

# QUARTERLY RETURN 124

shared-interest.com | SUMMER 2022

## CLIMATE RESILIENCE IN RURAL COMMUNITIES

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Choose the world you want  
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**SHAREDINTEREST**  
INVESTING IN A FAIRER WORLD

# WELCOME TO YOUR SUMMER NEWSLETTER

Welcome to your Summer newsletter, which is packed full of news, including an update on how we marked World Fair Trade Day on 14th May and Volunteers' Week in the first week of June, which also coincided with the Jubilee celebrations here in the UK.

The theme of World Fair Trade Day was climate justice, and this was a topic explored in our online Supporter Events earlier this year. You can read more on page 8 about the measures taken by organisations in Latin America to become more resilient to the impact of increasing temperatures and extreme weather conditions.

Our focus remains on supporting people in remote and disadvantaged communities to trade and earn a living. As we adapted our ways of working in response to Covid-19 restrictions, we found that some virtual methods enabled us to work with producers in parts of the world we could not reach previously.

Find out more about this on pages 4-7.

It is with a heavy heart that I must share with you the loss of Kate Priestley, Chair of our Board between 2010 and 2015. We were deeply saddened to hear the news of Kate's death and have shared some of our special memories of her time with us on page 14.

Before I leave you to read your copy of QR in full, I want to draw your attention to the article opposite detailing a vacancy on our Board of Directors. The position arises as Mary Coyle prepares to step down as our Chair in March 2023 with current Non-Executive Director Yvonne Gale taking on this important role.



If you have the skills identified and would like to be involved in an exciting phase of the Shared Interest journey or know of someone that would be interested, please get in touch.

*Until next time,*

A handwritten signature in black ink that reads "Patricia".

**Patricia Alexander**  
Managing Director

## CHOOSE THE WORLD YOU WANT

**No part of the world is immune to the impact of climate change but certain countries face more immediate challenges and extreme effects than others. Sadly, research has shown that some of the world's lowest carbon-emitting countries are suffering the most.**

World Fair Trade Day (Saturday 14th May) focused on this imbalance by promoting the theme of climate justice. An annual campaign founded by the World Fair Trade Organization (WFTO), this year's message was 'let's do it fair', encouraging people to reflect on how climate change poses a more immediate threat for some world communities.

We supported the campaign by telling the story of CECAFE and its 800 farmers (featured in QR 123).

This Peruvian coffee co-operative works to ensure that its members have access to a stable income so that they are able to manage their land responsibly and effectively.

Founder and General Manager Elmer Sánchez is proud of the traceability of CECAFE coffee. He said: "The financial support provided by Shared Interest has allowed our co-operative to pay farmers on delivery.



We have also launched projects to strengthen the women's committee, and supporting new technology that helps the sustainability of the industry."

As part of our campaign, CECAFE featured on the front cover of the Big Issue magazine, which was sold by supermarkets and vendors during the week commencing 2nd May.

*Climate justice is about acknowledging those parts of the world disproportionately impacted by climate change tend not to be those most responsible for causing it.*



# CHANGES TO OUR BOARD

Soon we will be saying a huge thank you to our Chair, Mary Coyle, who having completed her term of office with the Society and Foundation, steps down in March 2023. The Board approved that I should become Chair Designate in May, subject to re-election by members at our 2023 AGM when I retire from my current role by rotation, and that we should recruit a new Non-Executive Director.

My career is one of using business finance skills to help others. I am a Chartered Accountant. I volunteer on an advisory board for the Institute of Chartered Accountants in England and Wales (ICAEW) and I am President of the Northern Society of Chartered Accountants, a voluntary association focused on caring for our local members, until May 2023. I also volunteer as a Trustee and Chair of the Millfield House Foundation, an organisation that funds projects to promote social change in the North East of England.

I am currently Chair of the Small Business Commissioner and the Prompt Payment Code, a UK-government initiative that tackles the practice of larger organisations paying small suppliers deliberately slowly. Professionally, I have worked for the last 20 years at NEL Fund Managers, an employee-owned business, which helps create jobs by lending to small businesses in the North East. My role as Chief Executive Officer (CEO) of North East Local Enterprise Partnership (NEL) comes to an end in March 2023, freeing up time for Shared Interest.

Mary has set a fine example and I plan to carry on her work while being mindful of the changing world in which we operate.



**Yvonne Gale**  
Chair Designate

## VACANCY ON OUR BOARD

Shared Interest is seeking a passionate and motivated Non-Executive Director to further enhance the knowledge and expertise on our Board. We see this as an exciting opportunity to use your talents and skills to make a positive difference to the lives of people across the world.

Our aim is to alleviate poverty by enabling people in remote and disadvantaged communities, to trade and earn a living. We do this by pooling the investments of our members and lending these funds to farmers and handcraft producers, who buy seeds, fertilisers and raw materials. Once they sell their crops or crafts, they pay back the loan, and we lend this money again.

In every aspect of our work, we are committed to being a diverse and inclusive organisation.

We are seeking a leader who shares our values and, through collaboration and teamwork, will enable us to achieve our ambitions and who will provide mission based leadership, independent judgement and strategic governance.

In order to complement our current Board, we would like to hear from candidates with knowledge, skills and experience in one or more of the following areas:

- Treasury Management
- Commercial Lending
- Banking

The successful candidate will have previous experience as a Non-Executive. Shared Interest's Board Members serve two three-year terms. You must be able to attend meetings at least five times a year, in addition to attendance at the AGM and any sub-committee meetings. The time commitment is approximately 12 days. The remuneration for the role is £3,420 p.a. In addition, reasonable travel and other incidental expenses will be reimbursed.

**If you are interested and would like to apply, please forward a copy of your CV together with a covering letter to: [recruitment@shared-interest.com](mailto:recruitment@shared-interest.com)**

**Closing date for applications:  
31st August 2022**



**“Due diligence helps us  
to verify the circumstances  
of an organisation that is  
applying for finance.”**

**Head of Lending, Paul Sablich**



Coffee farmer pours washed coffee  
beans onto a drying bed at a  
micro-processing station in East Africa.





# EXPANDING OUR REACH WITH TECHNOLOGY

Last year, Shared Interest made payments to 221 organisations in 49 countries and we saw the impact of the pandemic across a wide range of sectors, particularly agriculture and handcrafted goods.

There is no doubt that Covid-19 severely hindered trade routes due to border closures and port restrictions, in addition to the longer-term effects of changing consumer buying patterns. However, as with most periods of disruption, it has also provided an opportunity to trial new ways of working, including the creative use of technology.

Virtual communication has become vital in enabling us to continue supporting buyer and producer organisations, especially in the case of due diligence. Pre-pandemic, this included in-person visits but following travel restrictions, we developed an online process. This meant that, while the majority of other social lenders decided to pause their lending to new customers, we continued to approve applications that met with agreed lending criteria, during the pandemic.

Shared Interest Head of Lending Paul Sablich said:

***“Due diligence helps us to verify the circumstances of an organisation that is applying for finance. Before Covid-19, a member of our regional Lending Team would visit the premises and we needed to find an alternative way of fulfilling this part of the process.”***

“We decided that, while travel restrictions remained in place, alongside our usual rigorous procedure of requesting references and the required financial documentation, we could also carry out video calls and information gathering with key members of the business, ranging from board members to farmers and artisans.

This process also includes a virtual tour of the premises, along with equipment and infrastructure, so we can see all of the items we would expect to assess during an onsite visit, on screen.

***“We had used some of these virtual methods in the past, which enabled us to approve the lending facility of a producer group despite their remote location in rural Mongolia.”***

Shared Interest Business Development Manager France Villeneuve explains: “Angel Felting is a small handcraft business based in Mongolia, which produces felt slippers. They purchase raw wool directly from local shepherds, and produce felted shoes and boots. The finished goods are exported to The Netherlands, Sweden, France, Norway and New Zealand.”

Husband and wife, Dashdorj Erdenetulga and Byambajargal Munkhjargal set up the business by making woollen slippers at home. This idea came from a government initiative to encourage Mongolian families to use traditional skills in producing craft products.

Dashdorj said: “We started our activities as a home producer in 2000, producing contemporary slippers, by using an old traditional felt-making method.”

France continued: “Their producers are located in rural villages, and we would not have been able to carry out due diligence in person, even without pandemic restrictions. Instead, we carried out virtual tours and gathered the information required to approve their application.”

CONTINUED >

Angel Felting producer fixing the sole of a slipper at their factory in Mongolia.

**“Shared Interest investors have helped us to withstand this difficult time.”**



## ANGEL FELTING

Angel Felting became Shared Interest customers in August 2020. At this time, the government had closed its borders, keeping the country isolated for two years. These measures were brought to an end in February 2022, and although effective in containing Covid-19, the economy has suffered.

According to research carried out by Oxford University (Mongolia: After Successful Containment, Challenges Remain by Charles Krusekopf and Mendee Jargalsaikhan) “Mongolia was highly successful in containing Covid-19 and preventing community outbreaks. It worked closely and successfully with neighbouring countries and international organisations such as the World Health Organization to develop and implement public health measures and testing.



Angel Felting producer working with the wool to make slippers at their factory in Mongolia.

Moreover, Mongolia was one of the first countries to close its borders: This self-isolation, however, presents challenges in maintaining economic functioning as the country is highly dependent on imports of many consumer products and exports of natural resources.”

Dashdorj continued: “Shared Interest investors have helped us to withstand this difficult time. We have faced many challenges over the years. We have a mission to develop our country, and establish fair life and social equality.”





Fresh coffee cherries harvested on a farm in East Africa.

## SIMBI COFFEE



Fresh coffee cherries harvested on a farm in East Africa.

Simbi Coffee, based in Rwanda, became a customer after going through our virtual due diligence process in March 2021. Founded by Abdul Rudahunga, they support a community of over 2,000 farmers. Abdul was inspired to start the business by his grandmother; she was also a coffee farmer and one of the few rural Rwandans that roasted and enjoyed her own coffee as part of her daily routine.

Over 400,000 Rwandan families rely on coffee farming for their main source of income. Overall, it remains a smallholder activity, with the average size of a coffee farm being less than a hectare (around 2.5 acres) containing 200 trees.

Simbi Coffee has two washing stations in the Huye district of Rwanda's southern province, one serves 750 smallholder coffee farmers and the other serves 1,850 - all growing high quality Arabica coffee.

Shared Interest Lending Officer for East Africa Kennedy Mwasi explained: "Now that we are able to travel again, we are planning to visit Simbi coffee in September, to see their premises in person. It will be interesting to see the production process in reality, when the coffee cherries undergo floating, fermentation and hulling."

The beans from Rwanda's Arabica trees are internationally renowned. Their superior quality increases demand, especially in Europe and the U.S., and also helps increase the price that farmers can get for their coffee berries. Having won a Certificate of Excellence Award in 2013, 2015 and 2018, Simbi Coffee continues to produce a variety of Arabica coffee called Red Bourbon. This is said to have flavour notes of orange and other citrus fruits as well as brown sugar, caramel and chocolate.

Kennedy explained:

***"Simbi Coffee negotiates the price with buyers at the beginning of the harvest season and agrees on the final price based on the market before shipment."***

"Farmers have faced challenges caused by climate change as Rwanda experiences periods of extreme or little rainfall, which can affect coffee production."

To help protect the coffee berry quality and yield, the co-operative is encouraging their farmers to become more climate resilient by offering training about soil conservation and good agricultural practices. They also provide their members with organic manure, which they create from coffee husks and other composite materials. Kennedy will have the opportunity to see how this is carried out during his visit in September.

Shared Interest Head of Lending Paul Sablich said: "Virtual due diligence has become a vital part of our work as we aim to reach remote communities without placing our members' capital at excessive risk.

"However, it is positive that we are able to start some customer visits again, in conjunction with our virtual processes. I do think that an important part of what we do is meeting with farmers and artisans face to face, in order to fully understand their problems and needs.

"This has enabled us to strengthen relations with producer groups, finding better ways to support them, meanwhile expanding into new supply chains in different countries. We have seen businesses grow and Shared Interest has been a fundamental factor in their evolution.

"Visiting farming co-operatives in particular serves as an important reminder of how important our work is - to provide finance so that they can provide a better income for their farmers and - through the Fairtrade Premium - better services to communities.

"Above all else, we want to support businesses, communities and people through times of adversity to reach their full potential. This is why we will continue to explore new regions and products and supply chains, to ensure our finance touches the lives of those who need it most."

# CLIMATE RESILIENCE IN RURAL COMMUNITIES

As we know, climate change poses an increasing threat to us all. However, as this year's World Fair Trade Day theme showed (see page 2), in some countries, the effects are more prevalent. Earlier this year, we brought our supporters and farmers together, to discuss the issues faced in different regions. Across a series of online events during Fairtrade Fortnight, we heard from our regional teams in Africa and Latin America, as well as customers who are already experiencing the varied effects of extreme weather conditions.

Here, we provide an overview of our Latin American sessions.



Coffee picker, Ariel Román from Cafescor.

## FOCUS ON CENTRAL AMERICA

**During our Central America event, we heard from our Lending Manager Marco Garcia and Customer Representative for Central and North America Karolina Jimenez, based in Costa Rica. Founder and President of coffee co-operative Cafescor Joel Lopez joined us from Honduras.**

Marco began by describing the types of impact climate change is having on customers in the region. He said: "Droughts are happening now in large parts of the Pacific regions of Central America, impacting the environment. This can increase the number of pests and diseases, reduce the fertility of soils and diminish the quality of crops, as well as affecting biodiversity and the availability of water. Dealing with these outcomes can mean rising operating costs, and a demand for greater technical knowledge."

Marco explained that coffee rust (roya in Spanish), is a major issue for coffee farmers in the region - an issue that is exacerbated by climate change.

He continued: "In 2013, there was an unexpected occurrence of weather phenomena called 'La Niña' (the colder counterpart of El Niño), which caused strong rains and lower temperatures, perfect conditions for coffee rust to spread and damage the coffee plantations. There had also been two years of low coffee prices, reducing farmers' income. We worked with farmers to provide technical knowledge to cope with these changes, which included steps such as renovating farms, monitoring weather changes and improving farm upkeep."

Marco interpreted a presentation from Cafescor Founder and President Joel Lopez. He said: "Cafescor has implemented a climate change adaptation model, incorporating three main elements: sustainable management, environmental conservation and environmental restoration."

He went on to explain the challenges faced: "Sudden changes in climate have caused coffee rust; they suffered two large outbreaks in 2012 and 2014.

Other issues they have experienced include the impact of the coffee borer beetle, as well as landslides caused by hurricanes. In November 2020, Honduras experienced two consecutive hurricanes, which caused huge damage in the mountainous area, affecting 120 Cafescor producers."

Marco described the climate-resilient measures introduced by Cafescor, and here is a summary:

- Training on farm management
- Establishing nurseries to grow new rust-resistant coffee varieties
- Reforestation projects in partnership with Government institutions, schools and coffee buyers
- Building a bespoke organic fertiliser plant
- Natural barriers, such as plants or rocks - to reduce soil erosion and contamination from external farms
- Crop diversification - to help offset increased coffee costs and give the farmers an alternative source of income
- Installation of solar energy





Erika Grissel Lopez Romero,  
Head of Coffee Roasting - Café La Joya.



Bairon Romero, Hilda Díaz, Norma Pleitez. In the picture they are  
in the fertilizer plant checking a lot of fertilizer in the works.

## COFFEE RUST

Found predominately in Latin America, coffee rust begins with the appearance of yellow spots on the leaves of the plant, which can progress to a burnt orange shade. The foliage begins to wither and rot, preventing bean-producing cherries from growing. Known in Spanish as roya, coffee rust is caused by the *hemileia vastatrix* fungus. Arabica plants are particularly vulnerable to attack. Research shows that the impact of climate change is causing coffee -rust to reproduce more quickly - and spread more widely across coffee plantations.

## Q&A

### What is the biggest challenge that Cafescor is facing at the moment?

Joel said: The main challenge we face at the moment, as well as climate change, is migration to the U.S. This is caused by a range of issues, including the impact of climate change, which caused food insecurity, but also by social conditions such as lack of employment opportunities. Cafescor is working hard to bring generational change to motivate young people to see the benefits of being part of the co-operative.

### Do female Cafescor farmers own their own land?

Joel said: The majority of female farmers own their own coffee farms, in some cases, women work with their husbands in the co-operative and they co-own their farm. However, approximately 50 containers, out of an annual 393, come from farms managed exclusively by women.



Marco Piñatelli, Founder and General Manager at Inka Moss.

## FOCUS ON SOUTH AMERICA

During our South America event, we heard from our Lending Manager Jhonny Cabellos based in Peru, along with Customer Representative for South America Brissy Caceres. Inka Moss General Manager Marco Pinatelli and Impact Manager Juan Jose Ladines (Juanjo) joined them to discuss the work of their social enterprise. Founded in 2010, Inka Moss supports sphagnum moss gatherers in the highlands of Peru.

Jhonny began by giving an overview of our portfolio in South America, explaining how 30% of Shared Interest lending goes to producers in the region. In South America, Shared Interest has 48 customers, 95% of these customers are located in Peru and 79% are either coffee or cocoa producers.

Jhonny explained: "Climate change is becoming an issue of great concern in the region. For example, in Peru, the environmental ministry is taking measures such as recording the carbon footprint of organisations. Many of the businesses we finance are already using these tools.

"Changes in weather conditions are affecting production yields and quality, producers are seeing more instances of pests and diseases, soils are becoming nutrient deficient and it is challenging to dry the cocoa beans due to continuous rain."

Jhonny continued: "Measures have been implemented to mitigate against climate change, such as training for farmers and the provision of organic supplies to combat diseases, the installation of cocoa bean dryers and an agroforestry nursery to replace cocoa plants."

Juanjo explained how sphagnum moss gatherers have been affected:

"At 3,200 metres above sea level, the Andean highlands are amongst the most challenging terrains to farm. Income from small-scale farming is little and unpredictable.

"People living in remote communities endure extreme weather conditions and a lack of infrastructure makes travel difficult. Their main, and sometimes only, source of income comes from traditional crops, such as potatoes. However, this is a very low-income crop, which is highly susceptible to changes in climate and the market.

"Sphagnum moss grows naturally in the Andes, and in the past, communities would sometimes burn the moss away to clear the land to plant crops. When the land is burnt, it reduces the nutritional value of the soil and is therefore only able to produce potatoes for two or three harvests.





Settlers from the community of Curimarca.

***“Inka Moss connects directly with the Andean communities and raises awareness of the importance of the moss, not only for the natural ecosystem of the area but also for their own economies.”***



Harvesters on their way to the moss areas.

“Therefore, the farmer needs to relocate to a new patch of land containing moss, which they burn and the cycle starts again.”

Juanjo continued: “Shared Interest has been a paramount ally for us since 2017, providing working capital to allow us to become more financially efficient and have the funds required to keep the purchase of moss steady even during the rainy season.

***“To date, we have worked with over 15,000 producers, from 35 different communities and over 60% are female. Our model has put a stop to the burning practices in our area, protecting 5,000 hectares of forests. Working with the moss provides farmers with a 27% increase in their annual income, which requires no investment on the farms, no specialised technology or machinery.***

“It instead allows for Andean families to thrive together in their communities and protect the ecosystem sustainably using their natural resources and making sure that cultures and traditions are not lost.”



Maribel Gladys Baldeón Callupe, sphagnum moss harvester at Inka Moss.



## Q&A

### What plans do you have to support growers and producers in other South American countries?

Jhonny said: “We continually look to diversify our portfolio, and as part of our Strategic Review process we are already in conversations with a Brazil nut customer in Bolivia, and we are looking at the possibility of working with cocoa customers in Ecuador. We will also be seeking opportunities in Columbia and Brazil over the coming years.”

### Are there any long-term effects on the removal of the moss from the remote highland areas?

Juanjo said: “Inka Moss provides training to communities to emphasise the importance of respecting the growth cycle of moss to ensure that the natural flora and fauna of the harvesting areas are preserved. We work with the fibres that grow above the ground and not the roots underground. Sphagnum moss is a genuine renewable resource and regrowth begins immediately after harvest so, after two or three years, it grows back to its full, natural state without any type of side effects.

“In order to harvest the moss, you must acquire a management plan that has to be approved by SERFOR (Forest and Wild Fauna Service), a state institution that supervises and controls the correct handling of flora and fauna in our country. Before a community starts harvesting, we present all the required documentation to SERFOR to have the management plan for that community’s harvesting areas approved.

“This plan details the amount of moss that can be harvested on a specific area in a given period of time, which is decided by them based on the amount of time that the moss will require to naturally grow back to the correct length.”

### You mentioned on one of your slides that you have a 60% female participation in Inka Moss. What kind of participation is that?

Juanjo said: “Traditionally in the Andean region, women play more of a household role while the men work in the fields. Women tend to take care of the house and the children as well as looking after the cattle.

“The women we work with now harvest moss while their cattle are grazing, allowing them to earn an income paid directly to them. This has started a shift within households as women are bringing money to the table and so seen as more of an equal partner.

“In the case of Gladys, her son won a scholarship for a university in the capital. However, her income at the time wasn’t enough to cover his living expenses. Thanks to money earned from collecting moss, Gladys supported her son to live in Lima so that he could complete his education.”



Harvesters collecting moss.

## PROJECT WITH SHARED INTEREST FOUNDATION



Maribel Gladys Baldeón Callupe, sphagnum moss harvester at Inka Moss

### Inka Moss is also working in partnership with our charity, Shared Interest Foundation, to support 1,125 farmers to begin harvesting sphagnum moss.

In the Huánuco region of Peru, many women continue to rely on traditional potato farming as their main source of income, which is insufficient to support themselves and their family. There is a tendency to burn away moss-covered land to make way for potato farming, causing significant damage to the natural environment.

Shared Interest Foundation began working with Inka Moss in March to support women in five communities and help protect 5,800 hectares of land. Farmers will receive training in sustainable harvesting and conservation techniques and will also be provided with tools and equipment.



# OUR STRATEGIC GROWTH

Following on from the update in Spring QR, we have been conducting further research and can confirm that this Strategic Review process has involved our most extensive stakeholder consultation to date.

## 2022-2027 STRATEGIC GROWTH

Throughout these consultations, members told us that we must maintain the purpose Shared Interest was set up to achieve 32 years ago. The concurrent theme was that we should remain true to our mission, supporting people living in disadvantaged global communities; working where other lenders are less keen to operate.

However, in an ever-changing world, we must be mindful of existing and emerging challenges, including the climate emergency, which poses an increasing threat to rural communities, the need for gender equity, the consumer desire for more transparency in supply chains and the fast pace of technological change.

Throughout all of this, our community of over 10,000 members remains at our heart and our international team of skilled and committed people are central to our success.

**We have included a booklet with this issue of QR, which explains our approach to these challenges in more detail.**

**You can also read this on our website [shared-interest.com/strategic-review](https://shared-interest.com/strategic-review) and within our secure Member Portal.**

**Please contact us on 0191 233 9102 if you need any further information or assistance.**



### TECHNOLOGY

We will use digital solutions to create efficiencies and improve communication with and between our customers and members.

### PARTNERSHIPS

We will build strategic partnerships to broaden our knowledge base and enrich our support to customers.



### INNOVATION

We will research and embrace new ways of working, collaborating where necessary to increase our expertise, build capacity and strengthen our resilience.

### KNOWLEDGE

We will work collaboratively and professionally, sharing knowledge and skills. We will continue to celebrate the diversity of different cultures, attracting and retaining the best talent and maintaining the highest level of integrity, commitment and expertise.



# IN MEMORY OF KATE PRIESTLEY

We were deeply saddened to hear of the death of Kate Priestley, Chair of our Board between 2010 and 2015. Kate served as Chair through an evolutionary era for Shared Interest as we developed our in-country presence and opened our fourth overseas office in West Africa. She also played an instrumental role as we transitioned to directly financing producers, having previously worked primarily with buyer organisations.

Managing Director Patricia Alexander said: “Kate played an active role, engaging Board members, building upon everyone’s individual strengths and she consistently set a positive and energised tone for meetings. She also developed the relationship between our Board and Council, creating opportunities for joint discussions. These annual meetings continue to take place and their success are a credit to Kate’s insightful approach. Her intelligence, integrity and commitment always shone through.”

In May 2011, Kate travelled to Rwanda and Kenya with Patricia. Kate met several of the Rwandan producer groups and partner organisations involved in a Big Lottery-funded project run by our charity, Shared Interest Foundation. She travelled on to Kenya to meet with Society customers and our East African Team, and visited Mombasa for the World Fair Trade Organization (WFTO) conference.

Kate said on her return: “Seeing first-hand the impact of our work was a real privilege. We were welcomed everywhere with genuine warmth. I felt like a returning friend.”

Patricia explains that this was a special skill of Kate’s:

*“Kate had a wonderful way of making people feel comfortable. She would take time to talk to every person in a room and was genuinely interested in what they had to say.”*

“Always the height of professionalism,



Kate would be business-focused when visiting the office, wanting to know all about our latest achievements and challenges. She really cared about our work and mission and said when we travelled together that it was obvious that both the Society and Foundation were well regarded and that really mattered to her.

“Kate was delighted when we received our second Queen’s Award for Sustainable Development in 2013 and congratulated everyone individually.

“This personable approach was typical of Kate and we will never forget her unique sense of style and sparkling personality. Some of us have very fond memories of visiting her house not long after she joined the Board.

“Kate wanted to get to know the team and welcomed everyone working for Shared Interest, including the overseas team as they were in the UK, into her home for dinner. We also recall Kate studying some of our handwriting, which we provided to her anonymously, and she guessed correctly who it belonged to each time.”

Referred to as ‘graphology’, this is a talent that Kate had developed along with a broad range of skills and expertise from a varied career.

As well as serving for several years as Chief Executive of NHS Estates, an executive agency of the Department of Health, Kate was also Vice-Chairman of Scarborough Building Society and the first Chairman of the Leadership Centre for Local Government. She was also a member of Sector Skills Council Government, a Council member of Newcastle University, and chaired the Northumberland Tourism Board.

Kate’s husband continues to be a valued Shared Interest volunteer and our thoughts remain very much with him and their family and friends at this time.

When Kate returned from her 2011 trip overseas, she said: “This was a very special experience; I met people who inspired me and who I will carry in my heart forever.”

*For those fortunate enough to work alongside Kate, we feel that these words perfectly encapsulate the impact she continues to have on us all.*





# VOCAL ABOUT VOLUNTEERING

By Volunteer Engagement Manager Sally Seddon

**Volunteers' Week (1st - 7th June) is a great opportunity for us to get vocal about volunteering at Shared Interest. Not only do we want to amplify awareness of the invaluable support our volunteers offer but also to say thank you to those who share their time, skills, passion and expertise with us.**

To mark the occasion, we held our second Volunteer Festival with sessions from colleagues across the organisation, including 'A Tour of East Africa' hosted by our Lending Officer based in Kenya and an exploration of ethical storytelling with our Member Engagement Team. Volunteers Ruth and Mike shared their skills with a session on the use of PowerPoint, meanwhile Ruth Rosselson, Resilience Co-ordinator and Mindfulness Practitioner at Manchester Mind, presented the Five Steps to Wellbeing and Helen Tandy from Eco Communities UK told us about the role of sustainability in volunteering.

**A huge thank you to all who contributed.**

We continue to diversify the range of volunteer opportunities available at Shared Interest and this in turn has increased the variety of contributions made. It is a pleasure to work with such a passionate group of individuals, who each bring something unique to their role.

Current roles include: Administration Supporter, Ambassador, Community Supporter, Data Entry Volunteer, Event Assistant, Translator, Trusts and Foundations Researcher.

We look forward to broadening this range of roles further as we celebrate the integral part volunteers play in achieving our goals.

## COUNCIL COMMENT

Many of you will be aware that World Fair Trade Day took place on Saturday 14th May. This year, the theme was climate justice and the World Fair Trade Organization (WFTO) has since created an impactful film, encouraging people worldwide to spread the message with a 'wave for climate justice', which you can see on their website ([www.wfto.com/fairtradeday2022](http://www.wfto.com/fairtradeday2022)).

Climate justice takes into account that, although the climate crisis is an emergency for us all, inevitably its effects and mitigation sit unevenly across the world. Mary Robinson, the former Irish President, states that it requires 'a shift from a discourse on greenhouse gases and melting ice caps into a civil rights movement with the people and communities most vulnerable to climate impacts at its heart'.

Climate justice is thus a reframing of climate action from a largely technical effort to cut emissions, into a movement that also addresses social inequality and human rights. Therefore, providing fair and sustainable solutions to those already seriously affected by climate change is crucial. We have already read many stories in QR about how support from Shared Interest has helped farmers become more climate resilient.

From my point of view as a doctor, I wonder whether the further reframing of the climate emergency from an environmental issue to a health issue would also help to focus on people and social issues. The direct health effects of increasing temperature are huge - raising risks of heart attacks and strokes, increasing incidences of some infectious diseases, increasing the toxicity of air pollutants to our lungs, and more.

Existing inequalities based on unfair trade and financial practices mean that health services in the most vulnerable areas are underdeveloped and less able to deal with the increasing health needs of their population due to climate effects. The Covid-19 pandemic served to highlight this inequality. However, data suggests that there was an increase in sales of Fairtrade products during 2020 in many countries, when Covid-19 was at its height. This does bring hope that more people want to take action to live more fairly and sustainably, which is vital in achieving a more unified approach.

**Anjum Misbahuddin**

Member of Council

Volunteer with us at Greenbelt Festival. For more info, visit [shared-interest.com/volunteering](http://shared-interest.com/volunteering)

# SHAREDINTEREST

INVESTING IN A FAIRER WORLD



**COVER IMAGE:** Joel Antonio Lopez Vileda,  
President of Cafescor's Board of Directors at Cafescor

Joel is holding a bag of roasted coffee sold by a  
Cafescor buyer, based in Germany.

## HELP RAISE OUR PROFILE

Join us on social media to keep up  
to date with our activities and help  
share our news with others.



SharedInterest



shared\_interest



Shared Interest Society



Shared Interest Society Ltd

## GET IN TOUCH

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Shared Interest Society Ltd is registered  
with the Registrar of Mutual Societies, number  
27093R. The Directors decide on what the  
interest rate payable to members will be.  
The interest rate since 1st October 2021  
has been 0.1%

## SHARE WITH A FRIEND

Have you considered  
passing Quarterly  
Return on to a friend or  
family member before  
recycling it?

If you would like to manage your Share Account online, you can register  
for the Member Portal by calling us on 0191 233 9101.

BECAUSE WE CARE



[shared-interest.com](https://shared-interest.com)