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CORRIGÉ INDICATIF



**SESSION 2012**

**UE 12 – ANGLAIS APPLIQUÉ  
AUX AFFAIRES**

**Durée de l'épreuve : 3 heures – coefficient : 1**

**Matériel autorisé : aucun matériel (agendas, calculatrices, traductrices) ni dictionnaire n'est autorisé.**

**Le sujet comporte 6 pages numérotées de 1/6 à 6/6.**

## Document 1

# What can the fashion industry do to become more sustainable?

[guardian.co.uk](http://guardian.co.uk) | Ilaria Pasquinelli | 16 January 2012

Last year 55 kg of textiles were consumed for every man, woman and child in the UK. Until the late 80s, fashion retailers and brands would typically have two main collections a year: spring/summer and autumn/winter. Then, in the 90s things changed dramatically. Increased competition saw retailers incentivising customers to visit their stores more frequently. To do this they expanded their product ranges. The era of 'super cheap and super fast' took off.

Ever since, collections have become increasingly fragmented with three to five mid-season flashes in addition to the two main collections, and, in some extreme cases, there can be as many as eighteen collections a year. 'Here today, gone tomorrow' has become the norm. This new 'fast fashion' model has considerably changed the role of fashion retailers in their supply-chains, specifically how and where they buy.

Today, almost three quarters of world clothing exports are produced in developing countries with the top three exporters being Asia (54 %), South America (14 %) and Africa (6 %).

Over the course of decades, large fashion retailers have acquired significant power. The pressure on suppliers to cut costs has increased. In Bangladesh, where 80 % of the economy depends on the fashion industry, the minimum wage in 2006 was £7.16 a month. Meanwhile the price of essential commodities like rice, sugar, cooking oil and water have risen by 200 %, making it virtually impossible for workers to support their families.

Clothing is now cheaper than at any time in history. In the US, prices fell by 8.5 % in the 1997-2010 period. In the UK, between 2003 and 2007, garment prices fell by an average of 10 % and, in 2006, people bought a third more clothes than in 2002. As a direct consequence, textile production has doubled over the last thirty years.

*(abridged)*

## Document 2

# The human cost of cheap clothing

BBC World Service | James Melik | 25 July 2010

The garment industry as a whole uses developing countries to manufacture its products but, according to the British charity Action Aid, cheap fashion comes at a human price. It says the UK retail company Asda - part of the US giant Walmart - is not paying a decent wage to the workers in south Asia who manufacture its George clothing range. By a decent wage, they mean a living wage - one that covers the cost of food, clean water, healthcare, education, clothing, fuel and transport. If a living wage is the ultimate goal, the minimum wage set in Bangladesh by the government would need to double this year, next year and the year after, in order to reach the kind of level Action Aid is calling for.

Asda's Dominic Burch says: 'We are extremely focused on trying to improve standards in the factories we work with, but we recognise this is a very complex issue. If it was as straightforward as putting money into the supply chain then we could have solved this issue 20 or 30 years ago,' he says. 'It is a laudable aim but we have to find a sustainable way of doing that,' says Mr Burch.

Like many other high street retailers, Asda joined the Ethical Trading Initiative 10 years ago. The alliance encourages retailers, brands and their suppliers to take responsibility for improving the working conditions of the people who make the products they sell. The members make a commitment to ethical trade and adopt a code of labour practice that they expect all their suppliers to work towards. Such codes address issues like wages, hours of work, health and safety and the right to join free trade unions.

Two years ago the BBC highlighted the appalling conditions in a Dhaka factory making clothes for Zara. The owner of Zara and the company's director of corporate social responsibility flew to Bangladesh to investigate. Although it transpired that no Zara clothes were being made at that particular factory when he arrived, he agreed it was a dangerous environment.

Some unscrupulous factory managers sub-contract work, without the client's knowledge, to other establishments. These units are often cramped, with workers sleeping in the aisles so they can take over the machines as soon as their shift begins and, quite often, they are young workers who might otherwise not be able to earn anything at all.

Earning less than \$1 a day is still a better option than not earning anything at all for some people.

*(adapted)*

**Ethical Trading Initiative**  
Respect for workers worldwide**Be an ethical pest, says Government Minister**

*Ethical Trading Initiative* (<http://www.ethicaltrade.org>) 121 October 2008

Ask more questions about where your goods are from, Trade and Development Minister Gareth Thomas said today.

Speaking to shoppers, consumer groups and chiefs of high street chains in London today, Gareth Thomas said the growing number of people wanting to shop ethically are entitled to more information about the source and production methods of their food, clothes and furniture from the places they shop.

Gareth Thomas is backing the new 'Be an Ethical Pest' campaign created by the Ethical Trading Initiative.

He said:

'This is not just about trade; it's about trade that works for local people. The public are entitled to know how ethical different shopping chains are - which ones are committed to getting their suppliers to pay a living wage, how transparent they are about their supply chains and which can be trusted never to source goods made with child labour.'

Questions to ask when out shopping:

- Do you know which country this product comes from?
- What are you doing to protect the rights of workers who are making your products?
- Do you know how much the workers making your products are paid?



'I've got to have it! It's only £1.49!'  
Retail Week cartoon © Patrick Blower 2007

## TRAVAIL À FAIRE

Le dossier qui vous est proposé comporte **4 documents** :

- **Document 1** : un article du site [guardian.co.uk](http://guardian.co.uk) du 16 janvier 2012, intitulé *What can the fashion industry do to become more sustainable?*
- **Document 2** : un article du site BBC World Service du 25 juillet 2010, intitulé *The human cost of cheap clothing*
- **Document 3** : un extrait du site [www.ethicaltrade.org](http://www.ethicaltrade.org) intitulé *Be an ethical pest, says Government Minister* et publié le 21 octobre 2008
- **Document 4** : un dessin humoristique de Patrick Blower, publié en 2007

### I - COMPRÉHENSION (10 points)

En vous appuyant sur les quatre documents fournis, vous rédigerez en français une note de 250 mots, +/-10 %, qui rendra compte des informations et problématiques présentes dans ce dossier.

Vous indiquerez le nombre de mots que vous aurez utilisés.

### II - EXPRESSION EN LANGUE ANGLAISE (10 points)

1. Comment on document 4 and reflect on the customers' behaviour.

*150 words, +/- 10 %, indicate the number of words*

2. Vous êtes Sarah / James Collins. Vous appartenez à l'organisation *Ethical Trading Initiative*, Rédigez une lettre au dirigeant de ASDA, une chaîne de magasins célèbre, pour présenter la cause que vous soutenez et pour vous plaindre du manque d'information sur les produits textiles distribués par les magasins ASDA (origine géographique, matériaux, conditions de fabrication et de travail, impact environnemental, etc.). Vous exposerez vos arguments et vos propositions.

*150 mots, +/- 10%, indiquez le nombre de mots*

## PROPOSITION DE CORRIGE

### I. Compréhension

Le corpus de textes comprend : un article du site [guardian.co.uk](http://guardian.co.uk) du 16 janvier 2012, intitulé *What can the fashion industry do to become more sustainable?*, ; un extrait du site [www.ethicaltrade.org](http://www.ethicaltrade.org) intitulé *Be an ethical pest, says Government Minister* et publié le 21 octobre 2008 ; un article du site BBC World Service du 25 juillet 2010, intitulé *The human cost of cheap clothing*, ; un dessin humoristique de Patrick Blower, publié en 2007.

Ces textes mettent en évidence l'augmentation de la consommation dans le secteur du textile habillement ainsi de l'externalisation de la production et de ses conséquences sociales. Il est souligné que non seulement les gros détaillants mais aussi les consommateurs doivent adopter une attitude éthique de responsabilité sociale dans la production et dans la consommation des produits textiles.

La gestion des collections chez les détaillants de prêt à porter a évolué au cours des années 80-90. Les collections sont passées de deux par an à cinq voir sept. Nous sommes entrés dans l'ère du « très bon marché, super rapide ».

Pour faire face à la concurrence accrue, les détaillants devaient inciter les clients à se rendre plus souvent dans leurs magasins en leur proposant une gamme plus élargie. Ceci a fonctionné car en 2006 par exemple, le consommateur britannique a acheté 1/3 d'habillement de plus qu'en 2002. Par conséquent la production d'habillement a doublé au cours des 30 dernières années.

Le prix est également un facteur déterminant. Les vêtements n'ont jamais été aussi bon marché. Les prix ont baissé de 8.5% entre 1997 et 2010 aux USA. Ceci s'explique par le fait que la production est effectuée par des fournisseurs dans les pays en voie de développement, principalement en Asie mais aussi en Amérique du Sud et en Afrique. C'est ainsi que les gros détaillants ont acquis le pouvoir de faire pression sur les coûts de production dans des pays dont l'économie est basé sur cette fabrication.

Cette baisse sensible des prix a un coût humain selon le « British Charity Action Aid ».

Les principaux détaillants sont encouragés à adopter une attitude de responsabilité sociale en se joignant au « Ethical Trade Initiative » dédié à l'amélioration des conditions de travail dans les usines des pays en voie de développement.

Ils s'engagent à respecter un code éthique portant sur les heures de travail, les normes de santé et de sécurité, le droit d'appartenance à un syndicat et le droit à un salaire décent. Par salaire décent, on entend un salaire qui permet de subvenir aux besoins de santé, d'éducation, d'habillement et de transport.

Ce n'est pas le cas par exemple au Bangladesh où 80% de l'économie dépend de l'industrie de l'habillement. Il faudrait que le salaire double pour devenir un salaire de subsistance. D'autant plus que le prix des denrées alimentaires de base augmenté de 200%.

Il y a cependant une prise de conscience.

ASDA, du géant américain, Walmart ainsi que l'enseigne Zara reconnaissent la nécessité d'améliorer les conditions de travail dans les usines et ce de façon durable.

Il est parfois difficile de contrôler la chaîne d'approvisionnement car certains directeurs d'usines sous-traitent la fabrication dans des lieux de production où les conditions de travail sont intolérables. Les jeunes travailleurs s'y plient car c'est leur seul moyen de survie.

Il ne faut pas négliger la responsabilité du consommateur. Le groupe « Ethical trade Initiative » incite les consommateurs à se poser des questions quant à l'origine des produits, des méthodes de production, des conditions de travail et du montant des salaires. Les consommateurs doivent savoir quelles enseignes exigent que leurs fournisseurs accordent des salaires décents et n'aient pas recours à la main d'œuvre infantine.

Les consommateurs ne semblent pas tous conscients des enjeux lorsqu'ils achètent.



## II. Expression

1.

In this cartoon, female shoppers are trying on very low priced items. At first sight, it seems as though the woman in the fitting room supports ethical trade as she is about to buy a T-shirt bearing the words "Stop sweatshops. Support fair trade", but in fact she is eager to buy it because it only costs £1.49.

What is being denounced here is that Western consumers have no qualms about purchasing items that have been manufactured in sweatshop conditions just as long as it is a good bargain. They are condoning the low wages as they can't say "we didn't know" since the media (here The Guardian) reveal to the general public that wages are indecently low.

In sweatshops, the basic recommendations on working conditions advocated by the International Labor Organization are not complied with. Worse of all, child labor is often used so as to cut costs even more.

What is criticized is that it seems fashionable to support causes but that there is no real commitment on behalf of western consumers.

We should, because it is our social responsibility to do so, inquire and demand that retailers be accountable for manufacturing conditions

2.

Sara Collins

Ethical Trading Initiative  
UKASDA  
USA

7 June 2012

Subject: accountability

Dear Sir, Dear Madam,

Our organization, Ethical Trading Initiative, aims to promote accountability and compliance with the principles of ethical manufacturing.

We wish Asda would give more details on the sourcing of the clothing sold in their stores.

We would like the following information to be available: place of manufacturing, materials used, working conditions and environmental footprint. This information should be volunteered.

If we want sustainable development on a global basis, it is essential for production to be environmentally friendly, respectful of basic working rules such as a decent living wage and working hours that do not exceed ILO standards.

For consumers to become responsible, they need to have access to this information.

We recommend that you implement a transparency policy by creating a special "corporate social responsibility" label guaranteeing that the products were manufactured in the following conditions:

No child labor

Decent living wage

Working hours not exceeding 45 hours per week in compliance with ILO

Origin of materials

This label would also contribute to your corporate brand image. You would be acknowledged as a fair and responsible retailer.

Together we can work towards fair and responsible trade.

Yours faithfully,

Sara Collins