Who Foots the Bill? – Footwear Campaign
Campaigning as an Organising Tool

Assembling flip flops
Java, Indonesia

We Work At Home

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The Newsletter of Homeworkers Worldwide

Organising For Rights

hww
Editorial

This issue of the newsletter highlights homeworkers working in the leather footwear sector and asks ‘Who Foots the Bill?’

Homeworkers make all or parts of leather shoes in all regions of the world. Sometimes they are working for famous brand names, and sometimes ‘made by hand’ is a selling point.

The campaign ‘Who Foots the Bill?’ aims to give visibility to the large numbers of homeworkers in this sector; to win recognition for their work and to support their demands for equal treatment with other workers.

The campaign also needs to build broader support from trade unions, consumer campaigns and others concerned with basic human rights. Since production is now organised across the world, our campaign too needs to be international.

The footware campaign is one topic for discussion at the meeting of the European Homeworking Group, to be held in Istanbul, in November. In the 1990s, the European Homeworking Group was made up of representatives from countries of Western Europe. Over several years, they exchanged experience of organising and campaigned for European support for the adoption of the Convention on Home Work at the International Labour Organisation.

It is a good time to meet again, this time including homebased workers in Eastern Europe. Hosting the meeting are the organisations of homebased workers in Turkey, with their long experience of organising.

The movement of homebased workers is broad and diverse. It takes many different forms. But it has a common theme and is making progress in all parts of the world.

Social Security for Informal Workers

India

A major victory for informal workers has been won in India where the Parliament has approved a law to introduce social security and welfare schemes for ‘the unorganised sector’.

90% of India’s workforce belongs to the ‘unorganised sector’, or in other words, are in informal work. Homebased workers make up a large number of this informal workforce, particularly among women workers.

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The government has also recently announced a new health insurance scheme for poor, rural, landless families. This scheme will provide basic benefits to rural families below the official poverty line and is funded by state and central government.

The social security scheme for unorganised workers will be contributory, except for those falling below the poverty line, and will be jointly funded by government and employers.

The adoption of this law in India is a victory for organisations such as the Self Employed Women’s Association, Working Women’s Forum, Adithi, Read Foundation and all those who have been lobbying for basic social security rights for informal women workers.

The law should in turn provide one more tool for organising so that women can access their new rights. The example in India may also provide inspiration to other governments to recognise the contribution made by the millions of homebased workers in this region.
**Stitching Shoes for the World**

Homeworkers in many countries work on the production of leather shoes. In modern production chains, the most common part of manufacturing given out to homeworkers is stitching the top part of the shoe, the ‘uppers’. Sometimes homeworkers stitch the uppers to the soles, or add decorations as well.

Work is generally given to homeworkers by a local intermediary, who sets rates of pay, quality and the amount of work. The intermediary is in contact with a supplier, to whom he delivers. This supplier may be part of a longer chain, involving different aspects of shoe production, from design to manufacture and packaging. Homeworkers are often aware only of the part of the chain that immediately affects them, and only know what company they are producing for if there are clues such as labels on the shoes.

Homeworkers in the footwear industry across the world describe poor working terms and conditions. For example, a homeworker in Bulgaria is paid on a piece rate for each pair of shoes that she completes. For a pair of shoes which retails at 100 Euros, she is paid around one half of a Euro. Homeworkers say that, in order to make a living, a family of four needs 200 Euros (or 400 pairs of shoes) per month and they would need to work for 66 hours per week to achieve this.

Low pay is one of many problems facing homeworkers. They also talk about the negative impact on their health of using toxic glues or stitching leather with thread of the same colour, which can damage their eyesight. When there are urgent deadlines, workers will often work non-stop for days to meet them.

This is a common picture wherever the production of leather footwear is found. Homeworkers in these chains are demanding the right to be treated as other workers, with full employment and social security rights.

Homebased workers in many countries have started organising to press for change. Through setting up their own democratic, independent organisations they have a collective voice and can fight for their demands. Working together and building international solidarity helps to strengthen this movement. In some cases, alliances have been built between two key trade unions and homeworkers.

Homeworkers’ key demands are:

1. Regular work and a living wage;
2. Recognition for homebased workers as workers and for their rights;
3. Recognition of their right to organise and of their organisation;
4. Basic social protection, particularly for health, maternity and old age;
5. For rights for all kinds of informal workers, particularly homeworkers, in global production chains.

**Organising Step by Step News from Bulgaria**

Kaloian is the association of homeworkers set up in Petrich, in the South West of Bulgaria, in 2004. Many homeworkers here work in the footwear sector, with others doing work such as assembly of carrier bags and others working in the garment sector. Rozalina has sent the following news about their recent work:

In 2007 Bulgaria entered the Euro and this has left us with a series of new challenges. The switch led to a lot of chaos - prices went up overnight and food became very expensive, but wages stayed the same. Many firms have not paid social insurance for their regular workers for months, many have left the country.

This year we have made some real progress on issues of equal payment and mapping homework in other parts of Bulgaria. However work with homeworkers continues to be a slow process because of, for example, their fear of losing work.

With the help of the town municipality we organized a meeting with employers. We convinced them that homeworkers should be able to pay 6.60 leva (about £2.35) per month into health insurance, which would allow them to access medical care. It was an important meeting because we demonstrated to the Ministry of Social Affairs that there are many homeworkers in Bulgaria, and in Petrich and the surrounding region in particular.

In the village of Muletarovo we succeeded in getting equal payment for work in the village and town. The payment per pair of shoes sewn in Muletarovo had been 0.40 leva (14 pence) and in the other villages 0.70 leva (25 pence). We studied the subcontractor who was delivering the shoes over two months. We approached him when he was bringing the shoes and questioned him about the unequal payment. The homeworkers worked together to resist his demands, they negotiated with him and suggested that in cases of quick delivery for export they would sew faster and take more pairs if he paid more. The supplier eventually agreed to this.

We have started making contact with homeworkers from other towns. We have found that the situation is hard, with even lower payment for work - between 0.20 to 0.40 leva per pair (7-14 pence).

This is in contrast with the people who work in the workshops, who are paid the minimum wage. At the moment we are gathering information and we have an invitation to hold a meeting in Sofia between two key trade unions and homeworkers.
Many homeworkers produce footwear for retailers in rich industrialised countries. Part of complex supply chains, they may not know the name of the retailer they are working for, making it difficult to claim their rights. Retailers pass business risks down the supply chains, resulting in poor terms and conditions for homeworkers.

Since the 1970s there has been a shift towards the globalisation of manufacturing. Industrialised regions have experienced the closure of factories and many companies in Northern Europe have either moved out of manufacturing or shifted production overseas. The greatest growth area for footwear in the UK has been low-cost imports undertaken by companies with no manufacturing capacity. Production has been fragmented: leather may be tanned in one country, uppers sewn in a second and final assembly done in a third.

In the UK, footwear has been one of the fastest-growing retail sectors and has become increasingly competitive. This in turn means a downward pressure on prices. One response has been for companies to look for more ‘flexible’ labour, which for workers means deteriorating terms and conditions, and insecure work.

Homeworking is increasing; it is one way employers reduce costs: labour costs because they pay low wages on a piece rate and do not contribute to social insurance; overhead costs as homeworkers pay for rent, energy, machinery and maintenance. Homeworkers have no guarantee of employment, when employers have no orders, they do not have to pay their workforce or undertake a process of dismissal.

The Subcontracting Chain in Portugal

The diagram opposite shows how some supply chains can be very long and complex, and homeworkers are removed from the company retailing products.

In the early 1990s, there was strong growth in the Portuguese footwear sector, based on low labour costs. The threat of relocation deterred workers from demanding better wages. “Great Shoes” owns “Chaussure”, as well as a number of businesses in other locations. “Sapato” is a subsidiary of Chaussure and produces medium-priced shoes. Designs, models, orders and raw materials all come via France and all decisions relating to production are taken by Chaussure. Chaussure: - factory located in France. “Sapato”, Portugal, medium-sized, 230 workers. 85% of employees are women, average age: 25.

American company “Great Shoes”, owns French company “Chaussure”

“Chaussure” - factory located in France.

“Sapato”, Portugal, medium-sized. 230 workers. 85% of employees are women, average age: 25.

Workshop, 25km from the factory. Half of “Sapato’s” employees based here

Cutting, some of the upper assembly, finishing the uppers, including burning and gluing. Those living near the factory had greater access to information about wages inside the factory and had tried asking for a pay rise for themselves; the factory responded by stopping giving them work and looking elsewhere for homeworkers.

Homeworkers are completely dependent on the factory or intermediary with no formal working relationship. The pay is extremely low: most homeworkers cannot afford to pay their own pension contributions. At peak periods, the women have to work 10-12 hour days with no overtime pay. They find it difficult to negotiate their pay and conditions because of the limited alternative employment and poor infrastructure – it can take nearly two hours to reach the bus stop. Homework is one of a very few livelihood strategies available and companies use this to dictate terms and conditions to their own advantage.

Work is seasonal - homeworkers have more work in winter, producing shoes to be sold in summer, and little work in summer. Work is always irregular and the time to complete work very short - the intermediary never tells homeworkers when he will bring the next batch. There were no health and safety checks, despite homeworkers’ complaints of suffering painful, cut and infected fingers, back and shoulder pain and damaged eyesight. One woman talked about working from Tuesday to Thursday evening to sew 300 pairs of shoes, working 10 hours per day with help from her children. Family life in these circumstances is completely disrupted and workers often suffer from insomnia and depression.

Based on research by Anne Marie Delettrez, Lisbon.
Stitching shoes around the world

“One of the problems for homeworkers, and a constant humiliation, is that nowhere are they mentioned by their name. The subcontractors know them only by a number. Homeworkers are the most invisible”

(Roza, Bulgaria)

Homeworkers in Bulgaria stitch shoes for an Italian company for export around the world. In the North of Europe, many factories have closed. Work has gone to Southern Europe, to the Balkan countries or to other regions. In countries like Greece, Italy and Spain, where manufacturing still takes place, there are many workshops and homeworkers. Big European retailers source their shoes from many different countries. Sometimes different parts are done in different countries: tanning the leather; cutting and assembly of uppers; cutting of soles and final assembly.

Bangkok was a big manufacturing centre for export industries, particularly in the garments and footwear sectors. Recently, companies have been closing factories in Bangkok. Sometimes they move the work elsewhere to countries like China or Vietnam. Sometimes, the company subcontract the work to smaller companies or rural workshops where costs are lower and they can pay lower wages.

In this village, almost all households work on the production of shoes, in small workshops or as homeworkers. Most villagers do some agricultural work as well, growing their own rice and vegetables, and keeping small animals. The shoes are sold on the national market and exported to South East Asia and Eastern Europe.

“Who Foots the Bill?” Campaign:

Europe
South East Asia
China
Latin America

Homeworker in Bangkok, Thailand, assembles leather shoes for export for a European company.

Homeworker in Chinese village machines shoe parts in a ‘specialist village’.

In the course of the mapping programme, homeworkers in both Chile and Bolivia were found to be sewing shoes for the same transnational company, based in Canada. In both countries, as well as Brazil a major footwear producing country, production has been decentralised and working conditions and pay have deteriorated. Homeworkers sew the uppers of leather shoes and constitute the most flexible workforce.

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(Laura, Chile)
Can campaigns support homeworker recognition, rights and organising?

In planning a campaign for rights for homeworkers, we need to understand that campaigns do not have to be one-dimensional. We need to consider how we can achieve certain objectives in relation to homeworkers’ demands. What kind of organisation can homeworkers establish and sustain? What kind of recognition do they want? And ultimately, what legal or social rights and protection can they secure?

Homeworkers are the most marginalised group of workers engaged in informal employment. But they are also one of the largest and most invisible groups. Who is identified as a homeworker has become increasingly blurred, since work undertaken in the home by either independent, own-account workers or dependent workers may intersect with local markets or global production chains.

The challenge in organising homeworkers is to adapt and develop new strategies to suit women workers in informal and homebased work arrangements. This demands that we are able to form links across the informal and formal divides of supply chains, workers and unions and others campaigning and supporting organising.

Organising remains the fundamental way for workers in any situation to improve our rights, recognition, protection, pay and conditions. Today, it is arguably more difficult to organise in environments hostile to workers, pervasive in many countries following U.S.-Anglo neo-liberal economic policies. Anti-worker aspects that accompany free trade policies contribute to millions of workers no longer being recognised as workers, and working in less protected, more precarious and dangerous conditions.

FairWear Campaign, Australia

Campaigning to support homeworker recognition, rights and organising is possible. In Australia, the long-running FairWear campaign has succeeded in securing legal protection for garment homeworkers by campaigning against the anti-worker national labour laws “WorkChoices”. This legislation, while reducing all workers’ conditions and rights to collective bargaining, does maintain the homwker protection that existed in various state laws prior to the introduction of the law in 2005.

It is a major achievement to have maintained legal protection for homeworkers at a time of a fierce anti-worker, anti-union environment. The participation of homeworkers in the FairWear campaign, through organisations like Asian Women at Work and the Textile, Clothing & Footwear Union, has been critical to these gains. The capacity of homeworkers to organise and access their legal rights still remains quite weak, but they would not have come this far without the broad campaign to build visibility and the right to legal protection.

The example of Australia is unusual in the active role played by the trade union. In general, representation of homeworkers through unions has been limited. Some unions are working to organise workers in the informal economy but many are not. In many countries, new unions of homeworkers and informal worker groups are emerging and want to link with existing union federations.

In some, homeworker groups may register associations or cooperatives because it is not easy to register a union. Alliances between homeworker groups and unions on campaigns specific to support homeworker organising are important. Many homeworker support groups have developed strong alliances with local unions to encourage homeworkers to organise. These alliances build on the skills and experience of local homeworker organisations and trade unions to improve the homeworkers’ capacity to form their own unions or join existing ones.

Campaigns as an organising tool

Campaigns that focus on workers, as well as consumers, have the potential to support organising strategies. There is a growing voice across the global anti-sweatshop movement to refocus campaigns more on workers, their demands and specifically the right to organise.

At the international meeting held in Macedonia in 2006, the Federation of Homeworkers World-wide formulated their common platform of key demands: for social protection including health insurance; the right to organise; decent pay for all work; recognition of their contribution to the economy; education and training and for laws and protection for homeworkers. Organising was seen as the key tool for gaining rights.

In relation to informal workers in general, there is also a parallel shift in emphasis towards recognition and the right to organise as workers, and away from schemes which promote entrepreneurial skills as a primary strategy. Emphasis on income generating schemes and defining homeworkers as micro-entrepreneurs can be part of the neo-liberal strategy to individualise workers and lessen their capacity to organise together.

In both cases, the approach that focuses on worker rights ensures that the organising process assists in developing a worker identity and is linked to collective activities, rather than a single focus on providing an individual with livelihood outcomes.

Global social movements are making the connections across traditional divides of worker rights, land rights, gender, globalisation, corporate accountability and the environment. There is the potential for creating a new voice for workers organising at the local level, while also making connections through worker-oriented campaign and global social movement objectives. Such objectives work to unify workers across formal/informal identities which are becoming less clearly defined.

In conclusion, a number of interlocking activities are required to enable and secure homeworker key demands. Campaigning will not provide the magic bullet to deliver these but it is one of the essential tools to raise awareness and assist in securing some gains. To support homeworkers to collectively organise is the key way to utilise effectiveness of campaigns at the local and international levels.

Annie Delaney
HomeWorkers Worldwide Australia
Adithi works on flood relief

India

In June and July of this year, heavy rains caused havoc in the whole of the Sitamarhi District of Northern Bihar among other places across North India, Nepal and Bangladesh.

All the rivers in Sitamarhi District, which borders on Nepal, overflowed their banks. Many villages were washed out. People had to flee for their lives to higher ground and saw their houses, household goods, grain, firewood and animals lost. All roads were blocked and there was a severe shortage of diesel, kerosene and food throughout the District. Due to repeated periods of prolonged rain, many villages were flooded three or four times.

Since the end of July, staff at Adithi-Dumra which is based in the Sitamarhi District, have been working with local villagers to provide immediate relief; to prevent the spread of disease through dirty water; and to start the process of rehabilitation - building new houses and restoring livelihoods. Adithi has been working in partnership with Oxfam India Trust.

After a quick assessment of the situation, Adithi decided to concentrate on two areas, Belsand and Bajpatti, two of the worst affected places. The total population of the two combined areas was over 20,000 people, with the majority of households being headed by a woman due to high rates of migration.

Adithi worked with teams of volunteers with some members being drawn from the villages. Basic training was given and distribution of relief materials was done from 17th August to 21st September. Apart from meeting immediate needs for food and shelter, the teams emphasised hygiene and measures to purify water, given the high risk of disease following the floods. Information was also given to families through household visits and children through schools.

Following the relief work, Adithi has conducted an evaluation of their response. Most of the people thought that the food aid provided at the time of scarcity had saved their family from starvation or becoming heavily indebted to money-lenders. Some also said that having food aid had prevented them from selling their animals at low prices for ready cash.

Many people also said that tarpaulins, sheets and mats distributed to provide shelter had saved their families from the extremes of the weather, as well as provide them with a sense of security and dignity. Hygiene measures have ensured that in the period following the floods there has been no major outbreak of disease.

Adithi paid great attention to ensuring that women were part of the local teams set up in the villages and that women’s particular needs were met by the relief programme. Many women lost their means of livelihoods in the floods. Local markets were disrupted and no work was available in the fields.

The women’s groups set up to deal with the emergency situation will continue meeting to deal with some of the longer-term issues affecting women in the area. This will include running village hygiene programmes and supporting women by providing training so that they can play a greater role in the economic, social and political life of their communities in the future.

HWW has sent £450 to Adithi to support their continued work with women in the villages of Belsand and Bajpatti.

If you would like to contribute, contact the office or send a cheque made out to HWW Appeal Fund.

Organising women homebased workers in Turkey

In Turkey, there are many different kinds of home-based work in urban and rural areas, across different sectors of the economy. They include: weaving; food production; sewing including embroidery; collecting wild herbs and vegetables like mushrooms; knitting and crochet or making lace. Also there is general assembly work including biror, parts of car engines, or mobile phones; making shoes and painting glass; jewellery - silver and gold, and working on mosaics.

There are three main employment relationships among the homebased workers: dependent, piece rate; own-account and order-based. This latter is when women work for specific orders. Although there are three distinct relationships, in reality women switch from one to another. Most prefer piece-rate work, but when this is not available, they do other kinds of work. They find the own-account work the most difficult because they need money to buy raw materials. They also find it difficult to work out how to determine the price and how to sell their products.

Some of us have been working with home-based workers since the 1990s. We started with a Kurdish women’s group which went on the build the Avciar cooperative with both Kurdish and Turkish women. In 1999, we organised an international workshop in Istanbul and the Working Group on Women Homebased Workers was set up after this meeting to carry out the decisions made there.

Our fundamental aim is to support the organising of local groups of homebased workers in order to build their own national organisation.

There have been two kinds of local workshops. One is mixed between homebased workers and representatives of other stakeholders. The other is only homebased workers and members of the Working Group. Now there are a number of local home-based worker groups like in Mugla, Aydin, Sincan, Hakkari and other places.

Other strategies that we have used have been horizontal mapping which has been done in three places and vertical mapping which they did in Van, where they mapped the chain of kilim production.

The lessons from the mapping were that if mapping is done by homebased workers themselves, the kind of knowledge that is gained is specific and useful for organising. During the mapping - the interview process - both homebased workers have the opportunity to understand each other. If, on the other hand, it is a social worker or professional who does the mapping, we can gain knowledge about who is making what, what they are paid and this is used in a different way.

For example, in Urfa, it is a social worker who did the mapping and she used the information to match employers and homebased workers. In Diyarbakir, another city in Eastern Anatolia, the information was used around the issue of human rights violations as there were many teams visiting the area on this issue. In Ankara, it was the same.

In Mugla, it was homebased workers who did the mapping and as a result built a group.

The introductory session in the local workshops is an opportunity for all the women to introduce themselves. We ask them standard questions but they are free to say what they want to say. Usually this session lasts a whole day, and sometimes even

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go into the next day. During this session, as the women tell their own story, it is a way of understand- ing their life for themselves as well as for others. The process creates an awareness about their lives and working conditions.

In the mapping process, the person doing the interviewing is a central link. Whereas in the workshops, everyone has an opportunity to relate to each other and it creates relations between them. Women gain an understanding and become active. We hear the women speak on the same themes: I have been weaving carpets for fifteen years. I didn’t realise that I was a worker but now I understand this.

After the workshop the women try and get organised. This needs time and a process of building trust. In the local workshops, the women already start the process of change.

After the introductory session, we evaluate and summarise what we have heard. While the women are speaking, we take notes on flipcharts. It is very important for the women that they realise that we are listening to them. Afterwards they sometimes say, you listened to us; you wrote down my name.

At the meeting, after the introductory sessions, we ask the women what are their priorities. For this we use the clause in the ILO Convention which gives eight aspects of ‘equal treatment’. The women always come up with the same priorities - the right to organise and the right to social security. There was only one exception to this when we had a meeting in Urfa, in Eastern Turkey, where child labour was a major issue and hence a priority.

From these local workshops, we can then determine national priorities because they are the same for the whole of Turkey.

From 2002 we have been holding partners’ meetings - i.e. meetings of all the groups and of individual women from different localities and of the Working Group. In these meetings, we plan the annual activities. Before it was mainly the Working Group that realised these activities but in 2006 we decided that now mainly the homebased worker organisations should take on the organising.

Now we are trying to organise a general annual partners’ meeting and the European meeting, which will be held in Istanbul. Gradually we are giving the responsibility of the organising work to the partners i.e. the homebased worker groups.

Information from Dilek Hattatoglu, September 2007.

European Meeting

In November 2007, the European Homeworking Group (EHG) will be meeting in Istanbul, Turkey, hosted by the Turkish Homebased Worker Organisations. The meeting will bring together rich experience of organising from Madeira, Portugal, where a trade union has been organising homeworkers in the embroidery sector for over thirty years; from Turkey where many local workshops have been held and local groups developed; the UK where there has been an active campaign on homework since the 1980s; and from other countries, where homework is something relatively new but progress has already been made in creating visibility and organisation. It is important to understand the reasons for the growth of homework in European countries, as it is a common phenomenon. New global trends are in fact leading to an increase in homework and other forms of unregulated employment in all regions of the world.

The Federation of Homeworkers Worldwide (FHWW) is an international organisation of homebased workers’ organisations and their supporters. It is part of the growing movement of homebased workers and other informal workers, particularly women workers.

The basic principle of the FHWW is to support homebased workers in building their own, democratic, membership organisations through which they can have direct representation and give a voice to their demands. Full membership of the FHWW is open to all those working directly with homebased workers who support this aim and affiliate membership is open to all supporters.

The FHWW has a broad platform of demands reflecting the common interests of all homebased workers, rural and urban, own-account and dependent, from all regions of the world. Within these general demands, there are two specific campaigns: for recognition of dependent workers, focusing on those working in leather footwear, and for social security for all homebased workers, particularly health insurance and pensions for women workers.

For more information on the FHWW, contact the UK office of HWW.
From 2001 to 2004, HWW carried out a mapping programme — a programme of action-research to support new organising of homebased workers. Work was done in parts of Asia, Latin America and Eastern Europe. A set of materials were developed in the course of this programme, to be translated and adapted for local conditions. These materials have now been developed and are available in paper or electronic form:

**THE MAPPING PACK**
Basic guidelines for action-research with homebased workers

**VERTICAL MAPPING PACK**
Tracing production and marketing chains

**WE WORK AT HOME**
*THE TRAINING MANUAL*
Comprehensive training manual, drawing on experience of mapping work in Asia, Latin America and Eastern Europe — *available on paper or CD*

**WE WORK AT HOME**
*Booklet outlining results of first two years of the programme — with colour photos — available in English, Spanish, Portuguese, Hindi and Tamil.*

**PHOTO PACK**
Set of A4 colour photos of homebased workers and their organisations from different countries doing mapping — *ideal training or educational tool.*

**POSTCARD PACK**
Set of 16 colour postcards illustrating mapping in different countries — can be used as a mini photo pack — *available in English, Chinese, Japanese and Bahasai.*

**FROM CHILE TO CHINA**
Small book, illustrated with colour photos, describes different kinds of organisations that came out of the mapping programme.