

Below are a few email templates you can use to contact brands and demand they pay a living wage.

It's best to look for the email address of an ethical sourcing manager or executive, but if you can't find that you can email the general inquiry address.

1. Email to a brand who **has a public commitment to living wages and has a clearly defined roadmap with goals, but it's not clear whether they pay a living wage in any factories:**

Dear [*insert brand*],

I'm considering buying [*this product*], but I have a few questions about how [*brand*] cares for the people who make its clothes.

I noticed you've made a public commitment to paying a living wage and identified a roadmap with goals, which is excellent! I'd love to hear more about the progress towards those goals—for example, have you calculated the living wage for the regions you source from? Do you know how many of the factories you buy from ensure workers are paid a living wage?

Making a public commitment is a great first step so I am very happy to see that improving wages is a priority for [*brand*]. I'd like to encourage you to keep prioritising improving the lives of workers through the payment of living wages.

I look forward to hearing from you as I continue to support [*brand*].

Thank you,

[*your name*]

2. Email to a brand who has **made a public commitment but has no goals or roadmap** in place:

Dear [*insert brand*],

I'm considering buying [*this product*], but I have a few questions about how [*brand*] cares for the people who make its clothes.

I noticed you've made a public commitment to paying a living wage, which is excellent! I wasn't able to find any specific plans, goals or timelines on when and how living wages will be achieved in your supply chain. Perhaps I missed this information on your website? If so, please let me know where I can find it.

If *[brand]* does not have any goals in place yet, I'd like to encourage you to put some in place. Improving workers lives through paying a living wage is clearly a priority for *[brand]* and it is for me too. I know that minimum wage levels in the majority of countries where clothing is manufactured are so low that workers, and their families, are trapped in a cycle of poverty. There is real urgency to make change for these workers by increasing wages to a living wage.

You've made a public commitment, which is a great start. I'd love to see *[brand]* choose a methodology to calculate a living wage and then do so for all regions that you source from. Don't be shy about keeping me, and your other customers, up to date with the progress that you make in this area!

Thank you,

[your name]

3. Email to a brand who **has not made a public commitment** to living wages:

Dear *[insert brand]*,

I was considering buying *[this product]*, but I noticed that *[brand]* has not made a commitment to paying the workers in your supply chain a living wage. Perhaps I missed this information on your website? If so, please let me know where I can find it.

I would really encourage *[brand]* to consider making a commitment to living wages and putting goals in place to achieve this. This is an area that is really important to me. I know that minimum wage levels in the majority of countries where clothing is manufactured are so low that workers, and their families, are trapped in a cycle of poverty. There is real urgency to make change for these workers by increasing wages to a living wage.

It's never too late to start! Don't be shy about keeping me, and your other customers, up to date with the progress that you make in this area!

I look forward to shopping at *[brand]* once I start to see progress towards paying workers a living wage.

Thank you,

[your name]