

## CLOTHING NEWS

## The true cost of George at ASDA

ASDA is the latest focus for Labour Behind the Label's 'Clean up Fashion' campaign. It has committed to ensuring garment workers earn a living wage, work in decent conditions, and have their fundamental rights respected. Yet the evidence shows that this is not happening in the real world.

Farzana sews clothes for ASDA George in Bangladesh. She works 10-12 hours a day, 7 days a week. She earns 30p a day. She says: "If there is night shift we have to work until 3 a.m. Though Friday is our day off, most of the time workers have to work on Friday." Meanwhile parent company WalMart made £6 billion profit in 2005.

You can fill in the postcard that is a loose insert in this magazine and send it off to ASDA asking them to really start to clean up fashion.



Contact Labour Behind the Label at 38 Exchange Street, Norwich NR2 3AT or phone 01603 666160

## Ascension Clothing

A new brand has been added to our Urban Fashion report on the [www.ethicscore.org](http://www.ethicscore.org) website and it receives the top rating. It makes organic cotton jeans, trousers and T-shirts for men and women. The T-shirts are also certified by the Fairtrade Foundation. Visit the website at [www.ascensionclothing.co.uk](http://www.ascensionclothing.co.uk)

## Levi's eco jeans

Levi's eco jeans claim to be "the first fully sustainable jean from a major denim brand, made using 100 percent certified organic cotton, and sustainable product components and production processes". The supply chain teams began with 100% organic cotton denim, added coconut shell and non-galvanised metal buttons, finished them using only natural compounds, and replaced standard rivets with reinforced stitching.

The organic cotton used in Levi's eco jeans is from the Aegean region of Turkey, the majority of the components are sourced in Europe and the jeans are manufactured in Hungary, meaning that neither materials nor finished products are transported long distances to market, further reducing the impact on the environment.

Levi Strauss Europe was granted 'EKO Sustainable Textile' certification for the Levi's eco jeans from Control Union Certifications, an inspection and certification body for organic production and products.

We last looked at Jeans in EC101 (July/August 2006) when Levi's scored 8.5. These eco jeans would score 9.5 making them one of the best buys of the mainstream brands, along with Easy and Falmer. Hug, Kuyichi and Greenfibres jeans were overall best buys in that report.



## Climate Change Bill

The announcement in the Queen's Speech in November that the Government will introduce a Climate Change Bill in 2007 was welcomed by Friends of the Earth.



Nick Cobbing/Stop Climate Chaos

The '1 Count' event in Trafalgar Square on November 4th.

Radiohead's Thom Yorke launched The Big Ask campaign in May 2005. Since then over 100,000 people from across the country have lobbied their MPs to support the need for a climate change law that will commit the UK to making annual cuts in its carbon dioxide emissions of at least three per cent. This is the level that industrialised countries must achieve if global warming is to be kept below the danger threshold of 2 degrees centigrade.

All the main opposition parties have backed the bill and 412 MPs - almost two thirds of MPs overall, and a majority in every party sitting in Parliament - have signed a Parliamentary petition (Early Day Motion 178) calling for new legislation.

The announcement follows the '1 Count' event on November 4th where more than 25,000 people packed Trafalgar Square and closed surrounding roads to make their voices count, each one calling for urgent action on climate change. It would appear that the government bill may seek to avoid the binding annual targets that campaigners want. So pressure needs to be kept up.

More information from Friends of the Earth at [www.foe.co.uk](http://www.foe.co.uk) or phone 020 7490 1555.

## Come eco-friendly bombs...

British arms manufacturer BAE Systems is planning to design 'green' munitions, including lead-free bullets and rockets with reduced toxins. Also in the pipeline are jets, fighting vehicles and artillery without dangerous compounds which can "harm the environment and pose a risk to people", the company is quoted as saying. "Weapons are going to be used and when they are, we try to make them as safe for the user as possible," said Dr Debbie Allen, director of the company's corporate social responsibility. BAE Systems has full support from Britain's Ministry of Defence, which wants to see quieter warheads in order to reduce noise pollution and grenades that produce less smoke.

## The Homes for Good Exhibition 2007

Exhibitions, demonstrations and presentations on sustainable building design, materials and services and ecological living are happening Friday 9th and Saturday 10th February at The Winter Gardens, Weston-Super-Mare between 10am - 4pm.

Keep your eye on [www.sustainablehousing.org.uk](http://www.sustainablehousing.org.uk) and click on the green logo for updates of exhibitors and presentations or call 01458 259400.

## Totally rubbish designs

A clamshell rucksack that used to be a vacuum cleaner! This is just one of the ideas from website [Junkk.com](http://Junkk.com), a brainstorming of second-use ideas. The website exists to share advice and ideas on anything 're' (re:duce, re:use, re:pair, re:cycle, etc) with the ultimate goal of helping save the planet.



For example, according to the website, "bottle caps from discarded cartons look pretty much like the floor protectors which you would purchase from the shops for £2.50 for a set of four. By re-using these caps, you'll be saving £2.50, plus petrol, plus the air by not producing petrol fumes when you drive, and saving the land by not filling it up with more rubbish. If every household of the 30 million in the UK practises this one small step, not counting offices and schools, that's at least 45 skips of bottle caps a day not going into landfill. Admittedly, the caps may not look exactly like



those fancy ones they sell, but if enough of us request and demand it, manufacturers might be encouraged to start redesigning their packaging with second uses in mind!"

The website is the brainchild of Peter Martin, a former ad man whose clients included Porsche, Microsoft and MTV.

## Online ethical directory

Ethical Jobs, the online resource for ethical jobseekers and employers has launched the Ethical Directory. [www.ethicaldirectory.co.uk](http://www.ethicaldirectory.co.uk) is a web guide to green and ethical businesses and organisations, vetted by Ethical Jobs Ltd in an attempt to assist visitors who are looking to buy from, or trade with ethical businesses. None of the organisations listed in the directory have paid to be there.

## Music to the ears of an ethical consumer

EthicalDownloads (<http://www.ethicaldownloads.co.uk>), a repository of 'top tunes', is launching its licensed music download service for online consumers with a conscience. Since its inception, 25% of revenue generated by the site has been donated to UK charities, rather than going to music industry moguls and 'fat cats'.

EthicalDownloads gives access to over 20,000 tracks of up-to-date music - anything from ABBA to The Zutons - and the database is growing daily. The website is simple to use and registration is free, with a pay per track policy and albums costing as little as £0.60 each. Charities including British Red Cross, Breast Cancer Campaign, Breast Cancer Care, Cancer Research UK, Help the Aged, Oxfam, RSPCA, Save the Children, Scope and Water Aid are set to benefit from the monthly donations.

A democratic poll is found on the homepage and visitors can vote for the charity of their choice. Each month, the charity with the most votes receives a donation equivalent to 25% of the site's revenue to aid its cause.

## Ethiscore's Top 10 Xmas presents

Don't know which brand of MP3 player is the most ethical or which box of chocolates comes out tops? Check out the home page of our [www.ethiscore.org](http://www.ethiscore.org) website before you do your Christmas shopping to find the top rated brands in 10 product areas including toys, games consoles and perfume.



Modesty prevents us from putting an ethiscore subscription at the top of the list. But why not buy your friends and family a virtual Christmas present - a year's subscription to the ethiscore website. There are now over 100 product reports available to subscribers. The ratings of the companies behind the brands are updated on a daily basis to make your consumer action the most effective it can be, and you can customise the scores to fit in with your own ethical values. A year's subscription to the ethiscore website costs just £15. Subscribe online at [www.ethiscore.org](http://www.ethiscore.org).

And don't forget *Ethical Consumer* magazine. Give a year's subscription as a gift and it will only cost you £19 (to the UK). We need to receive your magazine order by Monday December 18<sup>th</sup> to catch the last first class post. Call us with your credit/debit card details on 0161 226 2929 or subscribe online at [www.ethicalconsumer.org](http://www.ethicalconsumer.org) or see the order form on the centre pages.



## Saints and sinners veggie recipes



The Vegetarian Society's 2006 range of Christmas recipes have been published in a new free booklet called 'Saints and Sinners'. Half the recipes are perfect for those 'Sinners' who, just for Christmas, fancy a more indulgent menu. And for those who still want a delicious but low-fat, health-conscious choice, there is the 'Saints' section.

All the recipes are ideal for veggies and non-veggies alike with some recipes specially devised for those avoiding gluten and nuts. There are several vegan alternatives too.

Order your free copy by calling The Vegetarian Society on 0161 925 2000.

## Wind turbines & solar panels at B&Q

**DIY store B&Q has started selling wind turbines and solar panels in its stores.**

Microrenewables that generate clean, green energy give householders a real opportunity to help reduce damaging greenhouse gas emissions and save money on their fuel bills, which have been steadily rising over the past few months.

At the present time the wind turbines and solar panels, which will retail for £1,498, will be too expensive for many. However, it is thought that prices will come down as more and more people adopt the technology. The move into the market by an organisation like B&Q is a very important first step in bringing these technologies to the mass market. However, Solartwin ([www.solartwin.com](http://www.solartwin.com)), a small company which makes zero carbon solar water heating, have criticised the promotional literature for the solar panels sold by B&Q for being misleading, and for exaggerating their energy and CO2 savings and payback times.

## Viva! claims victory as Waitrose promises to let its ducks swim

Waitrose has announced that it is planning to allow the ducks it sells for meat to have access to ponds for swimming - the first supermarket to do so.

Bizarrely, despite being an aquatic animal, none of the 19 million ducks sold in the UK ever gets to paddle their feet in water, let alone swim. Animal group Viva! has conducted a long term campaign against the factory farming of ducks and has been urging all supermarkets to improve the birds' welfare. It claims the Waitrose decision as a partial victory.



Almost all the ducks sold for meat in UK supermarkets and restaurants are reared in windowless factory farms and the only water to which they have access is for drinking. A single shed frequently houses up to 15,000 birds and Viva! maintains that Waitrose's intention to reduce flock size to 5,000 and give them access to outside ponds is at least an improvement on the woefully inadequate industry standard. Lack of water prevents ducks from fulfilling their most fundamental needs and as a result they can suffer from filthy, dishevelled feathers, eye infections and even blindness.

This latest victory follows previous campaign successes. Sainsbury's, Marks & Spencer, Waitrose, Somerfield and Asda had already withdrawn all duck meat from birds who had been painfully de-beaked and Harrods ended the sale of all factory-farmed duck meat.

More information from Viva! on 0117 944 1000 or visit [www.viva.org.uk/ducks](http://www.viva.org.uk/ducks) where you can read Viva!'s in-depth on-line report *Ducks Out of Water* [updated for 2006].



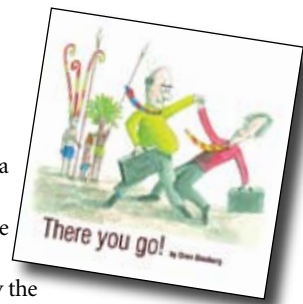
What happens when a duck is not allowed access to water for swimming and preening.

## There you go cartoon book

A biting critique of how tribal peoples are being destroyed in the name of 'development' has been launched by Survival. The critique is presented in a cartoon book designed to be read in two minutes. The launch of the book, *There you go!*, marked the start of a major new campaign to highlight how the concept of development is often used to justify the dispossession of tribal peoples. It was sent to every UK MP and peer, as well as to schools and universities.

With vivid drawings and wry humour, the book depicts two executives arriving in a remote tribal community and imposing a 'Multi-Stakeholder Cross-Disciplinary Integrated approach'. The effects are to leave the tribal people landless, squatting on the edge of a city.

The book is available to view as an online slide show at: <http://www.survival-international.org/thereyougoenter.php>. To purchase 'There you go!' call (+44) (0)20 7687 8700. Price: £4. 'There you go!' is also available in Italian and Spanish.



## Car Club gets the green light

Pay-as-you-go car club scheme, Streetcar, has just published new research showing that it has taken over three supermarket car parks full of cars off the road since its launch in 2004. Saving CO2 emissions at a rate of 500 tons per year, research has shown that for every Streetcar on the road, 28 privately owned cars are taken off.

The scheme, which now has over 160 locations across London, Southampton and Brighton and over 8,000 members, enables individuals to hire VW Golfs by the hour for £4.95. The first 30 miles of petrol is free and it is free to join.

Contact Streetcar on 0845 644 8475 or visit [www.streetcar.co.uk](http://www.streetcar.co.uk)

For a map of car clubs throughout the UK visit the Carplus charity's website at [www.carplus.org.uk/carplus/Car\\_club\\_map.html](http://www.carplus.org.uk/carplus/Car_club_map.html)

## Questionnaire hamper winner

**Liz Postlethwaite was the lucky respondent who was picked at random and won an organic hamper for answering the ethical consumer questionnaire which was advertised in the Oct/Nov 05 issue of this magazine.**



The research which she contributed to has already been successful in advancing understanding of the ethical consumer movement. However, in order to consolidate the results, the final phase of this research will be underway shortly and consists of filling in a questionnaire which would take a maximum of 15 to 20 minutes. If you have NOT already filled in the first questionnaire, and would be willing to participate in the last phase of this exciting research, please either e-mail directly to receive the questionnaire by e-mail or send your name and address to the address below and you will be sent a paper copy of the questionnaire with a reply paid envelope. Alternatively you can leave your name, address and telephone number after the message on 0141 331 8263.

email: [l.carey@gcal.ac.uk](mailto:l.carey@gcal.ac.uk),

Lindsey Carey, PhD research student, Glasgow Caledonian University, Marketing Division, Milton Street Building, Cowcaddens Road, Glasgow G4 0BA

## Japan's whale hunters set sail for International Whale Sanctuary

Despite a global moratorium and international outcry against whaling, Japan's whale hunters set sail in November. Japan's self-allocated whaling quota permits its whalers to kill up to 935 minke and 10 endangered fin whales.

Greenpeace



Japan's whale hunt started just weeks after Iceland resumed commercial whaling for the first time in 20 years. Seven fin whales and one minke whale were killed in Iceland since it resumed whaling on October 17, 2006. Much of this whale meat has been frozen due to saturation in the market.

Japan hunts under the guise of so-called "scientific" whaling, a clause that allows it to continue whaling despite a global ban on commercial whaling imposed by the International Whaling Commission (IWC) in 1986. In the 2005/2006 season Japan's whalers killed 853 minke and 10 fin whales from the Antarctic. Next year Japan may also start hunting endangered humpback whales, with a self-allocated quota of 50. Robbie Marsland, UK Director of the International Fund for Animal Welfare (IFAW), said: "Even more shocking is the fact that this whale hunt takes place in the Southern Ocean Sanctuary around Antarctica, established by the IWC in 1994 as a safe haven for these majestic creatures."

The Southern Ocean Sanctuary protects approximately 80% of the world's whales, including some of those whose winter migrations support thriving multi-million pound whale watching industries. An IFAW-sponsored study found that more than 100,000 people went whale watching in Japan in 1998, up from 10,992 in 1991. More than 95% of the whale and dolphin watchers in Japan were Japanese. Total expenditure on whale watching in Japan in 1998 was estimated at more than £17m.



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For more information, visit [www.ifaw.org](http://www.ifaw.org) or write to IFAW at 87-90 Albert Embankment, London SE1 9UD Phone: +44 0207 587 6700 email [info-uk@ifaw.org](mailto:info-uk@ifaw.org)

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