Lesson Six: Meet Kay-Kay / Profit vs Social Justice

About this lesson

In this lesson students will meet Kay Kay who lives in Guangzhou, China where many textile factories exporting to the UK are based. In this lesson students will understand the product supply chain behind a pair of jeans and think about the concept of ‘outsourcing’. They will be able to explain the impact of outsourcing.

Learning Objectives
- Understand the term outsourcing and the issues related to it
- Gain an insight into the supply chain of a product
- Be able to express their opinion on unfair labour conditions

Resources Required
- Zero Ten Twenty – Kay Kay film clip
- Watching ‘The Children of Rio’ Films Handout
- Handout 6.1: Material Connections
- Handout 6.2: How much for my pair of jeans?

Key Concepts
- Industrialization
- Outsourcing
- Migrant workers

Lesson plan

5 minutes
From the moment we wake up until the moment we go to bed, we are connected with the rest of the world through all the products we use. Start this lesson by looking at how many global connections students have through goods. Ask everyone to check labels in their clothes, shoes, bags and school materials and map where everything comes from. For inspiration, use handout 6.1.

20 minutes
Hand out the worksheet ‘Meet the children of Rio’ before watching the clip so students can make notes. After watching the clip, discuss as a class what they thought about the film. What did they like, what didn’t they like? Did they learn something new? How do they feel about Kay Kay’s life? What was different and what was the same?

30 minutes
With the economic rise of China, many people migrated to the cities in search of work in the new factories, in hope of a better future like Kay Kay’s parents. For many of these migrant workers, this means that they now work long hours (Kay Kay’s mother manages 3 hours sleep between shifts) for low pay and in poor conditions. By outsourcing products to be made in countries like China, companies can keep their costs and thus prices down. Does this seem fair? Start this activity by playing the ‘How much for my pair of jeans’ game to get students to think about who profits in global trade. Afterwards have a class discussion on if the process seems fair? Ask students to write a short essay answering the question: ‘Do companies have a responsibility to make sure they source their products from factories with fair working conditions? Why and what can be done?'

5 minutes
Hot seat plenary – ask each student to come up with two questions on what they have learnt in this lesson. Then ask students to pair up and ask each other the questions. Feed key points back to the whole class if you have time.
### Handout: Watching - The Children of Rio films

Handout copies to each student before watching ‘The Children of Rio’ the films so they can record information whilst watching.

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<td>1.</td>
<td>Who is the child in the film? Note down 3 facts about their life / way of life (e.g. about their family, home, country, means of income)</td>
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<td>2.</td>
<td>What are the main issues / challenges the child in the film and his / her family and community face?</td>
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<td>3.</td>
<td>What key events happen throughout the 20 years of the child’s life? What changes happen?</td>
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<td>4.</td>
<td>How do you feel after watching the clip about this child’s life?</td>
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How many global connections do you have? Most of the products we use every day are connected to different countries around the world, whether directly or indirectly. The image below might give you some inspiration.

**Outsourcing:**

Big (and small) companies in developed nations rely on factories in countries like China to manufacture their products. Think of brands like Nike, Gap, H&M, Apple, Toys R Us. They don’t own the factories, but they produce their products. Chinese companies produce products based on their specifications. This is called outsourcing. They pay Chinese companies to produce products based on their specifications. This is called outsourcing.

### Hand, Feudal Jobs, are still usually better paid than agricultural work.

Hand, Feudal Jobs are still usually better paid than agricultural work. In many countries, children work long hours, exposed to hazardous conditions, child labor and other labor issues. On the other hand, this cost saving happens at the expense of the people working in the factories who face below minimum wage wages.

**An Average Morning:**

You get out of bed and grab your towel. You walk down to the bathroom over the wooden floor and get into the shower to wash your hair. You put on jeans and a hoodie. You put your toothbrush on your nightstand. You put on your shirt and your pants. You get out of the house and put your phone in your pocket. You text your friends using your smartphone on your way to school and sit down for your first lesson—ICT.

### Handout 6.1 – Material Connections

Most of the products we use every day are connected to different countries around the world. Whether directly or indirectly, they were made here or the materials they were made from come from countries around the world. A lot more companies can therefore keep prices down for consumers. On the one hand, this cost saving happens at the expense of the people working in the factories who face below minimum wage wages.

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Handout G2 - How much for my pair of jeans?

Role Play Cards - Who Gets What From Your Pair of Jeans?

Divide your class into five different groups and give each group one of the role play cards below. Have them discuss the type of work they do, how much work they put into the jeans, etc. Give each group 5-10 minutes to decide how much work they should get for the amount of work they put into the jeans. Then have each group state how much they should get - does the total come to more than £30? If so, ask the groups to negotiate who should get more and who should get less. After 10 minutes, have the groups tell the class how much they got.

Role Play Cards:

- The jeans are dyed in the Philippines.
- The jeans are designed in Paris and sold in the UK.
- The jeans are sewn in China and sent to Europe.
- The jeans are made in Portugal and the buttons in France.
- The jeans are woven in Poland.
- The material is cultivated in India and sent to China.
- The material is spun in China using Swiss machinery.
- The thread is indigo in the Philippines.
- The thread is spun in China and sold here.

Have each group decide how much they should get - does the total come to more than £30? If so, ask the groups to negotiate who should get more and who should get less. Allow 10 minutes for this and then provide them with the real answers:

- Factory Worker: £3.30 (11%)
- Factory Owner: £3.90 (25%)
- Brand: £7.50 (50%)
- Retailer: £15 (60%)
- Importer: £30 (1%)

Provide the groups with the real answers.

Use this exercise to raise the awareness of the consumer of the decent and fair working conditions for factory workers. Explore the production of a pair of jeans and think about what is more important: the low price of jeans or the consumer of decent and fair working conditions for factory workers?
Factory Worker

You live in China. You are 23 years old and you've worked since you were 14 years old. You work around 12 hours a day but you only get paid for 8 hours. You work all these hours for below the legal minimum wage so you can provide for your family. From this money you have to pay rent for one room where you live with your family. In your region there is no other work and each day new people from surrounding or distant villages arrive looking for work. Last year workers who tried to establish a trade union to fight for better working conditions and higher salaries were fired. Since that time, nobody has tried to fight for better conditions. You work all year round. You get paid at the end of the year. You have no holidays. Your family has no other income. From this money you have to buy food, medicine and clothes. You don't have enough to educate your children. Every year you try to give a better future to your children so you can provide for them.

Factory Owner

You employ people from the local area in China. You are the main employer in the neighborhood, but there is still great competition between other factory owners in the region. As your main advantage is a cheap workforce, you try to keep your workers as happy as possible by giving them nice working conditions. You don't think this is necessary because it is good for business. China is a country with fewer employment regulations, where governments are willing to give less concessions and don't seem concerned about the environment or working conditions in factories so they can remain in the country. The most profitable way forward is to move production to a poorer country where working conditions are much lower. You employ people on short-term contracts so that you don't have to pay extra taxes, duties and insurance. Once the factory is established, the money that you have to pay for these things is saved. You then use this money to buy the lands from which you can establish the new factory. You hire management specialists working for your brand, that hire the workers, that control the factories, that can make sure that the working conditions are even better. The factory owner will tell you what questions the inspectors (auditors) will ask and the answers you should give.

Clothing Importer

You buy jeans from the factories and import them on behalf of clothing companies in countries like the UK. You have established links with certain factories and prefer to buy at a good price from them. You then sell these jeans in the UK. You know the factories and import them on behalf of clothing companies in countries like the UK.

International Clothing Company/Brand

Every year you try to gain a bigger market share, but you have to be careful with the competition. The price is the key factor for consumers. You hire market specialists working for your brand, that hire the clothing importers, that control the factories, that can make sure that the working conditions are even better. You don't think this is necessary because it is good for business. China is a country with fewer employment regulations, where governments are willing to give less concessions and don't seem concerned about the environment. The most profitable way forward is to move production to a poorer country. You don't think this is necessary because it is good for business. China is a country with fewer employment regulations, where governments are willing to give less concessions and don't seem concerned about the environment. The most profitable way forward is to move production to a poorer country.

Retailer

You stock and sell jeans from different brands. The high street is competitive so you invest in a good store, advertising and good customer service. You know consumers care about cheap prices and store space. But you also think that you hold sales and change your stock often. Recently some consumers have been interested in where their clothes come from, so you now also stock one ofiglia sourced jeans, but they are more expensive than most of your other brands. You try to provide for your family. From this money you have to pay rent for one room where you live with your family. You don't have enough to educate your children. Every year you try to give a better future to your children so you can provide for them.