



Follow in Shared Earth's footprint...

Shared Earth has embarked on a carbon footprint project to calculate the combined impact the business, its employees and franchisees are having on the planet. This footprint will then be offset by a tree planting scheme later this year.

Part of Shared Earth's new product development process involves travelling to supplier countries to work with artisans. For an ethical and fair trading company like Shared Earth, the carbon emissions generated through these visits and other staff travel has conflicted with their values and created an ethical environmental dilemma.

Shop Assistant Manager, Laura Wilson, leads the project: "It is impossible to ignore the damage that humankind is causing the planet and the severity of the consequences of climate change if we do not act now. Travel is a necessary part of the job for some Shared Earth employees and franchisees, but this also means carbon emissions. Second best to not travelling at all is to travel responsibly by offsetting those emissions."

As carbon offsetting becomes increasingly important in a company's corporate social responsibility strategy, it is also becoming increasingly important to franchisees who want to own an ethical business that customers trust.