

● SHOPPING APP

Ethical iPhone guide

Matt Windley

The fight for a more ethical world of everyday shopping has moved to iPhones, with a new app to help consumers find their favourite products and learn how ethical the companies are behind them.

The Shop Ethical! app provides consumers with information regarding the

environmental and social record of companies behind the common brands found in the supermarket.

Ethical Consumer Group coordinator Nick Ray said the new app is a tool that allows consumers to support companies that make a positive impact.

"The desire to have an iPhone app of this kind has come from a growing awareness of people

wanting to make a difference," Ray said.

"Our everyday purchases do make a difference."

The group has provided a printed guide to more than 50,000 Australian consumers over the past two years.

The app gives consumers access to more than 2800 products, but Deakin University technology and politics expert

Dr Andrew Vandenberg said he could not see the app making a difference.

"I can see the companies that are interested in marketing to ethical consumers would be keen on it," Vandenberg said.

"But the companies that couldn't care less won't really be affected, is my expectation.

"I think they will just shrug their shoulders and say 'well we

were never going to sell to them anyway'."

The Shop Ethical! app uses data from the Ethical Shopping Guide 2010 edition and is based on assessments gathered from more than 25 sources including the work of organisations such as Greenpeace, Choose Cruelty Free, Corporate Monitor, Reputex, Responsible Shopper and Friends of the Earth.