



Summary Report of RugMark UK's Activities in 2007

Commentary

RugMark UK was set up in 2001 to promote the activities of the RugMark initiative amongst retailers and rug importers, and raise awareness about illegal child labour, and responsible consumer choices. The initiative operates in three producer countries in South Asia (India, Nepal, and Pakistan) and by early 2007, over 5.5 million labelled rugs had been exported to Europe and North America, and over 3,000 children rescued from working on the looms. Thousands more have been prevented from entering the work force and are receiving education.

The RugMark initiative is promoted through offices in the three largest rug importing countries: USA, Germany and UK. All six countries are members of RugMark International which brings together the RM groups from the importing and exporting countries to ensure common standards and use of the trademark.

We now have 19 licensed importers in the UK, and six major high street names have committed to selling RugMark labelled rugs (BHS, B&Q, Carpetright, Laura Ashley, The Pier, and Allied Carpets). We estimate that about 500 independent retailers are also selling labelled rugs. Since the middle of 2007, when we signed our first major importer of rugs from Nepal - The Rug Company, we have started to generate licence fees for Nepal as well as India.

Of the licence fees collected, the UK office retains 25%, and sends the remaining 75% back to producer countries to fund vital welfare projects in the weaving communities. In 2006, licence fees amounted to £35,000 and we expect this to rise to £50,000 in 2007, and over £60,000 in 2008.

During 2006 and 2007, our promotional work has been generously funded by the EU Development Awareness Fund and MRDF. This has allowed us to carry out a whole suite of promotional activities, and overhaul the look and image of the organisation. Central to our new communications plan is our new web site www.rugmark.org.uk which aims to bring to life the work of RugMark and provide a useful information resource for consumers and retailers alike. The feedback we have received about our new materials and web site has been very positive.



Overview

Current Staff:

1 Director (80%)
Occasional volunteers
Communications consultant (30%)

Offices

Based at Fairtrade Foundation in London

Links to other Organisations

Member of Trade Justice Movement,
Anti Slavery International,
Fairtrade Foundation

Current Number of Licensees

Up from 15 in 2006 to 19 in 2007

Retailers Stocking RugMark rugs

4 web retailers,
6 high street multiples
An estimated 500 independent stores across the UK and Ireland

Licence Fees Generated

Total licence fees generated in 2006 were £35,100 - £8775 for UK office and
£26,325 for welfare projects
Expected total licence fees for 2007 are £50,000

Current Funding

EU Development Awareness Fund
Methodist Relief and Development Fund
The Body Shop Foundation
Fulmer Charitable Trust



UK Communications Successes in 2007

- New look logo and stationery developed
- New Point of Sales materials printed and distributed to retailers
- Retailer Support Pack developed and distributed to over 200 retailers
- Importer Support Pack developed and distributed to all 19 licensed importers
- Ten new case studies developed
- Exhibited at the National Floor Show Harrogate
- Attended Decorex and 100% Design trade shows
- New web site launched in October with children's case studies and comprehensive lists of retailers www.rugmark.org.uk
- Increasing media coverage
- Successful outreach to retailers via trade shows and importers
- School resources under development
- Design a rug competition partner secured
- Marketing Partner scheme developed to promote the work of our core ethical retailers

Other Successes 2007

Two of the new licensees in the UK import rugs from Nepal, which means the UK is now generating much needed funds for welfare projects in Nepal as well as India.

A pilot project has been launched to explore how RugMark's current standard can be expanded to include more criteria relating to working conditions for adults and environmental impacts

RugMark International has appointed a new Executive Director who will be spearheading our efforts to expand the initiative to other major rug producing countries including China.



Summary of International Welfare Projects

Country	Project	Project Partner	Numbers Reached
India	Funding and running 7 primary schools in poor weaving villages	RugMark Foundation India	2022 children in 2006
India	Funding and running the rehabilitation centre for rescued child workers including vocational training	RugMark Foundation India	63 children in 2006
India	Adult education centres	RugMark Foundation India	180 in 2006
India	Vocational training in weaving for unemployed women	RugMark Foundation India	Approx 50 in 2006
India	Mobile health camps in poor weaving villages	RugMark Foundation India	Ongoing visits to rural villages
India	Distribution of wheelchairs etc for disabled people	RugMark Foundation India	Programme ran in 2004
Nepal	Rehabilitation Centre for rescued child workers	CCSD	58
Nepal	Continuing education for rescued child workers	NRF - In the Community In other schools incl Little Angels	57 57
Nepal	3 pre school day care centres for children of weavers	EPHC HRS CWARDS	100 36 42
Nepal	Sponsored education for children of poor weaving families	NRF	296
Nepal	Adult literacy classes	NRF	1078 adults at 44 factories
Nepal	Adult awareness programmes	NRF	Since 2000, approx. 6,000 workers have attended
Nepal	Mobile medical camps at weaving factories	NRF pays medical team	Since mid 2005, 1412 workers through 10 different camps