

Proposed RUGMARK Budget

Marketing and advocacy	\$150,000
office lease	\$15,000
salaries (2 people)	\$80,000
administration	\$35,000
travel	\$20,000
Total	\$300,000

3.5 What are the options for the delivery mechanism? Who would be involved in Canada? How would it be implemented?

RUGMARK could be established in an independent office enabling it to acquire an identity of its own, shaping its future independent of the influence of other organizations. As an organization with a semi-autonomous relationship to an existing organization, or as one merged with the management and operation of a similar organization with which to share a mandate or target audience would enable RUGMARK to build upon existing strengths. The benefits of being affiliated with Fair Trademark, for example, would help RUGMARK to build upon the strengths of the marketing and educational/outreach expertise of an organization in the business of labelling for the purpose of promoting social change.

Marketing and educational activities would require the greatest investment, being key to the modification of attitudes and practices. Fair Trademark forecasts an annual budget of \$400,000 to manage a similar campaign for Fair Trademark products from a three-person office.

3.6 How might Canada piggy-back on European programmes? What would be the costs and benefits of working closely with Europeans or through a separate mechanism?

Germany is the only European country to date supporting RUGMARK. All European countries appear to agree that child labour needs to be addressed and that it should be eliminated, although not all countries agree that RUGMARK provides the comparative advantage.

Sweden does not support RUGMARK, having taken its advice from Swedish Save the Children and the IKEA company, both of whom are critical of the scheme. Denmark has identified the promotion of the Convention on the Rights of the Child as its priority, and has not taken a position on RUGMARK. The Netherlands, on the other hand, is in the process of developing a position on RUGMARK. The United States expects to support RUGMARK by establishing an office in Washington in the office of the International Labour Rights Fund.