

THE ISSUES

- **THE ENVIRONMENT:** rainforest destruction, pollution, recycling, renewable energy, eco-innovations, global warming, greenwashing, toxic waste dumping, sustainable farming.
- **HUMAN RIGHTS:** sweatshops, third-world community exploitation, international health issues, divestment, child labor.
- **COMMUNITY INVOLVEMENT:** volunteer efforts, local business support, sustainable growth, family farms.
- **ANIMAL PROTECTION:** humane treatment, factory farming, animal testing, animal habitat.
- **CORPORATE CRIME:** class action lawsuits, government fines, cover-ups, unethical business practices, illegal activities, political corruption, transparency.
- **DISCRIMINATION:** race, gender, age, ability, religion, sexuality, ethnicity, harassment.
- **EMPLOYEE TREATMENT:** health & safety records, union busting, fair wages, fatalities.
- **PHILANTHROPY:** donations, nonprofit alliances, establishing foundations.

THE SOURCES

Here is a short list of some of the resources used to assess the overall social responsibility of the companies included in this guide:

- [BBB] Better Business Bureau: Torch Awards
- [BE] Business Ethics: 100 Best Corporate Citizens
- [CPI] Center for Public Integrity: Lobby Watch
- [CAM] Co-op America: Green Business Certification
- [CCC] Clean Computer Campaign
- [CEP] Council on Economic Priorities
- [CER] Covalence Ethical Rankings
- [CK] Corporate Knights: 100 Most Sustainable Corporations
- [CW] Corpwatch: Greenwash Awards
- [EC] Ethical Consumer: Rankings & Boycotts List
- [EPA] The U.S. Environmental Protection Agency
- [FT] Transfair USA: Fair Trade Certification
- [HRC] Human Rights Campaign: Equality Index
- [MM] Multinational Monitor: 100 Worst Corporations
- [PETA] People for Ethical Treatment of Animals
- [TCP] The Ceres Principles: Sustainability Awards

For a more comprehensive list visit: www.betterworldshopper.org

THE 10 BEST LIST

1. SEVENTH GENERATION
2. PATAGONIA
3. AMERICAN APPAREL
4. EDEN FOODS
5. TOM'S OF MAINE
6. BEN & JERRY'S
7. WORKING ASSETS
8. CLIF BAR
9. STONYFIELD FARMS
10. AVEDA

The above list represents the 10 best companies on the planet based on their overall social and environmental records.

THE 10 WORST LIST

1. EXXON-MOBIL
2. ALTRIA (PHILIP MORRIS)
3. WAL-MART
4. CHEVRON-TEXACO
5. PFIZER
6. NESTLE
7. TYSON FOODS
8. GENERAL ELECTRIC
9. ARCHER DANIELS MIDLAND
10. GENERAL MOTORS

The above list represents the 10 worst companies on the planet based on their overall social and environmental records.

THE TOP 10 THINGS TO CHANGE

1. BANK
2. GASOLINE
3. SUPERMARKET
4. RETAIL STORES
5. CAR
6. SEAFOOD
7. CHOCOLATE
8. COFFEE
9. CREDIT CARD
10. CLEANING PRODUCTS

If you want to begin with the changes that will make the most difference for people and the planet, start with these ten things.

TEN SMALL BUT AMAZING BRANDS

1. DRUIDE
2. SHOREBANK
3. DR. BRONNER'S
4. MAGGIE'S ORGANICS
5. NEW BELGIUM BREWING
6. THANKSGIVING COFFEE
7. ENDANGERED SPECIES
8. EARTH TONES
9. HONEST TEA
10. TEN THOUSAND VILLAGES

The above list includes 10 small companies you may not have heard of that are true social and environmental leaders in their industries.