

MY GREEN
pod.com
SEPTEMBER '19

THE
**RESTORATION
REVOLUTION**
ISSUE



**BUY LAND: THEY
AIN'T MAKING MORE**

There's more to saving
the planet than saying no
to plastic bottles

**A CLUB
FOR CITIZENS**

London's 'first
environmentally friendly
members' club' is open

**BIODEGRADABLE
SHOES**

The world-first fashion
statement that's organic,
vegan and cruelty free

**TESLA MODEL 3
HAS LANDED**

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launched sustainable
transport for the masses

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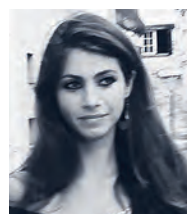
#FeelingReal!

Image © Ed Sloane, Rip Curl



Welcome to My Green Pod Magazine!

When consumer demand is there, businesses bend to meet it. The people-driven 'war on plastic' is changing entire sectors but it won't save the Earth. We need to flex our muscles and demand more, so we can enter an age in which urgent restoration is prioritised over the destructive obsession with economic growth.



Katie Hill
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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. These Hero products and services support the shift to a more conscious lifestyle – and may help you save some cash (while having some fun) on the way!



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60%
of new car sales in Norway
are pure electric, compared
with 1% in the UK

1 in 5
parents admitted
their children lost
interest in a toy
within the first
11 hours of play



8m
tonnes of plastic
waste enters our
oceans each year

Buy an acre, save the world

EVERYONE CAN HELP SAVE OUR PLANET.

HALF THE WORLD'S TROPICAL FORESTS
HAVE ALREADY BEEN LOST BUT THAT MEANS
THERE IS STILL HALF LEFT TO SAVE

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MITIGATE CLIMATE CHANGE BY
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£100 an acre



worldlandtrust.org

Registered charity 1001291

Patrons: Sir David Attenborough, Steve Backshall, David Gower & Chris Packham

World Land Trust, Blyth House, Bridge Street, Halesworth, Suffolk IP19 8AB



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MY GREEN
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HERO
SEPTEMBER '19

Introducing our new My Green Pod Heroes!
From T-shirts to coffee, these ethical
alternatives to everyday products will help you
make a switch that will really make a difference.

View all our Heroes at mygreenpod.com/heroes

**ARTS &
FASHION**

UNOA ORGANIC T-SHIRT

The Alecta Slub T-shirt from leisure
and active wear brand Unoa Clothing
is made from 100% organic cotton,
certified by GOTS and OEKO-TEX.
Available in six colours, it's a must-have
basic for every slow-fashionista.

[@unoa_clothing](https://twitter.com/unoa_clothing)
unoa.co.uk



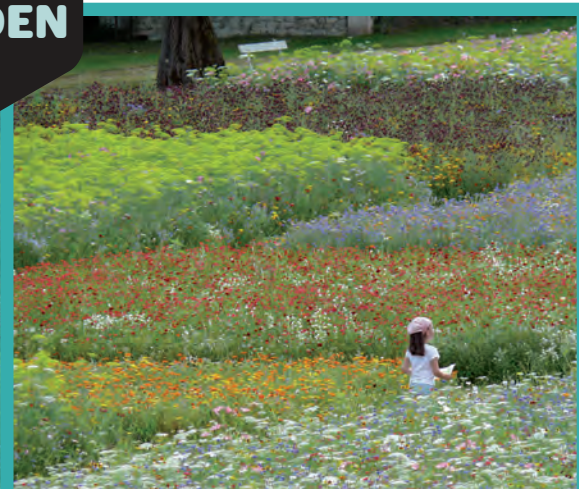
**HOME &
GARDEN**



**CHARLIE & CO NATURALS
DOG SHAMPOO**

This natural formula is great for calming
sensitive canine skin and preventing
irritation and damage. Cleansing and
naturally moisturising, it leaves the coat
looking healthy and shiny. The bottle is
made from sugarcane.

charlienaturals.com



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pests away from the veg garden with
Meadow In My Garden's Act Against
Aphids. The seed mixture, which contains
annual, perennial and biennial species, is
designed to restore ecological balance.

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meadowinmygarden.co.uk

TRANSPORT



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VEHICLE HIRE**

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electric self-drive vehicle hire company
has a fleet of vehicles that exclusively
comprises the multi-award winning Tesla
S, 3 and X models, BMW i3, Renault ZOE,
Audi e-tron and the ground-breaking
Jaguar I-PACE. All EVision vehicles
are charged on site using solar panels,
providing truly green motoring. You can
hire by the day, week, month or longer –
or even try a driving experience.

[@EVvision_EVRent](https://twitter.com/EVvision_EVRent)
evrent.co.uk

BABY



KIT & KIN BABY WIPES

These 99% water, 100% plant-based towels are made from sustainably sourced fibres that fully biodegrade. Every purchase supports the World Land Trust.

[@KitandKinUK](#)
kitandkin.com



THE CONSCIOUS PARENT COMPANY

Find products that are kind to your children and the environment – like this zero-waste organic bamboo toothbrush – on this small website with big ideas.

[@CParentCo](#)
theconsciousparent.co.uk

FOOD & DRINK



HUSKUP COFFEE CUPS

The Huskup is a reusable coffee cup made from rice husk, not plastic – and it's now available in a barista-friendly size! The 8oz cup is great for Americanos, flat whites, macchiatos, teas and all things in between.

[@huskup_eco](#)
huskup.com



BLUE GOOSE ECO COFFEE PODS

Experience barista-quality coffees in the comfort of your own home! Made from waste wood bark from the paper industry, these certified plastic-free eco coffee pods for Nespresso® machines are filled with single-origin speciality coffee.

[@BlueGooseCoffee](#)
bluegoose.coffee

TOP 5 SEPTEMBER SWITCHES

1

Embrace plant power and improve indoor air quality when you're cleaning! Tincture products are free from harmful ingredients and full of essential oils.

[@TinctureLondon](#)
tincturelondon.com

2

Weleda Skin Food nourishes, highlights, soothes sunburn and even perks up tired skin – completely naturally. Keep a tube in your pocket at all times.

[@WeledaUK](#)
weleda.co.uk

3

Switch your home to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly be rewarded with cheaper energy bills.

[@octopus_energy](#)
mygreenpod.octopus.energy

4

Tabitha James Kraan's Clean Shampoo is certified organic and packaged in 100% post-consumer plastic that is recyclable. It has no synthetic ingredients and uses a truly natural preservative system.

[@TabithaJK](#)
tabithajk.com

5

If you eat dairy, make sure it's from an organic farm that prioritises animal welfare and environmental health. Family-owned Yeo Valley is '100% yeorganic' – organic and then some.

[@yeovalley](#)
yeovalley.co.uk



‘BUY LAND. They ain’t making it anymore’

Simon Barnes unpicks the aphorism attributed to both Mark Twain and Will Rogers

Let us start with three vignettes: the first, in a pub in Suffolk; the second, in a boat on Borneo’s Kinabatangan River and the third, on a ruined rice paddy in Kerala, India.

It was a little more than 20 years ago. My new neighbour, Pete Wilkinson, had been a Greenpeace man in the Antarctic, so he had some conservation street cred all right. He introduced me to another neighbour, John Burton, in our local pub. We had the what-do-you-do? conversation.

John told me he bought land. Land with rainforest on it, for example. It’s all very well trying to save

tigers and elephants and orangutans, but if you don’t save the land they live on, you might as well not bother. And once you’ve got it, and it’s yours, no one can do anything bad to it, can they? Save the land and you save the life on it. The simplicity of genius. I was so impressed I bought him a pint.

WHAT WOULD YOU DO WITH £1M?

Some years later, I was travelling down the Kinabatangan River with Isabelle Lackman, CEO of the Malaysian NGO Hutan. I could, I suppose, tell you how fabulous the place is, but I’d need as many

words as there are species in the rainforest.

Isabelle, what would you do if you had a million pounds? She laughed. And then she showed us an area of riverside forest, an area that joined up the land already owned by Hutan and which is managed by and for the local community. It was a stunning area: perfect forest. All that was needed to safeguard it for ever was a million quid.

A year later, the land was ours. I mean, the land was hers. I mean, the land was in the hands of the local community. I mean, I think, that the forest had been restored to itself: safe, out of danger, able to



continue with its essential job of sheltering hornbills, providing income for the people of Kampung Sukau, soaking up carbon and transpiring oxygen into the Earth's heated and depleted atmosphere.

A year or two earlier, I was walking across a stretch of cultivated land that lay between two areas of forest in Kerala. John and I were both there, flanking Vivek Menon, CEO of the Wildlife Trust of India.

'Look at this land!' Vivek was saying. It bore unmistakable signs of elephants: huge loaves of their dung, what remained of the crops trashed, the human dwellings already falling down.

'Look at this land! It is ruined! And I – am – so – happy!' This land was a historical elephant route, and the people who lived there suffered as a result. Now the village had agreed to move, voluntarily, to a place away from elephants, where they could grow spices and move into beautiful new accommodation – and the land could return to what it always was: a corridor for elephants, making the two once-separated chunks one forest again. And if an elephant can go through a corridor, so can everything else.

IT'S ALL ABOUT TRUST

The organisation that made that possible, the organisation that John Burton co-founded, is the World Land Trust. I am coming to the end of my second spell as a council member. I have visited many of the projects the Trust backs, supports and helps to finance. The more time I spend with the organisation and the more projects I visit, the more I understand the truth of what Sir David Attenborough said: 'The money that is given to the World Land Trust, in my estimation, has more effect in the wild world than almost anything I can think of.'

So let us clarify. The World Land Trust is about acquiring land of conservation value. How much does it own? Overseas, not so much as a square centimetre. Not a single leaf of a tree in a rainforest.

CLOCKWISE FROM MAIN IMAGE

Rainforest in Malaysian Borneo; Caucasus Wildlife Refuge in Armenia; orangutan in Malaysian Borneo



WHAT YOU CAN DO

A row about Brexit. A row about Donald Trump. A row between politicians about who's boss. And all the time, the most urgent topic of them all – the planet's decreasing ability to sustain life – hardly gets a look in.

And in this depressing landscape, it is natural to wonder: is there anything at all I can do about it? Or do I have to leave it all to those politicians? Is there anything I can do other than not buying plastic water bottles? Yes there is.

A contribution to the World Land Trust brings about that rare double win: money that makes you feel better about the world and yourself, and money that will actually do some serious practical good.

If it's good enough for David Attenborough then it's good enough for me.

To do so would be wrong: not only morally, as in neo-colonialism and all that, but also in most places where the organisation operates, it is against the law for a foreign organisation to acquire land.

Land is big stuff, as Mark Twain and/or Will Rogers pointed out. But a locally based organisation can own land and manage it. The Trust works by establishing a partnership with a local NGO: one that has shown itself to be transparent, ethical and totally trustworthy. The partner buys and manages the land, and the Trust makes it possible.

It's about working with the local communities. You can't impose conservation. You can't come steaming in from the outside and enforce your own values on people. I spoke to the villagers who had moved away from the elephants and asked what they thought. I got the answer in Malayalam, and it translates as 'It's a no-bloody-brainer.'

The World Land Trust works across the world; it finances the acquisition of land, and it is all about trust. It's about the trust between the partner organisations and the fundraising organisation in England, and increasingly it is also about trust between the partners, who communicate to exchange experiences and advice.

This trust is what, across 30 years of existence,

has allowed the organisation to punch way above its weight. A boxer who punches above his weight is able to do so because of timing, flexibility and agility, rather than brute strength.

Let us close by ascending a mountain in Armenia. The journey began at the bottom in wild rose-gardens with streams flowing through them. It continued through the impossible colours of the alpine meadows, where an expert once found 60 species of butterfly in a day, and finally to the limestone pavement at the top.

I sat. I could hear the fall of rock as bezoar goats performed crazed feats of mountaineering. I could look down – look down! – on flying lammergeier, the great soaring giants of the mountains.

I looked across at this great, wild expanse of land, where leopards still live their secret lives, and I thought: yes. Here is a small part of the vulnerable world that has been made safe. Safe for butterflies and goats and leopards: safer too for future humans. Like an awful lot of other places across the world where the Trust has been at work. ■

FIND OUT MORE

■ Information about World Land Trust projects and how to support them is at worldlandtrust.org



SEEDING THE AGE OF RESTORATION

Hope in action to regenerate the global forest

What does it mean to live in right relationship with nature? When we have been conditioned away from our innate, instinctual interdependence with the living systems that breathe us, how do we make the journey home? When our culture has normalised dominance over living systems and a short-termism that values money over the future of our children, how do we turn ourselves around?

In a world finally awaking to the climate emergency, TreeSisters is calling for a consciously chosen shift of human identity; the goal is for ecological restoration to become as fundamental to every human life as consumption currently is.

'We've been taught to think, perceive and act as if we are separate from our planetary ecosystem', says Clare Dubois, founder of TreeSisters. 'That misperception has caused the creation of an economic system that requires the death of nature in order to thrive. There is no viable future for this system; there is only the total recreation of ourselves and what it means to be human.'

A FEMININE RESPONSE

TreeSisters is a feminine response to climate change. Instead of looking to technology to sequester excess atmospheric carbon, it regenerates the mechanisms



Clare Dubois, founder of TreeSisters, believes community-led restoration – demonstrated by Kenya's International Tree Foundation (main image) – is now crucial

nature herself created to do the job perfectly: forests.

The UK-based charity focuses on community-led ecosystem restoration through tropical reforestation and assisted natural regeneration. It rebuilds human relationship with the trees while giving nature back to herself so that she can do what is needed to rebuild, restore balance and recreate planetary health and wellbeing.

To date, TreeSisters has planted over five million native trees across ecosystems in Madagascar, Nepal, Cameroon, India, Kenya and Brazil.

YOU ARE THE SOLUTION

TreeSisters combines five of today's big-ticket issues – gender, consciousness shift, behaviour change, climate and ecological restoration – to form a unique offering for our time. 'We don't just plant trees', says

Clare. 'We invite everyone to experience themselves as climate solutions who can have a massive impact on our world through the conscious choice to give back to nature.'

By campaigning to normalise reciprocity and the act of giving back to nature, TreeSisters is looking to all of us to help build a global social change mechanism that drives global reforestation through massive grassroots giving.

This is about each and every one of us – every family, company, church, community, city and country – recognising that the time of taking from nature without thought for the consequences is over.

'Nature has given us everything and we have taken it all for granted', Clare explains. 'If we want the privilege of a habitable climate for our children, then we need to help create it. That's why we're asking literally everyone to start giving monthly to reforest our world.'

The climate crisis provides the pivot point for our awakening back into relationship with the trees. It's time to enter the age of restoration and radical generosity towards the natural world, together. ■

FIND OUT MORE

- Information about TreeSisters is at treesisters.org
- Donate to TreeSisters at treesisters.org/donate

EVENTS 2019-2020

From talks on unity to organic drinks with your favourite eco warriors, here are some dates for your diary



P.E.A. AWARDS 2019

WHAT: The P.E.A. (People. Environment. Achievement.) Awards is turning nine! This year's London ceremony will be a celebration (complete with trademark organic gin) that honours the individuals making a difference. Enter or nominate your eco heroes before 09 September.

WHEN: 13 Nov 2019

FURTHER INFO: peaawards.com

SPIRITED BUSINESS

WHAT: Be supported and empowered to step into your highest aspirations as a spirited business leader at this four-day event – People and Brands: For Now and the Future – at Findhorn, Scotland.

WHEN: 12-15 Oct 2019

FURTHER INFO: fics.findhorn.org/spirited-business



VALLEY FEST 2020

WHAT: Mooooove over Glastonbury! Hot on the heels of an incredible 2019, Early Bird tickets for Valley Fest 2020 – the South West's best-tasting music festival – are now available. You can get a great discount on weekend tickets (with camping) if you're in a position to book early.

WHEN: 31 July-02 Aug 2020

FURTHER INFO: valleyfest.co.uk

GREEN CULTURE 8

WHAT: Green Culture World Foundation will screen Al Gore's *An Inconvenient Sequel: Truth to Power* in the main square of Podgorica, Montenegro. Prince Nikolas Petrović Njegoš, an architect and passionate environmental activist, will lead a panel discussion.

WHEN: 27 Sept 2019

FURTHER INFO: greenculture.world



USP: HOPE IN ACTION

WHAT: Inspired by TED Talks, this event at Rudolf Steiner House, London includes 'the missing parts' of unity, spirit and purpose (USP). Four powerful speakers and storytellers – Dr Scilla Elworthy, Dr Jude Currihan, Mac Macartney and Andreas Kornevall – will communicate their ways of being, living and acting from unity.

WHEN: 27 Sept 2019

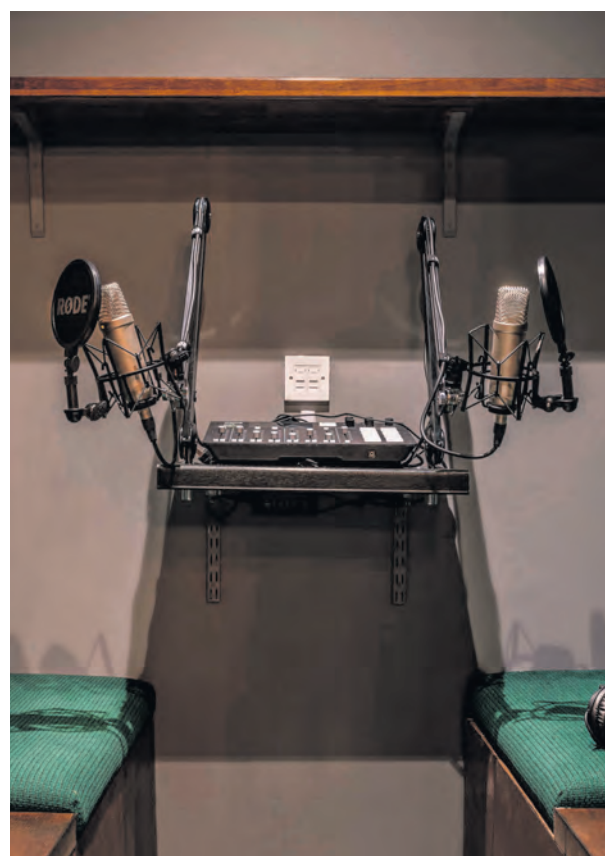
FURTHER INFO: unity-spirit-purpose.eventbrite.co.uk

ENERGY



'A CLUB FOR CITIZENS'

The first club to take the 'private' out of London's members' institutions has opened its doors



ARBORETUM has been described as 'London's first environmentally friendly members' club' and 'a club for citizens' – but its founder, Ronald Ndoro Mind, has a very simple intention: to bring together the people who are fighting to save the world.

'Mostly, people only interact within their own groups', he tells us. 'If we want to solve the big existential challenges like climate change, we need different perspectives: we need the violinist to interact with the scientist and the poet with the banker. We need a convergence of thought directed towards a common goal.'

COLLABORATION AND ACTION

For Ronald, the solutions we seek are usually right there – just within reach. They remain elusive only because we haven't yet brought the right people together under a deliberate and common purpose of exchange and solution.

ARBORETUM facilitates precisely this meeting of minds: its members are people who are taking positive action to address the urgent crises facing the planet. They are also people who want the best for themselves and the society they live in.

'Collaboration is essential if we want to make things happen', Ronald tells us. 'At ARBORETUM you can interact with like-minded people, share stories and exchange solutions.'

For a modest membership fee, anyone interested in ARBORETUM's purpose can become a member and access facilities including work space, fitness and wellbeing space, sleep pods, bedrooms, walking treadmill desks, a podcast studio, meeting rooms and event spaces – all in central London.

OCEAN PLASTICS AND THE P.E.A.S

In addition to its work and wellbeing space, ARBORETUM crucially hosts events where people can intermingle and share ideas. Every quarter a three-day, immersive Green Utopia brings people together to learn, share and collaborate.

Ronald is most looking forward to the SHIFT sessions by Emily Penn, an ambassador for Sky Ocean Rescue who is working to solve the ocean plastics issue. 'I feel that destruction to the ocean and the life within it is one of the most critical challenges our planet is facing', Ronald tells us.

The P.E.A. (People. Environment. Achievement.) Awards on 13 November 2019 is another event on Ronald's radar; 'This awards ceremony is everything that ARBORETUM is about', he says. 'It's the UK's leading sustainability awards, honouring the individuals and teams behind the products, services and businesses that are changing the face of our planet. I recall going to the very first P.E.A. Awards as a guest eight years ago, and I am delighted that it's still going – and bigger than ever – in time for us to be able to collaborate.'

CLEAN AIR IN CENTRAL LONDON

ARBORETUM is located on Charing Cross Road in the centre of London. 'If this were Monopoly', Ronald says, 'we would be the piece that you would want to build your house and hotel on.'

But the listed building has presented 'certain constraints' regarding the sustainable design features that Ronald set his sights on. 'Energy use is a particularly tough one, plus trying to retrofit renewables', he says. 'Getting clean air internally has also been difficult due to the challenge of installing ventilation to circulate the air. Becoming zero waste is also a test given our location. We have made some positive strides in all these areas, but they're all still a work in progress.'

UPCYCLING AND RECYCLING

Ronald is most proud of the just-launched Green Quarter initiative, through which ARBORETUM has partnered with more than 30 businesses to combine waste collection and recycling. 'We have also added a lot of trees and plants that have significantly improved the general air quality of the area', he says.

The upcycled old school gym flooring is Ronald's favourite design feature; 'it is full of history and resonates with our purpose – which is one of education for a better tomorrow', he tells us. 'I also love the indoor plant life throughout as it gives a



CLOCKWISE FROM MAIN IMAGE

The treehouse, a breakout space in the work and play room; walking treadmill desks; seating area; main lounge; podcast studio

really distinct feeling of cleaner air and tranquility when you step in from a busy, congested and polluted Trafalgar Square.'

A WELL-TIMED BUSINESS MOVE?

Ronald has launched an environmentally aware members' club at a time when citizen concern for the planet is at an all-time high – but it's not just a shrewd business move.

When he set up LIBRARY members' club over six years ago, Ronald employed disadvantaged teenagers and worked with a charity, Out of the Dark, to recycle and upholster furniture that had been thrown away.

Ronald and Chris Livemore set up a not-for-profit sustainability consultancy called Ibex Earth back in 2007, when environmentalism was far from being on trend. 'Our purpose was to serve as a conduit between environmental charities and corporates looking to better their CSR', Ronald explains.

Around the same time, Ronald also helped his mother set up a children's charity for orphaned children in Africa. 'I'm definitely enjoying the trend and am up for riding the wave', he tells us, 'but sustainability and giving back have always been at the core of everything I do.'

CHOOSING HOW TO REVOLT

Ronald's intention is always to do more, but for now the focus is on ARBORETUM being a purpose-driven business; should it prove popular, then his commitment is to meet the demand. The result could be a string of purpose-led members' clubs that turn an elite and exclusive model on its head.

'Sometimes in order to change something for



the better, you have to kill it off entirely and start on a fresh slate from the ground up, which can be brutal', Ronald tells us. 'And sometimes in less harsh circumstances it makes a lot more sense to work from within the establishment and effect positive change. The latter option is more gradual and less severe, allowing for better and less noticeable positive transitions.'

Ronald's new blueprint for a members' club that unites minds – through a network not of wealth but of conscious intent – could help to create a better society and planet. 'I think coming from a minority background I have always felt excluded – even when

I was included', he tells us. 'I believe creating an organisation that is all-inclusive is important; that is where we can get the best out of our society. When you can see the who in people, and not the what, I believe you can accomplish a lot more.' ■

FIND OUT MORE

- Information about ARBORETUM is at arbor-etum.com
- Check out upcoming ARBORETUM events at arbor-etum.com/events
- Join the ARBORETUM community at arbor-etum.com/community



Seeding CHANGE

The Octopus Energy tree team shares details of the 10,000 native trees planted so far in 2019

Planting trees is now the best way to tackle rising temperatures and climate change, according to a study by two eminent climate-change scientists published on 05 July 2019.

Robin Chazdon, of the University of Connecticut, USA and Pedro Brancalion from the Department of Forest Science at the University of São Paulo, Brazil said: 'To avoid the devastating effects of climate change and biodiversity loss, humanity must protect and restore native ecosystems.'

They added, 'International conventions and organisations support forest restoration as a method for mitigating hazardous environmental shifts, but questions remain as to where and how to focus such restoration efforts.'

London is one of the most polluted cities in the UK. In fact, research from the London Atmospheric Emissions Inventory shows that every single borough exceeds World Health Organisation limits for air quality. Shockingly, nearly 95% of London's population lives in areas that exceed the limit by 50% or more.

This year, for the second year in a row, we paired up with customer-nominated schools, charities and community organisations around the UK to plant native trees in a bid to help focus reforestation efforts.

In 2019 we planted over 10,000 native trees – from wild cherries to weeping willows – across the length and breadth of Britain.

WILL IT MAKE A DIFFERENCE?

We wanted this project to seed change that goes far beyond cleaner air, and teach new generations of conservationists and gardeners about our environment and how to take action on climate change.

We spoke to loads of amazing people – from an eco-allotment on a busy road in Sunderland, a community centre for the blind in the Midlands, a sustainable farm charity in Devizes, Wiltshire and lots more places in between – about what these trees will mean to them.

For some, it was the chance to brighten up a plot of land that was previously unused, unloved or both. For others, it meant the chance to encourage biodiversity from insects to mini-beasts, creating spaces that allow children to begin a conversation with nature, and to use outside space as a place of calm and contemplation.

What also came across was the level of passion, care and enthusiasm each team has for the work it does.

To thank the wonderful organisations joining in across the UK, we put all 600 groups up for funding prizes. Fourth place bagged £1,000, third place got £2,000 and second place won a hefty £4,000. Our gold medal earned its project a cool £8,000. Have a look at our case studies on the opposite page to find out who won and why.

The last word goes to our founder and CEO Greg Jackson, who wrote to all our customers to explain why he had put so much energy and resource into this initiative.

'40 of the UK's major towns and cities have dangerous levels of air pollution. It's a horrific reality that many of us breathe unsafe air every day – my own family, almost the whole Octopus staff – and many of you, too.

'These trees will soak up toxic traffic smog, a single tree cleaning 7-24% of micro-particulates from the surrounding air.

'On average, each tree will absorb 2kg of carbon annually, collectively making our atmosphere cleaner by tens of tonnes of carbon every year.' ■



WALSALL SOCIETY FOR THE BLIND

We rolled into Walsall on 05 April 2019 to plant a sensory garden with the Walsall Society For The Blind (WSFTB).

We had the help of gardener extraordinaire and all-round good egg Chris Collins, formerly the *Blue Peter* gardener. Walsall deputy mayor Paul Bott also joined in to give us – and a raft of day-centre regulars, staff and volunteers – a hand with the planting.

At WSFTB, Chris Collins has carefully curated a bundle of trees that form a sensory mini-woodland, allowing the centre's visually

impaired members to enjoy the smell, sound and feel of the trees.

The centre is on a main road just past the bus station in Walsall. Planting trees is absolutely crucial in urban areas that are full of smog-causing traffic; it's where they can have the most impact when it comes to preventing carbon from being absorbed into the atmosphere.

Jayne Jones, development officer for WSFTB, said, 'As an Octopus Energy customer myself, I saw on the website that Octopus was brilliantly giving away lots of trees to help cut down emissions and bring

more oxygen into the atmosphere, and to green up urban spaces as well. So I thought what a fabulous idea. I thought it was genius because it's such a wonderful thing to do. So I wrote off for free trees; you could choose which trees you wanted, so I chose sensory trees.'

Chris and the WSFTB team had a fantastic time digging and planting the future sensory mini-forest, and there was more than a slice of good-natured banter.



FRIENDS OF BACKHOUSE PARK

On Friday 05 April, Chris Collins joined us again as we headed for an inner-city park in Sunderland laden with tools, mulch and compost.

We were meeting the Friends of Backhouse Park, a conservation group of volunteers headed up by the inspirational Mary Todner. It also happened to be quite possibly the best-prepared group of tree planters we'd ever seen.

Backhouse Park is a wooded gorge that is a natural arboretum close to the city centre. A V-shaped valley with paths snaking around its sharp inclines, the land previously belonged to the Quaker family Backhouse, who gave the land to the city as a gift to be preserved in perpetuity as a park.

Sadly, in recent years the land has been neglected, with tree planting a hit-and-miss affair. We got things

started with a 50-tree mini-woodland, full of native broadleaf saplings from willows to downy birches – ideal for planting in wet soil. We have no doubt Mary and her team of committed volunteers will turn the place around.

We had over a dozen volunteers of all ages; the social cohesion created when you're outside getting your hands dirty is a truly great leveller that brings people together.

BALGOWAN PRIMARY SCHOOL

After all the planting was done, we wanted to honour and build on the developing tree projects in schools and wider communities.

All the schools and groups that had taken part in tree planting with us were put up for a nationwide vote. Anyone could vote – Octopus customer or not – for their community to win a funding prize. When our competition closed at the end of April, more than 6,000 votes had been cast and our winners were clear.

An £8,000 funding prize went to Balgowan Primary School in Bromley, Greater London. The school was championed with great zeal by teaching assistant Tracey Cleveland, who bombarded social media and encouraged parents and friends of the school to vote.

We rang a few weeks ago to pass on the good news. It's fair to say that there were tears – we're hoping happy ones.

We made a date to meet at the school and find out what the prize

would be used for. To make the meeting extra special, Chris Collins volunteered to join us.

We pitched up at Balgowan's playing field, which doubles as its forest and nature school. Two classes joined us for the afternoon when they took part in their outdoor nature classes; Tracey explained that they aim to have outdoor sessions every day.

We decided to join a group that was learning how to make a fire, using flint to create a spark and kindling to encourage the flames.

Tracey then treated us to a tour of the field, with Chris expertly advising on what to plant in their shaded area. Wild garlic is good apparently, and building a pond would encourage wildlife. We found that if you build a ledge and place rocks in it, frogs will come and hang out in their froggy lido.

Tracey, armed with a mood board, said that she wants to create some shelter in the field as it is quite exposed to the elements. This will mean outdoor learning can



continue, whatever the weather.

It was great to see that most of the school's prize money will be spent on its outdoor space and finding new ways to enhance it for the children.

After we'd had a good look round the field, we presented our large, comedy cheque to Tracey and the children.

Back inside, Tracey gave us a tour that revealed the paucity of green outdoor space at the school itself,

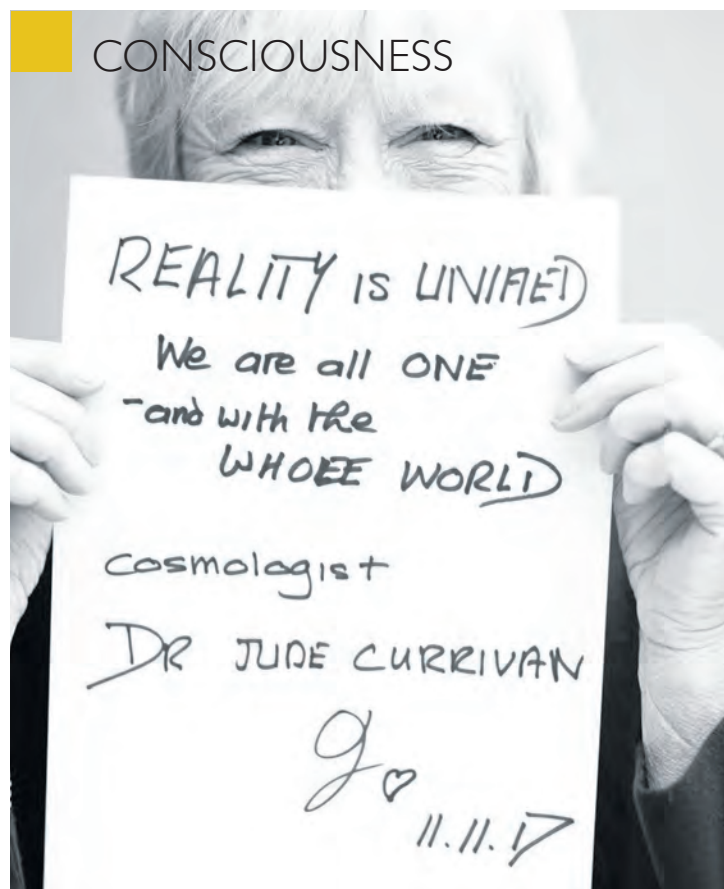
further highlighting the essential nature of the additional field we had just visited.

We agreed that we would continue to keep in touch and see how they get on with creating their shelter. We are really looking forward to coming back to Balgowan to see the transformation.

FIND OUT MORE

- Start your switch to Octopus Energy in under two minutes at mygreenpod.octopus.energy

CONSCIOUSNESS



Spirited BUSINESS

Dr Jude Currivan explains the emerging business practice that is guided by intuitive insight, with a deep sense of planetary stewardship

Most businesses are still organised and managed in leadership styles and structures that hark back over three decades. If tested and found still functional, that would be fine – I have a coffee grinder that's over 40 years old. But with the increasing complexity of global inter-connectedness and the existential threat of climate change, we need a radical change to their hierarchical structures and approaches, as they are no longer fit for purpose.

COGS IN THE MACHINE

In the 1980s business consultants McKinsey, Tom Peters and others developed a model of seven 'Ss' to optimise corporate performance. These comprised hard Ss (strategy, structure and systems) combined with soft Ss (style, staff, skills and shared values).

Since then, while organisations incorporating their management philosophy have evolved to some extent, they still reflect the scientific and technological revolutions of the last two centuries, viewing the world as a complicated machine whose workings they can figure out and control.

Using engineering terms to measure effectiveness, human beings are resources – cogs in the machine. Business plans are blueprints for action, aligning all parts to profit-driven aims for success.

DRIVING OVER-CONSUMPTION

This approach has brought unprecedented prosperity, but it also greedily drives over-consumption, environmental desecration and

depletion, inequalities and epidemic levels of stress and dysfunctional behaviour.

When success and a successful life then reflect what such organisations value, people often experience a profound sense of emptiness, lack of meaning and loss of greater purpose.

ORGANISATIONAL PURPOSE

Recently, though, inner personal development in the service of self and co-creative leadership and organisational purpose have come to the fore.

In *Spiral Dynamics*, Don Beck and Christopher Cowan expand on the work of Clare Graves. They see an emerging level of harmonising, empowered, co-creative collectives of individuals, focused on the wellbeing of all living entities and our planet.

TEAL BUSINESSES

To embody such awareness, we must experience our personal selves as part of a larger, conscious and spiritual whole that also supports our individual uniqueness and nurtures lives of abundant simplicity within a healthy global ecosystem.

In *Re-inventing Organizations*, Frederic Laloux calls this level of awareness teal. He too emphasises the vital importance of a 'wholistic' world-view that sees the profound inter-connectedness and ultimate wholeness of the world, and behaves accordingly. The spirited leadership of such awareness aligns with others co-operatively and co-creatively, rather than through competition and conflict.

Such organisations also embody an evolutionary purpose and the functions required to achieve it, embedding distributed intelligence in the way all biological organisms, including human bodies and ecosystems, naturally do.

SPIRITED LEADERSHIP

I further describe their inter-woven attributes and behaviours as eight eSSEncences of self and spirited leadership.

- 1 **Servant-leader:** serving the good of the whole rather than controlling the whole
 - 2 **Soul-model:** authentically embodying the highest coherence of the whole
 - 3 **Seer:** perceptive co-creator of the highest purpose and meaning of the organisation
 - 4 **Sensor:** sensing what is emerging, and then responding and expressing rather than controlling
 - 5 **Shaper:** facilitating the emergent evolutionary 'shape' and embodiment of the organisation
 - 6 **Space-holder:** enabling inclusivity and individual/collective worth, value and meaning
- And sometimes:
- 7 **Stirrer:** intervening as, when and how sensed to co-enable progressive and optimal positive change
 - 8 **Shaker:** intervening as, when and how sensed to initiate (r)evolutionary change.

Such spirited businesses are now emerging; their integral decisions are guided by intuitive insights, with a deep sense of planetary stewardship. They authentically embody their purpose-led aims in their brand's DNA. Their calls to transformational action are vital if we are to co-create the now and the future we want for ourselves and our planetary home. ■

GET THE TOOLS

■ The aim of the **Spirited Business** event (Findhorn, 12-15 October 2019) is to support and empower you to step into your highest aspirations as a spirited business leader; to acquire a sense of planetary purpose and embody a deep sense of connection, joy and fulfilment in your life and work.

■ You will acquire practical inner and outer tools and approaches to inform your most integral, intuitive and wise choices, decisions and actions to synergise systemic intelligence or what we might call 'spirit', to co-create the now and the future we together want. Find out more at fics.findhorn.org/spirited-business

FIND OUT MORE

- More about Dr Jude Currivan is at judecurrivan.com
- Learn about the WholeWorld-View at wholeworld-view.org

REDEFINING SUSTAINABILITY

In this free online summit, over 50 thought leaders will come together to help you act on global crises

The solutions to all your challenges are already out there – you just need to change your perspective. This is the view of Rene Schneider, co-founder and CEO of Sideshift, a 'social opportunity platform'.

'Take a mix of Netflix and Facebook, but with a purpose', Rene explains. 'Sideshift shows you solutions to create and balance wellbeing, success and sustainability in your life, community, organisation and for our planet. It's about learning from each other and then applying the solutions.'

THE ONLINE SUMMIT

On 26 September 2019, 50 global thought leaders and change-makers will come together to share their insights over an 11-day Sideshift Summit that's free for everyone. The goal is to 'redefine sustainability' and reveal the small, individual actions required to address huge global crises.

The online summit will challenge the perspective that sustainability is only about battling climate change or plastic waste; it will help people to identify what the right next steps are for them, and what they can do from today to make a difference in their life, their family and their organisation.

PHILOSOPHERS TO ACTIVISTS

People from all walks of life will share their stories at the summit: academics, accountants, activists, business leaders from small to corporate level, city planners, creatives, futurists, leadership and life coaches, researchers, start-ups, philosophers, world travellers, yoga teachers and many more. The goal is for different speakers in different settings to cover lots of topics, and help to tear down the silos we have created in our thinking and acting.

'If, like me, you're more focused on the big picture, you will look forward to the authors Charles Eisenstein and Mac Macartney', Rene tells us. 'Tom Szaky and Bob Chapman will offer a more business-centric view. But to get hands-on and straightforward lifestyle changes that benefit us and our planet, nobody beats My Green Pod co-founder Jarvis Smith.'



SHIFTING PERSPECTIVE

Rene believes that in order to be open to change, you must see the immediate benefits for yourself, your family, your community and your organisation. 'Only then you will do it', he tells us. 'It's about seeing the alternatives that are better than the status quo. For that we need to ask ourselves: what do I really value and love, and how can I get there? If we all do that, everything will change. It's as simple as that.'

If all the solutions to our global problems are already out there, how are we in such a mess? For Rene, the explanation is multifaceted. 'We focus on

big problems with no immediate solutions', he explains. 'People need to see their one next step. We also think in extremes, like left and right. This prevents us from finding a middle ground.'

Silo thinking also prevents us from looking for solutions beyond the confines of work, family, departments, industries and countries. 'The best solution is often outside these bubbles', Rene says.

We also have a tendency to treat the symptoms rather than the root causes of our problems – and even when we see solutions we are often unwilling to change. 'We simply expect others to make the changes for us', Rene tells us. 'Governments or big corporates. But really, it is about personal responsibility; to get it right, solutions must be bottom-up.'

Shifting perspective allows you to see the same challenge from a different angle – whether it's the view of another person or how a solution has worked in a different setting, be it another country or industry or a different culture.

'In our study tours we are taking people out of their usual setting and comfort zone', Rene explains. 'They experience how other people are solving the same problem in a different way. When you feel stuck in life, what is the best thing to do? Get out, meet new people, visit new places, start a new hobby, read a book. Just do something. Anything, really. This change in perspective will quickly bring the right next step.'

The goal of the soon-to-launch Sideshift social opportunity platform is to help individuals take responsibility for effecting positive change. 'Now we are closing the circle', Rene tells us. 'The study tours I mentioned are all about changing perspective by sharing your own stories and learning from other people. Our platform will make it easy for people to do that on a global scale. Showing us these better alternatives to the status quo, and building a global and local community to make these changes together. One step at a time.' ■

FIND OUT MORE

■ Register for the free online Sideshift Summit at sideshift.net/summit

ARTS & FASHION

ALL EYES ON YOU

Want to put an end to poverty, protect the planet and still look bang on trend?



Find out why Pala Eyewear Asha Sunglasses are a My Green Pod Hero at mygreenpod.com/heroes

A pair of glasses is recognised as an effective tool to fight poverty by empowering the wearer to read, learn and work. Yet according to the Vision Impact Institute, 2.5 billion people around the world who need vision correction remain uncorrected. In some countries in Africa, 98% of the population can't get access to eyecare.

To raise awareness of this global issue, John Pritchard decided to create an eyewear brand that would make a natural connection: for every pair of sunglasses sold, Pala Eyewear would give a pair of spectacles to someone who needs them.

'Our planet is under a lot of resource stress right now, and economic disparities between countries

appear to be widening rather than narrowing', John tells us. 'For me it was about creating a brand, a product, that had purpose and connected consumers to both of these key issues – to minimise impact on the planet and to maximise the impact on people.'

RECYCLED FRAMES

Pala has three recycled frames this season, including the Asha (main image), in addition to bio-acetate frames that are oil free and use no harmful chemicals. In 2020 all Pala's new pieces will be made from Italian bio-acetate and have polarised lenses. The focus will be on timeless designs rather than styles that quickly go out of fashion and are possibly resigned to landfill.

The team at Pala is doing a lot of great things already, but instead of trying to greenwash customers John has been brave enough to say the company is not completely there yet.

'Transparency is essential to any brand that wishes to talk about its sustainable credentials', John explains. 'As we have grown, we have always said it how it is. We're doing some things well, but we can improve in other areas. You can never stand still as a sustainable brand and therefore we need to acknowledge where we are coming up short and innovate where possible. If you communicate this, then I think customers appreciate the honesty.'

In the spirit of transparency and continued improvement, John has a request to make. 'I'm currently looking at how we can make eyewear an overall more circular process', he says.

'At the moment there is currently no effective way to dispose of old frames; too many individual component parts must be manually broken down by a human (at least cost effectively).

'I feel there must be a bit of tech out there that can grind and separate the components of a frame to be reused again for different purposes. I would love to hear about suggestions, so please drop us an email if you have any!' ■

FIND OUT MORE

- Email any ideas for breaking down old sunglasses to hello@palaeyewear.com
- View the full Pala range at palaeyewear.com

Sustainable sound

Introducing the next generation of wireless earbuds – designed using bamboo, aluminium and recycled plastic bottles

Audio brand House of Marley creates products that contribute to global reforestation and use sustainable materials. Its eco-conscious identity was created with Bob Marley's family, to continue a legacy of love for music and planet.

House of Marley's new Liberate Air wireless earbuds provide an alternative in a plastics-driven market. Crafted from bamboo, natural wood fibre composite made from sawdust, recyclable aluminium and a fabric composed of recycled plastic bottles – plus recycled silicone interchangeable ear tips – these earbuds provide a sustainable sound experience without compromising on quality.

EXTENDED LISTENING

Liberate Air earbuds have a nine-hour battery life and the case provides an additional 2.5 charges, totalling 32 hours' listening time – up there with the best on the market. They're perfect for everyday commutes, long journeys and extended listening sessions.

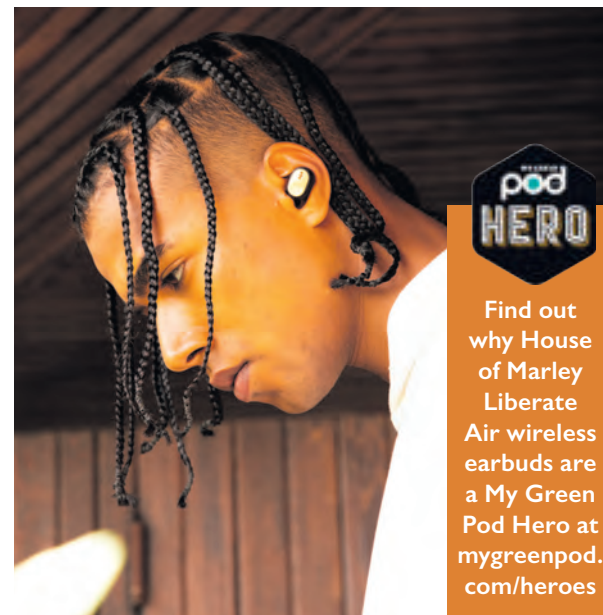
You can manage your music, calls and even Siri or Google Assistant with just a tap of the earbud. You can also use each earbud independently; switching into mono mode can conserve battery life and increase awareness of the world around you.

Designed for active lives and rugged environments, these earbuds are also sweat and weather resistant to an IPX4 rating.

SUPPORTING RESTORATION

'We wanted to ensure we provided a sustainably crafted alternative using consciously sourced and recycled materials', explains Josh Poulsen, House of Marley's director of product development.

Liberate Air's consciously sourced materials reflect House of Marley's mission as the first audio brand to craft products that include sustainable materials and contribute to global reforestation. The goal is to increase awareness of consumption and waste in the plastics-driven consumer electronics market.



Find out why House of Marley Liberate Air wireless earbuds are a My Green Pod Hero at mygreenpod.com/heroes

Buying the Liberate Air contributes to tree planting through House of Marley's Project Marley environmental give-back platform. Through donations to non-profit organisation One Tree Planted, House of Marley supports global reforestation, with 186,000 trees planted to date. ■

FIND OUT MORE

- More about the House of Marley is at thehouseofmarley.co.uk



Find out
why NOAH
organic
shoes are a
My Green
Pod Hero at
[mygreenpod.
com/heroes](http://mygreenpod.com/heroes)

BIODEGRADABLE SHOES

Worldwide, we throw away nine million tonnes of shoes each year – and even disposing of your footwear ‘correctly’ has a big environmental impact. As a solution, NOAH Italian Vegan Shoes has launched a range of organic shoes made from biodegradable materials.

THE PROBLEM WITH LEATHER

‘The footwear industry has a very heavy environmental impact; leather production is closely related to the production of meat; leather is not, as is often believed, a by-product’, says Massimiliana Delù, founder of NOAH Italian Vegan Shoes.

All leather is tanned in order to interrupt the biodegradation of the animal’s skin. According to some sources, leather shoes take at least 50 years to decompose, while today’s nylon trainers will still be around in up to 200 years.

In addition to preventing decomposition, leather tanning requires chemical products. The most harmful is chromium, which is toxic to humans. ‘The sole of your foot is very permeable’, Massimiliana tells us. ‘If you rub a cut clove of garlic on it, within seconds the rest of your skin will smell of garlic. Everything that comes into contact with the skin on our feet is absorbed very quickly by our body.’

READER OFFER

Use the code **NOAH-Hero15** to get **15% off**
NOAH Italian Vegan Shoes at noah-shop.com/en

These Italian vegan shoes are
cruelty free and won’t take
hundreds of years to decompose



FROM THE TOP
NOAH Mattia and Marzia biodegradable sneaker, beige;
NOAH Lisa biodegradable shoe, blue;
NOAH Mattia, beige

BIODEGRADABLE SHOES

To mark its 10th birthday, NOAH has launched a range of biodegradable vegan shoes with organic linen and cotton uppers and natural rubber soles. The insole is made from Tencel, cotton, kenaf and natural latex.

‘Cotton, linen, Tencel and kenaf take only a few months to biodegrade’, Massimiliana explains. ‘Natural rubber takes a little longer. Composting is possible, though it takes quite a long time due to the lack of UV exposure. Adding UV light destroys natural latex quite efficiently within a few years.’

The materials are all quite sturdy, Massimiliana assures us. ‘They can last for several years – though it’s important to avoid walking on surfaces wet with petrol or other aggressive solutions, as natural rubber does not like them.’

While Massimiliana agrees that recycling and sharing is important, she warns that shoes take on the shape of the feet and can influence – possibly negatively – the posture of the second person who wears them.

Thankfully, there are now lots of ethical possibilities when it comes to clothes and shoes, so everyone can decide what fits best for them. ■

FIND OUT MORE

- View the full range of NOAH Italian Vegan Shoes at noah-shop.com/en
- Read more about the meat and leather industries at noah-shop.com/en/without-leather.html

HEALTH & BEAUTY



Suma has launched a range of ethical body care products to rival mainstream options



Find out why Suma's Ecoleaf dishwasher tablets are a MyGreenPod.com Hero at mygreenpod.com/heroes.

Suma is a co-operative of 'ordinary people', built on the foundations of integrity and equality over 40 years ago.

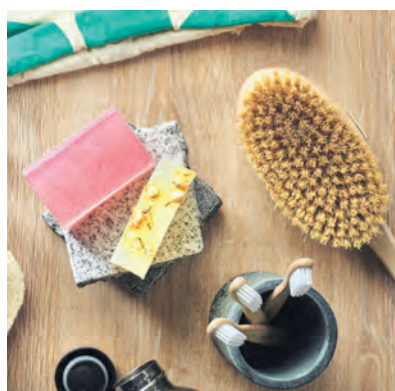
But if you think the UK's biggest worker co-op is all lentils and baked beans, think again. Suma has added a new ALTER/NATIVE range of body care products to the 7,000 vegetarian, natural and responsibly sourced products it supplies to businesses and communities around the UK and the world.

AN ETHICAL ALTERNATIVE

We're talking beautiful, small-batch, natural body care products, made in the UK and bursting with plant power. They present an alternative to the highly processed products commonly found on the high street. They're cruelty free, kind to the skin, Earth friendly and always vegan.

'We wanted to offer body care that provides a real alternative to the highly processed products you find on the high street', explains Suma member Mel Bates, who has overseen the development of the new ALTER/NATIVE range. 'We've worked with UK soap and body care makers to produce a mix of traditional fragrances and surprising combinations.'

The first products in the range were launched in May, and Suma is already seeing a real groundswell of interest. 'New mixes, like coffee and cedarwood, are proving particularly popular as people's curiosity is piqued', Mel tells us.



ABOVE
Ditch plastic with Suma's ALTER/NATIVE range of soap, shampoo and conditioner bars

CLEANSING BARS

Cleansing bars present the perfect opportunity to remove plastic from your hair and skin care routines.

Made in the UK from essential oils, the four shampoo and four conditioner bars from ALTER/NATIVE range from a traditional rose and geranium to the exotic coconut, argan oil and ylang ylang.

They've been created to cleanse the hair while indulging your senses with wonderful aromas. The vegan, cruelty-free and natural ingredients will help you smell – and feel – great.



SOAP BARS

Like the cleansing bars, ALTER/NATIVE soaps are hand-crafted in the UK with essential oils. They're vegan and free from palm oil, plastic and cruelty.

These richly foaming soaps come in a range of gorgeous colours and fragrances, from all-time classics such as rosemary and lavender to some surprising blends. Check out the cinnamon, orange and aduki bean bar for exfoliation benefits.

ALTER/NATIVE glycerine soaps are also vegan, cruelty free and in many cases palm oil free, too – so it's not just the mix of classic pairings and exciting combinations that set these soaps apart. Awaken your senses with palm-free coffee and cedarwood soaps.

The ALTER/NATIVE range is growing organically, with giftsets, skincare bars, hand wash, liquid shampoos and conditioners, in bulk and refills. ■



We wanted to offer body care that provides a real alternative to the highly processed products you find on the high street'

Mel Bates, member at Suma

FIND OUT MORE

- Learn about Suma's history, range and founding principles at suma.coop mygreenpod.com/heroes
- View the full ALTER/NATIVE range at suma.coop/alter-native

JANEY LOVES

Natural beauty expert Janey Lee Grace reveals 2019's outdoor summer essentials

There's an art to travelling light. In an ideal world you want personal care products that aren't messy and don't require too much water – oh, and that are also as eco as possible. Here are a few of my favourite products to slip into your backpack.

DRY SHAMPOO

Keep your locks looking lush – even if you can't wash them! I love the Organic Dry Shampoo from Tabitha James Kraan (£19, 15g); it helps to cleanse, refresh and balance and makes windblown hair easier to style. It comes in Fair or Dark, with a pouch refill available.

AFTER-SUN LOTION

If you do end up getting a little 'sun-kissed', try Green People's Hydrating After Sun Lotion (£16.50). It has a cooling effect on sun-heated skin, helps to reduce peeling and doubles up as a great body lotion any time of year.

NATURAL DEODORANT

Clearly you will want a deo – but make it a natural one! Scence Deodorant Balms (£12) are soothing and softening – they're vegan, natural, effective and free from aluminium, plastic and cruelty.

FACE TAN WATER

If you want to look glowing but haven't topped up the tan, you can't beat the Face Tan Water from Eco by Sonya (£28)! It's great for evening out skin tone and can be used instead of foundation.

NATURAL DEO FOR FEET

Don't forget your feet! Salt of the Earth Foot Spray (£5.99) has a cooling menthol fragrance, protects against foot odour and soothes tired feet.



AVOID INSECT BITES

Don't venture out – at home or abroad – without the incognito Insect Repellent. It comes as a spray (£10.99, 100ml) or a roll-on (£8.49, 50ml), and provides 100% protection against mosquitoes. I don't leave home without it!

BEAT HAY FEVER

If you're prone to allergies or hay fever, keep a pot of HayMax Allergen Barrier Balm (£6.99) in your bag. Suitable for all, this organic balm helps to trap pollen and dust before they get up your nose and cause a reaction.

GET A HEALTHY GLOW

You'll need vitamins to stay healthy and gorgeous! Altrient Liposomal Vitamin C (£39.99, 30 sachets) boosts immunity and gives you glowing skin! The high-strength nutritional supplement gets straight to the cells; just pop a sachet into any cool drink for 1k grams vitamin C.



JANEY LOVES PLATINUM AWARDS 2019

My Green Pod is once again the media partner for the Janey Loves Platinum Awards, which champion and promote the best natural products and services.

This year's winners will be announced at the week-long Flourish Platinum Awards pop-up shop at London's Hello Love.

Visitors will get the opportunity to buy non-toxic cosmetics, makeup and skincare from the great companies that entered 2019's Janey Loves Platinum Awards, and help to raise funds for the charity. We hope to see you there!

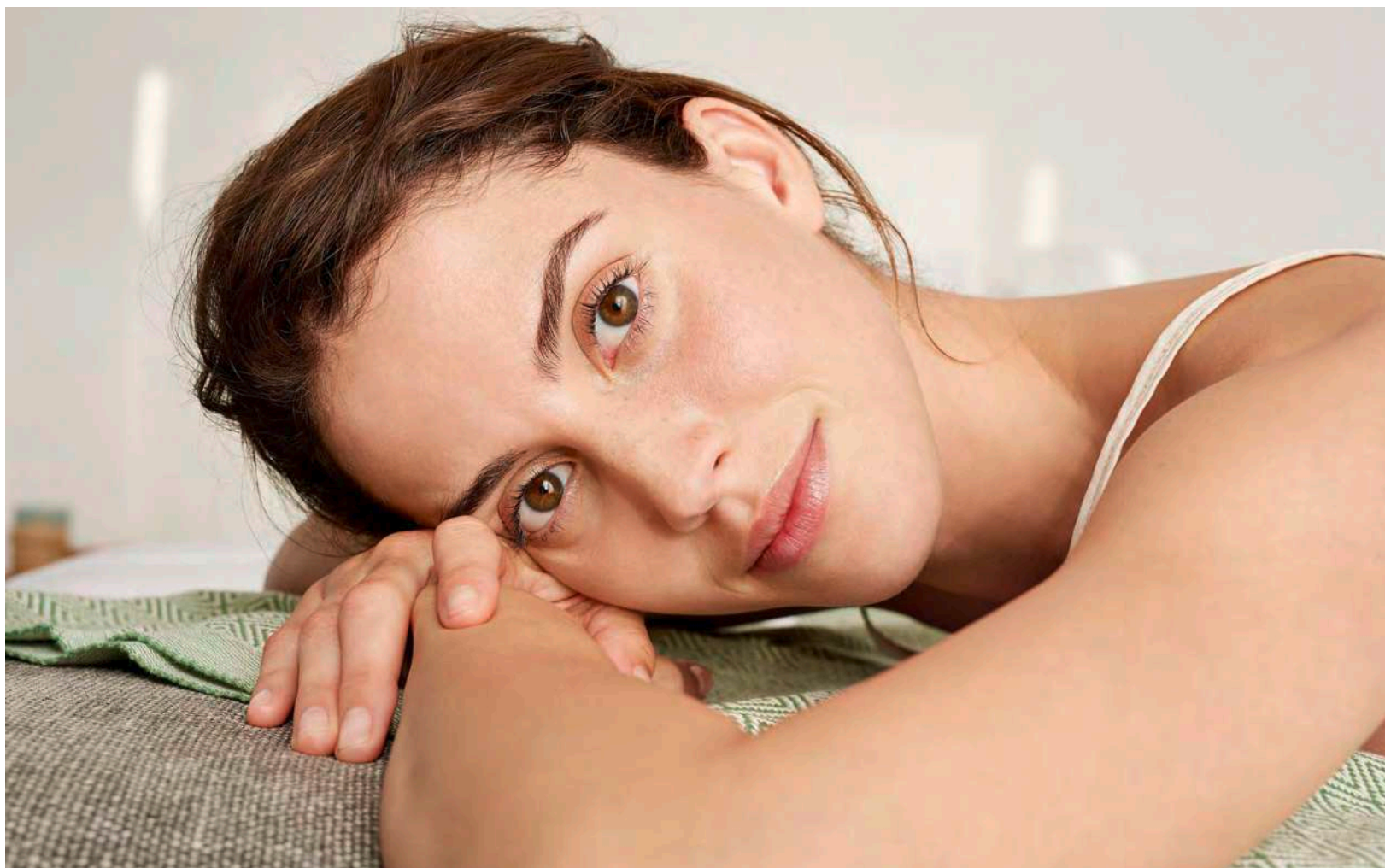
LEFT TO RIGHT

Tabitha James Kraan Organic Dry Shampoo; Green People Hydrating After Sun Lotion; HayMax Allergen Barrier Balm; Altrient Liposomal Vitamin C; Salt of the Earth Natural Deo for Feet; incognito Insect Repellent; Scence Natural Deodorant



FIND OUT MORE

- Read more of Janey's recommendations at imperfectlynatural.com
- Information about the Janey Loves Platinum Awards can be found at platinumawards.co.uk



Less is more

Natural beauty is no longer a niche – it's the trend that's here to stay

Last year, natural beauty officially went mainstream. Sales of certified organic and natural beauty products hit £86.5m in the UK as the sector experienced its eighth consecutive year of growth.

The shift to cleaner beauty products isn't just down to the Attenborough effect; granted we may have a clearer grasp of the harm toxic chemicals do to our skin and planet, but natural products are also more versatile and effective than ever before.

Miraculously, natural products can even perk up skin that's been battered by air pollution or suffering from the rising prevalence of sensitivities – hallmarks of the generations inheriting a polluted planet.

EXPERTS GO CLEAN

Beauty experts and makeup artists, too, are ditching quick chemical fixes in favour of products that help to repair and nourish the skin. Out go the synthetic polymers – 'liquid plastics' that lacquer your face with a suffocating mask – and in come the plants that make your skin look and feel its best.

'I love to use green beauty products because they harness the power of plants, and these have a real synergy with our skin', explains makeup artist Lou Dartford. 'Choosing skincare that is packed full of quality organic and natural ingredients means that skin gets the nutrition it needs but also knows how to use it – as opposed to cheap synthetic ingredients that the skin simply doesn't recognise.'



Find out why
Weleda Skin
Food is a
My Green
Pod Hero at
[mygreenpod.
com/heroes](http://mygreenpod.com/heroes)

THE MODEL ZONE

For 11 years Weleda has sponsored The Model Zone at London Fashion Week (LFW), which takes place 13-17 September 2019.

Tucked away from the media glare, this relaxing retreat provides a haven for models: they can unwind, rehydrate, eat healthy food, take off their makeup and be pampered with organic skincare. Outside The Model Zone, LFW makeup artists are also increasingly choosing organic skincare to prep models' often sensitive skin for catwalk shows and presentations.

BACKSTAGE BEAUTY HEROES

The iconic Weleda Skin Food, which is perhaps the beauty industry's worst-kept secret, is a go-to product backstage; it's the perfect primer for a youthful, dewy look, and can also be applied on top of makeup to gloss lips, slick eyebrows and highlight cheekbones. All the time it's nourishing and supporting the skin, helping it to heal and regenerate.

'As a makeup artist who focuses on glowing skin and enhancing natural beauty with a less-is-more approach, great skincare is so vital to any makeup look I create', says makeup artist Jennifer Beattie.

'Beautiful makeup always begins with great skincare underneath', Jennifer adds. 'I always use Skin Food or Skin Food Light on my clients because there really is nothing like them to achieve that naturally luminous, hydrated base that glows through any makeup on top.'

WELEDA SKIN FOOD

The LFW SS20 shows will take place in the middle of Organic September, and right on the tail of Organic Beauty Week (09-14 September). London Beauty Week (LBW), a new initiative from the British Beauty Council, also launches this September, so there has never been a better time to try the incredible natural beauty products that are now available on the market.

Some products have been around for decades; the Weleda Skin Food on shelves today is the same formulation that was launched in 1926, and its cult following has grown steadily ever since. Adele and Julia Roberts are just two of the A-listers who stash a little green tube of this wonder balm in their makeup bags. Victoria Beckham says she slathers it all over her body; like most people she wants results – and Skin Food delivers.

NO HIDDEN NASTIES

So what makes Skin Food so special? Well, the ingredients for a start. Extracts of gentle viola tricolor, calendula and chamomile are all carried in a thick, nourishing base of oils and beeswax. Equally important is what's not lurking inside the tube.

Skin Food is certified natural by NATRUE, the international Natural and Organic Cosmetics Association and certification standard. When a product carries the NATRUE logo, it means there are no hidden nasties and you can be confident that you're looking after the planet as well as your skin.

A tube of Weleda Skin Food is sold every 23 seconds; that's not just because it's an extremely affordable £7.95 – after all, Oxford Economics valued the beauty industry at £27.2 billion in 2018 – and it's not just because it's all natural. It sells because it works. Cracked skin? No problem. Dry patches? You're covered. Sunburn? Yep, that too. Earlier this year Weleda added new products to the Skin Food menu – the 'Light' version is great for delivering instant hydration in summer while the Body Butter and Lip Balm both use the original botanical extracts to bring all Skin Food's benefits to targeted areas.



SKIN FOOD SELFIES

Samples of new and original Skin Food products will be available during London Beauty Week from Weleda's vintage Nice Cream Van at Covent Garden Piazza, and on Skin Food Saturday and Sunday (14-15 September) you'll even be able to enjoy free postage at the online store at weleda.co.uk.

Over that weekend, Weleda is asking people to ditch the makeup in favour of just a little Skin Food, and share 'no-makeup

selfies' of their naturally beautiful face using the hashtag #skinfoodselfie. The idea is to share that when you look after your skin naturally, you can restore a beautiful radiance and you'll probably feel less need for makeup. Oil production is balanced, skin tone is evened and your face will feel smoother.

'Good skincare is the basis of all good makeup', says Lou Dartford. 'A good skincare regime ensures skin is looking its best, meaning less makeup should be needed and any makeup that is applied will sit better on the skin.'

TACKLING PLASTICS

Over the Skin Food Selfie weekend, Weleda will raise funds for the Global Penguin Society (GPS), the world's first coalition for the protection of penguins. Customers will be able to donate money to the cause – whether they buy a Weleda product or not – and every contribution will be matched by Weleda, doubling funds for the charity.

This campaign is part of a bigger partnership with the GPS; earlier this year Weleda teamed up with TerraCycle to ensure customers are always able to recycle its soft-touch plastic tubes. This has historically been a problem, as not all councils accept the partially recycled mixed plastic.



Weleda customers can now leave their empty tubes at a public drop-off location, or return their recycling by post, free of charge. The empties will be sent to TerraCycle and recycled into new materials. Every 10kg of Weleda packaging recycled with TerraCycle in 2019 will raise nearly £10 for the GPS, and help with the plight so heartbreakingly documented in the penguins episode of David Attenborough's *Dynasties* series.

Plastic packaging is in the spotlight at the moment; the shift in consumer consciousness is great news for the environment – but it can't stop there. Buying toxic products in eco packaging is not the solution. Make sure you look at what's inside the formulation as well. If plastics are a concern, consider moving away from the beauty and personal care products that contain synthetic polymers – 'liquid plastics' – that are flushed into the environment every time they're washed off your skin.

No clean beauty company will use these ingredients – not just because of public demand to go plastic free, but because truly ethical businesses don't prioritise profit over people or planet. For nearly 100 years Weleda has operated along anthroposophic principles, using organic and biodynamic ingredients to create products that are in service to both people and planet.

As demand for clean beauty products grows, so too will the greenwash: if we stay alert and continue to demand more from the sector, ethical, natural and organic beauty products – and the companies behind them – will continue to thrive. ■

FIND OUT MORE

- Learn about Weleda Skin Food at weleda.co.uk/skinfood
- Get involved at weleda.co.uk/skinfood-selfie
- Discover Weleda's approach to packaging at weleda.co.uk/packaging

There are pros and cons to living in an increasingly connected and high-tech world – but the radiation emitted by the tech we use every day is something we could all do without.

You can get away from your router or smartphone, but emissions from other wireless or mains-powered products – such as cell towers and wifi in the office or from the neighbours – is harder to escape.

MANMADE EMR

Electromagnetic radiation (EMR) is a form of energy that's organised on a spectrum and calculated in Hertz (Hz). It spans a vast range of wavelengths and frequencies; at one end of the spectrum there are long waves with short frequencies like the EMR from a standard power outlet. At the opposite end are short waves with very high frequencies, like X-rays and gamma rays.

Sunlight is an example of naturally occurring electromagnetic radiation, but our dependence on electricity and ever-advancing technologies means our exposure to manmade electromagnetic fields (EMF) has increased to levels millions of times higher than the natural levels of EMF our bodies have evolved with.

EMR AND THE HUMAN BODY

Constant frequencies like a wifi signal and other sources of EMR can aggravate your body and cells. Prolonged exposure to these frequencies starts to irritate the sympathetic nervous system, which in turn interferes with electrical impulses of the body, affecting cellular communication.

Because EMR affects us at a cellular level, it can cause DNA damage, affect the blood-brain barrier and increase calcium levels in our cells. Research suggests that this can lead to serious health risks including cardiac problems, cancer, sleep disruption, infertility and neurodegenerative disease.

EMR is like a foreign frequency to our bodies, causing it to produce an immune response. Symptoms can differ from person to person depending on individual sensitivity and the level of EMF exposure, but they commonly include nausea, headaches, fatigue, tinnitus, dizziness, poor sleep, skin rashes and heart palpitations.

Whether you feel you are sensitive to it or not, everyone is affected by electromagnetic radiation – though infants, children and pregnant women are most at risk.

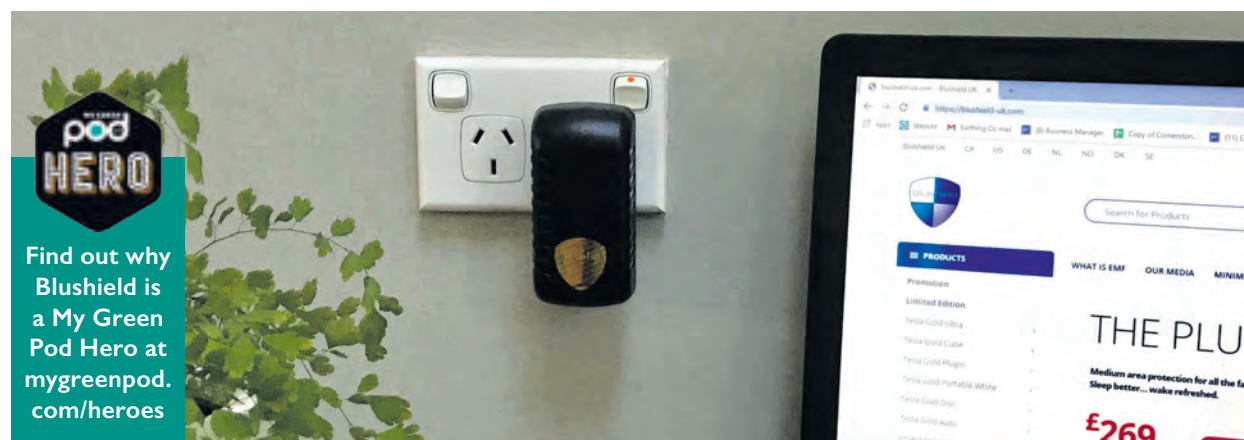
GETTING AWAY FROM IT ALL

It's a challenge to entirely remove ourselves from electromagnetic fields. Smart meters, wifi routers and wireless devices such as mobile phones and tablets – the very fabric of today's society – all emit high levels of electromagnetic radiation.

Some people choose to minimise their exposure by living off the grid and avoiding EMF-emitting technology and appliances. A limited number of areas – known as 'green' or 'white' zones – have been designed to be free of manmade EMF.

PROTECTION FROM EMR

In a powerfully connected world, here's a way to shield yourself from electromagnetic radiation



There are some simple steps you can take to reduce your exposure, such as turning off your wifi router when not in use – particularly at night. Mobile phones and tablets should also be turned off or switched to flight mode when not in use.

EMF exposure is reduced with distance, so keeping your mobile phone away from your head and body and not sleeping close to smart meters or power boards will help to reduce your exposure. Using ethernet cables rather than relying on wireless connectivity for your devices is also an option.

In addition to minimising your exposure to electromagnetic radiation wherever possible, you can use a Blushield device to help strengthen the immune system and allow the body to heal.

OVERRIDING EMFS

Blushield products use a symphony of natural frequencies within the human range of frequency response to protect you from the negative effects of electromagnetic radiation.

The technology does not block EMFs; instead, the devices work by emitting millions of natural scalar frequencies with which our body resonates ('sympathetic resonance').

By providing a stronger signal – one which our body can understand and attune to – a Blushield device enables us to ignore or override the powerful manmade EMFs, and helps to protect our body at a cellular level from its negative impacts.

CHANGING YOUR BLOOD

Before using Blushield, blood tests show ghosting of red cell membranes due to their weakened state. The tests also show red cells bunched together and of irregular shape, as well as some parasite and

crystallisation taking place in the blood. After using Blushield for three months, the red cells had stronger membranes, a more regular shape and distribution and fewer parasites.

LESS STRESS, BETTER SLEEP

Blushield devices help to create the right coherent environment for your body to heal. Toxins get released, more energy is made available and nutrients get delivered into the cells where they are needed.

You may feel this initially by experiencing a 'detox' effect when first using the device, and then by the improvement in both the physiological and biochemical functioning of the body.

Most people experience increased energy levels, better sleep, less stress and an overall better sense of wellbeing. Many people also notice improved clarity, focus and mental performance. Some report aches and pains disappearing, which may be due to the release of stress on the body. This normally happens within weeks of using the Blushield.

A Blushield Portable device can be used when you're out and about so you are protected 24/7, as EMFs surround us in our daily lives. The Blushield Cube is also a useful addition to any large workplace or office as it covers a larger radius.

Scalar energy is found in nature and is therefore a frequency that our body has evolved with and can understand. By resonating or 'tuning into' Blushield's natural scalar frequencies, your body can perform the way nature intended. ■

FIND OUT MORE

■ More about Blushield and how the products work is at blushield-uk.com



Ethical toys

This new subscription service lets you swap instead of shop, helping to divert unloved toys from landfill

In research by the British Heart Foundation, one in five parents admitted their children lost interest in a toy in the first 11 hours of play. With the majority of the nation's toys made from plastic, this means discarded toys are often sent to landfill in perfect working order.

According to a survey of 2,000 parents, commissioned by toy subscription service Whirli and performed by Sapio Research, parents estimated 23% of toys received were unloved within just one week.

Nigel Phan set up Whirli in a bid to address these very issues. By swapping instead of shopping, kids can find toys they really love and parents can avoid forking out on a toy that never gets played with – or that ends up in the bin.

REUSE AND REDUCE

For safety reasons, toys have a built-in durability that makes them a perfect candidate for 'reuse and reduce'. Aside from the environmental benefits, it also pays to swap – especially since many toys don't get much long-term use. A basic Whirli 'Toy Sack' subscription gives parents access to toys that would be nine times

more expensive if bought brand new. For £9.99 per month you get up to 90 tokens – the equivalent of around £90 to spend. Pricing options go up to £29.99 per month for a 'Toy Chest' (270 tokens).

You can browse the extensive options on the Whirli website and select toys your kids really want; when they've lost interest the toys are simply swapped for something else. It is a brilliantly flexible service.

BENEFITS FOR ALL THE FAMILY

A Whirli subscription can help to stem the tide of toys into an already crowded home. It also provides a range of age- and skill-appropriate toys that help with social, emotional and physical development.

'They're not bothered about that, though!', Nigel laughs. 'They just love seeing the Whirli box arrive and the excitement of unboxing their new set of toys. They also start to understand the concept of swapping and trading – that it's not just a one-way flow of toys into their home. The idea that another little boy or girl will be thrilled to receive their unwanted toys teaches them about the lifecycle of a toy beyond the life it has had with them.'

CATERING FOR ALL

Whirli sources its toys from all the major and smaller, independent toy manufacturers, and each one meets UK and EU safety standards. The service caters for babies up to seven-year-olds, with the range for older children set to expand as the business grows.

'We cover all interests', Nigel explains; 'pretend play, open-ended play, electronic learning, STEAM, brain games, action figures, dolls, garden toys, ride-ons, fancy dress and many more!'

All toys are cleaned and sterilised thoroughly before being sent out, as well as being checked for safety and missing pieces. After an order has been placed, most toys are dispatched within 24 hours and should take no more than two days to be delivered.

GIVING THE TOYS BACK

The toys don't all need to be returned at the same time, meaning kids can play with them for as long as they like. 'There's nothing worse than prizing a toy away from a reluctant child!', Nigel tells us, 'so if a child wants to keep a toy, their parent can either buy it from us for a residual fee equivalent to the diminished value of the toy, or keep it for nine consecutive months and it becomes theirs forever.'

A pre-paid Royal Mail label is included in every Whirli box, along with some resealable tape. For oversized or heavy items, Whirli offers a DPD collection service.

And if a toy is damaged? 'Firstly, don't worry', Nigel says. 'We know children aren't always the most careful with toys. We want to reassure parents that normal wear and tear is totally acceptable and a given with young children. Just let us know and we can assess whether the toy is still usable and meets our standards. If not, at most we'll charge a residual fee equivalent to the diminished value, so parents don't end up being charged more than the toy's retail price. For any questions or concerns, our friendly customer service team is always ready to help.'

Whirli is still a young company, but it's proving a popular choice for parents. As well as decluttering their homes, they're providing their kids with an ethical stream of toys that will be loved and used again and again. ■

FIND OUT MORE

- Browse the range of toys available from Whirli at whirli.com/browse-toys
- View Whirli subscription options at whirli.com/pricing

The Whirli toy subscription service caters for all interests



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



Sleep *easy*

Is organic wool bedding the most ethical way to get a good night's sleep?

Trouble sleeping? There are many possible explanations – from bacteria, dust mites and allergens to toxic chemicals, overheating and even animal welfare concerns.

Hollow fibre and microfibre duvets are made from polyester, a synthetic material derived from petroleum. The toxic chemicals used to create polyester pollute the environment and remain in the fabric that covers you in bed.

Down is a natural, longer lasting alternative that's also an effective insulator, but these duvets bring animal welfare concerns: the feathers used are in some cases plucked from ducks and geese while they are still alive.

Scientific studies have shown that sleeping with wool bedding increases regenerative sleep by 25% when compared with other bedding types – and when the wool's organic, you can rest your mind over animal welfare, too.

Organic certification ensures sheep are reared, fed, sheltered and transported with consideration for their wellbeing; cruel practices are prohibited and animal stress is minimised.

TEXTILES FROM THE PENNINES

Shaun and Julie Daniel, founders of Luna Textiles, have been manufacturing and developing beautiful organic wool bedding in the UK since 2002. All the wool in their Natural Comfort GOTS-certified organic products is sourced from British Wool, which in turn is supplied by organically certified British farms.

The mill is situated high in the Pennines on the border between Yorkshire and Lancashire: two counties with a long history of producing some of the finest fabrics and textiles in the world.

'The reason so many mills were situated in this area is to do with the weather conditions', Shaun explains. 'All natural fibres are processed through the textile machines to a higher quality if the atmospheric conditions are damp. The Pennines frequently benefit from this type of weather.'



HOW SHEEP GET IT RIGHT

Wool fibres are hygroscopic, which means they absorb moisture. They can, in fact, absorb more than 30% of their weight without feeling wet or damp – which is great news for sheep grazing on the damp Pennines. It's also good news for anyone looking for a good night's sleep.

When wool absorbs moisture from humid air, a phenomenon called 'heat of sorption' means it also gets warmer. Conversely, when wool loses moisture by desorption in low humidity it becomes cooler. 'This can reduce the effect of sudden changes in night-time temperature', Julie says, 'and it greatly enhances insulation and comfort.'

If wool absorbs 35% of the water vapour in a humid atmosphere, such as your bed when you're sleeping, it quickly produces as much heat as you'd get from around eight hours with an electric blanket. When the reverse occurs and wool loses moisture in a dry atmosphere (by desorption), it will cause an equivalent cooling effect.

'A wool duvet works in harmony with the human body as it enters the different phases of sleep, in all climates and at all temperatures', Shaun explains. 'It achieves this through the naturally occurring insulating and cooling effect of wool. There's no other known fill type for duvets that can do this as efficiently as wool can.'

The natural properties of wool could also put an end to bed-sharing frustrations. Much as you may love your partner, you probably don't want to sleep at the exact same temperature; it's not uncommon to spend half the night kicking off the duvet, only to wake up re-covered and in a sweat.

'We are regularly asked if a wool duvet would benefit sleeping partners who prefer warmer or cooler duvets', Julie says. 'The answer is yes: the wool will react to the individual's body temperature and not affect the person next to them. As an example, ladies at that certain stage of life where temperature fluctuation is an issue could benefit from using a Natural Comfort duvet.'

WOOL VS DOWN

While wool duvets help to regulate humidity and temperature as you sleep, down and feather fills trap moisture and can create a clammy feel. This is

are sheared as part of a good animal husbandry requirement.'

Luna Textiles supports British farms and has received a British Wool Crook Mark award, verifying that the wool used in its Natural Comfort range is 100% British and purchased through the British Wool scheme.

The Natural Comfort range has also received GOTS (Global Organic Textile Standard) certification, which is recognised as the world's

'With wool, the sheep are sheared as part of a good animal husbandry requirement'

dust mite resistant and prevents bacterial buildup. This means anyone who suffers from chemical sensitivity, asthma or allergies could benefit from using a wool duvet or other products from Luna Textiles' Natural Comfort range.

Naturally fire resistant and durable, Natural Comfort wool bedding will provide many years of service – and wool products can be composted at the end of their useful life.

'A pillow should always be changed at least every two years', Julie advises, 'whereas a duvet and mattress protector can last for up to 10 years with no change in its performance.'

Natural Comfort products will benefit from a regular shake – and pillows a regular plumping. Where possible they should be exposed to sunlight and a regular airing to allow the fibres to breathe and prevent allergens from building up. They can all be dry cleaned using good-quality eco-cleaners.



The organic wool used in Luna Textiles' Natural Comfort bedding is from sheep that lead a free-range life in the Pennines – an area with a long history of producing some of the world's finest fabrics and textiles



Find out why Luna Textiles organic wool bedding is a My Green Pod Hero at mygreenpod.com/heroes

just one of the reasons why Shaun feels the most noticeable difference between a wool and down duvet is sheer comfort.

'A wool duvet tends to be quieter and softer, as some feather and down duvets can suffer from quills penetrating through the fabric. The quills can also produce noise as they snap and break', he explains. 'A Natural Comfort wool duvet will not form empty pockets or cold spots, and nor will it clump together.'

ANIMAL WELFARE

The bedding in the Luna Textiles Natural Comfort range promotes and guarantees animal welfare and protection of the environment, so you can rest assured that no animals were harmed in their production. 'Down is a by-product from the food chain', Julie tells us. 'With wool, the sheep

leading processing standard for textiles made from organic fibres. It defines high-level environmental criteria along the entire supply chain and requires compliance with social criteria as well.

To gain certification, the animals must be reared on organic feed and grazed on organic land, and free to pursue their natural behaviour with plenty of space outside and a free-range life. The farmers must take a preventative approach to disease, so animals are not routinely treated with antibiotics, wormers or pesticides.

ALLERGENS AND TOXINS

There are far fewer allergens associated with wool than with down – and unlike down, wool duvet fillings don't require harsh chemical cleaning.

As well as being low in allergens and free from harmful chemicals and toxins, wool bedding is also

QUALITY AND LUXURY

Luna Textiles' Natural Comfort range is the result of a vision to manufacture high-quality natural fibre bedding products to match and better the standards seen in other luxury bedding types.

Highly skilled machinists hand-finish the bedding products, which are made from the best cottons and finest white British wool to bring a level of quality and luxury previously unseen in this kind of bedding. The Natural Comfort range would benefit anyone who wants to get a good night's sleep under an ethically sourced and manufactured duvet – while at the same time promoting British manufacturing and farming. ■

FIND OUT MORE

■ More about Luna Textiles bedding is at lunatex.co.uk

skip the skip

Buying or selling a secondhand kitchen diverts valuable resources from landfill – and leaves you quids in



Find out why
The Used
Kitchen
Company is
a My Green
Pod Hero at
mygreenpod.com/heroes

Over the last 13 years, The Used Kitchen Company has recycled thousands of used and ex-display kitchens from showrooms and private homes, helping to divert tonnes of secondhand kitchens from landfill.

Looeeze Grossman started the company when internet selling was still a relatively new phenomenon. 'I was asked if it would be possible to sell a kitchen online', Looeeze tells us. 'I soon realised that hundreds of thousands of tonnes of waste were being produced each year by people discarding perfectly reusable kitchens.'

RIPPING OUT KITCHENS

During the renovation process, builders tend to rip up old kitchens and throw them in the skip. 'These kitchens are often very new, and equipped with stone worktops and high-end appliances', Looeeze tells us. 'All these materials make a kitchen highly reusable and resaleable.'

For Looeeze, selling an old kitchen seemed an obvious way for homeowners to make cash to put towards their new kitchen project. 'Buying a secondhand kitchen directly could be an even better way of getting your hands on a cheap high-end kitchen', she explains.

By selling kitchens online through The Used Kitchen Company (TUKC), Looeeze has created a way for both buyers and sellers to recycle their kitchens and make money in the process.



EX-DISPLAY KITCHENS

On launching TUKC, Looeeze discovered that kitchens in showrooms are frequently replaced with new displays. She found that existing kitchens were either sent directly to landfill or placed in storage, never to be seen again.

TUKC has now disrupted this cycle, and sells for over 650 showrooms across the country. The

discounts are huge: the average ex-display kitchen is sold with 50-70% off its RRP, with used kitchens even further reduced.

FINDING NEW HOMES

TUKC has over 18,000 registered buyers on its website, so Looeeze can usually find an old kitchen a new home. 'We have sold a number of celebrity kitchens', she tells us, 'whose owners have loved the idea of their old kitchens being saved from landfill and finding happy homes.'

Every kitchen can be viewed in person, even if it has already been dismantled. Once a buyer has been found, the process of relocating a kitchen normally goes very smoothly, and the kitchen can often be delivered within days of purchase.

TUKC works with a number of independent kitchen fitters, who will carefully and professionally dismantle the kitchen and deliver it. 'We normally sell kitchens as a whole', Looeeze explains, 'but we may sometimes sell high-end, top-of-the-range large appliances separately, like a Wolf range cooker or a Sub-Zero fridge.'

DIVERTED FROM LANDFILL

In recent estimations, TUKC has saved over 12,000 tonnes of kitchen waste from landfill to date. Its sustainable philosophy has also promoted a culture of reuse in the interior design industry as a whole, from kitchens to bathrooms. Homeowners are increasingly considering how they can recycle or reuse all aspects of their home during renovations.

TUKC has scooped a number of awards and appeared regularly in national press; it has even been endorsed by Kevin McCloud of *Grand Designs*.

Looeeze puts the company's constant year-on-year growth down to its efficient and customer-friendly service, as well as its great track record for giving old kitchens new homes.

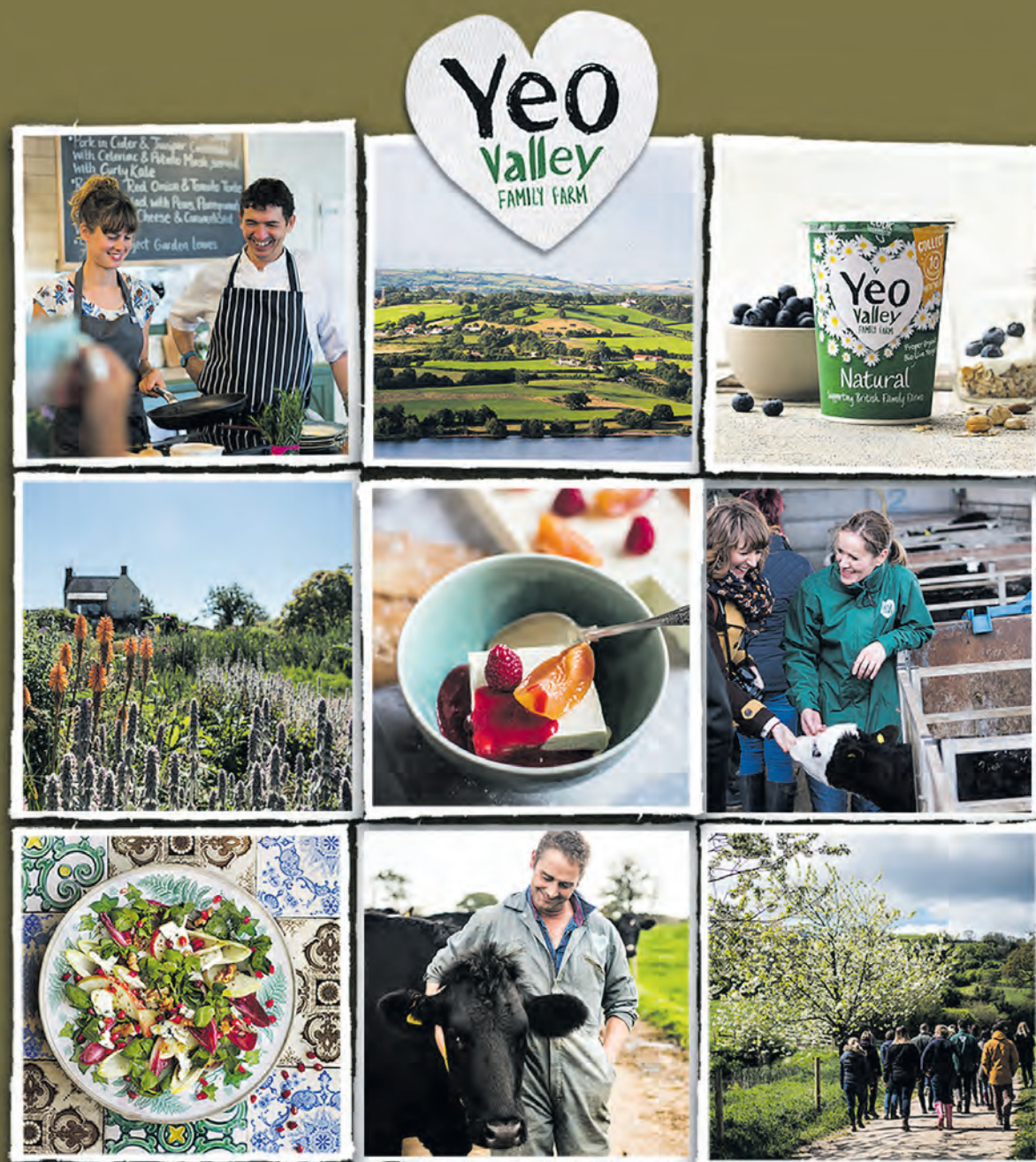
'I am immensely proud of the concept that I have created, shaped and driven for the past 13 years', Looeeze tells us. 'Seeing homeowners own the kitchen of their dreams – for an affordable price – has been truly rewarding.'

Knowing TUKC has also been a major force in cutting back on unnecessary kitchen waste is another huge buzz for Looeeze and her team; it provides a motivation to convince more homeowners to recycle their kitchen.

'Within the next five years', Looeeze says, 'we expect that people will view recycling their kitchens in as familiar a way as recycling their plastic.' ■

FIND OUT MORE

- Find or sell a kitchen at theusedkitchencompany.com
- Talk through the buying and selling process by calling TUKC on 020 8349 1943
- Get a free valuation by completing the form at theusedkitchencompany.com/value-my-kitchen



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Restoration through an *organic* REVOLUTION

Clare McDermott, business development director at Soil Association Certification, believes choosing organic is a form of direct action

Eating and growing organic has been something of a revolutionary act for over 70 years – but recently, it feels like the momentum to save the planet has become unstoppable.

Brilliant campaigners, like Greta Thunberg, David Attenborough and Extinction Rebellion, have been joined by thousands of global citizens, many of them schoolchildren, to demand real and radical change from politicians, businesses and each other.

The accompanying narrative is also changing, with an acknowledgement that action is needed urgently. Indeed, *The Guardian* has even changed its editorial guidelines: ‘climate change’ now reads ‘climate crisis’.

Food and farming will play a huge role in how – and if – we ever manage to tackle the crisis. Our government’s world-leading commitment to hit net zero by 2050 is commendable, but we need to make sure this is part of a larger ambition – and not score own goals by pursuing net zero at the cost of all else.

THE ROLE OF ORGANIC FARMING

As well as reducing emissions, we must also restore our environment. We need to support a way of farming that will return insects, pollinators and birds to our countryside, increase soil health and produce healthy, nutritious food that everyone can enjoy.

Organic food and farming can do all that. Recent research by the French think tank IDDRI shows that if all of Europe were organic, everyone could eat a plentiful, healthy diet – even with a growing population – while supporting a way of farming that helps to restore nature and reduce emissions.

This wouldn’t be without what some might see as difficult choices and lifestyle changes; the IDDRI model only works if we *all* change our diets.

ANIMALS AND SOIL HEALTH

Crucially, we need to eat less meat – but this doesn’t mean we should stop eating meat all together. Pasture-fed animals like cows and sheep have a critical role to play in sustainable ‘closed-loop’ farming because of the way they recycle nutrients into the earth through their manure, building soil

health and fertility without chemical fertilisers.

What we can all do with less of, though, is intensively farmed meat. Keeping animals in overcrowded conditions where disease can spread has led to the overuse of antibiotics.

Fed on imported soy and grain, intensive production has contributed to deforestation in other parts of the world. The mantra of eating less, but better, meat is one that needs to be taken to heart if our diets are going to help, not hinder, the fight against climate change.

ORGANIC SEPTEMBER

Organic September, the annual month-long celebration of sustainable food and farming, will show how easy it is for all of us to make a positive change in the world through the food we eat, the clothes we wear and the beauty products we use.

Simply choosing organic whenever you can is a powerful form of direct action. Organic farmers work

with nature to produce nutritionally different food, farm animals are always free range and routine use of antibiotics is avoided. Organic food is also free from controversial additives and GM.

SUPPORTING CHANGE

Help support the organic movement by visiting an independent organic retailer or buying organic milk at the local supermarket. By choosing organic you are helping to improve the food system and supporting a wider movement of change, which is now right at the heart of real, workable, proven solutions to the biggest crisis facing all of us – now and in the future.

During Organic September, events will be taking place up and down the country in stores and online; new products will be launched and there will be lots of fresh, in-season products to try.

An Organic Discovery Guide will help food lovers discover more about organic, with myth busters to sort the facts from the fiction, hints and tips for going organic, recipes, competitions and more.

Don’t forget to show some love to your local independent retailer on Organic September Saturday, on 14 September. If everyone switched one product to organic, it would make a huge difference. ■



FIND OUT MORE

■ More about Organic September, including events and how to get involved, is at soilassociation.org/organicseptember

PHOTOGRAPHY ISTOCK



**a nation can only
be as healthy as the soil
it stands upon'**

The Great Restoration



Find out
why the
Culinary
Caveman's
Green Gaia
Goodness is
a My Green
Pod Hero at
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The Culinary Caveman explores how we can restore our connection to nature

Famous for co-editing *The New Testament* in the Original Greek in 1881, Brooke Foss Westcott also had this to say: 'The restoration of man and nature are placed side by side'. Simply put, we are a part of nature.

We can only restore ourselves when we restore our connection with nature and all living things. In this quest we all share a common unity, and indeed we can only accomplish restoration as a community.

A shared community is a sustainable, self-maintaining system – one that will become imperative as we witness the end of the cultural systems artificially and unsustainably driving us towards extinction.

New systems of cultural existence will be required, ones that put health – of the planet and all living entities – before wealth.

CHANGING SYSTEMS

The easiest way to begin to restore this connection with nature is to go for a slow walk – in the nearest woods, across a meadow or along a coastline.

Take in all the different plants, their different shapes and colours; better still, do a little foraging (for simple plants such as a mint, elderflower or blackberry, buy the pocket-sized edition of *Food For Free* by R. Mabey). This simple reconnection can help us all to understand that we have a common unity.

With a greater appreciation of nature, the more abhorrent its current desecration will appear. It will simply become common sense to change systems, including the agricultural system.

We will see the need to ban deadly chemicals, revive crop rotation, divide mono-cultural fields into tens of thousands of permacultural smallholdings (repealing the Enclosure Acts and freeing the land), use natural fertilisers and insect repellents and, vitally, restore the soil – because a nation can only be as healthy as the soil it stands upon.

EVERYTHING STARTS WITH SOIL

The earliest settlements and civilisations were only able to take root and flourish because they had extremely fertile soil. The rivers poured with the melting ice at the end of the Ice Age, rich in minerals from the ice-scraped rock.

Yet today our soil is nearly barren; many people are also deficient in a multitude of minerals and vitamins, because the minerals in our diet should come from plants grown in mineralised soil.

IN HARMONY WITH NATURE

We need a restoration of a sustainable cultural existence, because there is no question that the last time we lived in harmony with nature, our species had little to worry about.

The restoration might appear a daunting task, but our transition will happen organically because it's the right thing to do. It must ideally be from our own free will and not forced upon us as a consequence of a cataclysm – or barbaric, ruthless politicians and industrialists.

LIVING THROUGH AN APOCALYPSE

When Natural Law is restored, then we will really be living through apocalyptic times.

The word apocalypse actually means 'lifting the veil of truth'. The veil in this instance is the very culture we live by – which, through thousands of years of social engineering and cultural memes, has legitimised and perpetuated our damaging and unequal cultural existence.

The apocalypse is only going to be bad news for those who uphold or inhabit the highest echelons of this depraved and dysfunctional cultural existence. For most it will be the beginning of a brighter, sustainable future.

The time of restoration is upon us. Vive la révolution. ■

FIND OUT MORE

■ More about the Culinary Caveman is at theculinarycaveman.co.uk

SWITCHING TO AN ELECTRIC CAR



Robert Llewellyn says there's a perfect electric car for everyone, and reveals six of the best already out there

Just as manufacturers can't keep up with the demand for electric cars, mainstream media correspondents can't keep up with the colossal leaps being made in the technology behind them.

You may well be blissfully unaware that there is now an array of affordable, attractive, high-performing electric cars with a range of 150-300 miles – more than enough for the vast majority of people.

Electric car charging points are being rolled out across the UK (there are already more than 14,000), but the thing that surprises most people is that they do 95% of their charging at home.



Waking up at home with a fully charged battery is a liberating experience – especially at a cost of around 2p per mile. For reference, fuelling a diesel or petrol car can cost 10-15p per mile.

This means that while the up-front purchase price is usually a little higher, electric cars are already cost-competitive when you consider their Total Cost of Ownership (TCO).

What's more, with a fraction of the parts that the combustion engine relies on, servicing an electric car is much cheaper, too.

NOTHING TO BE AFRAID OF

The other things that typically surprise those new to electric cars are their incredible acceleration, how relaxing they are to drive and the fact that they are loaded with much more advanced tech.

Oh, and if you are concerned by air pollution or climate breakdown, coupling your car to clean electricity from a renewable energy supplier means your car will be emission free.

And no, the electricity network won't go down. The National Grid is on the record as being relaxed about the expected surge in electric vehicle sales.

So when you are ready to switch from your polluting petrol, diesel or hybrid to pure electric, there is really nothing to be afraid of. Quite the opposite.

SUPPLY AND DEMAND

From my personal experience, it's clear that Brits are ready to embrace electric cars in big numbers, but it is frustrating that car companies are already struggling to match demand.

If you were interested in a Hyundai Kona, for example (I've been driving one for a few months and it's great), you may have to wait 12 months to get your hands on one.

Why is this the case? Well, it's a good question – especially when you consider the fact that in Norway 60% of new car sales are pure electric, compared with an anaemic 1% in the UK.

MAKING THE SWITCH

Having driven electric vehicles for around a decade – from when there really was no infrastructure and the cars in question were somewhat 'aesthetically challenged' – I can confidently say there is now a new or used electric car out there for you.

As is the experience of the thousands of EV drivers I meet, once you switch, you really will wonder why you didn't do it sooner. ■

FIND OUT MORE

■ Watch the channel and discover more about clean energy and electric vehicles at **FullyCharged.Show**

SIX OF THE BEST

In 2020 another slew of affordable electric vehicles will arrive in the UK, including cars from Audi, Honda, Jaguar, Mercedes, MG, Mini, Peugeot, Seat, Skoda, Vauxhall and VW. Here are six of the best on sale right now.

Renault Zoe (2019 version) Size: Supermini Range: 200 miles From: £25,000 or £375pcm	Nissan LEAF (2019 version) Size: Hatchback Range: 215 miles From: £35,895 or £450pcm	Kia e-Niro (2019 version) Size: SUV Range: 235 miles From: £32,995 or £400pcm
BMW i3 (2019 version) Size: Supermini Range: 145 miles From: £31,680 or £375pcm	Hyundai Kona (2018 version) Size: CUV Range: 245 miles From: £32,845 or £375pcm	Tesla Model 3 (2019 version) Size: Saloon Range: 280 miles (long-range version) From: £49,440 or £700pcm



CLOCKWISE
Renault Zoe; BMW i3; Hyundai Kona; Nissan LEAF; Tesla Model 3; Kia e-Niro; Robert Llewellyn with the Jaguar I-PACE



FULLY CHARGED

- Launched by actor, presenter and writer Robert Llewellyn (*Red Dwarf*, *Scrapheap Challenge*) nine years ago, *Fully Charged* is a fun, informative series that covers a wide range of renewable technologies and electric vehicles – from scooters to ships – as well as news about all the latest electric cars that are coming to market.
- With more than 400 free episodes on YouTube, weekly podcasts, a website packed with news, views and reviews and an award-winning exhibition, *Fully Charged* is the destination for everything electric.
- The world's no.1 clean energy and electric vehicle channel receives around 3m monthly YouTube views and is growing at an astonishing rate.



Electrifying taxis in Cambridge



In a cash-strapped sector, one company is offering financial incentives to encourage communities to clean up their air

According to the Royal College of Physicians, every year an estimated 40,000 premature deaths in the UK can be attributed to poor air quality, with an annual cost to society of £20bn. At the same time, the UK Government is facing substantial fines from the EU for repeated breaches of air quality directives.

Together, these factors have placed air quality firmly on the political agenda, and led citizens to demand action.

AIR QUALITY IN CAMBRIDGE

Like many urban areas, Cambridge has an air quality problem. Despite bike use being among the highest in the UK, Cambridge has a congested road network and the average level of nitrogen dioxide (NO_x) in the city centre is above the health-based National Air Quality Objective (NAQO) level.

In recent years air quality has been improving, slowly, in most parts of Cambridge, but there are parts of the city, including the busy central streets, where levels NO_x continue to be higher than the legal limits.

The main source of NO_x in Cambridge is from vehicle emissions, so Cambridge City Council has developed an Air Quality Action Plan that focuses on ways to reduce these emissions as well as other sources of air pollution.

With an estimated 80% of locally derived NO_x emissions in Cambridge city centre caused by traffic and 9% by taxis, the council has set a target for 30% of the city's taxi fleet to be electric or petrol hybrid by 2023 – and 100% electric or petrol hybrid by 2028.

BUILDING A NEW NETWORK

Cambridge City Council has commissioned Swarco and its partner, Electric Blue, to create a network of 18 Rapid (50kW DC, 43kW AC) and three Fast (7kW AC) electric vehicle (EV) chargers, each with two charging bays, strategically located to support the use of electric taxis (e-Taxis).

Founded in 2015, Electric Blue provides EV chargers and services for the UK taxi market, for both public and private use. All its EV chargers are powered by suppliers that provide 100% renewable energy.

Electric Blue was one of the first companies to focus on e-Taxis and has several local authority customers in Hertfordshire, Coventry, Sunderland, Oxford, Essex and the North East. Its target is to support the conversion of over 315 e-Taxis within five years.

While there's no lack of local will to improve air quality, there is often a lack of funding – so Electric Blue came up with an

innovative way to raise money in a cash-strapped sector. Its mission is to help the UK to reduce pollution, boost health and meet legally binding climate change commitments – all while seeking to deliver financial value to its customers and investors.

RAISING CASH FOR CHARGERS

In 2018 Electric Blue launched a Bond Offer through Ethex to raise £350,000, which is being invested in the installation and management of an EV charger network to support Cambridge City Council in the drive to electrify the city's taxi fleet. The 18 Rapid chargers and three Fast chargers will be installed in Cambridge before the end of 2019.

£250,000 has been allocated to the capital costs of the charger network, to match funds provided by Cambridge City Council and the Office for Low Emission Vehicles (OLEV). The remaining £100,000 will cover operational expenditure, including servicing and maintenance of the chargers, insurance and the back office for five years.

LOCALS TAKE POWER BACK

The charger network that's being funded by the Bonds will provide the infrastructure necessary to directly support an improvement in Cambridge's air quality. At the same time it's driving positive change in Cambridge by reducing noise pollution and supporting the shift to renewable energy sources for transportation.

While the chargers are for taxis only, the project's success is very likely to see more mixed-user chargers installed over the coming years.

The minimum investment was £500, but community engagement was encouraged by a £250 investment threshold for local residents. As a result, everyone living in Cambridge was given a direct opportunity to use their money to improve the quality of the air they breathe and protect the environment for generations to come.

EV CHARGERS VS TREES

Based on analysis with Emission Analytics, Electric Blue estimates that each charger can provide 500,000 zero-

emission miles per year, and deliver a reduction in CO₂ emissions of 106 tonnes per annum. According to Trees For Life, that's equivalent to planting 636 new trees in Cambridge.

In July 2019 the network powered nearly 15,000 miles; by conservative estimates, that's like taking 2,503kg of CO₂ equivalent emissions off Cambridge's roads – in just one month. According to Trees for Life and The Forestry Commission Woodland Carbon Code, 15 trees would need to be planted in order to offset the same amount of carbon.

With the full charger network, it's projected that up to 3,763 tonnes of carbon will be removed from Cambridge's streets in five years – the equivalent of 376 acres of new forest.

A WIDER SHIFT

With these figures, you can begin to see the direct impact that EV technology can have on our immediate environment, our health and our economy.

There are more than 280,000 licensed taxis in England alone, which are under increasing pressure from government regulation and increasingly conscious customers to change from highly polluting diesel and petrol vehicles to fully electric, zero-emission cars.

The advantages of electrification are often compelling for taxi drivers; reductions in taxi operating costs can see savings of between £3,000 and £5,000 per year.

The crowdfund surpassed its £350,000 target (in fact it nearly reached £500,000), so Electric Blue will also provide a number of services to help taxi drivers in the city understand and embrace EVs. Examples include demonstration vehicles and a rental programme to support the council's goal for all taxis to be 100% electric or petrol hybrid by 2028.

By working with local people and authorities, Electric Blue has come up with a fantastically innovative approach that helps communities take charge of their air quality while driving the broader transition to a clean, electric future. ■

FIND OUT MORE

■ More about Electric Blue is at electricblueuk.com



The team at Electric Blue has used an innovative approach to raise funds for an EV charging network in Cambridge. It's improving the city's air quality by electrifying its taxi fleet



Anyone who grew up in the '90s, as games consoles were beginning to eat up the precious time of teenagers across the country, was either a fan of Sega or Nintendo. Regardless of your affinity, here in the UK you'd have to play a waiting game for the new releases to come round; the Japanese and then the US market would get first dibs on all the great stuff, until eventually the games would arrive in Europe.

Globalisation and the development of digital delivery methods have pretty much ended this sense of anticipation – not just in the games market, but in most other areas of commerce, too.

The car market, however, is still prone to these quirks. A globalised supply chain and most other countries' dogged insistence on driving on the right-hand side of the road mean that the release schedule for automobiles is pretty idiosyncratic – especially if the production capability is focused outside Europe.

This is magnified in the electric vehicles (EVs) space, where the growing demand for clean, efficient vehicles far outstrips supply.

TESLA'S MASTERPLAN

Take the Tesla Model 3: quite possibly the most eagerly anticipated car of the 21st century. It's been wowing car enthusiasts in the US for well over a year; over 130k units were sold in 2018, making it the eleventh bestselling car there last year.

Now, finally, the Model 3 is here. The first left-hand drive models arrived on our shores in June, and many are now in the hands of new, happy UK Tesla owners.

For Tesla, Model 3 represents an important milestone in its goal to accelerate the world's transition to sustainable transport. This masterplan, announced in 2006, read something like this: 1. build



a sports car that costs a lot; 2. use the money to build a high-end sedan; 3. use *that* money to build a high-volume, lower priced car.

The expensive sports car came along in 2008, in the form of the Roadster. The high-end sedan was 2012's Model S. Tesla Model 3 is that high-volume, lower priced car.

The base – or 'Standard Plus' – Model 3 is coming in at around the £40k mark – similar to the more sporty lines from Audi, BMW and Mercedes.

Elon Musk, Tesla's sometimes controversial, always entertaining CEO, set the goal of 500,000 cars a year in 2020. With reports that the factory is now at 1,000 cars a day, the target is close: it looks like Tesla is beginning to crack the mass production model.

WHAT RANGE ANXIETY?

Accelerating the world's transition to sustainable transport has been at the heart of everything Tesla has done since day one.

Model 3 is the culmination of all the things Tesla has achieved so far; it tops the charts in class for range, safety, performance and usability.

Range (how far the car will get without charging) is the main thing people consider when they first look at buying an electric vehicle. The premium Performance Model 3 boasts 300 plus miles of range and the Standard goes around 230 on a single charge – but you can charge your car every night so you always leave with a full 'tank'. If you do want to venture further afield, you have the extensive Tesla

Supercharger Network to back you up (next time you're at a motorway service station, check out how many Tesla Superchargers you see). The network is Europe-wide and capable of charging at rates of well over 200 miles an hour.

A REVOLUTIONARY CAR

All of this would be immaterial if the Model 3 didn't drive or do the basics well. Last year, experts from Octopus Electric Vehicles drove the car on the coast in Oregon, and none of them could believe what Tesla had achieved.

The Model 3 is really easy to use; you open and shut the car with your phone, though a card key is provided in case your phone's battery dies and a key fob is available as an optional extra. That alone shows how revolutionary the Tesla approach is.

The car senses how far away you are and unlocks as you approach. The door handles are more akin to what you would find on a Lamborghini; they sit flush to the body, creating an amazingly smooth finish. This is for aerodynamic efficiency – and maybe, just a *tiny bit*, because it looks awesome. Simply press the end in with your thumb and the handle pops out into your hand.

Tesla has worked really hard to make this feel and drive like a small European car; amazing grip but playful, and super easy to get into a corner. It's so impressive for a car verging on 1.9 tonnes.

Tesla engineers' attention to detail in developing the Model 3 is a thing of renown. They worked with motor trend journalist and racing driver Randy Pobst, two-time winner of the 24 Hours of Daytona, to craft new algorithms that would allow the Model 3



lane, the car is intelligent enough to correct this and hold its lane. This is clearly a prelude to a more full-on autonomous driving feature, something that no doubt could be unlocked if and when infrastructure, technology and legislation allows.

This is one of the most significant features of a Tesla: the implementation of Over The Air upgrades similar to those received on a smartphone.

Improvements, enhancements and sometimes quite frankly ridiculous but fun 'Easter Eggs' are rolled out to Teslas across the country overnight while they're parked on a driveway charging.

DID YOU SAY EASTER EGGS?

Yes we did. Easter Eggs are the little gifts the Tesla software engineers leave to be unlocked by drivers, mostly to bring a little joy to their day.

You can change the central display to a roaring log fire or a sketchbook to while away some time while you're parked up, and even change the on-screen view of your vehicle to Santa's sleigh or James Bond's submarine car.

Easter Eggs have made all of these things possible. This is what happens when the tech world and the motoring industry collide.



CLOCKWISE FROM MAIN IMAGE
Tesla Model 3 goes from 0-60 in 3.2 seconds and has a 348 mile range; you can lock, unlock and start the Model 3 with a key card; the 15-inch touchscreen; the Tesla phone app is the Model 3's main key; all-glass roof extends from front to back

On the inside, it's almost spartan: a steering wheel and a huge 15-inch touchscreen that controls everything and has a lot of clean lines. It's what you might expect at a Mayfair art gallery.

WEIGHT AND ACCELERATION

The Teslas you're most likely to see on the road at the moment are the Model S and the Model X; they suffer somewhat from their weight, being 2.1 and 2.4 tonnes respectively, and you can feel this when you drive them. They have unbelievable roadholding but the trade-off is that the front end can suffer from a lack of dynamic turn-in.

You would be forgiven for thinking that Model 3 would drive just like Model S or X but smaller. No.

Performance to compete on track days with many of its competitors, as well as cars above its class.

It can out-accelerate the 1999 McLaren F1 (0-60 in 3.2 seconds) which, if sold today, would go for around £1.2 million. This was a car Elon Musk owned, loved and totalled after driving too fast over a hill; the car Musk would hold as a benchmark for all Teslas in terms of acceleration.

THE HIGH-TECH EV

So, the Tesla Model 3 is quite a remarkable drive – and the tech at its heart makes it an absolute joy, as well as incredibly safe.

The Lane Departure Avoidance feature, for instance, means that if you start to veer out of your

Tesla Model 3 is the true start of the age of sustainable transport for the masses. It's the first time an electric car has been designed, pitched and priced as a viable alternative to a petrol or diesel car.

Model 3 allows you to swap your family car today and never have to compromise. It does all the things you'd expect from a supercar, without burning the tiniest bit of fuel. ■

FIND OUT MORE

■ Get your hands on a Tesla Model 3, and find out how you could take advantage of government tax incentives to get an electric car for less, by visiting octopusev.com or calling Octopus Electric Vehicles on 020 3870 3892

TRANSPORT

Katie Hill meets a family-run business that's going the extra mile – quietly...

Valley Fest always attracts some fantastic businesses, so I wasn't surprised when I got chatting to two lovely guys – John and Teddy – at the 2019 festival in August. 'There's a niche', John advised me as Razorlight prepared for the stage. 'Electric pedal bikes are booming and motorbikes will always have a following – but at less than 1p per mile, why is no one promoting *electric mopeds*?'

I nearly choked on my Somerset cider. Electric mopeds: what's not to love? I was at John and Teddy's EcoMove stall before you could say Thatchers.

One of the many great things about electric mopeds is that they're light, which has the dual benefit of making your charge last longer and ensuring the moped is extremely easy to manoeuvre.

EcoMove offers five different options, ranging in price from just over £1,300 to a little more than £3,000. Each has a Panasonic battery and a Bosch motor, and is controlled by an app that provides access to GPS, ride history and information on battery usage, as well as sending alerts if your moped's moved or touched.

RANGE AND SPEED

The key differences are the range and the speed. The most expensive – the NGT series (£3,196) – has a range of 60 to 105 miles, depending on whether you're riding in E-Save, Dynamic or Sport mode.

There are two Panasonic batteries that you can flash charge for 3.5 hours using a dual charger. The maximum speed is just over 43mph.

The most affordable option – and thankfully my favourite – is the U series (£1,359). Purpose-built for the city, these mopeds weigh an impossibly light 57kg and will get you 25 miles on a single charge. When you need to top up, you just lift the seat, pop out the battery and flash charge it for a couple of hours.

U series mopeds have a stripped-back design that leaves the steel frame exposed, and they are unbelievably easy to move around. They're perfect for short journeys – ideal if, like me, you live a mile or more from the nearest, well, anything, and don't have the luxury of a regular bus service.

The mid-range M+ is a great little moped – very responsive and suitable for most requirements. It costs £1,916, has a range of over 60 miles and does 29mph, whether up hills or down dales. If you got your driving licence before 2001 you're covered; if you passed your test later you'll just need to take a simple four-hour CBT test before you can ride it.

THE CLEAN TRAVELLER

The economics stack up: 'e-mopeds' qualify for a 20% government grant, plus there's no road tax and they cost less than 1p per mile to run. Top-up charging with a household three-pin plug is quick and simple.

Importantly, these mopeds also look great. I say it's important because when electric cars shed their boxy image they kick-started a clean transport revolution.



ELECTRIC MOPEDS

The e-moped is fast becoming a serious transport option for a whole new group of users who want to travel in a clean, convenient and fun way. It could very easily become a mainstream option for a new eco-savvy and climate-conscious generation.

'We are currently more conscious than ever of our carbon footprint', Teddy explains. 'People will move to blended transport, using either public transport, an electric car or moped, bike or simply walking. Then it's just a case of choosing which one to use on a daily basis, according to the journey.'

The five e-mopeds available from EcoMove are all geared towards different needs, so it's really easy to find the one that's right for you.

HEALTH AND SAFETY

'I have three teenage children', Teddy tells us, 'and getting them a car and insurance is just too expensive – not to mention their carbon footprint. My worry about them using a moped of any kind would be the aggression of other road users and consequently their safety. Now the e-moped can use bus lanes and there are many more 20mph speed limits, I am far more confident of their safety.'

E-mopeds are also a healthier option for getting to college, university or work – and not just because there are no emissions. 'As journey times increase so can your stress levels', Teddy explains. 'It affects your health. Getting to an appointment or work late, even though you left enough time, is not good for you; you arrive short on temper and poor in humour. John used to spend 45 minutes every day on his commute into Bristol and now he can do the same journey

in 16 minutes. The time saving is obvious, but his temperament when he arrives at the office now is far calmer and he is ready to start work.'

GETTING THE RIGHT E-MOPED

EcoMove is a family-run company, owned by tennis partners John and Teddy and 'ably supported' by their wives, who help in all areas of this fast-moving business. They care deeply about the transition to clean transportation and want to support it by helping customers discover what would suit them best. The EcoMove website has been designed to simplify the process of finding the right e-moped for your needs, and the company's motto is: 'to help you choose what's best for you – and change it if we get it wrong.'

'At EcoMove we will take the time to understand what you want to use your e-moped for and about the journeys you typically take', Teddy explains. 'We will then talk through your options and recommend the one that best suits you. We'll deliver the e-moped personally, help you set it up and make sure you are comfortable with it before we leave. You'll also get your own eco-specialist who will be there to offer support and advice whenever you need it.'

EcoMove has done the homework and only sells NIU e-mopeds – the number-one seller globally. 'If you want a petrol one or the second best', Teddy says. 'it's not us you need to talk to.' ■

FIND OUT MORE

■ View the full range of NIU e-mopeds available from EcoMove at eco-move.co.uk



Clear Ocean Pact is helping the superyacht industry to ditch single-use plastics

On 14 August, Greta Thunberg once again made the headlines when she decided to travel the 3,000 miles from Plymouth to New York City on Malizia II, a racing yacht equipped with solar panels and underwater turbines.

Yachting isn't always a zero-emission affair, but the industry is beginning to unite behind another urgent environmental issue: there's currently a strong movement to rid the sector of single-use plastics.

THE PACT

- 1 To avoid any use of plastic bottled drinking water.**
- 2 To filter and safely dispose of all washing machine microplastic waste.**
- 3 To eliminate the use of all single-use plastic items with readily available alternatives, starting with the items due to be banned in the EU in 2021.**
- 4 To reduce the use of single-use plastic toiletries.**
- 5 To actively source provisions with low single-use plastic footprint packaging.**

OCEAN PLASTICS

About eight million tonnes of plastic are thrown into the ocean annually; a recent expedition led by University College Cork (UCC) even found human plastic waste in a submarine canyon 2,125m deep.

In 2018, Clear Ocean Pact, supported by official partner Hill Robinson, set out to reduce the superyacht industry's dependence on single-use plastics. The not-for-profit is encouraging yachts to commit to a five-pledge PACT designed to inspire a different attitude towards plastics and help each yacht to lower its plastics footprint.

One individual who raises awareness of the PACT and changes on-board practices will help to influence a whole crew and eventually a whole marina – then, with any luck, the entire industry and beyond.

SUPPORTING ETHICAL BUSINESS

Since Clear Ocean Pact launched, crews have started to reconsider which on-board products to use and whether more ethical alternatives are available. In turn, this will help to support businesses that are creating eco products in sustainable packaging.

Changes made by captains and crew will also have a positive environmental impact on the industries that support the various stages of designing, constructing, selling, owning and managing yachts.

WIDER POSITIVE CHANGE

The PACT was developed to embrace change in yachting, but also to inspire others to follow suit. Beyond the superyacht industry, the PACT is driving positive change in unexpected places; the framework has a deliberate, built-in flexibility that means it can be adapted for use in entirely different sectors.

The Printers Against Plastic campaign led by ABC Imaging in London was inspired by Clear Ocean Pact, and chef Skye Gynge, who pledged to drop single-use plastics from her kitchen at Spring, is taking the PACT approach to London's hospitality sector.

1,000 YACHTS BY 2020

At the time of going to press, 44 yachts had signed up to the PACT, and over 400 crew members are now actively seeking ways to reduce their single-use plastic consumption. The goal is for 1,000 yachts to pledge to the PACT by 2020, which will represent around 20% of the industry. If achieved, this will equate to approximately 375 tonnes of single-use plastic waste being saved each year.

Behind Clear Ocean Pact is a belief that the superyacht industry can be a pioneer for change that extends far beyond its sector alone. ■

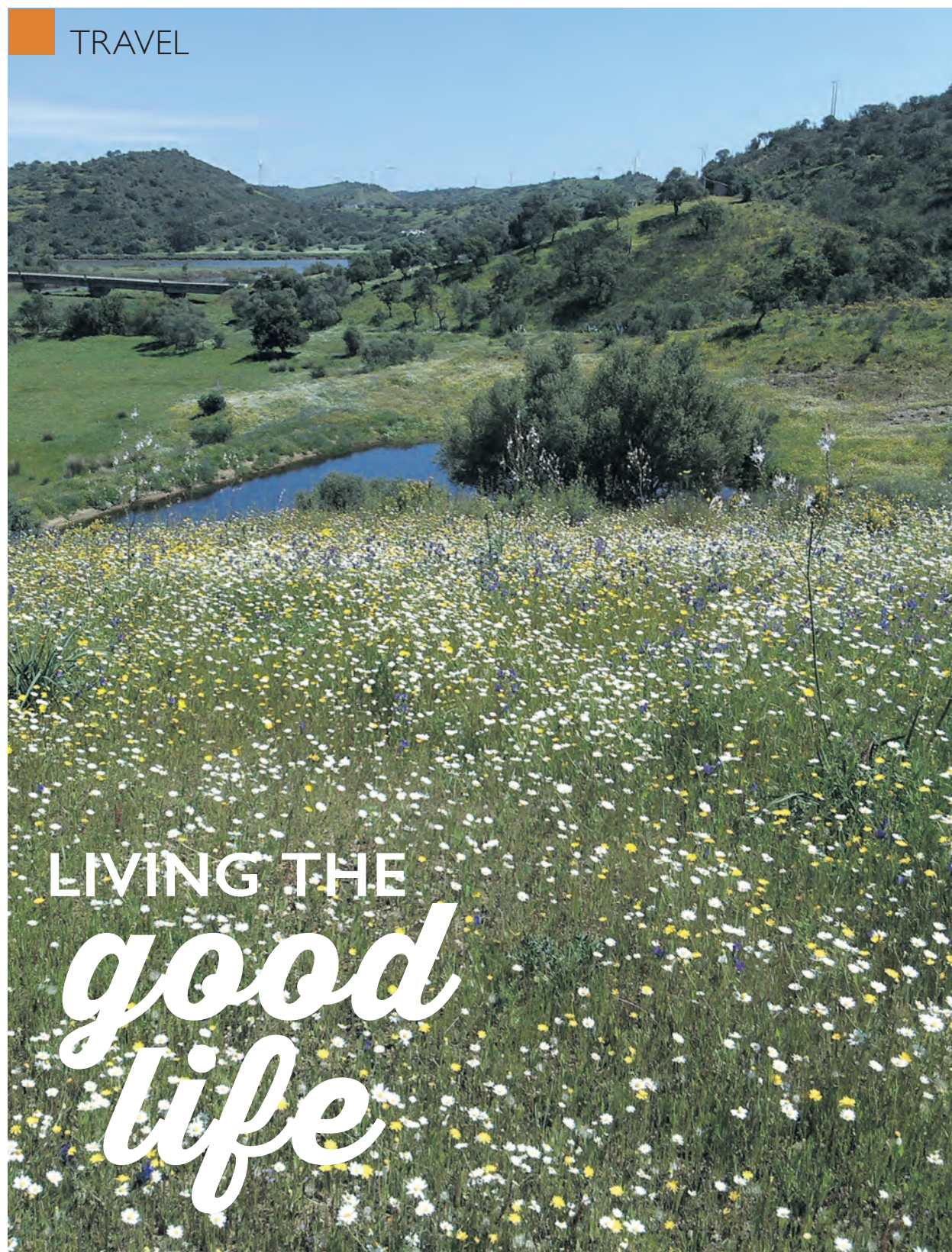
FIND OUT MORE

- To reduce the dependency on single-use plastics in yachting, join the PACT at clearoceanpact.org

ABOVE AND LEFT MY 'AWOL' has signed up to Clear Ocean Pact. MY 'AWOL' is captained by Tristan Mortlock; check out his YouTube channel @superyachtcaptain!



TRAVEL



Affordable retirement in a modern-day Shangri-La

If escaping the rat race and relocating to the natural beauty of southern Portugal has ever appealed, this opportunity could be for you.

Peter Hall has set out to create 'one of the greenest healthy living hotels ever conceived', and says it will give users 'the opportunity to live in harmony with nature and the natural world.'

The Green Man Hotel, to be built in the sunny Algarve, will be a unique, eco-friendly and sustainable off-grid hotel complex – a healthy Blue Zone-style longevity resort with infrastructure and systems to enable clients to live a longer, happier, healthier, well-balanced life, so they can look forward to and enjoy many more active years ahead.

Aimed mainly at early retirees looking for a simpler, stress-free and more tranquil life, The Green Man



FIND OUT MORE

- A more detailed overview of the project can be found at thegreenmanhotel.org
- For details on this stakeholder opportunity, email info.thegreenmanhotel@gmail.com
- Photos of the area and its location are at torvec.org/photopage

Hotel will provide a high-quality lifestyle, with the opportunity to breathe clean, unpolluted air, drink pure, fresh water and eat nutritious, organic food grown on the hotel's own permaculture farm.

NATURE AND PERMACULTURE

The farm itself is situated in the middle of a nature reserve, centrally located in a breathtakingly beautiful river valley which is almost totally free from noise or traffic pollution. Panoramic views sweep round the residential location, which has a 1,500m river frontage.

'We don't aim to be the biggest or the best or even the most luxurious', Peter tells us. 'We do, however, aim to be the greenest, the healthiest, the most sustainable, the most eco-friendly, the most user-friendly and potentially the least expensive in terms of value for money. Our client costs could be up to 50% less than people might pay at comparable healthy living resorts, spas or juicing retreats.'

ESCAPE THE TOXINS

The aim is to give residents the potential to live a longer, happier and healthier life, free from any major life-threatening illness or disease. 'We will be providing all the essential life-enhancing necessities to help build a strong and healthy immune system', Peter explains, 'enabling our clients to have an active lifestyle and live to a ripe old age whilst maintaining the best of health and cognitive functioning.'

Peter's goal is to make The Green Man Hotel the ultimate health and wellness retreat – a real-life 'good life' that provides all the means and essential ingredients to create a virtual elixir of life. He says there are many 'anti-ageing, life-extension protocols' that can extend lives by 10, 20 or even more years.

The Green Man Hotel is for individuals who are looking to escape from junk foods, GMOs, pesticides and other toxic agents – for people who are looking for an opportunity to live a simpler, uncluttered and less materialistic lifestyle in a community of likeminded people.

FREE FULL-BOARD LIVING FOR LIFE

An early bird long-term resident equity commitment will get the best deal, with no more rent to pay, no council tax or property tax, no energy or water bills and no building or contents insurance – just the low-cost, all-inclusive, full-board tariff which even a UK pension would cover.

'A limited number of equity shareholder stakes are available that will pay up to 10% per annum, with absolutely free full-board living for life included', Peter tells us. 'Some of these very early bird stakeholders would be in line to have their shares doubled within five years at no extra cost, and still get a return of up to 10% on the new higher level stake.' ■

Competitions

We've got our hands on a bunch of prizes from fantastic companies that are choosing to do 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 year's toy subscription, ethical accessories, natural skincare and organic bedding – to help set you up for a lighter lifestyle.

No catch. No pressure. Just enjoy!

You can enter all our competitions and view more prize details – plus any terms and conditions – by visiting mygreenpod.com/competitions.

Share them with friends, spread the word and update us with your experiences if you're one of our winners.

Good luck!

To enter, visit mygreenpod.com

WIN

A PAIR OF PALA ETHICAL SUNGLASSES!



Five readers will get to choose a pair of ethical sunglasses from Pala Eyewear. Take your pick from the unisex or women's styles, which include bio-based designs and recycled acetate frames created from otherwise binned factory offcuts. The cases are made from recycled plastic; they're handmade by a traditional weaver from a rural community in Bolgatanga, Upper East Ghana.

Deadline for entries: 01.12.19

WIN

A WELEDA SKIN FOOD COLLECTION!



Get ready for some serious pampering: we're giving away five sets of the Weleda Skin Food range! Skin Food Light (75ml), Skin Food Body Butter (150ml) and Skin Food Lip Balm (8ml) join the iconic Weleda Skin Food original (75ml) in this NATRUE-certified collection. Five winners will get to experience the bliss of completely natural nourishment – from head to toe!

Deadline for entries: 01.12.19



WIN

£150 TO SPEND ON NOAH SHOES!

Three winners will receive a £150 voucher to spend on NOAH Italian Vegan Shoes – including the new organic and biodegradable collection! 10 runners-up will receive a £20 voucher to put towards a pair of NOAH shoes.

Deadline for entries: 01.12.19



WIN

A PERENNIAL MEADOW SEED MIX!

Six winners will receive a Perennial Flower Meadow Seed Mix from Meadow in My Garden! This is the easy way to grow a rustic and diverse short perennial meadow in up to 30 square metres. Flowers grow to 50cm.

Deadline for entries: 01.12.19



WIN

A PAIR OF WIRELESS EARBUDS!

Get your hands on one of four pairs of Liberate Air wireless earbuds from House of Marley. Crafted using bamboo, a composite made from sawdust, recyclable aluminium and a fabric composed of recycled plastic bottles.

Deadline for entries: 01.12.19



WIN

A BUNDLE OF GOODIES FROM KIT & KIN!

This Kit & Kin bundle contains certified-natural skincare products and a three-month supply of award-winning, hypoallergenic and sustainable nappies and wipes that are kind to your baby's skin. They're made from sustainably sourced, plant-based materials to help protect our natural resources for generations to come.

Deadline for entries: 01.12.19



WIN

THE ULTIMATE COFFEE INDULGENCE!

Three winners will get their hands on Blue Goose Coffee's new range of plastic-free, compostable coffee capsules. These are great-tasting single-origin speciality coffees: Ethiopian Yirgacheffe, Organic Peruvian and the UK's first Organic Swiss Water Decaf coffee capsule. The winners will also be among the first to try the new Blue Goose Lungo eco pod!

Deadline for entries: 01.12.19

COMPETITIONS

**WIN****A YEAR'S SUBSCRIPTION TO WHIRLI'S HUGE TOY BOX!**

Swap toys instead of shopping for them with a subscription to Whirli's huge box of over 1,000 toys! One winner will receive a year's subscription to Toy Chest – Whirli's highest tier – and a runner-up will receive a 12-month subscription to Whirli's entry-level Toy Sack. Both prizes include unlimited deliveries and returns for the full 12 months!

Deadline for entries: 01.12.19

**WIN****A JOSEPH JOSEPH BAMBOO CHOPPING BOARD!**

Three winners will get to experience the sharp edge of sustainable kitchenware with a bamboo chopping board from Joseph Joseph, courtesy of The Used Kitchen Company. Bamboo resists water and knife scarring more effectively than wood, making it a great surface for chopping fruit, veg and meat. Helpfully, these clever boards also reduce cross-contamination.

Deadline for entries: 01.12.19

**WIN****A BLUSHIELD PLUG-IN!**

Protect yourself from electromagnetic radiation – from wifi, 5G, smart meters and appliances. One winner will receive a Blushield Plug-In for the home, and five runners-up will get £100 to put towards a Blushield device of their choice.

Deadline for entries: 01.12.19

**WIN****LUXURY ORGANIC BEDDING!**

One lucky reader will receive a GOTS-certified bedding bundle from Luna Textiles, containing an all-season King Size duvet and mattress protector plus two pillows. The runner-up will get two GOTS-certified pillows!

Deadline for entries: 01.12.19

**WIN****NATURAL DOG SHAMPOO!**

12 readers will receive a Charlie & Co Naturals Soothing Dog Shampoo! The super-concentrated organic oat extract is very effective for calming sensitive skin, and it leaves the coat looking healthy and shiny.

Deadline for entries: 01.12.19

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