

BETTERNOTSTOP

**ADVENTURE
UNCOVERED**

GIFT GUIDE

2021
ISSUE 1

THINK ADVENTURE

Dreaming of getting outdoors more this winter? Get inspired.

BUY SUSTAINABLE

If you do need to buy kit or gear, we show you some of the best places to go.

SHOP DIFFERENT

Built to last products need to come from quality businesses. We found them.



WHY SHOP DIFFERENTLY

Conscious consumption for adventurous folk.



As a Minimalist, it's important for me to share the message to only buy from brands and business when I need new products, not just because I 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 ethical and put the planet and it's people before its profit. It's hard enough to create a profitable business so celebrating businesses for good is my way to help promote them and all their good work.

Hannah

[betternotstop](#)

bring like-minded people and businesses together, so we can create a better future.

Outdoor kit and gear ranges from cheap, low quality products with the principles of fast fashion at the heart, to the most technical, ethical and innovative products in the world, carefully thought through in circular ways from design and production, right through beyond consumption to afterlife.

There's no denying we're consumers and all have an appetite to buy. But when we buy we have a choice.

Hopefully this guide will share with you more about how you can make the right choice when considering products that are built to last in the outdoors, all produced with consideration of the the environment at their core, and in most cases their social impact too. Enjoy!

James

[Adventure Uncovered](#)





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 Finisterre and Patagonia, which we mention later in this guide.

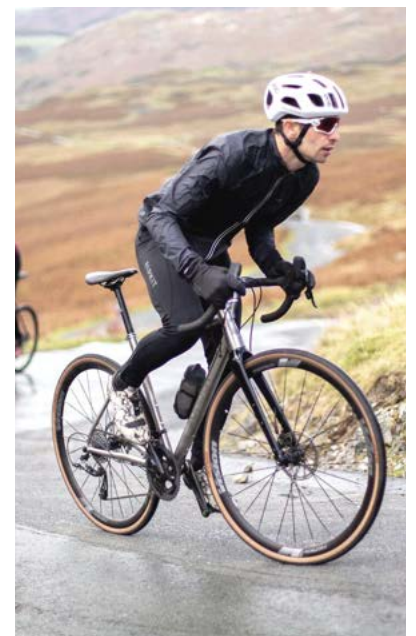
Last year the brand recycled 1.5 tonnes of outdoor gear, giving it a new home through the continuum project, as well as mending 1,700 products from all brands.


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 shown in profile, looking towards the right. She is wearing a colorful, textured knit beanie with red, blue, and yellow accents, a blue denim jacket, and black pants with a tear at the knee. She is standing in a lush, green forest with tall trees and ferns. The background is slightly blurred, emphasizing the woman and her attire.

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://bbc/headwear.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



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



COTOPAXI



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

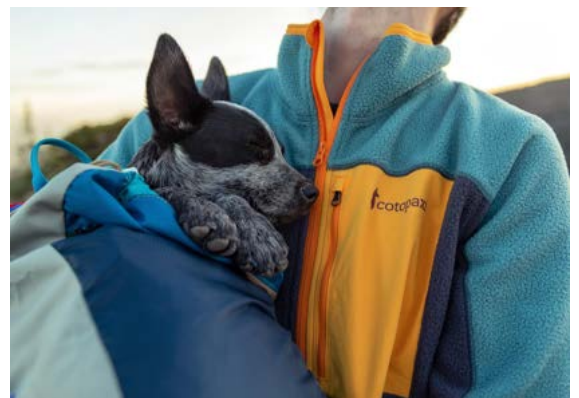
From their giving model to company culture and sustainable product design, they see business as a vehicle to make an impact.

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





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>



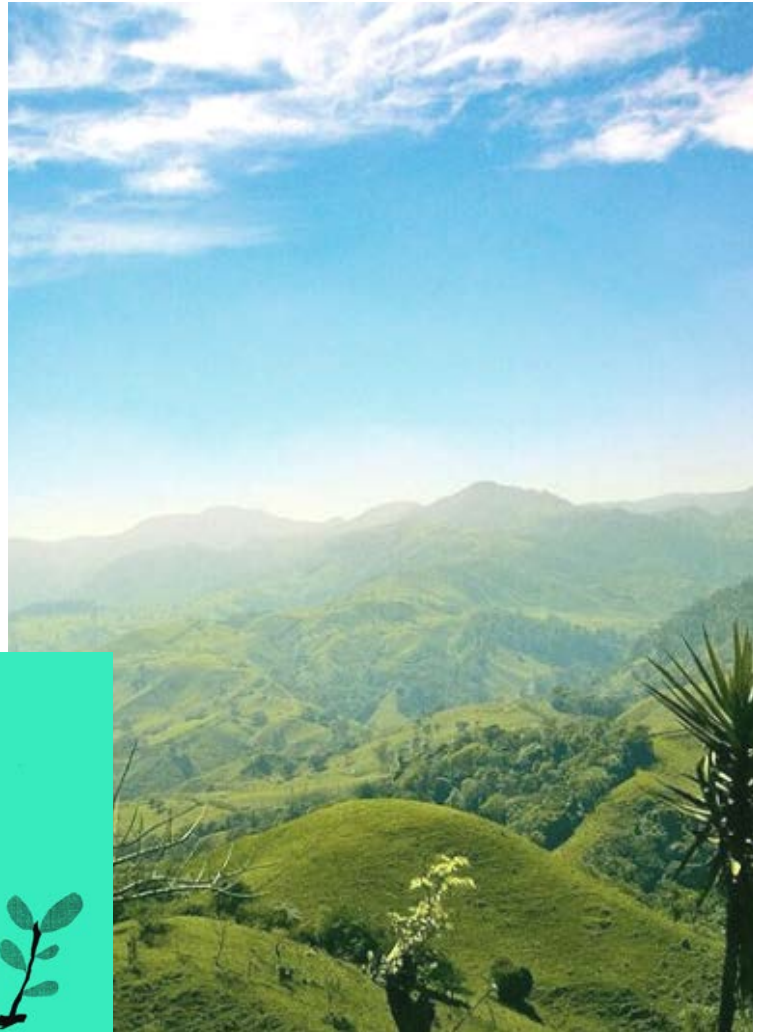
FLOOGLEBINDER

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



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





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

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.

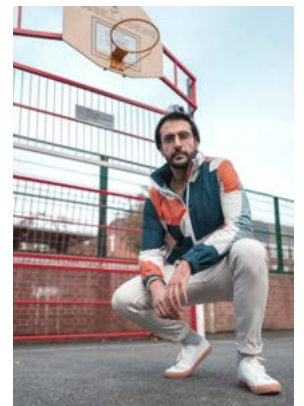
Some big ambitions which make them a great choice when you need to replace gear or fancy joining them on one of their adventure.

Website: www.kathmandu.co.uk



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.

"Becoming a B-Corp has been a long personal goal for me and for Pala. It's an endorsement of our efforts to provide better solutions for both planet and people, but just as important, it gives us a framework to learn, improve and only get better."

- John Pritchard, Founder, Pala Eyewear

Website: 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



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>



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



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

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://sitiadolago.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



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.



TENTSILE

A person wearing a grey and blue jacket and a grey beanie is sitting on a green Tentsile tent. The tent is suspended between trees in a forest. In the background, there are mountains and a sunset sky. The foreground is filled with green bushes and trees.

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 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

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



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.

Visit the site: 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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THANKYOU

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

Let me know

hannah@betternotstop.com

Check out the Full
2021 betterment business guide

betternotstop.com

Head on over to www.adventureuncovered.com to discover
adventure with purpose content and events.