



'DON'T PANIC!'

Jonathon Porritt explains why we must 'call out the tosh' and embrace a transition that is already underway

DOUGHNUT ECONOMICS

Why operating within the Doughnut makes good business sense

WHAT'S WRONG WITH BUBBLES?

It's time to rethink how we use products that create bubbles – and whether we should use them at all

SUSTAINABLE FASHION

Model twins Brett and Scott Staniland report back on the sustainable designers showcased at London Fashion Week

SPECIAL ISSUE

EARTH DAY 2022

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EARTHDAY.ORG is leading a global campaign to fully integrate climate education for all students.



Welcome to My Green Pod Magazine!



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

Earlier this month, the Intergovernmental Panel on Climate Change (IPCC) released the third part of its Sixth Assessment Report, which stressed that emissions must be slashed this decade – and decline to net zero by 2050 – if we are to limit global warming to 1.5°C.

For Kathleen Rogers, president of Earthday.org, we need to see the biggest change since the Industrial Revolution. ‘Those who don’t educate their citizens, who don’t create a fair and transparent system for growing the green economy – will be left out’, she said.

Today (22 April) is Earth Day 2022, and this year’s theme is Invest in Our Planet. It comes with a call for citizens of the world to stop being spectators watching their futures threatened by our collective inaction.

‘Change has never been easy but it takes just a committed effort from a few to create the tipping point necessary’, Kathleen said. ‘The solutions are out there and we know what must be done – whether it’s transitioning to renewable energy, conserving our forests and lands or ridding ourselves of the scourge of plastic pollution.’

This Earth Day 2022 issue of My Green Pod Magazine is full of stories about people who are pioneering the solutions we need – in sectors ranging from energy to fashion. We hope they inspire you to invest in our planet – on 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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‘Ethical spending and investment’ in the UK surpassed the **£100 billion** mark for the first time in 2021

73.8% of Norway’s new car sales last November were battery electric vehicles



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DON'T PANIC!

Just hold firm

Jonathon Porritt on why we must 'call out the tosh' and embrace the transition that is already underway

I've always argued that things were going to have to get a lot worse before they started to get better. One thing's for sure: I got that one right! This is now our daily fare here in the UK:

COVID - a receding threat, but definitely not done and dusted.

BREXIT - so far all downside, with not much prospect of any serious upside.

COST OF LIVING - an unfolding horror story for at least half the UK population.

ENERGY CRISIS - rising prices for gas and oil for at least another year.

UKRAINE - the most shocking assault on a western democracy since the second world war.

POLITICS - a government still overshadowed by Partygate.

Could it get much worse? Well, as Carrie Bradshaw of *Sex in the City* fame once said: 'Maybe our mistakes are what make our fate.'

We're paying handsomely for those mistakes, and it makes our work – as climate, environment and social justice campaigners – so much harder than it would otherwise be.

Against that backdrop, I don't imagine that the second instalment of the IPCC's 6th Assessment Report will get much of a hearing.

The first instalment – dealing with the science – had a big impact on COP26 in Glasgow last year. This one is about the impacts of accelerating climate change – some of which are now inevitable (indeed 'irreversible'), and some still highly probable if we don't dig deep over the next few years to restrict emissions of greenhouse gases. Its 'Atlas of Human Suffering' made for some pretty grim reading at the start of March.

So how can I possibly justify the title of this piece? Simply because things really do have to get a great deal worse before they start getting better.

THE TRANSITION IS UNDERWAY

We're still in the very early stages of the single greatest disruption in the affairs of humankind since the start of the Industrial Revolution.

We're exiting the world of fossil fuels, of uncontrolled resource throughput in our insane growth-at-all-costs economy, of largely unregulated pollution, of cruel and still worsening disparities in both wealth and opportunity.

Apart from a generation of dyed-in-the-wool greenies, most people around the world are only just waking up to the implications of this transition.

Mainstream politics and captured media – print, broadcast and social – have obscured the imperative of making this transition sooner rather than later, so it's still all a bit of a shock for most. But that transition is now underway – trust me!

TIME TO DOUBLE DOWN

I am often reminded of one of those old cartoon tropes where some hapless person is boarding a boat which has already started moving away from the dock, leaving him or her with one foot on board and one still on shore. Just think of those dullards on the Church of England Investment Committee trying to justify their continued investment in Exxon Mobil! And that's how it's going to be for quite a while.

Hence the emergence of the Net Zero Scrutiny Group here in the UK, made up mostly of those Conservative MPs who forced us all into the hardest of hard Brexits. Cloaked in a blatantly dishonest 'concern for hard-working people facing massive hikes in energy prices', they're blaming the current crisis on the government's commitment to a net-zero economy and the various green measures energy consumers have to pay for. Advocating, meanwhile, for massive new investment in fracking and nuclear.

It is, of course, total tosh. Today's crisis is one of a dysfunctional global gas market, and by far the best way of dealing with this is by doubling down, now, on energy efficiency and renewables – to

address fuel poverty, energy security and the climate emergency all at the same time.

But that tosh has to be called out – not least by government ministers. It was painful listening to Alok Sharma, on the BBC's *World at One* back in February, going to great lengths to avoid calling it out. Sharma is still president of the whole COP process, and the man who (rather movingly) burst into tears when China and India bullied the Glasgow conference into weakening its commitment to phase out coal.

The Committee on Climate Change did a much better job than Alok Sharma, dismissing the ideas of the Net Zero Scrutiny Group and calling for a 'presumption against all new fossil fuel developments' – including new investments in the North Sea. And Sir John Armitt, chair of the National Infrastructure Commission, was even clearer, urging 'a year of acceleration rather than prevarication' while emphasising the importance of being 'open and honest with the general public.' I couldn't agree more, on both counts.

The best way to accelerate the transition is unequivocally to call out the lies and delaying tactics of those who want to lock us into the dying era of fossil fuels. At every available opportunity. With friends, work colleagues, family and people you happen to meet at the bus stop. No messing around! Just hold firm!

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



PHOTOGRAPHY ISTOCK

The climate crisis, spiralling inequality, entrenched poverty, mass extinction – the crises of the 21st century are mounting. Rising to these challenges will require some rapid transformations across business – so how do we achieve them?

Across sectors and geographies, a slew of initiatives and approaches has been put in place – some are designed to shift the mindset of business leaders while others focus on consumer and investor action, new regulations, stronger unions and effective impact measurement to set better targets for businesses to meet.

We need all these pieces of the puzzle to work together, but we also require a revolution in the way business is designed: a transformation that is structural.

WHAT IS ENTERPRISE DESIGN?

Machines operate according to the parameters of their design. Buildings function and create benefits for their inhabitants based on the way they're designed. Similarly, what's possible for a business is largely determined by how it has been designed.

The design of an enterprise shapes its priorities, how it engages with its surroundings and navigates decisions, who has power and voice when it comes to making decisions and where it invests and channels its profits. In other words, its purpose and networks, how it is governed and owned and the nature of its relationship with finance.

The 'Purpose, Networks, Governance, Ownership, Finance' framework we're using at Doughnut Economics Action Lab, inspired by the work of Marjorie Kelly, describes the design traits of business.

WHEN BUSINESS MEETS THE DOUGHNUT

Doughnut Economics is a compass for human prosperity in the 21st century. It highlights the transformations needed if we are to meet the needs of all people within the means of the living planet.

Doughnut Economics recognises that human behaviour can be nurtured to be cooperative and caring, just as it can be competitive and individualistic. It calls for turning today's degenerative economies into regenerative ones, and divisive economies into far more distributive ones. So what happens when business meets the Doughnut?

Inevitably, any business engaging with Doughnut Economics is challenged to embrace a range of practices that are regenerative. This includes moving towards zero-waste production and embracing the circular economy.

Critically, Doughnut Economics also challenges businesses to be distributive in their practices – sharing value and opportunity much more equitably with all those who create it. This means paying at least a living wage, paying fair taxes and sharing success – and even decision-making – with workers.

Some of the best examples are when the regenerative and distributive come together or, for example, when communities create their own



Erinch Sahan, business and enterprise lead at Doughnut Economics Action Lab, explains why regenerative and distributive enterprise design is the next frontier for business

renewable energy cooperatives to achieve affordable and renewable energy.

BUCKING THE TREND

There are many positive practices in place that we want to incentivise, encourage and build across the business world. None are perfect, but all buck the trend of their industry: modular phones such as the Fairphone instead of built-in obsolescence, long-term commitment to workers – such as the employee ownership model at Richer Sounds – instead of zero-hour contracts.

So what enables all this? What is in the design of these enterprises that allows the pursuit of regenerative and distributive goals?

For Richer Sounds, becoming employee owned locks in the company's commitment to its workers. For Fairphone, raising finance through crowdfunding and impact investment supports the company's investment in modular product design.

TRANSFORMING BUSINESS

The idea of alternative business structures is not new. A range of business forms has existed for as long as businesses have, including ownership by churches, not-for-profit organisations, clubs, foundations, universities, communities and more. Throughout history, these have served as

alternatives to the idea that business exists primarily to create maximum profit in order to grow the private wealth of its owners.

Recently, new 'designs' – such as social enterprise, platform cooperatives, benefit corporations and steward ownership – have emerged to join the centuries-old cooperative model, the inspiration for many emerging models of enterprise design. In order to standardise and regulate these models, some have spawned legal forms or certification.

The diversity of existing models demonstrates that the possibilities of enterprise design are endless. What's needed now is an explosion of innovation and creativity in new enterprise designs, each tailored around the impact priorities and challenges of individual businesses.

We are at the cusp of a revolution in how business is structured and we need leaders, citizens and policy-makers to focus on transforming the deep design of business. If we channel our cooperative and caring nature as humans into the way we design enterprises, we can unlock a business world that helps us overcome the daunting challenges of the 21st century.

Find out more

■ Discover how to live and work within the Doughnut at doughnuteconomics.org



SADHGURU'S MISSION TO SAVE THE SOIL

Spiritual leader embarks on 30,000km motorcycle journey to save the world's soil

On 21 March Sadhguru, the world-renowned guru, spiritual leader and Indian icon, set off from London on a 30,000km motorcycle journey – through Europe, the Middle East and India – in an epic effort to save soil.

Sadhguru's departure marked the official launch of 'Save Soil', an unprecedented global movement to prevent the catastrophic degradation of the world's soil and the global food systems and countless species it supports.

The campaign will educate the public, businesses, politicians, charities and celebrities about the vital role that soil plays in the planet's future. It will also push for meaningful and unprecedented policy change around the world, with the backing of the United Nations and World Food Programme.

WE ARE LOSING OUR SOIL

52% of the Earth's agricultural soil is already degraded; at the current rate, 90% of the world's soil will be degraded by 2050.

To sustain humanity's agriculture, the organic content within soil needs to be at least 3%; anything less and the soil starts to lose its ability to produce food with the necessary nutrients.

Some parts of the UK are 30-40 years away from 'the fundamental eradication of soil fertility'; intensive agriculture has caused arable soils to lose 40-60% of their organic content.



CLOCKWISE Sadhguru launches the Save Soil campaign; the spiritual leader sets off on a 30,000km motorcycle journey to spread the message; an MoU endorsing the Save Soil initiative is signed in Barbados



Every second we lose an acre of soil. Without urgent change, food production could fall by more than 40% in 20 years and the gap between rich and poor will increase. Degraded soil is also less able to hold water, making flooding risks much higher.

80 TO 100 HARVESTS LEFT

The President of Guyana, H.E. President Dr Irfaan Ali, plus heads of government and ministers from five Caribbean nations, have endorsed Save Soil.

'Every responsible scientist in the world and UN agencies are clearly saying we have 80 to 100 harvests left', Sadhguru said; 'that means approximately 45 to 50 years of agricultural soil left on the planet. By 2045, we will be producing 40% less food than what we are producing right now, and our population will be 9.3 billion people.'

Sadhguru went on to warn that the consequences of food shortages set to unfold over the next 25 years are 'unimaginable', and that civil wars will follow. 'That's not a world you would want to live in – nor a world to leave behind for the next generation', he said, 'but that is exactly what we are doing.'

HOW TO SAVE SOIL

The Conscious Planet Movement to Save Soil is a global civil movement to inspire a conscious approach to saving our soil and planet. First and foremost, it is a people's movement.

The aim is to activate the support of over 3.5 billion people – over 60% of the world's voting population of 5.26 billion – to make ecological issues an election priority for governments around the world.

Importantly, the Save Soil campaign will help governments to formulate and introduce policies that address soil health in their country, and make farming activity more soil friendly. The campaign's primary recommendation is for governments all over the world to legislate policies that mandate a minimum of 3-6% organic content in all agricultural soil in their country.

World leaders, influencers, artists, scientists, farmers, spiritual leaders and NGOs are among those who have pledged their support to rekindle humanity's relationship with soil.

'In democracies, governments craft policies based on what the majority population wants', Sadhguru explained. 'Currently, 5.26 billion people in the world live in democratic countries – they have the right to vote and elect their governments. If a majority of the population in each of these nations demands policies to revitalise soil, governments cannot ignore the issue. It will lead to policy changes around the world, in turn setting the stage for a comprehensive solution to revitalise soil.'

For Sadhguru this should be taken up as an 'express mission' by every citizen and every government on the planet. 'All of us should stand up for the Conscious Planet movement', he said. 'This is not about me, this is not about you. This is a generational responsibility that we must fulfil.'

Find out more

Information about the Save Soil campaign is at consciousplanet.org

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Jarv's RULES

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What if we are too late? How should we choose to live out our last eight years?

We need to shift from an individual state to a state of unity – from 'me' to 'we'.

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We choose Unity.

We choose Reforestation.

We choose Restoration.

We choose You.

We choose Us.

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We choose to be in service to all people and all things for all time.

We commit to stop supporting businesses and political agendas that abuse you.

There is space to plant 1.2 trillion trees – we understand we must use it.

We are deeply sorry for putting ourselves before you.

We regret supporting those who care about nothing but themselves.

Most of all we're sorry that we didn't act sooner.

From today we commit to living in co-creation and harmony with you and all nature.

We hope we have enough time to fix this together.

In deepest gratitude,

Us x

Find out more

- Go to mygreenpod.com to discover simple switches that reduce our toxic burden on the planet
- Address deforestation by supporting the World Land Trust at worldlandtrust.org
- Help TreeSisters plant trees by visiting treesisters.org

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HOME & GARDEN



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TOP 5 EARTH DAY SWITCHES

1

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[@Tred_Earth](https://twitter.com/Tred_Earth)
mygreenpod.com/heroes/tred

2

Cut your carbon pawprint with 'the world's most sustainable dog food'! Yora All Breeds is a balanced, hypoallergenic diet for adult dogs that harnesses the goodness of natural insect protein. Yora insect-based cat food is also available.

[#YoraPetFoods](https://twitter.com/YoraPetFoods)
mygreenpod.com/heroes/yora-dog-food

3

Make a difference every morning with Puro Fairtrade and organic coffee. Every kilo sold protects 20m² of rainforest thanks to an exclusive relationship with World Land Trust, the UK-based land conservation charity of which Sir David Attenborough is a patron.

[@puro_coffee](https://twitter.com/puro_coffee)
mygreenpod.com/heroes/puro-fairtrade-coffee

4

Think about switching to a renewable energy tariff from Octopus Energy, and helping to support a future powered by the sun and wind.

[@octopus_energy](https://twitter.com/octopus_energy)
mygreenpod.octopus.energy

5

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](https://twitter.com/treesisters)
mygreenpod.com/heroes/treesisters



GREENER WEB HOSTING

The right web host can lower your carbon footprint and give you the freedom to grow your business



CLOCKWISE
Krystal has pledged to plant and protect 1 billion trees by 2030; planting trees is one of the fastest ways to restore the planet's equilibrium; Krystal founder and CEO Simon Blackler

Our lifestyles and economy are becoming increasingly digital; while going paperless and using less 'stuff' should be good news for the environment, many have warned that data is the new oil, and that our insatiable appetite for computing power can carry a high environmental cost.

According to the International Energy Agency, data centres consume nearly 1% of global electricity demand, and emit as much CO2 as the aviation industry.

Vast volumes of water are required to cool the facilities; in the US alone, data centres are thought to use 660 billion litres of water per year. On top of that the servers and IT equipment are made from precious resources that are intensively mined yet often only used for a short period of time, contributing to a crisis in electronic waste.

TECH AND RENEWABLES

Data centres are increasingly being switched to solar, wind and even hydro power, and big tech – including Amazon, Google, Facebook and Microsoft – has been celebrated as the largest purchaser of renewable energy.

Yet that doesn't mean these tech giants are running entirely on sun, wind and water; in fact, there might not even be sufficient clean energy in the grid to power their operations 24/7, which is why they have been described as pioneers of 'virtual' power purchase agreements.

At the same time it is often the operators – rather than the hosting companies themselves – that are making the switch to clean power.

'Interestingly, the two largest hosting companies – GoDaddy and Newfold, formerly EIG – don't seem to have made any conscious choice to reduce their impact on the environment and are instead relying on their partners, who aim to be renewably powered by 2025', explains Simon Blackler, founder and CEO of Krystal. The web hosting company funded its own switch to 100% renewable energy in 2017, in one of several moves to create an alternative option for those conscious of their carbon footprint.

A CONSOLIDATED MARKET

When Simon founded Krystal 20 years ago, the internet was a relatively new phenomenon; not many people knew how to make websites and 'get online'. 'Back in the noughties it was new, exciting and a free for all', Simon explains. 'Those conditions attract both good and bad actors – and clients were getting the rough end.'

Prices for relatively simple tasks or designs were much higher than they should have been, service – where it existed at all – was outsourced to people who couldn't really help and it was quite common to be able to purchase a service or product over the internet and not find a phone number or mailing address. 'It was kind of wild in retrospect', Simon says, 'and that didn't help to build trust. Reliability was a big problem.'

If website design was too expensive, web hosting was often unsustainably cheap. Individuals with some technical experience could quickly create a reliable-looking hosting 'business' and run it in their spare time. But as the number of clients increased, this breed of operation became impossible to maintain.

'A significant number of these hosting companies just ceased trading without warning, leaving their clients without access to their data', Simon remembers. 'Many of those that didn't were acquired by just two multinationals – GoDaddy and Newfold – which maintain over 100 brands to present the illusion of choice to consumers. I thought this was inherently disingenuous – and I still do!'

Today's consolidated market has created a landscape where the quality of service could be seen as secondary to the maximisation of profits. Yet after leaving one company due to a perceived failure in service or support, there's a good chance of switching to a different brand owned by the same company. 'There is zero incentive for GoDaddy or Newfold to change their practices if their bottom line isn't negatively affected', Simon says.

Only a handful of independent hosting companies currently exists; if they saw more business, it would mean the average experience would get better.

A TECH COMPANY WITH SOUL

Simon launched Krystal as an independent, family-owned business that wasn't (and isn't) for sale. The goal was to address two issues: to offer a reliable and honest service in an industry he felt was 'ripping people off' and to create a purpose-driven company that would make a positive environmental impact.

'We wanted to tackle all of the shortcomings we perceived in the industry', Simon explains, 'and create a technology company with a heart and soul – that exists for a purpose beyond just making money and that would benefit the planet.'

Simon reasoned that creating a platform that could do good in the world, now and long after he was gone, would give his life purpose. 'I wanted to create a company that would be here for the long run; we wouldn't disappear overnight without warning or sell to one of the companies we set out to challenge', he says. 'The pressure to generate short-term profit above all else is something that has turned many great companies away from what made them successful in the first place.'

DEMAND FOR GREENER HOSTING

From the outset Krystal has always been motivated by altruistic principles; it charges a fair and sustainable price, then invests profits in improving the company and leaving a lasting positive



environmental legacy. Last year Krystal co-founded MillionTreePledge.org with other UK companies and planted over 1.2 million trees. It has also pledged to plant or protect 1 billion trees by 2030, in a bid to inspire others to take action and help to leave the planet in a better state for future generations.

‘There are currently around 3 trillion trees remaining in the world; about half the number that existed before human civilisation’, Simon explains. ‘The latest IPCC report has made it clear that, in addition to cutting emissions, taking carbon out of the atmosphere is crucial. Trees do this – and so much more.’

The recent IPCC report has been described as a code red for humanity, yet the ecological collapse that it forewarns is entirely avoidable – if we all work together.

Thankfully customers have the power to drive meaningful change and are more powerful than they think. Demand for greener web hosting is on the rise, in part due to growing awareness around personal carbon footprints and a broad will to take responsibility for our own impact on the planet.

Education is key; if you don’t know your website has a carbon footprint then you don’t know it’s an area of your life or business that can be addressed and improved.

AVOIDING GREENWASH

Simon feels some offset schemes can be ‘a quick way to assuage guilt’ and act as ‘permission to pollute or carry on harmful activities.’ There’s a risk of developed countries pushing their carbon burden to developing nations, which may or may not actually do something impactful with the money.

‘Sourcing energy from a supplier producing renewables means there’s no scope for misunderstanding’, Simon explains. ‘When we pay for electricity from a renewable source we are helping to fund and service investment in future renewable energy development. This is a virtuous circle that attracts more investment and brings down the cost; ultimately if it’s cheaper than producing energy from fossil fuels, people will switch for economic reasons – which will bring the scale the planet needs.’

Krystal makes limited use of offset schemes in addition to other initiatives, which helps to build trust and avoid the accusations of greenwashing that Simon predicts will become more common in the sector. ‘Anyone looking for an authentically green web host should look for a company that promises more than vague carbon offsets’, Simon tells us. ‘Energy supply should be 100% renewable. Look at what other initiatives the hosting company is undertaking and whether it is seeking ways to protect and restore the environment, or just trotting out a carbon offset programme.’

SHOULD YOU SWITCH HOST?

Many people don’t give much thought to their host, but switching could bring important environmental benefits. When looking for a new host technical performance will of course be important but, while mileage does vary considerably, the top hosts stand out on the merits of their support. If things are run well, you’ll only need to call on them when you’ve got a query.

‘Spend some time researching various options, check reviews and ask the company a few questions to see how they treat you’, Simon advises. ‘That should give you a good feel for how they operate.’

Most hosts will offer some form of introductory pricing or a money-back guarantee, and the best will help you move your site over if you need it. This indicates they’re confident you’re going to be around for the long term, which is a good sign.

The primary advantage of finding the right hosting partner is that they will let you forget about your hosting so that you can focus on growing your business. Simon has a keen grasp of how important this is; ‘by leaving the tech to us, our clients – individuals, designers, agencies and businesses – can focus on marketing and support for their own customers’, he explains.



Krystal also provides all the complementary services – such as domain names, email, databases, backups and SSL certificates – so clients don’t need to stitch a comprehensive service together from a patchwork of different providers.

‘Large businesses can make use of our VPS and cloud infrastructure and we run some of the largest websites in the world using clusters of servers working together in harmony to deliver scale and performance’, Simon tells us. ‘These days we also offer a range of complementary business services such as a remote helpdesk, VOIP and tools for developers. We even host other hosting companies.’

To make life easy, Krystal offers a free migration service for anyone moving between platforms or moving to Krystal from another host. ‘Migrating to a different web host can be complicated depending on the type of website (for example, which CMS it uses), but it can also be made easy with the right planning and support.’

TRUST AND TRANSPARENCY

Krystal’s products and services are governed and influenced by the company’s character: they were designed to be the best technologically, and delivered with personal support which, judging by reviews, clients seem to love.

‘Because we’re not in a race to maximise profit or shareholder return we can (and do!) do things that other companies can’t or won’t’, Simon reveals. ‘We never cut corners because we care about performance, not profit. This ends up with a tangible difference clients can feel, even over the internet.’

The web hosting industry is highly competitive, and on the surface it seems difficult to differentiate between the players. As individuals and businesses become better informed and more selective about their suppliers, transparency around origin, performance and sustainability will become distinguishing factors.

‘When we talk about transparency what we’re actually seeking is trustworthiness’, Simon explains. ‘And this sector has a chequered history with regards to being trustworthy.’

Trust and transparency are so important to Krystal’s mission that, alongside principles of quality, value and rarity, they inspired the company’s name.

‘We’ve got a long way to go, as does the rest of the sector, but we’re working towards achieving B Corp status and we never rest on our laurels’, Simon says. ‘We’re excited to discover just how efficient and sustainable we can make the business.’

Find out more

- Discover more about regenerative hosting at krystal.uk
- Enthuse over tech with the Discord community of Krystal customers and like-minded individuals at discord.gg/krystal

Krystal has partnered with Eden Reforestation Projects, which plants in areas such as Madagascar



the debit card that turns your everyday spending into a force for good.

Join the community using their daily purchases to:



plant **41,711**
trees



offset **11,329**
kg of carbon



fund **6,261**
days of clean water



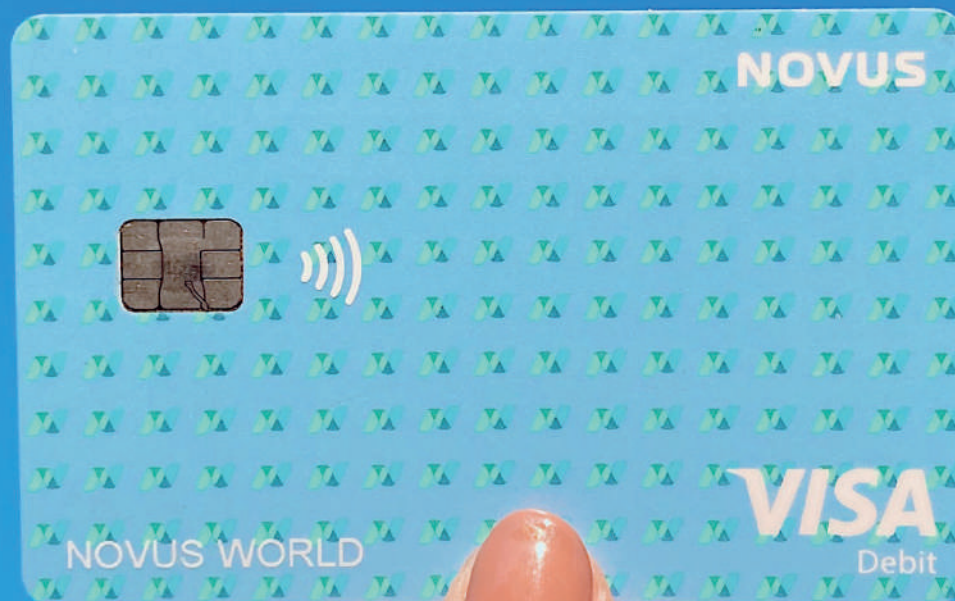
fund **4,254**
hours of solar light



share **2,154**
meals

and much more!

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Novus is the UK's first B Corp Certified neobank. We share our revenue with 10 different social & environmental causes, so with every purchase you're helping restore oceans, share meals, support education, fund clean water projects and more. You're also able to earn cashback rewards for supporting ethical brands, track and offset the carbon footprint of your purchases and see the difference you and the rest of the Novus community are making in real time. Head to www.novus.world to find out more.

Can **HR** change the world?



PHOTOGRAPHY SHUTTERSTOCK

A new approach is helping businesses to slash their emissions by encouraging employee change

Business is responsible for the majority of global emissions; in fact, the Carbon Majors Report concluded that 70% of the world's greenhouse gas (GHG) emissions since 1988 can be traced back to just 100 companies.

The challenge for most businesses is the idea that success – when defined as growth – necessarily entails an environmental cost. Over 70% of an organisation's emissions are 'scope 3' – the indirect emissions caused by things like business travel, employee commuting, purchased services, heating and lighting. As companies grow, so too does the number of employees – and with them their attendant emissions.

GROWTH WITH A CONSCIENCE

For over 30 years Russell Dalton, founder of Planet People, has worked with global HR teams to facilitate huge growth. 'By helping clients to grow – and employ literally hundreds of thousands of extra staff – we were massively contributing to the problem', he tells us. 'All that commuting, the heating and lighting, the consumables. We generated countless millions,

possibly billions of tonnes of extra carbon without so much as a second thought. That isn't the right way to grow a business.'

Russell set up Planet People to help companies to grow while at the same time defining and delivering on a net zero agenda. The HR management consultancy and marketing agency helps organisations to completely rethink who and how they recruit, the way they work and how employees are rewarded.

'Planet People is exactly what I've been doing for decades', Russell tells us – 'only this time I'm doing it with a conscience and a net zero purpose.'

A NEW APPROACH

Due to the importance of scope 3 emissions, businesses can dramatically reduce their carbon footprint by inspiring more environmentally aware activity in their employees.

'By encouraging and empowering your workforce to make net zero choices, you can significantly reduce emissions', Russell explains. 'You can then use this in your customer marketing, employer branding and internal communications.'

Planet People's three-step approach for businesses begins with a carbon audit to reveal the carbon footprint of a company's workforce. This gives the HR department a starting point – which is crucial for determining a realistic end point.

It's not an easy task as the scope 3 emissions audit relates to the behaviour of sometimes thousands of individual employees – each with their own lifestyle and commuting habits – but the main goal is to arrive at a figure that can be used as a springboard for action. 'Providing we use the same calculations', Russell explains, 'we can assess reductions after changes have been implemented.'

The next step is to create external and internal branding around the organisation's zero carbon achievements, and then to revise the reward strategy so all employees are encouraged to record and celebrate their contribution. 'It's amazing how a business team can rally around a flag', Russell says.

REINVENTING EMPLOYER BRANDS

Employer branding isn't new; it's an organisation's 'people persona', and defines what it means to work for the company. 'That perception is important to people looking for new employees', Russell explains. 'If you have a good employer brand, you attract the best talent and spend less on advertising and recruitment. If you're true to your brand, more savings can be made because attrition falls significantly.'

Over the last 20 years almost every employer brand has used the same theme: teamwork. It has been a great hook but, for Russell, it's not fit for a world of environmental change.

Planet People's 'environmental employer brand' (EEB) is something completely new; it uses a company's carbon agenda as the main tool to attract staff, then celebrates net zero achievements and each employee's contribution to progress.

This isn't just for 'green' businesses; anyone on a net zero trajectory could benefit from effective environmental employer branding. 'By 2025, 75% of employees will be millennials', Russell tells us. 'Of these, 89% rank a company's carbon agenda as a principal choice when choosing where to work. It makes sense. If you're not creating an EEB, your competitors soon will – and you will fall behind in the search for the best people.'

AUTHENTICITY IS KEY

While zero carbon achievements and rewards are themselves attractive to employers, Russell believes they must be 'sold' in a creative way that is engaging and resonates with the audience – just like any other mainstream marketing work. Does that mean candidates are vulnerable to greenwash from recruiters who are trying to attract the best talent? 'No', Russell says. 'The relationship between employer and employee has to be honest and authentic from the outset. We can't manipulate the truth; employees just know too much about the inner workings and process of business.'

A company's authenticity, purpose and intention are key to this approach; it will only work if the rewards and employee working practice are completely integrated into the business ethos. 'Simply asking employees to recycle more isn't a green employer brand and will fool no one when it comes to candidate preference', Russell says.

Signs of authenticity to look out for include rewards based on innovative, incentivised lifestyle changes – assisted by the company – that focus on net zero. Working from home, carshares, electric vehicle (EV) subsidies, EV charging points, cycle-to-work schemes, scooter charging, vegan options in the canteen and no-fly bonuses are just some of the examples that suggest a potential employer is genuinely trying to do its bit. 'These incentives signify that beyond a salary, the business is focused on helping their staff – the largest emitters of scope 3 emissions – to mitigate their carbon', Russell explains.

Net zero rewards can work really well from a talent perspective; they promote health and wellbeing, foster collaborative working, reduce days off sick and, most of all, massively reduce staff turnover. 'These are just the employees' plus points', Russell tells us. 'An environmental employer brand becomes a major focus for customers, suppliers, investors and supporters – everyone! It's a win all round.'

AN HR SUMMIT FOR CLIMATE CHANGE

As a way to support HR teams with the introduction of net zero incentives and rewards, Planet People is supporting Zero Carbon HR 2022, the world's first big HR summit for climate change.

This year's summit (12 September) will be the first of an annual event curated to change the world of work. It will give HR teams across all sectors access to support around a zero



Net zero employee rewards are becoming an important way to attract – and keep – staff



2025:
75% of
employees
will be
millennials

carbon strategy, plus advice from A-list climate change influencers, business leaders, suppliers and specialists.

Anyone who manages staff – whether HR, business leaders or FDs – will get chance to discover innovative new ways to reduce their carbon output and harness a better way of working; the event promises to deliver a sustainable business model for a tomorrow's HR agenda.

'We are the first HR consultancy business that has pledged to work solely in this space', Russell tells us. 'Our sponsorship of the event is the perfect way for us to realise our aim of getting employees on the climate agenda. 2.4 billion tonnes of CO2 were lost in lockdown without commuting – imagine what could happen if we could achieve this year on year!'

Find out more

■ For information about Zero Carbon HR 2022 and to book your spot, visit planetpeople.eco



Plant trees with your data!

Make your money work for the planet: help us plant 50,000 trees in just 60 seconds

Get My Slice is a free app that helps you monetise your data and make a positive environmental impact.

My Green Pod has partnered with the tech startup to plant 50,000 trees – and we need your help to reach our goal.

The app's latest offer allows you to offset emissions using your recent transactions; simply link your card, answer a few questions and Get My Slice will plant 10 trees in our forest.

It's easy and completely free to get involved – and as an added bonus, Get My Slice will instantly pay £1 into your account.

MAKE MONEY FROM YOUR DIGITAL FOOTPRINT

Every time you search online, use social media or spend using your card, you generate valuable insights for companies.

The Get My Slice app gives its members the option to link their social media accounts, search history and bank cards so they can be matched with thousands of offers and rewarded with cash, freebies, discounts and lots more.

The app's dedicated Green section features trusted and sustainable brands, so you can spend your money on good causes and use your purchasing power with confidence.

HOW IT WORKS

1. Download and sign up to the free Get My Slice app via the App Store or Google Play
2. Complete the offer to help plant 50,000 trees – simply answer a few questions and link your account
3. Get £1 paid instantly into your account, and 10 trees planted on your behalf

Members also have exclusive access to special offers from My Green Pod's ethical online shop, including up to 15% back on purchases. A tree is also planted as standard as a thank you for every transaction on the My Green Pod Marketplace.

FIGHTING POVERTY WITH REFORESTATION

Get My Slice and My Green Pod will be planting trees through the Eden Reforestation Project, which aims to reduce extreme poverty and restore healthy forests by employing local people to plant

millions of trees every year. The charity's mission is to offer the dignity of fair employment to people living in impoverished communities, and empower them to become transformational agents of global forest restoration.

Eden's global restoration network creates livelihoods for millions of people living in extreme poverty by helping them to create change on a global scale.

By spreading the message, you can plant more trees; early members of Get My Slice get automatic membership to the Founders' Club, where points can be earned for completing in-app activities and referring friends.

Founders' Points are related to the future value of Get My Slice, meaning you can be part of the company's journey to 'use data for good'. You can alternatively cash the points in to plant trees.

Currently you can get 1,000 points just for joining, 2,000 for completing your first offer and another 1,000 when one of your friends joins – which already adds up to two trees planted. There are lots of opportunities to earn even more.

Find out more

- Download the free Get My Slice app from the App Store or Google Play and complete the 50,000 tree offer. Share the news on social with [#getmyslice](#)

'Reforestation is embedded into the heart of Get My Slice. Our mission is not only to use data for good – we also want to save the planet. With your help, we've already planted 15,000 trees towards our goal of 50,000.'

OLIVER SOUTHGATE FOUNDER & CEO OF GET MY SLICE

EDITOR'S INTERVIEW

FREE TREES

The app that lets you plant a tree a day – without spending a penny

There's now a way to plant a tree every day in less than a minute – completely free of charge.

With a mission to reforest our planet, Treeapp founders Jules Buker, Leo King Leong Ng and Godefroy Harito have set a target to put a million trees in the ground every day. Since launching on Earth Day (22 April) 2020, the reforestation app has already seen over 750,000 trees planted in 12 countries.

'Almost everyone is aware of climate change, though most individuals don't know what they can do to fight it', explains Jules. 'We identified three main barriers to taking climate action: people lack time, money or knowledge around how to make an impact.'

The trio, who met while studying at London Business School, created Treeapp as a solution; it offers a free, mobile and easy way to make an environmental, social and economic impact directly from your phone.

EMPOWERING ACTION

Around the world, approximately 69 football fields of forest are cut down every minute. In 2019 alone, roughly 260,000 square km of forest were torn down – an area roughly the size of the UK.

'We need to act now as deforestation levels are worsening and hitting their highest levels', Leo explains.

The enormity of the challenge we face means we must all feel empowered to act; inclusivity must therefore be a key feature of any proposed solution to the climate crisis.

HOW IT WORKS

Treeapp is a mobile app that enables anyone in the UK and Ireland to plant a tree free of charge, every day, in less than a minute. Regardless of income, gender, race or other differences, users can plant trees all over the world, and make a change that benefits the planet on a daily basis.

When you have downloaded Treeapp, you simply choose where you'd like your tree to be planted and then watch a one-minute ad from one of Treeapp's sustainable brand partners. In exchange, this brand will fund the planting of a tree – and you will get to learn about sustainable products and services that you may never have heard of.

The advertised products are available to buy through Treeapp's online marketplace and there is an option to plant additional trees on a monthly basis, but there's no pressure to part with any cash at all. Instead, you can simply use the app to help reforest the planet and track your shrinking carbon footprint as it is offset.

TREES WHERE THEY'RE NEEDED

Each user's first tree is planted in Madagascar, which has 'a special place' in the founders' hearts.

'Over the course of the last 150 years Madagascar has lost over 80% of its forests through brutal slash-and-burn practices



FROM THE TOP
A Treeapp planting partner in Tanzania; the Treeapp interface; a planting partner in Peru



for agriculture, selective logging for precious wood and, in some cases, forest clearing for mining', Godefroy explains. 'Our tree-planting partners hire local citizens to plant hundreds of trees on the island every day, which stimulates the local economy. Our focus here is to ensure diverse local tree species are planted, animal species are rehabilitated and jobs are created.'

Beyond Madagascar, Treeapp's planting sites span 12 countries in Africa, Asia and South America. Trees are planted in the areas that need them, and that have been most affected by the impacts of deforestation.

'We plant mangroves along the coast in Indonesia to prevent the risk of flooding', Jules tells us. 'In Nepal, we plant fruit trees with women-led groups in order to promote gender equality in rural societies and in Brazil, our seeds are gathered by a group of Indigenous people, the Geraizerios.'

PROTECTED PLANTING

Only a few projects are listed on Treeapp, as each one must meet specific and strict criteria regarding transparency and operations.

'We work only with projects where the forest's health is continually monitored and the planting lands are protected in perpetuity', Leo explains. 'It is our plan to continue in this direction for ever.'



Discover why Treeapp is a My Green Pod Hero at mygreenpod.com

A message that was hammered home at COP26 was that financial resources are needed at scale – from both public and private sectors – if we are to combat climate change.

According to the UN, £4-5 trillion will be needed to achieve the Sustainable Development Goals (SDGs) by 2030. In the UK alone, existing infrastructure will require an average investment of £40 billion per year, over the next 10 years, if we are to reach net zero.

While we are starting to see a mobilisation of capital to meet these challenges, we need much, much more collective and collaborative momentum on this existential issue.

JOINING THE DOTS

Reset Connect was born from a need to break down the silos between businesses, investors and startups.

Businesses need support in advancing their net zero plans. Investors are ready to go but need to be connected to viable proposals. Solution providers have the tech and products available but need greater awareness and adoption.

At the same time, the government relies on driven communities of changemakers to take on and shape new policies, and lead the way in helping the UK to become net zero by 2030.

A GREEN INVESTMENT GATHERING

Reset Connect has created a collaborative and disruptive platform to drive this change across the sustainability sector; the Reset Connect London event on 28-29 June, a flagship event of London Climate Action Week, will be the UK's largest sustainability ecosystem and green investment gathering.

The event caters for the huge rise in investor demand for game-changing finance and climate-tech solutions in decarbonisation, ESG reporting, infrastructure, transport, financial services and the circular economy. It will promote ideas that make people think differently about the impact of their business, and discover ways to benefit not just the planet but people and profits, too.

SUSTAINABILITY THOUGHT LEADERS

It's important to make climate action mainstream and a lineup of over 100 globally recognised experts from across all sectors have joined the conference programme to make that a reality.

Among them are sustainability thought leaders from the likes of WWF, Rolls-Royce, Olio, Octopus Energy, Hitachi, Innovate UK, Columbia Threadneedle, National Grid, M&G Investments, the UK Infrastructure Bank and SME Climate Hub. We are proud to be supported by Tenet, M&G Investment, Schneider Electric, King & Shaxson Ethical Investing and Gluon Mobility Ventures.

One of the headline speakers at the event in June is Jarvis Smith, co-founder of My Green Pod and founder of the P.E.A. (People. Environment. Achievement.) Awards. He was only too happy to lend the full weight of over 15 years' pioneering

CLOCKWISE Reset Connect will help sustainable businesses to thrive; the event will connect thought leaders and entrepreneurs with investors



PHOTOGRAPHY MARKUS SPISKE; SAMUEL PEREIRA

CLOSING SUSTAINABILITY'S FUNDING GAP

Richard Mackintosh, co-founder of Reset Connect, explains why London Climate Action Week provides the perfect backdrop for a disruptive new climate gathering

experience to help make this a memorable and lasting climate legacy event for London and the UK.

'There is a lot happening in the sustainability movement right now', Jarvis said – 'a bit of a 'green rush'. When you've been at it as long as My Green Pod has, we know what to look out for and who and what to back, so it's a pleasure to be working with the team at Reset Connect.'

READER OFFER

My Green Pod readers can get 15% off their tickets using code MgDc15 at reset-connect.com



HELP TO DRIVE THE CHANGE

The event will be attended by a series of established global organisations. Last year's attendees included the BBC, Centrica, Deloitte, EDF Energy, Harrods, KPMG, Ford, RSPCA, Fever-Tree, Volkswagen, NatWest, Hitachi and many more.

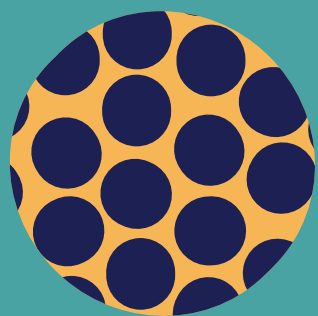
Reset Connect will also be hosting a P.E.A. Awards Hub to showcase the very best ethical, sustainable and impact-led businesses who have won P.E.A. Awards in the past. Sharing learnings from across the sustainability ecosystem will be a powerful source of guidance and inspiration to everyone in attendance.

Reset Connect has created a sustainability community that will be a powerful tool for any business or startup looking to collaborate, share ideas and work together towards a sustainable future.

Whether you're attending as part of a business driving sustainability, an investor, financial adviser, startup, entrepreneur or founder, all are welcome! Join and help to drive this much-needed change.

Find out more

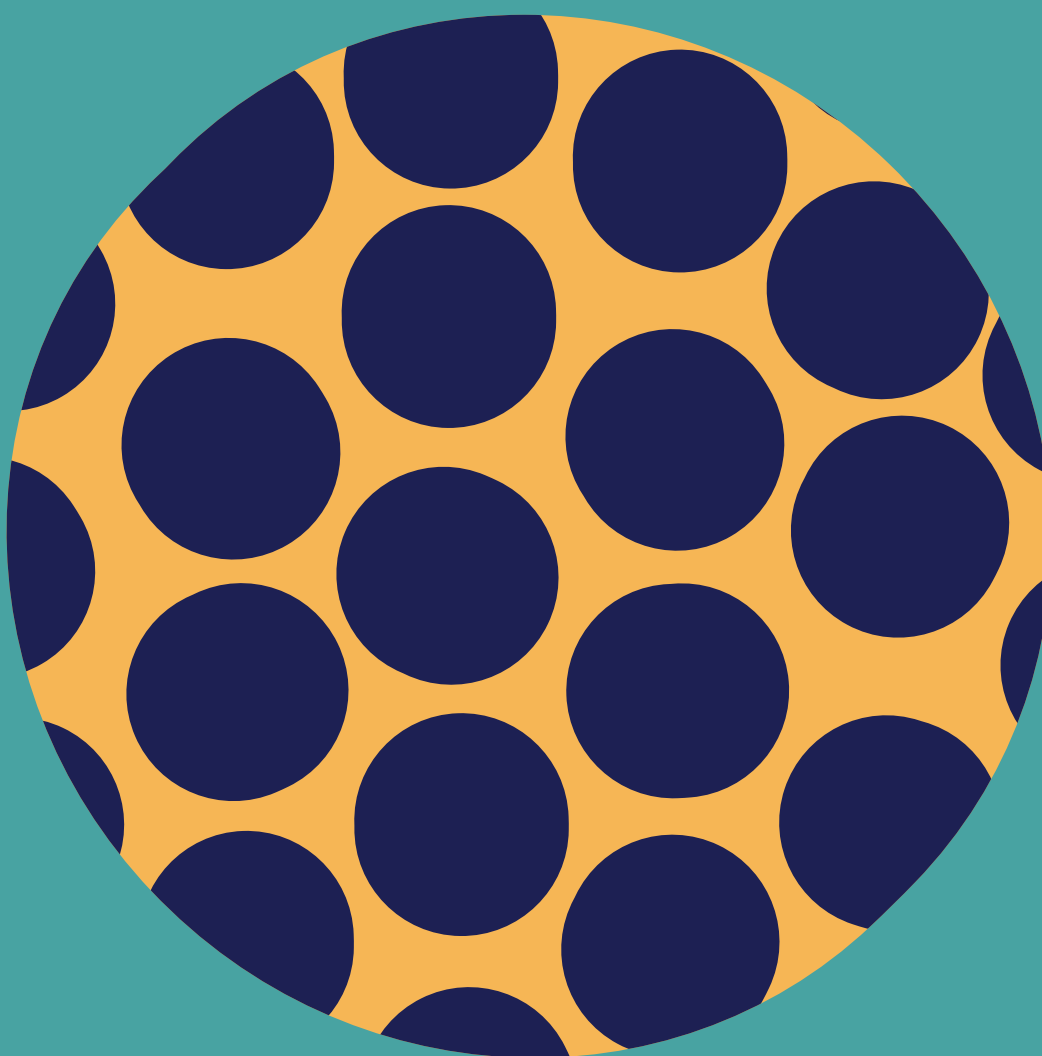
■ View the full programme and book tickets at reset-connect.com



2022 P.E.A. AWARDS

In association with OCEAN DIVA
— LONDON —

Nominations open!



Do you work with a green hero or count a sustainability champion among your friends or neighbours?

Nominations are now open for the 2022 P.E.A. Awards, which will include a new Lifetime Achievement award for long-term sustainability leadership. Visit peaawards.com for information about all 2022's award categories and everything you need to nominate or enter – it's free!

Nominations close on 31 August 2022 and winners will be announced at a ceremony in October.

2022 P.E.A. AWARD CATEGORIES

■ ARTS ■ CLIMATE PIONEER
■ DIGITAL TECHNOLOGY ■ DRINK
■ ELECTRIC VEHICLE ■ ENERGY
■ FOOD ■ GREEN PIONEER
■ HEALTH & WELLBEING
■ INFLUENCER ■ GREENEST FAMILY
■ LIFETIME ACHIEVEMENT ■ MONEY
■ NATURE ■ PRODUCT ■ TRAVEL ■ VEGAN

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SUSTAINABLE AND FUN

Jarvis Smith explains why we chose engineered paperboard furniture for My Green Pod HQ

When we relocated to Yorkshire during the pandemic, we had to make sure that our new office would be furnished in a way that reflected our own principles.

We found a fantastic old barn with stunning exposed beams – but it hadn't been decorated for over 15 years.

Supported by grant funding from the Local Enterprise Partnership and with the assistance of long-time supporter and friend Oliver Heath – the UK's leading biophilic design expert – we began the exciting process of creating our new workspace.

LOCATION, LOCATION, LOCATION

The office is based on the grounds of a beautiful country Estate on the edge of the sweeping Yorkshire Dales.

With Oliver's help we wanted to introduce some biophilic design elements that would help balance the contrast between the exterior and interior – but most importantly, the furnishings had to meet our own ethical standards.

We reused mainstream office furniture and added stylish design enhancements using circular furniture – made from paperboard – from The Apple Tree Company.

The result is a functional and fun workplace that fits beautifully with the surrounding countryside (and us).

MAKING A STATEMENT

Choosing furniture made from engineered paperboard was a natural choice, and we discovered The Apple Tree Company's principles fit perfectly with our own.

'I was delighted with how The Apple Tree Company's products fitted into the My Green Pod designs', Oliver said, 'in terms of both their environmental credentials and the aesthetics. They add a sense of fun and a crispness to the scheme.'





We were really excited to incorporate statement pieces, such as the Åkerö tree and the Enterprise coffee table, within the overall office layout.

Ultimately, the furniture had to be functional; thankfully the storage units, coffee table and bins look great, too, which really underscores the versatility of the engineered paperboard. The material's strength and functionality was made really clear to me by the Hukuto storage units.

ROBUST AND SUSTAINABLE

Engineered paperboard is strong, durable and, importantly, sustainable. It's not cardboard or carton board – the material's patented core is a high-density paper fibre structure tilted to 15 degrees.

The closed-cell technique gives a perfectly balanced weight-strength ratio that helps position paper as a highly viable alternative for furniture design – with many other benefits, too.

Engineered paperboard is completely circular. Unlike the 'take, make, consume and dispose' model of traditional linear economies, a circular system thrives on the motto 'reuse and recycle'. Furniture made from paperboard is strong and durable to maximise its use and, when redundant, it is easy to recycle.

A SPILL-PROOF FINISH

The pulp and paper industry has been implementing a circular approach for many years. Unlike many alternative materials, there is no difficulty in finding a recycling route.

All The Apple Tree Company furniture includes a guarantee for strength and structural integrity. The inclusion of a protective

layer also means that the surface is water repellent and can be wiped clean from the occasional spill – even coffee or red wine!

This makes it perfect for an office environment – especially ours, where coffee is a must and products ranging from moisturisers to multi-purpose sprays – are tested daily.

RECYCLED AND FSC CERTIFIED

While the paperboard can withstand irregular contact with water, optional unobtrusive 'polka dot' feet – made from bioplastic created from corn starch – are available to raise the product to avoid contact during floor cleaning.

Being at least 70% lighter than MDF or MFC, the board also offers environmental savings on transportation. The Apple Tree Company furniture is available with four different finishes with varying recycled content (the black option is 100% recycled). All types are manufactured using materials certified by the Forest Stewardship Council.

NO HARMFUL CHEMICALS

In addition to environmental considerations, engineered paperboard contains no harmful chemicals or VOCs and furniture is manufactured using water-based adhesives.

We love the way the furniture looks and feels in the office and will certainly be coming back for more as we expand!



Browse and shop **The Apple Tree Company** range at mygreenpod.com/vendors/the-apple-tree-company



CLOCKWISE
Paperboard adds a fun element to our biophilic office; each piece is individual; the strong and durable Hukuto storage units; even the bins look good; the spill-proof units ready for product testing

 EDITOR'S INTERVIEW

ONE EARTH SHOW

The UK's first event to take the guesswork out of sustainable living

Mention
My Green Pod
to get 10% off a
One Earth Show
exhibition
stand



The climate crisis is so huge that it can be hard to see how one individual can make a difference – yet history shows that when human beings unite behind a cause, they have the power to shift paradigms.

Regular My Green Pod readers will know our stance: we believe that if every person made at least one positive lifestyle change, the future would look much brighter for the next generations. This year we've partnered with One Earth Show (21-22 January 2023, Birmingham's NEC) to help you find that change and explore how it could work for you and your family.

One Earth Show will bring speakers, practical workshops and exhibitors together under one roof to help you discover the change that's right for you, and give you practical advice on how to make it a success. Whether you want to improve your recycling rates, reduce pollution or make a stand against climate change, you'll come away with the tools and inspiration you need.

INFORMED ADVICE

One Earth Show is the brainchild of Ed Tranter, who has 25 years' experience in events and magazines. 'In the end, the idea found me', he tells us. 'Over the last few years we've been trying, as a family, to live more sustainably. Everything seemed confusing and hard to navigate.'

Ed's background naturally led him to seek event-based sustainable lifestyle advice from charities, action groups and ethical suppliers. 'It turned out there was no such event', he tells us, 'so here we are!'

Now, more than ever, there is a desire to make a difference; Ed's research underlines what many already know: 94% of us want to live more sustainably but only 9% feel equipped to do so.

'The environment, and our impact as consumers, is at the absolute forefront of our collective psyche', Ed tells us. 'It's great that the conversation has become more mainstream but we also need to raise awareness of the facts.'

The goal at One Earth Show is to meet the need for advice and information while giving sustainable brands a platform to take their products and services mainstream.

FROM FOOD TO TRAVEL

The event will focus on five key themes that touch most households: food, fashion, beauty, home and tech and travel. 'We are determined to make the event positive and motivating', Ed explains. 'People will leave with answers to their questions, and the motivation to get started in a way that suits their lifestyle and budget.'

High-profile speakers will discuss the big issues facing the planet, and those who have made the journey to sustainable living will offer practical advice. One Earth Show will also introduce ethical suppliers who can help get you started and arm you with the knowledge to start making a change.

THE MY GREEN POD STAGE

My Green Pod is a One Earth Show foundation partner, and co-founder Jarvis Smith has joined the event's advisory board.



CLOCKWISE

The show will empower visitors to make a difference; it will showcase sustainable alternatives to everyday products; the family-friendly event will have something for everyone

'The only way to change our predicted path is for everyone to start making a change. As a father and as a human being, I want to be part of that change.'

ED TRANTER FOUNDER OF ONE EARTH SHOW



Find out why **One Earth Show** is a **My Green Pod Hero** at mygreenpod.com/heroes

'This event fits exactly with our mission at My Green Pod: shining a light on brands offering ethical alternatives, helping educate consumers about the simple choices that reduce the impact on the planet and celebrating sustainable living!', Jarvis said. 'We hope that many of the brands we work with will be at the event to meet customers face to face.'

Jarvis will host the My Green Pod Stage, where visitors will get direct access to the businesses and individuals tackling climate change. Inspiring experts will also take to the stage to share their thoughts on how we can all make a difference.

Many My Green Pod Hero products and services will be showcased at the One Earth Exhibition, offering a great way for ethical businesses to meet customers and get products into shoppers' hands.

A FAMILY EVENT

One Earth Show is for everyone – from the curious to those passionate about protecting the planet. The content will be suitable for both adults and children to enjoy as a family, with accessibility reflected in the ticket pricing.

The inclusion of younger generations is key to Ed; his own children, who are all passionate about the natural world, inspired him to create the show. Toby became vegetarian when he was 10 and Freya was so touched by Iceland's orangutan advert that she removed all items containing palm oil from the cupboards. Molly wants to be Steve Backshall when

she grows up. Together, Ed's children made him question how he was making a difference. 'As with my family's example, the younger generations are driving the change and encouraging the shift to a more sustainable lifestyle', Ed says. 'They are the parents of the future generations, so to educate, empower and harness their enthusiasm is essential.'

TREES FOR TICKETS

A tree will be planted for every ticket sold, and One Earth Show is working with its UN-approved global reforestation partner Forest Nation to plant the One Earth Forest in Tanzania.

'The project provides jobs, food and a livelihood for the local community', Ed tells us. 'We are also working with the Woodland Trust on its UK campaign.' One Earth Show's first 10,000 tree seedlings were planted in the tree nursery in Tanzania in January 2020.

The One Earth Show also has a sustainability pledge in partnership with the NEC and is working with partners and suppliers who share the environmental values that underpin the event.

It's an e-ticket only event and the carbon emissions will be offset. The One Earth Show is also working in partnership with public transport providers and will remove as much single-use plastic as possible.

'I am really excited to see the high-profile speakers we have lined up to inspire visitors', Ed tells us. 'But most of all I will be thrilled to see visitors leaving with ideas to apply to their lifestyles, if each person makes just one change, that would have an amazing impact.'

Find out more

■ Tickets and event details are at oneearthshow.com

Delivered with purpose

This eco delivery company shares wealth with communities

According to LocoSoco Group plc, over the next 10 years sustainability will become a multi-trillion pound industry.

The eco-friendly product delivery company has already noticed some of the world's biggest brands and companies switching to eco-friendly and sustainable alternatives due to a change in consumer buying habits – and says it's only a matter of time before the others follow suit.

'Consumers are looking for alternatives', says James Perry, LocoSoco's founder and CEO. 'They are moving away from damaging products and towards choices that are healthier both for themselves and for the environment.'

DELIVERING SUSTAINABLE PRODUCTS

James is supporting the shift from both sides, fulfilling the consumer demand for eco products while giving a platform to the rising number of products with purpose. 'We currently work with over 500 independent retailers across the UK, and have sold to hundreds of businesses, 19 councils and some corporates', he says.

LocoSoco delivers everything from food, snacks and drinks to cleaning products, refill stations and health and hygiene products, plus own-brand and safety products.

'We look for products and services that are independent, have clear sustainability goals and are about more than just shifting product', James explains. 'We also look at companies we can help become more sustainable by sharing best practice between brands. The key is that they are working

towards sustainability and contributing to more than one Sustainable Development Goal.'

During the pandemic LocoSoco put refill stations into around 300 communities, which is equivalent to 150,000 refill bottles of cleaning product and around 400,000 refillable bottles of hand sanitiser.

'LocoSoco means Local Social', James tells us. 'It has always been about making change at a local level and giving communities the tools to take on local economic and environmental challenges.'

SHARING WEALTH WITH COMMUNITIES

James feels strongly that creating a new shared wealth distribution model will help communities take charge and do their bit while being fairly rewarded for their involvement.

LocoSoco works with the pillars of a community – including its shops, schools, places of worship and sports clubs – to facilitate a new way of shopping that is both local, sustainable and online. At the same time households and businesses are encouraged to transition to sustainable products and support their communities.

'There is a huge opportunity to create shared wealth from the transition to sustainable alternatives', James says. 'It helps us to prop up the assets that bind our communities together while providing access to affordable, high-quality products, services and technologies to the millions of households and businesses in the UK.'

LocoSoco has launched MyEco.Site to allow communities to promote, sell and profit from the

transition to sustainable alternatives. 'This service is free to community organisations', James says. 'It provides a personalised webshop and LocoSoco takes care of the distribution, splitting the profits 50/50 with the community organisation.'

A BLUEPRINT FOR SUSTAINABLE COMMUNITIES

James has based his model on a typical village, with one shop, one school, one place of worship, one pub and 500 houses. 'The average household spends £30,000 per year and a village spends £15m', James reveals; 'how much of that could be spent through local, shared-wealth community assets? I believe it could be around £5m, which could add over £500,000 of profit to a community-owned company. What each community could then achieve is what we're working to find out.'

As James scales LocoSoco and continues to work with community leaders around the country, he is helping to bring positive change to the way we shop, the businesses we support and the communities we live in. 'With all the products and technologies that are coming to market, we need an efficient and economically viable way to get them into communities', James says. LocoSoco could be just the way to do it.



Find out why **LocoSoco** is a My Green Pod Hero at mygreenpod.com

Children at Eksdale School launching the Eco-Refill station Eco Enterprise, as part of the Social Enterprise International SPEED Project in partnership with LocoSoco



PHOTOGRAPHY RICHARD PONTIER

A new work-life balance

Roger Tempest, Broughton Sanctuary's custodian, explains how a new working week could look to you and your family

sometimes dream of what life could be like in a perfect world. Some are big dreams, while others would only require simple daily adjustments.

One recent dreamy moment was around how I could work and play a little better in 2022, for myself and my family. The pandemic has caused such huge changes to so many people's lives and lifestyles that for many there is a new opportunity for beneficial adjustments.

Many no longer need to work the same hours in the same location: work can be brought closer to family and friends. This, in turn, can facilitate more short breaks in our homeland over the course of the year – mini holidays that are more environmentally appealing, more family friendly and more romantic. There is essentially a new opportunity to 'go on holiday to work', and take family or friends along.

Broughton Sanctuary offers the kind of environment where this dream-like possibility can very much become a reality.

FOR ONE OR ALL

The 3,000-acre historic Estate, nestled in the foothills of the Yorkshire Dales, has over 14 holiday homes. They range from lovingly restored cottages, barns, farmhouses and gatehouses for families or friends to an off-grid hermit's hut that is perfect for couples or anyone who wants time alone to write, think or get close to nature.

The immaculate historic country house – dating back to 1597 – can also be booked for bigger numbers or a special occasion. This is one of the few historic houses in the UK that can be hired for exclusive use. It has been on TV a lot lately – in *All Creatures Great and Small*, *Gentlemen Jack*, *The English Game* and *Ridley Road*, for example.

GETTING DOWN TO BUSINESS

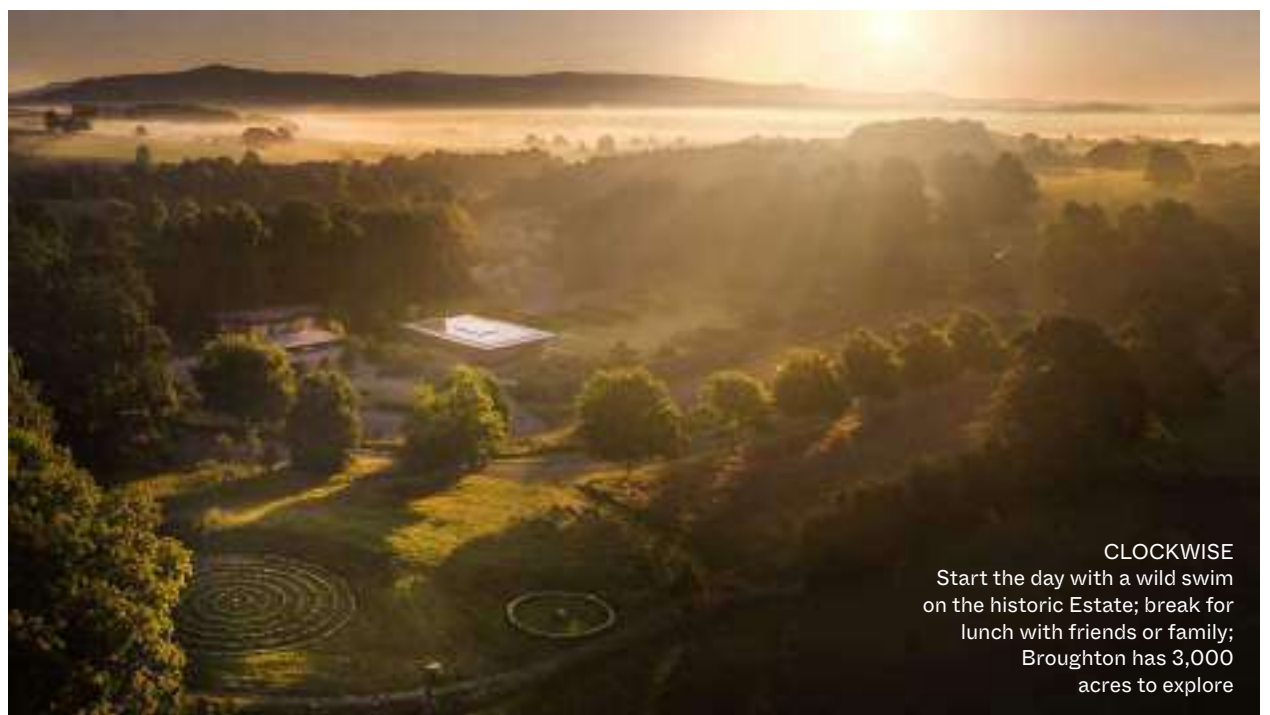
Beyond the accommodation, the wide range of activities on guests' doorsteps offers something for everyone; a group or family can have breakfast together in the bistro in our walled garden before heading off for a wild swim and a woodland sauna, all before the working day has officially commenced.

When it's time to clock in, the speedy wifi, business support, offices and meeting rooms make a working day pass with ease. It can be broken for a family picnic, provided by the Estate's plant-based food chefs, on the heather-laden Broughton Moor.

WINDING DOWN IN NATURE

The therapeutic effects of being in nature can make a 'workcation' at Broughton feel like an informal restorative retreat.

If you find yourself with a free afternoon after a focused and productive morning of online



CLOCKWISE
Start the day with a wild swim on the historic Estate; break for lunch with friends or family; Broughton has 3,000 acres to explore

meetings, calls and work, there are plenty of ways to wind down and allow the inner nature to be healed by the outer nature.

Follow the mountain bike course through the woods until you reach the indoor or outdoor swimming pool, or head for a sauna, steam, yoga class, dance or massage at Avalon, our state-of-the-art wellbeing centre.

A couple of work calls in between and an email clearance session (if you need them) and you begin to get the feel of what a workcation here could look like. The kids are happy and the adults are happy.

Down time can be used to explore the grounds, which are home to England's biggest tree-planting and nature-recovery project. Insects, animals and biodiversity are surging here as a result.

REALISING A DREAM

After a day of work and play you could reward yourself with a fire temple party – complete with drumming, dance, music, marshmallows and a group singing session. You would go to bed happy, free from the noise and light pollution of urban life.

My new dream life is getting closer to reality, and all these small dreams add up to a completely new way of living. It's the little things that make up life: time spent with family and friends and having the right balance of work and play. It's time to recognise we all need this new way of living.

Find out more

■ View accommodation and availability at broughtonhall.co.uk



MARKETPLACE

Our Marketplace is full of alternatives to mainstream products, whether you want to clean up your diet, your home or your skincare routine. Here are just some of the products currently available – all with free shipping! Shop by values or 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.

FOOD & DRINK



SEA ARCH COASTAL JUNIPER SPIRIT

A delicious and alcohol-free alternative to gin

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SEED AND BEAN COCONUT & RASPBERRY

A plastic-free, vegan and delicious dark chocolate

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VINTAGE ROOTS ALBET I NOYA PETIT ALBET BRUT

Perfect if you enjoy a bubbly that's not too dry

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BIRD SUNGLASSES PETREL

Limited edition 100% wooden sunglasses, with charcoal or mirror blue lens

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MY GREEN POD TOTE BAG

Our exclusive tote! Made from ethically sourced and 100% organic cotton

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BETTER NATURE BETTER BITES TEMPEH PIECES

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Multi-award winning premium Scottish spirit with organic pink grapefruit peel

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HUNTLY HERBS HOT LEMON RELISH

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HOME & GARDEN



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butterflies, birds and more

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An effective sanitiser made from
biodegradable ingredients

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ECO GREEN LIVING COMPOSTABLE CLING FILM

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wrap that is certified compostable

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STUDIO NOODLES NEW HOME BOTANICAL CARD

Eucalyptus pulp card printed
with vegetable inks

£2.95



HUSKUP MOTHER NATURE

We love the design on this
plastic-free coffee cup made
from rice husks!

£12.95



HEYLAND & WHITTLE GERANIUM & OUD CANDLE

Sustainable soy wax in a recycled
glass jar, with a burn time of
over 45 hours

£24



Rooting for each other

Becky Boulton, a Green Hero at Octopus Energy, shares why the team is planting 20,000 trees in support of veteran mental health

It's 9am and I'm at Garn Wen Farm. Mist rolls over the hills of Gwent and into the valley below.

Today colleagues from Octopus Energy and I are joining service leavers from the Green Task Force, a subsidiary of the PATT Foundation set up by Dr Andrew Steel in 2005. The organisation changes lives: it uses nature-based therapy to provide a pathway to employment for veterans who have struggled with mental health issues such as PTSD.

GETTING TREES IN THE GROUND

Our mission over the next few weeks is to plant 20,000 native hedgerow and broadleaf trees, ranging from beech to hawthorn. The goal is to account for the emissions produced by our non-electric vans in 2021; as the trees grow, they will absorb greenhouse gases and create a habitat for wildlife in this corner of Wales.

It might sound like a colossal task, but with the right tools (and military precision) the borders of the first field are planted in a matter of hours, leaving enough time for a well-earned tea break and a chat with the team.

OPENING UP

Talking is important when it comes to mental health, but it's not always easy. In the UK as many as one in six adults experience anxiety or depression every week, and the number of veterans struggling is even higher. Creating a safe space for honest conversation is crucial, particularly with research showing that men are typically less likely to open up.

With that in mind, as I stepped into the barn that had become our makeshift tea station I was pleasantly surprised to find a group of veterans discussing the advantages of forest bathing, and the health benefits of filling your hands with soil and taking a



Discover more about Octopus Energy's mission to make the world's power 100% green – as quickly as possible – at mygreenpod.octopus.energy

deep whiff. 'I learned recently that if you put your hands or feet in mud, the enzymes go into your bloodstream and it calms you down', one tells me, introducing himself as Dave.

THE BENEFITS OF GETTING OUTSIDE

Dave's passion is immediately clear and, like the rest of the group, he is incredibly open and welcoming. He tells me about the 14 years he spent aboard submarines, serving in the Royal Navy. 'I enjoyed it but it's the little things you miss – fresh air, birds twittering in the trees. You really appreciate things a lot more', he said.

Dave suffered from depression after leaving the forces and being evicted from his home. After being taken in by the Hull Veterans Support Centre, he began working at Green Task Force. 'The biggest thing for me has been meeting people who have had some kind of stress or problem in life', Dave says. 'No one's afraid to talk about it. People are happy to share those experiences and they're genuine with them as well. If one person talks about it and puts their hand up, other people do, too.'

The group's stories are often as shocking as they are inspiring. Many live with PTSD and have had experiences of anxiety and depression – not just as a consequence of their time in the forces, but also as a result of transitioning back to life as a civilian. For some of these people, the opportunity to work outside and in an environment where talking about their struggles is actively encouraged has been life saving.

'I couldn't put a price on the value of what the great outdoors actually gives', says Paul Sykes, chief executive of the PATT Foundation; 'to get people out here today, doing something really good like tree planting – giving them the community that they're used to. They feel like they've come home again.'

'IT'S GOOD FOR THE SOUL'

12 Octopus employees came to muck in over the course of the project – all welcomed with open arms before being shown the ropes. With this kind of warmth presented so readily, it's easy to see how valuable such a supportive community has been for the whole Green Task Force team.

For everyone here, fresh air and feeling part of a positive change is something to be proud of. 'It's good for the soul', says Dave. 'It's nice to see the sun come out again for some people.'

The 20,000 trees we get in the ground will capture tonnes of CO2, a huge contributor to climate change, while also helping to support native wildlife in the area at a time when UK biodiversity needs our help the most.

41% of UK species have declined since the 1970s as a result of habitat loss and warming temperatures; we are making it part of our mission to see those numbers improve while we do our bit to tackle climate change.

DEVELOPING SKILLS

Green Task Force has its sights set on more ambitious ventures in the future, and intends to support even more people struggling with mental health issues across the UK.

The team's first priority is to grow its own saplings in the three new greenhouses, an operation that will give veterans the chance to develop skills in horticulture.

With the help of the therapist Green Task Force is soon to hire, this will also become a new aspect of the nature-based therapy. There is an exciting road ahead for the Green Task Force, and we're looking forward to watching the organisation grow.

Find out more

■ Donate or follow Green Task Force's journey at justgiving.com/pattfoundation



CLOCKWISE
Octopus Energy
joins Green Task
Force for a day
of tree planting;
nature brings
mental health
benefits to the
veterans; planting
hedgerows for
wildlife; the
planting creates
opportunities to
learn new skills





Onshore wind, from sites like Avonmouth wind farm in Bristol, is the cheapest way to produce more homegrown electricity

Time to switch on RENEWABLES

Clean energy is the only realistic way to end the UK's reliance on imported gas

Soaring energy bills continue to dominate the headlines as we brace ourselves for the full shock of the record rise in wholesale gas prices, which have quadrupled in the last year.

The global price of gas is hitting us so hard because gas accounts for one-third of the energy we use in the UK.

From 01 April this year the energy price cap was increased for approximately 22 million customers; those on default tariffs paying by direct debit will see £693 added to their annual energy bill, which will rise from £1,277 to £1,971.

THE ENERGY SECURITY STRATEGY

On 06 April the government set out its Energy Security Strategy, a framework for reducing the financial burden of rocketing bills while boosting Britain's production of 'cleaner and more affordable energy' to improve energy independence.

Campaigners were disappointed to see nuclear power's role in reducing the UK's reliance on oil and gas, and the plan to build up to eight new nuclear reactors. This summer the government will also open a licensing round for North Sea projects, despite the International Energy Agency (IEA)'s warning that we must develop no new oil, gas or coal projects if we want to reach net zero by 2050.

Energy experts were also dismayed by the absence of plans to reduce energy use and improve the efficiency of our homes, with many noting that the cheapest energy is the energy we don't use.

THE ROLE OF RENEWABLES

With onshore wind and solar currently the cheapest way to generate electricity, homegrown clean power is the most obvious solution to both energy security and prices; the strategy sets out a plan to speed up the planning process for offshore

wind farms and cheaper energy bills for communities that host onshore wind projects.

'It's good to see the government recognising the role of renewables in reducing the UK's reliance on gas in its Energy Security Strategy', said Matthew Clayton, managing director at Thrive Renewables. 'However, deploying onshore wind is the cheapest way to produce more homegrown electricity and the government appears to have missed a huge opportunity to unleash its power. It is more positive to hear that targets for solar are increasing with a focus on commercial rooftops, which enable businesses to reduce energy bills and decrease their carbon footprint.'

The government recently announced a positive step forward in the roll-out of renewables in the UK when it revealed its main renewable energy support scheme – the Contracts for Difference auctions (CfDs) – will take place annually from next year.

The scheme works by providing clean energy generators with a stable, pre-agreed price for 15 years, which ultimately provides the revenue certainty required to kickstart the development of renewable energy projects while protecting bill payers from price shocks.

THE IMPORTANCE OF STORAGE

The UK's electricity demand is projected to increase by almost 40% by 2035 as heating and transport transitions from fossil fuels to electricity. This creates an opportunity to deliver 60-80GW of renewable electricity generation, but in order to replace gas we will also need to see substantial growth in the UK's storage capacity.

Thrive Renewables is currently entering the construction phase of a 20MW storage project at Feeder Road in Bristol, its biggest battery investment to date. The site has the capacity to deliver 1.5 hours (or 30MWh) of electricity to the national and local grid, connecting enough capacity to power 14,771 typical UK homes, and will help to balance out the variability of natural power sources such as wind and solar.

Storage projects like Feeder Road have a huge role to play in our future energy system; they work by storing electricity when it's at its cheapest and most abundant – when the wind is blowing or sun is shining – and releasing it when consumer demand peaks.

There is also a strong business case for companies to generate renewable energy on site; while adding to the UK's renewables infrastructure and improving its environmental footprint, the host company benefits from the clean electricity it produces and is better placed to manage costs.

Ultimately, the way to avoid future energy price shocks for businesses and households is to keep supporting the roll-out of renewables and storage and to implement stronger policies on energy efficiency to reduce the amount of energy we need. In doing so, we not only reduce consumer bills but build a solid path towards net zero.

Find out more

■ Discover more about renewable energy from Thrive Renewables at thrivere Renewables.co.uk



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New season
sustainable and
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for babies, toddlers
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CLOCKWISE Pip and Henry designs reflect the fun of a vibrant, playful childhood; storytelling plays a key role in the shoe company's mission to inspire sustainability in the next generation



EDITOR'S INTERVIEW

First steps to MINDFULNESS

This ethical shoe company wants to create a new generation of changemakers

In the UK, we buy 60 million pairs of children's shoes each year; the majority end up in a landfill or incinerator, simply because there are too many shoes and not enough recycling solutions.

'Kids typically outgrow shoes every three to four months in the early years of their lives', explains Jeroo Doodhmal, founder of ethical children's shoe company Pip and Henry. 'An average child will own 15 pairs of shoes over the course of a year.'

Children's feet grow so fast that the average discarded shoe is far more likely to have been outgrown than damaged or broken in any way – especially in the very early stages when the child isn't even walking.

Most of these unwanted shoes end up in landfill, where they decompose slowly. '60% of shoes are made from rubbers, plastics and other synthetic materials like PVC and EVA', Jeroo tells us. '17% are leather based and the rest are textile based. Once they're in landfill, these shoes can leach plasticisers, heavy metals and other toxic chemicals into the ground and water.'

While cotton takes about six months to break down and leather requires 20 to 40 years, most shoes contain plastic-based components that last much, much longer. PVC and EVA could take up to 1,000 years to decompose.



THE POWER OF STORYTELLING

Businesses can help to reduce the number of shoes that end up in landfill by producing smaller batches. Jeroo acknowledges that adopting this approach is more expensive, but for her it also means no excess Pip and Henry stock that can't be sold.

Perhaps more importantly, Jeroo has created a business that challenges the way we think about

children's shoes in the first place. She uses storytelling to help the next generation become part of a solution to stop the problem at source.

Each Pip and Henry shoebox doubles up as a fun board game, encouraging children to use everyday household waste for arts and crafts. Jeroo has also penned unique children's storybooks aimed at inspiring and empowering children to be the change they want to see.

The main characters are inspired by Jeroo's daughter and her love of dinosaurs. 'Pip is a little girl and Henry is her dinosaur friend', she explains. 'We build stories and adventures around these brand characters to help drive eco-mindedness in kids in a fun, inspiring and relatable way. We're investing as much in the content side of our business as we are in our products, so we can grow awareness in the next generation – the kids who wear our shoes.'

RECYCLED AND REPURPOSED

Pip and Henry shoes are durable and should last at least two years – long after the average owner has outgrown them.

Customers are encouraged to send their old shoes back to Pip and Henry in exchange for £10 off their next pair. Shoes that are in good condition are donated to charity and damaged shoes are recycled or repurposed; nothing ends up in landfill.

'We've partnered with First Mile to help with the recycling process', Jeroo tells us. 'The worn-out shoes are collected and various sorting and grinding processes are used to ensure materials are repurposed to create things like playground pads and building insulation.'

PINEAPPLE 'LEATHER'

When Pip and Henry shoes reach the end of their useful life, they will degrade without leaving a toxic legacy.

The core materials used in the first range include Piñatex, a material that looks and feels like leather but is made from the fibres of waste pineapple leaves, plus recycled TPR for the soles and organic cotton for the uppers.

Future ranges could include recycled suede plus chrome-free and vegetable-tanned leathers, which go through less polluting tanning processes than traditional leather. Other organic and sustainable fabrics like jute, hemp and linen are also currently being considered.

Smaller production runs and high processing costs can mean these new renewable materials are anywhere from two to 10 times more expensive than regular materials.

'The hurdle we have to overcome going forward is the customer education piece around sustainability issues', Jeroo explains. 'Encouragingly it is growing steadily, with consumers becoming more demanding of fashion brands when it comes to responsible manufacturing.'



Browse and shop the Pip and Henry range at mygreenpod.com/vendors/pip-henry

EARTH DAY FASHION

Model twins Brett and Scott Staniland take a look at the London designers shaping the future of sustainable fashion

It's exactly a year since our first article about sustainable fashion in My Green Pod Magazine.

We like to use Earth Day as a stock-take day; we look back at the amount of work achieved within and adjacent to the industry over the previous year, and ahead to what we can hope to achieve over the course of the next 12 months.

Europe's month of Fashion Weeks recently concluded, following a flourish of physical fashion shows – similar to pre-pandemic levels – that showcased the latest in creativity and innovation.

While climate-conscious protests have taken place at Fashion Weeks in the past, we can testify that the designers presenting here in London are

the very designers helping to create a more ethical, responsible and conscious future for fashion.

We caught up with some emerging London-based designers for a look at their collections and to get a grip on what's influencing them. We're very pleased to say we think London is in good hands.



PHOTOGRAPHY JESSICA MAHAFFEY/EFTYCHIA

CARLOTA BARRERA

The Spanish-born, London-based designer has a signature gaze of contemporary and gender-fluid classic tailoring, which is timeless yet exciting and modern. This season's collection featured elegant silhouettes with slashed and cut-away details, further diving into the conversations of covering and uncovering, and evolving masculine and feminine identities.

The collection, 'The Last Run', was inspired by après-ski – but the name also acts as a call to action on climate change. The show notes point towards the now-disappearing seasonality of temperatures; there was a mix of cold and warm tones and outerwear with short-sleeved tops and shorts.

@CarlotaBarrera



PHOTOGRAPHY CARLOTA BARRERA

EFTYCHIA

I can't lie. I rather enjoyed the eye-roll I got in Milan when I said the word 'sustainability' to Eftychia Karamolegkou. We agreed the term is prehistoric and overused in fashion, with brands shouting from the rooftops about 'novel' practices others have followed for years.

The Eftychia label instead creates what it does, as it always has. With a collection of what would formerly be known as work-wear, sophistication was given an element of fun: contrast panels of velvet against wool which, when the light hits, create a new, more cinched silhouette. Timeless and classic pieces with versatility and modernism reigned.

@Eftychia_co



PHOTOGRAPHY ROBYN LYNCH

ROBYN LYNCH

Robyn Lynch is an Irish designer who produced her first collections under Lulu Kennedy's Fashion East label. This London Fashion Week (LFW) Robyn presented her first physical collection at the NewGen space at the Old Selfridges Hotel.

Robyn innovated with old-new pieces, mixing parts of discarded Columbia technical wear with knitwear and eBay-sourced clothes.

@RobynLynchIreland

Find out more

■ Stay up to date with Brett and Scott on Instagram: @twinbrett and @twinscott

LABRUM LONDON

An overlooked tangent of 'sustainability' is the story and heritage of the workers, the people at the heart of it all.

Artisans in Freetown, Sierra Leone crafted the fabrics for Foday Dumbuya's Labrum London collection. Foday intertwined their story with his own by featuring prints of figures from the Mende and Kissi tribes. The luxury bags, in collaboration with Noskhari, used deadstock and off-cuts to reduce waste and add an element of circularity.



PHOTOGRAPHY VOGUE RUNWAY

Other emerging London designers such as Connor Ives, Harris Reed and S.S. Daley also used their collections to contribute to the sustainability dialogue, championing upcycling and deadstock fabrics. They joined more familiar names such as Priya Ahluwalia and Bethany Williams.

For this wave of designers sustainability isn't just a trend, it's embedded in how they have always worked and lived – and will be part of their brands' DNA long into the future.

Valley Fest's Melissa Kidd reveals two exciting developments for 2022's festival



Find out why Valley Fest is a My Green Pod Hero at mygreenpod.com/heroes



Among many other things, Arcadia will bring its Afterburner stage – built from a Rolls Royce jet engine called an Afterburner, and surrounded by a circle of metal trees and flames. The dance floor has been designed with the DJ in the middle.

By day, kids will be able to make their own Afterburner playground stage, with help from the much-loved Woodland Tribe. By night, it's time for the big kids to play! Expect mind-boggling shows, boundary-pushing fire performances and the Lords of Lightning, who will duel with high-frequency crackling electricity in the Tesla Coil Show.

'We're so excited about our new areas', says Luke Hasell, Valley Fest's founder. 'It's now more important than ever that we understand how we can eat to keep the planet cool – while enjoying every minute!'

SOMETHING FOR EVERYONE

There's plenty of wholesome fun to be had in the form of treats, beats and things to eat. The festival provides some of the best food imaginable, from carefully curated street food to dining experiences designed by highly acclaimed chef Josh Eggleton. All the produce is provided by the farm itself or local suppliers.

Valley Fest takes place in two large meadows, making it perfect for first-time festivalgoers and families of all ages. People often remark how easy

GET ON MY LAND!

Valley Fest, the best-tasting music festival in the South West, is now in its eighth year – and 2022 looks set to be the festival's most fun year yet.

Headliners for the family-friendly food and music festival (04-07 August 2022) include Travis, Clean Bandit, Kosheen, Faithless (DJ set) Roni Size and the Craig Charles Funk and Soul Club – yet consistently, the biggest crowd-pleaser is the view.

Chew Valley Lake, edged by the rolling Mendip Hills near Bristol, provides the sparkling backdrop. This is officially an Area of Outstanding Natural Beauty, and the festival itself is held on a regenerative, organic farm. Looking after the land has always been deep in this festival's DNA.

REGENERATIVE FARMING

The food on offer is carefully sourced, and farm tours are available alongside a thought-provoking programme of talks.

This year a new area – sponsored by Yeo Valley Organic, Britain's largest organic dairy brand – will showcase regenerative, organically farmed food. This 'Regeneration Area' will explore how healthy, natural food from a regenerative organic farming system can nurture and nourish both people and planet. It is an area for anyone who is hungry for hope, who wants to be part of the solution and who wants to make informed choices.

It's possible to eat our way to a better future through regenerative organic – and the programme of activities, talks, debates and entertainment will show you how. Inspiring speakers will explain how, with your support,

The Arcadia Experience – complete with Afterburner stage – is new for Valley Fest 2022



regenerative organic farmers can heal a broken system and mend the planet.

THE ARCADIA EXPERIENCE

In another exciting new development for 2022, Arcadia will curate the second festival field. Arcadia is known by millions for its 50ft fire-spitting spider, an iconic Glastonbury highlight.

Find out more

■ Adult weekend tickets are £175 (plus booking fee) and can be bought in instalments to spread the cost – visit https://www.valleyfest.co.uk/tickets/?utm_campaign=MGP&utm_source=Online_Magazine

it is to get around – no long hikes across fields or hours of losing your friends. In fact, part of Valley Fest's appeal is the lazy lakeside vibe; you can unwind with family and friends and drop in on poetry, storytelling and comedy sessions.

Expect hedge-to-hedge Somerset sparkle and plenty of nonsense with a spectacular soundtrack. It's not to be missed.

Sustainable switches

We asked Britain's largest organic dairy brand to share ways to reduce your impact this Earth Day

The team at Yeo Valley Organic – Britain's largest organic dairy brand – frequently comments on the importance of organic and nature-friendly farming. It also believes small positive acts can help make a difference to the planet – from what you buy to how you spend your time.

To mark Earth Day 2022 (22 April), Yeo Valley Organic has asked some of the brightest minds in sustainability for simple lifestyle hacks that can reduce anyone's carbon footprint. The goal is to help you feel empowered to make a positive difference – whether it's in your wardrobe, your kitchen or your garden.

TIPS FROM KALKIDAN LEGESSE



Social entrepreneur; founder of Sancho's and Schwap circular fashion

Get organised

Really understand what you have now; get to know your clothes, your furniture and the drawers full of barely used things. Get it all

organised (this time of year is perfect). Donate or sell what you don't use on platforms like Shwap or eBay, and recycle the rest.

Plan your style

Moodboard the style you want (for interiors or your personal wardrobe), use Pinterest or simply take screenshots of what you like and draw up a style you want. Now compare what you actually have with

what you want. The difference is your shopping list.

Consider your shopping habits

Shop small – find small businesses or creators near you online or on the high street. When shopping ask yourself whether the person who made the item was paid fairly, whether you will use it more than 30 times and whether, when you have finished using it, you will be able to resell or recycle it. If you feel comfortable with all of the answers, buy it.

TIPS FROM DR LUCY WILLIAMSON

Nutritionist

You are what you eat

People don't tend to think about sustainability in relation to their own health and wellbeing, but if you are what you eat, it stands to reason that the healthier the food you put in, the better you'll feel.



Go with your gut

There are 100 billion microbes in your gut and they are key for a long, healthy life. The best way to look after them is by sourcing and eating real, nutrient-rich food and making sure you have plenty of fibre from a variety of veg, fruit, grains, pulses and seeds for natural prebiotics.

Probiotic, gut-friendly foods are those with natural cultures present, like milk and yoghurt; other fermented foods for natural probiotics are cheese, kefir, kombucha, kimchi and sourdough.

Spend time in nature

Science is showing that time spent in nature, up close with our land, also benefits our gut health because healthy soils provide many of the same microbes we have in our own gut! In general, being outside and connecting with the natural world, plants, insects, birds and bees has a positive effect on our overall mental health and wellbeing.

TIPS FROM TOM WHITE



Yeo Valley's 'soil detective'

Create your own compost

Homemade compost is a fantastic way to recycle plant material, feed plants and lock carbon back into the ground. Keep your veg peelings, apple cores and mouldy fruit – when added to a compost bin they will mulch down over time, encouraging worms and insects to digest the food and create a pile of nutrient-rich compost to spread on your soil.

The best way to speed up your compost is to have a 50/50 split of green and brown waste including paper and cardboard, which presents a great opportunity to recycle other household waste.

Make a wormery

Whether you have a garden or not, you can build your own wormery using a glass jar; watch how soil – and the worms and organisms that live in it – can turn old vegetable peelings into compost, which will be perfect to grow some vegetables yourself! Worms can eat a huge variety of things including cooked food scraps, fruit and vegetable peelings, tea leaves, coffee grounds, egg shells, bread, pasta and rice.

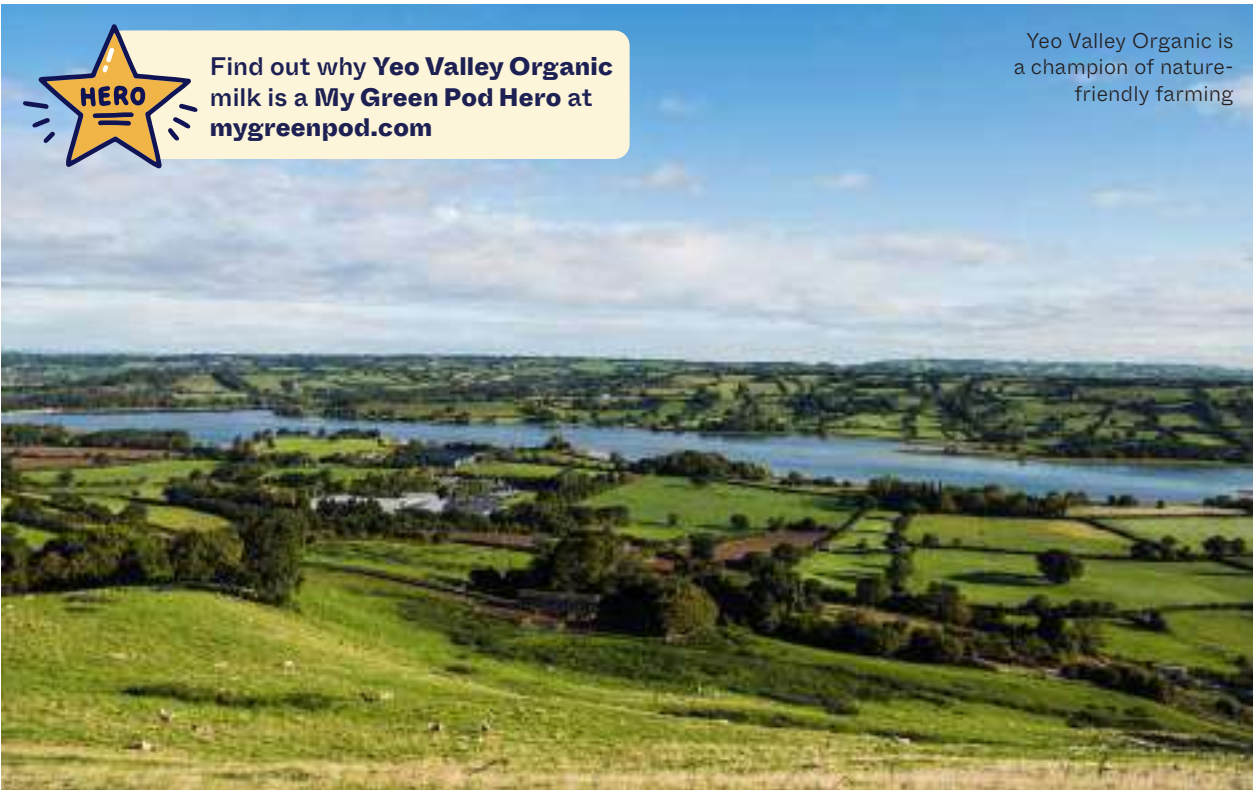
Switch to organic

If you're on a mission to make a difference, a really simple step you can make is to swap some of your current groceries – like milk, cheese and yoghurt – with organic alternatives, and to buy grass-fed meat, little and often.



Find out why Yeo Valley Organic milk is a My Green Pod Hero at mygreenpod.com

Yeo Valley Organic is a champion of nature-friendly farming



SUSTAINABLE SHOPPING

The app that grants quick and easy access to the most sustainable options on the supermarket shelf



Many of us want to buy food that's better for the planet, but making informed choices isn't always straightforward. Farming systems, supply chains, water use, biodiversity loss and packaging are just some of the many things to consider when looking for sustainable food – and they're not easy to analyse in a supermarket setting when you're in a rush and your mind is on other things.

A good first step is to buy as much produce as possible that's local, seasonal and organic – but for Carl Olivier, co-founder and CEO of Sustained mobile app, this approach doesn't go far enough. 'It may be easier to shop that way', Carl says, 'but given the complex nature of production processes, and the broad nature of the impacts on our environment, we need to find a way to surface and translate all the underlying complexity.'

DEMAND WILL CHANGE THE SUPPLY

Food production causes more than one-third of all environmental damage, from CO2 emissions to biodiversity loss. The industrial scale of the production of certain food types is driving even more damage.

'This needs to stop', Carl says; 'we need to find better ways to feed ourselves as a species. If enough of us change what we eat, by choosing more environmentally friendly foods more often, the demand will change the supply. The saying 'vote with your wallet' suddenly takes on massive significance.'

There is a wealth of evidence to support the idea that people want to buy more sustainable food; the People's Climate Vote from the UN showed that food and the impact of food production was one of the most supported areas for investment.

Spending habits are another indicator, with 'ethical spending and investment' in the UK surpassing the £100 billion mark for the first time in 2021. This is a five-fold increase over 10 years.

'People, on the whole, don't want to harm the planet if they can help it', Carl concludes. 'The problem is that we are busy and we need help to make sense of complex processes before we can make informed decisions.'

DECISIONS AT THE POINT OF SALE

The lack of clear, actionable information about the sustainability of various foods compounds the problem, especially when we consider the importance of presenting clear details to shoppers at the point of sale.

'Many purchasing decisions are made in the spur of the moment', Carl tells us; 'if we rely solely on shoppers doing research before they shop, it's unlikely we will see the rate and scale of change we so desperately need.'

Shoppers will use sustainability information more if it is clear and easy to understand, and if it can be accessed easily at the time of making a purchase choice. Yet these are complicated and intertwined topics, and many of the underlying impacts are often at odds with each other. This level of complexity could never be captured in traffic-light systems alone, or meaningfully represented on two-dimensional labels.

TECH HOLDS THE KEY

For Carl, who has worked at Skype, Microsoft, Twilio and Zoopla, this is where technology has a key role to play. 'We live our lives intertwined with digital experiences for almost everything – including buying our food', he says. 'Having seen first-hand the power technology has to help facilitate change at scale, we were inspired to create the app and the data and systems behind it.'

With Sustained, users scan the barcodes of food products to see an estimated environmental impact rating from A (best) to G (worst). At the time of writing, the Sustained public product database has over 156,000 products in its system that have been given an environmental rating.

The app also allows people to search the product database any time; a handy shopping list feature helps users to research and plan their next shop at a time that's convenient to them. For those who shop online, a Chrome and Safari browser extension acts as a companion by overlaying ratings as users browse certain online shopping sites.

The power of tech led Sustained to opt for a digital-first approach, which supports packaging but makes all the complexity available in ways most of us would be comfortable with accessing, using our mobile phones or laptops. Deeper layers of complexity and opportunities for further learning are available if wanted by the person engaging with the experience.

DEFINING SUSTAINABILITY

There are countless ways to assess the overall environmental impact of food; at Sustained, the approach focuses on the ingredients used to create a product. Life cycle assessment (LCA) frameworks and databases are used to create what Carl describes as 'the most scientific and evidence-based view of the impact that is possible today'.

The ratings currently available from the Sustained app are estimates due to the use of background LCA modelling, which uses the typical or average impacts for foods and ingredient production practices. The goal is to change that over time by working with brands to provide actual impacts for products.

Sustained's ratings framework covers the entire environmental spectrum by looking at a number of different impact categories: climate change, land use, water scarcity, resource use, damage to plants and animals and human health.

The Sustained system also assigns additional information icons, including 'local product', 'seasonal food', 'widely recyclable' and 'low CO2 emissions'.

Sustained was built to be as easy to download and use as possible, so the current version has no registration or log-in requirements. The flip side is that there is no scope to personalise the app to reflect what sustainability means to different users, but that is something that could change.

'People do indeed care about different parts of sustainability', Carl acknowledges, 'so in future we will provide personalisation options – such as the ability to indicate which impact categories matter most to them – so we can tailor each user's experience more specifically.'

EMPOWERED TO MAKE A DIFFERENCE

Price, availability and quality are the three most considered factors when making purchasing decisions. This won't change, and Carl is not advocating for that; instead he wants to introduce a fourth dimension to the standard decision-making process – that of sustainability.

'Of course, in many cases price will still be the main consideration', he accepts, 'but by making the additional sustainability information readily available, we are allowing for trade-offs to be made where possible.'



'At the heart of it, we want the Sustained app to empower people to contribute to how we live in a meaningful, positive way'

CLOCKWISE
The Sustained app holds 156,000 rated products in its system; easy access to clear information at the point of sale is crucial to changing shopping habits

Most things in life require some level of compromise, and people will be better equipped to make decisions if they can trust the information used to make them. 'At the heart of it, we want the Sustained app to empower people to contribute to how we live in a meaningful, positive way', Carl explains. 'Ultimately, I believe this is not going to be something any single audience or actor will be able to solve alone. Consumption and production are intrinsically linked; regulation will help, but not fast enough.' Instead we need to ensure that there is near-term and long-term value to being more sustainable, and to be more transparent about the state of our products. For that, all parties involved in the lifecycle of a product will need to play their part.

'This is a journey', Carl reflects. 'We have only just started, and we will need help from a multitude of people and organisations along the way. Science is evolving, and technology is being created to facilitate this at scale. With that in mind, we will always strive to be open and transparent about the way in which we assess impact.'

Find out more

■ Download the free Sustained mobile app at sustained.com



Find out why
Sustained is a
My Green Pod Hero
at mygreenpod.com

Make your garden a haven for wildlife...

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EDITOR'S INTERVIEW

CAN CONSUMPTION BE POSITIVE?

Meet the guys who want every beep at the checkout to signal a healthier and greener world



CLOCKWISE The numove Brownie Crunch natural protein bar; the bars are full of high-quality organic ingredients; healthy convenience on the go; team tree planting



Three friends in Birmingham were getting ready to start their careers as engineers when a curve ball sent them in a completely different direction.

While completing their studies they often searched for a healthy snack to get them through the day, only to find bars loaded with sugar and other unwanted junk. They noticed a serious gap in the market for convenient products that were holistically good for both health and the planet.

With this, nucao chocolate bars were born – soon followed by plastic-free packaging and a commitment to plant a mangrove tree for every bar sold. 'Our long-term mission is to set a new standard in the food industry for health and sustainability', says The Nu Company's Austin Nelson – 'and plant one billion trees by 2030.'

HEALTH EDUCATION

As Nu's founding trio discovered, many snack bars carry health claims that don't stand up to scrutiny; even if the soy protein isolate in your protein bar is organic, it's still highly processed and not the ideal health choice.

'Health and nutrition are neglected in society, and need to become more mainstream in discourse and education', says Austin. 'You start learning basic mathematics and language when you are a child; it should be the same with nutrition. Healthy life choices should be built at a young age.'

While shoppers, retailers and manufacturers all play their own key roles in supporting healthy diets and lifestyles, manufacturers hold the power of supplying what is available on the market. Austin believes they should act responsibly by supplying foods that are good for people and the planet.

'In our eyes, the less processed the better', Austin says. 'The closer to nature you can keep things, the happier your body will be.'

The Nu Company's nucao bars are loaded with high-quality organic ingredients such as hemp seeds, nuts, acerola and cacao. As the bars are entirely plant based, the carbon footprint is already lower than a dairy chocolate bar's. The added biodegradable packaging and tree planted for every sale make the bars even more sustainable.

After the launch of nucao bars, which filled a gaping hole in the healthy convenience bar market, the friends realised there were no bars in the fitness realm that met their standards. 'While nucao is more for indulgence and general snacking', Austin explains, 'numove is great as a pre- or post-workout snack, or for anyone who is physically active, as it has a higher protein content at 12 grams per bar.'

GUILT-FREE SNACKING

Nu bars are unique in that you can enjoy them with an entirely clear conscience. You don't have to worry about putting any junk in your body or harming any animals – or your wrapper ending up in the ocean.

On top of their great taste, the feel-good bars are nutritious and you plant a tree with every bar you purchase. 'Our bars are unique in making climate-positive consumption possible', Austin says.

By planting trees The Nu Company is binding in 27 times more CO2 than it emits from the annual production of its bars.

In addition to the environmental benefits, the tree planting is also making a positive impact on local communities where the trees are planted; more than 88,000 working days have been created through its tree-planting efforts to date.

'We chose to partner with Eden Reforestation Project because it is extremely transparent and provides a comprehensive service', Austin reveals. 'These guys keep us closely in the loop regarding how many trees have been planted, when and where they have been planted and how work is going on the ground. Aside from planting trees, they even employ locals to prevent the trees that have been planted from being cut down.'

The Nu Company surpassed its 10,000,000 tree milestone in 2021 and, with its consistent year-to-year growth, is on track to reach its target of getting a billion trees in the ground by 2030.



Browse and shop the nucao and numove ranges at mygreenpod.com/vendors/the-nu-company

EDITOR'S INTERVIEW

A drink of discovery

Everything you need to know about mezcal, and why the spirit is here to stay

If you're not yet familiar with mezcal, expect to see it soon: the world's fastest-growing spirits category shows no sign of slowing. A Future Market Insights study estimates a rise of nearly 18% – to \$840m globally – by the end of 2022.

'Mezcal is more than just a drink', explains Tanya Clark, The Lost Explorer Mezcal's CEO. 'Within Oaxacan culture mezcal is a social, cultural and historical product, and that is something that we are both inspired by and seek to celebrate.'

WHAT IS MEZCAL?

The distilled Mexican spirit is made from 100% agave but, unlike tequila, mezcal can be made from more than one variety.

Its name comes from Nahuatl *mexicali*, which means 'oven-cooked' agave. The *piña* are roasted in conical earthen ovens – lined with volcanic rock, reclaimed local wood, soil and river stones – covered with soil and left for three days. The agave is then allowed to rest and cool for a further two to three days prior to distillation.

The process of making mezcal requires patience and expertise; on average the agaves used in The Lost Explorer Mezcal spend eight to 12 years reaching full maturity in Valles Centrales, Oaxaca.

The taste profile is influenced by the agave variety and where and for how long the agave has grown; the longer an agave is left to mature, the longer it has to soak up the elements of nature – and the richer its flavour.

The traditional (and many would say best) way to drink mezcal is to sip it neat, at room temperature, out of a clay *copita* (cup). 'At The Lost Explorer Mezcal we recommend sipping slowly and curiously to savour and fully appreciate the craft and complexity behind each mezcal varietal', Tanya tells us. 'We also recommend experimenting with mezcal in a variety of reimagined cocktails, such as an Earthy Paloma, a Negroni or a Mezcal Margarita. There are many different flavours for drinkers to explore and for bartenders to experiment with.'

AN ART OF PATIENCE

Growing and hand-harvesting the *piña* in Oaxaca's arid and sun-soaked valley requires an approach that is deeply in tune with the rhythms of nature; each of The Lost Explorer Mezcal's three agave varieties – *espadín*, *tobalá* and *salmiana* – has its own quirks that must not be ignored.

At The Lost Explorer Mezcal, Don Fortino Ramos – an internationally recognised and award-winning *maestro mezcalero* based in Oaxaco – is responsible for the final selection of the agave. A self-taught first-generation *mezcalero*, he has been perfecting his craft for over two decades.



The Lost Explorer Mezcal is helping to create a sustainable mezcal industry that respects Oaxacan culture and biodiversity

Fortino's daughter, Xitlali, is one of a few young women within the industry – and an aspiring second-generation *mezcalera*. Xitlali has worked at her father's side in both the field and the distillery, and wants to share the love, knowledge and craft of mezcal. By transcending gender inequality in a male-dominated space, she hopes to pave the way to empower other women to join the industry.

SUSTAINABLE DRINKS

A growing interest in provenance and sustainability is helping to drive sales of mezcal, as people seek depth and discovery from the products they buy. How and where products are made, the people behind that craft and how a product gives back to the local community and the environment are increasingly important considerations for shoppers.

'The wonder of Mexico – its culture, arts, food and people – are so alluring to the rest of the world', Tanya explains. 'Within the world of mezcal there is a lot to discover.'

From the very beginning, The Lost Explorer Mezcal has helped to empower sustainable Mexican enterprise, while also helping to protect this artisanal craft and Oaxaca's heritage and biodiversity. There's a deep respect for the environment; three agaves are planted for every plant harvested and no insecticides are used on the land. Solar panels have also been installed in the agave fields and rainwater is harvested to conserve water. The bespoke bottles are made from over 55% recycled crystal scraps, and

sealed with biodegradable natural beeswax that has been sustainably harvested.

The company is also committed to advancing a more sustainable and socially conscious mezcal industry as a whole; 'By partnering with global charity Voice For Nature Foundation, we support a number of local non-profit organisations whose work has an immediate social or environmental impact on Oaxacan communities', Tanya tells us.

A FUTURE-PROOFED SPIRIT

While respecting the great depths of wisdom and tradition from the past, The Lost Explorer Mezcal is looking to the future to ensure the the long-term viability of agave farming and the mezcal industry itself. Biodiversity is seen as crucial to longevity, and The Lost Explorer Mezcal has created The Lost Laboratory to explore continued environmental improvements. The lab germinates seeds of genetically diverse agave on distillery land, and experiments with replanting initiatives in its conservation fields. Agave waste is repurposed as fertiliser and upcycled into *copitas*.

With so much care to ensure the land and community are nurtured, mezcal looks set to be an authentic artisan drink we can expect to enjoy for many generations to come.



Browse or shop The Lost Explorer Mezcal range at mygreenpod.com



GLOW ORGANIC

Introducing the UK's first manufacturer of certified organic candles

In Roman times, humans used dipped candles made from animal fat and twine. In China the preference was for whale fat while in ancient India, the use of boiled cinnamon and yak butter gave rise to the first scented candles.

By the 19th century candles made from inexpensive paraffin wax were being mass produced to supply huge demand. Many candles today are still made using paraffin, which is distilled from coal and oil shales, and most others are made using genetically modified soy wax.

'The toxicity of burning paraffin within the home is a big concern', says Fraser Malyk of Yorkshire-based Skär Organics. 'Genetically modified ingredients present many other issues at source – and most candles will also use bleached, GM cotton wicks.'

CERTIFIED ORGANIC CANDLES

The opportunity to create and launch a product that would disrupt a long-established industry appealed to Fraser; before founding Skär Organics his family had, for several years, been making beeswax candles for family and friends as a way to control the ingredients and ensure that they were natural.

'We landed on a product that we love, where there was also a great opportunity to add value to an industry riddled with poor ingredients and false claims', Fraser explains.

While many candles are advertised as organic, Skär – which is Old Norse for 'clean' or 'pure' – is the UK's first manufacturer of organic candles, certified by the Soil Association. 'I think we are possibly the first manufacturer within Europe', Fraser says. 'We have only noticed two or three smaller manufacturers with certification internationally.'

NO COMPETITION

Given the use of candles for wellbeing and their history of pure ingredients, it's surprising that other manufacturers aren't lining up to achieve organic certification. As part of Skär's Soil Association certification, all its suppliers must be approved and Skär's processes and records are reviewed in annual inspections.

For Fraser, the lack of competition is down to insufficient public demand; he feels there's still a big education job to do as many people still understand 'organic' to mean 'natural', so there's no incentive for larger candle manufacturers to invest in organic ingredients and processes.

'The cost of the ingredients and the lack of access to suitable wicks have been our main hurdles',



CLOCKWISE Fraser Malyk is helping to keep artisan chandlery skills alive in his Skär Organics workshop; the certified organic beeswax candles

Fraser explains. 'It has also been challenging to achieve the right blends to deliver a competitively priced candles. Our ingredients will likely cost up to five times more than the typical 'essential oil candle' – and organic beeswax can be up to 10 times more expensive than normal beeswax.'

SUPPORTING BEES

Opting for candles made from organic beeswax protects the beekeepers and the bees from exposure to pesticides and fertilisers; the standards for organic beeswax cover the management of the hive to ensure the bees flourish.

'With certified organic beeswax candles comes the confidence of knowing exactly what is in the candle', Fraser explains – 'plus the knowledge that the story of these candles benefits the rivers, farmers and soil at source.'



Browse and shop the Skär Organics range at mygreenpod.com/vendors/skar-organics



The briiv air purifier uses natural filters encased in bioplastic; it can be moved around to create a personal zone of high-quality air

EDITOR'S INTERVIEW

Filtered by nature

This biodegradable purifier harnesses natural materials to clean the air in your home or office

Fresher, more natural air can help to improve concentration, mood, cognitive function and respiratory function.

For most of us, the idea of getting 'fresh' air into the home means opening a window – but this can actually make the problem worse.

Exhaust fumes, smells and potential allergens are just some of the airborne pollutants that can drift into your home from outside.

Air purifiers treat and cleanse the air in your home instead of replacing it with aerosols that are potentially more dangerous. A purifier in your bedroom will help you sleep better; if it's in your kitchen, it will mop up all manner of VOCs that are dispersed into the home after cooking.

THE PLASTICS PROBLEM

The problem with traditional air purifier machines and HEPA filters is that they are extremely plastic heavy. Fibreglass is used in the filter material itself, and on the outside they are moulded around a plastic shell, which can often include things like plastic catches, springs and locks.

'15 million of these used plastic filters are sent to landfill every year', says James Whitfield, co-founder and managing director at briiv. 'That's equivalent to 6,000 tonnes of a non-biodegradable material that will be with us for millennia.'

Filters for the briiv air purifier aren't made, they're grown; they don't require massive amounts of energy and resources to create and acquire, which James says makes briiv 'far and away the greenest producer in this industry.'

'In stark contrast to every other air purifier and filter on the market today, the body of the briiv air filter biodegrades naturally', James explains. 'The unit is made of 100% bioplastic derived from elephant grass, which can take up to six years to fully biodegrade. Unlike plastics, which take far longer to break down and leave a trail of micro-plastics in our soil, air and water, bioplastics degrade into something the soil can actually use again.'

NATURAL AIR FILTRATION

The briiv cleans the air by pulling it through a

series of extremely fine nets and three layers of natural, fully biodegradable filter made from moss, coconut, carbon and silk.

The inherent structure of the moss – a lichen commonly (and confusingly) called 'reindeer moss' – has been found to naturally absorb particles such as allergens and other pollutants. The coir fibres are reconstituted from the waste produced by other industries that use coconut material.

Activated carbon is famed for its powers to absorb VOCs and other harmful pollutants. 'We fabricate this material and we have engineered a bespoke method of blending it with peace silk to create an ultra-fine filtration layer with a great surface area and incredible capture properties.'

The result is extremely beautiful and also incredibly effective, as each of briiv's filter layers targets particles of different sizes. The moss material is great at picking up pollen, dander and other allergens while the coir can collect particles like mould spores and bacteria. The bespoke Silk Matrix filter can capture particle sizes down to 0.3 microns, which includes harmful fine dust and larger viruses.

'Viruses are a tough subject for air purifiers in general', James acknowledges. 'They can differ vastly in size, with some too small for even the most effective pure HEPA filters to absorb. Coronaviruses for example generally range from 0.1 to 0.5 microns; with Covid-19, the common consensus is that the virus size is about 0.125 microns. Any air purifier maker would have to be very careful making promises about this as they have a responsibility to be transparent and truthful.'

SAVE MONEY AND ENERGY

The briiv unit will improve the air quality in a 36m² (387ft²) living space in just one hour – though it is designed to sit near you and produce effects much faster. 'In essence it can create a personal zone or draft of very high-quality air', James explains.

It's easy to keep the briiv close thanks to the 5v USB connection that powers the unit. This also makes the machine incredibly energy efficient: it costs just £2 a year to run. The unit cost is £299.99 and replacement filter packs, at £35 per year, are among the cheapest in the world.

'These factors give briiv the lowest five-year calculated cost of any available air purifier', James tells us. 'Air purifiers from some well-known brands will cost you up to £970.89 over five years.'

This is only the beginning for briiv, as James already has an exciting new version of briiv in the works as well as green innovations that will offer sustainable alternatives to other home appliances. We can't wait to see what the company comes up with next.



Discover why the briiv air purifier is a My Green Pod Hero at mygreenpod.com



 EDITOR'S INTERVIEW

Ethics at play

This reinvented classic has been designed for a modern, sustainable audience

The UK's toy market is the largest in Europe, and the fourth largest in the world. In 2020, we spent a dizzying £3.3 billion on 330 million toys. Many of these toys are made from plastic and can be prime candidates for landfill.

The British Heart Foundation has found that, on average, a child loses interest in a toy within just 36 days, and that there could be as many as 162 million unused toys in UK homes.

The environmental impact of unwanted toys is potentially huge, and something Matt Wright set out to address when he launched his family business, PlayPress. 'We are trying to make something that can compete in the same space as the plastic toys', he tells us, 'but with a much smaller environmental impact.'

REINVENTING AN OLD FAVOURITE

Slotted, board-based toys have been around for a generations and they still have huge appeal, but the shapes can be quite basic; they can feel more like the components of a model-building exercise than a play-set. They tick the sustainability box but can't compete with plastic when it comes to durability and detail.



CLOCKWISE
The PlayPress
Dinosaur Roar!
playset is a
top seller; the
just-launched
Shaun The Sheep
set; each playset
encourages open
and hands-on play



Matt's solution was to take the playset concept we all love and give it a modern makeover. After 'a lot of trial and error' he discovered playboard, a composite of sustainable papers and board, sourced directly from a mill that uses only materials from FSC-accredited sustainable forests.

'Playboard is really strong, durable and free from any nasty chemicals', Matt tells us. 'The inks, glues and varnishes are vegetable based as well. The materials we use keep the detail prominent, which enables a much greater open-play experience and allows for deeper discussion between parent and child. The building of the sets also encourages problem solving, dexterity and all the motor skills.'

The packaging converts to a 3D play scene, which supports the mission for PlayPress to be a zero-waste company producing thoughtful pieces that allow kids to play as freely as possible.

'It's always incredible to see how imaginatively kids play with the sets, Matt says. 'They are really great for making up and telling stories – and learning through hands-on play is what we are all about.'

BESPOKE PLAYSETS

Matt acknowledges he was lucky to have had lots of Lego and Playmobil toys as a child. 'They really inspired me', he tells us. 'I had an amazing Lego city

growing up, but that won't be available to everyone. I figured we could create our own world with a big focus on sustainability and affordability, so over time children could gradually build a whole PlayPress city using their pocket money!'

The bestselling PlayPress sets are the Gruffalo, Zog, Dinosaur Roar! and RNLI boat playsets – and the just-launched Shaun The Sheep set looks like a strong candidate for the list. PlayPress-branded toys like the Space, Farm and Animal sets are also selling well. 'It's so much fun designing a world when you can make anything', Matt says. 'Sometimes we like to take a bit of a risk and just go with something we would love to see.'

PlayPress also creates bespoke branded playsets; the first collaborations were with the RNLI and the Science Museum, so those sets will always have a special place in Matt's heart. 'We have some exciting projects ahead with the House of Commons and Julia Donaldson', Matt reveals. 'We love to work with museums and galleries, so if you have ideas for a product please get in touch!'



Browse and shop the PlayPress range at mygreenpod.com/product/playpress

FALL IN LOVE WITH CLEANING

These refillable cleaning products are so impressive that customers have signed up to start selling them themselves



The UK's ethical cleaning products market is booming, with sales reaching £68m in 2019. Despite a growing sector bursting with small and often independent brands, most supermarkets' household cleaning aisles remain largely unchanged, dominated by the big names and usual suspects.

This suggests smaller companies are finding innovative ways to get their non-toxic cleaning products (and refills) to increasingly savvy customers – and that it's working.

AVOIDING THE SUPERMARKET

Helen Bee, founder and CEO of Clean Living, decided not to sell her range of ethical cleaning products in supermarkets. 'It adds unnecessary journeys that contribute to CO2 emissions', she tells us. 'We believe it's better to go direct to the customer.'

Helen's previous roles in natural health and beauty retail showed her just how effective direct selling can be. 'I've seen first-hand how it can build a strong relationship with customers and get a brand's message across effectively', she explains. 'Our Brand Ambassadors do this through sampling, demonstrations, events, promoting on social media, sharing with friends and family and creating online groups around their existing commitments.'



Clean Living Brand Ambassadors earn an income from sharing the product, and support Helen's goal to create a community of people who are passionate about doing their bit to tackle the climate crisis. 'So many of us feel helpless when we see headlines spelling doom for the planet', she says. 'There is power in people coming together to help the environment, which really is the only way we will change the fortune of our planet.'

BIODEGRADABLE FORMULATIONS

Many Clean Living Brand Ambassadors have no previous experience in selling or cleaning, but are growing great customer bases because people fall in love with the cleaning products when they try them.

Clean Living was the first UK company to launch biological cleaning products in refillable aluminium bottles. 'Our plant-based formulations use live healthy bacteria to attack dirt and grime, replicating exactly how nature cleans', Helen explains. 'They also biodegrade within a month of entering our water systems.'

As well as the usual Multipurpose, Glass and Bathroom Cleaners, Clean Living has developed a Limescale Remover, Odour and Spot Eliminator, Drain Maintainer and much more, making this is a really comprehensive range.

The multi-award winning Complete Cleaning Kit – voted Best Refillable Household Product by *The Independent* in February 2021 – provides products for the whole home, and comes in a handy card caddy to further reduce the need for plastic.

NEVER RUN OUT

A refill subscription service is available to help customers avoid being forced to restock at the supermarket. 'We know that it can be difficult to make the switch to eco cleaning, and it's tempting to reach for a plastic-filled product on the supermarket shelf', Helen acknowledges. 'That's why we offer the refill subscription service.'

Clean Living's subscription customers can simply select which products they want to receive and how often. There is no minimum spend and it's completely flexible.

The refill sachets are made from a foil mix because the bacteria inside would eat away at paper or compostable sachets. Freepost return envelopes are provided so customers can send empty sachets back to Clean Living, which has a closed-loop recycling agreement with a company that disposes of them responsibly.

When Helen launched Clean Living in 2018, her main motivation was to educate and help us to think about what we're cleaning with, what it contains, how it's made and what will happen to the packaging afterwards. 'I hope that the lessons people learn being a customer of ours will be adopted in all their consumer decisions', she says.

CLOCKWISE Clean Living's multi-award winning Complete Cleaning Kit comes with a card caddy; founder Helen Bee; the aluminium bottles are refilled using sachets topped up with water



Browse or shop the Clean Living range at mygreenpod.com/vendors/clean-living

Each year 10 million trees – that have been growing for 20-30 years – are cut down and pulped to create toilet paper. ‘In a world where we need trees more than ever, this seems like absolute madness’, says Chris Baker, CEO and founder of Serious Tissues. ‘Turning a tree into the ultimate single-use product is almost criminal.’

SUSTAINABLE LOO ROLL

Thankfully several alternative loo roll companies have sprung up in recent years; some use bamboo – the fastest-growing plant on Earth – which is a big shift in the right direction, but it might not be the most eco option.

All commercial bamboo is grown in China, meaning it must be shipped 20,000km to reach UK bathrooms. It’s also grown in monocultures, which isn’t great for biodiversity, and in extreme cases primary forest has been cleared to make way for the bamboo plantations.

‘We wanted to create the most sustainable toilet paper’, Chris tells us, ‘so being carbon neutral as quickly as possible was one of our key priorities.’

GETTING SERIOUS

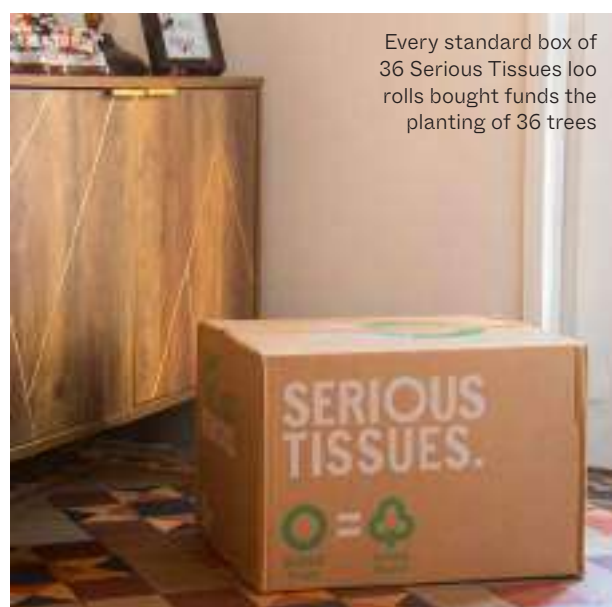
Achieving carbon neutrality was relatively straightforward for Chris and the team because they created a loo roll with inherently low emissions.

The paper is 100% recycled, meaning no new trees need to be chopped down, and it is mainly recovered from UK offices. The recycling and paper production is all done within the UK, so there’s no hefty shipping footprint.

On top of that a tree is planted for every roll sold; after just one year of business, Serious Tissues – now the UK’s first carbon-neutral toilet paper – is planting the equivalent of four Hyde Parks a week.

This loo roll has a number of other attractive credentials; no bleach is used – instead a process based on heat and water is used to remove ink and impurities from the paper – and no plastic or additional packaging is present in the supply chain.

‘Every minute enough plastic to fill a rubbish truck enters our oceans’, Chris says. ‘If we can reduce that – or at least not contribute to it – we are making a huge positive impact to the world. Every small action matters and helps to make a big difference.’



Every standard box of 36 Serious Tissues loo rolls bought funds the planting of 36 trees



 EDITOR'S INTERVIEW

Serious Business

Introducing the UK's first carbon-neutral toilet paper

THE MEANING OF LIFE

As parents of eight kids under the age of 10, the four Serious Tissues co-founders found they were growing increasingly concerned about climate change. ‘It was becoming clear the world our kids are going to grow up in will be very different’, Chris says. ‘We wanted to do something about it.’

The friends were inspired by the quote: ‘The true meaning of life is to plant trees under whose shade you do not expect to sit’. ‘The sentiment really struck a chord with us’, Chris reveals.

In the first 18 months of business, Serious Tissues planted over 750,000 trees – a good chunk of shade for future generations to enjoy. The numbers rise quickly because a tree is planted for every roll sold rather than every transaction, so anyone who buys a standard box of 36 loo rolls gets 36 trees in the ground in one swift action.

If you subscribe for a year with a box every other month, you would plant 216 trees – a pretty amazing result from just changing how you wipe your bottom.

CHANGING THE WORLD

For the tree planting, Serious Tissues chose to partner with Eden Reforestation Projects in eight

countries with a focus on tackling deforestation. ‘By planting in tropical climates, the trees grow a bit faster – particularly in mangroves – so carbon capture happens faster’, Chris explains. ‘We chose Eden Reforestation Projects because they are not only focused on tree planting but also on building and protecting communities; for us, that is a key part of being more sustainable.’

In the UK Serious Tissues works with The Tree Council, supporting the Queen’s Green Canopy for Her Majesty The Queen’s Platinum Jubilee. The project is expected to see 35,000 trees planted this year, which will tackle local problems such as air pollution around schools.

‘We believe that if we can change people’s behaviour, we can change the world’, Chris tells us. Serious Tissues has made a great start: by the simple act of getting people to switch their loo roll, the company is well on its way to planting its first million trees – with many more to follow.

‘We’ve clearly got to push for more shifts’, Chris accepts, ‘but if people make the decision to spend their money with brands that are making a positive difference to the world, rather than making it worse, we can start to turn things round.’



You can buy or subscribe to **Serious Tissues** toilet paper at mygreenpod.com/product/serious-tissues-toilet-paper

BURSTING BUBBLES

MACK's Anthony McCourt explains why everything you've been led to believe about bubbles is false



PHOTOGRAPHY ISTOCK

Try this: put on some rubber gloves, fill a bowl with warm water and dissolve a dishwasher tablet in it. You will notice a distinct lack of bubbles.

Dishwasher tablets get cutlery, crockery, pots and pans spotless – all without the aid of bubbles. In fact, bubbly detergents would actually make dishwashers and washing machines less effective, by reducing the very mechanical agitation that gets things clean.

At this point you might well be asking why, if bubbles are surplus to cleaning requirements, washing-up liquid produces a sink full of them.

It's all down to the assumptions we make about the products that get us – and our belongings – clean, and advertising plays an important role in those expectations.

WHY ARE BUBBLES THERE?

Writing in the *Handbook of Detergents part A*, Germaine Zocchi, Colgate-Palmolive Research and Development Inc., states that foam has 'a clearly aesthetic utility in many detergents and personal care products' – and acknowledges that it 'may not add much to the overall effectiveness of the product'.

Germaine goes on to state that consumers interpret the production of foam – from the speed to the volume – as an important sign that a product is working; conversely, when bubbles disappear that's a psychological trigger that a product's cleaning potential has been exhausted.

A whole industry has been constructed to ensure bubbles form, pop, flocculate and coalesce with precision; the goal is to create cleaning products with 'foam profiles'

that meet our expectations around how effective products should behave when we use them.

We want a copious, dense and luxurious foam from our shampoo and a 'flash foam' from soap and body wash. On the other hand a foamy surface cleaner would be a nuisance, a frothy mouth wash would be a disaster and bubbly residues have no place on dishes.

MONEY DOWN THE DRAIN?

Getting the foam profile right creates an important – yet unsupported – impression of cleaning efficacy, product quality and reassurance that the product is working.

You might conclude the bubble industry is literally pouring money down the drain, which in itself isn't a bad thing. But as well as being pointless, bubbles have a dark side that should make us think twice about how we use the products that create them – and whether we should use them at all.

THE ROLE OF SURFACTANTS

You might have noticed two different surfactants – anionic and non-ionic – mentioned on the side of your detergent bottle, usually in (or close to) the ingredients section. Many of us know that a lower level of surfactant is preferable, but we don't hear much talk about why that is.

The non-ionic surfactant is a specialist at removing fat, oil and grease. Essentially it breaks down the interface between the soiling and the water, helping to dissolve and remove the dirt.

This surfactant is usually 'low foaming' or 'non foaming', and is less soluble than its anionic cousin in warm water. In fact,

non-ionic surfactants perform better in cold water, but that's not how we've been trained to wash dishes.

The anionic surfactant's job is to stick to dirt particles, lift them from a surface and then hold them in suspension in the water. It's this surfactant that creates the bubbles.

Most detergent manufacturers use both types of surfactant in their products, but invariably a larger ratio of the anionic because of the perceived (but unproven) link between bubble quantity and cleaning prowess.

WHAT ARE SURFACTANTS?

The mildest anionic surfactants, such as potassium cocoate, are made from raw fats and oils, but they are less common because they are more expensive to produce. The most widely used anionic surfactants are sodium lauryl sulfate (SLS), sodium laureth sulfate (SLES), ammonium lauryl sulfate (ALS) and ammonium laureth sulfate (ALES).

Most surfactants are removed in the wastewater treatment process, but due to the vast volumes of surfactant used – in countless cleaning products all round the world – some unavoidably end up in the wider environment.

Aquatic ecosystems receive an almost continuous stream of surfactants from wastewater discharges and contaminated rivers, yet we don't have any accurate sense of the long-term impact these surfactants are having on our oceans.

UNKNOWN LONG-TERM IMPACTS

Ecotoxicity studies concerning surfactants have focused largely on freshwater species; there aren't many marine ecotoxicity and biodegradation studies, and marine bioaccumulation studies are practically non-existent. We have no idea whether surfactants are accumulating to concentrations significant enough to cause unpredictable, and potentially irreversible, long-term effects.

According to the critical review *Comprehensive review of several surfactants in marine environments: Fate and ecotoxicity*: 'It is clear that there is a real limitation in the required fate and toxicity data for these surfactants, which results in uncertainties in their risk assessment in the marine environment.'

What we do know is that SLS and SLES can irritate eyes, skin and lungs, especially with long-term use. SLS on its own is considered toxic to aquatic life, and SLES could also be contaminated with ethylene oxide and 1,4-dioxane.

The International Agency for Research on Cancer has classified ethylene oxide as a known human carcinogen that can also harm the nervous system, and 1,4-dioxane as a possible human carcinogen. 1,4-dioxane is also persistent, meaning it doesn't easily degrade and can 'persist' in the environment long after it has been rinsed down the drain.

A CLEANER ANTIDOTE

The real cost of bubbles might remain unknown for years to come, but there are some good reasons to question whether they should be so fundamental to cleaning products and processes.

Beyond the surfactants themselves, detergent manufacturers add 'foam stabilisers' and 'foam boosters' to sustain the 'foam mileage' of their products. This adds two more problems for the environment: more unnecessary chemicals in the toxic soup that ends up being washed down the drain, and more water used to rinse off bubbles we didn't need in the first place. I did a quick experiment and calculated I used an extra 1.5 litres of water to rinse away good-for-nothing bubbles in my washing-up bowl.

At MACK we developed Dish Jockey as an antidote to the mind-boggling approach of the mainstream cleaning product market. As well as being better for the environment, going heavier on the non-ionic surfactants means the washing-up liquid will be easier to mix at home. As with most MACK cleaning products, it will be sold as a pod to keep its transport weight, packaging volume and carbon footprint down. Like the rest of our cleaning range, it will also – as per OECD regulations for 'readily biodegradable' products – biodegrade completely within 28 days.

Don't be alarmed when Dish Jockey doesn't explode into sink full of bubbles – you're getting the job done like a pro while also doing your bit for the planet.



'as well as being pointless, bubbles have a dark side that should make us think twice about how we use the products that create them – and whether we should use them at all'



Browse and shop the **MACK** cleaning range at mygreenpod.com/vendor/mack

TOMORROW'S ENERGY

A new energy system will see you generate, store and use your own renewable power – and it's closer than you think

The electrification of our homes and planet has come hand in hand with a rapid expansion of more efficient electrical devices – from LED lights and electric heaters to electric vehicles (EVs) and computers.

Powering these electronic devices with home-generated renewable energy – from solar panels or a wind turbine, combined with a home battery system – provides an opportunity to simplify and decentralise the energy network. With this comes greater energy independence, higher levels of energy security and safety – and, perhaps best of all, no energy supplier bills.

A CONTROL MECHANISM

Mark Millar, CEO of Puredrive, is on a mission to help people disconnect from what he sees as an outdated energy network we inherited in 1886 from Nikola Tesla's AC-based power distribution network.

'Tesla's AC model made energy more efficient and accessible, removing the restrictions of Edison's hyper-local DC energy network', Mark explains. 'He never envisioned it could be used as a control mechanism to be managed by the few. Businesses saw the opportunity to monetise and control energy distribution, which eventually led to the AC distributed electrical network that remains the current paradigm.'

The same centralised energy system is still firmly in place today, and remains managed by a handful of players. 'Globally there are probably five large companies, creating almost a monopoly considering the size of the global market', Mark tells us. 'The capital costs required to enter this market present the biggest barrier to entry. Smaller energy suppliers have tried to differentiate through services and procure through the wholesale market, but as we see again and again, wholesale pricing increases lead to the demise of smaller energy suppliers.'

In addition to wholesale cost increases, bill payers also face the issue of energy inflation. It has always outpaced general inflation – over the last 15 years energy inflation has been 4.5% compared with general inflation of 2% – but energy inflation has recently accelerated.

The distribution network is also largely unchanged, with stations predominantly powered by the same fuels – though the share of fuel types has changed over the years. We now have less coal and more gas, plus nuclear and renewables, too. Yet while wind and solar are included in the mix of energy supplied, these sources of power mainly still hook into the current centralised system.

For all these reasons, it's no surprise that people are looking for alternative home energy solutions that are sustainable and secure. 'From what we understand, there is a growing desire for homeowners to take more control of their own energy', Mark says. 'With so much uncertainty in the world, both locally and globally, a more self-sufficient energy option is being sought – one that is greener and creates greater energy independence.'



FREEDOM FROM A CENTRALISED SYSTEM

Puredrive's PureStorage AC battery system was shortlisted for the 'Most Innovative Product' award at the Solar & Storage show in November 2021, where the company also presented a new product: an EV charger that can operate with a home battery system, and that can even charge using electricity generated from your own solar panels.

With a smart option to operate with variable rate tariffs, this could be an exciting solution for anyone drawn to green power, a lower carbon footprint and energy independence.

The release of the charger and complementary products from Puredrive marks what Mark describes as energy's 'red pill, blue pill moment': we can choose to take control of our own energy, or remain tied to the centralised power paradigm.

The EV charger itself is not the solution; rather than simply taking power away from the system Mark is trying to overturn, he wants to inspire a completely new way of thinking. By combining the green EV charger with home insulation, solar and wind, a battery and an air-source heat pump for hot water and heating, we could turn the power paradigm on its head.

Mark draws parallels with electric cars, which he says are currently supporting the centralised system. 'EVs are mainly being designed to match the appearance and performance of traditional petrol cars – going 0-60mph in less than two seconds', he says. 'It's an old 'petrolhead' mentality, arguably required to show that EVs can match the capability of their petrol forerunners.'

For Mark, moving towards an electric car design that's more fit for purpose would make it possible to power your home and also your EV through self-generated energy.

'Several years ago I led a project to electrify tuk-tuks', Mark tells us. 'It became apparent that the vehicle, plus the driver and a load, could be powered with just one 5kWh battery per day – very different from the 90kWh battery currently used in Teslas – that could easily be charged in the evening for use the next day.'

Mark assures us that he's not advocating a move to tuk-tuks, but says this example reveals how the potential – and the opportunity – for self-powered homes and cars is drawing closer.

UNDERSTANDING COSTS AND SAVINGS

Moving to a sustainable and independent energy supply requires quite a bit of kit, and for many the upfront cost is the barrier – more so than ever now the government has withdrawn financial support for domestic solar and wind installations.

For Mark, queries around cold, hard cash are reminiscent of payback calculations for retrofitting double glazing to homes. 'Today there is no cost for including double glazing because it is integrated into every newly built home', he says. 'No one seems to ask about the payback any more; once we understand that certain products are just the right thing to do, the question of finance seems to evaporate.'

Yet prices are important, and fortunately they are relatively low. Costs would be recouped if all new homes were fitted with a high standard of insulation, solar panels, battery storage, a green EV charger and an air-source heat pump with a COP (Coefficient of Performance) value of three or more. They have been estimated at an additional 2% of the total cost of an average home build, but this doesn't factor in the considerable cost and time savings of removing the need for a gas distribution network. Under this structure the grid would be used as a back-up to distribute renewable energy that has been locally generated.

'One of our projects in social housing successfully reduced a three-bedroom home's grid energy usage from 40kWh per day



CLOCKWISE
The Puredrive
PureStorage home
battery system;
the team completes
a PureStorage
battery installation;
the Puredrive team

to 8.5kWh per day', Mark reveals. 'That was two years ago, with a relatively small solar array. The key is to minimise the home's energy requirement and grid use.'

AN INDEPENDENT ENERGY SYSTEM

While Mark's vision sees the grid as a back-up service provider, it is possible to power a house with entirely home-generated renewable energy.

Currently, the average daily solar generation potential of a UK home is 18kWh. A home kitted out with eco products and an electric car would use 19kWh – 15kWh of electricity and an average daily EV charge of 4kWh – so on average we are already very close to the target. 'These calculations only consider daily energy averages', Mark explains. 'They don't factor in seasonal variations in solar generation, but they provide an important starting point.'

In a bid to help realise a transformed energy system that gives homeowners control of their energy and bills, Puredrive will launch its EV charger – which integrates with its battery system – to the public this year.

The charger and battery will be supported by the release of two other home products that have been designed to achieve the company's mission of decoupling our dependence on the grid, providing higher levels of energy security and supporting the decarbonisation of the home.

With this new technology and joined-up thinking, the possibility of a renewable, decentralised, secure, safe and independent energy system is closer than it has ever been.



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

Fully Charged's Dan Caesar reveals why 2022 is definitely not 'the year of the electric car'



The launch of the Model 3 in April 2016 was Tesla's 'iPhone moment'

From the wreckage of a global pandemic, green shoots are springing up – not least in the field Fully Charged ploughs its trade. Whether we can slash carbon emissions with the required urgency remains a mystery, but what is clear is that an unstoppable energy revolution has begun.

We can say with some certainty that electric vehicles (EVs) of all breeds are spearheading this once-in-a-century shift, and we are equally confident that wind and solar, aided by energy storage, will be the other big winners.

While the world has scores of unsettling – and often intractable – problems, when it comes to technological advancement there has never been a better time to be alive. In the energy and transport sectors, it is the electric car that has fast become the poster child of the shift away from combustion.

THE FUTURE IS HERE

Many times in recent years we have heard commentators ask 'is this the year of the electric car?' We will hear this refrain for a little while longer, but I am here to tell you that 2022 definitely is not.

Robert and I often say that 'the future is here, it's just not evenly distributed', and rarely has a saying been more apt. We enjoy shining a light on countries that are way ahead, opening the window to what's possible – and often already a reality.

In 2021 we showcased Shenzhen, a city with 22,000 electric taxis and 16,000 buses, and Utrecht, a city being built around bicycles, car sharing and vehicle to grid. When it comes to the electric car, we would of course turn to Oslo.

73.8% of Norway's new car sales last November were battery electric vehicles (BEVs), and in that respect its 'year of the electric car' is most definitely in the rear view mirror.

In fact, Norway broke the totemic 20% mark – where new BEVs become ubiquitous – only five years ago (2017), and has never looked back. Why? Well, the answer is clear. Pure electric cars are better – much better – than what's been before.

A FIVE-YEAR SWITCH

When electric cars become commonplace it seems as if they are breeding, and in a sense they are. Positive word of mouth spreads like wildfire, as each singular electric car plants a powerful seed in the minds of the many.

Several markets have now reached the magic 20% a month mark – including Germany (20%), the Netherlands (28%) and Sweden (26%) – and you can expect the reproduction rate to accelerate. The UK is already at 18.8%, more than double the monthly sales year on year. In these countries, I predict that the switch to pure electric will take place over a similar timeframe to that of Norway's, and largely complete in another five years.

On the flipside, I should point out at this stage that uptake in the US and Japan – two of the three global automotive strongholds – is a paltry 4% and less than 1% respectively. There will be trouble ahead.

TESLA'S IPHONE MOMENT

So when was 'the year of the electric car'? I'd argue it was either 2016 or 2018. 2016 because that was when I bought my first EV? Well, maybe. But more so because in April 2016 Tesla had its iPhone moment with the launch of its Model 3.

Find out more

■ The Fully Charged Show releases one podcast and four episodes a week on its YouTube channels (Fully Charged and Fully Charged PLUS), and hosts Fully Charged LIVE events around the world (Europe, UK, USA and Australia). Discover the content at fullycharged.show

\$10 billion of advance orders should have sent shockwaves through boardrooms in big businesses from BMW to Volkswagen and from BP to Shell. But they largely laughed off the threat, confident that Tesla couldn't scale to meet the massive supply and manufacturing challenge ahead.

And it was not easy. In 2018, Tesla employees went through many months of 'manufacturing hell' as the business went within a month of bankruptcy. The struggle was symbolised by an emergency, second (and largely manual) assembly line, under a tent astride Tesla's Fremont factory.

In that clutch, Tesla literally 'made it'; a few short years later it is on track to manufacture a million cars in 2022 – all against the backdrop of unprecedented economic and supply chain shocks.

THE DECADE OF THE ELECTRIC CAR

Whether it's clean-slate companies like Rivian or Arrival; Korean challengers like KIA, Hyundai and Genesis; Chinese challengers like BYD, NIO, Polestar and XPeng or the 'old guard' in the US, Europe and Japan, Fully Charged will cover it all.

There are of course many companies that are looking to emulate Elon Musk – some will succeed and some will fail – but the stark reality is that this is the decade of the electric car. A decade that will likely lead to a century of dominance.

All the usual Fully Charged caveats apply: we believe in far fewer cars – smaller, lighter, more efficient, more shareable and more sustainable cars – but all electric.

EDITOR'S INTERVIEW

Eco-chic romance

The award-winning Sardinian resort that's helping couples celebrate their love in freedom

CLOCKWISE Guests can enjoy a romantic dinner on the beach; the resorts are geared around freedom in luxury; the locations stretch across the stunning and rugged coast of north Sardinia

Delphina Hotels & Resorts is best known for helping guests experience five-star luxury in freedom; its resorts are nestled among native trees and framed by wild, rugged coastlines.

The buildings are so sensitively landscaped that they're barely visible from the crystal blue waters, yet on reaching the shore guests enter a five-star paradise built around thalassotherapy, luxurious spas, wellness centres and the finest local wines and cuisine – often prepared using ingredients grown on the resort's own grounds.

Now this romantic philosophy of freedom has been extended to the way Delphina handles honeymoons, proposals and anniversaries. Its new programme to help couples feel *liberi* – or free – looks set to boost Sardinia up the rankings of the world's most romantic destinations.

A NEW WAY TO CELEBRATE LOVE

Delphina has 12 five- and four-star hotels, six spa and thalassotherapy centres, exclusive residences and villas in north Sardinia, all immersed in green Mediterranean gardens overlooking the sea

between the Costa Smeralda, La Maddalena, southern Corsica and the Gulf of Asinara.

'Five stars are not enough for us', explains Delphina's Elena Muntoni. 'We propose a new way of celebrating the feelings of two lovers: making them feel free. Free to choose, because each couple is different and special.'

Couples can enjoy an 'Intense proposal' or choose from a selection of experiences. 'Family moons' allow newlyweds to enjoy a honeymoon with children, and couples can hire private boats, exclusive guides for land excursions and qualified instructors for canoe tours that end with a swim in a hidden cove. In the evening guests can enjoy apéritifs at sunset, romantic dinners on the sand and even a private driver for late-night fun on the Costa Smeralda.

'In all these years, we have realised that couples are looking for trips and moments just for them,

to rediscover that psychophysical wellbeing that only a holiday in contact with nature and a destination as suggestive and exotic as Sardinia is still able to offer', Elena adds. 'Our task is to interfere as little as possible with this suggestion.'

AWARD-WINNING SUSTAINABILITY

Delphina Hotels & Resorts was crowned the World's Leading Green Independent Hotel Group at 2021's World Travel Awards, where it was also named Italy's Leading Hotel Group for the second year running.

Delphina's Resort Valle dell'Erica Thalasso & SPA was named Europe's Leading Green Resort for the third year and Italy's Leading Green Resort for the second year, while its Resort & SPA Le Dune was crowned Italy's Leading Beach Resort.

This sustainable journey began even before the birth of the structures, which are deliberately no more than two storeys high and use materials that have helped to regenerate centuries-old local skills. The family-run chain was the first Italian hotel group to use entirely green and renewable energy across its full portfolio, and in-resort transport is electric.

Delphina's approach to sustainability is authentic and evident in the smallest details – from the eco paper and mineral-free inks in the brochures to the natural products in the spas. Healthy cuisine is promoted across the resorts, while excursions, led by locals, allow guests to understand the traditions of the island's communities. The land around the resorts is either left wild or planted with local flora. We can't think of a better place to celebrate love in utter freedom and luxury.

Find out more

■ For bookings, rates and tailored experiences, visit delphinahotels.co.uk



Discover why Delphina is a My Green Pod Hero at mygreenpod.com



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 fantastic UK getaways, family adventures, sustainable products for your home and ethical kids' fashion – to help set you on a path to a lighter lifestyle.

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

WIN

THE MOST AWARDED MEZCAL OF 2021

Three lucky winners will receive a 750ml bottle of one of The Lost Explorer Mezcal's varietals – *Salmiana*, *Tobalá* or *Espadín*. All entrants must be over 18.

Deadline for entries: 22.07.22



WIN

AN OCEAN WASTE GIFT SET

Pit-Tastic! has joined forces with Mutiny Shaving to offer two readers a solid natural deodorant, shaving brush and reusable razor set.

Deadline for entries: 22.07.22



WIN

A PAIR OF TICKETS TO VALLEY FEST

The South West's best-tasting music festival is back for its eighth year – and it's set to be better than ever! Expect fantastic music, delicious food, a fascinating programme of talks and hedge-to-hedge Somerset sparkle in a stunning and family-friendly spot.

Deadline for entries: 01.07.22



WIN

AN EDEN PROJECT ESCAPE FOR TWO

Change your perspective with an awe-inspiring escape to the Eden Project and overnight stay, courtesy of Krystal Hosting.

Deadline for entries: 22.07.22



WIN**A PAIR OF ETHICAL CHILDREN'S SHOES AND STORYBOOK FROM PIP & HENRY**

Available in various colourful prints, these stylish and uniquely designed shoes are perfect for any young fashionista. One lucky winner will get to choose a pair of Pip & Henry shoes, and will also receive a copy of the Pip & Henry children's storybook.

Deadline for entries: 22.07.22

**WIN****A MID-WEEK WORKCATION AT BROUGHTON SANCTUARY, COURTESY OF THRIVE RENEWABLES**

One lucky winner will get to take a family of four to stay for four nights at Broughton Sanctuary, courtesy of Thrive Renewables. Set within 3,000 acres of outstanding natural beauty in the foothills of the Yorkshire Dales National Park, the innovative, cutting-edge workspaces are designed to help businesspeople and creatives thrive in their work.

Deadline for entries: 30.04.22

**WIN****A ONE-YEAR SUPPLY OF SUSTAINABLE LOO ROLL FROM SERIOUS TISSUES**

One reader will receive a 12-month supply of Serious Tissues toilet paper – the UK's first carbon-neutral loo roll! Made from unbleached and recycled paper, it's as gentle on your bottom as it is on the planet. A runner-up will receive a six-month supply.

Deadline for entries: 22.07.22



LET'S BUILD A CLEANER,
GREENER BRITAIN



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