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Made-in-Canada system ecology: Explorations of the garment industry
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Made-In-Canada System Ecology

Explorations of the Garment Industry

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https://www.flickr.com/search?sort=relevance&license=1%2C2%2C3%2C4%2C5&text=clothes%20rack
Today we will be exploring...

| Why we chose to explore the Made-in-Canada system? | What is the Made-in-Canada system? | How might we...? |
Do you know where your clothing is made?
Is it Made-in-Canada?

WHY EXPLORE THE MADE-IN-CANADA SYSTEM?

...Made elsewhere is the norm
70% of clothing was made in Canada in the 1970s
Stat Can, 2005
11% of clothing was made in Canada in 2014

Stat Can, 2005
WHAT IS THE MADE-IN-CANADA SYSTEM?

...More than just a label
The Impact of globalization

- Business Models that allow a path to affluence and democracy
- Exploitation & Corporate Agendas

Venn diagram:
- Consumers
- Governments
- Media
- Businesses
The Impact of globalization: Deregulation

1989 Nafta Free Trade Agreement (NAFTA)
2003 Canada Removed All Tariffs And Quotas From 49 Least Developed Countries (LDCs)
2005 World Trade Organization (WTO) - Canada removed all quotas on textiles and apparel imports
What businesses say about their brand...

- Made in primarily Bangladesh
- Offering fresh and affordable apparel
- Answer to consumers’ desire for accessible, of-the-moment style

https://www.joefresh.com/ca/

- Made in Canada, US, South Asia, South America
- Lifestyle brand known for quality
- Proud of its Canadian heritage
- Employs nearly 2,000 people in Canada

https://canada.roots.com/

- 100% of our production at home in Canada
- Committed to outstanding craftsmanship
- Cold weather is part of our national identity

http://www.canada-goose.com/
**What the Canadian government says...**

The Competition Bureau is an independent law enforcement agency that contributes to the prosperity of Canadians by protecting and promoting competitive markets and enabling informed consumer choice.

Made-in-Canada and Product-of-Canada are defined under four Federal Statutes:

- The Competition Act
- The Consumer Packaging And Labeling Act
- Textile Labeling Act
- Precious Metals Marking Act

**The Competition Bureau** is an independent law enforcement agency that contributes to the **prosperity of Canadians by protecting and promoting competitive markets and enabling informed consumer choice.**
Is it misleading that it's only 51%?
Messages from governments and businesses driving consumers perceptions of value
A look at how consumers perceive value

Pierre Cléroux, chief economist for the BDC

Business development bank study, 2013

Figures based on research undertaken in August, 2013:
- Literature review
- Survey of 1,023 Canadians
Impact of internet

47% of consumers search online before buying
BDC, 2013

70% trust online opinions
BDC, 2013

30% of Canadian small businesses don’t have a web presence
BDC, 2013
45% made effort to buy Canadian
BDC, 2013
Frugality in the system

33% would pay 15% more for an ethically made product
BDC, 2013

66% say main factor in a purchase is lower cost
BDC, 2013
Consumer perceptions of value driving demand for cheap prices

- **CANADIAN GOVERNMENT**
  - NAFTA
  - Int. pressure
  - regulation
  - deregulation

- **MADE-IN-CANADA BUSINESSES**
  - supply/demand

- **FOREIGN MADE BUSINESSES**
  - supply/demand

- **CONSUMERS**
  - perception/value

- **MEDIA**
  - trends
CONSUMER PERCEPTION

Many times a large portion of the system is a “Black Box”
HOW CAN THE SYSTEM SUPPORT CONSUMERS IN MAKING AN INFORMED CHOICE?
Integrate transparency
When we surveyed participants...
Intervention: New labeling regulation

Canadian government

New label regulation

Clearly state Canadian content %

Made-in-Canada

Clearly state Canadian content %

Foreign made
Intervention: New labeling regulation

- **Canadian Government**: Clearly state Canadian content %
- **Made in Canada**: New label regulation
  - 0% Made in Canada
  - 70% Made in Canada
The industry isn’t the same.
Building Capacity, Incentive and Awareness

Integrate transparency
Intervention: Leveraging the media

Government promotes Canadian Garment Industry

Canadian content %

New label regulation

Clearly state Canadian content %

Made-in-Canada

Foreign made

Media
Intervention: Leveraging the media

- Individual Consumer
- Fair Trade Organizations
- Individual Activists
- Media

- CANADIAN GOVERNMENT
  - Government promotes Canadian Garment Industry
  - Clearly state Canadian content %
  - New label regulation

- MADE-IN-CANADA
  - Clearly state Canadian content %

- FOREIGN MADE

- INDIVIDUAL CONSUMER

- FAIR TRADE ORGANIZATIONS
  - Consumer awareness and perception also influenced via campaigns

- INDIVIDUAL ACTIVISTS

- MEDIA
Intervention: Leveraging the media

- CANADIAN GOVERNMENT
  - Government promotes Canadian Garment Industry
  - Clearly state Canadian content %
  - New label regulation

- MADE-IN-CANADA
  - Clearly state Canadian content %

- FOREIGN MADE

- INDIVIDUAL CONSUMER

- FAIR TRADE ORGANIZATIONS

- INDIVIDUAL ACTIVISTS

- MEDIA
Intervention: Leveraging the media

- CANADIAN GOVERNMENT
  - Clearly state Canadian content %
  - New label regulation

- FAIR TRADE ORGANIZATIONS

- INDIVIDUAL CONSUMER

- INDIVIDUAL ACTIVISTS

- MEDIA
  - Media Influences Consumers

- MADE-IN-CANADA
  - Government promotes Canadian Garment Industry

- FOREIGN MADE
  - Clearly state Canadian content %
**Intervention: Leveraging the media**

- Made in China
  - 0% Made in Canada
- Made in China
  - 70% Made in Canada

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**Does seeing the label "Made-in-Canada" or "Product-of-Canada" impact your purchasing decision?**

(54 responses)

- Yes: 39.1%
- No: 60.9%
Intervention: Leveraging the media
Leverage Growth

Building Capacity, Incentive and Awareness

Integrate transparency
Partner with Tech + Textiles

Made-in-Canada

Fair Trade Organizations

Individual Activists

Canadian Government

Individual Consumer

Foreign Made

Media
Partner with Tech + Textiles
Coming back to our framing...

Globalization

- Business Models that allow a path to affluence and democracy
- Exploitation & Corporate Agendas

Consumers

Governments

Businesses

Media
THANK YOU!