

# **Ecomonkey Swings In**

## **with a new green incentives website**

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www.ecomonkey.co.uk brings a breath of fresh air to shopping. The new site provides a unique service for consumers who, until now, thought it was hard to go green.

As well as showing the environmental and ethical credentials of **all** products, not just the 'greener' ones, shoppers can collect more green points the greener they are prepared to go. Making a more ethical choice should not be a challenge, is the site's ethos.

What's more there is no signing up fee, and you can cash in green points easily. The green points can be spent on Amazon and iTunes or given to charity.

Ecomonkey.co.uk was devised by Philip Immirzi, a Chartered Environmentalist. Latterly with Scottish National Heritage, a government agency, Philip brings a practical, no-nonsense perspective to the new website.

Philip says,

'You don't have to be an eco-tiger to be concerned about the environment or ethics. Most of us want to do the right thing, but without having to don a hair-shirt. Ecomonkey.co.uk is for everyone who wants to have a good deal on a product, while reducing their personal impact on people and planet – if they realistically can.

'Ecomonkey.co.uk isn't about hectoring or increasing consumer anxiety. It's about gently educating consumers in eco-sensitive shopping but also pragmatically extending choices.

'And because just feeling good about the environment isn't always enough of a reward, we back up our simple 'traffic light' system with green points. In the spirit of the site we let people make up their own minds about what they want to do with their points – books, music or charity - it's totally up to them.

'Over time we want Ecomonkey.co.uk to become more than a consumer site and reward people for taking positive actions in new and different ways. We also want it to be a place where people can come together and share opinions and offer advice.'

As the journey for Ecomonkey has just begun, the team are naturally very keen to get feedback and ideas from users.

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1

## **Notes for editors**

<http://www.ecomonkey.co.uk/press>

Ecomonkey.co.uk is a brand new incentives programme that rewards users who want to buy a bit greener and more ethical, but who don't have a huge amount of time to do fundamental product research or to check out the retailers' and brands' ethical credentials. Not only that, Ecomonkey.co.uk actively invites participation by its users.

Recent research just published by the Co-op bank, claims the overall ethical market in the UK (in 2006) is now worth £32.3 billion a year, up nine per cent in the previous 12 months. But for most of people ethical spending is a part time occupation, with around £600 per household being spent in line with those values. The average household spend on green energy is a mere £6 a year, less than it spent on fairtrade bananas!

Unlike some niche green service providers, Ecomonkey's stated aim is to help mainstream ethical consumerism. Ecomonkey makes available a wide range of products & lines, from the conventional and not so green, through to the very green, and sets the incentives accordingly.

Ecomonkey offers a range of rewards and will calibrate the offering in response to user demand. This means that users have greater choice and can buy from a full range of lines, but can also green up at a pace which suits their needs and budget.

Ecomonkey's target audiences are ABs and C1s, who are literate internet users, motivated not just by the reward programme's objectives and ethos, and the incentives themselves, but are busy pragmatists who are more likely to change their behaviour if they can buy from familiar mainstream shops & suppliers and don't have to track down well-hidden niche suppliers (though we make space for them too!).

Ecomonkey ratings are based on assessments and synthesis of information published by independent bodies and organisations who certify products and companies. Ecomonkey takes on board and accept a wide range of opinions and views, including those of its users, and the retailers and brands themselves and campaigning organisations.

## **Contact**

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