

C&A Foundation



AN INITIATIVE BY **BRAC UNIVERSITY**, SUPPORTED BY **C&A FOUNDATION**, TO MAP EXPORT-ORIENTED READY-MADE GARMENT FACTORIES ACROSS BANGLADESH

## Why are we doing this?

**Navigating the apparel industry is complex. It's time to change that.**

The global apparel industry has had a long history of opaque supply chains. The tide has been turning in recent years though, with our society demanding more transparency. Consumers, brands, non-government organisations, industry bodies and governments are calling for information about convoluted supply chains. Transparency is being seen as a tool that can change lives and give everyone involved in production a voice, as well as improve the business practices and policies needed to enable the sector to move forward.

The government of Bangladesh, industry bodies, NGOs, civil society, industry associations and international development agencies have made progress in improving safety across the country in the aftermath of the Rana Plaza tragedy. Mapped in Bangladesh is a free, neutral, open-access tool which, in turn, aims to navigate export-oriented garment factories.

When Rana Plaza happened, the country - and for that matter, the world, wanted to do something to make sure it never happened again. BRAC University put its hand up to try and figure out how - and Mapped in Bangladesh was born.

**Syed Hasibuddin Hussain**  
Project Manager, Mapped in Bangladesh



## What will it do?

**Mapped in Bangladesh presents an opportunity for Bangladesh to harness the power of transparency to change lives and enhance business practices.**

By 2020, we will know every export-oriented garment factory in Bangladesh. We will make this available to everyone through an interactive, online public map that shows the location of all factories, how many workers they employ, the type/s of apparel they produce, and for whom.

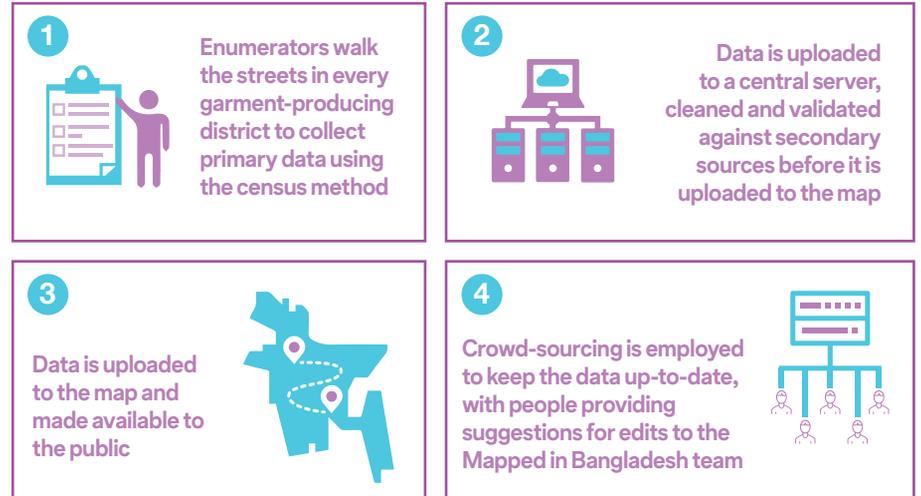
The map is free, neutral and open-access, and people are invited to provide suggestions to update and correct the information. It facilitates cooperation, presenting a new way of working in the industry.

We envision that it will enable accountability and encourage joint action. Brands, especially small and online brands, will need to start to be accountable for their production. NGOs will be able to use this information to hold brands and manufacturers accountable.

**Jill Tucker**  
Head of Labour Rights, C&A Foundation

## What is the process for collecting the data?

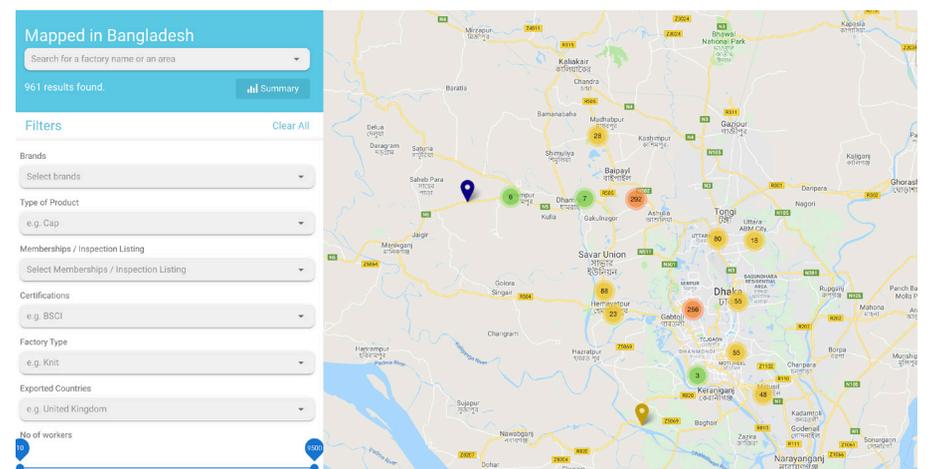
**A census of every export-oriented ready-made garment factory in Bangladesh is underway, to ensure accurate, credible and current primary data. An extensive system ensures the accuracy of the data, as outlined below.**



Mapped in Bangladesh is a platform for multiple stakeholders to work together to design interventions for the industry. You could call it a coordinate system that will enable change.

**Matin Saad Abdullah, PhD**  
Technical Lead, Mapped in Bangladesh

## Search page:





## What is the map not?

- A virtual list collated by combining existing lists/secondary data
- A visualisation of every apparel-related factory. The map only covers export-oriented factories and does not include auxiliary factories.

## How can the map be used?

- CSOs: Use information to hold stakeholders accountable for legal requirements
- Workers: Finding the right factory for employment
- NGO and rights-based organisations: Programme design, target group identification
- Factories: Free-of-charge, credible digital profile in a standardised, independent and online portal of factories
- Industry bodies: Better planning for mass-scale industry initiatives
- Government: Informing policy and infrastructure projects
- Brands and buyers: Ease in finding factories or specific capabilities

Explore the map at

[mappedinbangladesh.org](http://mappedinbangladesh.org)

Thanking everyone who contributed to the making of the map



Kingdom of the Netherlands

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