PRESS RELEASE

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etheco launches its ethical business directory

The free directory rates more than 200 UK businesses – and invites people who feel powerless about climate and ethics to join a community proving that small switches do make a big difference.

30 October 2026 – etheco today publicly launches the etheco directory, a free service that makes finding more ethical and eco-friendly businesses, products and services simpler, clearer and quicker.

Close to one in three UK consumers have stopped buying certain brands over ethical or sustainability concerns (Deloitte), yet only 35 per cent of the British public believe business behaves ethically (Institute of Business Ethics).

The directory is a curated shortlist of UK providers people can confidently switch to today, built from ethical accreditations, consumer trust signals, industry awards and the etheco team's own knowledge. Each business is rated out of 100 across People, Planet, Pocket and Performance (the 4Ps), and must score at least 50 on every pillar to be listed.

Small switches, real change

Many people feel fatigued or unsure that anything they do will make a difference. etheco shows that everyday choices add up. Based on Bank. Green's figures, if 10,000 people each moved £10,000 from a high street bank to an ethical alternative such as a building society or Triodos Bank, £100 million would be redirected – roughly 28,000 tonnes of CO2e a year no longer financed.

Built with its community

etheco currently rates businesses and plans to extend its ratings to individual products and services. Community members get early access to new tools, including guided switching and personal impact tracking and a direct say in what is built next.

Jason Hollingsworth, founder and CFO of etheco, said: "The issue for UK consumers is less about attitude and more about inertia. Many want to make ethical choices but don't know where to start or whether it will make a difference. It does – when thousands of people make the same switch, it changes where money flows. We want people to join the etheco community and help shape what we build, towards our goal of £1 billion of real social and environmental impact."

Explore the directory at directory.etheco.com, join the etheco community at etheco.com/#signup and follow etheco on Instagram, TikTok, Facebook, LinkedIn and YouTube.

– ENDS –

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NOTES TO EDITORS

About etheco: etheco is a free, ratings-led ethical shopping and switching platform for UK consumers. Etheco Ltd was incorporated in 2020 (company number 12815916) and is now in its launch phase. Methodology: etheco.com/faqs.

Founder: Jason Hollingsworth is a Chartered Accountant with more than 30 years' experience, including senior roles at Deutsche Bank and PwC.

Ownership and investment: etheco is owned and funded by its founding team and is preparing a pre-seed round with HMRC advance assurance under SEIS and EIS.

Memberships: Member of the Better Business Network, signatory to the Better Business Act and member of 1% for the Planet.

Socials: Instagram @_etheco | TikTok @etheco_ | facebook.com/etheco.co.uk | linkedin.com/company/etheco-ltd | YouTube @etheco