

PLAYING FAIR: THE STORY OF FAIRTRADE FOOTBALLS



WHERE ARE FOOTBALLS MADE?



70% of the world's hand-stitched footballs are made in Sialkot in Pakistan.

Fact-file: Pakistan

Capital: Islamabad

Population: 180 million

Currency: Pakistani Rupee



In Pakistan, 20% of the population live on less than \$1.25 a day – that's less than £1.





40 million footballs are made in Sialkot each year – this rises to 60 million footballs every 4 years – why do you think that might be?

SO HOW ARE FOOTBALLS MADE?



**FOOTBALLS ARE
MADE UP OF:**

**20 HEXAGONS
12 PENTAGONS**



Take a look when you next see a football.



The pieces are cut from a fabric called polyurethane.



The pieces are cut using a large, loud machine – note the ear protectors!



The pieces are individually hand-printed. This has to be done very carefully.



Each colour is printed separately.



This set of pieces would make a whole football. They are now ready to go to a stitcher to be sewn together. You can see the small holes around the edges – what do you think they are for?

Footballs are stitched inside out.





Only at the end is the ball turned around the right way and an air-bladder is inserted so that the ball can be inflated.



When the air-bladder is in place the final stitch is made.



An experienced stitcher can make five footballs a day.





Each football is then inflated and goes through a series of tests to make sure that it meets the correct standards.

This includes:

- **measuring the weight**
- **checking the circumference**
- **testing the pressure**
- **testing the bounce of the ball.**



Once they are tested, they are cleaned, deflated and packed in boxes. These are stacked in lorries and driven to Karachi in southern Pakistan to be shipped around the world.



Around 40,000 people in Sialkot work in the production of footballs. That is almost a quarter of the population.



BUT WHAT DOES FAIRTRADE HAVE TO DO WITH FOOTBALLS?



In 1996 Sialkot hit the headlines for all the wrong reasons.

In some cases workers and stitchers were earning very little for their hard work and children were having to work to support their families.

Children as young as five were found to be making footballs to be sold around the world, working up to eleven hours a day.





In 1997 an agreement was signed to stop the high rates of child labour in football production in Pakistan.



But without a fair wage for the work they do, many people still struggled to feed their families, pay medical bills and school costs.

This is where Fairtrade can play a role.

What does Fairtrade aim to do for football workers?

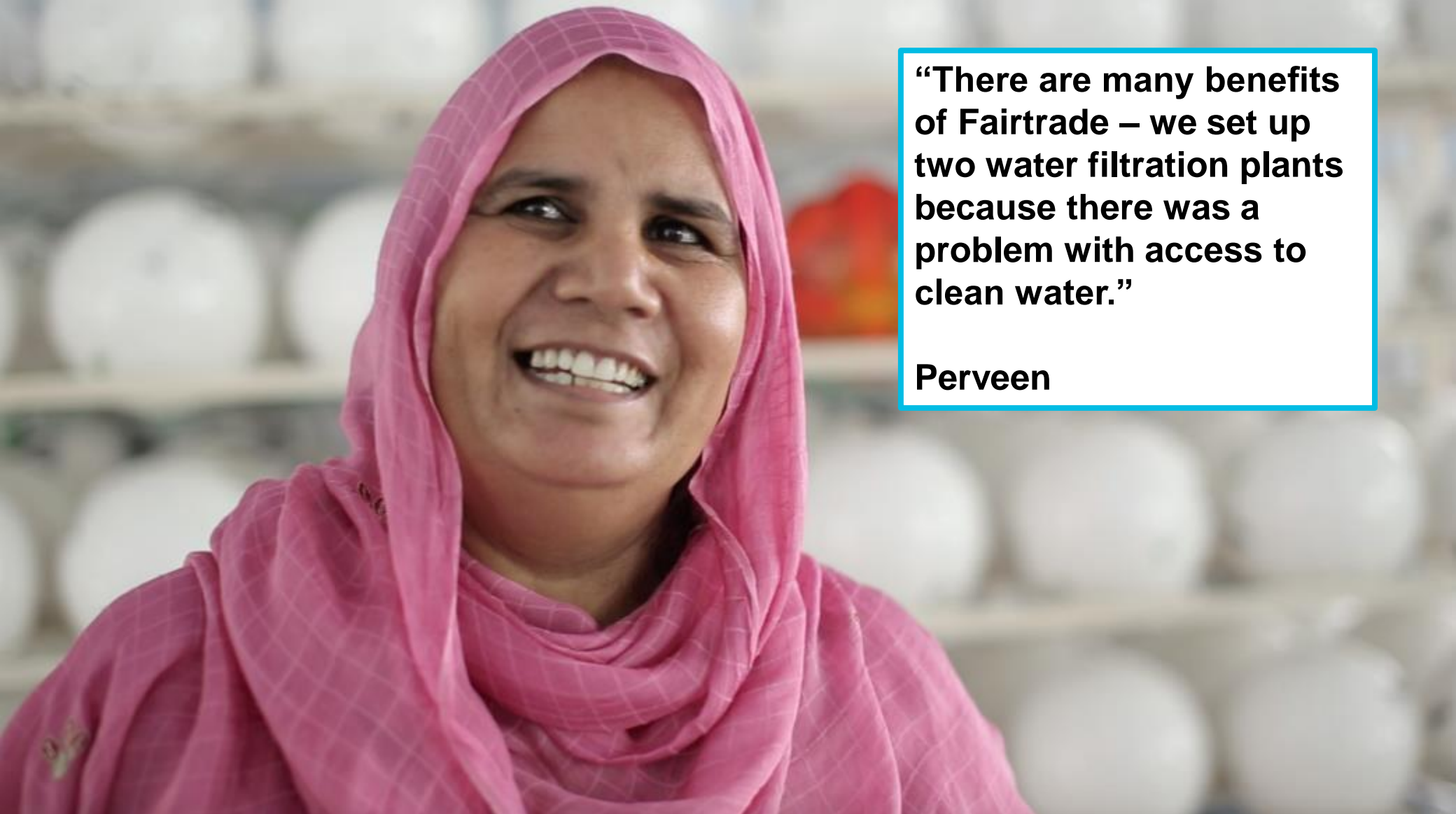


- **FAIRER WAGES**
- **GOOD WORKING CONDITIONS**
- **NO CHILD LABOUR**
- **FAIRTRADE PREMIUM**



The Fairtrade Premium is extra money that can be spent on whatever is needed within the community.

Each factory has a Fairtrade Committee who decide how this money is spent.



“There are many benefits of Fairtrade – we set up two water filtration plants because there was a problem with access to clean water.”

Perveen

Perveen works in one of the football factories, getting the footballs ready to ship.

And the water filtration plants don't just benefit the people working at the factory. Anybody in the community can collect water there.





Fairtrade Premium has also been spent on a bus to bring workers safely to work and eye tests for the workers



This is Tanvei. He is a hand-stitcher. Tanvei has four children.

“Before Fairtrade we had many difficulties but since Fairtrade we are getting many benefits. We have more facilities now: clean water, bags and books for the children”



