

Conscious Consumption Campaign Syllabus

#STAND4ConsciousConsumption



Around the world, major companies and universities support unethical practices that contribute to oppressive regimes and forced labor. One powerful way that individuals can take a stand against this trend is to stop putting our money into companies that use unethical means to create their products or support regimes. Conscious consumption is a way of discouraging businesses' unethical practices by choosing not to spend money there. This syllabus aims to educate about general conscious consumption and divestment practices, connect these issues to relevant STAND Action Committees, demonstrate the intersection of athletics and unethical consumption, and provide resources for people to become more conscious consumers.

Objectives:

- Understand the concepts of divestment, forced labor, and conscious consumption
- Explain the unethical practices happening in our AC regions
- Explore the intersection of conscious consumption and athletics by evaluating Team USA and Olympic sponsors
- Follow and engage with relevant social media handles posting pertinent information
- Commit to being a conscious consumer by using our list of ethical alternatives

General Conscious Consumption

1. Conscious Consumption Campaign [Info Sheet](#)
Read this info sheet to familiarize yourself with the background and goals of this campaign.
2. Divestment [Fact Sheet](#)
Read Yemen Action Committee's Divestment Fact Sheet for an introduction to Divestment
3. [Grow Ensemble's](#) Conscious Consumerism 101
Read and explore Grow Ensemble's website to learn more about the history of conscious consumerism and its many facets.
4. [Blume Global's](#) and [Manufacturing & Technology Enterprise Center's](#) Supply Chain Explainers
Read these sites to better understand the intricacies of supply chains.
5. Responsible Endowments Coalition [Student Resources](#)
Learn about the differences between divestment and shareholder engagement.
6. [Slavery Footprint](#) Simulation
Take this quiz to see how many slaves may be working to supply your lifestyle.
7. NYT [article](#) on how to be a more conscious consumer
Read this article for suggestions to start your conscious consumer life.

8. Conscious Consumerism and the [Environment](#)
Read this QZ article to understand the intersection of conscious consumption and the environment, while also hearing a counter-narrative to the movement.
9. J. Andrew Plowman [Report](#): Climate Change and Conflict Prevention
Read this report to understand the intersection of climate change, conflict, and specific climate-change conflict prevention strategies.
10. Made in China: A Prisoner, an SOS letter, and the Hidden Cost of America's Cheap Goods by [Amelia Pang](#)
A newly released book related to the forced labor.

Xinjiang

1. New York Times "[Lesson of the Day](#): China's Oppression of Muslims in Xinjiang, Explained"
Use this article to plan a chapter meeting on the atrocities in Xinjiang.
2. Congressional-Executive Commission on China Staff Research [Report](#)
Read this extensive report of the U.S. government's findings on global supply chains, forced labor, and the Xinjiang Uyghur Autonomous Region.
3. U.S. Department of Labor [Report](#)
Read this source to understand the details about specific products using forced labor, such as gloves, hair products, textiles, thread/yarn, and tomato products.
4. BBC [article](#) on forced labor and cotton
Read a recent article on cotton forced labor in the Xinjiang region.
5. [The Australia Strategic Policy Institute's](#) List of brands using Uyghur Forced Labor
Learn more about the methodology of developing this list.
6. [Uyghur Human Rights Project](#) "7 things you can do to help Uyghurs in a time of genocide"
Check this out for additional actions beyond the CCC campaign.

Yemen

1. [Guide to University Divestment](#)
Learn more about how to start a divestment campaign at your university.
2. NYT [article](#) on Saudi money in U.S. Universities
Read this article to understand how US universities are complicit in the War in Yemen

Burma

1. Burma Campaign-UK's [Dirty List](#)
Check out the list of companies doing business with the military in Burma.
2. Global New's explainer [article](#) on Genocide Gems in Burma
Read this article to understand the concept of genocide gems

3. Times [article](#) on Cartier halting its use of genocide gems (rubies and sapphires)
Read this article to hear a story about a business stopping their use of genocide gems
4. Aljazeera's [article](#) providing a briefer on Amnesty's report exposing Myanmar conglomerate MEHL's profits and ties with international companies from various sectors like China, Japan, S. Korea, and Singapore
 - a. Reveals that S. Korean clothing exporter Pan-Pacific is a partner to MEHL, but they replied to Amnesty's report saying they would terminate their ties with MHL. This should still be verified though.
 - b. The Synzenbe Show's [website](#) indicates that Pan-Pacific operates in Myanmar and "works with brands such as Columbia, Zara, Mango, GAP, and C&A." They aspire to work with "Nike, Adidas, The North Face, Jack Wolfskin, New Balance, Macy's, New ERA, JCPenney, O'Neill, and Levi Strauss & Co."
5. OHCHR's full [report\(s\)](#) on Myanmar military's businesses
Read these reports to better understand the intersection of military and businesses.
6. Human Rights Watch's [article](#)
Read this article to understand why Kirin should cut business ties with Burma
7. Amnesty International [article](#)
More evidence on Myanmar military business practices.

Athletics and the Olympics

1. International Olympic Committee's [article](#) on Peace through Sport
Read this article to see the Olympics ' commitment to peace.
2. [Promote](#) Olympism in Society
Explore the IOC's site on promoting Olympism in society and their other initiatives related to Human Rights in sports.
3. Rick Scott's, Florida Senator, Washington Post [Op-Ed](#)
Learn more about the disconnect between the IOC's words and actions.

Social Media to Follow:

- @cleanclothescampaign
- @saveuighurusa
- @NoBusinessWithGenocide
- @emgageaction
- @grow_ensemble
- @freeuyghurnow
- @laborbehindthelabel
- @slavetofash
- @made_them
- @remakeourworld

- @justiceinfash
- @alyshakhambay
- @JoeJBBuckley
- @forcdlabourfash

Videos and Documentaries

1. [Forced Labour Fashion](#): How the Uyghur Crisis Taints our Cloths
A 1-hour panel discussion on forced labor in the fashion industry.
2. [Bloomberg Business'](#) The Crisis in Yemen Explained
3. Netflix Documentaries: Minimalism, The True Cost

Ethical Alternatives

1. STAND's [Database](#) of Unethical Companies and alternatives
2. Certified B-Corporation [Directory](#): "Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose."
Check out the directory for alternatives in a variety of industries.
3. End Slavery Now's Slavery Free [Guide](#)
Learn about End Slavery Now's methodology and slavery-free list of brands.
4. Fashion: [Able](#), [Tradlands](#), [Everlane](#)
Check out these alternatives for clothing that are transparent with their wages and/or factories.

Other Action Items:

1. Code Pink's Divest from the War Machine [Campaign](#)
Really interested in the divestment portion of this campaign? Check out all of the opportunities for change in your local communities.
2. Burma Campaign-UK's [Action Items](#)
Interested in the atrocities happening in Burma? Check out the other actions you can take to change business actions with the Burmese military.