

**MY GREEN**  
**pod**.com  
**JULY '20**



# THE HEALTH REVOLUTION ISSUE

**PEOPLE, ANIMALS  
& PLANET**

## **KEEPERS OF THE WILD**

A special family is helping to safeguard tropical forest reserves in Ecuador

## **ALL CHANGE**

The individuals who used lockdown to pursue their purpose

## **THE YORKSHIRE SANCTUARY**

Embrace renaissance and reformation at this centre of transformation

## **PLANT HEALTH**

Growing tips from the Soil Association to mark the Year of Plant Health



**Buy award-winning  
clean products.**

**Plant a tree.**

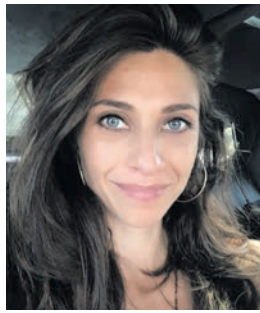
**The My Green Pod  
Marketplace is live.**



**MARKET PLACE**

[mygreenpod.com/marketplace](https://mygreenpod.com/marketplace)

**#PutYourMoneyWhereYourHeartIs**



### Welcome to My Green Pod Magazine!

Over the last few months we've seen how the health of animals can affect human health, and how human activity affects the health of wildlife and the environment. It is all connected, and we've had time to pause and notice. We've also seen how quickly – and dramatically – humans can change routines that, until very recently, appeared inescapable. We're working from home and doing it well; we're finding comfort in our communities and local spaces. Whatever new normal we return to, we have the power to ensure integrated health is the main priority.

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



## About us

My Green Pod Ltd is an independent, family-run UK business, founded by Katie Hill and Jarvis Smith. We want to share the real stories behind the brands and people working tirelessly to offer ethical alternatives to mainstream products and services. You might not see these options on the high street and they

may not be the first to appear in online searches. But they are on mygreenpod.com. Search our Marketplace for conscious life-style inspiration – and you could save some cash along the way!



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Life on Earth would disappear within **25 years** if the world's insects died tomorrow

Over **2/3** of the UK's primary councils have declared a climate emergency and taken action



**2.5Gt (4.6%):** the global reduction in global greenhouse gas emissions since lockdown





# THE FIRES WILL COME. WHAT HAPPENS NEXT IS NOT INEVITABLE.

Climate change is closing in on forest rangers this year. With your help, we will make sure they are ready for a tough fire season.

Make a difference today – donate to our Wildfire Appeal: [worldlandtrust.org/wildfire-appeal](https://worldlandtrust.org/wildfire-appeal) or by phone 01986 874422.



WORLD  
LAND  
TRUST

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# HERO PRODUCTS

Introducing our July Heroes!  
Whether you want to enjoy the  
sunshine or start a new project,  
switching to these products and  
services will make a difference.

View all our Heroes at  
[mygreenpod.com/heroes](http://mygreenpod.com/heroes)

## BUSINESS



### TELIC

Accountancy and tax expertise  
for ethical businesses, focusing  
on people, planet and profit.

[@wearetelic](https://twitter.com/wearetelic)  
[wearetelic.co.uk](http://wearetelic.co.uk)

## TOP 5 JULY SWITCHES

1

With a 'Kitchen Passport'  
from The Used Kitchen  
Company, you can help to  
ensure your kitchen is used  
and loved again – instead of  
ending up in landfill.

[@TUKC](https://twitter.com/TUKC)  
[theusedkitchencompany.com](http://theusedkitchencompany.com)

2

Weleda Calendula Shampoo  
& Body Wash is 100% certified  
natural, and part of Weleda's  
award-winning baby care  
range. It's also great for bigger  
kids and adults – helping you  
cut down on the number of  
products you need (and the  
waste you generate).

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

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

4

If dairy features in your diet,  
make sure it's the best you  
can get. Yeo Valley is '100%  
Yeorganic' – organic and then  
some. Try the Vanilla Ice  
Cream – it's indulgent and  
goes with just about anything.

[@yeovalley](https://twitter.com/yeovalley)  
[yeovalley.co.uk](http://yeovalley.co.uk)

5

Planning (or hoping) to get  
away this summer? Pack  
light with incognito 3-in-1  
Suncream, Insect Repellent  
and Moisturiser. It's as useful  
in the UK as it is abroad!

[@incognitoUK](https://twitter.com/incognitoUK)  
[lessmosquito.com](http://lessmosquito.com)

## TRAVEL



### NISOS YACHT CHARTER

Harness the power of the  
wind to sail between the  
stunning Ionian Islands  
scattered off the coastline of  
Greece. With Nisos you'll stop  
for lunch and a swim in the  
most incredible crystal waters,  
before sailing on to a different  
village every night.

[@Nisosyachts](https://twitter.com/Nisosyachts)  
[nisosyachtcharter.com](http://nisosyachtcharter.com)

## HEALTH



### LUX PERIOD PANTS

Wave goodbye to plastic and  
say hello to LUX's reusable,  
organic, vegan period undies!

[@LuxOrganic](https://twitter.com/LuxOrganic)  
[luxstore.net](http://luxstore.net)

## TRANSPORT



### EVISION

With the UK's first award-  
winning all-electric self-drive  
vehicle hire company, you can  
hire an electric vehicle for a  
long or short term.

[@EVvision\\_EVRent](https://twitter.com/EVvision_EVRent)  
[evrent.co.uk](http://evrent.co.uk)

## HOME



### DIP & DOZE

Enjoy the everyday luxury of  
a Fairtrade, organic cotton  
bedding set.

[@DipandDoze](https://twitter.com/DipandDoze)  
[dipanddoze.com](http://dipanddoze.com)



2020 marks the 10th anniversary of  
the UK's leading sustainability awards  
– and it's going to be a big one

**P.E.A.**

IN ASSOCIATION WITH **CITRIX®**

**AWARDS**  
**2020**



The University of Sydney reports that since lockdown, there has been a 2.5Gt (4.6%) reduction in global greenhouse gas emissions – that's the largest drop in human history. Almost overnight, human behaviour stopped being the problem and became part of the solution to the climate crisis.

Individuals all over the world have dedicated their lives to the creation of a fairer and more sustainable future. They're often unsung heroes, following inner convictions without expecting any recognition or reward.

#### **CELEBRATING GREEN HEROES**

For 10 years, the P.E.A. (People. Environment. Achievement.) Awards has scoured the globe for these people so their efforts can be recognised. Each year, winners – in sectors ranging from hospitality to rewilding – are celebrated at a green-carpet event where their stories are heard and shared.

Previous winners have bravely pioneered new ideas and refused to accept a status quo that will ultimately lead to our own destruction.

If this sounds like you – or someone you know – we want to hear from you. Entries and nominations are now open for 2020's P.E.A. Awards, which will be held at Birmingham NEC on the evening of 27 February 2021.

#### **DIGITAL PIONEERS**

This year, the P.E.A. Awards has a new title sponsor, Citrix. Like P.E.A. Award winners, the company's goal is to reimagine the future and make the extraordinary possible.

Citrix does this by providing the most comprehensive secure digital workspace; it unifies the apps, data and services we need to be productive, and simplifies the management of complex cloud environments.

To reflect current trends in sustainability, two new P.E.A. Awards categories have been launched: Electric Vehicles and Digital Technology.

'We are very excited to welcome our new title sponsor, Citrix', says Jarvis Smith, P.E.A. Awards founder and co-founder of My Green Pod. 'This digital technology company has a full suite of IT solutions that enables people to work from home. Our motto for this year's P.E.A. Awards is 'disrupt or be disrupted' – the search for our climate superheroes is on!'

#### **FURTHER INFORMATION**

- Enter or nominate your green heroes at [peaawards.com](https://peaawards.com)
- Deadline for entries is **midnight, 31 August 2020**

#### **CATEGORIES**

**ENERGY MONEY ELECTRIC VEHICLE VEGAN NATURE PRODUCT**  
**HEALTH & WELLBEING DIGITAL TECHNOLOGY ARTS TRAVEL**  
**FOOD GREENEST FAMILY**

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# KEEPERS OF THE WILD



**Viv Burton, co-founder of World Land Trust, reveals the hunter-to-hero story of a family helping to safeguard tropical forest reserves**

To the east of the Ecuadorian town of Baños, overshadowed by the mighty Tungurahua – the ‘Throat of Fire’ volcano – a series of reserves has been purchased and protected by a team led by a remarkable man: Lou Jost.

For 20 years Lou has followed a vision to create a biological corridor, roughly 18km as the condor flies, between two of Ecuador’s national parks: Los Llanganates and Sangay.

## CROSSING THE ANDES

Lou, a scientist and conservationist, co-founded Fundación EcoMinga in 2005; over the years World Land Trust and its supporters have helped fund the purchase of more than 17,000 acres of forest to protect the habitat between the two parks.

The goal is for animals like the rare mountain tapir, spectacled bear, puma and Andean cock-of-the-rock (main image) to continue to be able to pass safely between the northern and southern ranges of the eastern Andes.

## KEEPING FORESTS SAFE

Keepers of the Wild, the unsung heroes of the reserves, work tirelessly; they’re on constant call to tackle

## WHAT YOU CAN DO

### BUY AN ACRE:

£100 will purchase and protect one acre and will save forests and expand EcoMinga’s Manduriacu Reserve.

[worldlandtrust.org/appeals/buy-an-acre](http://worldlandtrust.org/appeals/buy-an-acre)

### KEEPERS OF THE WILD:

World Land Trust funds Darwin and his colleagues to protect Fundación EcoMinga’s reserves through Keepers of the Wild, which funds rangers on World Land Trust partners’ reserves.

[worldlandtrust.org/appeals/keepers-of-the-wild](http://worldlandtrust.org/appeals/keepers-of-the-wild)

emergencies – from illegal poaching to forest fires and landslides.

The qualities needed to be a reserve ranger working in rural Ecuador are many. It takes more than stamina and endurance to succeed in these remote areas, and to work alongside local people whose traditions may not always be sympathetic to wildlife.

## ‘DON’T HUNT THE BIRDS’

Jesus Recalde was the senior reserve guard with Fundación EcoMinga for 12 years, and his gentle wisdom helped to guide the organisation’s evolution. But he felt the time had come to step down and asked if his son, Darwin, could take his place.

‘Jesus first came to my attention through signs I’d sometimes see – deep in the forests – while on

my botanical explorations’, Lou explains. ‘One read *‘No cazar los aves’* (‘Don’t hunt the birds’) – an unusual sentiment at a time when every kid in rural areas carried a slingshot to kill birds. Years later I learned Jesus was the author of these signs, and realised that this was an unusual man.’

## FROM HUNTER TO HERO

The first Keeper of the Wild Lou hired was Abdon Recalde, who was Jesus’s brother. He too was an exceptionally sensitive and honest man.

Jesus introduced Lou to other members of his family, some of whom joined the team. The extended family’s personal qualities – curiosity, intelligence and integrity – were key to the foundation’s success. ‘Today, our ‘Team Recalde’ is famous among



“IT WAS VERY SAD. THAT IS WHEN I STOPPED HUNTING. FROM THEN ONWARDS MY LIFE CHANGED. I BEGAN TO THINK DIFFERENTLY.”

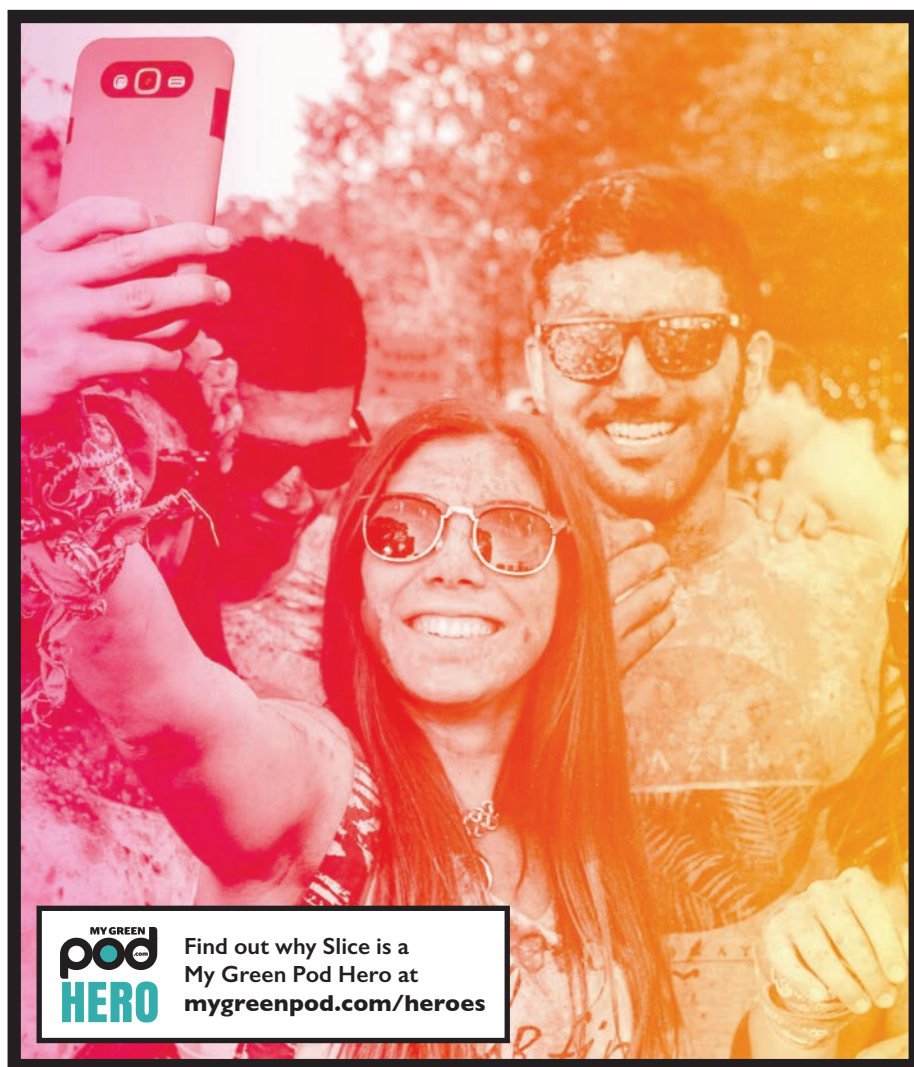
Jesus Recalde, Keeper of the Wild with Fundación EcoMinga, Ecuador

Ecuadorian biologists’, Lou says. ‘It’s often asked to help in field research.’

Unbelievably, Jesus and his brothers had been voracious hunters when they were younger – until the day Jesus shot a mother monkey with a baby. Jesus was shaken to his core and never killed anything again.

‘Darwin had occasionally filled in for Jesus for jobs that were physically demanding, and we were of course delighted that Darwin would be Jesus’s replacement’, Lou says. ‘Darwin is a local hero of ours; along with other members of the community, he risked his life to pull people out of the mud when a landslide swept a bus off the road. These people are willing to risk their lives to help others – and to protect the reserves.’ ■





Your data makes money – but currently that cash goes to tech giants like Google and Facebook. They make billions, while you get nothing.

A new and extremely simple app has just launched that turns this model on its head. Slice analyses your data, works out what you're looking for and matches you with relevant brands.

The app cuts out the middleman so you can be paid directly for connecting with brands – to the tune of up to £1,200 a year.

### EARN CASH AND PLANT TREES

In partnership with My Green Pod, Slice will pay for a tree to be planted in the tropics for every new customer who accepts an offer from a matched brand.

Signing some or all of your earnings over to your favourite sustainability fund or other worthy cause would make an even bigger impact.

Together, we could tackle the climate emergency head on, while earning money and taking control of what's ours.

The Slice app is now available to download from the Apple App Store and Google Play Store.

# TAKE WHAT'S YOURS

By taking control of your personal data, you can make money and plant trees

### FURTHER INFORMATION

- Download the Slice app for Apple or Android at [getmyslice.com/mygreenpod](https://getmyslice.com/mygreenpod)

# SHARE YOUR STORY

Collective local action will inspire and accelerate a zero-carbon future

Ric Casale, author of *Civic Revolution: A Citizen's Guide*, founded Carbon Copy in a bid to inspire a collaborative approach towards action on the climate emergency.

The non-political charity convenes (online, for now) local councils, community groups and companies that share the same zero-carbon goal.

It's the result of lots of conversations with different people who are already doing great work in various places.

'We found ourselves wanting to share their stories about collective, local action more widely', Ric tells us, 'so that people could learn faster from one another.'

### ACCELERATING PROGRESS

Rapid innovation is required to address radical uncertainty, and innovative ideas and solutions are often found at a local scale.

The goal at Carbon Copy is to create momentum behind hundreds of localised climate action plans that already exist. By being more



collaborative and inclusive in facing the climate emergency, we can mimic nature's genius for encouraging diversity and multiplicity.

The power of proliferation is two-fold: where low-carbon solutions succeed, people copy and adapt them; where they don't work, they fail on a manageable scale with backups already in place.

The idea is that the more we share, the faster we can move ahead.

### EMBRACING A CONNECTED LOCALISM

The potential of community-led climate action is massive, and our zero-carbon future is already being invented by myriad communities in different places.

Over two-thirds of the UK's primary councils, plus countless more community groups, have declared a climate emergency and taken action. Carbon Copy showcases this

leadership and helps people to discover and share low-carbon initiatives that are working in local communities.

The platform is for people who think big locally, so individual impacts can be scaled up on a community, county or regional level.

### IT'S TIME TO COLLABORATE

Carbon Copy is currently seeking low-carbon initiatives to publish – whether big or small, in pilot stage or fully implemented.

If you are working on a project, policy or toolkit that addresses the environment and climate emergency – in clean energy, our built environment, the circular economy, transport, nature or land use – now's the time to share your work. If others could benefit you'll help to accelerate the shift that's already underway.

### FURTHER INFORMATION

- Share your low-carbon project with Carbon Copy at [carboncopy.eco/initiatives](https://carboncopy.eco/initiatives)



# JARV'S RULES

## Lockdown has presented challenges – now it's crucial that we work together

Social distancing has been branded like it's a new movement. As my friend Dr Jude Currivan pointed out, 'we have all been socially reconnecting and physically distancing'.

That feels more accurate to me. Like many, I've noticed people smiling more and have used video conferencing daily to connect.

### WHAT'S COMING NEXT?

The Covid-19 pandemic is terrifying and every life lost is a tragedy, yet it's nothing in comparison with what's on the next decade's doorstep if 98% of the world's scientists are correct about the climate crisis.

### EXPERIENCING CAUSE AND EFFECT

For the first time in modern history we have had a global, collective experience of cause and effect. We stopped flying and commuting and air pollution dropped. We stopped buying non-essential products and our economy collapsed.

We went into survival mode and started growing vegetables in our gardens and patio pots – we baked bread and took back

responsibility for ourselves and families. What a gift to be given an early warning – and what a comfort we all responded so brilliantly.

### STAYING ON TRACK

Now we must stay on track, like it's the ride of our lives (because it is). Let's keep working from home (at least two days a week), keep buying locally grown (organic if possible) produce and keep walking, running and cycling.

Most of all we need to stay awake and keep others awake, too. Through the lockdown I met and rediscovered some of the most amazing people, who are all committed to helping us clean up the mess we've created. Please get to know them and use their services and ideas. Together, if we're committed, we can fix this!

## “WE HAVE HAD A GLOBAL, COLLECTIVE EXPERIENCE OF CAUSE AND EFFECT”

Driven by a stereotypical pursuit of bright lights and big city, Rachel left her Lancashire home and set up her own production company, working on projects with Jay Z, Naomi Campbell and Calvin Harris. This led to some amazing experiences – and, eventually, to some life-changing awakenings.

### RECONNECTING WITH ROOTS

After losing pretty much everything following a bad business experience, Rachel returned to rural Lancashire.

Enter a puppy called Romeo who changed her life, leading to a reconnection with her love of animals and nature.

Rachel embarked on a Masters in Innovation Management at Manchester University, where she came across John Elkington's 'Triple Bottom Line'. This was another lightbulb moment.

Rachel realised that she needed to combine her core passions: activism and media. She felt the power of film

and storytelling could help to instigate positive change.

### ENTERTAINMENT AND EMPOWERMENT

Part online media channel and part eco media agency, Planet Shine sits at the intersection of human rights, animal rights and environmentalism.

At the very core of the organisation is a mission to help the planet, one person at a time. The brand values focus on entertaining and empowering people all over the world to create their best life, while viewing all sentient beings as equal. Kindness and compassion are most certainly the order of the day.

Rachel's vision is for Planet Shine to serve as a platform to give under-represented communities – women, BAME people and animals – a voice.

She strongly believes it's time for change, and intends to use the media side of the business to advocate for new global systems that focus

on equity. Everyone (in all species) would be treated according to their individual need, with diversity and inclusion baked into the DNA.

Planet Shine only works with mission-aligned brands; it guides them to explore the vast opportunities presented by the ethical revolution.

### AN ENTREPRENEUR WITH PURPOSE

For Rachel, ambition and purpose are front and centre, along with the belief that everyone can live a fulfilled and successful life – whatever the individual's definition of success – in alignment with the planet.

From time to time, she's asked about a conflict between business and revenue generation in the creation of a better world. Rachel is clear on this: 'Unfortunately, we all need money to survive. I believe that if ambition and business growth are aligned with 'doing good' in the world, it's the ideal way to earn a living – and a far better way forward than huge, profit-driven corporates. They need to take a serious look at their models, to ensure they are embedding sustainability, cleaning up their supply chains and avoiding any level of greenwashing.'

Rachel's reason for launching Planet Shine is two-fold: it's to achieve her personal purpose in life – to help animals and the planet – and to fulfil her entrepreneurial ambition to be successful enough to acquire a number of farms. In turn, her goal is to rewild the land, help the farming community and, of course, help the animals.

'In light of the recent pandemic and the devastation it has caused for people all over the world, we have to think seriously about the next few years', Rachel tells us. 'Unless we all play our part, the human race will soon be facing even worse tragedies that will make large areas of the planet uninhabitable, as well as leading to food crises at a global level.'

Amid the tragedy, Rachel sees 'an amazing opportunity' – not just to save the planet, but to make it a better place than it's been for centuries, with peaceful communities, plentiful resources and endless opportunities.

'Quite simply, we can all make a difference today by changing our mindsets and imagining a harmonious planet, while respecting all sentient beings', she says.

### FURTHER INFORMATION

■ Explore more from Planet Shine at [planetshine.com](https://planetshine.com)



## ETHICUL

Three close friends – Matthew Denford, Ryan Hudson and Charlie Jordan – have just set up Ethicul after completing their Business Management degrees at the University of Brighton.

The online platform informs, encourages and rewards individuals for shopping more ethically. It bridges the gap between ethical business and retailers by facilitating transactions between the two, helping to promote independent retailer partners across Brighton and Hove.

'We live in a world dominated by retail powerhouses that often greenwash their reputations, which puts extreme pressure on local and genuinely ethical organisations', Charlie explains.

### SHOPPING LOCALLY

During the pandemic, Ethicul has noticed significant changes in purchasing behaviour, with many individuals shifting towards local shopping. 'It is crucial that this local emphasis remains post-pandemic', Matthew tells us. 'At Ethicul, we want to propel this mindset forward.'

### REWARDS FOR ETHICAL SHOPPING

When an individual buys something from Ethicul's retail partners, they receive Ethicul tokens that can be redeemed for a mystery reward from one of over 20 partners. As an example, My Green Pod has partnered with Ethicul to offer a £5 discount when you spend £25.

Over 100 Ethicul users signed up in first week of the reward system's launch on 11 June, so now is the time to get involved!

### VISIBILITY FOR ETHICAL RETAILERS

When the three friends moved to Brighton from Portsmouth back in 2016, they were staggered to see so

many fantastic, ethically minded retailers in and around the city. 'We could certainly see why Brighton is one of the UK's greenest cities', Ryan tells us, 'but we still found ourselves shopping with the retailer powerhouses that often greenwash their reputations.'

The young men didn't know where the ethical organisations were, or what they had to offer. 'To us this was crazy', Charlie says, 'as these retailers are enhancing our communities, improving our wellbeing and fighting for the sustainability of our planet.'

### HOW RETAILERS QUALIFY

Ethicul is giving ethical retailers the exposure, visibility and reach they deserve for the fantastic things they do.

Companies are considered on a case-by-case basis, and have to demonstrate that they are going above and beyond standard practices within their specific industry.

Ethicul reviews these businesses by meeting their owners and discussing factors such as supply chains, sustainability and HR practices.

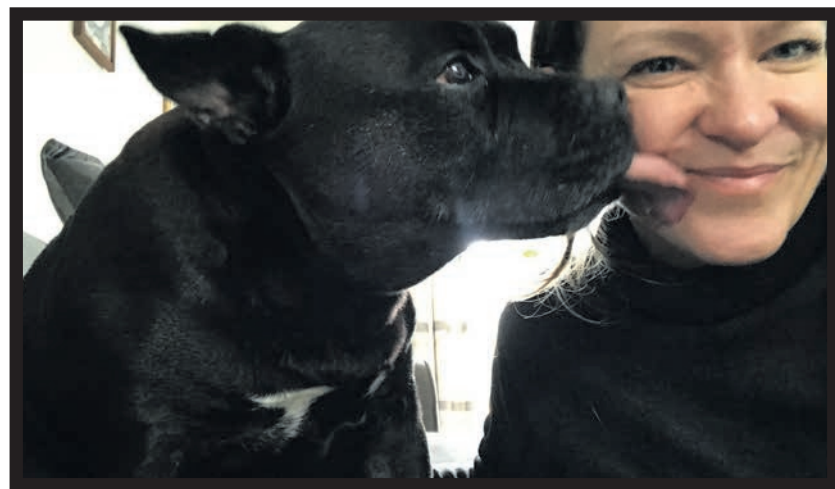
### 1 MILLION ETHICUL TRANSACTIONS

'We accept that no one is perfect', Matthew explains, 'but when people are doing their best to promote our three core values – a sustainable planet, a better community and improved social wellbeing – we want to shout about them from the rooftops.'

By 2025, the vision is to create over 1,000,000 Ethicul transactions; all that's required is for you to sign up, shop and get rewarded!

### FURTHER INFORMATION

■ Sign up to Ethicul and start getting rewards at [ethicul.co.uk](https://ethicul.co.uk)



Planet Shine founder Rachel McClelland rediscovered her love of animals and nature when she got her puppy, Romeo

Film producer and environmental activist Rachel McClelland founded Planet Shine in 2018. The goal was to encourage the global population to focus on equality for all species, and to do their bit to create a healthy planet.

Rachel spent the early part of her career in film and television, working with legendary British director Michael Winterbottom on Palme d'Or-nominated *24 Hour Party People*.





## GUSTO

Gusto is a creative video agency for ‘brands that make life better’. It creates video solutions for marketing opportunities; a typical project involves strategy development, concept creation and then delivering the best medium for the project. That could be a multi-camera live stream, an animated cartoon, an Instagram filter, a 360 video tour or just a simple corporate video or ‘brand story’.

Tom Staniford, a directing-cameraman, editor and animator, founded the company back in 2010.

‘I worked freelance under the banner Major Minor Media, providing all kinds of expertise to agencies and brands – many of which still work with us today’, he tells us. ‘It’s been an evolution, but things got really exciting in 2018 when I decided to rebrand, scale the business and recruit a full-time team.’

### FROM UNILEVER TO PALOMA FAITH

Dan Hills is Gusto’s writer and producer, Mitch Hall is the editor and ‘whacky ideas guy’ and Tom is the principal director. An extended family includes trusted directors, animators, directors and DPs.

The client pool includes local brands based in

Brighton and Sussex, plus some of the more well-known beasts like Fender, Unilever, Suzuki, Johnson & Johnson, Samaritans and Manchester Utd.

‘One of our most memorable shoots was the music video for ‘He Ain’t Heavy’, the Hillsborough charity single’, Tom tells us. ‘A selection of celebs with connections to Liverpool each sang a line from the song. There were strange, vulnerable moments when singers like Robbie Williams and Paloma Faith exposed their unprocessed, naked voices in a silent vocal booth. The only other person in that booth was me, filming from a metre away and trying not to cry.’

### OPERATING FROM HEART

During lockdown, Tom made it his mission to ‘connect some serious dots’ regarding what Gusto represents as a company.

‘The way we work has always been a feeling in the chest rather than a neat corporate sentence’, Tom shares. ‘After some painful self-surgery, I’ve been able to connect the way I’ve always lived my life with Gusto’s own anthem and mission. It’s got a lot to do with minimising waste and a lot to do with exciting and uncapping the human spirit – call it potential. It’s about doing everything with the whole of the heart.’

Gusto works with brands that enable their customers to live this way, and conducts its meetings with clients and its productions this way. It develops and motivates its team to live and work this way.

‘Fulfilling this guiding ethos at every level is going to take some getting used to’, Tom confesses, ‘but we’re super-stoked to have demisted our window to see why we called ourselves ‘Gusto’ in the first place.’

### FURTHER INFORMATON

■ View Gusto’s production showreel at [gusto.film](http://gusto.film)



goods in a way that respects the energy cycles of our one and only planet. Oh, and we will not buy your stuff if you ignore us.’

These guys and the wonderful team at Wherefrom are boldly attempting to put a bomb under a current status quo that assumes consumers are not smart enough to know the difference

between sustainably minded efforts and greenwashing PR stunts.

This outfit has only been live for a few months, but with so much in the pipeline regarding new features and applications, now is a great time to start tuning in. And I didn’t even mention that with each review, you plant trees.

### FURTHER INFORMATON

■ Start changing the direction of the brands you know at [wherefrom.org](http://wherefrom.org)

## WHEREFROM

Wherefrom has come from nowhere. Its founders, lifelong best friends Adam and Dave, are dedicated technology guys.

Apparently they both in fact live in a cloud-based online storage platform. It’s even rumoured that if either of them glimpses a suit and tie between the hours of nine and five on a weekday, they’ll both turn into stone.

Whatever the truth about these two, they’re certainly looking to make a splash over the coming months and years. Their new tech platform empowers consumers by creating a tangible opportunity to shape the sustainability strategy of the brands whose products they know.

### SHAPE A BRAND’S SUSTAINABILITY

It’s simpler than it sounds: you rate and review products based on their eco credentials – think Trust Pilot or

Trip Advisor for sustainability. Then the brand will engage you directly through the platform and use your input to help shape its next move. Snapshot product-scoring gives users an insight into who’s improving and who’s not – or, as Adam and Dave put it, ‘who cares and who doesn’t’.

‘Doing something that you’re good at, and that you love, and that truly has a positive impact, makes waking up every morning so fucking delightful’, Adam reveals. He believes the democratisation of sustainability strategies through transparency and open scrutiny, coupled with competency at the execution level, is what will move us forward in the world of sustainability in consumer goods.

‘Of course, the goal is to be self-sufficient’, Adam explains. ‘But in the meantime let’s make it very clear to the brands that serve us that we want sustainability. That is, production of

Human intellect is sparking like never before in the history of humanity.

Offering solutions that are not logically relevant and that are somewhere else in another life – including heavens and gods – will not work any more. People want solutions here, something they can logically perceive and implement in their life.

If there is a spiritual vacuum – if there is no scientific process for people to experience their inner nature and know life in a larger dimension than the physical things we all do – then I think 90% of humanity will move towards drink and drugs.

Though heavens may crumble, the human longing to experience something more will not dissipate. And it should not.

### TRANSFORM YOUR CHEMISTRY

As there is a science and technology for external wellbeing, there is an entire science and technology for inner wellbeing: this is what yoga means.

Inner Engineering is an effort to bring yoga’s potential to the world, to sweep humanity with a non-religious, non-denominational spiritual movement, delivered in a scientific manner.

Recently, a group of scientists and doctors from Indiana University, University of Florida, Harvard Medical School, University of Southern California and others studied people who have been practising Inner Engineering.

One thing that determines the nature of your experience and your mental and emotional condition is BDNF – brain-derived neurotrophic factor. With these practices, there is a 300% increase in BDNF: emotional balance, sharpness of mind and pleasantness of experience should not be a problem.

There is another dimension to this. Today, marijuana is popular – but the millions of cannabis receptors in your brain and body are there because you are supposed to produce it, not smoke it.

The biomarkers clearly establish that with the Inner Engineering practices, your endocannabinoid production is significantly higher. That means you are stoned by yourself – you do not need outside help.

The impact of the endocannabinoids compared with the cannabinoids that come from outside is very different. You are intoxicated and super-alert at the same time. Additionally, approximately 230 genes, which are fundamentally responsible for one’s immune system, are highly enhanced. This is especially important in these challenging times.

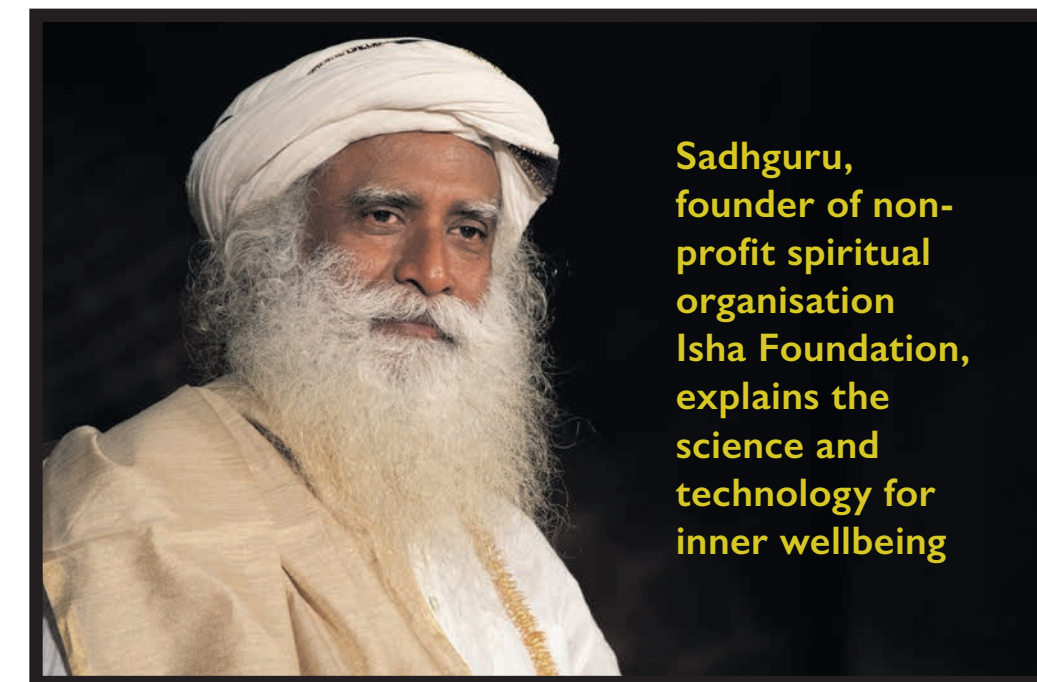
In other words, by doing a few simple practices you can transform the chemistry of your system. If you make yourself into a blissful chemistry, that will be the nature of your experience. Once you are joyful you will have no issue of your own, and will deal with the issues of the world effortlessly.

### ON THE CLIMATE CRISIS

There are many aspects to the climate crisis, but the fundamental problem is soil and water. We launched the Cauvery Calling campaign to revitalise Cauvery River in southern India by helping farmers plant 2.42 billion trees in the river basin, covering one-third of it with green cover.

This could serve as a model for other tropical nations, creating benefits of soil rejuvenation, river

# INNER ENGINEERING



**Sadhguru,  
founder of non-  
profit spiritual  
organisation  
Isha Foundation,  
explains the  
science and  
technology for  
inner wellbeing**

revitalisation, carbon sequestering and climate change mitigation while increasing farmer incomes.

Our estimates are that the 2.42 billion trees will sequester between nine and 12 trillion litres of water, which is close to 60% of the annual flow of the rapidly depleting Cauvery.

Furthermore, with agroforestry – or tree-based agriculture – farmer incomes can increase 300- 800% in five to seven years; this has been demonstrated by nearly 70,000 farmers, who we have helped to adopt agroforestry over the last decade.

With this approach we are marrying the traditionally opposite interests of economy and ecology and arriving at a solution that has proved to be a win-win for all stakeholders.

Recently I was part of the One Trillion Tree initiative at the World Economic Forum. Scientists made calculations that if we plant one trillion trees, in 15 years’ time the trees will absorb carbon from emissions over the last 50 years.

### GETTING ECOLOGY INTO POLITICS

Did you know that if human beings disappeared from this planet, trees would break through concrete and grow through your house? Everything would thrive wonderfully.

They say if the world’s insects died tomorrow, within 25 years all life on this planet would end. But if you and I vanished, everything would flourish. That clearly shows where we stand in this world.

The only source of the ecological crisis is the human being. We are causing this damage by functioning in an unconscious and compulsive manner. Only when our societies move into a

### FURTHER INFORMATON

■ Learn more about the Inner Engineering course at [innerengineering.com](http://innerengineering.com)

conscious mode can our activities be oriented towards a solution.

We are launching a movement called Conscious Planet, to bring more awareness to ecological issues by turning them into electoral issues.

There are 5.2 billion people living in countries with the ability to vote and elect their nation’s leadership. We want to make at least three billion of these people aware of at least five ecological aspects that must happen in their country, and two or three aspects that must not happen.

If we do this, ecology would become at least the number two issue in election manifestos.

### CARRYING A PIECE OF THE EARTH

We know how to go to Mars – but we still do not know how to be on Earth. We use all our science and technology to threaten the very life on the planet, but still our wellbeing is not getting enhanced. Somewhere we have missed the ABC of life.

Modern education has brought much comfort and convenience but not joy, because it does not address the aspect of inclusion. It has only addressed empowerment. Empowerment without inclusiveness is a disaster. Inclusiveness has to be built in to education: when you live here in an inclusive way, the environment will be a natural part of your life.

Human lives have become fragmented, minds are broken and we are going crazy simply because we have become unaligned from the way nature works. We are suffocating all the ingredients that we need for the upkeep of this body and the wellbeing of this life. You carry a piece of Earth as your body, yet there is no connection with that Earth.



# A SANCTUARY FOR THE INNER STATE

**You don't need to go to India to find yourself – just hop on a train to Yorkshire**

At first glimpse of the beautiful Broughton Hall in Yorkshire, you might think it is classic Downton Abbey – and Julian Fellowes did indeed consider the Estate as a primary location for the series.

However, look just a little below the surface and your whole perception will change rapidly.

The 32nd generation of the Tempest family – Roger, the current custodian; Paris Ackrill, his partner and their baby, Aya – are on a mission to turn Broughton into a leading centre of light and a beacon of hope in this rapidly changing world.

## A CENTRE OF TRANSFORMATION

It's over 900 years since William the Conqueror sent the original Tempest family member to help to look after these lands, and change has been necessary for the Estate's survival ever since.

Over 10 centuries it has moved from an agricultural community to a purpose-led centre that's a force for

### SOAK UP THE SURROUNDINGS

Take a moon bath or stay at Eden, a converted 17th-century barn, to enjoy a transformative experience in an unbeatable location



good, supporting transformation in the mind, body, spirit – and the land.

The newly created Avalon – ‘an island of spiritual refuge’ – is now at the heart of the Estate. It's a state-of-the-art wellbeing centre that rebuilds the human spirit right across the spectrum.

## FIRE TEMPLES AND MOON BATHS

Avalon's dynamic range of experiences and retreats covers everything from yoga and wellbeing to addiction and recovery, relationships, menopause, anxiety and mental health.

The place activation is subtle but extensive: a primal sweat lodge, sauna, steam, hydro-thermal pool, meditation pod, fire temple and pits, wild swimming, mountain bike courses, yoga, group presentation rooms, cinema screen, the Garden of Cosmic Origin, moon baths – the list goes on.

Retreats and courses here cover everything from eco-therapy and medicinal and herbal support to nutritional and behavioural change – but in each case the experience is fun and always entertaining, framed by a breathtaking panorama of the Yorkshire Dales National Park.

## A NEW FRONTIER

‘Avalon is less about revolution and more about renaissance and reformation’, Roger explains. ‘No street demonstrations are needed yet!’

Paris and Roger try to avoid divisiveness and anger with any current issues, and instead promote compassion, understanding, unity and freedom of choice, with a focus on personal responsibility.

‘This island of personal responsibility acknowledges human frailty and weakness’, Roger tells us. ‘It's less New Age and more New Frontier. The work is led by heart and solutions, and centres on the inner state of human beings. The goal is to give people the strength to define and express their sense of purpose and their art of being.’

## ATTRACTING CHANGEMAKERS

Avalon is attracting philosophers, changemakers and lifestyle managers like a magnet. It has hosted Guatemalan Mayan Elders and events and courses ranging from a spiritual Davos, Path of Love and the Hoffman Process to sound journeys, Conscious Cafés, kirtans and pop-up wellbeing events.

Lawrence Bloom, Lily Cole, Tim Freke, Andrew Harvey, Jasmine Helmsley, Yantara Jiro, Malcolm Sterne and Rebel Wisdom are just some of the names in the guest book, and each visitor is part of the sanctuary's journey.

## REWILDING AND NATURE

‘Renaissance and reformation’ is a key theme at Broughton; it goes beyond the reuse of Estate buildings and travels deep into the land.



While Avalon specialises in the inner nature of the human being, a rewilding and nature recovery programme on the 3,000-acre Estate is nurturing the environment as well.

There are plans to plant 180 hectares with woods this year – that's around 8% of the provisional figure for all new woodland created in England in 2020.

The trees planted will extend to a foraging forest, orchards and a programme with the Environment Agency to ‘slow the flow’ and prevent future flooding by working with nature instead of against it.

The Sanctuary's in-house forest therapist and Earth shaman is also on hand to help visitors re-establish their connection to nature and continue on their wellbeing journey.

## WELLBEING FOR ALL

On this historic Estate, it's fantastic to see conservation embedded in development – and the regeneration of mind, body and spirit running parallel with the loving restoration of the Estate's land and buildings.

There are over 100 beds on the Estate, from rooms in the 16th-century Hall and farmhouse holiday homes to an idyllic hermit's hut. A new Recovery Centre is being created on a more remote farmhouse.

The broad range of accommodation available creates a full spectrum of affordability, and the Avalon Foundation makes sure that nobody is excluded.

You can currently rent a holiday home and safely enjoy a weekly range of activities, from sound baths, guided forest bathing, yoga and mountain biking to fire temple drumming, story evenings and ecstatic dances in nature.

## A NEW WAY OF LIFE

Paris and Roger have found a formula that caters for all groups, needs and programmes – whether people are looking for a day hire or a family retreat in one of the 12 holiday homes.

### A TRANSFORMATIVE EXPERIENCE

Avalon is an island of spiritual refuge; 180 hectares of new woodland will be created on the Estate this year

“ THE GOAL IS TO GIVE PEOPLE THE STRENGTH TO DEFINE AND EXPRESS THEIR SENSE OF PURPOSE AND THEIR ART OF BEING ”

In each case it's a conscious and ethical wellbeing break away, where individuals and groups can experience one of Britain's leading lights in the mission to serve a new way of life.

## A HUMAN CELEBRATION

It could be said that Broughton has a feel of Esalen meets Soho House meets Daylesford meets an ashram. It's a place and community that spirals up, energised by its enterprising culture.

In its celebration of human endeavour, Broughton is guided by two individuals who are embracing and encouraging the evolution of the human spirit.

## INNER TRANSFORMATION

Paris and Roger had hoped the 21st century would usher in a new era of personal responsibility, delivered by renaissance and reformation and hallmarked by a sense of being in service without any need for heavy state intervention.

In this vision, there is no place for the breed of revolution that failed in China, Germany, Russia and so many other places in the 20th century.

The goal at Broughton is to inspire a different way of living – a new civilisation that involves compromise and acceptance, so we can coexist in a sustainable and tolerant way.

Here, you can live the life of a new story in an authentic way – feel it, live it, read it, touch it, sleep it

and, above all, enjoy it. It's about inner transformation for outer change – in an inspirational and regenerative space that celebrates all that is good in the world.

## CULTIVATING PEACE

‘In order to create a more harmonious world, we need to learn to live peacefully around difference’, Paris tells us. ‘The more able we are to cultivate peace within, the more we will be able to create peace with one another – and that is something humanity needs’.

Avalon was founded on the idea of source, or the belief that all philosophies lead to the same thing: the essence of life and creation. In a culture of over-consumption, it offers experiences of an inner type that create a positive impact on our lives, communities and the Earth.

Humanity is in crisis, yet what could emerge could be profoundly beautiful if we could all commit to making positive change in the ways we are able.

Avalon and the Broughton Hall Estate are providing the space for a new humanity to emerge. A place to come home – to yourself and to nature. The great reset is here and we are all involved. ■

## FURTHER INFORMATION

- For availability and prices, visit [broughtonhall.co.uk](https://broughtonhall.co.uk)
- Discover the art of being at [avalonwellbeing.com](https://avalonwellbeing.com)





This app lets you give every time you shop – in a way you'll barely notice in financial terms

# THE SIMPLE WAY TO GIVE

If a penny from one year's 34.6 billion UK consumer payments went to good causes, the world would be a very different place.

Loral and Eishel Quinn are the mother-daughter co-founder team behind Sustainably, which was named Richard Branson's startup of the year in December 2019.

The free app micro-donates your spare change, so every transaction with retailers has a positive social and environmental impact.

'We were inspired by new business models like Toms Shoes, where you buy something and do something good at the same time', Loral explains. 'We wanted to combine that do good, feel good feeling with payment automation like you see with Uber, where payments all happen in the background while you ride.'

The result is an app that builds positive change into everyday life; the process is so simple that users can make a real impact without even noticing.

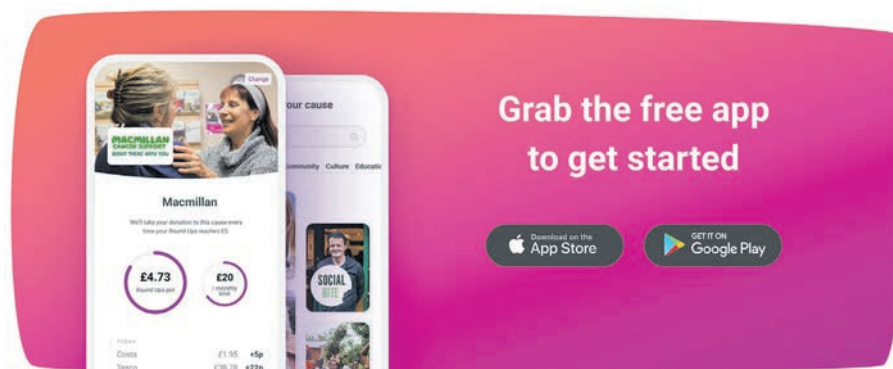
## DONATE SPARE CHANGE

There are two major sections to the app; with Round Ups you choose a cause, connect your transactions to Sustainably (using open banking) and add a payment card. Then just live your life and see your impact.

Sustainably rounds transactions up to the nearest £1; when your Round Ups pot gets to £5 it's transferred to your chosen charity. You can set a limit on how much you want to give each month to manage your giving.

With Monthly Happiness you choose a cause, an amount to give and a date. Your impact feed is updated every time you give, meaning you can see your impact instantly. You can also pause or change your giving whenever you like, so you remain in full control of your money.

'You get impact points every time you give on Sustainably', Loral explains. 'Ultimately you will be able to cash these in for rewards – watch this space!'



## “WE WANT TO TURN EVERY FINANCIAL TRANSACTION INTO A POSITIVE IMPACT”

### CHOOSING A CHARITY

Zero fees are charged on donations; Stripe processes payments for a fee of 1.2% plus 10p, so for every £5 donated you charity gets £4.84. If you add Gift Aid your £5 donation is bumped up by 25%, so your charity would get £6.09: £6.25 minus 16p for Stripe.

At present you can only support one charity at a time, but you can change it whenever you like. Ways to support multiple charities at the same time will be added in the future as Loral and Eishel continue to grow the range of ways to give.

New charities are joining regularly – which is no surprise – but if a UK registered charity you care about isn't showing, you can suggest it in the app or on the Sustainably website and Loral and Eishel will try to get it signed up.

### EMBEDDED GIVING

Sustainably is helping to make embedded giving a normal way to shop and spend. 'Purchasing

behaviour is a great, practical way to effect real change', Loral tells us. 'Huge change can start from the ground up, and we want to turn every financial transaction into a positive impact. By shopping smarter and doing your bit, you can make a difference to the causes you care about.'

Soon, any employer or retailer will be able to sign up to Sustainably and give to causes their customers and employees care about – in a really simple way. Brands can also hyper-localise and personalise their social responsibility, increasing engagement, visibility and impact.

'We built Sustainably with scale in mind', Loral says. 'Ultimately, the target market is every single corporate, every single charity and every single individual in the world.' ■

### FURTHER INFORMATION

■ Download the Sustainably app from [sustainably.co](https://sustainably.co)



# SUSTAINABLE IT



## IT sustainability expert Justin Sutton-Parker reveals how tech can help businesses slash their emissions

Several years ago I adopted a personal life goal to remove the greenhouse gas (GHG) equivalent of 100,000 cars from the atmosphere by 2050 through the diffusion of sustainable IT.

In context, I work in the information technology industry; my latest sustainability research indicates IT-related activities contribute as much as 5% of global GHG emissions. Consequently, sequestering the pollution from the way we work today would require a forest the size of Canada and Greenland.

### MEETING OUR EMISSIONS TARGET

According to the UN, 'combining innovation in the use of existing technologies and in behaviour with the promotion of investment in new technologies has the potential to transform societies and reduce their GHG emissions'.

Adopting sustainable IT practices supports this concept of looking beyond the obvious environmental wins presented by electric cars and renewable energy. It could bridge the current global 32GtCO<sub>2e</sub> GHG emissions target gap that will make the difference between 1.5°C global warming and 2°C.

### FOUR STEPS FOR BUSINESS

The foundation for success for my personal goal is the '4 Simple IT Sustainability Strategies' I conceived while completing an MBA in Sustainability Leadership with the University of Cumbria and the Institute for Leadership and Sustainability (IFLAS).

The steps are: switch to low-energy computing devices; enable flexible working to reduce commuting; use cloud computing powered by low-carbon energy and extend the useful lifecycle of IT hardware.

While conducting PhD research with the University of Warwick, I've also created a methodology and cloud computing application to measure success. It delivers a CO<sub>2e</sub> value for IT-related GHG emissions and abatement, while at the same time highlighting the money saved and the environmental gains – shown in simple formats, such as the car and forest equivalents.

### THE TRIPLE BOTTOM LINE

The design concept was based on Elkington's 'Triple Bottom Line' approach, which requires an acknowledgement of People, Planet and Profit.

For me, sustainability isn't about whether people truly accept that climate change is happening. It is more the principle of ensuring our actions today do not limit the range of economic, social and environmental options open to future generations.

Now, after several years researching, testing and developing the application, I'm bringing the research out of the laboratory.

Today, I'm working with global IT vendors and channel partners, plus the commercial and public sectors, to achieve the original 100,000 car equivalent abatement goal.

### CONVERTING 100M CUSTOMERS

This year Citrix, the global software company, translated my '4 Simple Steps' concept into a free e-book, *The Sustainability Era*. The company has also absorbed my research into a sales and marketing programme to convert some of its 100,000,000 customers to more sustainable computing. At a theoretical extreme, the impact could abate 50MtCO<sub>2e</sub> in emissions – which is actually 10.8m cars!

Tim Minahan, executive vice president of Citrix, said, 'As this research makes clear, the choices we make as individuals and businesses can have immediate, cumulative effects and deliver environmental, economic and social benefits that can lead to a more sustainable planet. It's also clear that by using digital virtualisation and workspace technologies to empower flexible and remote work models, companies can positively impact sustainability.'

### CUTTING COSTS WITH IT

This momentum with Citrix has also enabled me to work with Fujitsu, where Sarah-Jane Littleford is head of responsible business. She said, 'One of the major enablers for delivering social and environmental value is technology. Justin's research facilitates increased adoption of efficient and sustainable tech with a direct, positive impact on climate change.'

I've also been speaking with a team from tech giant Google to explore uses for my field research, which found Chrome OS notebooks are highly energy efficient.

Michael Wyatt, head of Chrome Enterprise EMEA, said, 'Justin's research helps to confirm that sustainability does indeed work hand in hand with lower operating costs and the conservation of energy and other natural resources. Sustainability is now not just a nice to have, but a reality that we all must embrace if we want to thrive on Mother Earth and ensure our beautiful world remains that way for many generations to come.'

### THE VALUE OF PARTNERSHIPS

Looking ahead, I'm thrilled that two of my current research papers will be included in the 10th International Conference on Sustainable Energy Information Technology (SEIT) in August. I will also speak about sustainability for the International Association of Microsoft Channel Partners in July.

I now believe that by leveraging the UN Sustainable Development Goal of partnerships, I will exceed the once lofty 100,000 car aspiration ahead of 2050. Perhaps I need to raise my sights and hope for more? ■





## MARKETPLACE

Our Marketplace is full of alternatives to mainstream products, whether you want to switch to a more plant-based diet or are trying to cut toxic chemicals out of your daily routines. Here are just some of the products currently available – use the search bar at [mygreenpod.com/marketplace](https://mygreenpod.com/marketplace) to find what you need!

### PLASTIC FREE

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

### NATURAL PRODUCTS

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

### GO ORGANIC

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

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

### ETHICAL BUSINESS

Many of the companies we feature are doing great things for nature and society behind the scenes; with your support they can do even more.

### PLANT A TREE

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

## FOOD & DRINK



### VINTAGE ROOTS ORGANIC EVERYDAY (X6)

Delicious organic wines, all 75cl

£49



### AVALEN CALVADOS (70CL)

Apple brandy that helps to save wild bee populations around the world

£35



### PRIMROSE'S KITCHEN ORANGE & CASHEW GRANOLA

Gluten free and organic, 300g

£5.49



### SEED & BEAN VEGAN MIX (X4)

A set of 85g bars in delicious vegan flavours. Three of the four are organic

£11.80



### FAIR CACAO LIQUEUR (35CL)

A dark chocolate bar in a bottle, containing organic and Fairtrade nibs

£18



### DR WILL'S KETCHUP & BBQ SAUCE PACK

Two ketchups and a BBQ sauce, with no added sugar

£9.99



### ATLANTIC DISTILLERY GORSEDH

An elegant and smooth dry gin with gorse flower and lime

£21-36

## HOME & GARDEN



### ECOEGG (70 WASHES)

Replaces laundry detergent and fabric conditioner

£9.99



### HUSKUP BARNACLE (8OZ)

This reusable coffee cup is made from rice husk, not plastic

£8.95



### THE FOREST SCHOOL DEN KIT

Created to facilitate a child-led Forest School curriculum

£60



### SEEDBALL BEE MIX

Wildflower seeds in a protective clay ball – easy to use, and great for bees!

£6



### PET REMEDY CALMING SPRAY (15ML)

A special blend of essential oils to help calm anxious pets

£6.49



### WHERE DOES IT COME FROM? ORGANIC WHITE SHIRT

A unisex basic

£75



### BASKET BASKET CLASSIC BERBER MARKET BASKET

Woven palm leaves

£25



### PALA LICH BLACK BIO-ACETATE SUNGLASSES

Biodegradable frame made from plant-based acetate

£110



### WAVES PRINTED ZIG ZAG FLIP FLOPS

Made from ethically sourced natural rubber

£20



### VOTCH CLASSIC COLLECTION GOLD AND PIÑATEX

Unisex, made from vegan 'leather'

£150



### EQUINOX KOMBUCHA MULTIPACK (24 CANS)

Four of each of the six delicious flavours

£38.40



### CULINARY CAVEMAN GREEN GAIA GOODNESS

A fantastic all-round vegan food supplement

£33

## ARTS & FASHION

## FOOD & DRINK



### NEON KACTUS REUSABLE GLASS BOTTLE, SUPER SONIC (550ML)

Lightweight, robust – and 100% recyclable

£14.99



### LIQUID WITH LAVENDER (5L)

Hypoallergenic and suitable for sensitive skin. No optical brighteners

£26.59



### ORGANIC LEMONGRASS TRADING CO ANTI-MOTH SPRAY

Effective and safe

£9.25-18.95



### WE ARE PROBIOTIC STARTER PACK

Prebiotic cleaning products – keep the bottles and order refills!

£14



### D2W OXY-BIODEGRADABLE SWING BIN LINERS (15 BAGS)

These bin bags are also fully recyclable

£1.99



### PURE & LIGHT ESSENTIAL FACE CREAM (50ML)

One remarkable cream that does it all

£34



### TABITHA JAMES KRAAN STARTER PACK

Clean Shampoo and 4-in-1 Conditioner

From: £25 every 3 months

## HEALTH & BEAUTY



### NATRACARE MINI PANTY LINERS (X30)

Free from plastic, perfume and chlorine

£1.79



### THE KENTISH SOAP CO ENCHANTMENT SOAP BAR

With essential oils

£4.80



### WELEDA SKIN FOOD (75ML)

Natural care for dry, rough skin – at any age

£12.95



### SCENCE DEODORANT

Natural, soothing and effective deodorant for all skin types

£12



# EYEWEAR WITH PURPOSE

**In a sector dominated by cheap materials and fast fashion, here's one eyewear company doing things differently**

In April 2020, the UK got its first B Corp eyewear company: Bird Sunglasses. It's one of only three B Corp eyewear brands in the world.

Achieving B Corp status is no mean feat; a company has to demonstrate that it balances profit with purpose, and that its operations prioritise the environment and society.

'We designed our brand from the ground up to be a purposeful and more-than-profit business', explains Ed Bird, founder of Bird Sunglasses. 'Although there is more awareness now of ethical issues associated with clothing and footwear, the eyewear industry is behind the curve. Not many companies consider all aspects of ethical business, from being 'more than profit' to the materials used, team structure and pay.'

## BUY WHAT YOU LOVE

Ed comes from a creative family; he and his brothers had always wanted to start a business together, and Bird Sunglasses was a way for them to combine creativity, business and social purpose.

'Specifically, the idea came from being fed up with throwing away cheap, plastic sunglasses', Ed tells us, 'alongside the desire to do something creative using sustainable materials.'

Most eyewear companies use plastic injection-moulded frames that are produced cheaply and contribute to the throwaway culture of fast fashion. In contrast, Bird customers are actively encouraged to choose well and buy once.

A fantastic virtual try-on feature has just gone live on Bird's website; you can play around with different styles from the comfort of your own home, and get a real sense of how the various frames and styles will look on your face.

## ECO FRAME MATERIALS

Bird's premium frames use materials such as certified woods, bio-based acetate and repurposed aerospace aluminium.

Do sustainable materials require compromised quality? 'Absolutely not', Ed tells us. 'We've always been clear that we're creating quality, designer sunglasses – the sustainable aspects are a bonus.'



FROM THE TOP  
Bird Sunglasses KAKA frames in Caramel,  
Snowy and Honey (£99)

The number of eco materials available for sunglasses is on the rise, but there are some grey areas. Your personal ethical yardstick will determine which material constitutes the most environmentally friendly option for frames.

Bamboo is renewable and biodegradable, but slightly less durable than other alternatives. Aluminium is more energy-intensive to generate, but also more durable and easily recycled.

'Bio-acetate is greener than plastic but still has some limitations', Ed tells us. 'Some brands are trying to jump on the eco bandwagon by stating it's the most eco option out there, but I would say that's probably overstating it.'

It's also important to consider the source of the material and the conditions for workers, which could vary by company. 'It's important to care about the

environmental credentials of the product', Ed tells us, 'but we'd advise people to use their hearts as well as their heads. If you love a particular design or material then you're more likely to wear and look after it for a long time, which is another important part of sustainability.'

## SUPPORTING SOLAR

With each pair of Bird Sunglasses sold, a family in Africa benefits from a solar lamp through Bird's Share Your Sun partnership with SolarAid.

The solar lamps replace dirty kerosene lamps, so families benefit from better health and mental wellbeing while also missing fewer hours of work and school.

So far this partnership has reached almost 5,000 people and provided more than 930,000 extra hours of study time.

Solar lamps also save families from buying fuel for their kerosene lamps – 40% of families will never have to spend money on lighting ever again. 'We've saved families £147,000 so far', Ed tells us. 'And the lamps have stopped over 981 tonnes of CO<sub>2</sub> from polluting the atmosphere.'

Bird's Share Your Sun partnership is more than a token corporate responsibility afterthought. 'The Share Your Sun partnership harnesses the undeniable cultural associations between sunglasses, sunshine and feeling good', Ed tells us. 'We hope it inspires our customers about the power of solar energy to make a difference in poorer communities.' ■

## MARKETPLACE

■ Browse or buy your own Bird Sunglasses at [mygreenpod.com/vendor/bird-sunglasses](https://mygreenpod.com/vendor/bird-sunglasses)



Have Riz Smith and Ali Murrell created the world's most sustainable swim shorts?

# TAILORS OF SUNSHINE

In 2009, eight years before *Blue Planet II* hit our screens, ocean plastic and its devastating effects were still far from most people's minds.

That was the year Riz Smith and Ali Murrell, school friends since the age of four, set out to create 'the most beautiful and sustainable swim shorts in the world', using recycled fabrics to create shorts that are made to last.

## TACKLING OCEAN PLASTIC

Riz started his career designing men's swimwear and beach shorts for big brands, where 'everything was about profit'. Ali had a degree in natural sciences and worked in finance.

'We were both disillusioned with big business', Riz tells us. 'We came together in 2009 with a simple mission to build a small, honest beach shorts company. Ali was a sailor and I was a surfer, so it seemed only natural to want to build a product that had a positive impact on the environment we both love so much.'

Riz had discovered recycled polyester fabric, made from recycled bottles, years before Shorts for Life launched, but back then hardly anyone was using it.

'This was how we started', Riz explains. 'A few years later, Ali sailed across the Pacific and saw firsthand the effects of plastic pollution. As the company organically evolved, we realised the opportunity and responsibility for a brand like ours to support a plastic-free movement.'

## THE IMPACTS OF FAST FASHION

Most mainstream swimwear is designed using virgin synthetic materials made from plastics. They are made cheaply, follow the frantic pulse of fast fashion and are often seen as disposable, lasting just long enough for your holiday.

'We believe all swimwear makers should use recycled fabrics', Riz tells us, 'to help stop the demand for virgin plastic materials. Any clothes that are not designed to last or cannot be recycled are surely unsustainable.'

According to Riz, it's extremely easy – and also not that much more expensive – to source recycled and recyclable fabrics for swimwear.

'Even over 10 years ago, when we discovered recycled materials, they weren't that expensive', Riz tells us. 'It goes to show how obsessed people are with saving a tiny piece of margin – plus how little people understand or care about the impacts of what they are creating.'

## TAILORED SURFWEAR

As the name suggests, Shorts for Life are made to last, and they look just as at home in the city as they do on the beach.

The brand's look and feel was inspired by London – influenced by Savile Row, tailoring and traditional menswear. 'It's this contradiction between surfwear

These Shorts for Life, made from recycled plastic, will take you from the Strand to the sand



and tailoring that we like', Riz says. 'Living in London, our shorts were also born from the need to escape to the beach. They were created to take you between the streets and the sea – just one pair for both dinners and dives.'

A talented group of artists and illustrators creates the designs; they are people Riz and Ali have 'met along the way', and who have a style and character that suits the company's 'British-Aloha' vibe.

'The aim for the prints is to inspire a greater understanding and appreciation of the natural world', Riz explains, 'so we are drawn to artists who can tell stories through print.'

To inspire a deeper connection with the sea, Riz and Ali have for many years worked with the Marine Conservation Society, donating £1 from the sale of each pair of shorts and sharing the charity's cause with their customers.

## FREE REPAIR SERVICE

Earth-friendly inks are used to print the designs, which makes the colours even more vibrant. 'We use a process called sublimation print or digital printing', Riz explains. 'The pattern is fused into the actual fibres, so the print won't fade and is super rich.'

The fabric is really tough and the shorts are triple-stitched for strength. Riz admits it's hard to know exactly how long a pair of Shorts for Life lasts, as

nearly all the shorts people own are still doing fine. A free repair service is available for issues such as lost buttons or tiny rips.

## DO ONE THING

Riz and Ali have also created the Rizcycle programme 'to keep the vibe alive'. 'The idea is to extend the life of our shorts for as long as possible', Riz tells us. 'If and when a customer's journey with the shorts comes to an end, or they don't fit any more, the shorts can be returned and we will give a discount for the next pair. We are in the process of setting up a new section on the website to resell worn, pre-loved shorts. Styles that are totally worn out can be recycled.'

So what's next for Riz Boardshorts? 'We only make shorts. That's it', Riz says. 'It would be great if that's all we continue to do – always getting better at doing this one thing: helping people connect to the beach. With the world sinking in 'stuff', it would be great to work more on how design can have a positive impact on people and the planet. The future is circular, so watch this space.' ■



Discover more about why Riz Swim Shorts are a My Green Pod Hero at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)



# JANEY LOVES

Natural beauty expert Janey Lee Grace  
shares her tips for clear, cool summer skin



Sensitive skin has been on my mind a lot; on top of the endless handwashing, my three teenagers are now getting spots!

Weleda has come to the rescue with its original Aknedoron Purifying Lotion (£10.95, 50ml) and Cleansing Lotion (£11.95, 100ml) – two of the oldest Weleda skincare products – and a new SOS Spot Treatment to target spots and pimples.

## SUMMER ESSENTIALS

Talking of handwashing, make sure your soap is totally natural. Entries for the Janey Loves Platinum Awards are in full swing, and The Kentish Soap Company has entered its gorgeous handmade vegan soaps.

The Blissful Soap is a lovely warm blend of natural essential oils – including sweet orange and geranium – plus olive oil, coconut oil, avocado oil and shea butter. The soaps are all made using the traditional cold-process

method, starting with unique blends of natural oils and butters selected for their skin-nurturing properties.

Another summer essential is the excellent HayMax Barrier Balm with Aloe Vera. Pure, organic and safe for all, it creates a barrier to block pollen. You can buy HayMax in Boots stores, plus independent chemists and health food shops.

## FRESH SKIN, CLEAR HEAD

If you want a natural deodorant, the lovely Peony Blossom Natural Deodorant Spray from Salt of the Earth is a delicate bouquet of Sicilian lemons with sage and rosemary. It leaves an invisible layer of mineral salts on your skin, which inhibits the growth of odour-causing bacteria and leaves you feeling fresh and clean.

When we think of lazy summer days, our thoughts might turn to drinking. You CAN drink, stay healthy and drive home – keep the ritual, just change the ingredients! Check out the excellent Naughty Alcohol-Free Organic Sparkling Wine – it's excellent!



## JANEY LOVES PLATINUM AWARDS 2020

My Green Pod is delighted to once again be the media partner for the Janey Loves Platinum Awards. The awards champion and promote the best of the best in natural products and services.

Award winners are selected after real-life testing by a panel of judges – including Jo Wood and Zoe Ball – who are key influencers, renowned celebrities and respected experts. If you have an organic, eco or natural brand, or you are a therapist, coach or wellbeing author, please consider entering.

## FURTHER INFORMATION

Enter or vote for your favourite natural products in the Janey Loves Platinum Awards at [platinumawards.co.uk](https://platinumawards.co.uk)

## LEFT TO RIGHT

HayMax with Aloe Vera (£6.99, 5ml); Weleda SOS Spot Treatment (£10.95, 10ml); Naughty Alcohol-Free Organic Sparkling Wine (£8.99, 750ml); Salt of the Earth Peony Blossom Natural Deodorant Spray (£5.99, 100ml); Kentish Soap Company Blissful Soap (£4.80)





# REAL REFILLS

## How to get a discount on refills for authentically natural products

The refill service at Pure Lakes Skincare is one of the first of its kind in the UK – and it recently won the company a spot on the prestigious National Recycling Awards shortlist.

### ETHICAL PACKAGING

The booming demand for plastic-free products has led various companies to introduce refill pouches for certain products, or to offer internal recycling for packaging.

In contrast, Pure Lakes will actually refill any original bottle or jar – a fantastic service made possible by the fact that everything's made by hand in its Lake District workshop.

The process is extremely straightforward: you simply order a refill option online, at a 30% discount. You then send your container back to the Pure Lakes workshop in the Lake

District National Park, where it's filled and returned to you in the post.

### WHAT'S ON THE INSIDE

As well as offering a genuine refill service, Pure Lakes bottles its products in sugar rusk. The company is also authentically natural when it comes to what's inside the packaging.

While some companies use plastic-free packaging for products that contain chemicals and synthetic polymers (liquid plastics), Pure Lakes sticks to plant ingredients of an extremely high quality.

These include rosehip seed oil, a natural alternative to retinol; hyaluronic acid, the beauty industry's moisture hero and frankincense, a firm anti-ageing favourite.

The products also represent great value, with face cream starting at £13.



Find out why Pure Lakes is a My Green Pod Hero at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

All Pure Lakes products are guaranteed; if something is not working you can send it back and it will be replaced with an alternative or refunded, with no questions asked.

This service is a blueprint for tackling single-use plastics without forcing a compromise on authentic and ethical natural beauty. We wish them all the very best at the awards. ■

### MARKETPLACE

Browse or buy Pure Lakes products at [mygreenpod.com/vendors/pure-lakes](https://mygreenpod.com/vendors/pure-lakes)

### FURTHER INFORMATION

■ Information about the Pure Lakes refill service is at [purelakes.co.uk/pages/refill-service](https://purelakes.co.uk/pages/refill-service)



## MARKETPLACE

We might not have the luxury of getting away this summer, but we can still have fun and enjoy the sunshine!



Here's a discount on us: use the code **health15** for **15% off** all products on the My Green Pod Marketplace until 01 September 2020.

[mygreenpod.com/marketplace](https://mygreenpod.com/marketplace)

**#PutYourMoneyWhereYourHeartIs**



# UNDERARM THERAPY



## The natural, plastic-free deodorant bars that support mental health

Over the last hundred years, humans have been duped into thinking that sweating is bad news. Thankfully, science has demonstrated that sweating is a crucial process that rids our bodies of toxins, and that any resulting odours can be combated with natural fragrances. But today’s big con is that deodorants require mountains of unnecessary plastic packaging. ‘It frustrates me that people use deodorants that have not just one but usually two types of plastic within the tube’, says Alice Bardwell, founder of Pit-Tastic! deodorant bars. ‘That plastic takes 450 years to biodegrade.’ Alice points to the mainstream deodorant spray – 600 million of which are sold in the UK each year. ‘Aerosol cans are difficult to recycle as they have to be empty and clean – not an easy task’, she says. ‘A recent study also showed that if one million people switched their aerosol, 696 tonnes of CO2 would be saved. To me this is a no-brainer. Zero packaging that is 100% biodegradable. Done.’

### LESS IS MORE

Alice was helping people to go plastic free a long time before she founded Pit-Tastic!; she launched Fillfull – one of the UK’s first plastic-free shops – which uniquely sold completely dairy- and gluten-free products and cosmetics. After seeing the huge shampoo bar trend, Alice ‘tinkered’ with various pastes and powders and ‘sniffed a lot of armpits’. In April 2019, she perfected the formulation for an effective, natural and plastic-free solid deodorant bar based on the philosophy that ‘less is more’. Pit-Tastic! bars have a very short list of ingredients; the Standard bars contain coconut oil, shea butter, beeswax, bicarbonate of soda and distilled natural essential oils for fragrance. The Sensitive bars replace bicarbonate of soda with arrowroot and the Vegan bars use sunflower wax instead of beeswax. The four different fragrance options – Orange and Grapefruit, Rose and Ylang Ylang, Lemon and Lime and Lime and Tee Tree – contain essential oils that have been carefully selected for their natural healing powers; rose alone has over 100 presumed health benefits.

### NEUTRALISING ODOURS

The health-boosting formulations are a far cry from mainstream deodorants, most of which use aluminium salts to block underarm pores. This hampers the

body’s natural detoxification process. ‘In my previous experience, antiperspirants that contain aluminium salts don’t keep underarms fresh unless you pile more on over the day’, Alice tells us. Instead, Pit-Tastic! bars balance the pH of the underarm, and neutralise odours by reducing bacteria. ‘The reason it took me so long to formulate the Pit-Tastic! range was because I wanted to create a natural deodorant that was effective for odour’, Alice says, ‘so even when you’re exercising vigorously there should be no stink.’

### CHEMICALS IN DEODORANTS

In addition to aluminium salts, other chemicals to watch out for in deodorants include triclosan, which the FDA has banned from consumer soap products in the US, and parabens, which are synthetic chemicals that have been linked to hormonal imbalance. The word ‘fragrance’ or ‘parfum’ can be used in the ingredients list to mask hundreds of other chemicals, including phthalates. Phthalates, such as propylene glycol – sometimes called ‘non-toxic antifreeze’ – have been linked to a higher risk of birth defects in women.

### SWEAT AND THE MEDIA

Ads for the first antiperspirant essentially scared women into thinking that they might stink – without even realising – and that this was no way to keep a man. Instead, the ad proposed, women should cover their armpits with a solution so acidic that it actually burned through clothes. The idea that we’re not allowed to be sweaty has been reinforced through decades of advertising; ‘Never let them see you sweat’ was Gillette’s slogan of choice in the early ‘80s. ‘We all get sucked in by marketing and TV adverts – not all of which support our natural health’, Alice tells us. ‘Large corporate brands also state that aluminium chlorohydrate is regulated and deemed harmless by the FDA’, Alice continues. ‘What perhaps is not stated is the potentially dangerous process by which it blocks the body’s detoxification. These chemicals are authorised to be used on the body – day in, day out – for profit. The global deodorant market is estimated to be worth \$69 million – and corporations want a slice.’



### A ROAD TO RECOVERY

Alice has firsthand experience of the healing and cleansing powers of nature. The Pit-Tastic! range was perfected during her recovery from a stroke; the stirring, mixing and fine-tuning of ingredients was a soothing process that helped her brain injury. ‘I was told initially that the road to recovery could be years’, Alice tells us. ‘My neurologist said I should just let it be that I may never be the same again. Anyone beyond close friends and family couldn’t necessarily see there was anything wrong with me – they just thought I was maybe a bit quiet and couldn’t join in with some of the banter.’ As a 39-year-old single parent Alice remembers some ‘very low times’ – yet she also felt she had a clean slate. ‘I had to learn to do things again, but this is what drove me to do something I wanted to do in life’, she tells us. ‘Something that was aligned with my values and experience.’ Alice had already started to ‘mess around’ with the product, but getting stuck in allowed her to work in silence. ‘I did not need to write or read’, she explains. ‘Working with our hands creates entirely new neural pathways that could not be made in a less physically active environment.’

### SUPPORTING MENTAL HEALTH

Alice’s initial formulation was concocted over a bain-marie; the process of gradually adding and stirring allowed her to focus on something positive. ‘Every time I made these bars it was almost like being a witch casting a spell over a cauldron’, she says. ‘It was ever so therapeutic and it got me to where I am now – both physically and psychologically.’ Alice now hopes to set up a charity that supports mental health by providing a space for people to come together. ‘I have known and lost three people in the past few years to suicide’, Alice tells us. ‘This sad and ever-growing figure impacts too many people at present.’ Alice wants people to get together to stir the Pit-Tastic! – just as she did at the start of her journey when formulating the bars – to allow conversation and provide support for mental health. ‘I know this has helped me and my mental health to flourish’, Alice tells us, ‘and I hope it can help others, too.’ ■

### MARKETPLACE

■ Browse the Pit-Tastic! range at [mygreenpod.com/vendors/pit-tastic](https://mygreenpod.com/vendors/pit-tastic)



# SIMPLE BEAUTY

Organic rose water is a multi-tasking beauty product that no bathroom should be without

Budgets are tighter and most of us don't have time for complicated skincare rituals, so it's more important than ever to opt for multi-tasking beauty products that are both affordable and effective.

Enter rose water, the miracle product that relieves pain and skin irritations while bringing so many benefits to the hair, skin and mind that it was the beauty product of choice for Cleopatra, Michelangelo and countless others over its long history of use.

## THE HISTORY OF THE ROSE

Fossil evidence suggests the rose is at least 30 million years old, and that it has had a role in human history for over 5,000 years. The Ancient Greeks understood the power of the rose, and considered large public rose gardens as important as wheat fields and fruit orchards.

Modern research continues to unravel the mysteries of this incredible flower, and explain with science what humans previously seemed to understand through intuition.

## THE QUEEN OF ROSES

Roses contain an abundance of phenolic compounds, which contain free-radical scavengers and antioxidants. They have been found to contain anti-cancer, anti-inflammatory, anti-mutagenic and antidepressant qualities.

*Rosa damascena* – also known as the Bulgarian rose and the 'queen of roses' – is the most prized flower of the rose family; in addition to the qualities common to all roses, studies reveal this remarkable flower brings extensive benefits to the central nervous system and can aid sleep and relieve pain.

A rose water made from its petals can be used to treat everything from burns, cuts, scars and skin irritations to sore throats, coughs and migraines – but it shouldn't be restricted to a first aid kit.

## ROSE-INFUSED BEAUTY

When it comes to beauty, rose water also improves complexion and promotes the holy grail of skincare: *that* 'glow'. Suitable for all skin types, it has a toning effect on the skin's surface capillaries and helps to maintain the skin's proper pH balance. Essential micronutrients soften, tone and hydrate while calming the skin and helping to relieve redness.

The benefits to hair are equally impressive: a top-quality rose water will provide the essential nutrients required for hair and scalp health, and improve shine and lustre. It will promote hair growth by stimulating blood circulation and deeply moisturise to restore and define hair.

## CHOOSING A ROSE WATER

The aromatherapy benefits, from uplifting the spirit to harmonising the mind, are more than just a bonus – they're intrinsic to *Rosa damascena*'s natural bounty.

If you want to get the maximum wellbeing, pharmacological and beauty benefits, it's crucial to select a rose water that's both pure and potent.

## THE VALLEY OF ROSES

*Rosa damascena* thrives in the specific microclimate of Bulgaria's Valley of Roses; sheltered by two mountain ranges, the area's soil conditions produce an abundance of extremely potent roses.

Alteya Organics is the most recent evolution of a family business that has farmed roses here for over a century. It blends 400-year-old traditions and ancient recipes with research that sits at the cutting-edge of scientific discovery.



Unlike many products with similar listed benefits, Alteya's rose water is made from just one ingredient: 100% pure steam-distilled, certified organic *Rosa damascena* distillate from fresh rose blossoms, with no synthetic preservatives, petrochemicals, parabens or phthalates.

It is not a chemical perfume or a composition of essences, and it is not enhanced with additives or fragrances in any way.

## COMPLETE TRACEABILITY

Crafted in Alteya's own distillery, from its own organic rose gardens and source of underground spring water, this rose water – the top-selling rose water in the USA – boasts the most full and complete traceability in the world. It's bottled in a special grade of Swiss-made violet glass that preserves the flower's energetic complexity.

Alteya's proprietary distillation process has been shown to obtain rose water that captures the most complete range of the aromatic plant's benefits – with a rich composition of essential oil microelements and a full concentration of hydrophilic components.

If you only buy one product for the skincare and wellbeing needs of your family, this should be it. ■

## MARKETPLACE

■ View the full range of Alteya Organics products at [mygreenpod.com/vendors/alteya-organics](https://mygreenpod.com/vendors/alteya-organics)



Find out why Alteya Organics is a My Green Pod Hero at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

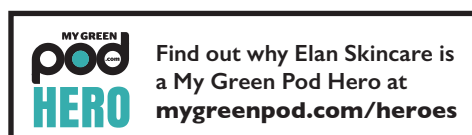




# EMPOWERING

Conscious and effective natural beauty  
that's based on science and led by women

# SKINCARE



Mainstream brands are racing to create beauty products that are more ethical; they want to appeal to increasingly savvy shoppers who are beginning to think as much about what goes on their body as what goes in it.

For Joanna Silva, founder of Elan Skincare, conscious beauty isn't just about the ingredients and how they're sourced: it is also be about female empowerment.

'All multi-billion beauty conglomerates, with nearly 200 brands under their umbrella, are run by men – with no exception', she tells us. '75% of their top management is male.'

## PUTTING WOMEN FIRST

Joanna set out to do things differently and bring a feminine perspective to beauty that would elevate, empower and nourish women. Her philosophy is underpinned by an understanding that beauty and wellbeing are intimately linked.

'Your skin mirrors your lifestyle', Joanna explains. 'Even the most expensive creams won't help if you smoke. You might have a healthy diet and a great skincare regime, yet if you are under stress then your skin will suffer. It is all interconnected.'

Looking after your skin is about looking after yourself, whether you're applying body butters and lotions to treat or prevent dry skin or SPF to protect against sun damage.

'In addition to diet, sleep, lifestyle and fitness, wellness is also about feeling good in your own skin and accepting who you are and how you look', Joanna tells us.

Skincare can also be one of the rare moments women have only for themselves. 'My aim is to build a women-led, independent skincare brand that is all

about making women feel good about themselves', Joanna continues. 'It is about creating a skincare range that will be so pleasurable to use that you will want to introduce it to your daily self-care. It will give you joy. It will solve your skin problems. It will make you more confident to go for your dreams.'

## PERSONALISED SKINCARE

Elan Skincare celebrates womanhood and femininity in all its forms, and takes an individual and personal approach. One-to-one, 30-minute online video consultations are available, for expert advice on how to get healthy, radiant skin in the comfort of your home. You can get guidance on anything from which ingredients to look out for to how to enhance your natural good looks.

'We get to know our customers well – their skin concerns and their preferences', Joanna tells us. 'We make every single customer feel special and always strive to delight them. We take time to answer their questions, resolve their problems and advise on skincare. Our range reflects the love and care we have for women and their wellbeing. We truly care.'

## THE SCIENCE OF SKIN

Before launching Elan Skincare in 2017, Joanna had a career in product development for the medical industry. She started in wound care before moving on to infection prevention and then skincare.

'I spent a decade learning about skin – visiting hospitals and seeing different skin conditions', Joanna tells us. 'I also sought treatment for both of my kids, who suffered from eczema. Their skin problems made me more interested in natural skincare.'

Innovation is constant in the science of natural skincare; Joanna follows the developments in

cosmetology very closely, regularly attending key cosmetics summits and symposia.

As a result, Joanna is constantly working on new products and experimenting with different actives. 'We are now busy developing two body products and a facial cleanser', she reveals, 'and testing new, 100% natural ingredients that could replace synthetic silicones like dimethicone. It is exciting to see how much innovation is happening in natural skincare.'

Ethics are central to this natural and organic vegan skincare range. 'When creating Elan Skincare, I paid a lot of attention to who we chose as our suppliers', Joanna tells us. 'I wanted to know where the ingredients were coming from, whether they were sourced sustainably and ethically and whether they had all the required technical documentation.'

## MISSION-LED BUSINESSES

When it comes to ethical beauty, Joanna feels transparency must come hand in hand with education. 'I sometimes feel, when I confront the marketing claims on the label with the list of ingredients on the back, that the two have little in common', she tells us. 'The claims are often far-fetched. My background in the medical area makes me very sensitive to claims; I always want to look at the clinical evidence.'

To avoid greenwash, Joanna suggests we should all start shopping more locally and supporting small brands and businesses that have sustainability and 'customers' delight' at heart.

'Why are there more American and Australian cosmetics brands on shop shelves than British?', she asks. 'There are plenty of amazing independent beauty brands in Britain. There are so many fantastic products and companies led by passionate people who care and want to make a positive difference. Don't listen to those who shout the loudest. Look around, ask questions, be curious – and you will discover a world of independent, mission-led businesses.' ■

## READER OFFER

Get **15% off** Elan Skincare before  
30 September 2020 with code **MGPI5** at  
[elanskincare.co.uk](http://elanskincare.co.uk)



# WE NEED TREES.

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The range of plastic-free products and packaging is expanding in line with consumer demand – but alternatives to plastic aren't necessarily better options when their full lifecycle and environmental impact is taken into account.

'Bamboo products mixed with melamines often cause me great concern', explains Maliha Rana. 'They are being sold and labelled as bamboo, but mixing the materials and creating composites opens up a whole new world of complications.'

'We also have to consider the emissions profile behind each product', continues Jack Milligan. 'It is essential that plastic-free packaging products have lower lifecycle emissions and low CO<sub>2</sub> emissions.'

## REPACKAGING THE WORLD

Maliha and Jack set up Panda Packaging towards the end of 2018, after seeing the devastation caused by plastics in the ocean.

'Growing up, we both spent a huge amount of time in the ocean', Maliha tells us, 'whether it was diving, surfing, sailing – you name it. Over the years, we have witnessed the complete destruction of this ecosystem and we just couldn't sit back and watch. We decided to create a solution, because we cannot imagine a world without the ocean.'

The goal at Panda Packaging is simple: to repackage the world with natural solutions that don't damage the environment.

## INSPIRED BY NATURE

Panda Packaging designs are inspired by the principle of biomimicry. 'Nature has a solution for almost everything', Maliha explains. 'Often, as a society, we tend to overcomplicate solutions and create more problems. Take fruit, for example; nature has developed a way to protect the fruit in an outdoor environment: skin. Then people came along and wrapped fruit in plastic! It doesn't make any sense.'

The company is taking packaging back to a more logical place, drawing inspiration from nature and working with natural materials.

The two main materials that are used to make Panda Packaging are bamboo and coconut, sourced from farmers across Asia who have been visited personally by the team.

## BAMBOO AND COCONUT

'We decided to work with bamboo and coconut as they are extremely durable materials that are often thrown away as waste from other industries', Jack explains. 'For us, as a company, it is very important not to create another environmental disaster whilst trying to solve one. By working with waste materials we can use something that is already in circulation.'

In collaboration with University College London, Panda Packaging has conducted a full lifecycle analysis (LCA) into many of its products' cradle-to-cradle emissions.

'The findings have shown that multiple product lines we produce are environmentally better from an embedded energy (kJ) and CO<sub>2</sub> (kg) perspective than typical polystyrene, polypropylene and polylactic acid counterparts', Maliha reveals. 'Even if only used once, they always surpass traditional materials that are reused multiple times!'

# BEYOND PLASTICS

Meet the company that's flooding the hospitality sector with ethical, plastic-free products



Panda Packaging is tackling plastic pollution from the top to create long-lasting change

## DISRUPTING THE PLASTICS CHAIN

Despite only having been in business for 27 months, Panda Packaging has already sold three million plastic-free products to big names in hospitality – from Virgin and Bacardi to Farmdrop.

As the company expands the goal is to supply directly to consumers, but the decision to target the hospitality sector was strategic.

'As consumers, a lot of the plastic we use we are given', Jack explains. 'We don't willingly choose to purchase it. When you go to a restaurant, you are served plastic straws. When you visit hotels, airports and festivals, you are handed single-use plastic packaging products. In order to change behaviour and break this cycle, you have to go straight to the top, to the people handing out this plastic. That is how you disrupt the plastics chain and create long-lasting impact.'

To date, the top-selling products are bamboo straws, coconut bowls, bamboo cutlery sets and bamboo dish scrubs.

Panda Packaging's customisation software also allows clients to customise their packaging; the

company has built a 3D model, accessible online, that allows clients to input their logo or write a message.

## INTRODUCING MAGNUS

The ethical packaging industry requires automated production machinery that can operate at a large scale, and Panda Packaging is proving to be a pioneer in this space.

'Magnus' was designed entirely in-house by Panda Packaging's engineering team. He takes raw materials such as bamboo and turns them into beautiful, sustainable and reusable packaging.

The name Magnus comes from Latin and means 'great' or 'power house'. 'As he is the first automated machine built for the sustainable packaging industry, we thought this was the perfect name', Maliha tells us. 'He is the start of a plastic-free future!' ■



Find out why Panda Packaging is a My Green Pod Hero at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)



# THE YEAR OF PLANT HEALTH



## Ben Raskin, Soil Association's head of horticulture, shares tips on how to grow healthy plants

As a horticulturalist I am always pleased to see plants getting some limelight. It's five years since the Year of Soils, and that focus did indeed help to invigorate discussions about soil.

In the UK, at least, it helped to reframe the debate around how we support farmers to protect our environment while producing food. 2020, the UN's Year of Plant Health, could do the same for plants.

### BREEDING FOR DIVERSITY

If I wanted to grow a healthy plant I'd want to start with the right genetics; there's no point trying to grow a weak plant or one unsuited to our climate.

Finding a good variety that can withstand the most common diseases – such as scab in apples or black spot in roses – is vital.

As our climate becomes less predictable it becomes harder to breed for specific beneficial traits, so for vegetables we should be focusing on breeding for diversity.

Open-pollinated varieties have a wider range of traits than F1 hybrids (the first filial generation of offspring of distinctly different parental types) or GM varieties, and can offer a better chance of plants surviving a range of different challenges.

Assuming you have the right variety, you'll also want to make sure it's not infected with something that you will never get rid of.

### INTRODUCING INFECTIONS

A big part of the UN's plant health campaign is around maintaining phytosanitary standards when selling

and buying plants. The devastation we are now seeing in our ash trees is testament to what can happen when we get things wrong.

While we are promoting tree planting to help climate change, particularly in agroforestry systems, we do need to make sure that we are not introducing infected trees from around the world.

I got quite excited by a conversation I had at the Oxford Real Farming Conference about sowing tree seeds in a woodchip mulch. This means we can harvest locally sourced seeds, and potentially reduce the plastic from all the tree guards.

### HEALTHY PLANTS AND ENVIRONMENTS

Having a clean, healthy plant is no good however if you put it in the wrong environment or in poor soil. So the next crucial bit is how you care for your plants.

Keeping a plant healthy does not need to mean eliminating pests and diseases, or trying to create a sterile weed-free environment. It should be about giving a plant the vitality and strength it needs to withstand disease.

I have often seen one weak plant in a field covered with a pest or ravaged with disease while those stronger plants around it appear untouched.

Keeping our soils healthy and our biodiversity intact are the most powerful tools for anyone who wants to ensure healthy plants.

### WHERE TO BUY PLANTS

Where you buy your plants from is important. It is easy to get tempted by discounts and attractive offers at major retailers, but these plants are not always the best option.

A plant that has been stressed – usually by underwatering, but sometimes by extremes of temperature – may not thrive once planted.

If you can, buy your plants from reputable plant raisers. If you don't have one locally, look online – there are loads of great nurseries selling organic plants and unusual varieties. Many plants travel fine provided they are unpacked quickly on arrival.

This is also a great way to support independent businesses.

For imported plants, check that the plant and nursery have gone through the right health checks – this is particularly important for trees.

### KEEPING YOUR PLANTS HEALTHY

I don't always manage to plant my new purchases promptly; if you are the same, make sure you look after them – and especially keep them watered – until you can get them in the ground.

If you are not quite ready to pop them into their final position, then you can pot them on in a slightly bigger pot to keep them happy temporarily.

If you are buying seeds then look out for open-pollinated varieties; there are suppliers in the UK and beyond, many of which are also organically certified. Tamar Organic, Biodynamic Seed Cooperative and Real Seeds are three great options.

If you want to take it to the next level, you can start saving your own seed for a locally adapted strain of flower or vegetable.

And of course, as always, feeding the soil to keep it healthy is key – compost, or well-composted manure or woodchip, are great ways to build your soil's organic matter and health.

### INVESTING IN HORTICULTURE

The final piece in the jigsaw is the protection of plants, yet for too long there has been underinvestment in horticulture.

Despite its impressive economic record – bringing in 25% of the revenue from land-based industries despite only taking up 4% of the land – horticulture still can't shake off its image of being for people who have failed at school.

Though I have worked with many talented growers who found their niche after being failed by our education system, horticulture also attracts 'second careerers' like myself.

Without proper investment in attracting and training the best individuals, it will not be possible to achieve 'plant health'.

Despite the current government's apparent lack of interest in farming, we need to grow more of our own food and we need lots of new growers to make this happen.

Let's hope the Year of Plant Health can help to change the conversation. ■

“DESPITE THE CURRENT GOVERNMENT'S APPARENT LACK OF INTEREST IN FARMING, WE NEED TO GROW MORE OF OUR OWN FOOD”



## Naturalist Steve Backshall and Yeo Valley have recorded the sounds of organic farming for the first time

Yeo Valley, the family-owned organic farm, is helping ease our lockdown lows with a unique biodiversity and wildlife soundscape that brings the outside in.

The first of its kind, this on-farm recording brings to life all the wonderful and unique sounds that can be heard on an organic dairy like Yeo Valley's. The goal is to raise awareness of biodiversity and the importance of a thriving environment.

### LISTEN TO NATURE'S MELODY

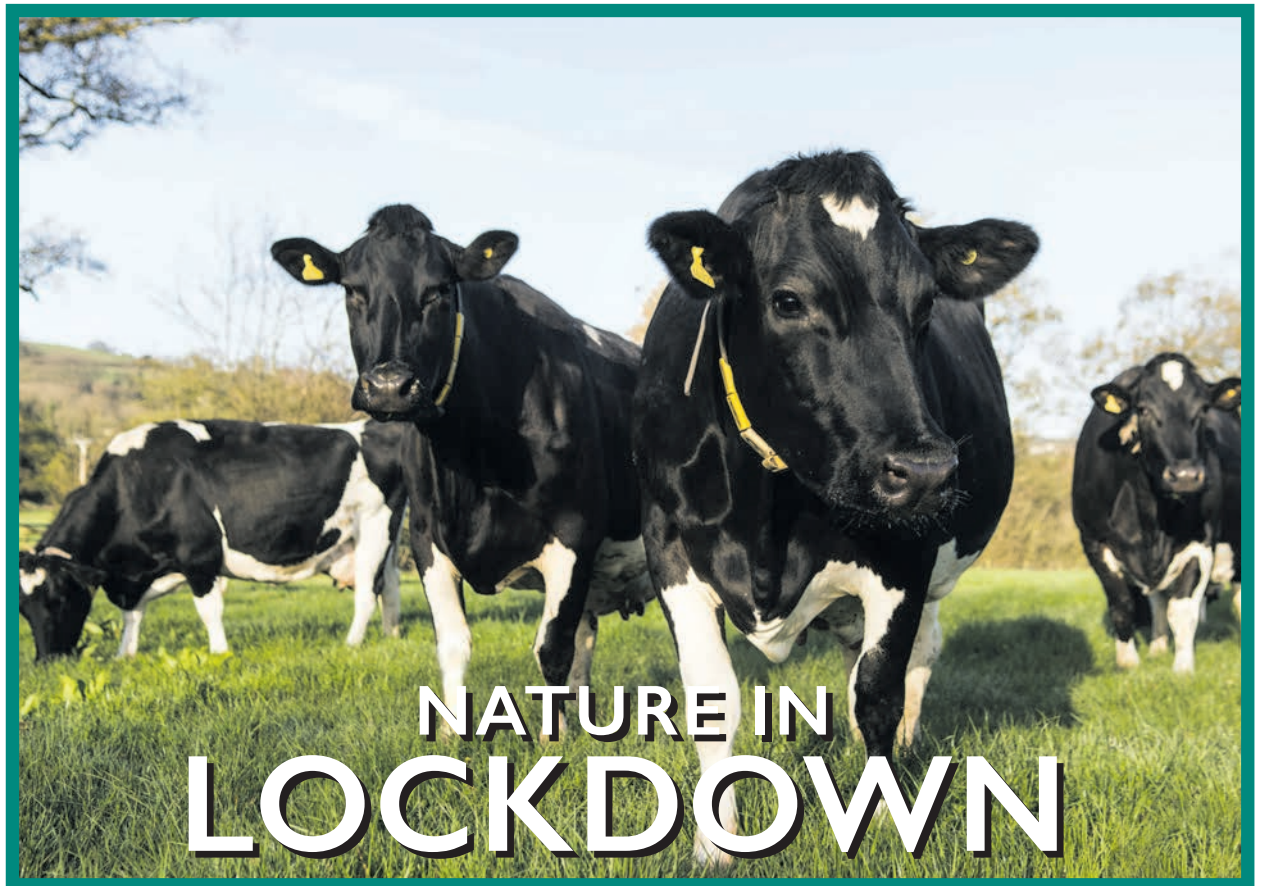
With support from Steve Backshall, famed naturalist and explorer, Yeo Valley captured the different hums, echoes and buzzes that can be heard on its organic dairy farm from morning to evening. The result is a 15-minute soundscape filled with nature's melody.

Organic farming provides a home for a wide range of creatures and wild plants; over the course of the bustling track, people are invited to listen in on a number of species – including bees, mice, voles, owls, and skylarks – in their natural environment.

### FARMING AND NATURE

The soundtrack reveals the role organic farms play in a sustainable future. On organic dairy farms not a single pesticide or chemical fertiliser is used, and animals, insects and plants can flourish and prosper in harmony. This is all while creating food that we can trust (as well as enjoy).

'I am absolutely delighted to see this soundscape come to life', says Steve Backshall. 'It's amazing to hear all the creatures that live around us – whether it is on an organic dairy farm like Yeo Valley's, which



is bursting with wildlife and nature, or even in your own back garden.'

'Biodiversity is a topic very close to my heart', Steve continues, 'and we can all do our bit to champion our surrounding environment and help create a more sustainable future for the thriving species that occupy it. We don't often get to hear the natural sounds of biodiversity, so it really is a magical moment!'

### HOW TO CREATE A BIODIVERSE GARDEN

Steve Backshall is a pioneering wildlife champion who understands the importance of maintaining a flourishing environment. Here are his top tips for bringing biodiversity into your own outdoor space.

- Encourage pollinators to flourish by making your very own bug hotel, using wood, straw, fabric scraps and string
- Create a wild water feature, such as a bird bath or a hedgehog drinking station, and your outdoor space will soon bloom into a minibeast heaven
- In lieu of natural nesting sites, garden birds really rely on our help; all you need to make is your very own bird box
- With even a square metre of space, a wild garden dedicated to wild plants and old logs gives room for caterpillars, beetle larvae, hibernating amphibians and nesting hedgehogs

These tips, which show that even simple steps and measures are extremely beneficial to biodiversity as a whole, are explained in full in short clips available on the Yeo Valley website. ■

### FURTHER INFORMATION

- Listen to the soundscape, download the full soundtrack and check out Steve Backshall's short biodiversity videos at [yeovalley.co.uk/biodiversity-with-steve-backshall](https://yeovalley.co.uk/biodiversity-with-steve-backshall)



FROM THE TOP  
Pause the *moosic* and listen to nature;  
organic farming allows wildlife to  
flourish; naturalist Steve Backshall



# THE HEALTH REVOLUTION



## The Culinary Caveman reveals how a revolution could bring 'health freedom to all'

The word 'revolution' means more than just 'radical change' – it also has an element of revolving, turning and cycles.

Periods in the past share many of the cultural pressures of change that are ebbing to the surface today. The English Civil War and the French Revolution are periods notorious for their austerity, tax avoidance and the rich getting richer. All while states and individuals faced bankruptcy, resulting in social unrest.

There are comparisons to be drawn between 1649, 1793 and today – note the cyclical spacing of these revolutions: roughly 150 years. The second world war was a revolution itself, culminating in the beginning of corporate capitalism and neoliberalism, the end of which may soon be upon us.

### A MONOPOLY ON HEALTH

The early 17th century is a fascinating period; beyond the blood and gore of the civil wars, it was a period that saw the likes of herbalist Nicholas Culpeper contest the monopoly physicians had on health.

Culpeper published his *English Physician* for just a few pence; it clearly catalogued ailments associated with specific plants, which had until then been a guarded secret. Culpeper wanted the poor to realise that this knowledge should be free to all, and not an exclusive secret of health practitioners and the rich.

### MODERN MEDICINE

Today, a big chunk of the public's understanding of health and wellness is limited to a pill. Pharmaceutical corporations are making billions, with more and more drugs being prescribed for more and more ailments.

Despite the increase in drugs prescribed, we are also witnessing an increase in the ailments that require a cure.

We have seen 50 years' continual growth in the 'diseases of civilisation' or 'lifestyle diseases' – including various cancers, coronary heart disease,

dementia, type 2 diabetes, obesity, depression, hypertension and neurological dysfunctions – with no end in sight.

### PLANTS AND HEALTH

Undeniably there have been great advances in western medicine, such as certain surgical procedures, scans and x-rays.

Yet western medicine also appears to be distancing itself from any notion of what may have pertained to health in the past – the plants all around us.

The irony is that most drugs originated in the plant world. Hippocrates noted that chewing on willow bark helps to alleviate fevers and pain, and today its active ingredient, salicylic acid, gives aspirin its anti-inflammatory action.

## “IT'S GREAT NEWS FOR HERBALISTS – AND ALSO FOR YOU”

### NATURAL ANTIVIRALS

For the last four years I have been immersed in research for my new book, *Seven Plants to Save the World*. My research suggests that there are seven plants that have the potential to cause a huge shift in our food, health and economic systems.

It is yet to be seen how much of the £544m promised by the UK Government, and the billions pledged around the world, will fund research to identify the plants that, when included in a daily diet, could help to boost overall health and help the body to fight viral infections.

### TRADE IN HERBS AND PLANTS

According to *The Invisible Trade*, a 2020 report from non-governmental organisation Traffic, the value of the global trade in medicinal and aromatic plant species has almost tripled in recent years (from \$1.3bn in 1998 to \$3.3bn in 2018), based on the latest available UN Comtrade data.

We have seen a surge in scientific evidence to corroborate the recent popularity of herbs and plants. The seven plants covered in my book (nettles, dandelions, yarrow, plantain, hemp, hawthorn and blackberry) could aid many ailments, which is great news for herbalists – and also for you, because plants grow freely.

Natural cures and preventions generate very little money in a world dominated by a definition of economics where GDP reigns and wealth trumps health. Free knowledge and free plants together have the potential to bring a greater level of health freedom for all. *Vive la révolution.* ■

**MY GREEN pod HERO** Find out why Culinary Caveman's Green Gaia Goodness is a My Green Pod Hero at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

### MARKETPLACE

■ View Culinary Caveman's herbal supplements at [mygreenpod.com/product/the-culinary-caveman](https://mygreenpod.com/product/the-culinary-caveman)





# TRY NEW HOBBIES FOR FREE

A new website provides access to free sports and hobby gear for kids



School closures during lockdown have led many kids to explore new hobbies – and a surge in free online content has allowed children (and parents) to experiment with everything from ballet shoes to banjos.

Exposure to a wide range of different experiences is great for kids from a developmental point of view, but it's not unusual for children to blow hot and cold when it comes to new interests. The associated costs for parents can be huge, which can in turn lead to inequalities when it comes to children's learning.

## SWAP, DON'T BUY

In April, Claire Moffat founded Kidd3r, a new website that makes it easy for

kids to try new things without the financial or environmental burden. The goal is to reduce the planetary impact of consumerism and help more children to discover pastimes they love through the simple act of swapping instead of buying new.

Like many families, Claire had a variety of nearly-new sports and hobby gear at home that her daughters once loved but no longer used. At the same time, she saw families struggling to afford new hobbies for their children. 'I wanted to create an online altruistic community where people can repurpose their pre-loved hobby gear instead of allowing it to sit unused', she tells us.

## FROM SPORTS TO MUSIC

Items listed on Kidd3r are divided into four categories: sports, hobbies, tech and music. Families can search for what they need from the range of items available for swap.

All swaps are arranged member-to-member; all you need to get started is a free Kidd3r account, which you can set up on your first visit to the site.

The sign-up and swapping processes have been kept really simple to allow

as many families as possible to get involved. The impact on our planet will be determined by the size of the community that supports swapping as a viable alternative to buying new or throwing away.

## SWAP OR 'PAY'

For a limited time, Claire will award five Kidd3rkredits to founding members' accounts to encourage families to sign up. Kidd3rkredits are Kidd3r's online currency; they provide an alternative way to 'pay' when swapping isn't an option.

'While a straight swap is our number one goal, we understand that it might not always be possible for members to find mutually coveted items', Claire explains. 'For that reason, we introduced Kidd3rkredits as a way for families to reimburse one another when swapping isn't an option.'

A percentage of the funds that Kidd3rkredits raise goes to charity partners The Young People's Trust for the Environment and The Courage Foundation UK.

## FURTHER INFORMATION

■ Start swapping kids' hobby gear at [kidd3r.com](https://kidd3r.com)

## A DIFFERENT CULTURE

In addition to making new hobbies accessible from a financial point of view, Kidd3r also diverts items in perfectly good condition from landfill.

Families are actively encouraged to think about the next use of an item and reject a throwaway culture.

## REFRESH, REUSE AND RELOVE

Claire hopes the Kidd3r concept will grow and that the site will become 'the home of sustainable swapping' for children's sports, hobbies, tech and music gear for families all over the UK.

'Kidd3r is all about connecting people, either locally or nationally, who want to see their pre-loved hobby items go to a good home while simultaneously helping the environment', Claire says. 'Signing up helps to reduce both the number of harmful plastics that end up polluting our oceans and the impact from overseas shipping. We hope families will join our mission and adopt the Kidd3r ethos of refresh, reuse, relove.' ■





# ACCELERATING CLEAN DELIVERIES



Despite barriers and red tape, DPD is powering ahead with plans to decarbonise its fleet

DPD is a company in a hurry. In 2008, when Dwain McDonald became UK CEO, DPD was a middle-of-the-pack, B2B parcel delivery company. It handled 54 million packages a year, with annual sales of £393m.

Today it's a £1.4bn company with 15,000 people, delivering over 250 million parcels a year for the likes of ASOS, John Lewis and Nike.

## TRANSFORMING AN INDUSTRY

DPD has also been vocal about the need to transform the parcel delivery industry by reducing emissions and becoming more sustainable. It is currently building the UK's largest all-electric delivery fleet – in double-quick time.

By the end of the year DPD will have over 700 electric vehicles (EVs) on the road, which will equate to 10% of its total van fleet.

In January, DPD signed off on what was at the time the UK's largest single commercial electric van order, taking possession of 300 new Nissan e-NV200 vans.

## 'THE GREENEST DELIVERY COMPANY'

While it's no surprise that a delivery company would need a lot of vans, DPD is also using a range of very different electric vehicles – including a micro-EV, an e-cargo bike and an electric 7.5 tonne truck. It all suggests a much broader strategic shift.

Dwain McDonald's aim isn't simply to take a diesel van off the road and replace it with an electric one; 'We want to be the greenest delivery company on the planet by transforming every aspect of our operation', he tells us.

## TACKLING CONGESTION

The key challenge for delivery companies is to try to reduce emissions and congestion in our towns and cities while still meeting the growing demand from online delivery customers. The switch to EVs helps on the emissions front, but it doesn't ease congestion.

DPD has developed a Smart Urban Delivery Strategy based on three key principles: investing in clean, green vehicles, creating a smarter urban delivery model and finally, ensuring drivers can operate as efficiently as possible, with the best technology available. 'By completely changing the way we work, we can make fewer, shorter journeys', Dwain says.

## A NETWORK OF MICRO-SITES

The centrepiece of the strategy will be a network of all-electric micro-depots, the first of which, in the heart of Westminster, opened in 2018.

The 5,000 sq ft micro-site acts as a satellite for DPD's London City depot in Southwark. Before the new site opened, a fleet of 3.5t diesel vehicles travelled into central London every day from Southwark, averaging 614 miles in total.

The company is developing a network of these micro-depots across central London, meaning that its electric fleet will be based much closer to DPD's end customers.

## MICRO-EVS AND E-BIKES

Parcels are fed into the micro-depots by electric 7.5t trucks, and the final mile deliveries are then made by a fleet of innovative all-electric vehicles including the Paxster, a micro-EV from Norway and a unique e-cargo bike, which DPD helped to design.

DPD partnered with Oxford-based manufacturer EAV to create the British-built e-cargo bike, the P1. The bio-mechanical hybrid electric-assisted pedal bikes have a range of 60 miles; with a 120kg payload they can cover 100 parcel stops in a day and then be recharged using a normal 13amp, 240V plug socket.

'Previously, we had a fleet of diesel vans travelling hundreds of miles across central London every day, just to get to the start of their route', Dwain explains. 'The Westminster depot was a real game-changer for us: it is smart and it delivers tangible benefits in terms of reduced mileage and CO<sub>2</sub>. It is also great to be able to say our electric vehicles deliver to Her Majesty the Queen and the Prime Minister!'

## SHORTER ROUTES

The final piece of the Smart Urban Delivery jigsaw addresses the way DPD's drivers work.

'We've been looking at every aspect of our operation and challenging ourselves to do better', Dwain says.

Drivers have been given handheld units to guide them to every address using the shortest possible route. These units have been another massive investment – both financially and in terms of the work required to integrate them into the operation in the most effective possible way.

## AVOIDING RETURN JOURNEYS

The other technology helping DPD's drivers work smarter is Predict – the company's market-leading one-hour delivery notification service.

DPD sends a quarter of a billion Predict notifications each year to let customers know when to expect their delivery.

Over 7 million customers now use the DPD app to micro-manage their delivery preferences and tell DPD exactly how they want their parcel to be delivered if they aren't going to be in – whether to leave it in a special safe place, with a specific neighbour or to drop it in to a convenient DPD Pickup parcel shop.

The end result is that DPD is now delivering 99.8% of all parcels 'right first time'. That's a massive 4.5 million extra return journeys avoided – or 3.5 million fewer miles travelled and tonnes of CO<sub>2</sub> saved.

'Our drivers are very efficient on their routes every single day', Dwain tells us. 'On the scale we operate on, small changes like these can have massive benefits. Each driver travelling fewer miles, every day, helps to reduce overall congestion and emissions.'

## BARRIERS TO ZERO EMISSIONS

DPD is leading the way in EV investment; it has won awards and been lauded as a future model for city-centre logistics. But Dwain has been brutally honest about the barriers blocking the 'Road to Zero Emissions'.

In October, DPD issued a white paper with an eight-point action plan; it called on vehicle manufacturers, energy providers and national and local governments to start working together to create an infrastructure that makes large-scale EV deployment feasible.

'We are a very fast-moving operation with a track record of investing millions in innovation and

infrastructure in the last 10 years', Dwain explains, 'but this is a very different challenge. Personally, I would like things to be done a lot, lot quicker – but there are significant challenges and we rely on a lot of third parties.'

## EVS FOR UK COMPANIES

One of the main challenges at the moment is getting hold of enough commercial EVs.

While the number of ultra-low emission vehicles on UK roads is growing rapidly, there remains a significant issue in the UK around the availability of all-electric 3.5t commercial vans – the workhorse of the parcel delivery sector.

Manufacturers have focused much of their early, and therefore expensive, research and development on the larger European left-hand drive market, meaning UK companies are struggling to get hold of the vehicles they need.



In recent years, DPD has bought around 1,000 new 3.5t delivery vans. But until very recently, right-hand drive electric versions just weren't available. DPD managed to secure the first 100 MAN eTGE 3.5t vans in the UK, but the company would buy far more if they were available.

'We are talking to all the major vehicle manufacturers', Dwain says, 'but it could still be years before we have the kind of availability we would like.'

Historically, the commercial vehicle market has been dominated by a small number of traditional manufacturers – but the new technology inherent to electric vehicles has seen a shift towards startup companies developing small and micro vehicles for final mile delivery.

However, regulators often find it difficult to keep up with innovation, and these new vehicle types challenge the norm. As a result, they present issues for regulators and government agencies.

## NO PLANS TO SLOW DOWN

The registration of the DPD Paxsters was a tough process for the company. If the government is going to achieve its 'Road to Zero' ambition, it must find a way to speed up the registration process of small-batch vehicles for use in the UK.

One of the other challenges facing DPD is around finding sites in inner-city areas for parcel depots.

'Warehouse and distribution spaces have been priced out of city centres and sites are often prioritised for residential purposes', Dwain reveals.

**“I WOULD LIKE THINGS TO BE DONE A LOT, LOT QUICKER – BUT THERE ARE SIGNIFICANT CHALLENGES”**

'We are being creative in our thinking – repurposing under-utilised and unoccupied buildings – but even then, the legal process to get approval is ridiculously arduous and time consuming.'

Despite these issues, DPD is rising to the challenge of decarbonising its fleet. It's currently rolling out a nationwide EV fleet, which means getting the vehicles and charging infrastructure into nearly 70 different locations and helping drivers transition to EV driving and micro-vehicles.

DPD has also just launched its Green website, which explains everything the company is up to – from recycling the shrink wrap used across the business to creating a new, 100% recyclable parcel bag, strong enough to protect customers' goods.

Next, the micro-depot model will be rolled out to other cities across the UK. As Dwain sums up: 'We're not about to slow down any time soon!' ■



CLOCKWISE  
DPD was the electric Mercedes-Benz e-Vito's first UK customer; charging the Paxster at DPD's electric depot; DPD's first all-electric micro-depot, Westminster; the Paxster micro-EV



# THE QUIET REVOLUTION



## An electric revolution is already well underway in the car industry – and now it’s heading to sea

Combustion engines are already prohibited on some European lakes, and restrictions will only increase over the coming years.

‘In Ibiza thousands of boats visit during the summer, from superyachts to ‘normal’ yachts’, says James Blanchfield, director of Santa Eulalia Yachting (S.E. Yachting) in Marina Santa Eulalia, Ibiza.

‘Most of them are powered by fossil fuels with combustion engines’, James continues. ‘All these engines hold a large quantity of oil; that oil must be replaced annually as a condition of the engine warranty, so I can only guess the number of litres that amounts to every year – in the Balearics alone!’

The control of yachting emissions has become an important topic at annual conferences, and in March the need for more environmentally friendly plans was a key focus at the eighth Asociación Nacional de Empresas Náuticas (ANEN) meeting in Valencia.

### PROTECTING OUR WATERS

Electric yachts are becoming an increasingly popular choice for those whose love for the ocean extends to the life it holds and the peace it brings.

James has always loved the sea; two years ago he was given an opportunity to combine this passion

with his background in the luxury yachting business. He was asked to become Spain’s official and exclusive dealer of SAY Carbon Yachts, and to set up a network to supply electric, low-emission and high-acceleration carbon yachts.

### GIVING SOMETHING BACK

Karl Wagner, SAY Carbon Yachts’ CEO, is a leading mind in innovation and contemporary design. Before turning his attention to yachts, his carbon tech expertise was applied to sports cars and Formula 1.

‘I was immediately taken with his vision’, James reveals. ‘This was the perfect moment. I saw the demand – especially here on Ibiza – to give something back to the island, to protect our waters in this wonderful and peaceful place. People want to enjoy their lives and have fun, and at the same time be aware and conscious. With our SAY Carbon Yachts they can enjoy luxury yachting while exploring Ibiza and lowering their emissions.’

### CLOCKWISE

The SAY 29E Carbon is the world’s fastest production-built electric yacht; James Blanchfield, director of S.E. Yachting; travel 35-40 nautical miles on a charge, at an average cruising speed of 22kn; the electric nautical revolution has started

As electric yachts’ production costs fall, so too will the cost of experiencing one. ‘Our prices also differ from the average charter company’s because VAT, a captain, local beverages and vegan towels are included in the price’, James explains, ‘and of course, there are no fuel charges!’

### CHARGING AT MARINAS

As with an electric car, if you’re planning a long journey in an electric yacht then you’ll need to make sure your battery is fully charged.

‘As with any other fossil fuel vessel, the faster you go the lower the range’, James tells us. ‘But with an average cruising speed of 22kn a full charge will take you 35-40 nautical miles, which is enough for nipping over to Formentera and back.’

All modern marinas have sufficient current to charge the SAY 29E for five to six hours; Kreisel Electric, which provides the technology, recently introduced a boost-charger that will charge the SAY 29E in under an hour.

‘The electric yacht charging network is still not comparable with the electric car world’s’, James says. ‘The installation of fast chargers is a very expensive process but an attractive future investment. This infrastructure needs to be supported; S.E. Yachting is talking with luxury marinas in Ibiza and Formentera to create fast charger possibilities to support electric yachting, and provide a fast charging solution for frequently used routes.’

### THE NAUTICAL REVOLUTION

The technology for electric yachts is constantly evolving – especially when it comes to the batteries. As they improve, so will the range.

‘Hydrogen is already being used on superyachts and hybrid propulsion on luxury motoryachts’, James tells us. ‘The future is certainly to steer away from fossil fuels; over the next five years we will see a big change in marine regulations.’

Low-emission yachts are already popular in the lakes in Germany, Switzerland and Italy, and America is a huge market for electric yachting. And of course, James is helping to create the market in Spain.

‘Ibiza’s residents and visitors are the ideal clients to support us’, James tells us, ‘not just with financial possibilities, but also with the vision and motivation

to support our electrifying revolution to preserve Ibiza’s seas and nature.’

In 2019 James noticed a growing demand for electric yachts, and saw the electric revolution was making an impact on the nautical sector. He observed a growing group of people who like to be pioneers in electric high-performance yachting, who love design and want to lead the way.

‘The electric nautical revolution has started’, James says, ‘and we’re lucky to be a forerunner. As the technology improves, the propulsions throughout the global yachting industry will evolve, too.’ ■

## “I SAW THE DEMAND – PARTICULARLY HERE ON IBIZA – TO GIVE SOMETHING BACK TO THE ISLAND”







# COMPETITIONS

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

We've hand-picked this bumper selection of green pearls – including cash towards your child's hobby, ethical accessories, organic skincare and plastic-free products – to help set you up for a lighter lifestyle.

To enter, visit [mygreenpod.com](https://mygreenpod.com)



WIN

## ALTEYA ORGANICS FACE SKINCARE SERIES

– a set of luxurious, natural and effective products from Alteya Organics' Rose Otto Bio Damascena range! Two runners-up will receive Alteya Organics' Rose & Mullein line of organic skincare.

Deadline for entries: 01.11.20



WIN

## A PAIR OF WAVES FLIP FLOPS

– made from 100% ethically sourced natural rubber, which will biodegrade.

Deadline for entries: 16.08.20



WIN

## OUR COVER ART

– a signed print of *Rainforest Plan B*, by the extremely talented Mau Mau.

Deadline for entries: 01.11.20



WIN

## A PAIR OF PALA EYEWEAR SUNGLASSES

– designed for those who want to look good and do good. Five lucky readers will be able to choose their very own pair of sunglasses from Pala's new range of ethical eyewear. These sunglasses have Italian biodegradable, plant-based acetate frames and polarised anti-glare and anti-scratch lenses. Each style was designed for those who appreciate the world we live in and embrace the adventure of exploring it.

Deadline for entries: 07.08.20



WIN

## A SET OF 12 DEODORANT BARS

– free from plastic and parabens. These natural deodorant bars are safe for everyone – from teenage to menopause! Unisex and uplifting natural fragrances, plus Vegan and Sensitive bars.

Deadline for entries: 01.11.20



WIN

## A YEAR'S SUPPLY OF CBD ANGEL

– created to offer support in a gentle and nurturing way. The winner will receive a 12-month supply of CBD Angel 250mg oil; the first runner-up will receive a bottle of CBD oil and Angel Cacao.

Deadline for entries: 01.11.20



WIN

## SUSTAINABLE SWIM SHORTS

– made from recycled and recyclable materials! Three readers will get to pick their very own pair of Shorts For Life. They have been designed to last and are as at home in the city as they are on the beach.

Deadline for entries: 07.08.20



WIN

## AN ELAN SKINCARE SET

– to transform your skin the natural way. The Dream Night Treatment set contains Dream Hyaluronic Acid Booster Serum, Dream Overnight Renewal Vitamin C Serum and Dream Eye Renewal Serum with Vitamin C & Microalgae.

Deadline for entries: 01.11.20



WIN

## COCONUT SETS

– from Panda Packaging's plastic-free range. One reader will receive a set of four bowls and spoons, made from coconut shells that have been diverted from landfill and polished to perfection.

Deadline for entries: 01.11.20

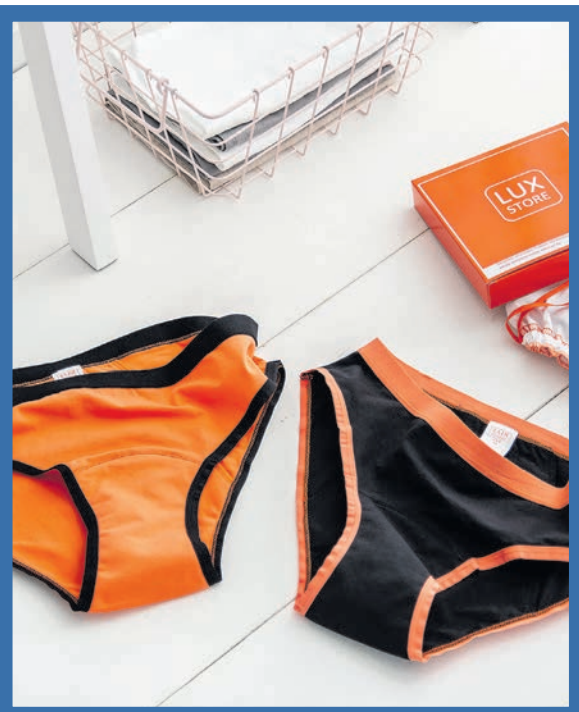


WIN

## UP TO £250 TOWARDS A CHILD'S HOBBY

– to celebrate the launch of Kidd3r.com, the home of sustainable swapping. One lucky child will get the opportunity to take part in a paid hobby of their choice. Whether music lessons, sports or another activity, Kidd3r will pay the fees to the club or teacher – up to a maximum of £250. The belief at Kidd3r is that all children should have access to affordable sports, hobby, tech and musical equipment.

Deadline for entries: 01.11.20



WIN

## A LUX PERIOD HAMPER

– from the period fashionistas on a mission to make every period plastic free. The first prize is a hamper containing two thongs, two bikini pants and two high-waisted period pants. Further hamper and runner-up prize details are online.

Deadline for entries: 01.11.20



# WILL YOU GO BACK TO B.A.U?

**Only 9%\* of Britons want life to return to 'normal' after the coronavirus.**

And 77%\*\* of people believe it's the advertising industry's responsibility to encourage people to behave more sustainably like during the lockdown.

Use your influence to reset the way we live our lives.  
Join The Great Reset at [greatreset.com](https://greatreset.com) #createthereset

\*YouGov plc 2020 \*\*OnePulse survey 1,000 respondents representative sample of UK public aged 16+)

**THE  
GREAT  
RE — SET**

