

TDEG Ethical Consumer Group



Central Principles (set up June 2019, updated February 2021)

Everything we buy has a story behind it. The products have passed through many hands, many processing and packaging stages and may have travelled many miles. When we buy a product, we are supporting that journey - the workers, the plantations, the businesses, the principles, the working conditions, the factories and the production techniques that have brought that product to us.

When we shop, our choice is often based on what's the cheapest, the easiest, the quickest. But we believe that there are more important questions that we could, and should, ask. E.g.:

- Has this item been produced as ethically as possible?
- Does this company trade sustainably, organically and fairly?
- What is its carbon footprint?
- Does this company care about the wellbeing and working conditions of its workers?
- Which company involves no animal cruelty in the making of its products?
- Is this business committed to caring for the environment and 'greening' its practice?
- Will this product have to travel air miles to get to me?
- Does this company pay its taxes?
- Will buying this product from a local business necessarily mean a reduced carbon footprint overall?

By changing the questions we ask, every purchase becomes an opportunity to support businesses that are working to make the world a fairer, cleaner and greener place.

Intended Outcome

That people will make ethically informed choices about what they buy.

Objectives

Finding accurate information is not always straightforward, so we have three aims:

- 1) To educate ourselves as a group and share information about ethical consumerism;
- 2) To share and spread this information to others;
- 3) To think before we buy (Do I need it? Can I repair the old one? Can I buy second-hand? What is the story of its journey?)

Method

- We will aim to meet as a group on a regular basis to share information about our findings and activities.
- We will undertake research, e.g. using publications such as *Ethical Consumer* magazine, the internet and talking to businesses to learn more about ethical consumerism, and we will share our findings with the community through our website, our Facebook page, the Village Voice, other social media sites, talking to local businesses etc.
- We will act to develop ethical consumerism in our community.

Scope

Anyone from anywhere is very welcome to come and join us! Go to our website:

www.tdeg.org.uk, click on the Menu and then click on 'Join TDEG'. You can then select the groups you are interested in. Simple!