

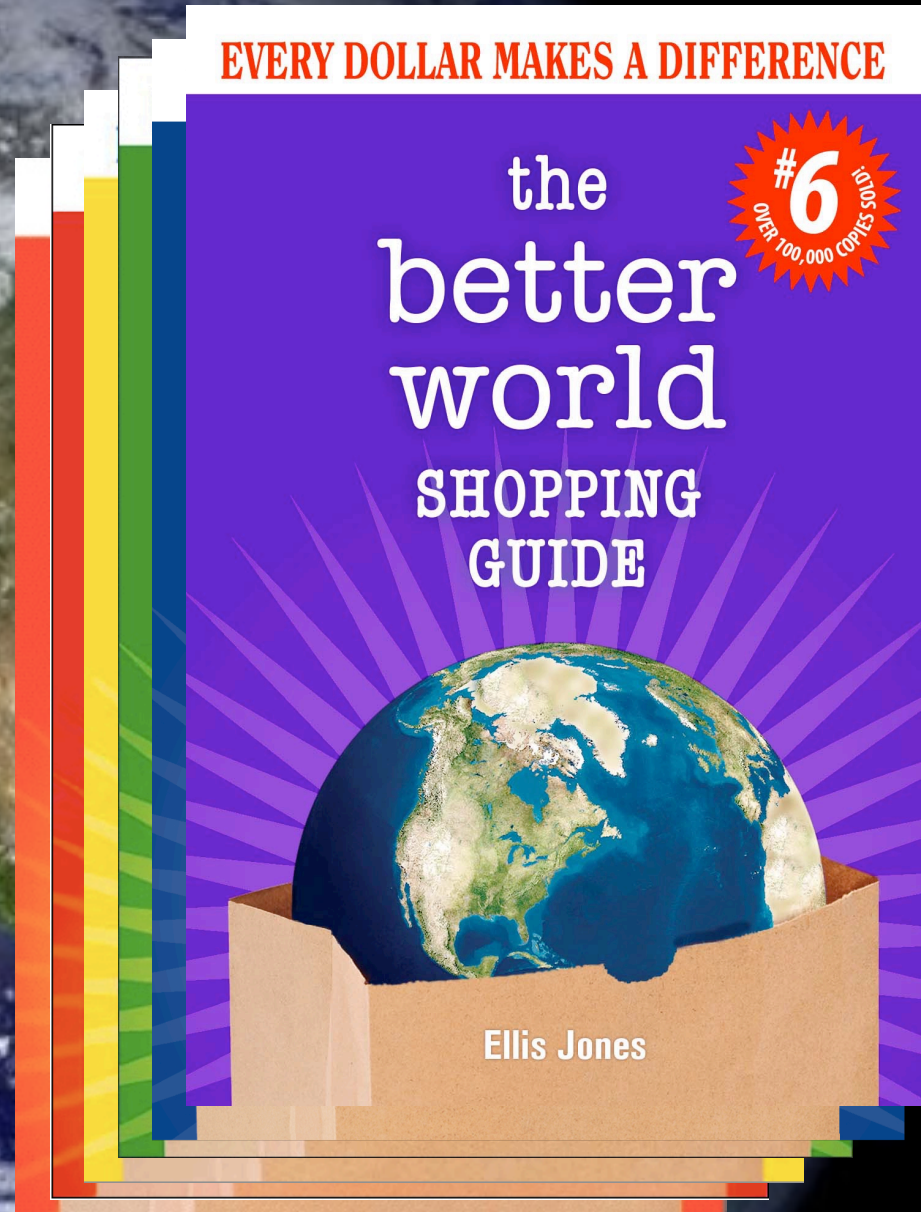
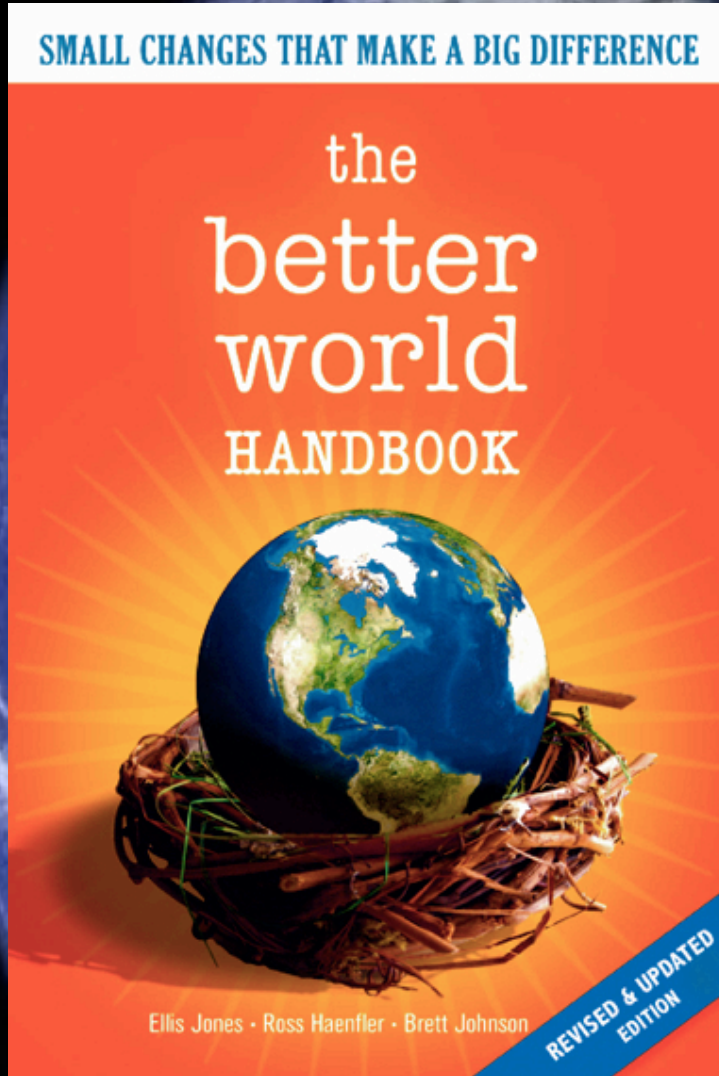
CITIZEN-CONSUMER 2.0




How We Hold Corporate Power Accountable
Through Economic Democracy

Ellis Jones, Ph.D.

Introduction






There are 2 steps to being sustainable consumers

1. REDUCE THE QUANTITY OF OUR CONSUMPTION

2. INCREASE THE QUALITY OF OUR CONSUMPTION



I'll focus on quality today,
then come back to quantity

1. REDUCE THE QUANTITY OF
OUR CONSUMPTION

2. INCREASE THE QUALITY OF
OUR CONSUMPTION

Democracy And The Global Economy

- Democracy is essentially a way to disperse power and keep it accountable. Money is a form of power.
- The average U.S. family casts an estimated 22,000 votes (\$) per year that directly influence global conditions.
- Our collective buying patterns in the US (i.e. consumer spending) drive roughly 2/3 of our economy (the largest economy on the planet).

Sustainability Is Not Just About The Environment

- **Human Rights**
 - sweatshops, developing world, child labor
- **The Environment**
 - global warming, renewable energy, waste
- **Animal Protection**
 - factory farming, animal testing, habitat
- **Community Involvement**
 - local businesses, family farms, growth
- **Social Justice**
 - fair wages, health & safety, discrimination

BETTER WORLD SHOPPER	
✓	HUMAN RIGHTS
✓	THE ENVIRONMENT
✓	ANIMAL PROTECTION
✓	COMMUNITY INVOLVEMENT
✓	SOCIAL JUSTICE

A to F Grades for Companies

75 data sources with 30+ years of data.(1987-2018)

- B Corporation
- Berne Declaration
- Better Business Bureau
- Business Ethics Magazine
- Business For Social Responsibility
- Caring Consumer
- Center For Public Integrity
- CERES Principles
- Clean Clothes Campaign
- Clean Computer Campaign
- Climate Counts
- Co-op (Green) America
- Cornucopia Institute
- Corporate Accountability International
- Corporate Knights
- Council On Economic Priorities
- Corpwatch
- Covalence Ethical Quotation System
- Ethical Consumer
- Ethisphere
- Fair Trade Federation
- FTSE4Good Global Index
- Global Sullivan Principles
- Greenpeace
- Hoover's Online
- Human Rights Campaign
- Multinational Monitor
- Natural Resources Defense Council
- Organic Consumers Assn
- Responsible Shopper
- Silicon Valley Toxics Coalition
- Social Venture Network
- Transfair USA
- Union Of Concerned Scientists
- US Environmental Protection Agency
- World Environment Center
- World Wildlife Fund
- WorldBlu Democratic Workplaces

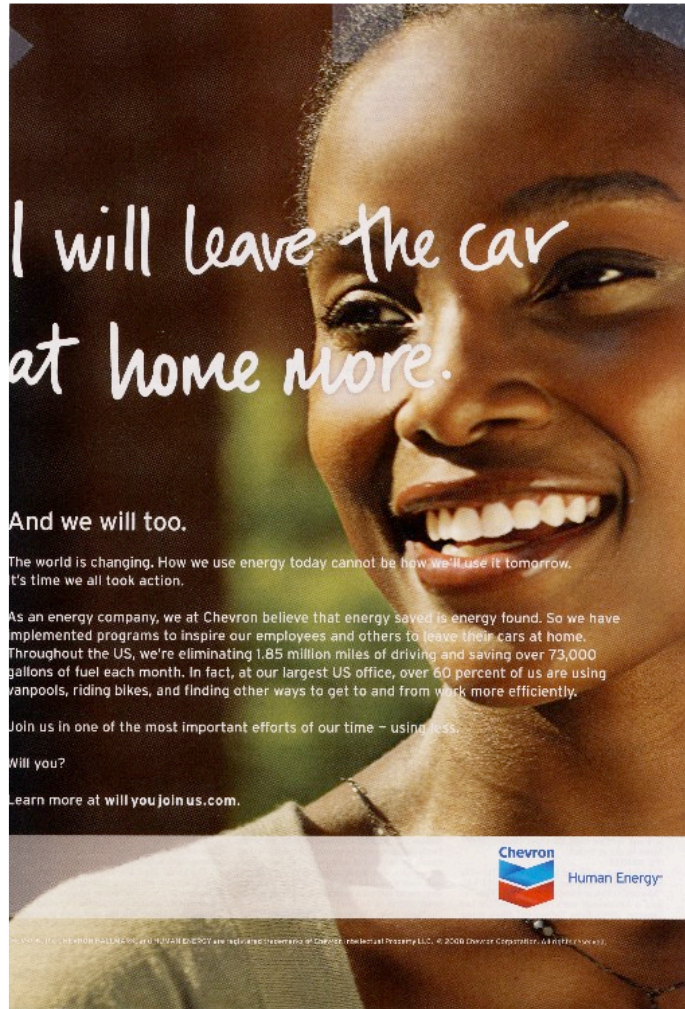


EXERCISE #1

TEST YOUR
GREENWASHING
DETECTOR:

WHICH COMPANIES ARE
TELLING THE TRUTH?

GREEN OR GREENWASHING?



I will leave the car at home more.

And we will too.


The world is changing. How we use energy today cannot be how we'll use it tomorrow. It's time we all took action.

As an energy company, we at Chevron believe that energy saved is energy found. So we have implemented programs to inspire our employees and others to leave their cars at home. Throughout the US, we're eliminating 1.85 million miles of driving and saving over 73,000 gallons of fuel each month. In fact, at our largest US office, over 60 percent of us are using vanpools, riding bikes, and finding other ways to get to and from work more efficiently.

Join us in one of the most important efforts of our time - using less.

Will you?

Learn more at willyoujoinus.com.



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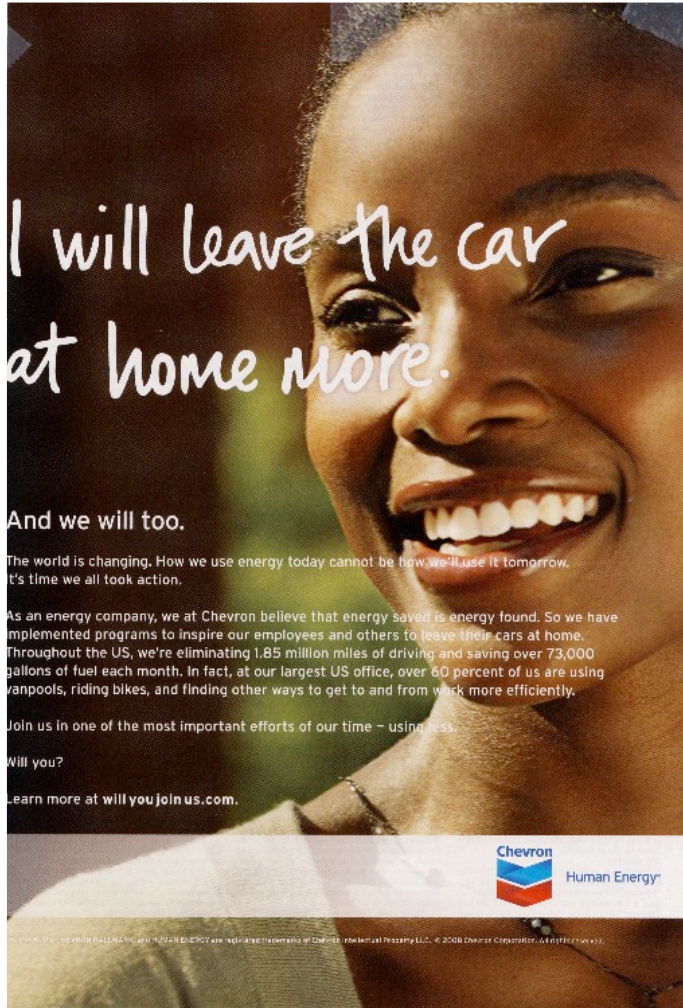
I WILL USE LESS ENERGY.

 Will you?

willyoujoinus



GREEN OR GREENWASHING?



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I WILL USE ENERGY.

F

▶ Will you?



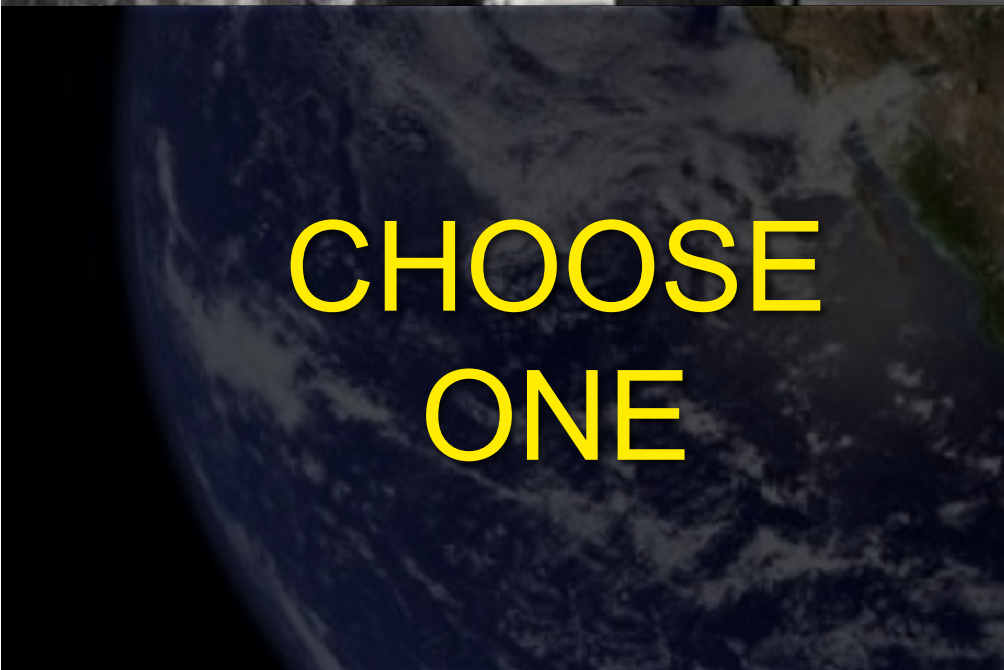
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EVERYBODY'S WORK
IS EQUALLY
IMPORTANT

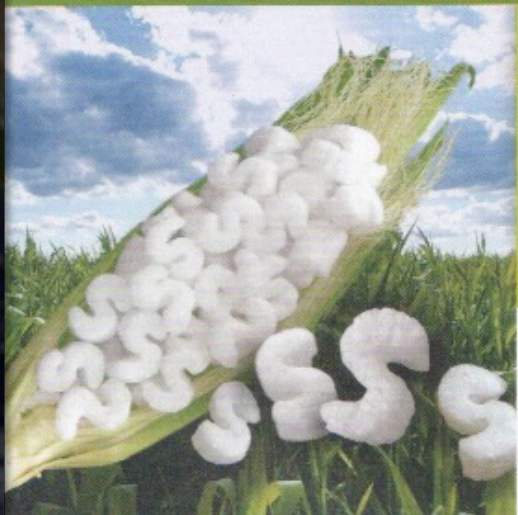


WHO CAN
YOU
TRUST?



CHOOSE
ONE

Packed a new way to
protect our environment.



You may notice a different packing material in this shipment from us. That's because we switched from foam "peanuts" to a choice that's better for our planet.





B+

EVERYBODY'S WORK
IS EQUALLY
IMPORTANT



**WHO CAN
YOU
TRUST?**



**CHOOSE
ONE**

Packed a new way to
protect our environment.



F

You may notice a different packing material in this shipment from us. That's because we switched from foam "peanuts" to a choice that's better for our planet.

★ macy's
bloomingdale's

**EXAMPLE OF AN
EVERYDAY PROBLEM:**

WATER





THE DATA BEHIND: BOTTLED WATER

AQUAFINA

- Ethisphere
 - World's Most Ethical: 6 yrs
- Environmental Prot Agency
 - Green Energy Awards (x3)
- Council on Economic Priorities
 - Overall GPA: 3.6
- Multinational Monitor
 - 10 Worst List: 1994
- Ethical Consumer
 - Current Intl Boycotts: 1

DASANI

- Ethisphere
 - World's Most Ethical: 0
- Environmental Prot Agency
 - (not listed)
- Council on Economic Priorities
 - Overall GPA: 2.8
- Multinational Monitor
 - 10 Worst List: 1998, 2001, 2004
- Ethical Consumer
 - Current Intl Boycotts: 5

THE DATA BEHIND: BOTTLED WATER

PEPSI

- Ethisphere
 - World's Most Ethical: 6 yrs
- Environmental Prot Agency
 - Green Energy Awards (x3)
- Council on Economic Priorities
 - Overall GPA: 3.6
- Multinational Monitor
 - 10 Worst List: 1994
- Ethical Consumer
 - Current Intl Boycotts: 1

COCA COLA

- Ethisphere
 - World's Most Ethical: 0
- Environmental Prot Agency
 - (not listed)
- Council on Economic Priorities
 - Overall GPA: 2.8
- Multinational Monitor
 - 10 Worst List: 1998, 2001, 2004
- Ethical Consumer
 - Current Intl Boycotts: 5

SOURCE	YEAR	TYPE	COCA COLA	SCORE	PEPSI	SCORE
Responsible Shopper	2012	A-F Grade	F	-2.0	F	-2.0
As You Sow: Beverage Recycling	2011	A-F Grade	2.73 (B-)	0.5	2.83 (B-)	0.6
Greenopia: Eco-Rankings	2012	1-4 Leaves	1	-1.0	1	-1.0
ALEC Membership	2012	Current, Former, Never	Former Member	-2.0	Former Member	-2.0
Center for Public Integrity	1998-2012	Lobbying \$	\$6 million	-0.4	-	0
Corporate Knights: 100 Most Sustainable	2005-2012	List	2006-2011	1.0	2005	.1
EPA: Green Power Award Winner	2001-2011	List	-	0	2007, 2008, 2009	1.5
EPA: Top 50 Green	2010	List	-	0	2010	1.5
EPA: 100% Green Power	2010	List	-	0	2010	1.5
Covalence: Best Ethical Rankings	2005-2009	List	-	0	2008	.1
Multinational Monitor: 10 Worst List	1990-2008	List	1998, 2001, 2004	-5.7	1994	-1.4
Human Rights Campaign: Equality Index	2012	0-100	100 (6 yrs)	2.5	95	1
Council on Economic Priorities: Overall GPA	1994	0-4	3.4	1.0	3.4	1.0
Council on	2000	0-4	2.8	-5	3.6	1.5

Council on Economic Priorities: Top GPA	2000	List	-	0	2000	2.0
Council on Economic Priorities: Top 10 in Issue Area	2000	List	-	0	Environment	1.0
CERES: Members	2012	List	Member	.5	-	0
CERES: Climate Change	2008	0-100	65	1	9	-1.2
Climate Counts: Climate Change	2010	0-100	75	0.8	70	0.7
World Environment Center: Sustainability Awards	2009	List	2009	.5	-	-0
Global Sullivan Principles: Signatories	2010	List	Signatory	.3	Signatory	.3
FTSE 4 Good: Global Index	2009	List	2009	.5	-	0
Ethisphere: World's Most Ethical Companies	2006-2012	List	-	0	2007, 2008, 2009, 2010, 2011, 2012	2.2
Business Ethics: 100 Most Ethical Businesses	2001-2010	List	2008, 2009, 2010	1.1	2004, 2006, 2007, 2008, 2009, 2010	1.9
Ethical Consumer: Current Boycotts List	2012	Lists	Corp Acct Intl War On Want, Columbia Solid Cmpgn, India Resource Ctr, Organic	-7	Corp Acct Intl	-2

Ethical Consumer: Ethiscore	2012	0-20	4	-2.0	4.5	-1.8
Cornucopia Institute: Organic Integrity	2008	0-4	-	0	2	1.0
Ethical Investment Research Services: Least Responsible Advertising to Children	2006	Rank List	4 th of 7	-0.5	2 nd of 7	-0.9
Center for Science in the Public Interest: Junk Food Marketing to Children	2010	0-4	2.3	0.2	2.3	0.2
TOTAL			F	-11.2	B	5.8

5.8



-11.2

B-

5.8



F

-11.2



B-



F



B-



F



Still a 100% recycled bottle
redesigned plastic, recyclable as ever



A



Sustainability Is Not Just About The Environment

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Balancing Theory And Practice In Ethical Consumption

CLOTHING	
A+	USED CLOTHING STORES
A	Patagonia, Autonomie, No Enemy, Hempys, Ecolution, Deva, Maggie's Organics
A-	Eileen Fisher, American Apparel
B+	Levi's, Liz Claiborne, Timberland
B	Gap, Nordstrom, Cutter & Buck, LL Bean, Eddie Bauer
B-	Abercrombie & Fitch, J Crew, PVH, Bass, Izod, Calvin Klein
C+	Tommy Hilfiger, Nicole Miller, Burberry, Quiksilver, Rip Curl
C	Men's Warehouse, North Face
C-	American Eagle
D+	Hanes, Champion, Beefy-T
D	Target, Express, Limited, FTL, Esprit, Bill Blass, Land's End, JC Penney, Victoria's Secret
D-	Russell, Guess, DKNY, Kohl's
F	Wal-Mart, Sam's Club, Macy's, Polo, Jones, Marshall Fields, Foley's, LA Gear, Dillard's, Disney, Kmart, TJ Maxx, Perry Ellis, Vanity Fair, Ralph Lauren

IN CONCLUSION

Buy less, buy better:

1. Buying quality typically costs more (save)
2. Buying quality often lasts longer (worth fixing)
3. Buying used takes more time, effort (e.g. etsy)
4. Buying fewer, quality, used...wastes less

Waste less

REDUCE THE QUANTITY, RAISE THE QUALITY

Buy less, buy better:

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Waste less

A composite image of Earth from space, showing the Americas and the Pacific Ocean, with a dark horizontal band across the center containing text.

**WHAT TO DO
RIGHT NOW**

1. CHANGE THESE FIRST

TOP 10 THINGS TO CHANGE

1	BANK
2	GASOLINE
3	SUPERMARKET
4	RETAIL STORES
5	CAR
6	SEAFOOD
7	CHOCOLATE
8	COFFEE
9	CREDIT CARD
10	CLEANING PRODUCTS

2. AVOID THESE COMPANIES

THE 20 WORST COMPANIES

1	EXXON MOBIL
2	KRAFT (MONDELEZ / ALTRIA)
3	WALMART
4	CHEVRON
5	GENERAL MOTORS
6	GENERAL ELECTRIC
7	PFIZER
8	NESTLE
9	CITIBANK
10	DOW CHEMICAL

THE 20 WORST COMPANIES

11	VERIZON
12	BLUE CROSS - BLUE SHIELD
13	MICROSOFT
14	AT&T
15	COCA COLA
16	FORD
17	MONSANTO
18	COMCAST
19	KOCH INDUSTRIES
20	ABBOTT LABORATORIES

3. SEEK OUT THESE COMPANIES


THE 20 BEST COMPANIES

1	NEW BELGIUM BREWING
2	SEVENTH GENERATION
3	ORGANIC VALLEY
4	PATAGONIA
5	ALTER ECO
6	DR. BRONNER'S
7	METHOD
8	EQUAL EXCHANGE
9	TRADITIONAL MEDICINALS
10	ECOVER

THE 20 BEST COMPANIES

11	KLEAN KANTEEN
12	CLIF BAR
13	EO BODY CARE
14	NATURE'S PATH
15	G DIAPERS
16	NANCY'S ORGANIC CREAMERY
17	MAGGIE'S ORGANICS
18	EDEN FOODS
19	DANSKO FOOTWEAR
20	KING ARTHUR FLOUR

4. USE THE WEBSITE

Buy Now 
Google Checkout

better world shopper \$10 - The Better World Shopping Guide

the idea

the rankings

the research

the book

the ipod

the top ten

the discussion

the author

product.rankings

- [airlines](#)
- [audio equipment](#)
- [baby care](#)
- [banks](#)
- [beer](#)
- [body care](#)
- [cars](#)
- [cereal](#)
- [chips](#)
- [chocolate](#)
- [cleaning](#)
- [clothing](#)
- [coffee](#)
- [computers](#)
- [cosmetics](#)

the.rankings
social & environmental responsibility

CEREAL	
A	Alvarado Street, Nature's Path, Envirokidz, Barbara's
A-	Peace Cereal, Arrowhead Mills, Health Valley, Earth's Best, Yogi
B+	Lundberg, Bob's Red Mill, Newman's Own, Food For Life, Cascadian Farm
B	Chex, General Mills, Pillsbury, Wheaties, Nature Valley, Total, Cheerios, Quaker, Mother's, Kix
C+	Kelloggs, Kashi, Corn Flakes, All-Bran, Frosted Flakes, Rice Crispies, Special K, Raisin Bran, Bear Naked
C	Malt-O-Meal, Cream of Wheat, Weetabix
C-	Weight Watchers, Heartland
D+	Post, Shredded Wheat, Grape Nuts
F	Kraft, Nabisco, Back To Nature

5. GET A BOOK

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SUPERMARKETS

A	A+	FOOD CO-OPS, FARMERS MARKETS
	A	
	A-	Whole Foods, Wild Oats
B	B+	Trader Joe's
	B	Wegmans, Nugget
	B-	Raley's, Fresh & Easy, Harris Teeter, Stop & Shop, Giant
C	C+	Peapod, Pathmark
	C	Shop 'n Save, Food Lion, A&P, Weis
	C-	Von's, Fry's, Pak 'n' Save, ShopRite, Safeway, Roundys, BJ's, Tom Thumb
D	D+	Hannaford, Giant Eagle, Target
	D	Price Chopper, Price Mart, H.E.B., Walgreen, CVS, Long's, Thriftway
	D-	Meljer, Winn-Dixie, Albertsons, Cub, Acme, Bigg's, Jewel-Osco, Lucky's, Save-A-Lot, Shaw's, Star, Publix, Costco, Shoppers, SuperValu, Super Saver, Rite Aid
F	F	Walmart, Ralph's, Food 4 Less, QFC, Fred Meyer, King Soopers, Kwik Shop, Quick Stop, Kroger, Smith's

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SUPERMARKETS

WHAT YOU NEED TO KNOW

If you have a choice, changing where you shop is an incredibly powerful action that will support people and the planet above profit.

GREEN HERO

Whole Foods

- ☆ BE's "Best Corporations" list for 3 years
- ☆ Powered by 100% renewable energy
- ☆ Business Ethics Award winner
- ☆ Established animal & poverty foundation
- ☆ Created animal compassion standards

CORPORATE VILLAIN

Wal-Mart

- ⚡ MM's "Worst Corporation" list for 3 years
- ⚡ Major toxic waste dumping fines
- ⚡ CEP "F" for overall social responsibility
- ⚡ Documented exploitation of child labor
- ⚡ #3 worst company on the planet

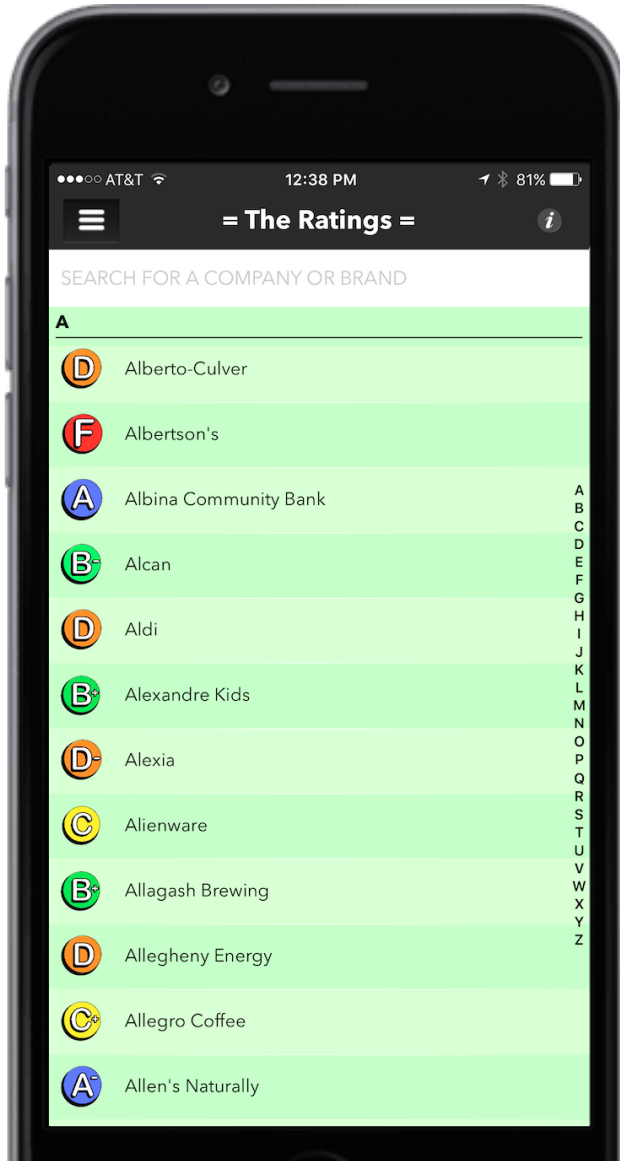
RESOURCES

Find food co-ops & farmers' markets

- 📄 www.localharvest.org
- 📄 www.cooperativegrocer.coop

For more detailed data visit – www.betterworldshopper.org

6. DOWNLOAD THE APP



7. DOWNLOAD THE OTHER SMARTPHONE APPS



Better World Shopp
Ellis Jones



Eco Report Card
Ellis Jones



Voter Glass
Ellis Jones




Media Glass
Ellis Jones

CITIZEN-CONSUMER 2.0

= BROADEN YOUR ENGAGEMENT =

1. POLITICAL (REPRESENTATIVES)
2. ECONOMIC (COMPANIES)
3. INFORMATIONAL (MEDIA SOURCES)
4. ENVIRONMENTAL (ALL OF US)

First Transparency, Then Accountability



Thank you for your commitment

More details available:

www.betterworldshopper.org

Email me at:

ejones@holycross.edu