

Information about Ethically Responsible Funding & Purchasing

1 Ethical Funding

The purpose of this element in the Benchmarks is to encourage schools to adopt a consistent approach in terms of what is taught in classroom and how the school acts in practice.

For example, it would be contradictory for a school to teach about the importance of conservation / bio-diversity (in Sustainable Development) but accept funding from an organisation that had a 'bad' environmental record.

The school may want to consider adopting a policy about how it obtains additional funding.

What issues should be taken into account? The following is a list of some frequently used criteria. You may want to look at the websites listed below or use the Global Dimension Concepts to generate your own.

- Does the company have a 'positive' Environment record ?
- Does it have a Sustainable Development policy ?
- Is the company involved in any way in the arms trade ?
- Does the company use animals to test their products ?

You may find the following websites useful in obtaining information about the issues and the companies:

Ethical Consumer

www.ethicalconsumer.org/

see also websites listed under Ethical Purchasing.

2 Ethical Purchasing

Ethical purchasing is based on the idea that the consumer buys products that have been produced in an 'ethical' way. It is a growing area, and one that has

cross-party political support. Many of the organisations involved in 'ethical trade' set their own criteria for what they consider to be ethical; they include things like:

- The pay and conditions of the workers
- A company's Human Rights record
- A company's environmental policy, practice and reporting
- A company's promotion and marketing strategy
- The distance products have been transported (this applies particularly to food and other consumables, where it may be more environmentally friendly to consume things that are produced locally)

Schools may want to agree their own framework for the purchase of goods, and services where possible. These can be based around the key concepts in the DfES publication: 'Developing the Global Dimension of the curriculum'. These concepts are:

- Social Justice
- Interdependence
- Sustainable Development
- Human Rights
- Diversity
- Global Citizenship
- Conflict Resolution
- Values and Perceptions

A policy could include, for example, a commitment to the purchase of environmentally-friendly power as a response to Sustainable Development. This could then be used in lessons to demonstrate how the principles discussed in class can be put into practice.

Where the school is locked into a Local Authority or other supply contract, it may still be possible to encourage the supplier to adopt a more 'ethical' approach.

For example, the company Crown Point Catering, which supplies schools and the Local Authority in Leeds, *now* can and does provide 'Fair Trade' or Organic produce when requested.

For more information on Ethical purchasing the following may be of use:

Ethical Consumer

www.ethicalconsumer.org/

The Organic Consumers Association

<http://www.organicconsumers.org>

Oxfam

http://www.oxfam.org.uk/what_we_do/fairtrade/index.htm

Christian Aid

www.christian-aid.org.uk

Traidcraft

www.traidcraft.co.uk

The Fairtrade Foundation

www.fairtrade.org.uk

The Ethical Consumer Research Association

www.envirolink.org/

There are a number of publications on Ethical Trade. They include:

No-nonsense Guide to Fair Trade

pub New Internationalist

The Good Shopping Guide

pub The Ethical Company Organisation

Example:

The GOOD Shopping Guide

The GOOD Shopping Guide claims to be "the world's leading ethical shopping reference book" and is supported organisations like Christian Aid, Friends of the Earth and the World Development Movement.

It reports and ranks at the ethical behaviour of the ultimate holding companies, behind hundreds of the UK's biggest brands, with regard to the Environment, Animal Welfare and Human Rights.

Updated annually, the book uses gold standard research from the Ethical Consumer Research Association, who have been leaders in this field since 1989

The following is an extract from the guide.

CHOCOLATE

Consumers in the Western world are much more interested than they used to be in where their favourite foods come from and how they are grown. They need to be. The processes behind the trading of the most

important commodities can be very ugly indeed, even leading to war in some countries. In Ivory Coast in 2002, for example, most of the foreign workers in the cocoa plantations were driven away by thugs encouraged by the ruling party. But such is the importance of the country to the cocoa trade that powerful foreign interests have up to now made sure that the country has not descended into civil war. Hopefully, normality will return and some of the abuses of the past, including child labour, can be eliminated too.


Chocolate

Thanks to press investigations and television documentaries, the issue of child labour has been highlighted as a problem in several countries. The chocolate industry has been developing a Global Industry Protocol and has promised that a method of certifying that cocoa has been grown 'under appropriate labour conditions' will be in place by July 2005. Part of this process is a survey into child labour carried out by the International Institute of Tropical Agriculture in Ivory Coast, Cameroon, Ghana and Nigeria and published in July 2002. It found that the majority of children working on cocoa farms were under 14, and that approximately one-third of school-age children living in cocoa-producing households had never been to school. In normal times, Ivory Coast produces nearly half of the world's cocoa and, according to a report published in the *Earth Island Journal*, it is hard to ensure that Ivory Coast cocoa is 'slavery-free'. Mars and Nestlé have tended to buy large amounts of cocoa from Ivory Coast, whereas Cadbury's has said that it buys 90 per cent of its cocoa from Ghana, which is a signatory to a tough code of conduct against trafficking child workers. Buying Fair Trade marked chocolate is currently the best way to avoid support for child labour and commodity traders. All of Traidcraft and Day Chocolate Company's chocolate is Fair Trade marked, as is Green & Black's Maya Gold. Traidcraft's organic chocolate contains fair trade sugar as well as cocoa and so has the highest proportion of fairly traded ingredients. Day Chocolate Company has taken the fair trade ethos furthest, being part-owned by the Kuapa Kokoo Co-operative in Ghana. Plamil, a vegan company, doesn't use the Fair Trade mark on the grounds that it only protects humans from exploitation and not animals, but it says that its cocoa is all sourced from the Dominican Republic and fulfils the social standards set out by the Fairtrade Labelling Organisation. Cadbury's has a supplier code which, it says, 'measures up to the conventions of the International Labour Organisation, and applies to all their business units, managed internally.' But it has not published a copy of this code. None of the other companies have revealed if they have a supplier code of conduct. One major concern about the cocoa industry is how many chemical fertilisers and pesticides the farmers use. The best protection for the cocoa trees is for farmers to do mixed planting, which also enables the farmers to provide their own food, as well as using the income from cocoa to pay for healthcare, education and other costs. Although their chocolate is not certified organic, the Day Chocolate Company says that it is very unusual for its farmers to use chemicals.

The pesticide lindane has been banned for agricultural and horticultural use in the EU, on the grounds that it is a hormone disrupter linked with health problems such as breast cancer, but it is still used on cocoa plantations, exposing the workers to potential health risks. Chocolate companies say they have no way of knowing whether their cocoa is sprayed with lindane, as they don't buy direct from the growers. They should be encouraged to do their own tests. Until recently, EU regulations did not permit British milk chocolate to be labelled as chocolate on the continent, because of its 5 per cent vegetable fat content. Bowing to pressure from British companies, the EU has now agreed that it can be labelled as 'family milk chocolate' rather than as 'vegetate'. The lower cocoa content can mean less money for the cocoa farmers. Cadbury's Dairy Milk, for example, only contains around 20 per cent cocoa solids.



- Divine
- Green & Blacks
- Plamil
- Traidcraft



- Kinder Egg
- Lindt
- Ritter Sport
- Thornton's



- Dairy Milk
- Chocolate Orange
- KitKat
- Mars Bar

186

B Tricky issues

CHOCOLATE

BRAND NAME	ENVIRONMENT	ANIMALS	PEOPLE	EXTRAS	Company group
CHOCOLATE ORANGE	●	●	●	●	Altria
DAIRY MILK	●	●	●	●	Cadbury Schweppes Plc
DIVINE	●	●	●	●	Day Chocolate Company
GREEN & BLACK'S	●	●	●	●	Whole Earth Foods Ltd
KINDER EGG	●	●	●	●	P. Ferrero & Co SpA
KITKAT	●	●	●	●	Nestle SA
LINDT	●	●	●	●	Lindt & Sprungli
MARS BAR	●	●	●	●	Mars Inc
PLAMIL	●	●	●	●	Plamil Foods Ltd
RITTER SPORT	●	●	●	●	Alfred Ritter & Co
THORNTON'S	●	●	●	●	Thornton's Plc
TRAI DCRAFT	●	●	●	●	Traidcraft Plc

Key

- Top rating (no criticisms found)
- Middle rating
- Bottom rating
- A related company has a bottom rating and the company itself has a middle rating
- A related company has a middle rating
- A related company has a bottom rating

Source: ECRA-See page 14 for full key to symbols.

More details are available on <http://www.thegoodshoppingguide.co.uk/book.htm>