

# POTPORT

SUSTAINABILITY STARTS WITH GOOD STEWARDSHIP

**P**otPort is a leading and specialised importer of terracotta and glazed pots for mounted and free-standing plants. Their extensive collection of pots caters to a variety of spaces. Founded in 2004 by Adele Carew, PotPort has a unique approach to sustainable business...

The materiality of PotPort's imported product is of a sustainable nature. The craft's country of origin, Vietnam, has been making terracotta pots from as early as the fourteenth century. There, clay is responsibly harvested from rice paddies before being fired with rice husks in handmade kilns – a method that proves to be sustainable considering their pottery industry is still flourishing after many centuries! With the availability of raw material, we also witness the beauty of a pottery tradition that has been faithfully passed down the family line.

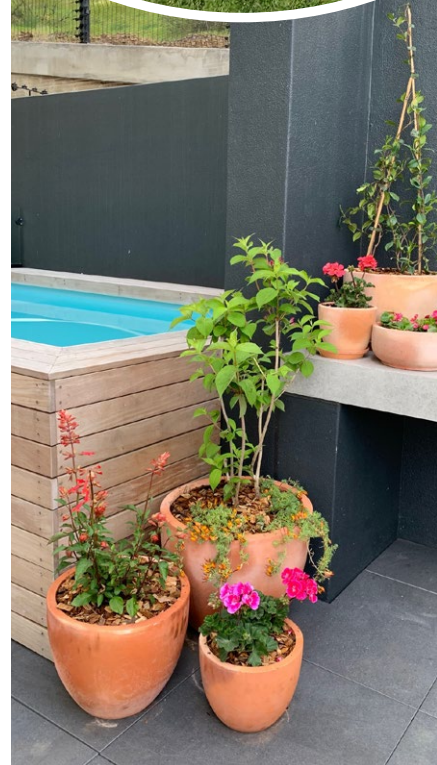
After mulling the word over, taking time to reflect and research its deeper meaning, Adele Carew found herself stuck on the word 'stewardship'. Considered a 'sister word' to sustainability, 'stewardship implies caretaking, not abusing; we are to intelligently manage the resources God has given us, using all diligent care to preserve and protect them.'



As much as Adele Carew is thankful that PotPort's product originates from a sustainable source, she is also grateful for the amazing stewardship opportunity she has in managing and owning a business in South Africa. Some of the introspective questions she regularly asks herself, include: Am I a good steward of my business? Do I steward my finances in a way that is sustainable? Am I passing on my knowledge to the next generation to create a sustainable economy? How can I pass on ethical business values to promote an economy that is honest and free from corruption?

Adele Carew's faith in the Lord Jesus Christ is the driving force behind her definition of sustainability. The very doctrine of stewardship views God as the owner and Creator of all, and humanity as the manager or steward of what they have been entrusted with. Therefore, much of PotPort's business ethics and principles are rooted in the belief that they will have to answer for their actions, including how they treat the planet, before God one day.

Finally, after many hours of trying to make sense of the word 'sustainability' while trying to impart some wisdom, Adele Carew concluded that sustainability – or good stewardship – comes from having a sense of respect for the next generation. She aptly quotes the words of Matthew 7:12 from the Holy Bible: 'In everything, then, do to others as you would have them do to you.'



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