

FEAR MAKES  
THE WOLF  
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THE  
**POWER  
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ISSUE**

SUMMER '16



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NO PLACE TO BE  
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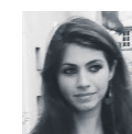
**FOUR** | **five** | **alpine160** | **SEGMENT**

THE ALL-MOUNTAIN AND TRAIL BIKE CONCEPT FROM ORANGE — "IT JUST WORKS"



My Green  
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.com

Welcome to MyGreenPod Magazine! As always, this issue's packed with green pearls and features on people, companies and communities that are doing things differently. In a post-referendum world it's all about power: who has it and how it's used. Enjoy!



Katie Hill  
**EDITOR-IN-CHIEF**  
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# BREXIT

## WELCOME TO THE FUTURE

By Tony Juniper

Friday 24 June was the day when a future that had been gestating for some time was finally born. Conceived through the union of angry parents named inequality and mistrust, its birth saw a national and Europe-wide crisis.

For decades the chasms between the haves and have-nots in British society have grown progressively deeper. Food banks and bankers' bonuses mark two extremes, but the divisions aren't just economic in character: they're also down to the opportunities people believe they have. The connected, cosmopolitan and culturally diverse globalists of the southern British cities see a world of possibilities in part facilitated by membership of the European Union. They don't feel threatened by the outside – they love it and they embrace it.

In northern towns and cities, much of Wales and more hard-pressed rural areas by contrast the outlook is more local and there is threat. The loss of heavy industry, a decline in farm jobs, cuts to public services and the perception that foreigners are coming to take what little is left of their employment, school places and failing health service has led people to act in defence of what remains.

### THE NEW BATTLE FOR BRITAIN

Some of those who are better off also see the decline and believe that we have lost our way. Yearning for the bygone age when Britain was truly great, they wonder where we went wrong. Fed by memories of a time when we stood proudly alone in a world of post-war prosperity, the European Union seems plausibly blameworthy.

Fired up like the super-charged engine of the iconic Spitfire, many concluded that it's time to withdraw from the continent, don steel helmets and win the new Battle for Britain.

A campaign conducted from pubs with slogans shouted over pints of beer

Made considerably worse by the progressive evaporation of trust in politics and politicians, the media, experts and even the police, the

messages of the new populists became highly believable. Warnings from elites, who appeared to have benefited from the status quo, were blithely dismissed: 'They would say that, wouldn't they?' Under these circumstances attacks on bankers, foreigners and mainstream politicians were conflated behind a call for decent people to rise up and fight back. And that is what they did.

In the process they inadvertently found common cause with the neoliberal ideologues who'd have us tear up the European social and environmental legislation that has improved our lives here for decades. Laws to protect workers' rights and our air and water were 'red tape' that is 'holding us back', they said, so let's get rid of it and 'take back control'.

Overwhelmed by 'facts', many voters abandoned rationality and ceded control to the reptilian part of their brain that shouted 'danger'. Populist politicians fed on the dissatisfaction and mistrust by flicking the primeval red switches that in better times rest in the 'off' position. A campaign conducted from pubs with slogans shouted over pints of beer by leaders of this new angry movement, they wound up fearful voters with images of columns of refugees. Parallels drawn by the leave side between the EU and Nazi Germany were made with no sense of self-awareness as to how they looked themselves.

### A POLITICAL CRISIS

So it was that Nigel Farage and Boris Johnson united the wings of dissatisfaction into a majority for 'leave'. Those with little hope and no money, the ones seeking a return to that mythical Greater Britain and those who regard European laws to protect people and Nature as threats to freedom and 'democracy' joined to deliver what is now the biggest political crisis in recent British history. As Scotland renews calls for independence so the destruction of our 300-year-old Union is threatened, uncertainty has been provoked in Ireland, fuel tanks of hatred have been filled among Europe's rightwing movements, jobs are being lost and investment delayed or diverted away from the UK. Political divisions are deep and UK society has been fractured.

Many of the factors that contributed to the result are not new. People have been concerned

about immigration for years. Millions have been appalled about the effects of austerity. The ebbing away of trust has been getting progressively worse, not least because of stirring by reactionary media such as the *Daily Mail* and the *Sun*. That it took this referendum to unearth all of this says something very profound about the state of our democracy.

Two parties exchanging power in the Westminster bubble is an almost inevitable consequence of how we do politics. Endlessly defended by its principal beneficiaries (the Labour and Conservative parties), calls for a more representative system have been rejected because that would lead to 'unstable government'. Whether the irony of that claim will now become visible to those who so vigorously defend the status quo remains to be seen.

No wonder so many people have taken their opportunity to vent anger

The system that has consistently blocked wider participation in mainstream politics is now revealing very serious limitations in a world that has moved on. With endless access to information, ideas and the political conclusions that come with them, many people find that while they are informed they have little power. Once every five years they get to vote and most of them don't get the candidate or government they supported. No wonder so many people have taken their opportunity to vent anger.

### LOOKING FOR LEADERSHIP

There is no quick way out of the hole we've dug, but looking forward perhaps the first thing to do is not make it deeper. The leadership contests now going on in the two main Westminster parties will be an early test of whether this will

be the case. No obvious Labour leader to replace the principled but ineffectual Jeremy Corbyn is in the offing, but should one emerge as a serious contender they will need to be a figure behind which the country can unite.

If a leader worthy of the title ends up as Prime Minister the first thing they must do is speak honestly about what happened. We won't have 350 million pounds a week to spend on the National Health Service, we won't have automatic trade access to the EU on our terms, and if we do want trade we'll very likely need to accept immigration. We won't have more fish to catch, our farmers have no guarantee as to what support they will receive and our research institutions face uncertainty. We won't have a United Kingdom but quite possibly just England and Wales. We also still won't have the 'democracy' held so dear to the Brexiters. We'll have Westminster, including its anachronistic House of Lords – some members (such as the

unelected and climate change-denying Lord Lawson) of which were among prominent proponents of leave.

A little honesty might help to begin some kind of healing process, but it will need to be but a first step on a very long road, one that leads towards a country that shares its prosperity more fairly, a democracy that is responsive to people's fears and hopes and that sees quality healthcare and education as investments rather than unaffordable costs. This democracy must also foster the confidence for us to play our part in an increasingly complex and interconnected global society.

The world we just entered has been quietly gestating for some time. We need now to see its origins clearly and plan consciously for a way out. It will take decades but the journey starts here, born from new parents called fairness and participation.



# Wyke FARMS

Katie Hill visits the farm that's producing award-winning cheddar – using 100% green energy

T

here's only so much space on a cheese packet, so deciding how to use it to make your product stand out is a tricky business. It's particularly complicated when you produce award-winning cheddar that's won a string of accolades in the Global Cheese Awards. Even the French love it: they'll have been importing Wyke Farms' cheddar for 19 years this summer. Oh, and it's made using 100% green energy.

If you tried to cram all of that information onto an envelope-sized rectangle then every supermarket fridge would need to come equipped with a magnifying glass. 'From the research we've done, price and taste are the most important factors for customers – but environmental concerns come a close third.' I was talking to Rich Clothier, managing director of Wyke Farms and third-generation cheesemaker. 'Farming has got to change. If it doesn't, loads of people will stop eating meat and dairy because they've watched *Cowspiracy* and they're concerned about the environmental impact of farming.'

## COWS OR SOLAR PANELS?

Nestled in rolling Somerset hills, Wyke is a 150-year-old family cheesemaking business. From its 1,500 acres and 1,000 milking cows it processes up to 300 million litres of milk per year and makes 15,000 tonnes of cheddar, accounting for 5% of the UK market. The family recipe has bagged countless awards for Wyke, but an entirely different kind of success was the reason for my visit to the farm in June.

Rich's vision is for Wyke to be a sustainable working farm, where all of the electricity and gas is produced by solar and biogas generated from farm and dairy waste that has no other value. It's a bold mission, and one Rich and his team have been quietly pursuing while the awards continue to roll in.

'As prices drop, lots of farmers are responding by saying OK, I'll buy another five cows so I can produce more milk and make up the losses', Rich said. 'Government policy is trying to force farmers down this route. What we're saying is, take that

£5,000 and instead of buying more cows, buy solar panels!'

All dairy farms need to cool milk from body temperature to 2-3°C as quickly as possible; at Wyke, the tank of iced water used to get the milk's temperature down is powered by solar panels on the barn roof. 'I always show other farmers this set-up', Rich told us. 'Lots of farmers have gone off to do the same on their own land. It's a no-brainer. Even if they've only got space for a small array, they'll save money because they'll use all the energy they generate.'

That's not all Wyke Farms is doing to encourage farmers to switch to solar: since last summer, it has offered preferential rates to suppliers who use renewables, and 17 out of around 100 farms are now receiving an extra 2p per litre (£2,000 for an average farm) from Wyke Farms as a result.

These neat solutions are helping local farmers start the transition to sustainable agriculture – but the thing that makes Wyke really stand out is hidden in a valley 1.5 miles away, landscaped in such a way that it's almost invisible from the road.

## 'WASTE IS FUEL'

Wyke Farms' anaerobic digester (AD) plant, installed in September 2013, consists of three huge tanks topped with green domes stretched taut by the pressure of methane that rises up inside. From behind the trees the green mounds could easily be an extension of the Somerset hills that roll around them – but get up close and you'll appreciate the technical genius of this mammoth operation.

'We no longer have any waste', Rich explains, 'because waste is fuel.' Excess lactose from the cheesemaking process is pumped underground to the AD plant, where it's mixed with silage, apple pomace from local cider producers and waste bread. Everything's got a calorific value and it all needs to be calculated. It's an exact science and finding the perfect recipe has required lots of trial and error – not least because the ingredients keep changing. 'We've even taken reed bed waste from a local RSPB reserve', Rich says, 'and we've bought straw from rape crops from local farmers. It's 60% methane and it's just left in the field to rot!'

Inside the monster tanks, methane is released as the various wastes are agitated and combined. After rising to

'We no longer have any waste, because waste is fuel'

the top of the domes, it's pumped through to a combined heat and power plant (CHP) where it's burnt to create heat and electricity. These handy byproducts are used to run the AD plant and to produce heat for the dairy.

Because the dairy uses more gas than electricity, the next game-changer at Wyke was the addition of a biogas upgrader. 'Biogas is approximately 50% methane and 50% CO<sub>2</sub>', Rich explains. 'It's very happy in the engines on the farm, but it can't compete with fossil fuels when it comes to calorific value.' The gas upgrader essentially cleans up the

biogas so it can be used on the farm, with any excess sent to the grid to power the local community. It takes out the CO<sub>2</sub> and injects an odour into the otherwise undetectable methane.

The addition of the gas upgrading plant in December 2014 allowed Wyke to become 100% self-sufficient, and to supply other farms and businesses. 'The CO<sub>2</sub> we're extracting can be used as a refrigerant', Rich tells us. 'Sainsbury's uses it in its fridge gas.'

Rich has always wanted the farm to be green, but the vision has only recently become attainable. 'You can only be as green as the technology that's available', he says. A perfect example is the way Wyke Farms' produce is transported; the farm runs three electric cars and in the future could run its tankers on compressed natural gas (CNG) produced by the biogas plant. Having a compression plant on site would also give Wyke Farms the opportunity to invest in tractors powered by methane – resulting in complete energy independence on the farm.

'In the future, sharing of gas power between local farms could be a possibility, particularly where you have a big plant like ours', Rich says.

'With 0.3p-0.4p in every penny of milk transport cost being fuel cost, providing a local filling point for neighbouring farms makes economic sense. The associated savings from methane-powered tractors could help dairy farmers reduce their costs, which can only be a good thing. The potential savings are huge.'

## FIND OUT MORE

Want to know more about Wyke Farms and its cheddar?

- To see Wyke Farms' green credentials, visit [wykefarms.com/green](http://wykefarms.com/green)
- To buy cheddar from the Wyke Farms range, visit [wykefarms.com/shop](http://wykefarms.com/shop)

ENERGY



TOP  
The Anaerobic  
Digester Plant

BOTTOM  
Wyke Farms'  
dairy herd

MAIN IMAGE  
The Somerset farm



# BWCE: the UK's biggest COMMUNITY ENERGY company



On 17 May 2016, Bath and West Community Energy (BWCE) launched share and bond offers to take a solar farm in Somerset into community ownership. The array, near Crewkerne, is forecast to generate 5,100MWh of clean renewable electricity every year – the approximate annual demand of 1,650 homes.

When BWCE takes ownership of the Crewkerne solar array in July, it will take BWCE's total generating capacity to over 12MWp – the largest of any community energy enterprise in the UK. The total output of BWCE's renewable energy projects – from the 10kW solar PV project on St Martin's Gardens Primary School in Bath to this 5MW solar array in Somerset – will be equivalent to the electricity used by around 3,900 typical homes every year.

## SOMETHING IN THE WATER?

Whatever's in the water in the South West of England, we'd like it piped around the UK. Bath and Bristol are now firmly on the map as key regions for 'positive' investment in projects that offer social and environmental benefits as well as attractive financial returns.

Just a month before BWCE announced it was to become the UK's biggest community energy company, Bristol Energy Cooperative (BEC) signed agreements to add £3.95 million of funding to its community energy projects, taking the total raised since November 2015 to £9 million.

BEC used the money to build a 4.2MW solar farm at Lawrence Weston, Bristol. Its portfolio

already included a 4.6MW solar array at Puriton near Hinkley Point, Somerset, and seven rooftop arrays on community buildings across Bristol.

Back in April, when BEC was set to become the UK's largest generator of community energy, founding director Andy O'Brien acknowledged that 'this is a fast-growing and essential part of the UK's energy mix', adding, 'we can't wait to be overtaken as more community-owned capacity is added to the National Grid.'

**'this is a fast-growing and essential part of the UK's energy mix. We can't wait to be overtaken'**

**ABOVE**  
BEC's Chris Speller at the operational ground array in Puriton, Somerset

## TRANSFORMING ENERGY OWNERSHIP

Established in 2011, BEC – which is currently on its third fund-raise – and award-winning community enterprise BWCE are among the UK's first community energy firms. They both partnered with Mongoose Energy, which works with community groups, commercial project developers and investors to identify, develop, finance, build and manage community-owned renewable energy projects. The company's goal is to transform the nature of energy ownership in the UK, and it's doing a great job so far.

Mongoose Energy now looks after 44MW of renewable electricity generation capacity for community groups, and there's an additional 16MW in the pipeline. The company's next move is to launch an energy supply business, which will be the UK's first supply company that's majority owned by community renewable electricity groups.

## A STRONG TRACK RECORD

BWCE has served as evidence that community energy schemes can – and do – work; it has delivered the promised 7% interest per year to shareholders in each of the four years since its first share offer, and has to date invested £75,000 of its cash surplus into its independent community fund. This money has been distributed to local initiatives for community carbon reduction and projects that address fuel poverty. Over its 25-year life, the Crewkerne project alone will recycle £3 million of cash surplus back into local communities.

Crewkerne array is the sixth fundraiser BWCE has opened for public investment; each time, BWCE has either reached its fundraising target on or ahead of time. This time was no different; with £1 million raised in just under two months, the over-subscribed share offer closed early. The bond offer is still open and is well over half-way to raising an additional £1.6 million, which will be invested alongside a £3.33 million Triodos Bank loan to buy and develop the Crewkerne array.

The option of short-term investment with bonds and medium- to long-term investment with the shares should make Crewkerne array a popular proposition; while locals will like the idea of an ethical, renewable energy project that gives back to the community, people all over the UK are being drawn to investment opportunities that offer better interest rates than ISAs or savings accounts.

The bond is in the form of a loan to BWCE and will pay a return on investment of 5% a year for two years (5.5% for members of BWCE and its partner organisations) with interest paid annually.

The South West has always been at the forefront of the drive for a more sustainable way of living. It was, for example, the birthplace of the Transition movement and innovative community-led initiatives like the Bristol Pound. And now it is taking the lead in the development of community-owned renewable energy generation.

'The movement has been supported by NGOs like Regen SW and Centre for Sustainable Energy, which have helped communities in the South West build on the expertise and experience of renewable energy projects that are already established in the region. It has been a 'can do' revolution. As talk has turned into action, community energy organisations have demonstrated that by working together we can make sure that local projects really do deliver local benefits.'

**PETE CAPENER**  
Chair of Bath and West Community Energy



**ABOVE**  
Andy O'Brien, founder director of BEC

## FIND OUT MORE

Interested in investing in community energy?

■ Details of Crewkerne array bonds are at [ethex.org.uk/BWCE](http://ethex.org.uk/BWCE)

■ More on BWCE's projects is at [bwce.coop](http://bwce.coop)

■ Information about BEC and its projects is at [bristolenergy.coop](http://bristolenergy.coop)





**G**reen energy company Good Energy has launched a carbon neutral gas tariff to celebrate the recent signing of the Paris climate change agreement by over 170 nations.

Good Energy's Green Gas contains 6% biomethane, produced here in the UK from organic matter like leftover cheese, apple cores and potato peels.

'Emissions from energy are one of the biggest causes of global warming, and the simplest way to cut your footprint is by switching to renewable electricity and carbon neutral gas', explains Good Energy founder Juliet Davenport OBE. 'We can all do something to cut our reliance on fossil fuels right now.'

#### WHAT IS 'GREEN GAS'?

Green gas, or biomethane, is produced when organic matter – from the leftovers of your dinner to the waste from cheese production – is processed in an anaerobic digester. These big tanks act like a massive stomach, 'digesting' the waste (see pages 06-07).

As it breaks down, the waste releases a gas: methane. This gas is captured, fed into the national gas grid and supplied to your home. This process is called anaerobic digestion, and it's a way of capturing natural gas without having to dig it out of the ground.



**TOP**  
Organic matter (like cow pats!) biodegrades in huge tanks to release usable gas

**LEFT**  
Communities in Nepal are benefiting from cleaner air through Good Energy's Green Gas

Best of all, because the gas is produced from organic matter that has grown and absorbed carbon dioxide from the atmosphere, the same amount of CO<sub>2</sub> is released when the gas is burned. This doesn't break what is known as the carbon balance, meaning we can get gas to cook and heat our homes from the waste we don't want - without damaging the planet.

To make it totally carbon neutral, emissions from the gas used by Good Energy's customers will be neutralised through verified carbon-reduction schemes that support local communities in Malawi, Vietnam and Nepal.

Together with Good Energy's 100% renewable electricity supply, the firm's new carbon neutral gas tariff provides a way for consumers to cut their personal carbon footprint by up to 50%.



Climate change is the fight of our time. World temperatures are on an upward trajectory year on year, and we need to find a way to decarbonise our economies and lifestyles, if we are to live in a future world that we recognise. Switching to renewable energy and green gas is one of the simplest and easiest ways to achieve this.'

CATHERINE MITCHELL  
Professor of Energy Policy at Exeter University

#### FIND OUT MORE

Like the sound of cutting your carbon footprint in half?

- More about Good Energy's Green Gas at [goodenergy.co.uk/green-gas](http://goodenergy.co.uk/green-gas)
- Switch for good at [goodenergy.co.uk/mygreenpod](http://goodenergy.co.uk/mygreenpod)



IN ASSOCIATION WITH

Mongoose  
ENERGY

## THE P.E.A. AWARDS 2016

It's the P.E.A.ple's Awards for everyone who cares enough to be changing habits! What are you up to? We want to know!

07 October 2016 | British Airways i360, Brighton Seafront

**NOMINATIONS NOW OPEN**

CLOSING DATE MIDNIGHT 31 AUGUST

Go to [www.peaawards.com](http://www.peaawards.com) for a list of all this year's categories, plus information on how to enter or nominate your green heroes.

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# Climate TAKE BACK

Can one company reverse climate change?

B

ack in 1994, Interface – the world's largest global manufacturer of modular flooring – became one of the first companies in the world to make a public commitment to sustainability, pledging to eliminate its impact on the environment – completely – by 2020.

It may not sound like big news today, but 20 years ago the thought of eliminating waste, toxic substances, energy and carbon – while at the same time creating innovative products inspired by Nature – represented a huge, bold leap into the unknown.

The company's founder, Ray Anderson, likened the challenge of achieving this 'Mission Zero' to climbing a mountain higher than Everest. His vision for the carpet company to 'cut the umbilical cord with oil' – the main product traditionally used in nylon yarn – was considered nothing short of outrageous.

But due to an absolute commitment to its goals, Interface looks set to achieve many of its Mission Zero targets ahead of schedule. At the same time, many of the commitments that made Interface stand out in the '90s are now common practice for companies – including competitors – that are looking to streamline their operations and 'green' their processes.

It was in this context that Interface started building a framework for what to do next – and the company's updated commitments to sustainability are as audacious today as Mission Zero was in the '90s.

Now Interface has pledged to reverse climate change.

## BECOMING RESTORATIVE

The goal to achieve zero negative impact by 2020 was only ever part of Interface's wider drive to become the first fully sustainable – and ultimately restorative – company. Rather than simply doing less harm, the goal is for Interface to have a positive impact in all areas.

Interface has spent years looking at what is really meant by 'being restorative' as a business – and in many ways the company has already moved beyond Mission Zero to consider what restorative initiatives would look like.

A perfect example is Net-Works, an initiative from Interface and the Zoological Society of London that transforms discarded fishing nets into yarn for carpet tiles in a way that empowers fishing communities in the Philippines and Cameroon. The Net-Works programme, which was a natural extension to Mission Zero and Ray Anderson's legacy, started with a simple question: how can a carpet tile tackle poverty?

In 2012, Interface was already sourcing nylon yarn derived from waste fishing nets from commercial fishing fleets. At the same time Interface was starting to rethink its value chain and how

it could start having a more positive impact, both environmentally and socially. A series of workshops were convened to bring Interface together with its yarn supplier, marine biologists, development and sustainability experts. During these workshops, an opportunity was identified to source nets from artisanal fishing communities and turn waste into wealth in a way that would protect the marine environment. Following a successful pilot, Net-Works has now been rolled out to 27 communities, with three collection hubs in the Philippines and one set up in Cameroon. To date, Net-Works has intercepted 100 tonnes of discarded nets, providing access to finance for over 500 families and a healthier marine environment for 55,000 people. By 2020, the goal is for Net-Works to have provided access to finance for over 10,000 families, improved the marine environment for 1 million people and to have protected 1 billion square kilometres of our oceans.

## BRINGING CARBON 'HOME'

The broader vision has always been for Interface to be the first company that, by its actions, shows the entire industrial world the true, multi-dimensional meaning of sustainability – for people, process, product, place and profits. The aim is not just for Interface reduce its contribution to climate change, but rather to work towards solving the climate crisis on a larger scale that extends beyond one industry or organisation.

The company's next mission – Climate Take Back – contains an unsurprisingly bold commitment to bring carbon home and reverse climate change. As if that's not enough, Interface will at the same time be creating supply chains that benefit all life, making 'factories that are like forests' and transforming dispersed materials into 'products and goodness'.

Interface has pledged to lower greenhouse gas concentrations in the atmosphere to reduce, not just stabilise, atmospheric gases and reverse rising global temperatures. 'We will demonstrate that we can reverse the impact of climate change by bringing carbon home', says Jay Gould, Interface's president and chief operating officer. 'We want to be able to scale that to the point where it actually does reverse the amount of carbon in the atmosphere.'

The challenge of extracting carbon from the atmosphere – where it's contributing to global warming – and bringing it 'home' to Earth – where it can be put to use – has had scientists scratching their heads for decades. Through Richard Branson's Virgin Earth Challenge there's even a \$25 million prize on the table for anyone who works out a scalable and sustainable way of sucking carbon out of the air.

But Mission Zero sounded like a similarly lofty aspiration in the '90s – and Interface showed the rest of the world that even the most ambitious goals can be measured and managed like many other business tactics. Over the next year Interface will create metrics for each of the commitments outlined in Climate Take Back, and then define targets and timetables for achieving them.

And if any company can do it, it's Interface.



When Ray stood up in '94 and said, 'We're going to be a sustainable company', sustainability wasn't fashionable; we had no roadmap. It was outrageous to think that an organisation could get to a zero footprint, and we were ridiculed for it. People stood on the sideline and watched us, waiting for us to fail.

'We know now what the biggest issues of our generation – and frankly, our children's generation – are, and that's climate change, poverty and inequality on a planetary scale, on a species scale. We are bold and brave enough, as we did in '94, to stand up there and say, if not us, who? And if not now, when?'

NIGEL STANSFIELD

Interface's vice president and chief supply-chain officer

TOP & BOTTOM  
The Net-Works programme



TOP  
Interface's manufacturing facility in Scherpenzeel, the Netherlands

ABOVE  
PVB glass recycling



## FIND OUT MORE

Interested in Interface's journey from negative to positive?

■ More on the company's sustainability goals is at [interface.com/sustainability](https://interface.com/sustainability)

■ Information about the Net-Works programme is at [Net-Works.com](https://Net-Works.com)



# the P.E.A. AWARDS 2016

Nominate your green heroes for this year's high-flying awards bash

Over the last six years, the P.E.A. (People. Environment. Achievement.) Awards has celebrated unsung heroes who are changing the world and rewriting the future. Whether they're working in Ecuador or India – rainforests or urban office blocks – each and every P.E.A. Award winner is forging ahead with an inspiring alternative to business as usual – in our banks, our schools and everything in between.

As the UK's leading sustainability awards, the P.E.A.s honour the individuals and teams behind the products, services and businesses that are changing the face of our planet. Previous winners include Juliet Davenport OBE, Cat Fletcher, Polly Higgins and many other amazing ambassadors who are committed to revolutionising old models and systems.

Across sectors ranging from finance and energy to music and art, the P.E.A. Awards identifies and celebrates the green heroes who are taking matters into their own hands. These sustainability pioneers are recognised and rewarded at a glamorous green carpet event, with music, entertainment and plenty of great food and drink!

## THE 2016 CEREMONY

The P.E.A. Awards always provides an opportunity to network with high-flying sustainability pioneers, but this year that's being taken to a whole new level: about 450 feet up.

The ceremony will be held on 07 October at Brighton's brand new i360 tower, and every guest will get to take a flight upwards to experience 360° views across Brighton and beyond. The beachfront spot will also host a celebratory outdoor extravaganza overlooking the iconic Brighton West Pier in celebration of its 150th birthday.

There will be mouthwatering vegan food, outstanding entertainment, first-class speakers – including Caroline Lucas – and, as always, enough alcohol to sink a pirate ship – including signature drinks from Juniper Green organic gin and Bison Beer. Tickets cost £60 but spaces are limited to 360 guests this year, so please book early to avoid disappointment.

## ENTRIES AND NOMINATIONS

This year the P.E.A. Awards has launched a new regional business award. While the usual categories will remain open to all, the Best of the South West awards will recognise the green heroes in and around Bristol who are environmental trailblazers in the fields of Conservation, Energy, Finance, Food, Housing and Transport. One overall champion will also be selected from the winners of each category.

The core categories for the P.E.A. Awards 2016 are Arts, Fashion, Film & Music; Britain's Greenest Family; Business; Energy; Food; Generic; Health; Homes; Money; Resources and Travel.

All categories are free to enter, and you have until midnight on 31 August to enter or nominate your green heroes. Good luck!

MAIN IMAGE  
Visit the British Airways i360, Brighton, for 2016's P.E.A. Awards



IN ASSOCIATION WITH

Mongoose ENERGY

## FIND OUT MORE

Want to get involved with this year's P.E.A. Awards?

- Enter or nominate your green heroes at [peaawards.com/categories](http://peaawards.com/categories)
- Book your place at the green carpet ceremony at [peaawards.com/tickets](http://peaawards.com/tickets)

# FRIENDS of the GREENS



The Green Party has every reason to want to change the way politics is done – it secured over a million votes in the election which, under a fairer voting system, would have translated to at least 30 MPs in parliament.

As well as making the case for proportional representation, the Green Party's also shaking up the very meaning of political affiliation. It's launched a scheme that provides an opportunity for people to support issues and campaigns that matter to them – without any of the commitment ties of an exclusive party relationship.

For £12 per year you can become a Friend of the Green Party, which lets you support key campaigns on the issues you care about – whether they relate to the environment, the NHS or airport expansion.

You'll also benefit from ethical partnerships with companies and businesses that share the Green Party's ethos, which should make sticking to your values that little bit easier. Here are just some of the benefits of making friends with the Green Party – keep your eye out for more over the coming months.

## THE CO-OPERATIVE PHONE AND BROADBAND

Get the Phone Co-op's half-price broadband offer for six months, or a £10 credit when you switch to one of its mobile bundles.

## VINTAGE ROOTS

Friends receive free delivery on orders of Vintage Roots' great selection of great organic wines, beers and spirits.

## FIND OUT MORE

Want to know more about the Green Party?

- More on the Friends scheme is at [greenparty.org.uk/friends](http://greenparty.org.uk/friends)
- Information about the party's campaigns is at [greenparty.org.uk](http://greenparty.org.uk)





Fracking looms in Ryedale – but Linton Lock presents a very different energy solution

When North Yorkshire County Council gave the green light to frack Ryedale, the decision was slammed by campaigners as both undemocratic and environmentally short-sighted.

A reported 99.2% of local residents were against Third Energy's plans to frack for shale gas near Kirby Misperton in North Yorkshire; the last time hydraulic fracturing took place in the UK – near Blackpool in 2011 – Cuadrilla caused two earth tremors.

It's not as if there aren't other options: in fact, an entirely different energy proposition was announced by the private sector just a couple of weeks after Third Energy's planning application received council approval.

Linton Lock is a renewable energy scheme that will benefit the environment, strengthen ecosystems and support local businesses. On top of that, anyone who has invested in the project can expect to see a 7.5% return each year.

#### LINTON LOCK

Around 75% of energy from running water is converted into electricity, making hydro power more efficient than any other form of renewable electricity generation. With no direct CO<sub>2</sub> emissions, it is also one of the cleanest forms of renewable energy.

Working in partnership with Triodos Bank, Linton Hydro successfully closed a £2.5 million secured bond in June to develop a hydro power scheme on the River Ouse in North Yorkshire.

The Linton Lock hydro power scheme is a great example of a renewable energy project which will benefit both local businesses and the environment to achieve sustainability. We were delighted to make this investment opportunity available to individual investors who want to combine a financial return with positive local and environmental impact.'

DAN HIRD  
Corporate finance, Triodos Bank

The money raised will be used to develop a 280kW hydro power scheme at Linton Lock, and to acquire Flowpower, a separate 100kW hydro power scheme nearby that's already operational.

The Linton Lock scheme should be generating electricity by the first quarter of 2017. Once up and running, the two projects are expected to generate 1.87GWh of electricity in total – that's enough to power the equivalent of 450 homes. The two schemes combined represent the largest hydro project in Yorkshire and use the largest Archimedean Screw turbine in the world.

#### THE IMPACTS

As part of the Linton Lock scheme, a series of modern fish passes will be installed alongside the new turbine in the Ouse. At the moment migratory fish species – including salmon, sea trout, brown trout, lamprey and eels – struggle to progress upstream to their historic spawning grounds because it's difficult to pass the lock. An existing dilapidated fish pass at the lock will be refurbished and three new modern fish passes installed. The newly created channel for the fish pass has been designed so it'll also serve as a specialist canoe pass, enabling canoeists to pass the weir on their way downstream.

The Linton Lock scheme will also supply electricity to a local free-range chicken farm at a price that's mutually beneficial. Any surplus power will be sold to the grid.

#### TOTNES WEIR

A project of this scale and ambition requires serious expertise, and the team in place has a track record of delivering. This is the third time Triodos Bank has raised money for a project executed by Castleford Engineering, Fishtek and MannPower (see box, below). Together, the projects have received £4.6 million of funding.

In April 2015, Dart Renewables Limited partnered with Triodos' corporate finance team to raise £1.3 million through a secured bond issue to help finance a 300kW hydro power scheme at the Totnes weir on the River Dart in Devon. Developed and built by the same consortium of companies delivering the Linton Lock scheme, construction was completed on schedule in December 2015 and the scheme is now generating 15% more power than was expected. The new hydro scheme provides cheap, clean electricity to KEVICC, a local secondary school at the heart of the Totnes community, with any excess power sold back to the grid.

The river Dart is one of the South West's most famous fishing rivers, with runs of migratory salmon and sea trout as well as indigenous

populations of brown trout, eels and other species. The migratory salmon and trout spawn in the river; the smolt (young fish) then migrate seawards before returning to the river in which they were born to spawn. Numbers of migratory salmon and sea trout in the river Dart have been in decline for many years; difficulty in passing the Totnes weir is thought to be one of the main causes of their decline.

The existing fish pass at the weir is over 100 years old and doesn't provide an effective pass for these migratory species. As part of the hydro project a modern fish pass was constructed, which is expected to reduce the losses in salmon and sea trout currently experienced at the weir. It's hoped that over time, the population of these species in the River Dart catchment will increase.

#### NORBURY WEIR

Following the success of the Dart Renewables scheme, the group of companies responsible for developing the project identified the Norbury weir on the River Dove in Derbyshire as the location for their next project.

By February 2016, Dove Renewables Limited had raised £800,000 through a secured bond issue, again promoted by Triodos Bank. The funds raised are financing the development of a 100kW hydro scheme, with construction underway and on track for completion in September 2016. The clean electricity generated

will be sold to a local farm and aluminium foundry at a mutually beneficial rate. When built, the scheme is set to generate 468MWh of clean energy every year – enough to power the equivalent of 110 homes.

The River Dove is one of the most popular fishing rivers in the Peak District, with runs of migratory salmon, wild brown trout and grayling. Salmon travel via the Trent and the Humber estuary to feeding grounds in Greenland and return to the river in the autumn, aiming to reach their spawning ground to breed.

Norbury weir currently presents a virtually impassable barrier to the migrating salmon, trout and grayling. Almost all of the fish accumulate in front of the weir, restricting access to the perfect spawning habitat that lies upstream and attracting the unwanted attention of predators.

A modern fish pass will be installed alongside the hydro turbine, which will allow all fish to pass across the weir and reach their natural spawning habitat beyond. Stocks of juvenile fish are expected to increase significantly as a result, not only in the River Dove but also in the adjoining River Trent. The scheme has the full support of the Environment Agency, which has identified that the weir poses a major ecological issue by prohibiting fish migration.

An automatic state-of-the art fish counter is also being installed at the site, which will be a valuable tool for local angling clubs and the Environment Agency.

#### FIND OUT MORE

Want to learn more about Linton Lock?

- View all the details of Yorkshire's largest hydro project at [lintonhydro.co.uk](http://lintonhydro.co.uk)
- Similar social and environmental investment opportunities are at [triodos.co.uk/en/business/corporate-finance](http://triodos.co.uk/en/business/corporate-finance)

## THE HYDRO TEAM

This is the third time Triodos has worked with MannPower, Fishtek and Castleford Engineering – a team with the combined expertise to design, deliver and maintain first-class hydro projects across the UK.

Despite challenges such as reduced Feed-in Tariff subsidies and uncertainty stemming from June's EU referendum, Triodos will continue to raise funds for new renewables schemes. We can expect to see this team come together again as new hydro projects come into development over the coming months.

#### MANPOWER

MannPower introduced the Archimedean Screw turbine to the UK in 2004; since then it has installed more of these turbines than any other operator, and now has over 70 systems operating. This hydropower system offers an efficient, fish-friendly alternative to conventional turbines.

See more at [mannpower-hydro.co.uk](http://mannpower-hydro.co.uk)

#### FISHTEK

Comprising fishery biologists, freshwater ecologists, environmental scientists and engineers, Fishtek Consulting was set up in 1999 to develop technological solutions to fisheries issues in both marine and freshwater environments.

See more at [Fishtek.co.uk](http://Fishtek.co.uk)

#### CASTLEFORD ENGINEERING

This civil engineering company specialises in water-based engineering, including hydro electric schemes, fish passes, weir repair and river bank stabilisation. It has installed over 20 hydro power schemes and fish passes in the UK and Ireland, including the UK's first Archimedean hydro power scheme.

See more at [castlefordengineering.co.uk](http://castlefordengineering.co.uk)





ARTS

ABOVE  
Anneka Svenska  
at Ascot 2016,  
wearing a  
bespoke hat  
created by Louis  
Mariette

## Ascot hat features a rose for every horse that's died at British races since 2007

Conservationist and wildlife presenter Anneka Svenska has already made a name for herself at Royal Ascot; she has worn the tallest and widest hats ever to have appeared at the race and courted media attention for headgear ranging from the sublime to the ridiculous.

This year, Anneka's hat had a bittersweet message; it featured a red rose for each of the 1,340 racehorses that have died at British races since 2007. Created by milliner to the stars Louis Mariette, Anneka hopes the creation will spark a conversation about how welfare standards can be improved at British racecourses.

## SAFETY AHEAD OF PROFITS

The horse racing industry is deeply embedded in British culture, and over the last 300 years Ascot – founded by a queen and located on crown property – has become a national institution. It's a highlight of the British social calendar but there's a lot of room for improvement when it comes to the welfare standards of the horses – and it starts with putting the safety of the animals ahead of profits.

According to Animal Aid, approximately one in every 37 horses starting a season's racing will have perished by the end of it. They will have died as a result of a racecourse or training injury, or they will



off to  
ANNEKA

be killed after being judged no longer financially viable. There's scant research into the fate of ex-racehorses, but a worrying report by the British Horseracing Authority (BHA) showed that of the 7,590 horses retired from racing in 2006, around 43% were either dead or not traceable just two years later.

As a child I dreamed of wearing the largest hat to Ascot, and when I grew up I made it happen! It was all a bit of fun but then I realised that the publicity surrounding my hat could be used to help the horses.'

ANNEKA SVENSKA  
Conservationist and wildlife presenter

## CALLING FOR CHANGE

Anneka believes that horses should only be used in races and events that are within their own capacity and that of their riders. A long course with large and difficult fences is too gruelling for most horses.

The Grand National and Cheltenham, two of the largest and most dangerous steeplechases, have seen 40 deaths over the last 10 years. The infamous Becher's Brook at Aintree is known as the world's most dangerous jump and has racked up many fatalities, yet authorities refuse to remove it. There were seven deaths at Cheltenham this year and five at Aintree.

Anneka would also like to see an end to the whipping of horses; riders at the Grand National are actually required to carry whips, and jockeys frequently violate the already watered-down whipping regulations that dictate how often and where they hit horses. The use of the whip urges the horse to go beyond what it is comfortably able to do and can result in injuries and stress. Norway banned the whip in 1982 and there is no reason why the UK couldn't follow suit.

## FIND OUT MORE

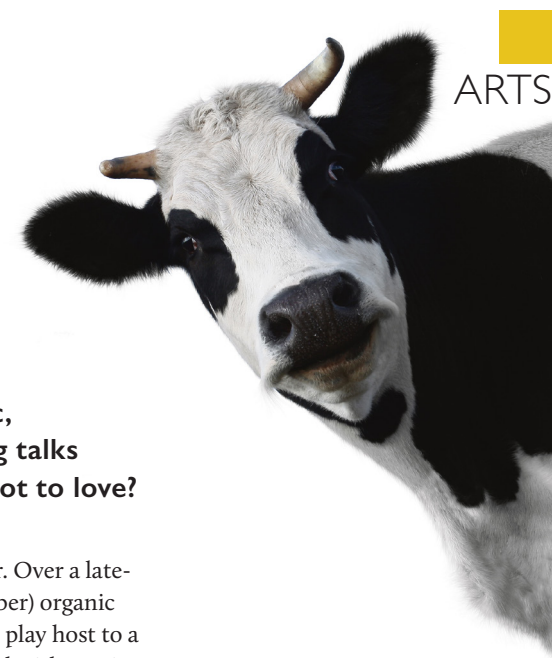
Want to know more about Anneka's trip to Ascot?

- A video of Anneka's Royal Ascot campaign is at [mygreenpod.com/anneka](http://mygreenpod.com/anneka)
- More images of Anneka's hat are at [annekasvenska.com/photo-gallery](http://annekasvenska.com/photo-gallery)



# Valley fest 2016

ARTS



Organic land, great music, sustainable food, inspiring talks and a posh spa – what's not to love?

BELOW  
Valley Fest 2015



Valley Fest is an event like no other. Over a late-summer weekend (02-04 September) organic land in the heart of Somerset will play host to a spectacular family-friendly festival with music, street art, superb sustainable food, campfires and even a cinema – all overlooking the breathtaking Chew Valley Lake.

While ethical farming is at the heart of Valley Fest, music from acts including The Blockheads, Stereo MCs, Craig Charles and The Phoenix Rose will make you want to get your dancing wellies on and smile 'til your cheeks ache.

This year, MyGreenPod.com has curated the Village Green, a very special Valley Fest area that will bring a dash of luxury and a dollop of wellbeing to the party.

## SPA AND WELLBEING

Overlooking the lake, in a peaceful corner of the Village Green, a special area has been carefully designed to help you relax into the festival and discover ways to improve your wellbeing.

A great team of fully qualified and highly professional local therapists will be offering a sublime selection of treatments including massages, facials, reiki, reflexology, kinesiology, homeopathy and even gong baths. Weleda – the world's leading manufacturer of holistic natural cosmetics and the main sponsor of the Spa & Wellbeing area – will be giving away its iconic Weleda Skin Food to celebrate the must-have moisturiser's 95th birthday. Posh and exclusive showers with Weleda experience packages will also be available.

All spa sessions and treatments must be pre-booked and paid for online.

## ZUTOPIA AND THE BANDSTAND

The Village Green is a place of celebration, connection and gathering. Its magical centre will be the Bandstand, where acoustic acts will share the stage with performance artists, drum circles, discussions and much more. After sunset on Friday and Saturday there will be jam sessions round a big bonfire.

Close by the enchanting world of Zutopia has large chill out lounge, an open mic stage, a honey mead and elixir bar, a geo-pyramid juice bar, a Gong Fu tea ceremony tent and a games tent. Zu is short for Zuvuya, the Mayan word that

describes the inter-dimensional wave of change we are all currently surfing. It's the pipeline to magic and the memory circuit linking life and creative expression.

## PEOPLE POWER ENERGY TIPI TENT

The Green Energy Tipi is a place of education and inspiration, where new realities will be explored. PPL PWR, the non-profit collaboration of students and professionals, will run a space focused on energy and sustainability. A hydrogen fuel cell will be on site with a selection of small vehicle demo kits, plus compostable tents, water energy experiments and other interactive content. The winner of the PPL PWR Sustainability Competition will also be exhibiting its winning design.

## ARTS, CRAFTS AND TALKS

On top of all that, the Green Valley will also be running demonstrations and workshops on everything from pottery wheel activity and sun photography to gong baths and drumming.

A vegan café will serve raw and vegan delights from award-winning Amrutha catering, and a Market Square area will provide a place for people to eat, mingle and interact with inspiring speakers including Jo Wood, Oliver Heath, Satish Kumar and Arthur Potts Dawson.

## FIND OUT MORE

Want to know more about Valley Fest 2016?

- Keep up to date with the events and lineup at [valleyfest.co.uk](http://valleyfest.co.uk)
- Book day or weekend tickets at [valleyfest.co.uk/tickets](http://valleyfest.co.uk/tickets)



# THE PHOENIX ROSE



@THEPHOENIXROSE | THEPHOENIXROSE.CO.UK

## IS THIS LUV

RELEASE DATE 26 AUGUST

"The most patent thank you note to the band's obvious hero Bob Marley is the excellent, choppy ska beat of 'Is This Luv?' (no, not THAT one), which is like a summer beach party."

GOD IS IN THE TV

THE PHOENIX ROSE ALBUM IS OUT NOW ON ITUNES, AMAZON  
AND ALL OTHER DIGITAL OUTLETS

## THE *Sweet Stuff*



It fuels child obesity, rots your teeth and now it's getting taxed – but is all sugar bad?

In his eighth budget, George Osborne announced a new 'sugar tax' would apply to super-sweet drinks from April 2018, warning MPs that 'five-year-old children are consuming their body weight in sugar every year.'

The levy will be an important development in the fight against child obesity: there are 35g (seven teaspoons) of sugar in a 330ml can of Coca-Cola – more than the entire recommended daily allowance (30g) of added sugar for kids aged 11 and over. With products like that on the shelf, it's no wonder that one in 10 children starts primary school in England obese – and that by leaving age the figure has doubled to one in five.

### 'TOTAL' VS 'FREE' SUGARS

The fact pure fruit juices and milk-based drinks will be exempt from the sugar tax might sound obvious, but from the on-pack nutrition information it's hard to see how these drinks are any healthier than fizzy pop.

That's because nutrition labels display 'total' sugars, lumping everything from aspartame (E951) and saccharin (E954) together with lactose and fructose – the sugars that occur naturally in milk and fruit – under one heading.

'Free' sugars, such as monosaccharides (including glucose and fructose), disaccharides (including sucrose and table sugar) and the sugars found naturally in honey, syrups, fruit juices and fruit juice concentrates, are sweeteners that are added to food and drinks by manufacturers.

It's this group of sugars that the World Health Organisation (WHO) – and now George Osborne – is cracking down on. 'We have solid evidence that keeping intake of free sugars to less than 10% of total energy intake reduces the risk of overweight, obesity and tooth decay', says Dr Francesco Branca, director of WHO's Department of Nutrition for Health and Development. 'Making policy changes to support this will be key if countries are to live up to their commitments to reduce the burden of

noncommunicable diseases.'

The WHO guideline does not refer to the sugars naturally present in fresh fruits and vegetables or milk because there's no reported evidence that consuming these sugars has any adverse effects.

### SUGAR IN DAIRY PRODUCTS

Milk, and therefore most dairy products, contains naturally occurring sugar in the form of lactose. Yoghurt and fromage frais usually contain a form of concentrated milk, meaning they'll have about 6g of naturally occurring sugar (lactose) per 100g.

'We want to contribute to the debate on sugar by helping to make clear the difference between naturally occurring sugar and 'free' sugars', says Jerry Naish from Yeo Valley. 'As a general rule, sugar per 100g over and above the 6g threshold can be categorised as 'added' or 'free' sugar. Around 60% of the dairy products sold under the Yeo Valley name contain no free sugars at all. As a certified organic brand, Yeo Valley cannot use artificial sweeteners – and nor would we want to.'

Yeo Valley has had its own sugar plan in place since January 2014; all its new fruit yoghurt recipes contain 5% or less added sugar, and by the end of 2016 this is expected to apply to the company's

most popular fruit recipes as well, representing a 16% reduction.

'Tackling obesity, especially amongst children, is a shared responsibility that requires the commitment of government, food producers and individuals alike', Jerry says. 'As an independent family-run business, we want our customers to be able to make informed choices when it comes to feeding their own families.'

The 'Little Yeos' range of fromage frais is aimed at toddlers and contains no added refined sugar; instead, a little organic grape juice concentrate is used 'to ensure it gets eaten and not thrown in the bin'. At 9.3g of sugar per 100g these recipes contain 20% less sugar than the market leader. The range also includes a plain option with no free sugars at all, allowing parents to add their own natural ingredients. 'While our children's yoghurt does contain 5% or less added sugar, we are working to remove added refined sugar from all our children's lines by April 2017', says Tiff Warren, head of recipe creation at Yeo Valley.

While nutrition labels and traffic light information are useful, make sure you always look at the list of ingredients so you know exactly what's in the product before you put it in you.

### FIND OUT MORE

Not sure how much sugar is too much?

- Guidance on sugar and reference intakes is at [nhs.co.uk/livewell](https://www.nhs.co.uk/livewell)
- More on Yeo Valley's stance on sugar is at [yeovalley.co.uk/sugar](https://yeovalley.co.uk/sugar)



# #TURNYOURNOSEUP

at factory farming

**D**ominic West, Jamie Oliver, Jeremy Irons, Joanna Lumley, Jon Snow, Jools Holland, Moby, Roger Moore, Stella and Paul McCartney, Stephen Fry, Sting and Vivienne Westwood are just some of the celebrities who are helping to expose the barbaric truth of pig factories. Show your support by turning your nose up and posting a selfie on social media with the hashtag #TurnYourNoseUp.

## FACTORY CONDITIONS

The UK imports 54% of its pork and 70% of these imports are raised in welfare standards that are illegal in the UK. As a result, UK farmers without a high welfare label are losing up to £10 on every pig because they have to compete with imports from factory farms abroad.

The 'Turn Your Nose Up' campaign has been created in light of new information that pig factories threaten our health. These factories are cramming pigs into such horrific conditions that they are kept alive using routine doses of antibiotics. This is leading to 'superbugs' – human diseases that are difficult to treat because they have become resistant to antibiotics.

Fashion photographer Clive Arrowsmith has produced a series of powerful portrait photographs to support the campaign, while renowned fashion designer and campaigner Dame Vivienne Westwood has designed a gorgeous limited edition 'Moral Outrage' T-shirt that debuted on the runway at Milan Fashion Week.

**It is inhumane to eat meat that has been inhumanely produced.'**

JON SNOW

## KNOW YOUR LABELS

If there's no animal welfare label on the pork, don't buy it! It's that simple.

You can buy pork with high animal welfare labels in the supermarket, so look for RSPCA Assured (previously labelled Freedom Food), Outdoor Bred, Free Range or (best of all) Organic. Pork with these labels has been raised on high welfare farms, almost certainly in the UK, which means the animals have not been given routine doses of antibiotics.

You can also ask for high welfare at your local butcher, or better still shop at your local farmers' market, find high welfare online or join a box scheme. If you're eating out, ask if the meat is from a high welfare farm.

**If we allow that then we can't call ourselves human, can we? If we dehumanise animals to that extent and allow that sort of cruelty. Not a big step to do it to people really, is it?**

JEREMY IRONS



PHOTOGRAPHY: CLIVE ARROWSMITH

## FIND OUT MORE

Show your support and #TurnYourNoseUp!

■ Buy Vivienne Westwood's Moral Outrage T-shirt at

[farmsnotfactories.org/shop](https://farmsnotfactories.org/shop)

■ See celebrities' reactions to pig factory conditions at

[farmsnotfactories.org/videos/turnournoseup](https://farmsnotfactories.org/videos/turnournoseup)

**Pigs could at least be on a normal farm or a place where people have some respect for life! How do they dehumanise themselves to be able to do it?**

VIVIENNE WESTWOOD



# Incredible EDIBLE

Katie Hill gets the unofficial history of the community growing project

‘Pam Warhurst was on a train.’ I was sitting at a picnic bench in the centre of Bristol, surrounded by strawberry plants, a small fig tree, blackcurrants and various varieties of mint. It was essentially a sensory garden in the heart of the city centre: an antidote to the endless sea of grey and the buses that bobbed along it.

‘Now, the thing about being on a train is that you have no wi-fi – and a lot of time to think.’ I was talking to the formidable Sara Venn, horticulturist extraordinaire and project lead for Incredible Edible Bristol, who had created this oasis of calm as part of Bristol’s Big Green Week (11-19 June).

‘Incredible Edible started with the question ‘How can I make Todmorden a better place to live?’ – this is the unofficial version of the story, by the way.’ Sara and I both know Todmorden very well: the small market town sits in the bottom of a valley in the Pennines, on the border between Yorkshire and Lancashire. Instead of inspiring territorial scuffles, Todmorden – which contains two different words for death – was a grim spot each county would happily have gifted to the other. There was a lot wrong with Tod when Pam got on her train in 2007 and contemplated how the town – and the lives of its residents – could be improved.

Pam and her friend Mary Clear felt the one thing that could pull a community together was food: and so Incredible Edible was born.

## THE TRANSFORMATION

With the help of a small group of volunteers, vegetables suddenly started sprouting from the most unlikely places – each marked with a mysterious sign: ‘Help yourself’. The land around Todmorden Health Centre was transformed into a beautiful apothecary garden packed with medicinal plants, all planted in secret – and all free for the picking.

Before long the station platforms were dotted with herb planters, the police were growing sweetcorn, artichokes and kiwis and the school was getting a fish farm. Like a modern Eden, the canal towpath started bursting with apricots, strawberries, kale and fennel and mulberries,



**TOP**  
Kindness is at the heart of Incredible Edible



**RIGHT**  
Welcome to Pollination Street, Todmorden

raspberries and pears dangled invitingly over the carpark tarmac. Even Prince Charles paid a visit.

‘We work to support communities by growing food in lost or unloved places’, Sara told me. ‘From streets to schools – wherever.’ The idea of growing free food on wasted land is as obvious as it is inspired – especially considering, as Sara pointed out, the UK has no proper land policy. It appealed to guerrilla gardeners and cash-strapped residents alike, and everyone benefited from Todmorden’s makeover. ‘How can we change a space’, Sara asks, ‘so that instead of walking through it with your headphones in, you actually look up

and engage? That’s what we’re trying to do.’

People travelled across the globe to witness this remarkable project, and the Incredible Edible model was exported to 800 locations around the world – as far afield as Canada, New Zealand and Madagascar – plus 125 sites around the UK. ‘You just have to not hear the word ‘no’’, Sara explains. ‘If you hear ‘no’, you haven’t pitched it properly.’

**We don’t want to pass the buck and we don’t want to be victims. Moaning and being a victim makes you ugly. The days have gone when someone else is going to come around and save the world for you. Don’t underestimate the power of small actions.’**

**MARY CLEAR**  
Chair of Incredible Edible Todmorden

## FIND OUT MORE

Inspired to get involved with community growing?

■ Todmorden’s full story is at

■ [incredible-edible-todmorden.co.uk](http://incredible-edible-todmorden.co.uk)

■ To join the wider network, visit [incredibleediblenetwork.org.uk](http://incredibleediblenetwork.org.uk)



## Not so much made, as grown.

With the same all-natural ingredients as when we launched it in 1926, Skin Food is the essential moisturiser and protector that’s loved by everyone, whether they’re at London Fashion Week or the local school run.

Available from Whole Foods Market; Waitrose; Ocado; Holland & Barrett; independent health food stores and pharmacies or buy direct from [Weleda.co.uk](http://Weleda.co.uk)



[f](#) Weleda and Weleda Baby UK

[t](#) @WeledaUK

[i](#) @WeledaUK

[p](#) WeledaUK



# Got good stuff? SHARE IT!

## IF YOU OR SOMEONE YOU KNOW MAKES OR SELLS AN ETHICAL PRODUCT, GET IT ON OUR MARKETPLACE!

Our new mygreenpod.com Marketplace will let you trade and show off your gorgeous green pearls – from bikes to beauty products – in a great environment that's full of good stuff.

After your product's been vetted, we'll give you the keys to the Marketplace so you can set up your own online shop! You'll have complete control over your stock and orders and we won't interfere with how you want to run things. We'll just help you to share your good stuff with great people.

The bonus is that your stock will feature alongside other great ethical products – from known brands and small family-run businesses. Shoppers will be able to browse all the stuff they need to live a more conscious (and fun) lifestyle, but that might not necessarily be stocked in the local supermarket.

Collectively, all this good stuff will help make great things happen.

FIND OUT MORE AT [MYGREENPOD.COM/MARKETPLACE-SELLER](https://mygreenpod.com/marketplace-seller)





# 10 STEPS TO *Smarter* LIVING

**A**s part of Bristol's Big Green Week, a set of infographics (see pages 30-31) was on show at Bristol's Cascade Steps from 11-19 June. The installation, in partnership with Good Energy, revealed the collective impact of our everyday decisions – from the food we buy to the energy we use to power our homes.

We need to live smarter lives – and that means investing in more than just broadband. It's estimated that by 2050 75% of the world's 10 billion people will live in cities; meeting the basic human needs of that population will be a challenge – and we'll be tackling pollution, disease, peace, security, climate change, inequality and poverty at the same time.

This mass urbanisation will create the greatest challenges ever faced in human history – and also the greatest opportunities.

We have just 33 years to move from a linear to a circular economy if we want a smooth transition to smart urban living. If successful, we'll end up using 100% clean energy, living and working in hyper-efficient buildings, using a fully integrated transport system and living longer, more active lives. Social mobility will be universal and the world's population will have stabilised. Oil dependency will be a thing of the past and lifecycle design will have brought an end to our throw-away society. Oceans will be cooperatively managed, land will be farmed sustainably and air will be properly protected.

This may sound like a utopian dream, but each and every one of us – through our purchasing power – exercises our democratic right to support the status quo or help to shift it.

## FIND OUT MORE

Want to learn more about Smarter Living?


■ View all the infographics online at [mygreenpod.com/smarterliving](http://mygreenpod.com/smarterliving)


■ Find out how to switch to 100% renewable electricity and a new Green Gas tariff at [goodenergy.co.uk/mygreenpod](http://goodenergy.co.uk/mygreenpod)

25	26	27	28 OOPS! BRUSHED MY TEETH WITH THE TAP RUNNING	29	<b>WINNER!</b>
24	23 SWITCH TO AN ELECTRIC VEHICLE	22 RUNNING LATE! DROVE TO SAVE TIME	21	20 BUY ETHICAL AND ORGANIC FOOD AND DRINK	19 COULDN'T WAIT! ATE JUNK FOOD FOR LUNCH
13 CONSERVE WATER IN THE BATHROOM	14	15 UH-OH...BOUGHT SHOES I'LL NEVER WEAR (BUT THEY LOOK AMAZING)	16 SWITCH TO A 100% RENEWABLE ENERGY TARIFF	17 CYCLE OR WALK WHERE POSSIBLE	18
12	11	10	9	8	7 HELP TO TRANSFORM A LOCAL, UNLOVED SPACE
1 RECYCLE AND UPCYCLE	2 REFUSE PLASTIC BAGS	3	4 BUY FAIRTRADE ORGANIC COTTON	5 SWITCH TO LED BULBS	6





Good Energy is an energy supplier  
that sources **100%** of its   
from **RENEWABLE SOURCES**.

It owns **9** **RENEWABLE SITES**,  
and buys  from **1,000+**  
**INDEPENDENT GENERATORS**.

**6%** of its gas is now from  
**BIOMETHANE**, made in the UK from  
stuff like manure,  and old   

**81%** of the UK public  
**SUPPORT RENEWABLES**.

Switching your home to Good Energy could  
cut your **PERSONAL**  
**CARBON**  by up to **50%**.

Source: www.goodenergy.co.uk Printing: Seacourt.net



BROUGHT TO YOU BY



FEATURE

If the UK only ate **ORGANIC YOGURT**,  
an additional **88,000**  would  
live on farms with the **HIGHEST WELFARE STANDARDS**  
of any farming system, where  must be  
allowed **OUTSIDE** to **GRAZE** for most of the year.

If we all ate **ORGANIC YOGURT** instead of  
non-organic yogurt there would be  
**50%** more **WILDLIFE** and **30%** more  
**SPECIES OF WILDLIFE** on the farms used to produce the  
milk and feed for the  - that's more **BIRDS**,  
, **BUTTERFLIES**, **BEETLES**, **BATS** and **WILDLIFE**.

....If the **24,000,000** households  
which buy non-organic yogurt switched to  
**ORGANIC YOGURT**, even just once,  
they would get **68%** higher levels of  
the essential fatty acid **OMEGA-3**.

Source: www.sollassociation.org Printing: Seacourt.net



BROUGHT TO YOU BY





This summer the country's newest attraction will open on Brighton Seafront. British Airways i360 is the world's tallest moving observation tower, conceived and designed by Marks Barfield Architects, creators of the London Eye. The giant glass viewing pod will glide slowly up to 450 feet.

British Airways i360 will be a sustainable attraction; it will use only green energy and the pod's descent will generate 50% of the energy required for the ascent. The Belle Vue restaurant in the beach building will source food from Sussex, including ingredients from within the distance viewable from the pod.

From the pod you'll be able to see the city of Brighton & Hove nestled between the sea and the countryside – and view the striking onion domes of the spectacular Royal Pavilion from a whole new perspective.

Look out for:

- Piers old & new – British Airways i360 is just in front of the skeletal remains of the West Pier; looking east you'll be able to see the current Brighton Pier in all its glory.
- Regency Architecture – to the west visitors will be able to see Hove with its colourful beach huts and stunning Regency architecture.
- The Lanes & North Laine – admire the twisting alleyways of the former fishing village of Brighthelmstone. Of course today the Lanes are home to a wide variety of boutique shops and restaurants.
- The Beachfront – the 8 miles of Brighton's famous beachfront will be laid beneath your feet. From Hove Lagoon across to Brighton Marina – with all the shops, bars and clubs in between.
- South Downs National Park – the city has the sea on one side and the countryside on the other. Admire the rolling hills of the South Downs, a great spot for cycling, hiking or visiting a vineyard.

After taking in all the sights on your flight, take time to explore the city, sea and countryside – up close and personal.

For more details see [www.visitbrighton.com](http://www.visitbrighton.com)

visitBrighton

## A bird's eye view of Brighton

 **BRITISH  
AIRWAYS**  
i360

## Competitions

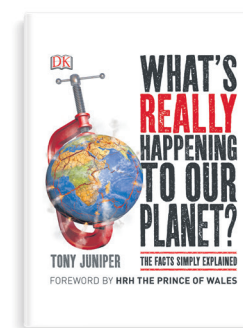
We've got our hands on a bunch of prizes from fantastic companies that are choosing to do things differently. We love them all and we want to give you a chance to get to know them, too – so we're running these competitions so you can have a go and see for yourself.

We've hand-picked this selection of green pearls – from bike-building workshops to festival tickets and gift vouchers for gorgeous upcycled cashmere and silk products – to help kick your summer off with a cheek-to-cheek grin.

**No catch. No pressure. Just enjoy!**

You can view more details of our prizes – plus all our competition giveaways and any terms and conditions – by visiting [mygreenpod.com/competitions](http://mygreenpod.com/competitions). Share them with friends, spread the word and update us with your experiences if you're one of our winners. Good luck!

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



### WIN

#### TONY JUNIPER'S NEW BOOK!

With a foreword by HRH The Prince of Wales and presented in a concise infographic style, *What's Really Happening to Our Planet?* disentangles the complexities of global issues into one unmissable, accessible guide for anyone who wants to better understand the world today. We've got five signed copies to give away.

Deadline for entries: 30.09.16



### WIN

#### A BAMBOO BICYCLE CLUB WORKSHOP!

Meet like-minded bike builders while crafting your very own bike – from bamboo – in a weekend workshop in London (RRP £490)! You'll walk away with a beautiful frame that you'll be proud of for the rest of your life, made with your very own hands. You'll get to be as creative as you like with the support of experienced frame builders.

Deadline for entries: 30.09.16



### WIN

#### A PAIR OF BUMPER VALLEY FEST TICKETS!

We've got two pairs of adult tickets to Valley Fest to give away – each with a special Weleda Festival Kit to add some luxury to your festival experience! After enjoying great music, talks, arts and food at this family-friendly festival in Somerset's stunning Chew Valley (see page 19), kick off your wellies and relax in the Weleda Spa & Wellbeing area.

Deadline for entries: 17.08.16



# Competitions



## WIN

### A BOSTON TEA PARTY MEAL FOR TWO!

Boston Tea Party is a family-owned café group that has received the Sustainable Restaurant Association's top three-star award. 20 lucky winners will get to enjoy a meal for two (plus drinks) at any of the Boston Tea Party cafés across the South West and Midlands. Only ethically sourced ingredients are used in the cafés' dishes.

Deadline for entries: 30.09.16



## WIN

### A £25 TURTLE DOVES VOUCHER!

20 lucky winners will receive a £25 voucher to spend on Turtle Doves' range of gorgeous upcycled cashmere and silk! The cashmere range includes everything from hats and ponchos to blankets and baby booties – many of which can be made to order. In the summer the Turtle Doves team recycles silk saris into beautiful summer accessories.

Deadline for entries: 30.09.16



## WIN

### A CITY BREAK IN BRIGHTON!

Experience the UK's newest attraction – the British Airways i360 – as part of a Brighton & Hove city break. VisitBrighton is offering one lucky winner a two-night stay for two at a city centre hotel. See the sights from 450 feet in the air then glide back down and take some time to enjoy all the other attractions – from a royal palace to the iconic pier.

Deadline for entries: 30.09.16



## WIN

### A SELECTION OF GREEN PEOPLE SUN LOTIONS!

Just in time for summer, we've got our hands on a selection of Green People sun lotions, worth £104.50. The highly effective certified organic ingredients combine natural, broad spectrum UVA and UVB protection. The lotions are rich in anti-ageing and anti-inflammatory active skin nutrients to protect against cell damage and premature ageing.

Deadline for entries: 30.09.16

# SMILE 'TIL YOUR CHEEKS ACHE

## CHEW VALLEY LAKE

### 2ND-4TH SEPTEMBER

2016  
VALLEY FEST

## SUSTAINABLE FOOD DANCING STREET ART FILM FIELD CAMPFIRES

## GET YOUR GROOVE GOING WITH

## THE BLOCKHEADS STEREO MC'S CRAIG CHARLES

## FUNK & SOUL CLUB

FEATURING HANNAH WILLIAMS (LIVE)  
**THE PHOENIX ROSE**  
PLUS PLENTY MORE ACROSS OUR  
LAKE STAGE AND TIPI VALLEY

# WWW.VALLEYFEST.CO.UK



## #PLASTICREVOLTS

JOIN US IN LOBBYING THE SUPERMARKETS AND MAJOR BRANDS  
TO THINK TWICE ABOUT HOW THEY USE PLASTIC,  
AND TO ENCOURAGE SUSTAINABLE, EASILY RECYCLABLE AND/OR BIODEGRADABLE ALTERNATIVES.

VISIT  
[WWW.MYGREENPOD.COM/PLASTICREVOLTS](http://WWW.MYGREENPOD.COM/PLASTICREVOLTS)  
TO FIND OUT MORE...

WE WANT TO START WITH THE OBSCENE AMOUNT OF PLASTIC BAGS USED  
EVERY DAY IN OUR SHOPS AND SUPERMARKETS.

## USE RECYCLED PAPER BAGS INSTEAD!

THIS EASY SOLUTION, WHICH COULD BE CARBON NEGATIVE, WOULD OPEN A WORLD OF  
ADVERTISING AND PROMOTION OPPORTUNITIES FOR UK BUSINESSES, LARGE AND SMALL.

WHETHER YOU'RE A UK COMPANY, MAJOR BRAND, FAMILY OR ONE-PERSON BAND,  
WE WANT YOU TO JOIN US IN HIGHLIGHTING THE PROBLEM AND MAKING A CHANGE.

PLEASE REGISTER YOUR SUPPORT AT [WWW.MYGREENPOD.COM/PLASTICREVOLTS](http://WWW.MYGREENPOD.COM/PLASTICREVOLTS)  
AND WE WILL KEEP YOU UP TO DATE ON HOW TO GET INVOLVED.

## PAPER VS PLASTIC - THE REVOLUTION

YOUR  
ADVERT  
HERE

*My Green*  
**POD**