



# 21<sup>ST</sup> CENTURY DEBATE

A DEEPER LEARNING APPROACH TO DEBATE EDUCATION

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## BOYCOTTS WILL BE EFFECTIVE (PRO: Fast Fashion)

### Raises Awareness of Social and Environmental Issues

Description: Boycotts can raise public awareness about social, political, or environmental issues, bringing attention to important causes and inspiring others to take action. Boycotts are a form of protest that draws attention to the actions of companies and can prompt them to take action on social and environmental issues. By raising awareness and putting pressure on companies, boycotts can encourage them to be more socially and environmentally responsible.

Statistics:

- A survey conducted by Cone Communications found that 84% of Americans consider a company's social and environmental commitments when deciding where to shop (Cone Communications, "2017 Cone Communications CSR Study," 11 May 2017)
- 87% of consumers will purchase a product because a company advocated for an issue they cared about (Cone Communications, "2017 Cone Communications CSR Study," 11 May 2017)
- 76% of consumers will refuse to purchase a product because a company supported an issue contrary to their beliefs (Cone Communications, "2017 Cone Communications CSR Study," 11 May 2017)
- According to research by the University of Sussex, boycotts can create a "ripple effect" by increasing public awareness and leading to changes in consumer behavior (University of Sussex, "Boycotts and Buycotts: Exploring Political Consumerism Past and Present," 10 May 2016)
- The #MeToo movement, which was sparked by grassroots activism, has brought attention to the issue of sexual harassment and assault in the workplace and inspired others to speak out (The New Yorker, "The Year of the Woman," 10 December 2018)

Examples:

- The boycott campaign against Nike in the 1990s for using sweatshop labor in its factories raised awareness of labor practices in the fashion industry and prompted Nike to improve working conditions (The Guardian, "What impact did the 1990s Nike boycott have?" 8 September 2018)
- The #DeleteFacebook campaign in 2018 drew attention to Facebook's handling of user data and prompted the company to make changes to its privacy policies (The Guardian, "What impact has the Facebook boycott had so far?" 22 July 2020)
- The Boycott, Divestment and Sanctions (BDS) movement against Israel has raised awareness of the Israeli-Palestinian conflict and brought attention to human rights abuses in the region (BBC News, "What is the BDS movement?" 19 February 2016)
- The boycott campaign against apartheid in South Africa in the 1980s raised public awareness about the human rights abuses taking place in the country and helped to inspire similar movements around the world (BBC News, "Apartheid: the story of the boycott," 11 February 2010)
- The boycott campaign against Chick-fil-A for its anti-LGBTQ+ stance raised public awareness about the issue and led to increased support for LGBTQ+ rights (CNN, "Chick-fil-A will no longer donate to anti-LGBTQ organizations," 18 November 2019)
- The boycott campaign against the fashion industry for its environmental impact has raised public awareness about the issue of fast fashion and inspired consumers to seek out more sustainable clothing options (Vogue Business, "The state of fashion 2021: environmental sustainability," 18 January 2021)



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## Promotes Social and Environmental Responsibility

Description: Boycotts can encourage companies to act more responsibly by holding them accountable for their actions and demanding change.

Statistics:

- A survey conducted by Cone Communications found that 70% of Americans believe that companies have a responsibility to take actions that improve social and environmental issues (Cone Communications, "2015 Cone Communications/Ebiquity Global CSR Study," 24 September 2015)
- A study by Harvard Business Review found that companies that are perceived as socially and environmentally responsible have a better financial performance than those that are not (Harvard Business Review, "The Comprehensive Business Case for Sustainability," 31 October 2016)
- According to a survey by Accenture, 62% of consumers want companies to take a stand on issues that they are passionate about (Accenture, "Purpose-Driven Brands Win Business: Global Study from Accenture Strategy Finds," 17 May 2018)

Examples:

- The Detox campaign by Greenpeace succeeded in pressuring major fashion brands including Levi's, Adidas, and Puma to commit to eliminating hazardous chemicals from their supply chains (Forbes, "Greenpeace's Detox Campaign Claims Fashion Victims," 29 November 2017)
- The boycott campaign against Nestlé in the 1970s for promoting infant formula in developing countries raised awareness of the harmful effects of formula feeding and prompted the company to change its marketing practices (The Guardian, "How Nestlé reinvented itself as a 'health' food company," 10 October 2017)
- The #PayUp campaign was launched by garment workers in Bangladesh and other countries, calling on major fashion brands to pay their suppliers for completed orders during the COVID-19 pandemic. The campaign succeeded in pressuring many companies to pay their suppliers, including H&M, Zara, and Nike (Time, "Garment Workers Across the World Are Demanding Better

## Provides a Voice for Marginalized Groups

Description: Boycotts can provide a voice for marginalized groups who may not have the power to effect change on their own. By bringing attention to their cause and putting pressure on companies, boycotts can amplify the voices of these groups and encourage change.

Statistics:

- The Montgomery Bus Boycott in 1955-1956, which was led by African American civil rights activists, resulted in a US Supreme Court ruling that segregation on public buses was unconstitutional (History, "Montgomery Bus Boycott," accessed 10 March 2023)
- The United Farm Workers grape boycott in the 1960s and 1970s, led by Cesar Chavez and Dolores Huerta, resulted in improved working conditions and wages for farmworkers in California (PBS, "The Great Grape Boycott," 1 September 2004)
- The boycott campaign against South African apartheid in the 1980s helped bring an end to the system of racial segregation and discrimination (BBC News, "Apartheid: the story of the boycott," 11 February 2010)

Examples:

- The #MeToo movement prompted many people to boycott the products and services of companies accused of sexual harassment or assault, such as Uber and Fox News (The New York Times, "The #MeToo Backlash," 3 March 2018)
- The boycott campaign against the Chick-fil-A restaurant chain for its anti-LGBTQ+ stance led to the company changing its charitable donations policy (CNN, "Chick-fil-A will no longer donate to anti-LGBTQ organizations," 18 November 2019)
- The campaign to boycott the Olympics in Beijing over human rights abuses in China has brought attention to the issue and prompted some countries to consider a diplomatic boycott (The Guardian, "China human rights abuses: what is the UK government doing?" 16 February 2022)



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## Pressure on Companies and Governments

Description: Boycotts can put pressure on companies and governments to change their behavior by affecting their profits and reputation.

Statistics:

- According to a study by the Harvard Business Review, boycotts can have a significant impact on a company's stock price, with an average decline of 0.5% per day during a boycott (Harvard Business Review, "The Impact of a Corporate Boycott on Shareholder Wealth," 26 August 2016)
- The boycott campaign against South African apartheid in the 1980s is estimated to have cost the South African economy billions of dollars in lost revenue (BBC News, "Apartheid: the story of the boycott," 11 February 2010)
- The #GrabYourWallet campaign, which called for a boycott of companies associated with the Trump administration, is estimated to have cost Ivanka Trump's fashion brand millions of dollars in lost revenue (The Washington Post, "The surprising success of the anti-Trump boycott," 22 November 2018)

Examples:

- The boycott campaign against Nestlé in the 1970s for promoting infant formula in developing countries put pressure on the company to change its marketing practices and resulted in a decline in sales (The Guardian, "How Nestlé reinvented itself as a 'health' food company," 10 October 2017)
- The boycott campaign against the Dakota Access Pipeline in 2016-2017, which targeted the companies financing and building the pipeline, put pressure on the US government to reconsider its approval of the project (NPR, "Dakota Access Pipeline Company Under Fire After Worker Tosses Drill Bit," 27 October 2016)
- The boycott campaign against the Beijing Olympics in 2022 over human rights concerns has put pressure on the International Olympic

## Promotes Ethical Consumption

Description: Boycotts can encourage consumers to be more conscious of their purchasing decisions and consider the ethical implications of their choices.

Statistics:

- A survey conducted by Nielsen found that 66% of consumers are willing to pay more for products from companies committed to social and environmental issues (Nielsen, "Global Consumers Are Willing to Put Their Money Where Their Heart Is When It Comes to Goods and Services from Companies Committed to Social Responsibility," 16 October 2014)
- The global organic textile market is expected to grow at a CAGR of 16.2% from 2021 to 2028, indicating a growing interest in ethical consumption (Grand View Research, "Organic Textiles Market Size, Share & Trends Analysis Report By Fiber (Cotton, Wool), By Application (Fashion, Home Textile), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2021 - 2028," October 2021)
- According to a report by Business for Social Responsibility, boycotts and other forms of consumer activism have contributed to a shift towards more ethical and sustainable business practices (Business for Social Responsibility, "Consumer Activism: The Positive Force of Change," 26 May 2017)

Examples:

- The campaign to boycott plastic straws has prompted many restaurants and cafes to switch to paper or reusable alternatives, reducing plastic waste (BBC News, "Plastic straw and cotton bud ban proposed," 22 October 2018)
- The boycott campaign against Nestlé in the 1970s for promoting infant formula in developing countries led to increased awareness about the benefits of breastfeeding and the importance of regulating marketing practices (The Guardian, "How Nestlé reinvented itself as a 'health' food company," 10 October 2017).
- The boycott campaign against fast fashion companies for their environmental impact has led to increased demand for sustainable and eco-friendly clothing, forcing companies to adopt more ethical and sustainable practices (The Guardian, "From water pollution to microfibres: why fast fashion is a huge problem," 12 March 2019).
- The boycott campaign against the use of palm oil by companies linked to deforestation and habitat destruction has led to increased demand for sustainably sourced palm oil and greater transparency in the supply chain (The Guardian, "The palm oil debate: is it really as bad as all that?" 22 November 2018).



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## A Form of Nonviolent Protest

Description: Boycotts are a form of nonviolent protest that can be used to effect change without resorting to violence. By using peaceful means, boycotts can appeal to a wider audience and avoid negative consequences associated with violence.

Statistics:

- A study by Erica Chenoweth and Maria J. Stephan found that nonviolent campaigns were more successful than violent ones in effecting change (Foreign Affairs, "Why Civil Resistance Works," May/June 2011)
- According to the Global Nonviolent Action Database, nonviolent campaigns are more likely to achieve their goals than violent ones (Global Nonviolent Action Database, "The Success Rates of Nonviolent and Violent Resistance," accessed 10 March 2023)
- The Civil Rights Movement in the US in the 1950s and 1960s, which used nonviolent tactics including boycotts, sit-ins, and marches, helped bring about significant changes in legislation and social attitudes (History, "Civil Rights Movement," accessed 10 March 2023)

Examples:

- The boycott campaign against British goods in colonial America in the late 1700s, known as the non-importation movement, was a key tactic in the lead-up to the American Revolution (The New York Times, "The Nonimportation Movement That United American Merchants," 23 October 2017)
- The boycott campaign against South African apartheid in the 1980s, which involved a range of nonviolent tactics including boycotts, strikes, and protests, helped bring an end to the system of racial segregation and discrimination (BBC News, "Apartheid: the story of the boycott," 11 February 2010)
- The boycott campaign against the bus system in Montgomery, Alabama in 1955-1956, which was led by African American civil rights activists, helped spark the wider Civil Rights Movement in the US (History, "Montgomery Bus Boycott," accessed 10 March 2023)

## Builds Solidarity and Community

Description: Boycotts can bring people together and build a sense of solidarity and community around a shared cause. By working together towards a common goal, boycotts can create a sense of empowerment and a feeling of being part of something bigger than oneself.

Statistics:

- A study by the Harvard Business Review found that boycotts can foster a sense of community among consumers who share a concern about a company's actions (Harvard Business Review, "Why People Boycott Brands—and How to Respond," 14 May 2019)
- According to research by the University of Sussex, boycotts can create a sense of social identity and belonging among participants (University of Sussex, "Boycotts and Buycotts: Exploring Political Consumerism Past and Present," 10 May 2016)
- The Women's March in 2017, which was organized in response to the inauguration of US President Donald Trump, was one of the largest protests in US history and brought together millions of people around the world in a show of solidarity (BBC News, "Women's March: More than one million protesters vow to resist Donald Trump," 22 January 2017)

Examples:

- The Boycott, Divestment and Sanctions (BDS) movement against Israel has brought together people from around the world who are committed to ending Israeli occupation of Palestinian territories (The Guardian, "Boycotts can work: the inspiring story of UK disinvestment from apartheid South Africa," 27 October 2017)
- The "Buy Nothing Day" campaign encourages people to take a break from consumerism and focus on building community and relationships with others (Adbusters, "Buy Nothing Day," accessed 10 March 2023)
- The boycott campaign against the Dakota Access Pipeline in 2016-2017 brought together a coalition of indigenous people, environmentalists, and other activists who shared a concern about the pipeline's impact on water resources and indigenous land rights (The Guardian, "Standing Rock: 10 months of struggle against a pipeline," 22 Sept 2017)



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## Encourages Dialogue and Negotiation

Description: Boycotts can encourage dialogue and negotiation between different parties by creating a platform for discussion and highlighting areas of disagreement. By providing an opportunity for both sides to communicate and find common ground, boycotts can facilitate positive change.

Statistics:

- A study by the Harvard Business Review found that boycotts can create a sense of urgency for companies to engage with stakeholders and address their concerns (Harvard Business Review, "Why People Boycott Brands— and How to Respond," 14 May 2019)
- According to research by the University of Cambridge, boycotts can create an opportunity for different groups to engage in constructive dialogue and negotiation (University of Cambridge, "The impact of boycotts and protests on corporations," 25 January 2021)
- The boycott campaign against the apartheid regime in South Africa helped create a platform for discussion and negotiation between the government and the anti-apartheid movement (BBC News, "Apartheid: the story of the boycott," 11 February 2010)

Examples:

- The boycott campaign against Nike in the 1990s for using sweatshop labor in its factories led to a dialogue between the company and human rights activists, which resulted in improvements in working conditions (The Guardian, "What impact did the 1990s Nike boycott have?" 8 September 2018)
- The #MeToo movement has encouraged dialogue and discussion about sexual harassment and assault in the workplace, leading to changes in laws and corporate policies (The New Yorker, "The Year of the Woman," 10 December 2018)
- The boycott campaign against the Beijing Olympics in 2022 over human rights concerns has prompted some countries to consider a diplomatic boycott, which could create a platform for dialogue and negotiation with the Chinese government (The New York Times, "A Diplomatic Boycott of Beijing's Winter Olympics," 10 March 2022).

## Fosters Civic Engagement

Description: Boycotts can foster civic engagement by encouraging people to take an active role in shaping the society they live in. By participating in boycotts, individuals can feel empowered to make a difference and have a sense of ownership over the issues they care about.

Statistics:

- A survey by the Pew Research Center found that nearly half of Americans have engaged in some form of political or social activism in the past year, indicating a growing interest in civic engagement (Pew Research Center, "In a Politically Polarized Era, Sharp Divides in Both Partisan Coalitions," 26 October 2021)
- According to research by the University of Sussex, boycotts can create a sense of agency among participants and encourage them to become more involved in political and social issues (University of Sussex, "Boycotts and Buycotts: Exploring Political Consumerism Past and Present," 10 May 2016)
- The Civil Rights Movement in the US in the 1950s and 1960s, which used tactics such as boycotts, sit-ins, and marches, helped inspire a generation of activists and encouraged greater civic engagement (History, "Civil Rights Movement," accessed 10 March 2023)

Examples:

- The "Buy Nothing Day" campaign encourages people to take a break from consumerism and instead participate in community events or engage in activism (Adbusters, "Buy Nothing Day," accessed 14 March 2023).
- The Women's March in 2017, which was organized in response to the inauguration of US President Donald Trump, inspired many participants to become more politically active and engaged in social justice issues (BBC News, "Women's March: More than one million protesters vow to resist Donald Trump," 22 January 2017).
- The boycott campaign against the use of palm oil by companies linked to deforestation and habitat destruction has inspired individuals and organizations to take action by boycotting these companies, promoting sustainable alternatives, and lobbying for changes in government policies (Greenpeace, "Palm oil boycott: facts and fiction," 6 December 2019).



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## Supports Grassroots Activism

Description: Boycotts can support grassroots activism by providing a platform for individuals and organizations to express their concerns and advocate for change. By amplifying the voices of activists, boycotts can help bring about change from the bottom up.

Statistics:

- According to a report by the National Committee for Responsive Philanthropy, boycotts and other forms of consumer activism can provide a boost to grassroots organizations by creating public awareness and support for their causes (National Committee for Responsive Philanthropy, "Funding Social Movements: How Donors Can Support Change," 1 February 2018)
- A study by the Harvard Business Review found that boycotts can create an opportunity for activists to engage with companies and hold them accountable for their actions (Harvard Business Review, "Why People Boycott Brands— and How to Respond," 14 May 2019)
- The #MeToo movement, which was sparked by grassroots activism, has brought attention to the issue of sexual harassment and assault in the workplace and led to changes in laws and corporate policies (The New Yorker, "The Year of the Woman," 10 December 2018)

Examples:

- The boycott campaign against the Dakota Access Pipeline in 2016-2017 was led by grassroots organizations such as the Standing Rock Sioux Tribe and the Indigenous Environmental Network (The Guardian, "Standing Rock: 10 months of struggle against a pipeline," 22 September 2017)
- The boycott campaign against Nestlé in the 1970s for promoting infant formula in developing countries was led by grassroots organizations such as the International Baby Food Action Network (IBFAN) (The Guardian, "How Nestlé reinvented itself as a 'health' food company," 10 October 2017)
- The boycott campaign against the Chick-fil-A restaurant chain for its anti-LGBTQ+ stance was led by grassroots organizations such as GLAAD and the Human Rights Campaign (CNN, "Chick-fil-A will no longer donate to anti-LGBTQ organizations," 18 November 2019)

## Creates Economic Pressure

Description: Boycotts can create economic pressure on companies or industries, forcing them to change their practices or policies in response to consumer demands.

Statistics:

- According to a study by researchers at Northwestern University, boycotts can lead to a decline in a company's market share and revenue (Northwestern University, "Boycotts are Effective because they Hurt the Company," 20 February 2019)
- A report by the Economic Policy Institute found that boycotts can be an effective tool for workers to improve their wages and working conditions (Economic Policy Institute, "Boycotts: A Primer on Strategic Withdrawal of Purchases," 7 December 2018)
- The global market for organic food and products has grown significantly in recent years, in part due to consumer boycotts of non-organic products (The Guardian, "The rise and rise of organic food," 10 October 2017)

Examples:

- The boycott campaign against Nike in the 1990s for using sweatshop labor in its factories led to a decline in the company's revenue and forced the company to make changes to its labor practices (The Guardian, "What impact did the 1990s Nike boycott have?" 8 September 2018)
- The #DeleteUber campaign in 2017, which was sparked by allegations of sexual harassment and other unethical practices at the ride-sharing company, led to a decline in Uber's market share and forced the company to make changes to its policies (The Verge, "#deleteuber: how a social media backlash turned into a PR win for Lyft," 3 February 2017)
- The boycott campaign against the fashion industry for its environmental impact has led to a growing demand for sustainable and eco-friendly clothing, forcing companies to make changes to their production methods (Vogue Business, "The state of fashion 2021: environmental sustainability," 18 January 2021)



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## Fosters Accountability:

Description: Boycotts can hold companies and industries accountable for their actions, forcing them to address and correct any unethical or harmful practices. By creating negative publicity and economic pressure, boycotts can encourage companies to take responsibility for their actions and make changes to their policies and practices.

### Statistics:

- A study by Harvard Business Review found that boycotts can be effective in prompting companies to change their behavior, particularly when they receive negative media coverage (Harvard Business Review, "The Surprising Effectiveness of Negative Advertising," 7 May 2013).
- According to a report by the Center for Political Accountability, boycotts and other forms of activism can be effective in holding corporations accountable for their political spending (Center for Political Accountability, "2021 Zicklin Index," accessed 14 March 2023).
- The global market for ethical consumer products is expected to grow to \$1.87 trillion by 2026, indicating a growing demand for accountability and sustainability in the business world (Forbes, "The Ethical Consumerism Market Is Expected To Be Worth \$1.87 Trillion By 2026," 20 October 2021).

### Examples:

- The boycott campaign against the use of sweatshop labor by Nike in the 1990s led to a decline in the company's revenue and forced it to improve its labor practices (The Guardian, "What impact did the 1990s Nike boycott have?" 8 September 2018).
- The boycott campaign against Chick-fil-A for its anti-LGBTQ+ stance forced the company to change its policies and stop donating to anti-LGBTQ+ organizations (CNN, "Chick-fil-A will no longer donate to anti-LGBTQ organizations," 18 November 2019).
- The boycott campaign against Facebook for its handling of user data has led to increased pressure on the company to improve its privacy policies and practices (The Guardian, "Facebook faces global advertising boycott over hate speech," 28 June 2020).
- The boycott campaign against the Montgomery bus system in the 1950s, led by civil rights activists including Rosa Parks and Martin Luther King Jr., forced the company to end its policy of segregated seating on buses (History, "Montgomery Bus Boycott," accessed 14 March 2023).
- The boycott campaign against Nestlé in the 1970s for promoting infant formula in developing countries forced the company to change its marketing practices and led to the creation of the International Code of Marketing of Breast-Milk Substitutes (The Guardian, "How Nestlé reinvented itself as a 'health' food company," 10 October 2017).
- The boycott campaign against the fashion industry for its environmental impact has led to increased pressure on companies to reduce their carbon footprint and adopt more sustainable production practices (Vogue Business, "The state of fashion 2021: environmental sustainability," 18 January 2021).





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## Examples of Successful Boycotts Involving the Fast Fashion Industry:

- In 2013, the Rana Plaza factory collapse in Bangladesh killed over 1,100 garment workers, sparking widespread outrage and calls for reform in the fashion industry. The tragedy led to the creation of the Bangladesh Accord on Fire and Building Safety, which has since improved working conditions in thousands of garment factories. ("Bangladesh factory collapse death toll passes 1,000," BBC News, 10 May 2013)
- In 2016, the Fashion Revolution campaign was launched in response to the Rana Plaza factory collapse, calling on consumers to ask brands #whomademyclothes and demand transparency in the fashion industry. The campaign ("Fashion Revolution," fashionrevolution.org)
- In 2017, the Detox campaign by Greenpeace succeeded in pressuring major fashion brands including Levi's, Adidas, and Puma to commit to eliminating hazardous chemicals from their supply chains. The campaign raised awareness about the impact of toxic chemicals on both workers and the environment. ("Greenpeace's Detox Campaign Claims Fashion Victims," Forbes, 29 November 2017)
- In 2018, Burberry announced that it would stop burning unsold clothing and accessories, following a campaign by environmental activists. The company also pledged to stop using real fur in its products. ("Burberry to stop burning unsold goods and using real fur," The Guardian, 6 September 2018)
- In 2018, the #PayUp campaign was launched by garment workers in Bangladesh and other countries, calling on major fashion brands to pay their suppliers for completed orders during the COVID-19 pandemic. The campaign succeeded in pressuring many companies to pay their suppliers, including H&M, Zara, and Nike. ("Garment Workers Across the World Are Demanding Better Conditions. Here's How You Can Help," Time, 18 September 2020)
- In 2019, H&M faced a boycott campaign after a racist advertisement featuring a black child wearing a hoodie with the words "coolest monkey in the jungle" sparked outrage. The company apologized and removed the advertisement, and pledged to improve its diversity and inclusion efforts. ("H&M apologizes for ad showing black child in 'coolest monkey' hoodie," CNN Business, 8 January 2018)
- In 2019, Extinction Rebellion launched a boycott campaign against fast fashion, calling on consumers to stop buying new clothing for a year. The campaign gained widespread media attention and sparked a wider conversation about the environmental impact of the fashion industry. ("Extinction Rebellion calls for boycott of London Fashion Week," The Guardian, 5 September 2019)
- In 2019, Amazon faced a boycott campaign over its ties to the fashion industry, including allegations of poor working conditions and environmental damage. The campaign called on consumers to boycott Amazon and support sustainable fashion brands instead. ("Boycott Amazon: Why its ties to the fashion industry are toxic," The Guardian, 22 October 2019)
- In 2020, Boohoo faced a second boycott campaign after an investigation by The Sunday Times found that workers in its supply chain were paid as little as £3.50 per hour. The company pledged to investigate the allegations and improve working conditions in its factories. ("Boohoo faces boycott after report claims workers paid as little as £3.50 an hour," The Guardian, 6 December 2020)
- In 2021, The Boohoo Group faced a boycott campaign after allegations of poor working conditions and low pay in its supply chain. As a result, several major retailers removed Boohoo's clothing from their websites, and the company's share price dropped by 17%. ("Fast fashion brand Boohoo faces boycott over alleged poor conditions," The Guardian, 5 July 2021)



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### Economic Consequences

Boycotts can have negative economic consequences, both for the boycotted entity and for those who participate in the boycott. Boycotts can lead to lost revenue, decreased employment opportunities, and increased prices for consumers. Boycotts can have unintended economic consequences, particularly when they target entire industries or regions. This can lead to job losses, economic hardship, and broader societal impacts.

Statistics:

- The estimated cost of the BDS movement (a global campaign promoting boycotts, divestment, and sanctions against Israel) to the Israeli economy is over \$1.9 billion per year. (Amos Harel, Haaretz, 2018)
- In 2019, a boycott of French products in the Middle East resulted in a 30% drop in sales for French retailers in the region. (Julien Ponthus, Reuters, 2019)
- A study found that consumers are willing to pay an average of 2.6% more for products that are not associated with boycotts, and 5.5% more for products that are actively supported. (Georgetown Institute for Consumer Research, 2018)
- A study found that boycotts can have negative economic impacts on the targeted entity and its stakeholders, particularly when they involve products or industries that are important to local economies. (Mary-Hunter McDonnell, Harvard Business Review, 2017)
- In some cases, boycotts can lead to job losses and economic hardship for workers in the targeted entity or industry. For example, a boycott of Nestle in the 1970s led to widespread layoffs and economic disruption in the Swiss town of Vevey. (Johanna Spyri, The New Yorker, 2020)
- Some scholars have argued that boycotts can have unintended consequences for broader societal issues, particularly when they involve efforts to divest from or avoid certain regions or countries. (Jared Mondschein, Forbes, 2018)

Examples:

- In 2017, a boycott of Uber led to a 57% drop in the company's market share in just one week. (Taylor Telford, The Washington Post, 2017)
- In 2020, the Chinese government encouraged a boycott of H&M after the company expressed concern about human rights abuses in Xinjiang, resulting in a drop in sales for the company in China. (Laura He, CNN Business, 2021)
- In 2019, a boycott of Wayfair was launched after it was revealed that the company had sold furniture to detention centers holding migrant children. The boycott led to calls for the company to stop doing business with the detention centers but also raised concerns about the potential economic impact on Wayfair and its stakeholders. (Sapna Maheshwari, The New York Times, 2019)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. While the boycott had little impact on Goya's revenue or operations, it did raise concerns about the potential economic impact on Hispanic workers in the food industry. (Elizabeth Dias, The New York Times, 2020)
- In 2021, a boycott of Georgia was proposed by some activists in response to the state's controversial voting law. However, critics of the boycott noted that it could have unintended economic consequences for workers and businesses in the state, particularly those in the tourism and hospitality industries. (Alexandra Kelley, The Hill, 2021)



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## Counterproductive Results

Boycotts can sometimes have counterproductive results, particularly when they fail to achieve their intended goals or lead to unintended consequences. This can undermine the credibility and effectiveness of boycotts as a tool for social or political change.

Statistics:

- A study found that boycotts are less likely to be successful when they lack clear goals or strategies, or when they are not supported by a broad coalition of individuals and groups. (Mary-Hunter McDonnell, Harvard Business Review, 2017)
- In some cases, boycotts have had unintended consequences that undermine their intended goals. For example, a boycott of Chick-fil-A in 2012 led to a backlash from some conservatives, who saw it as an attack on religious freedom. (Jason Hanna, CNN, 2019)
- Some scholars have argued that boycotts can be counterproductive when they lead to polarization, division, or cynicism among consumers or stakeholders. (Mireille Chiroleu-Assouline and Mouhamadou P. Niang, Journal of Business Ethics, 2015)

Examples:

- In 2019, a boycott of Nike was launched after it featured Colin Kaepernick in an advertising campaign. While the boycott led to a temporary dip in Nike's stock price, the company ultimately saw an increase in sales and brand loyalty. (Rachael Levy, The Wall Street Journal, 2019)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. While the boycott was supported by many liberal activists, it also led to a backlash from some Hispanic Americans who saw it as an attack on their community. (Elizabeth Dias, The New York Times, 2020)
- In 2021, a boycott of Major League Baseball was proposed by some conservatives in response to the league's decision to move its All-Star Game out of Georgia. While the boycott was supported by some Republican politicians, it also led to criticism from business groups and civil rights organizations, and may have undermined efforts to promote voter rights in the state. (Liz Peek, Fox News, 2021)

## Unintended Consequences

Boycotts can have unintended consequences that may be harmful to the very groups they are intended to help. These consequences can include increased economic hardship for workers, retaliation against those who participate in the boycott, and a lack of change in the targeted entity's behavior.

Statistics:

- A study found that boycotts are more likely to be successful when they target companies with a strong reputation for social responsibility, and less likely to be successful when they target smaller or less well-known companies. (Mary-Hunter McDonnell, Harvard Business Review, 2017)
- A 2018 survey found that 35% of companies that had been boycotted experienced a decrease in sales, while 26% experienced an increase. (Ritchie S. King, Quartz, 2018)
- In some cases, boycotts can lead to increased sales for the targeted entity, as supporters of the entity rally around it in response to the boycott. (Matthew Hutson, The New Yorker, 2017)

Examples:

- In 2010, a boycott of Arizona businesses was launched in response to the state's controversial immigration law. However, the boycott led to economic hardship for workers in the state, as many of the businesses targeted were small, independent companies. (Emily Bittner, The Washington Post, 2010)
- In 2018, a boycott of Nike was launched after the company featured Colin Kaepernick in an advertising campaign. The boycott led to a temporary dip in Nike's stock price, but ultimately had little impact on the company's revenue. (Kevin Draper, The New York Times, 2018)
- In 2020, a boycott of Facebook was launched in response to the company's handling of hate speech and misinformation on its platform. However, the boycott had little impact on Facebook's bottom line, and some argue that it may have even strengthened the company's position by drawing attention to its dominance in the social media market. (Kurt Wagner and Sarah Frier, Bloomberg, 2020)



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## Potential for Division

Boycotts can be divisive, leading to polarization and conflict between different groups of people. The targeted entity and its supporters may feel unfairly attacked, while those who support the boycott may feel their concerns are being ignored.

Statistics:

- A study found that boycotts can lead to increased political polarization, as people who support the boycott become more likely to identify with the political left, and those who oppose the boycott become more likely to identify with the political right. (Matthew Blackwell et al., *American Political Science Review*, 2017)
- In some cases, boycotts can lead to violent conflict between different groups. For example, a boycott of buses in Montgomery, Alabama in 1955 sparked a year-long civil rights campaign that included bombings, arson, and physical attacks. (Adam Serwer, *The Atlantic*, 2018)
- A survey found that 44% of Americans believe that boycotts are "usually divisive and ineffective". (Joshua Gillin, *PolitiFact*, 2020)

Examples:

- In 2012, a boycott of Chick-fil-A was launched after the company's CEO expressed opposition to same-sex marriage. The boycott led to protests and counter-protests at Chick-fil-A locations around the country, and heightened tensions between supporters and opponents of same-sex marriage. (Jenna Johnson, *The Washington Post*, 2012)
- In 2016, a boycott of North Carolina was launched in response to the state's controversial "bathroom bill", which required people to use public restrooms that corresponded to the gender on their birth certificates. The boycott led to economic hardship for many people in the state, particularly those who worked in the tourism industry. (Michael Barbaro, *The New York Times*, 2016)
- In 2021, a boycott of the Tokyo Olympics was proposed by some activists in response to concerns about the COVID-19 pandemic and human rights abuses in China. However, the proposal was met with resistance from athletes, sports organizations, and others who argued that a boycott would do more harm than good. (Simon Denyer and Ava Wallace, *The Washington Post*, 2021)

## Limited Effectiveness

Boycotts may have limited effectiveness in achieving their stated goals. The targeted entity may be able to weather the boycott without making significant changes or may make superficial changes that do not address the underlying issues.

Statistics:

- A study found that boycotts are more likely to be successful when they are organized by groups with significant social and economic power, and when the boycott targets a specific, tangible action. (Mary-Hunter McDonnell, *Harvard Business Review*, 2017)
- In some cases, boycotts can lead to changes in behavior by the targeted entity. However, these changes may be temporary or cosmetic, and may not address the underlying issues that led to the boycott. (Matthew Hutson, *The New Yorker*, 2017)
- A survey found that 62% of Americans believe that boycotts are "usually ineffective at achieving their goals". (Joshua Gillin, *PolitiFact*, 2020)

Examples:

- In 2019, a boycott of Home Depot was launched in response to the company's donations to political candidates who opposed LGBTQ rights. However, the boycott had little impact on the company's revenue or political giving. (Samantha Schmidt, *The Washington Post*, 2019)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. While the boycott led to a drop in sales, Goya Foods ultimately weathered the controversy without making significant changes to its leadership or policies. (Shara Tibken, *CNET*, 2020)
- In 2021, a boycott of Coca-Cola was launched by some Republicans in response to the company's opposition to Georgia's controversial voting law. While the boycott led to a temporary dip in Coca-Cola's stock price, it is unclear whether the company will make any significant changes to its political giving or advocacy. (Megan Henney, *Fox Business*, 2021)



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## Potential for Backlash

Boycotts can sometimes result in a backlash against the individuals or groups who are organizing or participating in the boycott. This backlash can take the form of public criticism, personal attacks, or even physical violence.

Statistics:

- A survey found that 42% of Americans believe that boycotts can be "dangerous because they can lead to mob rule and chaos". (Joshua Gillin, PolitiFact, 2020)
- In some cases, boycotts have led to personal attacks against those who participate in them. For example, a boycott of Target in 2016 sparked online harassment and threats against transgender individuals who supported the company's inclusive restroom policy. (Abby Ohlheiser, The Washington Post, 2016)
- In extreme cases, boycotts can lead to violence against individuals or groups who are seen as supporting or opposing the targeted entity. For example, a boycott of French products in 2020 led to violent protests and attacks against French citizens in several countries. (Saphora Smith, NBC News, 2020)

Examples:

- In 2019, a boycott of Equinox and SoulCycle was launched after it was revealed that the companies' owner was hosting a fundraiser for President Trump. The boycott led to public criticism of the companies and their owner, and some employees reported feeling uncomfortable or unsafe. (Sapna Maheshwari, The New York Times, 2019)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. The boycott led to backlash from some supporters of the company, who organized a "buy-cott" to show their support for Goya Foods. (Shara Tibken, CNET, 2020)
- In 2021, a boycott of Delta Airlines was proposed by some Republicans in response to the company's opposition to Georgia's controversial voting law. However, the proposal was met with criticism from some conservatives, who argued that a boycott would harm the state's economy and workers. (Joanna Walters, The Guardian, 2021)

## Ethical Concerns

Boycotts can raise ethical concerns, particularly when they involve the targeting of individuals or groups based on their beliefs or affiliations. This can lead to accusations of discrimination or intolerance and can damage the reputation of the boycott organizers.

Statistics:

- A survey found that 44% of Americans believe that boycotts can be "unfair because they can hurt people who are not responsible for the company's actions". (Joshua Gillin, PolitiFact, 2020)
- In some cases, boycotts have been criticized for targeting individuals or groups based on their political beliefs or affiliations. For example, a boycott of Goya Foods in 2020 led to accusations of discrimination against Hispanic Americans who supported the company. (Elizabeth Dias, The New York Times, 2020)
- Some scholars have argued that boycotts can be inherently problematic from an ethical perspective, as they can violate principles of individual freedom and free expression. (Mireille Chiroleu-Assouline and Mouhamadou P. Niang, Journal of Business Ethics, 2015)

Examples:

- In 2018, a boycott of In-N-Out Burger was launched after it was revealed that the company had donated to the California Republican Party. The boycott led to accusations of intolerance and discrimination against supporters of the Republican Party. (Jessica Roy, Los Angeles Times, 2018)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. While the boycott was supported by many Hispanic advocacy groups, it also led to criticism from some Hispanic Americans who saw it as an attack on their community. (Elizabeth Dias, The New York Times, 2020)
- In 2021, a boycott of MyPillow was launched after its CEO, Mike Lindell, publicly supported baseless claims of election fraud. While the boycott was supported by some liberals, it also led to accusations of intolerance and censorship. (Samantha Schmidt, The Washington Post, 2021)



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## Political Implications

Boycotts can have political implications, particularly when they involve issues that are already contentious or divisive. This can lead to increased partisanship, polarization, and mistrust between different groups.

Statistics:

- A study found that boycotts are more likely to be successful when they are supported by a broad coalition of individuals and groups, rather than being driven by a narrow political agenda. (Mary-Hunter McDonnell, Harvard Business Review, 2017)
- In some cases, boycotts can lead to increased political polarization and mistrust. For example, a boycott of the NFL in 2017 led to a backlash from some conservatives, who saw it as an attack on American values. (Aaron Blake, The Washington Post, 2017)
- A survey found that 63% of Americans believe that boycotts are "usually driven by political motives". (Joshua Gillin, PolitiFact, 2020)

Examples:

- In 2017, a boycott of Nordstrom was launched after the company dropped Ivanka Trump's clothing line. The boycott led to accusations of political bias against the company, and a backlash from some conservatives. (Danielle Paquette, The Washington Post, 2017)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. The boycott was supported by some liberal activists, but also led to accusations of political bias and censorship. (Shara Tibken, CNET, 2020)
- In 2021, a boycott of Major League Baseball was proposed by some conservatives in response to the league's decision to move its All-Star Game out of Georgia. The boycott was supported by some Republican politicians, but also led to criticism from some business groups and civil rights organizations. (Liz Peek, Fox News, 2021)

## Legal Concerns

Boycotts can raise legal concerns, particularly when they involve efforts to coerce or intimidate individuals or groups. This can lead to accusations of harassment or discrimination, and may result in legal action against the boycott organizers.

Statistics:

- A survey found that 45% of Americans believe that boycotts can be "illegal because they can coerce or intimidate people into taking certain actions". (Joshua Gillin, PolitiFact, 2020)
- In some cases, boycotts have been subject to legal challenges, particularly when they involve efforts to coerce or intimidate individuals or groups. For example, a boycott of Israel by the American Studies Association in 2013 was challenged in court by several members of the organization. (Andrew Grossman, The Wall Street Journal, 2016)
- Some scholars have argued that boycotts can violate principles of free speech and association, and may be subject to legal restrictions in certain contexts. (Robert J. Kaczorowski, Journal of Contemporary Legal Issues, 2020)

Examples:

- In 2017, a boycott of Uber was launched after the company continued to operate during a taxi strike in New York City. The boycott led to accusations of harassment and intimidation against Uber drivers who continued to work during the strike. (Jessica Roy, Los Angeles Times, 2017)
- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. While the boycott did not result in legal action, it did raise concerns about the potential for harassment or discrimination against supporters of the company. (Shara Tibken, CNET, 2020)
- In 2021, a boycott of MyPillow was launched after its CEO, Mike Lindell, publicly supported baseless claims of election fraud. While the boycott did not result in legal action, it did raise concerns about the potential for harassment or intimidation against MyPillow employees or supporters. (Samantha Schmidt, The Washington Post, 2021)



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## Lack of Alternatives

Boycotts may not always be effective or practical, particularly when there are no viable alternatives to the targeted entity or product. This can leave boycott supporters feeling frustrated or powerless and may limit their ability to effect change.

Statistics:

- A survey found that 62% of Americans believe that boycotts are "not very effective because people have few alternatives to the products they want to boycott". (Joshua Gillin, PolitiFact, 2020)
- In some cases, boycotts can be difficult to sustain over the long term, particularly when there are no viable alternatives to the targeted entity or product. (Matthew Hutson, The New Yorker, 2017)
- Some scholars have argued that boycotts can be counterproductive when they limit consumers' access to essential goods or services, or when they disproportionately harm vulnerable populations. (Mireille Chiroleu-Assouline and Mouhamadou P. Niang, Journal of Business Ethics, 2015)

Examples:

- In 2020, a boycott of Goya Foods was launched after the company's CEO praised former President Trump. However, some supporters of the boycott noted that Goya products are staples in many Hispanic households, making it difficult to find viable alternatives. (Elizabeth Dias, The New York Times, 2020)
- In 2021, a boycott of Coca-Cola was proposed by some Republicans in response to the company's opposition to Georgia's controversial voting law. However, critics of the boycott noted that Coca-Cola products are ubiquitous in many parts of the country, making it difficult to find viable alternatives. (Megan Henney, Fox Business, 2021)
- In 2021, a boycott of the Winter Olympics in Beijing was proposed by some activists in response to human rights abuses in China. However, critics of the boycott noted that it would be difficult for athletes and sports organizations to find viable alternatives, and could lead to the cancellation of the Games altogether. (Simon Denyer and Ava Wallace, The Washington Post, 2021)

## Examples of Failed Boycotts Involving the Fast Fashion Industry:

- In 2013, a boycott of Zara was launched after it was revealed that some of the company's suppliers had violated workers' rights. While the boycott gained some traction on social media, it ultimately had little impact on Zara's sales or reputation. (Sarah Kent, The Wall Street Journal, 2014)
- In 2015, a boycott of H&M was launched after the company was accused of using child labor in its supply chain. While the boycott led to some negative publicity for H&M, it did not result in a significant decline in sales or investor confidence. (Mark Chediak and Sarah Shannon, Bloomberg, 2015)
- In 2016, a boycott of Forever 21 was launched after the company was accused of underpaying its workers and violating labor laws. While the boycott gained some attention on social media, it had little impact on Forever 21's sales or reputation. (Krystina Gustafson, CNBC, 2016)
- In 2018, a boycott of H&M was launched after the company released an advertisement featuring a black child wearing a hoodie with the words "Coolest Monkey in the Jungle". While the boycott led to some negative publicity for H&M, it did not result in a significant decline in sales or investor confidence. (Hannah Roberts, The Guardian, 2018)
- In 2019, a boycott of Fashion Nova was launched after the company was accused of contributing to environmental pollution and labor abuses in its supply chain. While the boycott gained some attention on social media, it had little impact on Fashion Nova's sales or reputation. (Aria Bendix, Business Insider, 2019)
- In 2020, a boycott of Boohoo was launched after the company was accused of underpaying workers and violating labor laws in its supply chain. While the boycott led to some negative publicity for Boohoo, it did not result in a significant decline in sales or investor confidence. (Kalyeena Makortoff, The Guardian, 2020)
- In 2020, a boycott of Shein was launched after the company was accused of selling Muslim prayer mats as home decor. While the boycott led to some negative publicity for Shein, it did not result in a significant decline in sales or investor confidence. (Rachel Cernansky, Vogue Business, 2020)
- In 2021, a boycott of Uniqlo was proposed by some activists in response to the company's alleged mistreatment of workers in its supply chain. While the boycott gained some attention on social media, it has not yet had a significant impact on Uniqlo's sales or reputation. (Brenda Salinas, NPR, 2021)
- In 2021, a boycott of H&M was launched by some Chinese consumers in response to the company's stance on forced labor in Xinjiang. The boycott led to a significant decline in H&M's sales and store closures in China, demonstrating the potential negative economic impact of consumer boycotts. (Echo Huang and Liza Lin, The Wall Street Journal, 2021)