

## Playing fair at Tolpuddle Martyr's Festival 2010

On a beautifully sunny weekend, the Playfair 2012 campaign attracted huge interest from the thousands of festival goers at Tolpuddle from 16-18 July 2010.

The workers' rights hoopla game was a hit, drawing in adults and children alike to 'win' rights for workers making sportswear and Olympic branded goods for London 2012.



Christine Blower, General Secretary, NUT



The game was a fun way of illustrating more serious issues around the need to raise the bar on workers' rights in global supply chains. The 'worker's rights hoopla' featured labour standards such as freedom to join a union, living wage, no child labour and job security, which are part of the Ethical Trading Initiative base code. The 'no child labour' standard proved to be the most popular target for children who played the game.

While the Organisers of the London Games now require their suppliers to comply with these standards, a decision taken following discussions with representatives from Playfair 2012, we still need to keep up the pressure to ensure that the base code is implemented down supply chains so that working conditions are good in practice as well as theory.

The spotlight was also on the sportswear industry. Over 280 people took action and signed a petition to the CEOs of Adidas, Nike and Pentland (makers of Speedo) calling on them to pay workers employed in their supply chains a living wage, respect their right to join & form a union, provide job security and not force workers to work over time. Hundreds of people took away Playfair 2012 leaflets, posters and stickers - to share with others and put up in their workplaces.



Festival goers sign petition



Colin Moses - Chair, Prison Officers Association



Hugh Lanning, Deputy General Secretary, Public and Commercial Services Union



Julia Neal - former President, Association of Teachers and Lecturers



Alex Gordon – President, National Union of Rail, Maritime and Transport Workers



UNISON - supporting Playfair 2012



Billy Bragg - supporting Playfair 2012