

PROJECT PROPOSAL

How to be an Ethical Consumer

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An Intro to our project

- # Who made my clothes?
- # What is my sweater made out of? Is it bad for the planet? Is it cruelty-free?
- # Is xxx brand treating their workers (not just their employees in fancy office buildings in the U.S.) fairly?
- # How do I know that, if xxx brand says that they are an ethical and eco-friendly company, it is true?

"Shoppers have the right to know that their money is not supporting exploitation, human rights abuses and environmental destruction.

- Fashion Transparency Index, April 2016

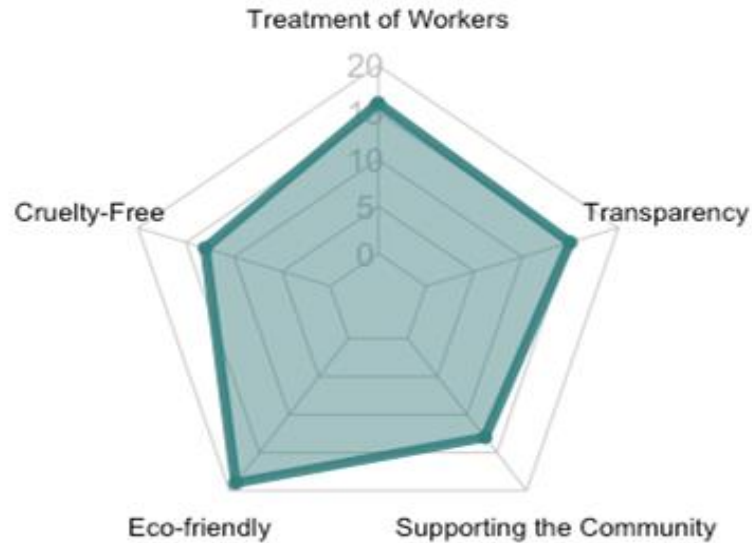
Which leads us to

design a web application that:

- | | | |
|------------|--|---|
| integrates | | answers (or the data leads to the answers) to questions concerning ethical consumerism |
| allows | | users to search a brand of their interests and get feedback on this brand's ethical performance |
| introduces | | to interested visitors the importance of being an ethical consumer and where to start |

To quantify

“ethical consumerism”



A simulation of the five dimensions

Goal

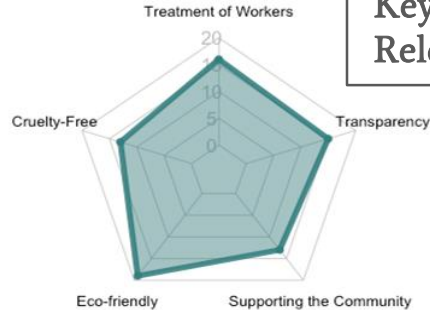
Features

Credible
Data
Sources

Excellent
User
Experience

Search:

Transparency Score: 4
Relative ranking: 14
Keyword: supply chain
Relevant Links: www.zara.com



Data Sources

News API

Keyword search for brand news
e.g. Yahoo News + Everlane + donate

Websites

Rankings/ Scores from databases e.g. Shop Ethical

Reports

Credible ethical fashion reports e.g. Fashion transparency index

```
import requests

url = ('https://newsapi.org/v2/top-headlines?<div>
    'sources=bbc-news&
    'apiKey=API_KEY')

response = requests.get(url)

print response.json()
```

```

{
  "status": "ok",
  "totalResults": 10,
  "articles": [
    {
      "source": {
        "id": "bbc-news",

```

THE RESULTS

continued

	PROJECT & COMMUNITIES C	TRADING & SUSTAINABILITY C	SOCIAL & ENVIRONMENTAL C	ENVIRONMENTAL C	ENGAGEMENT & COLLABORATION C	GOVERNANCE C	ESTIMATE C	TOTAL SCORE
Chanel								10
Hermès								10
Chanel's Accessories								10
Forever 21								10
Fendi								10
LVMH								10
Monsoon Accessories								10

*Overall Scores: Chanel (10/10), Hermès (10/10), Chanel's Accessories (10/10), Forever 21 (10/10), Fendi (10/10), LVMH (10/10), Monsoon Accessories (10/10).
 Legend: A = Excellent, B = Good, C = Fair, D = Poor, E = Very Poor, F = Fail, G = Very Poor, H = Fail, I = Very Poor, J = Fail, K = Very Poor, L = Fail, M = Very Poor, N = Fail, O = Very Poor, P = Fail, Q = Very Poor, R = Fail, S = Very Poor, T = Fail, U = Very Poor, V = Fail, W = Very Poor, X = Fail, Y = Very Poor, Z = Fail.

Tools

NLP

Sentiment analysis
for news

Pandas/SQL

Construct
Brand databases

Bokeh/Pygal

Visualize
Index

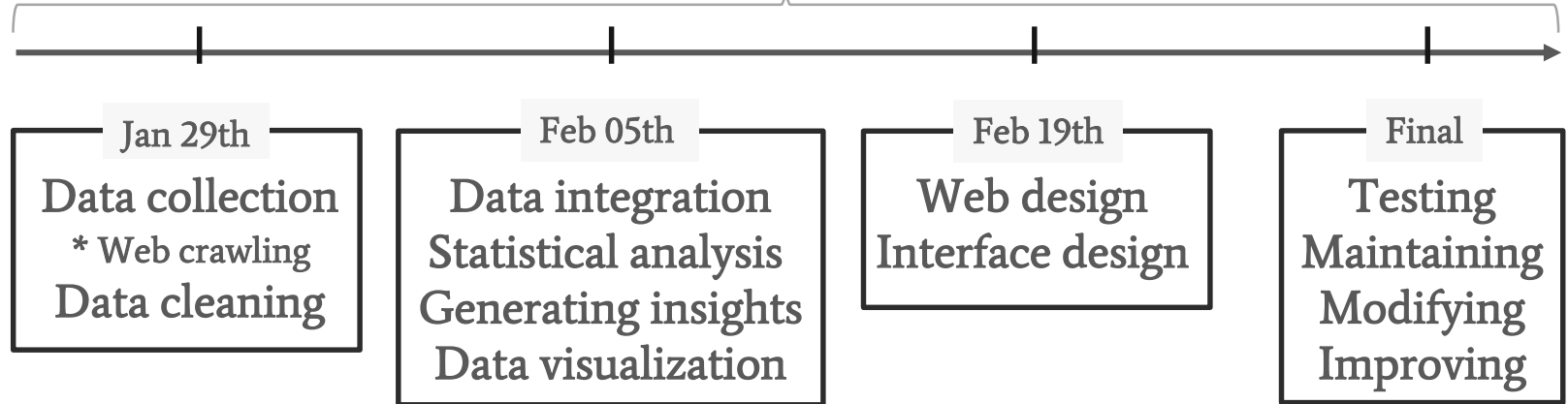
Django

Build
Website

Project Timeline

Logistics through the project

Getting domain name
Updating git repository,
Consulting with instructor and TAs



Potential challenges

- Data collection:

- # Find datasets for every dimension from credible sources
 - # Identify the number of negative news and lawsuits for each brand from the news collected through News API
 - # Crawl from cell phone App (Good On You)

- Data integration:

- # Dirty, incomplete and incompatible data
 - # Difficult to be integrated and merged

- Others:

- # Potential dimensions

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Any question or suggestion?

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