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Eco-index shows greenest brands

Aug 26 2009 By our correspondent [Add a comment](#) [Recommend](#) [Share](#)

A new "eco-index" listing the best and worst green products will help consumers make better choices, its creator said.

The new Green Index Report puts Persil laundry products top of the list for environmentally-friendly products, with Haribo sweets at the bottom.

The list, created by Nottingham-based environment consultancy EnvirUP, assessed products on a range of eco-factors then ranked them in order of their impact on the environment.

Researchers used 48 questions to cover areas of environmental sustainability, linking an overall score out of 590 points to an A to G grade.

EnvirUP said analysts looked at Britain's top 100 biggest brands, based on UK sales as calculated by research provider AC Nielsen.

The report found 85% of the brands achieved a D grade or below, and even the greenest only achieved a C. None made it to A or B grades.

Persil laundry products was top of the list, with 385 of a possible 590 points - a grade C.

It was followed by PG Tips tea, Finish dishwasher tablets, Volvic water and Kellogg's Special K breakfast cereal.

Surf and Ariel laundry products, Ribena, Quality Street and Evian also put in appearances in the top 10.

But way down the scale at 100th in the index was Haribo gums and jellies, with 72 out of a possible 590 points.

The famous brand was joined by Muller yoghurts, Cathedral City cheese and Young's chilled fish in the bottom 10 of the scale.

Today EnvirUP said although their own researchers carried out the analysis, they worked with the Environmental Technology Centre at the University of Nottingham as a "critical friend" to make sure the survey questions and scoring methodology were fair.

<http://www.walesonline.co.uk/go-green/go-green-green-living/2009/08/26/eco-index-shows-greenest-bran...>

EnvirUP researchers assessed the brands on use of resources, packaging materials and their manufacturers' green credentials, as well as criteria such as food miles and fairtrade ingredients.

The company said big brands performed particularly badly on packaging, with more than 80% of products scoring grades E to G and Pringles crisps performing the worst.

The greenest soft drink was found to be Volvic, while Pepsi ranked higher in the eco-league than Coca Cola because of proactive green policies.

In the world of pet food, over-packaging and a lack of clear environment policies put Pedigree and Whiskas below Bakers and Felix in the green rankings.

EnvirUP founder Assim Ishaque today said: "Many brands have caught on to the 'green' trend, some have clearly missed the demand for greener products and some are just confusing.

"So we developed the EnvirUP Green Index as the first review of the widely accepted Top 100 list of consumer goods, such as washing products, snacks, drinks and other everyday items.

"We took all the leading brands and put them through our objective assessment methodology, and we have presented the results in an easy-to-understand format for the consumer.

"This is the first of its kind. We're self-funded, we've done this because we care for the environment.

"We have done this because we want to do something that helps the consumer make a positive step.

"Most environmental reports are very complex and difficult to understand and are written for business.

"This helps the consumer get their head around what companies are doing."

He said EnvirUP had come up with the idea, but had the methodology checked by experts at the University of Nottingham, adding: "We developed this and they have been with us start, middle and end, as a critical friend."

Phill Windsor, Project Manager at the Environmental Technology Centre at the University of Nottingham, said: "EnvirUP's objective with their Green Index is commendable – developing an accessible, comparative guide based on determining the environmental credentials of leading brands and products.

"The Environmental Technology Centre acted as a 'critical friend' to EnvirUP as its researchers developed their methods of evaluation.

"We were able to assess their chosen approach and offer guidance and practical support before their testing began.

"The current Index is a good starting point for debate. If the Index eventually encourages and assists people to make more informed decisions about the environmental impact of goods and to adopt 'greener' behaviour, then it will have achieved its aims."

Here are the top and bottom 10 products in the EnvirUP Green Index:

Top 10 of EnvirUP Green Index

1. Persil Laundry
2. PG Tips
3. Finish
4. Volvic
5. Kellogg's Special K
6. Surf
7. Ribena
8. Quality Street
9. Ariel
10. Evian

Bottom 10 of EnvirUP Green Index

91. Red Bull
92. Clover Spreads
93. Richmond Sausages
94. John West Canned Fish
95. Warbutons
96. Young's Chilled Fish
97. Cathedral City
98. Muller Corner
99. Muller Light
100. Haribo Gums & Jellies

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