



PRESS RELEASE

So ... are YOU an ethical consumer?

“Whether it’s installing solar panels, buying fair-trade clothes or switching to an ethical bank, we’re bombarded these days with advice about how we can be more ethical as consumers,” says Duncan Clark, author of the **Rough Guide to Ethical Living**. “But the issues are complex – from climate change to political donations, child labour to third-world development – and it can be difficult to know which of our efforts will make a real difference.”

Did you know? Most roof-mounted wind turbines will never pay for themselves in energy savings. Your money would be better spent on insulation.

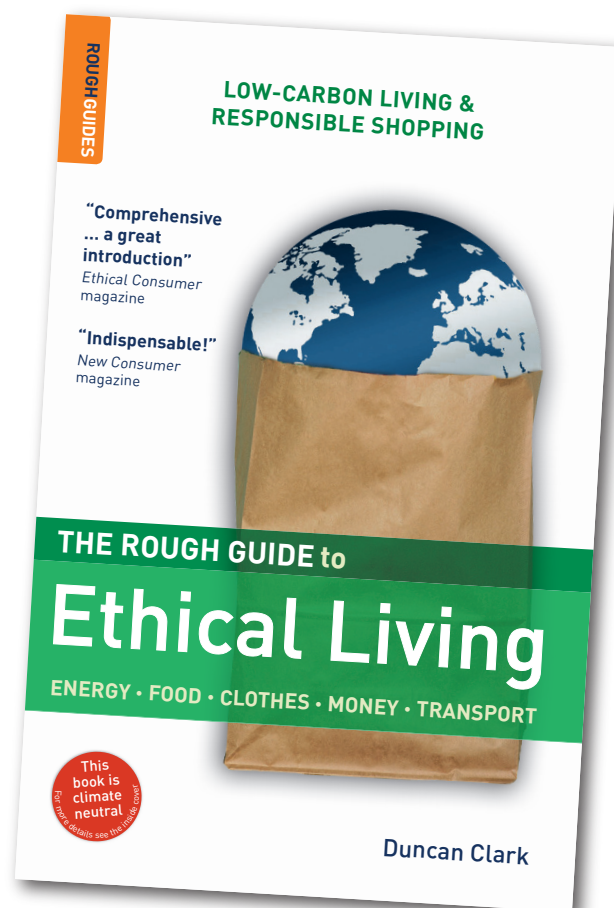
The new Rough Guide cuts through the greenwash to help us make informed decisions. The ultimate handbook for ethically savvy consumers, the Rough Guide aims to enlighten rather than preach, providing information on everything from low-carbon living to responsible shopping.

Did you know? Cash from your savings or pension fund may be invested in or loaned to arms companies. The Rough Guide suggests how you can save ethically.

Whether you want to make your home more energy efficient or buy sustainably caught fish, the Rough Guide spells out the issues and the ethical options. “Ethical living doesn’t have to mean installing a £20,000 solar roof, or boycotting a prescriptive list of evil companies,” says Clark, “it’s about taking the time to understand how your lifestyle affects the world and making your own choices about what does or doesn’t count as ethical.”

Did you know? Electricity only accounts for 18% of a typical home’s energy use. Heating and hot water are *much* more serious contributors to climate change.

“Global warming has become the single biggest concern for most ethically minded people,” says Clark. As such, the Rough Guide provides advice on how we can each reduce our carbon footprint, with tips on greener cars and fuels, low-carbon heating and electricity, and household insulation.



The Rough Guide to Ethical Living

NEW TITLE

by Duncan Clark

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Details overleaf.

Did you know? Motorbikes typically have lower carbon emissions than cars but emit more poisonous fumes.

The Rough Guide also explores which green and ethical claims we can trust. “We’re all used to hearing about ‘eco-tourism’, ‘ethical investments’ and ‘fair trade’, or that something is ‘free-range’, ‘organic’ or ‘not tested on animals’, but it’s not always clear exactly what such labels mean and what guarantees they provide,” says Clark.

Did you know? Due to a legal loophole, signing up for “green electricity” may not actually result in any extra green power being generated.

The Rough Guide reviews high-street companies, ‘ethical specialists’, organic box schemes, and green electricity tariffs, and reveals which travel agents give their profits to charity, which banks have ethical investment policies, and which clothes manufacturers are working to give a better deal to cotton growers and factory workers in the developing world. For responsible shoppers and those who wish to go green, the new guide provides everything you need to know.

A climate-neutral book

The Rough Guide to Ethical Living is “climate neutral”. Carbon offsetting organization Climate Care calculated the amount of CO₂ emitted in paper manufacture and the computers used by the author and editor. The publishers then contributed money to schemes designed to reduce future emissions by the same amount.

This book is climate neutral

About the author

Duncan Clark, a Rough Guide editor and author, has always been an ethically minded consumer and was motivated to write the **Rough Guide to Ethical Living** due to a lack of balanced and intelligent advice available on this varied and complex subject. He is also editor of the recently published **Rough Guide to Climate Change**.

Full review copies of the book are available (for press use only) in pdf format at: <http://tinyurl.com/y7v56u>

For review copies, reader giveaways, extracts or author giveaways, contact Anna Paynton at: **Rough Guides Press Office • 020 7010 3701** press@roughguides.co.uk

HOME ENERGY

consumers of domestic power, accounting for between six and seven times more energy than lighting and appliances.

Of course, the exact figures vary from home to home, so the ideal way to understand your energy use – and potential savings – is to have an expert assess your property. **Home energy audits** can usually be arranged for free via your local Energy Efficiency Advice Centre. Call 0800 512 012 for more details.

Energy use in the UK: total and domestic

- Services 13% (includes street lighting and farming)
- Industry 21%
- Domestic 30%
- Transport 36%

Lights and appliances 5%

Cooking 5%

Water heating 25%

Space heating 25%

Grants and offers

Various grants are available to private landlords to make their homes greener and more energy-efficient. If you're aiming to improve your heating and insulation, electricity supplies. Under the government's Energy Efficiency Commitment, utility providers are obliged to set a certain percentage of their profits aside to provide their customers with offers on insulation and other energy-saving measures.

For renewable electricity installations, meanwhile, there's the **Low Carbon Buildings Programme**, launched in April 2006 and managed by the Energy Saving Trust. Of successful applications depends on your home already having basic levels of energy efficiency in place, including 270mm of air insulation, cavity wall insulation if possible, low-energy light bulbs, thermostatic radiator valves (TRVs), and a room thermostat set at a minimum of 18°C. The application process is fairly simple and you'll normally receive a decision within thirty days.

Low Carbon Buildings www.lowcarbonbuildings.gov.uk 0800 512 012

Electricity

From green tariffs to growing your own

Currently, around three-quarters of the UK's electricity is generated by coal-fired gas plants, CO₂ and other pollutants into the atmosphere. The government aims to make the national supply more climate-friendly over the coming decades by expanding renewable and nuclear capacity and developing next-generation fossil-fuel plants which are more efficient and able to sequester (bury) the carbon dioxide they produce. But even if you trust the government to meet its targets, and even if you have no ethical problems with nuclear power, it will make sense to reduce your electricity consumption as much as possible. In the short term, every unit you use leads directly to CO₂ emissions.

Of course, renewable sources already provide some of our electricity – nearly 5% at present, with targets of 10% by 2010 and 20% by 2020. Ironically, though, much of our current electricity comes from burning the gas stored in reservoirs. Over the next few years, renewable sources will provide more than 20% of our electricity.

The dirty power behind plug sockets: a glowing smokstack at a fossil-fuel power station.

FOOD & DRINK

Good fish, bad fish

Finally there's the issue of animal welfare. Few people find it easy to empathize with fish, but keeping creatures that are naturally migratory in cramped spaces with 50,000 others certainly raises some ethical questions. So do practices such as crowding fish to suffocate as a way of killing them, and stocking them in such high density that their fins are regularly damaged – two things reported to be common practice on trout farms.

Fish: the green options

The problems described above are serious, but they don't necessarily mean that we should stop eating fish and seafood. There are various measures you can take to minimize the negative impacts of what you buy. One option is to look out for the logo of the **Marine Stewardship Council** (MSC), which is a good sign for the integrity of the scheme, perhaps, but not great for choice. Another option is to be picky about which types of fish and seafood you choose. The quarrelers of tropical waters, farmed salmon and sea-catch and have already been discussed, but there are many other species endangered by over-fishing or caught in destructive ways, including cod and others still which are relatively unappreciated. For an in-depth view, get *The Good Fish Guide*, a book by Bernadette Clarke of the Marine Conservation Society. You can order it directly from them (www.mcs.org.uk 01959 206 077), but a faster is provided opposite in the form of Society's top-species for consumers to avoid or eat with a clear conscience. For more information on the fish in these lists, see the MCS's site: fishline.mcsfishline.org

Also, as a rule, try to avoid young, undersized fish, as catching these can damage stocks.

Do eat...	Don't eat...
Alaska or walleye pollock (line-caught)	Alfonso or golden eye perch
Bile or parrot (line-caught)	American plaice
Black bream or pony or seabream (line-caught)	Spine snout (Argentine or greater)
Clam (sustainably harvested)	Cod (except from Iceland)
Cod (MSC certified or sustainably harvested)	Atlantic halibut
Cod (MSC certified or sustainably harvested)	Atlantic salmon (wild-caught)
Cole (MSC certified or sustainably harvested)	Blue ling
Cole or sabbie (from North Sea)	Chilean seabass or Patagonian toothfish
Common dolphin fish (line-caught)	Dogfish (i.e. caskfish, northshore)
Cuttifish (trap-caught)	European fluke
Dab (line-caught or none needed)	Greater forkbeard
Dover sole (from Eastern Channel)	Greeneye
Dublin Bay prawn (MSC certified or post- or cert-caught)	Headcod (except from North Sea, West of Scotland, Shetland, Iceland and Iceland)
Flounder	Headcod (except from North Sea, West of Scotland, Shetland, Iceland and Iceland)
Grey gurnard	Ling
Harling or sild (MSC certified or line-caught from North Sea)	Marlin (blue, Indo-Pacific & white)
Hoki (MSC certified)	Moray eel
King scallop (sustainably harvested)	Orange roughy
Lytle or pollack (line-caught)	Plaice (except from Irish Sea)
Mackerel (MSC certified or line-caught)	Rat or rabbit fish
Mussels (sustainably harvested)	Red or blackspot seabream
Oysters (farmed Native & Pacific)	Redfish or ocean perch
Pacific halibut (line-caught)	Roundnose greenounder
Pacific salmon (MSC certified)	Scabbard (trap-caught only)
Red gurnard	Shark
Red mullet	Skates & rays
Salmon (from organic or Freedom Food-certified farms)	Sole
Spider crab	Sturgeon
Sprat (from the North Sea, dolphin-free)	Swordfish
Whiting (from the English Channel)	Tiger prawn (except organic)
Winkie (sustainably harvested)	Trout (except dolphin-friendly, pole- and line-caught yellowfin and skipjack)
Witch (line-caught)	Walrus

TRANSPORT & TRAVEL

Electric cars

Recharged via a standard mains socket, electric cars are the greenest vehicles on four wheels. Like most battery-powered devices, they have literally no harmful emissions, and, if charged up with electricity from renewable sources, their use creates practically no carbon dioxide. Even more eco-friendly than petrol cars, due to their high levels of energy efficiency.

Unfortunately, there are a few catches. Most electric cars don't go very far and they need to be recharged after a certain number of miles (usually between 30 and 120, depending on the model). Moreover, you need a parking space near a plug socket.

At the time of writing, the only electric car widely available in the UK is the G-Wiz. Designed for two adults plus either two children or two dogs, and capable of 40mph, the G-Wiz will do roughly 40 miles on one charge (which takes a few hours). At the time of writing, potentially save more than that every year in fuel (a G-Wiz achieves the equivalent of 600mpg), tax (eco-friendly cars are exempt) and, in central London, parking and the Congestion Charge (both free). You'll also save money on maintenance, since electric cars have very few moving parts. For more information, see:

G-Wiz www.gwiz.co.uk

Electric cars with more room, a longer range and a faster top speed do exist. These range from serious sports cars (see www.ecopropulsion.com) to taxis (such as the Renault Kangoo Electric, which can manage around 70mph). However, none of these are available in Britain at the time of writing. Hopefully this will change over the next few years.

For more information on electric cars, try:

Electric Vehicles UK www.evuk.co.uk

TRANSPORT & TRAVEL

Motorbikes and mopeds

As the diagram on p.268 shows, motorbikes are relatively green when it comes to CO₂ emissions. Indeed, a modern moped can be almost twice as climate friendly as a powerful performance bike and a much as a typical family car.

If you live in a city, however, it's worth knowing that motorbikes have comparatively high emissions of poisonous gases and particulates. A recent Swiss study found that even a 1997 Vespa scooter was far worse than a typical modern car in terms of pollution. However, motorbikes have a much smaller carbon footprint than cars in terms of power, lower harmful emissions, but they're still worse than cars in this respect.

From more climate-friendly than a typical moped is an electric moped. Most electric mopeds start at around £1500, in terms of electric charge (and cost) during a decent season for thirty miles is equivalent to burning a 100W light bulb for just a few hours. Moreover, such vehicles produce zero pollution emissions. Some models – such as the EV168 (pictured) – even look like a scooter. The downside is that most current electric mopeds can only manage about 20mph and need to be recharged every three miles or so. For more information, visit:

Scott Electric www.scottelectric.com

By 2007, the UK's first fuel-cell moped should also be available – the first zero-emission EV by intelligent power. These will retail for around £5000 but offer considerably greater range and power than a scooter. Find out more at:

EW bike www.ewbike.com