Ethical Consumer Group
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MEDIA RELEASE:
Reclaiming consumer power with the touch of a button

For immediate release

Shopping in a way that matches our social and environmental values is now as simple as scanning a barcode with our phone, thanks to an innovative new feature just released on the Shop Ethical! app – Australia's most popular digital guide to ethical shopping.

Research has shown that Australian shoppers are more likely to consider purchasing a product that supports a social or ethical cause. However, few have the time to research the social and environmental track record of every company they want to buy from. Fortunately, the hard work has already been done for consumers. The Shop Ethical! app contains compiled company data from over 150 sources to give instant access to information on over 5,000 products.

By simply scanning the product barcode, you can see how it ranks from A to F, as well being alerted to issues such as palm oil use, food miles, animal testing and child labour. The app update also includes new data on electronics and clothing, allowing you to see how your favourite fashion labels and gadget brands are responding to issues such as conflict minerals, toxics, tin mining, building safety in Bangladesh, and paying a living wage.

Co-founder of the app, Nick Ray, explains, "Introducing the barcode scanner was a no-brainer. Firstly, many users of the app requested it and secondly, it means it's just so easy to access the information."

There are over 67,000 barcodes linked to Shop Ethical! product data. However if users scan a barcode and find that it is not in the app database, they can link it up to products in the database using an online form.

"It's about making this app the best it can be. With users crowd-sourcing data it means the resource can be truly comprehensive. And people also get to play an active part in creating change", says Ray.

By shopping ethically we can send a strong message for change and help support the practices that make our world a better place to live in. To have even greater impact, we can also tell companies why we're not supporting them. The Shop Ethical! app makes this process a breeze through another new feature that allows users to give customised feedback to a company using assessment information direct from the app. Users can edit the content and add their own comments based on what they value.

Your dollar is vote. Make your dollar count with the Shop Ethical! app.

The app is available for iPhone and Android from the App Store and Google Play.

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FURTHER INFORMATION ABOUT THE SHOP ETHICAL! APP:

http://www.shopethical.org.au/knowthescore

INTERVIEW CONTACT:

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ABOUT SHOP ETHICAL:

Shop Ethical! is a collaboration between the Ethical Consumer Group and Outware Mobile.

The Ethical Consumer Group is a community-based, not-for-profit network set up to facilitate more sustainable purchasing practices for the everyday consumer.

Outware Mobile is an Australian company that specialises in mobile application strategy, design & development for iPhone, iPad, Android and Windows Mobile smartphones.