

ÉLÉMENTS DE CORRIGÉ pour la première partie – compréhension

On attend une synthèse **neutre et objective** (à savoir pas de marque d'énonciation, de pronom personnel ou de modalisateur, pas de partialité ni de jugement personnel sur les informations et les idées) qui fasse ressortir de manière **organisée et articulée** les informations et problématiques présentes dans le dossier.

Les éléments suivants sont donnés à titre indicatif.

État des lieux / situation

- Demande accrue des consommateurs (docs. 1 & 4)
- Volume des ventes en hausse (doc. 1)
- Phénomène d'une mode de moins en moins chère (doc. 1)
- Concurrence accrue entre les chaînes de détaillants (doc. 1)
- Fabrication largement et massivement délocalisée (docs. 1 & 2)

Conséquences sur les pays en développement

- Pression exercée par les détaillants sur les fournisseurs pour qu'ils baissent les coûts (doc. 1)
- Exploitation des travailleurs dans ces pays par des fournisseurs sans scrupule : salaires de misère chez les sous-traitants, alors que le coût des produits de la vie courante augmente (doc. 1, 2)
- L'économie d'un pays comme le Bangladesh repose presque exclusivement sur cette industrie ; sans elle, pas de travail du tout (doc. 1, 2)

Actions menées

- Création de l' Ethical Trading Initiative (détaillants, propriétaires de grandes marques, fournisseurs) pour assurer des conditions décentes de travail et de vie, mais ce genre d'initiative n'est pas toujours efficace (doc. 2 & 4)
- Sensibilisation des consommateurs par le gouvernement quant au pouvoir qu'ils peuvent exercer sur le détaillant mais le consommateur reste souvent captif des produits à bas prix (doc. 3, 4)
- Responsabilité sociale et éthique des entreprises (doc. 2)

Conclusion

- Attitude paradoxale des consommateurs : tout en se déclarant prêts à consommer de façon éthique, ils continuent à acheter aux prix les plus bas (doc. 4)



ÉLÉMENTS DE CORRIGÉ pour la deuxième partie – expression en langue anglaise

Comment on document 4 and reflect on the customers' behaviour.

1 50 words, +/- 10 %, indicate the number of words

Éléments de description et d'analyse / Éléments de commentaire :

1. The cartoon depicts customers in a typical chain store in a high street anywhere in Britain (*The Guardian*, £ price tag).
2. It is during the summer sales, and everyone is shopping for bargains.
3. One lady is trying on a tee-shirt with 'Stop Sweatshops. Support Fair Trade' in huge letters across the front.
4. Another lady is holding a dress which is extremely cheap, it's only £2.99.
5. The lady on the left is reading about exploited garment workers earning no more than 13p an hour / On the left a customer is reading a newspaper on which we can read that workers in the textile industry are underpaid/exploited/paid very low wages.
6. The shoppers want the cheapest prices and are able to get them as a result of cheap labour. However, this means that workers in southern countries like Bangladesh are exploited (newspaper headline) whereas consumers in western/developed countries pay less and less for their clothes.
7. Their behaviour makes us think that it is highly unlikely that any of these consumers would be interested in Gareth Thomas's campaign as it would probably mean more expensive clothes.
8. Manufacturers have had to cut costs to meet the demand for cheap items so they are not concerned about the supply chain/about where or how goods are sourced/about how products are made/are not interested in providing decent working conditions.
9. There is a paradox in the fact that the shopper in the dressing room intends to try on a tee-shirt which supports ethical consumerism and denounces the very situation that she is promoting by her purchase.
10. The cartoonist suggests that consumers should think twice before buying cheap clothes as their behaviour contributes to exploitation in the textile industry.
11. The cartoonist is criticising consumers who say they are concerned about workers in developing countries and that they support the fair trade movement, and yet they buy the cheapest clothes around. They must realise that these are manufactured by textile workers on starvation wages.
12. (BONUS: The cartoonist is pointing an accusing finger at the well-meaning readers of *The Guardian*, the British daily newspaper, famous for its support of many good causes.)



1. Vous êtes Sarah/James Collins. Vous appartenez à l'organisation *Ethical Trading Initiative*. Rédigez une lettre au dirigeant de ASDA, une chaîne de magasins célèbre, pour présenter la cause que vous soutenez et pour vous plaindre du manque d'information sur les produits textiles distribués par les magasins ASDA (origine géographique, matériaux, conditions de fabrication et de travail, impact environnemental etc.). Vous exposez vos arguments et vos propositions.

1 50 mots +/- 10%, indiquez le nombre de mots

(Ethical Trading Initiative) 11
Finsbury Park LONDON J13 NZZ

7 June 2012

ASDA
(John Brown)
Managing Director Park
Way
LONDON N14 ABC

Dear Sir/Dear Mr Brown

As a member of Ethical Trading Initiative (ETI), whose aim is to fight against sweat shops and child labour, I would like to complain about the lack of information available on the clothes you sell. Indeed, I/we would like to know where they are manufactured, whether they are made of organic cotton or not. Like many responsible/ethical shoppers (and as an activist), I/we have decided to boycott any outlet which sells goods produced by workers who are exploited.

For me/ETI, it is essential that a company ensures that its suppliers provide a living wage and decent working conditions. Besides, such an ethical attitude would enhance your corporate image. I propose that you launch an awareness campaign in your store. ETI is willing to offer its services to help you spread the message. I do hope you will be taking the necessary steps to put things right.

Please do not hesitate to contact me if you require further information. We look forward to hearing from you soon.

Yours faithfully/sincerely

Sarah /James Collins (Ethical
Trading Initiative)