

Mickey Mouse Is No Longer Lovely By Students Disney Watch (China)

27 November 2009

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Executive Summary

Related information shows that the Walt Disney Company owns the biggest licensing business in the world. Its annual revenue from consumption goods in 2008 reached USD 30 billion. In the fourth quarter of 2009 alone, Disney's net profit mounts to USD 900 million.¹ In contrast, monthly income of a worker at Disney's supplier plant can only earn RMB 1,300. Comparing with its huge profit, workers at Disney suppliers factories are suffering from underpaying, high rate of work-related injury and denied of social securities, and other treatments which seriously infringed their rights.

Students Disney Watch investigated five suppliers facilities of Disney in China which located in Pearl River Delta. The factories concerned produce toy and stationeries for Disney. Throughout the investigation, the working conditions of the workers in Disney's suppliers deeply imprinted in our mind, the workplace has no difference from "sweatshop".

1. Overdraft from the future: frequent occurrence of work-related injury (death), occupational health and safety is not guaranteed.
2. Exploitation of youth of workers: deduction of wages is rampant, workers do not enjoy the social securities and welfare which they are entitled to, living conditions are terrible.

Disney's Supplier	Address	Product	Violations
Canfine Toys Limited	Qiaoli Industrial Zone, Changping Zone, Dongguan, Guangdong Province	Plush toy	1. excessive overtime work, deduction of wage by 50%; 2. high rate of work-related injury; 3. no contract, without social insurances; 4. heavy punitive fines from RMB 50 to 200
Victory Link Arts and Jewellery Co. Ltd.	Huang Xi Village, Shi Wan Town, Boluo, Huizhou City, Guangdong Province	Metal badges	1. toxic chemicals are used in the electroplate, but workers are not provided with protective equipment; 2. no overtime premium on Saturday
Yiu Wah	Nan Chang	Stationery	1. work-related injury and death, massive use

¹ Xinhua Net, 'Disney Profit in Fourth Quarter Increased by 18% Compares to Last Year', 13 November 2009. <http://news.xinhuanet.com/fortune/2009-11/13/content_12448414.htm> (Chinese)

Stationeries Company	Road, Chi Jiao Management Area, Wang Niu Dun Jian, Dongguan, Guangdong Province		of toxic chemicals, no protective equipment are provided 2. deduction of wage up to 24%
Dream International Limited	Fu Hai Fu Yong Industrial Zone, Bao An District, Shenzhen, Guangdong Province	Plush toy	1. lot of work-related injury; 2. dismissal of workers who suffered from work-related injuries; 3. inadequate occupational safety measures; 4. punitive fine up to RMB 1000
Dongguan Hongbu Sport Goods Co. Ltd.	Jin Ju, Dalingshan, Dongguan City, Guangdong, China	Sporting goods	1. no overtime premium for gloves department; 2. without canteen causing inconvenience to the workers

“Magic Kingdom” of Disney and its enormous profits are built upon the exploitation of the workers. Therefore, workers who are placed at the end of the global supply chain of Disney, their future is dull. Their rights are inevitably trampled. Even worse, they may need to pay a heavy price. Disney was no more than factory which bury dreams of workers.

Disney as a world-renowned brand, but turns a blind eye to the rights violations in their supplies' factories. Disney fails to comply with its social responsibilities, its code of conduct is no more than a piece of paper without realization. Disney strives very hard to create a theme park and culture featured with fantasy and happiness. Nevertheless, Disney does not have any interest in the well-beings of the workers who produce Mickey Mouse in the sweatshops.