

Your Which?

Helping you make the right green choices

Which? chief executive Peter Vicary-Smith says green claims must be clear and honest

As the urgency to stem the rise of greenhouse gas emissions grows, so does the need for consumers to make the right environmental choices.

Most of us are happy to 'do our bit' for the environment – recycling, switching off lights and turning down the heating.

But the bewildering number of environmental terms, along with contradictory messages, can cause major confusion.

For several years, Which? has helped you tackle climate change – with reports on household products from energy-efficient light bulbs to wind turbines – and this has helped you save money on gas and electricity bills.

In recent months, however, we've seen a green tidal



wave crashing down the high street, as retailers and service industries claim green credentials to market their products.

Every day, you face a myriad of environmental and ethical choices: paper versus foam cups, caged versus free-range chickens. And as for carrier bags, do we reduce, reuse or recycle?

Now, more than ever, there's a need for Which? to give you honest, no-nonsense advice and help you steer a

course through the choppy waters of green consumerism.

We'll devote more space in our magazines and online to these issues. Companies will need to improve both the energy consumption and reliability of their products, thereby cutting down on the resources needed to replace unreliable goods as often.

Several carmakers are rising to the green challenge, but they must do more. Fitting a particulate filter to each new diesel car would reduce air pollution considerably, and fitting a device called a regenerative braking system as standard on all cars would reduce emissions.

I believe that Which? has a unique ability to help consumers see through the fog and choose real, useful alternatives.

Which? people



Lizzie Kennedy
Senior insight researcher

Lizzie is responsible for many of the statistics you see in Which?, from surveys to undercover investigations. Whether it's finding out who your favourite internet service provider is or checking how many dentists offer NHS rather than private appointments, she comes up with a workable solution.

Lizzie says: 'I always try to ensure that as many results from surveys are used as possible, so Which? really reflects the views and experiences of consumers.'

It's also crucial that the work and presentation of results meet strict standards, so members, business and government can be certain that our statistics mean what they say.

A satisfaction survey, for example, should cover the range of major companies in a sector, but should also have a minimum number of responses for each company included.

Managing the methods and results of up to 12 projects at once can be a challenge, so Lizzie and her team check every single statistic from their own and each other's work – and they must then ensure no figures are misinterpreted in magazine reports.

But it's not just facts and figures that Lizzie deals with – qualitative research is also important. One project for our campaigns team, which focuses on how people are affected by food promotions, has involved interviews with children.

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