in poor conditions, and are often made to do overtime for very little money.

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### **The shops**

Shops want new designs in sportswear for shoppers – especially young people. They prefer to order a few items of clothing at a time from large sportswear companies.

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### **Global sportswear brand buyers**

The sportswear brand companies employ buyers who search round the world for factories to make the sportswear. They look for factories in poorer countries who can offer good-quality, cheap clothes. They also want factories who can deliver the clothes soon after they have been ordered.

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