

Vocabulary: Advocacy for Purchasing Fairness

boycott: To engage in a concerted refusal to have dealings with (a person, a store, an organization, etc.) usually to express disapproval or to force acceptance of certain conditions

child labor: The employment of children in an industry or business especially when illegal or considered exploitative.

company-based purchasing: Targeting a business as a whole and avoiding all the products made by one company. For example, the Nestle boycott has targeted all its brands and subsidiaries in a bid to get the company to change the way it markets its baby milk formula across the world.

consumer: A person who purchases goods and services for personal use.

direct trade: A form of sourcing practiced by certain coffee roasters, chocolate makers, tea sellers, gemologists and more who build direct relationships with the farmers, artisanal miners and processors who sell their products.

dollar voting: Spending your money on products from brands whose practices align with your values.

ethical: Connected with beliefs and principles about what is right and wrong.

ethical consumer: A person who avoids buying products that do harm to people or the environment.

fairtrade: A movement with the goal of helping producers in developing countries to get a fair price for their products to reduce poverty, provide for the ethical treatment of workers and farmers, and promote environmentally sustainable practices.

fast fashion: The term used to describe clothing designs that move quickly from the catwalk to stores to take advantage of trends. It allows mainstream consumers to purchase the hot new look or the next big thing at an affordable price.

greenwashing: The process of misleading consumers, glossing over the facts, in order to present products as sustainable, eco-friendly and ethical.

sustainability: Meeting our own needs without compromising the ability of future generations to meet their own needs.

