

# “Geographies of Responsibility” Design in the Supply Chain

May 16, 2022

Elise Hodson

# “Designed by Apple in California, Assembled in China”



Apple, Cupertino, California (CNN, May 2012)  
<https://edition.cnn.com/2012/05/22/tech/innovation/new-apple-campus/index.html>



Foxconn, China (New York Times, September 10, 2012)  
<https://www.nytimes.com/2012/09/11/technology/foxconn-said-to-use-forced-student-labor-to-make-iphones.html>





- (54) **ELECTRONIC DEVICE**
- (71) Applicant: **Apple Inc.**, Cupertino, CA (US)
- (72) Inventors: **Bartley K. Andre**, Palo Alto, CA (US); **Daniel J. Coster**, San Francisco, CA (US); **Daniele De Iulius**, San Francisco, CA (US); **Richard P. Howarth**, San Francisco, CA (US); **Jonathan P. Ive**, San Francisco, CA (US); **Steven P. Jobs**, Palo Alto, CA (US); **Duncan Robert Kerr**, San Francisco, CA (US); **Shin Nishibori**, Kailua, HI (US); **Matthew Dean Rohrbach**, San Francisco, CA (US); **Douglas B. Satzger**, Menlo Park, CA (US); **Calvin Q. Seid**, Palo Alto, CA (US); **Christopher J. Stringer**, Woodside, CA (US); **Eugene Antony Whang**, San Francisco, CA (US); **Rico Zörkendörfer**, San Francisco, CA (US)

D14/138 C, 138 G, 496, 203.1, 203.3, D14/203.4, 203.7, 129, 130, 147, 218, D14/247, 248, 250, 374, 371, 385, 388, D14/389, 315-318, 420, 426, 439; D6/308, 310; D10/65, 104.1; D19/26, D19/59, 60; D21/324, 329, 330, 332; 248/917-924; 463/37; 455/556.1, 556.2, 455/566, 575.1, 90.3; 379/433.04, 379/433.01, 433.06, 916; 345/173, 901, 345/905; 348/376; 361/679.21, 679.26, 361/679.27, 679.3, 679.55, 679.56, 361/679.59

CPC ..... H04M 1/0202; H04M 1/0279; H04M 1/0281; H04M 1/0283; H04M 1/0214; H04M 1/72544; H04M 1/72552; G06F 1/1613; G06F 1/1624; G06F 1/1626; G06F 1/165; G06F 3/0485; G06F 3/0488

See application file for complete search history.

- (73) Assignee: **Apple Inc.**, Cupertino, CA (US)
- (\*\*) Term: **14 Years**
- (21) Appl. No.: **29/480,382**
- (22) Filed: **Jan. 24, 2014**

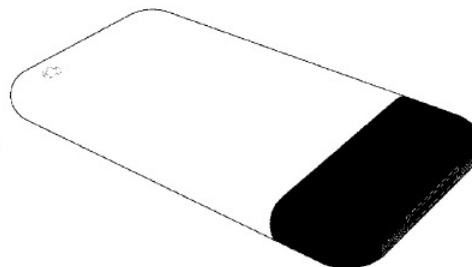
**Related U.S. Application Data**

- (60) Continuation of application No. 29/364,661, filed on Jun. 25, 2010, now Pat. No. Des. 698,352, which is a continuation of application No. 29/328,018, filed on Nov. 18, 2008, now Pat. No. Des. 618,677, which is a division of application No. 29/282,834, filed on Jul. 30, 2007, now Pat. No. Des. 581,922, which is a continuation of application No. 29/270,888, filed on Jan. 5, 2007, now Pat. No. Des. 558,758.
- (51) **LOC (11) Cl.** ..... **14-02**
- (52) **U.S. Cl.** ..... **D14/341**
- (58) **Field of Classification Search**  
 USPC ..... D14/341-347, 137, 138 R, 138 AA,

(56) **References Cited**

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# Apple Supplier Responsibility 2019

200 suppliers ▼ 824 locations



China	380	Brazil	4
Japan	132	Mexico	4
US	65	France	4
Taiwan	58	Netherlands	4
Korea	41	UK	4
Vietnam	20	Belgium	3
Philippines	19	Czech Rep.	3
Malaysia	17	Israel	1
Singapore	16	Cambodia	1
Thailand	16	Costa Rica	1
India	9	Italy	1
Germany	9	Malta	1
Austria	5	Norway	1
Indonesia	5		

## Expert Design

### Sole Authorship

Professionals with design training and specialist knowledge

“For a century, designers have seen themselves and have been seen as sole incumbents and managers in the design field.” (Manzini)

(Papanek, 1971; Manzini, 2015)

## Diffuse Design

### Distributed Authorship

Anyone who undertakes open-ended problem solving and implementation of a solution (daily practice for almost everyone)

“all men are designers”, “design is basic to all human activity”  
(Papanek)

# The GLOBE of ECONOMIC COMPLEXITY

\$15 trillion of world trade  
one dot = \$100 million of exports

▶ Play Tour

Select a country



Globe view



Map view



Country  
Stacks



3d product  
space



Product  
Space



Product  
Stacks

About

Fullscreen Mode

Show labels

Normal contrast

Powered by:

## THE ATLAS

Filter by: product category EXITY

Animal & Animal  
Products

Vegetable  
Products

Foodstuffs

Mineral Products

Chemicals & Allied  
Industries

Plastics & Rubbers  
Leathers and Furs

Wood & Wood  
Products

Textiles

Footwear &  
Headgear

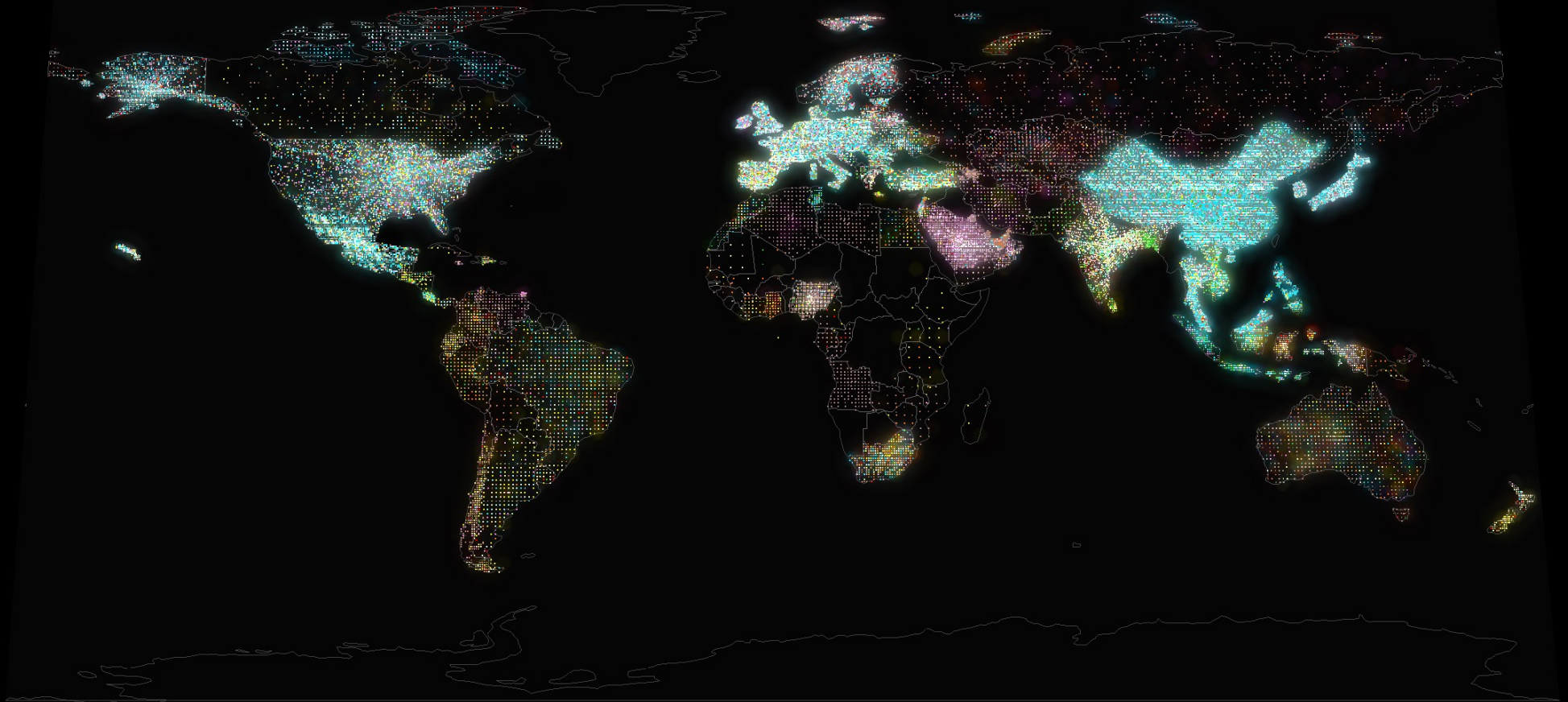
Stone & Glass

Metals

Machinery &  
Electrical

Transportation

Miscellaneous





# World's garment workers face ruin as fashion brands refuse to pay \$16bn

**Analysis of trade figures reveals huge power imbalance as suppliers and workers in poorest parts of the world bear cost of Covid downturn**

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)

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About this content

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Thu 8 Oct 2020 07:15 BST



▲ In Bangladesh, over a million garment workers have been fired or furloughed; many of those still in work report not being paid for two months or more Photograph: Xinhua/Rex/Shutterstock

Powerful US and European fashion companies have refused to pay overseas suppliers for more than \$16bn (£12.3bn) of goods since the outbreak of Covid-19, with devastating implications for garment workers across the world, according to analysis of newly released import data.

<https://www.theguardian.com/global-development/2020/oct/08/worlds-garment-workers-face-ruin-as-fashion-brands-refuse-to-pay-16bn>





The collapsed Rana Plaza factory complex in Bangladesh, 2013. Photograph: Anadolu Agency/Getty  
<https://www.theguardian.com/commentisfree/2018/nov/30/the-guardian-view-of-ultracheap-clothes-costly-to-society>





#FASHIONREVOLUTION

**Sustainability has been trending for billions of years, or we wouldn't be alive. It's excess that is the trend, and we need to make it firmly out of fashion.**

- ORSOLA DE CASTRO -



#FASHIONREVOLUTION

17% of garment workers in Bangladesh cut down their meals during the week before payday because of salary shortfalls.

- INTERNATIONAL GROWTH CENTRE -



# Fashion Revolution

<https://www.fashionrevolution.org>  
[https://www.instagram.com/fash\\_rev](https://www.instagram.com/fash_rev)

@fash\_rev



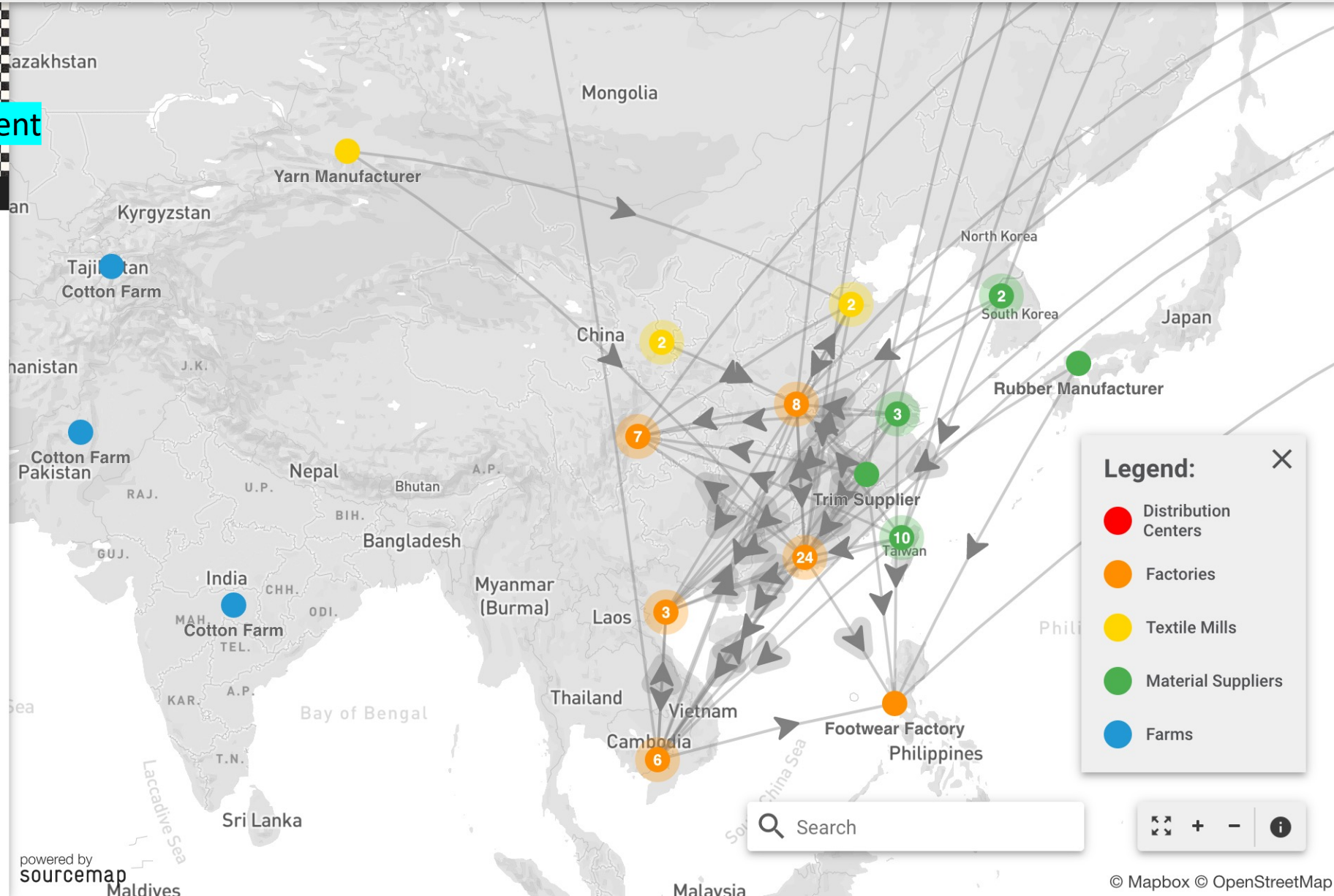
Traceability, transparency,  
corporate social responsibility,  
socially responsible public procurement



### Vans Checkerboard Slip-On

TOUR THE MAP

Back when Vans were cotton canvas blanks, countless kids doodled checkers onto their shoes. That's how the Checkerboard Slip-On was born. Now through the Better Cotton Initiative (BCI), your purchase of these iconic Vans supports more sustainable cotton production. Waste is minimized throughout the supply chain, especially during rubber manufacturing. Even the packaging helps, made of recycled and FSC-certified materials. Click around the map to learn more!



**Legend:**

- Distribution Centers
- Factories
- Textile Mills
- Material Suppliers
- Farms

Search

Map navigation controls: full screen, zoom in (+), zoom out (-), and info (i).

DATA AS OF JULY 2018

FEATURES

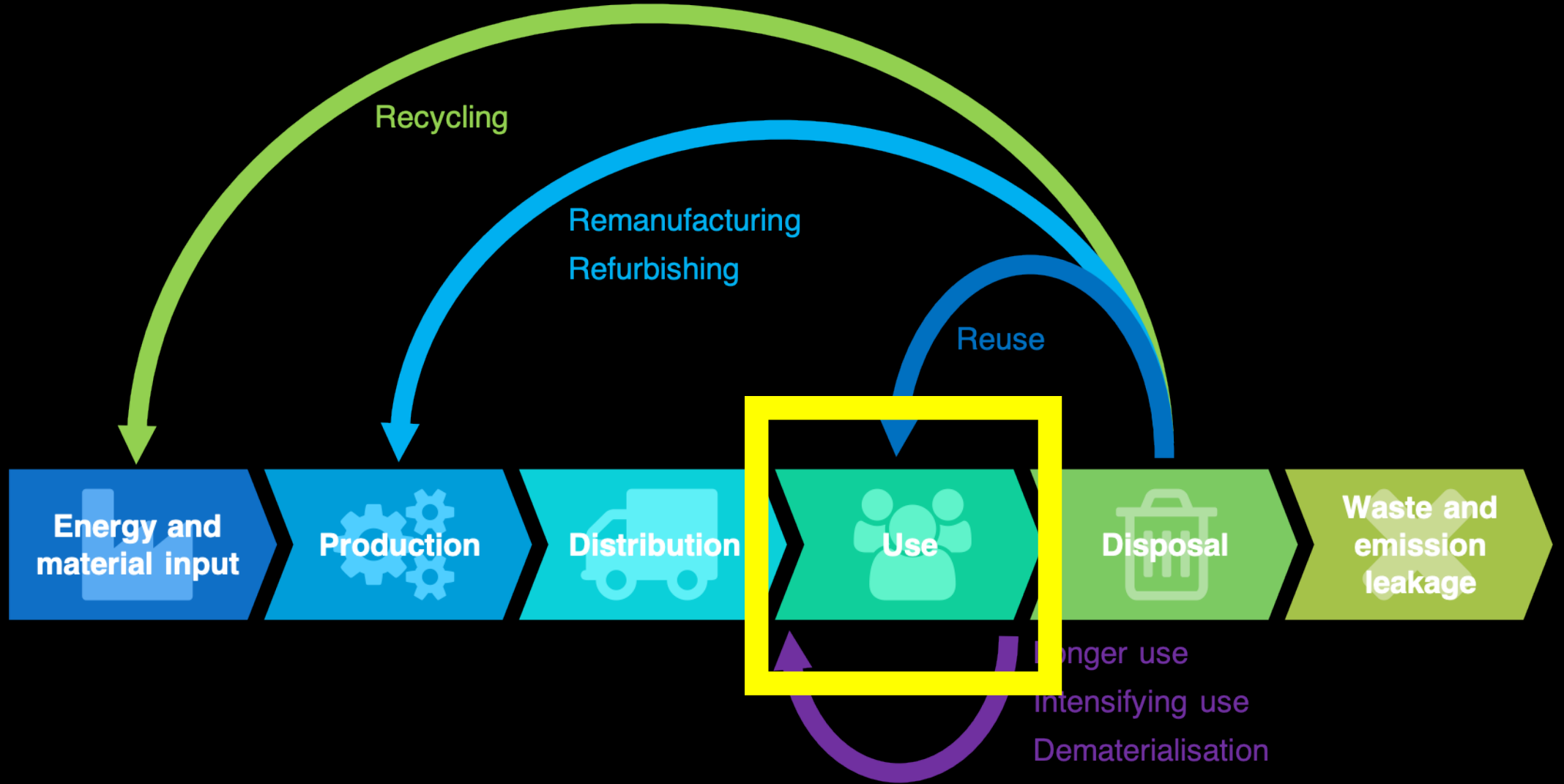
<https://open.sourcemap.com/maps/59f39e71efc1ebbd737f8a09>

# Geographies of Responsibility

Social and political responsibilities are tied to spatial identities.

- Massey (2004)

- What is the designer's geography of responsibility?
- To where and to whom does the designer's responsibility extend?

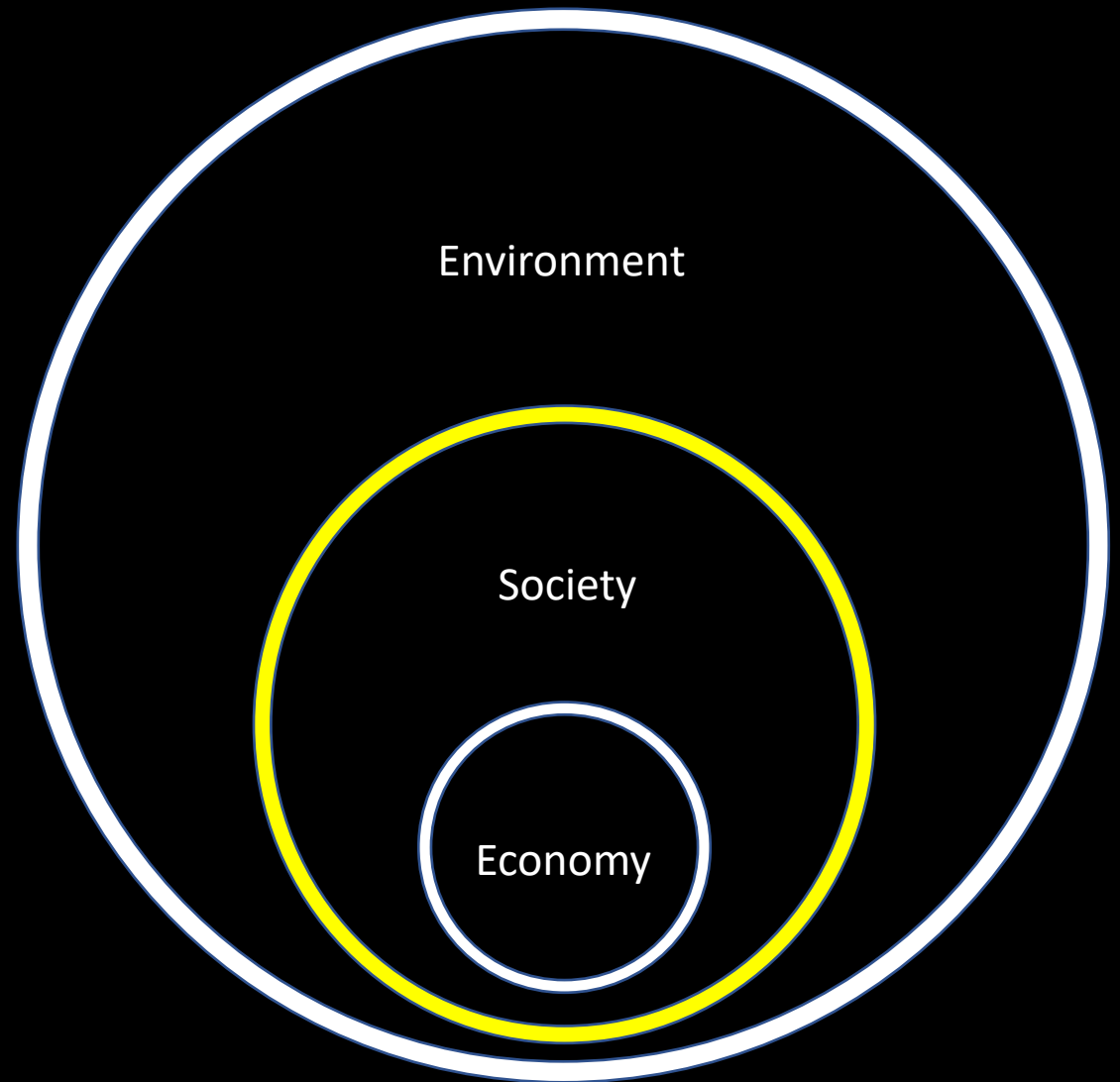




# Social Sustainability

“social sustainability is concerned with the human wellbeing and flourishing of societies now and in the future”

- Corsini and Moultrie (2021) in their article on D4SS (design for social sustainability)



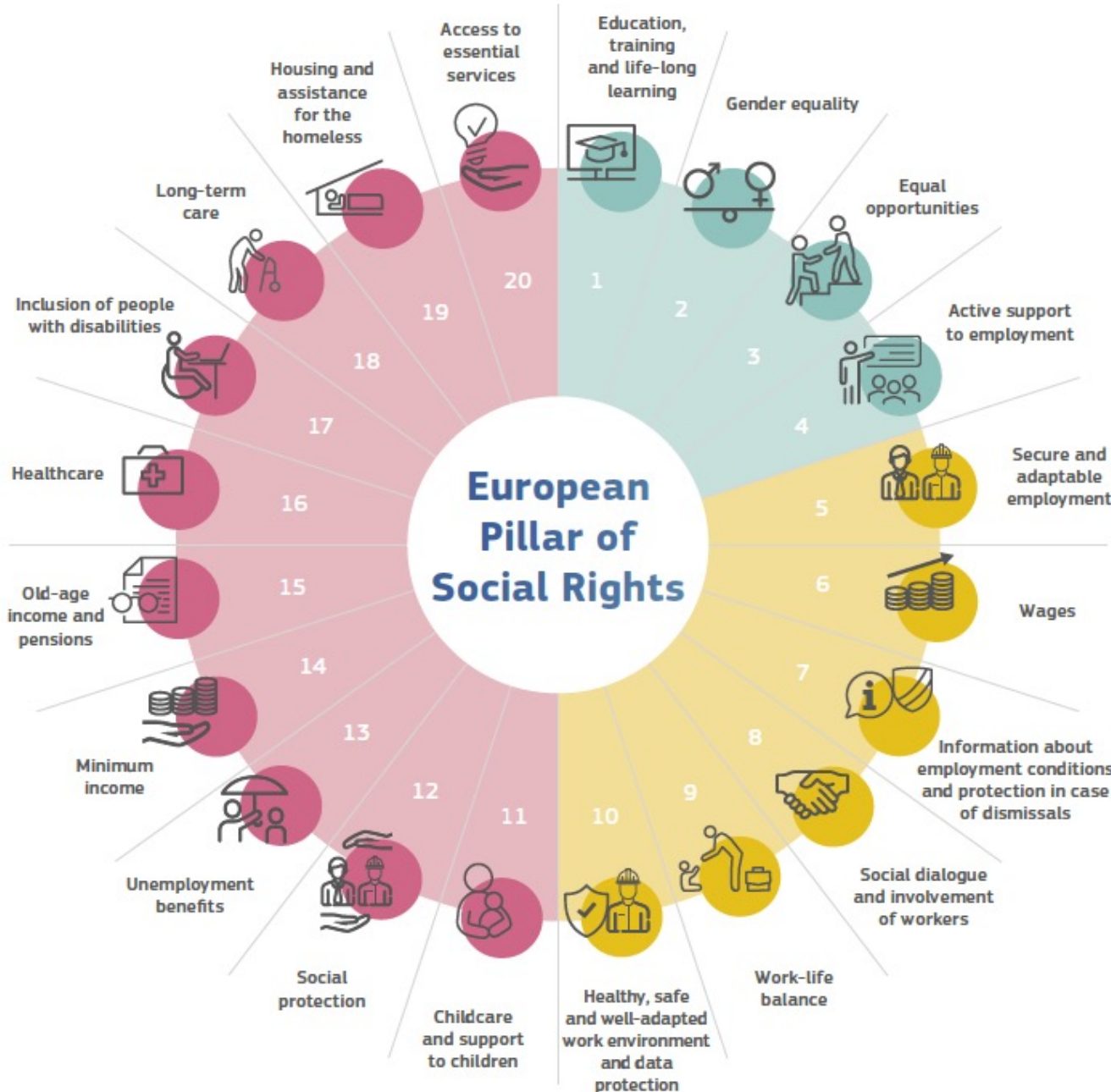
# Goals, frameworks, policy



## Substantive aspects: What social sustainability goals to achieve?

- Basic needs such as food, housing, income, and extended needs such as recreation and self-fulfilment
- Inter- and intragenerational justice for gender, race, class, and ethnicity dimensions
- Fair distribution of income
- Fair distribution of environmental 'bads' and 'goods'
- Equality of rights, including human rights, land use and tenure rights, and indigenous people's rights
- Access to social infrastructure, mobility, local services, facilities, green areas, etc.
- Employment and other work-related issues
- Opportunity for learning and self-development
- Community capacity for the development of civil society and social capital
- Security (e.g. economic, environmental)
- Health effects among workers, consumers and communities
- Social cohesion, inclusion and interaction
- Cultural diversity and traditions
- Sense of community attachment, belonging and identity
- Social recognition
- Attractive housing and public realm
- Quality of life, happiness and well-being

Goals, frameworks, policy



The European Pillar of Social Rights Action Plan, 2021



In the Textile and Apparel Industries

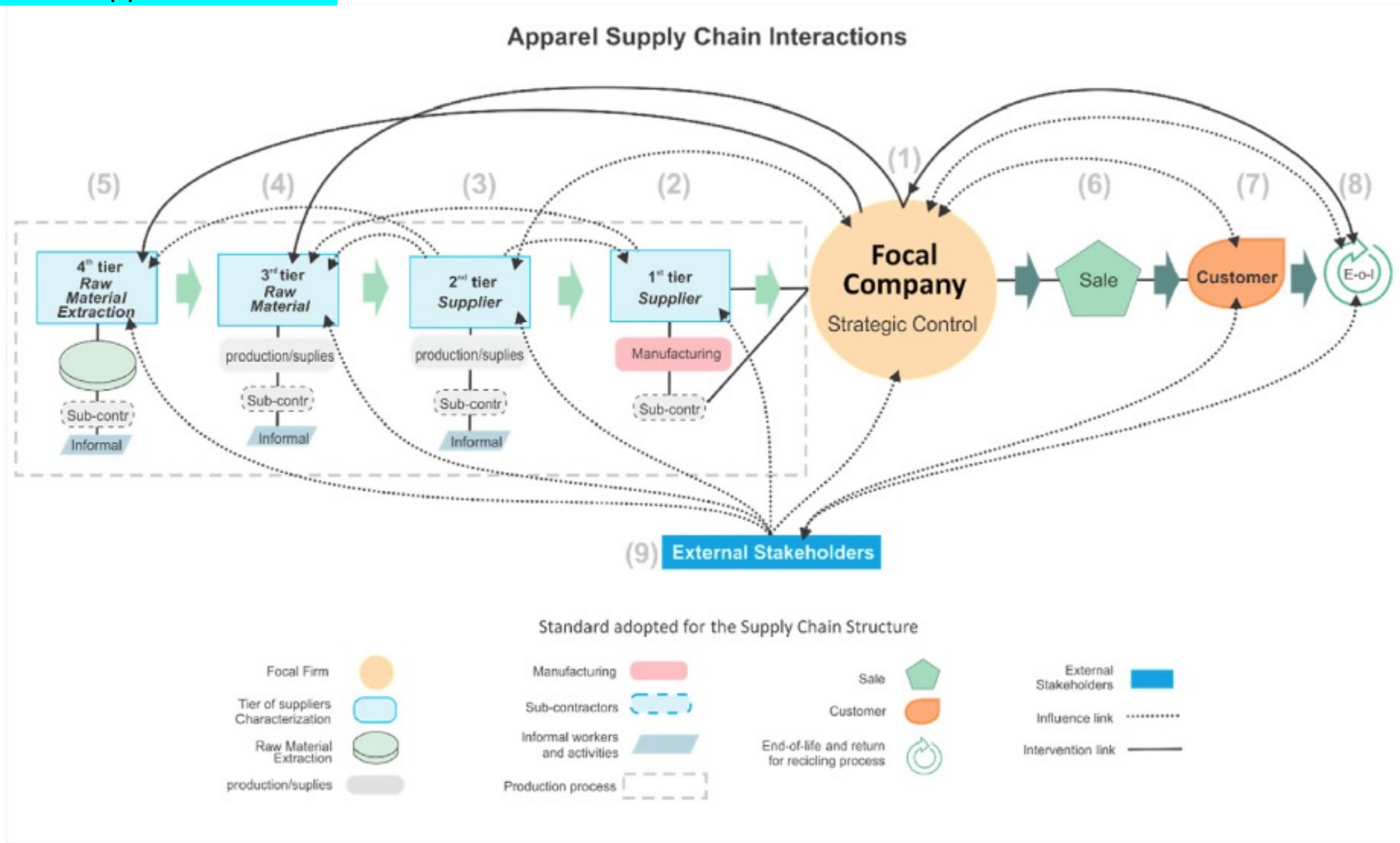



Fig. 6. Interactions between different stakeholders along the apparel supply chain.

In the Textile and Apparel Industries

Sustainability actions and coverage along the supply chain		
Companies	Action	Supply Chain Entities
		
All Six Companies	Human Rights promotion	X X X X X X X X X
	Diversity Inclusiveness and Equality	X X X X X X
	Child and Juvenile Labour Protection Systems	X X X X X
	Social and Environmental compliance performance (within SC)	X X X X X X
	Working Conditions and social dialog	X X X X X X X
	Professional development/Career development	X X
	Practices for benefits	X X X X X X
	Community Actions	X X X X X X X
	Freedom of association	X X X X
	Anti-corruption	X X
	Product safety/Product Responsibility	X X X X X X X X X X
	Reduce social and environmental footprints	X X X X X X X X X X
	Compliance on social and environmental international standards	X X X X X X
	Sustainable products and supply chains	X X X X X X X X X
	Support and partnership with NGOs (social and environmental)	X X X X X X X X X X
	Chemical use reduction (zero discharge, Detox, PFCFree, Restriction)	X X X
	Transparency across the supply chain	X X X X X X X X X X
Climate and Energy actions	X X X X X X X X X	
Circular Economy	X X X X X X X X X X	
Inditex, GAP, H&M, Patagonia	Animal welfare	X X X
	Maternity and breastfeeding actions	X X X X X X
Adidas, Inditex, GAP, H&M, Patagonia	Biodiversity promotion (actions, research support, investment)	X X X X
Patagonia Specific Policy	Fair Trade Certification Program	X X X X X
	Impact measurement (environmental, social and labour)	X X X X
	Support for environmental friendly candidate campaigns	X X X X X X X
	Using the private sector to create public social benefit	X X X X X X X X X
	Partnership for the greater good	X X X X X X X X X
Fire Safety Initiative	X X X X X X X X X	

Standard adopted for the Supply Chain Structure



# Design for Social Sustainability (D4SS)

“D4SS seeks out socially sustainable design practices, and also positions design as a means by which social sustainability might be achieved”

-Corsini & Moultrie (2021)



Designers can work  
toward social sustainability...



...through empathy and collaboration between designers and makers with impact on design, pattern and working conditions



Nelson Silva and  
Armanda Romeiro  
Mellow Walk  
Designed and made  
In Toronto, Canada



...through research and sourcing raw material suppliers and factories, and collaborating with factory owners and workers



Helen Kerr and team with design prototypes, Gourmet Settings. "Here We Are Now. Brochure." [www.gourmetsettings.com/gourmetsettings/content/pdfs/g\\_s\\_herewearenow.pdf](http://www.gourmetsettings.com/gourmetsettings/content/pdfs/g_s_herewearenow.pdf).



Gourmet Settings Flatware in production, 2009. <https://www.youtube.com/watch?v=aYk1HAVz7V0>.

Gourmet Settings  
Designed in Canada  
Made in Vietnam  
and China



...through understanding and selecting suppliers, emphasizing traceability, transparency, corporate social responsibility, socially responsible public procurement

Home / How It Works / For Businesses

# For Businesses

Oritain provides excellence in product traceability to protect your reputation and build trust in your brand

Credible empowers fashion sourcing teams with real time traceability, automation & supplier collaboration tools.

# Listen Respond Improve

Worker voice insights to help businesses and organizations listen to workers, respond, and improve working conditions and workplace communications.

COVID-19 and its impact on the world's most vulnerable workers

TextileGenesis™ is a blockchain-enabled digital transparency platform for the apparel supply chain

FAIR TRADE CERTIFIED™  
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FAIR TRADE CERTIFIED™  
FAIR TRADE CERTIFIED™  
FAIR TRADE CERTIFIED™

INGREDIENTS  
COTTON  
SEWING  
FACTORY



...through alternative systems of production, emphasizing cultural sustainability

Kilomet109, Vietnam

As discussed by Rimi Khan,  
RMIT, Vietnam

Cultural sustainability and mobility in  
post-Covid fashion enterprise  
RGS conference, 2021



Thao Vu [www.kilomet109.com](http://www.kilomet109.com)



Kilomet109 Phiêu runway show, 2017  
ELLE Vietnam, photographer Sebastian  
Graetz\_ <https://www.kilomet109.com/elle-fashion-runway-hcmc/>



...through activism,  
research,  
and making visible  
the invisible



**TOO MUCH CLOTHING.  
NOT ENOUGH JUSTICE.**

FUNNY HOW SILENT THE ROOM GETS WHEN YOU STOP ASKING BRANDS ABOUT THEIR SUSTAINABILITY STRATEGY AND START ASKING THEM WHAT JUSTICE LOOKS LIKE....

@theorispresent  
GO.RALLYUP.COM/TOOMUCHNOTENOUGH

**Dead White Man Clothes**  
<https://deadwhitemanclothes.org>  
instagram @theorispresent



Kiitos!