

Media release, 17 August 2017

New Head of Ratings appointed for Good On You Ethical Brand Rating Scheme

Kristian Hardiman brings extensive experience in global standard systems

Ethical Consumers Australia, the creators of the Good On You ethical brand rating app, has announced the appointment of Kristian Hardiman as Head of Ratings.

Kristian brings a wealth of knowledge, especially in the area of standard systems related to greenhouse gas emissions and water stewardship. Kristian was most recently Senior Technical Officer at CDP (formerly Carbon Disclosure Project) where he was responsible for CDP's climate change and supply chain questionnaires and has also worked for the UK Climate Disclosure Standards Board and Carbon Clear.

The [Good On You app](#) provides ethical brand ratings for more than 1,200 fashion brands based on how they treat people, the planet and animals. It has more than 55,000 users and is now available globally.

“Most people want to buy better, but don’t know where to start. Good On You uses a unique, in depth methodology to show how brands rate on the issues people care about.”

The Good On You app empowers shoppers to make better choices with easy to use ratings. It’s essential that shoppers have access to comprehensive brand ratings that address all the issues that matter to them.

“We’re delighted to have Kristian leading the development of the ratings that power the Good On You app.” said Gordon Renouf CEO of Good On You. “Good On You already boasts the world’s largest list of consumer-facing fashion brands and their ethical performance. With Kristian’s help we will expand the scope and detail of the ethical brand ratings data and increase the number of brands available to Good On You users.”

“If brands are not measuring their impact, then they are not managing it” noted Kristian. “Consumers need brands to be transparent about their sustainability impacts to guide their decision-making.

“I’m excited to have the opportunity to work with Good On You to empower consumers by ensuring brands are rated to accurately reflect their performance in accordance with the latest developments in sustainability”

At the same time Good On You wishes a fond farewell to Celine Mass who has been instrumental in the development of the rating system to date and in supervising the creation of 1,200 brand ratings. Celine is taking an extended break before moving her family to Byron Bay.

“Celine’s contribution to Good On You and her impact on many hundreds of volunteers (and a few staff) has been enormous. Good On You would not be where it is today without her efforts.

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