

The True Cost

92 minutes

This program includes subtitles and close captions

[00:00:16:000] ♪ (somber music) ♪

[00:00:43:090] ♪ (music continues) ♪

[00:00:57:060] ♪ (percussive music) ♪

[00:01:12:110] (narrator) This is a story about clothing.

[00:01:14:200] It's about the clothes we wear ,

[00:01:17:010] the people who make these clothes,

[00:01:19:010] and the impact that it's having on our world.

[00:01:24:190] It's a story about greed and fear,

[00:01:27:140] power and poverty.

[00:01:30:110] It's complex, as it extends all the way around the world.

[00:01:34:070] But it's also simple,

[00:01:35:230] revealing just how connected we are to the many hearts and hands

[00:01:39:120] behind our clothes.

[00:01:46:120] I came into this story with no background in fashion at all,

[00:01:49:160] beginning with nothing more than a few simple questions.

[00:01:52:210] What I've discovered,

[00:01:54:080] has forever changed the way I think about the things I wear,

[00:01:57:140] and my hope is that it might just do the same for you.

[00:02:14:210] (narrator) Maybe just start and say your name

[00:02:17:060] and talk about how this kind of began.

[00:02:20:060] My name is Lucy Siegle.

[00:02:21:180] I am a journalist and broadcaster based in the UK,

[00:02:25:070] and I have been obsessed, consumed

[00:02:29:010] with the environmental and social impacts of the fashion industry

[00:02:33:170] for about a decade.

[00:02:35:190] (woman, Italian accent) Well, I love everything about clothes.

[00:02:38:060] I love the poetry, I love the fabric,

[00:02:41:040] I love the colors, I love the textures,

[00:02:43:060] I love the way that they make you feel.

[00:02:45:180] They are our chosen skin.

[00:02:49:010] Well I had the classic massive closet,

[00:02:53:110] clothes everywhere,

[00:02:55:020] bags constantly coming into my house,

[00:02:58:020] every day, every other day with some other item in

[00:03:00:180] and never had anything to wear.

[00:03:02:050] I could never put together a coherent outfit.

[00:03:08:140] (Orsola de Castro) We communicate who we are

[00:03:10:070] to a certain extent through clothing.

[00:03:12:040] And this is, this is again, throughout history.

[00:03:14:220] You have the trends at court,

[00:03:16:230] and Marie Antoinette making these huge hats.

[00:03:20:060] It's always been our personal communication in many ways.

[00:03:23:240] That's what interests me,

[00:03:26:000] that it is fundamentally a part of what we wish to communicate

[00:03:30:170] about ourselves.

[00:03:38:050] (Lucy) We used to have a system, a fashion system
[00:03:40:170] where people would go to the shows,
[00:03:42:210] so they would do spring, summer, autumn, winter,
[00:03:45:130] and those kind of ran like clockwork for very many years.
[00:03:48:110] "Okay, rip that up, throw it out the window."
[00:03:50:230] That has absolutely nothing to do with the fashion industry today.
[00:03:54:160] It has been re-invented.
[00:03:57:020] (Orsola) The shift is moving ruthlessly
[00:04:01:060] towards a way of producing
[00:04:04:190] which only really looks after
[00:04:09:150] big business interest.
[00:04:12:040] ♪ (patriotic music) ♪
[00:04:13:080] (narrator) Growing up, I never gave much thought
[00:04:15:060] to anything other than the price of the clothes that I bought,
[00:04:18:010] usually making choices based on the style or a good deal.
[00:04:22:000] Looking back, I learned that for a long time
[00:04:24:060] most of our clothing was actually made right here in America.
[00:04:27:140] As recently as the 1960s, we were still making 95% of our clothes.
[00:04:32:100] Today, we only make about 3%
[00:04:34:220] and the other 97% is outsourced
[00:04:36:230] to developing countries around the world.
[00:04:44:160] (man) I've been in the business for over nine years now.
[00:04:47:120] In terms of scale, we've got about 25,000 people
[00:04:50:010] just on garment manufacturing side.

[00:04:51:240] We produce one in six dress-shirts sold in the US.

[00:04:57:180] If you actually go to a store,

[00:04:59:100] and you benchmark the price of a garment over the last 20 years,

[00:05:03:180] you will find that there's actually a deflation of the product,

[00:05:06:230] i.e., the price has gone down over time.

[00:05:08:230] Now, has our cost gone down? Absolutely not.

[00:05:11:180] Our cost has gone up.

[00:05:14:050] (narrator) More production we've outsourced,

[00:05:16:010] the cheaper prices have become on the clothing we buy.

[00:05:18:200] making way for a whole new model, known as "Fast Fashion,"

[00:05:22:140] almost overnight, transforming the way clothing is bought and sold.

[00:05:27:070] (female reporter) The newest H&M store on 5th Avenue in Manhattan

[00:05:30:060] is the company's largest ever,

[00:05:32:000] and just one of many new stores it's planning around the country.

[00:05:35:010] (male reporter) It's all part of a high street revolution,

[00:05:37:190] Fast Fashion.

[00:05:38:190] And instead of two seasons a year,

[00:05:40:090] we practically have 52 seasons a year.

[00:05:43:010] So we have something new coming in every week.

[00:05:45:120] And Fast Fashion has created this,

[00:05:48:020] so that it can essentially shift more products.

[00:05:50:240] ♪ (upbeat music) ♪

[00:05:59:220] (women shouting) We love TOPSHOP!

[00:06:02:050] (reporter) You can get this fringe metallic skirt \$39 at Joe Fresh,

[00:06:05:190] a brand new store in town.

[00:06:07:050] With price tags that might look a little bit more appealing

[00:06:09:150] to budget-conscious shoppers.

[00:06:11:030] (reporter) American consumers,

[00:06:12:070] they really grasped the fashion part of H&M

[00:06:15:120] and we know from before that American consumers

[00:06:17:210] are very value-oriented.

[00:06:19:070] If you match these two together, with fashion and value,

[00:06:22:010] then you have a recipe .

[00:06:23:060] (female reporter) One Japanese clothing retailer is making

[00:06:25:240] a fast and furious mark here in the US.

[00:06:29:000] The price has dropped.

[00:06:30:160] The way of making that product has completely, completely changed.

[00:06:35:000] And you have to ask yourself at some point,

[00:06:37:070] "Where does it end?"

[00:06:38:190] The global marketplace, is some place

[00:06:40:230] where we export work to have happen

[00:06:43:150] in whatever conditions we want,

[00:06:45:190] and then the products come back to me,

[00:06:47:110] cheap enough to throw away without thinking about it.

[00:06:53:080] (John Hilary) Globalized production basically means

[00:06:55:210] that all of the making of goods

[00:06:57:160] has been outsourced to low cost economies,

[00:07:00:230] particularly where wages are very low, and kept low.

[00:07:04:150] And what that means is that those at the top of the value chain,
[00:07:08:140] they get to choose where the products are being made,
[00:07:11:140] and they get to switch if, for example, one factory says,
[00:07:15:050] "We can't make it that cheap anymore."
[00:07:17:040] The brand will say, "Well, we're not going to come to you anymore.
[00:07:19:190] We're going to switch to another place which is cheaper."
[00:07:31:050] (man, Bengali accent) In the West, they're using "everyday low price."
[00:07:34:140] So every day, they're hampering me
[00:07:36:180] and I'm hampering my workers, this is how it is.
[00:07:39:150] They are competing, the stores are competing in there.
[00:07:41:180] When the stores are coming to us for an order and negotiating,
[00:07:45:110] they're telling us, "Look, that particular store
[00:07:47:190] is selling this shirt for \$5,
[00:07:50:180] so I need to sell it at \$4.
[00:07:53:120] So you better squeeze your price."
[00:07:55:040] So we are squeezing.
[00:07:56:060] Then another store is comes in saying,
[00:07:57:190] "Hey, they're selling it at \$4?
[00:07:59:240] So the target price is \$3; If you can make that \$3,
[00:08:02:130] you're getting business, otherwise you are not getting."
[00:08:05:030] Because we want that business so badly,
[00:08:07:170] and we don't have other options, okay.
[00:08:10:160] Every time we are trying to survive, actually.
[00:08:14:090] (Roger Lee) Ultimately, something's going to give.

[00:08:16:090] Either the price of the product has to go up
[00:08:18:150] or manufacturers have to shut down,
[00:08:22:010] or cut corners to make it work.
[00:08:24:130] (narrator) Cutting corners and disregarding safety measures
[00:08:26:230] had become an accepted part of doing business in this new model,
[00:08:30:060] until an early morning in April,
[00:08:32:010] when an event, just outside of Dhaka, Bangladesh
[00:08:34:140] brought a hidden side of fashion to front page news.
[00:08:37:110] (reporter) State media in Bangladesh say
[00:08:39:050] an eight-story building has collapsed near the capital of Dhaka,
[00:08:43:050] killing more than 70 people.
[00:08:45:020] (sounds of chaos)
[00:08:51:070] (woman crying and speaking in Bengali language)
[00:08:56:210] Rescue workers are racing against time,
[00:08:59:140] searching through the rubble, trying to find
[00:09:02:040] as many survivors as they can.
[00:09:04:140] (male reporter) Hundreds are dead,
[00:09:05:230] hundreds more might still be buried alive,
[00:09:08:050] after officials in Bangladesh say
[00:09:09:200] factory owners ignored an order to evacuate.
[00:09:12:200] (male reporter) Some 400 dead, hundreds still believed to be missing.
[00:09:17:020] Garment workers in Bangladesh paying the price for cheap clothing.
[00:09:21:100] (female reporter) A huge crowd has gathered near the building site,
[00:09:24:070] many of them family members looking for loved ones,

[00:09:27:150] and they say they can still hear people screaming
[00:09:30:180] from underneath the rubble, crying out for help.
[00:09:34:000] Many are simply losing hope.
[00:09:38:050] From where I was working
[00:09:40:050] I moved close to the stairs.
[00:09:44:040] As I reached them
[00:09:46:000] the building collapsed and both my legs got trapped.
[00:09:50:200] The side walls fell on my legs.
[00:09:55:170] I realized that I could not get my legs out, I gave up.
[00:10:01:030] Hundreds of thoughts came into my mind.
[00:10:06:200] I couldn't even cry.
[00:10:11:150] (Lucy) Anybody who, like me,
[00:10:14:150] had written about problems in the supply chain,
[00:10:18:160] particularly for Fast Fashion,
[00:10:20:150] and tried to articulate
[00:10:22:200] how the risk was being carried
[00:10:26:130] by those who are most vulnerable and the worst paid.
[00:10:31:090] You try to articulate that, but you could never have envisaged
[00:10:34:180] that there would be such a catastrophic illustration
[00:10:37:230] of what you were trying to say.
[00:10:40:060] And Rana Plaza to me was like some horror story.
[00:10:44:220] (female reporter) Two weeks after the catastrophe,
[00:10:46:210] and the death toll now stands at a staggering 931,
[00:10:51:070] making it the worst garment-industry disaster in history.

[00:10:55:040] I think one of the most profoundly impressive things
[00:10:59:090] about the Rana Plaza disaster was that news
[00:11:03:090] that the workers had already pointed out to the management
[00:11:06:220] the cracks in the building.
[00:11:08:230] They'd already pointed out
[00:11:10:110] that the building was structurally unsafe,
[00:11:13:090] and yet they'd been forced back in.
[00:11:15:090] (female reporter) Many survivors are asking
[00:11:17:010] how they could have been forced to return to work
[00:11:19:130] when management already was aware of the cracks in the building,
[00:11:23:020] and workers' concerns on the very day of the collapse.
[00:11:26:080] A lot of clothes in American stores are made in Bangladesh
[00:11:30:010] by workers who earn about \$2 a day.
[00:11:33:030] Last month there, a garment factory collapsed,
[00:11:36:040] killing more than 1,000,
[00:11:38:090] and a few months before that, a factory fire killed more than 100.
[00:11:43:200] (female reporter) And as bodies are being pulled out of the rubble,
[00:11:46:120] another factory in Bangladesh caught fire early this morning,
[00:11:49:120] killing eight more people.
[00:11:52:000] (narrator) As story after story of clothing factory disasters
[00:11:54:120] kept filling the news,
[00:11:55:190] it was now the case that three of the four worst tragedies
[00:11:59:000] in the history of fashion had all happened in the last year.
[00:12:03:080] As the death toll rose, so did the profits generated.

[00:12:06:120] The year following the disaster at Rana Plaza,
[00:12:08:210] was the industry's most profitable of all time.
[00:12:12:100] The global fashion industry
[00:12:13:190] is now an almost three trillion dollar annual industry.
[00:12:17:060] (male reporter) Bangladesh is now the second largest
[00:12:19:090] apparel exporter, after China.
[00:12:22:010] How? Well, unlike some of its competitors,
[00:12:24:210] Bangladeshi manufacturing remains dirt cheap,
[00:12:28:010] and unions have limited power.
[00:12:30:120] The country cornered the absolute bottom of the value chain.
[00:12:35:130] Those 1000 poor girls, lost their lives
[00:12:40:010] because everybody didn't bother, didn't give a damn shit.
[00:12:45:070] They just wanted the cheap price and the good profit.
[00:12:48:060] It shouldn't be like that.
[00:12:49:180] Everybody should take the responsibility for those kids.
[00:12:58:010] That's how it is.
[00:13:00:230] There might be more coming.
[00:13:02:120] Sorry, but it's not only the price pressure,
[00:13:06:210] it is something...
[00:13:08:050] ignoring other people's lives.
[00:13:10:020] It's not... it shouldn't... it's not right!
[00:13:13:090] It's the 21st century!
[00:13:15:140] It's a global world we are living in
[00:13:17:060] and we just ignore other people's lives?

[00:13:20:050] How come?

[00:13:21:100] This enormous, rapacious industry

[00:13:25:120] that is generating so much profit

[00:13:27:230] for a handful of people,

[00:13:30:050] why is it that it is unable

[00:13:32:190] to support millions of its workers properly?

[00:13:36:120] Why is it that it is not able to guarantee their safety?

[00:13:40:190] We're talking about essential human rights.

[00:13:42:210] Why is it unable to guarantee that

[00:13:44:230] whilst generating these tremendous profits?

[00:13:48:020] Is it because it doesn't work properly?

[00:13:50:040] That is my question.

[00:13:53:070] (narrator) Lucy's question sounds like the obvious one .

[00:13:55:150] But instead of answering it, everywhere I looked, I found people

[00:13:58:160] who were constantly justifying the cost

[00:14:00:230] because of the economic benefits being generated.

[00:14:03:170] So this low-wage manufacturing, or so called "sweatshops",

[00:14:07:220] they're not just the least bad option workers have today,

[00:14:10:180] they're part of a process that raises living standards

[00:14:13:220] and leads to higher wages and better working conditions over time.

[00:14:17:110] Your proximate causes of development are physical capital, technology

[00:14:22:080] and human capital or skills of the workers.

[00:14:24:100] When sweatshops come to these countries,

[00:14:26:010] they bring all three of those to these workers

[00:14:28:180] and start getting that process going.

[00:14:31:010] Is it possible that sweatshops are actually good?

[00:14:34:130] Yes, horrible, awful sweatshops.

[00:14:36:140] The word itself “sweatshop,”

[00:14:38:090] it evokes terrible images of poor people and children,

[00:14:41:100] suffering in third world countries, slaving away in awful conditions

[00:14:45:060] to make products for us selfish Americans.

[00:14:48:060] And thank you. What?

[00:14:50:060] Does it bother me that people are working in a factory,

[00:14:54:050] making clothes for Americans,

[00:14:57:210] or for Europeans?

[00:14:59:240] or that they're...that's how they're spending their lives?

[00:15:03:200] Is that what you're kind of asking me?

[00:15:05:190] (narrator) Yeah, sure.

[00:15:09:060] No. I mean, they're doing a job.

[00:15:13:040] There are a lot worse things that they can be doing.

[00:15:15:120] It is live television, and I will ask you:

[00:15:17:160] define sweatshops.

[00:15:19:030] I think we have to be very clear

[00:15:20:110] what we're talking about from the outset.

[00:15:22:060] So we're talking about places with very poor working conditions

[00:15:25:070] as us normal Americans would experience it,

[00:15:27:180] very low wages by our standard, maybe children working places

[00:15:31:060] that might not obey local labor laws,

[00:15:33:040] but there are key characteristics of the type of the ones

[00:15:35:120] I want to talk to you about tonight, Kennedy,

[00:15:37:090] and that's they're places where people choose to work,

[00:15:40:050] admittedly from a bad set of other options.

[00:15:43:040] Well I mean there's nothing intrinsically dangerous

[00:15:45:070] with sewing clothes.

[00:15:46:190] (chuckling) So we're kind of starting out

[00:15:48:190] with a relatively safe industry.

[00:15:52:060] It's not like coal mining, or natural gas mining,

[00:15:55:070] or a lot of things that you could-- that are much more dangerous.

[00:15:58:180] So sweatshop jobs look like horrible working conditions and wages

[00:16:03:000] to anybody in the West who's wealthy enough

[00:16:05:110] to own a TV and watch your video.

[00:16:08:020] But we have to keep in mind that the alternatives available

[00:16:10:210] for these workers aren't our own alternatives,

[00:16:13:050] they're much worse than our alternatives,

[00:16:15:080] and they're usually much worse

[00:16:16:190] than the factory job that the worker has.

[00:16:19:180] (narrator) Low wages, unsafe conditions, and factory disasters

[00:16:23:190] are all excused because of the needed jobs they create

[00:16:26:110] for people with no alternatives.

[00:16:29:030] This story has become the narrative,

[00:16:31:060] used to explain the way the fashion industry now operates

[00:16:34:060] all over the world.

[00:16:35:160] (narrator) But there are those who believe
[00:16:37:090] that there must be a better way
[00:16:39:030] of making and selling clothing
[00:16:40:140] that does generate economic growth,
[00:16:42:160] but without taking such an enormous toll.
[00:16:45:140] (woman) So we don't know yet
[00:16:47:210] how long this embroidery is taking.
[00:16:49:190] Do you think you can ask Santo to just roughly...
[00:16:53:000] how long that whole panel is taking?
[00:16:55:120] Because I guess we'll see it later on the FAB press breakdown,
[00:16:57:240] but it will be great to know, wouldn't it?
[00:16:59:230] So I'm Safia Minney, I'm founder and CEO of People Tree,
[00:17:04:010] and People Tree is a Fair Trade fashion brand
[00:17:06:160] that started over 20 years ago in Japan.
[00:17:09:200] You were worried that we had a bit too much navy.
[00:17:11:220] What are you feeling now?
[00:17:12:220] Because we did put more black in to SS14
[00:17:15:060] and it has worked really, really well
[00:17:17:140] with Orla's designer collaboration.
[00:17:21:210] Have we got enough black prints in the collection?
[00:17:25:030] Well we've lost that abstract dust print, this one here,
[00:17:30:000] in the black, but I think this pink, we really---
[00:17:33:050] I think it's one of those prints
[00:17:34:120] that everyone's a bit nervous of but actually will do well.

[00:17:38:120] (Safia) I think most fashion brands
[00:17:40:140] start with a concept of a collection or a look.
[00:17:45:010] They don't tend to think
[00:17:48:200] who is going to make the product?
[00:17:50:060] and how can I ensure that the producers,
[00:17:54:090] or suppliers are going to eat?
[00:17:58:040] So what we're trying to do at People Tree
[00:18:00:010] is really start with the skills that we have
[00:18:03:040] at each producer group, and then design the collection up,
[00:18:06:120] whilst also looking at the integrity of the collection
[00:18:09:140] in its aesthetic.
[00:18:12:020] I worked originally with freelance designers
[00:18:15:000] and went into Bangladesh, Zimbabwe, India, Nepal, the Philippines,
[00:18:19:050] and bit by bit, we put together an amazing network
[00:18:23:010] of like-minded Fair Trade organizations
[00:18:26:060] that put women's development,
[00:18:29:040] the workers' social development and environment
[00:18:31:150] absolutely essential to everything they do.
[00:18:39:180] (Safia) One...two...three
[00:18:41:120] Happy World Fair Trade Day!
[00:18:44:230] (people cheering)
[00:18:48:220] (in Japanese) Today is the 15th anniversary
[00:18:53:070] of World Fair Trade
[00:18:55:150] We organize this kind of event

[00:18:59:100] in over 60 countries

[00:19:01:230] as a Fair Trade movement,

[00:19:05:060] and 10 to 60 organizations

[00:19:07:200] per country are involved in it.

[00:19:11:010] Today, just like what we are doing here,

[00:19:15:020] fashion shows and seminars are being held

[00:19:19:120] in over 3,000 places all over the world.

[00:19:24:120] ♪ (classical music) ♪

[00:19:38:040] (clapping)

[00:19:51:070] Good job! It was so... really, really great!

[00:20:00:090] (people conversing in Japanese)

[00:20:04:220] (in Japanese) Could you turn your body to me a bit more?

[00:20:11:120] That's beautiful.

[00:20:13:010] (Safia) Fair Trade is a citizen's response

[00:20:15:140] to correcting the social injustice

[00:20:17:120] in a international trading system that is largely dysfunctional,

[00:20:21:010] where workers and farmers

[00:20:24:010] are not paid a living wage,

[00:20:26:200] and where the environment is not considered at all

[00:20:30:060] to make the products that we buy every day.

[00:20:41:210] (water splashing)

[00:20:47:130] (in Bengali) My name is Shima.

[00:20:49:040] I'm 23 years old .

[00:20:51:220] When I came to Dhaka, I was twelve.

[00:20:57:070] (city sounds)

[00:21:02:060] (narrator) Shima is one of about 40 million

[00:21:03:240] garment-factory workers in the world.

[00:21:06:050] Almost four million of these workers are here in Bangladesh ,

[00:21:09:070] working in almost five thousand factories ,

[00:21:11:180] making clothing for major Western brands.

[00:21:16:130] Over 85% of these workers are women.

[00:21:19:010] And with a minimum wage of less than \$3 a day,

[00:21:21:240] they are among the lowest paid garment workers in the world.

[00:21:25:020] (Shima) When I came to Dhaka, I stayed with my aunt.

[00:21:29:180] When I first started working in a garment factory,

[00:21:32:040] my salary was \$10 a month.

[00:21:41:090] (bike bells chiming)

[00:21:54:210] (male interviewer) What's her name?

[00:21:56:070] (Shima) My daughter's name? Nadia Akhter

[00:22:05:130] I take her with me , to the factory some days

[00:22:07:180] but it's terribly hot inside the factory.

[00:22:09:120] And there are chemicals inside the factory

[00:22:13:160] which are very harmful to children.

[00:22:18:120] So I can't keep her here in Dhaka with me

[00:22:21:030] because I don't have anyone to take care of her.

[00:22:31:080] (man) The workers must not have any kind of distrust

[00:22:36:130] on their owners.

[00:22:38:170] If they have,

[00:22:41:030] there will not be any kind of good working atmosphere in the factory.

[00:22:46:080] They must respect, the owner, is paying us as per rule.

[00:22:52:230] If they do not have this kind of confidence,

[00:22:55:000] you won't get the result.

[00:22:57:180] (Shima) I have formed a union at my work.

[00:23:00:040] I've been the president of the union since its formation.

[00:23:03:190] We submitted a list of demands and the managers received it.

[00:23:09:030] After they received the list, we had an altercation with the managers.

[00:23:13:150] After the altercation, the managers locked the door.

[00:23:18:070] And along with them, 30-40 staffers attacked us

[00:23:22:200] and beat us up.

[00:23:24:220] They used chairs, sticks, scales

[00:23:28:140] and things like scissors to beat us up.

[00:23:32:160] Mostly they kicked and punched us

[00:23:36:190] and banged our heads on the walls.

[00:23:40:190] They hit us mostly

[00:23:43:140] in the chest and abdomen.

[00:23:51:140] (narrator) It's estimated that one in every six people alive

[00:23:54:060] in the world today,

[00:23:55:120] work in some part of the global fashion industry,

[00:23:58:140] making it the most labor-dependent industry on earth.

[00:24:02:090] Most of this work is done by people, like Shima, who have no voice

[00:24:06:060] in the larger supply chain.

[00:24:08:130] But to fully understand the impact

[00:24:10:040] that fashion is having on our world,
[00:24:11:230] we have to go back to where it all begins.
[00:24:15:160] (tractor engine starting)
[00:24:19:180] (woman, Texan accent) My grandparents settled out here in the 20s,
[00:24:22:120] and so this is a part of my heritage.
[00:24:24:050] People ask why I'm an organic cotton farmer,
[00:24:26:030] it's 'cause I don't know any better.
[00:24:27:150] My granddaddy was an old German farmer
[00:24:29:130] that felt like we should respect the land,
[00:24:31:110] we're stewards of the land,
[00:24:32:220] and respect the life that's in the land.
[00:24:37:020] You are actually sitting in the high plains of Texas
[00:24:40:100] and there's 3.6 million acres of cotton growing in this region.
[00:24:44:110] We're literally the biggest cotton patch in the world.
[00:24:47:100] In just the past ten years, 80% of that is now GMO,
[00:24:51:070] genetically modified cotton.
[00:24:53:120] Most of it is Roundup Ready,
[00:24:56:040] meaning that instead of the farmers spot-spraying weeds,
[00:24:59:240] occasionally, in their field,
[00:25:01:100] or hiring laborers to walk the field and eliminate the weeds,
[00:25:04:190] now they're spraying whole fields.
[00:25:08:040] (narrator) Cotton produces the fiber
[00:25:09:150] that's responsible for most of the clothing
[00:25:11:080] worn by the world today.

[00:25:12:240] And as our appetite for fashion grows,
[00:25:14:220] the cotton plant itself is being re-engineered to keep up.
[00:25:18:110] There's just been this big drive
[00:25:20:050] towards the industrialization of agriculture,
[00:25:22:200] the intensification of agriculture.
[00:25:25:000] So instead of the old forms of farming
[00:25:27:120] which were very much in-tune with nature,
[00:25:30:010] they were linked to the cycles
[00:25:32:030] of the natural year, and the seasons.
[00:25:34:210] What you see now is an intensification
[00:25:36:190] where the land is almost reconsidered
[00:25:39:190] as if it was a factory.
[00:25:42:100] (man, Texan accent) What you've created is this general practice
[00:25:45:070] of "we treat millions of acres the same."
[00:25:49:130] We put a dose of chemical on it all,
[00:25:52:180] and that's when you get these big ecological effects
[00:25:56:150] that nobody has a grasp of what's really happening.
[00:26:00:160] Nature tends to heal itself in small pockets.
[00:26:05:130] But when you get this big, broad approach,
[00:26:11:020] we really don't know what's going on.
[00:26:13:100] For us, it's not reducing the amount of pesticides,
[00:26:16:190] and chemicals that are going on the cotton,
[00:26:18:110] that's one of the big sales, that reduces that.
[00:26:20:110] Not in our area, where we are spraying

[00:26:23:060] millions and millions of acres and dollars of Roundup,

[00:26:26:220] across the entire South Plains.

[00:26:28:240] What kind of impact is that having on our soil,

[00:26:31:180] with residuals that are left at the microbacterial level?

[00:26:35:150] What kind of impact is that having

[00:26:37:040] on the people in our communities?

[00:26:39:050] Where is the cost on that?

[00:26:42:020] ♪ (music) ♪

[00:26:44:220] (commercial narrator) Monsanto is proud to be the industry leader

[00:26:47:120] in agricultural innovation,

[00:26:49:020] because of what these agricultural advancements can do to help you

[00:26:52:030] double yields for the future needs of the world.

[00:26:55:040] We're dedicated to the future of agriculture,

[00:26:57:220] and providing farmers with innovations

[00:27:00:020] that help them produce more and conserve more,

[00:27:03:040] while improving the lives of people around the world.

[00:27:06:090] Together, we can face the challenges

[00:27:08:210] of the next generation

[00:27:11:210] and beyond.

[00:27:18:240] (bustling streets)

[00:27:24:080] (woman) After the wars,

[00:27:25:120] where all these redundant factories

[00:27:27:130] that made war chemicals, explosives, were lying around,

[00:27:35:040] The Western countries thought that it would be a good idea

[00:27:39:050] to market them to the third world,
[00:27:41:070] after all, the same industry that makes explosives
[00:27:44:030] makes nitrogen fertilizers.
[00:27:46:130] And they started to push nitrogen fertilizers,
[00:27:49:120] from the 50s onwards, after we became independent.
[00:27:53:030] But the nitrogen fertilizers
[00:27:56:120] don't do very well with native crops.
[00:28:00:010] There's a problem of lodging.
[00:28:02:090] So the whole system then organized itself
[00:28:05:100] to redesign the plant
[00:28:07:100] in order to take on more chemicals.
[00:28:10:060] Bt Cotton is a cotton in which a gene has been added,
[00:28:14:110] from a bacteria, to produce a toxin.
[00:28:17:220] But the Bt Cotton,
[00:28:20:150] which is supposed to control a pest,
[00:28:23:030] has been offered because it's a way for companies to own the seed.
[00:28:29:120] (narrator) By patenting these genetically modified plants,
[00:28:31:200] Monsanto has become the largest seed and chemical corporation in history.
[00:28:36:150] I wanted to speak with someone who'd worked with the company ,
[00:28:39:090] and I got word that a former managing director for India
[00:28:41:210] was willing to talk.
[00:28:43:060] (man) One of my close friends who was in the research division,
[00:28:45:210] working on these modified crops,
[00:28:48:210] he came to my hotel for a drink.

[00:28:52:100] We are sitting having a drink, and after a few drinks he told me,

[00:28:55:100] "Hey, Jag, they're going to change the type of business

[00:28:58:180] you're doing in India."

[00:29:01:070] I said, "What do you mean?"

[00:29:03:010] "They're going to get into the seeds business.

[00:29:05:180] And they're going to make the seed business of all crops,

[00:29:10:020] so that we have a monopoly on seeds,

[00:29:13:100] and every farmer has to come to us to buy seeds every time."

[00:29:19:000] That rang a bell in my mind.

[00:29:21:180] If a poor farmer has to go to Monsanto to buy seeds every time,

[00:29:26:180] and such expensive seeds,

[00:29:29:150] at the time there's no idea of Bt at all for me.

[00:29:32:030] Genetically modified seed, it's not in my mind.

[00:29:35:120] Even seed monopoly is something very bad.

[00:29:39:110] (Vandana Shiva) So farmers get into debt when they get the seed

[00:29:42:000] because of the high cost, 17,000 percent more.

[00:29:45:080] They get into deeper debt because it doesn't deliver on the promise

[00:29:49:000] of controlling pests, so they have to buy more pesticides.

[00:29:52:180] The tragedy with chemicals, whether it's fertilizers or pesticides,

[00:29:56:120] is that they are what has been called ecological narcotics:

[00:30:00:040] the more you use them, the more you need to use them.

[00:30:02:180] For a while, the yield of the single commodity climbs

[00:30:05:060] and then it starts to decline

[00:30:06:130] because you have contaminated the soil.

[00:30:14:230] (engine running)

[00:30:17:050] (narrator) Most of India's cotton is grown in the Punjab region,

[00:30:19:230] which has quickly become the largest user of pesticides in India.

[00:30:25:070] Dr. Pritpal Singh has been studying the effects

[00:30:27:180] of these chemicals on human health

[00:30:29:120] and his reports show dramatic rise in the number of birth defects,

[00:30:33:070] cancers and mental illness here in the region.

[00:30:37:200] You can go in every village

[00:30:39:180] you will see that hundreds of patients are suffering with cancers.

[00:30:45:120] 70 to 80 kids in every village

[00:30:48:100] you will find them facing

[00:30:50:200] severe mental retardation and physical handicaps.

[00:30:53:100] (cries and moans)

[00:30:57:080] ♪ (somber music) ♪

[00:31:08:060] Companies of the fertilizers, pesticides,

[00:31:10:070] they are totally refusing

[00:31:12:130] the aftereffects of the pesticides and fertilizers,

[00:31:15:080] and this is the classical symptoms of their toxicity.

[00:31:20:060] In one village, there are 60 mentally retarded kids like this boy.

[00:31:25:010] So it's a very dangerous phenomenon in the Punjab.

[00:31:32:060] And poor people, farmers, laborers, and small farmers

[00:31:36:220] have maxed their labor means so they can't afford treatment.

[00:31:40:190] Ultimately, they have accepted the death of their kids.

[00:31:45:140] And they're waiting for the death of their kids,

[00:31:47:120] the mother is waiting for the death of this boy.

[00:31:51:050] Companies that make the GM seeds and make the chemicals

[00:31:55:060] are the same companies.

[00:31:56:190] And they're also the same companies that make the medicines

[00:31:59:130] which they are now patenting.

[00:32:01:000] So you get cancer, there are more profits.

[00:32:03:120] For them it's a win, win, win, win, win.

[00:32:05:130] As for nature and people, it's a lose, lose, lose, lose, lose.

[00:32:09:060] It's the day those agents of these companies

[00:32:11:230] come to the farmer and say,

[00:32:13:240] "You owe me this much. You haven't paid back.

[00:32:17:000] Now your land is my land."

[00:32:18:240] That day the farmer will go into his field,

[00:32:22:030] drink a bottle of pesticide,

[00:32:24:160] and end his life.

[00:32:25:190] And every widow I've talked to said,

[00:32:27:190] "And the neighbors came and said

[00:32:29:040] they first found my husband lying in the field."

[00:32:33:210] (narrator) In the last 16 years,

[00:32:35:090] there have been more than 250,000

[00:32:37:190] recorded farmer suicides in India.

[00:32:41:160] That's about one farmer every 30 minutes.

[00:32:44:120] And it's the largest recorded wave of suicides in history.

[00:32:55:030] (narrator) As it becomes clear, just how much of an impact

[00:32:57:120] fashion is having on our world,
[00:32:59:060] there's an increasing amount of research
[00:33:01:020] to suggest that it's also having a growing effect on us,
[00:33:04:120] the people buying these clothes.
[00:33:06:180] (man) What we now know, 20 years later
[00:33:09:000] and hundreds of studies later,
[00:33:10:220] is that the more the people are focused
[00:33:12:180] on those materialistic values,
[00:33:14:120] the more that they say that money and image,
[00:33:17:130] and status and possessions are important to them,
[00:33:21:000] the less happy they are,
[00:33:22:060] the more depressed they are, the more anxious they are.
[00:33:25:120] We know that all of these kinds of psychological problems
[00:33:28:170] tend to go up, as materialistic values go up.
[00:33:32:090] Now, that's really at odds with the thousands of messages
[00:33:36:220] that we receive every day from advertisements
[00:33:40:200] suggesting that materialism and the pursuit of possessions
[00:33:44:110] and owning stuff is what's going to make us happy.
[00:33:47:070] It's important to understand that advertising is a species,
[00:33:51:050] or a category of propaganda.
[00:33:53:180] You think of propaganda as a totalitarian thing, very grim ,
[00:33:58:170] loudspeakers, chanting crowds and so on,
[00:34:02:070] and we think of Hitler.
[00:34:03:150] We always think of it as a foreign thing,

[00:34:06:120] but it's actually as American as apple pie.

[00:34:09:120] ♪ (slow pop music) ♪

[00:34:12:180] (Tim Kasser) Well the reason that advertising works is because

[00:34:15:220] the smart advertisers, at least,

[00:34:17:220] are trying to tie the consumption of their product

[00:34:21:180] to a message that suggests

[00:34:25:100] that your needs will be satisfied

[00:34:27:230] by consuming this thing.

[00:34:30:050] It wants you to believe

[00:34:31:210] that you'll look wonderful in that thing.

[00:34:34:100] But then to put it on, and feel like,

[00:34:36:050] "Nah, you look kind of fat in it, you don't look that good in it,

[00:34:38:180] you're sorry you bought it, but there's another one you can buy."

[00:34:41:110] ♪ (pop music) ♪

[00:34:49:120] ♪ (pop music continues) ♪

[00:35:10:090] (Tim) So think of all the car commercials you see that show,

[00:35:14:070] "Well, I've really made it now, I'm a competent person

[00:35:17:090] because I'm driving this BMW or this Audi."

[00:35:21:000] Or think about all the shampoo commercials you've seen,

[00:35:23:180] where the person now has beautiful flowing hair

[00:35:27:070] and is loved and appreciated by the people around them.

[00:35:30:120] The basic message is the same:

[00:35:32:130] the way to solve the problems of your life,

[00:35:35:070] we all have problems in our life,

[00:35:37:050] the way to solve the problem in your life is through consumption.

[00:35:40:180] Hey you guys!

[00:35:41:190] Today I'm coming to you guys with a clothing haul!

[00:35:44:190] I went shopping a couple of days ago and literally went insane

[00:35:48:120] and bought so many things.

[00:35:50:120] My spam box, I don't know, where it's literally blown up,

[00:35:54:010] by you guys saying you guys wanted a haul.

[00:35:56:120] So... here it is.

[00:35:58:100] Okidoki, so first off, I have some things that I got from H&M

[00:36:02:050] So then I went to Forever 21...

[00:36:04:110] It wasn't even a question, it was just like fate, I just had to get it,

[00:36:07:190] like if it could levitate towards me, it would have levitated.

[00:36:10:200] I got this skirt,

[00:36:13:090] bright yellow, and it was \$8.50.

[00:36:17:090] It's a jean button-up thing...

[00:36:20:160] ...and I just loved this, I just loved it, loved it, loved it!

[00:36:23:120] It's a gray knit sweater, and it has pink hearts all over it.

[00:36:26:080] I loved...I love tie-dye things.

[00:36:28:230] Like tie-dye things are literally the bomb.net!

[00:36:31:130] It has a little yin yang sign on the front of it.

[00:36:34:010] I just love these so much.

[00:36:35:170] And it's just this really pretty, light blue sweater.

[00:36:39:040] I don't even know if I'm going to wear this, now that I got it,

[00:36:41:070] because I don't know if I like it that much.

[00:36:42:180] I need to stop.

[00:36:50:180] (man) I try to understand better

[00:36:52:060] why people don't realize that they're becoming poorer and poorer.

[00:36:56:060] And I ask myself, okay, but what has changed

[00:36:59:130] in respect of when I was young?

[00:37:01:080] And fashion is something that has dramatically changed.

[00:37:04:130] I was able to buy one, two t-shirts,

[00:37:07:100] four t-shirts, for example, a year.

[00:37:09:130] Now, also my children, they used to buy,

[00:37:12:170] every party, they buy a t-shirt.

[00:37:14:220] And so I understood that Fast Fashion is something totally new.

[00:37:19:100] If you have noticed, the price has decreased in the last years.

[00:37:24:020] And it does follow the middle class disappearing.

[00:37:28:150] So all the things that people really need

[00:37:31:140] are very costly,

[00:37:33:110] like a home, like studies, like life insurance.

[00:37:38:130] On the other side, there is a source of consolation

[00:37:43:120] part of their life.

[00:37:45:060] They can buy a t-shirt,

[00:37:48:230] two t-shirts a party, or eventually a day,

[00:37:53:010] although I'm very poor and I've got lost,

[00:37:55:110] I've lost all the things I really needed.

[00:37:57:200] (narrator) Today we purchase over 80 billion

[00:37:59:180] pieces of new clothing each year.

[00:38:02:030] That's 400% more than the amount we bought just two decades ago.

[00:38:06:110] The way we buy clothes has changed so much, so fast

[00:38:09:130] that few people have actually stepped back

[00:38:11:180] to understand the origin of this new model, or the consequence

[00:38:14:160] of such an unprecedented increase in consumption.

[00:38:17:220] (Mark Miller) There's an article in Printers' Ink

[00:38:22:020] which is the leading advertising trade journal of its day,

[00:38:26:150] by a very famous copywriter, named Earnest Elmo Calkins,

[00:38:30:180] he was a grand old man of the art of writing advertising copy.

[00:38:35:050] It was an article called "Consumptionism".

[00:38:38:170] In that article, he says there are two kinds of products.

[00:38:43:200] There are the kind that you use,

[00:38:47:030] like washing machines, cars and so on,

[00:38:49:210] things that you buy and use for a long time.

[00:38:54:090] And then there are the things that you use up,

[00:38:57:060] like chewing gum and cigarettes, other perishables.

[00:39:00:210] He said consumptionism is all about getting people

[00:39:04:220] to treat the things they use,

[00:39:07:190] as the things they use up.

[00:39:10:020] (woman) With their innovative Buy 1, Get 3 Free pricing,

[00:39:12:200] a suit from Joseph A. Bank

[00:39:14:100] is effectively cheaper than paper towels.

[00:39:17:170] And now they come in these easy-to-use dispensers.

[00:39:21:200] With four suits for the price of a modest dinner,

[00:39:25:010] I can feel good about throwing them away when I'm done.

[00:39:31:180] (woman) You just have to look at landfill,

[00:39:33:180] and you can see in landfill

[00:39:35:090] that the amount of clothes and textiles being chucked away,

[00:39:38:060] has been increasing steadily over the last 10 years,

[00:39:41:130] as the sort of dirty shadow of the Fast Fashion industry

[00:39:48:020] (Lucy Siegle) As we get sort of closer and closer

[00:39:51:000] to species degradation,

[00:39:52:220] to trashing our last remaining pristine wilderness,

[00:39:57:050] we seem hell-bent on producing more and more disposable stuff.

[00:40:00:180] It makes no sense.

[00:40:02:080] Fashion should never and can never be thought of

[00:40:05:130] as a disposable product.

[00:40:07:200] (Christina Dean) I think after any big change in any industry,

[00:40:10:070] it takes a while to feel and smell

[00:40:13:190] the dirt that comes out of something that is polluting.

[00:40:17:180] So I think now there is a change

[00:40:20:030] because you can't deny

[00:40:23:230] that the Fast Fashion industry

[00:40:25:190] is having a massive impact in developing countries.

[00:40:28:220] (narrator) The average American throws away 82 pounds

[00:40:31:120] of textile waste each year.

[00:40:33:220] Adding up to more than 11 million tons of textile waste

[00:40:37:040] from the US alone.

[00:40:39:010] Most of this waste is non-biodegradable.

[00:40:41:150] Meaning it sits in landfills for 200 years or more,

[00:40:44:140] while releasing harmful gases into the air.

[00:40:47:180] (Orsola) The sheer amount of cheap clothing,

[00:40:50:230] even though people feel, perhaps somehow,

[00:40:55:080] that they're offsetting by giving to charity.

[00:40:58:020] The journey of a t-shirt donated to charity

[00:41:01:140] is unpalatable in itself.

[00:41:07:040] (woman) Pepe ... It is a disease in Haiti.

[00:41:11:060] Not only in Haiti, I think like in any

[00:41:13:030] third world country that you're visiting.

[00:41:15:120] It's a problem, it's a huge problem.

[00:41:18:230] Pepe, a bunch of clothes,

[00:41:21:160] most of them came from the States.

[00:41:25:150] People will go and buy a box full of clothes.

[00:41:28:060] They don't even know what they're buying.

[00:41:30:140] Those are clothes people donate to charity,

[00:41:34:080] and charity cannot sell them on their thrift store or whatever,

[00:41:38:150] they pack them, ship them to those third countries

[00:41:42:200] and most of them end up here.

[00:41:44:190] (narrator) It turns out that only about 10%

[00:41:46:120] of the clothes that we donate

[00:41:47:200] actually get sold in local thrift stores.

[00:41:50:140] And as we're going through our clothing faster and faster,

[00:41:52:210] now more of it is being dumped into developing countries,
[00:41:55:200] like Haiti.
[00:41:57:100] As the amount of secondhand clothing
[00:41:58:210] coming into Haiti has increased,
[00:42:00:220] the local clothing industry here has disappeared.
[00:42:04:050] Once a proud, local tailoring sector,
[00:42:06:130] Haiti now produces mostly cheap t-shirts
[00:42:09:080] for export to America.
[00:42:11:160] Because, back in the day when you were working
[00:42:15:130] you used to see someone come to learn to sew.
[00:42:19:060] The person might come to learn, and ask me to teach them how to sew.
[00:42:23:000] Then you would teach him or her.
[00:42:24:180] And because they learned to sew,
[00:42:28:020] you knew that they would find a job with that skill.
[00:42:30:120] However, today, the person may learn how to sew
[00:42:34:150] but they can't find a job or make a living doing that.
[00:42:41:060] (Catherine Charlot) So I tell people stop buying things that is not good,
[00:42:45:140] that is costing, like ten dollars,
[00:42:47:160] you going to go on a ball, you going out today.
[00:42:51:110] You just go to a store
[00:42:52:110] and buy yourself a dress for ten dollars,
[00:42:54:060] Because it cost just ten dollars and I can throw it away.
[00:42:57:080] And tomorrow you are going to do the same thing
[00:42:59:060] over and over and over again.

[00:43:03:060] (narrator) As awareness of fashion's impact on our world is growing,

[00:43:06:010] there are key leaders in the industry who are beginning to question

[00:43:08:200] the impacts of a model built on careless production

[00:43:12:000] and endless consumption .

[00:43:13:170] (man) At Patagonia, we hate the word "consumers."

[00:43:19:080] We've got to find a better word, we prefer "customers,"

[00:43:22:200] and we prefer also customers who recognize

[00:43:26:120] the impact of their consumption.

[00:43:28:220] They recognize that as consumers, they're part of the problem.

[00:43:34:090] We are hopeful that we can encourage our customers to join us

[00:43:38:240] in really questioning consumption.

[00:43:41:130] Because without a reduction in consumption,

[00:43:43:180] we don't feel that we'll really collectively find a solution

[00:43:47:120] to the problems we face, that are collectively, year by year,

[00:43:53:060] resulting in the continued decline of the health of our planet.

[00:43:58:160] (woman) I mean the fashion industry just needs to think.

[00:44:01:110] It needs to just stop and sort of look at how it's been working

[00:44:05:080] in a conventional way, and just question it, challenge it.

[00:44:09:010] For me is as a designer,

[00:44:10:080] that's the most exciting thing that I do now.

[00:44:13:110] More exciting than saying, "Oh, I love this color this season,"

[00:44:16:030] or "this is the silhouette, or the hemline."

[00:44:19:020] For me, a way bigger challenge and excitement

[00:44:22:120] is actually looking at my industry and saying, "You know what,

[00:44:24:220] I'm going to try and do it in a way
[00:44:26:080] that is not as harmful to the planet."
[00:44:30:010] Business through advertising has pulled society along
[00:44:35:110] into this belief that happiness is based on stuff,
[00:44:40:050] that true happiness can only be achieved
[00:44:42:190] with an annual, seasonal, weekly, daily
[00:44:48:060] increase in the amount of stuff you're bringing into your life.
[00:44:50:180] That we want encourage our customers
[00:44:53:170] to think twice about those assumptions,
[00:44:56:000] to understand where they came from.
[00:44:58:150] And through that understanding, to know that we can all together,
[00:45:02:040] we can change how this is done.
[00:45:03:140] The customer has to know that they're in charge.
[00:45:06:150] Without them, we don't have jobs.
[00:45:08:170] And that is really important.
[00:45:10:050] So you don't have to buy into it.
[00:45:12:060] If you don't like it, you don't have to buy into it.
[00:45:17:030] (birds chirping)
[00:45:18:000] (Safia Minney) I love the embroidery, Shantu.
[00:45:23:000] The embroidery is really nice.
[00:45:24:100] Don't you think we should add the embroidery on both sides?
[00:45:26:180] I think we should definitely add the embroidery here as well.
[00:45:30:170] I think it looks a bit mean to have it just on the front,
[00:45:33:110] so let's have it on the sides too?

[00:45:36:180] It won't add much cost,

[00:45:38:020] it's not so dense, is it?

[00:45:45:100] (Safia) Swallows is a Fair Trade fashion business

[00:45:48:120] but it's also a development society.

[00:45:51:070] So it helps more than 3,000 people in this village.

[00:45:57:060] I come here every four months.

[00:45:58:220] We call them "production trips."

[00:46:00:230] And we're working with the producers,

[00:46:03:110] trying to find out what are the barriers

[00:46:05:140] to making a great product and to getting it to the market.

[00:46:09:020] And we're also doing Fair Trade capacity building .

[00:46:11:210] So looking at what are the obstacles

[00:46:14:130] to delivering more social benefit

[00:46:16:190] or improving the environmental protection in these areas.

[00:46:21:020] For me, this is about partnering.

[00:46:23:040] This is about finding creative solutions,

[00:46:25:050] together with them, with the team here,

[00:46:28:030] and really listening to what their problems are

[00:46:30:000] and finding a way that works, together.

[00:46:32:140] (clicking sound of the loom)

[00:46:42:130] I want to invite the best employee here at Swallows,

[00:46:47:200] I want to invite one female representative from Swallows

[00:46:52:240] to come to London in autumn or next spring.

[00:46:57:060] And I would like you to think

[00:46:59:050] who would be that best representative.

[00:47:02:120] But I want you to know who your customers are,

[00:47:04:120] and I want you to really understand the marketplace

[00:47:07:030] and come back and tell all your friends.

[00:47:09:090] (man translating to Bengali)

[00:47:32:010] (applause)

[00:47:36:150] Either, if she does it single thread, single stitch,

[00:47:39:120] then maybe she needs to do more densely?

[00:47:42:010] - Okay. - More concentrated?

[00:47:43:180] (man translates to Bengali)

[00:47:57:060] (Safia) If she continues for a bit,

[00:47:59:180] we're going to go up to the sample room now, for SS15.

[00:48:02:190] Can she come and show us the next one that she does?

[00:48:06:110] Yeah.

[00:48:11:180] (Safia) I kind of hoped that People Tree wouldn't be necessary,

[00:48:14:170] and I hoped that we would have a trading system that looked after

[00:48:19:080] people's rights and the environment.

[00:48:23:060] But the more and more involved I got in developing,

[00:48:25:180] and working closely with partners,

[00:48:27:090] the more dirt and filth I discovered

[00:48:31:230] about how trading practices

[00:48:33:180] undermine everything that we believe in,

[00:48:35:140] and everything I know most people believe and value.

[00:48:42:190] I don't know, People Tree just really grew organically.

[00:48:45:000] It grew from a really great collection of people
[00:48:48:000] that feel passionately that there's a different way of...
[00:48:50:190] of working, of living, of consuming,
[00:48:54:020] of interacting with people by a humane way.
[00:49:00:220] I didn't necessarily feel that there'd be a thousand shops
[00:49:03:070] selling People Tree today,
[00:49:06:050] and I see that there's so much more that we need to do.
[00:49:08:110] So I think it's not just about creating jobs
[00:49:11:060] for the 7,000 people that work for People Tree,
[00:49:13:120] it's also about being a catalyst for change within the industry,
[00:49:16:110] and showing, proving the model works.
[00:49:25:020] (clanking metal from train tracks)
[00:49:29:220] (Larhea Pepper) Yeah, when we first went organic
[00:49:31:200] I think there was only two or three of us at the time,
[00:49:34:000] and we formed the Texas Organic Cotton Marketing Cooperative
[00:49:37:050] and the deal was they'd grow it, and I'd sell it.
[00:49:39:120] So I started going to like Jacob Javits
[00:49:42:030] and having this whole deal, cotton plants and everything,
[00:49:45:010] and of "Yeah, we've got organic cotton,"
[00:49:47:080] and people would just look at us like we were absolutely crazy.
[00:49:53:000] Many times consumers become aware of...
[00:49:55:150] organic milk, or they have an allergy.
[00:49:58:030] And so, interestingly enough, cotton,
[00:50:00:160] and what they put on their body

[00:50:01:220] even though the skin's the largest organ on your body,

[00:50:04:130] isn't even on their radar screen

[00:50:05:200] because they're not getting the connection of,

[00:50:08:110] "Oh, I eat this organic apple,

[00:50:10:080] therefore I'm not directly ingesting

[00:50:12:220] pesticides or chemicals, or whatever the case may be."

[00:50:15:230] But they don't get that direct connection with clothing.

[00:50:18:130] And so you have to start looking in that bigger community scope.

[00:50:21:220] That it is about our air, it's about our world.

[00:50:24:010] It's about our planet, it's about our people.

[00:50:26:170] And so it is that awareness of--

[00:50:29:100] You may not feel that you're having the direct impact

[00:50:31:190] by buying this organic shirt.

[00:50:34:140] But the impact you're having

[00:50:36:160] is in the bigger picture in the world at large,

[00:50:38:220] and especially in the community where the cotton's grown.

[00:50:42:190] ♪ (soft music) ♪

[00:50:54:140] As the hard freeze comes,

[00:50:56:120] as organic farmers, we wait for that freeze

[00:50:58:200] because that literally defoliates, takes the leaves off the plant,

[00:51:03:180] so that when we harvest, the bolls open that are mature,

[00:51:07:240] and it leaves the cotton here,

[00:51:09:180] and you can see it comes out in sections.

[00:51:13:000] This machine that's coming is called a Cotton Stripper.

[00:51:16:040] And it's called a Cotton Stripper

[00:51:17:140] because it literally comes along and strips,

[00:51:20:210] uses kind of fingers, and it literally strips

[00:51:23:020] all of the bolls off of this plant.

[00:51:27:020] So when you look over there, you can see

[00:51:29:100] the Harvester's been there and it's taken all the plants off.

[00:51:34:010] ♪ (soft music) ♪

[00:51:43:090] I think one of the problems that we have in the current model

[00:51:46:030] is it's all about the profit.

[00:51:47:210] And it doesn't take into consideration "this cost at what cost?"

[00:51:53:020] The cost of polluting the water;

[00:51:54:180] the cost of labor;

[00:51:56:150] the cost of bars on the window

[00:51:58:020] that people die when a fire breaks out in the factory;

[00:52:00:180] the cost of farmers that don't have access

[00:52:03:220] to education and health care.

[00:52:06:010] And so we haven't really factored in what the true cost is.

[00:52:15:120] (Rakesh Jaiswal) Kanpur is situated along river Ganga,

[00:52:18:180] which is the holiest river.

[00:52:21:070] And it's also very important for 800 million Hindus

[00:52:26:180] and also it serves as the lifeline of North India.

[00:52:31:100] So this river is being polluted and killed

[00:52:34:140] by the leather factories of Kanpur.

[00:52:40:030] (narrator) With growing demand for materials like cheap leather,

[00:52:43:030] Kanpur is now the leather export capital of India.

[00:52:56:130] Every day here, more than 50 million liters of toxic wastewater,

[00:53:00:120] pour out of the local tanneries.

[00:53:02:060] Heavy chemicals used to treat the leather like chromium-6

[00:53:05:060] flow into local farming and even drinking water.

[00:53:09:060] In places like Kanpur, far from the eyes of the world,

[00:53:12:130] major western brands are able to source cheap materials

[00:53:15:080] while avoiding all accountability for the growing cost to human health

[00:53:19:150] and the environment.

[00:53:21:220] ♪ (somber music) ♪

[00:53:31:030] People in that area are in the tight grip of tannery pollution.

[00:53:37:060] The local environment is contaminated, soil is contaminated.

[00:53:42:150] The only drinking water source,

[00:53:45:220] ground water, is contaminated with chromium.

[00:53:49:060] Agricultural produce,

[00:53:51:060] even vegetables and salad items,

[00:53:54:200] are produced there.

[00:53:57:010] People's health is affected.

[00:54:00:080] People have different kinds of dermal problems:

[00:54:04:130] skin rashes, boils, pustules,

[00:54:07:090] even numbness in the limbs.

[00:54:08:210] People have stomach ailments, maybe they have cancers also.

[00:54:15:130] My daughter is suffering from jaundice.

[00:54:18:060] Every year, people in every other houses in this region

[00:54:22:060] suffer from this illness.

[00:54:23:140] Even my wife had jaundice.

[00:54:26:070] As I said before, many people every year have the same issue.

[00:54:30:010] All our savings are used to treat the diseases,

[00:54:35:000] because the chromium that's in the water

[00:54:39:180] attacks the liver directly,

[00:54:43:090] it creates digestion problems, and many people can get jaundice

[00:54:49:090] or liver cancer if we are not able to take precautions.

[00:54:54:070] (man) You can have the best of materials moving into

[00:54:57:030] the high-end fashion market, in Milan or Paris, or London.

[00:55:02:060] But there has been so much work which has gone behind it,

[00:55:07:050] and so much of chemicals has gone into it,

[00:55:09:070] the effluents has been discharging to so many rivers.

[00:55:12:090] But we are only looking at that point of time

[00:55:15:020] into the finished product.

[00:55:17:060] We need to step back and think about it.

[00:55:23:110] (narrator) Fashion today is the #2 most polluting industry

[00:55:26:140] on earth, second only to the oil industry.

[00:55:30:070] The alarming thing is that not only is fashion using

[00:55:32:150] a huge amount of natural resources,

[00:55:34:130] and creating staggering environmental impacts,

[00:55:37:020] these natural resources and this impact is often not even measured.

[00:55:41:060] Because they've been so abundant, these resources,

[00:55:45:140] it's been assumed that they're going to be there forever.

[00:55:48:110] So I think business has not accounted for them

[00:55:51:000] because it's only since the 1950s

[00:55:54:230] that we've really had this industrial expansion

[00:55:59:010] at such a rate that we started to see exponential growth

[00:56:03:100] and exponential use of natural resources.

[00:56:06:100] The first economy on which our lives rest is nature's economy.

[00:56:09:130] Nature has an economy.

[00:56:11:150] That economy is huge. It's not counted.

[00:56:15:230] Then we have people's economy, women working, laborers working,

[00:56:19:000] farmers growing.

[00:56:20:140] And that was made invisible through this construct,

[00:56:24:050] first in the Depression, and then during the war years,

[00:56:26:180] of the number called the GDP, the Gross Domestic Product,

[00:56:31:060] which measures only that which is traded,

[00:56:36:140] and has become a commodity.

[00:56:38:100] (Mike Schragger) A lot of the resources

[00:56:39:240] that we use to make our clothing are not accounted for

[00:56:44:180] in the cost of producing those clothes.

[00:56:49:000] So one has water that's used to produce clothing,

[00:56:54:090] land that's used to grow the fiber,

[00:56:58:040] chemicals that are used to dye.

[00:57:02:030] Those things all are inputs.

[00:57:06:110] And as inputs, they cost something,

[00:57:10:120] and they also give outputs,

[00:57:12:210] in some cases good outputs, the clothing themselves, jobs ,

[00:57:17:030] but in other cases bad outputs, like harmful chemicals,

[00:57:21:050] or greenhouse gas emissions,

[00:57:23:060] and those things have costs as well.

[00:57:29:060] (ringing)

[00:57:36:030] Sleep on the pillow.

[00:57:39:020] (man) Will you feel bad leaving Nadia?

[00:57:41:140] Of course I feel bad but there's nothing to do.

[00:57:45:060] With a job here, I'm forced to leave her in the village.

[00:57:49:120] In the last two months, she never sat with her books.

[00:57:52:060] She only watches TV and cartoons.

[00:57:53:190] And music videos.

[00:57:55:040] But if she stays in the village, she cannot do that.

[00:57:57:160] She goes to the school in the morning, comes back at noon

[00:58:00:080] and at 3 p.m. she goes for private tutoring.

[00:58:03:070] It's not possible for that here.

[00:58:04:140] (child speaks in Bengali)

[00:58:07:100] (man) What do you do with Nadia now?

[00:58:09:150] Sometimes I leave her with the neighbor,

[00:58:12:120] sometimes her father used to look after her.

[00:58:17:110] And I took her to my factory sometimes.

[00:58:19:180] I took her to the factory yesterday.

[00:58:21:180] (crowd chattering)

[00:58:26:080] (narrator) The same low wages that have made places like Bangladesh

[00:58:29:000] so attractive for brands to do business,
[00:58:31:140] have left millions of workers here, working incredibly long hours,
[00:58:35:030] unable to afford to keep their children with them,
[00:58:37:120] even in the cities' worst slums.
[00:58:40:100] In order to give their children an education,
[00:58:42:160] and a chance of a better future than life in the factories,
[00:58:45:120] many garment workers here, like Shima, are leaving their children
[00:58:49:130] to be raised by family or friends in villages outside the city,
[00:58:53:000] only getting to see them once or twice a year.
[00:58:57:070] ♪ (soft music) ♪
[00:59:31:080] (children chattering)
[00:59:39:070] This is my dad,
[00:59:41:090] it's been a year since I have seen him.
[00:59:44:160] Sometimes I talk to him on the phone
[00:59:47:100] but it's been a year since I have seen him.
[00:59:52:240] This is my mom,
[00:59:56:130] it's been a year since I last saw her.
[00:59:59:150] I talk to her on the phone as well but I don't see her often .
[01:00:06:070] (family talking in Bengali)
[01:00:28:060] (mother and children speaking animatedly)
[01:00:43:190] There is no limit to the struggle of Bangladeshi workers.
[01:00:47:040] Every day we wake up early in the morning;
[01:00:50:120] we go to the factory, and work really hard all day.
[01:00:54:180] And with all the hard labor we make the clothing.

[01:00:58:200] And that's what people wear.

[01:01:04:000] People have no idea how difficult it is for us to make the clothing.

[01:01:10:110] They only buy it and wear it.

[01:01:13:180] I believe these clothes are produced by our blood.

[01:01:16:210] A lot of garment workers die in different accidents.

[01:01:21:200] Like a year ago, there was a collapse in Rana Plaza.

[01:01:26:160] A lot of workers died there.

[01:01:30:030] It's very painful for us.

[01:01:34:190] I don't want anyone wearing anything,

[01:01:38:100] which is produced by our blood.

[01:01:40:220] We want better working conditions, so that everyone becomes aware.

[01:01:43:240] I don't want another owner like the owner of Rana Plaza

[01:01:48:030] to take such a risk and force the workers

[01:01:52:150] to work in such conditions.

[01:01:56:080] So that no more workers die like that.

[01:01:59:150] So that no more mothers lose their child like this.

[01:02:03:130] I never want this, I want the owners to be a little more aware

[01:02:07:170] and look after us.

[01:02:15:230] You know, we are actually profiting

[01:02:18:000] from their need to work, to use them as slaves.

[01:02:23:040] And I'm not saying that we don't-- we need to give them work,

[01:02:27:000] but they have to be treated with the same respect

[01:02:31:120] that we treat our children, our friends.

[01:02:34:190] They're not different from us.

[01:02:37:030] (narrator) Livia Firth has been calling for major change

[01:02:39:080] in the fashion industry.

[01:02:40:140] She made headlines by starting something

[01:02:42:090] called "The Green Carpet Challenge,"

[01:02:44:030] urging celebrities and top designers

[01:02:45:230] to take part in more mindful forms of fashion.

[01:02:49:000] She runs a sustainability consulting firm called Eco Age,

[01:02:51:230] and had just been invited to speak at a conference

[01:02:53:230] on the future of fashion.

[01:02:55:160] If Fast Fashion didn't exist,

[01:02:58:060] we wouldn't need to have a summit in Copenhagen

[01:03:00:190] to try and clean the mess of environmental destruction,

[01:03:04:180] social justice destruction, that has been caused

[01:03:08:040] in the last 15 to 20 years of its existence.

[01:03:11:190] Fast Fashion wants to produce fast,

[01:03:14:140] so the garment worker has to produce faster and cheap.

[01:03:18:220] So the garment worker is the only point of the supply chain

[01:03:23:010] where the margins are squeezed.

[01:03:25:030] And you have these huge companies

[01:03:28:220] going to the factory in Bangladesh,

[01:03:30:170] place an order for 1.5 million jeans

[01:03:33:050] for 30 cents each, 50 cents each...

[01:03:37:020] How can you make it ethical?

[01:03:38:240] I don't know.

[01:03:41:120] But also, from the consumer point of view,
[01:03:43:160] is it really democratic to buy a t-shirt for \$5
[01:03:47:050] or pay \$20 for your jeans?
[01:03:49:190] Or are they taking us for a ride?
[01:03:53:030] Because they're making us believe that we are rich or wealthy
[01:03:56:200] because we can buy a lot.
[01:03:58:220] But in fact they are making us poorer.
[01:04:01:170] And the only person who is becoming richer
[01:04:04:120] is the owner of the Fast Fashion brand.
[01:04:07:140] So that makes me a little bit angry.
[01:04:10:090] (audience applause)
[01:04:17:200] You spoke about a commitment
[01:04:20:170] to try and promise a basic living wage.
[01:04:26:210] What does that mean?
[01:04:28:160] How do you define a fair living wage in Bangladesh?
[01:04:32:140] You know, what does that mean?
[01:04:36:030] And to have a pilot project in three factories,
[01:04:39:040] and by 2018, 15% of your factories are going to have that?
[01:04:43:230] It's not good enough. It's not.
[01:04:46:180] It's very clear for us that what a living wage is,
[01:04:49:170] is something that the workers should say,
[01:04:52:050] and that's incorporated in our way of working.
[01:04:56:150] (Livia) How much is it?
[01:04:58:000] And that's not for us to say a sum,

[01:05:00:040] but we do an assessment all the time.

[01:05:02:160] (Livia) How much is it?

[01:05:03:180] And to make sure that it covers the basic needs of the workers.

[01:05:08:150] I can show you that later on.

[01:05:11:210] (narrator) H&M has mastered the model of Fast Fashion,

[01:05:14:160] becoming the second largest clothing corporation in history.

[01:05:18:010] With annual revenue of more than \$18 billion dollars,

[01:05:21:170] they are now one of the largest producers of clothing

[01:05:24:080] in both Bangladesh and Cambodia.

[01:05:27:030] Sadly, along with every other major retailer I asked,

[01:05:30:060] they declined all interview requests for this film .

[01:05:44:110] (crowd cheering)

[01:05:48:150] (narrator) In Cambodia, garment workers have had enough.

[01:05:51:070] Recently taking to the streets

[01:05:52:210] to demand a minimum wage increase in the country.

[01:06:01:070] As protests continued, workers were met with violent crackdowns,

[01:06:04:170] as police began to open fire with live rounds.

[01:06:08:210] (woman shouting in Khmer)

[01:06:13:030] (shouting, cars honking)

[01:06:23:230] (screaming, glass breaking)

[01:06:28:040] (male reporter) A woman has been killed, and several people injured

[01:06:30:200] in clashes between clothes factory workers

[01:06:33:020] and riot police in Cambodia.

[01:06:37:140] (gunshots firing)

[01:06:41:150] (women shouting)

[01:06:50:050] (cries and shouts)

[01:07:08:100] For two days, Cambodia was a battleground.

[01:07:13:020] The city of Phnom Penh.

[01:07:15:030] The police, the paratroopers were brought in

[01:07:19:040] as if there were war on the streets of Phnom Penh .

[01:07:23:230] Why? Because workers in the textile industry

[01:07:27:190] continued to demand

[01:07:29:240] a minimum wage of at least \$160.

[01:07:36:010] The government violently cracked down on us, and as a result

[01:07:38:180] 5 workers were killed, 23 were arrested,

[01:07:41:040] and more than 40 were injured.

[01:07:43:140] And we are not actually asking for much money

[01:07:46:010] we just want a proper salary to make a decent living with dignity.

[01:07:51:120] But the government doesn't care about how poor we are

[01:07:56:050] or how much suffering we have faced.

[01:07:58:120] They don't care about the workers at all.

[01:08:00:150] So we keep demanding for \$160 US

[01:08:05:230] minimum wage per month.

[01:08:10:200] (man) Today is the funeral of a factory worker.

[01:08:16:240] He was beaten to death.

[01:08:21:000] He had suffered a lot before his death this morning.

[01:08:27:000] And he had done nothing wrong.

[01:08:30:240] He, among his fellow workers,

[01:08:36:010] wanted to have better living conditions.

[01:08:40:020] (chanting prayers)

[01:09:06:060] We will continue his fight

[01:09:10:180] so that all Cambodian workers

[01:09:15:220] (voice trembling with emotion) will have decent living conditions.

[01:09:20:100] (interviewer) Thank you sir.

[01:09:30:160] (narrator) The Cambodian government, like other developing countries

[01:09:33:180] are desperate for the business that multinational retailers bring.

[01:09:38:020] Because of the constant threat that these brands

[01:09:40:000] will relocate production to other low-cost countries,

[01:09:42:220] the government holds down wages,

[01:09:45:000] routinely avoiding enforcement of local labor laws.

[01:09:48:040] But because the major brands do not officially employ the workers,

[01:09:51:080] or own any of the factories they produce in,

[01:09:54:030] they're able to profit hugely,

[01:09:56:050] all while remaining free of responsibility

[01:09:58:170] for the effects of poverty wages, factory disasters,

[01:10:02:000] and the ongoing violent treatment of workers.

[01:10:05:070] The whole system begins to feel

[01:10:07:150] like a perfectly engineered nightmare

[01:10:09:190] for the workers trapped inside of it.

[01:10:14:160] (Sochua Mu) You cannot fool us, and exploit our human resources,

[01:10:19:070] exploit our workers.

[01:10:20:220] The workers will continue to rise up.

[01:10:23:180] I call on the international brands
[01:10:27:110] to put that struggle into dollars,
[01:10:33:030] into pounds, into Euros.
[01:10:36:180] It translates into human capital.
[01:10:40:150] It translates into social responsibility
[01:10:45:010] of these big corporations.
[01:10:46:180] It translates into economic justice.
[01:10:50:070] When everything is concentrated on making profits
[01:10:53:180] for the big corporations,
[01:10:55:120] what you see is that human rights,
[01:10:57:050] the environment, workers' rights get lost all together.
[01:11:00:160] You see that workers are increasingly exploited
[01:11:03:120] because the price of everything is pushed down, and down and down,
[01:11:07:080] just to satisfy this impulse to accumulate capital.
[01:11:11:070] And that's profoundly problematic,
[01:11:13:100] because it leads to the mass impoverishment
[01:11:15:240] of hundreds of millions of people around the world.
[01:11:20:220] (woman) If you write to any of these companies,
[01:11:22:220] they'll send you their Code of Conduct.
[01:11:24:170] And it's beautiful, and it says, "Oh yes, we take responsibility
[01:11:28:240] for the conditions under which our product is made,
[01:11:31:210] the product that you buy.
[01:11:33:080] All the factories where we produce,
[01:11:35:060] we require them to respect the minimum-wage laws,

[01:11:39:100] all of the laws of the country,
[01:11:41:090] to respect women, not to hire children,
[01:11:45:100] no forced labor,
[01:11:48:080] no excessive overtime hours," all that stuff.
[01:11:53:140] But when we submitted a bill in Congress a few years ago,
[01:11:58:060] or worked with people to do that,
[01:12:00:200] we called it "The Decent Working Conditions and Fair Competition Act,"
[01:12:05:000] the companies responded in one voice,
[01:12:07:220] "Oh no! That would be an impediment to free trade.
[01:12:10:180] We can't have rules. We can't have that!"
[01:12:14:140] They want to keep it with voluntary codes of conduct.
[01:12:18:100] They've fought for, and they've won
[01:12:20:140] laws to protect their stuff and their interests,
[01:12:25:050] but what about the workers?
[01:12:26:180] The workers are left with voluntary codes of conduct.
[01:12:29:100] And what we see, in case, after case, after case,
[01:12:33:180] is that those voluntary codes of conduct
[01:12:36:010] are not worth the paper that they're written on.
[01:12:38:100] We need to acknowledge, particularly in the fashion industry,
[01:12:42:010] that human capital is part of this miraculous formula.
[01:12:46:180] Without human capital, without cheap labor,
[01:12:50:080] cheap female labor,
[01:12:51:220] it would not be generating the profits that it is.
[01:12:56:060] That needs to be acknowledged, it needs to be dealt with,

[01:12:59:190] and those people need to be rewarded instead of exploited.

[01:13:03:090] Where is their piece of the pie?

[01:13:05:050] That's what we constantly have to ask ourselves.

[01:13:07:150] Are those buyers immoral? or do they just don't, or are they amoral?

[01:13:11:170] The system they're working for and the system that allows companies

[01:13:14:120] to do this is amoral.

[01:13:16:020] The individuals concerned are simply products of that system

[01:13:18:220] and having to drive it through to its logical conclusion.

[01:13:21:090] What we need to do is change the way those companies operate.

[01:13:25:210] (narrator) Operating within a system that only measures profit,

[01:13:28:160] companies have little incentive to do anything

[01:13:31:000] other than to make this quarter better than the last.

[01:13:34:020] No matter what damage is caused along the way.

[01:13:37:080] As corporations that make up the global fashion industry,

[01:13:40:010] major brands as well as seed and chemical companies,

[01:13:42:240] are growing today to reach unprecedented global size and power.

[01:13:46:210] This mandate for profit at all cost, is beginning to stand

[01:13:50:170] in direct opposition to the values that we share.

[01:13:54:220] Richard Wolff is an economist,

[01:13:56:120] who after graduating from Harvard, Stanford and Yale,

[01:14:00:050] became convinced that the real problem

[01:14:02:020] is within this system itself.

[01:14:04:100] So America became a peculiar country.

[01:14:08:100] You could criticize the education system

[01:14:10:090] to make the schools better.

[01:14:11:140] You could criticize the transportation system

[01:14:13:150] to make that work better.

[01:14:14:230] You could crit--

[01:14:15:220] But you couldn't criticize the economic system.

[01:14:18:190] That got a free pass.

[01:14:21:010] You couldn't criticize...

[01:14:23:050] And if you don't criticize something for 50 years,

[01:14:25:180] it rots, it goes to seed.

[01:14:28:170] One of the ways a healthy society works

[01:14:30:150] is it subjects its component systems to criticism,

[01:14:34:170] so that we can debate it, and hopefully fix it,

[01:14:37:080] or improve it or do better.

[01:14:39:090] Capitalism couldn't be questioned.

[01:14:42:010] Capitalism is the reason

[01:14:43:070] the fashion industry looks as it does today.

[01:14:46:090] It's the reason why workers in Bangladesh are paid so little.

[01:14:50:000] Because if you're operating in a capitalist system,

[01:14:52:210] the main thing you have to do is create profit

[01:14:56:010] and you have to create more profit than your competitors.

[01:14:59:170] And this is what drives companies

[01:15:01:150] to push wages down, and down, and down.

[01:15:04:210] But companies don't go-- like fashion retailers

[01:15:08:220] don't go to places like Bangladesh, for any other reason except

[01:15:13:160] they can get the cheapest labor possible.

[01:15:16:120] There's no collective rights in Bangladesh,

[01:15:18:210] there's no trade union rights,

[01:15:20:160] there's a very, very low minimum wage,

[01:15:22:170] there's no maternity benefits, there's no pensions,

[01:15:25:220] that is why the fashion industry is in Bangladesh

[01:15:28:080] because it can reap the biggest profits out of those people

[01:15:31:170] that are making the clothes for them.

[01:15:33:150] Before you can solve a problem, you have to admit you got one

[01:15:37:010] and before we're going to fix an economic system

[01:15:39:070] that's working this way, and producing such tensions

[01:15:42:130] and inequalities and strains on our community,

[01:15:46:090] we have to face the real scope of the problem we have

[01:15:50:090] and that's with the system as a whole.

[01:15:53:000] And at the very least,

[01:15:54:090] we have to open up a national debate about it,

[01:15:57:020] and at the most, I think we have to think long and hard

[01:16:00:160] about alternative systems that might work better.

[01:16:03:140] (John) For the environment, the great threat is that capital

[01:16:06:240] must continue to expand infinitely in order to survive.

[01:16:11:080] It can't have any limits on its expansion and its growth.

[01:16:15:030] The natural world clearly does have limits.

[01:16:17:190] There are very defined limits to how much the world can sustain

[01:16:21:110] in terms of production, in terms of trade,

[01:16:23:230] in terms of transport and distribution.

[01:16:26:100] And it's quite clear that we have already overstepped

[01:16:28:230] a lot of those limits, which is why you're seeing such stress

[01:16:32:040] in the natural world at the moment.

[01:16:34:180] (Tansy Hoskins) The system we live in isn't one

[01:16:36:150] that most people want to live in.

[01:16:38:100] I think it's a system that makes most people very unhappy,

[01:16:41:100] and I don't think people want to live on a slowly dying planet

[01:16:44:200] or to be exploiting their neighbors.

[01:16:48:110] I think we need huge systemic change.

[01:16:52:080] (Richard) If you don't change the system,

[01:16:54:210] you're leaving intact

[01:16:57:150] the decision-making of these enterprises,

[01:17:00:200] which means a small group of executives and shareholders

[01:17:04:040] are going to be working in the same system,

[01:17:06:180] subject to the same pattern of rewards and punishments,

[01:17:09:180] which will sooner or later make them reimpose,

[01:17:13:090] there or elsewhere,

[01:17:15:000] the very conditions you're fighting against.

[01:17:17:090] So stop this stuff about improving their conditions,

[01:17:20:210] deal with the system, or else you're not serious.

[01:17:25:030] (Tim) Our economic system is one of consumer capitalism,

[01:17:28:060] and that's why the government needs to have consumption

[01:17:33:000] at very high levels,

[01:17:35:010] and why, of course, the corporations do,

[01:17:37:010] and why at some level most people then buy into it.

[01:17:40:120] I can't tell you the number of people I talked to who say,

[01:17:42:200] "Well, but if we became less materialistic our economy would tank."

[01:17:47:170] Well, they're right in some level, because our economy

[01:17:52:180] is based on materialism, it's based on these kinds of values.

[01:17:58:120] That's what it needs in order to survive.

[01:18:01:110] That's part of the fuel that it needs.

[01:18:04:070] The problem is that comes at a really high price.

[01:18:07:060] ♪ Black Friday's here, can we go please? ♪

[01:18:10:100] ♪ Go, go, go, go, go, shop, shop, shop, shop ♪

[01:18:13:060] (reporter) Black Friday shopping mania

[01:18:14:180] still playing out tonight at malls across America.

[01:18:17:060] In some places across this country tonight,

[01:18:19:080] it's as if someone announced

[01:18:20:190] we're in danger of running out of stuff,

[01:18:22:200] and those who need stuff had better go out and buy it now

[01:18:25:180] because it's going away forever.

[01:18:27:130] (female reporter) Walmart, doing more than 10 million transactions

[01:18:30:140] in the first four hours of the frenzy.

[01:18:32:180] A record 15,000 people at Macy's in New York City, shoppers hung tough.

[01:18:38:090] Black Friday will be the single largest day of the retail year.

[01:18:41:180] Certainly in the case of Macy's-- we'll do more business on this day

[01:18:45:110] than on any other day of the year.

[01:18:48:020] Nation! This orgy of Christmas shopping proves America is back!

[01:18:53:030] We are once again... Yes! (audience cheers)

[01:18:56:120] Oh yes!

[01:18:58:190] We are once again spending money we don't have

[01:19:02:180] on things we don't need to give to people we don't like.

[01:19:06:060] (audience cheers and claps)

[01:19:08:210] USA! USA! USA! USA!

[01:19:13:190] ♪ (music) ♪

[01:19:16:230] (frenzied screams)

[01:19:19:060] (male bystander) Oh my god!

[01:19:23:170] ♪ I've kept my grip so tight ♪

[01:19:28:030] ♪ I won't let anyone get in my way ♪

[01:19:32:120] ♪ I want beautiful things ♪

[01:19:35:080] ♪ golden rings, golden rings ♪

[01:19:39:120] ♪ and I get what I want ♪

[01:19:43:220] ♪ I live just to get what I want ♪

[01:19:46:210] ♪ and I want it all, I want it all ♪

[01:20:23:240] (people screaming)

[01:20:38:170] (heavy rain)

[01:20:43:220] (raindrops drumming on roof)

[01:21:02:200] (Shima speaking in Bengali)

[01:21:20:010] (children playing)

[01:21:26:010] (Shima) They love her a lot

[01:21:28:170] and can possibly take better care of her than me.

[01:21:31:000] Still, one thing makes me sad.

[01:21:33:120] No matter how much someone loves her,

[01:21:35:180] no one can love a child more than the parents.

[01:21:38:220] I feel heartbroken.

[01:21:45:060] ♪ (somber music) ♪

[01:21:56:020] I don't want my daughter to have to work in a garment factory like me.

[01:22:03:040] I feel bad, but I think I will be happy one day

[01:22:08:080] when she has a good future.

[01:22:11:070] She will be a good human being and people will say,

[01:22:15:010] that even though Shima worked in a garment factory

[01:22:18:010] and stayed in Dhaka, away from her child,

[01:22:21:130] that she gave a good education to her child

[01:22:23:050] and raised her as a good human being.

[01:22:24:170] If she gets a good government job, or get married to a good man,

[01:22:28:060] then people will say that and I would be very proud of that.

[01:22:35:120] That yes, I struggled,

[01:22:37:220] but I tried my best not to let her go through this.

[01:22:39:230] That I raised her well.

[01:22:47:020] (Larhea) I grew up on a farm, married a guy that grew up on a farm,

[01:22:50:220] and those of us living on the farm live there.

[01:22:55:000] It needs to be safe for us too.

[01:22:57:170] The new chemicals that are coming out,

[01:22:59:130] and the intensity of the use, was just continuing to increase.

[01:23:03:180] And then in 2005,

[01:23:10:080] Terry started having some loss of fine motor skills,

[01:23:13:110] and this and that, and come to find out,

[01:23:15:110] he had glioblastoma multiforme, Stage 4 brain tumor,

[01:23:20:050] and at the prime age of 47 years old.

[01:23:25:050] He died at the age of 50.

[01:23:27:050] They gave us six months, we had two-and-a-half years

[01:23:29:180] and the brain surgeon that worked on him,

[01:23:33:100] Lubbock has got huge cancer clinics and a medical hub.

[01:23:39:160] We didn't have to go someplace else to have a brain tumor surgery.

[01:23:42:090] We were able to stay right here

[01:23:44:060] because he does so many of them.

[01:23:46:080] He said that these kinds of tumors are found in men, aged 45-65,

[01:23:50:070] that work in the agricultural industry, or the oil field.

[01:23:55:150] And so while I don't have a smoking gun, and the blood tests that say

[01:23:58:190] the use of cotton chemicals, agricultural chemicals,

[01:24:04:030] directly lead to my husband's death,

[01:24:06:160] there's just too many linkages with his father's death.

[01:24:09:170] Growing up on a chemically-intensive farm,

[01:24:11:180] we live in the middle of 3.6 million acres of cotton

[01:24:14:190] that use a lot of chemicals.

[01:24:16:140] And so at that point in time,

[01:24:19:230] organic was no longer important to me,

[01:24:23:110] it was imperative.

[01:24:25:010] It's imperative that we change agriculture.

[01:24:27:120] It's imperative, if we're talking about the long-term sustainability

[01:24:31:030] and well being of our lives on this planet,

[01:24:33:200] and our children's lives on the planet,

[01:24:35:210] that we have to change.

[01:24:39:080] ♪ (soft music and nature sounds) ♪

[01:24:43:130] (subway rumbling)

[01:25:01:060] (Safia) This is the beginning of a turning point

[01:25:03:040] not just for a responsible way of doing fashion,

[01:25:06:030] but for a new way of doing capitalism,

[01:25:07:230] for a new way of doing economics.

[01:25:10:090] I'm sure that we will see a significant change

[01:25:15:130] over the next ten years.

[01:25:17:200] Whether it's in time or not, is another question.

[01:25:22:150] (Tim) You know, Martin Luther King Jr.,

[01:25:24:050] at a speech in a Brooklyn church, he said that

[01:25:26:180] what America needed was a revolution of values.

[01:25:30:090] It needed to stop treating people like things.

[01:25:33:100] It needed to stop treating people in ways

[01:25:36:160] that were just about profit.

[01:25:38:090] But instead to treat people in a real, and human way.

[01:25:43:040] (Richard) My god! We can do better than this!

[01:25:46:050] If what we want is to spread, as I would argue we do,

[01:25:51:180] spread industry around the world, not concentrated in one place.

[01:25:55:180] Let the benefits be shared globally,

[01:26:00:050] then let's do that in an orderly, reasonable, careful way.

[01:26:05:190] (Vandana) We need to recognize that capital is just money.

[01:26:09:030] Money is a means,

[01:26:10:150] and people should be accountable for how it's used.

[01:26:13:120] We need to celebrate the creative power of human beings.

[01:26:18:120] And we need to talk of creative work,

[01:26:20:100] we must stop talking about labor.

[01:26:22:190] We need to look at the land as not a commodity,

[01:26:27:170] to be speculated on and traded,

[01:26:29:230] but as the very basis of our life, as Mother Earth.

[01:26:33:170] (Lucy) You change all consumers into activists,

[01:26:37:060] all consumers asking ethical questions,

[01:26:39:100] all consumers asking quite simple questions about

[01:26:42:180] where their clothes are from,

[01:26:44:110] all consumers saying, "I'm sorry, it's not acceptable for someone to die

[01:26:48:170] in the course of a working day."

[01:26:50:080] We can just roll over and say, "Yes, have it. Do what you like."

[01:26:53:040] It's too important, it's too significant an industry.

[01:26:56:040] It has too much impact and effect on millions of people worldwide,

[01:27:00:200] and common resources.

[01:27:02:200] ♪ (somber music) ♪

[01:27:09:010] (narrator) Will we continue to search for happiness

[01:27:11:010] in the consumption of things?

[01:27:13:230] Will we be satisfied with a system that makes us feel rich,

[01:27:17:130] while leaving our world so desperately poor?

[01:27:20:200] Will we continue to turn a blind eye

[01:27:22:190] to the lives of those behind our clothes?

[01:27:25:060] or will this be a turning point, a new chapter in our story,

[01:27:28:180] when together, we begin to make a real change,

[01:27:31:230] as we remember that everything we wear was touched by human hands.

[01:27:37:190] In the midst of all the challenges facing us today,

[01:27:40:120] for all the problems that feel bigger than us

[01:27:43:020] and beyond our control,

[01:27:44:230] maybe we could start here,

[01:27:46:220] with clothing.

[01:27:56:080] ♪ (upbeat music) ♪

[01:30:35:090] ♪ (somber music) ♪