

## Positive responses to the ecological emergency

*How consumers, businesses and campaigners can work together to help tackle climate change and environmental breakdown*

- 1. Rob Harrison** - *Ethical Consumer Co-Founder* – 30 Years of Publishing on Consumers and Climate
- 2. Francesca de la Torre** – *Ethical Consumer Researcher* - How consumer markets have responded to the climate crisis
- 3. Rob Harrison** – Thinking beyond capitalism?

# 30 Years of EC – 1989 Political Unrest



The blast at the Royal Marine School of Music killed 11 bandmen and injured more than 20 others

# 30 Years of EC –1989 Consumer Boycotts

ethical  
consumer





# 30 Years of EC – Mapping ethics onto markets

ethical  
consumer

## Environment

As 'environment' is a very broad area, we use five different categories:

- Environmental Reporting
- Climate Change
- Pollution & Toxics
- Habitats & Resources
- Palm Oil



## Animals

Our research on animals is divided into three main areas:

- Animal Testing
- Factory Farming
- Animal Rights & Cruelty



## People

Our 'People' category is divided into 5 areas of research:

- Human Rights
- Workers' Rights
- Supply Chain Management
- Irresponsible Marketing
- Arms & Military Supply



## Politics

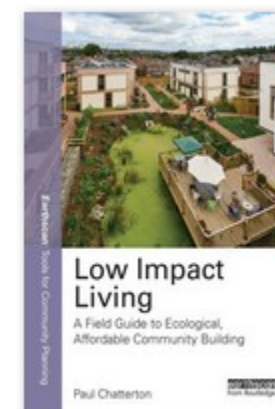
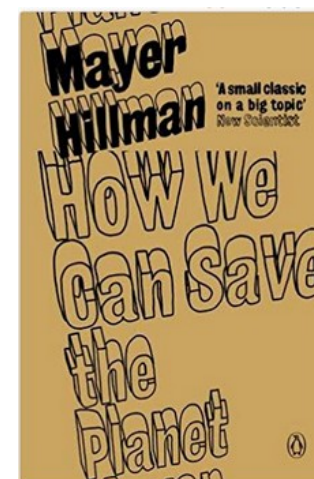
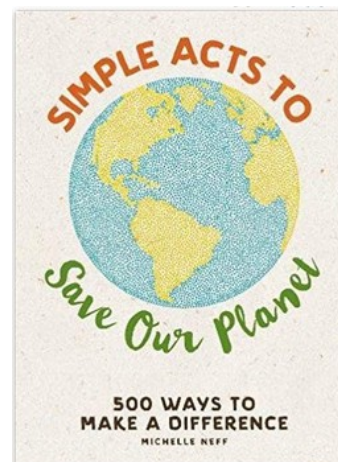
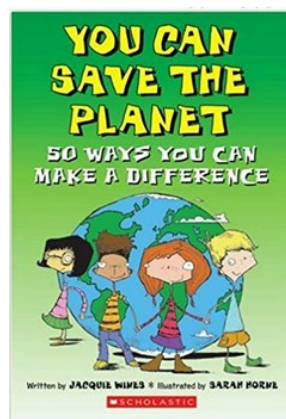
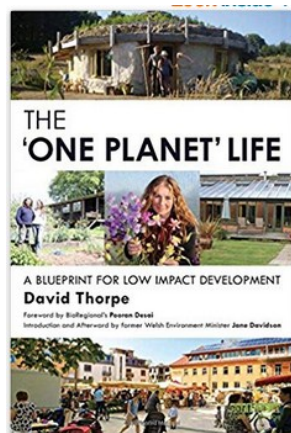
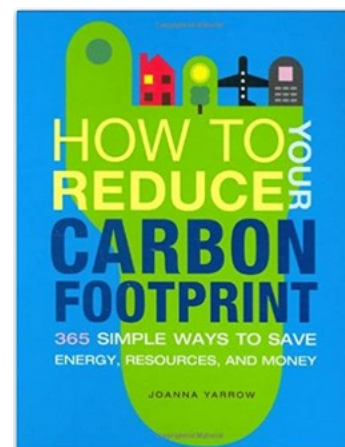
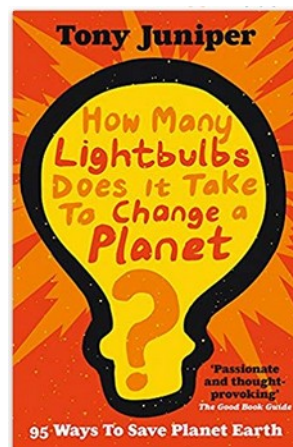
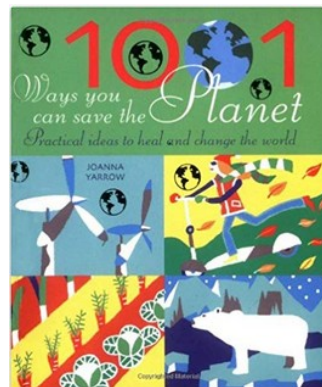
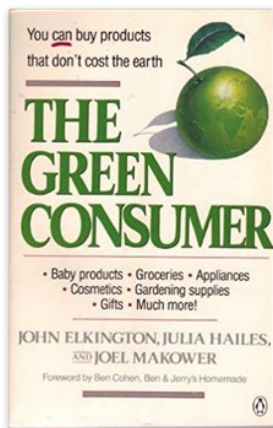
Our research into a company's politics is divided into 4 areas:

- Anti-Social Finance
- Boycott Calls
- Controversial Technologies
- Political Activity



# 30 years of green consumer advice

ethical  
consumer





# 30 Years of false responsabilisation

ethical  
consumer



## Mindless Overconsumption Is Destroying You and the Planet

By Greenpeace | May 09, 2017 10:44AM EST

POPULAR

### Overconsumption

**Overconsumption is costing us the earth and human happiness**

Story of Stuff creator Annie Leonard's new book examines the high price of the western world's obsession with all things material



# 30 Years of False Dichotomy

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DAILY BEAST

CHEAT SHEET POLITICS ENTERTAINMENT WORLD NEWS HALF FULL CULTURE U.S.

**DISTRACTION VS. ACTION**

## ***Why Your Carbon Footprint Is Meaningless***

Liberals who call for personal sacrifice to combat climate change aren't helping. In fact, they're hurting.

01.11.19 | WORLD CHANGING IDEAS

## **Focusing on how individuals can stop climate change is very convenient for corporations**

Sure, it's morally good to reduce your footprint—but don't let that deflect attention from who is really to blame.

**Opinion Business**

Ethical shopping is just another way of showing how rich you are

*George Monbiot*



The middle classes congratulate themselves on going green, then carry on buying and flying as much as before



# 30 years of publishing on regulatory interventions



## **2001 Ethical Consumer Manifesto (47 items including....)**

- Greening government purchasing
- Energy labelling
- A carbon or energy tax
- Balanced transport taxation
- Home generator energy export
- Minimum energy standards for products and buildings



## Where is consensus on regulation now?

**Miatta Fahnbulleh** - Chief Executive of the New Economics Foundation - on a Green New Deal

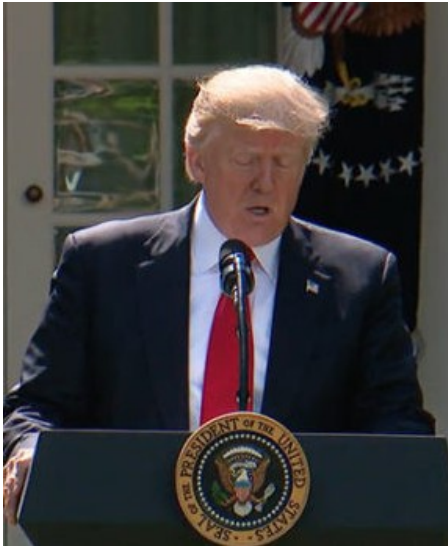
**John McNally MP** - SNP environmental spokesperson and member of the Parliamentary Environmental Audit Committee

**Mike Berners-Lee** – Professor and expert on carbon impacts – There is no planet B

**Caroline Pakel** - Extinction Rebellion Political Circle for XR UK and the Future Democracy Hub

# Crisis of governance

ethical  
consumer



## Ethical Consumer 2018 manifesto

### 10 key steps



Break up technology monopolies into separate businesses and democratise ownership



Eliminate the use and inclusion of 'corporate courts' in trade deals



Make disclosure of lending and share ownership by financial institutions mandatory

## Changing consumer markets

ethical  
consumer



“Deforestation due to soy production fell by 86 per cent in the decade following the campaign”



# Changing consumer markets

<b>Green Home</b>	<b>2010 £m</b>	<b>2016 £m</b>	<b>2017 £m</b>	<b>% Growth 2016 - 2017</b>
Energy efficient appliances	2,068	2,795	3,010	7.7%
Energy efficient boilers	2,332	3,268	3,575	9.4%
Micro generation	249	476	60	-87.4%
Energy efficient light bulbs	43	110	136	23.8%
Ethical cleaning products	42	75	80	6.7%
Sustainable timber and paper	1,655	1,207	1,306	8.2%
Buying for re-use – household items	823	682	751	10.1%
Green electricity tariffs	432	309	483	56.3%
<b>Subtotal</b>	<b>7,644</b>	<b>8,922</b>	<b>9,401</b>	<b>5.4%</b>

Ethical Consumer Markets Report 2018

# Changing consumer markets

<b>Eco-travel and Transport</b>	<b>2010 £m</b>	<b>2016 £m</b>	<b>2017 £m</b>	<b>% Growth 2016 - 2017</b>
Alternative fuel vehicles	n/a	2,377	3,077	29.5%
Cars under 100g CO <sub>2</sub> / km	846	5,786	4,144	-28.4%
Bicycles	795	1,010	1,065	5.4%
<b>Subtotal</b>	<b>1,641</b>	<b>9,173</b>	<b>8,286</b>	<b>-9.7%</b>

Ethical Consumer Markets Report 2018

# Changing consumer markets

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*“Partnering consumer power with worker-designed solutions to protect their own human rights is a 21st century strategy for transforming supply chains. And it’s winning.”*

Huffpost Dec 2017





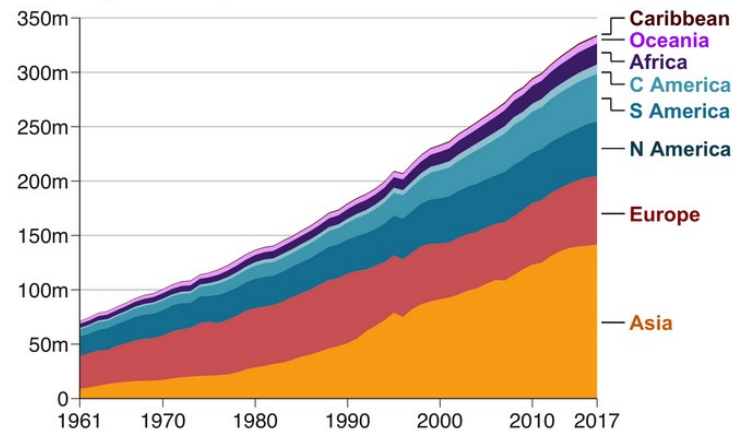
# Changing consumer markets

Our own 2018 survey found that 11% of people claimed to be vegetarian and 3% vegan – an increase of 52% and 153% respectively since 2016. The statistics are even more impressive amongst 18-25-year-olds, 17% of whom said that they were vegetarian and 4% vegan in 2018. (*ECMR 2018*)



## Meat production by region

Annual production, in tonnes



Source: UN Food and Agriculture Organization / Our World in Data

# Changing consumer markets

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consumer

'Flight-shaming' could slow growth of airline industry, says Iata

Climate now 'top of the agenda' for investors as airlines try to lower carbon emissions



The latest Ethical Consumer Markets Report (out soon) will show a growth of 105% in the value of transport (flying) boycotts in 2018 to over £2bn

*UBS surveyed 6,000 people in the US, Germany, France and the UK, in May and found that 21% had reduced the number of flights they took over the last year.*

# Changing consumer markets

ethical  
consumer



By 2018 at least 265 advertisers had ended their advertising with the paper and a new editor was appointed to “detoxify” the brand.



## Conclusions

- Changing markets works best when companies, campaigners, consumers and governments are all pulling in the same direction.
- Consumers can have impact on their own, particularly with boycotts.
- Even if consumer actions in one region look promising, big global trends may reduce the importance of these.

*Encouragingly however, when surveyed, 70-80% of consumers in China, India and Brazil show similarly high levels of concern for the environment and an understanding of importance of the role of the consumer choice.(EC180)*

# Beyond Capitalism?

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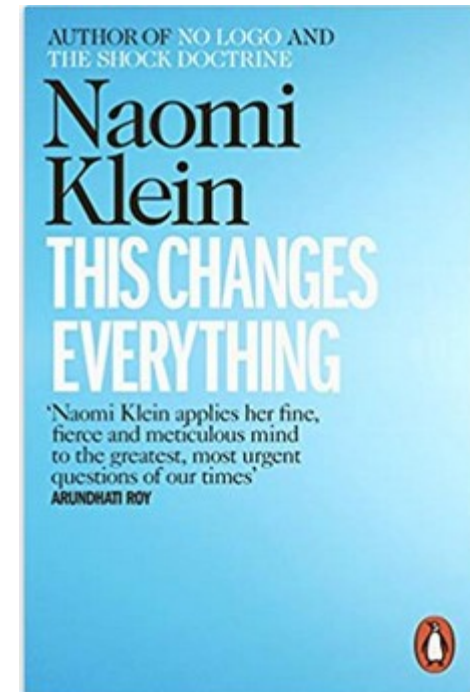
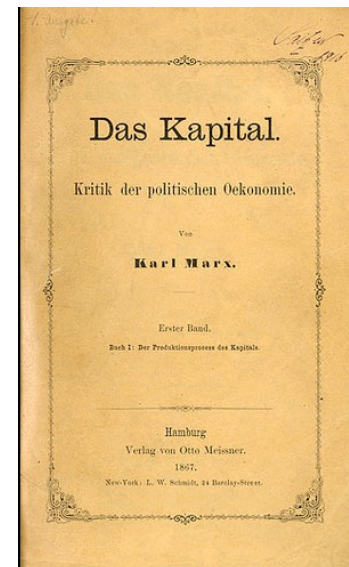


Dare to declare capitalism dead - before it takes us all down with it

*George Monbiot*



The economic system is incompatible with the survival of life on Earth. It is time to design a new one



# Beyond Capitalism?

ethical  
consumer

“I’m a capitalist, and even I think capitalism is broken.”  
Ray Dalio 2019 (CEO of Bridgewater – A US Hedge Fund)



Opinions

## Corporate panic about capitalism could be a turning point



The Big Read Capitalism

+ Add to myFT

## Why American CEOs are worried about capitalism

Fearing a backlash against business if a Democrat wins the White House, some chief executives are pushing for pre-emptive reforms

INDEPENDENT

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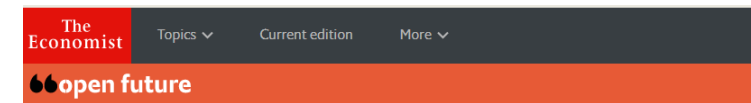
NEWS POLITICS VOICES FINAL SAY SPORT CULTURE VIDEO INDY/LIFE BLACK FRIDAY INDYBEST LONG READS INDY100 VOUCHERS PREMIUM

News > Business > Business News

## Capitalism 'has been broken', top UK business leaders warn

Former minister, Baroness Shriti Vadera, who is now chairwoman of Santander UK, said that 'the underlying promise of western capitalist economies [...] has been broken'

Josie Cox Business Editor | @JosieCox\_London |



The Economist

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## If capitalism is broken, maybe it's fixable

A book excerpt and interview with Joseph Stiglitz, a Nobel laureate in economics and author of "People, Power and Profits"

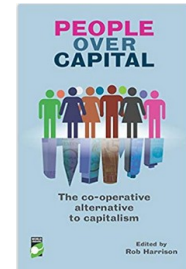


# Beyond Capitalism?

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Ethical Consumer's 2013 Conference

“Is there a co-operative alternative to capitalism?”



“When a system is as broken as the food system of the western world, it is no good tinkering around the edges. A radical new approach – or approaches – is required.”



“In May, climate change movement Extinction Rebellion called for a boycott of the fashion industry: “in order to disrupt business-as-usual and send a message to government, industry and public alike that enough is enough ... The fashion system is broken.”

# Beyond Capitalism?

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One thing to keep?



One thing to get rid of?



One thing to change?

No crossing out – arrows with comments please

**Thank You**

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[www.ethicalconsumer.org](http://www.ethicalconsumer.org)