

SAI e-Update

Social Accountability International and SA8000

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Social Accountability International Newsletter

May/June 2007

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Happy Birthday SAI - Celebrating a Decade in Human Rights at Work
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SAI officially turned ten in May. Staff in NYC celebrated with a luncheon at Baluchi's Indian restaurant, toasting the many members who have been working with the organization since its founding in 1997, as well as the many more who have joined in NYC and around the world since then. Advisory Board members celebrated at their spring meeting in Hamburg, Germany, hosted by Tchibo, whose Achim Lohrie serves on our Advisory Board as does his newly elected Alternate, Sandra Trautwein. Our celebration, hosted also by Tchibo, was at the elegant Anglo-German Club, with views of Alster Lake, where we toasted both Board members and staff who have been with SAI from our earliest years.

The big celebration will wait till our tenth anniversary conference and reception, this November 5th at the Harvard Club in New York City. We will be joined then by our international staff and consultants, members of our Advisory Board and Board of Directors, Corporate members, and representatives from worker groups, NGOs, trade unions, corporations, and academia from around the world. The conference, Human Rights at Work: The Next Decade, will reflect on learnings from the last ten years and achievements in improving labor standards around the world, then look forward to the challenges and achievements to come. Our multiple stakeholders will have the opportunity to network and connect to discuss our individual and collective contributions, responsibilities and synergies for the continuing work ahead.

We invite you to join us. For more information and to register online, please visit our website, www.sa-intl.org/conference.

Please note that your individual and institutional contributions are critical to SAI's mission. Proceeds from our conference go to support our many projects in the field, like our worker trainings in China, Vietnam and Central America. For donation, partnership and sponsorship opportunities, please contact Jane Hwang, Conference Coordinator, at 1-212-684-1414 x228 or jhwang@sa-intl.org.

SAI Receives U.S. Department of Labor Grant for Central American Agriculture

Social Accountability International has been awarded a grant from the **U.S. Department of Labor** to improve labor law compliance in the agricultural sector in **Nicaragua, Honduras** and the **Dominican Republic**. The four-year, \$2.5 million project will work with an alliance of international and local stakeholders to improve labor conditions on farms and to strengthen the social dialogue around the importance of labor standards for the region's competitiveness. Project activities will include training for rural employers and workers on national labor law, how to identify and document labor conditions, and mechanisms for presenting claims and issues at the farm and ministerial levels. The aim is to contribute to workers' ability to exercise their rights, and for employers to implement changes for sustainable improvement.

The project will engage regional and local institutions and organizations, including the Ministries of Labor, employer groups, trade unions and non-governmental organizations, in consultations, roundtables and other activities aimed at promoting social dialogue and building a culture of compliance with national and international labor standards.

CIMCAW Project Receives 18 Month Extension

Project recently received an 18-month extension from the **United States Agency for International Development (USAID)** to implement the regional project until September 2008. The project, launched in October 2004 by a broad-based, multi-stakeholder alliance that includes **SAI, Gap Inc., Timberland, The Limited, USAID, the International Textile Garment and Leather Workers' Federation (ITGLWF), and Development Alternatives, Inc. (DAI)**, aims to help local suppliers in Central America meet the demand for high-quality apparel produced in working conditions that meet international standards. CIMCAW so far has made significant advances toward improved working conditions and fostering a culture of compliance. Working through a network of local partners and multi-stakeholder consultative committees, the project developed tailored joint worker-manager training programs in Guatemala, Nicaragua, Honduras, and the Dominican Republic, training over 300 workers. In addition, through the project nearly 350 inspectors from the Ministries of Labor in the region were trained.

During this extension phase, the Alliance will build on the solid foundation and the lessons learned from CIMCAW to scale up and broaden the project for increased impact and enhanced sustainability.

SAI Collaborates in Social Labeling and Consumer Preference Study with Harvard University Team

SAI is collaborating with Professor Michael Hiscox of **Harvard University** in an exciting research study which will provide systematic tests of the effects of different types of social product labels, certifications, and advertising on consumer purchases. The tests will gather critical information about the extent of consumer demand for socially labeled goods and the potential for expanding and extending the market for such goods in the future. For the past month, the study team has been running an auction on Ebay offering both fair-trade labeled and unlabelled coffee. The two products, identical except for the **Transfair** label, are displayed in tandem, allowing the researchers to measure from the auction bidding what price premium consumers are willing to pay for the socially labeled good. In the coming months the research team plans to expand the scope of the study to add more product offerings, including SA8000 certified toys, shirts and candles, first on Ebay and then through an online retail store. The research team hopes to eventually reach a large unbiased sample of consumers, so that they can analyze a range of factors such as product branding, demand elasticity, age, gender and income differences, effects of differing images, logos, labels and information about the certification process, and the perceived credibility of the Transfair and **SA8000** identification.

Training Update: Enroll Now!

SAI's training courses are enjoying notably increased interest and demand in 2007. Our **5-day Basic Auditor Trainings** this year to date have been quickly filled to capacity. The course is being taken by a higher percent of non-auditors, including an increasing number of corporate staff. Already in 2007 we have trained 202 people in this curriculum, through SAI-led trainings in China, Greece, India, England, Argentina, Netherlands, USA, and Thailand and two trainings conducted by our training partners, Interaction Plexus, in Sao Paulo, Brazil. We have seven more Basic courses scheduled for 2007:

June 25-29, 2007	China	SAI Enroll Now
July 16-20, 2007	Costa Rica	SAI Enroll Now
August 13- 19, 2007	Kenya	SAI Enroll Now
September 10-14, 2007	Tokyo, Japan	SAI Enroll Now

October 8- 12, 2007	Sofia, Bulgaria	SAI Enroll Now
November 12-16, 2007	Arab Emirates/Jordan	SAI Enroll Now

SAI has completed the new 2007 version of the **Advanced Auditor Training** course material. The course is designed to develop and reinforce the skills and calibrate the understanding of practicing lead auditors on fundamental issues which arise on a regular basis in field assessments. We are now offering six Advanced training courses for the rest of this year:

June 20-22, 2007	Milan, Italy	SAI Enroll Now
July 4-6, 2007	Shenzhen, China	SAI Enroll Now
August 20, 2007	Peru	SAI Enroll Now
August, 2007 Dates TBD	India	SAI Enroll Now
Sept/Oct, 2007 Dates TBD	Italy	SAI Enroll Now
October 15- 17, 2007	Latin America/Brazil	SAI Enroll Now
October 17- 19, 2007	Europe/Turkey	SAI Enroll Now
Nov/Dec, 2007 Dates TBD	China	SAI Enroll Now

Visit our website www.sa-intl.org/training for more information and to register.

The demand for **Custom training** has increased dramatically this year, particularly for topics like Executive Overview of SA8000 and Social Compliance, Supplier Training and Supply Chain Training. We have also had an early, enthusiastic response to our planning of a professional development series which will include compliance training for corporate production and quality assurance departments. For more information on these and other SAI trainings, please contact Craig Moss, Director of Corporate Programs and Training, at 1-212-684-1414 x247 or cmoss@sa-intl.org

Certification Statistics Update

More Than 647,000 People Now Work in SA8000 Certified Facilities!

Summary Statistics for First Quarter 2007

Total facilities currently certified:	1315
Total facilities certified this quarter:	158
New facilities certified this quarter:	133
Countries represented: (new countries - Estonia, Latvia, Macedonia, Russia)	63
Industries represented:	70
Workers employed:	647,203

See SAI's website (www.sa-intl.org/Certified_Facilities) for a full breakout of certifications by country & industry plus a list of all certified facilities with an indication of their products or services and their locations.



San Matteo S.p.A, the first European winery certified to **SA8000**, has won the **2006 Ethic Award**, granted to businesses committed to sustainable development. This recognition, awarded by **KPMG Consulting** and **GDOWEEK**, the weekly European publication for retail and industry, "awards the best initiatives in social, environmental, and corporate ethical responsibility, as developed by production and distribution agencies". San Matteo's project, "Social Responsibility and Alternative Containers for PET Wine, Respecting the Environment" won the prize as a joint winner with NordiConad; the project involved the design and implementation of a management system that involves and aims to satisfy employees, the needs of the environment, and the surrounding community. According to the award panel's announcement, this project was awarded for its global approach, as developed by a small business.

San Matteo achieved SA8000 certification in 2004; it was also certified to UNI EN ISO 9001 in 1996 and UNI EN ISO14001 and EMAS in 2005. In 2001 the vineyards were converted to organic production.

The Cielo family, owners of San Matteo S.p.A, have a long wine-making tradition, reaching back to 1895, when Matteo Cielo (the grandfather of the current president, Bruno Cielo) launched the wine production business in addition to traditional farming and silk worm production.

Today, San Matteo has a turnover of 13 million euros and 25 collaborators. The winery produces a range of wines through various lines, including the **Villa degli Olmi** line, with fizzy Prosecco, Chardonnay, and Pinot Nero Rosato, and the **Doc dei Colli** wines, with Berici Camernet, Merlot, Pinot Bianco, Sauvignon, and Chardonnay, and the traditional wines from the Venetian region with the San Matteo label, and the newly introduced **Tenuta Altavilla** line, which is exclusively available on the internet. SAI plans to serve some of these wines at its tenth anniversary conference this November in New York City.

Feature: Vietnam Country Program

SAI continues to work with local partners in **Vietnam** to increase the knowledge and expertise of business managers, government agencies and auditors regarding the implementation and monitoring of social performance systems such as SA8000. By conducting seminars and training workshops, developing practical tools, and convening multi-stakeholder roundtable sessions and meetings, SAI aims to build local capacity in order to sustainably improve working conditions. After working remotely from the US while studying at Columbia University under the prestigious Human Rights Advocates

developing new partnerships in Vietnam.

Recent trainings included a supplier training co-hosted with the **International Garment and Textile Training Center (IGTC)** and a supplier training co-sponsored by **HAWA**, the **Handicraft and Wood Association**. The IGTC is a joint venture founded in 2005 by 13 Ho Chi Minh City garment manufacturer members of the garment, textile, embroidery and kitting association AGTEK, with assistance from the **International Finance Corporation - Mekong Private Sector Development Facility (MPDF)**. It works to increase managerial capacity in four mission-critical areas: production management; marketing & merchandising; human resources management; and compliance with international standards of corporate social responsibility. The SAI-IGTC training included five trainers who participated in SAI's auditor training at the end of 2005 and are now incorporating their learning into their broader work. Twenty-eight factory managers from 20 different companies participated in the HAWA-SAI training. SAI China Program Director Martin Ma led the training, which introduced management systems and other SA8000 requirements, and presented data on factories in China, showing that better worker-manager communications plus free and fair elections leads to lower worker turnover rates.

SAI continues to improve and expand use of the *SA8000 Self Assessment Tool*, which helps participating Vietnamese suppliers identify gaps in their management systems. SAI is currently providing technical assistance on the use of the tool to **Un-available Co., Ltd.**, a 300-worker garment manufacturer based in Ho Chi Minh City. This collaboration will also provide inputs for improving the tool and related training courses.

A **Social Auditor club/working group** was formed after SAI's last Auditor Training course in Vietnam in 2006. This club convenes students who attended the course and other auditors and compliance staff at buyers and certification companies. It aims to share auditing experience plus useful documents and tools to support their work. SAI staff participates in the Management Group and will assist the club to compile a book on health and safety at work and to convene skills training for members.

In March SAI also carried out living wage research for Vietnamese workers at a factory owned and operated by a large US company. The research methods and outcomes will be used as a reference for local certification bodies in calculating living wages.

Activities planned for the rest of 2007 include developing and delivering customized supplier training in Vietnam for the **Business Social Compliance Initiative (BSCI)**; worker training in collaboration with the NGO **ActionAid** and Vietnamese grassroots trade unions; training for business members of the **Vietnam Business Link Initiative (VBLI)**, a government project focused on sustainable working condition in Vietnamese footwear and textile industries; and buyer training for corporate staff sourcing from Vietnam. SAI will also help organize a follow-up seminar to the **GTZ-VBLI-SAI CSR roundtables**, identify best practice cases in Vietnam; and develop indicators for impact assessment.

More Impact for Your Dollar - Dollar-for-Dollar Matching Challenge for SAI-Vietnam

SAI currently has a dollar-for-dollar matching challenge to help us continue and expand our work in Vietnam. One of our generous donors has renewed a two-year grant for 2006 and 2007 with a matching grant of \$33,000 specifically earmarked for our Vietnam program in 2007. We have already secured a \$14,400 match through a living wage research project, and are working to raise funds to match the rest of the grant. We welcome everyone's participation in the matching challenge. Please remember that the impact of every dollar that you donate will be doubled by the grant and will strengthen the capacity of SAI in Vietnam to assure decent working conditions for

SAI at 220 East 23rd Street, Suite 605, New York, NY 10010 or make a secure contribution online at www.sa-intl.org.

Program Update: SAI in China

Worker/Manager Training Program

SAI continues to facilitate worker representation mechanisms and worker-manager communications through its training program in China, with some encouraging recent developments. **Prosperous** - a 10,000 worker sports bag manufacturer - has agreed to extend the worker- manager training program in its facility for ten more sessions between June 2007 and Feb 2008; it will pay for the majority of the program expenses. Based in Guangdong, China, Prosperous' primary clients include **Adidas/Reebok, Timberland, VFC, and Target**. The company is working to build integrated management systems, including ISO14000 and ISO18000; this has already produced positive results such as improved cooperation between the internal compliance team and the production departments. Whereas previously the compliance department met substantial resistance from the production teams, the compliance team now has real input into monitoring wage and working hours internally (i.e., production has to seek prior approval to arrange working hours). Between April 2006 and March 2007, Prosperous invested an additional 2 million Chinese yuan in making wage adjustments, as a response to the increased legal minimum and workers' requests.

In August 2006, after several months of preparations by a workers' working group (selected by peers), Prosperous workers set up an independent worker committee. SAI staff in China supported workers in this process and trained about 10% of the Prosperous workforce and the elected worker representatives on the basic principles and techniques of worker representation (drawing on curriculum developed previously with the **ITGLWF**). Worker committee members are becoming more and more enthusiastic with their new role as worker representatives.

With help from a **Center for International Private Enterprise (CIPE)** grant, SAI is in the process of finalizing a case study on the worker-manager training program and the experience of the worker committee at the **Chai Da** factory. In addition to continuing to negotiate worker benefits with management, the Chai Dai worker representatives helped to train workers at the Prosperous facility. During the training tenure (April 2004-September 2006), Chai Da invested about 1 million Chinese yuan to overhaul the cafeteria, installing a new cooling/ventilation system and making wage adjustments.

The **Ethical Trading Initiative-Norway (IEH)** is currently in discussions with SAI about a plan to replicate the worker/manager training program for suppliers in China to Norwegian member companies.

Solidaridad/Made-By Project

SAI continues to collaborate with **Solidaridad** on the **Made-By** flagship project in China. "Made-By", an initiative started by Solidaridad in 2004, is an umbrella label for fashion brands and retailers to mark their product lines which are vertically integrated with the concepts/practice of certified **organic** and **fair-trade** cotton (farming) and SA8000 (manufacturing). The main objective of the joint SAI-Solidaridad project in China is to empower farmers and workers throughout the supply chain, by bringing markets directly to small holder cotton farmers; and facilitating the setup of a vertical textile/apparel chain benchmarked against socially responsible standards such as SA8000. Top priorities for 2007 are to build a Solidaridad/SAI expertise center, recruiting talents on cotton, textile, and social issues; push trial orders for organic cotton, and link organic cotton producers with spinning/weaving facilities and Made-By suppliers; and offer Made-By companies and primary suppliers training/consultation as they strive to meet SA8000 & environmental standards.

Current brands under the Made-by label include: Alchemist, Boycot.it, DutchSpirit, Circle of Trust, Hupsakee, IC Companys, Imps&Elfs, Inti, Intoxica, Jackpot, Kidscase, Kuyichi, Nomad, Le Big, M'BRAZE, Mim-pi, Rianne de Witte, Suite 69, TCC, and Tuff. Learn more about the initiative at www.made-by.nl.

Program Update: The New York City Factory of the Future Project

SAI is partnering with the **Garment Industry Development Corporation (GIDC)** and **Systain Consulting** in the **Factory of the Future** project to improve working conditions in the New York City apparel industry and support NYC garment producers in their efforts to create sustainable, decent jobs. The goals of the project are to improve working conditions, boost the factories' competitiveness, demonstrate how sourcing from New York can be a viable and desirable option, and encourage replication by more factories.

Since the project's start in August 2006, SAI and GIDC have been working to engage brands, designers and factories. SAI's project coordinator, Michael Londrigan, is working to connect select factories and interested brands, seeking to build vertical business partnerships to support the most promising factories. GIDC is analyzing how their recently funded design center can be used to incentivize and help promote local New York garment producers as well. Systain trained suppliers to **Eileen Fisher, Inc.**, and, accompanied by SAI and GIDC staff, conducted assessments in five New York City factories and delivered recommendations on how the factories can improve their productivity and overall business. SAI and GIDC have engaged local support groups such as **SEEDCO** (seedco.org) and **ITAC** (the New York based < Assistance Technology and >- www.itac.org) to explore how these organizations can support the program.

Two recent highlights have been connecting new potential customers and partners with two of the factories the projects are helping to improve: **KD Dance**, located in one of the empowerment zones in the South Bronx; and **Designer Korner**, located in the (midtown) garment district.

The project performed a factory assessment with KD Dance to help the owner identify various methods to improve productivity within the existing factory set up. Given the vagaries of the fashion industry, small privately owned companies need a support network in order to maintain a stable flow of production that allows them to ensure full-time work for the majority of their workers. The project partners will look at ways to help the factory attract new customers and build a sustainable business model, so that it can increase employment opportunities, improve working conditions, stabilize or increase workers' income, ensure health care benefits, and reduce overtime.

The project also continues to make progress in developing a new partnership between a small minority owned garment factory, a commercial laundry and a textile company. The three are looking to form a partnership, a vertical operation - a company that has the capability of producing socially compliant, quality denim products in New York City with washing facilities in Jersey City, NJ to offer the customer one- stop shopping. With the technical assistance and support of the project partners and SEEDCO and ITAC, the goal is to help the factory become the first in NYC to achieve SA8000 certification.

The Factory of the Future project is funded by the **Hitachi Foundation** and the **Nathan Cummings Foundation, Gap, Inc.** and **Eileen Fisher, Inc.**

Program Update: Joint Initiative for Corporate Accountability and Workers Rights (JO-IN)

The Joint Initiative for Corporate Accountability and Workers Rights (JO-IN) conducted International Stakeholder Consultations, and meetings of its International Advisory Panel and its Steering Committee May 14-16 in Istanbul to discuss the current and ongoing Remediation Phase and kick off the Final Phase of the project, which will be a period of evaluation, analysis and reporting out of projects learnings and outcomes. Meeting participants included local trade unions and NGOs, academics, suppliers, brands, Oxfam, ICFTU, IGTLWF, Nike, Puma, Gap Inc, Marks & Spencer, half a dozen Turkish suppliers to these brands, three Turkish trade unions, and the Turkish Ministry of Labor. The meetings were successful in furthering dialogue and fostering collaboration on some of the key issues confronted by the project in Turkey.

Having analyzed the labor conditions at the six Turkish suppliers participating in the project, in the previous "Assessments Phase" concluded in late January 2007, JO-IN is now focusing in the Remediation Phase, e.g. what can be done to improve (or "remediate") compliance with the JO-IN code, through an all-stakeholder collaboration. The improvement efforts will center on the project's key focus areas: Freedom of Association, Wages, and Hours of Work. The project has been conducting consultative meetings with stakeholders in an attempt to ensure input at all levels in designing and agreeing remediation plans.

SAI President Alice Tepper Marlin Featured on Ethical Markets Global ITV Channel

The new **Ethical Markets global ITV Channel** is now featuring **Ashoka's Social Entrepreneurship Series**, which "shares the experiences and insights of the world's most inspiring social entrepreneurs", including 2006 Nobel Peace Prize Winner Muhammad Yunus, founder of the Grameen Bank and Grameen Family of Companies, SAI Advisory Board Member Oded Grajew, founder of the **Ethos Institute** and the **ABRINQ Foundation**, and SAI CEO and President Alice Tepper Marlin. You may view the two programs featuring Alice, entitled Architect of Corporate Responsibility and Setting the Standard for the Global Economy, at: <http://ethicalmarkets.ourtoolbar.com>. Click on Download and follow prompts for TV GUIDE.

SAI Staff on the Podium

SAI President & CEO Alice Tepper Marlin spoke on a distinguished panel at the "World Leaders Forum" April 17th at **Columbia University** in New York City, U.S, on "Corporate Social Responsibility: Labor Relations in Emerging Markets".

Alice Tepper Marlin was a panelist at the "Advancing Sustainable Prosperity" **Ceres Conference** April 26th in Boston, U.S. She presented on the panel "Building Responsibility into Corporate DNA".

SAI Executive Director Eileen Kohl Kaufman spoke on the issue of NGO program effectiveness and accountability at the **InterAction Forum** on April 19, in Washington, D.C., U.S.

Alice Tepper Marlin and Eileen Kohl Kaufman spoke at **Intertek's Ethical Sourcing Forum** in Philadelphia, U.S. on April 19-20. Alice's presentation, "Envisioning the Future of Social Compliance Training", covered key findings from SAI's experience in China and laid out a vision for effective future practice, with discussion and case studies of joint worker manager training, vertical supply chain training and integration of social compliance and production management training. Eileen presented on "The latest CSR Perspectives within the 'BRIC' Emerging Capital Economies", discussing the

China.

SAI Latin America Program Director Elena Arengo presented on "The Future of Labor Relations" at a Seminar of Social Responsibility, sponsored by the **Federation of Industries of the State of Minas Gerais, Brazil** (April 25-27). The theme of the Seminar was "Sustainable Development and Ethics in Business - The Companies' Commitment and Contribution".

Upcoming CSR Conferences and Events

CORE 2nd Conference: "The Potential of CSR to Support Implementation of the EU Sustainability Strategy". **June 14-15**, 2007. Milan, Italy. <http://www.core-project.net/>
Sustainable and Responsible Investment (SRI) Conference. June 20, 2007. Seoul, Korea. <http://www.asria.org/news>

Corporate Responsibility 2007: People, Planet, Profits: Aligning Your CSR strategy with Corporate Performance Goals. **July 3-4**, 2007. Vienna, Austria. <http://www.english.com/>

The United Nations Global Compact Leaders Summit 2007. July 5-6, 2007. Geneva, Switzerland. <http://www.globalcompactsummit.org>

MCH International Executive Forums 2007: Corporate Social Responsibility and Sustainable Development. **July 5**, 2007. London, UK. <http://mhcinternational.com/>

Sustainable Business: Practices in Support of People, Profits and Principles. **July 9-July 13**, 2007. Burlington, VT, USA. <http://www.crosslandsbulletin.com/events/>

Experience CSR. July 19, 2007. Melbourne, Australia. <http://www.accsr.com.au>

European Academy of Business In Society (EABIS) 6th Annual Colloquium: The Emerging Global Governance Paradigm: The Role of Business and Its Implications for Companies, Stakeholders and Society. **September 20-21**, 2007. Barcelona, Spain. <http://www.eabis.org/>

Business for Social Responsibility (BSR) Conference: "Designing a Sustainable Future," **October 23-26**, 2007. San Francisco, CA, USA. <http://www.bsr.org/>

Ethical Corporation's "Ethical Supply Chain Summit". October 29-30, 2007. Amsterdam, Netherlands. <http://www.ethicalcorp.com/supplychain/>

AND, as noted above, **SAI's Tenth Anniversary Conference:** Human Rights at Work: The Next Decade. **November 5**, 2007. New York City, USA. www.sa-intl.org/conference

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