

Faculty of Design

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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*

*Caralyn Quan*

*Christina Doyle*

*Prateeksha Singh*

*Nourhan Hegazy*

<https://www.flickr.com/search?sort=relevance&license=1%2C2%2C3%2C4%2C5%2C6&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?

Kent McFarland, Taken on July 31, 2014. retrieved from: <https://www.flickr.com/photos/vtebird/>





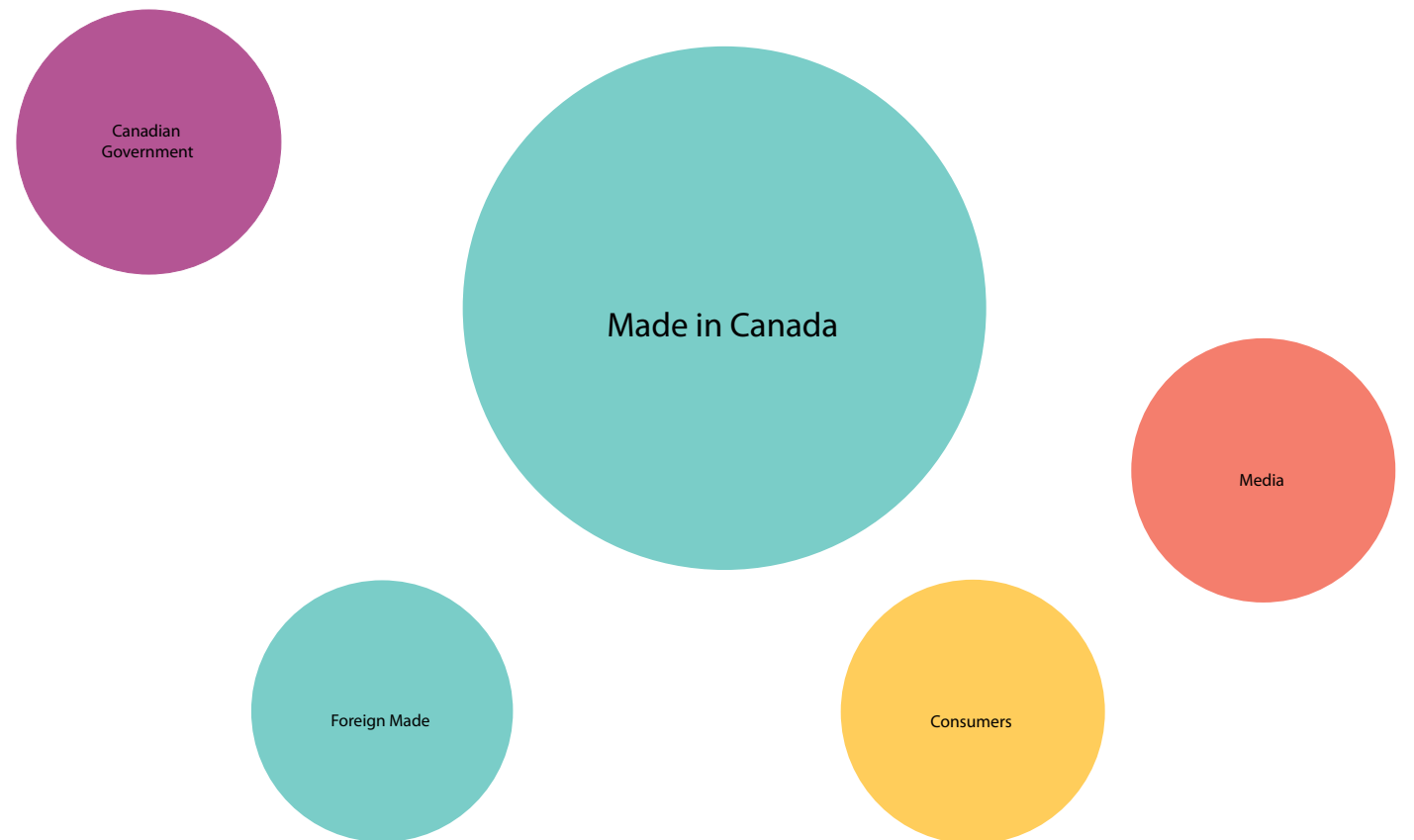
**WHY EXPLORE THE MADE-IN-CANADA SYSTEM?**

**...Made elsewhere is the norm**

# 70%

of clothing was  
made in Canada in the 1970s

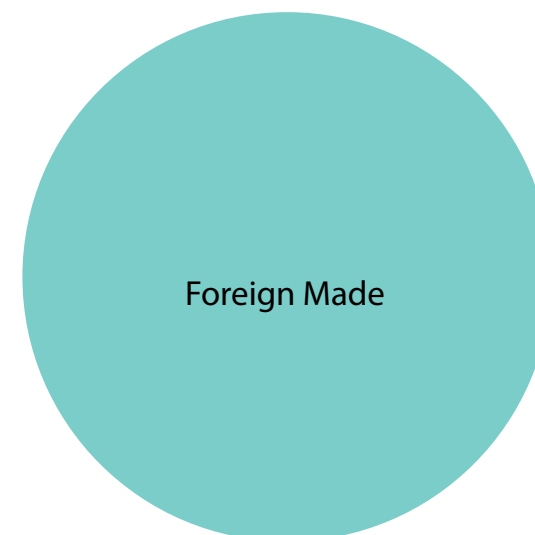
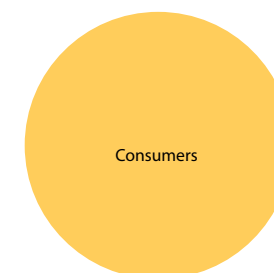
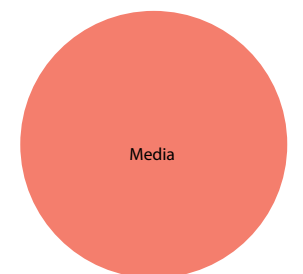
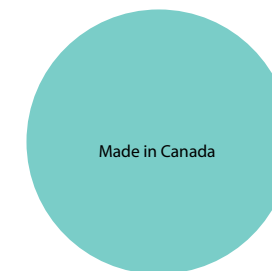
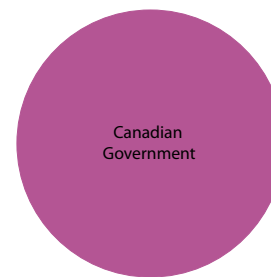
Stat Can, 2005



# 11%

of clothing was  
made in Canada in 2014

Stat Can, 2005





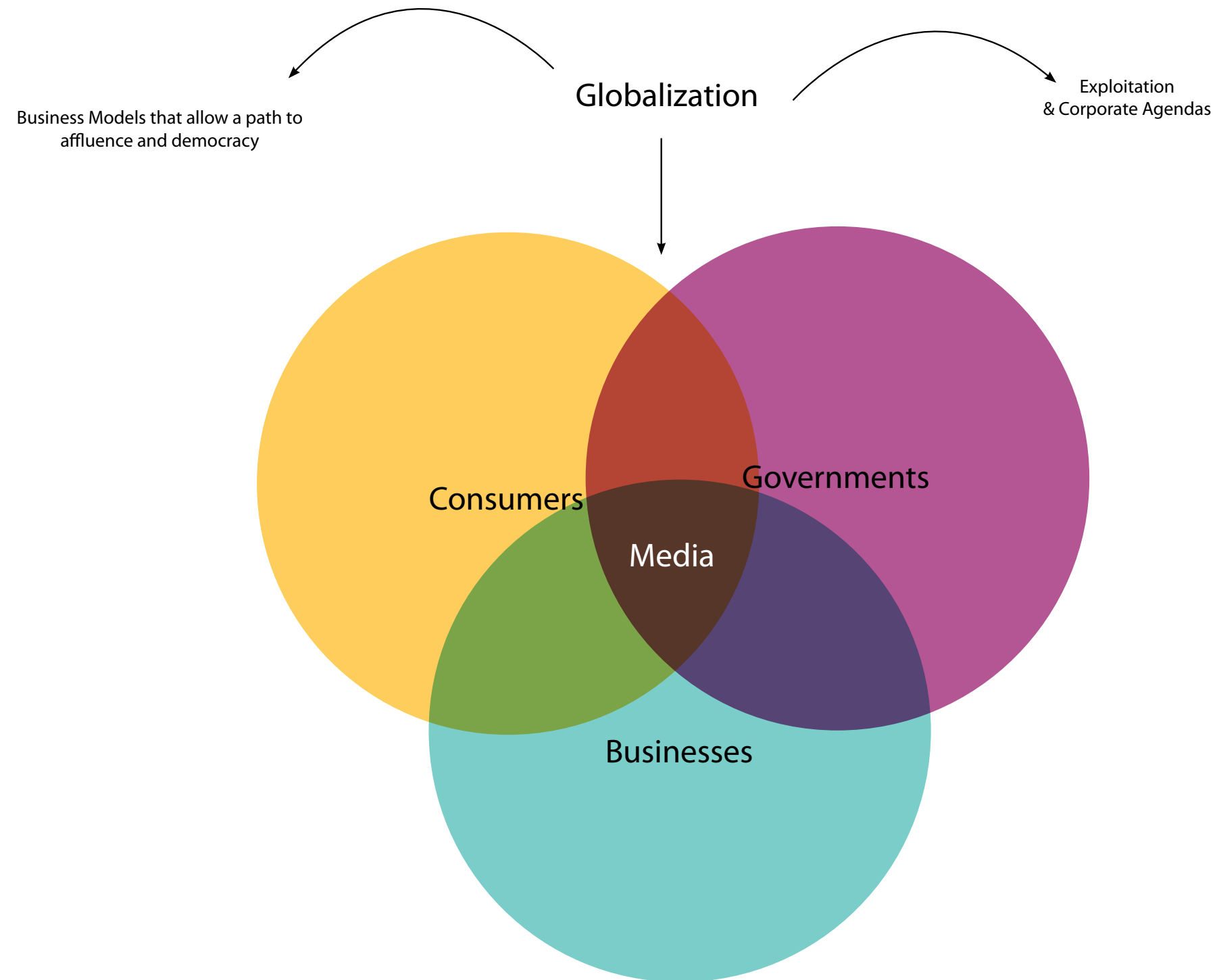


**WHAT IS THE MADE-IN-CANADA SYSTEM?**

**...More than just a label**

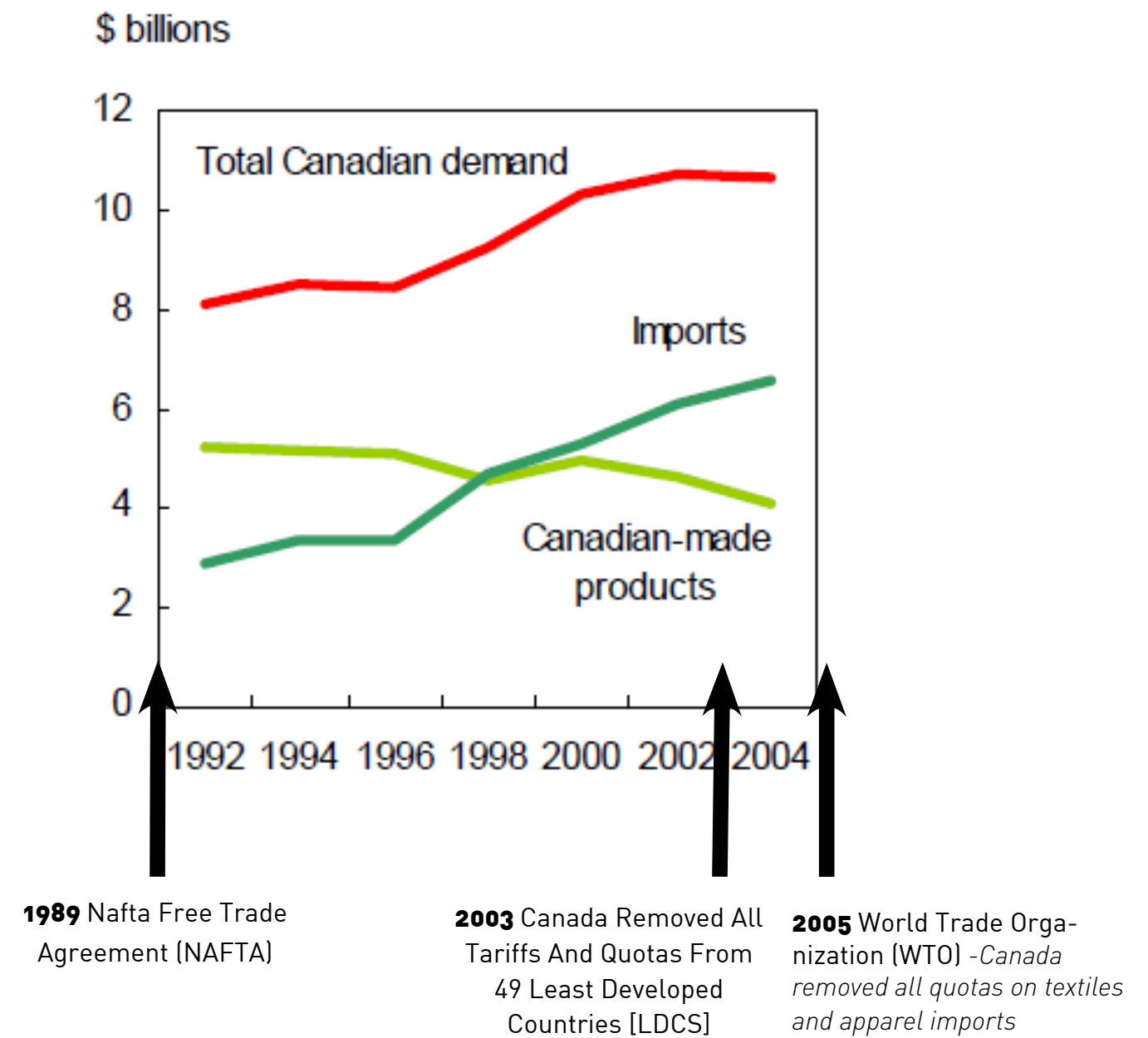
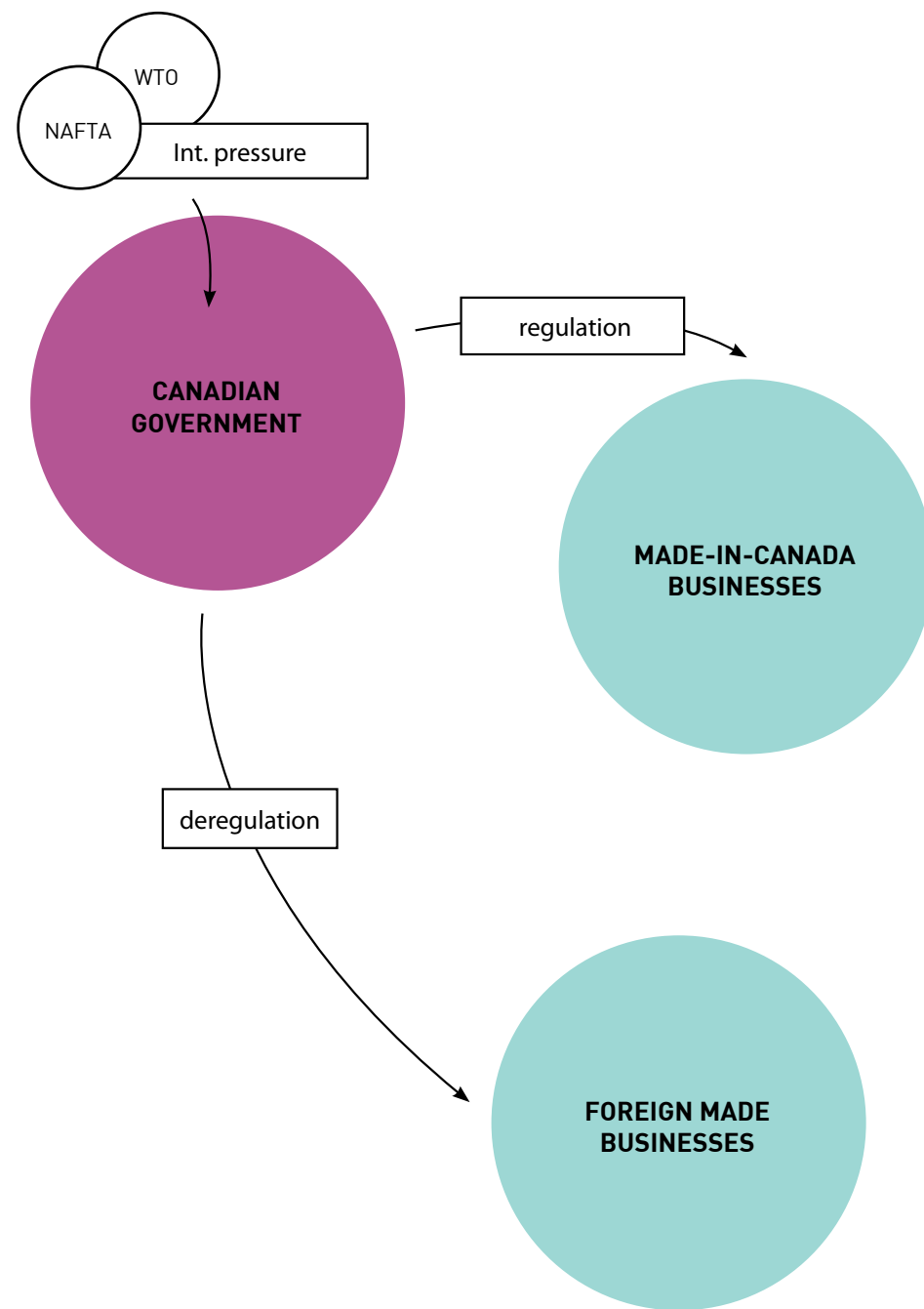


# *The Impact of globalization*



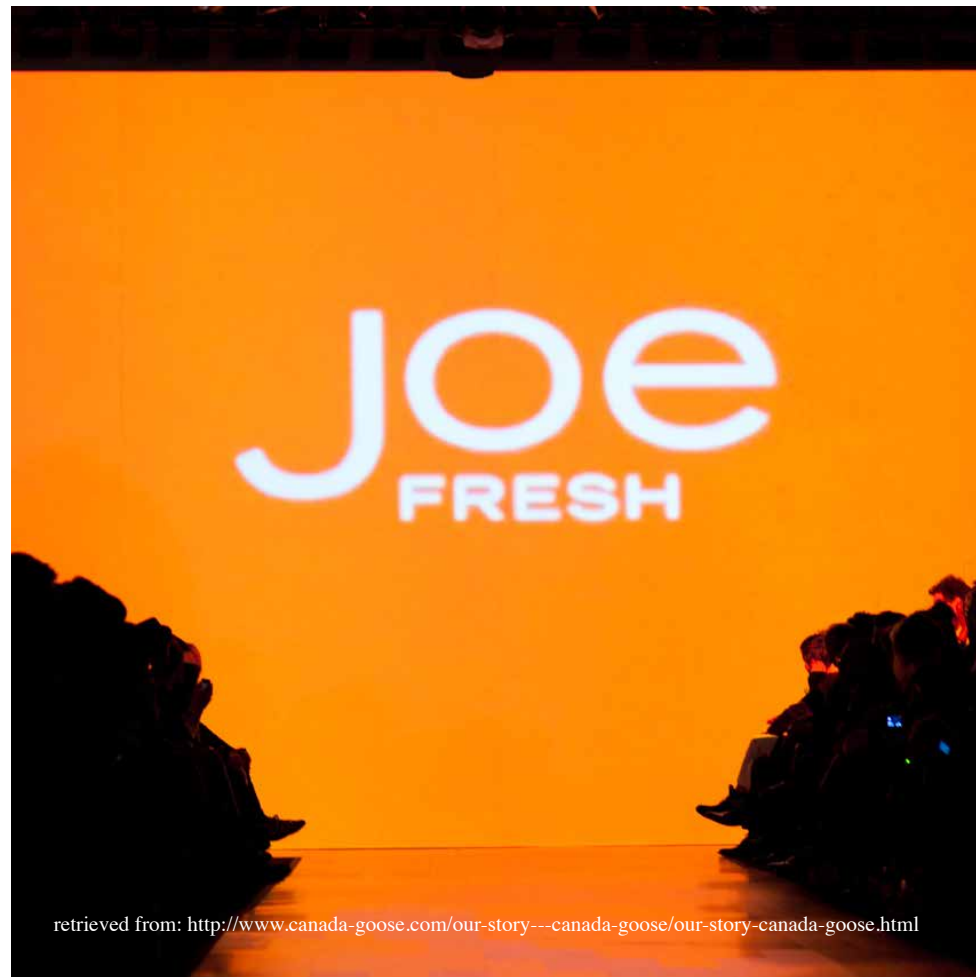


# The Impact of globalization: Deregulation





# What businesses say about their brand...



retrieved from: <http://www.canada-goose.com/our-story---canada-goose/our-story-canada-goose.html>

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

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



Posted by Freshly.Educated.Men on Jun 22, 2012. retrieved from: <http://freshlyeducatedmen.com/2012/06/22/1-love-t-o-x-root-canada-pop-up-shop/>

- 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/>

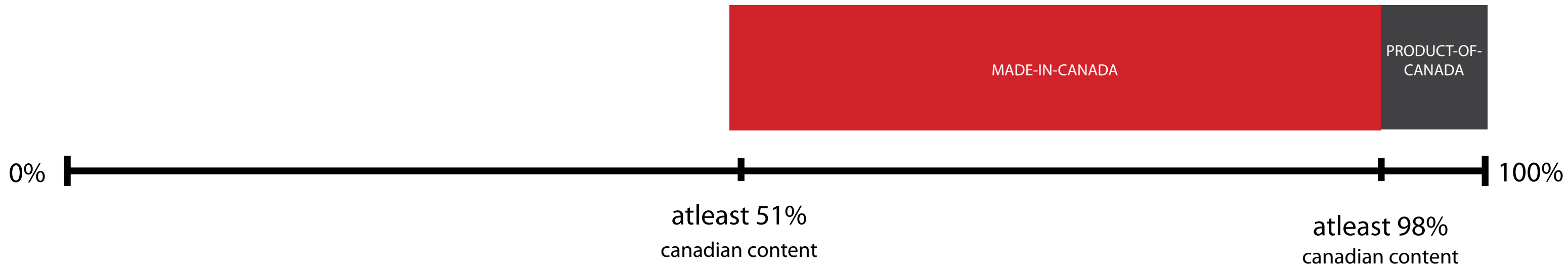


Jason Hargrove, Taken on March 14, 2012. retrieved from: [https://www.flickr.com/photos/salty\\_soul/](https://www.flickr.com/photos/salty_soul/)

- 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...*



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***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 definined under four Federal Statutes:

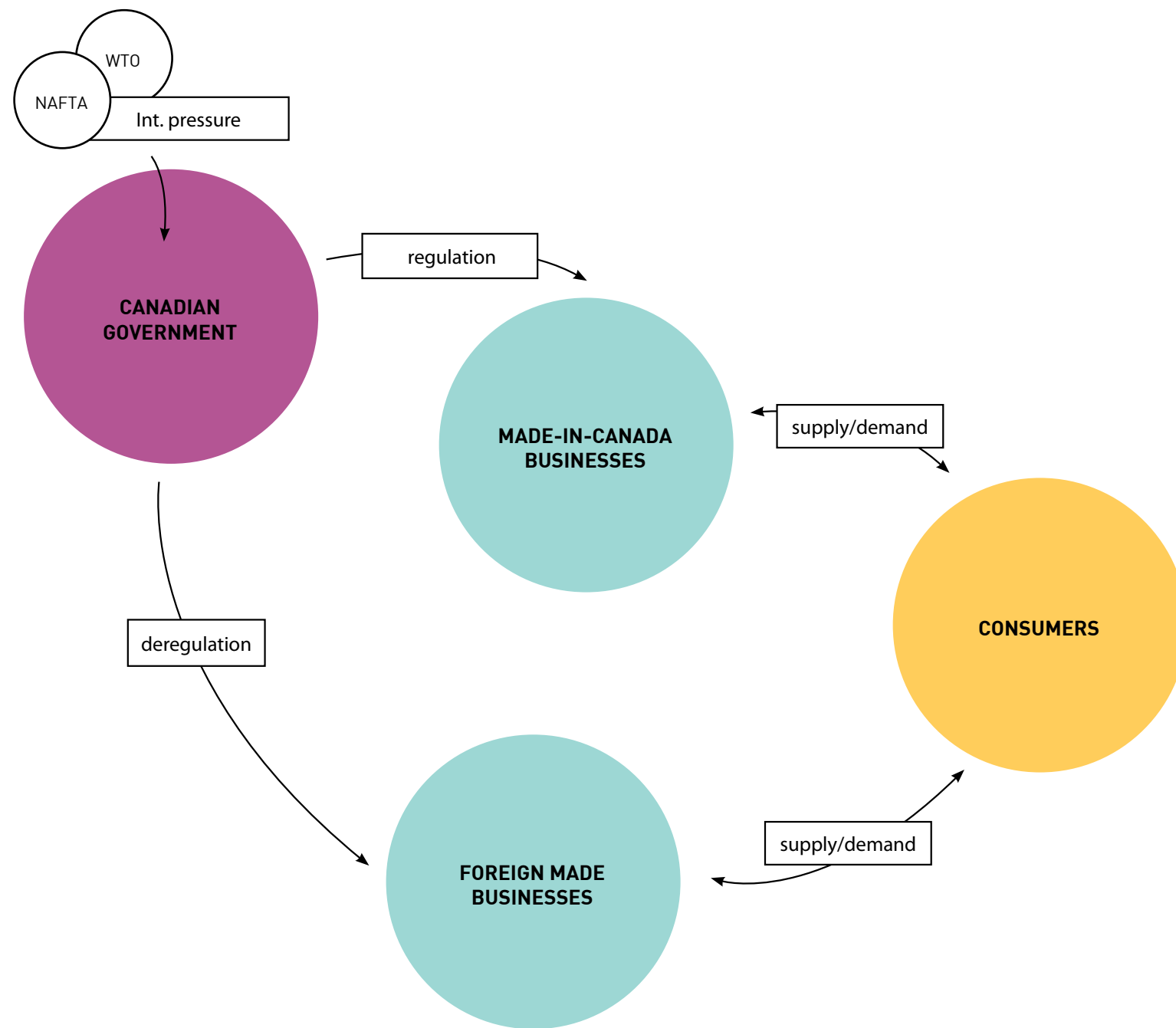
- The Competition Act
- The Consumer Packaging And Labeling Act
- Textile Labeling Act
- Precious Metals Marking Act



*Is it misleading that its only 51%?*



# *Messages from governments and businesses driving consumers perceptions of value*







# A look at how consumers perceive value

Pierre Cl  roux, chief economist for the BDC

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*Business development bank study, 2013*

Figures based on research undertaken in August, 2013:

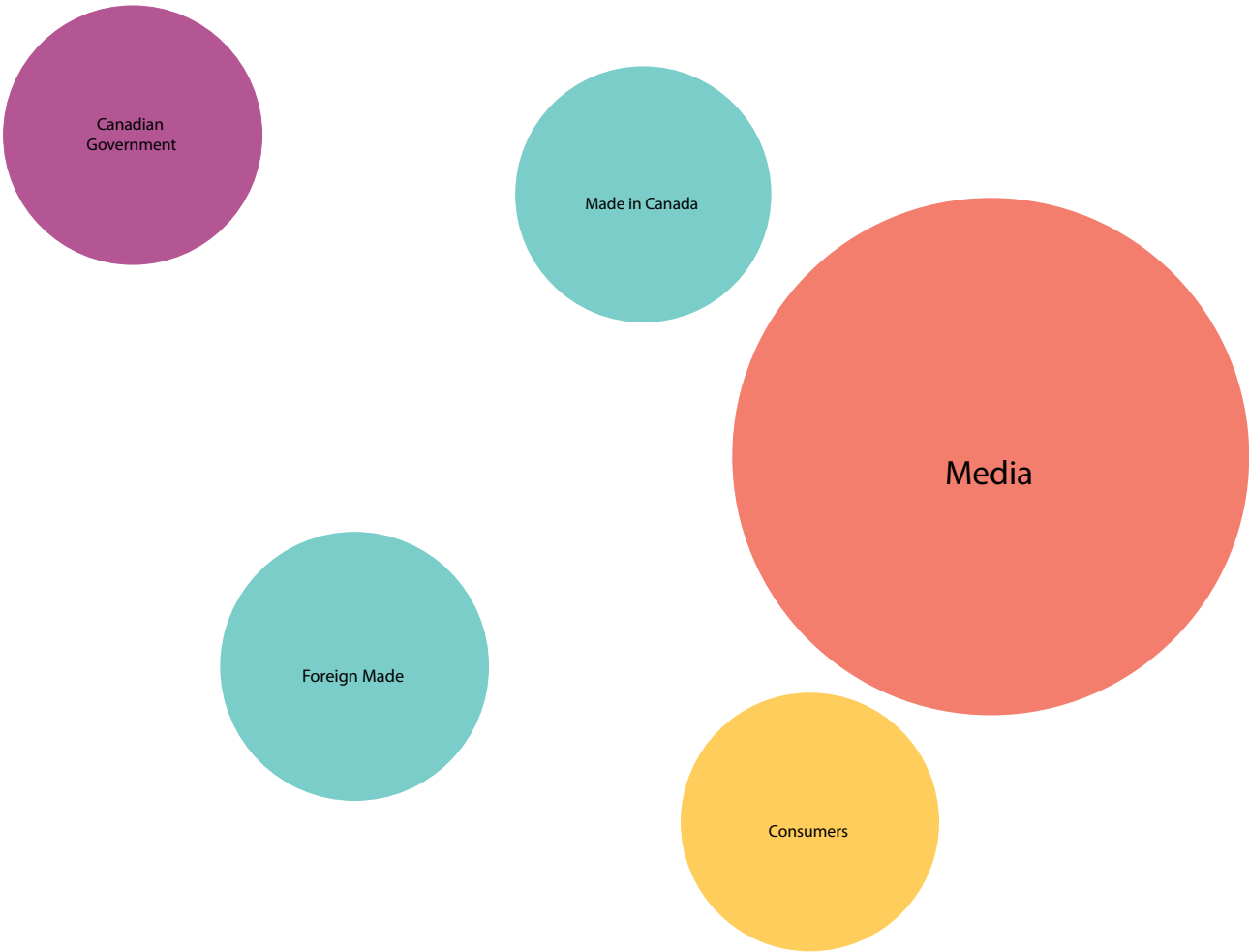
- Literature review
- Survey of 1,023 Canadians

# Impact of internet

**47%**  
of consumers search online  
before buying  
BDC, 2013

**70%**  
trust online opinions  
BDC, 2013

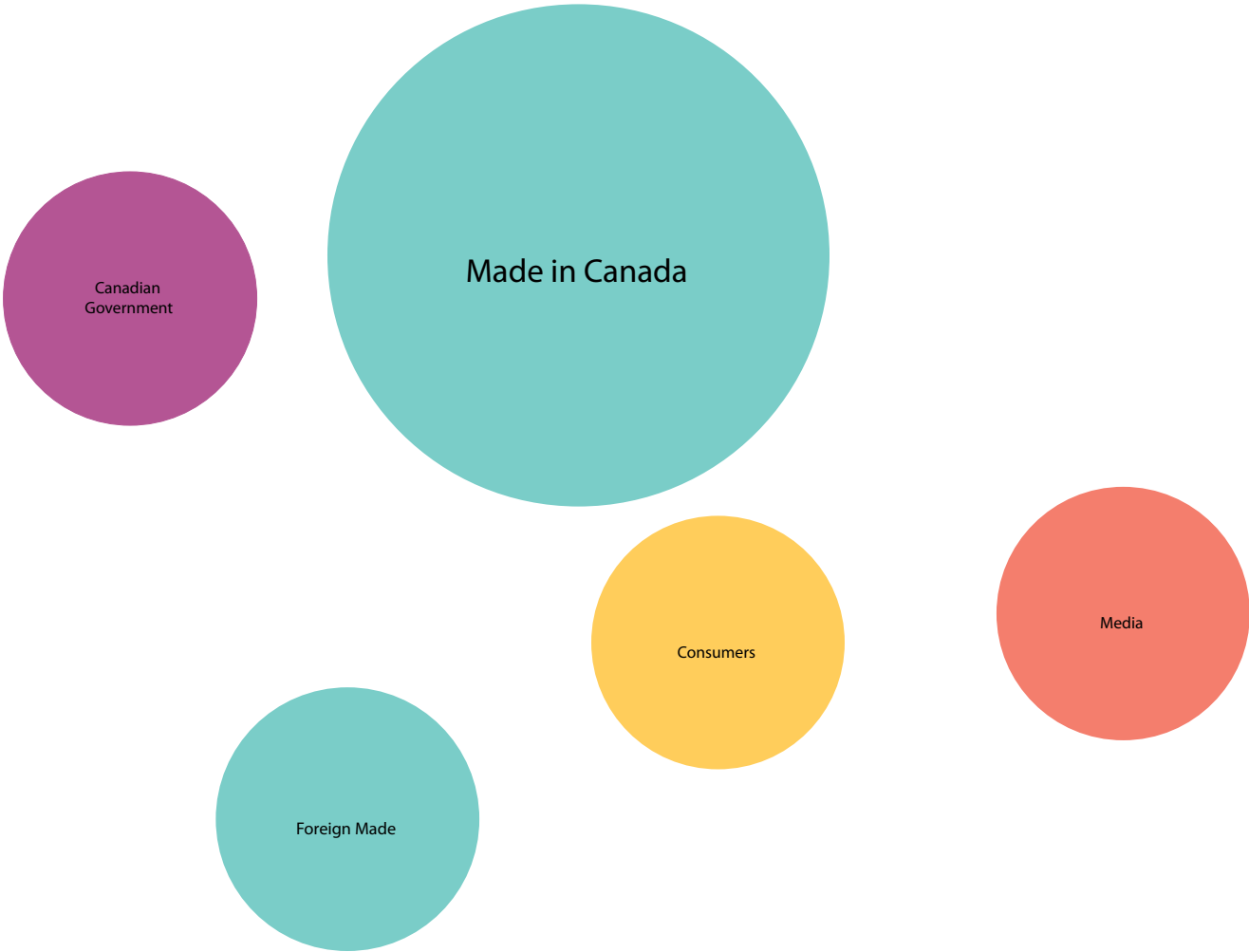
**30%**  
of Canadian small businesses don't  
have a web presence  
BDC, 2013





*Buy local movement*

**45%** made effort to buy Canadian  
BDC, 2013



Frugality in the system

33%

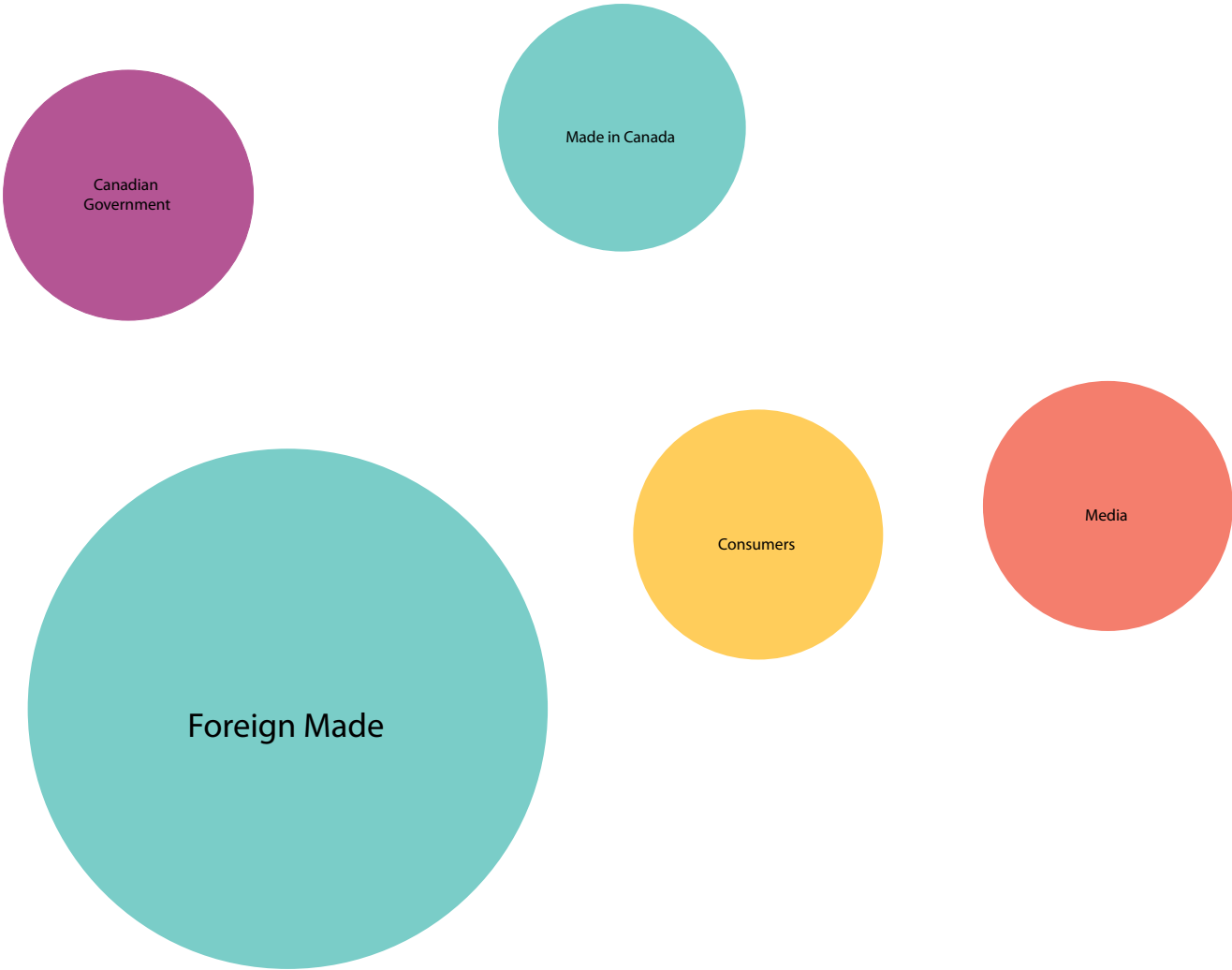
would pay 15% more for an  
ethically made product

BDC, 2013

66%

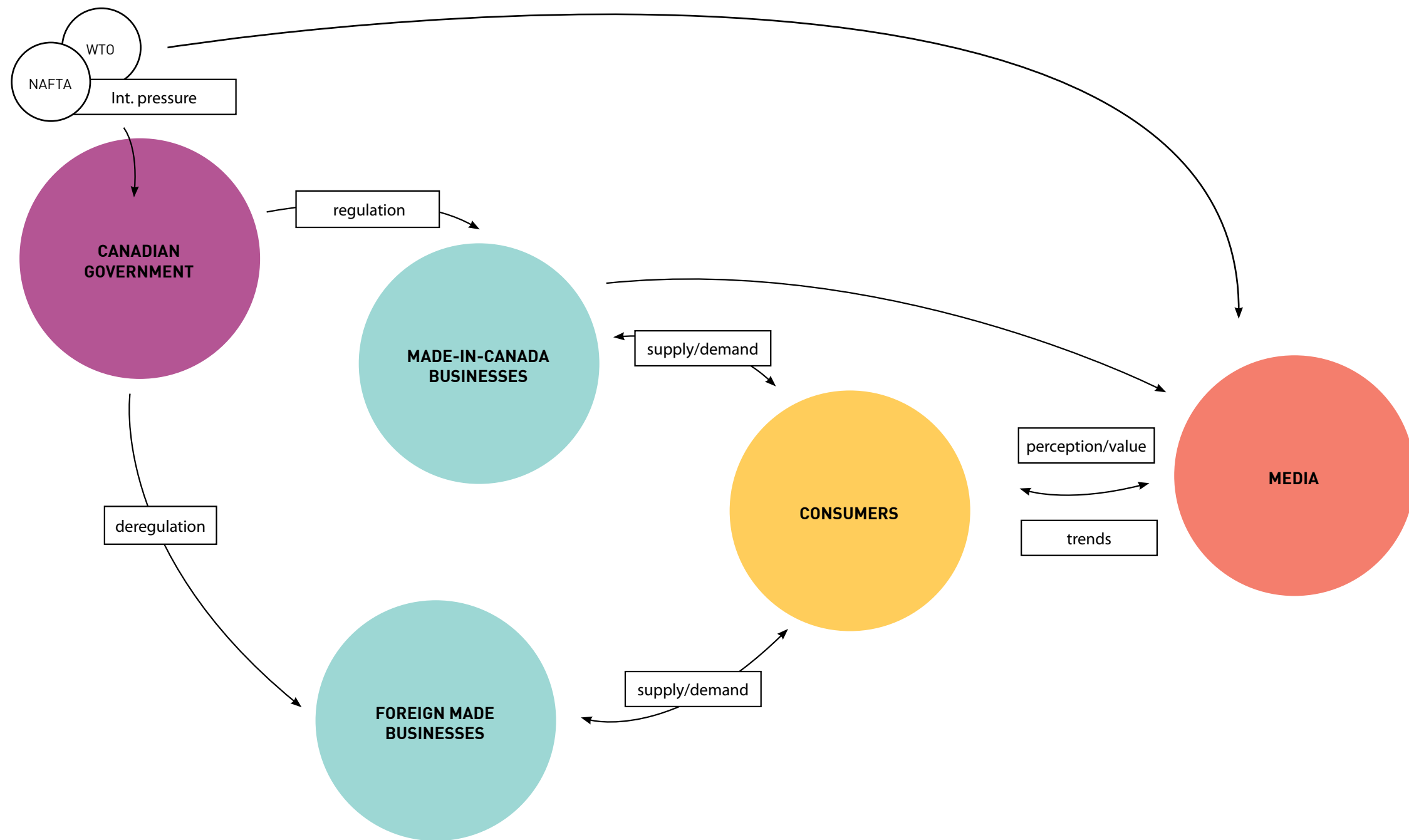
say main factor in a purchase is  
lower cost

BDC, 2013



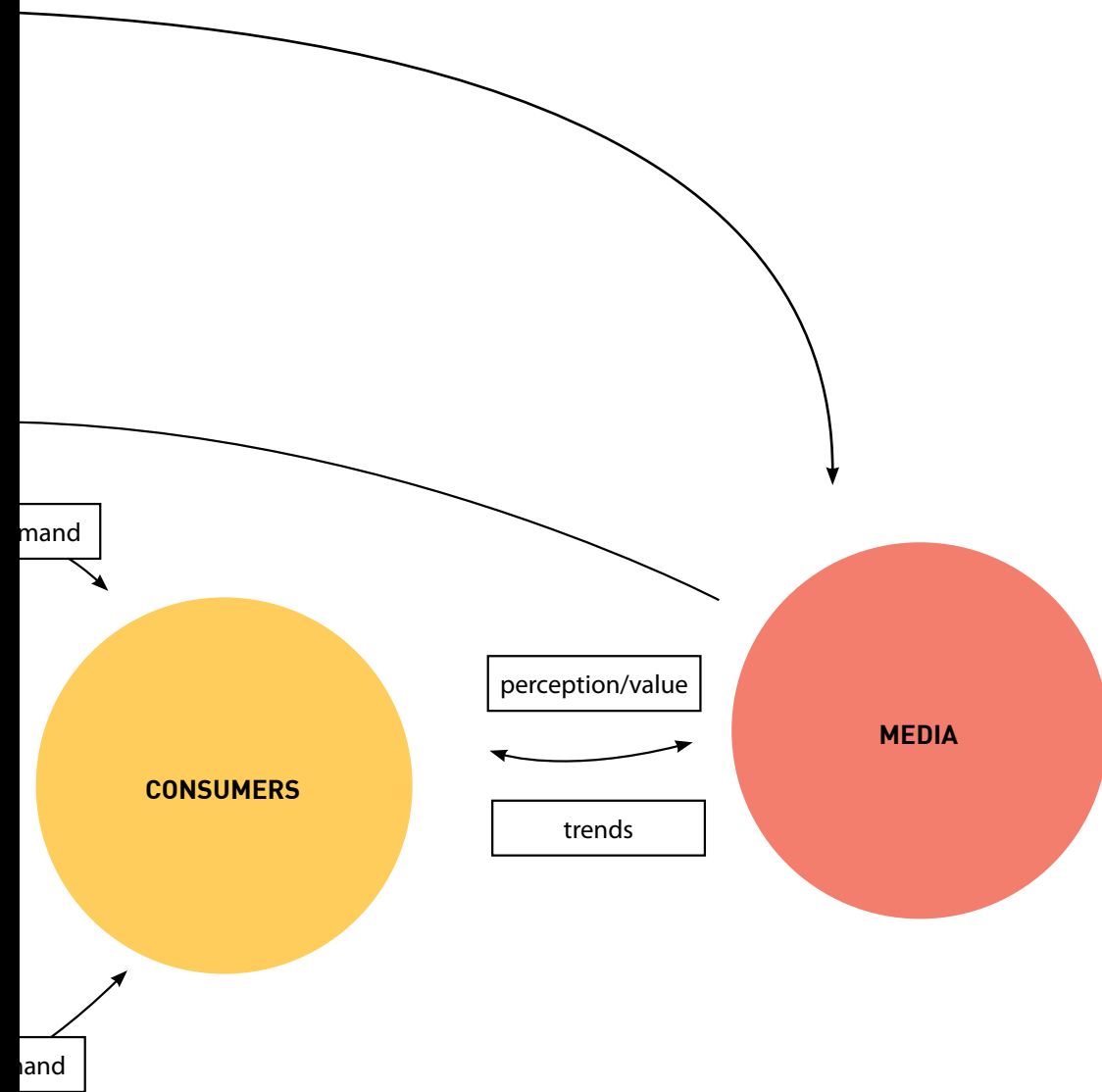


# *Consumer perceptions of value driving demand for cheap prices*



## CONSUMER PERCEPTION

Many times a large portion of the system is a “Black Box”







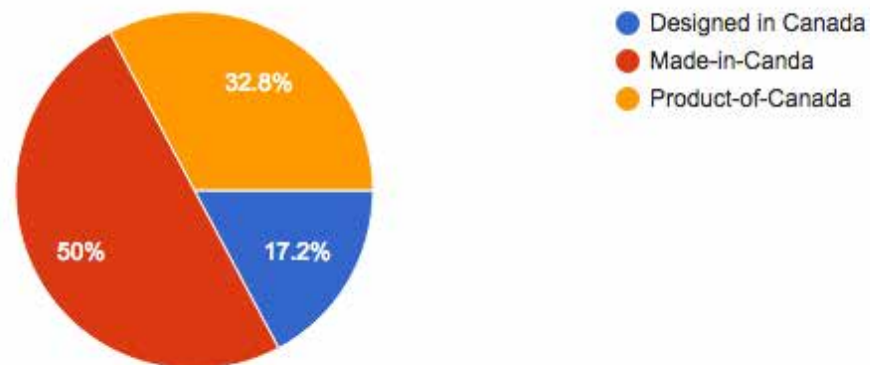
**HOW CAN THE SYSTEM SUPPORT CONSUMERS IN MAKING  
AN INFORMED CHOICE?**

*Integrate transparency*

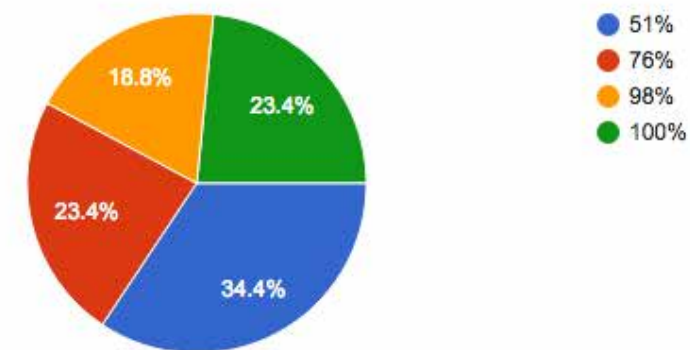


# *When we surveyed participants...*

What do you think is more Canadian? (64 responses)



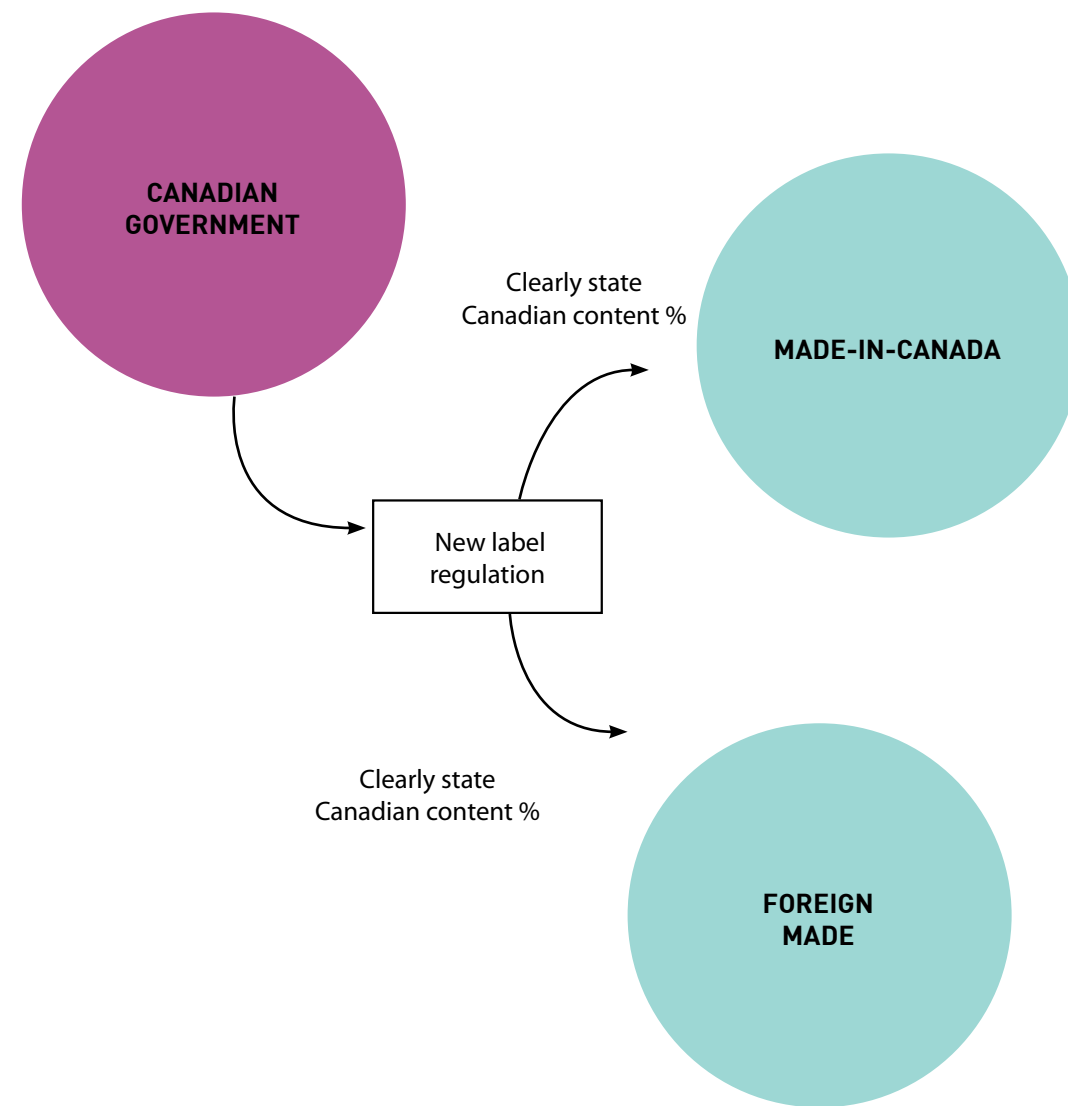
What minimum threshold of Canadian content do you think qualifies for a "Made-in-Canada" label on that shirt of yours? (64 responses)



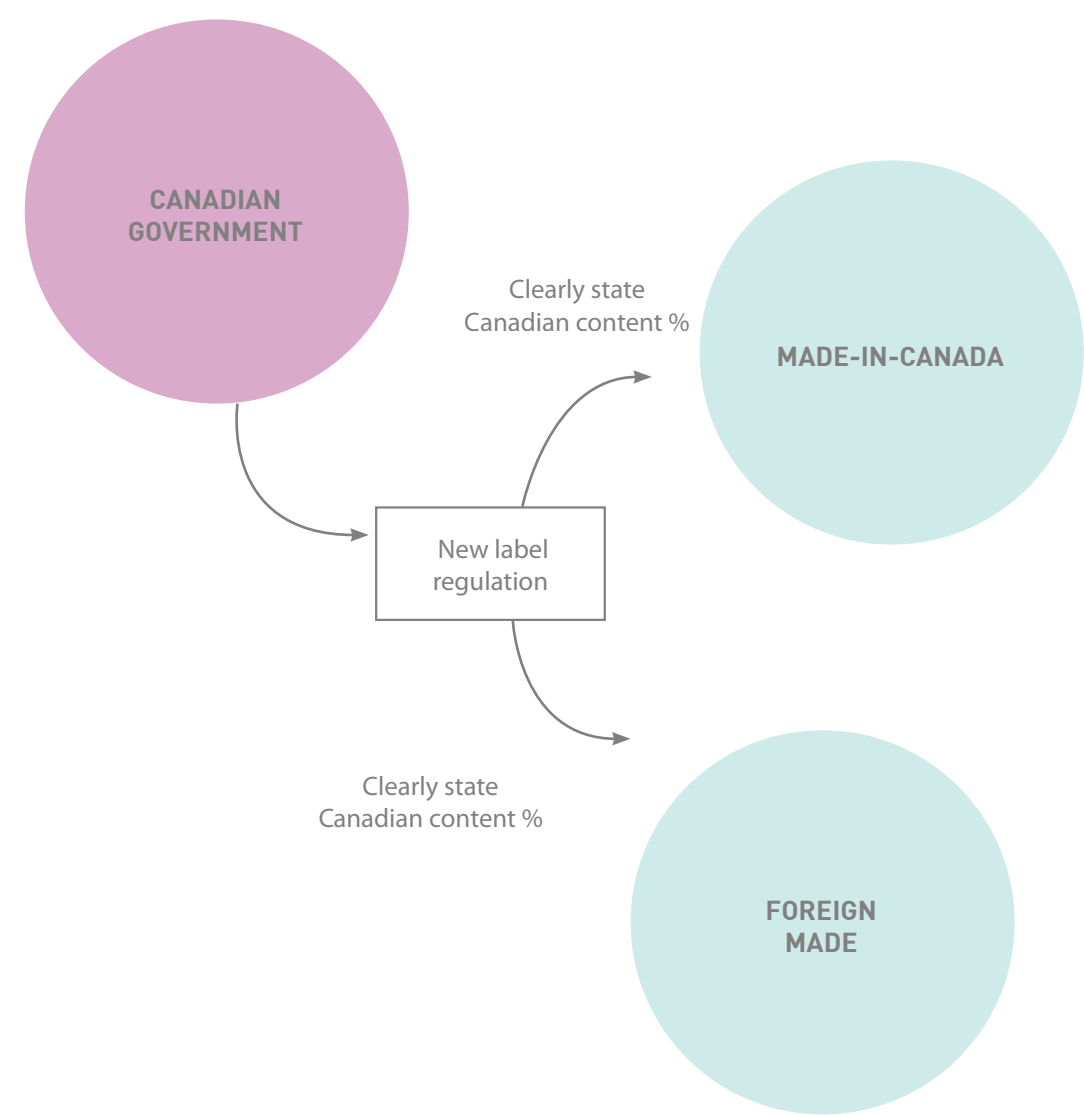
GAP



# *Intervention: New labeling regulation*



*Intervention: New labeling regulation*



Made in China  
0% Made in Canada

Made in China  
70% Made in Canada



*The industry isn't the same.*



**1970s**

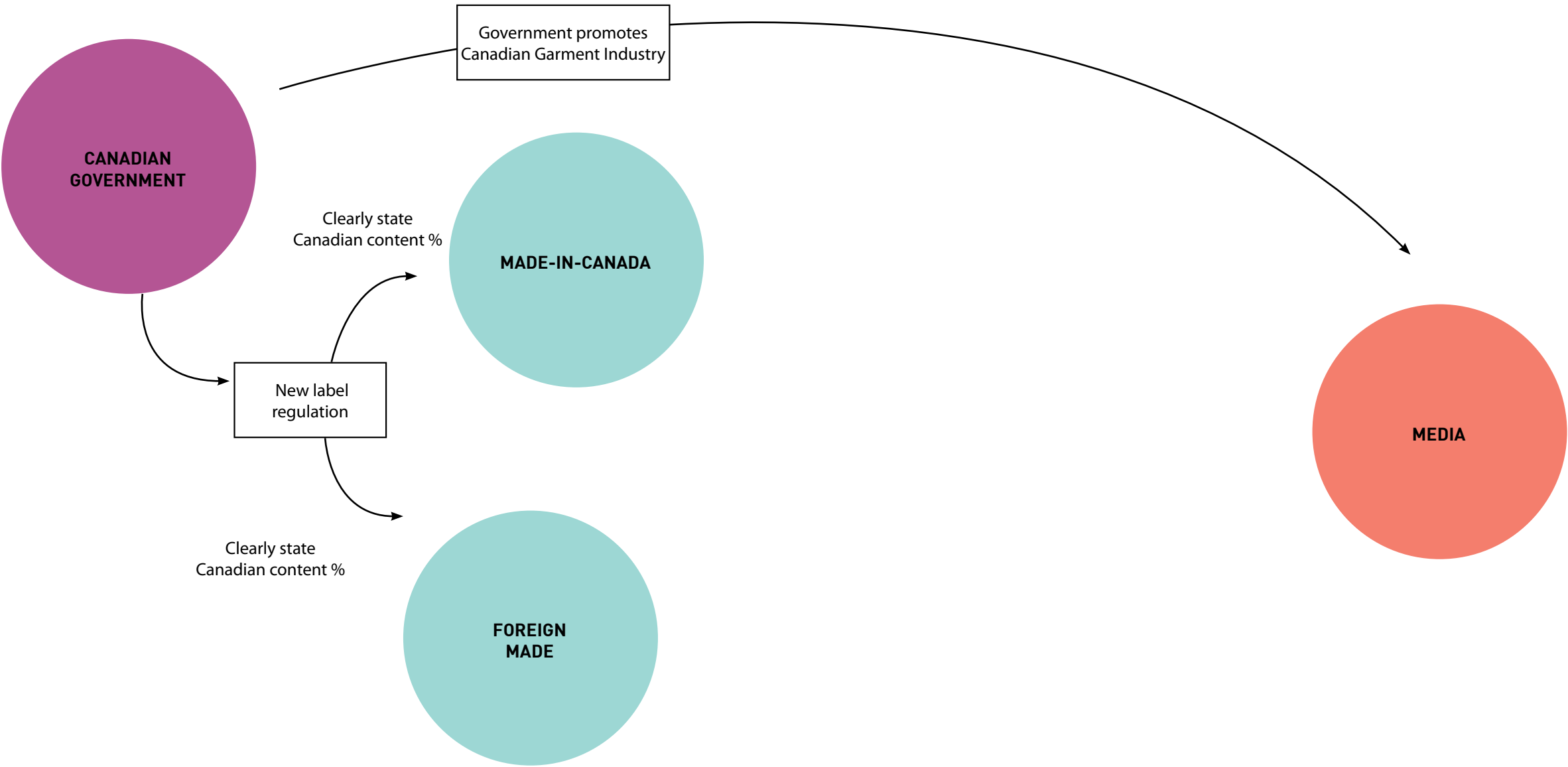


2016

*Building Capacity, Incentive and Awareness*

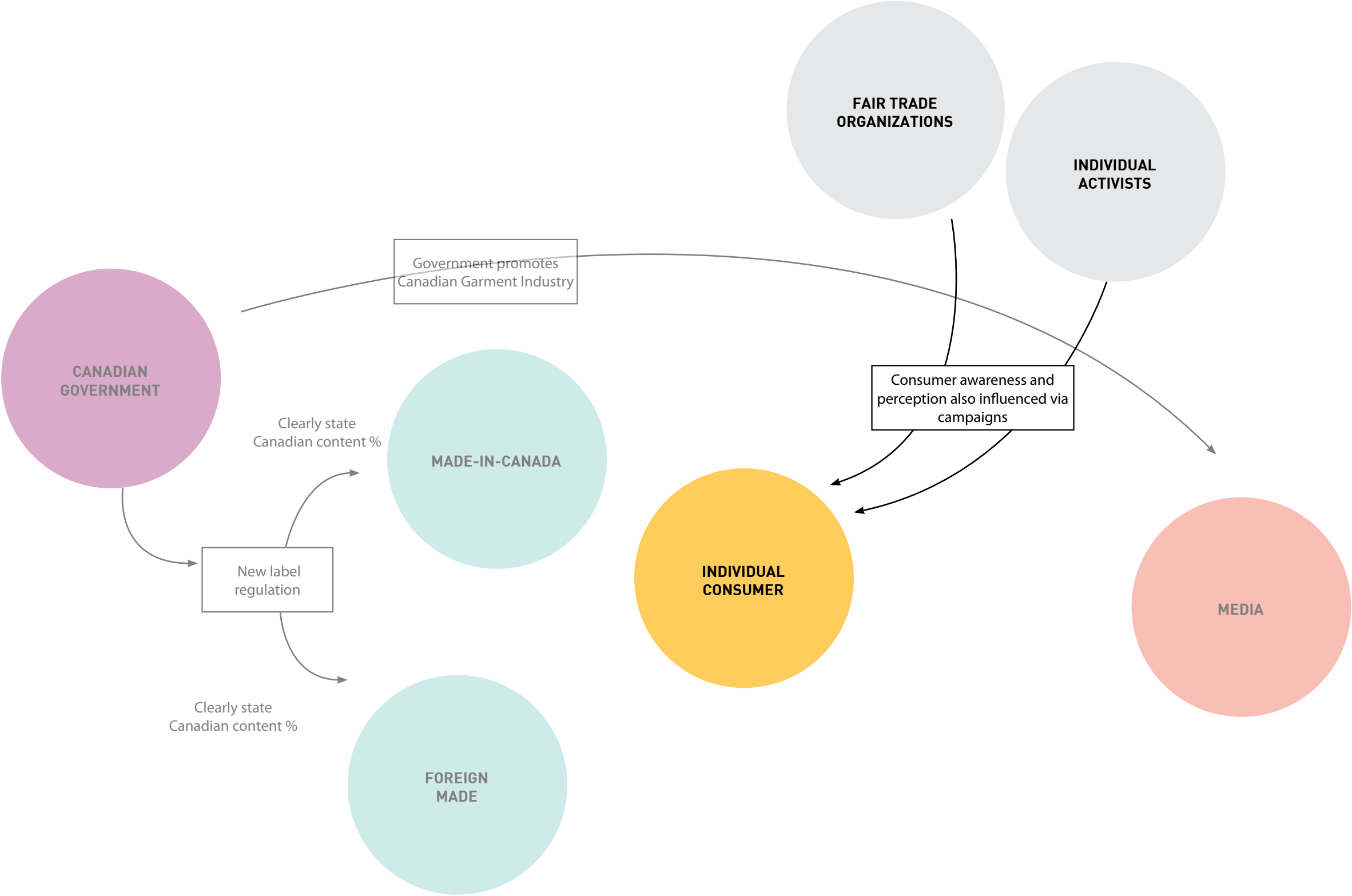
*Integrate transparency*

*Intervention: Leveraging the media*

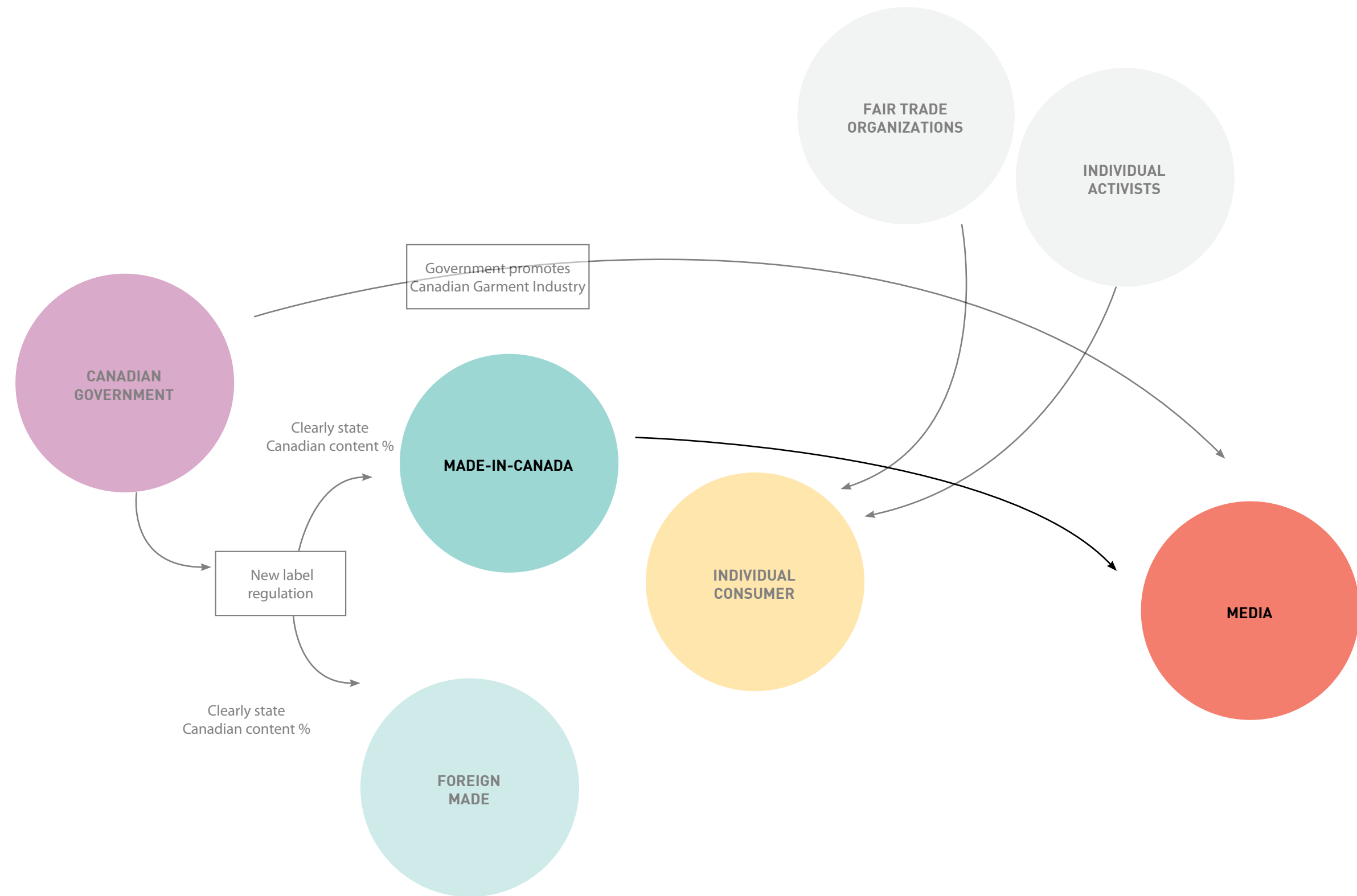




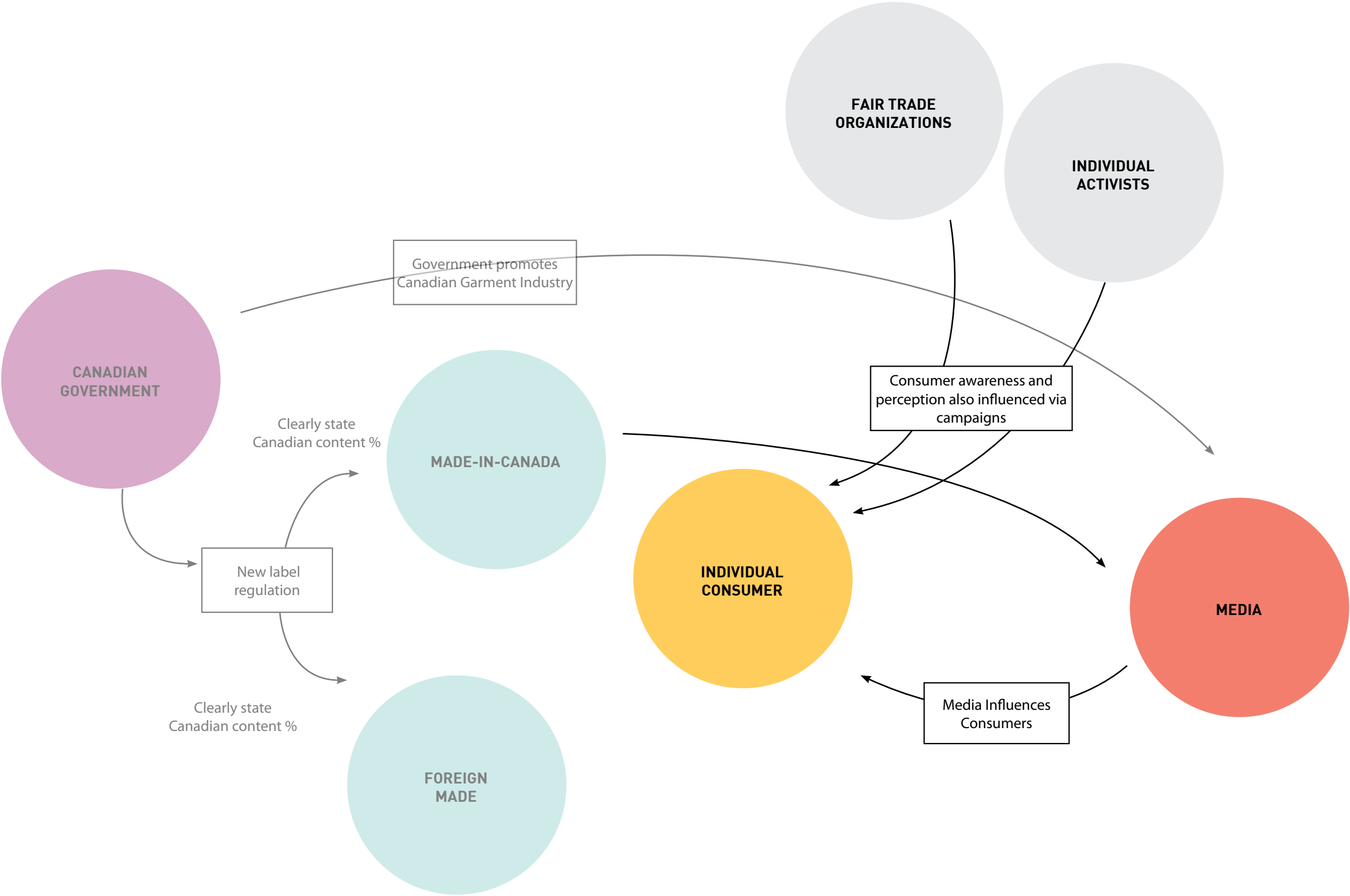
# Intervention: Leveraging the media



# Intervention: Leveraging the media



# Intervention: Leveraging the media





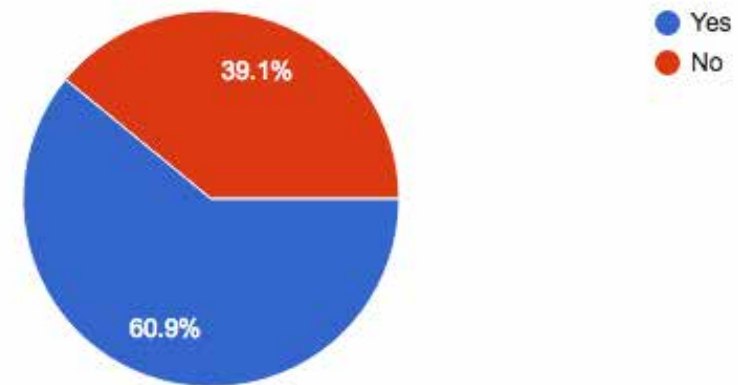
# *Intervention: Leveraging the media*

Made in China  
0% Made in Canada

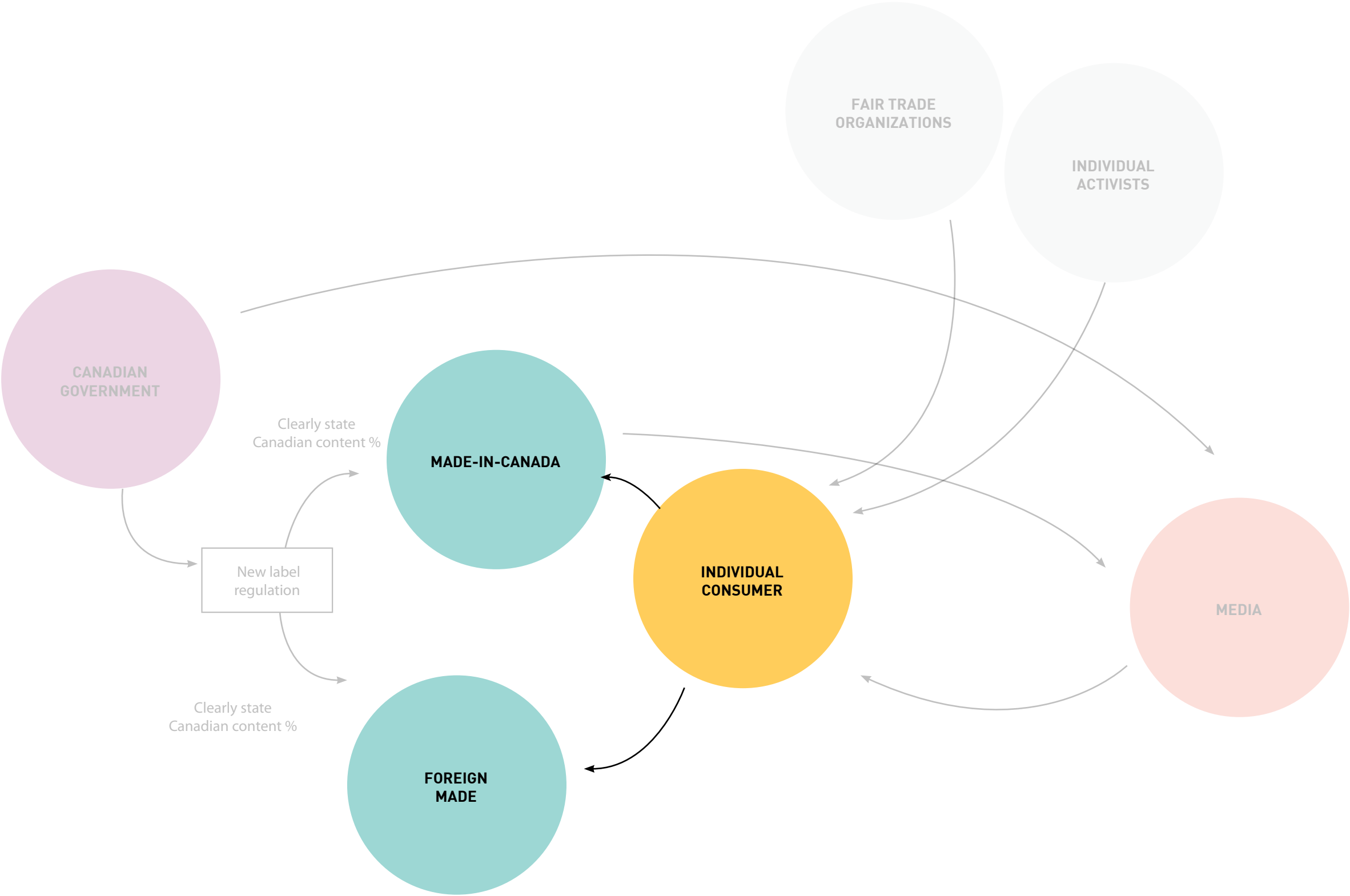
Made in China  
70% Made in Canada

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

(64 responses)



*Intervention: Leveraging the media*



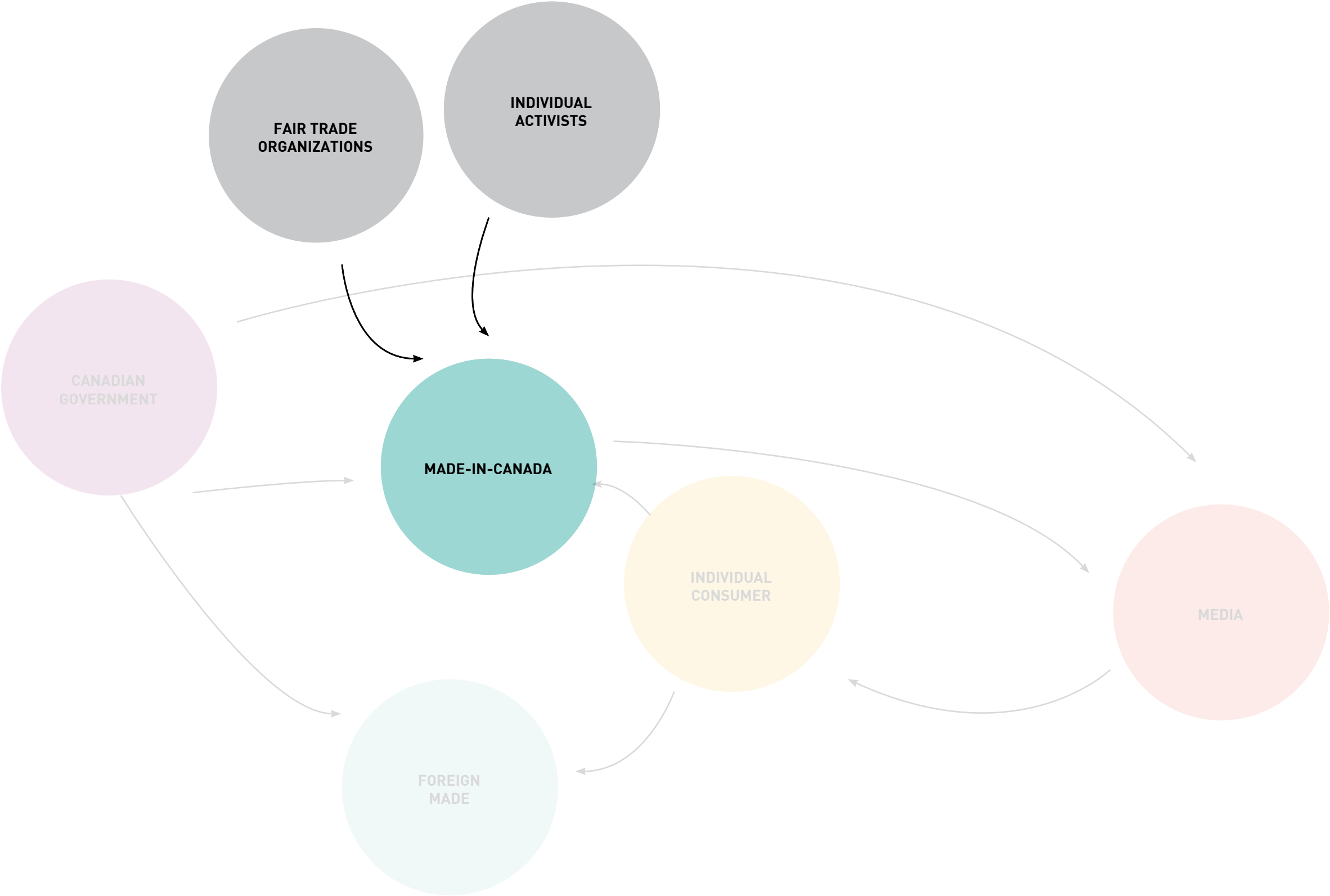
*Leverage Growth*

*Building Capacity, Incentive and Awareness*

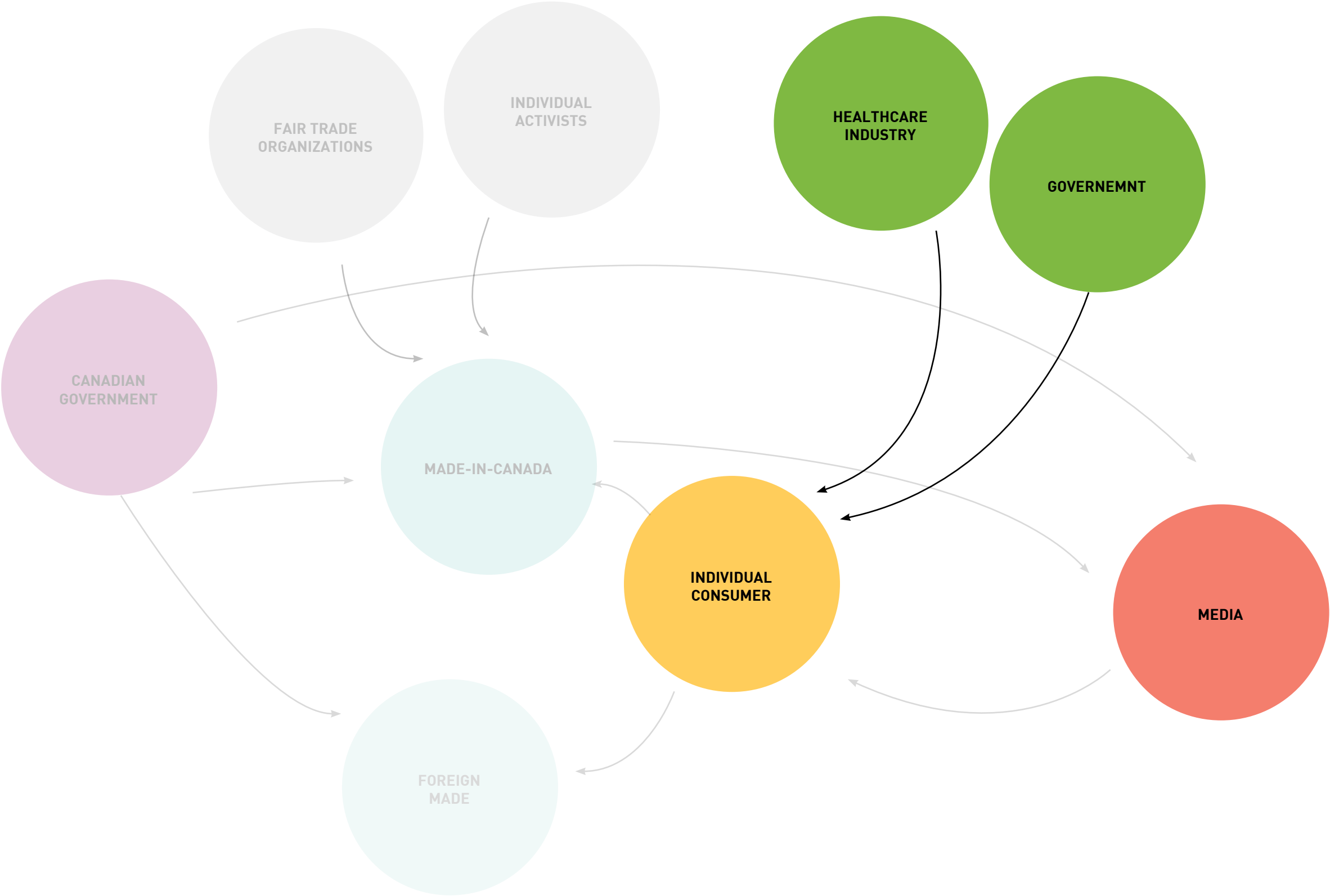
*Integrate transparency*



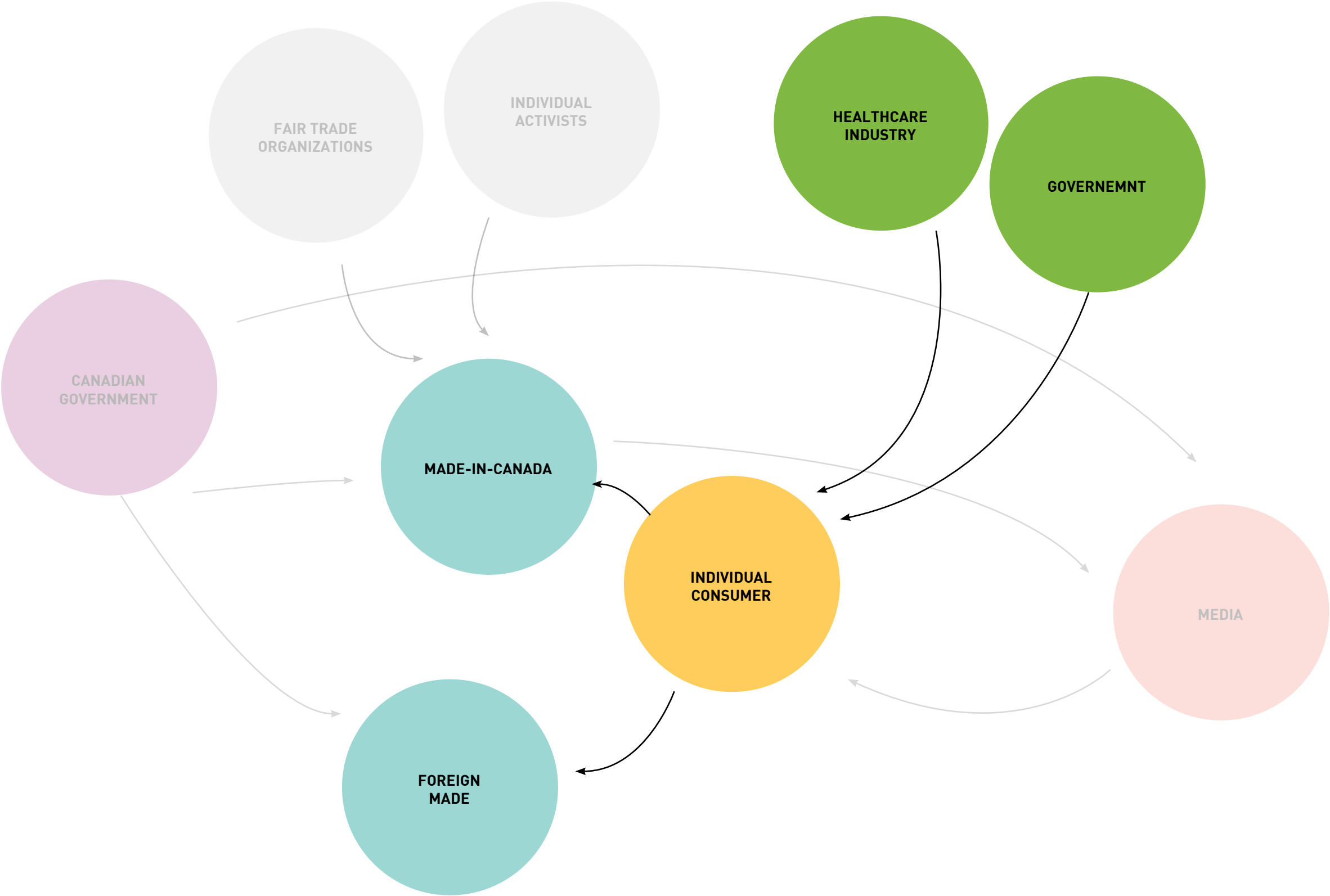
*Partner with Tech + Textiles*



*Partner with Tech + Textiles*

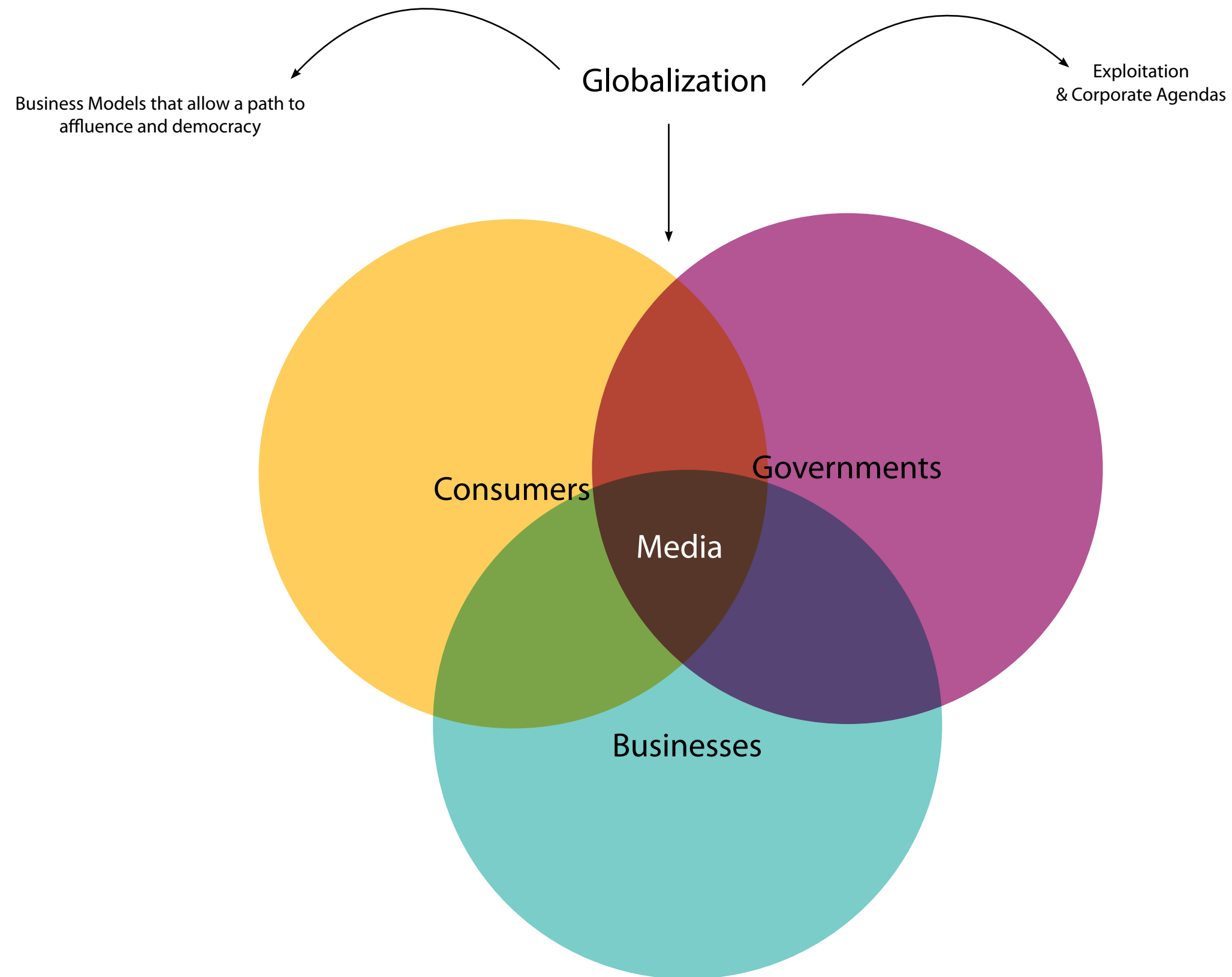


# Partner with Tech + Textiles





# *Coming back to our framing...*





THANK YOU!