

**NO CHILD SHOULD
EVER BE FOR SALE**

JOIN THE FIGHT TO END CHILD SLAVERY

World Vision®

Shop for Change

Ethical consumerism is the act of buying goods or services from businesses that work to address harmful social and environmental practices, such as child labour and exploitative labour conditions.

CAN ETHICAL CONSUMERISM REDUCE CHILD SLAVERY?

Ethical consumerism is not the only solution to child slavery but it can change the way companies and their suppliers behave.

When enough consumers buy in an ethically conscious way, and ask questions about how a product is made, companies take notice and often make changes in how their products are made.

These changes can help parents earn a living wage, transform harmful working conditions and reduce the likelihood that children end up in dirty, dangerous and degrading jobs.

Sadly, many children and families depend on the money they earn from exploitive labour. Solving the problem does not simply mean removing the child from the job. It involves a cultural change: where workers, consumers, businesses, governments and NGOs work together and only accept safe, healthy and respectful conditions for children.

ADD VALUE BY USING YOUR VALUES

The good news is that, increasingly, our values are causing us to stop and think about what we are buying or whether we should buy in the first place.

People are looking beyond just price and are seeking products that reflect their values of healthiness, environmental impact and the well-being of children and adults making the goods.

On the next page are five ways to be an ethical consumer. Or start with these three "ethical challenges" for a lighter shopping footprint:

- Buy secondhand and fix rather than toss
- Challenge yourself to buy nothing new for a month or a year
- Buy locally made products and produce wherever possible.



85 MILLION

***CHILDREN AROUND THE WORLD ARE
INVOLVED IN THE WORST FORMS OF CHILD LABOUR —
NEARLY 15 TIMES THE POPULATION
OF CHILDREN IN CANADA.***

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Top 5 Tips on Ethical Shopping

TIP 1: THINK BEFORE YOU BUY

Ask yourself these questions before you hit the checkout:

- Do I need this?
- Will I wear it or use it more than 30 times?
- What is the impact of this product or company on children, communities and the environment?

TIP 2: DO YOUR RESEARCH

www.goodguide.com - allows you to search more than 250,000 products where social, health, and environmental factors are ranked. Good Guide uses scientific information and a sophisticated rating system, yet simplifies complex product information to help you in purchasing goods that reflect your preferences and values.

ISEAL - is the global leader in showing what good practice looks like for sustainability standards. Learn about all the labels you should keep an eye out for.



TIP 3: BUY CERTIFIED PRODUCTS

If a product carries a seal from Fairtrade, UTZ Good Inside or Rainforest Alliance, work has been done to ensure that the it was not made using child labour. Here is a quick breakdown:

Fairtrade: Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world.

Rainforest Alliance: works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior

UTZ: focuses on enabling farmers to learn better farming methods, improve working conditions and take better care of their children and the environment.



TIP 4: ASK THE TOUGH QUESTIONS

Companies may be considering steps to ensure their products are free from child labour and other unethical practices. These questions let them know that this issue matters to you.

- What efforts do you have in place to ensure your products are not the result of child labour or labour exploitation?
- Do you have a code of conduct (or policy) to stop exploitative practices? If so, how is it monitored and what steps are taken if your suppliers violate these policies?
- Are you publicly reporting on efforts to prevent or address child labour along your supply chain? If so, where can I access this information?

TIP 5: SUPPORT THE NO CHILD FOR SALE CAMPAIGN

Sign our petition
www.nochildforsale.ca

Ask for legislation requiring large companies to publicly report on efforts to address and prevent child labour in their supply chains.

Share information and resources about ethical consumerism with your family, schools and workplaces and encourage ethical choices when gifts or goods are purchased.

WHAT ABOUT MY MORNING COFFEE

Coffee is the #2 most-valuable commodity on earth, topped only by oil. The average Canadian drinks 2 cups of coffee each day. Coffee farmers usually earn only 7-10% of the supermarket

price of their coffee. To make enough money to survive, parents must often pull their children from school to labour in the coffee plantations. The good news is ethical coffee continues to grow. In 2014,

there was 4.8 million kg of roasted Fairtrade coffee sold in Canada. Stay with World Vision as we look to grow ethical certification in coffee and other products.

Learn more about coffee and child labour.

VISIT www.nochildforsale.ca