

# **The True Cost**

a Documentary film



## ‘The True Cost’ is a documentary film that explores the high price to human rights and the environment resulting from the global clothing industry.

On April 24, 2013, an eight-story commercial building collapsed in Savar, Bangladesh-- killing 1127 people while trapping alive approximately 2500 others who would later be rescued. It was deemed the worst disaster in the history of the global garment industry.

The devastating collapse killed and injured not only the workers, more than half of whom were women, but their children as well, who were in the building’s day care facilities. At the time of the collapse, what companies had apparel orders being filled by these factory workers? JC Penny, WalMart and a litany of other major Western brands.

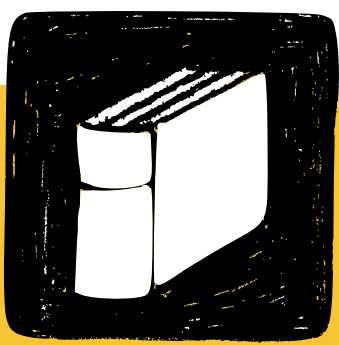
In an effort to examine the “real cost” to the environment and to generations of families in terms of dignity and other human rights issues, the documentary film, “**The True Cost**” will explore the perverse relationship between the decades-long decrease in clothing prices as counter-balanced with the dramatic increase in the degradation of the quality of life for the very workers and families that support the industry.

It is the goal of this film to make those costs vividly clear as we explore the evolution of the industry, the damage inflicted upon the environment and the hope-filled prospect of choosing a different future. More than just underscoring the problem, this is an effort to highlight real solutions that everyday consumers can take part in.

The film will feature interviews with top leaders from the international clothing industry, thereby illuminating this complex dilemma. Viewers will also see a more intimate aspect of this global issue as we take cameras around the world, capturing on film the personal stories of garment workers affected by this issue on a daily basis.







# f.a.q.

## Why is this film important?

The clothing crisis represents one of the most complex and urgent challenges of our time. The choices we make now will set the precedent for how we do business in a more fully realized global economy, thereby affecting human rights, employment issues and the environment now and in the future.

## Why now?

While this issue is not new, events in recent years have exposed exacerbated problems that can no longer be ignored. The collapse of the factory in Bangladesh only furthered what informed and concerned advocates already know: an unregulated clothing industry creates unsafe and unsatisfactory conditions which can result in disaster and the loss of human life. We are at a tipping point of critical concern and action, as more and more people are yearning to become involved in this human rights and environmental cause.

## What is the goal?

Our desire is to take this topic out of the smaller, individual conversations of industry, human rights or consumer behavior movers and shakers. We will approach the issue by taking a holistic view: that one solution to the problem is not the answer. Real change can only be sustained through the creation of a synergistic approach, one which involves the adaptation of policy, the improvement of industry standards and a shift in consumer consciousness.



**（ The minimum wage of garment workers in Bangladesh is \$38 a month. ）**

**（ Americans consumers buy 20 billion garments per year, a trillion dollar a year industry. ）**

**（ The average American buys 64 items of clothing and disposes of 68 pounds of clothing per year. ）**



# consulting producers



## Peter Kaufman

**Founder of 'Fair Fashion CEO of Innovative Concepts Associates,**

As a representative of such companies as Phillips Van Heusen and JC Penney, Kaufman has gained practical, hands-on experience working with United Nations trade initiatives involving sub-Saharan Africa, the Caribbean, Central America, and the QIZ (Qualified Industrial Zones) in Jordan and Egypt. Having worked in virtually every facet of the fashion industry from design, manufacturing, and product development to brand development, merchandising, and sales, Kaufman boasts a breadth of experience and insight that has allowed him to continue his lifelong advocacy of social justice.



## Bob Bland

**CEO of Manufacture New York, Founding Designer for Brooklyn Royalty**

A professional apparel + graphic designer with previous experience at Marc by Marc Jacobs, Triple Five Soul, Rugby by Ralph Lauren, Tommy Hilfiger and Banana Republic, her brand, Brooklyn Royalty, was founded in 2006. In 2011 Bob founded Manufacture New York, a fashion incubator/factory hybrid dedicated to providing independent designers with the resources & skills to streamline their production process & transform local manufacturing into the most affordable, innovative option for all.



## CW Park

**Chair in Business Administration and Professor of Marketing at USC**

C.W. Park has published numerous articles in leading journals, including the Journal of Marketing Research, Journal of Consumer Research, and Journal of Marketing. He was the editor of the Journal of Consumer Psychology (2008-2012) and serves on the editorial board of the Journal of Marketing and the Journal of Consumer Psychology. Professor Park is currently director of Global Branding Center. Prior to joining USC, Professor Park was the Albert Wesley Frey Distinguished Professor of Marketing at the Katz School of Business at the University of Pittsburgh.



## Kaplona Atker

**Executive Director of the Bangladesh Center for Worker Solidarity**

She started work in garment factories when she was 12, enduring long hours, dangerous and abusive conditions, and a lack of basic workers' rights. Now she campaigns for better wages, recognition of the right to organize, and higher safety standards.



## Chrissie Lam

**CEO & Founder of SupplyChange.ORG**

Chrissie Lam has curated for multi-billion dollar, consumer-driven corporations, including American Eagle Outfitters and Abercrombie & Fitch, and [Source4Style](#), a B2B online marketplace that allows designers and retail sourcing specialists to search, compare and purchase more sustainable materials from a network of global suppliers. Thus, the Supply Change was born, allowing her to connect and create mutually beneficial and profitable relationships between the design industry and artisan communities around the world.



## Patrick Woodyard

**Founder CEO of 'Nisolo Shoes'**

Nisolo's vision is to offer desirable, stylish goods, to consumers in the developed world while creating jobs, access to education, and an environment of empowerment in the communities throughout the developing world where our products are made. Without sacrificing price, quality, comfort or style, we long to empower consumers with the ability empower the impoverished, and we hope you'll join us and "wear change."





# who we are



## Andrew Morgan

Director

Andrew is focused on one thing; telling stories for a better tomorrow. His career highlights include leading production for Atlanta based Realview TV, founding the media based non-profit Broken Voices, and serving as creative director for the digital marketing firm One Voice Media. He is an award winning writer/director of several films, shorts and commercial projects. Andrew graduated from the Los Angeles Film School, where he majored in cinematography and production design. His latest documentary film, *'After the End'* is due out summer 2013

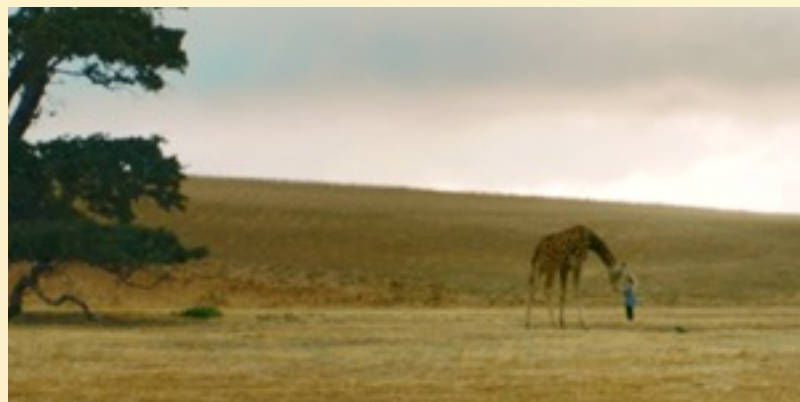


## Michael Ross

Producer

Michael has worked as a creative producer and project coordinator in film and advertising. Beginning his career in journalism at local stations in Florida, before going on to Mirada Studios where he worked on award winning advertising for clients including Disney, Expedia, IBM, and AT&T. He has a passion for leading others in producing films that will make a difference in the world. Michael is a graduate of Florida State University where he majored in media production and business.

### Sample Work. [\(Link\)](#)



#### 'Here for Now'

Film - [\(Link\)](#)



#### 'After the End'

Documentary - [\(Link\)](#)

# director's note

Thank you for taking the time to look over this proposal.

I was getting my coffee, half asleep when something caught my eye. It was a photograph on the cover of the New York Times that showed two boys in Bangladesh walking past a wall of “missing persons” signs. As I picked it up and read about the events that took the lives of over a thousand people working in inhumane conditions, it broke my heart.

My quest for understanding has only grown through hours and hours of research on the topic. I now embrace the mission embarked upon by so many: it's time to change the way we make and buy our clothing. We can and must make this film. Our past does not need to be our future and now is the time to confront a growing crisis that does not need to continue. We have a solid plan, a great team, and the opportunity to do something truly important. I cannot do this without you though, and I invite you to join us as we set out to affect positive, long lasting change. Now is the time.

Thank you for your consideration and I hope to speak with you soon!

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**Andrew Morgan // Director**

