



<http://www.bbc.co.uk/learningzone/clips/my-jeans-and-globalisation/12006.html>

An exploration of globalisation using teenager's "stuff" as a starting point. Interaction with a real teenager is combined with short animated clips to look at how jeans are involved in the world economy. A young woman is challenged to understand how her jeans are made, and what she can do as a consumer to address the negative impact of jeans production on workers and the environment. The term globalisation is introduced in the context of understanding how many countries are involved in making jeans.

Watch the videoclip and make notes under the headings:

Facts about Samantha:

Manufacture of Jeans:

How many countries are involved, and what does each do?

What do you need to make one pair of jeans?

What does Samantha think about all those ingredients?

Numbers:

What do they mean?

3, 50 million, 18 and 19,

millions, 13million

Companies and ethics:

How did companies cash in?

What are some of the issues around child labour?

Should we boycott cheap clothes?

What can shoppers do?

What does Samantha decide to do?



Check your answers:

Facts about Samantha: 14, too many pairs of jeans to count – she’s got skinnies, lights, darks, cropped, ripped, everything really.

Manufacture of Jeans:

Designed – Europe, cotton – USA, sewed – India, buttons – china, thread – turkey, zips – Africa

Cotton, workers, water, pesticides, fertilizer, dye, silicon, chemicals, bleaches, formaldehyde

“It was really nasty to be honest cos I really feel sorry for the workers who have to suffer the nasty chemicals every single day”

Numbers:

3 pairs sold each second, 50 million kilos of denim imported every year, 18 and 19th century long hours in sweatshops, millions of people are still very poor, 13 million children working ,

Companies and ethics:

How did companies cash in? by moving factories to developing countries like India – big workforce, low costs

What are some of the issues around child labour? 13m children work illegally, some in clothes factories – long hours, eat, sleep and live there. But how will their families eat? Govt trying to help.

Should we boycott cheap clothes? Not necessarily – would put poor people out of work.

What can shoppers do? Use out power, use shops who are signed up to ethical codes and pay more for fair wages for workers

What does Samantha decide to do?

She doesn’t really have a lot of pocket money, but if it would help the kids, she might probably buy more expensive jeans

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