



Haji, with a bead artist in India, searches for unique crafts

## Shopping With A Conscience

**W**hen times are tough people want more for their money. Shoppers care about where products come from, how they were made and how they impact the planet, says **Priya Haji** (above, left), the 38-year-old founder of **World of Good**, which sells ethically produced handcrafted items from all over the world.

The idea was hatched during Haji's travels after graduate school. She met women who made beautiful things, from jewelry to baskets, and asked them how she could help. The answer was always the same: Create a connection with shoppers in the United States, and the proceeds could help the artisans' communities, schools and homes. So Haji partnered with retailers like Whole Foods Market and eBay to sell her finds.

"We've created opportunities for thousands of marginalized artisans around the world to reach consumers who want to make socially responsible decisions when they shop," says Haji. At [Worldofgood.com](http://Worldofgood.com), each product includes a detailed description of where it comes from and how the sale will impact the person who crafted it. Haji also suggests that shoppers look for the Fair Trade seal, which verifies that items are made in safe conditions and have the impact they claim.

## SHE ENGINEERS CHANGE

When Heather Fleming was in college she visited her sister, a civil engineer who was building wells to provide water on a Navajo reservation in New Mexico. "It was so inspiring, and I realized that engineering could help people in a very tangible way," she says. So six years after she graduated from Stanford University, Fleming followed her sister's example and founded Catapult Design, a nonprofit engineering consulting firm.

The group designs and creates simple tools to improve people's lives in underdeveloped countries. For example, Catapult Design is working on natural energy sources for rural villages. The company successfully tested a prototype for a small wind



can dramatically change lives," says Fleming, who hopes to grow by partnering with larger organizations. "We just have to figure out more ways to make life-changing products available and affordable."