



Asia Floor Wage Alliance - Bangladesh

We at Asia Floor Wage Alliance (AFWA) stand in solemn remembrance of the lives stolen at Rana Plaza on April 24, 2013. We honour the garment workers, their families, and their communities forever scarred by this preventable disaster. Their names and stories will never be forgotten.

April 2024

The collapse of Rana Plaza was not an accident; it was the devastating outcome of the brand-driven global fashion industry that values profit over the safety and dignity of human beings. It exposed the deadly consequences of unregulated global garment production regimes, unchecked greed, and consumer indifference to the true cost of our clothes.

In memory of the victims at Rana Plaza, AFWA remains steadfast in our commitment to:

- **Safe Workplaces:** Every garment worker deserves a safe and secure environment. We advocate for brand accountability, stricter regulations, robust factory inspections, and comprehensive training programs to prevent future tragedies. Strong buildings, adherence to fire safety codes, and a focus on worker well-being are essential.
- **Living Wages:** Garment workers are the backbone of the fashion industry. They deserve wages that meet their basic needs and afford them a life of dignity. We champion fair wage initiatives and a global movement towards a living wage standard, ensuring workers can provide for themselves and their families.
- **The Right to Organize:** Workers must have a collective voice and the right to collectively bargain in the workplace. Freedom to form unions without fear of reprisal is crucial. Unions play a vital role in securing better working conditions, fair wages, and improved safety standards in garment factories.



AFWA actively pursues change through:

- **Brand Accountability:** We demand that brands take responsibility for the unsafe and unethical conditions within supply chains. Their relentless pursuit of cheap prices and profits fuel these conditions, and brands must be held liable.
- **Transformative Collaboration:** Alongside our union partners we collaborate with workers' rights organizations, responsible brands, and policymakers to develop a range of solutions that prioritize worker power, safety and wellbeing.
- **Evidence-based Campaigns:** We work with union partners to publicly expose the true cost of fast fashion and urge the global community to support fair labour practices.

The Rana Plaza tragedy compels us all to act. Let us honour the victims and support the survivors by working relentlessly towards an apparel industry that does not belie justice and dignity. We urge all stakeholders to join us. United by our vision for an equitable future, we can drive a profound shift in the industry - one that prioritises people over profits.