



PRESS KIT

GoodWeave USA

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GoodWeave at a Glance

GoodWeave® works to end child labor in the carpet industry and to offer educational opportunities to children in weaving communities. The organization, which operates in rug-producing and -importing countries in Europe, North America and Asia, accomplishes this work through:

- **Inspections & Monitoring:** Through the GoodWeave certification program, local inspectors in Nepal, Afghanistan and India conduct frequent, unannounced visits to licensed manufacturers. Companies that join GoodWeave and meet its strict no-child-labor standards are issued unique, traceable certification labels for their carpets. The GoodWeave label offers the best assurance that a rug is child-labor-free.
- **Rescue & Education:** GoodWeave inspectors rescue child workers, who are offered rehabilitation, education, vocational training, and more. The GoodWeave program also takes several direct actions to prevent child labor, from awareness work in producing and consumer communities, and provision of day care and education for the children of carpet weavers and other at-risk children.
- **Consumer Awareness Campaign:** GoodWeave USA works to build awareness and market share for certified rugs through its *One in a Million* Campaign. The campaign seeks to capture an eight percent market share in 2012, with the ultimate goal of reaching the tipping point to end child labor by 2018. *One in a Million* campaign includes an advertising component, which runs in sponsoring publications, to include *Interior Design*, *Luxe Interiors & Design* and ApartmentTherapy.com.

Success in the Field: GoodWeave has catalyzed a profound shift in the rug industry. Since GoodWeave's founding, the number of South Asian children trapped in carpet-making work has dropped from 1 million to 250,000. More than 10,600 children have benefited from the organization's education and rehabilitation programs, including 3,600 directly rescued from the looms.

Success in the Marketplace: In total, nearly 8 million certified carpets have been sold in Europe and North America since GoodWeave began. In North America, more than 90 importer companies currently sell GoodWeave certified rugs, available through more than 1,000 stores, showrooms and online retailers that can be found at GoodWeave.org.

New Standard: GoodWeave will soon mean more than child-labor-free, positioning the brand in a broader context of environmental and social responsibility. Through a new standard in effect as of June 2011, member companies will be required to move toward greater environmental responsibility in manufacturing, and improved labor conditions for adults. For guidance in this effort, GoodWeave is an associate member of the International Social and Environmental Accreditation and Labeling Alliance (ISEAL), a global leader in setting norms and good practices for certification.

One in a Million: GoodWeave's Campaign to End Child Labor



Most consumers don't realize that they may be sponsoring child labor with their purchases. Through public outreach, media coverage and the active participation of socially responsible importers, designers and retailers, GoodWeave's *One in a Million* campaign is designed to raise awareness of the child labor epidemic in the handmade rug industry and inspire consumers to take action.



Advertising is a critical component of the *One in a Million* campaign, helping to generate awareness for the GoodWeave label found on child-labor-free certified rugs. GoodWeave partners with a number of high-profile shelter, design and consumer media to donate in-kind services in the form of advertising and related promotions.



GoodWeave's lead print and digital media sponsors, including *Interior Design*, *Luxe Interiors + Design*, *Lonny* and *Rue*, run GoodWeave's full-page Public Service Announcement in several issues per year, while the campaign's online media sponsors, including ApartmentTherapy.com and inhabitat.com, run the GoodWeave banner ad on an ongoing basis. Other publications to include *Traditional Home* and *House Beautiful* agree to run GoodWeave's PSA as space permits.



Sponsorship Levels

- **Lead Sponsors**, for an investment of \$125,000 in cash and/or in-kind contributions
- **Associate Sponsors**, for an investment of \$50,000 per year in cash and/or in-kind contributions
- **Electronic Media Sponsors**, for media that provide online advertising and promotion

Advertising placements in 2011 include the following:



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|----------------------------------|-------------------------------|------------------------|
| • <i>Dwell</i> | • <i>House Beautiful</i> | • apartmenttherapy.com |
| • <i>Interior Design</i> | • <i>Style at Home</i> | • inhabitat.com |
| • <i>Luxe Interiors + Design</i> | • <i>Traditional Home</i> | • remodelista.com |
| • <i>Veranda</i> | • <i>Lonny</i> | • theeditoratlarge.com |
| • <i>Interiors</i> | • <i>Sophisticated Living</i> | • MocoLoco.com |
| • <i>Elle Decor</i> | • <i>Rue</i> | |

Faces of Freedom: Sample Children's Stories

The following children's images and stories are part of GoodWeave's traveling photo exhibition, *Faces of Freedom*, a journey behind the looms and into the lives of South Asia's carpet weavers. The 50 photographs that make up the exhibition were taken by documentary photographer and filmmaker U. Roberto Romano during visits to India, Nepal and Pakistan from 1996 through 2007. Visit FacesofFreedom.GoodWeave.org to learn more or go to <http://www.goodweave.org/uploads/FOF-presskit-August-2010.pdf> for an exhibition press kit.



Uma Sherpa Born into a family too poor to afford school fees, Uma dropped out of the second grade in 1999. GoodWeave inspectors identified her as at risk for entering the work force and facilitated her long-term educational scholarship. Today 16-year-old Uma is in the 10th grade. (Kathmandu, 2000)



Raj Kumar Orphaned at the age of 10, Raj Kumar was forced to endure long hours at a Kathmandu carpet factory. Rescued two years later, Raj was sent to study at a GoodWeave rehabilitation center. He returned to his village once he reached the legal working age. (Kathmandu, 2000)



Sunita Jimba Out of economic desperation, Sunita's family sold her to a *thekedar* (broker) for the equivalent of \$2.50. She was made to work 18 hours a day as a carpet weaver and domestic servant to pay off the "loan." GoodWeave inspectors rescued her in 2005; the student now dreams of teaching Nepali and English. (Kathmandu, 2007)

Please contact April Thompson, Director of Marketing and Communications, at 202-234-9050 or via email at april@GoodWeave.org to request high-resolution photos for publication.

Sample Quotes

"There's nothing better than beautiful, handwoven carpets. I love the happy accidents that become part of each piece's individual beauty. As with anything handmade, I appreciate the story woven into a carpet; I like the idea that someone's heart and soul have gone into making it. I would never want to own something made by a child forced into labor, exploited for her time, or in any way ill-used. That's why I support GoodWeave. I want to trust the hands in 'handmade'." - Dominique Browning, *author of Slow Love: How I Lost My Job, Put On My Pajamas & Found Happiness*

"It's not often you get the opportunity to partner with a company that truly talks the talk and walks the walk when it comes to child survival. GoodWeave's work to combat the exploitation of children in South Asia sets them as the gold standard in their industry." – Caryl Stern, *president and CEO, U.S. Fund for UNICEF*

"A GoodWeave carpet may represent 8,000 hours of human life – and not just any human life, but adults. The story of the rug and GoodWeave is bound together in a rug's fibers. You can see the soul of the rug makers in the rug. That's the story we tell." – Brian Hughes, *S.R. Hughes*

"With GoodWeave, I am not only sure that the work is done in decent conditions, but also that I am contributing to the education of the workers and their families." – Rosemary Hallgarten, *Rosemary Hallgarten Inc.*

"Most of the images you see here are a celebration and an affirmation that hope is not extinguishable and that dreams of a better future are always realizable, no matter how long deferred." – U. Roberto Romano, *Photographer, on Faces of Freedom exhibition.*

"With the economic downturn, consumers are being more thoughtful in their buying behavior. When you buy a certified rug, you are not only investing in a work of art for the home, you are investing in a child's future." – Nina Smith, *Executive Director, GoodWeave USA*

"Great style is more than aesthetics—it's also being responsible and well-informed. GoodWeave helps us be both while still finding some of the world's most beautiful rugs." – Angelo Surmelis, *designer, angelo:HOME*

"All rugs are not created equal; there sometimes is a human price for their beauty." – Donna E. Shalala, *President, University of Miami*

"From my earliest travels to the rug weaving countries of the world, I have been concerned with the use of child labor in the rug weaving industry. Visiting the looms, questioning our suppliers and requiring written assurances provided a level of confidence that our imports are free from this exploitation. With GoodWeave we have the added level of reassurance that is comforting to those of us who care." – Fred Mink, *The Mink Companies*

Story Ideas & More Resources There are countless story angles to be explored in conjunction with the GoodWeave program, from business to arts to human rights stories. For a list of story ideas, or to sign up for press access to the password-protected resources on GoodWeave.org, contact April Thompson, Director of Marketing and Communications, at 202-234-9050 or via email at april@GoodWeave.org.