

## Our Vision

# Creating Global Change Through An Ethical Consumer Revolution

## Our Mission

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### Our Service

At our core, we are committed to helping you, the ethical consumer “Buy What You Believe”. You can choose from the widest range of the finest quality fair trade, organic, and eco friendly products via our Ethicalsuperstore.com website. We strive to provide you with a simple and secure online shopping experience, with personal service always there when you need it (we actually pick up the phone and respond to emails), together with a fast and flexible delivery service. We’re always looking for ways to minimize the impact our service has on the environment – we’re working to make our packaging as eco-friendly as possible and we even offer a service to carbon offset our deliveries to you.

We realise it can be confusing deciding which ethical products to buy and what information to believe, so we do our best to share product background information to help you make informed ethical purchasing decisions. We’re committed to providing you with comprehensive and accurate information about the ethical credentials of the products and brands we sell. Given how important it is to be open and accurate with this type of information, we will be creating opportunities for you to get involved in this important area of our community.

### Our Products

If it’s a high quality product that makes a positive impact to people and/or the planet, we want to help you the ethical consumer find it and buy it – anything from Fairtrade and organic grocery shopping, to energy efficient gadgets, to unique ethical gifts that give back to the people that made them. We sell products from leading ethical brands as well as supporting products from independent traders and producers, including products sourced from fair trade suppliers in over 40 countries. We even share our products’ origins, to make it easier for you to see where products come from and to help you support where your heart may be – for example, if you’d prefer to buy your gifts from fair trade producers in Bangladesh.

In order for a product or brand to be sold by Ethicalsuperstore.com, it must have at least one of the following ethical credentials:

- Fair trade, fairly-traded or Fairtrade-labelled.
- Organic certified.
- Energy efficient or sustainable energy powered.
- Locally sourced/low carbon option.
- Vegan or vegetarian.
- No animal testing.
- Recycled materials.
- FSC or other sustainable forestry.
- Free from harsh chemicals.
- Educational or awareness raising in the area of ethical living.

We also evaluate a brand/maker’s overall ethical credentials in deciding whether we should sell a particular product. When a product has received an ethical claim that has been certified or verified by an independent 3rd party organisation, we will share that information with you. For example, we sell ethical products with claims certified by the Fairtrade Foundation, Soil Association, and Energy Saving Trust. We appreciate your fundamental question is ‘how ethical?’ is a given product – we do our best to help you find out.

Ultimately the choice is yours, the ethical consumer, of what to support in your ethical purchasing – our aim is to empower you to make the choices that are right for you and your family. Please let us know if there is a product or brand you feel we should support (or stop supporting).

### Address

Unit 9, Hawick Trading Estate,  
Newcastle Upon Tyne,  
NE6 1AS

### Telephone

0845 009 9016

### Facsimile

0845 009 9017

### Website

[www.ethicalsuperstore.com](http://www.ethicalsuperstore.com)

### Email

[enquiries@ethicalsuperstore.com](mailto:enquiries@ethicalsuperstore.com)



# The ethical superstore.com Manifesto

## Our Economics

We are an ethical business, which to us means more than merely setting a good example. To be a true leader of the ethical consumer revolution, we are committed to achieving rapid and profitable growth so we can afford to continuously innovate and expand our support of new ethical products and services. Being smarter with our income and expenses by operating a web-based business, we can be fair with the prices paid to our suppliers as well as with the prices we charge our customers – we're always looking for the "win-win" situation.

We also aim to go the extra mile in supporting what we believe in – not everything in business can be quantified, but we do it because it is the right thing to do. We've invited like-minded investors to help strengthen our financial foundation – this has been really helpful in accelerating our growth. We believe an essential part of our success will involve having a broad ownership in our company – our staff is already included in the ownership of the company (staff discounts are cool, too) and eventually we hope to create the opportunity for you the ethical consumer to join us as owners. If you'd like to learn more about our business, let us know. We're an "open book" organisation. We truly are building this as a team – we believe in sharing the benefits.

## Our People

We're passionate about what we're trying to achieve in serving the ethical consumer, but we don't take ourselves too seriously. We have fun doing our work and we encourage our staff to maintain a healthy work-life balance. We support a culture that respects each individual in our team, encouraging him or her to apply his or her own values, strengths and creativity to what we do.

We have some real talent for ethical product development and sourcing, programming, web design, customer service, business development, warehouse management and order packing, stock management, accounting and number crunching, and quality control. We also have many trusted partners (many pioneers themselves in ethical trade) that we collaborate with to serve the ethical consumer.

At our core, we strive to be good listeners and are constantly looking for opportunities to learn and share what we learn with you. An unlimited supply of Fairtrade coffee and tea at work certainly helps.

## Our Invitation

The Ethical Consumer revolution is in its early days – we promise to show the spirit of a leader.

**You're invited to come and join us.**



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