

THE GOOD SHOPPING GUIDE

THE GOOD SHOPPING GUIDE



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Contents

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The Good Shopping Guide aims to provide an independent and authoritative list of mainstream brands and companies according to research executed by The Ethical Company Organisation between March 2005 and August 2008. While every reasonable care is taken to ensure the accuracy of the information in *The Good Shopping Guide*, neither the publisher, the printers nor any distributor is responsible for errors or omissions. Pictures and advertisements are vetted to ensure there is no conflict with this editorial policy.

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Foreword

by the Ethical Company Organisation

Welcome to this 7th annual edition of *The Good Shopping Guide*, revealing the good, the bad and the ugly of the UK's companies and brands.

As businesses get bigger and corporate influence increases, the importance of individuals' brand choices has never been so clear: by choosing to buy from ethical and avoid irresponsible companies we can minimise the damage that we do to the world around us.

Most of us are now aware of our carbon footprint, but we should also know that we leave an ethical footprint every time we shop. Each purchase supports activities throughout the supply chain and beyond; activities that may include animal testing, unfair trade in developing countries or investment in weapons and nuclear power.

The Good Shopping Guide exposes many of these connections, listing the level of corporate social responsibility of the companies behind hundreds of everyday products. It reveals which brands are implicated in abuses such as child labour, human rights violations, green-washing and environmental destruction in the UK and worldwide – and also shows which companies are deserving of your support.

We believe that the key to a progressive 21st century lies in the persuasive power of intelligent consumer action. *The Good Shopping Guide* shows you how to channel your spending power towards only the most responsible companies.

Thank you to Friends of the Earth, Cafédirect, Christian Aid, the World Development Movement, the Ethical Investment Research Service, Good Energy, AECB, Tourism Concern, the Environmental Transport Association, Survival International and a host of other NGOs for all their help with this edition.

‘your till receipt is as
important as your vote’

WELCOME TO THE GOOD SHOPPING GUIDE

Now, more than ever before, the world's consumers are choosing to use their spending power pro-actively. The information in this book can empower us all to really make a difference to the world around us.

The Good Shopping Guide aims to help consumers make informed decisions about which brands are best for the planet, best for animals and best for people world-wide. With your help, we hope to make a positive difference to the environment, to animal welfare and to communities who are living in poverty across the globe.

We can all make a contribution to a better world though the simple choices we make while out shopping. Most of us are aware that by choosing to buy one kind of coffee over another we can help the farmers of Africa or Asia, and that buying an eco-friendly washing-up liquid helps to reduce pollution in the UK. But how many of us know which television manufacturer has the best human rights record, which consumer goods companies are involved in the arms trade and which health and beauty products are kindest to animals? *The Good Shopping Guide* tells all – in detail.

We don't have to feel powerless about the world's problems. Our till receipts are like voting slips – they can easily be used constructively. This is something that the big corporations will have to notice tomorrow, even if they seem to be unaware

of it today. If you care about global warming, pollution, animal testing, factory farming, the arms trade and the exploitation of people, you are certainly not alone. More shoppers are taking an interest in the origins of their purchases. Consumers are realising that they don't have to join a campaign or become a political activist to make their voices heard: speaking out is as easy as making good choices about where you shop and what you buy.

SMALL DECISIONS, BIG EFFECTS

These choices can support progressive companies who want to improve the way their business is done. Our shopping habits can force changes in the day-to-day workings of even the largest corporations. It's already happening in supermarkets, where fair trade, GM-free and organic foods are appearing in larger numbers because the companies know that these products will be sought out by more and more of their customers.

The big companies have noticed this too, and have begun to pursue the 'halo' effect

“Your shopping can make a real difference. *The Good Shopping Guide* shows you how.”

Anne MacCaig – Chief Executive – *Cafédirect Plc*

that comes with an association with these types of product. In recent months, one of the most widely criticised brands, Nestlé, has launched its own fair trade Partners Blend coffee. L’Oreal’s controversial acquisition of The Body Shop, and Green & Black’s take-over by Cadbury, might provide an opportunity for their ethical business principles to filter up through the company groups.

As an individual, you can make a difference in lots of ways. Begin by looking for products carrying *The Good Shopping Guide’s* ethical certification logo. Also look for fair trade, organic and GM-free foods. You could also choose to buy sustainably-produced or recycled products. Buying eco-friendly cleaning fluids or washing-up liquids gives progressive manufacturers more funds to invest in clean technology, and helps to persuade other manufacturers to consider changing their policies.

Each of these decisions has an impact: small in itself but huge overall when millions of others are doing the same. This book shows that you can be part of the solution, rather than part of the problem. It provides all the information you need to make your shopping decisions the first step towards a cleaner, fairer and kinder world.

WHAT IS ETHICAL SHOPPING?

‘Good’ shopping is ethical shopping. This means buying products that are made in an ethical manner by companies who do not cause harm to or exploit humans, animals or the environment.

Ethical shopping encourages innovative products and companies, and discourages others that prefer to ignore the social and environmental consequences of their

practices. It also empowers you, the consumer, by giving you a say in how the products you buy are made and how the manufacturers conduct their business.

Our choices can be both positive, by buying products that we know to be ethical, and negative, by refusing to buy the ones of which we disapprove. For example, one aspect of ethical shopping might be supporting actions such as the Nestlé boycott, which targeted all the brands and company subsidiaries to try and force the company to change its marketing of formula baby milk in the Third World.

With this book you will also be able to follow a fully screened approach. This means looking at all the companies and products together and deciding which brand is the most ethical. It is this information that *The Good Shopping Guide* brings together in the following pages.

The Ethical Company Organisation is part of an ever-growing network of organisations committed to making the world a better place: groups such as Oxfam, Fairtrade Foundation, Traidcraft, Friends of the Earth, Naturewatch, the Soil Association, the Vegetarian Society and the Forest Stewardship Council. Their work helps to put pressure on governments, whether directly or indirectly, to use legislation to make ethical trade not just a choice, but a fundamental part of the way we do business.

By using this book you will discover more than you ever knew about what goes into the goods you buy. You will have the information you need to make clear and informed decisions, either to choose the products of green and progressive companies or to boycott those of unethical companies. From here on, it’s up to you.

How to use this book

The Good Shopping Guide takes you through all the ethical factors you may want to consider when making decisions about which products to buy. It is the essential reference guide for ethical shopping, and includes up-to-date information on all the major manufacturers and their brands.

This guide gives you the essential environmental, animal welfare and human rights background to a wide range of products, summarising the most important ethical attributes of the different brands that are available in the UK. It also details the changes that are being made by manufacturers to improve their ethical records, and gives the names of the most progressive companies.

To make it easy to find the product you are interested in, the book is divided into seven sections: Home & Office, Energy, Travel, Money, Food & Drink, Health & Beauty and Fashion. Within each section you will find chapters on a wide range of different products.

For each type of product there is a long table showing a clear ethical rating (the Ethical Company Index) for each brand. This is based upon the company's record for environmental reporting, pollution, animal testing, factory farming, workers' rights, involvement in armaments or genetic engineering and other ethical factors.

The table includes a separate rating for each of these areas, so you can check how the company scores on the issues that concern you most.

Alongside the long table is a short table, which gives an at-a-glance overview of which brands come from the most ethical companies. You will also find background information about the environmental and social impact of each product.

At the back of the book is a reference guide called the Good Network, which includes information on all the organisations mentioned in the book. It also has details of the companies who, having scored well in *The Good Shopping Guide's* ethicality test, can display the Ethical Company logo as an independent mark of endorsement. Look out for this badge of authority on the labels of several leading and progressive brands.

After consulting *The Good Shopping Guide*, you will have all the information you need to make some really switched-on decisions – so don't forget to take it with you next time you visit the shops.



How to read the tables

THE LONG TABLES: READING THE SYMBOLS

The long tables that run in each product section are designed to give readers an in-depth view of the ethical performance of different companies and brands.

All the tables in this book are based on extensive research carried out by *The Good Shopping Guide*. The methodology behind their easy-to-read format is outlined below.

- **Top rating:** a green circle indicates that we have found no criticisms or negative records
- **Middle rating:** an empty red circle shows that there are some criticisms or negative records in this category
- **Bottom rating:** a full red circle indicates the highest level of criticism and negative records in this category

BATTERIES BRAND NAME	ENVIRONMENT		ANIMALS		PEOPLE		OTHER		Company group			
	ENVIRONMENTAL REPORT	ECO SCHEMES	NUCLEAR POWER	ANIMAL WELFARE	HUMAN RIGHTS	ARMAMENTS	POLITICAL DONATIONS	OTHER CRITICISMS				
BOOTS	●	○	●	●	●	●	●	●	○	76	Boots Group Plc	
DURACELL	○	○	●	●	●	○	●	●	●	○	33	Procter & Gamble
ENERGIZER	○	○	●	●	●	●	●	●	○	81	Energizer Holdings	
EVER READY	○	○	●	●	●	●	●	●	○	81	Energizer Holdings	
KODAK	●	○	●	●	○	○	●	●	○	48	Eastman Kodak	
PANASONIC	●	○	●	●	●	○	●	●	○	70	Matsushita Electric	
PHILIPS	●	●	●	●	○	○	●	●	○	62	Royal Philips Electronics N.V.	
RAYOVAC	○	○	●	●	●	●	●	●	○	81	Spectrum Brands	
SONY	●	●	●	●	●	○	●	●	○	62	Sony Corporation	
UNIROSS	●	○	●	●	●	○	●	●	○	67	Uniross Batteries	
VARTA	○	○	●	●	●	●	●	●	○	81	Spectrum Brands	

Sample table for Batteries
(see full research on page 40)

The table on the previous page is organised with the brand name, under which the product is sold, on the left. On the right is the name of the company group which is ultimately responsible for the brand. At the bottom of the table are the categories, which are explained in detail over the following pages.

The marks on these tables represent criticism from environmental and human rights organisations across the world. Information from a wide variety of sources – from government agencies as well as NGOs – has been compiled by the Ethical Company Organisation's team of researchers between May 2005 and August 2007.

THE CATEGORY DEFINITIONS

Each table is divided into the broad areas of Environment, Animals and People and then sub-divided into more specific categories. Most are self-explanatory but it is useful to understand the practical issues and dilemmas behind some of the categories.

The tables have been tailored to each particular industry so that we can now reveal more detailed information about all of the companies. For instance, in Good Food & Drink we reward companies that are involved in fair trade, and in Good Money we penalise banks which have invested in projects that have caused outrage among environmental and human rights campaigners.

The following categories are included in each section of the book:

THE ENVIRONMENT

ENVIRONMENTAL REPORT

The quality of a company's environmental reporting can say a lot about its ethical standards. As such reports become more commonplace it is getting easier to rate companies on their efforts: a good report will contain fixed targets as opposed to vague statements of intent.

Companies which fail to publish a report get a bottom rating (●); companies with inadequate reports get a middle rating (○). To earn the top rating (●) the report must be dated within the last two years and must set concrete and company-wide performance targets; it also has to demonstrate an understanding of the company's main impacts. Many of the corporations that have attracted most criticism have actually produced exemplary environmental reports.

Exception is made for small companies without the resources to publish an elaborate annual report (i.e. companies whose turnover is less than £2 million a year). Companies which were launched with the aim of helping people, animals or the environment are rewarded with the top rating. These include businesses that provide fair trade, organic, vegetarian, cruelty-free or environmentally-friendly alternatives.

NUCLEAR POWER

Nuclear power is a target for social and environmental campaigners for two main reasons: its link to the production of nuclear weapons and the pollutant properties of radioactive waste. Nuclear waste remains dangerous for 250,000 years, and this greatly

increases the security problem attached to its potential for use in nuclear weapons.

The nuclear industry argues that, as an electricity generator which does not produce greenhouse gases, it should have a role in combating climate change. However, environmental campaigners would prefer to support a sustainable future through energy conservation and the development of 'cleaner' power sources such as sun, wind and wave power.

Some nuclear industry specialists are also involved in the production of consumer goods and these are reflected in the tables. A full red circle (●) indicates the company is involved in the design, construction or operation of nuclear power stations, radioactive waste handling and/or the mining, processing or reprocessing of uranium. It also may indicate the production of other nuclear-related equipment, such as monitoring facilities.

GENETIC MODIFICATION (GM)

No one really knows the possible effects of GM food on our health and the environment and the public and certain NGOs are therefore anxious about their use. Releasing genetically altered organisms into the environment could disrupt ecosystems, and genetically modified crops have been proved to be more harmful to many groups of wildlife than their conventional equivalent.

New 2004 EU regulations for the labelling of genetically modified foods and feed require that all food products that make direct use of GMOs at any point in their production are subjected to labeling requirements, regardless of whether or not GMO content is detectable in the end product. GMO content that is below the prescribed threshold remains

unlabelled, as long as it is due to an unintentional and technically unavoidable mixture. The threshold only applies to GMO content that has been authorized in the EU, and therefore is considered safe. (Source: GM Compass).

A bottom rating indicates that the company uses GM ingredients in any of their products. A middle rating is given to companies which do not have a stated policy on their website regarding the use of food or ingredients which contain GM in their products but where no negative records were found. The top rating is awarded to companies which clearly state that they do not use GM ingredients in their products.

This category only applies to the Food & Drink and Health & Beauty sections of the book.

In our chapter on cafés, the top rating is awarded if no criticisms relating to genetic modification have been found. In our chapter on supermarkets, the top rating is given if no own-brand products contain GM ingredients or ingredients derived from animals fed on GM crops; the middle rating indicates that no own-brand product contains GM ingredients.

In the Health & Beauty sector, the bottom rating is given to companies involved in the non-medical genetic modification of plants or animals or to companies that use GM in their products.

ORGANIC

Non-organic farming reduces biodiversity, encourages irreversible soil erosion and generates run-off that is awash with harmful chemicals. Organic produce is grown or made without the use of synthetic fertilisers, pesticides, herbicides, fungicides and other man-made 'inputs'.

The green circle (●) indicates that one or more of the company's products is approved by the Soil Association (www.soilassociation.org) or another organic certification body.

In our chapter on cafés, the top rating indicates that only organic coffee is served; the middle rating indicates that some organic products are available; the bottom rating indicates that no organic products are sold at all. In our chapter on supermarkets, the top rating is given to those companies that have the widest range of own-brand organic products (i.e. over 100 product ranges). The bottom rating indicates that no own-brand organic products are sold.

This category only applies to the Food & Drink and Health & Beauty sections of the book. In High Street Fashion a company only gets the top rating if they sell one or more product lines made of organic materials.

HOME & OFFICE ECO SCHEMES

Energy Saving Recommended

The Energy Saving Recommended logo was established by the Energy Saving Trust (www.est.org.uk) and guarantees a high standard of energy efficiency. The logo appears on a wide range of household appliances, including fridges, freezers, dishwashers, washing machines, tumble dryers, light bulbs, light fittings, gas boilers and heating controls.

A green circle (●) indicates that one or more of the company's products is recommended by the Energy Saving Trust.

European Eco-label

Products that bear the EU Eco-label flower have passed a number of criteria relating to

the environment and performance. The scheme covers everything from paints to tissues to computers, but remains very much in a nascent state in the UK.

A green circle (●) indicates that one or more of the company's products bears the Eco-label.

TCO

This category only applies to office products.

TCO Development sets the world's toughest standard for environmental and employee-friendly office equipment. To earn the TCO badge each product has to pass at least 50 tests relating to emission levels, energy consumption, ergonomic design and ecological soundness.

A green circle (●) indicates that one or more of the company's products is approved by TCO Development.

RAINFOREST TIMBER

This category only applies to our chapter on furniture.

The logging of rainforest timber results in the destruction of biodiversity and the oppression of the indigenous people who live there. The Forest Stewardship Council (FSC) operates the only system of forest certification recognised by NGOs. The top rating (●) is given to companies that only sell garden furniture derived from FSC forests or from forests working towards FSC certification; the bottom rating (●) is given to companies who source less than 50 per cent of their garden furniture from FSC sources or from forests working towards FSC certification.

We rely on the information gathered by Greenpeace in their *Garden Furniture Guide* (2005).

ENVIRONMENTAL DESTRUCTION

This category only applies to the Good Money section, and to our chapter on cars.

The bottom rating (●) represents involvement in a project in the last five years that has drawn widespread criticism from environmental NGOs and campaigners.

RENEWABLES

This category only applies to our chapter on petrol stations.

The top rating (●) indicates that the company is investing a significant proportion of its net income (about 5 per cent) into renewable energy. The middle rating (○) shows that the company has put some investment into renewables; companies who have not invested at all receive the bottom rating (●).

NB. BP does not quite invest 5 per cent of its net income into renewable energy but, since it invests considerably more than the other oil giants (Shell is the closest competitor), it has been awarded the top rating.

ANIMALS

ANIMAL WELFARE

At the end of the 20th century, nearly three million animals per year were used in UK experiments alone. Worldwide, over 100 million animals are subjected to tests. Most tests are carried out on mice, rats, guinea pigs, birds, fish and rabbits, but other animals including dogs, cats and primates will be used. The testing of consumer products such as

lipstick and washing-up liquid accounts for a tiny fraction of animal tests. The vast majority is done in the name of medical research, to test new drugs. But animals are also used in the testing of weapons, pesticides, food additives, and in psychology experiments.

All new chemical ingredients are required by law to be tested on animals. Regulatory bodies list a number of tests that must be carried out before an ingredient can be registered.

Alternative, non-animal tests such as tissue and cell cultures, computer production, clinical studies and the use of skin fragments do exist for all the standard toxicity and irritancy tests. But the process of 'validating' these alternative methods has been obstructed, according to BUAV, by industry and regulatory bodies' reluctance to accept these new methods.

Companies need to do two things in order to behave responsibly:

- Invest heavily in developing alternative, non-animal tests and lobby to get them validated
- Postpone the search for new ingredients and use the 8,000 established ingredients until non-animal alternatives to all animal tests have been validated.

Companies are penalised in the Animal Welfare column if they conduct or commission animal testing, whether for medical or cosmetic purposes. They are also penalised if they have been the subject of continuing criticism from animal rights organisations such as the British Union for the Abolition of Vivisection (BUAV) and

People for the Ethical Treatment of Animals (PETA).

In the Health & Beauty section of the book, the green circle (●) is only given to those companies which have been approved by the BUAV's Humane Cosmetics Standard. These companies operate a fixed cut-off date (FCOD), and avoid ingredients which were tested on animals after a specified year. Companies that do not conduct or commission animal testing get the middle rating (○).

VEGETARIAN

This column rewards companies' support for a meat-free lifestyle. Apart from the moral questions that surround killing animals for food, going vegan is better from an ecological standpoint too, since animal products are extremely inefficient to produce.

The green circle (●) indicates that one or more of the company's products is approved either by the Vegetarian Society (www.vegsoc.org) or the Vegan Society (www.vegansociety.com).

Products approved by the Vegetarian Society are awarded with the seedling showcase logo and must meet the following criteria:

- Free from animal flesh (meat, fowl, fish or shellfish), meat or bone stock, animal or carcass fats, gelatine, aspic or any other ingredients resulting from slaughter
- Contain only free range eggs, where eggs are used
- Free from GMOs
- Cruelty free – no animal testing
- No cross contamination during the production process. If the production line is shared with non-vegetarian products,

thorough cleaning must be carried out before vegetarian production commences. Strict procedures must be in place to ensure packaging mix-ups and other errors do not occur

For a product to be approved by the Vegan Society, there must be no animal ingredients, animal-derived additives, animal fibres, milks, or milk derivatives; there must be no bee products, dairy products or by-products, eggs, human-derived substances, and slaughter by-products.

This category only applies to the Food & Drink and Health & Beauty sections of the book.

PEOPLE

HUMAN RIGHTS

In the 1990s NGOs and labour organisations began to look more closely at the global supply chains of big companies, and discovered that people working for these companies in the developing world were regularly subjected to 80-hour weeks, enforced overtime, unsafe factories and humiliating physical tests. These problems have not gone away, and multinational companies are only beginning to take responsibility for the unacceptable working conditions of their suppliers.

Companies are penalised in this column if, in the last 5 years, they have been implicated in human rights abuses (either through their supply chain, or through their involvement in a project that has proven links with human rights abuses, or through their

economic presence in Burma). A full red circle (●) indicates more than one serious criticism.

This category is used in the Good Home & Office and Good Fashion sections. In the rest of the book, it is subsumed in the more widely defined Public Record Criticisms category.

ARMAMENTS

In the table, the middle rating (○) represents involvement in the manufacture or supply of nuclear or conventional weapons, including ships, tanks, armoured vehicles and aircraft; components of weapons systems; fuel, computing and communications services; systems aiding the launch, guidance, delivery or deployment of missiles. Non-strategic parts of the military, such as catering services, are not included in this list.

The bottom rating (●) indicates that the business was listed as one of the world's 100 biggest arms-producing companies in 2003 by the Stockholm International Peace Research Institute (SIPRI).

POLITICAL DONATIONS

We include this column because we do not believe that corporations should fund political parties. There is considerable evidence that the huge wealth of corporations can distort the political process. Elections in the USA in particular can appear to be 'bought' by the candidate with the biggest budget, and parties that are critical of business are quickly marginalised. In some countries, such as Germany, corporate funding is quite sensibly prohibited by law. Until that occurs in the

UK, consumers who agree with this position can use our tables to withdraw their custom from political donors.

The middle rating (○) indicates that the company has donated more than £10,000 (or more than \$18,900) in the last 5 years to a party-political organisation in the UK or the US, as listed by the Center for Responsive Politics in the US (www.opensecrets.org) and the Electoral Commission in the UK (www.electoralcommission.gov.uk). The bottom rating shows that the company has donated more than £50,000 (or more than \$94,500) since 2000 to a party-political organisation in the UK or the US.

FAIR TRADE

Fair trade ensures that producers are paid regularly and guaranteed a minimum price. This price covers the cost of production, the payment of workers, and the development of farms and small-holdings. Fair trade protects small farmers from the fluctuating prices that have previously pushed many below the poverty line.

The green circle (●) indicates that one or more of the company's products is certified by the Fairtrade Mark (www.fairtrade.org.uk).

In our chapter on cafés, the top rating is awarded to those companies that serve exclusively fair trade coffee; the middle rating indicates that some fair trade coffee is served; the bottom rating shows that fair trade coffee is not served at all. In our chapter on supermarkets, the top rating is awarded to those supermarkets that have a range of own-brand fair trade products; the bottom rating (●) is given to supermarkets

which do not sell own-brand fair trade products at all.

This category only applies to the Food & Drink section of the book, with the exception of the Fashion section where a top rating is given to those companies selling Fair Trade clothing.

IRRESPONSIBLE MARKETING

All consumers in free-market economies learn to accept that the language of marketing accentuates the positive and plays down the negative. The point at which this becomes 'irresponsible' is difficult to define, but we focus mainly on those practices that have direct health implications. The bottom rating (●) indicates the marketing of products in a way that has been criticised for its effect on public health.

This category only applies to the Health & Beauty section of the book.

OTHER CATEGORIES

BOYCOTT CALL

This column can be problematic since a boycott may be called by groups across the political spectrum. It is important, therefore, to be clear about the reasons why a particular boycott has been called.

Some campaign groups have problems with boycotts. For example, development charities CAFOD and Oxfam contend that boycotts of companies involved in workers'

rights abuses could put workers' livelihoods at risk. However, boycotts can be a useful means of exerting economic pressure and can encourage companies to change their policies.

A full red circle (●) indicates that a boycott of either the brand or the company group has been called (and has not been dropped). For more information on specific ongoing UK boycotts, visit www.ethicalconsumer.org.

PUBLIC RECORD CRITICISM

A full red circle (●) indicates more than one serious criticism in the last five years from NGOs such as Human Rights Watch and Friends of the Earth. The huge range of criticism covered in this column mainly relates to the environment and human rights. Undue political influence, exercised through lobby groups and industry associations, and involvement in political corruption, are also represented in this column.

Companies have been penalised if they are part-owned by a separate company which has been the subject of severe criticism from campaign groups or is heavily involved in the armaments and nuclear industries. For instance, Pret a Manger has received the full red circle because it is a third-owned by McDonalds. If a company owns more than half of another company's shares, it is listed as the company group.

In the Good Home & Office and Good Fashion sections of the book, this category is split into the Human Rights and Other Criticism columns.

ETHICAL COMPANY ACCREDITATION

While there are many single-issue certification bodies which ensure standards for organic produce, fair trade or energy-efficiency, the Ethical Company badge covers the whole spectrum of ethical concerns and grants approval at a corporate rather than product level. The badge certifies the company rather than the product, so that, while Nestlé's Partner's Blend may be approved by the Fairtrade Foundation, Nestlé itself would not qualify for Ethical Company status.

The companies who have joined the Ethical Company Accreditation Scheme have been thoroughly screened by our team of researchers.

ETHICAL COMPANY INDEX

The Ethical Company Index provides one overall score for each company.

The top, middle and bottom ratings on the rest of the tables count as ten, five and zero points respectively. Some categories, however, are weighted slightly differently according to the level of NGO and consumer concern. For instance, due to the number of reported human rights violations in the supply chains of electronics manufacturers and clothes companies, a clean record scores 20 points in these product sectors.

Each company's total score is then converted into a percentage, which becomes the Ethical Company Index.

GOOD MONEY

LEGAL STATUS

In this column, mutual building societies and organisations which are not for the profit of shareholders are identified with a full green circle (●). Mutuals only invest in mortgages, and so never get involved in business projects condemned by many of the world's NGOs. They make important policy decisions democratically, with each saver entitled to one vote.

THIRD WORLD DEBT

All UK banks have sold or written off the bulk of 'Third World' debts, but some still have lending relationships with developing country governments. A full red circle (●) indicates that Third World debts are still held.

We have relied on the *Guide to Responsible Banking* (2003) drawn up by the Ethical Investment Research Service (EIRIS).

ETHICAL INVESTMENT POLICY

It is promising to see our financial institutions starting to introduce ethical criteria into their lending policies. While for now these are often no more than token gestures, we hope that the trend will continue to grow.

The middle rating (○) is given for any kind of ethical policy; the full green circle (●) represents a policy that goes beyond negative screening, and gives priority to projects that are socially or environmentally beneficial.

ENVIRONMENTAL DESTRUCTION

The bottom rating (●) represents involvement in a project in the last six years that has drawn widespread criticism from environmental NGOs and campaigners.

OTHER IRRESPONSIBLE LENDING

A full red circle (●) indicates involvement in a project in the last five years that has drawn widespread criticism from human rights groups.

POLITICAL ACTIVITY

A full red circle (●) indicates either that donations over £50,000 (or \$94,500) have been made to a political party in the UK or the US in the last five years, or that the bank/financial institution has been criticised by NGOs such as the World Development Movement (WDM) for its involvement in lobby groups.

GOOD FASHION

CODE OF CONDUCT

The top rating (●) is awarded to those companies which have drawn up a comprehensive code of conduct that formally acknowledges the right to form a union. The code must be publicly available, and it must regulate against excessive working hours and forced or child labour.

ETHICAL TRADING SCHEMES

The top rating (●) is awarded to those companies which are members of the Ethical Trading Initiative (ETI) or are affiliated to the Fair Labor Association (FLA). This guarantees that the company's supply chain is subject to independent scrutiny.

GOOD ENERGY

ENERGY MIX







Since 2002 under the Renewables Obligation schemes for England, Scotland and Northern Ireland, energy companies have been required to source an increasing proportion of their energy from renewable sources. The minimum requirement for 2006/07 was 6.7% (2.65% for Northern Ireland whose order came into effect in April 2005). These schemes were introduced by the Department of Trade and Industry, the Scottish Executive and the Department of Enterprise, Trade and Investment respectively and are administered by the Gas and Electricity Markets Authority (whose day to day functions are performed by Ofgem). The top rating indicates that over 50% of the company's energy is generated only from renewable sources. The middle rating indicates that the company generates more than 6.7% of its energy from renewable sources. Companies that do not reach the minimum target are given a bottom rating.

THE SHORT TABLES: READING THE SYMBOLS

The summary tables that appear in each product section are designed to give readers a quick, at-a-glance view of the overall ethicality scores awarded to different companies and brands.

The Good Shopping Guide methodology for these tables involved mathematically amalgamating the results of the long tables, based on the Ethical Company Index, to produce three broad groups.

Sample table for Batteries (see full research on page 38)

 <ul style="list-style-type: none"> • Energizer • Ever Ready • Rayovac • Varta 	 <ul style="list-style-type: none"> • Boots • Uniross 	 <ul style="list-style-type: none"> • Duracell • Kodak • Panasonic • Philips • Sony
 <p><i>The Good Shopping Guide</i> Ethical Company group contains brands and companies which, taking every category into account, score well in that particular product sector. These companies may apply to use the logo on packaging and marketing materials.</p>	 <p>We apply the question mark symbol to brands and companies which score in the middle section of their individual product sector. This will mean that they have scored highly in some areas of the ethicality audit but have done less well in others.</p>	 <p>The cross symbol is applied to brands and companies which score in the lowest section of their product sector. This will mean that they have not scored as highly as other companies in a number of categories included in the ethicality audit.</p>

History of ethical shopping

In the last twenty years, ethical shopping has grown from a niche concern to a genuine phenomenon, practised by everyone from parents to politicians. The timeline below charts some of the key events in its history.

1986

- General Electric boycotted for its involvement in nuclear weapons

1989

- Avon stops animal testing in response to consumer pressure
- Iceland forced to stop whaling in response to Greenpeace campaign

1990

- Dolphin-friendly logos launched following campaign against Heinz's use of purse-seine nets

1991

- Protests lead to huge drop in number of animals used in cosmetics testing
- Consumers stage general boycott of companies involved in Gulf War

1993

- Boycott of goods from Taiwan leads to ban on sale of endangered rhino products

- General Motors stops using live animals in crash tests after three year boycott

- Nestlé reports falling sales following Baby Milk Action boycott over its marketing of breast milk substitutes

1994

- L'Oréal changes animal testing policy following extended boycott
- Friends of the Earth persuades 'big six' DIY chains to stop selling tropical timber
- Consumer power used to convince companies to remove CFCs from their products

1995

- Campaign against dumping of Brent Spar oil platform decimates Shell's petrol sales
- France forced to cancel some of its nuclear testing programme following trade boycott

1997

- Organic food market is reported to be worth £200 million

2002

- First annual edition of *The Good Shopping Guide* is published

2003

- Companies begin to pull out of Burma following continued protests from consumers and NGOs

2004

- *GOOSHING.CO.UK* becomes world's leading ethical shopping portal reaching over 1 million users

2005

- Sales of Fairtrade food and drink reach over £100 million per year

2006

- Report reveals sales of organic products have soared by 30 per cent to £1.6bn

Ethical shopping success

Over the years, and especially since the 1980s, consumers have been making an ever-increasing impact on the way governments and companies behave in all parts of the world. These are just a few examples:

- The campaign against testing cosmetics on animals changed the behaviour of nearly all the main cosmetics companies.
- A boycott in the US against Heinz forced the company to stop catching tuna with purse-seine fishing nets, which used to kill tens of thousands of dolphins each year. It also led to the introduction of the 'dolphin friendly' logo.
- In 1991, Friends of the Earth launched a campaign against the stocking of tropical timber from unsustainable sources by the six largest DIY chains – the campaign eventually became a consumer boycott, and by 1994 all six had agreed to stop selling mahogany.
- Probably the most dramatic single environmental boycott was Greenpeace's campaign in 1995 against the dumping of Shell's oil platform Brent Spar – sales of Shell petrol went down by 70 per cent in some German outlets and the company gave in after only a few days.
- Increasing numbers of clothing companies and sports shoe manufacturers have adopted codes of conduct to protect the conditions of the workers making their goods.
- The success of socially responsible companies Green & Blacks and The Body Shop has led to their high profile take-overs, by Cadbury's and L'Oréal respectively. Although controversial, these take-overs suggest that big businesses are beginning to see ethical commitments as an asset.
- Ethical consumerism encouraged the phasing out of the worst ozone-depleting and greenhouse gases used in fridges and freezers. In 1994, Electrolux followed manufacturers Bosch, Siemens, Liebherr and AEG in replacing ozone-damaging HCFCs and HFCs with hydrocarbons.
- The UK campaign against genetically modified (GM) foods was so successful that the leading companies changed their policies. Eight supermarket chains in the UK now sell their own GM-free own-brands.
- The consumer boycott of fruit, wine and other products from apartheid South Africa helped to free Nelson Mandela and bring about democratic change.
- The first edition of *The Good Shopping Guide* sold out in just three months, showing there is a real consumer demand for reliable information.

www.gooshing.co.uk is set to take ethical shopping global (see page 358).

The Ethical Accreditation Scheme

The Ethical Company Organisation runs the UK's leading ethical Accreditation Scheme. Companies that pass our full ethicality audit can show independent certification by displaying the Ethical Company logo.

Accreditation is designed to support ethical companies' reputations and sales by clearly showing that the company is independently endorsed by the Ethical Company Organisation. The logo can be displayed on product packaging, websites, advertising, press releases and stationery, so that consumers can easily identify the most ethical companies.

A number of companies have already joined the scheme and are using the logo as an independent mark of endorsement. The research process

takes between four and eight weeks and scans over 40,000 public record documents, including court reports, criticisms from NGOs, boycott calls and environmental reports.

Listed below are some of the companies who have already joined the Ethical Company Organisation's Accreditation Scheme. We can wholeheartedly recommend the following list of E.C.O. accredited companies, as our research team is contracted to re-test their Ethical Company status every 12 months.



- Animal Tails
- Annirac
- Arena Flowers
- Aromatherapy Direct
- Atmos
- Brother UK
- Brother Norway
- Brother Sweden
- Bulldog
- Burns Pet Nutrition
- Caurnie
- Charity Bank
- Chelsea Building Society
- Chococo – The Purbeck Chocolate Company
- The Clean Space
- CO2 Balance
- Designs by Taran
- Ecosoapia
- Essential Care
- ETA
- Europa Pet Foods
- Everything Environmental
- Fair*
- Fushi
- Good Energy
- Green Energy
- Green Garden Group
- Green People
- The Green Shopping Guide
- Green Stationery
- Hemp Garden
- Highland Spring
- Holz Toys
- Honesty
- Innocent
- IT Ambulance
- Kanzi Home
- Mooncup
- Nash Partnership
- Natural by Nature Oils
- Natural Curtain Company
- Natural Organic Soap
- Natura Organics
- New Look
- OrganiPets
- Organico
- OSMO
- Plain Lazy
- Po-Zu
- Redwood Wholefoods
- Sainsbury's
- Satellite
- Seasalt
- Shared Interest
- Terramar Organics
- The Little Pet Food Company
- The Luberation Laboratory
- The Tide Has Turned
- Trophy Pet Food
- Tropical Wholefoods
- Zed PR

Good shopping principles

• TRY TO ONLY BUY BRANDS FROM THE 'GOOD SHOPPING' LISTS FEATURED IN THIS BOOK

Don't worry if you have some questionable brands around you today – just gradually try to replace them with brands approved by *The Good Shopping Guide* over the next few years.

• LOCAL SHOPS

Look out for local, independent stores. Using them means you use your car less. They also offer a more personal service and they help to support the local community.

• HEALTH FOOD SHOPS

These are the best places to support. They tend to stock fair trade, vegetarian and organic products as well as vitamins and herbal remedies.

• FAIR TRADE

Look out for Fairtrade Foundation marked products, which guarantee that workers have been fairly rewarded for their labour. Organisations such as Oxfam (0870 333 2700) and Traidcraft (0191 491 0591) also sell fair trade goods on the high street or via mail order catalogues.

• PRODUCTS NOT TESTED ON ANIMALS

Look for 'not tested on animals' labels or contact the British Union for the Abolition of Vivisection (0207 700 4888) or Naturewatch (0124 225 2871) for an approved products guide.

• VEGETARIAN AND VEGAN PRODUCTS

Look out for the Vegetarian Society symbol. It is hard to completely avoid animal products, but the Vegan Society publishes a useful guide called *Animal Free Shopper*.

• ORGANIC PRODUCE

Organic food is free from chemical fertilisers and pesticides. Look out for the Soil Association symbol or contact the association on 0117 314 5000 to find your nearest outlet.

• NON-GM FOOD

Although 70 per cent of the public oppose the use of genetically modified food, it is increasingly finding its way into our diet. Look out for GM-free labels, the Vegetarian Society symbol or the Soil Association symbol. These all guarantee GM-free.

• ETHICAL MONEY

Choose an ethical investment fund as well as one of the more ethical banks and mortgages. These decisions are key as they involve such large amounts of money.

• RECYCLING

Recycled products save resources and reduce pressure on landfill sites. Many everyday things, especially paper, printer cartridges and TVs, can be recycled. For advice on recycling points in your area contact Wasteline (0870 243 0136).

• WOOD PRODUCTS

Many timber products originate from virgin rainforests or unsuitably managed forests. The Forest Stewardship Council (0168 641 3916) operates independent verification of sustainable timber and paper products. Look out for the FSC logo.

• GETTING AROUND

Walk as much as you can and use public transport (where it's any good!). When you use a car, try to journey share as often as possible – too many of us drive solo in our cars.

• ENERGY

Choose energy efficient brands where you can. There are several different rating and labelling systems, including one from the Energy Saving Trust, a non-profit organisation partly run by the government. Also make sure you switch to one of the greener electricity suppliers.

• SECOND-HAND GOODS

Like recycled products, these help to save resources. Unwanted items that are in good condition can be donated to charity rather than thrown away.

• PLASTIC BAGS

Good shopping is not just about what you buy, but how you carry it home. Avoid using non-biodegradable plastic bags – invest in a re-useable shopping bag from an ethically sound company.

• GREEN EVENTS

Supporting the green events listed at the back of this book helps to send a positive message to the organisations and local communities involved (see page 354 for more information).

• SUPPORT THE ADVERTISERS IN THIS BOOK

All our advertisers are ethical brands and have been vetted. We would never accept low scoring brands. So please, support these brands (see *The Ethical Marketplace*, page 360).

• DON'T BUY BAD BRANDS

Avoid the brands that do not score well in *The Good Shopping Guide*. Together we have the power to make companies change.

• GOOSHING

If you shop online, make sure you do it at www.gooshing.co.uk. It compares the ethics of 250,000 products and searches 350 shops to deliver you the cheapest prices on the internet.

• LOOK OUT FOR THE GOOD SHOPPING GUIDE ETHICAL COMPANY LOGO

If you see this logo you know that the brand has scored well on our ethical audit.

