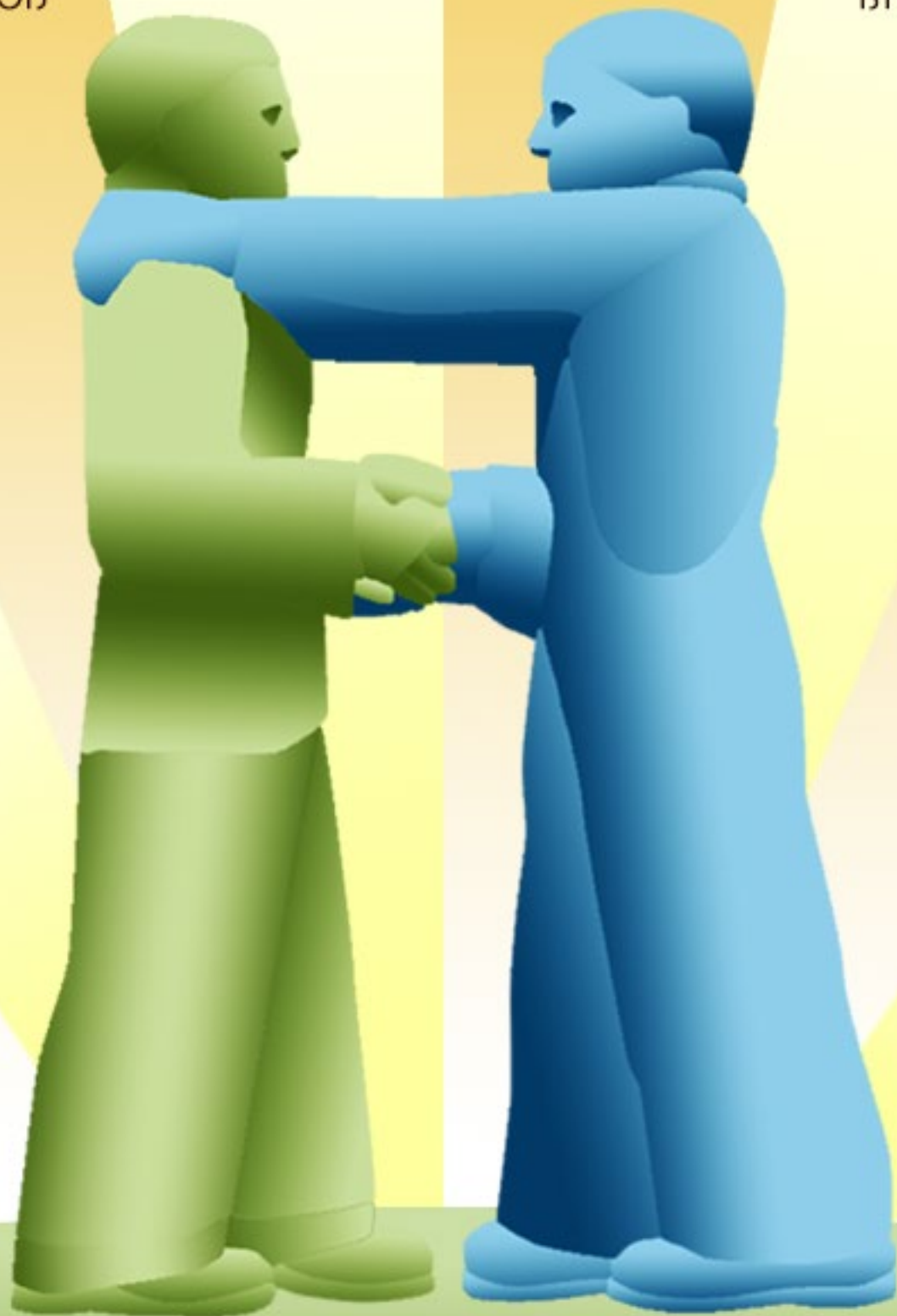


# AFFILIATE DIRECTORY

MARCH 2015

1ST EDITION



**blue&green**  
tomorrow

"A business that makes nothing but money is a poor business."

Henry Ford

## PUBLISHER'S LETTER

**At Blue & Green Tomorrow we're trying to simplify sustainability and amplify it to as many people as possible, as fast as possible. Our business is promoting sustainable living, investing and spending to create a bluer and greener tomorrow for everyone. But to misquote Roman Statesman and Orator Cicero, "Nervos negoti, pecuniam." Endless Money, forms the sinews of business. Cicero used belli rather than negoti, his focus being Roman warfare not modern business.**

We want to remain the fastest-growing and most widely read advocate for all things sustainable as well as being a thorn in the side of the unsustainable. In the last few months we've struck deals with organisations that we think are good examples of sustainable, responsible and ethical business. We'll write about these companies, profile their people and work and hopefully you will remember them on our website if you need to buy something.

And that's the thing. The most frequent feedback we get about sustainability relates to the sense of powerlessness so many of us have. It's the feeling that you understand all the issues, you know action is urgently needed but what can one person do in a population of 64 million in the UK, 743 million in Europe or 7.3 billion globally.

### You can vote, invest and spend sustainably

The average British citizen will get about fourteen opportunities to choose who will be our national leaders, but will make 21.2 online transactions\* per year, and that's rising. That means collectively our readership of 75,000 will vote just over a million times in their lifetimes, but they will make 1.6 million transactions online in a single year, worth £88 million. That's 1.6 million opportunities to make a sustainable choice and £88 million pounds voting for sustainability. Every year.

When our readership hits a million that's easily over twenty million online transactions that could be sustainable, responsible or ethical.

Obviously, everyone should scrutinise the political parties on their rather thin sustainability credentials

through websites such as Vote for Policies. But a vote every five years to get slow moving governments, with conflicting short-term priorities, to make the urgent changes needed, can be outstripped by making sustainable choices every day in who you invest in and who you spend your money with.

**Every time you click through one of the links of our partners, the link is tracked and it may generate a payment to our site if you buy something.**

On average we get £9.85 across the 40 or so partners. £9.85 funds our web hosting for just under half a day.

Just 5%, one in 20, of our readers buying something through one of our partners would mean we are fully funded every single month. These relationships mean we can remain advertising-free and free to read, allowing us to speak to more than just the converted behind a payroll.

A business that makes nothing but money is certainly a poor business. But a business that doesn't make money can only last so long. Please consider buying things through our partners. Be that 5%.

Every purchase you make from one of our partners in this guide means we can remain financially viable. Invest in your magazine to keep it growing and influencing even more people to live, invest and spend more sustainably.



Simon Leadbetter  
Founder & Publisher

Source: \* [http://www.digitalstrategyconsulting.com/intelligence/2015/01/global\\_ecommerce\\_trends\\_2015\\_uk\\_leads\\_the\\_way\\_in\\_europe\\_and\\_north\\_america.php](http://www.digitalstrategyconsulting.com/intelligence/2015/01/global_ecommerce_trends_2015_uk_leads_the_way_in_europe_and_north_america.php)

Every week thousands of people like you read our e-newsletter to catch up with the stories they may have missed, the trends they need to understand and the knowledge that allows them to create a more sustainable investment portfolio and lifestyle.

Sign up today

[www.eepurl.com/jjwy9](http://www.eepurl.com/jjwy9)



blue&green  
newsletter



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View all of Blue & Green Tomorrow's guides at [www.blueandgreentomorrow.com](http://www.blueandgreentomorrow.com)



# SUSTAINABLE INVESTMENT MATTERS

For every dollar of real world GDP, 26 is traded financially. The largest environmental footprint many of our readers will have is what they are investing in. Your insurance company invests your premiums on your behalf so it matters who insures you too.





## A sustainable partnership



### Interested in Investing Sustainably, Responsibly or Ethically

Blue & Green have partnered with Alliance Trust Savings to offer you the opportunity to invest into a variety of tax-efficient and investment products. Alliance Trust Savings is an award winning platform and we have been developing this partnership to allow those who read Blue & Green, who wish to invest sustainably, responsibly or ethically, to do so more easily.

### How to Invest?

You can invest your money with Alliance Trust Savings using the following products:

- SIPP (Self Invested Personal Pension) - £186 per year
- ISA (Individual Savings Account) - £18.75 per quarter
- Investment Dealing Account - £18.75 per quarter

Once you have selected the product, you will have access to a wide range of investment opportunities which include:

Over 2,000 Investment Funds  
UK Equities  
Investment Trusts  
Exchange Traded Products  
Fixed Interest Investments

Within these investment options, we have a wide range of sustainable investments for you to consider.

[www.alliancetrustsavings.co.uk/blue-and-green](http://www.alliancetrustsavings.co.uk/blue-and-green)

### Important Information

*Blue & Green Tomorrow will be receiving a referral fee from Alliance Trust Savings for any new client generated from this partnership.*

Please remember the value of your investments and any income from them can go down as well as up and you may get back less than the amount you originally invested. All investments carry an element of risk which may differ significantly. If you are unsure as to the suitability of any particular investment or product, you should seek professional financial advice. Tax rules may change in the future and taxation will depend on your personal circumstances. Charges may be subject to change in the future.

Alliance Trust Savings Limited is a subsidiary of Alliance Trust PLC and is registered in Scotland No. SC 98767, registered office, PO Box 164, 8 West Marketgait, Dundee DD1 9YP; is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, firm reference number 116115. Alliance Trust Savings gives no financial or investment advice. | © Copyright Alliance Trust PLC

# ETA INSURANCE

The **Environmental Transport Association (ETA)** are carbon-neutral ethical providers of cycle insurance, breakdown cover, travel insurance and carbon offsetting for the environmentally concerned consumer. Established in 1990, twenty five years on, they continue to put concern for their environment at the heart of all they do.

In 1994 they founded a charity, the ETA trust, to campaign for a more sustainable, safe, and healthy transport future. For every cycle insurance policy, vehicle breakdown policy and travel insurance policy they sell, they make a donation to the ETA trust.

They became a carbon-neutral company in 2002, and continually seek further ways to reduce their ecological impact. They also assist their customers to offset the carbon emissions from their own lifestyles, and in doing so, fund vital projects to reduce environmental impacts around the world.

### Cycle Insurance

Cycling can have a hugely positive effect on public health, road safety and the environment. They do all they can to support its uptake by providing fully comprehensive insurance policies that replicate the level of cover that motorists have come to expect when they buy 'fully comp' car insurance.

Over the last 15 years, they have developed a cycle insurance policy to cater to novice and veteran cyclists alike. They were the first organisation in Britain to develop a nationwide breakdown service for bikes and it's included in every cycle insurance policy they sell. Every policy also comes with £1m of third party protection at no additional cost.

They don't just sell cycle insurance; they celebrate life on two wheels. As part of their campaigning for better conditions for cyclists in Britain, they build custom bikes that make a point and generate national debate.

If you haven't already seen the BOND bike or The Hornster, check out the links on their website.

### Breakdown Cover

They over 5,000 recovery trucks at their disposal, with an average response time of only 39 minutes.

They've chosen not to have a large, fuel-thirsty fleet of their own. Instead, they handpick the best local garages and mechanics around Britain and the rest of Europe and send them to your assistance wherever you break down. They believe it's more efficient, environmentally friendly and helps supports local communities and economies, too. They also offset the carbon emissions of the recovery trucks, reducing the impact your breakdown has on your environment.

### Travel Insurance

Their travel insurance is rated by *Which?* as better overall than cover from American Express, Barclays and Tesco.

Much of the work of their charity revolves around sustainable transport. Every time you choose their travel insurance you can offset your trip's carbon emissions. They invest only in Gold Standard carbon offset schemes and choose only projects that would not have been possible without support.

### Carbon Offsets

Working with climate and development experts ClimateCare, they invest in Gold Standard projects that rely on this finance to cut carbon and improve people's lives.

Projects they support include the award-winning LifeStraw Carbon for Water project which provides safe water to more than 4 million people in Kenya, and the largest cook stove project in Ghana, Gyapa Stoves.





# WHAT YOU DO EVERY DAY MAKES A DIFFERENCE



Every small act can set something big in motion. What you eat. How you commute. What you do in your community. Start making a positive change.

**Apply for an ISA at Triodos Bank, and make your investments work harder. Financially, socially, culturally and environmentally.**



Scan to watch our film or go to [triodos.co.uk/smallacts](http://triodos.co.uk/smallacts)

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**Follow your heart  
Use your head**

**Triodos  Bank**

**Which?**

## WHICH? MORTGAGES

**Which? Group have been giving independent advice and campaigning to defend consumer rights for more than 50 years.**


*Which? Mortgage advisers* was launched to help bring their trusted values and advice to a life-stage that people find highly stressful: moving home and buying a property.

Their advisers look at thousands of mortgages to find the best deals. Expert Advisers will work with the customer throughout the process of getting his/her mortgage, from the initial fact find appointment to completion.

They are 100% independent with helpful experts who don't work for commission. They only charge a fee when they complete a mortgage application.

The first stage of the process is the telephone consultation, on this call the customer's specific needs are established and their advisers can get to work on finding them the best deal.

Consumers can either call the call centre themselves or they can leave their details and request a call back.

	<p>Independent, expert mortgage advice that you can trust</p>	<p>Your home may be repossessed if you do not keep up repayments on your mortgage</p>
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Dear friend,

We're shortly launching our equity fund raising to registered subscribers of Blue & Green Tomorrow. The investment is pending EIS assurance so we believe we have both a highly attractive business model and investment proposition.

We are raising £150,000 for 15% of Blue & Green Communications Limited.

We are now approaching our subscribers to pledge to invest. Securing half or more of our required investment before we launch the share offer will guarantee its take up and success.

Remember, with crowd equity we don't get the investment unless we hit our target so the risk is mitigated across the crowd. If we secure all the funding we need from friends in advance of the launch we will seek over-funding to pursue even more rapid and ambitious growth.

Recent successes on Crowdcube have been sustainability consultancy and events play *TheCrowd* who raised £450,000 and *DoNation* who raised £167,440 for their sustainable living site. And on Seedrs, another crowd equity site, we have renewable energy platform *Trillion Fund* who raised £537,880.

Please pledge to support the Blue & Green share offer. You can also confirm whether you were a crowdfunder in 2014 and whether you wish to convert your crowdfunder support into equity.

With your help we can build a media business that simplifies and promotes sustainability globally, with millions of readers making millions of sustainable investment and spending decisions daily.

Kind regards,



Simon Leadbetter  
Publisher | Blue & Green Tomorrow

Sustainable intelligence on investing and living

**sustainability simplified & amplified**  
To register for the prospectus [click here](#)





# RESPONSIBLE TRAVEL MATTERS

In 2012 there were one billion international tourists. This growth is expected to continue, with 1.6 billion international tourists by 2020. The number of cars globally exceed a billion in 2011. There are 74 million new cars on the road every year, up from 39 million per year in 1999.







# GREAT RAIL JOURNEYS

***Great Rail Journeys*** was founded over 30 years ago and is the UK's leading operator of holidays by rail with over 300 individual tours available across over 40 countries within Europe, Africa, America, Canada, the Far East, Russia, India & Australasia.

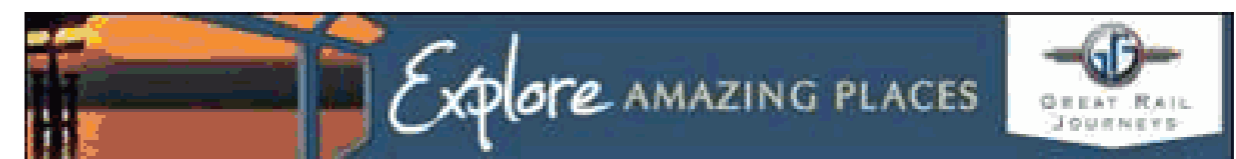
## The joy of rail travel

They believe that the journey really is just the start of the adventure. Trains are the most spacious and comfortable mode of long-haul transport, as well as one of the greenest and most sociable. On a train, you can simply sit and relax, watching the ever-changing scenery from the windows. Otherwise, you can get up and walk about, perhaps enjoying a conversation with your new travelling companions. With many of their tours departing from London St Pancras International, you can avoid the queuing and stresses associated with airports, and instead admire the views from Europe's fabulous high-speed rail network. With space to stretch out, the journey from the UK to your destination is no longer a necessary hassle, but instead a truly enjoyable part of your holiday.

## Stress-free travel

Another of their beliefs is that holidays should be a completely stress-free experience for the traveller - and this is why all of their holidays are escorted by a professional Tour Manager, who oversees the smooth running of all the arrangements, ensuring you can simply relax.

They also feel that travel is more than the seeing of sights. They appreciate that some tourism can harm the places being visited, which is another reason why they use rail transport wherever possible. They are proud to have been awarded for their role in responsible tourism. As travel is more than the seeing of sights, they include a true balance of excursions and free time to allow you to gain a true insight into the region visited - often by using the local transport network.



## Imagine the perfect destination

Cottages4you offer a great selection of holiday properties throughout the UK, Ireland, France and Italy.

A self-catering cottage holiday is a great way to escape the everyday and enjoy the freedom of doing what you want, when you want. From farmhouses and gites, thatched cottages and castles, the range of beautiful properties on offer means you are sure to find the perfect holiday retreat to suit your needs and budget. Choose from properties with great facilities - an open fire, a hot tub, an enclosed garden, a swimming pool, a great pub close by, a secluded location or walking from the door. Plus thousands of the properties on offer do accept pets!

cottages4you

Stay close to home and discover the countryside on your doorstep, or explore further afield with our great choice of destinations. Choose to take a short break of 2, 3 or 4 nights or getaway for longer and stay a week or more. All cottages4you properties are maintained to the highest standard, providing everything you require to ensure your holiday runs smoothly.

Visit [www.cottages-4-you.co.uk/blueandgreen](http://www.cottages-4-you.co.uk/blueandgreen) to start searching for your perfect break now. You can check availability, view more images, watch virtual tours and book securely on line. Alternatively call **0845 268 9416** to speak to one of the sales advisors.



UK GRL - Cornwall is one of the UK's most popular destinations with lots to offer. Visit the Eden project, the Lost Gardens of Heligan or watch a performance at the Minack theatre, and why not try a traditional Cornish pasty.



France – F6337 – Whether you prefer to stay in a popular town or in a remote rural location you will find a great selection of villas and gites. Visit this beautiful region of France where you will find many reasons why you will want to come back.



Italy – TA049 – Centrally located Tuscany is set within a gentle hilly region known for its vineyards and olive groves. Therefore stay in a rustic farmhouse or a cosmopolitan town house and enjoy the Mediterranean fayre and of course the wine.





# HOSEASONS

***Hoseasons*** have been providing fantastic UK family holidays for more than half a century. Their choice of UK holidays is unrivalled, choose a boating break on the broads or choose a park or lodge break in a traditional seaside resort. They even have apartments in city locations perfect to enjoy culture, shopping and theatre breaks

Hoseasons offer unbeatable value for money for short breaks in the UK. Choose from single nights in an apartment or 3 and 4 nights at a park, lodge or cottage. Boats also accommodate a short break of 3 or 4 nights.

Self-catering holidays from Hoseasons are very wide-ranging, so whatever you're after whether it's a romantic log cabin break in the Scottish Highlands or an activity-filled family holiday at one of their great parks they're confident that they have just what you're looking for.



# INTREPID TRAVEL

For travellers with a yearning to get off the beaten track, Intrepid opens up a whole new world of adventure travel. With a huge variety of tours available, Intrepid travellers explore the world's most amazing places - from the back streets of Asia to the wilds of Africa, the colourful landscapes of Latin America, the picturesque National Parks of North America, the delicacies of Europe and ancient cultures of Australasia.

Come with them to discover real people, real cultures, and incredible real life experiences along the way.

What makes them special?

- Small groups, real experiences
- Freedom flexibility
- Real value
- Innovative interactive itineraries
- Guaranteed departures
- Responsible travel

Intrepid Travel has come a long way since its beginnings in 1989. From two university friends, a typewriter and a kitchen desk, it is now a proud member of PEAK Adventure Travel Group Limited, taking over 100,000 travellers every year. Intrepid Travel is part of PEAK's Intrepid Group of companies, alongside leading small group adventure companies Peregrine, Geckos, Peregrine Reserve, Adventure Tours and The Adventure Company.

Despite growing into a global business with over 1,000 staff based all over the world and over trips across every continent, they've remained devoted to the same grassroots values and responsible travel philosophies that they had at the very beginning.

On every trip they operate and in every interaction they have with a client, supplier or local, they live their core values everyday:

- Integrity – Doing the right thing
- Responsible – Think global, act local

- Growth – Stakeholders in their own success
- Innovation – Thriving on new ideas and embracing change
- Fun – It's engrained into who they are and what they do
- Passion – They are inspired by the work they do and the trips they offer

Their travellers have three styles of tour to choose from: Basic, Original and Comfort. Each has a different level of inclusions and accommodation, but all have unforgettable real life experiences as part of the package. Travellers can also choose themed trips, such as Family, Sailing or Food, to suit their interests.

Their group size has an average of just ten travellers, which allows them to get off the beaten track, use local accommodation and transport, and really get to know the culture. It also ensures they are contributing to the local economy; by choosing local suppliers they were able to keep AUD 60 million in local economies in 2012. They're also working hard to reduce their carbon footprint and were the first in their sector to introduce carbon offset trips. This, along with their many corporate sustainability activities, has meant they're one of the travel industry's leaders in responsible travel.

Don't take our word for it, here some awards they've managed to win along the way:

- Thailand Green Award at ITB in Berlin
- Winner, Preservation Category, Condé Nast Traveller World Saver Awards, 2012
- Most Amazing Tour in Africa, Tour Radar, 2012
- Winner, Travel - Tourism company, Green Lifestyle Awards 2012
- Winner, Top 10 Small Business Facebook Pages, Social Media Examiner
- 'Sumatran Highlights', 2011 50 Tours of a Lifetime, National Geographic Traveller
- Winner, Global Tourism Business Award, Tourism for Tomorrow Awards







# WRITE FOR US



**W**hether anonymously, under a pseudonym, or with your name published loud and clear. Journalism is changing rapidly through a digital and social media revolution. It is no longer the preserve of press barons and elite groups; journalism is now democratic and everyone has a voice.

And though that means there's a lot of noise and rubbish out there, there's a lot of great stuff too.

The role of media has changed. We still write stories every day about the amazing people and organisations that make a positive difference to the world in which we live, but we also promote and publish the most relevant blogs, tweets and articles from our readers.

We want to report on the diverse voices of our audience and beyond—regular people writing as travellers, investors and consumers.

So, if you blog, tweet or write about sustainability we want to hear from you. You don't need to be an experienced or aspiring writer or worry about article length, spelling or grammar - we'll tidy that up for you.

We can't publish everything, but if it's likely to resonate with our readers or challenge them in some way, you'll fly to the top of our list.

Join us today by emailing [editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com) with your thoughts and contributions.

## LONELY PLANET

***The Lonely Planet Story: A beat-up old car, a few dollars in the pocket, and a sense of adventure.***

That's all Tony and Maureen Wheeler needed for the trip of a lifetime. They met on a park bench in Regent's Park and married a year later. For their honeymoon, they decided to attempt what few people thought possible - crossing Europe and Asia overland, all the way to Australia. It took them several months and all the money they could earn, beg or borrow, but they made it. And at the end of it all, they were flat broke... and couldn't have been happier.

It was too amazing an experience to keep to themselves. Urged on by their friends, they stayed up nights at their kitchen table writing, typing and stapling together their very first travel guide, *Across Asia on the Cheap*.

Within a week they'd sold 1500 copies and Lonely Planet was born. Two years later, their second journey led to South-East Asia on a shoestring, which led to books on Nepal, Australia, Africa, and India, which led to... you get the picture.

Fast-forward over 40 years: Lonely Planet has gone on to become the world's most successful travel publisher, printing over 120 million books in eleven different languages. Along with guidebooks and eBooks to almost every destination on the planet, Lonely Planet also produces a range of gift and reference titles, an award-winning website and magazine and a range of digital travel products and apps.

Lonely Planet is now a leading global travel information company. For over 35 years Lonely Planet has been the leader in travel guide book publishing, renowned for its first-hand approach and commitment to providing the best information for travelers.

In addition to around 500 trustworthy and inspiring books, Lonely Planet produces an award-winning

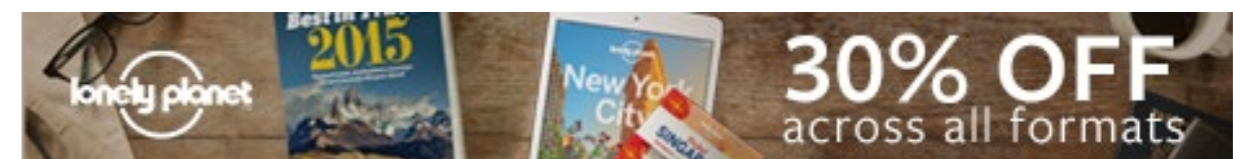
website (including an online shop, hotel/hostel booking service and access to some of the best bookable travel services) and a range of innovative digital products.

Travel Guide books – including country, city and regional travel guide books

Digital Chapter guides - downloadable PDF files of Lonely Planet guide books or individual chapters, from £2.99, currently unavailable anywhere else

Travel literature, guides to travel photography and writing, coffee-table pictorials and more

At Lonely Planet they tell it like it is, without fear or favour. There's a whole world of amazing sights, hotels, travel companies and gear manufacturers out there - and they want to tell you which ones they think are best. But they never compromise their opinions for commercial gain. If you read something written by a Lonely Planet author, you can guarantee they've been there, had a look for themselves and are telling you what they really think. It's trusted advice from a trusted source.







# ORDNANCE SURVEY

***Ordnance Survey*** – the national mapping agency of Great Britain and leading provider of mapping products - offers printed and digital mapping that is used by walkers, runners, cyclists, horse riders, climbers and everyone that enjoys discovering the Great British outdoors.

All of their leisure products can be bought online, most with free UK delivery. With great brand awareness, excellent conversion rates and products to cater for a variety of customers, adding Ordnance Survey products to your website or newsletter will provide a great income opportunity for sites covering leisure, travel, fitness, sports, gifts and outdoor pursuits.

Personalised maps – ideal for Gifts: Ordnance Survey Custom Made maps are only available through the Ordnance Survey website – they can't be found on the high street. Customers can select an area, upload a cover photo and add their own title.

Printed paper maps: They hold in stock the complete ranges of OS Explorer maps OS Landranger Maps with fast, free UK delivery. They also stock some other selected types including international maps, historic maps, geologic and wall maps.

Ordnance Survey has fostered a strong reputation amongst walkers, runners and cyclists who have been reliant upon their paper map for years, and often make repeat purchases. Ordnance Survey maps are regarded as the best you can get in Great Britain.

Digital mapping – OS getamap: OS getamap is their browser based online mapping tool. It allows users to access their leisure maps, find, create and share routes, and print A4 maps from their computers.

Outdoor products: They sell a growing range of outdoor products, from headlamps to GPS units. Due to their links with the manufacturers, they are able to offer very competitive prices making these very

appealing offers. These are sold both directly to the end users and as gifts, giving you more opportunities to promote them.

Historical mapping: Used by researchers, amateur and professional historians and people who are just interested in their local area, their reproduction historical maps cover most of Great Britain in traditional 1 inch to 1 mile scale.



# TICKETTREE

***TicketTree*** has been organising bespoke theatre breaks for over a decade.

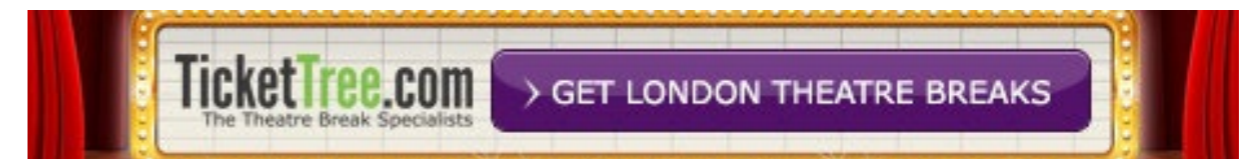
They primarily offer theatre trips to Edinburgh and London, giving customers value on both their hotel and their theatre tickets. Their years of experience and dedicated customer service mean that they choose our hotels very carefully and select the best possible seats in the theatre. Their unique way of working unites a huge number of ticket and hotel suppliers, ensuring that you get the best possible package at the best possible price. As a result, they are rarely beaten on price.

A dedicated and knowledgeable customer service team is entirely based in the UK and is accessible 7 days a week without any irritating telephone menus or hold queues. Once your theatre break is booked they will send everything out in the post free of charge and you can expect to continue receiving expert advice and assistance via telephone, email and webchat.

They are a travel affiliate members of S.T.A.R (the leading self-regulatory body for the entertainment ticketing industry across the United Kingdom) ensuring the best possible customer service and standards for their customers.

From thigh-slapping humour and daring romance to impenetrable mystery and twisted intrigue, TicketTree theatre breaks showcase the best plays currently being staged all over the UK. See the titans of drama, established playwrights, or cunning new wordsmiths – either way, TicketTree packages will let you do it in style with a plush hotel and a satisfying breakfast.

Brimming with Arenas, concert halls, stadiums and open-air spaces, TicketTree event breaks will help put you in front of the best events in the UK with a great hotel to look forward to afterwards. From comedians to concertos, you can trust us to get your tickets and hotel at a price that might surprise you!







# VOYAGES SNCF

***Voyages-sncf.com*** is SNCF's official online travel operator, specialising in European high speed train travel (Rail Europe). Since 2008 the group has been present in 9 countries, offering a comprehensive range of rail services for trains operating in France as well as international rail operators (Thalys, Eurostar, Elipsos, TGV Lyria, TGV France Spain, and more), bringing you high-speed travel throughout Europe.

In 2013, Rail Europe became part of Voyages-sncf.com. Operating under a single brand name, Voyages-sncf.com will be able to offer all of its European customers the same level of service: a vast range of products and services, a powerful, flexible, standardised network with over 13 websites and mobile apps in 6 languages.

\*Germany, Belgium, Spain, France, Italy, Luxembourg, the Netherlands, Switzerland, UK

It is France's number one online travel agency with revenue of €2.8 billion, an average of 11 million unique visitors per month and 55 million train tickets sold in 2010.

Voyages-sncf.com generates 10% of its revenue from international train travel and offers 629 different destinations in 22 countries.

In 2006, Voyages-sncf.com became the VSC Group, which comprises 3 different operations: Voyages-sncf.com handles train ticket sales for SNCF in and outside France; the travel agency Voyages-sncf.com, a joint-venture with Expedia, sells flights, hotels, holidays, car hire and Loisirs + excursions; and VSC Technologies, a centre of excellence for the Internet and mobile technologies specialises in tourism for Voyages-sncf.com and other customers.



# ZIPCAR

In the UK, **Zipcar** operates in London, Bristol, Cambridge and Oxford. In London, there are over 1,700 vehicles available for use at convenient locations across the Capital. The benefits of use in London include members avoiding the congestion charge and on-street parking permits as this is all paid for by Zipcar. Zipcar offers 11 makes and models of self-service vehicles by the hour or day to residents and businesses looking for an alternative to the high costs and hassles of owning a car.

#### Quick Facts:

- On average, it is estimated that one Zipcar takes up to 15 privately owned vehicles off the road
- Zipcar is the world's largest car sharing and car club service, which offers its members freedom from the restrictions of not only traditional car rental, but car ownership
- Members can reserve a Zipcar online, over the phone and via an app on a smart phone which means they can book a car on the go
- You can choose a timeslot and a location to pick up the vehicle that's convenient to you, and reserve minutes or months in advance
- Rates include 40 miles of fuel, insurance, maintenance, roadside assistance, road tax and the Congestion Charge

#### Zipcar for Business

A Zipcar for Business membership offers companies and their employees a smarter, more cost-effective way to get around during the work week. Business membership is custom-made for companies like yours — with exclusive low rates on weekday driving. Reserve cars 24/7 by the hour or day. No deposits. No monthly commitments. (And no more waiting at the rental depots.) Just unlock vehicles with your Zipcard or on your smartphone and go. Make a smart business move and open your company account today.





# ETHICAL SPENDING MATTERS

2.3 million workers die from a work-related accident every year. 1.4 million farmers across 70 countries participate in fair trade. Workers shouldn't die making our goods and should be paid a living wage.







# A SHADE GREENER

***A Shade Greener* is one of the largest providers of domestic solar panel installations in the UK and they offer their services completely free.**

Their solar panels can cut a household electricity bill by around 50%, what's more is that they insure and maintain the equipment for 25 years. All of this is at zero cost to their customers. A Shade Greener gets paid by the energy companies for each kWh of electricity generated by the solar panels they install, meaning they do not need to charge customers, giving them genuine savings.

A Shade Greener offers;

- FREE products and services that save customers money
- 50,000+ installations
- Excellent reputation
- 80,000+ likes on their Facebook page
- 4.6/5 star reviews from independent review site eKomi
- Featured on Money Saving Expert
- Featured on the BBC



# ART GALLERY

***ArtGallery.co.uk* is one of the UK's leading online art galleries for original art. It is able to offer a huge choice of art and limited edition prints, currently displaying more than 26,000 original artworks from 2,300 artists, at artist studio prices.**

*ArtGallery.co.uk* delivers free to UK customers and offers a No Quibble Return policy - within 14 days of delivery if customers are not 100% satisfied. Prices vary from £25 up to £10,000.

All feedback from customers is published on the website and is testimony to the high standards of service offered by this growing business.

## **Beautiful British original art**

ArtGallery.co.uk is a showcase web site where you can buy stunning original art and limited edition prints by some of Britain's most talented artists. They sell artwork by established "names" as well as the cream of the crop of emerging talent.

**Direct from the artist** - when you buy from them you go straight to the source of the art. Your painting is packaged and delivered direct from the artist's studio.

**Information** - they give you all the information you need to make your purchasing decision. From the exact size of each work, to the mounting details.

**Artists' eye canvas views** - they feature photos so detailed you can see the brushstrokes and canvas grain.

**Support and sponsorship** - when you buy through ArtGallery.co.uk you are helping established British artists consolidate and maintain their reputations.

They also feature new and up-and-coming artists. So you are helping foster a lively art scene and create opportunities for artists to turn professional.

**Buyer protection** - when you buy from *ArtGallery.co.uk* you are buying through a company trading since 1999 with an excellent reputation for professionalism and reliability.

**Know who you're dealing with** - Most artists are honest but there are some websites set up by unscrupulous traders. Art Gallery have an individual relationship with all of their artists, and they choose them based on their reputation and professionalism.

**Avoid auction-site art buying woes** - It is very common for the art to be imported from the Far East, where it is painted by labourers working in factory or sweatshop conditions. Art on auction sites is often very low priced. Whilst this seems attractive, it tells you that your art may be a copy, instead of the real thing, or an unethical import. Remember, art materials cost money, as does delivery, and top quality art is extremely labour intensive. All their art is created by artists living and working in the UK. When you buy art there, you are supporting the British arts profession.

**Money escrow** - With ArtGallery.co.uk your payment is held in escrow until you have actually taken delivery of your artwork. Only then will they release the money to the artist. This ensures you can't get ripped off.

**Delivery monitoring** - they oversee every transaction, following the order from placement to delivery of your artwork, and beyond. They take the hassle of dealing with individual artists away.

**Realistic prices** - all their art is priced to sell. Most of their customers just want to buy their art and go. They don't want to haggle, so they have fixed prices.

When you buy British art, you are helping to foster a lively arts scene in this country. You are helping more artists to keep creating amazing art over the long term. This helps artists to get better and better.







# BIG GREEN SMILE

From make-up and beauty products to natural cleaners and baby products, [BigGreenSmile.com](http://BigGreenSmile.com) is one of the biggest online retailers of natural and organic products in the UK.

They offer the best – and widest – choice of organic, natural and environmentally friendly products in the UK and have been attracting loyal customers since 2008.

- Beauty
- Body & Bath
- Natural Haircare
- Make Up & Fragrance
- Mother & Baby
- Male Grooming
- Healthcare
- Cleaning Products
- Gift & Travel

Whatever your reasons for buying natural products – whether it's an ethical, health or lifestyle choice – at BigGreenSmile they know how important it is to buy from a brand you trust.

**They're hot on customer service.** They want to be your number one destination for natural and organic beauty, cleaning and baby products and promise:

**A great choice.** They have the widest selection of natural and organic products online in the UK and are continually adding to them.

**Amazing service.** They have a dedicated customer service team who are there to provide you with a fantastic buying experience.

**Seriously good value.** They work hard with their suppliers to keep their prices competitive.

**Product samples.** You can claim two free product samples with every order so you can check if you like a product before buying it.

**An eco delivery process.** It's not perfect yet, but they work hard to get your products to you without environmental cost.

**A no quibble guarantee.** They want you to be completely satisfied with your purchases. If you're not, please let them know and they will happily refund or exchange the item if you contact them within 60 days.

# ENGLISH HERITAGE SHOP

**English Heritage works to preserve some of the country's most important historical sites.**

English Heritage's online shop offers unique gifts inspired by our country's rich history. They have the perfect gift ideas for all ages and any occasion, many of them exclusive to them. Gifts for her include beautiful keepsake jewellery, pretty scarves and accessories and traditional scented toiletries. Gifts for men draw on ancient history, Stonehenge and the First World War, with mugs, key rings, cufflinks and more. They also have original ideas for wedding gifts and christening gifts as well as an extensive range of traditional and wooden toys children love.

English Heritage protects and promotes England's spectacular historic buildings and archaeological sites, ensuring that they are researched, understood and accessible to all. They have over 400 sites open to the public, including the world-famous Stonehenge, the recently refurbished Kenwood House, Tintagel Castle and Hadrian's Wall. As a non-profit organisation, the proceeds from the sale of their products are used to maintain and preserve these properties.







WHEB



Alliance Trust Savings



Oxfam







## ETHICAL SUPERSTORE

***Ethical Superstore* offers access to all the major fair trade and green brands including Cafedirect, Traidcraft, People Tree, Green & Blacks, Divine, Ecover, Freeplay, EcoZone, Solio and many more. The full range includes gadgets, gifts, cosmetics, foods, beverages, CDs, books, DVDs plus handmade lifestyle and fashion products.**

They strongly believe that the breadth and depth of your values as an ethical consumer are personal to you. Whether you're new to the idea of ethically-conscious buying or you're very passionate about a whole range of ethical issues that affect what you buy, those values are personal to each and every one of them. Taken together, our shared values are something that they feel the wider community should engage with, offer support for, and encourage.

Both they and their ethical suppliers are grateful that you want to support all forms of ethical purchasing – their aim is to empower you to make the choices that are right for you and your family.

There is still a long way to go in order to make Ethical Consumerism a daily part of the retail mainstream.

They want us to work together to each play our part in getting that message across to the rest of UK society by encouraging family and friends to try ethical products and to buy what they believe in.

At *Ethical Superstore*, they are committed to helping you, the ethical consumer “Buy What You Believe”. You can choose from the widest range of the finest quality fair trade, organic and eco-friendly products via their Ethicalsuperstore.com website that provides a simple and secure online shopping experience and a fast, flexible delivery service. They're always looking for ways to minimize the impact their service has on the environment and they're always working to make their packaging as eco-friendly as possible.

Aligning your buying with your beliefs can be confusing, so they do their best to share product background information to help you make informed ethical buying choices. The background to the products they sell must be transparent and they are committed to researching their ethical credentials and researching questions that you may have about them. They are a shop where you really can truly buy what you believe.

They only stock high quality products that have a positive impact on people and/or the environment. From Fairtrade and organic grocery shopping to energy efficient gadgets and unique ethical gifts that directly benefit the people who made them. They sell products from leading ethical brands as well as supporting independent traders and producers across the world

In order for a product or brand to be sold by Ethicalsuperstore.com, it must have established ethical credentials in at least one of the following areas:

- Fair Trade
- Organic
- Eco Friendly
- Health and Wellness promotion
- Education and awareness building
- Locally Produced
- Charity



## ETSY UK

***Etsy* is a marketplace where people around the world connect to buy and sell handmade and vintage goods. Etsy offers a meaningful and personal shopping experience to consumers and gives independent, creative businesses around the world the tools to be successful. Their mission is to reimagine commerce in ways that build a more fulfilling and lasting world. Etsy offers a unique array of products that appeal to a wide range of audience across the world.**

Etsy is a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods. The heart and soul of Etsy is their global community: the creative entrepreneurs who use Etsy to sell what they make or curate, the shoppers looking for things they can't find anywhere else, the manufacturers who partner with Etsy sellers to help them grow, and the Etsy employees who maintain and nurture their marketplace.

Their mission is to reimagine commerce in ways that build a more fulfilling and lasting world.

They are building a human, authentic and community-centric global and local marketplace. They are committed to using the power of business to create a better world through their platform, their members, their employees and the communities they serve.

As they grow, commitment to their mission remains at the core of their identity. It is woven into the decisions they make for the long-term health of their ecosystem, from the sourcing of their office supplies to their employee benefits to the items sold in their marketplace online.

Leading with their values

- They are a mindful, transparent, and humane business.
- They plan and build for the long term.
- They value craftsmanship in all they make.
- They believe fun should be part of everything they do.
- They keep it real, always.
- Building an “Etsy Economy”

In an Etsy Economy, creative entrepreneurs can find meaningful work selling their goods in both global and local markets, where thoughtful consumers can discover those goods and build relationships with the people who make and sell them.







# EVEN GREENER

***Evengreener.com* is brought to you by Straight plc, the UK's leading manufacturer and supplier of recycling and water conservation products.**

Chances are you already have one of their kerbside recycling boxes, food waste bins, composters or water butts in your home already.

After all, this is their 17th successful year of supplying products to UK households via their partnerships with local authorities and water companies.

They have been working harder than ever to bring you products selected for their "green" credentials which will allow you to reduce your carbon footprint and lead a more environmentally sustainable lifestyle.

They sell over 200 products with a number of special offers across the range.



water butts



# GOOD ENERGY

***Good Energy* were the first dedicated 100% renewable electricity supplier.**

They supply over 50,500 electricity customers, 24,000 gas customers and support over 73,000 homes, business and communities generating their energy.

They have their own wind farms at Delabole, North Cornwall and Hampole, near Doncaster. And solar farms at Creathorne Farm near Poundstock, North Cornwall and near Wool in Dorset.

But more than simply sourcing 100% of their electricity from renewables, they're helping the UK achieve a future that's powered purely by renewables.

There's a lot to do; it requires fundamental changes to the way energy is generated and used in the UK. But they believe it's possible. And there's a growing body of research, including their own, proving that it is.

Good Energy was founded over a decade ago with one clear goal – to make a difference to climate change. And they're as true to that today as they were when they started out.

## **A different kind of energy company**

Good Energy strongly believes that they have the opportunity to use the footprint of their business as a force for good, promoting best practice and holding themselves to the high standards that you have come to expect from them.

Good Energy is a UK owned company, based in Chippenham in the South West. They were founded in response to climate change, to be a catalyst for transforming the UK's energy market by giving everyone the opportunity to choose renewable energy.

They don't think the energy market needs to be complex and mysterious. They believe simplicity and

transparency should not only be at the heart of how every energy supplier treats its customers, but in the way it does business too.

**Good Energy buys power from renewable generators spread across the UK, from sources that include solar, wind, hydro and wave power.**

For every unit of electricity their customers use, they buy a unit of electricity from one of these renewable generators. Because of the nature of renewables, sometimes they have too much power and sometimes too little, so they promise that over a 12 month period, each unit used is matched 100% with electricity sourced from their renewable generators.

**All suppliers have to report the mixture of fuels used to source their electricity, compared to the national average, on an annual basis.**

This is enforced by DECC (Department of Energy and Climate Change) This is known as 'Fuel Mix Disclosure' and is published annually to help consumers make informed choices about their electricity supplier

To verify their electricity as renewable electricity, Good Energy uses Ofgem's Renewable Energy Guarantees of Origin (REGO) certificates. Every year, Good Energy obtains sufficient REGOs to verify that they have matched their customers' demand with their supply to the National Grid. Ofgem states on its website that the REGO scheme "sets out increased transparency to consumers, allowing them choice to purchase renewable or non-renewable electricity."

At Good Energy they ensure that all the electricity they sell to customers each year is matched 100% with electricity sourced from renewables. In addition they also have stringent procurement policies published on their website to help show which generators they consider to be renewable.



# Would you like electricity that's local and natural?

We get our electricity from clean, green sources like Cornish sunshine, Scottish wind and Welsh rain.

We always have and always will.

We've also been voted top of the Which? customer satisfaction survey for energy suppliers three out of the last four years.

But that doesn't mean we have to cost more than the standard suppliers.

Find out how your current tariff compares online today at [goodenergy.co.uk/get-a-quote](http://goodenergy.co.uk/get-a-quote)

Switch quoting 'Blue & Green Tomorrow' and help us build a sustainable future

Aberdulais Falls, 248kW hydro,  
With thanks to National Trust, Aberdulais Falls, Wales



## Find out more about switching to Good Energy at [goodenergy.co.uk/why-join-us](http://goodenergy.co.uk/why-join-us)

## Put our Customer Care team through its paces with your questions on **0845 456 1640**

Or for more information, simply print this page, fill in the form below and send it back to our freepost address:

Freepost RRAG-GRTB-ULXZ  
GOOD ENERGY LTD, CHIPPENHAM, SN15 1EE

Please remember to quote 'Blue & Green Tomorrow' when you switch.

I'd like to find out more about:

- Good Energy electricity and gas  Generating my own electricity  
 Please sign me up to your monthly eNews

Title  First name  Surname

Telephone  Email

Address

Postcode

Blue & Green





# GREEN PEOPLE

***Green People offers handmade health and beauty products that are 100% natural and certified organic. Leaders in organic skin care, the Green People mission is to promote an organic lifestyle and provide high quality, truly organic, natural health and home care formulations.***

Established 17 years ago, and with a substantial distributor base across the UK, Green People is a recognised brand among organics enthusiasts.

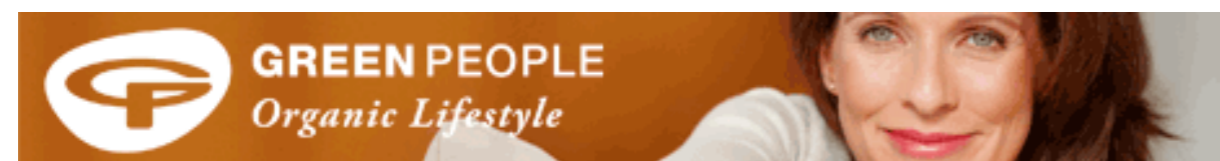
Green People was founded in 1997 Charlotte Vøhtz. From the very beginning her principles meant that product performance and ethical practice were never sacrificed for profit. With a promise to never use aggressive ingredients or synthetic chemicals such as sodium lauryl sulphate (SLS), parabens, phthalates, petrochemicals, alcohol (ethanol) or synthetic fragrances or colourants in our products, and to never test on animals, Green People was born.

Determined to introduce regulation in an industry where you only need 1% of natural ingredients to call your products 'natural', Charlotte approached the Soil Association to encourage them to form standards for organic health and beauty products. Charlotte was, in 1999, invited to be on this committee, designing the first standards for organic beauty. Charlotte, and later Green People's Cosmetic Scientist Ian Taylor, played a huge role in setting natural & organic cosmetic standards across the industry.

17 years on, with a wealth of knowledge and experience Green People is proud to offer over 100 certified organic products in high performance award-winning ranges for all of the family including specialist skin conditions. Their products are packed with over 90% active natural and organic ingredients to protect, nourish, balance and, most importantly, respect your body.

And they're Customer Friendly

- Free delivery on ALL UK orders
- New special offers every month
- Customers earn Green Points every time they shop which can be used against the purchase of a product.



# IPANEMA FLIP FLOPS

***Ipanema Flip Flops is the largest UK website for Ipanema flipflops sandals. All Ipanemas are made from a unique soft recyclable PVC which are safe, comfortable and vegetarian friendly.***

The brand is figure headed by World Supermodel Gisele Bundchen who not only promotes the brand but designs some of the styles and, with Ipanema, contributes part of the profits from her designs to environmental charities protecting the rainforests of Brazil and the WWF.

Ipanema is also an ethical company that recycles 99% of manufacturing residue, does not employ anyone under the age of 16 and does not subcontract to unregulated Companies. The Ipanema brand is booming worldwide with public brand awareness growing rapidly. The site offers a great range of Ipanema flipflops and sandals, and will always be the first with new lines.

iPANEMA shoes are produced with a strong ethical standpoint. Wherever possible, processes are chosen on merits conducive to minimising harm to the environment. Here are just some of the ways in which this is achieved:-

- The entire range uses 100% synthetic materials (this means they are suitable for vegans too).
- 99% of any "waste" from the production process is recycled - meaning there is virtually no waste.
- Melflex plastic lasts far longer than ordinary rubber flip flops, however, should you decide it is time for a new pair they can be recycled due to the cleverly designed and patented PVC. Rubber flip flops are much more difficult to recycle due to rubber being produced using crude oil.
- The production processes are tightly controlled, so you can be confident that everything is done in the proper way.
- All employees are adults who are treated properly.
- Alongside the high profile work alongside Gisele

Bundchen, iPANEMA continues to work with charities and foundations for the preservation of the environment.

## Fun Flip Flop Facts

The term 'flip flop' has been used since around 1972 to describe what would otherwise be called a thong sandal. It gets its more poetic name from the sound that is made by walking in them, making 'flip flop' an example of onomatopoeia.

In its most basic form, a flip flop is an open piece of footwear with a thong toe-strap that sits between the big and second toes. This style of footwear has been worn by many cultures throughout the world, originating in Egypt as early as 4000 BC. Much debate rages over whether it was Morris Yock, a New Zealander, or John Cowie, an Englishman (living in Hong Kong), who was first to think of creating a synthetic version of the traditional Japanese woven soled zori or jongs sandals. Nowadays, the flip flop takes on far more diverse designs but the theory is still the same: a thong-strap connected to a sole. Rubber remains the most common material to make the flip flop, however, their modern, fantastic, PVC plastic is most certainly the best.

Here's what they are known as in different countries...

- Jandals (New Zealand)
- Chappal (Hawaii)
- Qainchi Chappals (India/Pakistan)
- Thongs (Australia and Canada)
- Slops (South Africa)
- Ojotas (Spain)
- Chanceletas (Central America)
- Chinelos (Brazil)





# NATURAL COLLECTION

***Natural Collection* is the UK's leading and award-winning green shop offering a department store range of ecologically considered products including organic cotton and fair trade clothing and accessories, gorgeous homeware and gardenware, energy-saving gadgets, organic cosmetics, eco cleaning products and much more. They check every product so you can purchase from them in eco confidence.**

Since 1999, Natural Collection has been at the forefront of ethical retail, promoting fair trade and environmentally considered products. Each item is carefully researched and selected to promote ecological and sustainable manufacturing practices. They support fair trade products to help alleviate poverty and to ultimately give poorer communities dignity in the knowledge that their products are selling within a competitive market place and not because of charitable or sympathetic patronage.

Natural Collection's philosophy is that small positive choices by the many can have a tremendous impact on their collective ethical evolution.

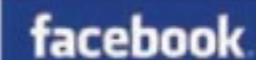
Natural Collection set out in 1999 with a vision to create a way for consumers to support sustainable innovation and great product ideas. By offering a wide selection of ecologically-considered products and services they hope to reach as wide an audience as possible. They are demonstrating that the basic power of consumer choice can make commercially viable a growing range of top quality ecological products, even within a competitive and well-established market place; products which use modern technology to harness nature's benefits without exploiting her resources; products which can represent their 21st Century vision where trade is fair and poverty is alleviated through sustainable income generation; and ultimately and ideally, products where holistic

consideration stretches right from their inception through their manufacturing process, to the benefit for the end user and eventually to their recyclability and/or bio-degradability.

## socialise & network

Stay in touch with us on your favourite social network.




Join us at [www.blueandgreentomorrow.com](http://www.blueandgreentomorrow.com)

Eco-Friendly Gifts,  
Gadgets & Groceries




Photo by MIKE JOHNSON via stock.xchng





# NEAL'S YARD REMEDIES

At *Neal's Yard Remedies*, they're driven by the passionate belief that health and beauty should be more natural, less synthetic. This passion, and their firm belief that it's down to all of them to protect their precious planet, is at the heart of everything they do.

They like to think of themselves as pioneers. Today awareness and interest in natural remedies, skin and body care are on the increase. But when they opened their first shop in Covent Garden, they were one of the few pushing against the synthetic chemical approach to skin and health care that had been adopted by much of the industry. Their vision was to bring the expertise of the apothecary and their holistic approach to health and beauty to local people and their communities.

Apothecaries had a deep knowledge of herb-based remedies, establishing their own Worshipful Society, way back in 1617. One of the distinctive features of their trade was the blue bottles filled with herbs and potions that lined their shelves. Call them old fashioned but they felt that much of their time-tested knowledge was being lost and the world could do with a strong dose of what they used to offer.

What matters to them are people, their health and their happiness. They're obsessed with discovering and delivering natural ways to improve health and wellbeing through their outstanding natural and organic skin and body care products. They also believe passionately that their environment is of vital importance, both in its own right and as the source of many of the plants and herbs vital to their wellbeing.

They're a pretty passionate bunch, especially when it comes to the importance of respect – for people, animals and the environment. They believe it's a fundamental part of healthy beauty and organic living. Here are just a few of the ways they put their words into action.

## People Helping People

Improving people's lives is really what it's all about for Neal's Yard Remedies. The lives of their customers, the people they work with, their suppliers and their families and communities. They do this through organic farming, trading fairly, and respectful supportive working conditions.

## Protecting our Precious Planet

This planet is the only place we can call home, so no wonder they're passionate about protecting it – for our future, our children's future, and generations to come.

## Caring for Animals

They don't think any animal should suffer for their beauty. They never test their products on animals, only willing human volunteers, they are endorsed by the leading animal protection organisations, and they support humane societies and scientific research bodies in the UK and US.



# ORCHIRA

Founded in the United Kingdom, and headquartered in Edinburgh, Scotland, *Orchira* is a leading British pearl jewellery brand and fast growing International luxury brand known for its extensive line of exquisite pearl jewellery designs.

With design and quality at their essence, Orchira's high quality authentic cultured pearl and gemstone jewellery offerings vary from season to season, always staying on trend with the latest and most flattering looks and colours. Orchira's award-winning retail offers the most comprehensive pearl jewellery catalogue, excellent product photographs, highly competitive prices and outstanding customer service.

Orchira is an ethical pearl jewellery designer, whose emphasis is on fair trade gemstones and eco-friendly pearl cultivation trade. Orchira adheres to the best environmental practices designed to reduce human impact and protect fresh water lakes and rivers ecosystems. Passionate to promote positive ethics, Orchira sources pearls and gemstones only from environment friendly pearl growers and gemstone miners assuring that quality, environmental and ethical standards are met in full.

The British adored pearl jewellery brand offers a wide selection of colourful, fashionable and elegant pearl jewellery that is handmade with cultured pearls and natural gemstones. The abundance of finest pearls and gemstones coupled with plenty of colour and different styles give a true touch of luxury, all at highly competitive prices.

Having been praised for the broad colour spectrum and unique colour combinations, coupled with refreshing and highly creative styles, Orchira offers wide selection of pearl jewellery collections featuring over 700 unique designs.

- Bridal - Cherishable bridal white pearl jewellery for brides, bridesmaids, flower girls



- Elite - high end Couture style sophisticated pearl jewellery
- Essentials - classical and timeless Wardrobe Must-Have pearl jewellery with sterling silver and gold
- Multi-Look Divas - Orchira's signature collection of creative Multi-Look-Multi-Function pearl jewellery with sterling silver and gold vermeil
- My First Pearls - gifting and children pearl jewellery at affordable prices with sterling silver
- Simply Chic - Affordable simple style classical pearl jewellery with a contemporary twist with 925 sterling silver
- Vogue - Colourful, bold and stylish designer pearl and gemstone jewellery with sterling silver and gold vermeil







# OXFAM SHOP

***Oxfam GB*** is a leading international NGO (Non-Government Organization) with a worldwide reputation for excellence in the delivery of humanitarian aid and development work. **Oxfam GB is part of a global movement of people working diligently with others to fight poverty and overcome suffering & injustice.**

Oxfam's Online Shop is the number one destination for second-hand goods and charity gifts. The Second-hand -Store sells goods at the same great-value and donated goods that you would expect from Oxfam's high street stores but exclusively online.

With over 100,000 items it's the largest Oxfam Shop in the World. There's a treasure trove of fantastic clothing & accessories, books, music, bric-a-brac, toys and loads more. There's something for everyone, with all profits going towards Oxfam's work in fighting poverty.

100% of all Oxfam Online Shop profits will be dedicated to fighting poverty. From developing projects that put poor people in charge of their lives and livelihoods, to putting pressure on world leaders' for real lasting change.

Oxfam Unwrapped offers a chance for people to share with their family, friends or loved ones a gift that can make a real difference to someone's life.

Buying an Unwrapped gift helps overcome poverty and unnecessary suffering. They have a choice of 30 gifts, from their bestselling goat and safe drinking water to building a bog or training a teacher. Oxfam Unwrapped has something for everyone. When you buy a gift they will send the recipient a gift card that lets people know what they've been bought. They will then deliver the actual item to the people who need them most.

There are 30 designs for the front of the gift card to choose from (or even a picture of the chosen gift), and a personalised message can also be included.

Make your Oxfam Unwrapped gift even more special by adding some little extras at the checkout. With a range of amazing little extras to choose from they've got something for everyone - at a bargain price.

Their gifts are categorised by interests and personality types to make it easy to find the perfect gift. Regardless of if people are buying for Christmas, Easter or weddings they're confident that they've got every event covered.



# People Tree

Sustainable and Fair Trade Fashion

# PEOPLE TREE

***People Tree*** is a pioneer in Fair Trade, ethical and environmentally sustainable fashion. When they design their clothes, they think about sustainability and supporting local craft skills. They apply the same approach to promoting livelihoods and development in rural areas. They always pay fair prices for the clothes and they pay in advance to support Fair Trade groups in buying materials and paying wages.

At People Tree they make beautiful garments that are a living blueprint for their values: people and the planet are central to everything they do. Most of their garments are hand crafted in certified organic cotton and sustainable materials, dyed using safe and natural dyes and they choose natural and recycled products over toxic, synthetic and non-biodegradable materials.

For every garment People Tree makes, there's an equally beautiful change happening somewhere in the world. When you wear People Tree, you look good and feel good knowing your unique garment was made with respect for people and the planet.

People Tree is recognised by customers and the fashion industry as a pioneer in Fair Trade and environmentally sustainable fashion. For over twenty years, People Tree has partnered with Fair Trade artisans and farmers in the developing world to produce a collection of ethical and eco fashion. Fair Trade is about creating a new way of doing business, creating access to markets and opportunities for people who live in the developing world.

When you shop with People Tree, you can trust that your goods were made ethically and sustainably.

People Tree is a different kind of fashion business. They give customers an alternative to fast fashion. The fast fashion industry is fuelled by insatiable demand for cheap clothing and accessories. Fast fashion has a devastating impact, from sweatshops and child labour

to pollution and global warming. Slow Fashion means standing up against exploitation, family separation, slum cities and pollution – all the things that make fast fashion so successful.

In the past, ethical, Fair Trade, organic, sustainable were not words people think of as fashionable. People Tree has transformed ethical fashion into something that is desirable and glamorous. They design and produce high quality, fashionable products for women and men. They also collaborate with leading designers to produce unique collections.

While lots of fashion brands talk about corporate social responsibility or ethical fashion, they go further. All of their products are made by artisans and producers who work to Fair Trade standards. In 2012 and 2013, People Tree has been a pilot case for certification for Fair Trade Manufacture under the World Fair Trade Organisation.

Fair Trade makes a powerful difference. People Tree is helping to alleviate poverty in the world's most marginalised communities.

People Tree developed the first integrated supply chain for organic cotton from farm to final product and they were the first organization anywhere to achieve GOTS (Global Organic Textile Standard) certification on a supply chain entirely in the developing world.

They also work hard to ensure that they pioneer sustainable methods of production to minimise environmental impact. Not only is most of their cotton certified organic and Fairtrade, all their clothes are dyed using safe and natural dyes. They source as many products as they can locally, choosing natural and recycled products over toxic, synthetic and non-biodegradable materials. They ship their products by sea instead of air and weave fabric by hand, reducing their impact on global warming.





## PUKKA HERBS

**You never get a second chance to make a first impression, so when they started out they gave their name careful consideration. 'Pukka' was perfect.**

Translated from Hindi to mean 'authentic', 'genuine' or, more colloquially, 'top-quality', 'Pukka' epitomises all that they represent – their ethos, ambition and everything they create.

As they grow, their reliance on nature increases. With this in mind, they respect their relationship with the land by using herbs from fairly traded, sustainable sources and enjoying long-term bonds with their suppliers, encouraging them to farm in a way that ensures the sustainability of their environment.

They're proud to say that all their herbs are certified organic by the Soil Association and can all be traced back to the field in which they were grown.

Throughout their journey, the huge support they've received from their customers has encouraged them to stay true to their roots and vision. They're still as passionate about sharing the wonders of organic herbs as they were when the seeds of Pukka were first sown.

They're:

- Striving to make the best quality herbal solutions with ethical and environmental awareness
- A leader in sustainable healthcare
- Bringing confidence in using herbs that make a positive difference to helping people live healthy happy lives
- Utilising key expertise in herbalism to make the most enjoyable teas and therapeutic remedies

Pukka started life in the year 2001 as a simple idea: connect people with the incredible wonders of herbs. But an idea is just an idea until it is realised. Fortunately, this idea manifested thanks to an advert in a Bristol cultural magazine placed by Tim, a creative entrepreneur with a passion for natural-health.

The ad ran for two weeks – with only one response, from a young herbalist called Sebastian Pole.

Sebastian has been fascinated with plants, conservation, and herbalism for many years. Having tried many herbal teas, and fed up with a mouthful of dusty flavourings, Sebastian's big idea was to give people a delicious cup of herbal tea that symbolised everything he believed in.

This wasn't going to be just any cup of herbal tea, mind you – Sebastian wanted to create an incredible cup of herbal tea that supported people's health, promoted conservation, and showed off the true brilliance of herbs.

And it didn't stop with tea. Sebastian wanted the brilliance of herbs to be at the heart of effective herbal solutions too. He wanted to create amazing syrups, delicious Aloe vera juices, as well as incredible herbal supplements that would work wonders for people and the planet.

He just needed a good dose of business talent to bring this vision to life: Tim was the answer.

Not only did Tim have 10 years' experience as a business change consultant, he also had a genuine passion for the power of herbs, nutrition and therapy – and, perhaps more crucially, a burning desire to make a positive change in the world.

They officially christened their new company, Pukka Herbs towards the end of 2001. And the rest, as they say, is history (still in the making).

## COMING SOON

### 2015

APRIL

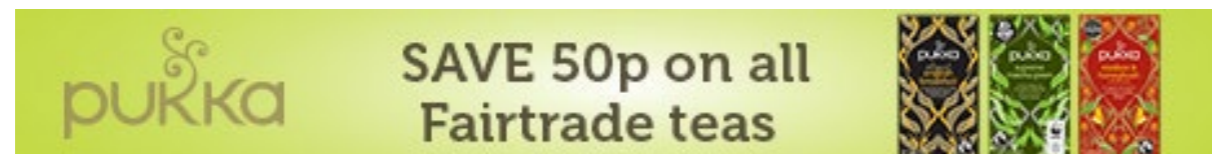
### Democracy & Sustainability

MAY

### The Science of Climate Change

JUNE

### Science & Clean Technology



SUSTAINABLE CONSUMING LIVING AND INVESTING

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Riverford  
organic farms



Spirit of Nature  
ECO-FRIENDLY LIVING FOR BABY & MUM

# RIVERFORD ORGANIC

The **Riverford** box scheme began when Guy Watson started delivering vegetables locally to 30 friends in Devon. They now deliver approximately 47,000 boxes a week to homes around the UK from their regional farms.

As demand for their vegboxes grew, they didn't want to grow any larger from the original Devon farm. So they joined up with organic farmers around the country who share their obsession for growing great-tasting affordable organic vegetables for local people.

Their regional farms help them keep food miles down, support local farmers, provide local employment and help them build a strong connection between grower and consumer.

The box scheme began at Riverford on Wash Farm in Devon. Their first regional farm outside of Devon was Riverford on Sacrewell Farm in Peterborough, followed by Riverford on Home Farm in Yorkshire and then Riverford on Upper Norton Farm in Hampshire. You'll get your vegetables grown and delivered by your regional farm.

They think that small scale organic family farms are the most sustainable way of producing food here in the UK. All of their suppliers look after their soil, livestock and wildlife by farming respectfully and in tune with nature. They only sell food that they think is truly outstanding, made by people they know and trust.

Riverford Organic is the market leader in organic vegbox home delivery. They have a range of 10 veg and fruit boxes to suit different sized households, and in addition a full range of organic groceries, including meat and salad boxes, dairy, wine, beer and bread.

They grow award winning organic veg, and give you lots of recipes to help you enjoy it. You can order a box, add extra items from their range or create an order from scratch (minimum order value applies).

Delivery is free by your local vegman or lady and there is no need to be at home when they deliver. There is no contract, so you aren't tied in to anything and their vegboxes start from just 9.85.

Riverford Organic has been around since 1986 and has won numerous awards including The Observer Ethical Awards Best Online Retailer 2010 and 2011 and the RSPCA Good Business Awards Winner Independent Retailer (Food) 2011. They benefit from lots of local and national media coverage including printed media, radio and TV of their business, their four local farms, Guy Watson the owner and founder and Jane Baxter, Head Chef of their Riverford Field Kitchen restaurant.

# SPIRIT OF NATURE

**Spirit of Nature** specialises in eco-friendly shopping for Baby & Child. They are committed to selling top quality products without hidden, harmful chemicals like pesticides, petrochemicals, formaldehyde and other toxic substances. They source products from reputable companies that have been produced from natural, organic or sustainable raw materials. Many of these have also been ethically produced, supporting Fair Trade, and none have been tested on animals.

By choosing to buy natural, organic and ethical products, you are not only protecting the health of yourself and your family but also promoting sustainable farming methods, fair trade and a much cleaner environment.

Spirit of Nature is more than just great products, when you shop with them they promise to provide the very best customer service, that's easy to say but what does that mean to you - their customer?

- Orders despatched by the next working day
- Order by 2pm (Mon-Fri), select next working day delivery and your order will leave them on the same day
- Email update so you know the progress of your order - no more guessing.
- Quick response to your emails and phone calls - see their contact us page for details
- 30 Day No Quibble Guarantee - If you're not absolutely delighted with your order, just return it to them within 30 days and they'll issue you a full refund for everything you return.

Spirit of Nature is based in their state of the art warehouse in Gateshead, Tyne & Wear. They are committed to the ethical products market - most of them have worked in this sector for many years and are determined to make a difference.





# Waitrose

# Which?

## WAITROSE

***Waitrose* is one of the country's leading food retailers and aims to combine the convenience of a supermarket with the expertise and service of a specialist shop.**

Waitrose have built their reputation, above all, on the quality and freshness of their food and also offers a Price Commitment to ensure good value for money when shopping.

Waitrose prices on branded grocery products are now identical to Tesco's (excluding promotions) and continues to give you more than 1000 products on offer and, when you shop online, you get free delivery on all online grocery orders of £50 or more.

Waitrose.com Entertaining is a convenient made-to-order food service which offers a vast selection of dishes from canapés to roast beef and indulgent desserts. Each dish is freshly and professionally prepared and then delivered to your door.

This service is great for a range of occasions, intimate dinners, afternoon tea sandwiches and cakes to conferences and children's parties right up to large-scale catering events such as weddings, anniversaries and conferences.

Waitrose.com benefits

- An easy way to shop
- You choose a time that suits you; they offer 2-hour delivery slots
- You pick the place, they deliver FREE
- You tell them where the shopping goes; they make sure it's in the right place

Exceptional Service: Picked with care and delivered with a smile; their personal shoppers select the best groceries and their drivers are the friendliest around

Fresh groceries; they always pick the products with the longest use-by-date

If they must substitute an item, they'll give you the best possible alternative of similar or higher quality for the same price

Great value, Waitrose quality

FREE delivery on all grocery shops; or pick up your shopping in branch

1000s of monthly offers; from every day essentials to weekend treats

Sharing the love of food

A library of recipes; from every day to weekend treats, there's something for all occasions

Championing British and seasonal produce; they celebrate small farms and locally produced specialities

## WHICH? MAGAZINE

***Which?* has for many years been a well-known and trusted consumer champion. They offer a wide range of expert product reviews and advice to make it easier for consumer to make the right purchasing decision. They cover everything from technology to kitchen appliances through to cars.**

At Which? they test more than 2,500 products every year. Their experience and expertise enables them to select the best approach to testing products and services, in a way that nobody else can. Every aspect of product performance and specification is examined from price, running costs, efficiency and reliability and because they're 100% independent their reviews are always straight to the point and unbiased.

They offer a £1 trial of their magazine, app and site if you like it then it rolls into a monthly subscription.

Which? Magazine - What are people signing up for?

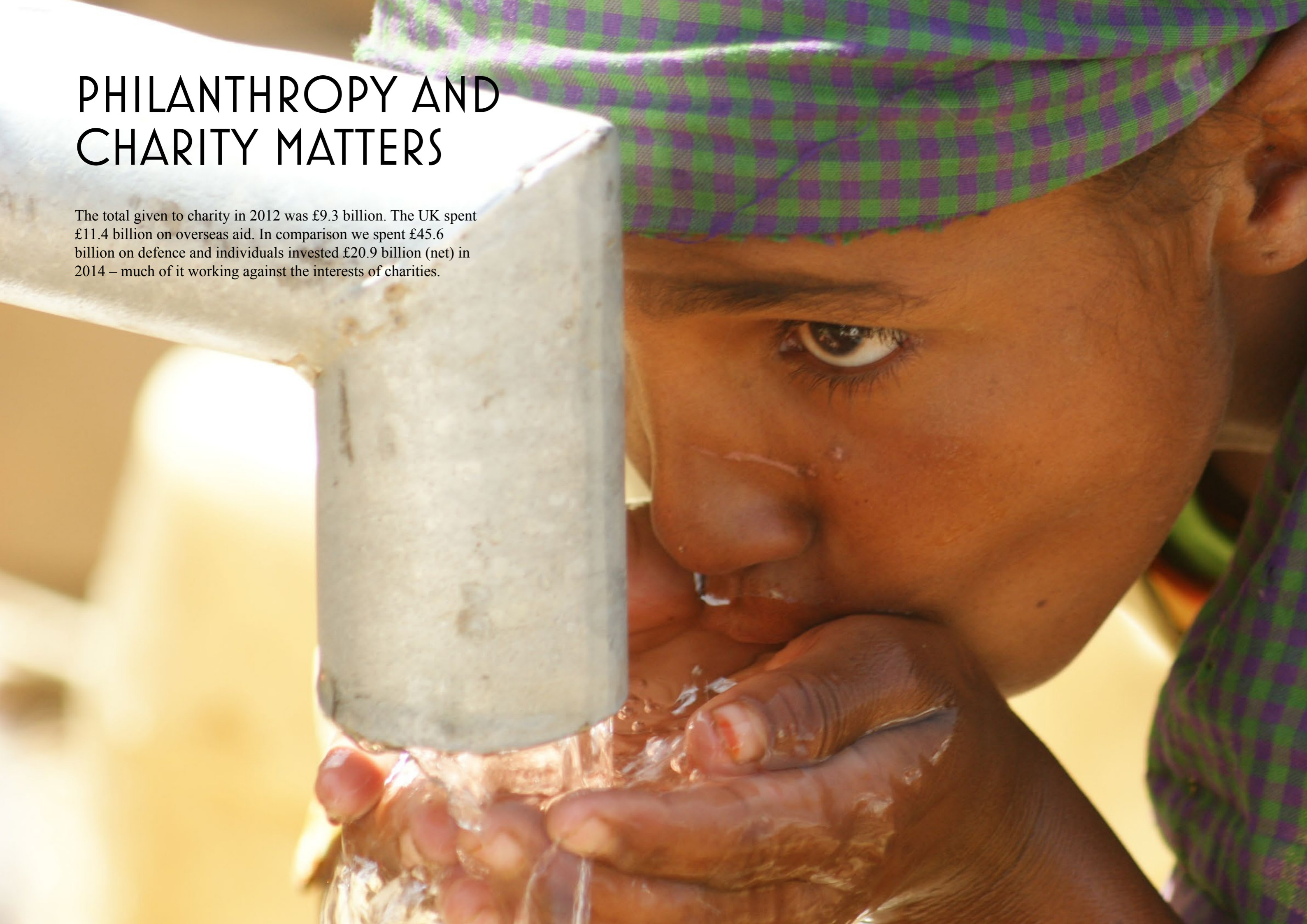
- 1 month trial of Which? for £1
- Which? magazine delivered to your door
- Unlimited access to which.co.uk
- Free advice on the go from Which? member services
- Unlimited legal advice on consumer issues





# PHILANTHROPY AND CHARITY MATTERS

The total given to charity in 2012 was £9.3 billion. The UK spent £11.4 billion on overseas aid. In comparison we spent £45.6 billion on defence and individuals invested £20.9 billion (net) in 2014 – much of it working against the interests of charities.







# CHRISTIAN AID

***Christian Aid* is an international development charity working in over 50 countries to help people in the fight against poverty.**

They work globally for profound change that eradicates the causes of poverty, striving to achieve equality, dignity and freedom for all, regardless of faith or nationality. They are part of a wider movement for social justice.

## Where does the money go?

They work with partners across the globe to help transform the lives of others. So whether it's rehabilitating former child soldiers in Uganda to supporting people living with HIV in South Africa, or helping communities prepare for floods and hurricanes and speak out for change across Latin America and the Caribbean they root out the causes of poverty and tackle them.

## What they do?

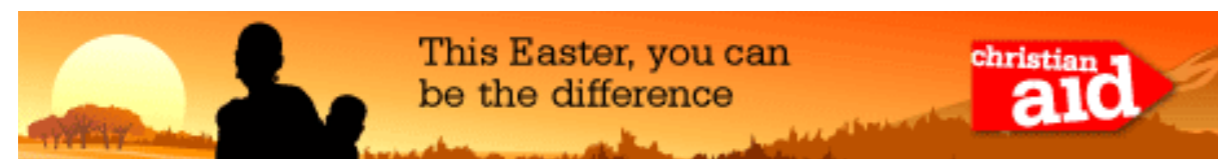
From HIV awareness raising to supporting human rights, they don't just tackle poverty - they challenge its causes.

Their manifesto for change highlights eight of the global issues that underpin poverty, and some of the changes required to shift the balance of power in favour of the poorest:

- Climate change
- Conflict
- Corruption
- Disaster
- Food and Agriculture
- Health
- Inequality
- Tax

Their work spans across a number of projects such as the Syria Emergency Appeal, Nets Now for Malaria, Tax Justice Tour Bus, Enough Food for Everyone IF coalition and key moments of the year including Christmas, Lent, Easter, Harvest and not forgetting Christian Aid Week.

Their work is funded by the donations of their supporters whether it is a one off donation or direct debit – you can be confident that you are helping to fund Christian Aid's projects around the world.



# ENGLISH HERITAGE MEMBERSHIP

***English Heritage* is guardian to some of the nation's most treasured and iconic buildings and monuments, including Kenwood House, Stonehenge, Tintagel Castle, Osborne House, Hadrian's Wall and Dover Castle. English Heritage champions their historic places and advises the Government and others to help today's generation get the best out of our heritage and ensure that it is protected for future generations.**

From only £39 for a whole year, English Heritage members enjoy...

- Unlimited access to over 400 historic properties across the country, a whole year's worth of fun days out.
- Free entry for up to six accompanying children per adult member.
- Free or reduced-price entry to exclusive members' events giving you access to their experts and a glimpse behind the scenes.
- Exclusive Members' Magazine four times a year with in-depth features about their properties and wider work, also includes a nationwide events guide.
- Free handbook worth £10.95 to help plan your next exciting day out.
- Special offers, discounts and competitions for a great variety of products and experiences.
- English Heritage car sticker.







# OXFAM DONATIONS

***Oxfam.* What springs to mind? Charity shops and second-hand clothes? Africa? Think bigger. Much bigger. Last year, their emergency and development work reached a staggering 13.5 million people. Thanks to their amazing supporters.**

Every water pump their donors help to install, every vegetable plot they help dig, every child they send to school has a powerful impact on people's lives.

Oxfam is a global movement of people working towards a world without poverty. And they won't rest until they get the job done. They respond fast in emergencies, and stay behind to help people rebuild their lives. They work on long-term projects with communities who are determined to shape a better future for themselves. And they campaign for genuine, lasting change.

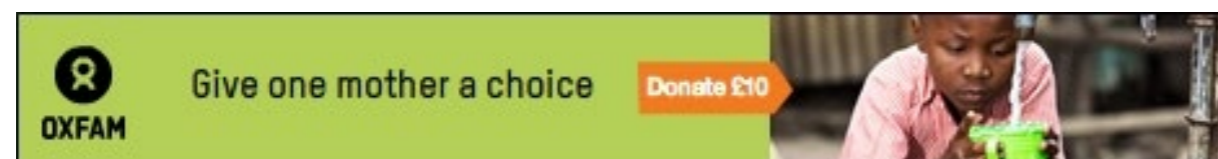
Supporters are crucial as the donations provide them with long term funding plans to encourage change and to finance their vital work around the world. In the 2012-13 financial year, Oxfam reached 13.5 million people worldwide. Through Oxfam and their partners, 4.3 million people got access to clean water, 2 million people got food, cash or vouchers to survive a crisis, and 1.7 million women were supported to exercise their rights.

Oxfam's single giving programme allows supporters to give a one off financial donation either to a specific emergency or give an unrestricted gift which allows Oxfam to spend the money where it is needed most.

Single Giving is a great way to engage their supporters who don't want to commit to a regular monthly donation but want to help them through financial means- when it suits them. People who give a single gift to Oxfam often go on to support their work in other ways whether that's by starting a regular gift, campaigning or buying/donating at an Oxfam shop.

Emergency Response is a special emergency fund which allows them to respond rapidly when natural disasters and emergency situations strike. When an emergency hits, Oxfam is there. At any given time their teams are responding to an average of 25 emergencies worldwide.

Current Emergency Response funds include: Iraq, South Sudan, Philippines, Syria Crisis Appeal, DRC Crisis, India Cyclone, Mali Crisis, South Sudan Crisis and Yemen Crisis.



# PRESENT AID

**PRESENT AID**  
GIFTS THAT KEEP GIVING

## What is *Present Aid*?

Present Aid has over 60 fun and unusual gift ideas that will be loved by everybody and also help poor communities around the world.

Each sale generated helps to fund Christian Aid's projects around the world. Christian Aid is an international development charity working in over 50 countries to help people in the fight against poverty.

Whether it is something sporty for a super fit granddad, a new bike for the green member of the family or an unusual pet for the kids, Present Aid is sure to have the perfect gift. And, not only will it be their loved one who benefits, a Present Aid gift will also help to make a lasting difference to someone else's life.

## How does it work?

For each present that is ordered they send a gift card that is then given to a friend or family member. Each card describes how Christian Aid helps people in the developing world improve their own lives, and has a space to include a personalised message.

## Where does the money go?

The gifts on sale are virtual. This means that whatever present bought, the money will go directly to a project fund relevant to the gift. For instance, if you buy a goat, ducks or even composting worms, that money goes directly to their agricultural and livestock fund. They have five of these project funds;

- Agriculture and livestock
- Emergency and disaster preparedness
- Healthcare including HIV/Aids
- Training and education
- Water and environment





**blue&green**  
tomorrow

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