

## **WHAT MAKES AN ETHICAL SHOPPER?** From the British Council

Very broadly speaking, people who are concerned about ethical issues want to know that the product they're buying hasn't been made at the expense of the people who are producing it.

“Is something that's more expensive, for example, likely to be more ethical?”

“Unfortunately it isn't always the case that the more expensive something is, the more ethical it is. We can buy very cheap products and it's very likely that when products are cheap, something has suffered in order to get it to us. Something that has been made in a factory where the workers have been paid a proper wage will cost you more to buy, simply because the people making it are getting paid enough to live on.”

“Do you have to be well off then to be an ethical shopper?”

It really depends. You don't have to be rich to be an ethical shopper. One way of thinking about ethical shopping is thinking about buying less. We buy more items of clothing than we need. If you are paying for quality, something will last you longer and then save you money.

“Thanks Ruth. Now among the shoppers here I've got Lauren and Bella. Starting with you Bella, would you consider shopping ethically?”

“Definitely for food. And clothing, well, when I buy clothes I wouldn't want to think of them being made in a sweat shop.”

“Lauren you do shop ethically. But you've got a slightly different take on it, haven't you?”

“Yeah, I suppose I shop ethically but my original thing for that was that I like to wear clothes that are different from everyone else.