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## **PRESS INFORMATION**

### **new ethics is online German launch of new Internet platform for consumer ethics**

**Frankfurt, September 20, 2007** – “Keep the world” is the motto of new ethics, the new Internet platform for consumer ethics which was introduced to the German market in Frankfurt today. From now on, all those interested in ‘consumer ethics’ will be able to find reliable information about the theme at the Internet address [www.new-ethics.com](http://www.new-ethics.com) .

As an independent information portal, new ethics offers fundamental information for consumers and companies. Under the special sections “Eating and Drinking”, “Fashion”, “Cosmetics”, “Travel” as well as “Living and Lifestyle”, the new Internet platform reports on the latest trends and developments as well as about companies and their activities which have committed themselves to observing strict ethical, social and ecological regulations.

What is the novelty? new ethics combines product criteria (e.g. organic certification, quality checks of natural cosmetics, ecological natural textile standards IVN etc.) with corporate criteria – covers the industry generally and is in German and English right from the start. Moreover, its own editorial staff does the research and editing.

“In a world that is increasingly growing together, we expect more than just straight business from companies”, explains Klaus Fasold, initiator of new ethics. “The business result of course continues to be the decisive factor, but more and more, responsible action is in demand. This led to the idea of bringing new ethics into being so that end users and companies alike are able to inform themselves comprehensively.”



“We are proud to have succeeded in creating the balancing act between consumers and companies with new ethics”, further explains Rainer Plum, co-initiator of new ethics and “original rock of the German organic industry.” “We shall be exclusively reporting about ideas, products and companies whose thinking and actions are already determined and influenced by ethics, responsibility, fairness and transparency.”

new ethics has thought of something special to celebrate its entrance into the market: a song called “Keep the World” was produced in cooperation with the German singer Ariane Roth specially for the new Internet platform. new ethics has found the epitome of its new platform in the artist who is best known under her pseudonym AZA (Swahili for ‘power’), and is able to identify personally with the topic ‘consumer ethics’.

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## **PRESS INFORMATION**

### **new ethics makes début with “Keep the World” song AZA lends her voice to the idea**

**Frankfurt, September 20, 2007** – “Keep the world” is the motto of new ethics, the new Internet platform for consumer ethics which was introduced to the German market in Frankfurt today. But that is not all: the song “Keep the World” gives the new idea a voice.

“Keep the World” was produced with the German singer and actress Ariane Roth alias AZA. The pseudonym AZA originates from the Swahili language and means “power” – and with her musical prowess, she is supporting the goals of new ethics. “When the initiators addressed me I accepted spontaneously,” says AZA. “I find the idea very good and have made an effort myself now for many years to think and act responsibly.”

Ariane Roth completed her music studies at the MOZARTEUM in Salzburg with an honours diploma. Under her pseudonym AZA, the daughter of the well-known entertainer Ron Williams appears in solo projects. As a backing vocal, she and her soul voice are popular among artists here and abroad; AZA has already worked together with world stars such as Lou Bega, Paul Young, Sabrina Setlur and Chris de Burgh.

The CD “Keep the World” is for sale in the store or obtainable at [www.new-ethics.com](http://www.new-ethics.com) . The recommended sale price is EUR 5.99. You can find additional information about AZA at [www.azasmusic.de](http://www.azasmusic.de).



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## **“Rules” for New Ethics**

Our actions are characterised by a deep respect for life and nature and they serve to preserve and secure life's basic structures for the present and future generations. The ethical aspects of our entrepreneurial actions are transparent and comprehensible for others.

1. The internationally promulgated human rights will be respected and their observance will be actively promoted within our sphere of influence. (questions about activities by means of questionnaire)
2. We guarantee that we shall not be involved in the violation of human rights, either directly or indirectly. (questionnaire especially on the examination of the producers at the product level)
3. Within the scope of our activities, we support the social security of the employees, the integration of those at a disadvantage and the education of youths. We respect the right of our workers to organise themselves in unions and in fact, we respect and recognise their right to act collectively.
4. We exclude all forms of hard or forced labour as well as every kind of discrimination, be it with regard to age, sex, work or profession.
5. Child labour within the scope of production will be excluded through inspections and we are working actively for its abolition. (questionnaire on activities)
6. We shall take the initiative to promote an environmental conscience and guarantee in particular the maintenance and protection of pure water and air within our influential sphere as well as the fauna which goes with them, and the protection of the woods and natural areas of vegetation.
7. We actively promote the development and the distribution of environmental-friendly products and technologies.
8. We do business in accordance with the principles of “fair trade” which actively supports the producers in developing countries, allowing them to pursue a dignified livelihood by their own efforts.



9. We reject all forms of corruption – including blackmail and bribery – within the scope of carrying out a business. Each infringement would be subject to (penal) measures.
10. Within the scope of our activities, we encourage the use of more environmental-friendly forms of energy, responsible dealing with resources, ecofriendly production methods as well as optimum possibilities to break down raw materials and finished products. The use of economical packaging and packaging that is not harmful to the environment and is recyclable is a part of this strategy.
11. We support initiatives in our company and over and above that for the training of ethical thinking and trading– both among young people as well as grown-ups.
12. In product areas in which there are valid and accepted rules, we observe these rules and have ourselves certified for their compliance or strive for this in the short term.



## **Scientific Advisory Council**

Upon the founding of new ethics, we have a scientific advisory council. It is made up of representatives from both the everyday practice and the sciences. Amongst other things, its task is general advice specifically related to our work as regards content. It also supports and reviews the individual themes and assists us in all our specialist questions and analyses. This includes taking up contact with all political and private associations and institutions as well as the appropriate committees.

Our advisory council comprises:

### **Harald Schöndorf**

Harald Schöndorf has been a member of the Jesuit Order since 1963. The Catholic priest is professor of epistemology and the history of philosophy. He is currently deputy rector of the University of Philosophy in Munich. Born in Bavaria, Schöndorf is a guest lecturer in Frankfurt am Main, Innsbruck and also in Latin America.



### **Martin Rombach**

Martin Rombach has been active for many years in and for companies and associations involved in ecological farming as well as in business advisory services for quality, environment and team development. The enthusiastic sports climber is currently head of the ecological control board of the association for testing of processing (Öko-Kontrollstelle Prüfverein Verarbeitung e.V.) and he is on the scientific council of the Federal Association of Natural Foods and Goods (Bundesverband Naturkost und Naturwaren (BNN)).





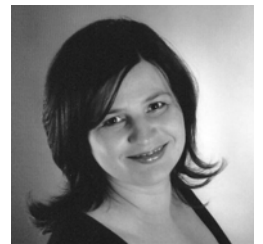
## **Rolf Pfeifer**

Following his studies, Rolf Peifer was project leader at the Ecological Institute (Öko-Institut e.V.) for years before founding a travel company which, right from the beginning, specialised in socially acceptable and environmental-friendly trips to Latin America. He has been the manager of “forum anders reisen e.V.” (forum for trips of a different kind) for five years now. This is the only German association in the branch whose members commit themselves to establishing sustainable standards in the tourism industry.



## **Katharina Schaus**

Following her degree as a garment engineer, Katharina Schaus began to establish an international control and certification system for ecological textiles at the IMO Institut für Marktökologie (Institute for Marketecology) in Switzerland. She was head of the specialist team “Innovation and Ecology” at Heuss Natur-Textilien GmbH. In 2001, Schaus founded it fits-Organic Development Support, an international consulting company for the textile and garment industry. The goal is to include the ecological, qualitative and economic demands as equally valued parameters in the company strategies.





## **The initiators of new ethics**

In a world that is growing together, we expect more from a company nowadays than just pure business. The business success is naturally a necessity for safeguarding the future of a company and its employees. Nevertheless, companies are required to do more. Taking responsible action is in demand – at all times and everywhere.

### **Klaus Fasold**

Klaus Fasold has 26 years of experience on both sides of the desk - in international agencies and as head of marketing on the corporate side. He founded his own agency in the Frankfurt area in 1997 and has been based in Munich with his agency Panthere GmbH since 2004. His mission is the successful presentation of companies and brands.



### **Rainer Plum**

Rainer Plum is one of the “original rocks of the German organic movement” and has been for more than 30 years now. He founded the natural cosmetics brand TAUTROPFEN together with his wife Silvia in 1980. His mission is to promote and support ethically exemplary initiatives and companies in order to make our planet a better place to live in and to preserve it for the next generation.



### **Michael Brodschelm**

Michael Brodschelm has been head of the same Munich agency for more than 15 years, guiding it through the ups and downs of the markets with his entrepreneurial experience and specialist knowledge. Together with his partner, he founded the Panthere Agency in 2004. His mission is to realise ethical principles and humane thinking and actions both in his own agencies as well as with his clients in order to create a world that is more attractive and likeable.

