



OCTOBER 2020

THE ETHICAL SHOPPING ISSUE

AN HONEST CALL

Introducing the UK's first carbon-neutral mobile phone network

ACCESS TO I.T.

Score a win for kids, schools and the environment by giving old computers a makeover

PUTTING NATURE FIRST

Why Yeo Valley has returned 'organic' to centre stage on all its products

A WIN FOR YOUR SKIN

There's now a plastic-free, cruelty-free and waste-free way to smooth skin

PUT
YOUR
MONEY
WHERE
YOUR
HEART IS



GIVE BACK WHEN YOU SHOP
Through charity partner TreeSisters, we plant a tree for every transaction on mygreenpod.com: the ethical store



Welcome to My Green Pod Magazine!



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

I hope you like its new look and feel – the design ties in with our new website, which we’ve revamped to make ethical shopping easier than ever! We’re all using online shops a bit more than usual, so it’s important that they’re stocked with the things we need (as well as the things we want). Have a look at the Marketplace on mygreenpod.com and let us know what you think – if anything’s missing we’ll do our best to get it for you. We plant a tree in the tropics as a thank you for every transaction, and each time you shop with us you’re supporting ethical businesses – in sectors ranging from food to fashion – that have chosen to do things differently.



ABOUT US

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

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7/10
children
in state schools
had a maximum of
one online lesson
per day during
lockdown

5 million
people used
disposable
razors 2018-19



2.4 billion
acres of
the world’s
rainforests
have been
razed since
1975

PHOTOGRAPHY/ISTOCK

SAVING ECUADOR'S CHOCÓ FOREST

HELP US PROTECT A NATURAL WONDER
BEFORE IT DISAPPEARS FOREVER

The world has lost 98% of the most important
rainforest you've never heard of, a place with the
Amazon's biodiversity and more bird species in 100
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Make history by joining us as we save the last 2%.

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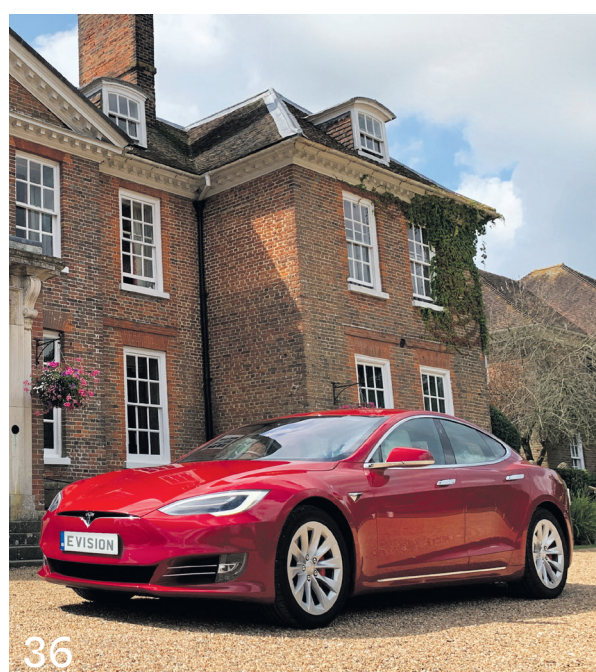
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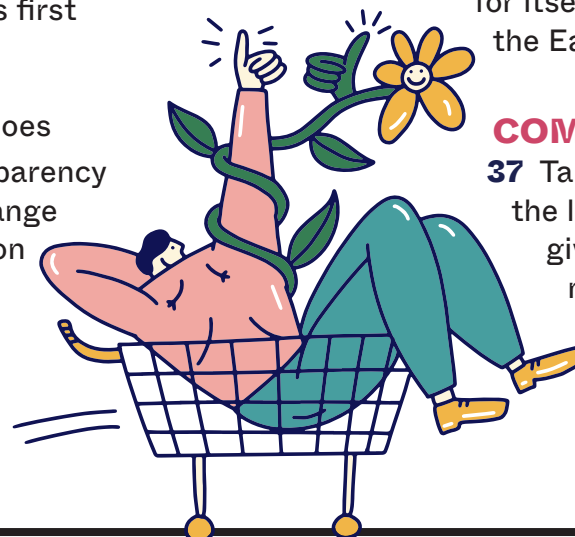
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Viv Burton, co-founder of World Land Trust, on the message in Sir David Attenborough's *Life on Our Planet*

Some of us are old enough to remember sitting spellbound through 13 episodes of Sir David Attenborough's groundbreaking series *Life on Earth* when it first aired in 1979.

Wikipedia tells us that it was watched by an estimated global audience of 500 million; since then it has probably been seen by as many people again.

Who wasn't mesmerised by a young Sir David staring into the eyes of a mountain gorilla? 'The gentlest of primates', he said.

We were staggered to learn that for every one person there are over a billion insects – 'Put together they would weigh perhaps 70 times as much as the average human being' – and that you and I are more closely related to a cod than the cod is to a shark.

In the final episode, Sir David closes by saying: 'We [humans] are now by far the most powerful single species that has ever existed on Earth. That power brings great responsibility. It is now up to us to care for the planet and for all the other creatures for whom it is home.' That was in 1979.

40 years later, Sir David's message rings louder and clearer. The title of his new documentary, *A Life on Our Planet*, hasn't changed a lot; neither has the message – it's just more urgent.

DEFORESTATION AND MEAT

Since 1975, little short of 1 billion hectares (2.4 billion acres) of the world's rainforests have been razed – much of it destroyed to provide pasture for the cheap meat industry. Sir David warns the planet cannot continue to 'support millions of meat eaters', and focuses on saving forests and planting trees as the number one priority.

'If there were no trees around, we would suffocate', he says. 'If it weren't for the natural world the atmosphere would be depleted from oxygen tomorrow. Without the natural world, mankind is doomed.'

SAVING MOUNTAIN GORILLAS

Sir David's meeting with primatologist Dian Fossey had a profound effect on him; after filming, he returned to the UK determined to do something



PHOTOGRAPHY DAVID BEBBER, MARTIN SCHAEFER

SAVING LAND, SAVING LIFE ON EARTH

about gorilla poaching. He turned to John Burton, founder of World Land Trust (WLT) as someone he felt would have the drive to make change.

Wasting no time, John – then chief executive of Fauna & Flora Preservation Society (now Fauna & Flora International) – spearheaded the hugely successful Mountain Gorilla Project. Over the years the project has used anti-poaching measures, education programmes and targeted wildlife tourism to prevent the extinction of gorillas and change perceptions of chest-beating King Kongs, so we see them as the gentle giants that they are.

When John Burton went on to found WLT he sought Sir David's backing; as well as being a patron, Sir David has joined with WLT to stress the importance of saving land to save species – and, ultimately, the human race.

RESCUE THE CHOCÓ FOREST

The coastal tropical rainforest of the Chocó once stretched unbroken in a huge swathe from southern Colombia to northern Ecuador. But have you heard of it? Probably not, as less than 2% survives.



Find out why World Land Trust is a **My Green Pod Hero** at mygreenpod.com/heroes

But this 2% of lowland forest abounds with innumerable species of plants and animals, many of which are found nowhere else on Earth.

WLT is working with Ecuadorian conservation partner Fundación Jocotoco to save these forests for the jaguar and fellow felines puma, ocelot and margay, as well as endangered monkeys, eagles, macaws and at least 375 other species of bird who live here.

The Chocó is as biodiverse as the Amazon, but far more threatened. We now have an opportunity to purchase and protect this last remaining tract of pristine Chocó rainforest and countless species from extinction.

To echo Sir David's words: for life on Earth to continue we must save tropical rainforests – for the survival of the human race and for our very sanity. Here is an opportunity open to everyone.

Find out more

■ Donate to WLT's Saving Ecuador's Choco Forest campaign at worldlandtrust.org/appeals/saving-ecuadors-choco-forest



Jarv's RULES

Jarvis Smith on why 'there is no such thing as ethical consumerism'

Do you support ethical consumerism? I'd argue the whole idea is a contradiction in terms. Consumerism is hallmarked by a desire to own more than we really need, and rooted in an assumption that this would be good for the economy.

In reality, today's global economy is not sustainable; we have been manipulated into a consumer frenzy based on an 80/20 rule: 80% non-essential items, 20% essential items.

Now here's the thing: when the world went into lockdown and we started buying only what we considered 'essential' items (though I'm not sure how loo roll made it onto that list), we watched the economy tank.

That was a huge wakeup call: our economy collapsed when we stopped buying things we don't need.

WAKING UP

At the same time (and for the first time ever) we collectively, across all corners of the globe, experienced the great natural law of cause and effect. We stopped and nature came back; the air got cleaner and we experienced a miracle.

Now to me that's amazing, because we all woke up to the fact that *maybe* the science is right: *maybe* humans are causing the climate crisis. Of course we are.

This could be a turning point for humanity, when we stop kidding ourselves that ethical consumerism is OK – or even possible – and start to see ourselves as human beings, or citizens who like to buy things.

TIME TO COME CLEAN

We all like to shop, so let's buy stuff we know is better for people and the planet, from brands and retailers that care about now and the future and sell products that have been created in harmony with nature.

If businesses with these ethics became mainstream, the health of the planet would improve very quickly. It really is that simple.

We've made it even easier for you at mygreenpod.com; we've done the legwork for you and created an online marketplace that's bursting with clean products and alternatives you might not have come across before.

Think organic hair and body care, natural foods and drinks and ethical cleaning refills. We've tried to think of everything you might need – from everyday essentials to little luxuries that also make great gifts. We even plant a tree in the tropics as a thank you for every transaction.

There is no such thing as perfect when it comes to shopping, but you can be your best with us.

Find out more

Shop wisely this Christmas: lean into clean and give back when you take at mygreenpod.com



PHOTOGRAPHY ISTOCK

“Our enormously productive economy... demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction, our ego satisfaction, in consumption... We need things consumed, burned up, replaced and discarded at an ever-accelerating rate.”

VICTOR LEBOW

ECONOMIST AND RETAIL ANALYST

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**Join us as we celebrate the eco heroes of
the decade, in true P.E.A. Awards style!**

WITH THANKS TO OUR SPONSORS



HERO PRODUCTS

Introducing our October Heroes!

We're all dreaming of getting away, so here's some inspiration to keep you going. Stay safe and keep everything crossed for some winter sunshine!

View all our Heroes at mygreenpod.com/heroes

FASHION



FRUGI BUZZY BEE BABY GIFT

Perfect for newborns and babies up to 12 months old, this set is made from GOTS-certified organic cotton.

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

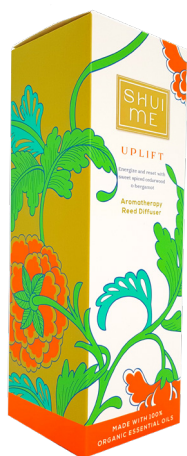


BIRD EYEWEAR

This is award-winning, design-led and sustainable eyewear with a social purpose, in partnership with SolarAid.

[@shareyoursun](https://twitter.com/shareyoursun)
birdsunglasses.com

HOME



SHUI ME UPLIFT

Unwind in luxury with this long-lasting aromatherapy reed diffuser, made with 100% pure organic essential oils!

[@shui_me](https://twitter.com/shui_me)
shui-me.com

HEALTH

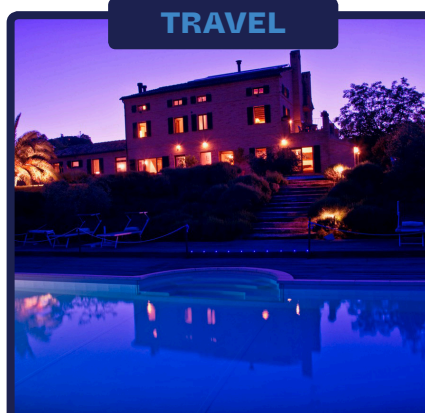


WELEDA SUNSCREEN

Like all its products, Weleda suncare inspires wellbeing on every level. It's free from nano-particulate UV filters.

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

TRAVEL



CASAL DEI FICHI

Casal dei Fichi has a long tradition of welcoming guests to enjoy spacious, luxurious eco-apartments and the beauty and pleasures of Italy's Marche region. It's the perfect getaway for work or pleasure.

[@Casaldeifichi](https://twitter.com/Casaldefichi)
casaldeifichi.com

TOP 5 OCTOBER SWITCHES

1

Re-Wrapped gift wrap is completely recyclable. It's made from 100% recycled post-consumer waste unbleached pulp, and printed with vegetable-based inks.

[@Rewrappeduk](https://twitter.com/Rewrappeduk)
re-wrapped.co.uk

2

Looking for a gift that will make a difference? Purchase one acre of habitat and protect it in perpetuity for wildlife through World Land Trust's Buy an Acre programme.

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

3

If you'll be celebrating with a glass of wine over Christmas, choose organic to avoid bad reactions and protect the environment. Check out the selection at Vintage Roots.

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

4

As you gear up for winter and cosy evenings in, think about switching to a renewable energy supply from Octopus Energy. You'll almost certainly save money.

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

5

Give the gift of organic luxury with Soil Association-certified Clean Shampoo and Conditioner – in Golden Citrus or Amber Rose – from organic hair pioneer Tabitha James Kraan.

[@TabithaJK](https://twitter.com/TabithaJK)
tabithajk.com

AN HONEST CALL

A challenger that puts people before profit has become the UK's first carbon-neutral mobile network

Mobile phone customers get tied in and overcharged (to the tune of £182m a year) by a confusing mobile network industry that puts profits first. The good news is that there's now an alternative.

Just as challengers came along to shake up energy and banking, a third stagnant industry – telecoms – has just received an overdue wakeup call.

Andy Aitken and Josh Mihill co-founded Honest Mobile after watching Octopus and Monzo turn energy and banking on their heads. They realised nobody was making similar improvements for mobile phone customers.

'Like banking and energy 10 years ago, the telecoms sector is dominated by old-school incumbents who tie you in to complicated contracts, overcharge you for being a loyal customer and keep you on hold', Andy tells us. 'There had to be a better way – and that's why we launched Honest Mobile.'

REWARDS FOR LOYALTY

If a lack of differentiation and innovation in the sector has been the problem, Honest Mobile looks very much like the solution. It provides carbon-neutral calls and data and plants trees for all its customers – all while providing the basics you'd expect: clear bills, great customer service, rewards for loyalty and a solution to network problems.

This focus on honesty and transparency helps to save customers cash; 'We're sick of seeing people put on the wrong plan in the hope they don't notice', Josh tells us, 'so every month we let you know what the best plan for you is. You can change it in two clicks.' Even without changing plans, Honest customers' bills get cheaper each month thanks to an automatic Loyalty Discount.

JUMP BETWEEN NETWORKS

Honest Mobile's focus is very much on keeping customers happy – and its customer support is the best in the business (it really is – take a look at TrustPilot). Customer feedback was one of the reasons for creating Honest Mobile Smart Signal, a unique bolt-on that lets you jump from one UK network to another.

READER OFFER

Bag a 50% discount on your first month with Honest Mobile – plus a 10% lifetime discount – by using the code **MyGreenPod when you checkout at **honestmobile.co.uk**. For every friend or family member you recommend, you'll also both get a free month with Honest Mobile.**



Honest Mobile founders Andy Aitken and Josh Mihill are shaking up the telecoms industry

Honest's core network provider is Three, but customers with Smart Signal enabled will automatically jump over to EE or O2 if they lose signal. 'We've heard from our customers how important this is to them', Andy tells us. 'Many, particularly those who live in rural areas, say it has transformed the way they use their phones!'

CHAMPIONS OF SUSTAINABILITY

In addition to breathing new life into a tired industry, Honest has also put sustainability at the

HERO PRODUCT

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

core of its operations. Honest Mobile is the UK's first carbon-neutral mobile network; every time you call, text or use your data, Honest measures the impact and offsets it through sustainable reforestation. It even offsets charging and handset manufacture – in total around 315kg a year on average. Using the Honest Mobile app, you can track your impact by monitoring the trees Honest Mobile has planted for you.

'We've baked sustainability into our business since day one', Josh tells us. 'From the very first time one of our test SIMs went live, all the usage has been carbon neutral.'

Honest Mobile became a certified B Corp in October. It began the process in the first month of operation, highlighting a commitment to people and the planet – not just profit – from day one. 'We think it's a duty of all businesses to work towards a radically more sustainable economy', Andy says.

Andy and Josh would like to move the whole telecoms industry to more sustainable practices, like Octopus and Bulb have in the energy sector, while continuing to offer the best customer support in the industry. 'There are lots of opportunities to grow in the future,' Josh says, 'but our focus right now is on keeping all our customers happy.'

CLICK BAIT OR CLICK WAIT?

Justin Sutton-Parker explains how to reuse computers without compromising performance



Before you hit 'buy' for a new personal computer, think about reuse.

Admittedly, the word suggests you might be left with a device that's getting slower as the world of I.T. applications innovates, but this isn't always the case.

There are options that can turn the electronic dinosaur you once loved back into an agile hub of productivity that will serve you for years to come.

Keeping a computer for longer periods is great for the planet as there is an impact for every device manufactured.

Data show that on average, the production phase – known as embodiment – creates 75% of your computer's greenhouse gas (GHG) emissions due to the metal, plastic, circuit boards, displays, chemicals and batteries required for its construction.

Consequently, the longer you keep your device, the longer you are preventing new product emissions from being created.

The mathematics is fairly simple. If a laptop creates 150kg CO₂e during manufacture and you keep it for three years, then annually the embodied emissions are 50kg CO₂e. Keep it for two further years and that reduces to 30kg CO₂e each year.

Considering we will most likely own approximately 20 laptops or tablets in a lifetime, this 40% reduction in manufacturing emissions – driven simply by changes to our buying behaviour – can individually deliver as much as 1.2 tCO₂e abatement.

Scale this across 67 million people in the UK and that's a saving of 80.4 million tCO₂e – the amount of pollution sequestered by 105 million acres of forest.

Why wouldn't we seek an alternative and not pollute with excess consumerism in the first place?

REUSE WITH TOP PERFORMANCE

There are now so many personal computers that they are responsible for over 1% of global GHG emissions. That thought alone is enough to inspire 'click wait'.

So what is the answer to reuse without disappointment? There are several ways to reuse a personal computer and regain performance without buying new.

Virtual desktops from companies such as Citrix and Microsoft transfer functionality from the ageing device and into the cloud data centre, retaining performance and productivity.

On a similar theme, Microsoft Windows devices can be transitioned to Linux-managed endpoints with IGEL to work with these virtual desktop environments.

Some of these options, while fantastic for reducing embodied emissions, focus more on the business side of computing; often consumers need an alternative too that is accessible, simple and (perhaps weirdly) free.

TRANSFORM YOUR OLD COMPUTER

US computer software company Neverware offers such an option. Backed by Google, the company's groundbreaking CloudReady Home Edition operating system is free, and represents a really easy way to transform your old Windows or Mac laptop or desktop into a high-performing Chrome device.

If you've ever used a Chromebook you will know this is a good thing. All you need is an 8GB USB stick, the old device and an internet connection – and in no time at all you will have what feels like a new computer.

Ewen Anderson, CIO from sustainability experts PX3, recently road tested the software; 'With a couple of clicks and a USB stick I turned a truly defunct sub-spec Windows 10 laptop into a superfast Chromebook', he said.

Imagine that: a laptop destined for replacement is brought back to life in less time than it takes to make a sandwich.

THE GIFT OF REUSE

This one act of reuse has stopped the need for more natural resources to be mined, processed and shipped. And with one simple behavioural change, at least 150kg CO₂e of GHG emissions have been avoided.

As the holiday season approaches and the gift list begins to grow, consider the sustainable option of reuse for you or your loved ones.

Perhaps, as you hover above the latest offer for a shiny new personal computer, pause, ignore the click bait and instead exercise a moment of 'click wait'.

Find out more

■ Read our special Digital Information issue of My Green Pod Magazine, guest edited by Justin Sutton-Parker, at mygreenpod.com/magazine

ACCESS TO I.T.

Citrix UK's Clare Leighton explains why giving I.T. devices a makeover is a win for kids, schools and the environment

When schools went into lockdown, my sons had very different experiences. One was in primary school and had no remote teaching at all – and by teaching I mean the actual act of teaching as I see it: imparting knowledge from one human to another, rather than sending home worksheets.

My other son's school started out badly but got better, though only around 30-40% of his curriculum was being 'taught' in live virtual lessons.

When I enquired into the reasons for this, I was given three: the teachers didn't want to conduct lessons online, there were issues around data protection and privacy and the digital divide meant that not all children would have access to devices. So rather than levelling up, as we had been promised, education was being levelled down.

It seems that many school pupils had a very similar experience. According to research from University College London, seven out of 10 children from state schools had a maximum of one online lesson per day, while almost a third of private schools were providing four or more lessons.

Ofcom estimates that in the UK, between 1.14 and 1.78 million children (around 9%) have no home access to a laptop, desktop

or tablet. In many cases, devices that are available are shared between entire families, so access doesn't necessarily guarantee good quality access.

Nevertheless, I was fairly shocked to be given this as a reason for a school not to be providing live lessons.

JOINING THE DOTS

At work I was devising a marketing campaign around sustainable I.T.; one of the pillars was around the reuse of devices to reduce the greenhouse gases (GHGs) emitted during manufacture (embodied emissions) and any harmful toxins emitted during a device's destruction.

I remembered a message I'd received from Keith Sonnet, CEO of Computer Aid – an organisation that is ISO and GDPR certified to take old computer equipment away, wipe it, rebuild it and usually send it to the developing world.

I also thought about two initiatives I'd been involved with: Vodafone's Instant Classrooms and Instant Network Schools, which were effectively 'classrooms in a suitcase' used to create schools in refugee camps.

I wondered whether there could be a way to combine Citrix technology, old devices, Computer Aid's facilities and public goodwill – as seen through the ventilator challenge – to solve the problem.

I spoke to our techies and Keith at Computer Aid, and it seemed the answer was a resounding yes.

PCS GET A DIGITAL MAKEOVER

Gerry Lavin, product marketing manager and Northern Europe sustainability lead at Citrix, explains how it could work: 'One of the goals of Citrix technology is to decouple work from locations. People need spaces to be creative and productive. People also need spaces in which they can learn, develop and thrive. The technology that allows someone to access any application from any location can also play a role in levelling the access to online education.'

In the words of William Gibson, 'The future is already here — it's just not very evenly distributed.' To give broader access we need to rethink how we deliver educational services.

'In a world where cloud computing is ubiquitous, the majority of students do not need a high-specification device as their endpoint', Gerry explains. 'Older and lower powered devices can provide the same great educational experience; an old, unloved device – potentially on its way to landfill – can be given a new lease of life.'

One interesting approach is the CloudReady solution from Neverware, which can turn any device – like an old computer sitting idle in the office – into a Chromebook.

One third of PCs were 'furloughed' during lockdown and not actively used. With a digital makeover, an unused device can become an educational tool that supports distance learning while schools are closed.



“Now we are aware of the size of the digital divide and the implication it has on the education and opportunity for many of the most vulnerable children in our society, there must be an obligation to ensure that these children have access to the internet and an adequate device at home.” SIOBHAIN MCDONAGH MP

'Not every application is available in Chrome and there are many Mac and Windows devices out there', Gerry continues. 'That's where a digital workspace solution like Citrix Workspace becomes essential.'

Regardless of the operating system or capability of the device, a student with Citrix Workspace can access all the applications and data they need. They will get a secure and performant experience without any unnecessary friction. The University of Cambridge took advantage of this approach and replaced power-hungry computers with efficient and inexpensive Raspberry Pi devices.

'The workspace solution that provides access to applications from anywhere allows an organisation to reduce the number of devices its employees need', Gerry says. 'This also supports

Bring Your Own Device policies, which may in turn free up older devices. Instead of these devices going into landfill, they could be donated to charitable programmes and repurposed.'

A WIN-WIN SOLUTION

In my utopian world, Gavin Williamson would stand at the lectern at the daily press conference and ask companies up and down the land to throw open their I.T. cupboards and send their old devices to Computer Aid, where they would be wiped and shipped out to children or other vulnerable groups.

Kids would get access to technology that's unlikely to go wrong, and wouldn't need to worry about antivirus updates. They wouldn't be put in the vulnerable position of having to carry around expensive I.T. kit. Schools wouldn't carry the



financial burden of providing brand new equipment to support students, but would still be able to offer them a proper digital education.

The cost savings are clear – using existing hardware, rather than buying new, has obvious financial appeal – and the benefits for the environment are huge.

Computer Aid already has the facilities, the technology, the distribution networks through the Local Government Association, the business model and the ISO accreditations: it just needs the donated devices.

TACKLING E-WASTE

In March, the Environmental Audit Committee re-launched an inquiry into Electronic Waste and the Circular Economy. This inquiry will explore how the UK could reduce its environmental impact, create economic opportunities and maintain access to critical materials by better managing and minimising its electronic waste (e-waste).

The number of connected devices in the UK continues to increase dramatically and shows no sign of slowing; that's to say nothing of the CO₂ that goes into the manufacture and disposal of devices.

When it comes to end-user computer devices, the best way to reduce emissions is by not creating them in the first place.

Dell estimates that one of its laptops uses 350kg CO₂ over a four-year lifespan, but of this 150kg is in the manufacture. This means that every reused device saves 150kg of CO₂.

It's also estimated that each person generates 29.4kg of e-waste each year, so reusing around 500,000 laptops at approximately 2kg each would make a significant dent in the UK's targeted reductions.

With a new lifespan of five to six years, a reused device would last long enough to see a student through one school.

THE GOVERNMENT RESPONSE

On 19 April 2020, Education Secretary Gavin Williamson announced the provision of laptops and 4G routers as well as the creation of Oak National Academy. The new enterprise, set up by 40 teachers, would provide access to online learning across a range of subjects including maths, arts and languages.

It later transpired that Oak National would only be available to children whose schools had enrolled, and the cost of these laptops was set at £85m.

The cost and efficacy of the laptops scheme has been widely criticised; first, an extra £3m was needed for security, and then there were problems with distribution.

DONATE YOUR OLD LAPTOPS

According to a question in the House of Commons on 28 August, there were 540,000 children eligible under the government's scheme, but only 200,000 devices and 50,000 internet routers to give away.

During the lockdown period, Computer Aid has donated 1,289 devices to 61 organisations, but it has a waiting list of students and vulnerable adults, including people in hospitals, care homes and social care settings.

This is a rallying call, UK PLC: please open your I.T. cupboards, get out any old laptops and get in touch with Computer Aid.

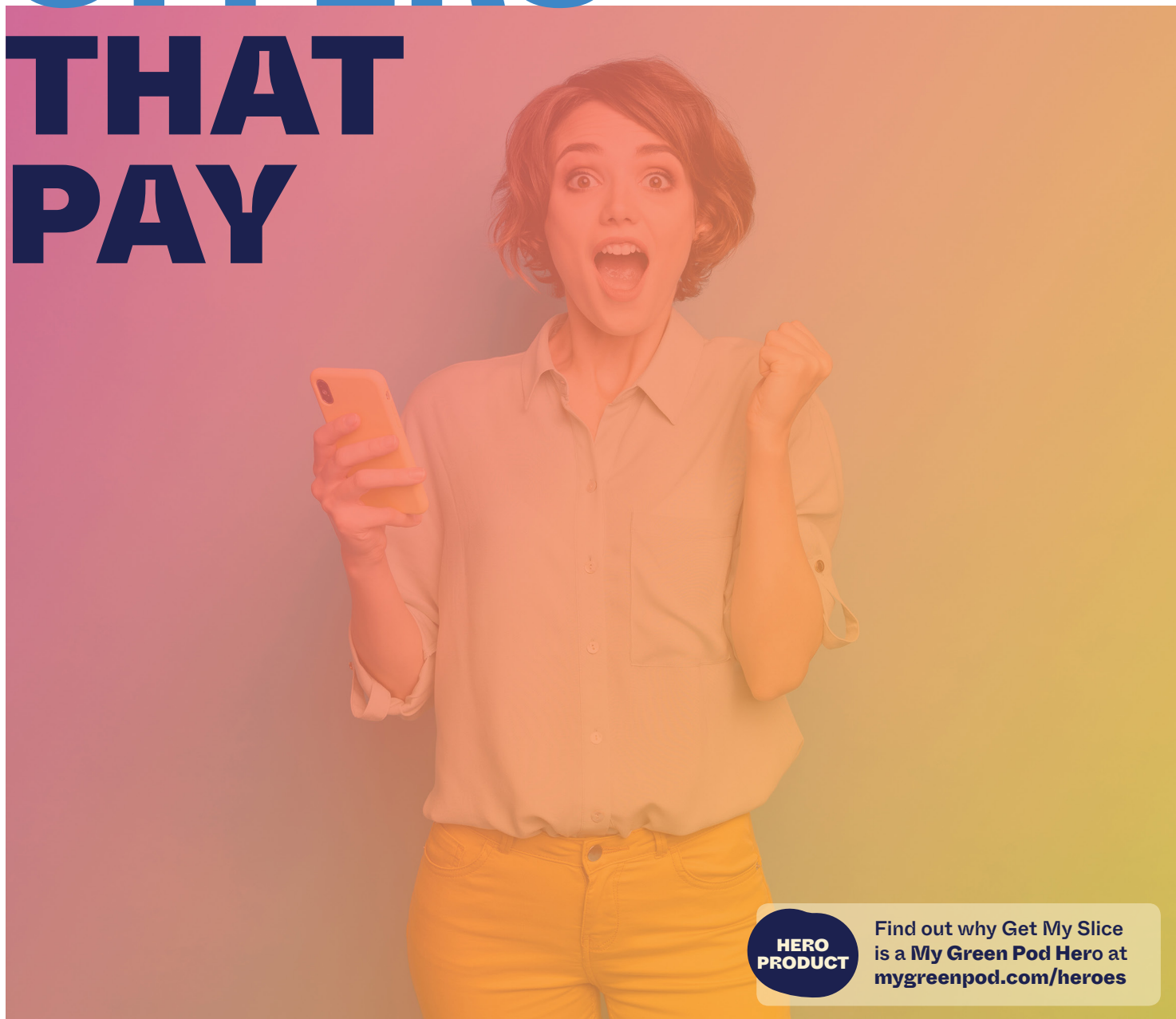
Find out more

■ More about Computer Aid is at [computeraid.com](https://www.computeraid.com)



PHOTOGRAPHY GETTY IMAGES

OFFERS THAT PAY



This new app helps you to draw an income from your own digital footprint

There are lots of cash-back and offer websites out there, but you often need to spend time building profiles or trawling through loads of deals before you find an offer that's right for you.

Ollie, the founder of Get My Slice, saw an opportunity to harness all the activity you already do online and make you some money by making the internet work better for you.

OWN YOUR DIGITAL FOOTPRINT

Forget the hard work and frustration of finding the right product or service on the internet. Get My Slice is a free app that uses your digital footprint – the data trail left when you're online visiting websites, searching and buying stuff – to match you with brands that offer what you're looking for.

When you share your digital footprint with Get My Slice, you'll be introduced to brands that you would be interested in hearing from. The best part is that Get My Slice will either pay or reward you for the connection.

Find out more

■ The Get My Slice app is now available to download from the **Apple App Store** and **Google Play Store**

If 1,000 My Green Pod readers sign up over the next few weeks, 1,000 trees will be planted

EARN CASH, PLANT TREES

When a brand pays for the introduction to you, Get My Slice pays you. Through a partnership with My Green Pod, Get My Slice has also pledged to plant a tree in the tropics for every reader who joins and takes an offer.

To kickstart this partnership, Get My Slice has already donated 1,000 trees, which will be planted as part of its commitment to a more balanced and sustainable future.



CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL STORE

MARKETPLACE

Our new-look 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 to find what you need!

PLASTIC FREE

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

NATURAL PRODUCTS

All the products we list harness

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

GO ORGANIC

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

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

ETHICAL BUSINESS

Many of the companies we feature are doing great things

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

PLANT A TREE

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

HEALTH & BEAUTY



ALTEYA ORGANICS HYDRATING ROSE & MULLEIN TONER

Instantly softens, calms and hydrates, leaving skin looking luminous

£13



FITZJOHN SKIN CARE HAND & NAIL CREAM

A non-sticky treatment that keeps hands and nails nourished

£22



WELEDA SKIN FOOD

A top beauty secret – shared with Weleda customers since 1926

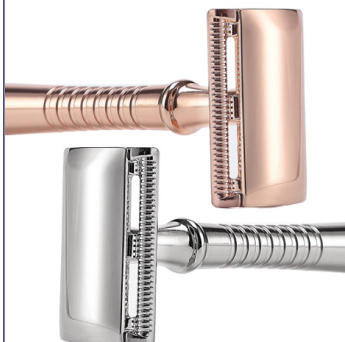
£12.95



ETHICALLY ORGANIC BODY SOUFFLÉ

Hydrates, soothes and protects every skin type, all year around

£20



APHRODITE RAZOR

A stunning and 100% plastic-free safety razor in rose gold or silver

£29.90



COOPER KING GIFT SET

100ml Dry Gin, Berry & Basil Gin Liqueur and Herb Gin

£25



FAIR BELIZE RUM

Aged for five years in American bourbon barrels

£38



AVALEN CALVADOS

Made with apples, water and time – a drink that helps to save bees

£35



WUNDER WORKSHOP GOLDEN SPIRIT TEA

A refreshing Ayurvedic adaptogen tea made with highest quality tulsi

£7.50



CHOC CHICK BUNDLE

Ethically sourced and suitable for vegetarians, vegans and coeliacs

£7.50

HOME & GARDEN



TABITHA JAMES KRAAN GET STARTED KIT

The ultimate organic hair set, with luxury in every drop

£59



SOFIA LATIF FACE OIL

Nourishing, hydrating and supports skin regeneration

£20-45



JO WOOD ORGANICS AMKA PERFUME

A fragrance of energy and spontaneity, with a romantic heart

£59



BOWE ORGANICS LASH OIL

Perfect for anyone who wants beautiful, hydrated lashes

£19.99



PIT-TASTIC! GIFT SET

Four miniature deodorant bars in an embossed travel tin

£12.50



THE KENTISH SOAP CO EMBER CANDLE

With cinnamon, rosemary, cedarwood and orange essential oils

£8



NEON KACTUS WATER BOTTLE

A lightweight, robust and durable 500ml glass water bottle

£14.99



HUSKUP MAKING WAVES

This 400ml reusable coffee cup is made from rice husks, not plastic

£10.95



SLEEP ORGANIC ROBIN PILLOWCASE

Sateen organic cotton Oxford pillowcase with an embroidered robin

£25



SHUI ME RELAX REED DIFFUSER

An aromatherapy reed diffuser offering award-winning organic luxury

£35

HOME & GARDEN



STUDIO NOODLES CHRISTMAS CARD

FSC eucalyptus pulp card, printed with vegetable inks

£2.95



SAYA DESIGNS THE SOKA BUD

A long, curved hair stick that supports a lot of hair in one swoop!

£27



PANDA PACKAGING COCONUT BOWL

100% plastic free, handmade on the magical island of Bali

£8.99



ORGANIC LEMONGRASS TRAVELLER GIFT BOX

Insect repellents and fresheners - no added chemicals or DEET

£34.95



HURTIG LANE BAMBOO MAKEUP BRUSH SET

A set of 11 vegan makeup brushes made from bamboo

£63



MAKE YOUR OWN CANDLE KIT

Simple to make, from Northumbrian Candleworks

£16.99

ARTS & FASHION



VOTCH CLASSIC BLACK AND GOLD

A unisex classic watch with a vegan leather strap

£120



ARTFUL SONDER MOUNTAIN & TREE TEE

Soft, organic cotton printed with water-based inks

£27



HURTIG LANE NELIÖ WHITE AND GOLD

A vegan watch with recycled plastics and cotton

£108



TREESISTERS SUBSCRIPTION

Grow your own forest by planting trees in the tropics

From £2 per month



NOAH ORGANIC FERRARA BACKPACK

A chic and lightweight vegan leather bag

£144



WHERE DOES IT COME FROM? SERENITY SCARF

Sustainable cotton printed with positive words

£30



NOAH ORGANIC DAMIANO SHOE

Micronappa lace-up, ideal for the office or taking a stroll

£149



WORLD LAND TRUST TREE PLANTING

Plant a tree or buy an acre to restore natural forests

£5-100

Human relevant science **saves lives**

If we want to cure cancer – or COVID-19 – we have to stop studying mice and monkeys and focus on HUMAN biology. State of the art science uses human cells and micro-tissues, organs-on-chips and virtual humans, based on next-generation computing and AI.

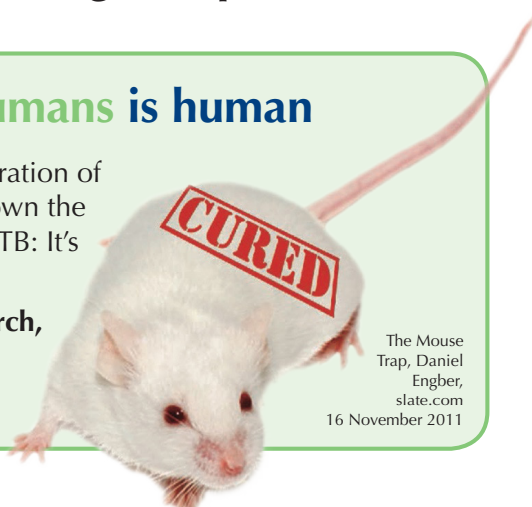
**It is time for a fresh approach to medical research.
New tests offer safer, more effective medicines.**

But there is no legal requirement to use them!

The best model for humans is human

"The mouse has cost us a new generation of medicines... We keep getting led down the garden path... This isn't just true for TB: It's true for virtually every disease."

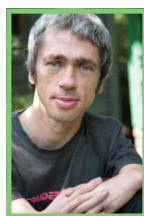
**Dr Clifton Barry, Chief of TB Research,
National Institute of Allergy and
Infectious Diseases, USA**



The Mouse
Trap, Daniel
Engber,
slate.com
16 November 2011

A message from our Patrons

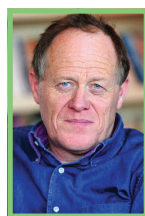
“What other area of science still relies on the flawed methods of 50 years ago? We must move safety testing into the 21st century – for all our sakes”



Mat Fraser
Actor and
thalidomider



Caroline
Lucas MP
Green Party



Dr James
Le Fanu
Doctor and
writer



Carol
Royle
Actress



Sir David
Amess MP
Conservative



Grahame
Morris MP
Labour

Better science for safer medicines

Medicines help many people. But for others their side effects can be worse than the disease itself. Adverse drug reactions cause more than a million hospital admissions in the UK each year and kill more than 10,000 people (Pirmohamed et al, BMJ 2004, 329:15).

While medicines can never be made 100% safe for everybody, new tests based on **human** biology **can** predict many side effects that currently used methods (mainly animal tests) cannot.

Nine out of 10 drugs that appear safe and effective in animal tests prove unsafe or ineffective in human trials (Biotechnology Innovation Organization 2016: Clinical Development Success Rates 2006-2015).

Advances in science and technology could transform our ability to understand disease and develop new medicines. This is the future. But without government support, we remain stuck in the past.



Help us replace unreliable animal tests

- Sign our petition at [SaferMedicines.org](https://www.SaferMedicines.org)
- Ask your MP to sign EDM 256: Accelerating human relevant life sciences in the UK
- Please donate below or at [SaferMedicines.org/donate](https://www.SaferMedicines.org/donate) - all donations are invaluable and hugely appreciated

We communicate with scientists, politicians, the media and the public to speed the transition to human relevant science

Our Vision



I would like to help Safer Medicines Trust continue this vital work

I enclose ☐ £5 ☐ £10 ☐ £20 £_____ to support your vital work

☐ Please tick if you are a UK taxpayer and would like to **gift aid** your donation

☐ We can keep costs to a minimum by not sending receipts. Please tick if you **would** like a receipt

☐ Please tick if you would like a standing order form, to help us plan ahead with confidence

☐ Please tick if you wish to receive our annual newsletter by post

Name: _____

Address: _____

☐ Please tick if you wish to receive occasional (biannual) communications by email

Email address: _____

Please make cheques payable to 'Safer Medicines Trust' and send to: **Safer Medicines, PO Box 122, Kingsbridge TQ7 9AX**

With no corporate or government funding, we rely completely on your generosity. We don't have expensive overheads: all our office space is donated without charge. Thank you for your invaluable support – we simply can't do this without you. Your details are safe with us. Check out our Privacy Policy at [SaferMedicines.org](https://www.SaferMedicines.org) for more information.

A WORLD WITH MORE FEELING

Vivobarefoot has launched the world's first reconditioning re-commerce platform



The mainstream shoe industry appears to put short-term performance and fashion before the health of our feet and the planet on which we live. It currently produces 25 billion pairs of shoes each year, 90% of which end up in landfill — often within 12 months of purchase.

'No doubt, the elephant in the sustainable shoe room is end-of-life and the fact that nearly all shoes end up in landfill or, at best, get ground down into flooring material', says Vivobarefoot CEO Galahad Clark. 'The shoe industry makes shoes out of complicated materials, bonded together with a lot of petrochemicals that will ultimately sit in landfill for a lot longer than the lives of the wearers!'

REGENERATIVE FOOTWEAR

With Vivobarefoot, Galahad set out to offer an alternative that puts the regeneration of people and planet first. The footwear is wide for stability, thin for feeling and flexible for strength;

HERO PRODUCT

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

it provides a barefoot experience that lets your feet do their natural thing. Once you feel it there's no going back.

A SHOE AMNESTY

Vivobarefoot recently launched the world's first reconditioning re-commerce platform, ReVivo. It's backed up with a shoe amnesty that asks customers to wear their Vivos in, wear them out and send them back.

Customers are then rewarded with either 20% off a new pair, or a donation on their behalf to the Vivobarefoot foundation.

This is just the start for the London-based footwear brand; work is also underway on chemical

recycling solutions as well as other circular economy models, such as 3D-printed shoes.

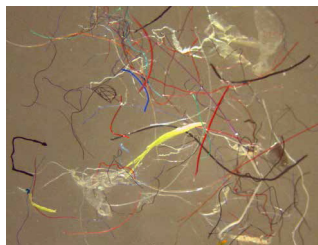
BAREFOOT BENEFITS

'At Vivobarefoot we're on a journey to make the most sustainable shoes in the world: regenerative for people and planet', Galahad tells us. 'ReVivo is a super-exciting step in that journey and one of many initiatives we are taking to make sure none of our shoes ever end up slowly decaying in landfill!'

A growing body of research suggests various health benefits of wearing barefoot footwear. Alongside Vivobarefoot's commitment to its regenerative mission, it could be that the change we need to see in this industry will appear faster than we thought!

Find out more

■ Browse and shop pre-loved, reconditioned Vivos at revivo.com



Icebreaker is encouraging its customers to 'choose natural' and avoid synthetics



PLASTIC-FREE FASHION

How transparency can help to change the conversation

The fashion industry is the world's second-biggest polluter, and a lack of transparency in the sector makes ethical shopping a challenge.

In October, natural performance wear company icebreaker published its third transparency report to help customers understand all aspects of how clothing is made.

SPOTLIGHT ON SYNTHETICS

In the report, icebreaker outlined a commitment for all its materials to be plastic free by 2023. Currently, 87% of the fibre it uses is natural.

'People are making more conscious decisions about the foods they eat, and what they put on, or next to, their skin', says Greg Smith, icebreaker's brand president. 'We want to change the conversation around how clothes are made and the synthetics within them and make the information accessible, to enable more conscious purchases.'

The report looks back on the success of the #teesforgood campaign, which challenged the icebreaker community to consider the impact of their clothing by wearing their T-shirts more often between washes.

The campaign showed consumers that icebreaker tees are naturally odour resistant, and that doing fewer washes can lower a person's environmental

impact. The campaign also raised awareness of synthetic microfibres in clothing and their impact on waterways when they're washed down the drain.

'57,000 people participated in the T-shirt challenge', says Trudie Abel, icebreaker's director of global marketing. 'By breaking the cycle, we estimate they collectively prevented 750 million microfibres from entering the ocean. We demonstrated how small steps can produce big changes.'

CHOOSE NATURAL

Icebreaker was one of only a handful of brands to be awarded an A+ rating in the Tearfund Ethical Fashion report two years in a row.

The reports found icebreaker to be excellent in every area, including scrutiny of policy, traceability, transparency, supplier relationships and worker rights at every stage of the production process.

Icebreaker looks to nature for the answers and for innovative ways to do more with less. The goal is to help customers 'choose natural' by working with what nature provides and adapting as nature does.

HERO PRODUCT

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

STRONGER TOGETHER



Collaboration can be a lifeline for successful ethical business

Together we are stronger' has been a theme across all Equinox Kombucha's operations in 2020. In addition to supporting customers and the local community during a period of unprecedented upheaval, the team has joined the B Corp family of ethical businesses and finalised a River Cottage collaboration that underlines the company's focus on natural health and escaping to nature.

RESPONDING TO CHANGE

As the global impact of Covid-19 unfolded at the beginning of the year, Equinox initiated contingency plans and started working on its procedures. When the nation went into lockdown, it distributed free kombucha to food banks and local communities.

As a producer and distributor of health drinks, the team at Equinox felt a duty to continue making and delivering kombucha. The already sky-high levels of hygiene were increased and the brewery remained open. By continuing to brew, bottle and deliver, Equinox kept that little bit of 'normal' that was so important to its employees and customers.



THE ROAD TO B CORP

When the pressure of the pandemic hit, Equinox was in good shape; the team had spent the previous 12 months adapting into a more rounded, resilient and sustainable business as it worked towards achieving B Corp certification.

When all hands were on deck to keep the brewery open and the team was working round the clock to sustain healthy, safe business practices, it seemed almost indulgent to continue the push

HERO PRODUCT

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

towards B Corp. In reality it was anything but; striving towards more sustainable and responsible practices and operations forced the team to polish the very attributes that would help Equinox to get through these challenging times.

The hard work has paid off, and Equinox Kombucha is now officially part of the B Corp community.

RIVER COTTAGE KOMBUCHA

Continuing 2020's hallmark of partnership and collaboration, Equinox Kombucha has crafted a new River Cottage range of kombucha with multi award-winning writer, broadcaster and campaigner Hugh Fearnley-Whittingstall.

The four new flavours – Garden, Hedge, Meadow and Orchard – offer incredible health benefits while presenting an opportunity to escape to the very River Cottage landscapes the organic ingredients were grown in.

With 39% of us eating healthier foods in 2020, the organic ingredients and health-boosting credentials of the new River Cottage range have arrived at just the right time.

As a business, Equinox looks completely different from the way it did just 12 months ago. While Covid-19 has certainly put the team to the test, it will continue to evolve in response to its challenges as a stronger, more resilient business.

Find out more

■ Browse and shop the Equinox range at mygreenpod.com/vendors/equinox-kombucha

THE SPIRIT OF ADVENTURE

A scientist and an architect walked into a Tasmanian whisky distillery...

In 2014 Abbie Neilson and Chris Jaume had built up some savings and could have put a deposit on a house, progressed with their careers and started a family. 'Instead we decided sod that, let's disrupt things', Chris tells us. 'So we bought one-way tickets to Australia.'

Chris had been working long hours as a chartered architect and Abbie, a scientific researcher for Leeds University, had just completed a PhD. 'Embracing the adventure turned out to be the best decision we ever made', says Abbie.

BIG NEWS IN TASMANIA

The travellers were in Tasmania in April 2014, when Sullivans Cove was named World's Best Single Malt Whisky. This was a first-time achievement for a non-Scottish or Japanese distillery and big news in the whisky world, so Chris and Abbie decided to investigate. They visited every operational distillery in Tasmania and tried every whisky and spirit going.

'What we found was simply astounding', Chris reveals. 'Small and innovative distilleries run by passionate people making exceptional whisky by hand. The whiskies were unlike any we'd had before; they had a unique character that could only be described as Tasmanian.'

The travellers quizzed the distillers on all aspects of production. They were captivated by the makers and their inspiring stories.

Most of the Tasmanian distilleries were tiny compared with their Scottish counterparts. 'There was a focus on flavour and provenance, rather than volume and reach', Chris explains, 'and they were achieving international acclaim because of it. They inspired in us an absolute dedication to craftsmanship, honesty and transparency.'

GOING IT ALONE

Chris and Abbie realised that you don't need millions of pounds (or Scottish roots) to set up a successful whisky distillery; the pioneers in Tasmania were thriving on genuine passion and a desire to make nothing but the best spirit from the ingredients around them.

The seed was sown. For the next two years, and while still abroad, Chris and Abbie read up on



every aspect of distillation and starting a business from scratch. On returning to Abbie's hometown of York at the start of 2016, they hit the ground running. They raised funds, self-built their own distillery and created Cooper King Distillery.

CHAMPIONS OF SUSTAINABILITY

The drinks brand champions sustainability; raw materials are sourced as close to the point of distillation as possible to support English farmers, reduce food miles and celebrate terroir.

'Producing flavour-driven, sustainable drinks has always been at the core of what we do', Chris tells us. 'We built this business from scratch to be environmentally, socially and financially sustainable.'

The distillery is powered by green energy; coolant is recycled and for every bottle of gin sold, a square metre of woodland is planted in the Yorkshire Dales through a charity partnership with the



What's in a name?

The name Cooper King has rich historical ties to England and Yorkshire. Born in 1843, Chris's great-great-grandfather, Charles Cooper King, was Lieutenant Colonel of the Royal Marine Artillery. He traced the Cooper King family history back to 1030, where he identified the Pigot family of Yorkshire, whose shield can still be seen today carved into the stonework throughout Ripon Cathedral.

Yorkshire Dales Millennium Trust. Two years ago, Cooper King also became the UK's first distillery to offer gin refills direct from a distillery. This 'bottle for life' scheme cuts £6 off the price of a new bottle and has understandably been very popular with customers – particularly this year.

All the barley and wheat used in Chris and Abbie's spirits is now 100% Yorkshire grown, thanks to new relationships formed in 2020. The raw honey, lemongrass and basil are harvested from the distillery's on-site beehives and polytunnel.

'Sipping a drink in the very place it is made, talking to the person who made it and knowing exactly what's in it is a hard-to-beat experience', Chris tells us. 'We love sharing our hands-on process with tour guests; our hope is that we can recreate some of the magic we felt in Tasmania back home in Yorkshire.'

MARKETPLACE

Browse Cooper King Distillery drinks at mygreenpod.com/vendors/cooper-king-distillery



Find out why Cooper King Distillery Dry Gin is a My Green Pod Hero at mygreenpod.com/heroes



BLOSSOM TO BOTTLE



Save the bees (with a floral twist) with these cocktail recipes from bee-keeping bartender Anya Lily Montague



Made using nothing but real apples, water and time, Avallen Calvados is a traditional apple brandy produced under strict rules in Normandy, France.

Avallen was born when its creators, Steph and Tim, went on a quest to find the most sustainable spirit they could make. They considered the environmental impact of every spirit's raw materials, and shunned grains, cane, agave and grapes in favour of apples.

Apples are at the heart of Avallen; 40 different varieties are used, from 300 different orchards in the heart of La Manche, Normandy. Avallen's so proudly 'apple-forward' that even its labels are made from apples.

For every bottle of Avallen sold, €0.50 is donated to the UK's Bumblebee Conservation Trust and other organisations that champion bee protection, the restoration of their habitats and the ban of harmful neonicotinoids.

Steph and Tim's goal is to plant 10,000 flowering plants over the next three years through events, 'beeboms' and the restoration of wild meadows at the distillery.

Avallen's delicious on its own or can be mixed in mouthwatering cocktails, highballs or a spritz.

Here is a selection of drinks created by the talented bee-keeping bartender Anya Lily Montague. The drinks showcase the versatility of Avallen whilst highlighting the company's mission to save the bees – with a floral twist.



CAFÉ AU POMME

*Drink like the Normans:
Calvados from morning until night*

- 45ml Avallen Calvados
- 15ml coffee liqueur
- 1 double espresso
- 5ml sugar syrup (preferably brown, unrefined)

METHOD: Shake

GLASS: Coupette

GARNISH: Dehydrated apple

JACQUES ROSE

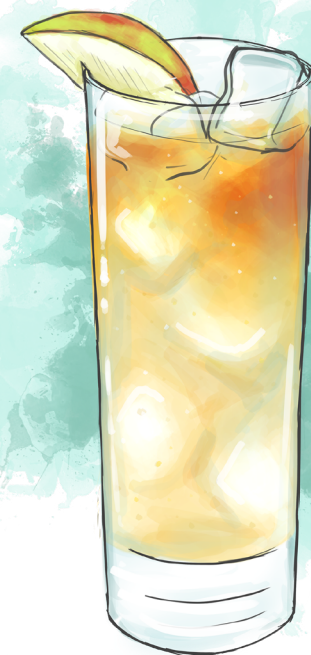
Crisp, tart, fruity

- 50ml Avallen Calvados
- 25ml lemon juice
- 15ml grenadine

METHOD: Shake & strain

GLASS: Nic & Nora

GARNISH: Purple pansy flower



AVALLEN TONIC

The natural way to enjoy Avallen

- 50ml Avallen Calvados
- Tonic water
- 2 dash of your favourite bitters (optional)

METHOD: Build

GLASS: Highball

GARNISH: Fresh apple slice

MARKETPLACE

Plant a tree in the tropics when you buy a bottle of Avallen Calvados from mygreenpod.com/marketplace



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

Resilience is FERTILE

Soil Association's Natasha Collins-Daniel explains why we need to change the way we produce our food

One of the key things the global Covid-19 pandemic has highlighted is how quickly things can change.

In changing times, resilience is key – and organic production has this at its heart. In fact, creating a resilient and sustainable food system, which is less exposed to short-term shocks and restores a safe climate, abundant nature and good nutrition, has always been core to our aims at the Soil Association.

Organic methods encourage diversity and building rather than depleting. This results in farming practices that are not only more planet and wildlife friendly, but also less vulnerable to drought, flood, pests, disease and other potential impacts or shocks.

Many agree our food system is vulnerable to the kind of shocks that will come with a rapidly changing climate. Our collective concern now is about how to save lives; there has been much talk of a 'green recovery' and 'building back better', but little meaningful action on this. Do we really want to go back to how things used to be?

BROKEN FOOD SYSTEMS

The food industry, and particularly our dependency on it running smoothly, has come into sharp focus. We won't forget the empty supermarket shelves we saw back in April as the system struggled to respond to increased customer demand and disruption along the supply chain.

Our complacency around where our food comes from has been shaken to the core.

Before the pandemic, organic food and drink sales were on the increase as people looked for more sustainable choices; it seems the current crisis has fast-tracked changing shopper behaviours.

A YouGov survey commissioned by the Food, Farming and Countryside Commission & The Food Foundation revealed 42% of people feel the crisis has made them value food more.

85% want to see at least some of the personal or social changes experienced during lockdown to continue; 51% say they have noticed cleaner air and 27% have noticed more wildlife.

Social bonds are stronger, with 40% saying they feel a stronger sense of local community. Some 3 million people, 6% of the population, have tried a veg box scheme or ordered food from a local farm for the first time.

LOVE LOCAL

This change in behaviour, prompted by the crisis, could also serve as an opportunity to reconsider the benefits of more local food systems.

Shorter supply chains, for example, have proven to be resilient in times of crisis, with local community shops often able to keep food on the shelves amid panic-buying in a way big supermarkets can't. But if we want to encourage

more localised supply chains, we must address the issue of profitability. Many ventures – like growing apples in Sussex or sheep farming for textiles – are just not financially viable in our current context.

Now is the right time to consider proper routes to market for goods like these, to revitalise localisation. This is not to return to the middle ages, but to acknowledge the holistic benefits of having strong localised supply chains and to acknowledge that increasingly, citizens want to know a product's journey has not negatively impacted on the environment, nature or indeed human health.

At a time when significant and positive change seems so possible, I would urge shoppers and producers to contact their local MP to raise their concerns and add their voice to the mix to ensure the food and agricultural industries remain viable, sustainable and something we can all be proud of.

CAST YOUR VOTE

Food and how we produce it, along with a shift in diets, has the power to transform our world. I hope that in time both the shape of the food system and the role it can play in addressing climate change will be front and centre for citizens worldwide.

Choosing organic wherever you can is one of the most simple forms of direct action you can take. Our collective choices all add up: more demand for organic food and drink means more people casting a vote for farms that support our planet, biodiversity and the highest standards of animal welfare.

But it's only part of the picture. It is widely acknowledged that this decade is crucial for humanity, and that farmers and land managers have a pivotal role to play. We need the right government support for farmers to transition to nature-friendly farming like organic and agroecology; we need support for local supply chains and we need recognition that the climate, nature and human health crisis, and their solutions, are all connected.

Preventing the kind of disruption we have recently seen may still be within our grasp, but changes will need to be made as we tackle the interconnected crisis of climate, nature and health.

If nothing else, I hope at the end of all of this we value our food more and consider how we treat our planet. By treating it with respect, and working with nature, it is likely that it will treat us well in return.

Find out more

Information about organic living and why it matters is at soilassociation.org/organic-living



PHOTOGRAPHY/ISTOCK

Organic plays a crucial role in the climate challenge, which makes activism easy (and delicious)

Britain's largest organic brand, Yeo Valley, has returned 'organic' to centre stage on its full range of dairy products. The move is part of a new campaign, 'Put Nature First', that showcases the family farm's commitment to nature.

Covid-19 has demonstrated that we must live our lives differently; at the same time, YouGov research reveals 2020 is the year to make better decisions for the environment.

According to the study, protecting the environment is more important to people across the UK than it was before March 2020; 41% now feel the urgency to make changes.

The worsening global climate crisis is the main reason (64%) behind pledges to do more for the environment in 2020, followed by a better understanding of the global climate crisis, which has inspired 47% to act. 41% say it's easier to implement small, everyday changes now than it was before March 2020.

NATURE AND FOOD

Yeo Valley Organic is on a mission to inspire the world to live more sustainably, and is urging people everywhere to act for nature.

'It's time to put nature first', said Tim Mead, owner of Yeo Valley Organic. 'From nurturing our soil with the utmost care to reducing food miles and carbon emissions, we've been putting nature first for more than 25 years.'

'Now, we want to inspire others to join the cause and spread the word', Tim continued. 'Eating organic food is one of the easiest ways to get involved, yet 77% do not fully understand the role organic farming can play in helping to slow down climate change. That's where we can do more in better communicating the benefits of organic and how it is one crucial factor in addressing the climate challenge.'

SUSTAINABLE PACKAGING

The word 'organic' has been reintroduced to the iconic heart on the Yeo Valley logo, and there is a new strong focus on sustainable packaging solutions.

Yeo Valley Organic yoghurt pots are moving to 100% recycled and recyclable packaging (where possible), and milk is moving to lighter bottles made from 50% rPET.

A new interactive QR code on all packaging will feature a powerful short film that talks about how we can 'Put Nature First,' plus additional information around ongoing nature-led initiatives.



“Now we want to encourage everyone to put nature first in their own small way, whether that’s buying British organic dairy more often, encouraging wildlife into their garden or switching to a green energy supplier. It’s the little things that everyone can do to make a difference.”

TIM MEAD
OWNER OF YEO VALLEY ORGANIC



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



PHOTOGRAPHY/ISTOCK

THE SHOPPING REVOLUTION

The Culinary Caveman on what really happened to our shopping habits in lockdown

Over the last four years I've been writing a book on the seven plants that could catalyse a systemic revolution.

Incredibly, the biggest hurdle it presents is not around the revolution itself or how the plants could be instrumental in it: it is the public change of mind that would be required to accept it.

OUT WITH THE OLD...

In accepting the new there must be a rejection of the old, and humans have a tendency to cling on to memories of how things used to be.

This all changed with the lockdown; everyone in the world experienced change for themselves – the same change, at the same time, all over the globe. It might not have been the change we expected or hoped for, but it proved we are capable of doing things differently.

Until very recently, talk of a 'shopping revolution' brought to mind a change in purchasing patterns

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

caused by conscious consumerism. The idea was that we'd grow tired of big chains and instead spend our money at farmers' markets and local craft fairs. The high street would be regenerated and we'd see the return of the butcher, the baker – perhaps not a candlestick maker, but definitely a greengrocer.

Instead, the shopping revolution has taken place without us noticing; we haven't needed to do anything more than click 'Buy'.

Online shopping has become the norm and the giants in this sector have reaped the rewards. Many of the shops that didn't have an online presence prior to lockdown have suffered great losses or gone out of business.

A REVOLUTION OF EMPOWERMENT

I can't speak for everyone as I've always been in a bubble, but the shopping revolution that I experienced this year has been one of not going shopping. What I have been doing is growing chemical-free, better-than-organic vegetables for my family and friends.

We've also starting making litres of freshly pressed juices from foraged and gifted fruit, which has made us question the legitimacy of the 'fresh' juices in the chilled section of the supermarket.

We've made jars and jars of jams, jellies and chutneys; making these homemade treats has been fun for the whole family, and to us they taste so much better than anything available in the shops.

For me, the lockdown has initiated a shopping revolution that has stopped me from shopping, encouraged me to question every purchase and made me get more creative.

FORAGED SOLUTIONS

To say the revolution has been a switch to online shopping doesn't feel right. The real revolution has been this empowerment and call to action.

I can see many around me have also baulked at the online solution and got inventive themselves, producing artistic wonders from gardens, allotments and outhouses.

Clothing, food, music and pictures have been made from foraged plants ranging from nettles to rosebay willowherb – I've even seen a cute, tiny bag made from dandelion stems.

Shopping online is not the revolution – it is what is being bought and sold that better indicates a revolution is taking place.

Find out more

■ Browse and shop the Culinary Caveman range at mygreenpod.com/vendors/the-culinary-caveman

“...the true revolutionary is guided by a great feeling of love”

CHE GUEVARA

Janey LOVES

Natural beauty expert Janey Lee Grace shares highlights from 2020's Platinum Awards



The Janey Loves Platinum Awards celebrate the best in natural, organic and sustainable products and services. This year entries poured in for Skincare and Beauty, Home/Garden, Mother and Baby and Food and Drink, plus categories to commend the work of therapists and practitioners and wellbeing authors.

The fabulous Glynis Barber, Jo Wood and Carrie Grant joined me on the judging panel – here's a selection of some of our favourite winners!

SKINCARE & BEAUTY

Unsurprisingly we had lots of entries for hand sanitisers this year, and of course it's important to moisturise your hands, too! Congratulations to Scence for its winning Cool Rose Hand Moisturiser Balm (35g, £9).

Weleda won for its fabulous Pomegranate Firming Facial Oil (30ml, £38.95) and Natracare scooped a gong for its Makeup Remover Cleansing Wipes (20 wipes, £3.99). The Rose Tree won gold for its Intensive Balm with Marshmallow & Frangipani (£25).

We love The Kentish Soap Company, which delivers a box of natural soaps to your door every month through The Happy Soapers Club (£14 per month).

HAIRCARE

Who doesn't love a multi-purpose product? Naturtint 2-in-1 Shampoo and Conditioning Bars (75g, £12.99) are made from natural ingredients and will last between 75 and 90 washes.

HEALTH & WELLBEING

We created a whole new category – Innovative Feminine Care – for LuxStore Organic Period Bikini Underwear (two pairs, £60), which is made from 100% organic cotton and reusable for up to 50 washes.

If your kids suffer from hay fever, HayMax Kids Organic Drug Free Allergen Barrier Balm (5ml, £6.99) prevents allergens from getting in.

Incognito won for its Insect Repellent Lotion (100ml, £14.99).

FOOD & DRINK

Roots of Kimchi Organic Vegan Cabbage Kimchi (275g, £5.49) is traditional Korean Kimchi – gluten free and made with organic, vegan ingredients.

MOTHER & BABY

Weleda won another award for its Chamomile Teething Granules (£5.95) – vegan-friendly and gluten-free calming chamomile homeopathic granules for the relief of teething pain.

HOME/GARDEN & PETS

Refresh your room 100% naturally with Shui Me Relax Organic Essential Oil blends (10ml, £9.99).

Find out more

■ Check out the full list of Platinum Award winners at [imperfectlynatural.com](https://www.imperfectlynatural.com)

CLOCKWISE HayMax Kids; The Rose Tree Intensive Balm with Marshmallow & Frangipani; Shui Me Organic Essential Oil; Naturtint 2-in-1 Shampoo and Conditioning Bars; Natracare Makeup Remover Cleansing Wipes; LuxStore Organic Period Bikini Underwear; Roots of Kimchi Organic Vegan Cabbage Kimchi; incognito Insect Repellent Lotion; Weleda Chamomile Teething Granules; Scence Cool Rose Hand Moisturiser Balm; The Kentish Soap Co Happy Soapers Club





CAUSING A STIR

The plastic-free business that's truly one of a kind

Over the last few months we've all had to find strength in the face of adversity, in our business, family and personal lives – and often all three at the same time.

This approach isn't new to Tastic Range founder Alice Bardwell – in fact, it has underpinned her business from the start, and keeps her moving forward with hope and positivity.

STAYING POSITIVE

Alice finalised her Pit-Tastic! range of completely natural, plastic-free deodorant bars after suffering a stroke. She found the act of slowly melting butters and waxes extremely therapeutic, and felt that the process played a crucial role in her physical and psychological recovery.

'Working with our hands creates completely new neural pathways in our brains that could not be made in a less physically active environment', Alice explains. 'With the formulations I could take my time, focus on something positive and keep going.'

Tastic Range founder Alice Bardwell has added Sandalwood and Orris to her range of plastic-free, natural bars



HERO PRODUCT

Find out why Pit-Tastic! Deodorant Bars are a My Green Pod Hero at mygreenpod.com/heroes

This response is typical for Alice, and has proved a guiding philosophy in business. She works in a sector that's increasingly crowded with companies looking to cash in on the consumer demand for plastic-free products. In this context small companies can easily fall beneath the wheels of bigger businesses selling copycat products at lower prices.

Alice draws strength and inspiration from kindred spirits with a positive outlook, who transform challenging circumstances with creativity, determination and optimism.

'I love Brew Dog', Alice reveals, 'because it's a leading example of what I feel is an ethical, craft company. When a supermarket chain made a replica can of the company's IPA beer, within a week Brew Dog had come back with a can in the supermarket's colours, which it proceeded to sell in one of the UK's biggest supermarket chains – with trees planted when purchased! I found that so inspiring.'

SUPPORTING MENTAL HEALTH

In addition to causing a stir in the natural health world, Alice is determined to do what she can to support mental health. She understands the importance of connection and wants to bring people together to experience the benefits she felt when formulating Pit-Tastic!

Find out more

■ Browse the plastic-free deodorant range at mygreenpod.com/vendors/pit-tastic

Some time ago Alice decided to create a space for conversation and support, where people could come together, stir the Pit-Tastic! ingredients and enjoy the therapeutic gifts Alice experienced during her own recovery.

Alice had got as far as finding a location for this open support space; one of the most crushing results of lockdown has been losing the space and facing the possibility she may never get it back.

SURVIVING LOCKDOWN

'During the first two weeks of lockdown my brain went into full meltdown', Alice remembers. 'Grants were not available to begin with, all my booked market slots were slowly cancelling before my eyes. It was a rather large shock to the system.'

Not one to sit back as a victim of circumstance, Alice responded by revamping her website; she created a window to the world that allowed her to ship products (once the post offices were open). 'My website has been a huge success and means we can still get products and our message out there – no matter what the restrictions', she tells us.

Alice is now looking beyond solid deodorant bars, and is currently elbow-deep in research and development for new solid, natural and 100% biodegradable products for the body.

The next fragrance for Tastic Range solid bars is Sandalwood and Orris, which sounds delicious and is perfect in the run-up to Christmas. A special gift set is also ready to share with friends and family who might want to try the switch to natural and plastic-free products – all while supporting ethical business and mental health.



A WIN FOR YOUR SKIN

The plastic-free, cruelty-free, waste-free way to smooth skin

If you've never used (or even heard of) a safety razor, you're not alone. For years large corporations have marketed plastic-containing cartridge razors as the way to shave; they're cheaper to produce and have a shorter lifespan, meaning they need to be bought again and again.

In 2018 and 2019 over 5 million people in the UK used disposable razors, and 13 million used cartridge razors containing plastic. Some brands have tried to produce more sustainable alternatives, but they still rely on plastic for structure.

WHY TO LOVE SAFETY RAZORS

Safety razors have been around for a long time, but Daniel Jones and Emma Lynch noticed that no one was encouraging women to use them. 'Not just because they're eco-friendly', Emma explains, 'but because they are much nicer to use and less abrasive on the skin, with little to no risk of razor burn and rashes when used properly. They are also much more luxurious than plastic-containing razors and are better value for money.'

ZERO-WASTE SHAVING

Together, Daniel and Emma launched a zero-waste shave experience as an alternative for people who want to avoid plastic and live a more sustainable lifestyle.

Aphrodite Razors is a clever subscription service that provides a stunning plastic-free weighted metal razor – in rose gold or

silver – that comes with a lifetime guarantee. With every order a tree is planted with One Tree at a Time.

Replacement razor blades are sent in the post (in recyclable packaging) every one, two, three or four months, according to how often you shave. You can change, pause or cancel the subscription at any time.

'For the best shaving results, we advise changing the blade every three to five shaves', Daniel tells us. 'The blades get blunt and also build up bacteria with every use, ultimately meaning that the razor becomes less effective.'

The replaceable blades cost less than the cost of changeable cartridge razor heads, so the more you shave the more money (and plastic) you save.

CHOOSE HOW YOU WANT TO LIVE

While this is a women-oriented brand, partnered with Wellbeing of Women, the razors are unisex and Aphrodite Razors has male subscribers as well as female. The important thing for Daniel and Emma is for all individuals to be given a choice about the way they want to live.

For Daniel and Emma, the biggest impact will be made when individuals choose and demand options that are more sustainable. 'We hope that with appealing, plastic-free products, we can educate others to make better choices for themselves and for the planet', Daniel says.

“The war on plastic pollution has predominantly focused on culprits such as plastic straws, plastic bags and plastic cutlery... It has mostly put pressure on industry, rather than focusing on the consumer.”

EMMA LYNCH

CO-FOUNDER OF APHRODITE RAZORS



GOING NATURAL

We spoke to Kinetic founders Alexander and Kim Barani about what to look out for in the UK's natural products market

25 years ago, the UK was introduced to its first comprehensive personal care brand: American family-owned body care range JASÖN. It was brought here by Kinetic, the natural product distributor founded by Alexander and Kim Barani.

At the time there were very few authentically natural brands around, and none of the large health stores we see today to stock them. For Alexander it was a case of filling a suitcase with JASÖN products and hitting the road to visit potential stockists.

Alexander and Kim were spurred on by a true belief in the power of natural products; 'Having seen how big the movement was in the US', Alexander says, 'I knew the natural health sector would grow eventually.'

CUSTOMERS GET SAVVY

Grow it did: today the natural health sector is booming. According to the Soil Association's *Organic Beauty and Wellbeing Market 2020* report, the certified organic and natural products sector has grown 23% since 2019. This is not only the ninth year of consecutive double-digit growth, but the third-biggest percentage growth since 2010.

'The last few years we have seen a snowball effect in the industry, largely thanks to social and digital media', Alexander explains. 'The studies and the reviews are all at our fingertips, and it's rare for a day to go by without some new superfood ingredient, supplement or anti-ageing hack being featured in the news. We're living longer, so we want to be healthy for as long as we possibly can. It makes sense that people are turning to natural health and wellbeing products.'

While educating retailers was a big part of Kim and Alexander's role back in the '90s, today they increasingly find retailers are approaching them to specify what their customers are looking for.

'I feel like there is a real symbiosis in the industry', Alexander says. 'Customers have the means to research products that might be of benefit to their health and wellbeing, and also to check the reviews and testimonials before they invest in a product. Brands are having to up their game as they find an increasingly crowded market; they need to bring innovation to everyday products and always make sure that they are authentic and ethical, whilst also adapting to ever-changing consumer demands, such as sustainability.'

For those just starting out with their own natural health or beauty brands, Alexander and Kim both advise finding a point of difference in this over-crowded marketplace. 'Pin down your unique selling points', Alexander suggests. 'You also have to find your audience and build your following', adds Kim. 'You can have the best packaging and spend a fortune on marketing, but it's no good if you are trying to sell to the wrong people.'

DEFINING NATURAL

As the demand for natural products grows, so too does interest from mainstream manufacturers. 'We

see more and more conventional brands using a selection of natural ingredients in their chemical-laden formulas', Kim tells us, 'and people will always buy into these products as they have the big brand name behind them.'

Greenwash will remain an issue until there is tighter regulation round the use of 'natural' and 'organic' on product labels. It's not an easy market to navigate; 'There are so many different standards and grey areas in the industry', Alexander tells us.

Still, a relatively new stress on transparency – coupled with an increasingly savvy customer base – makes it harder for big corporations to pull the wool over shoppers' eyes.

Through Kinetic, Kim and Alexander Barani have brought natural products – from brands such as Avalon Organics, JASÖN and We Love the Planet – to UK shelves



shop where health stores could buy the majority of their stock. Following their success with this vision, Kim and Alexander are now in a great position to forecast trends in natural products and act accordingly.

'After the year that was 2020, I think we are going to see a continuation of the beauty as self care trend', Alexander reveals. 'This is something our brands stood for long before it became a trend; Avalon Organics uses essential oils for a dose of everyday aromatherapy and JASÖN has the De-Stress Cannabis Sativa Seed Oil Body Wash & Moisturizing Creme, and Pampering Pink Himalayan 2-in-1 Bath Soak & Body Wash.'

'I am sure we are going to see some innovation in immunity', Kim adds. 'We are also going to see a growing 'food as medicine' movement, with people looking to superfoods to improve their health.'

Over the last few months Kim and Alexander have been developing an Eco-Living category, which they are now looking to grow. So far the products include EcoBoom biodegradable nappies and wipes; We Love the Planet zero-waste deodorants; long-standing Kinetic brand Preserve, which creates recycled and recyclable toothbrushes and razors, and My Green Pod Hero WaxWraps – a reusable, zero-waste alternative to cling film.

ROOTS IN NATURE

The brothers grew up on the shores of the ancient Roman town of Carthage – with its wealth of nature, land and sea. 'Being and living in nature through our childhood definitely meant that a move to the natural products industry was something that resonated with us on a deeper level', Kim tells us.

Kim and Alexander were always close to the land and very aware of where their food came from; they grew and picked fruits and vegetables in their garden and foraged for seasonal foods.

'The idea of health coming from diet, and medicine being your food, is something that is ingrained in us', Alexander tells us. 'It's very normal back home, and is becoming more so over here in the UK – in part thanks to a lockdown period that made people look for activities to do in the home and garden.'

At the same time it's safe to say the brothers' personal interest and passion for natural health and beauty has grown in line with the business. 'We both use a wide range of products from our portfolio on a daily basis, as we really believe in the products and the ethos behind the brands we represent', Kim tells us. 'Also, with the market as competitive as it is, we need to make sure that we have our finger on the pulse – so it's important to keep abreast of what's going on in the global natural health scene.'

MARKETPLACE

Browse a range of Kinetic products at mygreenpod.com/vendors/kinetic



Reading up about ingredients and researching brands is a good starting point if you want to avoid greenwash. Next, you can look for natural and organic certifications, and labels that clearly state the percentage of natural and organic ingredients.

'For me personally, a natural product is one that is primarily based on natural and naturally derived ingredients without anything that could have a negative impact on our health', Alexander explains. 'This is what many would call 'clean' beauty.'

TRENDS FOR 2021

Several years ago, Kinetic's offerings were split into three clear categories: Body Care & Beauty, Nutrition and Superfoods. As well as making things easier for retailers, the move also underlined Kim and Alexander's vision to have a one-stop ethical



TIME FOR TRANSFORMATION

Paris Ackrill, co-founder of Avalon Wellbeing Centre, on how centres of light can support a new way of life

We are facing huge challenges: health, political, social, spiritual, ecological and economic. Avalon, a state-of-the-art wellbeing centre on the 3,000-acre Broughton Hall Estate, was built to serve in this era of transformation.

The centre of light on the edge of the Yorkshire Dales National Park provides a unique space for inspiration, growth, hope and peace through retreats and gatherings; it is a sanctuary that can play a key role in helping to accelerate a positive change for the human trajectory.

Centres of light are places that can birth new visions – and these new visions must come from each and every one of us.

SEEDING CHANGE

A few years ago, we felt we were treading lightly around this movement – almost like the world was not fully ready to hear about it.

Now, people are more forthcoming; yearning – consciously and unconsciously – for new ways of being and living, for a new moment on the planet where we can exist in more harmony with each other and with nature.

The world as we know it is breaking down; what is of great importance is what is breaking through. New ideas, inspiration and seeds of change need to be sparked within us and come through us. We need to take time to question the big, most



meaningful questions in life: why are we here, what are we doing and where are we going? Institutions must of course change, but the change ultimately comes from within the hearts of individuals, so it is necessary to look inside. We must come together in powerful, transformational community to realise what is possible.

Avalon hosts a full spectrum of retreats; we curate our own curriculum of consciousness through our 'Return to Source' programmes,



work in partnerships with thought-leaders and provide space for retreats from external providers.

Spiritual Davos-style retreats help to inspire change by bringing individuals and leaders together to address the challenges we are facing in order to provide solutions. We also offer help to individual businesses and leaders through Company Culture offerings, which are designed to create more harmonious, balanced and thoughtful enterprises with positive social output.

In May 2021 I will host a women's retreat with two of my favourite meditation and movement practitioners: English non-dual meditation teacher, spiritual counsellor and psychotherapist Sophie Nevill and Danish yogini and dance practitioner Malou Dee. There will be abundant opportunity for inner growth, to drop into your essence and expand your transformational toolkit. We will explore meditative movement, energy work, meditation, cacao and womb ceremonies, plus sharing circles and plenty of dancing!

We provide a truly held space that is sensitive to the inner journey; a cradle of nourishment that offers a rich tapestry of experiences. Expect everything from rewilding – of the spirit and the land – to shamanic sound journeys, woodland dining, foraging, forest bathing, sweat lodges and ecstatic outdoor dancing with breathtaking views.

Everyone has their unique journey, which is why it is Avalon's policy to hold a non-dogmatic space.

groups to revel in the art of being. These curated retreats can be for individuals based in one of our holiday homes or house parties in 5* accommodation at the historic Broughton Hall. From personal training and tai chi to bespoke nutrition, herbal medicine, tree planting and fire temple parties, these holidays make you feel good and help to leave the world a better place.

SEALED WITH LOVE

Avalon is the UK's first completely state-of-the-art, non-dogmatic and purpose-built wellbeing centre that is dedicated to the new thought community.

The building itself combines the efforts of many highly skilled and talented designers, builders, architects and artisans.

It features local materials and has been designed in harmony with nature – as far as possible around the golden mean, or Fibonacci sequence: nature's sacred design.



Avalon is a state-of-the-art wellbeing centre set in 3,000 acres of natural playground at Broughton Hall Estate, with its own fire temple, meditation labyrinth and transformational retreats at the edge of the Yorkshire Dales National Park.

We are not trying to push any particular practice or philosophy onto anyone; some people might come here to dip a toe in the water and others might be seeking deep, lasting change in their lives.

Either way, when people leave Avalon we want them to feel connected to their heart, harmonious, content and overflowing with happy memories – or perhaps even thrilled with new possibilities, having experienced deep breakthroughs.

WELLBEING BREAKS

Nowhere else in the UK offers curated, bespoke retreats with such diversity in the transformational field. Our wellbeing concierge service creates holistic programmes that allow individuals and

Nature has a calming effect on the mind, so we drew on organic shapes, textures and colours; our sauna and steam room are a rare, organically shaped design (there is only one other sauna like it, and it is in Canada).

We also worked with ritual and intention, so we created and sealed the building with as much love as possible!

REWILDING THE SPIRIT

Avalon lies at the heart of the Broughton Hall Estate, which provides 3,000 acres of stunning natural playground to explore – all dedicated to serving a new way of life.

We have activated the land with our Earth Shaman Calen Rayne, who works with energy meridians and acupuncture of the Earth.

Revitalising natural features on the Estate include reservoirs for wild swimming and walking trails to

Tips for wellbeing in lockdown

- Keep moving your body in ways that feel good to you. Dance as much as possible – especially if you're feeling a bit low. Just put on your favourite track and start to move around a little – in a way that feels good to you in your body (it doesn't matter what you look like!).
 - Connect to nature as much as you can; take time off social media or your phone and return to simplicity. Find a spot that you love and meditate (or learn to). Breathe deeply.
 - There are lots of incredible offerings taking place online at the moment – many of them are very reasonable and they are sometimes free of charge. They provide a great way to explore what works for you. Follow our Instagram page too, as we share offerings through our 'Circle of Support'.
- @avalonwellbeing
@broughtonhallestate



the bronze age Celtic Cairn Circle on the moors. We love creating places where guests can bask in the beauty of nature, such as the Garden of Cosmic Origin, moon baths to connect back to circadian rhythms and huge woodland hammocks that make you feel like you are floating on clouds. There is also a primal sweat lodge, fire temple, meditation labyrinth, hermit hut, ceremonial space and more! Just as Avalon's role is to help rewild the spirit, the entire Estate is undergoing a process of managed rewilding that will see a million trees planted over the next few years. During these soulful times we all need to return to our true nature and source, to connect and find balance. Avalon is the place to do it.

Find out more

- Hear about all upcoming retreats at Avalon by joining the tribe at [avalonwellbeing.com](https://www.avalonwellbeing.com)

Transport accounts for 34% of UK greenhouse gas (GHG) emissions – the highest contribution of any sector.

The way we drive makes the UK's target of becoming zero carbon by 2050 unattainable, so earlier this year the government announced that the ban on the sale of new petrol, diesel and hybrid cars and vans would be brought forward from 2040 to 2035 – or possibly earlier.

Campaigners at Greenpeace and Green Alliance have said only a 2030 phase out will do, and that moving the ban to this date is 'the single most important measure the government can take to get the UK on track to meeting its existing carbon targets.'

THE YEAR OF THE EV

Fortunately, there has never been a better time to switch to a pure electric vehicle (EV). 2020 has been dubbed 'the year of the electric car' and 2021 shows no sign of slowing – with releases in the pipeline for Audi, Battista, BMW, Fiat, Ford, Lotus, Rivian, Skoda, Tesla and others.

As the UK's first and largest pure EV rental company, EVision Electric Vehicle Hire can get its electric cars to any UK location. Its fleet includes every electric car on the market – from high-end models like the Tesla Model 3, Jaguar I-PACE and Porsche Taycan to the small and sporty Renault ZOE, Kia E-NIRO and Vauxhall Corsa-e.

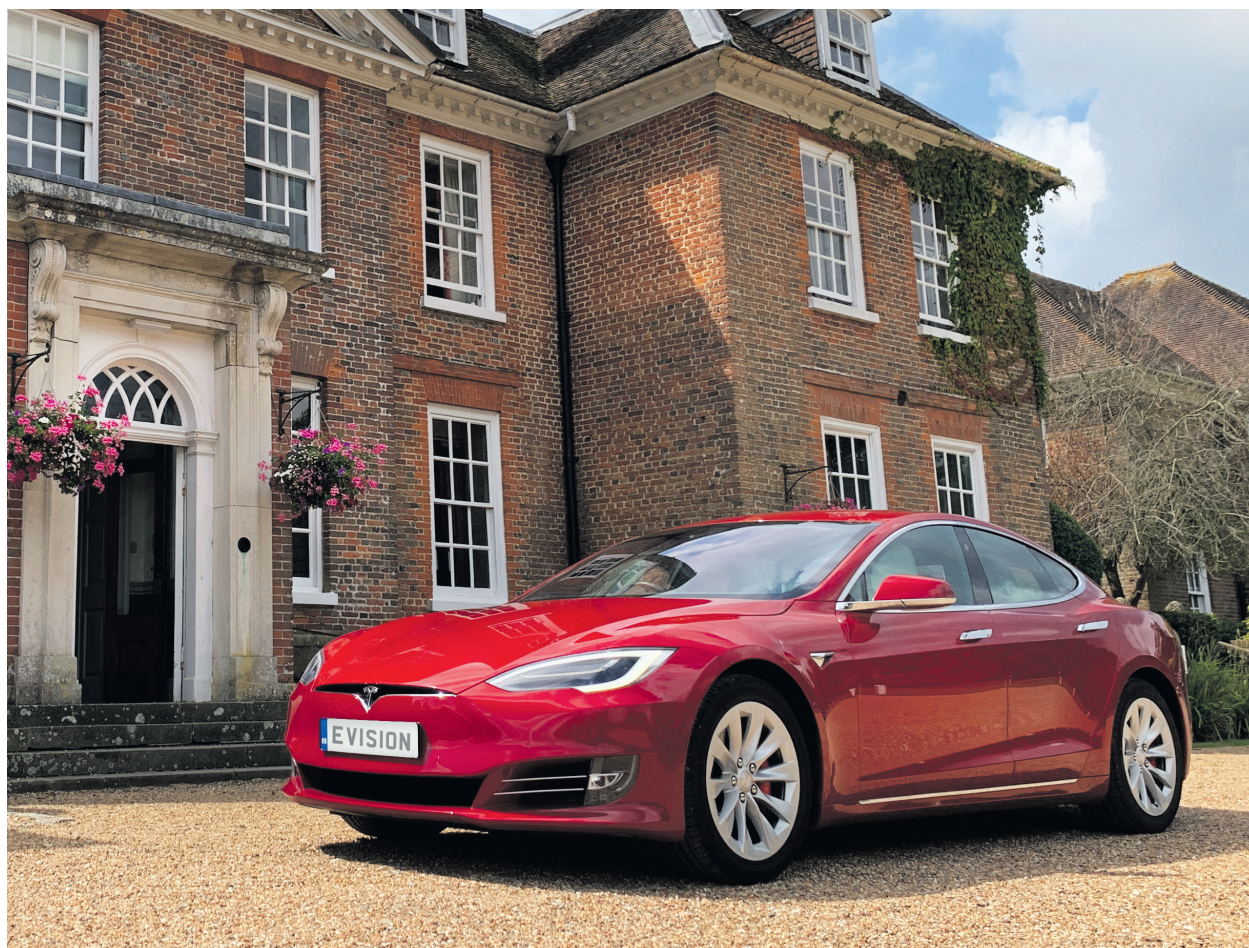
Leasing an electric car is a hassle-free process that can offer an extra level of reassurance if you're new to EVs. When you take a long-term electric car lease from EVision, everything is taken care of – the car is delivered to your door and a free charging point is provided at your chosen location, whether at home or at work. You also get free access to the Tesla Supercharger network.

Worn tyres are replaced free of charge and a 24-hour helpline is provided, alongside roadside assistance and a replacement vehicle if necessary. It's a full package (subject to 20,000 miles per annum) that costs as little as £11.51 (plus VAT) per day over a three-year period – and you can cancel, upgrade or downgrade your car at any time.

SUPERCHARGED SAVINGS

There are plenty of financial incentives that make leasing an EV even more attractive. Due to recent

The Jaguar I-PACE is one of the slickest EVs available from EVision Electric Vehicle Hire, from £45.60 (+ VAT) per day



LEASING AN EV

An electric vehicle lease could pay for itself without costing the Earth



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

changes to benefit in kind (BIK) tax on company cars, you and your employer receive huge savings on income tax and national insurance when driving an electric company vehicle.

The combined savings usually more than pay for the rental of an EV, so you essentially get a free car.

BIK is a benefit that employees or directors receive from their employer, but which is not included in their salary. It could be gym membership, childcare vouchers or, in this case, an electric company car. If you don't have a company car, you can still benefit financially from the reduced BIK.

You could also take a salary sacrifice – a reduction in gross salary – in exchange for a fully electric company car. Salary sacrifice includes an agreement between the employee and employer. The deduction is taken before tax and national

insurance, resulting in a saving for both the employee and employer. The employer can make further savings by claiming back 50% VAT.

ELECTRIFYING OUR TRANSPORT

By the end of September 2020 the UK had 12,367 public charging points; these days you're no more likely to get stuck without charge than you are to be stranded with an empty petrol tank.

Electric cars now account for almost one in 10 new vehicle sales – a huge increase from the 1.1% of vehicles registered in 2015. The numbers reflect both the increase in demand for electric vehicles and the decline in demand for traditional, particularly diesel, vehicles.

While the figures are going in the right direction, EVs need to represent 38% of the market in 2025 if we are to achieve the emissions savings required in the UK, as estimated by Greenpeace and Green Alliance. With the current savings and incentives available to both employers and employees, EV leasing could well be the solution.

READER OFFER

To access special discounts and offers, contact EVision at mgp@evrent.co.uk or **01634 914063**, or browse the site using evrent.co.uk/mgp

COMPETITIONS

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

We've hand-picked this bumper selection of green pearls – including a mobile phone plan, a seven-night getaway and lots of natural and plastic-free personal care products – to help set you up for a lighter lifestyle.

To enter, visit mygreenpod.com

WIN

REWILD YOUR WORK ON THE BROUGHTON HALL SANCTUARY

Discover a healthier and happier work lifestyle that's closer to nature and in harmony with the interconnected rhythms of the Earth. The winner will get a fully catered stay in a beautiful home on Broughton Hall Estate in Yorkshire, and be immersed in an experience to cultivate an intuitive and nature-led approach to work. The programme includes a fire temple welcome ceremony, mindful tree planting, forest bathing, sound healing and yoga, foraging for wild medicines, wild swimming and a session with My Green Pod founders Jarvis Smith and Katie Hill. Use of the pool suite and relaxation rooms is included.

Deadline for entries: 28.02.21



**WIN****A FULL SET OF SHUI ME NATURAL REED DIFFUSERS**

We're giving away a complete set of Shui Me reed diffusers, which elevate wellbeing by uniting nurturing botanicals and organic aromatherapy with the harmonising philosophies of feng shui. Each of the long-lasting luxury diffusers (Relax, Purity and Uplift) is made with 100% organic essential oils, to create your own version of aroma therapy.

Deadline for entries: 28.02.21**WIN****A PIT-TASTIC! GIFT SET OF SOLID DEODORANT BARS**

Get your hands on one of five Pit-Tastic! gift sets! New for October, the set contains four travel-sized deodorant bars.

Deadline for entries: 28.02.21**WIN****FOUR BOTTLES OF COOPER KING**

We're giving away four 70cl bottles of Cooper King: Cooper King Herb Gin, Cooper King Dry Gin, Cooper King Basil + Berry Gin Liqueur and Cooper King Black Cardamom Botanical Vodka. Three runners-up will receive one 70cl bottle of Cooper King Dry Gin, a My Green Pod Hero. The Yorkshire distillery is powered by green energy and uses locally grown grain and botanicals.

Deadline for entries: 28.02.21**WIN****A KINETIC NATURAL PRODUCTS HAMPER**

We've teamed up with Kinetic to offer a range of its products on mygreenpod.com! To celebrate, we're giving away three beauty, health & wellbeing hampers packed full of Kinetic's best products. There are skincare, hair care and body care products from Antipodes, Avalon Organics, JASÖN, We Love the Planet and more!

Deadline for entries: 28.02.21**WIN****AN APHRODITE RAZOR STARTER BOX**

Aphrodite Razors are 100% plastic-free razors that are changing the way women shave for the better. We're giving away an Aphrodite Razors Starter Box containing a safety razor (in rose gold or silver) and five blades, plus a free 12-month subscription for effortlessly smooth skin.

Deadline for entries: 28.02.21**WIN****A 7-NIGHT FAMILY STAY AT CASAL DEI FICHI**

We're giving away a break for up to four people at Casal dei Fichi, plus £250 towards travel costs! The luxurious, eco-friendly accommodation in Italy's Marche region has stunning views and a heated 15m pool. It offers a safe, private environment for relaxation, creativity or teleworking - with landscaped gardens, an orchard and lots more. Casal dei Fichi can almost be reached by train; the on-site charger will help you do the last leg (or full journey) by electric car.

Deadline for entries: 28.02.21**WIN****A BOTTLE OF AVALLEN CALVADOS**

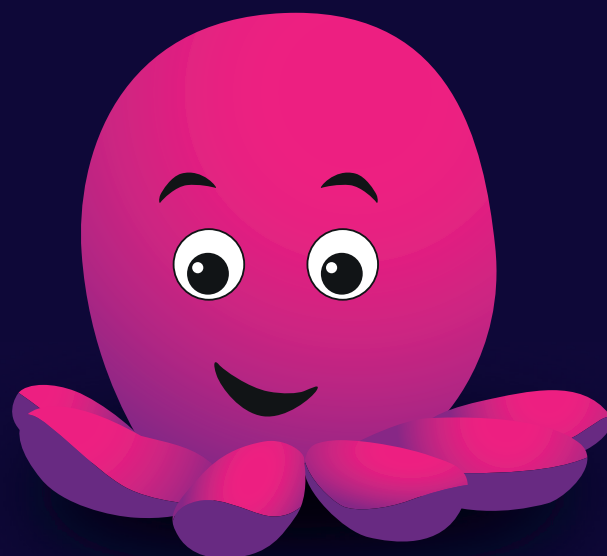
Six lucky winners will receive a bottle of Avalen Calvados, 'the world's most planet-positive spirit'. It's made with nothing more than apples, water and time, plus a mission to save wild bee populations.

Deadline for entries: 28.02.21**WIN****A 12-MONTH HONEST MOBILE PLAN**

One reader will get a free year on a plan of their choice with B-Corp certified Honest Mobile! The lucky winner will be able to rest easy in the knowledge that their mobile phone will be carbon neutral. Two runners-up will get three months on an Honest Mobile plan of their choice.

Deadline for entries: 28.02.21

Because energy shouldn't cost The Earth.



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FOR RENEWABLE ENERGY
& CLEAN TECHNOLOGY
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