

SOCCER BALLS



THE RATIONALE

People all over the world were crazy about the Russia Football Cup in 2018 but no one pay attention to the story behind soccer. We are concerned about this issue. Therefore, we want to get more details about the secret behind those soccers.

THE PROCESS

1. There are many soccer ball factories in Pakistan. It is hard to find solid and confidential information.
2. It is hard to find high-quality pictures of the child labors who sew soccer balls, so we spend a lot of time looking for them to match the information we need.
3. We are able to find enough information to build our label story.

THE WORKERS

1. receive very low wage (4NTD/day)
2. work in a messy and crowded environment
3. might get hurt using sharp knife

LABEL STORY

100% of soccer balls are made in Pakistan. It is about a boy, named Ahmad Babu, from a poor family. Ahmad Babu who is 12 years old is sent to a soccer balls factory by his father to sew soccer balls to support his family. In that factory, there are also many child laborers like Ahmad, sitting on the ground sewing soccer balls. The youngest among them all is only 10. Ahmad's small hand holds the needle and thread to sew from one stitch to another. Sometimes the needle cuts Ahmad's fingers if he is not careful enough. He works for 8 hours to earn only 4 NT dollars a day. What's worse, sometimes Ahmad earns no pay at all because he could not finish sewing one football in a day. Ahmad works long hours in the same posture; therefore, serious joints and orthopedic concerns have been found. This is the secret behind soccer. The lable does not tell the whole story.