



In November of 2015, the non-profit organization Ethical Consumers Australia launched the app **Good On You**, which ranks the ethics of over 1,000 fashion brands. The ratings are compiled by hundreds of volunteers in various regions, who carry out weekly evaluations of how well the featured clothing companies are doing in terms of human rights, impact on the global environment and animal welfare. The app can recommend brands and stores based on the user's gender, personal style and causes s/he cares about. Currently this app is limited to domestic use, but Ethical Consumers Australia is enlisting investors for the purpose of global expansion.

The online platform **Project JUST** analyzes the societal, environmental and aesthetic sides of over 150 fashion brands. By sharing the backstories of clothes and accessories, the platform strives to increase brands' transparency and assist people such as farmers and garment workers who support the supply chain at its base. It also seeks to give consumers sufficient information on fashion companies so that they can make informed decisions when shopping. Project JUST was launched in December 2015 in New York by Natalie Grillon and Shahd AIShehail,

## THE ETHICAL DIGITAL

Atsuko K. Tanimura

**A NEW GENERATION OF APPLICATIONS IS RESPONDING TO THE DEMANDS OF CONSUMERS WHO WANT TO CONTRIBUTE TO GOOD CAUSES WHILE SHOPPING.**

who had worked on a farm in East Africa and started a women-only fashion house in the Middle East. The brands featured by the app include **adidas, Chanel, H&M, Theory, Zara** and many others.

On another front, Japan's e-commerce site **Abby Life** runs a project called **Shopping for Three** in collaboration with the UN's World Food Programme.

For each purchase on the site, a donation of three school meals is made to children in areas suffering from hunger. Abby Life sells jewelry created from recycled gold, chemical-free babywear and fair trade products. As of March 31, 2016, it has been able to provide school meals to 8,938 children. Information regarding donations is made public on the site, and the numbers continue to grow each month.

Other stores, too, are picking up on the promotional potential of the information provided by ethical watchdog apps. For example, some stockists are using the hashtag #Justapproved to indicate brands that have received glowing feedback from Project JUST. Good on You features an affiliate program for retailers and a mechanism by which they can display offers to users. These are also fine examples of cause-related marketing (CRM), by which retailers are targeting the growing segment of advanced consumers whose buying decisions are dictated by more than style and price.

[www.goodonyou.org.au/app/](http://www.goodonyou.org.au/app/)  
[www.projectjust.com](http://www.projectjust.com)  
[www.abby-life.com](http://www.abby-life.com)