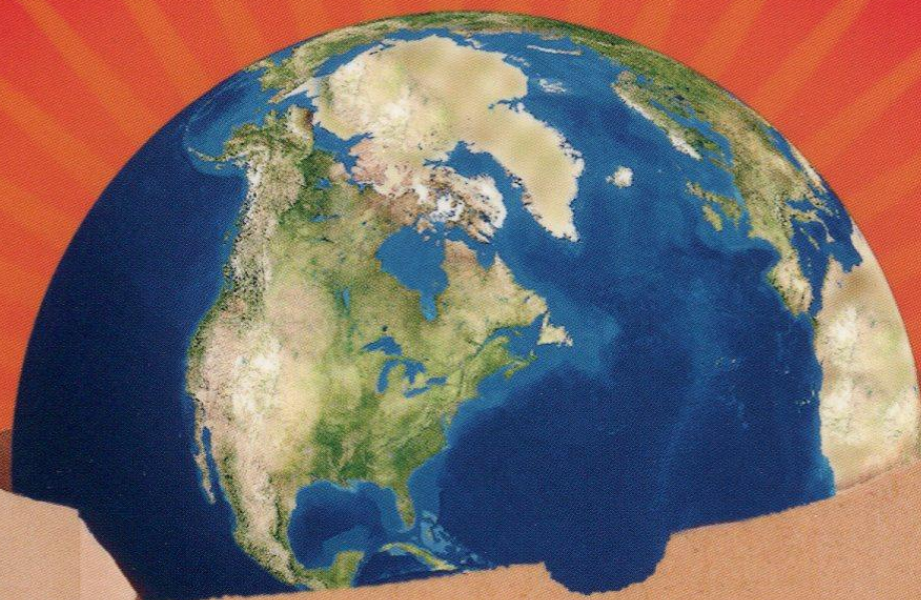


EVERY DOLLAR MAKES A DIFFERENCE

the
better
world

#2

SHOPPING
GUIDE



Ellis Jones

THE PROBLEM

Money is power. Perhaps more than any generation that has come before us, we understand the deeply-rooted reality of this short phrase and its universal meaning for every human being living on this planet.

It follows that wherever large amounts of money collect, so also new centers of power form. The latest historical manifestation of this is the modern corporation. As trillions of dollars accumulate in the corporate sphere, we witness the growing power of corporations to shape the world as they see fit.

This power is not limited to controlling the face of our own government through consistent, record-breaking, campaign contributions, but also the fate of millions of people and the planet itself through jobs, resource exploitation, pollution, working conditions, energy consumption, forest destruction, and so on.

Make no mistake, these new power centers are not democracies. We don't vote for the CEO's or their policies (unless we are rich enough to be significant shareholders, who are informed enough to know what's going on, and compassionate enough to care about more than just personal profit), yet our destinies are increasingly in their hands.

THE SOLUTION

As these power centers shift, we must shift our own voices if we wish to be heard. As citizens, on average, we might vote once every four years, if at all. As consumers, we vote every single day with the purest form of power...money. The average American family spends around \$18,000 every year on goods and services. Think of it as casting 18,000 votes every year for the kind of world you want to live in.

Unfortunately, as difficult as it is to find good, solid information on candidates during an election year, it's often even harder to find good, solid information on corporations. Our current laws are so lax, that half of the time we can't even figure out which brands belong to which companies (they don't have to tell us), much less have any idea of what their business practices look like.

For the past seven years, I've dedicated myself to researching this very problem by compiling a database of every reliable source of information available on corporate behavior, and synthesized the information into a single report card grade for every company. The result is this book. Use it to reclaim your true vote. Use it to build a better world.

THE SOURCES

Here is a short list of some of the resources used to assess the overall social responsibility of the companies included in this guide:

- [BBB] Better Business Bureau: Torch Awards
- [BE] Business Ethics: 100 Best Corporate Citizens
- [CPI] Center for Public Integrity: Lobby Watch
- [CAM] Co-op America: Green Business Certification
- [CCC] Clean Computer Campaign
- [CC] Climate Counts
- [CEP] Council on Economic Priorities
- [CER] Covalence Ethical Rankings
- [CK] Corporate Knights: 100 Most Sustainable Corporations
- [CW] Corpwatch: Greenwash Awards
- [EC] Ethical Consumer: Rankings & Boycotts
- [EPA] The U.S. Environmental Protection Agency
- [FT] Transfair USA: Fair Trade Certification
- [GP] Greenpeace: Guide to Green Electronics
- [HRC] Human Rights Campaign: Equality Index
- [MM] Multinational Monitor: 100 Worst Corporations
- [TCP] The Ceres Principles: Sustainability Awards

THE RANKINGS

STEP 1: Over 20 years worth of data is collected from a wide range of public, private, and nonprofit sources tracking information on one or more of the five issue areas that make up the overall responsibility picture for companies that create the products and services we use everyday.

STEP 2: The data is organized into a massive database of more than 1000 companies that matches each individual company with its brands, assigns appropriate weights to each piece of data based on its quality, reliability, and scope, and calculates an overall social and environmental responsibility score for each company from -30 to +30.

STEP 3: Companies and brands are transferred to smaller, more specific data charts based on common product categories where each is assigned a letter grade based on its overall responsibility relative to its competitors in the same product category. This relative grading system allows consumers to maximize the impact of their dollars regardless of what they're purchasing.

THE RANKINGS

STEP 4: Researchers are sent to supermarkets, natural foods stores, and retail outlets across the country to identify those products which are most commonly available to the average consumer to make sure that what you see on the shelves matches what you see in the book. Those particular companies/brands are then transferred into the easy-to-use report cards that make up the bulk of the shopping guide.

STEP 5: As regular data sources release their latest findings, they are added to the database. Also, as new third-party sources of data are identified, they are evaluated for potential inclusion in the ranking system. Mergers and buyouts are tracked so that their effects on the rankings can be noted. Updated rankings are regularly made available online through the website until a new edition of the shopping guide can be published.

As readers, your comments and suggestions are invaluable. Please contact me if you have ideas on how to improve the ranking system.

contact@betterworldshopper.org

THE 10 SMALL BUT BEAUTIFUL LIST

1. DRUIDE
2. SHOREBANK
3. DR. BRONNER'S
4. MAGGIE'S ORGANICS
5. NEW BELGIUM BREWING
6. THANKSGIVING COFFEE
7. ENDANGERED SPECIES
8. WORLD OF GOOD
9. KETTLE FOODS
10. TEN THOUSAND VILLAGES

The above list includes 10 small companies you may not have heard of that are true social and environmental leaders in their industries.

CLOTHING

A	A+	Patagonia, No Sweat
	A	Maggies Organics, Ecolution
	A-	American Apparel, Deva, No Enemy
B	B+	Levi's, Eileen Fisher, Liz Claiborne
	B	Gap, Nordstrom, Cutter & Buck
	B-	LL Bean, Eddie Bauer, Nicole Miller, Abercrombie & Fitch
C	C+	Tommy Hilfiger, Victoria's Secret, PVH, Bass, Izod, Calvin Klein
	C	Mervyn's, JC Penney, Target, Hanes
	C-	DKNY, FUBU, Esprit, Land's End
D	D+	Fruit of the Loom, Limited, Guess, Jones Apparel, Kmart, Bill Blass
	D	Ralph Lauren, Polo, LA Gear, Perry Ellis, Kohl's, Consolidated
	D-	Dillard's, Vanity Fair, TJ Maxx, Marshall's, Macy's, Foley's, Marshall Fields, Lord & Taylor
F	F	Wal-Mart, Sam's Club, Dillard's

CLOTHING

WHAT YOU NEED TO KNOW

The fact is that many of the clothes we wear today are made in sweatshops in the developing world. Better companies have either US made clothing or strictly enforced human rights standards that ensure fair wages and safe working conditions.

CORPORATE HERO

No Sweat

- ☆ Makes organic, sweatshop-free clothes
- ☆ Highest standard in the industry
- ☆ 100% union-made apparel
- ☆ CAM certified Green Business

CORPORATE VILLAIN

Dillard's

- ⊗ No code of conduct for sweatshops
- ⊗ Refuses disclosure on its business
- ⊗ Named "Sweatshop Laggard" by CEP

RESOURCES

- ☐ www.cleanclothes.org
- ☐ www.americanapparel.net
- ☐ www.patagonia.com

For more detailed data visit – www.betterworldshopper.org