

EARTH DAY 2023

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Welcome to My Green Pod Magazine!



Katie Hill, EDITOR-IN-CHIEF katie@mygreenpod.com

From small beginnings in 1970, Earth Day is now the world's largest recruiter to the environmental movement, working with more than 150,000 partners in over 192 countries to drive positive action for our planet.

The movement is driven by people power, and serves as a superb and effective reminder that every individual can make a difference. The message is: don't underestimate your power – as a consumer, a voter and a member of a community that can unite for change. Every choice you make has an impact.

As the saying goes, it's the taking part that counts – and there are more opportunities on 22 April than on any other day of the year. You can find activities close to your home – whether you're looking for your nearest march or rally or want to take part in a local cleanup – by searching the events registered at earthday.org.

This year, Earth Day lands two days before the 10-year anniversary of the Rana Plaza disaster, where the collapse of a building that housed five garment factories in Dhaka, Bangladesh killed over one thousand people and injured many others.

As we unite our voices for the Earth, let's remember that countless people also suffer from lifestyles that fail to respect people or the planet. This issue is packed with ways to lighten your lifestyle and take action – this Earth Day, and beyond.



ABOUT US

My Green Pod Ltd is an independent, family-run UK business, founded by Katie Hill and Jarvis Smith. We want to share the real stories behind the brands and people working tirelessly to offer ethical alternatives to mainstream products and services. You might not see these options on the high street and they may not be the first to appear in online searches. But they are on mygreenpod.com. Use the search bar to find conscious lifestyle inspiration and you could save some cash along the way!





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Since the 2015
Paris Agreement,
the 60 largest
banks have
invested over
\$5.5 trillion
into fossil fuels



72% of global greenhouse gas emissions are caused by consumption



On 24 April 2013 **at least** 1,134 people died in the Rana Plaza disaster, Bangladesh

E-waste now beats plastic as the UK's fastest growing polluter.

Don't bin it, just flex it.









22 ARCH AR



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EARTH DAY 2023

Join the billions of individual actions taking place all over the world on 22 April

s the world's largest environmental movement, Earth Day is an opportunity for people of all backgrounds and geographies to come together – everyone, everywhere, all at once for a better world.

22 April is truly a global day of action, making it a source of inspiration to advance sustainability and climate progress.

The first Earth Day took place in the US in 1970, and was largely focused on pollution issues. The outcomes of Earth Day 1970 reflected this focus with the establishment of the Clean Air Act, Clean Water Act and Environmental Protection Agency.

As the world and the environmental movement have evolved over the last half century, so too has Earth Day; it is now a global movement that advocates for the most pressing challenges facing the modern world.

'We still stand strong in the fight against pollution – especially surrounding plastics', says Evan Raskin, Earth Day's national campaign manager. 'But there is now a significant focus on addressing climate change; we want to help decision-makers of all stripes take meaningful action to limit greenhouse gas emissions. One thing that has never changed is our advocacy for climate and environmental literacy – adaptation always begins with education.'

WHAT'S NEW FOR EARTH DAY 2023?

Earth Day is about the billions of individual actions taken worldwide towards a greener, more equitable future. This year, several programmes will serve as pillars of action in honour of the day's overarching theme: Invest In Our Planet.

The Canopy Project empowers conservation and restoration efforts around the globe by offering individuals the opportunity to strengthen their communities and fight against climate change in hope for a greener future.

By addressing the public's lack of understanding about the inner workings of the fashion industry, Fashion for the Earth calls on the youth of the world to take a proactive approach in addressing the industry's environmental impacts.

Plastic pollution impacts every single organism on our planet. On Earth Day, and every other day, people can take action to tackle the problem. The Great Global Cleanup calls on governments, institutions and individuals around the world to help fight the manmade environmental crisis while also working to improve habitats and prevent harm to wildlife and humans.

As we continue in the race against climate change, building a brighter future requires an urgent prioritisation of equitable climate education and environmental literacy. The Climate Education and Environmental Literacy Campaign is igniting an educational revolution to ensure students receive high-quality education regardless of where they are in the world, empowering them to be engaged and informed environmental stewards.

'We have the money, the ingenuity and the resources', Evan tells us. 'If governments, institutions, businesses and individuals each 'invest in our planet' by allocating time, money, innovation and social commitment towards these areas of action, we would be able to mitigate the impacts of climate change.'



THE POWER OF COLLECTIVE ACTION

Central to each Earth Day is the premise that everyone has a role to play in building a sustainable and prosperous future. But will small changes made by millions of people be enough to avoid catastrophic tipping points?

'Yes and no', Evan accepts. 'We must never lose sight of who is emitting the majority of climate pollution and who has the greatest capacity to implement large-scale solutions. 71% of all carbon emissions stem from only 100 companies, and the richest 10% of the global population contribute as much climate pollution as the rest of the world combined. To avoid these tipping points, significant changes must occur within these populations, anchored by significant government action.'

Governments arguably have the greatest power to affect the air, land, water and climate upon which we all depend; in addition to their ability to legislate and advance climate-positive policies, they are also able to regulate and incentivise businesses to operate sustainably. Yet this power, at its root, is essentially in our hands.

'In a democracy, governments are made up of public servants who are elected to represent their constituents', Evan tells us. 'For them to do their job properly, it's up to citizens to make their voices heard and ensure that our elected leaders represent the will of the people.'

Evan cites research that suggests 65% of Americans believe the federal government isn't doing enough to address climate, yet most nevertheless remain silent on the issue. 'In fact, an estimated 13 million people who care about the environment do not regularly vote', he says. 'Imagine a world in which all of these citizens were vocal about the issues that matter to them, their families and their communities. We would certainly be on track for a brighter future!'

In addition to wielding political clout, individuals have incredible power to force businesses to support sustainable practices and climate action. 'The environmental destruction caused by the meat and plastics industries, for example, are enabled by the public's complacency', Evan says. 'When lots of individuals decide to make small changes to limit their consumption of goods and services that harm the planet, it adds up to a significantly positive impact.'



'While all of us in the environmental industry hope to work ourselves out of a job, there will never be a day when Earth Day is no longer needed.'

EVAN RASKIN

NATIONAL CAMPAIGN MANAGER, EARTH DAY

If we are to reach the goals we all share, everyone needs to feel empowered to do their bit. When we recognise our own agency it becomes easier to take that next step forward and participate in advocacy, volunteer opportunities and other high-impact actions. 'We're all in this together', Evan says. 'The barriers to making a difference are much lower than you'd expect, and the benefits are greater than most are aware.'

INVEST IN OUR PLANET

For 2023, Earth Day organisers are encouraging everyone to dedicate their time, resources and

effort to sustainable solutions that would not only prevent climate catastrophes and ensure human survival, but also lead to a happier, healthier and wealthier future for communities everywhere.

This year's theme, 'Invest In Our Planet', is a continuation of the 2022 campaign that saw a surge in meaningful, large-scale environmental action. Across the globe, countries began enacting policies to end single-use plastics, and in the USA the Inflation Reduction Act was signed into law, marking the largest climate investment of any government policy in history. The momentum continues for Earth Day 2023, and this year there

OPPOSITE PAGE Earth Day's Evan Raskin (right) is encouraging everyone to 'Invest in Our Planet' this Earth Day

LEFT Billions of individual actions are scheduled for 22 April 2023

is a focus on climate finance. Globally, only about 16% of climate finance needs are currently being met; to meet the goals laid out in the Paris Agreement, the global community needs to collectively commit to 'Invest In Our Planet' on a greater scale.

Individuals have also been considering their role in climate finance in the lead-up to Earth Day.

On March 21, thousands of protesters turned up to over 100 events across the US outside branches of JP Morgan Chase, Citibank, Wells Fargo and Bank of America – banks that collectively finance a quarter of the total global fossil fuel industry. Individuals invest their money to ensure a stable future for themselves; it's no surprise that there's a strong call for banks to stop using our money to endanger that future by bankrolling climate pollution.

THE FUTURE OF EARTH DAY

Evan would like to see Earth Day 2023 unfold with more events happening globally than ever before, with millions upon millions of people turning out in their communities to marches, rallies, protests, cleanups and other volunteer activities. He'd like notable leaders from the public and private sectors to be inspired to announce new, tangible commitments to Invest In Our Planet.

When night falls on 22 April 2023, Evan hopes we will be closer to a trajectory that makes a 1.5°C future a reality, and that the world will feel more energised than ever to take on the challenges that will define our era of human civilisation.

'While all of us in the environmental industry hope to work ourselves out of a job, there will never be a day when Earth Day is no longer needed', Evan reveals. 'One day – hopefully by 2050 – we'll no longer need Earth Day to help prevent ecological catastrophes, but it's essential that as long as our civilisation remains, we always take time to remember that humanity's existence is inseparable from the forces of nature.'

'Earth Day will always be needed as a reminder that we are all part of the same whole', Evan continued, 'and that it is our responsibility to care for our one and only home and all who inhabit it.'

Find out more

■ Find an Earth Day event taking place near you by visiting earthday.org/earth-day-2023

CHALLENGING BUSINESS

Jonathon Porritt asks: is today's corporate sustainability a busted flush?

t's been 30 years since I threw in my lot with the emerging idea of 'corporate sustainability' as a 'force for good' in the world.

As a co-founder of both Forum for the Future and the Prince of Wales's Business and Sustainability Programme, our intent was clear: to help progressive companies to move much further – and much faster – in addressing critical environmental and social challenges.

Both organisations continue to support and challenge multinational companies around the world, and huge progress has been made since then. However, the jury is still out as to the cumulative impact of this strategy, acknowledging as we must that another 30 years of the same sort of engagement with business could never (ever) get us to the place where we need to be in addressing today's climate and biodiversity emergencies.

That may sound a bit curmudgeonly. After all, there's a tonne of stuff going on today in the corporate space: much more ambitious climate targets; impactful supply chain collaborations, on both environmental and social issues; a burgeoning awareness about 'nature positive' priorities; rising enthusiasm about 'green growth' and a proliferation of new initiatives to drive transparency and to come down much harder on greenwashing.

A DIFFERENT KIND OF CAPITALISM

All of this is enough to get the 'anti-woke brigade' all fired up to fight back against what they interpret as this 'assault on capitalism', particularly in the USA.

To see Larry Fink, CEO of BlackRock, being sued by various right-wing headbangers for devious tree-hugging tendencies would be highly amusing if it weren't such a profoundly unhelpful distraction. Most committed business leaders look on in near despair at such ideological inanities – but still have to be mindful of the threat of investor backlash.

They also know, deep in their hearts, that the prevailing articulation of corporate sustainability is a busted flush – unless they start challenging today's neoliberal market fundamentalism – in all its deregulatory, profit-maximising, science-denying, climate-trashing manifestations.

Most of them recognise that much of the declared profitability of their companies is based predominantly on being able to go on externalising many of their costs – for emissions of greenhouse gases, for plastic and chemical pollution, for ecosystem degradation, for perpetuating poverty through their supply chains and so on. If those costs were to be properly represented on their P&L, rather than imposed on society, the environment



and future generations, then we'd already be discussing a very different kind of capitalism.

ARE WE COMPLICIT?

I've worked with a lot of CEOs over the last 30 years – all hugely well paid, highly influential and even powerful people. What's constantly amazed me is the fact that so many of them still feel trapped, unable to use their entitled positions to accelerate real change in today's dominant economic paradigm – even though they're increasingly aware that time is running out to make those changes.

Does that make them complicit in what UN secretary-general António Guterres has described as our 'mutual suicide pact'? It does. It also makes those of us who work with their companies equally complicit – unless we unambiguously spell out what it would really mean for them to act as a 'force for good' in today's troubled world.

Given how useless most governments are in narrowing the gap between what the science tells us we should be doing and what we're actually doing, it's all the more important for business leaders to add their voices to leading scientists and civil society campaigners to get that gap narrowed.

10% FOR THE PLANET

There's a great organisation called 1% for the Planet, which enables companies to give 1% of their revenues (not their profit!) to support environmental organisations and campaigns.

I'm also a great believer in personal tithing (where individuals undertake to give a percentage of their personal income, every year, to charitable causes), and dreamed the other day of a new initiative called '10% for the Planet'. This would make it possible for morally stricken business leaders to pay in (anonymously, if they so wished) to a global clearing house which would then channel those funds into radical campaigning groups – Just Stop Oil, outspoken scientists, XR, young people's climate campaigns and so on.

Unrealistic, of course. But we all know that things are not going to change fast enough without those scientists and more radical activists continuing to expose the shameful, deeply immoral inertia of most governments today. That's not to belittle the work of organisations like Forum for the Future and the Business and Sustainability Programme, but it is to suggest that our challenge to individual business leaders must take on an extra dimension.

Find out more

Jonathon Porritt is an author, campaigner, founder-director of Forum for the Future and former chair of the UK Sustainable Development Commission (2000-2009). Read more at jonathonporritt.com



'The People's COP'

This November, the Ark Global Summit will unite people from all walks of life who are hungry for change

e live in unprecedented times, where the urgency of addressing the climate crisis and the destruction of our environment demands action from every individual, business and community around the world.

Unfortunately, the annual gatherings of the global elite have failed to deliver meaningful action, prompting the question: how can ordinary people take control of the dialogue shaping the future health of our planet?

One answer has come from Stephen Fern, founder of global environmental movement ARK2030. 'I wanted to democratise access to the world's leading experts in a pioneering online global summit, bringing together ordinary people, NGOs, community and business leaders, entrepreneurs, academics and financiers', Stephen tells us. 'The goal is to engage every stakeholder in addressing the existential threat to our planet, and participating in meaningful dialogue with the intention of creating actionable programmes

which can be delivered by a million Global Villages all over the world.'

COUNTDOWN TO COP28

The concept of an online Global Summit was brought to life using a technology platform built by Flox. The result is a pioneering virtual world that will enable millions of people to take part in a five-day programme in November 2023, shortly ahead of COP28. 'We see this as a 'People's COP', where the agenda is driven by the needs of the planet rather than the global elite who are intent on destroying it', Stephen explains.

The Summit's programme will be delivered across a Main Stage, five Themed Stages and 25 Global Villages, and will focus on the delivery of the five pillars of the Ark Mission (see box below).

Find out more

More information about the Ark Global Summit and its programme of events is at arkglobalsummit.org

The Ark Global Summit will bring together academics, business leaders, citizens, entrepreneurs, financiers and NGOs



THE ARK 2030 MISSION

- Create funding programmes capable of delivering \$100bn a year into nature-based solutions, ensuring that every dollar is accounted for and the impact of every dollar is measured.
- Deploy \$1trn over 10 years for the restoration of the 500 million hectares of the planet that have been destroyed by mankind since the beginning of the Industrial Revolution.
- Invest in the companies that will turn back the dial on the climate crisis.
- Educate 50 million SMEs to embed net positive values into their business.
- Engage 1 million communities worldwide in the Ark Global Village Programme - inspiring, informing and guiding every individual, school, business and community to take action.

Water is life long may rivers flow

Roger Casale, co-founder of the World Upshift Movement, reveals how partner organisations will be celebrating Earth Day

ome's Trevi Fountain is a triumph of engineering, not just a masterpiece of baroque art. The vast, shimmering pool of water, which draws millions of tourists to the heart of Rome each year, was originally fed by an 18km aqueduct in a perfect harmony of science, nature and art.

Today, Italy's water challenge is a different one. Low levels of rainfall in the Alps and the Po Valley, the vast northern plain which is home to the country's agricultural sector, mean that lakes and rivers are drying up. Sea water is encroaching up the river estuary, causing a problem for drinking water. In Venice, gondolas lie stranded due to the low level of the lagoon.

EARTH STEWARDS

Tammy Scarlett, board member of the World Upshift Movement and executive director of UNIFY, the global nonprofit for world peace and impact, has a very simple message this Earth Day: 'No water, no life. Know water, know life.'

Combining her Harvard education in anthropology and MBA studies with her time spent with Native American and First Nations communities, Scarlett promotes a return to ancient wisdom and nature to inform global systems solutions.

'Water is the great messenger of existence on Earth', Tammy says. 'It connects all things. Above and beneath the land, in plants, in the sky, in our bodies. When we stand for water, we stand for all life. Solutions for humanity are already being found in our capacity to connect with water. Try listening to water today and see what message it might be carrying for you.'

This Earth Day, 22 April 2023, the World Upshift Movement is joining calls around the world that focus our attention on the liberating and healing power of water.

Preparing to address a worldwide audience during the Earth Day I Global Broadcast UNIFY is co-organising with participation from the World Upshift Movement, Tammy said: 'The world around us is longing for a deeper relationship and connection with us, one of deep understanding and reciprocity. If humanity is able to shift our relationship framework with the Earth – from ownership to stewardship – we will be able to unite and heal our planet.'

WELLS AND REFORESTATION

In the Democratic Republic of Congo, the World Upshift Movement is working with Queen Diambi Kabatsuila and Dr and Master Zhi Gang Sha, founder of the Love, Peace and Harmony Foundation, to bring water to at-risk communities by drilling and constructing wells.

The first well was built in the village of Tshiole in 2022; 10 more wells, serving 60,000 people, are on the way. 'Rural communities in the Congo have been devastated by the clean water crisis', said Master Sha, 'and we are humbly doing what we can to help them heal themselves.'

As Queen Diambi explains, 'For hundreds of years, one of the most challenging problems my people continuously face is access to clean drinking water. When I received the news, I felt an explosion of joy, knowing that good health and opportunities for my people are on the way.'

The wells will mean that girls no longer have to take hours out of their day to walk miles and miles to collect drinking water for their families; those hours can now be spent in school.

Over the last 15 years, the Love Peace Harmony Foundation has also planted over one million trees in Latin America and the Pacific as part of its PlantAMillion project. With support from the World Upshift Forum, the PlantAMillion programme is now to be extended to Africa.

On Earth Day, the foundation is organising a 12-hour 'Summit and Singing for Mother Earth Marathon' with Master Sha, to raise funds to build more wells and support reforestation.

YOUNG CHANGEMAKERS

Rahmina Paullete, a young climate activist in Kenya and member of the World Upshift Climate Forum, is working with Fridays for Future to save Lake Victoria. Her campaign involves recycling water hyacinth from the lake so that the fish, and the lake, can breathe again.







The Trevi Fountain in Rome; water well in Africa; Tammy Scarlett, board member, World Upshift Organisation and executive director, UNIFY; Fionn Ferreira, Global Grand Prize Winner, Google Science Fair; Thomas Legrand, author of The Politics of Being; the

talisman for the Upshift

movement, in Tao

LEFT TO RIGHT

'As young people, we feel we are knowledgeable about how to address today's global challenges', Rahmina said. 'With our campaign and through our hands-on project, we aim to raise awareness and hold politicians to account.'

Fionn Ferreira is a young scientist, inventor and sustainability advocate. His work is helping create a more sustainable future by removing microplastics from water. Fionn's innovative device earned him recognition as the Global Grand Prize Winner of the Google Science Fair.

'The plastics we use daily threaten the health of our oceans and also our health', Fionn said. 'When fish consume microplastics, these particles accumulate, going up the food chain and on to our plates. We must act now to stop this bioaccumulation before it's too late.'

Sveva Milano and Alejandra Alfaro Alfieri, two young leaders from World Upshift's partner organisation Retake Rome, are organising a cleanup along the Tiber on Earth Day. True to purpose, their action comes from the heart and makes a



calligraphy by Master Sha

Find out more

You can contact, join or partner with the World Upshift Movement and take part in World Upshift Forum events, on Earth Day and beyond, by visiting worldupshift.org

lasting impact on communities, raising awareness and inspiring others to become stewards of their local environment.

This Earth Day, the World Upshift Movement is joining calls for more investment in young people like Rahmina, Fionn, Sveva and Alejandra and the amazing projects they lead.

PURPOSE AND WELLBEING

In his new book, *The Politics of Being*, World Upshift Forum member Thomas Legrand PhD proposes a fundamental reframing of our model of development. Mobilising a wealth of research, the core teachings of wisdom traditions and his own personal experience, Legrand argues that we need to upshift from a model based on 'having' to one based on 'being'.

Focusing on water – whether that be a glass of water at home, a beautiful lake, a fountain or raindrops on your window – can help you to find that moment and that inner space to connect with who you are – not just what you have or what you do.

The Earth Day | Unify Global Broadcast will be filled with messages of peace and hope from renowned spiritual leaders and opportunities to come together to regenerate our planet.

Our Upshift message this Earth Day will be about inner renewal as a precondition for the regeneration of our planet. As we cast a coin in our minds into the Trevi Fountain, may we focus our attention on the life-giving and restorative power of water. Long may the waters flow.

SPIRITED BUSINESS AND LEADERSHIP

We know systems are breaking down, but what's next?

Do you want to hone your business leadership skills for the next evolution of our planet?

Come and join our growing community at this life-changing event.

DISCOVER

- What's your purpose?
- What is nature telling us?
- How should the Golden Mean be applied for success in business?
- How can you lead?

VENUE

EarthSpirit Centre, Lockyers Farm, Peak Ln, Compton Dundon, Somerton TA11 6PE

THE EVENT

Four nights and three full days of enlightening and immersive reconnection with ourselves, with nature and with our business.

This is an event built in the spirit of unity.

DATE

12-16 June 2023

YOUR GUIDES FOR THE RETREAT



PHILLIPA BRAY
Systemic
Transformation
Catalyst at
Fieldwork



JARVIS SMITH
Pioneering
Sustainabilty and
Shamanic Leader
at My Green Pod

For more information and prices visit jarvissmith.com/events or contact jarvis@mygreenpod.com







'Leading with purpose in today's world is very challenging; for me, Spirited Business has been the missing support that I needed to deeply empower real change within me as a leader and consequently within my business.'

TABITHA JAMES KRAAN FOUNDER AND CEO, TABITHA JAMES KRAAN ORGANIC HAIRCARE



e are witnessing a rise in activism – Extinction Rebellion will lead a march at Parliament Square 21-25 April.

Demonstrators are blocking motorways in protest against fossil fuels. Activists are spraying paint in museums and sticking themselves to works of art. Younger generations are boycotting brands that don't meet their values. This powerful list goes on – and I fully support each action.

The big questions is: is this activism? My sense is that it's actually reactivism, which is perhaps why it creates such a strong reaction from those who feel it's nothing more than selfish disruption.

PREPARING FOR LIFT-OFF?

I'm pretty sure that every single person – perhaps with the exception of those at the top of this old-paradigm food chain – wants to support the drive for change when it comes to the climate and biodiversity crises unfolding before our eyes.

I was recently reminded how ruthless nature can be, but there can be no sane justification for consciously abusing the Earth – the very source of life. Yet report after report confirms that we are driving towards the planet's sixth mass extinction.

Those billionaires using up the Earth's resources, making bundles of cash and then building spaceships and space stations, are beginning to make me wonder whether they are simply trying to save themselves.

Rising seas, searing heat, floods, fires, storms and earthquakes; it does feel like the apocalypse

is nigh – and there's no chance we'll be invited on to those spaceships when the temperatures rise beyond anything we can handle as a species.

A NEW KIND OF ACTIVISM

Rather than arguing over who to blame, there could be another way of being an activist – one where we look inside ourselves for the truth, with an awareness that we are intrinsically and cosmically connected to everything there is, within and without us.

If we responded from this perspective, would we behave in a completely different way? Would we recognise ourselves as spiritual beings having a human experience, trying to solve this unravelling mystery together? And could there be an uprising of conscious truths, stirred and awakened by a life lived from inner truth, and not the one we are seeing outside ourselves? For me, the simple answer is yes.

By meditating more, as a collective, and embracing more of the arts of hatha yoga, Wim Hof breathing, ecstatic dancing, qigong and more, at least for that time we would be honouring our place in the universe, drawing upon the wisdom and energy of nature, living in the moment and not taking resources from the planet.

If we all did this, we might feel healthier, more alive, more connected to nature and each other and more loving and allowing.

I believe this is the only way we will truly evolve as a species during the next 10-50 years of

climatic changes; we need to try to remember our rooted and indigenous ways, perhaps how our ancestors lived before capitalist ideology became embedded into today's dominant culture of control, power and greed.

LIVE YOUR PURPOSE

The old paradigm is killing us, but by raising our vibration and remembering our innate purpose we can become a solution – maybe even a leader and spiritual activist – in the most important time in human history.

If you are interested in trying to live in a more awakened way, this Earth Day and beyond, sign up to the World Upshift Movement (p10) and the wonderful Love Peace Harmony movement (p14), where you will get the tools to heal your own life so you can truly live your purpose.

I'd also love to see you at my Spirited Business and Leadership retreat in June (see opposite page for more details) and the Sustainability Show, where I will be guiding a mass meditation and reconnection with Mother Nature.

By doing some or all of these things, you'll be committing to a different kind of activism – for Earth Day and beyond.

Find out more

Jarvis Smith is co-founder of My Green Pod and founder of the P.E.A. Awards. Upcoming events are at jarvissmith.com







Reflecting and finding purpose on EARTH DAY

By Dr and Master Zhi Gang Sha, founder of Love Peace Harmony Foundation

fact that one of the biggest crises facing our natural world is the undeniable threat of climate change.

Rising global temperatures are causing a range of existential problems, including dangerous heatwaves, rapidly melting glaciers, rising sea levels, crippling floods, increasingly frequent and severe storms, horrific droughts endangering water supplies, painstaking hunger, wildfires, displaced communities

s we approach Earth Day, we must acknowledge the

In the wake of such devastating disasters, all of which have hurt the planet so immensely, we must all now make every effort to heal Mother Earth, relieve the most vulnerable among us from suffering and bring more love, peace and harmony to mankind.

and the extinction of vital ecosystems and species.

A UNIFYING FORCE FOR EARTH

Earth Day symbolises an opportune time to reflect on the many challenges facing our beloved environment and find purpose in serving something bigger than ourselves.

At its essence, Earth Day is a unifying force for individuals and communities to come together to protect Mother Earth and help to create a more sustainable future for all humanity and all living beings.

For more than 50 years, my life's work has focused on helping individuals in crisis find their inner power to heal themselves and lead happier and healthier lives.

I've been fortunate enough to share global stages with the likes of Deepak Chopra, and have earned recognition from some of the world's most visible leaders, Grammy winners and CEOs, including David Meltzer, Roberta Flack and the late Maya Angelou.

LOVE, PEACE AND HARMONY

A bonus to my professional work has been establishing a nonprofit called the Love Peace Harmony Foundation, which strives to empower individuals and transform communities through impactful environmental restoration and humanitarian programmes across the globe.

We recently formed a strategic partnership with two leading environmental advocates, One Tree Planted and Eden Reforestation, in a broader effort to replant besieged forests and revitalise critical ecosystems in some of the world's most severely deforested areas.

WHY WE'RE PLANTING TREES

Planting trees and revitalising forests is crucial in the fight against climate change. Trees are natural carbon sinks, absorbing carbon dioxide from the atmosphere and converting it into oxygen through photosynthesis.

Deforestation has contributed significantly to the increase in atmospheric carbon dioxide levels, because when trees are cut



ABOUT MASTER SHA

Dr and Master Zhi Gang Sha is a medical doctor trained by Xi'an Jiaotong University in China, Tao Grandmaster and 11 times New York Times bestselling author. He established the Love Peace Harmony Foundation in 2008 to serve all humanity and to make others happier and healthier.





LEFT TO RIGHT
The Love Peace
Harmony Foundation
is building wells in
the Congo to give
10 additional villages
access to clean water;
Residents thank Queen
Diambi Kabatusuila and
Master Sha for their
work to provide clean
water in more areas
of the Congo

down they are no longer able to perform their natural cleansing function.

Trees also play a vital role in mitigating the effects of climate change by reducing soil erosion, improving air quality and providing habitats for wildlife.

By planting more than 1.3 million trees to date, we're doing our part to combat climate change and preserve the health of our planet.

Our reforestation work is fostering a deeper sense of love and responsibility towards the environment, and helping to inspire others to take action across the globe.

ACCESS TO SAFE WATER

The Love Peace Harmony Foundation is also focusing on improving the health and wellbeing of at-risk communities in the conflict-plagued Democratic Republic of Congo, the largest country in Sub-Saharan Africa.

More than 33 million people in the Democratic Republic of Congo lack access to a safe water supply, which has a drastic impact on their health and livelihood. The crisis is particularly acute for women and girls, many of whom survive by hand-digging wells and collecting water from sources miles and miles away from home – occupying hours of the day and diminishing their capacity to earn an income or go to school.

The Love Peace Harmony Foundation is building 10 new water wells in rural villages in the Democratic Republic of Congo, and expanding access to safe water for nearly 60,000 people.

Rural communities in the Congo have been devastated by the clean water crisis, and we are humbly doing what we can to help to them heal themselves.

The newly created infrastructure is being engineered with the help of heavy machinery that drills 330 feet down into the ground and installs cutting-edge pipes and pumps.

The new wells will help to protect these vulnerable populations from devastating water-borne diseases and malnutrition, while creating new pathways for education and economic mobility.

QUEEN DIAMBI KABATUSUILA

We are proudly spearheading these efforts to address the clean water crisis alongside the inspiring Queen Diambi Kabatusuila, who leads more than 1.5 million Bakwa Luntu people in the Central Kasaï region of the Democratic Republic of Congo.

Queen Diambi was also recently featured in Netflix's African Queens: Njinga.

According to Queen Diambi, one of the most challenging problems that her people continuously face is the lack of access to clean drinking water. To date, the only solution has been for women and girls to travel far away from their villages to find and collect water for their families – one cup at a time.

When Queen Diambi received the news that 10 additional villages – home to nearly 60,000 residents – were going to have their own working well, she said she jumped for joy. She added that she knew good health and opportunities for her people were on the way.

SPREADING LOVE THIS EARTH DAY

Now, as we reflect on Earth Day in a more holistic sense, it is essential to continue inspiring the world through the actions of individuals and organisations dedicated to preserving the health of our planet.

The Love Peace Harmony Foundation is a prime example of such an organisation, spearheading efforts to combat climate change through reforestation work and improving the health and wellbeing of at-risk communities.

By coming together and spreading love, peace and harmony across the globe, we can make a significant impact and ensure a more sustainable future for all of humanity.

Find out more

Consider supporting these critical efforts to protect the environment and lift up at-risk communities by donating to Love Peace Harmony Foundation at lovepeaceharmony.org

The crisis is particularly acute for women and girls, many of whom survive by hand-digging wells and collecting water from sources miles and miles away from home – occupying hours of the day and diminishing their capacity to earn an income or go to school.



Justin Sutton-Parker, **CEO of Px3**, on the new tool helping organisations understand – and slash – their carbon footprint

id you know that information technology (IT) generates more than 2.5% of the world's greenhouse gas (GHG) emissions? Removing the carbon this sector pumps into our atmosphere each year would require the photosynthesising power of 56 billion trees. In context, that's almost 13 trees for every computer user on the planet.

The impact is caused predominantly by computer manufacturing and use. As an example, 460 million end-user computing devices are produced every year and IT energy use is responsible for 12% of all commercial electricity consumption.

Understanding our IT carbon footprint can help to drive behavioural change; we can seek computers with the lowest carbon footprint and keep them for longer periods to slow new product demand.

While this all makes sense, organisations that buy end-user computers at scale often struggle to take even the first step in determining the carbon footprint associated with their actions. Scope 3 supply chain data are specific to device types, comparing desktops with thin clients and notebooks with tablets, for example.

Data for scope 2 emissions can also be difficult to work with, as various manufacturers use different calculation methods when producing reports.

CARBON FOOTPRINT TOOL

To overcome these challenges, Px3 has launched a free-to-use online end-user computing carbon footprint tool for Earth Day 2023.

Simply input the number of computing devices your organisation has by type – for example notebooks, desktops or tablets – then add what country or geographic region you operate in and how long you usually keep the devices. The tool will produce results in the blink of an eye.

With scope 2 and 3 data included, you will also see which areas are contributing most to your impact, and how many trees would be required to sequester the annual carbon emissions that result.

'460 million end-user computing devices are produced every year and IT energy use is responsible for 12% of all commercial electricity consumption'

The data powering the calculation are delivered by PhD research undertaken at the University of Warwick, specialising in the reduction of IT-related GHG emissions.

As a representation of your organisation's enduser computing carbon footprint, results from the science-driven carbon footprint tool are the closest you'll get to engaging a full audit from the IT sustainability specialists at Px3.

Once you have an idea of your carbon footprint, it would also be worth adding sustainability as a criterion when selecting future computers.

To simplify this second step, Px3 marked Earth Day 2022 by launching the world's first Dynamic Carbon Footprint application, which is now helping IT and procurement teams responsible for over 3 million users to assess and rank new computers by carbon footprint.

CHANGING BEHAVIOUR

Px3 doesn't sell IT; it is a research and consulting organisation with a singular focus: to reduce the impact of IT on the planet.

Using frameworks, methods and applications, Px3 determines your organisation's entire IT carbon footprint from devices to data centres, creates a strategy for reduction of both GHG emissions and associated costs and monitors progress from year to year to ensure IT is contributing to the net zero aspirations you have for your company.

Why is the online app free? It's because increasing awareness of responsible production and consumption of IT is vital if we are to achieve our company's goal to cumulatively abate 10,000,000 kgCO2e of GHG emissions every year through the diffusion of sustainable IT.

In fact, as a result of large-scale changes to procurement and use behaviours, by 2035 a volume of carbon that would require the photosynthesis of 250,000 acres of forest will no longer enter our atmosphere.

We hope you enjoy our new tool and use it to start your journey to drive climate action through IT.

Find out more

- Try out the free Px3 carbon calculator at itcf.px3.org.uk
- View Px3's Dynamic Carbon

 Footprint application at dcf.px3.org.uk

Give your business devices a second life and reduce your CO₂.

Just flex it.





Try ChromeOS Flex

MANAGE YOUR MONEY



Introducing the app that puts people and the planet first – and rewards you for it



rom food to fast fashion, we're all wising up to the impact our spending habits have on the planet – which is a big win for the sustainability sector.

But the way we spend our money isn't the only thing that has consequences for the environment – where we hold it makes a difference, too.

Many of us are unaware that the money in our bank accounts doesn't sit there idly waiting to be spent; banks actively invest that money to make a profit – often in harmful industries like gambling, tobacco, arms and fossil fuels.

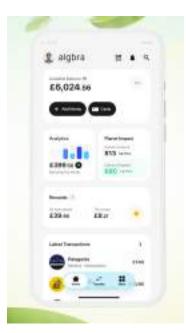
Since the 2015 Paris Agreement, the 60 largest banks have invested over \$5.5 trillion into fossil fuels, flying in the face of society's climate ambitions and the net zero commitments that have been set by the banks themselves.

While stopping flying, going veggie and switching to renewables all help the planet, changing to a green bank could have a greater impact than all of these efforts combined.

CLIMATE ACTION WITH A TAP

As long as Big Banks continue to put profits before the planet, it won't be possible to stay beneath the 1.5 degree threshold deemed the point of no return for the climate. As an alternative, Algbra offers finance services that are designed to put the ethics back into money. The UK-based finance app has been built from the ground up to be entirely green. Algbra's emoney account also comes with an assurance your money will never be invested in any harmful industries, including fossil fuels. Independent ratings watchdog Bank.Green recommends Algbra as a sustainable bank and has certified its ethical finance app as fossil fuel free.

By creating its tech from scratch, Algbra can make sure it delivers carbon-neutral cloud computing and



The Algbra app allows users to track and mitigate the carbon impact of their spending and back causes close to their hearts

offer guarantees that your money will never be exposed to unethical industries. All Algbra's partners must also sign up to its comprehensive Values and Ethics Policy.

HOW ALGBRA WORKS

Algbra is loaded with built-in carbon tracking and offsetting tools; you even get an opportunity to take direct climate action to minimise (or potentially reverse) the carbon footprint caused by your spending, directly from the app.

You can track the carbon impact of each transaction you make, which is key considering 72% of global greenhouse gas (GHG) emissions are caused by consumption. Emissions you can't avoid creating can be offset quickly in high-quality carbon offsetting projects that benefit society as well as the environment.

You can back reforestation projects, help take methane out of the atmosphere and provide local communities with more efficient cooking methods. You can even give something back to your favourite causes by donating in a couple of taps.

These features underline Algbra's philosophy that ethical finance shouldn't be a niche solution – it should be the mainstream, without any compromise on quality or features.

'Only when green banking is the norm can it have the impact at scale that's needed to address environmental challenges – and social issues, too', says Marten Möller, Algbra's ESG lead. 'To bring ethical finances to the masses, Algbra's focusing on creating market-leading products, features and services that compete with nonethical alternatives.'

REWARDS FOR GOING GREEN

The Algbra card is 100% biodegradable, and on top of that it comes in packaging that is made from a recyclable, biodegradable and compostable by-product of non-virgin sugarcane. You can earn 1% cashback on your everyday spending – or 1.5% if you use a virtual card (which is even better for the environment).

Algbra has committed to donating 10% of its profits to charity, with an emphasis on causes that empower overlooked communities. Examples of initiatives Algbra supports include the Chai Mama event, which provides free financial education workshops to women, and the Patchwork Foundation, which helps young people from overlooked communities to get into politics.

To open an Algbra account, all you need to do is download the app, grab a form of official ID (like your driving licence) and get ready to take a quick selfie video. Then you can order a biodegradable card or pick a virtual one to start spending and managing your money ethically, instantly.

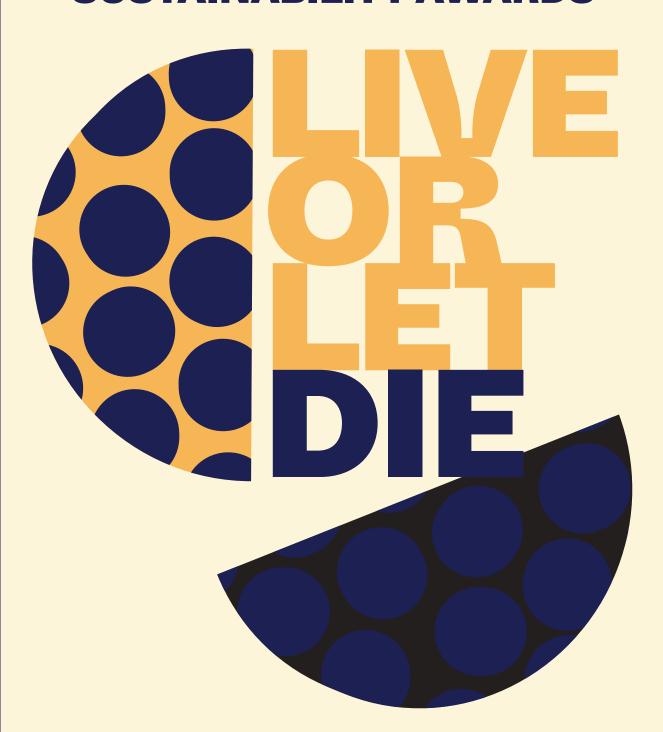
CLEANER THAN YOUR AVERAGE POLITICIAN







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TIME:

5pm VIP Reception (invite only)

6.30pm Awards and Dinner

Please note all food will be plant based, any allergies let us know by emailing: hello@mygreenpod.com

VENUE:

OceanDiva, Butler's Wharf Pier, Shad Thames, London SE1 2YE



CARRIAGES: 11.30pm-12pm

Tower Millenium Pier, Lower Thames Street, London EC3N 4DT

TICKETS:

peaawards.com





WITH THANKS TO OUR SPONSORS













HERO PRODUCTS

Introducing our Earth Day Heroes! We've picked these products because we believe they are all best in their class for people and the planet. They represent simple, sustainable switches that will help to keep you, your home and the planet healthy without compromising on performance! View all our Heroes at mygreenpod.com/heroes

ARTS & FASHION

WUKA PERIOD PANTS

These pants are your complete tampon and pad replacement, and can be worn for up to eight hours depending on your flow. They are machine washable for a completely fuss-free period. mygreenpod.com/ heroes/wukaperiod-pants



HOME & GARDEN



and eliminate waste.

mygreenpod.com/heroes/

fill-refill-laundry-liquid

COLDSTREAM

UNDERCOUNTER WATER PURIFICATION

Enjoy great-tasting water straight from your tap! mygreenpod.com/heroes/ coldstream-undercounterwater-purification-system



HELIOMOTION

Generate your own energy with this solar tracking system. mygreenpod.com/heroes/beesolar-technology-heliomotion

TOP 5 EARTH DAY SWITCHES

With organic hair care you shouldn't need to wash your hair as frequently, meaning less water, shampoo and packaging! Try Tabitha James Kraan's Clean Shampoo.

> 9 @TabithaJK mygreenpod.com/heroes/ tabitha-james-kraanclean-shampoo

Switching to organic wine is good news for the farmers, the soil, biodiversity and you! Try the mixed case of six Organic Everyday wines from Vintage Roots.

9 @VintageRootsLtd mygreenpod.com/product/ vintage-rootsorganic-everyday

Natural and organic skincare products will help get your skin in tip-top condition so your natural beauty can shine through. Try Weleda Skin Food for an instant and all-natural glow.

@WeledaUK mygreenpod.com/product/ weleda-skin-food

If you like dairy, go for one of the simplest switches and opt for Yeo Valley Organic milk. Nature is at the centre of this family-run farm, where there's a strong focus on soil health and biodiversity.

@yeovalley mygreenpod.com/heroes/ yeo-valley-1-litre-semiskimmed-milk

If you're about to buy a product you don't really need, you can save some cash by putting it back and planting a tree instead!

@treesisters mygreenpod.com/heroes/ treesisters



Our My Green Pod Marketplace is full of alternatives to mainstream products, whether you want to clean up your diet or your skincare routine. Here are just some of the products currently available – use the search bar at mygreenpod.com to find what you need!

PLASTIC FREE

Many of the products on our Marketplace come in plastic-free packaging, or are designed to be refilled and reused again and again.

NATURAL PRODUCTS

All the products we list harness

the power of nature to get the job done - whether you're cleaning the house or taking care of your skin.

GO ORGANIC

Organic products aren't just better for you, they're better for the soil, the water and

the people who grew the ingredients. They are also more familiar to your body, making them tastier, comfier and more effective.

ETHICAL BUSINESS

Many of the companies we feature are doing great things

for nature and society behind the scenes; with your support they can do even more.

PLANT A TREE

For every transaction, we plant a tree in the tropics (with charity partner TreeSisters) as a way to say thank you.

HEALTH & BEAUTY



WELEDA SKIN FOOD (75ML)

An all-natural wonder balm for dry skin and tired complexions

£13.50



ORGANIC PERIOD PANTS

Two pairs of high-waisted washable period pants, made from soft organic cotton

£45

GIFTS



TALENT SHOW PLAY SET

Sustainably sourced board, with no BPA, PVC, phthalates, triclosan or azo dyes

£6.50



NATURE NURTURE KIDS THE NATURE NURTURE KIT

Packed with exciting items for young Earth warriors who want to make a difference

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ALTEYA ORGANICS HAND CLEANSER (100ML)

Effectively washes away dirt and germs - with no added water or rinsing necessary

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SCENCE DEODORANT BALM

Natural (mostly organic), plastic-free deodorant in a new Lavender & Mint scent

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AVALLEN CALVADOS

This natural and delicious apple brandy from Normandy now comes in a pioneering paper bottle

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FOOD & DRINK

FUNGTN SHIITAKE DARK LAGER (X12 OR 24)

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Wildflower seeds in a clay

ball - easy to use and great

for butterflies!

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MACK OCEAN POTION MULTISURFACE BIOPOD

A handy BioPod (just add water) for mirrors, glass, walls and all hard surfaces

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@BAMBUU THE REUSABLE STRAWS

Four straws with one wire cleaner - choose bamboo or stainless steel straws

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KIND2 THE DOG ONE

A conditioning Neem & Lavender shampoo bar for dogs, pH balanced for your dog's sensitive skin

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SEED & BEAN ESPRESSO DARK CHOCOLATE

The highest quality Peruvian coffee beans meet delicious dark chocolate

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Three easy-to-use wraps, cut to size (20x30cm, 25x25cm and 40x40cm)

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MY GREEN POD X HUSKUP COFFEE CUP

This plastic-free reusable coffee cup is made from the humble rice husk

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VESTA LIVING REUSABLE TEA BAGS

A set of two reusable and plastic-free tea bags, made from organic cotton muslin

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SEA ARCH COASTAL JUNIPER SPIRIT

A delicious and alcohol-free alternative to gin, bursting with coastal botanicals

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EQUINOX KOMBUCHA (X24)

Buy your booch in bulk to get the best price! Choose from seven organic flavours

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THU 3RD - SUN 6TH AUGUST, 2023

FRIDAY 4TH AUGUST

BARE JAMS - CUT CAPERS **SMOOVE & TURRELL**

ARCADIA AFTERBURNER

GOLDIE LOOKIN' CHAIN

LORDS OF LIGHTNING

THE YARD IN ASSOCIATION WITH THE JAM JAN BRISTON



RWKUS + SUNTOU SUSSO

FEAST

PETER SANCHEZ-IGLESIAS SAMM

JOSH EGGLETON THE PONT

CHEFS

ADAM ARMSTRONG # BEN HARVEY BOOFS

GUY & VIC SIDDALL MAN IMKE POTGIETER MAN

LOUISE MCCRIMMON HER IN NEWSTEAD SAYER TESTOR

NOYA PAWLYN #### SIMON DYER

SEAN MARTIN SANSON

SATURDAY 5TH AUGUST

LAKE STAGE

THE KOOKS

SCOUTING FOR GIRLS

BCUC - HELEN GANYA SUPALUNG • THE BREATH

ARCADIA AFTERBURNER

VERY SPECIAL GUEST TBA

BOOTY BASS MGAID DEN

DUNKS & FLASHMAN FUNK PLUMP DJS

THE CHEMICAL PRODIGIES

LORDS OF LIGHTNING

THE YARD THE ANN AND ESSETTS.



SAFRELA • SUPER PANELA • THE DRYSTONES

PEGS QUINN STORES WITH DANNY BOHAN SAFE

CHEFS

ALI PUMFREY W

DR CAROLINE GILMARTIN SEE 1988

HANNAH CATLEY HARVEY HUGO HARVEY HENRILEY

JAY JETHWA PINSTA | LESLEY GATES

MARK CHAPMAN PERTURBUT MARTIN SVIBA

SUNDAY 6TH AUGUST

LAKE STAGE

FAUNA - FLEETWOOD BAC THE ALLERGIES LIVE - VC PINES

ARCADIA AFTERBURNER

KRAFTY KUTS NORMAN JAY

SHAKA LOVES YOU

LORDS OF LIGHTNING

THE YARD THE JAM JAR BRISTOL TARE



RÌOGHNACH CONNOLLY

BLIND YEO - SWEET BABOO THE JOHN MARTYN PROJECT THE ODD BEATS

FEAST

REGEN SUNDAY LUNCH WITH YEO VALLEY AND ROOT

CHEFS

ELLIOTT LIDSTONE HOLE

JAY WEBLEY SEEDS KALPNA WOOLF II NES

MARK MCCABE PRESERVE

NICHOLAS BALFE SEMEST | ROB HOWELL SOFT

THE MAZI PROJECT

KIDS & TEENS WORKSHOPS WOODLAND TRIBE. DJ ELLEY PHUNK . WELDING WITH WTF WORKSHOP • JUNKFISH • ECO-BUBBLES • KIDS ZONE • CRAFTS TENT FOR KIDS

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WWW.VALLEYFEST.CO.UK

Rescuers bring injured woman from the collapsed Rana Plaza factory building in Dhaka, Bangladesh 24 April 2013

Rana Plaza 10 years on

Model twins Brett and Scott Staniland look back on the Rana Plaza disaster, and what has changed since

hile we like to use Earth Day to reflect on the last year and progress made in the fashion industry, we also take time to think about another very important anniversary.

24 April 2023 marks the 10th anniversary of the Rana Plaza disaster in Bangladesh, where a building collapsed and at least 1,134 people lost their lives. It was the worst industrial incident to hit the garment industry, and a story every single person who has ever bought clothing should know.

For this Earth Day article we're going to look back at what's happened over the last 10 years; what have we learned – and have we come far enough to safely say a tragedy like this will never happen again?

SIGNATORIES TO SAFETY

The Rana Plaza disaster was the culmination of many industry issues. First and foremost, the global north's incessant demand for clothing created an overexerted and exploited workforce, neglect for the conditions in which garment-makers work and corruption of the authorities and people in charge.

In the aftermath of the disaster, victims and their families received financial and medical support; Primark, with a supplier in Rana Plaza, was among the first brands that paid compensation to the victims. But 10 years on, what has actually changed?

First came the Bangladesh Accord – a legally binding agreement that brands were encouraged to sign. Signatories had to disclose all factories used, and the factories' building safety standards – including electrical, structural and fire safety – had to be inspected and approved.

Over 200 brands signed the pledge and many factories were closed down as a result. Over the next few years many inspections took place; they revealed that some high-street retailers lagged behind and continued to show little progress in the building safety regulations.

Issues continued throughout 2017 and 2018 when the Transition Accord was pitched. Many brands stated that safety oversight was no longer required, yet numerous factory fires suggested otherwise.

In 2021 a new agreement replaced the old one, with updated obligations expanding to general health and safety and human rights due diligence throughout the supply chain, with these same commitments to be made in at least one other country.

Yet again, certain brands required pressure from the public and media before adding their signatures to the new accord. Still today, signatures are missing from major retailers such as Abercrombie, Amazon, ASDA, Disney, GAP and Levi's.

EXPLOITATION CONTINUES

So all in all, have we moved forward? There's been movement in the right direction; those of us intent on changing the industry are more mobilised and unified than ever before, and we think social media will continue to play a big part in this – especially in expanding awareness and growing the community.

We have the Clean Clothes Campaign, Fashion Revolution, Labour Behind the Label, The OR Foundation, Slow Factory, Remake and many other organisations doing great work in holding the industry to account, and striving for positive change in many different ways.

But still now we have reports of exploitation in Leicester, unacceptable working conditions at warehouses in Burnley and violations of living wages in the UK.

Overseas, abuse and murder have been alleged in a garment factory in India and sexual harassment and sextortion in Haiti and Lesotho. There are accounts of factory owners locking garment workers inside factories and union-busting during the Covid-19 pandemic.

Is the industry – plus governments across the world – doing enough to ensure we can confidently say Rana Plaza will never happen again? No. So let's get to work, and use this Earth Day to look out for people and planet – because there's still plenty of work left to do.

Find out more

- Check which brands have signed
- The International Safety Accord at cleanclothes.org
- Stay up to date with Brett and Scott on Instagram: @twinbrett and @twinscott



the gaming sector is its ability to reach the masses and educate millions of gamers about the significance of the climate crisis and how we can help combat the most pressing issues we face today', Craig reveals.

GAMING FOR IMPACT

Gratitude's solution is to allow all gamers and gaming companies to address the climate crisis through a straightforward subscription platform. All gaming companies can partner with Gratitude and make immediate impact through their associated charities and carbon reduction programme, whether they have in-game purchases or not.

'The average spend per gamer aged between 18 and 45 is estimated at £45 a month', Craig tells us. 'Our subscription rates are £4.99 per month, £27.99 for six months or £54.99 for 12 months. Depending on which subscription model you choose, 81-85% is directed to immediate impact actions through our beneficiaries and partners. Gratitude also plants a tree for every new subscriber in our Ecologi forest as a reward for their commitment to helping tackle the climate crisis.'

The 14 global charities on Gratitude's platform

eports suggest gaming is now one of the main contributors to global warming; in the US alone, gaming is estimated to consume so much power that it pumps 24 million tonnes of CO2 into the atmosphere – the equivalent emissions of five million cars.

Online gamers globally use the same energy as the whole of the US annually – and that doesn't include manufacturing, data storage, transportation or business operations. 'A physical copy of a game emits 20 times more CO2 than its digital download', reveals Craig Taylor, founder and CEO of Gratitude Global. 'For example, producing copies of the popular game *FIFA 20* during 2019 is estimated to have emitted more than half a million tonnes of CO2. Similarly, producing the 100 million PS4 consoles sold from 2013 to 2019 generated 9.8 million tonnes of CO2, more than was emitted by countries like Costa Rica or Moldova.'

This year, the gaming industry is expected to be worth five times more than global box office revenues. As the largest category in the entertainment industry, with revenues that far exceed those of both the film and music industries, gaming – and its community – has huge potential for positive action and influence.

A BIG ISSUE FOR GAMERS

'Gaming's reach and storytelling capability is greater than that of TV, music and film combined', Craig tells us. 'People who game are smart, they are in touch with reality and a community that's expressing their desire to act and have financial capacity to contribute. You only have to see the green nudges and environmentally focused games coming to market to realise that climate change is a big issue for the gaming community.'

To get an idea of this industry's power of reach and engagement, *The Last of Us*, released in 2013, is just one of the post-apocalyptic games now



CLOCKWISE
Online gaming's storytelling can inspire action on the climate crisis; Gratitude's charity partners are linked to the SDGs

delivered as a TV series. It was watched by 4.7 million on the first day, an audience which grew to almost 40 million by series three.

GAMERS WANT CHANGE

Gratitude's own research suggests 89% of gamers want to buy from brands that support the environment, while 91% agree games can be used to promote awareness and environmental action.

'Gamers are very much aware of the impact their pastime is having on the environment', Craig explains, 'but they aren't in control of the energy source or hardware they use to game. Their choices are limited to sourcing the greenest energy supplier in their location and the most sustainable consoles available to them.'

The Playing for the Planet Alliance is very active in this space; over the last few years the initiative, facilitated by the UN Environment Programme (UNEP), has been advising gaming companies and gamers on the environmental impacts of gaming, culminating in reports being published in conjunction with UNEP on decarbonisation and sustainable practices within the gaming industry. 'One of the main reasons Gratitude launched within

support a diverse range of projects impacting environmental, conservation and social causes, which align with all of the UN Sustainable Development Goals (SDGs). The charities have been carefully selected based on their ability to deliver short-term environmental impact solutions and to relieve the negative effects of climate change on communities around the world.

'Every subscriber gets to decide which of our charities their money is donated to, so they can support something they truly care about', Craig explains. 'For those who can't decide where to donate their money, we have developed a Global Emergency Fund that will allow us to expedite funds to natural disasters such as droughts and wildfires.' 10% of Gratitude's net profits are also set aside to address underfunded projects on its platform, create a global fund for climate emergencies such as wildfires and to invest in eco tech companies that benefit the planet.

While Gratitude launched in the gaming sector, its platform can be adapted to any industry – including construction and retail, two of the major contributors to the climate crisis. 'Together, we can combat the climate emergency – but only if we act now', Craig tells us. 'No one gets off the climate bus.'

Find out more

Discover how to become a 'guardian of the planet' at gratitudeglobal.com

Janey LV/ES

Natural beauty expert **Janey Lee Grace** recommends products that will help you go natural this Earth Day



love the way Earth Day sparks conversations around how everyone can play their part, whether that's a family heading off on a neighbourhood cleanup or a business using some of its profit to plant trees.

We may feel there isn't much we can do individually to make an impact – but that's where the lovely phrase 'small change, big difference' comes in. We can all make sustainable choices with the products we buy.

One of the most significant ways we can celebrate Earth Day is by choosing natural, eco-friendly products for our homes, beauty and skincare needs. As well as helping to reduce our impact on the environment, this also benefits our health and wellbeing.

AVOIDING PLASTICS AND GREENWASH

It's getting easier to avoid single-use plastics, which contribute significantly to plastic pollution. According to the United Nations, over 8 million tonnes of plastic end up in the oceans every year, harming marine life and polluting our planet.

The great news is that there are awesome eco-products that come packed in alternative materials, such as bamboo, glass and metal, meaning you can get all the benefits of lovely products while significantly reducing your plastics footprint and helping protect our oceans.

Don't be greenwashed though! Packaging isn't everything. Many conventional beauty and skincare products contain potentially harmful chemicals such as parabens, sulfates and phthalates, which could cause skin irritation and hormone disruption and have even been linked to cancer.

These chemicals can also harm wildlife and ecosystems when they enter the environment through waste and pollution.

According to the Environmental Working Group, a nonprofit organisation dedicated to protecting human health and the environment, over 10,000 ingredients used in personal care products have not been evaluated for safety by the US Food and Drug Administration.

GO NATURAL FOR EARTH DAY

By choosing natural products that use plantbased ingredients, we can be sure that we are avoiding the chemicals that can harm ourselves and our planet.









As we celebrate Earth Day, let's commit to making a positive impact on our planet by choosing natural products. The question is, how do we determine which products have the right credentials?

The Janey Loves Platinum Awards recognise and award the best in natural organic and eco products. It's early days for entries but I am hoping some of these gorgeous products will enter, and you are welcome to vote for them. Your votes will be counted and taken into consideration by our panel of judges, which includes Jo Wood, Carrie Grant and Glynis Barber (pictured above). Below are some of my favourites to mark Earth Day; they are previous Platinum Awards winners, have totally sustainable packaging and are completely natural. Enjoy!

NATURAL PRODUCTS FOR EARTH DAY

A great place to start on your eco journey is with a natural deodorant, and I love the Pit-Tastic! Solid Deodorant. It's 100% plastic free and fully biodegradable, with no aluminium, parabens or palm oil. The bar contains coconut oil, shea butter, beeswax and bicarbonate of soda, plus essential oils.

Weleda Revitalising Hair Tonic is certified 100% natural and contains rosemary leaf oil to stimulate circulation, help promote hair growth and maintain a healthy scalp. It smells refreshing and leaves the hair feeling strong.

Also in a stylish glass bottle is the Tabitha James Kraan Scented Organic Hair Oil. This oil can be used before washing as a treatment or after to style. It can also restore and protect colour. The oil, certified 99% organic, is easily absorbed and smells divine. Each beautiful bottle contains Tabitha's signature amethyst stone.

How about sprucing up your energy with an essence? The wonderful Aura-Soma Coral Colour Essence has a vibrational resonance; I like to put a few drops into coconut oil or massage oil, or put it into bath water. It is said to help balance the chakras.

Find out more

Information about the Janey Loves Platinum Awards entries and recommendations is at imperfectlynatural.com

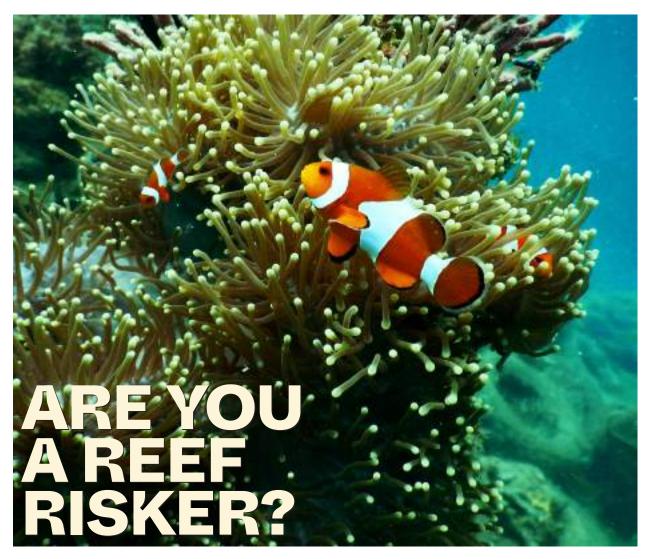




LEFT TO RIGHT
Pit-Tastic! Solid Deodorant
Bar (£10); Tabitha James
Kraan Scented Organic Hair
Oil (£43); Aura-Soma Coral
Colour Essence (£18.76);
Weleda Revitalising Hair
Tonic (£13.95)







Introducing the award-winning sunblock that's powered by nature and reef-friendly science

hen we take a shower or swim in the sea or rivers, sunscreen – and the chemicals it often contains to protect against UV rays – can wash off our skin and enter our waterways.

Scientists have discovered that some of these chemicals pose a threat to the health of coral reefs; they can accumulate in coral tissue, induce bleaching, damage DNA and even cause death.

Oxybenzone and octinoxate are just two of the chemicals to avoid when choosing a sunblock, due to the risk they pose to coral reefs and other marine life including dolphins, mussels, fish, sea urchins and green algae.

The good news is that these chemicals are unnecessary and avoidable; as well as being free from DEET, incognito's award-winning Mineral Sunblock Insect Repellent SPF 30 has been formulated with all-natural ingredients and some clever, ocean-friendly science that also makes the lotion easier to apply.

THE SCIENCE OF SUNCARE

Howard Carter, MD of incognito, worked with suppliers to develop octo-sized particles of zinc and titanium dioxide as a new sustainable solution in the manufacture of sunscreens. These particles are larger than the nano size that can harm coral and aquatic wildlife and smaller than the hexosized particles that can make creams difficult to apply to skin.



'Sunblocks containing larger than nano-size molecules are usually harder to rub in, which can result in a white sheen over the skin', explains Christopher Spezzano, non-executive director of incognito. 'However, the difficulty to get the cream absorbed means it's much easier to protect the skin – and coral reefs.'

A TRIPLE-ACTION CREAM

This sunscreen has been completely reformulated to improve consistency, and a happy side-effect is that the moisturising and hydrating cream is now more water resistant than most other sunblocks.

The new and improved formulation is both coral friendly and sustainable, and maintains its special tri-action power as a sunblock, moisturiser and insect repellent with a light citrus fragrance.

With broad-spectrum SPF30 protection against both UVA and UVB rays, this non-greasy lotion helps protect the skin against both sun damage and ageing. At the same time it provides a powerful camouflage from biting insects, including mosquitoes, midges, ticks, sand flies and land leeches that can be a nuisance at home and away.

This formula contains a high-grade plant-based PMD – the same anti-insect ingredient contained in incognito's award-winning insect repellent spray, lotion and roll-on. PMD is approved by NHS and Public Health England, and recommended for high-risk areas to protect wearers against mosquito-borne diseases. Incognito is clinically tested to protect against *Aedes aegypti*, Zika virus and dengue-carrying mosquitoes for five hours.

'UPSTREAM SUSTAINABILITY'

Incognito, a carbon-balanced business committed to ethical and fair practices, has already won two Queens Awards for Sustainable Development in recognition of the company's efforts to ensure 'a better quality of life for everyone, now and for generations to come'.

'At incognito we believe it is our responsibility to lead the way to a more sustainable industry and we strive to reduce our impact on the environment as much as possible', Howard tells us. 'We strive to be the best at what we do, at as little cost to the environment as possible. In recognising the importance of sustainability within a context of mass, industrial environmental exportation and climatic threat, we are proud to be at the forefront of consumer-facing upstream sustainability.'

The sunblock comes packaged in environmentally friendly sugarcane plastic and is so gentle on the skin that it can be used by all the family, from the age of six months. It is registered with The Vegan Society and the rigorously tested ingredients are free from GM and have never been tested on animals.

The 100% natural sunblock contains some organic ingredients and is certified Soil Association COSMOS Natural; a COSMOS Natural standard also ensures that both harmful environmental effects and waste production are minimised.







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INVESTING IN OUR PLANET

Yeo Valley Organic shares five ways it's supporting Earth Day 2023

armers see firsthand the incredible things that nature can produce – and the many ways in which humans have the potential to damage living systems.

Everyone has a role to play in protecting and helping to preserve our planet for future generations. By respecting the natural world and working with natural relationships and cycles, organic farming is a healthier approach for both people and planet.

We spoke to Yeo Valley Organic, Britain's largest organic dairy brand, to discover how it has been making good choices for over 25 years.

REGENERATIVE **FARMING PROJECTS**

In organic farming no chemicals or artificial fertilisers are used, and with both organic and regenerative farming soil disturbance is minimised while plant diversity is maximised.

In 2021, Yeo Valley Organic took soil samples at three different depths, across 25 supplier farms, as part of a new carbon soil project. The six-year, £2 million programme will explore the impact of soil health on our climate crisis and guide the actions of farmers in the future.

The potential of regenerative organic farming to be part of the solution for mitigating climate change is hugely exciting for Yeo Valley Organic owner Tim Mead.

'Helping to regenerate the world's soil carbon stocks is one of our greatest opportunities to help combat climate change', Tim said. 'The work we're doing on our own and our supply farms is all about weaponising soil. As farmers and custodians of the soil, it's time to recognise that our natural ally is right under our feet.'

REDUCING FOOD WASTE More than a third of our food is wasted –

that's over 6.6 million tonnes of food every single year. In a bid to combat unnecessary waste, Yeo Valley Organic switched its 'use by' labels to 'best before' dates on butter, cheese, milk and natural yoghurt.

'Investing in best before labelling puts the power of deciding when to eat back in our customers' hands', explains Yeo Valley Organic's Beth Katuszka. 'It allows us to use our senses to look, smell and taste - to prevent delicious dairy from ending up in the bin."

CLOSING THE LOOP
In recent years, Yeo Valley Organic has been working towards making its packaging fully recyclable and from 100% recycled plastic.

'A few significant changes include taking the plastic lids off big yoghurts pots', Beth tells us, 'which will remove 145 tonnes of plastic a year.'



Last year, Yeo Valley Organic introduced a new 1 litre milk carton made from renewable materials, using 70% less plastic than previous bottles. This followed a world-first move in 2020 that saw Yeo Valley Organic Super Thick Yogurt pots produced using 100% recycled plastic.

RENEWABLE ENERGY

On home soil at Yeo Valley Organic HQ, all electricity is from renewable sources – including solar power from the family company's own farms and many of its manufacturing sites. There's a whole acre of solar panels on the roofs of its cowsheds, and over 10,000 solar panels have been installed at distribution and production sites in Somerset.

It's all part of the company's commitment to become 50% self-sufficient in electricity usage over the next 10 years.

FOOD MILES

The UK imports half its food, which can lead to shortages in the supermarkets. Making the small change of purchasing food locally and focusing on where your food comes from can reduce carbon emissions while supporting the best of British produce, like home-grown organic dairy.

It's important that we remember the good choices we can all make every day - from taking part in 'No Mow May' to supporting wildflowers and struggling pollinators by opting for organic yoghurt or milk when we're in the dairy aisle.



Find out more

■ Visit Yeo Valley Organic to discover more about its nature-friendly approach; upcoming events are listed at yeovalley.co.uk/come-and-visit-us







The sustainable spirits show

Introducing the pioneering companies we'll be toasting at June's Positive Spirits Show

he Positive Spirits Show (17 June) is preparing to host some of the best sustainable spirits and alcohol-free brands at a one-off experience that has been created by Legacy Events.

Industry experts will get the chance to discover new, sustainable brands to incorporate into their businesses while members of the public will be able to explore, sample and enjoy top sustainable spirits. The day will also include talks, demos and cocktail-making workshops - all in a unique environment in the heart of London's Shoreditch.

Avallen, a My Green Pod Hero and one of Positive Spirits' key brands, will serve drinks with purpose from a sustainable bar supplied by the Natural Bar Company.

Other companies preparing to take part include Boatyard, Brixton Gin, Ellers Farm, Ethical Spirits & Co., North Point Distillery, Panther M*lk, Papillon, Pod Pea Vodka, Sapling Spirits, Sin Gusano and Wildjac.

The show has a packed programme of talks and workshops, covering the hottest trends in the sustainable drinks sector and highlighting key innovations, including packaging breakthroughs. Experts will also be on hand to discuss the shift towards alcohol-free and low-alcohol brands, which continues to be a key trend in the drinks sector. Here are some of the brands to look out for on the day.

Find out more

Further programme and exhibitor details are at positivespirits.events

CLOCKWISE The Ethical Spirits & Co. Last Gin; Avallen calvados: Sin Gusado: Panther M*lk: Brixton Gin: North Point Gin and Rum

AVALLEN

This natural apple brandy from Normandy, France is a true champion of the planet. Made from nothing but apples, water and time, Avallen is on a mission to become 'the world's most sustainable spirit'. It's already a Climate Positive brand, Certified B Corp and member of 1% For the Planet, donating to the Bumblebee Conservation Trust.

Expect crisp, fresh apple on the nose and a rich, warming hint of vanilla custard on the palate. It's perfect for a tall highball with your favourite tonic, or mixed into any number of tasty cocktails.

THE ETHICAL SPIRITS & CO.

This Japanese craft gin company creates next-generation gin and whiskey from food and drinks that would otherwise go to waste. Unwanted sake lees are upcycled into a beautiful gin with various botanicals at the urban Tokyo Riverside Distillery, in the Asakusa area of Tokyo. This is the world's first regenerative distillery, and there is a strong focus on the circular economy. Visitors can enjoy the spirits at an on-site bar.

BRIXTON GIN

Brixton gin has a fusion of bold notes of hibiscus, wood violet and raw Brixton bee honey, combined with more traditional flavours of juniper, lemon and orange peel. The result is a London Dry style gin with a fragrant twist.

Urban Growth, a Brixtonbased organisation that transforms neglected spaces into teeming gardens, grows many of the gin's botanicals. This is a gin that celebrates the beautiful diversity of its community and gives back to the local economy.

PANTHER M*LK

The 'world's first oat milk based cocktail liqueur brand' started life as a secret pop-up bar in Glasgow, which celebrated the Leche de Pantera drink popular in 1920s Spain. Demand for the luxurious range of premium flavoured cocktails was so high that the temporary bar became a permanent fixture for just under five years.

From October 2020 all Panther M*lk drinks were made 100% vegan. using the oat drink from Minor Figures and superior spirits.

NORTH POINT DISTILLERY

Sustainability is at the heart of everything this distillery does which is why North Point is one of the UK's most sustainable distilleries.

The multi-award winning spirits come from Forss, in the north of Scotland, and the distillery has an on-site wind farm to power operations. The bottles are made from recycled glass and the ingredients are sustainably sourced – and that's just the start of it!

SIN GUSANO

The Sin Gusano Project promotes the diversity and heritage of artisan agave spirits. It partners with independent family producers to source the most exceptional microbatch spirits from all over Mexico, and operates a retail subscription club called the Mezcal Appreciation Society. Limited-release bottles are supplied to specialist retailers, bars and restaurants.

The project operates a profitshare model and runs an annual analysis of its carbon footprint, with a view to reducing its environmental impact and becoming a leader in social responsibility as the brand grows.







FOOD & DRINK

vallen has cemented its position as a pioneer in the sustainable drinks sector; in addition to being climate positive, the calvados brand has become one the first mainstream spirits producers to offer its delicious liquid in a paper bottle.

The eye-catching packaging is far more robust than glass and six times lighter, weighing in at just 82 grams. It won't cost customers any more than the traditional glass bottle, but has a carbon footprint six times lower than the average glass alternative.

PLANET-POSITIVE BUSINESS

The bottle is beautifully detailed, with a colourful and intricate wrap-around design and details of the product's environmental footprint on the back. It reflects the sustainable credentials that make Avallen a popular choice with conscious citizens, as well as the delicate, floral and fruity flavours that calvados lovers adore.

'We have always been a pioneering brand that creates sumptuous spirits while treading lightly on the planet', says Avallen co-founder Stephanie Jordan. 'In fact, being sustainable is built into every stage of Avallen's process, from distillation to shelf. This new bottle, a goal since we launched, is just another part of our journey to becoming the world's most planet-positive drinks company.'

A LIGHTER OPTION

The paper bottle was developed by sustainable packaging brand Frugalpac, which has a global mission to decarbonise the food and drinks industry. It's made from 94% recycled paper, with a food-grade plastic pouch to keep the liquid safe.

The lighter bottle reduces shipping emissions and also makes Avallen cheaper to deliver – or post, if you're sending it as a gift. No single-use packaging is perfect, but this light, recyclable format makes it a better option than the heavier, carbon-intensive glass alternative, which also has a large recycling emissions footprint.

HOW TO DRINK AVALLEN CALVADOS

You can drink Avallen neat or try one of many delicious serves. Here are three of our favourites:

AVALLEN GINGER

Mix 50ml Avallen with 150ml of premium ginger ale over ice in a highball glass; garnish with an apple slice.

AVALLEN MOJITO

Mix 50ml Avallen, 20ml fresh lime juice and 20ml sugar with a handful of mint and ice; top with crushed ice and an apple soda.

THE QUEEN BEE

In a chilled cocktail glass, combine 20ml Avallen with a bar spoon of honey and a dash of orange bitters; top with sparkling wine.







Pioneering packaging

A beautiful new paper bottle is the next step in Avallen's journey to becoming 'the world's most planet-positive drinks company'

'Packaging is an area where there is room for improved environmental performance', said Avallen co-founder Tim Etherington-Judge. 'Spirits have almost always come in single-use glass bottles, with large embodied carbon emissions, as well as the raw material extraction of sand. The Frugalpac bottle wins on lower carbon emissions as well as being robust; it's great for outdoor events and is visually stunning, with wrap-around branding. We are very excited to get our new bottle out into the world.'

TREADING LIGHTLY ON THE PLANET

Since launching Avallen in 2019, co-founders Steph and Tim have built their business around taking action on the climate and biodiversity crises. They have ensured the company makes authentic and honest efforts to give back more to the planet than it takes, using impact-led production methods and creating delicious calvados using just three ingredients: apples, water and time.

Avallen is a member of 1% For the Planet and one of the few spirits producers that has achieved B Corp certification. It has been rewarded with the Drinks Business Green Award (2021), Just Drinks Award (2021); Sustainability Spirits Award (2020) and Spirits Business Design Award (2019).

Beyond production, Avallen's planet-positive stance can be seen in the eight-point training programme it created to help bars and retailers to take simple, constructive steps towards sustainability – from revealing how the money in your bank account might be funding climate catastrophe to helping businesses to reduce waste and promote biodiversity in their area.

Needless to say, Avallen is already a huge hit, and we can't wait to see other brands get inspired by the company's enthusiasm for positive change.

Find out more

■ Buy Avallen in its stunning paper bottle at mygreenpod.com/vendors/avallen



GIVE PEAS A CHANCE

Introducing the pea-based vodka that's shaking up the sustainable spirits sector



here's a reason vodka is the world's biggest spirit – you can make it from pretty much anything!', reveals Becky Davies, creator of Pod Pea Vodka and director at purpose-led drinks firm Ten Locks. 'But good vodka made in a sustainable way, that tastes great? It's not easy. Trust me, I know.'

Pod Pea Vodka was released to the public last month (March '23), after three years of trials and 'some serious experimentation'.

'Believe it or not, it's very difficult to make vodka with peas due to their relative lack of sugar', Becky tells us. 'Peas are also surprisingly volatile; we turn them into pea flour which, it turns out, is highly explosive! In fact, a couple of times there was a genuine concern we would create an explosion at our partner distillery in Manchester.'

The hard work paid off and Becky has fulfilled her mission to reinvigorate an underappreciated spirit that has been sidelined in recent years due to its neutrality. 'We've led with natural flavour using local ingredients to create something truly interesting', she tells us. 'Pod is made with peas and tastes like peas – it's that simple.'

WHAT'S SO GREAT ABOUT PEAS?

Peas are an incredibly sustainable crop; they 'fix' nitrogen into the soil they grow in, which reduces the need for nitrogen-rich fertilisers, and have minimal embodied food miles because they grow all over the UK.

'We wanted to prioritise local ingredients and flavour', Becky explains, 'and are proud to showcase a tasty and 100% British crop – from Somerleyton Farm in Suffolk – in a spirit made as kindly as possible.'

As well as being great for the planet, peas – the UK's national vegetable – are quintessentially British. They also happen to be delicious – an important factor for any drinks enthusiast.

When making Pod Pea Vodka, Becky wanted to impart as much pea flavour as possible to capture the sweet, green, vegetal and grassy notes that sit so beautifully at the heart of cocktails.

'Pod Pea Vodka is all about the flavour – it's the very thing we've worked so hard to perfect', Becky explains. While most vodkas are distilled multiple times, Pod Pea Vodka distils to 96% to make the

spirit, but only the once to retain the flavour. 'By doing this we were able to capture the flavour of peas and stay true to our principle of doing things as naturally as possible, while also minimising energy use', Becky explains.

HOW TO ENJOY PEA VODKA

Pod Pea Vodka has a touch of citrus, light savoury tones and a silky finish. It's the natural star of lively conversation – and, in some cases, debate.

Those who like vodka will enjoy a fresh take on this popular spirit, while those who favour gin, and have been experimenting with so many different varieties over the last few years, will embrace it for its sense of adventure.

It'll entice and excite the more serious home cocktail creators, too, as it has been developed by a team with bar expertise. 'We're not ones to shy away from experimentation, but we're a fan of



letting the spirit sing', Becky explains. 'Start with the Easy Pea-sy by filling a Collins Glass with ice, 50ml Pod Pea Vodka, soda water and a sugar snap pea garnish. Simple, but striking and delicious.'

A CLIMATE-POSITIVE SPIRIT

People, planet and purpose sit at the heart of Pod Pea Vodka, and this thinking helped shape how the base ingredient was selected. The delicious pea was chosen for its flavour characteristics, but also because it's a sustainable, plentiful crop that grows right here in the UK.

'Because we only use British peas, and Pod Pea Vodka is fermented, distilled and bottled in Manchester, our use of transport is minimal, as is our carbon footprint', Becky reveals.

Even Pod Pea Vodka's bottles reflect a motivation to make a positive difference in the sector; the bottles are made from transition glass, saving energy and emissions by skipping the stage in the processing that turns glass into flint (clear glass). 'That's why each bottle varies slightly and has little imperfections', Becky explains – 'just like peas!' The labels are printed on wood-free, FSC-certified paper, with no plastics or foils, and the team is currently exploring ways to make the cork 100% compostable.

'We're proud to start the brand's life in such a positive position on the sustainability front', Becky tells us. 'While we recognise the carbon-intensive elements of creating a vodka, we're always looking for new ways to reduce our carbon – like perhaps creating human-grade protein powder from the pea protein that's left behind after distillation!'

Since 2020 the team at Ten Locks has been working hard to source incredible sustainable spirits from all over the world and bring them to the UK. 'We now have 16 brands in our portfolio, but Pod Pea Vodka has been a labour of love the whole time', Becky says. 'It's our very first own spirit launch so it's super special. Will we make another pea spirit? It's too soon to say – watch this space!'

Find out more

■ Browse and shop Pod Pea Vodka at mygreenpod.com/vendors/pod-pea-vodka



he latest Intergovernmental Panel on Climate Change (IPCC) report, released at the end of February, warned that human-induced climate change is causing dangerous and widespread disruption in nature and affecting the lives of billions of people around the world, despite efforts to reduce the risks.

'This report is a dire warning about the consequences of inaction', said Hoesung Lee, chair of the IPCC. 'It shows that climate change is a grave and mounting threat to our wellbeing and a healthy planet. Our actions today will shape how people adapt and nature responds to increasing climate risks.'

Every small change will help to set us on the path to a safer future, and the report authors urge action from governments, businesses and citizens. As awareness around humanity's role in the climate crisis has grown, so too has our understanding around what we can do to mitigate our impact. As a result it has never been easier to embark on the changes we need to implement - from reducing our dependence on fossil fuels to planting trees and helping to look after fragile habitats and ecosystems.

Positive actions in these areas will have the duel effect of slowing climate change while helping nature to adapt to changes that are already

The tech that can reduce

your carbon footprint while shrinking your energy bills

underway, helping to safeguard the planet for future generations.

SAVING ENERGY

Energy has become a pressing issue - in terms of both the type of energy we use and the amount we consume. Most people would now agree that energy-saving solutions and tech must form the centrepiece of any imaginable sustainable future.

'Businesses and individuals can reduce their carbon footprint, reduce energy consumption and reduce their costs', explains Mark Millar, CEO of Puredrive Energy. 'There are some positive signs that governments, businesses and individuals are taking action to move towards a greener and more sustainable future. Exploring how current developments in renewable energy are shaping the future of energy-saving solutions is important to understand.'

Puredrive Energy is a British company at the forefront of the green revolution, with a focus on cleaner energy solutions for the home. The company manufactures home battery systems and electric vehicle (EV) chargers and connects them to its integrated app and ecosystem. The goal is to protect 'planet, property and pocket' through integrated tech that brings down costs and makes cleaner lifestyles effortless.



Discover why the **Puredrive Pure-Storage II AC Battery** is a My Green Pod Hero at mygreenpod.com

STORING SOLAR POWER

Batteries are no longer limited to the usual toys, laptops, remote controls and mobile phones - today they are being used in place of petrol and diesel to power EVs and even the electrics in the home.

Battery tech has quickly developed from the rechargeable lead-acid units developed in 1859 to much higher energy density solutions, such as lithium-based solutions. These are now being used in homes to capture excess energy generated from domestic solar panels.

Solar is one of the most abundant and renewable sources of energy available, but its intermittent nature has been a major obstacle to widespread use. In addition to the challenge of generating energy at times when the sun isn't shining, only around 30% of the energy that is generated by solar panels is used in the home they are installed on. The rest – a significant majority – is exported to the grid where it can do nothing to help reduce the homeowner's energy bill.

Home battery systems are becoming an increasingly popular way to solve the problem of wasted energy that has been generated by solar panels. The battery stores excess solar energy and uses it when the sun's not shining, doubling bill savings.

USING CHEAPER ENERGY

These battery systems are now also being used to store cheaper energy, for example in the early hours of the morning, so it is available in the home at peak times when energy is more expensive. The battery can also be used to automatically operate variable rate tariffs, such as 'Octopus Go'.

My Green Pod Hero Octopus Energy offers cheaper energy between 00:30 and 04:30; the battery can be charged at these times when the cost is low and used when prices are high. A happy side-effect is that by reducing peak demand, these home batteries are also helping to balance and support the grid.

Puredrive's battery systems are at the forefront of this technology, with features that maximise savings while helping homeowners to reduce their dependence on the grid and unpredictable, fluctuating energy prices.

The company launched one of the UK's first Virtual Power Plants (VPPs), using a digital control system to connect the battery storage systems inside multiple homes and businesses. Hundreds of different batteries can be connected this way, charging and discharging simultaneously to unlock greater revenue for their owners.

When the VPP is combined with the highperforming Puredrive battery storage system, an enviable combination of energy savings and revenue generation opportunities is achieved. The battery's algorithm even takes account of variables such as the weather and the homeowner's usage to optimally charge the battery, saving the homeowner even more money. When all savings are taken into account, a Puredrive home energy solution can slash up to 85% off the energy bill for an average-sized home.

CLOCKWISE The Puredrive battery installed in a home; the Puredrive EV charger works with the home battery to maximise savings; the PureStorage II DC Battery: Puredrive's home battery can be mounted on an external wall





AN ELECTRIC FUTURE

In addition to reducing the amount of energy we use, many are also seeking alternatives to polluting fossil fuels. Air-source heat pumps are slowly beginning to replace traditional gas boilers as a way to heat the home and provide hot water without the associated carbon footprint.

Replacing a gas boiler with an air-source heat pump can reduce an average home's daily energy consumption from 30kWh to 10kWh, which makes a huge difference to a home's overall environmental impact.

Installing an electric vehicle (EV) charger can also make a significant contribution to a household's impact; EVs can be charged from solar panels, which is just one of the reasons an electric car is a sounder option than a petrol- or dieselpowered alternative.

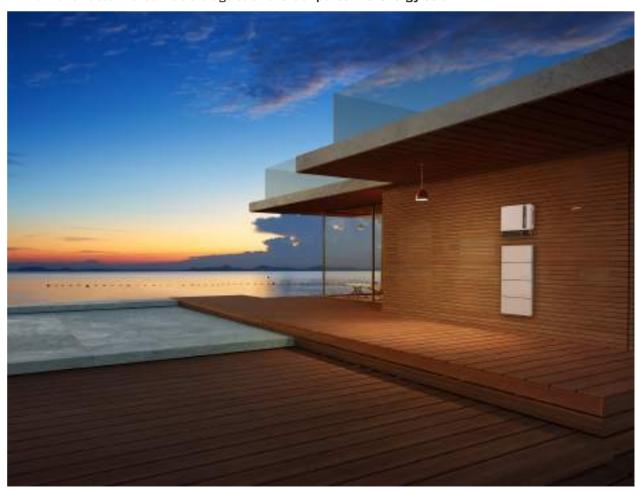
EVs are also more efficient; their batteries can store more energy than gas tanks, meaning that you can travel further on a 'full tank'. As battery technology continues to improve, EVs will only become more reliable and affordable.

Puredrive's EV charger can be integrated with the company's battery system, and the technology works seamlessly to target the greenest and lowest energy cost options. An integrated app from Puredrive offers options such as Pure Green (charging purely from solar) and Smart Mode (only charging the EV when energy is cheap).

Thanks to the advances in technology like those offered by Puredrive, it has never been easier to reduce your energy use - and save a significant amount of money while helping to save the planet for future generations.

Find out more

■ Information about Puredrive's storage solutions is at puredrive-energy.co.uk







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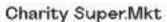














MONEY MATTERS

Fully Charged's Dan Caesar explores the cost of switching to clean, green tech

scar Wilde defined a cynic as someone who 'knows the price of everything, and the value of nothing'.

It's easy for us to extol the virtues of seemingly 'expensive' technologies like electric cars, solar panels, batteries and heat pumps, but we are acutely aware of the economic anxiety gripping the nation.

You will often hear us talking about cheaper options like insulation, draught-proofing, energy efficiency, thermostats and aerated shower heads – but not today.

In this article, I'm going to actively talk about some of the more 'expensive' options that are available right now, and encourage you to look at them through a new lens: as a valuable investment.

THE PAYBACK FIXATION

On average, homeowners regularly invest £5,000-10,000 in a new kitchen or a new bathroom, and 'what is the payback on that?' is not a question you are likely to hear.

Perhaps when you come to sell your house, your fixtures and fittings might add some value; we never really interrogate that though, and the 'payback' will in no way match the outlay.

Similarly, holidays abroad (and often at home, too) are not inexpensive; when we return we might have warm memories, but let's not pretend that we will see a return on our investment.

So why are the tabloids so sniffy about us spending money on cleaner, greener technologies?

EVs COST LESS

I couldn't possibly comment. But what I will say is this: yes, the forecourt price of an electric vehicle (EV) is typically higher than that of a pollution-pumping hybrid, but from then on – in every aspect – a comparable EV is cheaper. Much cheaper. If you can charge from home on a cheaper overnight tariff it is cheaper still. And what if you can afford solar panels? Well, that could not only cut your energy bills, but also your fuel costs.

If you have a battery it gets even better. You can store sunlight, sure – but you can also 'fill up' during the cheaper tariff times, use that energy when it is at its most expensive and pocket the difference.

GET THAT WARM GLOW

When it comes to heating, electrification will ultimately overthrow the humble boiler, and multiple options are available – ranging from infrared heating and zero-emission boilers to ground-source heat pumps.

The 'super efficient' air-source heat pump will be the best option for most households across the UK, and a generous £5,000 grant is available right now.

Then there's the intangibles – I am talking not about smugness, but the comfort in the knowledge you are free from the vicissitudes of fossil fuel prices,



Dan Caesar with the all-electric MG4 – a great stepping stone until the 'truly affordable' electric car arrives

and better protected from power outages, too. And when, over time, you put all of these things together – electric car, off-peak charging, solar, batteries and heat pumps – you will be sitting pretty. So how much will all that set you back?

HOW TO INVEST IN CLEAN TECH

If you're interested in this as an investment project, I would recommend starting with the electric car.

The truly affordable EV is not quite here yet; there won't be too much longer to wait, and until then the excellent MG4 (starting price £25,995) is a vehicle I can personally vouch for.

Evidently, you will (if you have off-street parking) need your own charger, and if you want one to be future compatible with solar, myenergi's Zappi is an excellent choice for around £700.

As for heat pumps, Octopus Energy is working hard, in conjunction with the aforementioned government grant, to get the cost of a heat pump install to parity with a boiler (so around £3,000).

One final thought: progress never stops. In the near future you may be getting excited about wireless charging, vehicle-to-grid and even turning your home into a virtual power plant. But first of all, take a look at your EV options. One day 'EV' might become as synonymous with 'excellent value' as it is with 'electric vehicle.'

Almost every EV, plus all of the other tech mentioned above, will be at our Fully Charged LIVE South and North shows this spring.
Alternatively we have more than 1,000 TV-quality episodes on our YouTube channels (see below).

Find out more

■ The Fully Charged SHOW has a global audience on YouTube and in 2023 will also have a second channel dedicated to Home Energy, six LIVE events around the world and an international Awards event. Discover more at fullycharged.show

COMPETITIONS

We've got our hands on a bunch of prizes from fantastic companies that are doing things differently. We love them all and we want to give you a chance to get to know them, too – so we're running these competitions so you can have a go and see for yourself!

We've hand-picked this selection of green pearls – including sustainable spirits, fantastic festival tickets and everything you need for a sun-safe, bite-free break – to help set you on a path to a lighter lifestyle.

To enter and view any Ts & Cs, visit mygreenpod.com



WIN

A PAIR OF TICKETS TO VALLEY FEST 2023

This is your chance to get hold of a pair of adult weekend tickets plus glamping accommodation and a pair of legendary Feast tickets - for Valley Fest, the South West's best-tasting music festival. With music from The Kooks, Bananarama and Scouting for Girls.

Deadline for entries: 01.07.23









WIN

GET YOUR HANDS ON THE ULTIMATE TRAVEL **BUNDLE, COURTESY OF INCOGNITO**

The award-winning ethical travel product specialists at incognito have put together a bundle of everything you need for a sun-safe and bite-free break. These natural products - with a combined RRP of £135 - protect both in and out of the sun, with something for all the family.









