

Fashion Action **Human Vitality** Planetary Wellbeing

Human Vitality

Foster Human Rights

- Ethically Traded
- Peacemaking & Equality
- Volunteerism

Preserve Culture & Diversity

- Protect Health & Wellbeing
- Teach Your Kids

Mani Madness



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Support Cultural Diversity through Certified Ethical Businesses

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Companies and products without cultural value rob humanity of its diversity. Yet many of today's corporate practices threaten to erode workforce diversity while driving out smaller local businesses, inevitably erasing the human fingerprints that lend meaning to the products we purchase. The value of our cultural heritage is immense – as consumers, we must support businesses that take culture loss seriously.

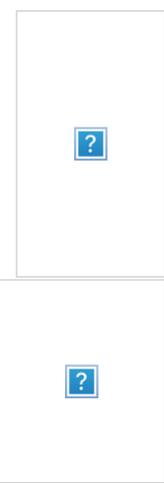
Hearts is working hard to make it easier for consumers to use their purchasing power to support cultural treasures – in part through this guide, but also by offering culturally-inspired and traditional fashion. Stephanie, our creative director, put it best: “Our team is passionate about collaborating with our artisans, learning about their culture and community while exchanging artistic techniques.” Armed with the knowledge of culturally-sensitive industry standards, we hope ethical consumers like you can fight the trend of monoculturism with us by purchasing authentic products made with cultural sensitivity.

Quick Facts: Multinational Corporations’ Discouragement of Cultural Practices

- **1,000s year old sacred lands destroyed:** Lands considered sacred by indigenous peoples are often destroyed by large corporations. For instance, a 1,500-year-old Indian burial mound in Oxford, Alabama was demolished to build a Sam’s Club, a chain of stores owned by Wal-Mart.^[i]
- **10,000s of traditional jobs lost to big machines:** While machines speed production and output, they rob communities of their traditions. Giant textiles mills, assembly-line production, and corporate dairy farms are just a few examples. This ultimately costs people jobs and their traditional methods of production.^[ii]
- **1,000,000s migrate away from cultural communities:** Multinational companies often set up huge headquarters to ensure efficiency, but the resulting migration of humans damages cultural diversity. Extraction of people from their own countries contributes to cultural deprivation abroad, especially in developing countries. While migration might offer short-term financial gains, long-term effects include lost talent, family dysfunction, and social problems.^[iii]
- **Indigenous peoples driven from their land:** Take, for instance, the fact that 30% of US fossil fuels are located within Native American lands. Energy industry practices such as coal-bed methane drilling threaten to pollute waters, effectively driving indigenous tribes off the land.^[iv] The loss of social, cultural, and spiritual cohesion is a victim of this process.

Take Action! Standards and Labels of Progressive Companies

1. **Certified B Corporations (B Corp):** Benefit Corporations (B Corps) are required to profit society as well as shareholders by producing goods that have a positive effect on the environment, society, their employees, and the community. **B Lab Certified** companies work with B Lab which guides enterprises toward environmentally and socially responsible practices. B Lab Certification has no legal standing; companies’ legal statuses are administered by their states.
2. **Fairtrade International** and **Equal Exchange (EE):** Fair trade organizations include cultural sensitivity in their codified standards and principles. Both Fairtrade and EE use third-party certification and remain publicly transparent about their practices.
3. **Green America (GA):** A nonprofit organization, GA promotes ethical consumerism by offering an independent screening process, awarding businesses whose operations support workers, cultural communities, and the environment. Businesses displaying the **Green America Seal of Approval** are also listed in the organization’s **National Green Pages** directory.
4. **Local cooperatives, markets, and business associations:** The **buy local movement** is a collaborative effort to increase local, self-reliant economies where sustainable production, distribution, and consumption can improve the economic, environmental, and social well-being of a place. Buying locally helps preserve culture by supporting an area’s workers and encouraging their specialization. There is currently no certification for local products, but by simply frequenting local farmers markets, buying from small shops that sell locally-made products, and patronizing businesses that create local art, you’ll help support culturally-sensitive businesses in your very own community. Green Listed’s **Progressive Yellow Pages** has a great list of companies striving to make a positive social and environmental impact.



Dig Deeper: Importance of Workplace Diversity

- Read **Welfare at Work**'s tips for embracing different cultures and religions in the workplace. Recommend that your workplace celebrate different cultural holidays, assemble culturally diverse people in teams together, and host parties where people bring their own ethnic food.
- Watch the documentary **Food, Inc.**, which gives an overview of the corporate injustices committed by Monsanto against individual farmers.
- **Selvavision** videos present information on the issues of ethical consumerism, ecological conservation, corporate social

responsibility, and cultural preservation. Watch the ones they currently have in their portfolio, and stay tuned for more!
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