

DECEMBER 2012

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THE GUIDE

to Ethical Shopping



"I PITY THE MAN WHO WANTS A COAT SO CHEAP THAT THE MAN OR WOMAN WHO PRODUCES THE CLOTH WILL STARVE IN THE PROCESS." BENJAMIN HARRISON

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➔ We aim to provide our readers with the knowledge they need to make informed choices without prejudice, scaremongering or greenwash.

➔ **We want the world to be as blue and green tomorrow as it was yesterday.**

➔ We believe that everyone can play a part and anyone can make a difference. Not by going back through misplaced nostalgia to some bygone age, but by striding out to a bright new future in which we take advantage of the new approaches that can improve our quality of life, the food we eat, the air we breathe, the water we drink and the land we live on.



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FOREWORD

I'm delighted to welcome you to Blue & Green Tomorrow's Guide to Ethical Shopping – our penultimate report of 2012. With Christmas fast approaching, there's perhaps no better time to begin thinking more about the clothes you wear and the food and drink you consume.

As a developed nation, the UK is in an incredibly privileged position when it comes to shaping the future of the world, in terms of how we invest, vote and consume. We take our purchases for granted and there's often a disconnect between us and the people living beneath the poverty line overseas, making the products that appear on our shelves.

The worst thing is, we've all read the stories in the media. Global sports brands using Asian sweatshops; high street retailers forming partnerships with oil companies; and supermarkets paying workers well below minimum wage. Yet still, despite all this, we continue to flock in our millions to the stores we trust to buy the brands we love. And this is where our guide comes in.

We aim to outline just what ethical shopping means, and why it can and must play an integral part in helping the world's sustainable economic development. Already, we're encouraged by the positive response we've had.

In a poll that was running on our homepage during November, we asked our readers whether they'd be considering the ethical or environmental impact of their Christmas shopping this year. While 25% said they wouldn't be, the remaining 75% was split evenly between people saying they would be and people saying they would be slightly.

Translate those figures to the whole of the UK, and that's a staggering 47 million people who during the festive period, will be thinking in some capacity about the impact their purchases have.

We ran another poll that asked readers to select their main supermarket – the results of which you can see in the infographic on this page.

Nearly a third of the UK shop primarily at Tesco, but Blue & Green Tomorrow readers opt for Sainsbury's as well, with the smaller players Waitrose, The Co-operative and Morrisons also popular with our readers.

We sincerely hope that this guide will make you think differently about the purchases you make on a daily basis, and inspire you to opt for products that benefit the environment, society and economy to boot.

However, we're under no illusions as to the size of the task ahead. As the infographic on the next page shows, Fairtrade sales represent just a tiny dot when put up against the total value of world trade. But don't let that discourage you.

As American author Edward Everett Hale said, "I am only one; but still I am one. I cannot do everything; but still I can do something; and because I cannot do everything, I will not refuse to do the something that I can do."

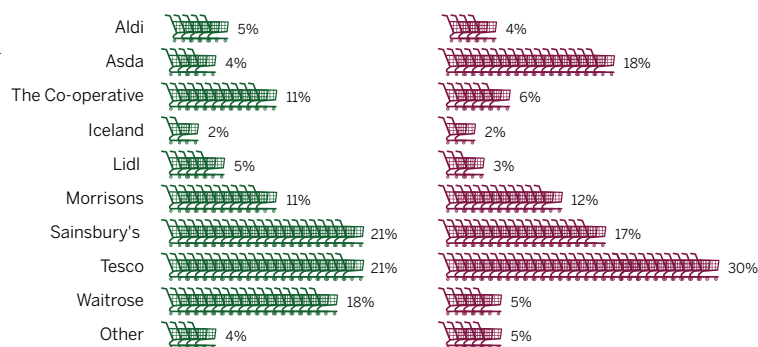
I hope that after reading this guide, you know exactly what it is you need to do.

Alex Blackburne
EDITOR, BLUE & GREEN TOMORROW

Will you be considering the ethical or environmental impact of your Christmas shopping?



Which is your main supermarket?



Blue & Green Tomorrow readers

Source: Blue & Green Tomorrow
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UK market share

Source: Retail Times
bit.ly/marketshare2012

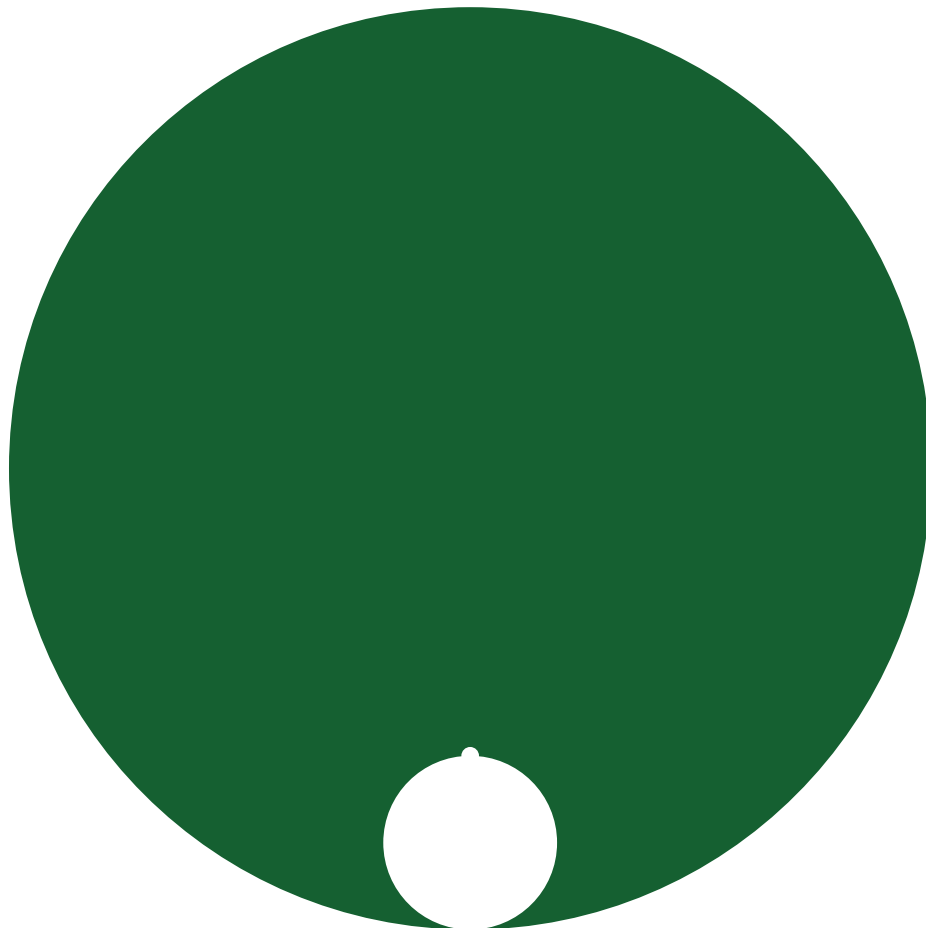
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FAIRTRADE V WORLD TRADE V UK TRADE IN 2011

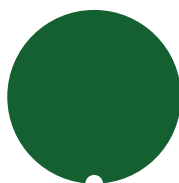
World trade

£11,154,138,012,600



UK trade

£396,007,921,800



Fairtrade

£4,100,580,000



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Sources: United Nations
bit.ly/ITSY2011
Fairtrade International
bit.ly/FAIR2011

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ETHICAL CONSUMERISM'S LONG JOURNEY TO THE MAINSTREAM

By Ryan Brightwell

A SHORT HISTORY OF ETHICAL CONSUMERISM

Ethical consumerism has come a long way in the last 10 years. Those who consider the impacts of their shopping decisions on society as well as on their wallets now find themselves in good company, with a clear majority of people in the UK now reporting that they are making shopping decisions based on their values at least some of the time. It wasn't always this way. You don't need to cast your mind back too many years to recall a time when tracking down ethical alternatives, be it Fairtrade coffee, ecological cleaning products or energy-efficient light bulbs, required trips to one of a handful of specialist shops, and often meant paying over the odds for an inferior product. The last decade has certainly seen ethical shopping become less of a chore.

The Co-operative's Ethical Consumerism Report has been measuring sales of a basket of broadly defined ethical products for over a decade, and its research shows sales growing from £16 billion back in 2000

to over £46 billion in 2011. This is still a small percentage of consumer spending as a whole, but it represents growth substantially ahead of overall spending. It also provides enough examples of products that have broken through to the mainstream for some patterns to emerge.

The mainstreaming of ethical products has typically followed a two-step process. The early adopters, those who stuck with ethical products in their earliest incarnations, have enabled the first stage. These 'deep green' consumers, always relatively small in number, have shown that a market exists for products that are better for the environment, society or animal welfare, and continue to buy

these products, talk about them and lobby for their greater availability, while they prove their ability to deliver in terms of price and quality. But we rarely see examples of ethical products that have hit



RETAILERS SUCH AS THE CO-OPERATIVE, SAINSBURY'S AND MARKS & SPENCER HAVE ALL SWITCHED THEIR ENTIRE RANGE OF OWN-BRAND COFFEES TO FAIRTRADE. PHOTO: THE CO-OPERATIVE VIA FLICKR

the mainstream through enthusiastic consumer take-up alone. This has taken a second push, which has come either from the big retailers and brands, which still act as gatekeepers to the mass market, or else from rare examples of progressive legislation to remove 'bad' choices from our shelves.

Fairtrade coffee and energy-saving light bulbs provide useful examples. Since the launch of the UK's first Fairtrade coffee in 1988, Fairtrade has grown its share to reach over a quarter of all roast and ground coffee sold in the UK, and sales growth has continued to be strong through the wider economic downturn. According to the Fairtrade Foundation's coffee briefing earlier this year, much of the recent growth in the market is due in large part to retailers such as The Co-operative, Sainsbury's and Marks & Spencer who have switched their entire range of own-brand coffees to Fairtrade, greatly increasing its availability.

Looking at energy-saving light bulbs, the compact fluorescent has been on our shelves for decades, offering energy savings that more than outweigh the additional cost in just the first year of use. Yet as recently as 2009, the old-fashioned tungsten bulb was still more widely purchased. Green and economical consumers stuck with the new technology, but others were put off by the harsh light and longer warm-up times of the earlier models. In August this year, the lights finally went out for the tungsten bulb after EU legislation effectively banned their sale. In this case, smart legislation has done more for the mainstreaming of the energy-efficient bulb than 20 years of market forces.

STRUGGLING TO GET OUT OF THE ETHICAL NICHE

Those ethical products which have made a real breakthrough to the mainstream unfortunately remain the exception



THE LAST DECADE HAS SEEN ETHICAL SHOPPING BECOME LESS OF A CHORE, AS MORE PEOPLE BEGIN TO REALISE THE IMPACT THEIR BUYING HAS ON SOCIETY AND THE ENVIRONMENT. PHOTO: ANGELINA HANKE VIA STOCK.XCHNG



FOUR OUT OF 10 BANANAS SOLD IN THE UK ARE NOW CERTIFIED WITH THE FAIRTRADE MARK. PHOTO: DAVE CROSBY VIA FLICKR

rather than the rule. In particular, some products with real potential for societal transformation have remained stuck in an ethical niche.

Sales of electric cars, for example, remain in the hundreds rather than the thousands each year, despite the potentially huge carbon savings (at least when powered from green electricity). This is despite hopes that 2011 would prove to be “the year of the electric car” following the introduction of a £5,000 government grant for each one purchased. The Climate Change Committee, which advises government on meeting its climate commitments, wants to see 1.7 million electric cars on the road by 2020. While charging stations and (even better) battery switching stations remain practically non-existent, even the greenest members of the motoring public will be reluctant to help us start out on the long journey towards

meeting this target.

Similarly, installing micro-generation technologies like rooftop solar panels, also offering potentially transformative environmental benefits, remains a niche activity. Government intervention to boost installation has blown hot and cold, singularly failing to provide any long-term certainty, as years of inadequate and over-subscribed grant mechanisms were replaced in 2010 with the introduction of feed-in tariffs, only for these to suffer drastic cuts just a year later.

It is not just the ‘big ticket’ green investments where progress towards the mass market has been less than swift. Clothing is also an area where trying to consume responsibly is as difficult as ever. Clothing supply chains are notoriously long and complex, with potential for labour abuses throughout the manufacturing process, from the harvest of

raw materials like cotton through to the final assembly.

On the high street in particular, finding responsibly-produced clothing remains problematic. Chains like Marks & Spencer, with a reputation for taking corporate responsibility seriously, are as likely to be hit by sweatshop scandals as the likes of Primark, much maligned for providing clothing at ‘throw-away’ prices, particularly by those who can most afford to shop elsewhere.

The Clean Clothes Campaign, which has been working to improve conditions in

the global garment industry since 1989, advocates taking action to raise workers’ rights issues with manufacturers. Its week of action against Adidas following their refusal to grant severance pay to 2,800 Indonesian workers after the closure of their factory is just the most recent example. But the Clean Clothes Campaign stops short of endorsing boycotts in the clothing sector, due to their potential to take away the source of income of the low-paid workers that their campaigns are designed to help. Positive choices like recycled, organic, fair trade and even second hand clothing are available, with alternative brands like Gossypium and People Tree featuring on Ethical Consumer’s best buy list. However, 20 years on from the global boycott campaign against Nike, concerned shoppers are still left to weigh up the risks, with limited and imperfect information.

WHAT MIGHT THE FUTURE HOLD?

Ethical products have recorded strong growth over the last decade, and this growth has continued in most areas even through the economic downturn. Yet the amount spent on ethical products and services still represents a small fraction of its potential, so there is plenty of room for further growth. But what form will it take?

We can expect that the best-known ethical labels and standards, from Fairtrade to MSC fish and FSC timber, will continue to become more widely available. And unfortunately for us as consumers, we can expect still more standards and labels to emerge. According to one estimate, there are already over 400 'eco labels' in the marketplace; a proliferation which undoubtedly generates confusion for the public and means that these labels need to shout louder to attract our attention. The more ethical labels move into the mainstream, the less effective they become as a way for companies to demonstrate ethical leadership and the uniqueness of their product, and this dynamic will continue to create a space for new labels to emerge.

As the Fairtrade brand has become more widespread and recognised, products aiming to show deeper benefits for producers in developing countries are growing in number. One way of doing this is through companies that are owned by the producers – not just growers' co-operatives, but co-operatives which also

package and distribute the product. Divine Chocolate, part-owned by the Kuapa Kokoo growers co-operative in Ghana, has pioneered this approach, but remains almost unique. Another is to target Fairtrade support to communities in particular need, as with Zaytoun, a company founded with the aim of creating a market for Palestinian products in the UK. Also looking to move beyond Fairtrade is the burgeoning direct trade movement among premium coffee roasters wanting to develop direct relationships with particular growers to ensure they can source their highest quality coffee. Direct trade can pay additional premiums over and above the Fairtrade price, to incentivise quality. The model also allows roasters to work with individual farms operating outside of co-operatives, or unable to achieve Fairtrade certification due to the fees involved. Direct trade currently looks like the main source of competition from those who see Fairtrade's impact as becoming diluted; however it faces a challenge in convincing the consumer that it can provide an ethically sourced product without a recognised label and certification scheme. In the future, those ethical products which do successfully move out of the mainstream will find themselves subject to more scrutiny than ever before. The recent scandal at Noble Foods, Britain's largest egg producer, is illustrative. Farms supplying the company were alleged to have used workers trafficked into the UK from Lithuania and forced to work in slave-like conditions. Media coverage of the issue

focussed on the eggs certified to the RSPCA's Freedom Foods standards, and particularly the Happy Eggs brand, showing how products that place themselves on an ethical pedestal find themselves with furthest to fall.

Perhaps the greatest challenge facing the producers of ethical products is the reality of the need to consume less. Oft-cited research from WWF shows that if everyone lived like the average European, we would need three planets to live on. Patagonia scored a PR success last year by taking the unusual step of asking its consumers to buy less. But we'll need more ambitious and more wide-ranging efforts from business to encourage lower consumption if we're going to live within our planet's natural limits.



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www.brightanalysis.eu

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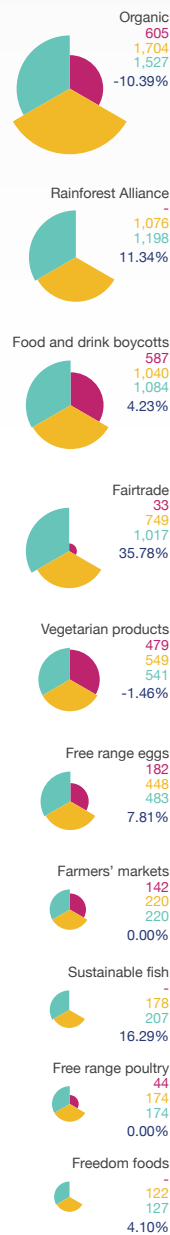
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Ethical consumerism in the UK, 2000, 2009 & 2010 (£m)

(% Growth 2009-2010)

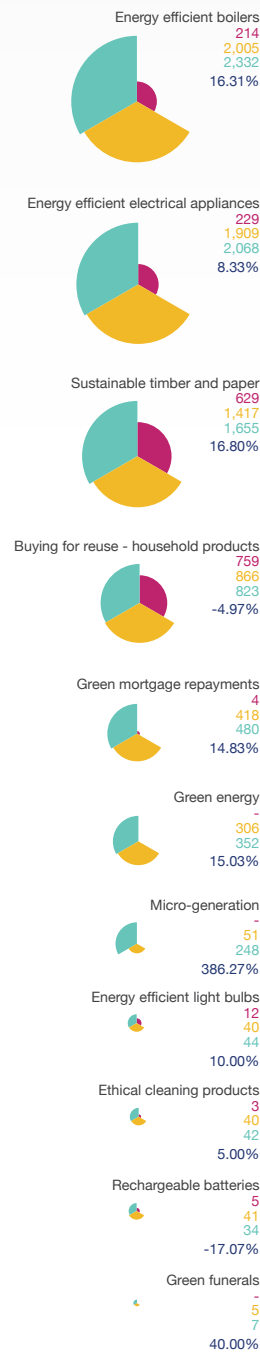
Ethical Food & Drink



Subtotal

2,072
6,260
6,578
5.08%

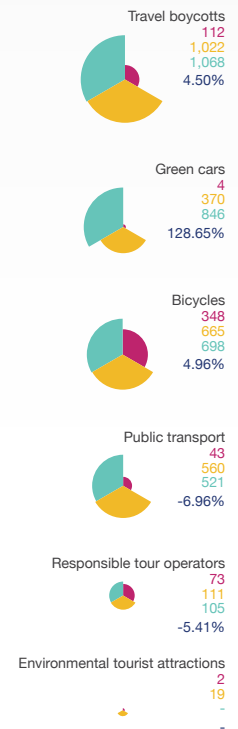
Green Home



Subtotal

1,855
7,098
8,085
13.91%

Eco-travel and Transport

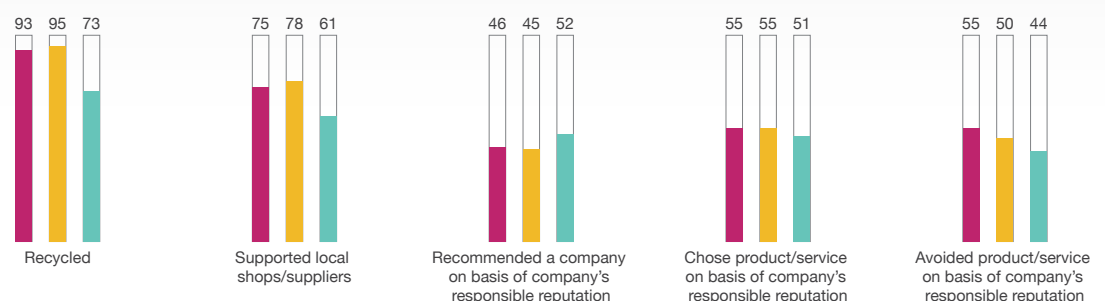


Subtotal

582
2,747
3,238
17.87%

Ethical Behaviours

% of people undertaking the following at least once during the year



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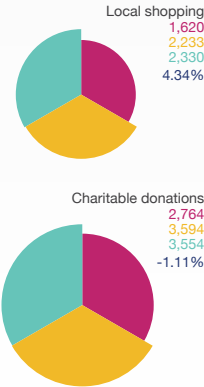
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Ethical Personal Products



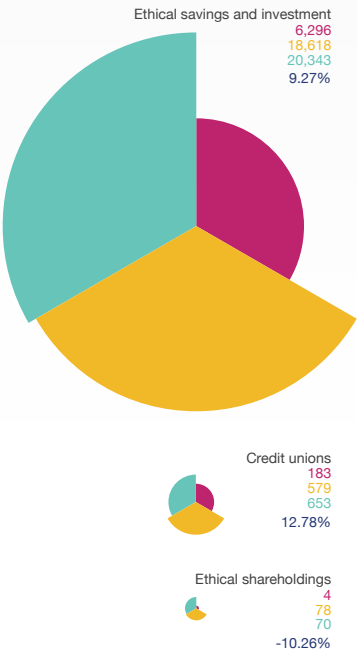
Subtotal
713
1,792
1,931
7.76%

Community

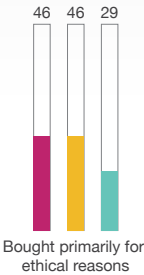
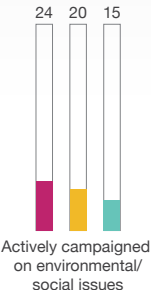
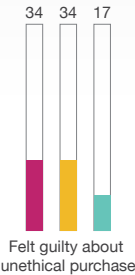
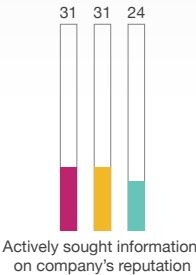


Subtotal
4,384
5,827
5,884
0.98%

Ethical Money



Subtotal
6,483
19,275
21,066
9.29%



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PREVIOUS

reports

The Guide to Ethical Shopping is the sixth report in our 2012 series that started with The Guide to Sustainable Investment back in April. Read each previous report by clicking on the relevant cover.



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FAIRTRADE: MAKING THE STEP TOWARDS INVESTING IN A SUSTAINABLE FUTURE

FOR TWO DECADES, THE FAIRTRADE FOUNDATION HAS BEEN CERTIFYING SUSTAINABLE PRODUCTS IN THE UK WITH THE FAIRTRADE MARK. BLUE & GREEN TOMORROW SPOKE WITH HEAD OF PRODUCT MANAGEMENT RICHARD ANSTEAD ABOUT FAIRTRADE FORTNIGHT, BEING AT THE FOREFRONT OF A GLOBAL REVOLUTION AND WHY WOULD-BE ETHICAL CONSUMERS CAN TAKE INSPIRATION FROM MOSQUITOS.



RICHARD ANSTEAD, HEAD OF PRODUCT MANAGEMENT AT THE FAIRTRADE FOUNDATION, HAS SPENT TIME IN A NUMBER OF AFRICAN COUNTRIES, VISITING FARMERS THAT WERE BENEFITTING FROM FAIRTRADE'S WORK.

Twenty-four years ago, Dutch development agency Solidaridad came up with the idea of explicitly labelling products that had been produced fairly. In the years that followed, the Max Havelaar initiative as it was originally named (after a fictional Dutch character who fought against the exploitation

of coffee pickers in the colonies) was replicated in a number of other countries.

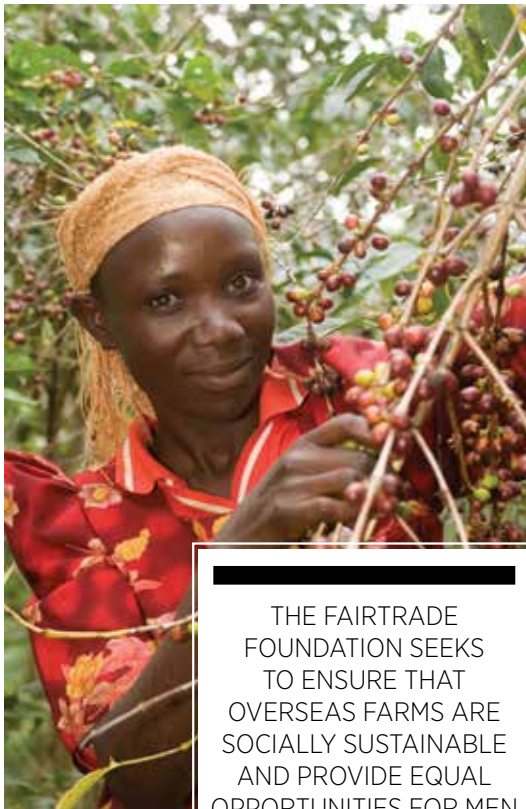
And four years after Solidaridad founded Max Havelaar, the Fairtrade Foundation was born in the UK, with a mantra to both raise awareness of fair trade and to present businesses and consumers with the type of products and supply chains that it thinks are essential, and more importantly, sustainable. It does this by certifying products so that they carry the Fairtrade mark; now a globally-recognised symbol of ethical production, sourcing and manufacturing. "We assess each individual product area and outline what we believe defines fair trade for that particular commodity", explains Richard Anstead, head of product management at the Fairtrade Foundation, "but essentially, it's about giving the producer a fair return for the work they've done to meet the needs of today, and the means to run a sustainable business by helping them to invest for the long-term."

As of 2011, 120 countries now sell Fairtrade-certified products, which last year accounted for \$6.6 billion (£4.1 billion) globally – a 12% rise on

2010. And Fairtrade's growth worldwide was matched by the UK, which saw sales of Fairtrade products increase 12%, too; from £1.17 billion in 2010 to £1.31 billion a year later, making the UK the largest global market for Fairtrade. Four out of 10 bananas sold in the UK are now certified Fairtrade, and levels for packaged retail sugar are very similar, while around 30% of roast and ground coffee also carries the Fairtrade label. It wouldn't be too far off, therefore, to claim that the innovative labelling system is nearing a tipping point in terms of success and impact. But Anstead is pragmatic about the task ahead. "Obviously our ultimate job here is to put ourselves out of work as individuals", he says, although he adds that he doesn't see that happening anytime soon. That's not to say he's pessimistic about the future of the Fairtrade Foundation and fair trade more generally; far from it. "I think we ought to recognise how much, particularly in the UK, we have managed to do. But if you put it in the context of global trade, then I think there's a lot still to do", he adds.

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THE FAIRTRADE FOUNDATION SEEKS TO ENSURE THAT OVERSEAS FARMS ARE SOCIALLY SUSTAINABLE AND PROVIDE EQUAL OPPORTUNITIES FOR MEN AND WOMEN.

He's right. The \$6.6 billion (£4.1 billion) in total Fairtrade-certified sales makes up just 0.036% of global trade, which as of 2011 had reached a record \$17.9 trillion (£11.2 trillion), according to the World Trade Organisation.

"If we start getting share figures globally like we're seeing in the UK, I think our experience tells us that's where we start to make a really huge impact", Anstead adds.

"There's a lot more to do, but excitingly, we're really seeing Fairtrade consumers in the UK stay loyal through the recession, and we also know that a significant number of them actually want to actively seek out and buy Fairtrade products, meaning we can really start to look at capitalising on the interest we have."

Labelled Fairtrade products in the UK really have gone from strength to strength. In the 10 years between 2001 and 2011, sales of Fairtrade-certified goods have increased by a staggering 2512%, with an average annual growth of 39%. And the Fairtrade brand is thriving, too. A study conducted by research consultancy firm GlobeScan last year found that 96% of UK consumers are now aware of the mark that is placed on items like bananas, coffee and chocolate to confirm that they're approved by Fairtrade. Consumer trust in Fairtrade is also

IF YOU THINK YOU'RE TOO SMALL TO MAKE A DIFFERENCE, TRY SLEEPING WITH A MOSQUITO

at an all-time high, with 90% believing that they are able to trust products certified by the internationally-recognised labelling system. "We're very proud of the work we've done", says Anstead.

"Levels of awareness are really strong, and actually if you speak to consumers, they expect businesses to treat their workers fairly, look after the environment and be doing the right thing – especially when working in developing countries. "I think the challenge we still have to do is actually finding the right commercial partners for consumers to be able to have choice across all of the areas they work in. Places like Sainsbury's, Waitrose and The Co-operative only sell bananas that are Fairtrade-certified, for example. In those cases, it's great that people are consciously buying those bananas, but it's also really good for Sainsbury's and so on that they can offer that same choice, whether they are conscious at the point of purchase or not. That's good for the

business, because they can invest in their supply chain themselves." Anstead takes an example of Cadbury Dairy Milk chocolate bar, which achieved Fairtrade certification in 2009, to explain why attaching the Fairtrade mark to products is important to businesses.

One reason, he says, is to tell consumers of that product that Cadbury is treating its suppliers fairly and ethically, while the other is that it shows Cadbury clearly recognises its need for a sustainable supply of cocoa; even

if consumers aren't buying Dairy Milks because of their Fairtrade status.

"We were talking at a commercial conference recently about that double dividend", Anstead continues.

"We believe the double dividend that Fairtrade offers businesses is that they can help influence sustainable consumption by putting the Fairtrade mark on their products and then talking about what that means to them. That's not to say that the Fairtrade mark would be the most important part of their brand, but they can use that within their brand communications to say what it exactly means for them.

"The other part of that double dividend is that it helps them build sustainable supply of the raw materials they want, by helping them invest in stronger, well-managed, well-governed producers

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and organisations.”

But there's more to the Fairtrade Foundation than just the Fairtrade mark. As a charity in the UK, the foundation promotes fair trade in 24 different markets, working with a central body called Fairtrade Labelling which does much of the on-the-ground work.

Anstead says, “Although we're most known for working with producers to make an impact on an ethical basis, we believe that our standards are really at the heart of sustainability. We work with farmers to make sure they are working to protect their environment, working to ensure that they are treating their environment with care and respect; we work with them to make sure they are socially sustainable and provide equal opportunities for men and women; and we work with them to make sure they are economically sustainable, so the reward for the work they do to provide us with the products we want is a fair price, so they can invest in the development of their society.

“The Fairtrade Foundation focuses on the UK but we're part of a global movement that is in fact owned in part by the producers that set that standard for fair trade and really reassures us that a positive environment for people who want to become part of it is available.”

The GlobeScan research revealed that ‘feeling good’ or ‘doing my part’ were the primary motivations for UK consumers of Fairtrade

products. But you just have to take one look at the size of the disconnect between Fairtrade sales and global trade to see just how far Fairtrade has to go. But in a bid to close this gap, the Fairtrade Foundation has hosted Fairtrade Fortnight annually since 1997.

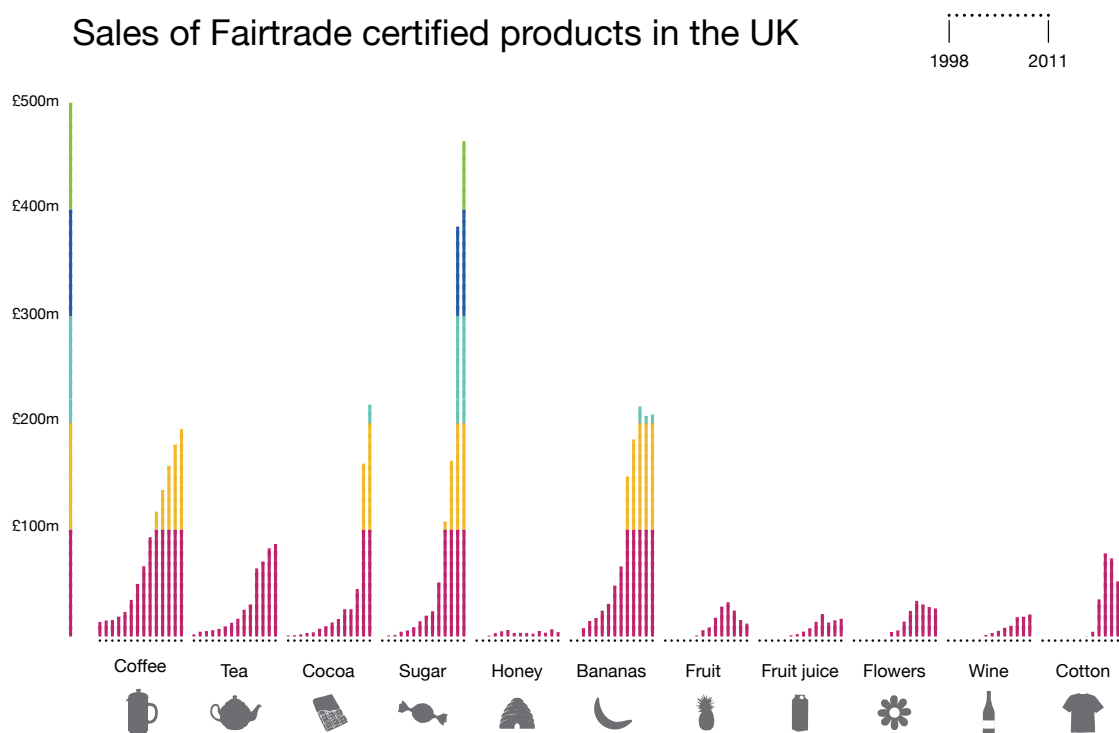
A celebration of fair and ethical trade, the event this year – which takes place from February 25 2013 for two weeks – is asking people to go further for fair trade.

“There will be some consumers who have been saying to us that what they really want is their favourite brands to go Fairtrade, and that's very much what we're talking about in the next Fairtrade Fortnight”, explains Anstead.

“We want people to go back to their favourite brands and say that they want to keep buying it, but they want it to go further by making it a Fairtrade product. It would give consumers more choice. There are a significant number of people who will seek out those companies that are, by their very nature, committed to fair trade in a different way to the mainstream brands; they are partly-owned by producers and they trade in a very innovative way. But there's also a significant number of people who also want to buy their favourite chocolate confectionary but want it to be Fairtrade-certified because that's important to them.”

The Fairtrade Foundation's Take a Step campaign, which encourages people to make one step, big

Sales of Fairtrade certified products in the UK



Source: The Fairtrade Foundation
bit.ly/FairtradeUK



THE FAIRTRADE FOUNDATION WORKS WITH FARMERS TO MAKE SURE THEY ARE TREATING THE ENVIRONMENT WITH CARE AND RESPECT.

or small, to support Fairtrade produce – whether it's grabbing a Fairtrade coffee from Starbucks or buying a Fairtrade chocolate bar from Sainsbury's – registered nearly a million steps taken by UK consumers on its website.

And one of the key things is highlighting to consumers just where in the world each Fairtrade-certified product has been produced, and by whom. Anstead recalls a recent trip to Africa, where he spent time with some of the farmers in Ethiopia, Uganda and Malawi who were benefitting from the Fairtrade Foundation's work in the UK.

"There's a really good group in Kenya called Gikanda Coffee Farmers, and they supply the UK with various bits of coffee into retailers like M&S", he explains.

"When I asked a guy called Charles Muriuki about what it would mean for him and his co-operatives, his response straight away was that he wanted to be able to take a further step to really enrich the lives of his farm members, and that he would be able to follow through on some of the plans he'd started into helping establish a tree nursery in his business to

be able to continue replacing some of the facilities he has."

"Consumers in the UK taking a step to buying Fairtrade coffee allows Charles and his group to invest in sustainable businesses, and a stronger business so he can continue to educate his children and put better food on their tables. That's a really important link that we've got to make next year during Fairtrade Fortnight. If you make a step, a farmer in Kenya can make a step that will benefit his and his family's lives, and I think that's going to be very much at the heart of why we want people to go further for Fairtrade."

Fair trade has been described in the past as "responsible capitalism in action" – a way of ensuring individuals and businesses across the whole supply chain are treated equally and fairly, and reap the proper benefits of their work. Closing the knowledge gap between what consumers can do and what the scale of the challenge is, and highlighting the real impact of buying fair and ethically-produced goods, are imperative in the global transition towards a sustainable economy.

There's a quote – an African proverb popularised by the late

environmental activist Anita Roddick – that goes, "If you think you're too small to make a difference, try sleeping with a mosquito", meaning that the mosquito, despite being so small in comparison with humans, can wreak so much havoc in terms of transmitting malaria to the most vulnerable people. And Anstead believes this quote typifies why people shouldn't feel overawed, and instead become part of the global Fairtrade revolution.

"I think that's exactly what can consumers can do", he says.

"It might feel like there's not a lot of impact their purchase can make on a weekly basis, but actually you can by buying Fairtrade certified products. You can make a real impact in the same way that a mosquito does.

"Although you may not see that when you're in the Co-op or Starbucks or buying Fairtrade coffee, Fairtrade allows that impact to be had and really empowers producers to invest in a sustainable future.

"Be a mosquito; make that commitment to buying ethically and seek out the Fairtrade mark to do so; it's your independent guarantee that producers who are investing so much time and commitment in growing those products are fairly rewarded and will have a sustainable and fair business both today and tomorrow."



www.fairtrade.org.uk

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blue&green newsletter

Every week thousands of people like you read our e-newsletter to catch up with the stories they may have missed, the trends they need to understand and the knowledge that allows them to create a more sustainable investment portfolio and lifestyle.

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- 2 Invest in a nicer ISA** which supports dynamic green technologies whilst generating a healthy return
- 3 Swap your credit card** for one that raises money for good causes every time you spend
- 4 Go for a greener mortgage or insurance policy** and offset some of the carbon emissions produced by your home
- 5 Visit www.YourEthicalMoney.org** to find out how you can make a positive difference with your money



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Responsible Media: post-Leveson, what does a media landscape look like that informs, educates and entertains?

'ETHICAL SHOPPING IS ABOUT BEING A CITIZEN, NOT JUST A CONSUMER'

BLUE & GREEN TOMORROW SPOKE WITH RUTH TANNER, CAMPAIGNS AND POLICY DIRECTOR AT WAR ON WANT, A CAMPAIGNING ORGANISATION THAT WORKS ALONGSIDE PEOPLE EFFECTING REAL CHANGE IN FIGHTING POVERTY IN DEVELOPING COUNTRIES.



RUTH TANNER IS CAMPAIGNS AND POLICY DIRECTOR AT ANTI-POVERTY CHARITY WAR ON WANT.

WHAT IS WAR ON WANT?

We believe that poverty is political, which means we work with social movements, trade unionists and activists around the world who are fighting the impact of neo-liberal economics on their communities, and war and conflict. For example, in Bangladesh we work with the trade union that organises garment workers, who produce clothes for UK stores, and in Palestine we work with Stop

the Wall who organise the opposition and resistance to the occupation and help support communities opposing the war that cuts through the west bank. And then in the UK, we do campaigning, raise awareness and do political education on some of these same issues; and how they affect people both in the UK and around the world. We campaign for tax justice, equal payment of tax that would pay for services in developing countries but also the alternative to the austerity agenda here; we campaign for building a movement to oppose the occupation of Palestine; we campaign for companies here to regulated who are abusing workers in their supply chains and we do campaigning here on some of the big issues that affect people around the world and then we work with those people overseas in ways that help them fight exploitation themselves.

DO YOU THINK MOST CONSUMERS ARE OBLIVIOUS TO THE IMPACT THEIR PURCHASES HAVE ON THE WORLD?

I think people are getting more

and more engaged with these issues. In 2007, we launched a report called Fashion Victims which looked at companies like Tesco, Asda and Primark and the workers who made the clothes that they sold. We had incredible support then and we continue to get incredibly good feedback from people who recognise that they are linked in and involved with the global economy, and so the things that we do here impact on people around the world and vice versa.

People are being really engaged with our campaigns, and are really willing to take action. And also, I think since the financial crisis, people are much more aware of how the economic system impacts on their lives too. It's not just about people overseas and people here, but actually we are all having to fight the deregulation of our health and safety rights for example and employment rights. The fight we've had for a living wage for workers overseas is now a fight that people have here as well. People deserve a decent living wage, and I think people not only understand more that their lives and the lives of workers around the world are connected,

but also they can do something about it.

WHAT DOES ETHICAL SHOPPING MEAN TO YOU?

Ethical shopping to me is about people understanding that we are part of a global economy, that workers everywhere face exploitation; large multinational corporations are making lots of profit at people's expense and the importance of people operating as shoppers, consumers and citizens. So for example, with the issue around the garment sector, we explicitly don't tell people not to shop on the high street. We don't say that people need to buy Fairtrade to be ethical, although we do support Fairtrade. We say that people shouldn't boycott these companies because people will lose their jobs, but that people need to take action as citizens. They need to put pressure on governments to control the behaviour of companies; to regulate. They need support the workers on the ground that are being exploited and to ensure that they have the right to be trade unionised. I think that's what an ethical shopper is to me. It's someone that recognises that their behaviour has an impact as part of a bigger system, but also recognises that to be ethical that they can behave as a citizen and not just a consumer. So being active, campaigning and getting involved in their local community: these are the things that make you ethical.

HOW DO YOU GET PEOPLE TO PAY A MORE EXPENSIVE, ALBEIT FAIRER, PRICE FOR THEIR PRODUCTS?

I think the key is for the



WORKERS MAKING CLOTHES IN AN OVERSEAS GARMENT FACTORY.

companies that are making a profit to pay a fair wage; to pay a living wage to workers and to ensure they have good working conditions. That doesn't always translate into people here having to pay more for a product. Quite often, the huge amounts of profit being made by the companies are being made in the massive market margins between the cost of production and the price people pay for it. So I'm not sure there's always that correlation. War on Want is a big supporter of Fairtrade and these alternative processes that go on, but we think the real key to ethical shopping and the real key to change is to support the workers on the ground who are being exploited by these companies, so to ensure that they are able to join unions and things, but to also to act as citizens. These problems are systemic; they're across the system. Most companies operate in ways that are unhelpful for the workers making their products. We see this constantly across a number of sectors we work with, whether it's tea, the wine industry, the clothing sector. The important thing is that people are lobbying their MPs, getting in touch with government and making it clear that they don't think British companies should be exploiting people overseas. That's the thing that will bring about real change. I don't think

it's a question of how much you pay for a top you buy or a bottle of wine; the real thing you have to do is remember that when you're shopping, that there are other ways that you can interact with society and it's those other ways that can make the real difference.

IF SOMEONE WANTS TO BECOME MORE ETHICAL WITH THEIR PURCHASES, WHERE DO YOU SUGGEST THEY START?

There are lots of different places people can shop. The Fairtrade labelling is a really helpful one. There are great companies like People Tree that War on Want works with that provides some alternative. But usually what we would say is be moderate and careful over how you shop, but really it's not about what you buy; it's what you do as well. We think we need to see real systemic change enforced by governments. If people are going to shop ethically, they should take the time to write to their MP and get in touch with government to say that they don't think it's right that UK companies exploit workers, don't pay them a proper wage and provide bad conditions to work in. I think that's really the message for people; that ethical shopping is about being a citizen, not just a consumer.

HOW DO WE BALANCE THE NEED FOR GLOBAL ECONOMIC DEVELOPMENT WITH THE NEED FOR FAIR AND ETHICAL TRADE?

We don't think those things are mutually exclusive, and they shouldn't be. What we've seen over the last few years is the crisis of the current economic system, and the failure of that system to both support people in terms of ending exploitation, inequality and insecurity, and in its own terms – the fact we've had to bail out the banks and the massive distrust and problems we now see in the UK and European economies.

We think that the way this economic system is structured hasn't benefitted ordinary people but it does continue to benefit banks and multinational companies, and this is why we're not seeing the changes we need to see to create a more ethical and economically-viable economy for ordinary people. The system is manifestly unfair, and what we're seeing is active decimation of public services, deregulation of markets and a race to the bottom in terms of workers' rights. We've seen the impact of that in developing countries for a long time. We think this is the opportunity and time to look for alternative trading and economic models; more regionalised trade and trade deals that aren't about aggressive behaviour by Europe and others to open up markets but letting countries make decisions on their own terms that are best for their people and economies.

We have an opportunity to do that now, because I think people recognise now that the economic system of the last 30 years hasn't worked in the

interests of people and planet; it's very much worked in the interests of bankers and profit and very large companies.

WHAT COULD OR SHOULD THE UK GOVERNMENT DO TO MAKE SHOPPING MORE ETHICAL?

I don't think the government has done anything of particular use so far. What the

the clothes that we wear, the people who are working on the plantations and the farms that make our wine, cut our flowers and so on. There are so many inspiring people out there, and what I'd say to people is to make the effort to find out about them. War on Want works with some incredible organisations and individuals, and the most powerful thing we can do in the UK is to have solidarity and a

AN ETHICAL SHOPPER IS SOMEONE THAT RECOGNISES THEIR BEHAVIOUR HAS AN IMPACT AS PART OF A BIGGER SYSTEM, BUT ALSO RECOGNISES THAT TO BE ETHICAL THAT THEY CAN BEHAVE AS A CITIZEN AND NOT JUST A CONSUMER

government really could be doing is absolutely ensuring that UK companies, when they're operating overseas, are not exploiting workers, the environment and other countries' economies. That would be the biggest step forward that the UK government could take. It would ensure that when we shop, we feel comfortable over what we're buying, because it was not produced at the cost of other people's wellbeing.

WHAT WOULD YOU SAY TO ENCOURAGE PEOPLE TO THINK MORE ETHICALLY ABOUT THEIR PURCHASES?

I think what's really exciting about working at War on Want is meeting people who are at the other end of the supply chains; the people who are producing

shared vision with these people over what world we could live in, because that is a world that could benefit all of us. I think there's some feeling that we should be there just to help people, and actually think that we're in this struggle together.

A lot of the same forces that mean people in developing countries are exploited in the workplace are very similar forces that people are facing here in the UK. They're seeing similar attacks on their rights and erosion of their opportunity and ability to work. I'd say go out and find out about these people and be part of the same struggle with them.



www.waronwant.org

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“I PITY THE MAN WHO WANTS A COAT *SO CHEAP* THAT THE MAN OR WOMAN WHO PRODUCES THE CLOTH *WILL STARVE IN THE PROCESS*” – BENJAMIN HARRISON, 23RD US PRESIDENT

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“I AM ONLY ONE; BUT STILL I AM ONE. I CANNOT DO EVERYTHING; BUT STILL I CAN DO SOMETHING; AND BECAUSE I CANNOT DO EVERYTHING, I WILL NOT REFUSE TO DO THE SOMETHING THAT I CAN DO” – *Edward Everett Hale, author*

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“THE FAILURE *SO FAR OF THE GOVERNMENTS OF SO MANY OF THE WORLD'S*
MOST POWERFUL COUNTRIES IN THE FACE OF SUCH EGREGIOUS UNFAIRNESS ... TO MAKE THE SLIGHTEST PROGRESS ON THE ISSUE OF FAIR TRADE IS HARD TO EXPLAIN” – *COLIN FIRTH, ACTOR*

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“BEFORE YOU FINISH EATING YOUR BREAKFAST THIS MORNING YOU'VE DEPENDED ON HALF THE WORLD. THIS IS THE WAY OUR UNIVERSE IS STRUCTURED? WE AREN'T GOING TO HAVE PEACE ON EARTH UNTIL WE RECOGNISE THIS BASIC FACT”
– *MARTIN LUTHER KING JR, LEADER OF THE AFRICAN-AMERICAN CIVIL RIGHTS MOVEMENT*

“Economically,
UNFAIR TRADE WILL BENEFIT NOBODY IN THE LONG RUN, AS POORER
countries *WILL BE BLED TOTALLY DRY AND WILL BECOME UNABLE TO PRODUCE*
anything” – *CHRIS MARTIN, MUSICIAN*

.....

“IF YOU THINK *YOU'RE TOO SMALL* TO HAVE *AN IMPACT*, TRY GOING TO BED WITH *A MOSQUITO* IN THE ROOM” – *Anita Roddick, ethical and environmental campaigner*

.....

“Fair trade. **WOULD IT NOT BE MORE LOGICAL TO LABEL *UNFAIR* PRODUCTS?”**
– *Loesje, Dutch free speech organisation*

.....

“GOODS PRODUCED UNDER CONDITIONS WHICH DO NOT MEET A RUDIMENTARY STANDARD TO DECENCY SHOULD BE REGARDED AS CONTRABAND AND NOT ALLOWED TO POLLUTE THE CHANNELS OF INTERNATIONAL COMMERCE” – *Franklin D Roosevelt, 32nd US president*

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COMMUNICATIONS 2012

DIVINE CHOCOLATE

➡ In the early '90s, in order to combat the threat of the farmers losing out during the liberalisation of the cocoa market in 1993, a number of leading farmers in Ghana realised they had an opportunity to start a farmer's organisation that catered for farmer's needs. This meant they could create their own company to sell to the Cocoa Marketing Company (CMC), the government cocoa board.

➡ So in 1993, Kuapa Kokoo, the 'good cocoa farmers' cooperative, dedicated to producing high quality cocoa and running a democratic organisation with the farmer's interests at heart, was born. Four years' later, Kuapa Kokoo made the move into the UK chocolate industry with its own chocolate bar, and in the same year, The Day Chocolate Company was launched – which would eventually evolve into Divine Chocolate.

➡ Set up with help from Twin Trading, The Body Shop, Christian Aid and Comic Relief, its mission was to bring a delicious Fairtrade chocolate alternative to as many chocolate lovers as possible, and in so doing both raise awareness of the need for fairer trade in developing countries, and growing a market to ensure more cocoa is bought at the Fairtrade price.

➡ The following year saw Divine Fairtrade milk chocolate launched into the UK confectionary market, becoming the first ever farmer-owned Fairtrade chocolate bar. It was soon stocked by supermarkets and now leads the way in Fairtrade confectionary.

➡ More recently, in March 2009, the chocolate market changed forever with the announcement that Cadbury would be converting 20% of its chocolate range to Fairtrade, with other brands soon to follow. Divine no doubt played a huge role in this shift, with many believing it acted as a catalyst for the major chocolate companies due to its ethical stance on farmers and their rights. To this day, Divine is the only Fairtrade chocolate company which is 45% owned by the farmers. While Fairtrade ensures farmers receive a better deal for their cocoa and additional income to invest in their community, company ownership gives farmers a share of Divine's profits and a stronger voice in the cocoa industry.

➡ Last year, a Divine-supplied product was given a gold award at the Grocer Own Label Food & Drink Awards for its continued commitment to Fairtrade.



www.divinechocolate.com

LOVE CHOCOLATE

Chocolate... just the thought of it makes you smile. Just the taste of it brings pleasure – to a treat, a celebration, or simply five minutes to yourself.

You can make all those moments Divine, and it's nice to know the goodness goes on, even when the wrapper's empty, and every chocolatey morsel is gone.

Make every chocolate occasion Divine with our delicious Fairtrade range of bars and treats. Available from Waitrose, Sainsbury's, Booths, and Oxfam or online from the Divine Chocolate Shop.

www.divinechocolate.com

*Divine*TM
CHOCOLATE

OWNED BY COCOA FARMERS, MADE FOR CHOCOLATE LOVERS



FAITH IN NATURE

⇒ Faith in Nature was founded by Rivka Rose nearly 40 years' ago. As one of the original pioneers in developing products from naturally derived sources, when Rivka started the company from her kitchen table, her mission was clear. She knew that products could be formulated using the very best ingredients nature has to offer and yet still be highly effective.

⇒ What's more, she believed manufacturers had a responsibility to offer value for money products which were not harmful to the consumer, ensured minimal damage to the environment and were not tested on animals at any stage of bringing a product to market.

⇒ And so, Faith in Nature was born. While the company has gone from strength to strength over almost four decades, this ethos has never changed. Still locally produced in North Manchester and headed up by Rivka and her husband Aaron, Faith in Nature's expert knowledge of plant and natural extracts is combined with

the most up-to-date eco-conscious production and manufacturing techniques.

⇒ The range comprises an eco-household cleansing line as well as the ever popular natural hair care and body care products.

⇒ Faith in Nature's baby care range featuring the much-loved nursery brand - Humphrey's Corner - was launched in early 2012. All products within the range are naturally formulated from raw materials which are biodegradable and from renewable sources.

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faith
in nature

www.faithinnature.co.uk

faith[®] in nature

- ▶ Naturally sourced ingredients
- ▶ No artificial colours or perfumes
- ▶ Paraben and SLES Free
- ▶ 100% recycled bottles
- ▶ Suitable for Vegans
- ▶ Not tested on animals



www.faithinnature.co.uk



ECOVER

➡ With a mission statement of “Making a healthy and sustainable lifestyle easy”, Ecover is the world’s largest producer of ecological cleaning products.

and companies that make major contributions to the environment. Ecover was, at the time, the first and only household cleaning brand to be recognised in this way.

➡ Launched in Belgium in 1980, it found that phosphates, a common ingredient used in laundry and dishwashing products were polluting water systems, and set about to create a phosphate-free washing powder. The use of natural, plant-based ingredients simply has less impact on aquatic life and offers a more sustainable, and just as effective, if not more so, alternative to conventional cleaning products. The range includes: washing up liquids, household cleaners, laundry and personal care products.

➡ The years since have seen Ecover go from strength to strength, from opening offices in the US to being recognised in Time Magazine as ‘eco pioneers’. More recently, it has produced the world’s first green bottle made from plastic derived from sugarcane, called Plant-astic, continuing its market-leading innovation. Plant-astic is a 100 per cent renewable, reusable and recyclable and Ecover was the first cleaning brand in the UK to use it. Plant-astic has been used by Ecover since 2011.

➡ In 1989, Ecover saw its first product hit the shelves of supermarkets allowing for the world’s first ecological factory, based in Belgium, to be built in 1992. This provoked much media interest and still attracts many visitors today.

➡ Since its inception, Ecover has spent more than 30 years making powerful, efficient products that clean with care. What’s more, Ecover’s entire consumer range of washing up, household and laundry products has recently been awarded the Leaping Bunny stamp of approval by Cruelty Free International, certifying Ecover’s animal testing policy. The Leaping Bunny logo demonstrates that Ecover is regularly audited to comply with the comprehensive criteria of the Humane Household Products Standard.

➡ In recognition of its advances, the United Nations Environment Programme (UNEP) selected Ecover in the Global 500 Roll of Honour list, which awards people, groups

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ECOVER

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ECOVER®



BURT'S BEES

➤ Burt's Bees has been offering distinctive earth-friendly, natural health and beauty care products for 25 years. From a beekeeper's backyard in Maine, USA, to the leading edge of natural, Burt's Bees knows natural health and beauty care solutions from head-to-toe. The brand creates products for total skin health that keep The Greater Good top of mind. Burt's Bees has approximately 400 employees with products available in the US and over 35 countries worldwide.

➤ All of Burt's Bees' products are carefully crafted using natural ingredients such as beeswax, botanical and essential oils, herbs, flowers and minerals. It strives for 100% natural ingredients across its product line, investigating all ingredients and the latest technologies to create the best products for consumer wellbeing. Burt's Bees products are made with no petrochemicals, no phthalates, no parabens and no sodium lauryl sulfate. And they are not tested on animals. The packaging is designed to reduce impact on the environment by utilizing postconsumer recycled and

recyclable materials where possible. It is also a zero waste-to-landfill business.

➤ Through its Greater Good Foundation, Burt's Bees pledges at least 10% of all web sale revenues to selected partners, primarily supporting sustainable agriculture and bee health. The brand supports, and is actively involved in, several community initiatives in its hometown of Durham, North Carolina, aiming to share its own success with local businesses and projects.

➤ Burt's Bees is Wild for Bees and is a proud sponsor of the British Beekeepers Association and its Adopt a Hive programme. Every day its employees come to work, they remember what bees have to teach us. They teach us that what we build should be beautiful and functional; that we should work together in harmony and dance. And they remind us that we should all try our hardest to work (and play) the way nature intended. With purpose and passion.

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BURT'S BEES

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BURT'S BEES®



100% NATURAL
— *just like you* —

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No petrochemicals, phthalates, parabens or
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FREEPLAY ENERGY

Freeplay Energy aims to put green technology into the hands of those who need it most, particularly the 1.6 billion people worldwide who live without access to an electricity supply. As the world-leading manufacturer and distributor of wind-up and solar-powered radios, chargers and lighting systems, Freeplay Energy works with UN agencies, international aid and development organisations and local groups to help build successful, sustainable communities by offering access to information, communications and light.

at the heart of its aid and development products. Thoroughly tested to ensure that they more than stand up to the rigours of outdoor life, Freeplay Energy's outdoor leisure products are ideal for camping and caravanning, hiking, festivals or just relaxing in the garden. However, emergency preparedness products, such as the Companion radio, which includes a torch and mobile phone charging point, or the Freecharge 12-volt charger, could make a major difference to people's safety and well-being, should a crisis strike.

By enabling the sharing of information and experiences about issues such as education, agriculture and health, these partnerships, supported by Freeplay Energy's products, can help to break the poverty cycle and improve lives. Furthermore, they can help to minimise the environmental impact of toxic battery disposal and reduce reliance on dangerous fuels such as kerosene.

Launched in 1994, and based in London, UK, the company invented the clockwork radio, which won the BBC Design Award in 1996. The radio was developed specifically to provide improved communication and education in off-grid areas of Africa at a time when it was vital to spread important health messages about the worsening AIDs epidemic. Freeplay later developed patented dynamo technology which enabled rechargeable batteries to be recharged using human energy. This breakthrough brought costs down, so that even more people could access the benefits that these products deliver.

Freeplay Energy has also developed a range of self-powered products aimed at the emergency preparedness and outdoor leisure markets, including multi-band radios, torches, lanterns and chargers.

These utilise the same proven and patented technology as that which lies

Since the company was founded, Freeplay Energy has grown and evolved, but its mission has remained constant: power for good.

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www.freeplayenergy.com



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Christmas

Our gift to you
this Christmas!



A 20% Discount Off ALL Freeplay Energy products
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SAVE
20%



Freeplay Energy is the world's founder and leading supplier of rugged self and solar powered radios, lighting and charging products.

Our products have been developed specifically for outdoor leisure and emergency preparedness, making them great to use all year round and the perfect Christmas gift for friends, family or even a treat for yourself!

To help you celebrate the festivities, Freeplay are delighted to offer a 20% discount off our products purchased online, exclusively to readers of Blue & Green Tomorrow.

Simply visit www.freeplayenergy.com select the product(s) that you want and at the checkout enter the discount code

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KOMODO

➡ Founded in 1988, Komodo creates fresh and fashionable styles. Combining fair trade business with social responsibility, the Komodo clothing range is produced using organic cotton, natural and eco-friendly fabrics and dyes, and uses traditional local manufacturing skills wherever possible. Komodo does not use man-made substitutes or blended yarns.

➡ Joe Komodo started out recycling old jeans into patchwork jackets, and has since expanded the collection to feature most typical garments of clothing. With modern cuts and stylish designs, the Komodo range is trendy aesthetics from ethical and sustainable sources. Komodo states that it is 'a Fashion Lifestyle brand first and do our best to be as ethical as we can in the process, rather than Eco-warriors trying to make fashion'.

➡ Based in London, Joe Komodo's company has spent its 24-year lifetime providing quality and popular clothing made from economical fabrics.

➡ Some of the fabrics included in the Komodo range are unique to say the least. Soya fibre is used in some tops and jumpers and is made from the waste that comes from Soya bean cake after Tofu. It's the only plant protein fibre, so it's healthy to wear. It dyes, washes and dries more easily than other natural fabrics and it doesn't shrink or crease. Another fabric is the Rayon. Made from sustainable tree cellulose, it is not synthetic. The material was invented in Paris over 100 years ago, and its name derives from a word meaning 'rays of light' because of its ability to show colours without needing hard dyes and softeners. Finally, Tencel fabric is adopted in some Komodo garments due to its biodegradability. An award winning Eco Fibre also made from tree cellulose, albeit on wasteland, the fabric is highly economical in its use of energy and natural resources.

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Komodo
green by nature



Ethically Sourced
Organic & Natural Fibre
Fashion Since 1988

Available from ethicalsuperstore.com* & other fine retailers
For more information visit: komodo.co.uk

*Use promotional code: KOMODO to receive 10% discount from the AW12 collection. Valid until 28th Feb 2013
Styles shown: JILIAN Hand cross stitched 100% pure wool dress £110 / CLEO Merino wool mitten £22.50

METHOD

➡ Method was created as a collection of eco-friendly household cleaning products at the forefront of the green cleaning revolution. Tired of sprays, liquids and washes created from potentially harmful chemicals, Method's founders decided that there must be a cleaner way to clean.

➡ The product range developed is all naturally derived, non-toxic and biodegradable, and the company believes strongly in the importance of green living, green energy and sustainability for living.

➡ Founded in 2001, Method aims to revolutionise the cleaning industry through market leading innovation combined with considerations for the planet. All of the cleaners use powerful

formulas made with naturally derived surfactants that work by dissolving and removing dirt, using safe and sustainable materials and manufactured responsibly. All the bottles are made from 100% recycled plastic.

➡ Based in San Francisco, Method launched the first triple-concentrated laundry detergent in the US mass market. In 2006, Method launched in Canada and the UK, and was recognised by Inc. magazine as the 7th fastest growing private company in the US.

➡ In September 2012, Ecover, the Belgian manufacturer of green cleaning products, bought Method, thus creating the world's largest green cleaning company.

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www.methodhome.com

put the hurt on dirt with **method**®



introducing our new line of non-toxic cleaners with **powergreen™** technology to fight dirty in your home

cutting edge green chemistry harnesses the strength of naturally derived, ingredients to deliver a mighty cleaning punch. our powerful new range of biodegradable 828ml sprays are made with naturally derived surfactants that work by absorbing dirt rather than chemically degrading it, meaning our new formulas are highly innovative + highly effective thanks to powergreen™ technology.



multi-surface cleaner

- corn based cleaning salts bind to dirt and wipe it away while coco oil derived surfactants removes grease + grime
- safe on tile, marble, sealed wood, metal
- french lavender + pink grapefruit fragrance



NEW ADDITION kitchen surface cleaner

- corn based cleaning salts bind to dirt and wipe it away while coco oil derived surfactants removes grease + food spills
- use on tile, marble, sealed wood, worktops, glass
- clementine fragrance



daily shower

- even after you've left the shower lactic acid + corn starch derived formula are busy dissolving and preventing soap scum + lime deposits
- safe on showers, tiles, fixtures, glass + tubs
- ylang-ylang fragrance



bathroom cleaner

- naturally derived formula dissolves + prevent soap scum + pesky stains, so you do less scrubbing
- use on showers, tiles, fixtures, glass + baths
- eucalyptus mint fragrance



glass cleaner

- ammonia free formula uses corn-based solvents to eliminate dirt, dust + pesky handprints
- safe on worktops, tiles, granite, mirrors + windows
- mint fragrance



POWERGREEN™ TECHNOLOGY

what is powergreen technology?

powergreen™ technology is cutting-edge green chemistry that harnesses the strength of naturally derived, non-toxic ingredients to deliver a mighty cleaning punch. it uses plant-based solvents and surfactants that are optimized to tackle tough soils specific to each cleaner type – like baked-on grease, fingerprints or soap scum. the result is a line of newly formulated surface cleaners that knock out dirt like never before.

ECOZONE

⇒ Ecozone is a British company established in 1997 that successfully supplies 22 countries with a wide range of ecological, innovative and technologically-advanced cleaning products. The company was created to provide the consumer with a cleaner, healthier, toxin-free lifestyle, and continues to thrive in offering customers cleaner, sustainable ways of living.

⇒ With a focus on the home, Ecozone believes people and not germs should flourish with the aide of its planet-friendly products. Intending to “make your home an Ecozone”, products are designed to “take care of the everyday task in a more environmentally responsible way”.

⇒ Its modern laundry ball, called the Eco Ball, has seen Ecozone acknowledged as pioneering, with

the invention voted one of the ten ‘best green household products’ by The Independent. Eliminating the need for fabric softener, as well as considering sensitive skins without compromising on effectiveness, the product, along with many others by Ecozone, demonstrates superior cleaning performance against dirt when compared with the leading mainstream brands

Ecozone is part of the Supplier Ethical Data Exchange – an organisation that promotes the ethical, responsible manufacture of goods, and it displays itself as a company intending to benefit both consumers and suppliers.

⇒ The company has just launched a tap and showerhead descaler gel: the only one that is certified both vegan and BUAV (against animal testing).

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You won't find us up on our soapbox banging on about the environment

...well, not too often. Nor will you run into us sitting cross-legged in a field dreaming about living in a green Utopia (although that's a very pleasant way to while away an afternoon every now and then).

What does keep us all fired up is cooking up some clever new way to make lighter work of cleaning: lighter on water use, lighter on energy, and lighter on the number of chemicals that end up in the system. And if it lightens someone's shopping load, leaves a bit more in their purse, and saves their skin from the itchy-scratchies, all the better.

From our humble beginnings as a little British start-up back in '97, Ecozone has blossomed. Today, we're in 22 countries and counting. From day one, we set out to give people cleaner, healthier, toxin-free lives. That's still what gets us up in the morning (that and the dogs jumping on the pillow).

ecozone®



SUMA

➡ Suma is the UK's largest independent wholefood distributor that specialises in vegetarian, fairly traded, organic, ethical and natural products. The company was founded by Reg Tayler in August 1975, at a meeting attended by all the wholefood shops in the north of England.

➡ Reg proposed that a wholefoods wholesaling co-operative be started in order to supply each other. After a couple of years of business, Reg sold Suma to the then seven employees, who became the founder members of Triangle Wholefoods Collective, trading as Suma in 1977. Starting off small and growing rapidly, Suma, since 2001, occupies a large purpose-built headquarters in Elland, where currently around 150 members of staff are employed.

➡ Suma also has a wide range of food and non-food products. Taking an ethical approach runs to very heart of what Suma is about. For foods, this means that you can expect great taste and value plus an ethical approach in every decision. For example, products containing eggs use free-range eggs; organic and speciality-diet alternatives are stocked whenever possible; and

vegetarian means no animal or fish derivatives used in production.

➡ Non-food products are subject to the same strict conditions, with the cosmetics and household products being cruelty-free and environmentally friendly. All ingredients are sourced as locally as possible in order to minimise food miles and their environmental impact, also benefiting local farms and businesses.

➡ Suma promotes vegetarianism due to it being an ethical lifestyle choice. Caring about consumer welfare as well as animal rights, the company sees itself as having a serious role within the vegetarian community. The management system, used to implement business ideas and decisions, is also consumer friendly, with its democratic arrangement allowing all employees to have an equal voice and say in the company's direction.

➡ Last year the company was named best food and drink product 2011 by Health Food Business Awards, with Suma's Fairtrade organic canned beans bringing home the prize.

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The natural choice for wholesome, ethical products



natural healthy wholefoods
organic vegetarian fairtrade
ethical Suma cooperative

Suma Wholefoods is a workers' cooperative specialising in fairly traded, organic and natural products. We are 100% vegetarian so you can rest assured our goods contain no animal products or derivatives.



PANTS TO POVERTY

➤ Pants to Poverty was formed on the back of the Make Poverty History campaign in 2005. Motivated by poverty in developing countries, the company set about creating a range of underwear for men and women to tackle it, giving some of the profit from every pair of pants to various charities and causes along the way.

➤ The pants sell in over 20 countries around the world, as well as support over 5,000 farmers in India. Within a week of launching its first campaign, Pants to Poverty made one of the world's most powerful companies take a harmful pesticide off the market.

It supports local farmers in India by buying organic cotton from them directly, as well as funding educational materials in local schools, to raise awareness of poverty and malnutrition.

➤ Pants to Poverty has its garment factory in India. The

factory is owned by Armstrong – set up in 1969 – and is not only carbon neutral throughout its entire operations, but is also driving forward with a brand new empowerment and real living wage programme for all of the workers.

In addition to this, over the next year, Armstrong aims to implement a brand new dying unit, aimed at reducing water consumption per pair of pants. The knock-on cost savings will then go towards building and sustaining the new real living wage programme that will mean that all workers will receive a real living wage.

➤ Pants to Poverty hopes to launch a new education programme within schools the farmers children go to, as well as support some of the entrepreneurial activity being proposed by some of the farmers, all in the coming years.

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PANTS
to poverty
www.pantstopoverty.com



TRAIDCRAFT

➡ Traidcraft is the UK's leading fair trade organisation with a mission to fight poverty through trade. Based in Gateshead, it consists of a trading company, Traidcraft plc, with an annual turnover of £17 million, and an overseas development charity, Traidcraft Exchange. Last year, almost 900,000 people benefited from Traidcraft's work across the developing world.

reduction and prevention of poverty and trade inequality in developing countries; fighting poverty by engaging directly in trade, by influencing others who engage in trade, and by developing the skills and market access of poor producers; raising awareness of issues relating to poverty among consumers in the UK, encouraging them to make moral choices as they spend their money.

➡ Established in 1979, Traidcraft has played an influential role in the growth of Fairtrade food sales in the UK to its current level of £1.5 billion of mainstream sales activity, and in securing changes to UK policy, company law and reporting practices including the recent establishment of a supermarkets watchdog.

➡ Traidcraft was the first to offer Fairtrade wine in the UK, with many believing Fairtrade wine would not be in supermarkets across the UK without their efforts. They have continued to pioneer new areas of fair trade, in recent years, for instance, pioneering the first fair trade rubber gloves, and barbecue charcoal, with other innovative projects in the pipeline to bring the benefits of fair trade to other producers in different commodity areas.

➡ Established as a Christian response to poverty, Traidcraft aims to helping poor people in developing countries transform their lives through trade. The company has formed lasting relationships with small-scale producers all over the developing world, whilst also actively campaigning for trade justice and offers a wide range of Fairtrade products, including food and drink, clothing, jewellery and crafts.

➡ The company works with more than 100 smaller-scale, most marginalised and remote producer groups in over 30 countries around the world. In 2006, Traidcraft was awarded the Queen's Award for Enterprise: Sustainable Development in recognition for its positive work and efforts.

➡ Traidcraft's mission of 'fighting poverty through trade' focuses on the

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TRAIDCRAFT
Fighting poverty through trade

www.traidcraft.co.uk



TRAIDCRAFT

Fighting poverty through trade

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than
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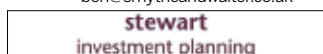
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Blue & Green Tomorrow works with experienced independent financial advisers who specialise in and understand how money can be used to create a secure future for you, for your families and for our planet. Give one of them a call and talk about your plans – you may even find you sleep easier at night if, like us, you want a better future for all. Your hard-earned money can do some of the hard work of making that happen while you sleep.

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The 12 ^{TAX} DODGERS of Christmas

12 CDs playing

 amazon.co.uk

Paid just £1.8m tax on sales of £3.35bn

11 Muffins Baking

CAFFÈ
NERO

Paid no tax on £40m profits last year

10 Whiskys blending

 JOHNIE WALKER

Parent company pays just 2% tax

9 BluRays skipping

zavvi
zavvi.co.uk

Parent ships products from UK via the USA to avoid paying VAT

8 Milky Chocolates



Avoided £60m tax bill by moving HQ to Switzerland

7 Coffees steaming



Has paid no corporation tax in three years!

6 Futons folding



Reduces tax by sending 3% of sales to parent

5 Old things



Avoided £50m in tax by channelling funds via Luxembourg

4 Calling phones



vodafone

Paid no corporation tax in the UK last year

3 French nails



By moving their HQ avoided £100m tax

2 Purple gloves

TOPSHOP
TOPMAN

Billionaire boss avoided a £300m tax bill

... and an iPad with 3G



Paid less than 2% tax on profits outside the US

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