



APRIL 2021

LOVE IS IN THE AIR

REIMAGINING BUSINESS

Why envisioning
probable futures is key
to successful business

ETHICAL REFILLS

Non-toxic cleaning that
cuts through the grime
and the greenwash

THE 'SILICON VALLEY' OF ENERGY

What it's like to work in
Britain's fastest-growing
clean energy company

SHOW OUR FARMERS SOME LOVE

Soil Association's Helen
Browning on the shift to
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Welcome to My Green Pod Magazine!



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

Green shoots of new life are poking their heads up through the soil, taking their place among the blazing daffodils and fragrant hyacinths. Spring is in the air, and with it has come the scent of hope. As we slowly emerge – physically and emotionally – from what has been the toughest year in living memory, it's time to think about the lives we'll return to. Were they perfect before the pandemic hit, or could they be improved? Would we have chosen our routines if they hadn't become unconscious habits, or could one small change make the world of difference? We have a huge opportunity to make a new start that puts love and health – of ourselves, our families and our planet – at the centre of all we do, and to see the benefits for everyone.



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. Search our Marketplace for conscious lifestyle inspiration – and you could save some cash along the way!

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Globally, the equivalent of
one football field
of soil is eroded every
five seconds



Renewables
provided **47%**
of the UK's power
during the first
quarter of 2020



Soil locks up **three times** more
carbon than the atmosphere

PHOTOGRAPHY ISTOCK

CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE



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HERO PRODUCTS

Introducing our April Heroes!

After the year we've just had, let's not forget our health as we gear up to get outside! These Heroes will help you take care of your family while keeping the planet healthy, too.

View all our Heroes at mygreenpod.com/heroes

FOOD & DRINK



LAGOM CHEF

Get tailored meal plans and practical cooking skills for creative, simple zero-waste cooking at home.

[@lagomchef](https://twitter.com/lagomchef)
lagomchef.com

HEALTH



TOTSBOTS

This is the world's first company to make reusable all-in-one cloth nappies with shells made from recycled plastic waste!

[@TotsBots](https://twitter.com/TotsBots)
totsbots.com

FASHION



RIZ SWIM SHORTS

These 'shorts for life' are made entirely from recycled materials, and look as good on the street as in the sea!

[@Rizboardshorts](https://twitter.com/Rizboardshorts)
rizboardshorts.com

HEALTH



HAYMAX BALMS

These allergen barrier balms provide natural protection against hay fever, dust and pet allergies.

[@HayMaxbalm](https://twitter.com/HayMaxbalm)
haymax.biz

HEALTH



THE ROSE TREE INTENSIVE BALM

100% natural and 93% organic, this award-winning balm is a hydrating lifesaver that revives dull skin using marshmallow and frangipani. Suitable for day or night.

[@RoseTreeOrganic](https://twitter.com/RoseTreeOrganic)
therosetree.co.uk

TOP 5 APRIL SWITCHES

1

Ready for a British summer? Get the camping trip of your dreams by hiring a tent through Tentshare – it's like Airbnb, but for tents! You can also make some cash by renting out your own camping gear.

[@Tentshare1](https://twitter.com/Tentshare1)
tentshare.co.uk

2

This year marks Weleda's 100th anniversary, so there has never been a better time to try this clean beauty pioneer's gorgeous products! If you're new to Weleda, give Skin Food a go.

[@WeledaUK](https://twitter.com/WeledaUK)
weleda.co.uk

3

If you're looking forward to a socially distanced picnic, Vintage Roots DOC Prosecco Frizzante – Giol is a light and affordable organic prosecco, making it perfect for a celebratory lunch.

[@VintageRootsLtd](https://twitter.com/VintageRootsLtd)
vintageroots.co.uk

4

Think about switching to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly save money on your energy bills.

[@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 satisfy your craving (and save some money) by putting it back and planting a tree instead!

[@treesisters](https://twitter.com/treesisters)
treesisters.org



Chew Valley Lake is the stunning backdrop for the best-tasting music festival in the South West

Valley Fest 2021

The ultimate Somerset staycation is on!

If you're looking for inspiration for a British summer, you'll be pleased to hear that it's all systems go for Valley Fest, the best-tasting music festival in the South West.

Government permitting, the event will take place 30 July – 01 August 2021. Headliners of the family-friendly food and music festival, near Bristol, include Travis, Sophie Ellis-Bextor and Deacon Blue.

The weekend will also showcase the region's finest produce – from charcuterie to cheddars and ciders to sausages – with plenty of Somerset sizzle.

AN ETHICAL ECO-PARTY

Consistently, the biggest crowd-pleaser of all is the view. Edged by the rolling Mendip Hills, Chew Valley Lake provides the sparkling backdrop to this fun-filled festival. The festival is held on an organic farm, so looking after the land is part of its

HERO
PRODUCT

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

DNA. From talks on soil health and wildlife-friendly gardening to farm tours and panel discussions on regenerative farming, there is a host of fascinating and progressive topics to choose from.

LIVE ACTS & FAB FEASTS

Now in its sixth year, Valley Fest's lineup has always included big names as well as rising stars. On the bill for 2021 are My BABY, The Allergies, The Blockheads, The Snuts, Toploader, The Cuban Brothers, Beans on Toast and Oh My God! It's the Church.

Expect treats, beats and plenty to eat! There will be more street food than you can shake a stick at,

with something to tickle everyone's taste buds and suit every budget.

You can join in with BBQs, feasts, street food, chef demonstrations and panel discussions. The region's culinary heroes and heroines will be cooking up a storm day and night. Some of the feasts will be created by Josh Eggleton, owner of Michelin-starred Pony and Trap, and Rob Howell, head chef of Root, a Bib Gourmand award winner.

Recipe cards, tasters and tips will be provided at cooking demonstrations from Olia Hercules, named *Observer Food Monthly's* Rising Star of 2015; Tom Hunt, author of *Eating for Pleasure, People & Planet* and *Great British Bake Off* star Briony May Williams.

LAZY LAKESIDE LUSHNESS

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

Expect hedge-to-hedge Somerset sparkle and plenty of nonsense with a spectacular soundtrack. This is West Country wildness at its best.

Adult weekend tickets are £155 (plus booking fee) and you can pay in instalments. If the event doesn't go ahead, ticket holders will be offered tickets to Valley Fest 2022 or refunded.

'Having a festival on a working farm means that people can come and get a better understanding about farming; they can run their hands through the soil. They can forage, have a look round the farm, pick veg and enjoy talks and workshops on everything from fermenting to cider-making. This is why it's a great family festival – it shows kids where their food comes from and teaches them about the land.'

LUKE HASELL ORGANIC FARMER AND VALLEY FEST FOUNDER

Find out more

■ View tickets and the latest festival news at valleyfest.co.uk

Born to rewild

Professor Alastair Driver, specialist advisor to the Broughton Sanctuary, on rewilding the historic North Yorkshire Estate



Almost without noticing, over the last century we have taken our eye off the nature ball. We are now starting to realise that if we don't start working with nature rather than against it – and fast – then it's not only nature that will suffer irreversibly, but mankind too.

After 35 years in public service, finishing in 2016 as the national head of conservation for the Environment Agency, I am now encouraging a new focus on nature by helping farmers and other land-owners across the country to rewild their land.

WHAT IS REWILDING?

Rewilding is defined as 'the large-scale restoration of ecosystems to the point where nature can take care of itself'. Very importantly – and contrary to some of the myths you might have read – a key principle of rewilding is that people are part of nature; it encourages a richer engagement where each can thrive.

For the last four years, my part-time day job has been director for the tiny but big-hitting charity Rewilding Britain. Such is the demand for advice from landowners that I have the pleasure of filling the rest of my working days with ongoing private advice to inspirational and pioneering landowners like Roger Tempest and his partner Paris Ackrill at Broughton Hall Estate, North Yorkshire.

This remarkable couple, like a growing number of conscientious Estate owners across the country, see themselves as custodians of the land for future generations – even though Broughton Hall has been in Roger's family for 32 generations.

RESTORATION AND WELLBEING

Every rewilding landowner has a slightly different set of priorities for their land; some just want it left for nature while others want to create education activities or develop nature-based tourism or food and drink production.



For Roger and Paris, the focus is on providing holistic health and wellbeing opportunities. They both have a keen interest in both our inner nature (that of individual human minds and bodies) and outer nature (that of other species and the Earth), combined with a passion for solution-led action. They believe it is their duty to leave Broughton in a much healthier condition for generations to come.

This is just the opportunity I have been waiting for: the chance to combine major landscape-scale ecosystem restoration with holistic expert-led health and wellbeing programmes.

We've known for years that access to nature provides really significant benefits for depression, anxiety and obesity, but actual quantified evidence is still largely lacking – not least because the benefits are really difficult to measure.

With state-of-the-art facilities already in place at Broughton and an expert team on hand, we now have the opportunity to put that right.

A PERFECT CIRCLE

In the meantime, we need to crack on with the rewilding. The landscape may look wonderfully green, but it only has about 6% tree cover and is

dominated by intensively sheep-grazed pastures. Like any monoculture landscape, this supports far less biodiversity than a mosaic of healthy habitats would, and it does us no favours in terms of flood risk, water quality and carbon sequestration.

We are aiming to rewild a third of the Estate; to kick things off, Broughton is host to the largest tree-planting project in the country. 230,000 native trees and shrubs have been planted courtesy of the White Rose Forest, which secured major funding from the £640m Nature for Climate Fund.

This is the completion of a perfect circle because, on behalf of Rewilding Britain, I briefed ministers for a parliamentary debate in late 2019 calling for a major increase in funding for nature to help mitigate climate change. That very positive event led directly to the creation of the Nature for Climate Fund.

MESSING THINGS UP

It's not just a reduction in sheep grazing followed by tree planting that is needed to kick-start rewilding at Broughton. Space for regenerating trees and scrub is equally important, and in due course we will create ponds and scrapes.

In a few years, when the trees have established sufficiently, we will need to introduce small numbers of native, widely roaming breeds of cattle – and possibly even a few ponies and ancient pigs – back into this landscape to help 'mess things up' and restore natural processes.

With nature-friendly farming and food production continuing on the other two-thirds of the Broughton Hall Estate, we hope this will be a model that encourages other landowners in the north of England to rewild in this way – just as the famous Knepp Castle Estate has proved a source of inspiration in the south.

Find out more

■ Discover Broughton's transformative retreats and wild getaways at broughtonhall.co.uk

had popped up to Broughton Hall – 3,000 acres devoted to transformation – to chat to its owner Roger Tempest about running retreats there for women in midlife.

I'd just got back from a glorious, if freezing, swim in a tarn on the top of the Estate when Jarvis – a bushy bearded, gently spoken chap – accosted me in the Grand Hall of the main house. We started chatting and couldn't stop. He said he was running a Spirited Business retreat at the Hall – a chance for business owners to work out their purpose and their vision. I signed up on the spot.

CHANGING THE WORLD

Now Spirited Business is not the kind of thing I would ever have contemplated doing in my old life as an editor at *The Sunday Times*.

Jarvis described it as a group of conscious founders, people who were in business to make money, sure, but who also had a higher purpose, who wanted their businesses to change the world.

This isn't just talk; Jarvis himself practices what he preaches. His own company, My Green Pod, is a kind of sustainable version of Amazon, sourcing and selling greener versions of everyday goods.

He's been at it for years. I was complaining that I'd had to stop twice to charge my electric car on the way from London to Broughton. He laughed at me, saying he'd had an early version of the Nissan Leaf; it had to be charged every 45 miles – mine did 150 (in theory) – so it used to take him 14 hours to make the 185-mile journey. Jarvis has been enacting his own green purpose for years.

It was important to me that my new company, Noon (a platform and community to empower women and help them find their next chapter), had purpose in its DNA. But I'd never run a business before, or been a founder, so I didn't really know what that meant, or what it might look like.

VIRTUAL HANGOUTS

Unfortunately, the in-real-life retreat was postponed, once and then twice, due to Covid. But Jarvis had the genius idea of creating an online group of those who had signed up; rather than meeting in the splendour of Broughton, we assembled on Google Hangouts every Monday.

This group was a revelation to me. I'd been using online video conferencing for business meetings, of course. We all have. But I had no idea how intimate and supportive an entirely virtual group of strangers could become to each other.

Over the past five months, we have met religiously every week (sometimes more often). In that time I feel like my Spirited Business



Eleanor Mills, founder of Noon, on the retreat that will ground your new venture in purpose

SPIRITED BUSINESS

compadres have become my friends and allies. We've shared our hopes, fears and deep concerns, and have even meditated together while Jarvis holds the space, standing by the Yorkshire river near where he lives so we can hear the water, see the birds. It sounds crazy, but it has really worked.

FINDING MY VOICE

For me, a big change was learning to speak in my authentic voice. As the representative of a global media conglomerate I'm a TV and radio veteran, but I found speaking publicly as me – for my business, sharing my true values – a much more intimidating prospect.

I found learning to articulate that authenticity, the true me rather than the corporate version, frightening and difficult.

Each week I would bring those feelings, those weaknesses, my concerns about whether certain aspects of the new venture would work, whether our new site would ever get built in time, to the Spirited Business group. In turn, I would hear about their concerns and issues. We helped each other.

As a group we were strong. Sometimes one of us would cry or be down, and all the rest would buck him or her up. I felt held and supported by a wise crew who really understood.

On different occasions we celebrated success. I've learnt to appreciate the sunny nature of some members who seem able to see straight into the heart of things, and have become firm email friends with several others.

Several have become allies to my new business and a part of what I plan to do in the future. And through it all, Jarvis has been a warm presence as well as a confidant and a spiritual guide.

OPEN HEARTS AND MINDS

Often when we are seeking a new path, the way ahead is not clear or obvious. Sometimes others have beaten a path, other times we have to strike off into the bush and forge our own.

I know now that success in doing something new depends upon keeping an open mind and an open heart, seeing and seizing the opportunities which come our way. Often it is the mere act of being open to things, of putting yourself in their path, which opens doors.

If we are to move forward we need to put ourselves in the flow so the universe can help us. It is a scary, if wonderful, place to be. And it is much easier to do with a group of wise allies who have your back. I've also found that the wisdom of strangers can be easier to take than the same advice from those close to you.

The past year has been epic for me in terms of transition and transformation – I truly believe that Jarvis and our Spirited Business group have been a crucial part of that and I thank him and all of my new friends from the bottom of my heart. If you are thinking of setting up something new, or feeling a bit stuck, or want to put purpose at the heart of a new enterprise, I heartily recommend the Spirited Business retreat. It just might change your life.

RETREAT DETAILS

24-28 May 2021

20-24 September 2021

Broughton Hall Estate,
Skipton, North Yorkshire

Contact Jarvis@mygreenpod.com

Find out more

■ Discover more about Eleanor Mills and transformation in midlife at noon.org.uk

Nature is good for us – yet lockdown has put some serious restrictions on our access to the outdoors.

Scientific evidence supports the idea that experiencing nature – even on a monitor screen – can do wonders for wellbeing. That’s great news, because we became a lot more dependent on screens when the pandemic moved communication, work and shopping online.

ROCK, SHEEP AND BROOK

In February 2021, My Green Pod launched Nature TV as a way to bring you the benefits of nature, wherever you are.

Recorded at Broughton Hall Estate in North Yorkshire by sustainable production company Studio RTR, the three two-hour slow TV videos – *Brook*, *Sheep* and *Rock* – are a fun way to bring nature back to people’s lives. But behind the films’ lighthearted approach is a serious message.

Lockdown has made it clear that access to nature is an equalities issue. While some have enjoyed connecting with local beauty spots they had previously taken for granted, others have been left feeling isolated and alone.

Launched at a time when millions of us were stuck at home, Nature TV became an alternative solution for anyone suffering from the loss of access to greenery.

SMUGGLING BENEFITS

‘Surrogate nature’, which refers to the psychological benefits of looking at photos or videos of nature, has been studied in depth over the last decade.

Chartered Psychologist Dr Matthew Adams, Principal Lecturer in Psychology at the University of Brighton, is one of the UK’s leading experts in the psychological and social benefits of experiencing nature in all its forms, including virtual and mediated nature.

‘Studies suggest that a healthy ‘dose’ of nature can come in many forms’, Matthew explains. ‘Representations of nature can have benefits like reducing stress and increasing pleasant feelings,

Nature TV

My Green Pod has launched three films that can bring you a daily dose of nature



whether it’s pictures of nature in people’s offices, artworks – even screensavers.’

For Matthew, using screens creatively to connect us with nature could be a great way of ‘smuggling in the benefits of experiencing natural environments’. This could lead to reduced stress and anxiety, a sense of belonging and a more mindful state – the top three benefits Matthew has seen ‘again and again’ in psychological studies alongside his own experience working with people in nature.

AN ANTIDOTE TO SHOPPING

For many, spending more time at home and on the internet has led to more online shopping, sometimes out of necessity, and sometimes as a quick mood-enhancing fix.

When we use shopping as a way to make ourselves feel better, we often end up buying unnecessary products and funding the global consumerism that is damaging the planet.

Before you make that next purchase – or if you’re just feeling the call of the wild – watch some Nature TV. If you can reduce stress and anxiety levels before you shop, there’s a better chance of ending up with products you won’t regret buying.

On mygreenpod.com we’ve got ethical alternatives to the everyday products we all use. We have partnered with TreeSisters to plant a tree with every transaction as a way to say thank you for shopping in a way that could change the world.

Find out more

■ Get your dose of nature and read more about the science of surrogate nature at mygreenpod.com/naturetv

‘Research has established that we seem to have an innate preference for views of nature compared with built environments, and this applies to images as well as real views. What’s more, just viewing nature can have positive physiological and psychological effects – taking time to stop and stare at tree branches dancing in the breeze, or birds hopping around on a fence; even indoor plants appear to improve wellbeing when compared with how people experience spaces without them.’

DR MATTHEW ADAMS

PLAN I.T. for the PLANET

Justin Sutton-Parker explores how a 'new normal' in work styles could support the planet

Just 12 months ago, 2020 was poised to be the year the environment took centre stage.

Climatology had finally shifted from the margins into mainstream media and it felt as though the majority had re-discovered a love for the environment.

At the same time, I had just returned from launching an I.T. sustainability campaign with a global software company. One of the key pillars of success was using information technology to enable remote working and reduce commuting emissions.

Three weeks later the unthinkable happened: Covid-19 brought uncertainty and trauma to people, the planet and our economies. I had hoped an extra 65,000 I.T. users might adopt the remote working concept; I suddenly realised that in fact, as homes around the world became workplaces (and schools), much of the population would.

Both the prevailing scientific data and common sense suggested that this slowing of business travel would have a positive environmental effect. However, I began to worry about what will happen when we all return to 'the new normal'. Will we rush to repopulate office space? Or will we remember that work doesn't need to be a place?

THE IMPACT OF A COMMUTE

As a sustainability researcher I felt compelled to quantify the real-life impact. Focusing on a company with over 800 employees, I assessed and measured the staff body's weekly 'business as usual' commute by every mode of transport before and during the pandemic.

For 13% nothing had changed with respect to travel as they usually worked permanently from home.

What was evident was the fact that over 600 people had stopped driving their combustion engine cars an average of 71km per day to visit the office. In fact, for this one company, a total of 4.3 million commuting miles simply didn't happen in 2020 due to the pandemic.

Astonishingly, the greenhouse gas (GHG) emissions equivalent abated was almost 1,600 tCO₂e. In tangible terms, we'd need over 2,000 acres of forest to sequester that much pollution from our atmosphere. That translates to almost 2.5 acres per employee, every year.

At this level of pollution, it only takes the commuting of 5,000 similar companies to overwhelm the UK's available forest coverage and its photosynthesis capacity. Beyond that, we are simply hoping for the best and expecting land beyond our shores to clean up on our behalf.

Considering the UK has 8,000 large companies and a further 35,000 medium-sized companies, it's not difficult to see why we need to consider a 'new normal' when it comes to work.

A ROADMAP TO LIGHTER COMMUTES

Having isolated the impact of commuting in 2019 and the abatement in 2020, I set out some figures that would help the 800 people to consider exactly this.

Within the calculations was a suggestion of two days' remote working for all employees when restrictions are lifted. I also suggested that, as the average commuting bicycle return journey for staff was 7km and the average walking journey 3.2km, where practically and physically feasible the 12% commuting below this threshold could switch to zero-carbon transport.

I knew the concept might meet resistance, but pointed out that employees collectively noted a '7.5' score when asked, 'If 10 is the highest importance, how important to you is reducing your carbon footprint?'. While no accurate gauge of intention, the fact that the results are in the upper quadrant indicates an axiology of positivism towards actions to cut pollution.

But as ever, it was the tangible quantification that gained interest. The suggested changes would result in reducing the 2.5 acres required to sequester commuting emissions down to 1.32 acres per employee in 2021.

When thinking about the new normal, perhaps if we keep in mind the love we found for the planet in 2019 and think about how information technology can enable changes to our behaviour, we may use 2021 to plan I.T. for the planet.

Find out more

■ More about Justin Sutton-Parker and how to reduce workplace emissions is at px3.org.uk

**'It's not
difficult to see
why we need
to consider a
'new normal'
when it comes
to work.'**



Citrix Systems’ P. O. Johansson and John Moody explore what the pandemic revealed about wellbeing at work

Over the last 12 months, the fragility of the world has been brought into sharp relief, united by one single common denominator. The experience has impacted employees globally, across every rank and job title.

As is so often the case when faced with adversity, many of us have discovered that we can do more than we thought we could. But the rapid evolution of remote work during the course of the pandemic has also put people and their organisations under immense stress.

Well-designed technology can help to ease this strain, but the situation has exposed the need for organisations to prioritise human sustainability above everything else.

As we move forward in this new work order, businesses must place employee wellbeing at the centre of everything they do.

WHAT IS HUMAN SUSTAINABILITY?

Human sustainability is one of the four pillars of sustainability, alongside social, economic and environmental.

It encompasses the development of skills and human capacity to support the functions and sustainability of an organisation, and to promote the wellbeing of communities and society.

This means that there are synergies with the work-life balance and also the business-society balance.

Human sustainability requires investments that help to reduce or remove stress or challenges to mental health. These investments bring benefits to the organisation, society and the environment.

If we can identify the elements that produce stress for employees, and seek resolutions, we can start creating the business case for investing in human sustainability alongside the other pillars. These can be measured in business growth, staff retention, sick days, happiness scores and other metrics.

Not only will this impact positively on the global mission to make the environment and our planet a better place, but it will also help our fellow humans, peers and co-workers feel better in their work-life balance, enabling them to contribute more to their organisation and society.

RESPONSIBILITY FOR WORK EXPERIENCE

Improving the experience of work is often positioned as a human resources (HR) concern. HR should be the lead in workplace wellbeing programmes and the focus of providing positive experiences for employees; however, in truth everyone has a part to play.

Human sustainability is a shared concern across the entire organisation, and should extend to how we now manage people in a world of hybrid work and the digital workspace experiences we provide.

WORKING FROM HOME

When the pandemic hit, remote working went instantly to the top of the I.T. agenda; aged VPN connections, along with out-of-date conferencing software, were stretched to the limit.

The digital transformation that was already underway accelerated from a period of three years to three months. It was a case of getting it done and in many cases, the experiences that employees faced when switching from the office to home were not positive. Instances of people working from ironing boards were all too real.

The office is no longer the physical place it once was: it has become the place where you access work – typically, via a laptop.

I.T. leaders need to provide a digital workspace that is accessible and as friendly as the physical office; it should provide a sense of belonging that will help reduce feelings of isolation.

Employers need to back this up with modern management practices, as the traditional working day has shifted to fit around the reality of

homeschooling, childcare and the plethora of other jobs that traditionally remained at home. Those two worlds are now inextricably linked and will remain so; this needs to be understood and supported across entire organisations.

KEEP I.T. SIMPLE

When the mass shift to remote working began a year ago, there was a rush to deploy technology and services to employees and end users.

Temporarily, we were forced to let go of our needs in order to control every part of the strategy and planning, quickly realising that we are aiming at a moving target. The human sustainability pillar was compromised.

In the world of workplace technology, when we hit a hurdle the solution is often to give employees a wider range of choices to create more flexibility in the way they consume I.T.

However, very often this has the inverse effect, adding further layers of complexity and making it harder for people to do their job. As well as being a waste of time and money, productivity levels will deteriorate rather than improve, and human sustainability will suffer.

The pandemic has highlighted that if individuals are unable to remain productive, or struggle to manage their work-life balance (particularly while working remotely), their employee wellness status will suffer.

As we move increasingly towards software-defined services at work, employees need easy access to the applications they need to do their job, and sufficient training to use them.

TECH FOR EMPLOYEE EXPERIENCE

Organisations and employers need to ensure that their employees are being treated as the valuable professionals they are.

In the current rollout of new tools and technologies to support remote working, it is critical that the employee (and user) experience sits front and centre.

Organisations must ensure they are deploying services that reduce stress and increase possibilities for productivity, so individuals can work without technological distraction.

The need to be agile and dynamic in approaches and strategies has proven to be successful in times like these, and people can do more than they

think when they push outside their comfort zones. Using analytics that continuously monitor anomalies to prevent security breaches, or micro-apps to reduce administrative waste, may also enable the employee to work smarter and be more productive, boosting morale and happiness.

Allowing I.T. and other managers to combine best practice enables the organisation to capture the positive effects of letting the end users have a say in designing their jobs better, and therefore empowering them to improve their productivity and quality of work.

HUMAN-CENTRED TECH

Historically, services have emerged from algorithm-based designs that are built by data experts, but over the last year we have seen the importance of empowering the human in this process.

When such decisions are removed from employees, they no longer feel accountable and the effect that was intended as positive becomes a negative instead, increasing stress and frustrations.

Thoughtful, human-centred technology design can also work as a predictive or preventive measurement in human sustainability, almost becoming ‘work health as a service’ by removing stress elements and increasing return-to-work rates.

EMPLOYEE WELLBEING

Moving forward, the digital experiences employers provide for their employees will be as important as salary. Potential talent will consider not only the values, culture and management in a role, but also the digital experience a potential employer is going to provide, and the priority that is placed on human sustainability.

When considering the digital experience, forward-thinking employers should look to integrate their wellbeing programmes: the digital experience is not just about connectivity, security and access, but should also include mental health and stress reduction.

‘DO NOT DISTURB’

It is well known that enterprise applications are often hard to use; if we compare them with the apps we use in our personal lives, the differences can be stark.

Employers need to reduce the number of complex applications available, either by only providing the workflows employees use through micro-applications and workflows or by eliminating them completely.

When adopting new software, employee wellbeing should be a consideration and decision makers should ask whether it will improve the employee experience.

We can use AI to minimise the most repetitive tasks, or simply disable other distractions when we are in meetings.

‘Do not disturb’ should be automatic and embraced. If we consider the distractions through notifications alone – corporate email, corporate

chat apps, WhatsApp and the personal stuff we use for communication – it soon mounts up.

This change in mentality needs to be backed up culturally, and particularly if the corporate culture is set up for presenteeism through rapid email response rates, for example.

WELLBEING AND THE DIGITAL WORKSPACE

Employers should incorporate and signpost wellbeing services within their digital workspace. In fact, every digital workspace should have ‘Red Button’ access to mental health and wellbeing services.

The problem with many well-intended wellbeing programmes at work is that the information is often hard to find. Bringing it front and centre is critical, as it should be easy to locate in a time of crisis.

If the pandemic has taught us anything, it is that it is fine to admit when we are not OK. Many employers now offer programmes such as Mental Health First Aiders and counselling services provided by external third parties.

Accessing these services – alongside corporate applications and everything else we need for work – provides a better experience for employees and helps to make it ‘normal’.

The concept of the digital workspace needs to extend beyond the traditional idea of a place to access apps, to encompass everything we do at work and in our home life.

If we do not deal with the stress of work in a helpful way, over time it will become chronic – especially during a global pandemic.

As many of us have learned over the last 12 months, the dividing line between home and work is increasingly difficult to define, which makes it harder – or impossible – to switch off from work.

HUMAN DECENCY

Human sustainability encompasses all aspects of an organisation, and it therefore follows that everyone has a part to play.

Employers and employees can no longer perceive wellbeing programmes as a ‘perk’; they are a fundamental human right and need to be embedded into the culture of any organisation. Without people, an organisation is nothing.

We can talk about the ‘good’ a wellbeing programme does for employees and employers. In simplistic terms, it is good if employees do not suffer whether they are at home or work, so that productivity will increase – and with it profitability. It makes good business sense.

However, there is a far more pressing – and, frankly, more important – reality: the global pandemic has created an urgent need for people to be respected and wellbeing to be protected at all costs.

The best employers will be those who make wellbeing essential to the world of work, and who embed trust and honesty into the very heart of their organisations. It is not enough any more to provide wellbeing programmes as a perk: it has become a matter of human decency.

PHOTOGRAPHY GETTY IMAGES



Find out more

■ Discover how Citrix can help to power a better way to work at [citrix.com](https://www.citrix.com)



REIMAGINING BUSINESS

Emily Cromwell, Responsible Business Lead, Consumer at Deloitte, explains why envisioning probable futures is key to successful business

As consumers we have all the power: today’s shopping, travel, transport and hospitality companies are underpinned by a philosophy that convenience is king and the customer is always right. Unfortunately, the result is that consumer businesses are responsible for 25% of global emissions. If operating models, supply chains and consumer expectations don’t change soon, we’ll all

have to experience the social, economic and political consequences of a less stable climate.

BUSINESS AS A FORCE FOR CHANGE

Deloitte joined together with the Met Office to explore four plausible future scenarios, and to imagine business as a force of change leading customers on a journey to net zero. At many levels, the issue with modern consumerism is simply the

volume of consumption; as a society we are churning through goods at pace, discarding products not because they have ceased to function but because they ceased to reflect the latest trends. This linear model of consumerism – take, make and waste – is by definition unsustainable; according to the Global Footprint Network, we live in a way that requires the resources of 1.6 Earths.

Consumers and businesses recognise the need for change. As consumers we need to reduce overall consumption and buy sustainably produced products; we are increasingly demanding that businesses create products that don’t cost the Earth. Consumer businesses are naturally tied to the wants of consumers, but other drivers also play a major role in shaping their operating models. With a flurry of global net zero targets, businesses operating in almost every major market will have to ensure their operations are compatible with ambitious climate targets set by local regulators. Investors, also tied by national (and their own) net zero targets, are also putting pressure on businesses to reduce their environmental impact. This has led many companies to reimagine their offering and drive towards evermore responsible business. Consumer goods brands are increasingly implementing carbon labelling for their products, helping customers to better understand the emissions footprint of the goods they purchase. We’re seeing businesses really grasping the issue and leading the charge as we build up to COP26.

MEANINGFUL ACTION

Behavioural change at the scale required can’t be achieved by governments, consumers and businesses acting in isolation. The problem of climate change is multi-faceted, and to address it we need to accept that we all have a part to play. Governments have committed to ambitious decarbonisation targets; businesses need to respond to consumer demand and match this ambition now, with bold climate targets matched by meaningful action in the short term. Tackling climate change requires business to look beyond short-term investor goals and ask itself whether its model rewards investors at the price of damaging the world for everyone. Even through the lens of shareholders, businesses should think about whether their operations are viable in the medium to long term. Can their operating model still function just five or 10 years into the future? Deloitte research shows that, while 91% of business leaders say that climate change has already affected their business and 84% are very concerned on a personal level, just 23% of the same sample thought business should lead the change.

While business alone cannot address all the challenges ahead, business does have a leading role to play in addressing both the mandate for, and the opportunity in, transformation.

IMPACTS ON SUPPLY CHAINS

Impact on profits from incidents associated with climate change are by no means new. Due to globalisation, events in one part of the world can have significant knock-on effects for supply chains. This was demonstrated back in 2011 when floods in Thailand hit production for two major car manufacturers; since then globalisation has only further integrated supply chains.

During the Covid-19 pandemic, there has been solace from global supply chains holding up to the challenges created by a rapid and seismic change to operating environments. Climate change presents a very real set of challenges that are more pervasive and long term; supply chains may have proved resilient during the pandemic, but business should by no means take them for granted. **BUSINESS IN A CHANGING WORLD** Scenario analysis is an extremely powerful tool that not all businesses are using. It forces business leaders to think about how their companies could function in a changing world and usually serves to underscore the importance of immediate, sustained and effective action on climate change. However, some of the scientific jargon involved in scenario analysis can present the exercise as more complicated than it is; the report Deloitte produced in collaboration with the Met Office seeks to demystify the exercise.

‘We’re seeing businesses really grasping the issue and leading the change as we build up to COP26.’

The report builds out four different scenarios to show what the future may look like for consumer businesses in 2050, and includes a checklist to guide companies at the start of their journey. The report has received positive feedback from business leaders, many of whom used it as a tool to prepare their operating models for a changing world.

CLIMATE-RELATED DISCLOSURES


The report is also useful for building out disclosures. In particular, businesses have recognised its utility in responding to the recommendations of the Task Force for Climate-related Financial Disclosure (TCFD). TCFD is a body set up by the Financial Stability Board to improve and increase reporting of climate-related financial information. It is a hugely important step in the way companies talk about sustainability and respond to climate change. Crucially, TCFD is extremely relevant to the UK as the government has recently mandated that most of the economy report in line with TCFD by 2025. As scenario analysis is a component of TCFD-aligned reporting, the climate scenarios

report from Deloitte is particularly useful to companies as they seek to improve or implement appropriate disclosures. **RATIONAL PREPARATION** No one knows exactly what the world will look like in 30 years, but we are able to take a view on a series of probable paths based on our current direction of travel. The lack of a crystal ball shouldn’t daunt companies; envisioning probable futures drives business to prepare rationally for what the future could look like. **COMMUNICATION IS KEY** Many companies are succeeding as corporate citizens by going to great lengths to prepare for a changing climate and putting the brakes on their own emissions, but failing to communicate their work. If companies disclose what they are doing then its puts pressure on their competitors. Currently, consumers are ahead of businesses when it comes to their focus on sustainability;

to gain the respect of their customers, businesses must communicate their efforts. In so doing, they bring accountability and transparency, paving the way for collective action. **TIME TO INNOVATE** The central tenets of consumer business – that the customer is always right and that convenience is king – will need to be reimaged in an era shaped by climate change. Systemic shifts have to be prioritised over consumer behaviour change; the sector has to lead customers towards a net zero future in the next decade. Innovation will be critical in shaping the sector for a low-carbon future; this will present both risks and opportunities for the proactive, but only risks for the reactive. Beyond this, we know that stakeholders from across the spectrum want corporate purpose to be evidenced in practice; addressing climate change is a highly effective way to do this. There is much to be done, but action today – informed by a changing climate – can help to prevent supply chains collapsing and consumers taking their custom elsewhere.

‘stakeholders from across the spectrum want corporate purpose to be evidenced in practice’

Find out more
■ Read Deloitte’s report, ‘Climate scenarios and consumer business: Four futures for a changing sector’, at www2.deloitte.com/uk/en/pages/consumer-business/articles/climate-scenarios.html



The future of rewards

This app sends you offers you actually want – and helps the planet when you take them up

HERO PRODUCT Find out why **Get My Slice** is a **My Green Pod Hero** at mygreenpod.com/heroes

There are lots of reward, cashback and offer websites out there, but getting anything out of them can be hard work. Building a profile takes time and effort, and when you're all set up you'd be lucky to find a deal that's right for you before you've trawled through loads that aren't.

Oliver Southgate, founder of Get My Slice, saw an opportunity to harness the activity you already do online and use it to bring you straightforward, targeted benefits.

CUTTING OUT THE MIDDLEMAN

The Get My Slice app matches you with brands that your online behaviour suggests you'll be interested in. Personalised offers are tailored to you so it's more likely you'll take one up – and when you do, you'll be rewarded.

It's no wonder Get My Slice is the fastest-growing rewards app in the UK. It cuts out the middleman and helps you take back control of your personal data, all while providing offers that are useful and appealing.

'We launched in July 2020 and have been promoting the app – online, advertising on large billboards around London and even sponsoring the Australian Open tennis recently on TV', says Oliver. 'This has driven huge growth in our membership, which is really exciting for us. We're all about helping to make the internet work harder for individuals.'

ETHICAL OFFERS

It's not just about rewards; the team at Get My Slice wants to give something back to nature by creating balance between business, commerce and the environment.

One of the brand offers from Get My Slice is with People's Energy, a community interest energy provider on a mission to end fuel poverty and provide greener energy for all. As more people join, the energy becomes cheaper for everyone. Get My Slice has also partnered with Offset Jewellery, a bespoke jewellery brand that plants 10 trees for every piece of jewellery purchased through the Get My Slice app. The trees are planted in developing rural communities around the world, with the coordinates engraved into your chosen piece.

Get My Slice has also partnered with My Green Pod Hero Pala Eyewear, a purpose-driven brand that funds eyecare projects across Africa. Similarly, the plant pots offered through a partnership with Ocean Plastic Pots are made entirely from rope and fishing nets, waste materials that risk polluting the sea and UK beaches.

1,000 TREES PLANTED

Get My Slice also supports My Green Pod by promoting the sustainable and ethical products on our Marketplace. There is currently an offer with organic wine merchants and My Green Pod Hero Vintage Roots; a tree will be planted in the tropics every time a My Green Pod offer is taken up. 1,000 trees have already been donated as part of Get My Slice's commitment to a more balanced and sustainable future.

Find out more

■ Download the free Get My Slice app at getmyslice.com/mygreenpod and we'll plant a tree on your behalf. Available on iOS and Android.

'with our offers you get paid 80% of the profit – and make a positive impact'

OLIVER SOUTHGATE GET MY SLICE

The public flocked to green, open spaces when the nation went into lockdown. This was necessary for our mental health in an uncertain time, but the surge in visits to local beauty spots – alongside 3.2 million new lockdown pets – also brought a rise in littering and dog fouling. Dog poo litter has increased by 200% since the beginning of lockdown.

Eco Green Communities is tackling this problem with an innovative business model that involves support from the community, local authorities and businesses. It provides free 100% compostable waste bags and dispensing stations to promote responsible dog ownership and curb the 'littering epidemic' in local beauty spots.

CSR FOR LOCAL BUSINESSES

The stations offer a unique sponsorship opportunity for businesses. They are positioned in strategic outdoor areas, placed so passers-by can stop, think and absorb the messaging without the usual noise. The advertising lasts a minimum of 12 months, making it a unique and cost-effective offer for a sponsor.

Clean communities

The sustainable solution to littering presents an opportunity for ethical businesses

It is also an opportunity for companies to boost their CSR (corporate social responsibility) by directly giving back to their local community. They can demonstrate a commitment to improving the planet and the lives of the people on it.

COMMUNITY SUPPORT

The free bags dispensed from the stations help communities to take responsibility for their public space. Eco Green Communities is also building an online eco community, with forums that support the community and local litter-picking groups.

The goal is to engage, educate and empower people to do the right thing.

For every project it works on, Eco Green Communities provides trees to help the community preserve and protect the local area. The trees, which will sequester carbon for years to come, represent a direct investment in the future.

LOCAL AUTHORITIES

Prosecution for dog fouling and littering is labour intensive and difficult to enforce. The stations offer local authorities and councils a practical and effective way to take control of the litter crisis.

To date, 790 stations have been installed through 28 council partnerships, with an impressive total of 1,625,000 compostable

The compostable bag stations present a great opportunity for outdoor advertising



In the UK alone, Eco Green Communities has provided 1.6m plastic-free waste bags

(zero-plastic) bags dispensed. With the costs of bag replacement covered by business sponsors, there is no longer any excuse for allowing a pet to foul in a public open space.

Cllr Andrew Harvey from West Suffolk district council said: 'since installing the stations we have had a lot of requests for more stations to be installed by members of the public.' He added that all the stations installed had been 'very well used'.

CHANGING BEHAVIOUR

The stations benefit the community, local authorities and councils, while offering businesses an opportunity for smart ethical advertising.

At the same time the certified compostable bags present a solution in the fight against single-use plastics.

This business model really is a win-win for the community and the planet.

Find out more

■ Support tackling litter – for communities, councils and businesses – is at ecogreencommunities.com



WORKING IN THE ‘SILICON VALLEY OF ENERGY’

We went behind the scenes of Britain’s fastest-growing clean energy company to meet the people powering the green revolution

Our world is on the cusp of a green energy revolution – the biggest societal shift since the internet – and Octopus Energy is among its pioneers.

The five-year-old energy tech company already has nearly 2 million customers in the UK, and its green technology is contracted to supply 17 million around the world.

To support this enormous growth, Octopus has pledged to hire 1,000 people in the next year in the UK alone. The clean energy company has a plan to make the UK the ‘Silicon Valley of energy’ – and its thousand jobs are just the tip of the iceberg.

The green economy is set to create hundreds of thousands of jobs in the UK over the next few years – but what does a career in the energy of the future really look like?

ENERGY’S GREEN FUTURE

Green energy has skyrocketed over the last 10 years. Renewables provided 47% of the UK’s power during the first quarter of 2020 – unimaginable even a decade ago, when coal produced 75% of our power and renewables only 6.5%. The government has pledged that wind energy alone will be able to power every UK home by 2030.

This investment in clean energy isn’t just necessary for the future of the planet – it’ll create hundreds of thousands of jobs and change the very trajectory of our economy.

A RENEWABLE REVOLUTION

Octopus Energy is a tech-led green energy company. It has revolutionised the industry with its innovative tech platform ‘Kraken’, which provides customers and employees with autonomy and control over their energy.

Octopus is also facilitating developments in emerging industries such as low-cost electric heating, electric vehicles and vertical farming. In just a few years, it has transformed the market with affordable renewable energy tariffs, helping the UK to lead the world in the race to net zero.

With energy, there’s a wide opportunity to work in an emerging industry centred around innovative technology and decarbonisation. But many people

HERO PRODUCT

Switch to a green energy tariff with **Octopus Energy** at mygreenpod.octopus.energy

don’t know the breadth of roles available in the sector – and some may even have negative perceptions based on the associated creaky systems and fossil fuels. This needs to change, fast.

THE PEOPLE POWERING ENERGY

The green sector needs hundreds of thousands more bright, passionate people to drive innovation, and a truly diverse workforce to ensure the voices of all people are represented.

Traditionally, the environmental sector has been one of the least diverse in the UK. According to a study conducted by The Equality Trust, National Union of Students and the Institute of Environmental Management and Assessment in 2017, the sector only employs 0.6% non-white minorities.

Similarly, in tech only 17% of UK I.T. specialists are women, while Black Asian and Minority Ethnic I.T. specialists only account for 18%. A mere 2% are black and just 0.7% are black women, according to research from the British Computer Society.

It is crucial these industries act now to remove barriers to success for all under-represented groups. Octopus Energy wants to get rid of old perceptions of the sector, and show what it’s really like to work in the energy industry of the future.

When Octopus is in the news it’s often the founder Greg Jackson, but in truth Octopus Energy has been built by over 1,000 brilliantly talented people.

MEETING THE OCTOPUS TEAM

Ruby was a recent Chemistry grad when she joined Octopus as one of its first customer specialists back in 2016. Since then, she’s gone from working with the tech team to establish crucial operational functions to building the credit department. Ruby now introduces new companies (currently energy giant E.ON) to Octopus Energy’s technology platform and unique way of working.

‘The trust we’re all given makes us really agile’, Ruby explains. ‘It’s empowering to be able to

make decisions on the spot without having to jump through lots of hoops. Plus, if you have good ideas, knowledge is power. No matter where the idea comes from, you’re going to be listened to.’

Ruby is also an instrumental member of the internal Octopus Black Lives Matter Fund, which has dedicated £100,000 to combating systemic racism in the industry.

The traditional way of recruiting favoured by many businesses is often rife with bias and can create a homogeneous workspace. Octopus is trying something different to foster a diverse and inclusive work environment, with a view to finding people who truly embody what the company stands for.

After graduating from Leicester and joining Octopus Energy’s customer operations team, Sotiris is now spearheading big changes in the recruitment process. He’s helping to launch Discovery Days that take the focus away from CVs, personal details or background and instead focus on how people rise to a series of challenges.

TRANSFORMATIVE TECH

Octopus Energy’s mission to create the Silicon Valley of energy has fostered interesting and unexpected career paths for those within the company.

Karim started off as a junior front-end developer and started managing a team of his own when the front-end team doubled in size over lockdown. He’s now preparing to relocate to Tokyo to lead a team for Octopus Energy Japan.

Senior engineer Gilly joined as one of Octopus Energy’s earliest front-end developers. She now leads her own team, responsible for crafting new tools and products to improve services, as well as helping Octopus expand into other countries.

Gilly left a career in consulting and app-making to join Octopus for the chance to make a positive impact. Her mission is to put the power of tech platform Kraken into the hands of users.

‘A lot of what we get out of Kraken comes from that trust that we put in people’, Gilly explains. ‘The company culture has always been incredibly supportive of learning by failing. They put a lot of confidence and trust in us to run with our ideas.’

Gilly’s experience has allowed her to spearhead a tech internship for young women to help make the industry more diverse and accessible for all. The aptly named Ada Lovelace Internship was launched in 2020, and was such a huge success that it will continue annually. ‘Tech is such a male-dominated field and as a woman I’ve seen and experienced a lot of prejudice and stereotypes’, said Ada Lovelace intern and computer science student Noshin. ‘This chance to work in tech with other women confirmed I do definitely want to work in this industry.’

OUT OF OFFICE

Not all energy jobs are office-based, either. Octopus installs smart hardware – from electric vehicle chargers to smart meters – through Octopus Energy Services.

Zoe was hired as a smart meter engineer and brought exceptional people skills through her background as a social worker. She now trains Octopus engineers with the energy company’s specific brand of customer-centric service – spreading the word about innovative green smart tariffs, sharing energy-saving advice and even supporting the local community during lockdown by delivering food and medication to sheltering people.

Octopus Energy does things differently, so when Zoisa got in touch with Greg to discuss his rapidly growing business, he offered her a position to set up Octopus Energy for Business on the spot.

Before joining Octopus, Zoisa had worked to create meaningful connections between massive wind and solar farms and the businesses they powered. Under Zoisa’s leadership, Octopus Energy for Business provides tariffs that offer

SMEs 100% locally generated power, and tariffs specifically for vertical farms and powering public electric vehicle chargers. ‘If we want to truly globalise green energy, it can’t just involve the Top 250 companies’, Zoisa said.

THE MANCHESTER TECH HUB

Octopus has launched a smart tech hub in Manchester, creating countless new opportunities for innovation. It has acquired a super-smart local startup called Upside Energy to help the hub grow, and will also integrate Upside’s tech into Kraken.

Upside Energy’s intelligent software helps make energy devices like batteries, electric vehicles and heat pumps smarter, matching their consumption with greener and cheaper electricity.

Upside’s senior market analyst Charlotte has always been passionate about fighting the climate crisis and wanted to work for a company that truly made a difference. Charlotte models the revenue and carbon-saving potential of products like smart home batteries across different markets, which is just one of many fascinating jobs available to help the UK move towards a smarter, greener grid.

SWITCHING TO ELECTRIC VEHICLES

The global electric vehicle (EV) boom is happening, and Octopus Electric Vehicles (OEV) makes it easier for people and businesses to switch to electric transport. You get a holistic experience; everything from a car lease to a great tariff is covered.

Director of operations Gurjeet left a career in principal investing to join Octopus’ crucial work accelerating the UK’s transition to net zero through EVs. He acknowledges the OEV team’s

remarkable success, growing from a tiny team setting up test-driving stands to a fully fledged, stand-alone operation. ‘More than anything’, Gurjeet says, ‘I’m so proud of the group of people we have assembled, who do phenomenal work and are all so passionate about our mission’.

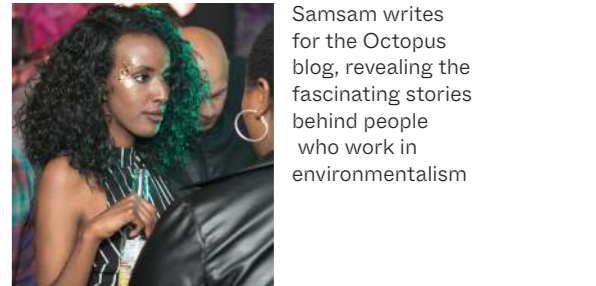
THE ‘NEW NORMAL’ FOR WORK

Last year brought an unprecedented set of challenges, but when the world went into lockdown in March, Octopus Energy was uniquely placed to adjust to society’s new remote work lives.

For a long time Octopus has had a remote team suitable for flexible careers and a variety of lifestyles, access needs and locations. This digital operations team is flexible and customer-facing, working out-of-hours across digital platforms. It employs a fast-growing group of skilled individuals working all around the UK and even a few internationally, from Canada to South Africa.

The team includes team leader Kerry, a mother of four boys who used to be a teacher and was looking for a flexible, fulfilling career to balance with family life. In 2018, Kerry joined Octopus outside ‘normal’ working hours and progressed to creating and leading a 20-strong team that looks after customers on social media and fosters Octopus’ hyper-engaged digital community.

Samsam joined Octopus’ customer operations team in Leicester, but switched to working remotely as part of the DigiOps team so she could accommodate her Masters studies. She now works on Octopus’ Black Lives Matter Fund and writes for the Octopus blog; she also collaborated with My Green Pod to create this article!



JOIN THE MISSION

What unites this big team of brilliant people, working across a wide variety of locations and departments, is a shared sense of purpose and responsibility. Thanks to their collective work, Octopus Energy is growing fast and working relentlessly to drive the global transition to a system powered by 100% green energy.

Just as the internet transformed our lives, so will the people-led, tech-powered green energy revolution – and history will mark this moment in time.

To make the vision a reality, Octopus Energy needs even more people who share the mission for a sustainable planet – this could be your chance to join the fight!

Find out more

■ Head to octopus.energy/careers to find jobs in this fast-growing business. Don’t see a role that suits? Email talent@octopus.energy and explain how you could help drive the mission.



XXXX

PEA

AWARDS

2020

IN ASSOCIATION WITH

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TM

WINNERS ANNOUNCED AT AN

ONLINE CELEBRATION TO MARK

THE SUSTAINABILITY AWARDS'

10TH ANNIVERSARY

O

n 20 November, the winners of 2020's P.E.A. (People. Environment. Achievement.) Awards were announced at a special online ceremony attended by leading lights in the sustainability sector.

Launched a decade ago, the awards, in association with Citrix, recognise and celebrate the pioneers who are setting us on a path towards a more sustainable future - in sectors ranging from Electric Vehicles to the Arts.

ECO HERO OF THE DECADE

A new Eco-Hero of the Decade category (sponsored by One Earth Show) was launched to mark the P.E.A. Awards' 10th anniversary. The shortlist comprised Caroline Lucas, Greta Thunberg and Sir David Attenborough, who won the award.

'Sir David is a perfect example of how an individual can use his or her platform for greater good', said Jarvis Smith, founder of the P.E.A. Awards. 'All celebrities and people with a profile could do the same - even if just for the next 10 years while we get on top of the climate crisis. The power of one individual should never be under-estimated - that's what the P.E.A. Awards are all about.'

THE AWARDS CEREMONY

For 10 years the P.E.A. Awards has provided a glamorous night of great food, inspirational company, first-class entertainment and free-flowing drinks.

It's a time to stop and celebrate all the tireless work people are doing to challenge the status quo and pioneer new solutions to old problems. Guests get together to share ideas and acknowledge progress in what can often seem like an uphill struggle.

Lockdown wasn't going to get in the way of all that, so this year the celebrations went online. The fully virtual event featured a cocktail-making class, a session from mind-bending mentalist Maddox (*Britain's Got Talent*) and a sensory feast courtesy of Lick Me I'm Delicious.

This is the first time the P.E.A.s has been delivered online, and Jarvis and the team

worked creatively to ensure the winners had the reception and recognition they deserved. 'This was a complicated tapestry to weave', Jarvis said, 'but everyone worked so hard.'

Winners received their handmade trophies in the post. Once again the awards were created by the extremely talented Katie Weiner; as always they fused functionality and reuse with stunning aesthetics.

NOMINATIONS OPEN

Nominations are now open for the 2021 P.E.A. Awards! Visit peaawards.com for categories and how to enter - it's free!

PEA

AWARDS 2020

WINNERS

ARTS

SPONSORED BY

My Green Pod

com

WINNER:

FESTIVAL OF THRIFT

Team



The judges were united in their praise for the creative and inspiring team behind the 'celebration of sustainable living' that is the Festival of Thrift. It has shown resilience and innovation during the pandemic and the festival is truly scalable, attracting global interest. The festival highlights small changes every individual can make for a more sustainable future.

@ThriftFest

festivalofthrift.co.uk

SHORTLIST:

BTS;

JANE MUTINY

HEALTH & WELLBEING

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WVELEDA

Since 1921

WINNER:

GALAHAD CLARK

Vivobarefoot



Vivobarefoot footwear is designed to promote health by mimicking the barefoot experience. The judges called founder Galahad Clark an 'absolute pioneer' and 'an inspiration'. He is committed to exposing the ugly truth behind the mainstream shoe industry, and works with international partners to transform the sector through transparency and ethics.

@VIVOBAREFOOT

vivobarefoot.com

SHORTLIST:

PRIMROSE MATHESON, Bedstraw and Madder;

SOFIA LATIF

ENERGY

SPONSORED BY

octopusenergy

WINNER:

MELISSA BRIGGS

Heliomotion



With Heliomotion's sun-tracking technology, homes and businesses can have their own solar power plant. Instead of being fixed to the roof, solar panels are mounted on brackets that turn to follow the sun. The judges loved seeing a great initiative with 'a passionate woman at the forefront'. They praised Melissa for 'seeing a problem and then solving it.

@HeliomotionUK

heliomotion.com

SHORTLIST:

KAREN FARDELL, Future Proof Home;

ELON MUSK, Tesla

20 APRIL mygreenpod.com

mygreenpod.com APRIL 21

PEA
AWARDS 2020
WINNERS

VEGAN

WINNER:
CLAIRE TCHAIKOWSKI
Human Milk



The judges praised this ‘clever organisation’ for its creative engagement on an issue that should be – but never has been – properly articulated. Breastfeeding has been sidelined due to being seen as ‘a woman’s issue’ when really it’s a people and planet issue; ‘I like the fact that they are trying to change that’, one judge said.

@Milk4TinyHumans
human-milk.com

SHORTLIST:

KATH AUSTIN, BeeBee Wraps;
JOE & MIKE HILL, One Planet Pizza

ELECTRIC VEHICLES

SPONSORED BY



WINNER:
GERALDINE MICHEL
Connected Kerb



Through its mission to make home charging available to everyone, Connected Kerb is helping to make EVs accessible to all – a crucial element of the switch away from diesel and petrol. In addition to offering on-street residential charge points, Connected Kerb monitors air quality – and the charger itself even uses recycled tyres!

@ConnectedKerb
connectedkerb.com

SHORTLIST:

ELON MUSK, Tesla; OLI FREELING-
WILKINSON, Urban Electric Network

NATURE

SPONSORED BY



WINNER:
EMILY LAMBERT & TEAM
Seedball



Seedball won the Nature award for being ‘a lovely idea that’s engaging and has had a massive impact, due to being accessible and affordable’. The non-profit is led by female conservation experts who started out long before rewilding or guerrilla gardening were cool. They have stuck at it, and now have a loved and established green product.

@seed_ball
seedball.co.uk

SHORTLIST:

M. KENNERD & T. DANIELL, Compost
Club; C. TCHAIKOWSKI, Human Milk

PEA
AWARDS 2020
WINNERS

FOOD & DRINK

WINNER:
COOPER KING DISTILLERY
Team



The judges noted the surge in UK distilleries and said Cooper King is a blueprint that clearly demonstrates how a sustainable distillery should operate. They were impressed by the way Cooper King has considered every aspect of operations, and delivered with full transparency. ‘If only all businesses were this circular and green’, they said.

@CKdistillery
cooperkingdistillery.co.uk

SHORTLIST:

IAN STEELE, Treflach Farm;
TERROIR TAPAS (Team)

TRAVEL & TOURISM

SPONSORED BY



Travel
WINNER:

HOWARD CARTER
incognito



According to the judges, incognito insect repellent ‘is truly one of a kind’ and ‘more than just an insect repellent’. One judge said: ‘This product works. It saves lives and protects the environment.’ The natural products – including a spray, roll-on and 3-in-1 lotion – camouflage the wearer for protection against biting insects and any diseases they carry.

@incognitoUK
lessmosquito.com

Getting from A to B
WINNER:

JULIAN HOUSE BIKE WORKSHOP
Team



The judges loved this brilliant way of reusing what we already have ‘rather than sending it to landfill because we want the latest fancy model.’ Every year this charity refurbishes hundreds of bikes it has saved from landfill. The charity also provides training to create employment opportunities for the homeless and those with criminal convictions.

@JHBikeWorkshop
jhbikeworkshop.org

SHORTLIST:

HUGH GRAHAM

PEA

AWARDS 2020

WINNERS

BRITAIN'S
GREENEST FAMILY

SPONSORED BY



WINNER:
JEN GALE
Sustainable(ish)



Judges said Jen ‘really does talk the talk and walk the walk.’ She has written a brilliant ‘bible’ for everyday sustainability, which one judge said was the best eco lifestyle handbook she’d seen. The judges praised Jen for helping to spread the message that green living doesn’t have to be perfect, because every action counts. ‘An absolute winner’, they said.

@sustainableish
asustainablelife.co.uk

SHORTLIST:

JOE & MIKE HILL, One Planet Pizza;
IAN STEELE, Treflach Farm

GREEN
PIONEER

SPONSORED BY



WINNER:
SIAN SUTHERLAND
A Plastic Planet



Driven by co-founder Sian Sutherland, A Plastic Planet is a force that has helped to make plastic pollution a mainstream issue. With 1,000 products already certified plastic free and an ‘aspiring to be plastic free’ label, the judges noted a huge possibility to motivate consumers and businesses alike, and finally stop the pipe of plastic pollution.

@aplastic_planet
aplasticplanet.com

SHORTLIST:

VICKY SMITH, Earth Changers;
CLAIRE MOFFAT, Kidd3r;
OLI FREELING-WILKINSON, Urban Electric Network

MONEY

WINNER:
TRIODOS BANK
Team



Triodos has transformed banking. One judge said: ‘Triodos has demonstrated that ethical banking is not only possible but also desirable; the bank is sating the growing hunger for transparency in the sector, and showing other banks how it should be done.’ To date, Triodos has loaned £8.2bn to projects in Europe that benefit people and planet.

@triodosuk
triodos.co.uk

SHORTLIST:

SHARED INTEREST (Team);
DAVID MACDONALD, The Path;
PHOEBUS SOFTWARE LTD (Team)

PEA

AWARDS 2020

WINNERS

DIGITAL
TECHNOLOGY

SPONSORED BY



WINNER:
KIM BAUTERS
Smarthound



Technology has the power to change the way we live and work - for the better. By telling users the best time to use electricity, this Octopus Watch app helps us to cut our energy consumption, reduce the load on the grid and save money. The judges love the way it helps to change customer behaviour while helping to make the most of green energy.

@octopus_energy
octopus.smarthound.uk

SHORTLIST:

MARC LAINE, ESI Monitor;
MELISSA BRIGGS, Helimotion

PRODUCT

WINNER:
AVALLEN SPIRITS
Team



The judges were all impressed with the way Tim and Steph set out to create the most sustainable drink in the most sustainable way, then put all their efforts and energies into making it cool. One judge said: ‘If everyone who drinks switched to Avalle Calvados, the environmental impact would be huge. Plus it might just help to save wild bee populations!’

@AvalleSpirits
avallenspirits.com

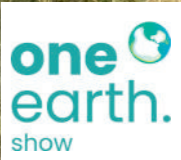
SHORTLIST:

MARTHA SILCOTT, FabLittleBag;
GUSTO, The eco chill box;
JO SKELTON, Peepwear

★ ECO HERO OF THE DECADE ★



SPONSORED BY



WINNER:
SIR DAVID ATTENBOROUGH

P.E.A. Awards founder Jarvis Smith said: ‘Sir David is a perfect example of how an individual can use his or her platform for greater good. All celebrities and people with a profile could do the same - even if just for the next 10 years while we get on top of the climate crisis. The power of one individual should never be under-estimated - and that’s what the P.E.A. Awards are all about.’

SHORTLIST:

CAROLINE LUCAS;
GRETA THUNBERG

MARKETPLACE

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

PLASTIC FREE

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

NATURAL PRODUCTS

All the products we list harness

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

GO ORGANIC

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

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

ETHICAL BUSINESS

Many of the companies we feature are doing great things

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

PLANT A TREE

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

HEALTH & BEAUTY



INCOGNITO

This award-winning natural insect repellent spray contains no DEET and is safe for all the family

£11.99



LAMAZUNA ORICULI

Wave goodbye to cotton buds with this bioplastic ear cleaner!

£4.50



BUNCH SKINCARE AFTER SUN FACE OIL

An organic face oil to extend your tan and nourish your skin

£17-35



ELAN SKINCARE BODY SCRUB

Soften and smooth with this luxurious chocolate and orange treat for the senses

£28



SOFIA LATIF SCALP OIL

Feed your scalp and hair at the roots with this traditional oil blend

£40

HEALTH & BEAUTY



WE LOVE THE PLANET NATURAL DEO STICK

100% natural and plastic-free solid deodorant

£8.99



NATUR' ALLEY FOOT BALM

Soothe and repair tired feet with this eucalyptus and neroli balm

£18



VINTAGE ROOTS MAS DE LONGCHAMP

A crisp, fresh organic rosé, perfect for relaxing afternoons

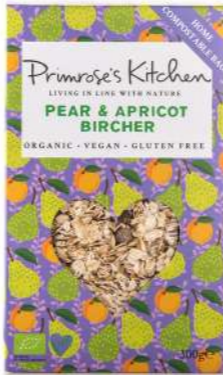
£9.50



NUTIVA ORGANIC HEMP SHAKE VANILLA

An energy-packed addition to shakes and smoothies

£17.99



PRIMROSE'S KITCHEN PEAR & APRICOT BIRCHER

Organic and vegan, this is a nourishing blend of oats, pear and apricots

£3.49

FOOD & DRINK



EVO3 OLIVE OIL

Single-estate and ethically sourced organic extra virgin olive oil

£11.99



BETTER NATURE TEMPEH SELECTION PACK

A pack of four organic soy tempehs: Classic, Smoked, Mince & Rashers

£18.50



THE LINE (PAPERBACK) BY JAY HARLOW

When a small group of ordinary folk get to run the country...

£9.99



VIE NATURALS LARGE BAG

Classic and light, these bags are made using plastic from discarded water bottles

£19.95



STUDIO NOODLES ECO ART PRINT

Printed on 300gsm recycled pulp board using vegetable inks

£20

HOME & GARDEN



ECO GREEN LIVING FREEZER BAGS

A selection of 90 freezer bags made from sweetcorn stalk and thistle resin

£15.96



THE DEN KIT CO PLANT A TREE KIT

Collect your tree seed and follow the instructions!

£19.50



SHUI ME UPLIFT ORGANIC ROOM SPRAY

Reset with sweet spiced cedarwood and bergamot

£7.99



PALA EYEWEAR ASHA SUNGLASSES

With every sale, Pala Eyewear donates to eye-care programmes in Africa

£80



KATIE WEINER PINEAPPLE PARTY PENDANT

This vintage silver charm opens to reveal a little enamelled palm tree!

£70

HOME & GARDEN



NEON KACTUS INSULATED COFFEE CUP

High-quality double-walled stainless steel to keep drinks perfectly hot or cold!

£16.99



SPRUCE MULTIPURPOSE STARTER KIT

500ml aluminium bottle (shipped empty) with a 4g multipurpose refill pack

£12



HUSKUP CUTLERY

Plastic free – made from the natural by-product of rice production

£8.75



SEEDBALL BEE MIX

Wildflower seeds in a protective clay ball – great for bees!

£6

PUT
YOUR
MONEY
WHERE
YOUR
HEART IS

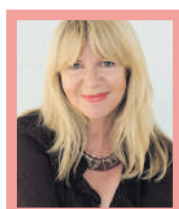


ANOTHER REASON TO SHOP WITH MY GREEN POD

We're offering free shipping on all orders placed on
mygreenpod.com – the UK's ethical online shop!

Janey LOVES

Natural beauty expert Janey Lee Grace shares the DIY treatments that got her through lockdown



It's been great to watch the interest in natural and organic products grow over the course of the last year.

We have all had to get used to some DIY TLC and now, as warmer weather approaches, it's a good time to focus on sorting out our skin and hair after the drying effects of winter.

I love the organic and energised skincare, spagyric crystal and gem essences from AEOS. Its TLC Renewal Face Cream (£120, 30ml) is the ultimate relief for ultra-dry, sensitised or eczema-prone skin. Quickly absorbed and packed with natural vitamin E, precious proteins and essential fatty acids, it's your ultimate skin-loving powerhouse. Alchemical essences of carnelian, rose quartz, blue chalcedony, rubellite, topaz and quartz help to rejuvenate the skin and balance emotions.

PAMPER YOUR BODY

Give your body some intensive care with Weleda's Skin Food Body Butter (£19.75, 150ml), relaunched in a recycled glass jar to mark Weleda's 100th anniversary this year!

The fragrant body butter imbues your skin with a unique combination of botanical extracts. Wild pansy, calendula and chamomile help soothe and comfort dry skin, while organic shea and cocoa butter leave it intensely nourished and soft.

This fast-absorbing butter leaves a non-greasy feel to the skin while providing lasting hydration. The all-natural fragrance leaves a lingering scent of sweet orange, aromatic lavender and mellow balsamic benzoin.

LET YOUR LOCKS DOWN

If you have suffered lockdown hair, you'll be relieved to know that help is at hand with Tabitha James Kraan's Organic 4-in-1 Conditioner (£25, 165ml). Tabitha is an organic hairdresser and her products are all clean and sustainable.

This high-performance traditional conditioner acts as a moisturiser for your hair. Any time your hair feels

dehydrated – whether wet or dry – apply this conditioner and leave it in. The nourishing conditioner has been designed to be layered; it detangles, conditions and provides heat protection to enhance styling and finishing. It can also be used to calm a dry and itchy scalp. Essential oils of neroli, tangerine, bergamot and myrrh blend to create the divine signature aromatherapy scent.

RESET YOUR SPACE

Talking of aromatherapy, check out the wonderful products from Shui Me; alongside the sustainable and organic aromatherapy reed diffusers, Shui Me has a range of amazing room sprays (£7.99, 30ml), expertly blended to elevate both mood and ambience. Created with a particular room of the house in mind, each fine mist delivers a unique therapeutic olfactory signature.

The sprays have been crafted with the finest quality organic essential oils; they are vegan, cruelty free, GMO free and sustainably sourced.

Spritz them into the air or on bed linen, cushions or the sofa and let your mind, body and living space reset!



We've launched the 2021 Janey Loves Platinum Awards, with My Green Pod as our media partner. Our judges are Jo Wood, Carrie Grant, Glynis Barber and Dr Marilyn Glenville.

If you know a brand interested in entering the Platinum Awards, please send them our way! We aim to recognise the best in natural organic and sustainable products and we have categories for therapists, practitioners and wellbeing authors, too.

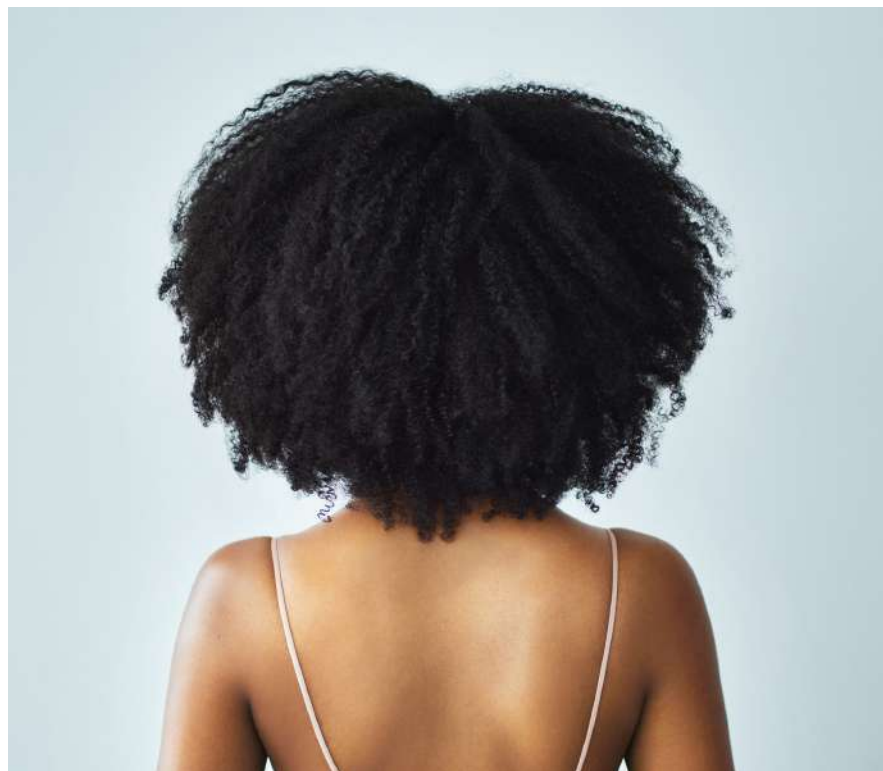
Find out more

Information about the awards and how to enter is at platinumawards.co.uk

LEFT TO RIGHT
Weleda Skin Food Body Butter; Tabitha James Kraan 4-in-1 Conditioner; AEOS TLC Renewal Face Cream; Shui Me Uplift Room Spray



Food as medicine



Could targeted food supplements be the sustainable solution to healthy hair and skin?

Big players in the hair industry, which is globally worth \$85.5 billion, might suggest a synthetic shampoo to improve the health of your hair – but could diet be the real answer?

‘There are two types of ingredient that can affect hair’, reveals Rob Hughes, co-founder of healthtech company Pivotal Products and lifestyle brand RE-NU-ME®. ‘Food-based ingredients that affect the absorption of other vitamins and minerals, and toxic chemicals in personal care products. Sadly, the number of toxic ingredients in personal care products is endless.’

Most mainstream haircare products contain chemicals that are either damaging for your hair or scalp, or simply mask poor condition to create an illusion of healthy, shiny hair. For truly healthy hair, Rob believes we need to look at diet.

‘The health of your hair starts from within and therefore nutrition is essential when it comes to hair growth’, he explains. ‘Your hair relies on vitamins, minerals, amino acids and nutrients – what you put in is what you get out.’

HAIR LOSS IS NATURAL

Hair loss is completely natural – we can lose up to 100 hairs per day naturally in our normal shedding phase – but greater damage can be caused if something interferes with one of the stages of our hair’s usual growth cycle.

This is where lifestyle comes in. ‘Someone going through their natural hair loss cycle can be affected by a hair loss condition if they have a poor diet and aren’t getting enough nutrients or water’, Rob explains. ‘They can also be affected as a result of haircare regimes such as heated styling, dyeing or bleaching hair because of the

**HERO
PRODUCT**

Find out why **RE-NU-ME®** is a My Green Pod Hero at mygreenpod.com/heroes

harmful chemicals, or if they have high levels of stress. Other factors to consider include hormones, medication, drugs and illnesses.’

While nothing in the world can fully stop hair loss, Rob believes it is possible to improve hair health, reduce the volume of hair loss and improve the rate of hair regrowth. ‘I am pleased to say that in most cases the extent of damage to the hair is cosmetic; if dealt with at the right time and in the correct manner, results can be improved.’

TARGETED NUTRITION

Before launching Pivotal Products, Rob was a senior hair specialist for one of the world’s largest hair restoration companies. His role involved diagnosing hair-related concerns and recommending appropriate treatment options for men, women and, in some cases, children.

Rob’s experience consulting thousands of individuals inspired him to launch a business that could help improve people’s understanding of hair loss while providing sustainable solutions supported by science.

‘What mattered most to us when we started developing our products was to use natural, high-quality, science-backed ingredients that work’, Rob explains.

‘Our years of research allowed us to formulate a range of complexes for each product, focusing on one core concern. Each contains the right balance and volume of vitamins, minerals and

phytonutrients to target the area of focus in the most effective possible way.’

The first products to launch from RE-NU-ME® target skin and hair health. TrichoSMART® has been formulated to decrease hair loss, strengthen thinning hair, support production of thicker, fuller hair and restore vitality.

DermaSMART®, which contains nutrients including zinc, copper, selenium and vitamins A, B2, B3 and E, has been developed to improve the skin’s base condition and structure, increase collagen production and improve skin health.

NATURAL AND PLASTIC FREE

All RE-NU-ME® supplements have been created to help men and women look and feel great in an environmentally friendly way.

Made from sustainable plant-based ingredients that are organic where possible, the supplements are vegan, kosher and halal, with no preservatives, palm oil, artificial colours or flavours. The packaging is plastic free and printed using eco-friendly ink.

As a member of 1% For the Planet, Pivotal Products donates 1% of all sales to environmentally active non-profit partners such as Oceanic Global, Plastic Bank and Less Plastic.

After a launch delayed by the pandemic, the goal is now to release RE-NU-ME®’s debut products in May through a crowdfunding campaign with IndieGoGo. Perks include up to 45% off bundles and a discount for life for early supporters.

Find out more

■ Get updates on RE-NU-ME®’s IndieGoGo campaign by entering your details at re-nu-me.com

Soon, we could all be buying our shampoo and conditioner in bar form

Traditional liquid shampoos and conditioners are at least 80% water. This means they need bottles – usually made from plastic – and often use harsh chemicals to stabilise the ingredients.

If you get rid of the water, neither the plastic packaging nor the stabilisers are necessary. It sounds so obvious, but getting the formulation right is harder than it sounds in a market geared towards chemical ingredients and plastic packaging.

Sue Campbell launched her range of KIND2 plastic-free shampoo and conditioner bars in 2019, after 18 months of intense research, development and formulation. She had been moved to create the range after seeing plastic pollution in pristine and beautiful places, and feeling that her individual recycling efforts were 'just not enough'.

'It started with the plastics problem, but as I delved further into understanding the actual products and ingredients I discovered more', Sue tells us. 'It was a real eye-opener. It's educated me to understand a lot more about toxic ingredients in all beauty and home products, and what to avoid.'

UPCYCLED SEED OIL

Among the ingredients Sue now steers clear of are sodium lauryl sulphate (SLS) and 'parfum'. 'SLS is a harsh detergent that creates lots of foam but can also dry out your hair and scalp', she warns. 'Synthetic fragrances, usually called 'parfum', can be irritants and synthetic colours, often derived from petrochemicals.'

The all-natural KIND2 range harnesses the benefits of plant-based ingredients for the scalp and hair. Coconut, shea, macadamia and argan oils are renowned conditioners, creating shine and alleviating dryness in the scalp – all by supporting the long-term health of the hair rather than coating it with chemicals.

'The more unusual oils are the ones I'm most excited about', Sue reveals. 'Chia seed oil and extract is included in our bars because it includes protein and zinc, both of which are beneficial to hair. And we use hemp seed oil – which is high in fatty acids and great for hair strength – upcycled from UK food waste.'

HOW TO USE SHAMPOO BARS

There's no denying that using a solid shampoo is a different experience, and if you're new to bars it might take a few washes



A SOLID CHOICE



HERO
PRODUCT

Find out why KIND2 is a
My Green Pod Hero at
mygreenpod.com/heroes

before you get the technique right. 'It's common for people to use a lot more than they need to start with', Sue explains. 'We advise wetting the bar and applying it directly to your hair; if you lather in your hands first, you will just be cleaning your hands!'

THE FUTURE OF HAIR CARE

There are so many benefits to solid shampoo that we predict they will one day be as popular as bars of soap. They are usually great value for money as they last around twice as long as a bottle of liquid shampoo. They are also lighter, bringing obvious additional benefits around transportation emissions.

KIND2 bars are also pH-balanced to the hair and scalp, meaning no transition period is necessary. Despite only being a year old, KIND2 has already beaten competition from liquid shampoos to win industry awards and recognition.

The plastic-free and economical solid shampoos and conditioners don't compromise on quality or efficacy – and could well represent the future of hair care.

'Being plastic free is just not enough. You need to look beyond just the packaging at the ingredients and ethics of the brand.'

SUE CAMPBELL FOUNDER OF KIND2

MARKETPLACE

Shop the plastic-free Kind2 range at mygreenpod.com/vendors/kind2

SHOW OUR FARMERS SOME LOVE

Soil Association's Helen Browning explains why support is required in the shift to nature-friendly farming

Last year was difficult in so many ways. People from every walk of life felt the toll of a global pandemic and, increasingly, political polarisation.

While navigating our way through these challenges became an understandable priority, our efforts to determine the way forward for our environment and climate were left with little of the attention they so desperately deserve.

2021 is a crucial year in the fight to start restoring what we've lost: a safe climate, abundant nature and healthy food.

Now is the time to come together to transform the way we eat, farm and care for our natural world, with real solutions that can deliver real change.

OUR FARMERS DESERVE SOME LOVE

The pandemic has brought deserved attention to our farmers. They've toiled harder than ever as essential key workers to keep our shelves stocked and our economy moving.

Our farmers have adapted their processes and donned additional PPE to ensure safe delivery of our produce. They have expanded their output to accommodate home deliveries and veg boxes, and to support meal programmes to keep the vulnerable in our society fed.

They did all of this under a heavy shadow of uncertainty as the UK prepared to leave the EU. And their work continues.

EFFECTING CHANGE IN FARMING

As we move into 2021, we must do more to bring the right support to these vital businesses – both on the ground and through influencing farming policy – to ensure that UK farming can face the uncertainty ahead while also working in synergy with nature and the environment.

It can be done. Over the past year alone, the Soil Association has secured lasting change on several fronts. The Agriculture Bill now lists soil as an essential natural asset and farmers will be rewarded for protecting or improving soil quality. This new Bill also ensures scrutiny for future international trade deals.



UK farmers have worked harder than ever to keep us fed, against the backdrop of uncertainty posed by Brexit



PHOTOGRAPHY ISTOCK

Innovative Farmers, the Soil Association's farmer-led research network, celebrated its 100th Field Lab (and counting); over 85% of the farmers involved said they had learned something from taking part. But there is still so much to do.

MOVING TO AGROECOLOGY

Helping our farmers, organic and otherwise, in the successful transition to nature-friendly farming (agroecology) will ensure they can grow us healthy food while caring for wildlife, soils and water for the benefit of future generations.

We know that an agroecological – or 'regenerative' – approach to farming would help climate change adaptation and mitigation, reverse the biodiversity crash and provide healthy food for a growing population. But making this switch is a huge challenge.

Find out more

■ Discover how some British farmers are already taking giant steps towards a more sustainable agroecological future at soilassociation.org/loveukfarmers

'2021 is a crucial year in the fight to start restoring what we've lost: a safe climate, abundant nature and healthy food'

HELEN BROWNING, SOIL ASSOCIATION'S CHIEF EXECUTIVE



For the LOVE of SOIL

Healthy soil is the key to sustainable farming and a stable climate

At Yeo Valley Organic the dairy cows are the stars – but keeping them in tip-top condition starts with the soil. Organic farmers have long known that nature has the answer, but over the last 30 years scientists and soil experts have got really excited about how the matter under our feet can store carbon.

In fact, soil locks up three times more carbon than the atmosphere.

ALL ABOUT BALANCE

Degraded soils have become a major contributing factor to climate change. According to the UN, around the world the equivalent of one football field of soil is eroded every five seconds.



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

At Yeo Valley Organic, nurturing the soil and farming regeneratively is part of the solution. 'Like all things in nature, healthy soil is about balance', explains Tim Mead, owner of Yeo Valley Organic. 'We spend a lot of time ensuring our soils have the right balance of nutrients, air and water – just like any living thing.'

At Tim's family farm in Somerset, the soil is the cornerstone of the whole operation. There's a strong belief that if the soil is right, the health of everything else – including 2,000 acres of land, over 400 British Friesian cows and 800 sheep – will follow.

'Nature is a great teacher', Tim tells us. 'We plant up to 10 different species of grass, clover and herbs in our fields – this helps boost the soil fertility and makes the soil structure more resilient to extreme weather conditions like drought or floods. We keep our fields covered with crops throughout the year to ensure all the elements aren't lost.'

At Yeo Valley Organic, farming a mix of cows, sheep and crops is essential as the manure from the animals is the catalyst for soil health. 'It also helps make organic soils more effective at storing carbon in the long term', adds Tim.

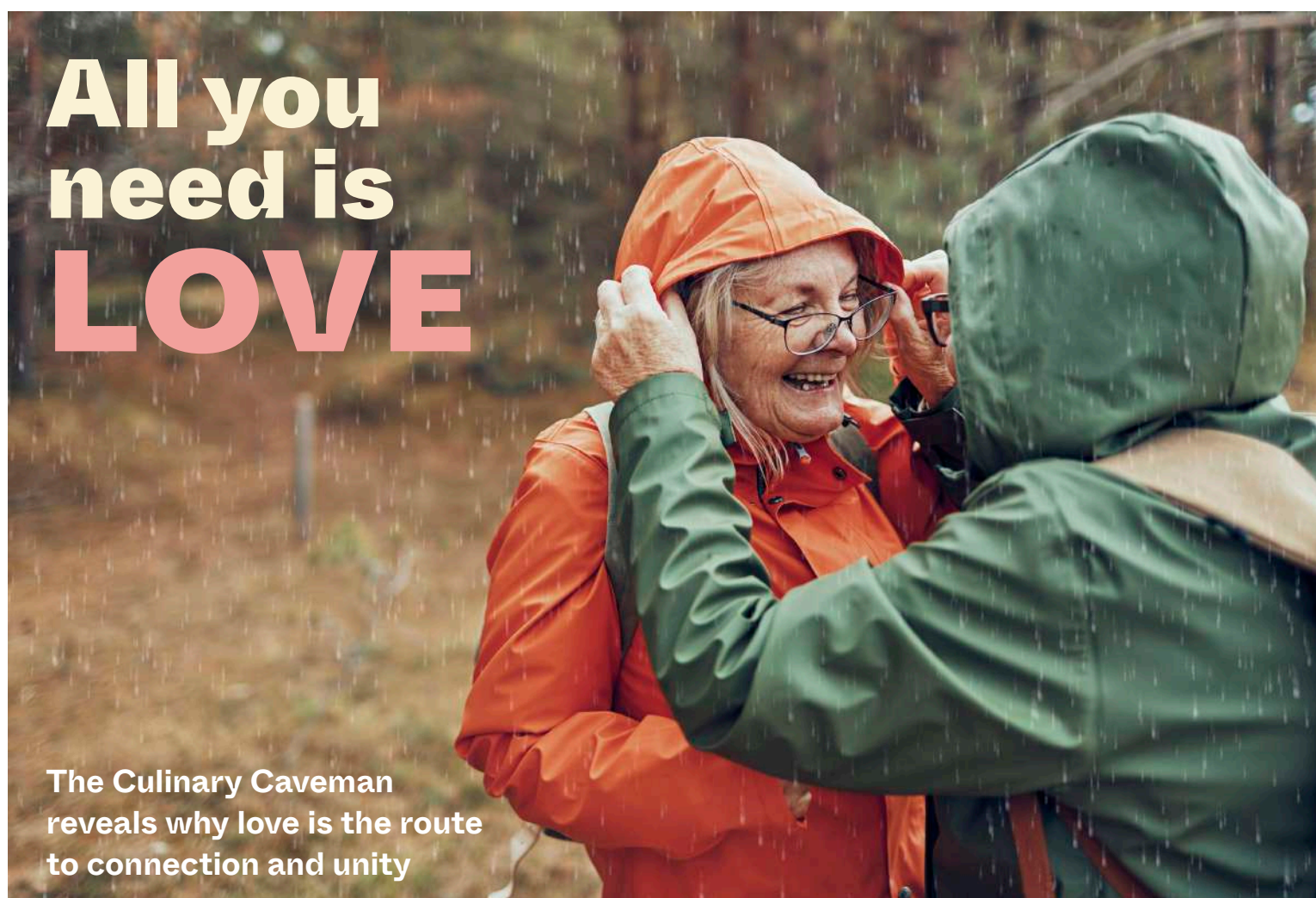
A SOIL REVOLUTION

Locking carbon in the soil (carbon sequestration) was Tim's focus at this year's virtual Oxford Real Farming conference.

The session heard from those involved in the UK's largest farmer-led soil carbon research project, which is leading the way in developing protocols for measuring and valuing soil health and carbon. By tracking soil carbon over multiple years, the project is generating valuable data. The British dairy brand will spend 2021 (and beyond) shining a spotlight on the soil revolution that could save farming – and the climate.

Chef, writer and soil activist Gizzi Erskine partnered with Yeo Valley Organic to shine a spotlight on soil for World Soil Day





During their breakup, my friends proclaimed they were 'definitely still in love'. This only made me think that I love Kalamata olives, ripe mangos, spectacular sunsets and dandelion seeds taking flight.

To really love something is to share a harmonious togetherness with it; whether we love a film, song, person, vista or fruit, we get the same end result.

Biologically, love creates an impressive chain of chemical reactions, stimulating the production and experience of hormones and all the corresponding minerals, vitamins, enzymes, receptors, synapses and genes. Surprisingly, most of these are shared by all living organisms, whether a tree, shrew, whale or butterfly.

Love is everywhere – if we tune in. It is an invisible cord joining all of humanity. It is free, can't be commoditised and, when understood as collective consciousness, it is a phenomenal force. Rarely tapped into, this 'love' is ultimately an experience that could be shared among the entire human race, and that defines our true common unity.

WITNESSING A MIRACLE

The word 'love' was first used well over 5,000 years ago; back then it was *leubh*, meaning to care for or desire. This meaning of love was censored by the Church, which substituted the word with 'charity'. The switch legitimised the Church's own wealth and

HERO
PRODUCT

Find out why the Culinary Caveman is a My Green Pod Hero at mygreenpod.com/heroes

power for centuries. It also justified the existence of poor people, who enabled the rich to practise charity. Attention was diverted from the blatant immorality and unfairness of the existence of immensely rich people in the first place.

Love is one of our oldest sensations – one that unites all human beings while bonding and comforting us. Annoyingly love is ephemeral; it's almost impossible to pin down, yet love will always be the answer – not least because peace and love never begat hate and fear.

I was unfairly excluded from my step-grandmother's family for years, but demanded to see her on her deathbed (after last rites had just been administered) because she was the only person from the family I loved.

I was told she wouldn't recognise me due to her advanced dementia and near-death condition, but that couldn't have been further from the truth.

Our eyes met, and for the next two hours we laughed and cried as we shared all the love we had for each other, and our souls danced a heavenly tango.

'...many of us have stopped wondering what it is that we want and instead ask: what do I need?'

In this curtained hospital cubicle, the love radiated a golden, beautiful glow.

She lived for a further eight months; the family I never see, who only love money, were convinced a miracle had happened – when it was only the power of love.

ALL YOU NEED IS LOVE

Lockdown has brought the feeling of connectedness, of not being alone, into sharp focus. As we yearn to resume our social animal status (it's not just guinea pigs who can die of loneliness), many of us have stopped wondering what it is we want and instead ask: what do I need?

To answer this there is no one better than John Lennon. After discovering he'd be involved in the first global transmission of live televised music in 1967, John set about writing a song he thought would resonate with as many people as possible all over the world.

What did he write? All You Need Is Love.

MARKETPLACE

Browse the Culinary Caveman's range of supplements at mygreenpod.com/vendors/the-culinary-caveman

It's estimated 92% of the UK's coffee shops had to close temporarily during March and April 2020 – yet cafés and micro-roasters are expected to bounce back thanks to long-term consumer demand for high-quality coffee.

Following 20 years' continuous growth, the UK is Europe's largest coffee shop market; in addition to the focus on quality, we increasingly expect our coffee to be served with a healthy shot of social and environmental ethics.

'Media channels are helping to educate consumers on the plight of coffee growers and the conditions they endure to produce the crops we demand', explains Justin Cornelius, group director of the Coffee Hub Group. 'With that comes the desire to do right and offer support where possible – and affordable.'

Our interest in ethical coffee is in turn influencing the small-scale coffee roasters who are looking to make a difference. They are encouraged to tell the growers' stories and help to raise awareness of the issues they face.

COFFEE GREENWASH

As coffee brands fight to enhance their ethical credentials – and also their share of the market – it's becoming increasingly difficult to identify greenwash in the sector.

For Justin, a truly ethical coffee should be socially responsible, economically supportive and environmentally considerate. 'In my opinion a truly ethical coffee should touch and have a positive impact on all three of these areas in a transparent and tangible manner – at origin and through the full cycle of its existence, including its end of life', Justin tells us. 'This is not easy to achieve, so many brands choose to focus on one or two of these points at a time.'

To assess a coffee's true ethical position, Justin stresses the importance of considering best practice: whether the brand in



question has made the best possible effort with the means and resources at its disposal, and whether all claims around ethics are tangible and transparent.

HIGH STREET COFFEE CHAINS

Those looking for ethical coffee might not naturally head to a high street coffee chain, but for Justin these coffee shops play an important role that shouldn't be overlooked.

'As human beings we are naturally sociable', Justin explains. 'Our desire to meet up with friends, family and colleagues is facilitated by these businesses and the spaces they provide. Meeting up for a coffee will continue to be a part of everyday life for millions and these businesses will continue to service that market, drawing people onto the high street as they do. This in itself is a valuable lifeline for many other businesses on the high street.'

PHOTOGRAPHY ISTOCK

The ethical coffee market is booming – but how can we support authentic artisan brands?

ETHICAL COFFEE



Due to their size and popularity, there is also huge potential for high street coffee chains to make a difference and to set trends in the market, so it is equally important for the consumer to keep the pressure on them to make sure they are trading responsibly. This in turn drives greater momentum in the independent sector.

STRONGER TOGETHER

The Coffee Hub Group will continue to grow and support innovative, smaller coffee brands that want to make a difference and offer consumers a chance to be part of a solution.

Firmly established in the South West, the group now has an office in Cheshire and is looking for new brands from across the UK to support and grow.

'The benefits of this collaboration for each brand are numerous', Justin explains. 'Reduction in overheads and money saving through shared resources is an obvious benefit, as well as having a similar ethically focused client base to engage.'

Justin's goal is to become a hub for numerous best practice coffee brands, each complementing the others and providing for different parts of the market.

Find out more

■ Get in touch with the Coffee Hub Group if you're interested in joining the movement: coffeehubgroup.com

Find



‘the unfindable’

The hassle-free way to search secondhand sites and avoid buying new

Making secondhand buying as smooth as the shopping experience you get in retail giants is a lofty goal, but that’s exactly what Jo Spolton set out to do when she co-founded 2Hand.co.uk.

‘A lot of life’s stuff can be reused and most things are out there if you look hard enough’, Jo tells us. The only problem is the human attention span: 2Hand.co.uk research found that only 5% of us look in more than three places for a preloved version of what we want; if we don’t find it swiftly, 80% give up and buy new. ‘That’s a staggering testament to the instant shopping experience that we increasingly expect as standard’, Jo says. ‘To make secondhand first choice, we need to make it as easy as the experience offered by retail giants.’

SIMULTANEOUS SEARCHES

With 2Hand.co.uk, Jo has taken the hassle out of trawling charity shops, car boot sales and markets at a time when access to the high street has been limited.

Users can simultaneously search for specific secondhand products – from bikes and appliances to clothes and home furnishings – across a diverse range of online sources. In just a few seconds, 2Hand.co.uk scours the internet and pulls all the relevant products together for you – complete with prices – to browse in a single window. When we gave 2Hand.co.uk a try, a quick ‘smartphone’ search threw up 200 results from eBay, Preloved, Shpock and The Big Phone Store. Prices started at £9.99 (with free postage) for an unlocked Blackberry 9720 in ‘average condition’.

FIND LOCAL ITEMS

2Hand.co.uk searches all the big names in secondhand buying and will check even more sites if you set your location and tell it where to look. You can then filter the search results so only local items are displayed.

‘Trash Nothing and Freegle are run around local groups, so by adding your location we know which ones to search for you’, Jo explains. ‘Plus it is more green to buy locally. There is always the chance that, on a site you don’t normally use, someone round the corner has posted what you want.’ By setting an alert for a specific product, you can even get on with your day while 2Hand.co.uk searches in the background. As well as being a handy feature for the time-starved, the alerts are part of Jo’s wider mission to get people off their screens so they can engage with the things they enjoy. This is even more important after a series of lockdowns that changed many people’s relationship with the internet – and certainly altered the way we shop. ‘I think the meteoric rise we’ve seen in online retail will stay’, Jo tells us, ‘because so many shops responded to the demand. But lockdown has also exposed the joy of sourcing locally.’ By connecting shoppers with local sellers and supporting a circular economy, 2Hand.co.uk is boosting the shift towards more conscious shopping in an online space that’s here to stay.



Jo Spolton, co-founder of 2Hand.co.uk, is taking the hassle out of secondhand buying

CHANGING CONSUMER CULTURE

In addition to bagging various bargains, 2Hand.co.uk’s community is helping to divert unwanted items from landfill and minimise waste. This is an issue close to Jo’s heart; after training as an artist at Central Saint Martins in London, she pursued her love of the ocean and raced yachts professionally for 10 years. ‘The Clipper Round the World Race and then the girls’ boat on the Volvo Race give you a view of the world you definitely don’t get from a desk’, Jo tells us. ‘In parts of the Mediterranean, the seas around Hong Kong and swirling around the globe in tidal currents are all sorts of things that shouldn’t be there. The most shameful are the products, created to satisfy global consumerism, that escape containers and are blown off ships before they reach their destination.’ With 2Hand.co.uk, Jo is helping to turn the tide on a wasteful consumer culture while pursuing a project that reflects her joy of getting a bargain. ‘I want the stigma of secondhand to be eradicated’, she tells us. ‘It should be a badge of honour to have found a bargain and to have given something a new lease of life.’ With awareness growing of how consumer choices affect the planet, more websites are appearing in this sector all the time. There couldn’t be a better time for 2Hand.co.uk. ‘The tide is turning now on reusing things’, Jo says. ‘Consumers are more powerful than they realise; if we all change our habits then the economic models will change from the ground up. Our goal with 2Hand.co.uk is to make it possible for everyone to join the circular economy.’

Find out more
■ Start your search for a pre-loved item at [2Hand.co.uk](https://2hand.co.uk)

PHOTOGRAPHY ISTOCK

‘Consumers are more powerful than they realise; if they change their habits then the economic models will change from the ground up’
JO SPOLTON

CO-FOUNDER OF 2HAND.CO.UK



Ethical REFILLS

Non-toxic cleaning that cuts through the grime and the greenwash

The shift to plastic-free packaging is as trendy as ever, but re-packaging toxic products in more ethical containers is not the solution.

When Mahira Kalim founded Spruce non-toxic cleaning products, she had the bigger picture firmly in sight. 'I don't see the human health problem as a separate problem from the planet's health', she tells us. 'Harsh chemicals are toxic for the planet's health, and the plastic pollution that is destroying the planet is also damaging for human health.'

Like many ethical business owners, Mahira founded Spruce because she wasn't satisfied with the options already available. She struggled to find cleaning products that didn't contain harmful chemicals, and felt there was no convenient way to switch to effective, eco-friendly alternatives.

'I was also greatly disillusioned by the massive amount of greenwashing in this industry', Mahira tells us. 'I wanted to build a brand that stands against greenwashing and also educates customers on how to detect it.'

PLASTIC FREE

Mainstream cleaning products that boast a 99.99% kill rate for bacteria often contain pesticides or harsh chemical disinfectants, which are detrimental to human health. They destroy our microbiome by killing the friendly bacteria necessary for our health.

It took Mahira a year to perfect non-toxic multipurpose and bathroom solutions she believes are as effective as toxic alternatives – and she was determined to package them ethically.

The bottles are aluminium, meaning they are light and durable and can be infinitely recycled. They arrive empty; customers simply add a refill and top the bottle up with water at home. This slashes the carbon footprint, as each refill weighs 140 times less than the finished water-filled product.

This is becoming an increasingly popular way to buy and deliver cleaning products, which are typically 90% water and sold in single-use bottles. When the bottle is empty, you simply buy a set of refills – bathroom, multipurpose or both – and top your bottle up again. For added ease, the refills can be ordered as a subscription.

Spruce refill packs are made from certified sustainable packaging that is compostable and

MARKETPLACE

Order your **Spruce starter kit** at mygreenpod.com/vendors/spruce



**HERO
PRODUCT**

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

'We are eating, drinking and breathing in microplastics; nanoplastics are in the air and the soil that grows our food. There is no running away from it. Taking care of the planet and human health are not two separate issues to tackle.'

MAHIRA KALIM FOUNDER OF SPRUCE

biodegradable. Throw the empty refill pack in your compost with the rest of the food waste and, under ambient conditions, it will break down into fertile biomass in a matter of weeks.

'Sustainable packaging experts have confirmed our products are low impact and have a long life', Mahira tells us. 'We only use cosmetic- and food-grade ingredients, plus organic essential oils. We are strictly against artificial colours and fragrances, which typically hide over 300 chemicals.'

TACKLING OCEAN PLASTIC

For every Spruce starter kit sold, Spruce collects the equivalent of 25 500ml bottles – the number of single-use plastic cleaning and personal care bottles a typical UK household can use in a year – through a partnership with social enterprise Plastic Bank. 'The way Plastic Bank works means it

empowers the people collecting the plastic', Mahira explains, 'a community that is grossly undervalued.'

Through Plastic Bank, Spruce ensures fair prices for the plastic collected, with any profits from sales of the plastic invested back into the community.

Everything at Spruce has been designed with a conscious intent to prevent further damage and promote regeneration. 'Signing up to become a B Corp from the start meant we could design our business processes to do the right thing when it comes to people, our employees, partners and customers, as well as the planet', Mahira explains. 'For us, B Corp is the ultimate representation of intersectional environmentalism: the belief that there is no environmental justice without social justice.'

Although dubbed 'a beauty product for the home' by its customers, Spruce's beauty is clearly more than skin deep.

We were all quick to celebrate lockdown's impact on air quality, but spending more time indoors could actually lead to greater exposure to pollution.

According to the Environmental Protection Agency (EPA), levels of indoor air pollutants can be two to five times higher than they are outside.

'Research shows that there is actually no 'safe level' of air pollution', says Sharon Isaac-Upton, founder of Airbon. 'It doesn't matter where we live; contaminants come from both indoor and outdoor pollution.'

Companies have developed all sorts of tech in their mission to sell us cleaner air, and the result is a product landscape that is unnecessarily complicated and confusing.

'Gimmicks and marketing sell purifiers', Sharon tells us. 'Big purifier companies compete over layers of filtration, but the reality is you need just two: a HEPA filter for particulate matter (PM) and a carbon filter for volatile organic compounds (VOCs) – that's it! But simplicity isn't where the money is. It's the claims of proprietary technology, often not tested by third parties, or fancy imported filters that conveniently involve you paying a premium.'

COST-EFFECTIVE PURIFICATION AT HOME

Airbon is the UK distributor of The Sqair air purifier, manufactured by Smart Air Filters. A social enterprise and certified B Corporation, Smart Air Filters is driven not by profits but by the urge to reduce air pollution and improve health.

The Sqair is a stylish sum of what Airbon describes as the 'stupidly simple' technology behind an effective air purifier: a fan and a filter. 'By focusing on these two things, The Sqair works out to be the most cost-effective air purifier in the world', she tells us.

AIR QUALITY IN CARS

Air quality isn't just an issue in the home; car cabins are confined spaces that can trap particulates and VOCs from in-car and outdoor sources.

Some cabin filters clean air more effectively than others, but they are often expensive to replace – and they don't always tackle gases or VOCs from car interiors and fumes.

The high VOC levels inside cars suggest we should opt for the best activated charcoal to remove the most toxins. Airbon's passive air purifier uses micropore activated charcoal from coconut shell, which absorbs VOCs three to four times more effectively than other types of charcoal. 'We lab tested a used Airbon box after four months and found that just 1g had absorbed 998ppm of benzene', Sharon reveals. 'There are 50g in each box, so it's capturing a lot of benzene that could otherwise end up in the driver's lungs.'

There is no legislation to require ongoing clean air in the cabin and, because car manufacturers don't make it easy for independent garages to find and change filters, most don't offer it with a service.

'Standard cabin filters don't pick up fumes so a carbon filter should be compulsory', Sharon says.

The 'stupidly simple' tech that cleans your air without costing the Earth

A breath of fresh air

HERO PRODUCT

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

'Until this happens, an Airbon box will help make the air cleaner for you and your family.'

MONITORING INDOOR AIR

In addition to voicing concerns about air quality inside cars and homes, Airbon will also be keeping an eye on air quality in offices as people return to work after lockdown.

Airbon uses activated charcoal to actively purify the air in your car



This pandemic has highlighted that most airborne transmissions occur indoors. As people start to return to work, the focus will be on employers providing a safe indoor environment for workers. They will need to strike a balance between fresh air, thermal comfort, noise and outdoor pollution.

In the competitive business market, Airbon will extend its range to include commercial air purifiers that follow the same principles as The Sqair, ensuring price is not a barrier to clean air.

It will also offer portable air quality monitors for homes and cars, and fixed air quality monitors that allow schools and businesses to independently test how clean the air is.

Find out more

Information about cleaner air for homes and cars, plus a calculator for the true cost of clean air, is at airbon.co.uk

"Manufacturers will try to get you to spend a fortune to get clean air, but all you really need is a good filter and a crazy powerful fan – that's it!"

SHARON ISAAC-UPTON, FOUNDER OF AIRBON



The Sqair air purifier cleans a 40m2 space in just 25 minutes



Introducing the PORSCHE TAYCAN

The Porsche Taycan has arrived at EVision
Electric Vehicle Hire – and what a marvel it is



Found out why **EVision** is
a My Green Pod Hero at
mygreenpod.com/heroes

Porsche has gone above and beyond with its first fully electric car, and other electric vehicle (EV) manufacturers may have been left feeling pretty uneasy.

Some might say Porsche is a bit late to the EV party, but it could also be argued the sports car manufacturer has been preparing, from the sidelines, to pounce with something quite extraordinary.

The Porsche Taycan charges faster than any other electric car on the road; the only car that can fully utilise the 350kWh rapid chargers, the Porsche Taycan's battery can be charged from empty to full in just 20 minutes.

If it's class and sophistication you're after, the Porsche Taycan 4S is the model for you. It has a maximum speed of 155 mph and goes from 0-60 in a dazzling 4.0 seconds. The 242-mile range is more than sufficient for an unscheduled break that leaves you with enough juice for the return trip.

If sportiness is your thing, the Porsche Taycan Turbo won't disappoint: you'll pass the finish line

faster than you can say 'on your marks' in this beauty.

The Taycan Turbo does 0-60 in just 3.2 seconds – faster than a 2000 Audi R8 LMP900 Le Mans race car. The maximum speed is 161 mph and the range on this exceptional piece of engineering is 240 miles.

WHAT'S ON THE INSIDE...

Porsche has been making cars since the 1930s, and by now we know to expect quality and finesse from the inside out. The Taycan is no exception: the interior is sensational.

An on/off button starts the car and a tiny lever to the right of the steering wheel moves the gears between reverse, neutral and drive.

A large computer screen is mounted between the driver and passenger; from here you can control the car's climate, view the charge level and control the car doors, 'frunk' (front trunk) and boot with the touch of a button.

The centre console storage area, complete with wireless charging point, is great for safely stowing tablet computers or other mobile devices.

There is plenty of space for the driver and passengers in this four-seat car – and, because there's no engine, there is lots of room for shopping, suitcases and camping gear in the front of the vehicle as well as the rear.

BUY OR RENT

The Porsche Taycan will set you back around £138,000 new. Alternatively, you can hire the 4S or Turbo model from EVision Electric Vehicle Hire for just £190+VAT or £225+VAT (respectively) per day, excluding insurance and excess.

EVision also offers a long-term rent price of £1,620+VAT per month, which includes a generous 20,000 annual mileage, full maintenance and a free charge point. Ready to book a test drive?



With a charge time of just 20 minutes, the all-electric Porsche Taycan will get you off the starting blocks faster than any other electric car on the road

Find out more

■ Book a Porsche Taycan experience with EVision at evrent.co.uk

■ For more information, contact EVision at mail@evrent.co.uk or 01634 914063

Covid-19 has grounded us all. It has been great to watch emissions plummet, but the 90% reduction in air travel has also had a devastating impact on many international communities and industries.

Travel and tourism accounts for less than 3% of the world's emissions in a normal year – slightly less than the I.T. sector's 4% contribution. The impact of lockdown is tangible but we can't expect all travel to end; instead, we need to innovate.

'People are now more conscious than ever', says Brad Frankel, co-founder of Flooglebinder. 'We feel, and hope, that moving forward they'll travel consciously – aware of both their social and environmental impact – and move away from traditional ways of travelling, such as all-inclusives and cruises.'

Flooglebinder launched as a travel company that would use conservation-based educational trips to make a positive impact on communities and habitats. It has recently evolved to offer curated family and group travel as well.

'We've always had so many requests to expand our educational trips to families and groups of solo travellers', reveals co-founder Ian Taylor. 'Now more than ever, people want advice and hope. The educational sector is what we know best and we'll continue to curate best-in-class conservation trips, but we want to reach a broader group of ethical travellers and offer a wider group of people the knowledge we have gained so far.'

MAKING AN IMPACT

Brad and Ian have incorporated conservation and changemaking projects into their adventures for many years; the trips they curate are based on projects that have real, lasting impact.

On a Flooglebinder trip you can help turtles in Greece or build classrooms, natural corridors and artificial reefs in Sri Lanka and Thailand.

The communities visited benefit hugely from the work the groups carry out, and the participants learn so much more about in-situ conservation work and global communities through real-life experience.

Brad and Ian know all about the importance of firsthand experience; many years ago they both completed marine research projects in South East Sulawesi, which is where their passion for conservation and changemaking began.

'We understand the argument around the impact of travel on the environment', Brad says. 'It's an issue we address regularly, and why we became the first specialist tour operator and travel company to



Brad Frankel and Ian Taylor, co-founders of Flooglebinder

The future of ETHICAL TRAVEL



Educational trips that leave a positive impact are inspiring the next generation of changemakers

become a B Corporation in 2016. These aren't just holidays, they are adventures that build the conservation leaders of the future: our gamechangers.'

Brad and Ian have educated over 7,000 students on conservation and sustainability issues; hundreds of these young people have gone on not only to partake in future projects, but even carve careers in conservation. 'These are very proud moments for us', Ian reveals.

TRAVELLING LIGHT

With Flooglebinder travel is as light as possible; flights are as direct as they can be and local providers, products and accommodation are always used. The company supports grassroots social and environmental projects that align with the UN's SDGs, ensuring that money goes back into the local economy. 'This is what being a B Corp is all about', Brad explains, 'looking after the stakeholders – not the shareholders.'

HERO PRODUCT Find out why Flooglebinder is a My Green Pod Hero at mygreenpod.com/heroes

Find out more

- Get travel advice for 2021 at flooglebinder.co.uk/travel-blog/tips-for-booking-a-holiday-in-2021
- View the trips and destinations available at flooglebinder.co.uk

Flooglebinder is also a member of the UN Climate Now initiative; this means that, like its UK operations, all its trips are carbon positive.

SAFE TRAVELS IN 2021

Brad and Ian are currently helping to mitigate fear of travel while helping to support international communities affected by Covid-19. 'We're trying to work out how best to support travellers and these communities', Ian tells us. 'There's light at the end of the tunnel; we'd love everyone to travel in a way that's compassionate and kind.'

There's an understandable fear around booking any trips at the moment, which is something Brad and Ian are trying to address. 'We've tried to give assurance and security, offering 100% refunds and reschedules for trips', Ian says. 'We've also created a guide to help nervous travellers and have amended our Ts & Cs for complete transparency.'

Travel is one of the largest contributors to global GDP; the sector accounts for one in 10 jobs while also helping to improve health and education. 'Travel has the ability to be the most positive sector on the planet', Brad says; 'we just hope that people travel the right way for a more sustainable future.'

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 bumper selection of green pearls – including a Silver Cross stroller, an ethical travel voucher and natural hair care products – to help set you up for a lighter lifestyle.

To enter, visit mygreenpod.com



WIN

THE WAVE STROLLER FROM SILVER CROSS!

Offering ultimate style and comfort, Wave is the gorgeous premium stroller from Silver Cross. It features anti-bacterial bamboo fabrics and has been designed to grow with your family. One reader will receive the Wave plus a Silver Cross valet service to keep it in top condition!

Deadline for entries: 23.07.21



WIN

A PINEAPPLE PARTY PENDANT!

This is a joyful pendant with a past! Courtesy of the fabulous Katie Weiner, one reader will receive this striking revitalised vintage charm necklace. The silver pineapple charm opens to reveal a vibrant enamel palm tree – all on a contemporary cubic beaded chain.

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WIN

A SPRUCE NON-TOXIC CLEANING STARTER KIT!

Tackle plastic pollution and help to rid your home of toxic chemicals with Spruce! One winner will receive a Spruce Starter Duo Kit, containing 'eternity' aluminium bottles and a six-month supply of plastic-free bathroom and multipurpose refills.

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WIN

A YEAR'S SUPPLY OF SOLID HAIR CARE!

The easy way to switch to plastic-free, natural hair care! One reader will receive a 12-month supply of award-winning shampoo and conditioner bars from KIND2. There's another prize for a runner-up.

Deadline for entries: 23.07.21

WIN

£1,000 TO SPEND ON AN ETHICAL TRAVEL ADVENTURE!

The ethical travel experts at B Corp certified Flooglebinder are offering one very lucky reader £1,000 to spend on an ethical adventure! Expect the trip of a lifetime with minimum impact: the tailor-made trips are designed to inspire curiosity and a passion for our planet. Second prize is a £500 travel voucher and third prize is a £250 voucher.

Deadline for entries: 31.07.21



WIN

A COFFEE HUB GROUP HAMPER!

This hamper contains a fantastic collection of coffees and teas from Coffee Hub Group's inspiring brands – and one reader will have it delivered to their door!

Deadline for entries: 23.07.21



WIN

THE SQAIR PURIFIER FROM AIRBON!

One reader will receive The Sqaир home purifier from Airbon! A car purifier will go to four runners-up.

Deadline for entries: 11.06.21



WIN

A THREE-MONTH RE-NU-ME SUPPLY!

Get some help to reach your health or beauty goals! Two readers will win a set of clean, green phytonutrient supplements – for the skin or hair – from RE-NU-ME. Premium vegan ingredients and plastic-free packaging.

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WIN

A PET PORTRAIT OR WIRE SCULPTURE!

One winner will get to choose either an oil painting of their pet or a small animal sculpture by Jo Spolton, co-founder of 2Hand! Jo trained as a painter at Central Saint Martins and went on to sculpt in steel and wire. The unframed oil portrait (14"x14") can be of the winner's animal or someone else's. The free-standing sculptures are made from 2mm copper wire.

Deadline for entries: 23.07.21



WIN

A SUMMER STAYCATION TO VALLEY FEST!

Get set for the South West's best-tasting music festival! With a lineup including Travis, Deacon Blue and Sophie Ellis-Bextor, plus top-notch chefs Briony May Williams, Olia Hercules and Tom Hunt, there's something for everyone. The prize includes an adult pair of weekend tickets and a pair of feast tickets, plus a two-person bell tent with bedding.

Deadline for entries: 01.07.21





octopusenergy



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