

# betternotstop

## BETTERMENT BUSINESS GUIDE

Betterment: Noun:  
the improvement of something. "they believed that what they were doing was vital for the betterment of society"

2021  
ISSUE 1



### FOR BUSINESS

Support businesses whose mission it is to create business for good, that care about people and the planet.

### FOR YOU

Choose to shop at places that align with your values. Vote for the future you want with your wallet.

### FOR THE PLANET

Discover sustainable and ethical ways to still enjoy the things you love.

# WHY BETTERNOTSTOP?

Conscious consumerism and business for adventurous people



As a Minimalist, it's important for me to share the message to only buy from brands and business when I we need new products, not just because we want them.

As an Adventurer, I look for sustainable brands that will provide me quality items that will last well, and that care about this amazing planet as much as I do.

As a Business Owner I want to champion the hard work other businesses do to be more ethical and who put the planet and it's people before its profit. Celebrating businesses for good is my way to help promote and support them and all their good work.

Every one of the fifty businesses in this guide has been chosen because they choose to do business differently. I believe if consumer demand changes, supply will adapt. Grass roots change can make a difference. For those of us that can vote with our wallet, let's do what we can collectively to make a difference.

Educating ourselves on how to be more sustainable puts the power in our hands. Changing our how we live and work will help create a society that calls out and holds corporations accountable for how they are destroying our planet.

This is our planet, our world and we can make it better.

Hannah Cox

Founder, betternotstop

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# ADVENTURE



In partnership with





# ALPKIT

Up for a daring travel experience?  
Walk along an active volcano? No big deal for this guy!



Alpkit is for all sorts of outdoor and bike lovers. It is the first UK outdoor brand that published a clear and comprehensive [sustainability report](#).

They repair any brand and have done since 2004, a great initiative similar to that of Finisterra and Patagonia, which we mention later in this guide.

Last year the brand recycled 1.5 tonnes of outdoor gear, giving it a new home through the continuum project, as well as mending 1,700 products from all brands.


They also do things differently, they have their own festival in its 10th year for over 1,000 people which they hope to bring back in 2021.

They also do things differently, they have their own 10 year old festival for over 1000 people which they hope to bring back in 2021.

With the Alpkit foundation supporting over 600 grassroots projects over the years, this is a business which gives back, so you know when shopping with them, you not only get a quality item but helping give back to people and the planet.

Visit the website: <https://alpkit.com>



A woman with long blonde hair is standing in a forest, looking off to the side. She is wearing a colorful, multi-colored beanie and a blue denim jacket over a black top. The background is a dense forest with tall trees and green foliage.

BBCo is a British adventure head wear brand with an awesome range of beanies and caps. Their headwear is designed in the UK and often hand made using British Wool.

As well as a great range of beanies, the brands wool caps really stand out as stylish and something you can't find anywhere else.

BBCo are proud supporters of Surfers Against Sewage, and their blog is full of inspirational stories and articles from adventurers all around the world.

**Visit the website:**

**<https://bbcoheadwear.com>**

**Article:**

Three brands rethinking their approach to outdoor kit and gear

*"Every brand, no matter how big or small, has to take responsibility for its manufacturing processes; ignorance isn't an excuse."*

**- Annie Richmond, Founder, BBCo Headwear**

# BBCO HEADWEAR

# BIOLITE



Each purchase from this innovative business helps bring clean energy to families in Asia and Africa.

Their most successful product is the BioLite CampStove. A portable biomass stove that leveraged thermo electrics to create a smokeless fire all while also charging personal devices.

Revenues from their outdoor stove market is reinvested in building a commercially sustainable business that can bring safe, affordable energy to families living in energy poverty across India and Africa.

With twenty products across their range, they bring an energy solution which not only does not use fossil fuel but creates a viable solution to providing energy everywhere.

In 2020, BioLite crossed the million lives milestone, bringing safe and reliable energy to over 1.4 million individuals in 23 countries across Africa and Asia.

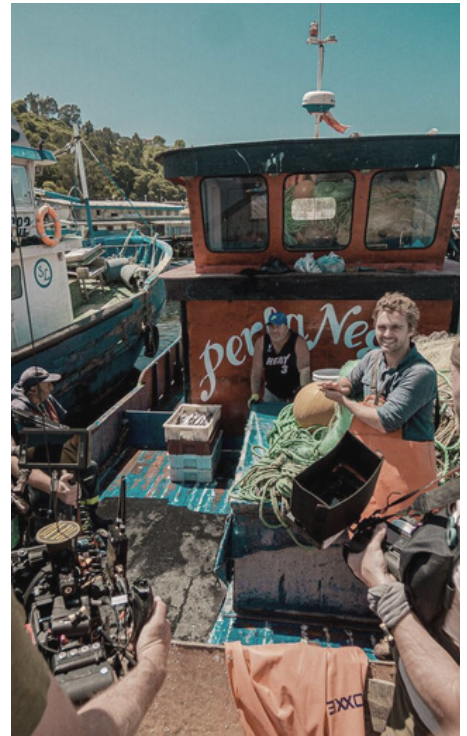
<https://uk.bioliteenergy.com>





# BUREO

On a mission to eliminate fishing net pollution.



In quite possibly one of the most innovative business models we have seen in a long time, Bureo create skateboards, sunglasses and brim stiffeners for hats using discarded fishing nets. Yes, you read that right.

Discarded fishing nets are collected from coastal communities in South America and cleaned and shredded and melted into NetPlus recycled pellets.

This material can then be used to create a whole host of products, so why not skateboards!

To date, they have collected 2.6 million pounds of discarded fishing nets and a recent collaboration with Patagonia has turned 71,000 pounds of plastic into hat brims in one year alone - you can [watch the amazing film about that now on YouTube](#).

Creating a sustainable way to support fisherman in South America who have to use plastic nets and providing a positive solution, shop some incredible products and learn more about fishing nets than you ever thought you would.

**Website:** <https://bureo.co>



# BURTON

Supporting the world's best riders as well as pushing resorts to allow snowboarding, this company leads the way.



Burton served a pivotal role in turning snowboarding into the sport it is today.

For those mountain lovers in your life, I'd be very surprised if they don't already know the brand - but did you know they are another certified B Corp in the adventure space?

in 2020 they made sure to hit the sustainable goal of being 100% Fair Labor Association compliant.

They also really look after their workers. Flexible schedules, free season passes to the local mountains and free DIY courses at lunch are just some of the perks of working at Burton HQ.

In addition their non-profit foundation, CHILL, gets thousands of youth on snow every winter, helping them overcome challenges through snowboarding. We also donate hundreds of thousands of dollars-worth of product every year to our large Vermont refugee population to keep them warm in the winter, and to underserved youth and families across the country.

Get 10% off at Burton now.

**Website:** [www.burton.com](http://www.burton.com)



# CICERONE

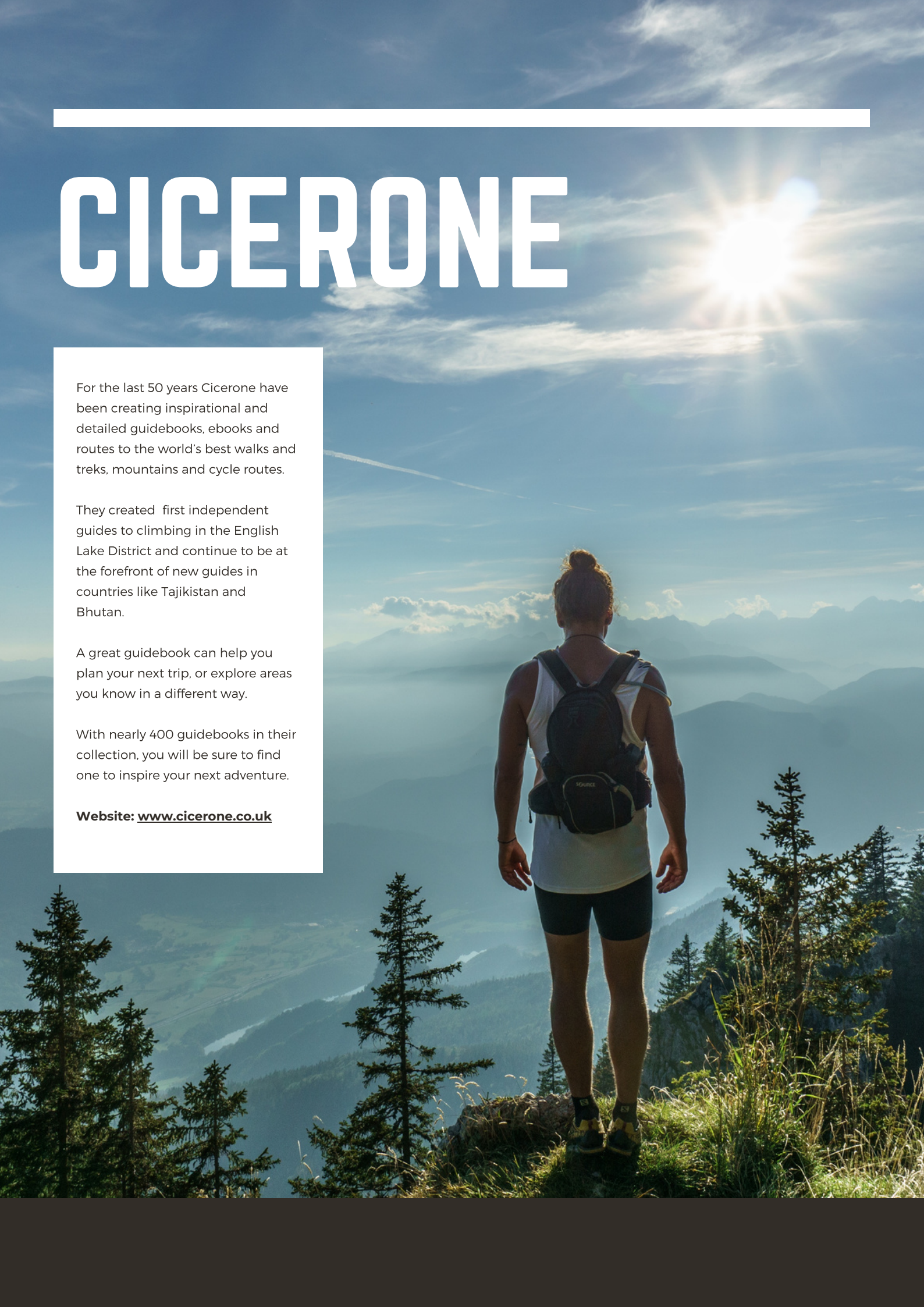
For the last 50 years Cicerone have been creating inspirational and detailed guidebooks, ebooks and routes to the world's best walks and treks, mountains and cycle routes.

They created first independent guides to climbing in the English Lake District and continue to be at the forefront of new guides in countries like Tajikistan and Bhutan.

A great guidebook can help you plan your next trip, or explore areas you know in a different way.

With nearly 400 guidebooks in their collection, you will be sure to find one to inspire your next adventure.

**Website: [www.cicerone.co.uk](http://www.cicerone.co.uk)**



# COTOPAXI



Cotopaxi's creed, Do Good, touches every aspect of the company.

From their giving model to company culture and sustainable product design, they see business as a vehicle to make an impact.

As a certified B Corporation, they put 1% of revenue toward addressing poverty and supporting community development.

Through a grant program, they promote organisations successfully improving the human condition. To date, they've awarded 42 grants in six focus countries.

Their brightly coloured backpacks and gear are a joy to look at. You can see the passion in how they have combined great design, a love of travel and a poverty fighting business model.

What's not to love? Visit [www.cotopaxi.com](http://www.cotopaxi.com)





# FINISTERRE

Already well known by hardy British surfers, this certified B Corp breathes life into the Devon Countryside.



Starting in 2003 to create a fleece to keep Devon's surfers warm, the brand has expanded to jackets, wetsuits, knitwear and more.

In 2005 they started a search for a British Merino supply chain, to bring our manufacturing closer to home. It led them to Devon shepherdess Lesley Prior, guardian of the last twenty-eight Bowmont merino sheep on the planet; a breed capable of producing a fine Merino wool but with the hardiness to survive the British climate.

Exclusive to Finisterre the flock now numbers over 300 sheep and is a testament to our love of wool and British manufacturing with garments grown, spun and knitted in the UK.

Committed to making informed decisions about impact on the environment and constantly trying to push boundaries to make the best product they can.

In Finisterre's eyes this is gear that will be with you the longest; and the longer you have it, the more attached to it you become. As a certified B Corp they live and breathe this philosophy.

Visit the website for warm weather gear made for the cold UK winter.

Website: <https://finisterre.com>



At Flooglebinder, they curate educational adventures to create change for people and planet.

Students are able to delve deeper into real life conservation projects and gain invaluable hands-on experience.

Their support goes far beyond a single adventure. School's learn how to become more sustainable, operate more efficiently and teach the wider community how to improve its social and environmental impact.

It's said that change can be made when just 3.5% of a community takes action.

It is their mission to work with 230 schools and colleges in the UK (3.5%) by 2030 to build a more sustainable future, together.

Through life-changing and informative expeditions, they will help protect endangered habitats, threatened species and diminishing cultures.

These are real-world experiences that encourage a deeper level of understanding and curiosity around the importance of conservation.

Is this an experience you think your children's school would be interested in?

To find out more check out the website.

**Website:** <https://flooglebinder.co.uk>

# FLOOGLEBINDER

Children are the future, so there is no better time to start teaching them about sustainability and conversation then now.



# GOODWINGS

Tourism is responsible for 8% of global greenhouse gas emissions. That should be on us, not you. You travel. We'll do the carbon offsetting.



Book your hotels on Goodwings and they will offset your entire trip (flights, cars, trains and of course hotels), at their expense.

Goodwings provide a cleaner and greener way to travel. The site is ad free with no pressure to book, making it a much more pleasant user experience than traditional booking sites.

You can also save even more money by logging in and getting access to member only deals.

Despite the recent downturn in air travel, the general thought is that once we're given the go-ahead, we'll all be jumping on the next flight out of here.

So we need to take action on how we travel and we need to do it now.

Goodwings have partnered with Carbonfund.org, one of the most trusted and certified offsetting providers available (and they're a non-profit).

They help them calculate our total carbon footprint each year, which is neutralise through their VCS (Verified Carbon Standard) and CCBS (climate, community and biodiversity standard) certified Envira Amazonia Project.



Website: [www.goodwings.com](http://www.goodwings.com)



# HELINOX

Since 2009, Helinox has brought comfort outdoors by designing premium packable furniture and accessories, so that you can be At Home, Anywhere.

Furniture is meant to travel, so they have designed it to be portable, durable and beautiful as well as comfortable.

That means you can relax when you're backpacking deep in the woods, sitting on an urban rooftop, lounging at the beach, car camping, or simply hanging out in the backyard.

All their products are durable with a five year warranty.

The lightweight design and packing makes them an easy and useful addition for any trip away.

**Website:** <https://helinox.eu>



# HYDRO FLASK

Whatever adventure you are planning, Hydroflask are in; from morning meetings to stories by the campfire.



Founded in 2009 in Bend, Oregon, Hydro Flask is an award-winning leader in high-performance insulated products ranging from beverage and food flasks to the new Unbound Series Soft Coolers.

As well as Inspiring an active and joyful life on the go, Hydro Flask innovations showcase TempShield double-wall vacuum insulation to lock in temperature, 18/8 stainless steel ensuring pure taste and durable, ergonomic design for the ultimate trusted sidekick..

Hannah has owned a 12 oz mini Hydro Flask for the last few years, and it's the perfect size to fit in her pocket for coffee on the go on her commutes or walks into the Peaks.

It keeps it hot for up to twelve hours - which is the best she has found and therefore the only brand she will ever buy!

**Website:** [www.hydroflask.com/uk-en](http://www.hydroflask.com/uk-en)



# INTREPID TRAVEL



The leader in responsible, ethical small group travel adventures since 1989.

When the world begins to open up again, we believe adventure travel will be the first industry to grow.

As the world's largest travel B Corporation, Intrepid Travel will be ready to take you away. If you are dreaming of your next trip but nervous about losing money on deposits or cancellation, this may be the answer.

Intrepid offer flexible payments and you can cancel up to 21 days before departure and transfer the balance onto another trip.

They actively work with communities and local partners to support the development of the experiences in new destinations which may not otherwise experience tourism.

One example of their community support is match funding £200,000 for the Red Cross Disaster Relief and Recovery Fund to give people the support they need as a result of the bushfire crisis in Australia at the beginning of this year.

After having to cancel the majority of 2020 trips, now is the time to support the travel industry and focus on spending our money in a business that has been supporting communities around the world for years.

**Website: [www.intrepidtravel.com](http://www.intrepidtravel.com)**



# KATHMANDU

From exclusive treks to the Himalayas to community volunteer days, their Summit Club membership opens up a whole world of exploration.



Another fantastic B Corp, Kathmandu put sustainability and worker wellbeing at the heart of everything that they do.

One of their original ideas is Summit Club, a way to meet other people in the adventure community and get access to member only promotions.

Summit Club is for people who love travel and the outdoors. Who want to experience other cultures and look for new challenges every day and finding new adventures around every corner.

In regards to their products, Kathmandu have been producing sustainable travel and adventure wear for over 30 years.

In addition their community partners have done some ground-breaking work in developing programs in educational and financial aid, animal and heritage conservation and disaster and poverty relief.

They are also aiming for some loft 2025 goals thanks to a sustainability review that took place within the company in 2019.

This includes 100% of products designed, developed and manufactured using circular principles, net zero environmental harm and integrating circular economy principles.

Some big ambitions which make them a great choice when you need to replace gear or fancy joining them on one of their adventure.

**Website:** [www.kathmandu.co.uk](http://www.kathmandu.co.uk)



# LABO MONO

Love dressing stylishly and want to find an easy way to be sustainable with it?



Based in Hackney, East London, Labo Mono encourage Adventure no matter where your are. Labo Mono have created what they call the ultimate rain jacket, combining design with sustainability.

Founder Ali Namdari even travelled out to the factories he wanted to make his jackets, to ensure they also shared the same values when it came to ethical manufacturing and the story is transparently shared on the website.

Each jacket is also made out of 30 recycled plastic bottles and fully waterproof, keeping you dry in even the heaviest downpours.

Design features like sleeve pockets, perfect for trail sweets, travel cards or your keys is a real game changer.

Despite being full waterproof the fabric feels lighter then cotton and it even stuffs itself into it's own zipped side pocket. There isn't one thing this Designer hasn't thought off!

Labo Mono want to build clothes that protect you, and the environment. Bluesign® certified on water repellent, and working hard to get even more sections certified.

**Website:** <https://labomono.com>



# PALA EYEWEAR

Pala delivers lasting change, empowerment and opportunity through funding eyecare projects across Africa whilst creating sustainable sunglasses to help you get the best out of the natural world that we call home.

When you buy from Pala you not only receive a beautiful pair of sunglasses you also take a stand against fast fashion, make a better choice for the planet and have real lasting impact on the lives of others.

For every pair of sunglasses sold, they give back to eye-care programmes in Africa by providing grants to vision centres, dispensaries and screening programmes.

To date, thousands of sight-impaired people have had their lives changed and their ability to earn an income enhanced thanks to receiving a pair of prescription glasses.

Visit the site: [www.palaeyewear.com](http://www.palaeyewear.com)





# PARAFINA

Proving there is a new way to do things, producing eyewear with 100% recycled materials.



Parafina are doing it differently. Their recycled eyewear is made from old plastic, rubber tyres, cork stoppers, bamboo and even drinks cans.

Parafina have ensuring their glasses are built sustainable and durable, But the brand decided that they want to do something not just for the environment and the planet, but also the people in it.

Parafina Social Project was born.

Annually the business donates 5% of the profits to grant scholarships to children without resources in Asuncion, Paraguay.

The business started differently too, originally just three people selling out the back of a van, to a staff of ten, selling in more than 40 countries around the world.

If you aren't a usual glasses wearer, Parafina also offer screen glasses. These have SENA screens, which protect the wearer from blue light which is harmful to our eyes and given off by all electrical devices.

Get 10% off your first order by signing up to the newsletter.

**Website:** <https://parafina.eco>



# PATAGONIA

There's no doubt that when you look at adventure travel, Patagonia is one of the first clothing brands you think about. But what is the story behind the business?



The original adventure brand behind hundreds of stories and tales about time out in nature.

Patagonia embody the philosophy of doing business unconventionally.

For those of you that haven't had the opportunity to read the brilliant 'Let my people go surfing' by the amazing Yvon Chouinard maybe this winter is the time to delve in?

The original intent of this book was to be a manual for Patagonia employees, but has become so much more than that, used by large corporations and as an educational tool in schools to explore and challenge the culture of consumerism.

Patagonia leads the way, it is one of the original B Corps and uses the brand voice and power to encourage activism amongst the community.

Patagonia also is part of the 1% for the planet. A self imposed tax that businesses can pledge to which provides support to environmental non profits working to defend out air, land and water around the globe.

Visit the website to shop the sustainable clothing range, discover how to get involved in activism or get your project funded.

**Website:** [www.patagonia.com](http://www.patagonia.com)



# PELA

Creating a plastic free planet, one product at a time.



With a mission to replace plastic products with sustainable, eco friendly alternatives, Pela began with phone cases that will protect most peoples most expensive investments.

The mission to continue this sustainable narrative through their business is shown by giving 5% of sales to charitable causes and offsetting their carbon footprint by purchasing carbon credits with climate neutral.

All the products are biodegradable and compostable. This means the materials return to nature with the help of naturally occurring microorganisms (bacteria, fungi, algae) and biodegrade into CO2, water and biomass.

As well as phone cases, Pela have expanded their range to include air pod cases, smart watch bands, sunglasses and card holders.

By replacing products in which the only usual alternative is plastic, it makes it easy for consumers to make a more environmentally friendly choices. Find out what products are available now.

**Website:** <https://uk.pelacase.com>



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# RIZ BOARDSHORTS



Short batch orders from Europe, digitally printed in the U.K that are triple stitched to keep them durable as well as sustainably sourced.

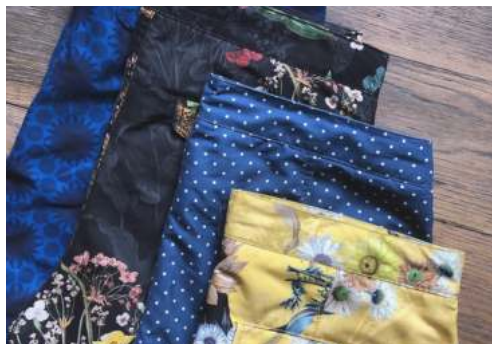
All fabric is recycled and recyclable fabric with all products packaged in recyclable products.

While most of us in the U.K might not be thinking of swimming outside at the moment, this is a great way to prepare for an upcoming trip, support an independent brand and get a really unique gift.

Every pair of shorts is tailored from 100% recycled and recyclable fabric (plastic bottles). By offering a 25% discount on a new pair of shorts, they encourage you to donate your old unwanted shorts for them to repair, recycle or rehome.

Alternatively get 10% off your first order by visiting the website. .

**Website:** [www.rizboardshorts.com](http://www.rizboardshorts.com)





# SAWDAY'S

In 2021 let's bring back slow travel and meaningful experiences.



25 years ago Sawday's founder, Alastair Sawday, took up the cause of championing independent owners in an industry that increasingly marginalised them.

They reject over 50% of places that apply and know you'll love the ones they've accepted, having had a team member visit every single one of them .

Hannah from betternotstop had one of her most magical adventures in Portugal at a treehouse retreat on the Sawday's site, Canopy and Stars.

The attention to detail creates gold standard across all Sawday sites, with options from hotels to glamping available to choose from.

An employee owned business, working in Bristol with a charitable trust and B corp certification shows they put value in their actions.

For closer to home, they have produced the Great British Pub Guide, showing ones close to great walks, dog friendly and in some of the UK's most beautiful areas.

**Sawday's Websites:**

[www.sawdays.co.uk](http://www.sawdays.co.uk)

[www.canopyandstars.co.uk](http://www.canopyandstars.co.uk)

<https://pubs.sawdays.co.uk>



At Sitio Do Lago hosts small gatherings, retreats and two private apartments that sleep up to four nature loving people.

Their goal is full self sufficiency and they use several methods to achieve this.

In the decorative and food gardens, they opted for drip irrigation, invented in Israel, and used widely in other drought prone areas of the world.

Visitors must be animal lovers. With 30 chickens, dogs and cats as part of the set up, there

They have also planted an average of a tree every two months for the four years they have lived there, including pomegranates, oranges, apples, walnuts, apricots, peaches, to name a few!

Solar energy is the teams next project, and they look forward to welcoming sustainable travel lovers in 2021.

**Website:** <https://sitiodolago.com>

# SITIO DO LAGO

Escape to an independent Quinta in Portugal with it's own lake.



# TEMPLE CYCLES

On a mission to inspire more cycling.



Since 2014, Temple Cycles has strived to be the best at what they do, and carve their own path in the cycling world.

Each bike is hand assembled in Bristol, UK. They believe their products should last a lifetime. As a result they make them easy to fix and maintain with spares easily available.

They focus on sustainable processes and suppliers, as well as playing a role in reviving bicycle making as an industry and helping train skilled workers.

Temple keep things simple by creating just three types of bikes. Founder Matt saw the potential to create a modern bike from scratch after spending years restoring classic and traditional bikes.

Combining what he loves about vintage bikes, with the advances in materials, manufacturing and technology that have since filtered into the bike world has created what you find now at Temple Bikes.

**Website: [www.templecycles.co.uk](http://www.templecycles.co.uk)**



At tentree, they empower everyone to plant trees with their purchases, while offering sustainably made products for everyone to enjoy.

Their mission is to plant 1 billion trees by 2030, and have already hit over 50 million trees planted. They are a certified B Corp, scoring as the top 1% of B Corps when it comes to their manufacturing and supply chain policies.

With a focus on earth first apparel to be worn outdoors, sustainable materials and ethical manufacturing, tentree are one of the most stylish outdoors brand we have found.

**Website:** <https://tentree.co.uk>

# TENTREE



Motivating and encouraging environmental stewardship through earth-first apparel.



A person is sitting inside a green and grey Tentsile tree tent, which is suspended between trees in a dense forest. The scene is captured at sunset or sunrise, with warm light filtering through the trees. The person is wearing a grey jacket and a beanie, looking out from the tent. The tent is a modular system, with its base resting on the ground and its sides suspended by ropes. The background shows a dense forest of evergreen trees, with a glimpse of a mountain range in the distance under a soft, orange and blue sky.

# TENTSILE

Tentsile's award-winning camping hammocks and tree tents use a patented three-point anchoring system to suspend your tent off the ground.

Each tent and hammock is built with a tensioned base for comfort and offers an unrivalled camping experience and a way to spend time in the great outdoors.

The modular system allows for setups to be personalised by extending, stacking and connecting with other Tree Tents and hammocks to create multi-level tents.

With only an average 10-minute set up time, and the versatility to set up camp above water, on steep terrain, on uneven ground - all with a zero footprint, the sky really is the only limit.

So, for every tent purchased they make a donation to plant 20 trees with their partners.

**Website: [www.tentsile.com](http://www.tentsile.com)**

# TYF ADVENTURE

With progressive adventure ideas and work practices TYF leads the way in new ideas.



TYF Adventure are one of the UK's most respected activity operators with 30 years experience and a well-deserved reputation for professional adventure guiding, innovation and environmental leadership.

They pioneered coasteering, which for those of you that don't know, involves moving along a rocky coastline on foot or by swimming. Hopefully the pictures to the left will give you an idea.

TYF Adventure started a world championship kayak series, and were the first adventure business to go carbon neutral and the first B Corp in Wales.

As well as creating adventure, they now have a organic hotel and a website that showcases many of the other amazing brands that they champion.

Like many of the other brilliant brands featured in this guide, they have a repair facility. This is a help yourself station in the shop that can be done for free on any brands clothing.

Visit the website to find out more.

**Website:** [www.tyf.com](http://www.tyf.com)



# VIVOBAREFOOT

Vivobarefoot shoes are designed to create a way for the foot to move as naturally as possible, with zero bio mechanical interference, allowing the foot to do it's natural thing.

They have transparent supply chains with an aim to be 90% sustainable materials across the range by the end of 2020.

The range covers everyday, active and outdoor as well as a children's shoe range. If you are in the market to replace a pair of shoes beyond repair, or looking for a new hobby in the new year, have a look at the range available for the best foot health and care.

For existing customers, they are able to offer hand cut repairing and resoling.

**Website:** [www.vivobarefoot.com/uk](http://www.vivobarefoot.com/uk)



Another adventurous company based in Bristol covering both e-commerce and a platform to share stories.

The WildBounds Store brings exceptional gear from independent brands – brands with an interesting story and a focus on craftsmanship and sustainability.

The WildBounds Journal brings you inspirational stories on active sport pursuits and outdoor adventures, culture and lifestyle. This includes Adventure, Camp Notes, Brands, Field Guides, Movers, Culture & Pioneers, and Detours.

Website: <https://wildbounds.com>

# WILDBOUNDS

Children are the future, so there is no better time to start teaching them about sustainability and conversation then now.



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# LIFESTYLE





# ACALA

With a tree planted for every order, you can look good and feel good simultaneously!

Acala is an online store offering an extensive range of natural, organic and vegan health and beauty products from leading brands.

They are all responsibly packaged; refills, plastic free and zero waste packaging which is why they made it into our plastic free shop guide on our [YouTube Channel](#).

Acala was founded by Hanna Pumfrey, a 30-year-old marketing professional with a passion for the environment and making the lives we lead more sustainable, without having to make big lifestyle changes.

Acala has a clear sustainability plan on their website, that not only maps out their plans to go zero waste, but also on how they plan to reduce their waste, create a circular economy and making sure to work with ethical and sustainable suppliers.

Explore the website and get 10% off your first order.

**Website:** <https://acalaonline.com/>



Over 99% of cotton is made with chemicals that are dangerous to farmers, their families and the planet.

By sourcing their cotton direct from suppliers in Turkey and making sure they only use organic cotton Arbour Alexander are trend setting in their supplier approach.

Additional benefits of organic cotton to the planet create 62% less energy, 70% less emissions and a huge 91% less water.

As well as producing incredible quality, these t shirts come in recycled packaging and the business is a proud donor to 1% for the planet, which donates 1% of the businesses fiscal year sales to environmental nonprofits.

**Website:**

**<https://www.arbouralexander.com/>**

# ARBOUR ALEXANDER

Less than 1% of cotton grown worldwide is organic, making this brand exclusive and good for the planet.



# BIG GREEN SMILE

When you run out of your regular household items why not replace with something more eco friendly?



What we love about this site is that it has the same items you would find in a large city centre or health food store which are impossible to find when you live away from those options.

They also have tons of choice, like over sixty different plastic free deodorants (!) so you are sure to find something that works for you.

Big Green Smile is one of the biggest online retailers of natural and organic products in the UK.

They want to make it easy for you to get your hands on the best – and widest – choice of organic, natural, cruelty free and environmentally friendly products that they can. (And at 8,000+ products and counting) they are doing a pretty good job.

And definitely check out their incredible blog full of articles and tips on how to live a greener life!

Discover ethical swaps you can make in 2021.

**Website:** <https://www.biggreensmile.com/>



# BOOKSHOP

Love reading and sharing books?

Of course, the best and cheapest option is always your local library but if you are looking to buy or give a gift, bookshop is the place to go.

Bookshop.org is an online bookshop with a mission to financially support local, independent bookshops.

As more and more people buy their books online, they wanted to create an easy, convenient way for you to get your books and support bookshops at the same time.

If you want to find a specific local bookshop to support, find them on their map and they'll receive the full profit from your order.

Otherwise, your order will contribute to an earnings pool that will be evenly distributed among independent bookshops.

You can also check out our list of recommended reading in our official betternotstop bookshop which pays us 10% commission on every sale, and gives a matching 10% to independent bookshops.

**Website:**

<https://uk.bookshop.org/shop/betternotstop>

<https://uk.bookshop.org>

# ETHICAL SUPERSTORE

Everyday we make decisions on the future of our planet through what we buy in our day to day life.



At Ethical Superstore they have made it their mission to enable you to make good choices when it comes to your shopping.

They bring together products sourced from all over the world and that hold the ethical credentials they know are important to customers.

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 you and they make it easier for you to live by those ideals.

It's easy to search for groceries, household, clothing and home and garden items. The site makes it super easy to search for items based on their ethical status, including B Corps, Fair Wear and Fair Trade.

Beyond that it is easy to shop for vegan, plastic free and carbon neutral products. They have so much choice it makes it easy to shop sustainable without worrying about lack of choice.

Discover ethical swaps you can make in 2021.

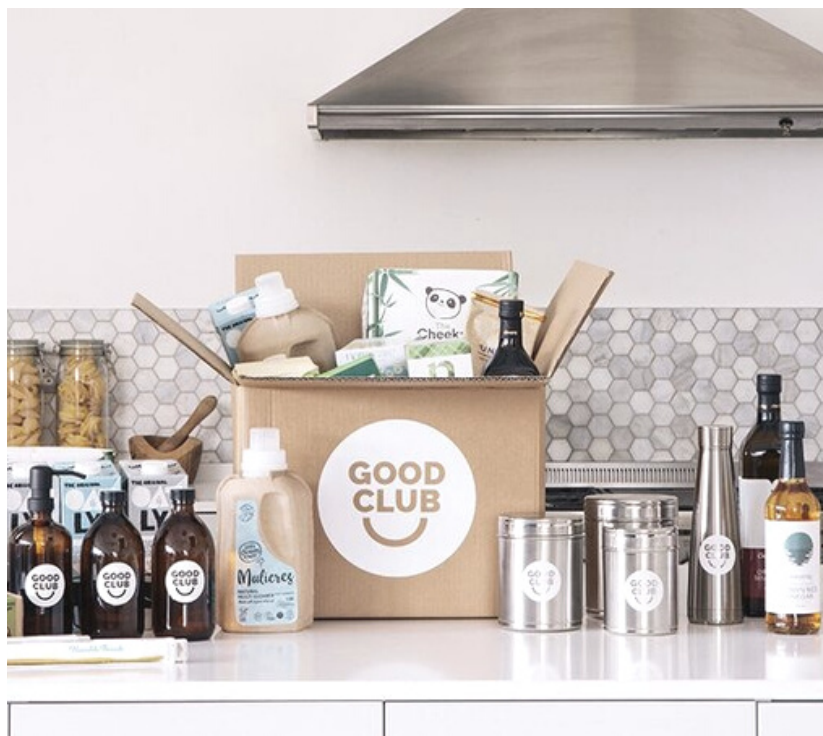
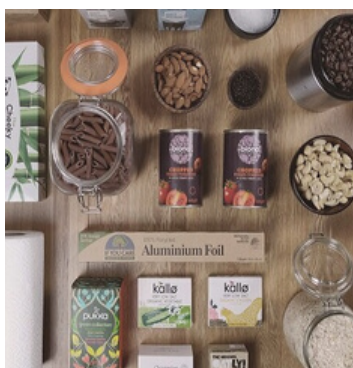
**Website:**

**<https://www.ethicalsuperstore.com/>**



# GOOD CLUB

How can we shop for our food sustainably wherever we are while also on a budget? Good Club think they have the answer.



These guys have just come up on our radar as a sustainable grocery alternative, having recently successfully overfunded a crowdfunding campaign in May 2020 on the back of the idea to create a closed-loop, reusable food packaging system and e-commerce platform, they are now starting to tackle this problem.

You pay a monthly membership fee and get wholesale prices up to 40% off the RRP and get a free delivery every month. We are keen to shop with them as they stock a lot of our favourite products, but they need to add in a plastic-free category for grocery items too to make it easier. (C'mon guys!)

They believe it's vital to make sustainable products accessible to everyone and that it's been too long that products like that have been too expensive and hard to find.

Reducing the supply chain and cutting necessary overheads they have changed the economics and access of sustainable goods.

This simple idea that means you can keep yourself stocked with sustainable staples of the highest quality, brought to you in the least impactful way.

Visit the website to see how you can start shopping sustainably for groceries now.

**Website:** <https://www.goodclub.co.uk/>

# THE KIND STORE

The Kind Store is a small, independently owned company based in the UK

They have a huge collection of vegan toiletries, household products and are an entirely zero waste business.

They recently launched The Kind Box, a brand new ethical gift box to make green gift giving as simple as possible.

You can effortlessly choose a curated gift box or build a custom gift box with our bespoke build a box platform, add a greetings card, then we will send the box direct to your friends and family with your hand-written message inside.

We love how they make such an effort to weave their values into their business, from donating to charity to handwritten notes in each delivery.

Highly recommended.

Get 5% off your first order by signing up today.

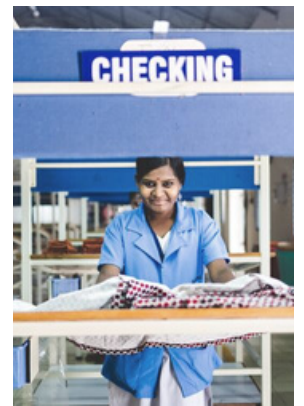
<https://www.thekindstoreonline.co.uk/>





# KNOW THE ORIGIN

Love dressing stylishly and want to find an easy way to be sustainable with it?



For anyone wanting to find stylish sustainable lifestyle and fashion products, this is the place.

Know The Origin has a vast range of stylish clothing for Men and Women and is top-rated by Ethical Consumer Magazine.

If you do like fashion, or need a wardrobe refresh, this could be a great option for you.

They also have a large section devoted to sustainable home, beauty and household items so is a great one-stop-shop for those of you that love a stylish home and look.

They started life as a sustainable fashion brand of 50 pieces by Know The Origin founder Charlotte, they are now building Know The Origin to be a home for the richest choice of certified brands.

They are raising a new standard of sustainability and make ethical the norm for everyone. Forever.

Sign up to the website to get 10% off your first order.

**Website: <https://knowtheorigin.com/>**





# ORFI ACTIVE

Join and find sports and fitness sessions near you and online

Orfi Active is the solution to a common problem. You want to try out a new sport or fitness activity. But how do you find it?

Orfi Active began as a solution to a problem. If you move to a new area, how do you find sports teams and fitness activities?

How do you discover new sports you've never tried before?

And if you want to organise these events yourself, how do you draw in participants?

These were the questions faced by Orfi founder Jonas Urbanas when he moved to London in 2011.

And over the last seven years, those experiences have inspired him to create Orfi Active, an app that provides the answers.

The app can be used either to organise or participate.

As an organiser you create sports and fitness events, manage payments, and ensure drop-outs don't affect the quality of your sessions through waiting lists and group chats.

As a participant you can see what is happening near you and around the country and book your place quickly and simply.

**Website:** <https://www.orfiactive.com/>



Another great choice for shopping, but for things for the home or gifts rather than groceries.

What we liked about Plastic Free Shop is everything is affordable and useful. They have clearly put thought into what they decide to sell and I loved that there are some great alternatives here, including a brilliant stationery and book section.

Again, the values of this business really come through, with committing to donating 1% of their profits to 1% for the planet.

**Website:**

**<https://www.theplasticfreeshop.co.uk/>**

# PLASTIC FREE SHOP

A 'go to' resource for everyday items.



# TIPSY TEA

Tipsy Tea are a new U.K drinks brand that are looking at innovative ways in how they can create a sustainable business model.

Some of the ways they are doing this includes making their packaging recyclable and with minimal environmental impact where possible. This includes Glass bottles, paper labels and natural corks.

Similarly, with gift sets and packaging, they are using recyclable options, cardboard boxes, paper padded envelopes and tissue paper and encouraging customers to re-use.

Interestingly they have made the decision not to ship outside of the UK until we can establish a low impact shipping option, using local hubs.

We thought this was a bit of an unusual choice, but wanted to showcase how all sorts of businesses can make ethical steps and choices, and can be a bit of fun as well!

**Use Code 'betternotstop' for 10% Off**  
**Website: <https://www.tipsytea.co.uk/>**



# TREASURE TRAILS



This has been a staple gift amongst our friends and family over the last few years, ever since our discovery of the company.

The Trails are small booklets, but within them is a big adventure. The Treasure Trail experience was designed primarily for families, with kids from the ages of 6 upwards, but they have had thousands of adults (as old as 92) doing the Trails without a child in sight- us included!

The Trails take, on average, around 2 hours to complete, and are themed as a Murder Mystery, Spy Mission or Treasure Hunt.

The Trails will normally have around 20-25 clues, the answers of which are found within the area you are exploring; it could be the name on an information board which helps you learn about the local history, the date on a memorial, or the numbers on a drain hole cover – you really will be looking high and low.

At only £9.99 and covering all of the U.K you will be surprised where you can find one, and what you can discover in your local area.

**Website:** <https://www.treasuretrails.co.uk/>

# VEO

With Amazon avoiding tax and mistreating it's workers, what other online marketplace has as much choice?



Full disclosure, We know the founder (Joe) of this website! Veo is a great alternative to Amazon and is the highest rated ethical retailer on Ethical Consumer.

Veo is the place to go to shop better!

Veo is the future-facing online retail destination for consumers who care about the origins of the products they purchase.

Their mission is to become the world's leading shopping & lifestyle marketplace, to inspire kind, healthy, green living - and help us all discover products that are better for us and the world around us.

Home to 100s of unique independent brands that create high-quality sustainable products, Veo is a curated platform where customers can shop freely knowing that all products and vendors align with their 3 pillars KIND - HEALTHY - GREEN.

Additionally, beyond looking at plastic waste they look at all areas in which they can create an earth-friendly business.

Their carbon infrastructure is carbon neutral, as well as being a living wage employer and hold the fair tax mark.

**Website:** <https://veo.world/>



# WEARTH LONDON

Looking on stylish ways to bring your eco values home? Try Wearth.



Wearth was launched in 2017 and they now partner with over 250 independent UK brands that make contemporary eco-friendly and ethical products, making it easier for you to shop and live more consciously.

From natural beauty products, zero waste essentials to jewellery made from recycled silver, their online marketplace allows you to discover a wide collection of sustainable products hand selected by their London team with quality and style in mind.

You can also shop by your values, for U.K brands, vegan and refillable items.

The brand was started to make it easier to make informed purchases which help to promote ethical and environmentally-friendly living.

Sign up to the website to get 10% off your first order.

**Website:**  
<https://www.earthlondon.com/>



# ZERO WASTE BULK STORE

Creating a plastic free planet, one product at a time.



Zero Waste Bulk Foods is an online plastic-free UK bulk store with over 350 products from vegan and organic ranges to eco-friendly household items.

Everything is packed to order and they offer three options for packaging.

- Send in your reusable fabric bags - they will refund £1.50 from your order towards delivery costs.

- They can pack in a mixture of certified home compostable bags and brown paper bags.

- If you would prefer your items to be packed entirely in brown paper bags, you can leave a note when you order.

We love this quote written on their website:

"It's just one straw, it's just one disposable cup, it's just one plastic bag" - 7.5 billion people.

They believe that small actions done by hundreds of thousands of people will change the world.

**Website:**

**<https://www.zerowastebulkfoods.co.uk>**



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# WORK



# B LAB

B Lab has a mission to transform the global economy to benefit all people, communities, and the planet.

A leader in economic systems change. B Lab is a global network creates standards, policies, and tools for business, and they certify companies — known as B Corps — who are leading the way.

B Corps are businesses that believe they have a legal responsible to benefit the workers, customers and the community while delivering profit. Many businesses from all different sectors are choosing to become B Corps by changing their legal structure and processes and becoming certified. The website is full of tools and resources to help businesses become more sustainable and work towards a better future.

**Website:** <https://bcorporation.uk/>





# BETTERNOTSTOP



On a mission to make it easy for businesses and individuals to make the world a better place.

Well, of course we had to be in our first business guide!

betternotstop is a certified B Corp pending helping entrepreneurs, business owners and passionate individuals make the world a better place through an ethical and sustainable approach to their life and business.

We believe in positive social ideas that support a better life for us and the planet.

Through online articles, newsletters, business consultancy, B Corp Certification support, training and workshops and events, we help businesses and individuals create a better life for people and the planet, by supporting an ethical and sustainable approach to life and business.

2021 will bring even more resources for people to get involved in advocating change, not just in how they spend their money, but how they do business and what they expect from their governments and the public sector.

At betternotstop we believe that changing our how we live and work will help create a society that calls out and holds corporations and governments accountable for how they are destroying our planet.

This is our planet, our world and we can make it better.

**Website:** <https://betternotstop.com/>





# DO NATION

Helping Individuals and Businesses track how they can do good for the planet!



Doing the things we know are good for us is really hard. Do Nation is here to make it easy.

When someone makes a pledge on Do Nation online platform, there's a 54% chance they'll stick to it for the two months, and 42% chance they'll do it for a year or more!

But that's only half the story: as well as helping individuals change their behaviour, Do Nation want to start a movement - to build a nation of do-ers, who are committed to creating a better world.

The pledge platform is powered off three fundamental beliefs:

First, that small sustainable lifestyle changes don't just cut carbon, they lead to happier, healthier, more productive lives - at home, at work and everywhere in between.

Second, that even though it doesn't always feel like it - small actions really do add up. And we're not just talking about tonnes of carbon! When lots of us commit to taking action for the environment it sends a powerful message to businesses, government and other decision makers about our collective commitment to change.

And third, that given the right conditions people can change. For the better, and for good.

**See what you can do!**

**<https://www.wearedonation.com/>**



# ECOLOGI

Ecologi is a simple subscription service to help you lower your impact on the climate.

You can sign up as an individual or a business to simply set up an easy direct debit

The profit of the company is measured in impact, and this is reflected in how they spend their money. 87.5% of your money goes directly to funding planet saving projects.

Included with project costs are any incurred transaction fees carried out on your behalf.

The rest of the money is used cover everything else including a budget to attract new subscribers, staff costs, and hosting and licenses.

With over twenty members of staff and clear and transparent guidelines on it's website it is a super easy way to help combat climate change.

Ecologi's goal is to plant one billion trees, Head to the website to find out how you can help.

**Website:** <https://ecologi.com/>



Octopus so all of our tariffs use 100% green electricity — and they're no more expensive than their competitors' non-green tariffs.

You can also carbon offset the gas you use if you want to minimise your environmental impact even further.

Building technology that will define the industry's future, from the big ideas to the small. In 2017, they launched Octopus Tracker, a UK-first tariff offering fair daily rates based on the wholesale price of energy.

Then, in 2018, Octopus became the only supplier to really harness the potential of smart meter technology with Agile Octopus, a time of use tariff with half-hourly rates allowing customers to adjust their consumption to times when the wholesale price of energy is cheapest.

Next came Octopus Go, a tariff designed just for EV drivers, with a super cheap night rate so early adopters of the future of green transport can always wake up fully charged.

Consider changing your energy supplier this year!

<https://octopus.energy/>



# OCTOPUS ENERGY

Doing energy better — for you and for the environment.



# TRIODOS BANK

Based in Bristol, Triodos is one of the UK's few B Corp certified banks. They finance companies, institutions and projects that add cultural value and benefit people and the environment, with the support of depositors and investors who want to encourage corporate social responsibility and a sustainable society.

According to Ethical Consumer they have the most ethical current account in the UK, and have invested in well known businesses such as TV Chef Hugh Fearnley-Whittingstall's renovation of the 65-acre organic farm in Devon, home to the famous River Cottage cooking school.

It's how Triodos Bank Group has grown since 1980 to manage assets of €17.7bn and attract over 700,000 customers.

Move Your Money, which rates banks according to their ethics, gives Triodos a score of 92 out of 100, only matched by Charity Bank. To give you a better idea, Co-operative Bank, previously popular with those looking for a more ethical provider, scores 52 out of 100.

The mission is

- \* To help create a society that promotes people's quality of life and that has human dignity at its core.
- \* To enable individuals, institutions and businesses to use money more consciously in ways that benefit people and the environment, and promote sustainable development.
- \* To offer our customers sustainable financial products and high quality service. see less

**Website:** <https://www.triodos.co.uk/>



Supplier to betternotstop, this is the U.K's only B Corp Certified internet supplier!

In February 2020 they achieved Carbon Neutral Plus status, demonstrating their commitment to sustainability, reduction of carbon emissions and the support of environmental projects.

They have offset a total of 12,743 emissions which is 4.5 times more carbon than they used between October 2018 and September 2019 by supporting a variety of energy projects in India and Africa.

Recently I changed to Zen Internet as my broadband supplier and it was super easy and I now pay exactly the same price for better speed and knowing that my money is going to an ethical company. Plus when we called them we spoke to a REAL person on the phone and they were super helpful. 100% recommend.

**Website:** <https://www.zen.co.uk/>

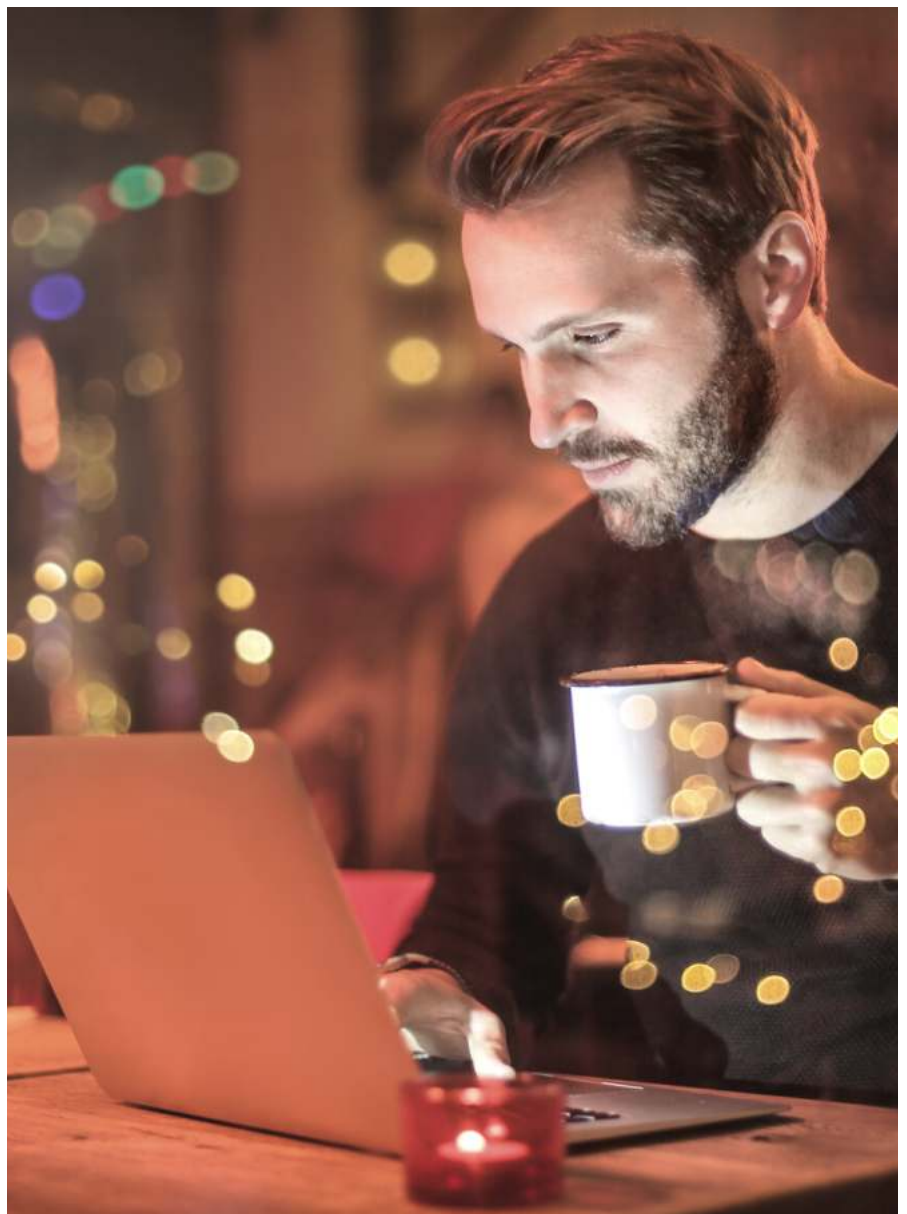
**This post continues an affiliate link.**



# ZEN INTERNET



With seventeen years as PC Pro's Best Broadband provider, they must be doing something right!



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# THANKYOU

Know a business that  
would have been great for this guide?

Let me know  
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