



YOU can change the world
we live in by what **YOU** buy



The Rise Up Story

Rise Up Production started with a quest to find an ethical and sustainably made t-shirt.

Founder and Director, Bronwyn Darlington was working as a consultant to the mining industry, and was frustrated by the lack of ethically produced t-shirt options for her teenage son.

In her search for an ethical and sustainable clothing supplier she was astonished to find how hard it was. She couldn't find a supply chain that met the standards that she believed were important, so she created her own.

Initially it was a hobby with Bronwyn working to fill the gap in the boys pj's market and raise some money for charity by donating the proceeds. Before long she was so committed to offering consumers the choice to make a real difference to the world that she sold her family home to fund the growing range of products and run the business full time.

The rise of Rise Up

The result was Rise Up Productions, a business that designs and produces a range of sustainable and ethically manufactured products and directs the profits to registered humanitarian, aid, environmental and medical research organisations

The philosophy is simple: you can change the world you live in by what you buy. By simply buying from the range of fashion, school uniforms, linen and promotional apparel, consumers can preserve the planet and help those with the greatest needs.

The choice to buy a new pair of thongs that are made from recycled materials by people paid and treated fairly for their work, not only supports the environment and the workers but also helps to create jobs and alleviate poverty in India through programs at Opportunity International Australia.

The cap you buy from Rise Up Productions will protect your face from the sun and also support indigenous eye health. The school uniform your kids wear is made from beautiful organic Fairtrade certified cotton and also funds the provision of clean water to kids in Africa through World Vision.

Rise Up Productions finds ethical and sustainable alternatives to things we use every day. The products include a range of independent certifications such as organic certified cotton, Fairtrade certified cotton, ILO compliant Fair Trade registered supply chains, 'No Sweatshop' certified manufacture and Carbon Neutral certified products. These certifications guarantee that no human rights have been violated and no child labour is involved.

Cotton in our products is either Fairtrade certified cotton and/or certified organically grown cotton.
Clothing manufactured in Australia is compliant to the Homeworkers Code of Practice (No Sweatshop)
We are a certified Low Co2 Company



The trials and tribulations

As with many businesses, the journey has been fraught with challenges.

For example the recyclable thongs which are made from 70 per cent recycled material took eight goes before they were made correctly. They were printed upside down; the glossy girls' straps were put on the men's thongs; and the colours were all wrong.



Bronwyn stuck with it, and now they are one of the most popular items Rise Up sells.

Walking the walk

In running a sustainable business, Bronwyn also realised - she needed to walk the walk. Rise Up Productions has assessed every element of its supply chain to ensure it has a broad and positive global socio-economic impact within a minimal environmental footprint. It has stringent ethical manufacturing guidelines and is an independently certified low Co2 company.

All products are carbon neutral. Rise Up Productions has undertaken a thorough independent carbon footprint assessment. They minimize their carbon use through organic farming methods, sea freight (longer lead times but better for the planet), energy efficient or green energy factories, offset travel and best practice office practices. They offset the carbon they cannot remove out of our processes through an independent carbon trading program.

Caps and uniforms product stories

Caps bringing financial independence

Rise Up Production's caps are produced in Bangladesh using Fairtrade and organic certified cotton sourced from India. The Fairtrade certified supply chain ensures compliance with ILO standards for the payment of decent wages, and truly supports employees who need to change their circumstances by working in a supportive and appropriately paid environment.

One of the women who make the caps is Rahela. She is typical of many Bangladeshi women employed in the factory. She was born in a small village in the southern part of Bangladesh. Her father farmed one acre of land. Rahela's mother died when she was six years old and when her father remarried she was taken out of school so that she could help with the housework. She was married at 16 and the subject of severe domestic violence.

She became pregnant and after the birth of her son, her husband decided he wanted to get rid of her. To save her life, her step-mother suggested Rahela leave her son with her in the village and go to work in the city. Rahela felt she had no choice so she took a ship to Dhaka and stayed with an aunt until she got a job in the garment factory which makes Rise Up caps.

Rahela started working as a helper (trainee) for Tk. 950 a month which at that time was around US\$ 20. After few months, she had made enough money to support her son so she briefly returned to the village and returned to Dhaka with him.

After a year she was promoted to machine operator. This was the first time she had a sewing machine to herself which is considered a sign of success. Now, six years after her journey to Dhaka, she earns Tk. 2800 – US\$ 40 – a month and can afford to send her son to school as she is now financially independent.

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Fairtrade organic school uniforms bringing hope

Rise Up Productions' school uniforms and many of the promotional clothing are produced in Tirupur, India. The women who make them are deaf, dumb, blind and economically disadvantaged. The factory is certified SKAL ECO Sustainable Textile and are in the process of achieving SA 8000 certification.



In addition to also gaining Fairtrade certification for their organic cotton, they have achieved certification under the IMO Social & Fair Trade Certification. Fair Trade is an alternative approach to conventional trade. It contributes to sustainable development by offering better trading conditions to, and securing rights of, marginalised producers and workers especially in low-income regions.

Fairtrade certified cotton addresses the development needs of small holder cotton farmers in developing countries who are facing poverty. Fairtrade certification ensures these farmers are paid a fair price for their cotton and a Fairtrade premium to be invested in the social, environmental and economic development of their communities.

The work process to make the Fairtrade certified organic cotton school uniforms and promotional products is:

- **Seed to fairly traded cotton plant:** Collecting Organic cotton is done from farmers who are paid earlier for their cotton and at a fair price as part of the Fairtrade program. These farmers are from Maharashtra, India. The collected organic cotton is converted into fine tuned yarns, which are made entirely from unprocessed, naturally pigmented cotton fibre rich in its color.
- **Cotton plant to fabric:** The yarns are then meshed into high quality woven or richly sustainable knitted fabrics such as Polar, Vellock (Nicky), Pique fabrics, Pique Interlock, Single Jersey, Dobby, Yarn Strife, Jacquard, and Fleece.
- **Fabric to garment:** The dyeing process is unique in its style with the aroma of life being expressed through the light and grand shades in the fabrics that are obtained by non heavy metal dyes and non formaldehyde dyes. Water based screen printing methods are used that further bring the designs to life. The garments are lastly sewn and are now ready as finely produced finished products.

Products are available in selected stores and online at www.riseupproductions.com. Promotional products are available through Corporate Express and 4Eco Promote. For stockists visit our website.

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