



CURATORS OF GOOD THINGS

Welcome to *A Better Place Journal*. We are dedicated to creating a stylish and honest ethical lifestyle guide for our readers, showing them how they can impact the world in a positive way every time they buy anything, whether big or small. We feature articles and product listings relating to every area of life, from green cleaning, sustainable eating, natural beauty, to ethical fashion, technology, and home wares. We cater to socially conscious readers in the UK and the USA, who are generally in their twenties and thirties, leading busy lives but seeking to understand how to make more responsible consumer choices. We encourage people to buy products that are more local to them, which means that we generally try to feature a broad selection of products from companies based both in the UK or the USA.

If we don't like a product, we simply won't feature it. This means that if we choose to feature your product, you will be given great exposure as the definitive product on the market for your niche area. We do the legwork to make sure that your product is exactly the kind of thing that our readers want and need. **Please note that we are not a shop**; we provide detailed information and images for the products that we feature, and link through to the online shops and lists of retailers where your items can be bought.

The aim of this questionnaire is to discover if our brands are the right fit for each other. Your answers will also help us to provide our readers with the information that they are looking for when considering different brands. The more information we have, the more we can help your brand to stand out, so please answer our questions as thoroughly as you can.

Bear in mind that we don't believe that there is a perfect answer to these questions, and we don't expect brands to be able to meet every single one of our ethical criteria; we want to acknowledge that everyone is learning and growing, with different strengths and weaknesses. We also realise that the issues surrounding things such as certification are complex, and it doesn't always make sense for brands to seek certification from certain official bodies. Where this is the case, we simply want to find out how you can guarantee to your customers that you are doing things in as ethical a way as possible.

To be featured on *A Better Place*, we need you to at least be able to meet our minimum criteria for what we can define as an 'ethical business', which means that we need to feel confident that you are very strong in at least one of the following areas: fair trade and social justice, sustainability and environmental issues, animal cruelty free, giving back (whether that means you donate a percentage of profits to charities, or have a business model that incorporates philanthropy in some way), and supporting small-scale craftsmanship and skills through handmade or artisan production. Each product we feature will be awarded the appropriate 'badges', to help readers quickly identify a brand's unique strengths.

A Better Place Journal product questionnaire



Green



Fairly Traded



Cruelty Free



Gives Back



Handmade

Questions for food, beauty, and cleaning products (*please answer in as much detail as possible – feel free to include links to further information*):

Name of brand:

Principal point of contact for *A Better Place* (please provide your name, preferred email, and contact number):

Name of product(s) *A Better Place* is interested in featuring:

Where are the ingredients for your products grown/sourced?

In what ways would you describe the ingredients you use as environmentally-friendly and sustainable?

Where are your products made, and can you guarantee that they were not tested on animals?

Do any of your products contain animal products? (*Please note that not all of our readers are vegans, but some are, so we need to give them this information.*)

(Continues overleaf...)

How do you ensure transparency in your supply chain?

Do you have any official certifications (e.g. Fairtrade, Organic, or Cruelty-Free)?
If the answer is no, can you tell us how you ensure fair working conditions, and high environmental standards?

Is your packaging made from recycled and/or recyclable materials?

Does your business 'give back' in any way?

Can you provide details of any other aspects of your business that you believe make your business 'ethical' and qualify you for any of our badges in particular?