



Tackling climate change – what can we do?

Our message is simple. We're facing a monumental challenge to humanity the planet – we can all play a part and help to make a difference!

What have we done, and what can you do? Right from our start-up in 1986, protecting the environment has been key for Shared Earth. Our first products in 1992 were cards made from recycled paper, soft wood toys from Sri Lanka, and decorations made from waste paper in India. Today, we have the largest selection of recycled products in Europe, and it's still increasing.

Over the last 3 years, we have thoroughly reviewed our Environmental Policy, and begun the process of auditing our performance. The first step in an environmental audit is to identify your 'significant impacts'. Using recycled toilet paper, or turning light switches off is fine, but in our industry – wholesale and retail homeware, gifts etc – it won't save the planet. What is important; where can we 'make a difference'? It's likely that for you, our customers, the 'significant impacts' may be similar to our own.

We identified of 'medium' importance: packaging, treatment of waste, and travel – and we're working on all of these to improve. But the KEY ways we can make a difference are:

- The products we buy and sell: the raw materials used and the way they're produced
- Shipping: the way they're shipped from producer to customer

The products we buy and sell

Our most important contribution is the products we buy and sell – and this is probably the same for most of you, our customers. Do we sell throwaway plastic products, or long-lasting ones made with sustainable materials? Have we tried the increasingly popular recycled ranges on the market? Do the products we sell help to protect biodiversity, our forests, our seas?

Biodiversity basically runs on the principle that everything is connected with everything else. An example is plastic packaging, which may end up in the seas, killing wildlife. Another principle of sustainability is that 'everything must go somewhere'; so if it can be re-used or recycled, that's a big plus – it's why we love recycled products. And a key principle of course is that resources are finite; we can't go on cutting down forests, or using fossil fuels, forever.



These are challenging but also exciting times. Fair Trade is about development and justice, and with regard to climate change, our suppliers are on the front line, suffering the severest impacts. But this is also a time of change and opportunity. With our suppliers, we are working hard to develop alternatives which will help to create a more sustainable world. Most of our products are handmade, using local materials, which is great because CO2 emissions from production are minimised. And many new possibilities are emerging; these are just a few of the raw materials we've introduced or expanded on recently:

- Hemp (see p120) - Hemp prevents soil erosion, requires no chemicals, far less water than cotton, and can regenerate the soil for crops – a great raw material for a country like Bangladesh
- Loofahs (see p120-1) - A natural vegetable cleansing sponge which we knew little about until recently – a great alternative to plastic from our suppliers in India
- Coconut (several pages eg p101, 185, 199-201). How many coconut shells are left around on tropical islands to rot, or are burnt after the meat and milk has been consumed?
- Bamboo (p115-7, 205-7, 242-5) - An excellent alternative to cotton, needing a third of the water to grow, no pesticides or chemicals, and a tenth of the land. It also captures CO2 and releases oxygen.
- Rice husk (p14-16) - An alternative to plastic coffee cups, and also an alternative to bamboo cups, which need melamine (plastic) to bind, so are not compostable as often claimed.
- Driftwood (p182-9) - Another material that lies around doing nothing – let's turn it into something useful!



Take a look too at our new 'NoWay!ste' range of soaps and solid shampoos, made by a local Yorkshire business. We placed large re-orders twice in the 4 months since it was launched, it's been such a success.





Shipping

Shipping is the other key 'significant impact' that we have identified for us as an importer, and indirectly for most retailers, who buy products which are shipped across the oceans using fossil fuels.

Globally, transport accounts for 15% of all CO₂ emissions today, and this is rising. 80% of the energy we use still comes from fossil fuels.

For 99% of you, it's impractical to suggest that you buy local products instead. But you can choose to buy from importers who are taking this issue seriously and neutralising their emissions in some way. We use Good Shipping, a global leader in sustainability, which works on the 'mass balance' principle whereby the volume of biofuels that will neutralise our emissions is fuelled into another ship that would otherwise run on fossil fuels. As all CO₂ is emitted into the same atmosphere, reducing these emissions is equally effective, whatever ship uses the biofuels.

GoodShipping uses biofuels which are waste- and residue-based; they don't compete with food production, nor do they involve any change in land use, deforestation or loss of biodiversity. In the first 6 months of 2021, we saved 23 tonnes of CO₂e (WtE) through this process.

We need to shift the way we generate power from non-renewables to renewables. We as businesses can use our influence to help make this happen. We encourage any importer who is reading this to join up to such a system, so we can really make an impact! Our message to retailers: ask your suppliers what they are doing, and buy more from suppliers like ourselves, who are acting on this issue, not just talking – there is far too much 'blah blah blah' – we need to act!

What are the trends?

CUSTOMERS WANT SUSTAINABLE PRODUCTS. Tackling climate change is good for our businesses too! Global warming is now a widespread concern and people want to do something about it. As individuals, they want to support businesses which are taking this issue seriously and doing something about it. This is not just a moral crusade, it's in the interests of our businesses to do what we can to save our planet. We believe passionately in tackling climate change because we know it's right; but it's also the best possible strategy for us as a business. Sustainability is the biggest growth industry there is at the moment.

Our message to you, our customers, is HOPE – that together, around the world, we can succeed in limiting global warming to 1.5 degrees, avoid the worst effects of global warming, and save our planet for our children and grandchildren. Join us! As businesses, we can all make a difference. We can save the planet, and improve our sales too!

Copper water bottles

A recent report showed that the top supermarkets in the UK sold 2.5 BILLION disposable water bottles last year – 37 for each member of the population. What a waste! They're the most common form of litter on our coastline, and even if we recycle them it doesn't guarantee that they won't end up in our oceans, a major pollutant and a hazard to wildlife.

In the sea, they break down into micro-plastics, containing toxins (which are used in many plastics, to increase their durability) and absorbing pollutants from the sea. Eaten by fish, they affect the food chain and eventually ourselves.



COP01
copper water bottle
engraved
600ml
bestseller



COP02
copper water bottle
hammered
600ml
bestseller



COP03
copper water bottle
diamond
600ml



What can we do? It's up to us! Bottled water tastes no different from tap water and its benefits, if any exist, have been massively exaggerated by companies to boost their sales. We're being taken for a ride!



These copper water bottles are a great alternative, which can be used again and again!

Copper is known to bring you healthier lifestyle benefits for mind and body. Highly recommended by experts, copper turns water into a natural alkaline, which helps balance your body's pH levels.

To get the maximum health benefits, let your water sit overnight in the bottle and drink it in the morning for a healthy dose of copper nutrients necessary for a better life and mood. We like to call it the copper detox!

Benefits are:

- very high quality
- fair trade
- 99.7% pure copper
- sustainable material
- leakproof
- self-sterilizing
- healing properties
- handcrafted
- appealing to look at!!



COP04
copper water bottle
engraved
900ml
bestseller



COP05
copper water bottle
hammered
900ml
bestseller



COP06
copper water bottle
curve matt
900ml
bestseller



Copper glasses



COP07
copper glass
engraved
300ml
bestseller



COP08
copper glass
hammered
300ml
bestseller

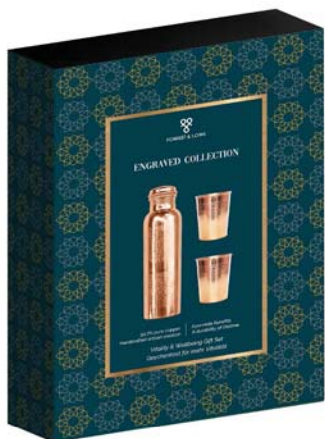


COP09
copper glass
diamond
300ml
bestseller



Copper bottle gift sets

Our hand-crafted copper bottles are the best quality you can find anywhere in Europe. Beautifully boxed, these gift sets make a perfect present.



COPS01
copper gift set



COPS02
copper gift set
hammered



A classic Indian-style lunch box set which features 3 stacking steel containers with lids and handle. Perfect for a mixed selection of salads, savouries and sweets.



NA2216
steel lunch box
15x10.5x16cm ht



NA2215
steel lunch box
15x10.5x12cm ht



NA2207
tiffin lunch box set
6x9" ht

Two zero waste, high quality stainless steel lunch boxes from India. A great alternative to throw-away plastic lunches – use them again and again. Can also be used for storage.

Gamcha scrubbing cloths

Gamcha, the 'honourable fabric' is a traditional handloom textile, woven in the NE of India and Bangladesh. It's made up of cotton thread and is thin, soft, quick absorbent and eco-friendly.

NEW RANGE



CJW061
scrubbing cloth
recycled sari and jute



CJW060
scrubbing cloth gamcha
and jute



Plastic free glitter

Defined as a microplastic, normal glitter takes hundreds of years to degrade. This glitter is 100% plastic free and degrades quickly in the natural environment.

Fully tested,
it's perfect for
hobbies, craft,
cardmaking etc.



B01
emerald green



B02
red



B03
white



B04
penny copper



B05
silver



B06
gold



B07
sky blue



B08
pink

goSiP

rice husk cup

Did you know...

An estimated 8 million tons of plastic ends up in the oceans every year!

Disposable coffee cups, though made largely of paper, contain plastic polyethylene to make them waterproof. Technically, they are recyclable however only 3 specialist centres in the UK can do this and with only 9% of plastic ever getting recycled - almost all end up in landfill or worse, the sea.

The Environmental Audit Committee recommended to the government that disposable coffee cups should be banned if not fully recyclable by 2023. However, the bamboo coffee cups on the market, often seen as an alternative, still contain about 15-20% of plastic in the form of melamine, so despite claims made, are neither recyclable nor compostable.

Stiftung Warentest, the reputable German consumer organization, prompts us to 'Keep your hands off bamboo cups' after testing 12 brands and concluding it's not possible to recycle them as well as them releasing dangerous amounts of formaldehyde.

So, it's up to us!

Our coffee cups are made from rice husks, contain no melamine and are fully biodegradable. They are dishwasher and microwave safe, and (unlike the bamboo cups we tested ourselves), don't stain. Look after them, and they will last for years. And there's another incentive; if you take them into some progressive coffee chains, they will knock 25p or 50p off the price...



RH041
hare and
moon



RH046
meerkats



RH047
sunflowers and
bikes



RH003
hedgehogs
and leaves



RH004
blue tits &
tulips



RH005
stags, acorns
and leaves



RH006
butterflies and
flowers



RH011
folk florals
turquoise
bestseller



Comes in
a gift box!



RH012
folk florals
maroon



RH014
cadiz
bestseller



RH015
Marrakesh
bestseller



RH016
paisley masala



RH018
feline fun



RH020
birds in garden
bestseller



RH022
charaka pilgrim



RH027
geckos & dragonfly



RH029
Lindisfarne peafowl



RH030
cats in love



RH031
tree of life in bloom
bestseller



RH032
save our bees

TOP SELLER



RH033
vanilla mocha
bestseller



RH052
rainbow
bestseller



RH034
charcoal
bestseller



RH035
elephants



RH054
koalas



RH055
puffins
bestseller



RH056
ladybirds



RH057
suns and moons



RH048
toucans
bestseller



RH049
fruit and
vegetable faces



RH050
butterflies
bestseller



RH051
sheep
bestseller



RH053
show your stripes

Show your stripes!

These stripes are a visual representation of global warming. Invented by climate scientist Ed Hawkins the stripes display the average temperature for each year, starting in 1850 (blue for cool, red for warm)! As you can see, up until 1980 it shows varying shades of blue then suddenly, in the space of just 20-30 years; light red, dark red and almost black. This last decade has been the warmest on record - definitely hard to ignore!

See our matching jute bag on page 18!



70% LESS CO2 to produce than conventional plastic tableware



Sustainable reuse of agricultural waste



Conforms to international certification standards





Shared Earth's jute bag supplier receives coveted "green award"!

Shared Earth's jute bag supplier in Kolkata has become the first factory in eastern India to receive the 'Gold Standard' from the Indian Green Building Council (IGBC), a significant step in its stride towards championing environmental sustainability.

The Gold Standard is described by the IGBC as representing 'National Excellence' in areas such as site selection and planning, water and energy conservation, use of raw materials, indoor environmental quality, occupational health of workers, and design processes. Salient features include:

- Solar power
- An effluent treatment plant
- Energy saving machines
- A rainwater harvesting system
- LED lights
- Less water consuming plants and trees



Earthbags is a beacon of hope in a country which already suffers badly from climate change. Greenhouse gases are kept to a minimum through energy saving machines, and millions of gallons of water are saved each year through the rainwater harvesting system. The importance of saving water is paramount in a hot country like India and less water-demanding plants and trees have also been planted to save this precious resource.

Anurag Himatsingka, MD of Earthbags, is an 'eco hero', at a time when global warming has become the key issue for humankind. *"Just producing environmentally-friendly bags is not enough for us,"* he says. *"Our vision is to ensure a sustainable future, and this includes every step we undertake. The manufacturing of our products has to be done in the greenest way possible. I would sincerely like to thank IGBC for recognising our efforts in creating a minimum-waste, energy-efficient manufacturing infrastructure."*

Earthbags has been exporting for 25 years and has supplied Shared Earth since 2008. We introduce new designs each year and their bags are one of our most popular ranges, appealing to a wider and wider audience as awareness about climate change and the need to tackle it grows. We're delighted to be able to supply a product which is not just an ideal alternative to plastic bags, it's also produced in such an exemplary way.



NEW RANGE

Jute bags

The world uses more than 500 billion plastic bags each year – that’s 150 for each person on the planet! They’re completely unnecessary and it’s clear what we should do – use long-life bags instead, as we always used to.

These jute bags are an excellent, eco-friendly option. Jute is a great fibre, fast-growing, biodegradable and recyclable. It needs far less land and water to grow than cotton, and can also be grown without pesticides.

Standard size for jute bags is 30x30x20cm



EA2200 elephant



EA2201 orangutan



EA2202 ring-tailed lemur



EA2203 flamingo



EA2204 show your stripes



EA2100 red panda



EA2104 ladybirds

TOP SELLER



EA2101 sloth with baby



EA2102 save our coral reefs



EA2103 poison tree frog



EA2105 suns and moons bestseller



EA2106
rainbow

TOP SELLER



EA1303
floral blue



EA1400
birds in love



EA1403
butterflies
bestseller

TOP SELLER



EA1571
save our bees



EA1302
elephants in love



EA1572
fox & cub
bestseller



EA16700
cat sleeping

TOP SELLER



EA16701
flamingos



EA172
bicycle
bestseller



Made in Kolkata, India. Designed in the UK by our in-house design team.



EA2107
re-use me



EA2108
little green bag
26x21x10cm



EA2109
big green bag
42x32x18cm

Mini bags

Tailored to be a perfect fit for a lunch box!
size:
25x20x9cm



EA173



EA174
bestseller



EA176
bestseller



There are so many bestsellers in this range that you can't go wrong- all created by our in-house designers and unique to us.



EA1771
save our bees
32x42x18cm
TOP SELLER



EA1801
tropical forest
bestseller



EA1802
sheep
TOP SELLER



EA1803
cherry blossoms
bestseller



EA1872
damselflies
bestseller



EA1873
red squirrel
TOP SELLER



EA1874
owl & moon
bestseller



EA1900
badgers and bluebells
bestseller



EA1901
tree of life & elephants
bestseller



EA1902
moon swans



EAST00
POS display stand
with 6 each x 24 jute bags



EA1904
walkies
TOP SELLER



EA19700
camper van
bestseller



EA19701
dragonflies



EA19702
hare & moon

TOP SELLER



EA19703
puffin with chick
bestseller



EA19704
flowers



EA2001
toucans



EA2003
giraffes
bestseller



EA2004
hedgehogs in wood
bestseller



EA2080
penguin and chick



EA2081
koala and baby



EA2082
cat and wool

TOP SELLER



EA2083
pug



EA2085
save our turtles



EA2084
save our bees

TOP SELLER