Impact Score – the app helping shoppers make sustainable choices

A new app is now available that allows users to see how their favourite companies and brands fair on a series of six sustainability metrics. They can search for any company and see how their behaviours score, personalised to the areas that matter to you.

With International Women's Day fast approaching (8th March) many consumers will want to know what their favourite retailers are doing to close the gender pay gap. More than that, job seekers will want to search for the companies that will pay them fairly. Until now this information has been hard to find, but Impact Score has this data and more in one easy to use app.

It is estimated that the UK Gender Pay Gap is 16.4% and at current rate of change it will take over 50 years to close the gap! Impact Score® hopes to accelerate this change. But it's not just the pay gap metric we measure that impacts women. Unfortunately women make up the majority of those in low paying or precarious employment. Statistics around the real living wage therefore are especially important too.

Armed with this app the public have quick access to key information. Consumers can feedback to the corporations that are not doing enough with the in-built "Tell Them" button. It can also be used to praise the ones that are doing well.

"75% of us think retailers and brands have an obligation to protect and help the environment and society. While some businesses take this responsibility very seriously, other really don't. Greenwashing is rife." Impact Score® empowers consumers to hold them to account. It puts a simple catalyst for change in the hands of the public, whilst the emphasis for action lies squarely with industry.

The Impact Score app is available to download for free on the App Store or Google Play. For more information, visit https://www.impactscore.app/

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Impact Monitor is a group of like-minded individuals from a range of backgrounds, who have a shared mission to make businesses more accountable and bring about positive sustainable and social change.

Members of the group devote their time, resource and expertise to the Impact Monitor project for free.

- Further information - https://impactscore.app/
- FAQs - https://impactscore.app/faqs/
- Meet the team - https://www.impactscore.app/about-us/
- Contact Information - Impact Monitor's Co-founders Josh Simpson and Ian Yates are available for interview and can be arranged ian@impactmonitor.app
- Downloadable 30 second video and artwork - https://impactscore.app/press
- Download the free app. click your app. store
  - Apple
  - Google Play Store