

Mattel: Stop using Barbie to purple wash your human rights violations in China

Letter to Mr Christophe Salmon, Managing Director of Mattel in France

Dear Mr Salmon,

ActionAid France and China Labour Watch have exposed serious human rights concerns in the Mattel factory in Chang'an, Guandong, currently the sole Barbie production site in China.

Last year millions of people around the world went to see Barbie, a film co-produced by Mattel and expounding feminist principles. While Mattel continues to rake in huge profits from Barbie's global cultural prominence, consumers need to be aware of the exploitation behind the dolls. I am asking you to ensure that the human rights of workers are respected throughout your supply chain.

I call on Mattel to put an end to violations of human rights in its factories by:

- Reviewing commercial practices such as production deadlines that are too short and setting profit targets that can lead to avoid abusive behaviour that affects workers' human rights
- In the absence of trade union freedom in China, allow employees to report on their working conditions and collectively formulate demands to improve them, with the full participation of women workers
- Ensuring the payment of a living wage as a basic salary
- Guaranteeing workers' the right to privacy, including rest time compatible with a normal family life, and not requiring workers to work excessive overtime in order to earn a decent wage
- Providing working conditions that respect the health and safety of employees
- Setting reasonable production quotas and provide adequate training for workers
- Providing decent living conditions in factories and
- Guaranteeing a respectful working environment free from verbal abuse.

I call on Mattel to combat sexual harassment and abuse in its factories by:

- Making it clear to its employees and business partners that the company has zero tolerance of gender-based and sexual violence
- Developing an internal procedure for reporting and dealing with cases of sexual harassment and require all its business partners to provide mechanisms for handling complaints and avenues of redress accessible to all workers, which guarantee the anonymity of complainants, protect them against retaliatory measures and provide for the dismissal of the perpetrators of such acts
- Supporting victims of sexual violence
- Enabling local organisations to organise training courses on sexual harassment and abuse for workers, supervisors and management, and informing them of the solutions available in and outside the workplace
- Concluding international framework agreements, or agreements with feminist and human rights organisations, that include suppliers and subcontractors

I look forward to hearing about the measures you will be taking to combat violence in your supply chain.

Best regards.