

# THE ETHICAL COMPANY ORGANISATION

Setting the benchmark for Corporate Social Responsibility



Dear Ethical Shopper

## New Edition on Sale Today!



The 9th annual edition of The Good Shopping Guide goes on sale today, with new sections and updated research.

With over 80,000 copies now in print, The Good Shopping Guide has become an essential reference source for ethical shoppers and ethical businesses in finding out which brands and companies to support and which to avoid.

Compiled from researching public records, court reports, NGO campaigns from the likes of Friends of the Earth, Greenpeace and Oxfam, government information and thousands of other sources, The Good Shopping Guide lists those companies that have a progressive attitude towards the environment, human rights and animal welfare, and penalises those that disregard or fail to uphold their social responsibilities.

The ninth edition rates over 700 consumer brands in seven product sectors: Home & Office, Energy, Travel, Money, Food & Drink, Health & Beauty and Fashion.

"This 9th edition of The Good Shopping Guide remains a book of historical importance. It details an enlightened approach to 21st-century consumerism that is easy to follow. By intelligently channeling our spending power, we can all easily support animal welfare, human rights and the environment." Alastair Fothergill, BBC Producer: The Blue Planet & Life in the Freezer

A sample chapter on Bottled Water is below and you can click on the following link to download further sections from our website.

[Sample sections from the latest edition of The Good Shopping Guide](#)

### GOOD FOOD & DRINK

## Bottled water

In the mineral industry, the multinationals are in charge – even when it comes to brands such as Evian, Volvic, Perrier and San Pellegrino) are under the control of either Danone or Nestlé. However there are some local UK brands which do score highly on the Ethical Company Index.

#### GO LOCAL

Try and choose the most local brand you can find – those that are watered in the UK and therefore have a much smaller carbon footprint.

Every bottle of Perrier sold around the world is bottled in water in Vergèze, France. Rainforest, in, in Gillingham, could be drinking water that has travelled over 500 miles.

An environmental packaging revolution is the reusable glass bottle. In other European countries, such as Germany, higher proportions of all drinks come in reusable bottles. The bottled water producers are members of a pool system, with their brands being distinguished by label but the bottles shared, allowing short transport distances from consumer to bottle.

In the UK, it seems that the big national brewers, soft drink producers and supermarkets are reluctant to use reusable glass bottles because of the concern that those space and staff time it would cause them. They would rather deal with plastics and prefer to encourage recycling, which hands the work over to the consumer. Most councils will collect bottles bearing the numbers one (PET) or two (HDPE), but it is still difficult to find a recycling point for any other type of plastic.

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#### CHOOSE THE RIGHT BRAND!

The only bottled waters we recommend are Highland Spring and Campsie Spring as they have a very clean ethical record, are local to the UK, and score very highly on the Ethical Company Index (especially when compared to other leading brands like Evian, Buxton and Vittel). Highland Spring are also the only bottled water brand to join the Ethical Accreditation scheme.

There has been much criticism about the bottled water industry from some quarters. A report by the Canadian non-governmental business institute (Consumers' Choice) argued that the big companies pay more to reaching for water they take from natural springs or public water systems, and, after running water into water through elaborate treatment processes, sell a product that is not as well regulated as tap water that is usually more expensive.

For instance, in 2004, Coca Cola launched Dasani, a new brand of bottled water.

#### BOTTLED WATER

Although the water was actually drawn from the mains (Evian's Water is fact), Coca Cola talked of a 'highly sophisticated, ultra-purification technology'. It emerged, however, that this was simply reverse osmosis, used in many domestic water purification units. Then to complete the PR catastrophe, 500,000 litres of the brand had to be recalled from British supermarkets because of high levels of bromine, a carcinogenic chemical which is not found in Thames Water.

#### MIX IT UP!

The Drinking Water Inspectorate has warned that if opportunities are not taken to improve public perception of tap water, consumers will never appreciate the potential low cost water supplied to their taps. So don't be afraid to ask for tap water as it is very healthy too.

- Ballygowan
- Campsie Spring
- Highland Spring
- Strathmore
- Thirsty Planet

- Brecon Carreg
- Evian
- Iskar
- Volvic

- Aqua Pura
- Buxton
- Malvern
- Perrier
- San Pellegrino
- Vittel

### GOOD FOOD & DRINK

BOTTLED WATER	ENVIRONMENT				ANIMALS				HUMAN RIGHTS				OTHER				Company name
	+	0	-	?	+	0	-	?	+	0	-	?	+	0	-	?	
Highland Spring	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Highland Spring Group
Campsie Spring	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Highland Spring Group
Ballygowan	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Evian Plc
Strathmore	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	AG Bar
Thirsty Planet	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Waterheads
Brecon Carreg	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Spring
Iskar	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Iskar A/S (Danish-Finn Group)
Evian	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Group Danone
Volvic	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Group Danone
Aqua Pura	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Perrier / Vittel / Danone Corporation
Buxton	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Perrier
Malvern	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Perrier
San Pellegrino	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Perrier
Vittel	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	Perrier
Malvern	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	The Coca Cola Company

Key  
 + Favourable  
 0 Unclear  
 - Adverse  
 ? Unknown  
 Source: The Ethical Company Organisation Ltd

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The Good Shopping Guide can be purchased from all good bookshops or directly from our website (for £14.95 with free p&p), plus bulk copies can be purchased with discounts of up to 60% off the retail price. For further information on bulk copies contact Kat Alexander on 0845 257 6818 or click on the link below to buy individual copies.

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Best Wishes from The Ethical Company Organisation