

SUPPLY CHAINS IN THE APPAREL INDUSTRY: SUPPLY CHAINS IN THE APPAREL INDUSTRY: DO TRANSNATIONAL INITIATIVES FOR SOCIAL SUSTAINABILITY IMPROVE WORKERS' SITUATION?

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Abstract:

Social issues like labour laws in global supply chains are increasingly attempted to be approached by (non-state driven) Transnational Initiatives for Social Sustainability (TISS). The reason is that state-laws are territorially confined. But can TISS contribute to effective solutions of issues on which they are focused on? This examination presents a theoretical framework explaining effectiveness of TISS. For the empirical case study the Business Social Compliance Initiative (BSCI) the Fair Wear Foundation (FWF) from the apparel industry were selected. Data was collected in expert interviews and from documents. The results lead to the conclusion that stakeholder-involving approaches are adequate to support social sustainability in the future.

Keywords: transnational initiatives, globalization, social sustainability, apparel industry, stakeholder involvement, labour rights