

New magazine highlights ethical consumerism

November 2011 sees the launch of a new South African magazine, *Ethical Living*, to assist South Africans to navigate the moral maze of ethical consumerism. The local company and a UK-based NGO, the Ethical Consumer Research Association, established in 1987, provide the content, with SA journalist Peter Townsend as publisher and editor.



Ethical consumerism is a complicated issue that needs to be presented simply and succinctly to consumers in an easy-to-understand manner that is also entertaining, newsworthy, informative and thought provoking.

As a small organisation, it does not carry out a lot of primary research. Instead, most of the information in the magazine comes from previously published sources including campaign groups such as Oxfam, Friends of the Earth and War on Want. It is dedicated to the promotion of universal human rights, environmental sustainability and animal welfare.

It looks at the daily newspapers, public records on pollution, health and safety prosecutions and uses directories on the arms and nuclear industries. It also requests information directly from companies on their environmental policies and reporting and other policies, such as their attitude towards animal testing and workers' rights.

Vital information on ethical living

The magazine will offer consumers vital information on ethical living, from the most eco-friendly products to the latest news on human rights, animal rights and good living, to socio-political commentary. It also provides companies with a platform to highlight their good ethical behaviour, a now crucial differentiating factor and powerful market force.

Each month's issue covers a specific theme or industry and criticisms received are split into five main headings:

- Environment
- Human Rights
- Animal Rights
- Politics
- Positive marks

The magazine is 84 pages with a 75%/25% editorial advertising split. It will have a print run of 12 000 monthly, printed on Sappi Triple Green and distributed through CNA, Exclusive Books, a number of free channels and through subscriptions.

Consulting services

In addition to publishing the monthly magazine, the company also offers consumer advice, ethical business consultancy and consultancy for campaign groups and ethical organisations and research into ethical issues. From a study of the climate change impacts of selling energy-efficient fridges and freezers, to an analysis of developments in the awareness of Fairtrade issues by major tea companies, the team can offer in-depth information which can help NGOs, ethically-conscious companies and other organisations develop policy and make key ethical decisions.

The consultancy services are only on offer to organisations whose principles do not clash with its own, therefore charities and sustainable enterprises can rest assured that they are receiving genuinely independent information.

For more, go to www.ethicalliving.co.za.

For more, visit: <https://www.bizcommunity.com>