



Happy Easter!

Kasmiri papier mache

Many of these papier mache gifts from India will sell through the year of course, but they'll make an especially good display at Easter. All hand painted with exquisite floral patterns to fill your home with colour and hope.



ASH2230
papier mache rabbit
blue



ASH2231
papier mache rabbit
yellow



ASH2232
papier mache rabbit
green

NEW RANGE



ASH2234
p mache rabbit
floral blue



ASH2235
p mache rabbit
yellow + blue flowers



ASH2236
p mache rabbit
white w blue flowers



ASH2237
p mache rabbit
floral yellow



ASH2238
p mache egg
4.5cm white w
blue flowers



ASH2239
p mache egg
4.5cm white
w yell flowers



ASH2240
p mache egg
4.5cm pinks
reds



ASH2241
p mache egg
4.5cm floral
green



ASH2242
p mache egg
4.5cm floral
yellow



ASH2243
p mache egg
4.5cm blue w
daisies

NEW RANGE



MRS114
two birds on
branch
bestseller



S0011
bestseller



NA2218
hen egg basket
recycled



PROK071
recy sari rag bowl
basket 26x9cm yellow



PROK072
recy sari rag basket
bowl 26x9cm blue



PROK073
recy sari rag basket
bowl 26x9cm pink



PROK074
recy sari rag + natural bowl
set 2 asst cols



PROK070
recy sari rag basket
bowls set 3



Z2146
kisii eggs 6cm
pattern set 6 colours



Bestselling Range

great explorer



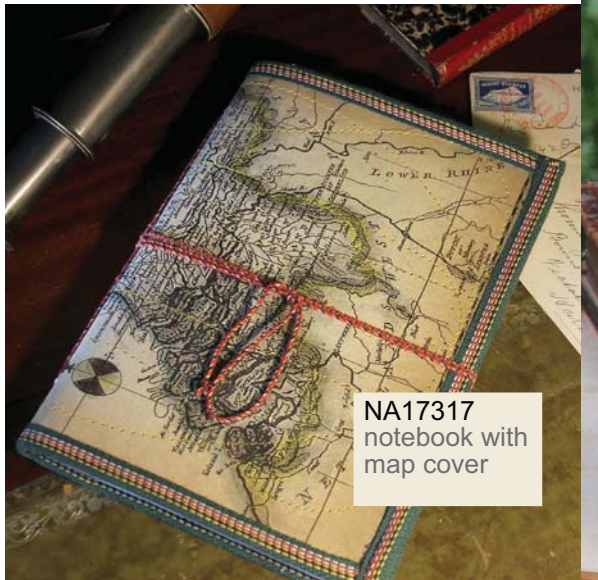
NA17306
compass in
leather case



NA17310
magnifying
glass key
chain



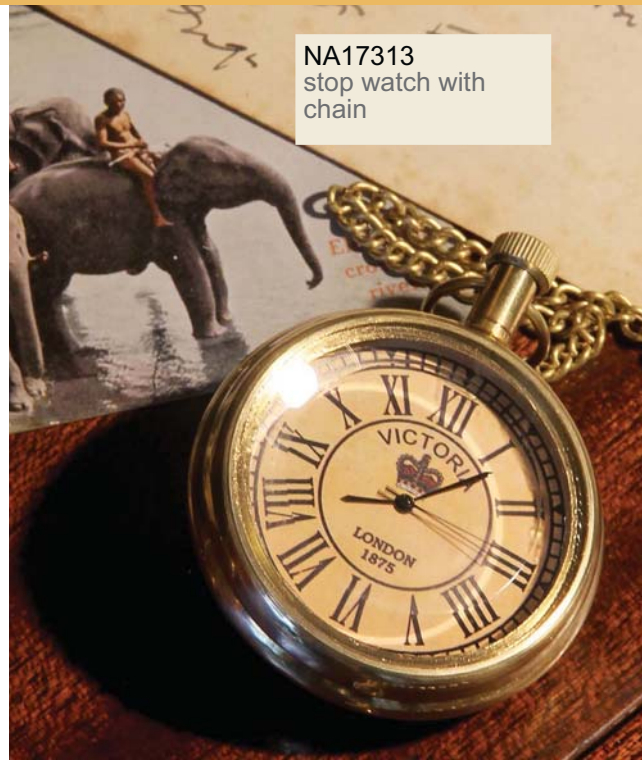
NA19728
magnifying glass
Henry Hughes Ltd.
13 x 5.5cm



NA17317
notebook with
map cover



NA17312
brass, 100 years
calendar



NA17313
stop watch with
chain

Great Explorer

Perfect gifts for the intrepid explorer, steampunk or role player in us all!

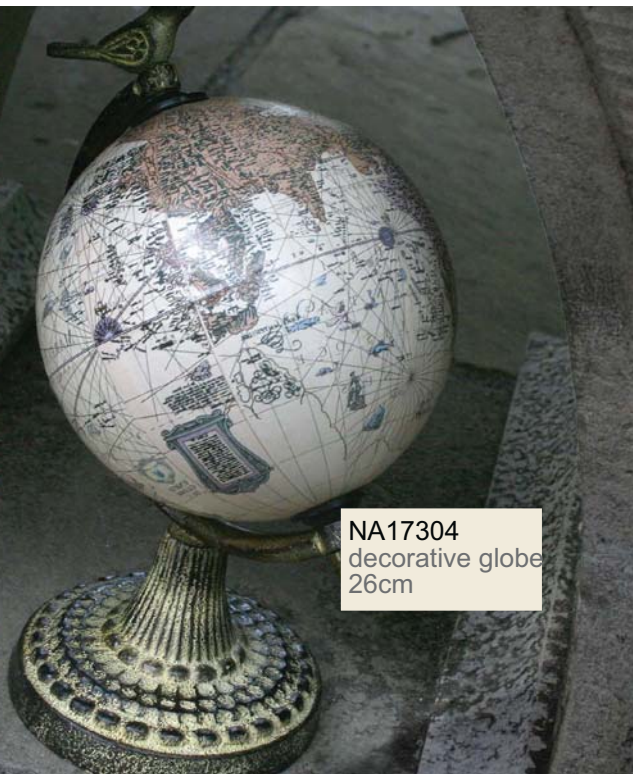
Timepieces, compasses, opticals, whistle, treasure chest, traveller journal, decorative old globe ... these replicas of a bygone age are made by a Guaranteed Fair Trade member of WFTO based in Moradabad, India.

NA17311
sand timer,
mango wood



NA17308
compass key
chain

NA17305
nautical box, with
telescope, compass
& magnifying glass



NA17304
decorative globe
26cm

Bestselling Range



NA19720
globe green
18cm ht

NA19721
globe black
21cm ht

NA19722
globe cream
26cm ht



NA18719
small brass telescope
in box
15cm when extended



NA19725
boy scout's compass
brass 6cm dia.



NA19724
compass & sundial watch
brass & leather



NA19729
rectangular
magnifying glass
22 x 6cm



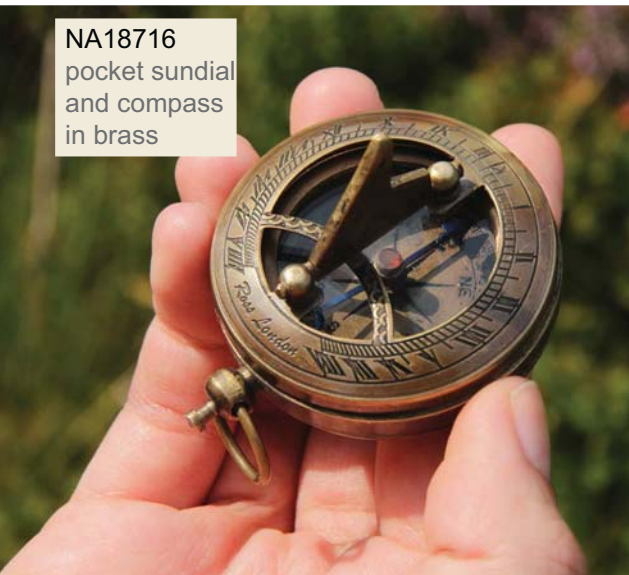
ASP19700
spitfire compass
with engraved lid
8cm dia.



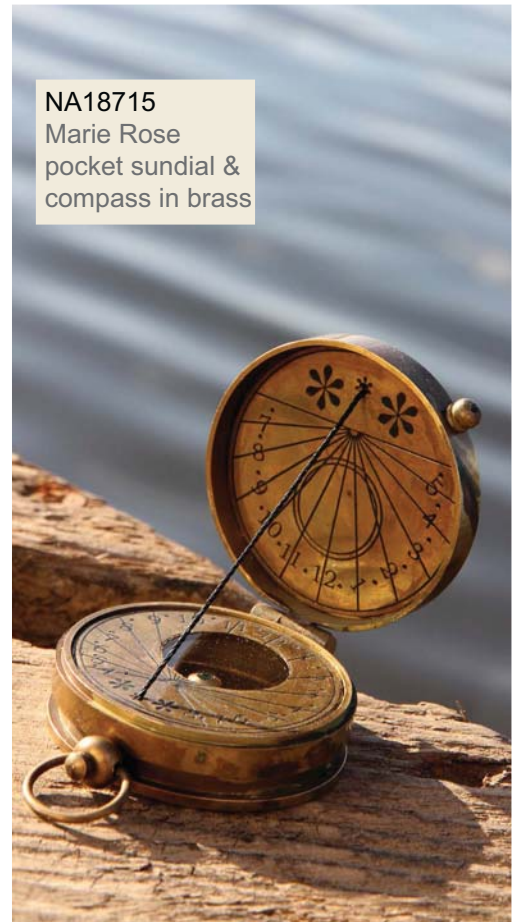
NA19731
letter opener



NA19726
keyring "ship's wheel"
compass, brass
5cm dia.



NA18716
pocket sundial
and compass
in brass



NA18715
Marie Rose
pocket sundial &
compass in brass



NA19727
keyring "ship's wheel"
magnifying glass, brass
5cm dia.



NA17309
whistle
key chain

Kisii Stone

Here, we present a quirky new selection of kisii stone from our Fair Trade suppliers in Tabaka, Kenya. The rainbow colour selection makes them a must!



Z077
heart 2cm reds
asst pack 20

Bestseller
- back in stock

NEW



Z2110
rainbow hearts
set of 8
5cm

UN006
rainbow heart
stripes

TOP SELLER



UN023
eggs 4cm
set of 28
(4x7 cols)



UN022
eggs 7cm
set of 14
(2x7 cols)



UNZ01
Kisii stone display unit
UN020 x2 (28 ladybirds)
UN023 x2 (56 eggs)
Z1806 x 50 (animals)
ALIF04 x1



Z2119
meerkat 7.5cm ht
set of 4



Z2113
rainbow people
hugging t-lite holder



Z2114
rainbow circle of
friends t-lite holder

Kisii stone dinosaurs

Kisii stone, that unique soapstone which is mixed in Tabaka, Kenya, has been on the market for years, so we've asked our artisans to come up with some colourful new designs. We hope you like them!

NEW



Z2120
brachiosaurus 6cm set
of 6



Z2121
triceratops 6cm set of 6



Z2122
spinosaurus 6cm set of 6



Z2124
rainbow triceratops



Z2123
rainbow brachiosaurus



Z2125
rainbow spinosaurus



Z2127
triceratops



Z2126
brachiosaurus



Z2128
spinosaurus



Typically, men carve and paint the stone, and women sand and polish it, the lowest paid part of the process. Last year, Zuri worked with the group to change this, training women in carving and painting.



Bali cats and dogs (& a rabbit)



BCAT45



BCAT15



BALI147
bestseller



BCAT51
4 cats on sofa
bestseller



BCAT1603



BALI147A
bestseller



BCAT26
5 cats on sofa



BCAT50
2 cats in boat



BCAT79GREEN



BCAT79RED



TS06
4 cats dog rabbit on banana sofa



BCAT1608
bestseller



BCAT46



BCAT1609
bestseller

We hope you like this quirky design of cats and dogs (and a rabbit). Fruit and veg are in fashion, we believe?

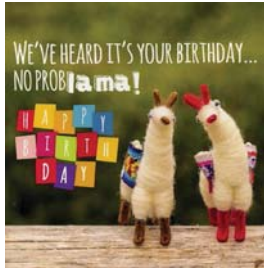
Fairmail greetings cards

Fairmail Cards is a social enterprise, the images being taken by under-privileged Peruvian teenagers and young people, who receive a generous commission which they invest in their education. The cards are printed in the UK on paper which conforms to FSC standards, and peel-easy labels are used to bind the card and envelope, to avoid the use of cello-bags. Printing is digital, using toner inks, to avoid waste. Fairmail Cards is a member of WFTO.

Size 15 x 15cm



Julissa Benites, 20, comes from Trujillo, Peru. She wants to become a psychologist.



FM210



FM211



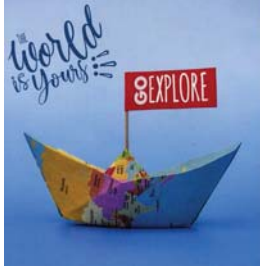
FM212



FM213



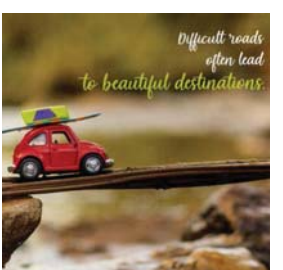
FM214



FM215



FM216



FM217



FM218



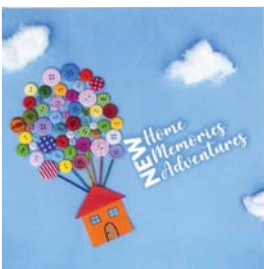
FM219



FM220



FM221



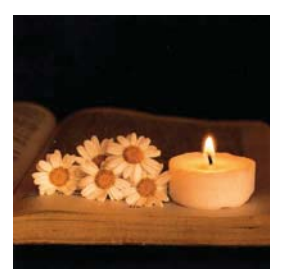
FM222



FM223



FM224



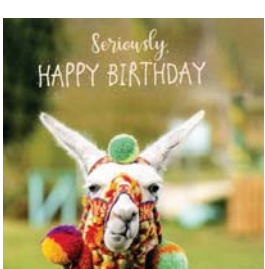
FM225



FM226



FM227



FM228



FM229



FMSP01
fairmail cards
20x12 + spinner

NEW RANGE

Marley Alva and Dante Avila are also from Trujillo, Peru. Marley, 14, is in high school; her passions are drawing and dancing. Dante, 19, loves football.



FM230



FM231



FM232



FM233



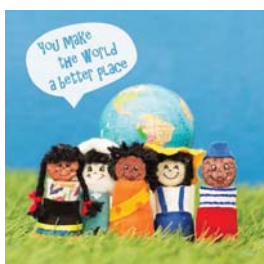
FM234



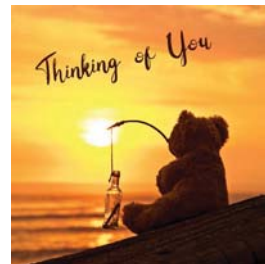
FM235



FM236



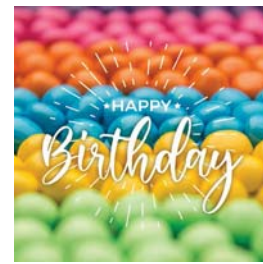
FM237



FM238



FM239

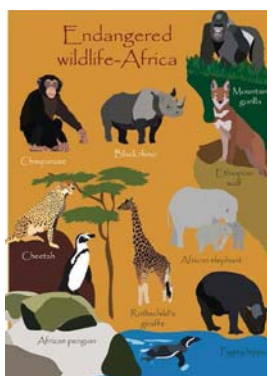


FM240

Endangered species

This 'save our Wildlife' range was designed by our in-house designer, Lucie Pulleyn. Printed on recycled card, peel-easy labels to avoid use of cello-bags.

Size 12 x 17cm



SEC031
Africa



SEC032
Asia



SEC033
in the rainforest



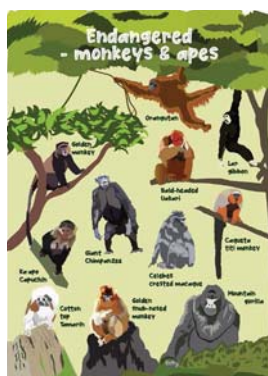
SEC034
in the sea



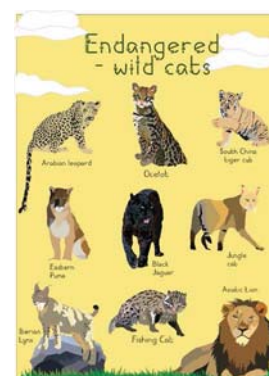
SEC035
the poles & tundra



SEC036
by climate change



SEC037
monkeys and apes



SEC038
wild cats



SEC039
save our bees!



SEC040
save our turtles

Handmade Fair Trade cards from the Philippines

Salay is a small, fishing village in the Philippines. These cards are made with grasses, dried flowers, and other natural materials, by 'Salay Handmade Paper'. They provide much needed employment for young people, an alternative to heading off to the cities.

Size 12 x 12cm



SAL1901



SAL1903



SAL1904



SAL1905



SAL1906



SAL1907



SAL1910



SAL1911



SAL2070



SAL2071



SAL2072

Salay's artisans are extremely skillful; all the paper shapes are cut by hand, and the dried flowers they use have to be applied with tweezers.



SAL2080



SAL2081



SAL2082



SAL2083

Size 12x17cm



SAL2084



SAL2085



SAL2086



SAL2087



SAL2088



This is the future for greetings cards - no cellophane bag, biodegradable or otherwise, just a peelable sticker which holds envelope and card together. The paper is FSC-certified and a percentage of profit is donated to support wildlife charities.

Size 15 x 15cm



SWE002
hi honey



SWE003
squiffy, who me?



SWE004
love you like no otter



SWE005
live love and fly



SWE010
hello flower



SWE011
bad hair day



SWE013
just a bit nutty



SWE014
let's stick together



SWE015
just ewe and me



SWE017
just bee



SWE018
garden tiger moth



SWE019
butterfly kisses



SWE020
woodland dormice



SWE022
baby giraffe



SWE024
birthday hugs ...



SWE026
another year ... wiser



SWE027
happy birthday from us



SWE028
it's your birthday



SWE031
bengal tiger



SWE032
asian elephant



SWE033
gorilla



SWE034
giant panda



SWE035
polar bear



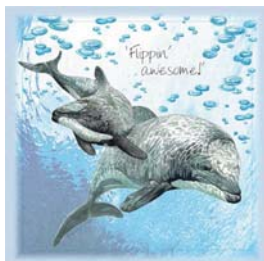
SWE036
kissing seals



SWE038
safari zebra



SWE039
sea otter



SWE040
flippin' awesome



SWE041
forever entwined



SWE042
a whale of a time



SWE044
the only way is up



SWE050
from one crazy bird ...



SWE051
sea otter



SWE053
... no more cake?



SWRB005



SWRB006



SWSEC032



SWSEC036



SWSEC039



SWSEC047



SWSEC049



SWSEC050



SWSEC051



SWSEC052



SWSJB011



SWSJB012



SWSJB014



SWSJB039



SWESAR001
card northern tamandua



SWESAR002
card sloth



SWESAR003
card jaguar



SWESAR004
card toucan



SWESAR005
card anteater



SWESAR006
card poison dart frog



SWESAR007
card macaw



SWESAR008
card capybara

Heart of Garden cards

HOG cards are inspired by nature, and they are always looking for ways to minimise their impact on the environment. Fibre is from well-managed FSC-certified forests, inks are vegetable-based and packaging such as the cellobags used is either biodegradable or compostable.

Size 12 x 17cm



HOG57AS127



HOG57AS112



HOG57AS103



HOG57AS104



HOG57AS105



HOG57AS106



HOG57AS107



HOG57AS57



HOG57AS58



HOG57AS60



HOG57AS61



HOG57AS62



HOG57AS63



HOG57AS64



HOG57AS65



HOG57BB52



HOG57BB53



HOG57BB60



HOG57BB61



HOG57BB62



HOG57BB64



HOG57TW01



HOG57AS113



HOG57AS114



HOG57BB65



HOG57BB69



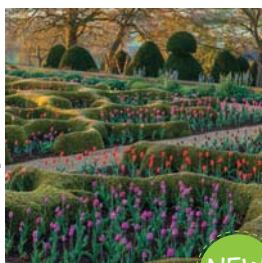
HOG57SM80



HOGSP spinner with 12ea x 24 cards

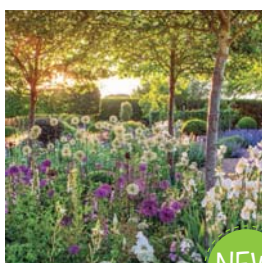
More HOG cards with lots of new designs.

Size 16 x 16cm



HOGL358

NEW



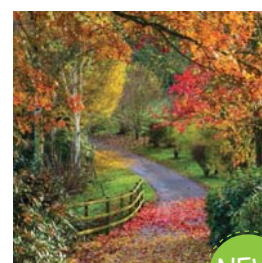
HOGL360

NEW



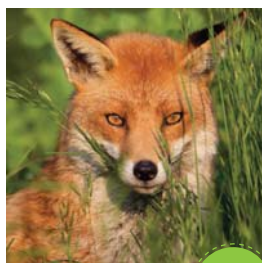
HOGL362

NEW



HOGL368

NEW



HOGL377

NEW



HOGL378

NEW



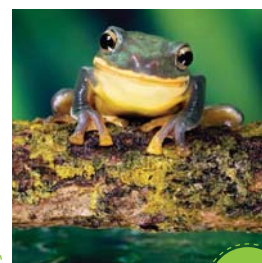
HOGAC122

NEW



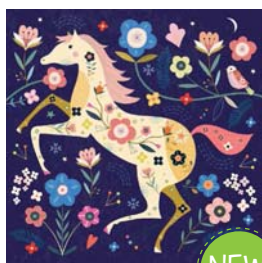
HOGAC123

NEW



HOGWAH182

NEW



HOGRWN101

NEW



HOGRWN102

NEW



HOGRWN105

NEW



HOGRWN106

NEW



HOGRWN108

NEW



HOGRWN109

NEW



HOGAC101



HOGAC102



HOGAC103



HOGAC106



HOGAC110



HOGAC111



HOGAC113



HOGAC114



HOGAC115



HOGAC116



HOGAC118



HOGAC119



HOGAC120



HOGAC121



HOGADL137



HOGBEA127



HOGBEA128



HOGDLT101



HOGECH101



HOGECH102



HOGHM105



HOGHM113



HOGHM118



HOGHM119



HOGHM120



HOGHM124



HOGHM126



HOGHM130



HOGHM131



HOGHM133



HOGHM139



HOGHM140



HOGJG101



HOGL103



HOGL135



HOGL175



HOGL284



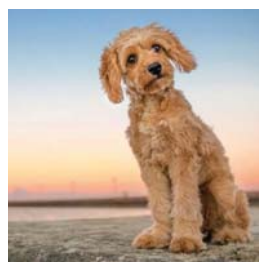
HOGL285



HOGL310



HOGL347



HOGL349



HOGNET105



HOGRT109



HOGRT112



HOGRT115



HOGRT116



HOGRT122



HOGRT123



HOGRT125



HOGRT133



HOGRT134



HOGRT135



HOGRT136



HOGRT138



HOGRT139



HOGRT140



HOGRT141



HOGRT143



HOGRT144



HOGTOK101



HOGTOK102



HOGTR101



HOGTR102



HOGTR103



HOGTR104



HOGTR105



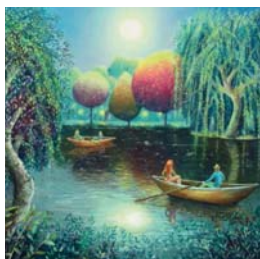
HOGTR106



HOGTR107



HOGTR108



HOGTR109



HOGTR110



HOGTW101



HOGTW102



HOGTW103





Marbled wrapping paper

Block printing and batik dyeing are two of the techniques used to make this handmade paper wrap, from Bangladesh.

Size 50 x 76cm



PROKW01
batik dragonflies



PROKW02
save our bees



PROKW03
stripes



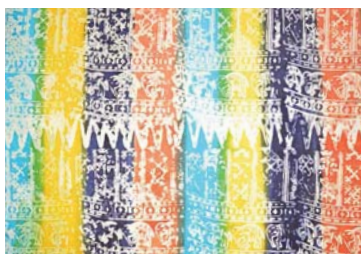
PROKW04
blue flowers



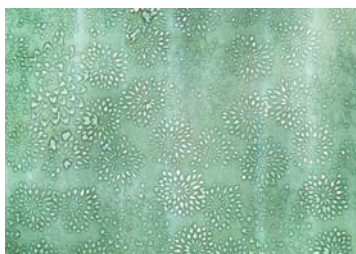
PROKW05
light green flowers



PROKW06
yellow flowers



PROKW07
thick stripes white pattern



PROKW08
dark green flowers



PROKW09
dark blue flowers w newsprint



PROKW20
cream
82x52cm



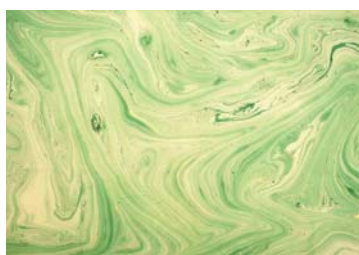
PROKW21
red black grey
82x52cm



PROKW22
lime red
82x52cm



PROKW23
rose gold
82x52cm



PROKW24
green gold
82x52cm



PROKW25
blue-green gold
82x52cm



PROKW26
charcoal gold
82x52cm



PROKW27
purple
82x52cm

Paper Gift Bags & Wrap

Handmade gift bags and wrap from India, made with recycled newspaper, and from Thailand, handmade with saa paper, the ultimate sustainable product. It's made from the bark of the saa or mulberry tree, which sheds its bark each year after the rainy season; so the process doesn't harm the tree at all.



JUG026
26x19cm



SAA600
7x10cm

SAA601
10x13cm

SAA602
14x17cm



JUG028
15x18.5cm,
bestseller



JUG029
10x15cm,
bestseller



JUG030
18.5x20cm,
bestseller



JUG031
25x30cm,
bestseller



SAA603 flowers,
wrapping paper
79x55cm



Having trouble communicating? Send a message of wisdom, or a message of peace, with these delightful ceramic owls and doves from Guatemala. A white piece of paper is included for your message.



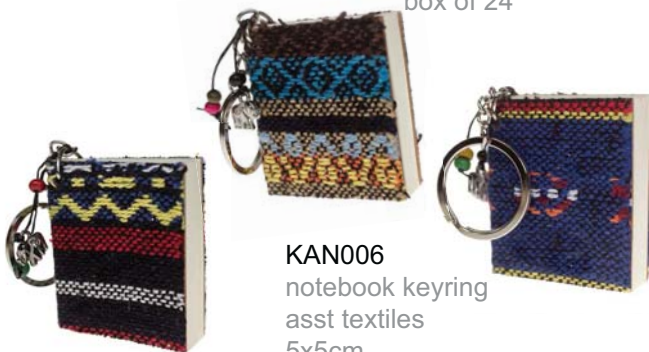
WD2101
owl messengers
box of 24



WD2102
peace messengers
box of 24



KAN004
notebook with
elephant & pom-pom
7.5x9cm



KAN006
notebook keyring
asst textiles
5x5cm
bestseller



PDN12
leaf notebook heart
19x19cm



PDN13
leaf notebook
19x19cm turtle
green

Choc Affair

You've gone through our entire catalogue and now you deserve to treat yourself to a few bars of chocolate! Choc Affair is a small local chocolate business in York. The chocolate is sourced from Colombia and, whilst it does not carry the Fair Trade mark, the owners of Choc Affair believe in following the principles of Fair Trade and are committed to producing sumptuous, and ethically made chocolate.

There is no palm oil in any of these products. The dark chocolate bars are all vegan; milk bars contain 41% cocoa solid. And to top it all off, Choc Affair was voted no.1 brand by retailers in the Fine Food Best Brands awards in 2018.



CHOC1442
passion fruit
vegan



CHOC1400
lime & sea salt
vegan



CHOC1402
chilli
vegan



CHOC1408
salted caramel



CHOC1410
mint
vegan



CHOC1416
raspberry & rose



CHOC1418
dark
vegan



CHOC1425
gin & tonic



CHOC1426
rhubarb gin



CHOC1428
raspberry gin



CHOC1433
Lemon and Sea
Salt



CHOC1430
honey



CHOC1431
coffee
vegan



CHOC1432
orange
vegan



CHOC1444
blood orange gin

Lucky dips - a bestseller in Shared Earth shops

A great POS idea that works well for us in our Shared Earth retail outlets - in our 2 shops, we sold over 4,000 last year!

The product ships with 10 sheets of handmade giftwrap.

LUCK00

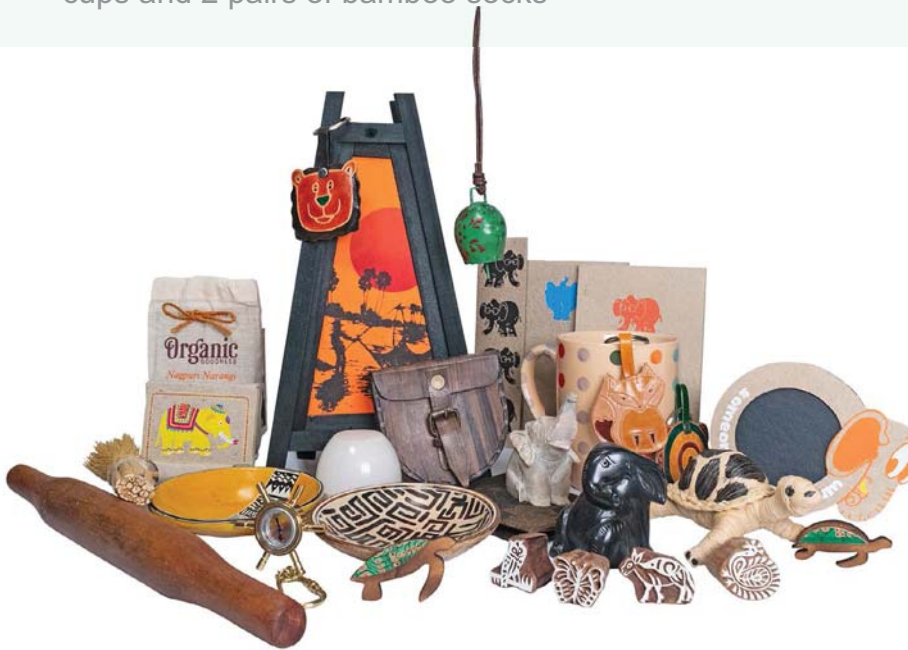
Lucky dip x 150

A mixture of coasters, pebbles, mobiles, T-lite holders, dreamcatchers, incense and candle gift sets, You just can't tell what you'll get! Includes 10 sheets of giftwrap. PLUS a rice husk cup and a pair of bamboo socks, making this a fantastic bargain.

LUCK00B

Lucky dip x 300

As above but even better value for money. Includes 20 sheets of giftwrap, 2 rice husk cups and 2 pairs of bamboo socks



Feeling lucky?

You can't
tell what
you'll get...



The story of Shared Earth

Shared Earth was inspired originally by a trip to India made by its founder, Jeremy Piercy, after he left school, in 1972. It was a shock to him to see how so many people lived, yet the poorest people seemed often the most willing to share what they had. An elderly nomad in Afghanistan for instance, stopped him in the street, took a small cooker and kettle off his back and made him a cup of tea, on the pavement. In his career, Jeremy wanted to repay some of the hospitality he received on this trip by doing something to address the inequalities of wealth in the world.



York shop, c. 2015



Liverpool shop christmas display, Dec 2010

On returning to England, Jeremy was appalled, after the poverty he had seen, by the amount of waste he saw here, and this triggered his interest in environmental issues. He became an enthusiast for recycling, collecting glass in the streets and from student parties (i.e a lot) and taking it to a local recycling depot. Such behaviour was considered extremely odd in those days. Ever since, he has tried hard to persuade everyone he meets that environmental concerns are key to creating a fairer world.

Shared Earth opened in York in 1986. Its success prompted further shops in Leeds, Bradford, Manchester and Birmingham; at its height we had nine shops around the UK, and four franchises. During the financial crisis of 2009 however, one poor-performing shop brought down all the others, and we had to downsize to our two most successful shops, in York and Liverpool, the two that remain today. Gradually, we built up again. Both shops are now extremely successful, with an excellent reputation locally and regionally.

In 1992 Shared Earth started wholesaling, initially recycled paper cards and stationery, printed in Yorkshire, then Fair Trade products from Sri Lanka and India.

Today, we buy from 20 countries around the world, from India to Madagascar to Peru, and wholesale sales represent 75% of our turnover. We have a strong Design and Product Development team, each year introducing innovative new product ranges and in-house designs, suitable for all kinds of shops – zoos, museums, garden centres as well as Fair Trade, wholefood, zero waste and other eco shops.

And the future?

Our top priority today is tackling climate change. There's little point in talking about Fair Trade if your village can't survive because of rising seas, encroaching deserts or crop failures due to changing weather patterns. When the Ten Principles of Fair Trade were drafted in 1992, our amendment to expand Principle 10 (The Environment) was accepted; and at its Lima Conference in 2019 the World Fair Trade Organisation (WFTO) overwhelmingly accepted our resolution to overhaul Principle 10, making tackling climate change a top priority. We are a key spokesman for the environment within the Fair Trade movement.



Packing an order in Bangladesh

Fair Trade and other small suppliers in developing countries are ideally placed to help us move to a more sustainable world. They don't run large factories or complicated machinery, and the raw materials they use are generally locally sourced. Our mantra for business today needs to change from 'growth, growth, growth' to 'save the planet, save the planet, save the planet'! Producers who are recycling glass, plastic, textiles or other materials, using local fast-growing timbers, eco-friendly materials like bamboo, or unutilised materials like coconut shell or driftwood – these hold the key to our future.

We also need to recognise our responsibilities in selling products shipped from thousands of miles away. We want all our goods to be carbon-free and we'd like all our competitors to take up this challenge by using organisations like GoodShipping to reduce or neutralise their CO₂ emissions too. 'Carbon-free' should become the norm!

One of the many GoodShipping vessels using biofuels today



Choose Fair Trade ... choose Eco!

www.sharedearth-trade.co.uk

call: 01904 670321

email: sales@sharedearth.co.uk



Spotlight on our new producers!

Green Glass, Chile (see p30)

Garbage does not exist! When he set up Green Glass as an 18-year old in 2009, Oscar Munoz was told by his teachers at school, "You're crazy, NOBODY will buy your glasses! And where are you going to get the bottles?" "Just go into the streets," he replied, "there are thousands lying around." A million bottles/glasses later, and with 50 people in full-time employment (and his former teachers now customers, eating their words), Oscar estimates there are 60,000 people in Chile who live by collecting recyclables – possibly the biggest workforce in the country? A great new supplier for us, with designs which appeal to young as well as old.



Uptodate Impex, India (see p203, 250-3)

Uptodate lives by the well-known motto 'Reduce, Reuse, Recycle'. They're specialists in managing waste, minimising the raw materials used, and changing the packaging to be more efficient and less reliant on plastics. The basic raw materials they use are 'wastage' and would otherwise have been thrown away. They also aim to reduce energy consumption, using machines which are more energy efficient; and converting to green renewable energy where possible. They're pioneers of eco products in India, and try to work especially with the poorer sectors in society to uplift them and their families and communities. We're delighted to be their partners.



STOP PLASTIC FROM ENTERING THE OCEANS!

More than 80% of the plastic in the oceans comes from rivers, and after China, Indonesia is the worst contributor to plastic waste in the oceans in the world. Sungai Watch in Bali are 'eco heroes', they have already built over 100 river barriers to stop this happening. Shared Earth has agreed to work with Sungai Watch during 2022 to help fund a proper recycling facility for the waste they collect, initially with a £4,000 grant to build and maintain river barriers in the Gianyar region, where most of our producers live and work.

ethical
consumer

Shared Earth has been rated SECOND in Ethical Consumer's guide to Ethical Online Retailers in the UK. Ethical Consumer is the leading guide to ethical business in the UK, with a database of 40,000 brands, companies and products. Set up in 1989, it's an independent, multi-stakeholder cooperative.

