

SPRING '15



# THE TECH REVOLUTION ISSUE

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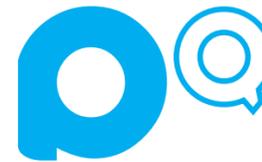
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**W**e're in the midst of a technology revolution - a 'second machine age'. It will affect the entire population and could help transform industries - from the media and advertising to healthcare and energy - but are we ready for it?

Speaking at a House of Lords Select Committee on Digital Skills inquiry, Iain Wood, public affairs manager at TalkTalk, described the technology policy events he attends. 'Often', he said, 'there are more iPads in the room than there are women. It is shameful.'

The Committee's report, *Make or Break: The UK's Digital Future*, was published in February - just ahead of International Women's Day on 8 March - and it makes for some pretty disappointing reading.

It states that women make up just 6% of the engineering workforce and only 15.5% of the science, technology, engineering and mathematics (STEM) workforce. According to BCS, The Chartered Institute for IT, of the 4,000 students who take Computer Science at A-level, fewer than 100 are girls.

## Women in tech

Digital skills can be used to design smart homes and green communities, and help to ensure we capitalise on technological developments across all sectors. From robotics and flexible electronics to applications in vertical farming and food security, technology provides solutions that could change the world. But creative ideas will only come from a diverse workforce - and that means getting more women into the tech world.

Torie Chilcott, co-founder of Rockabox and winner of last year's Woman of the Year at the everywoman in Technology Awards, in many ways embodies the 'Make it Happen' theme for this year's International Women's Day. 'The world is tech and if you want to be working in an exciting and creative area, then technology is where it's at', Torie told *PQ*. 'I started out as a tech interloper and for me, it's always been very much about what tech can do. The fact that tech can fly you to the moon, save your life or get your fridge to remind you you're out of milk, that is what excites me. It's also about harnessing an explosion of absolute 'can do'-ness to do something you really love or are passionate about.'

## Diversity in teams

After kicking off her TV career as a production secretary, Torie found a real flair for creating original ideas - particularly in the world of factual entertainment. Her first creative break was to oversee the new Format Development team at FremantleMedia, which went on to develop ITV's *Farmer Wants a Wife* and *Pop Idol* formats. 'Telly is very much a team event - no one person ever makes a show', Torie told *PQ*. 'There is always a massive, hard-working team behind it. My telly career engendered in me, crucially I think, a team mentality which I've sought to carry forward with me throughout my career.'

For any team to be successful, it needs to be diverse. Companies understand this and use psychometric tests to ensure departments contain a healthy mix of talent without too many clashes of personality. They can boost their productivity and, in many cases, their bottom line as a result. The same applies in the tech sector: the Committee on Digital Skills reported that increasing the number of women working in IT alone could generate an extra £2.6 billion for the economy each year.

## 'Geeks and middle-aged men'

But attracting women to tech is no easy task. The Young Digital Taskforce ran an informal survey in schools and across social media, asking peers and parents to name people working in the digital industries. Most people were able to name Bill Gates, Steve Jobs and Mark Zuckerberg without any trouble - but then they got stuck. Not a single woman was mentioned.

'Asked about the impression of people working in technology, the descriptions offered by the Young Digital Taskforce's peers swung between geeks bashing away on keyboards or of boring middle-aged men in badly fitting suits doing dull repetitive

# THE TECH REVOLUTION

jobs', the Taskforce reported to the Digital Skills Committee. 'The gender imbalance in tech is extremely damaging: it is hardly surprising that we have digital skills shortages given that we are failing to make the most of the talents of almost half of the potential workforce.'

## Impact on salaries

A report by the Office for National Statistics (ONS) on graduates in the UK labour market found that, on average, men earned £3 more per hour than women in 2013 - partly because of the subjects male and female graduates studied. The report found that out of the top five subjects associated with the highest average gross annual earnings, four were subjects that male graduates are more likely to have studied: Engineering, Physical/Environmental Sciences, Maths/Computer Science and Architecture.

'In all honesty I haven't experienced any discrimination due to the fact I am a woman', Torie told us, 'but the tech sector is more male-dominated than the TV industry. We have been through a number of funding rounds; coming into contact with the VC world has made me aware of how male-dominated that is, but has it held me back? I don't think so. The developer side is currently pretty male so it is crucial we encourage young women to understand the opportunities coding and careers in technology can provide and encourage a lot more people into that sector.'

## Equal opportunities

The importance of encouraging careers in the tech industry hasn't gone unnoticed by the Department of Education; it says 'A high-quality computing education equips pupils to use computational thinking and creativity to understand and change the world.' As a result, a technology revolution took place in schools last September; under a revamped national curriculum, classrooms embarked on a whole new way of teaching computing to kids aged five and above.

Introducing children to coding and algorithms could help ignite a spark of interest in female pupils before gender stereotypes kick in. For Torie, this issue is less about women's rights and more about equal rights for all. 'The moment you introduce the word 'feminism' it stops being a human issue, despite the fact it is an absolutely 'human' issue - it's about equal rights for everyone', she told us. 'At Rockabox, we've pretty much had male and female parity since we started. We're very proud of that.'

## From advertising to architecture

At Rockabox, Torie and James Booth, a tech entrepreneur, are exploring the role of technology in advertising. They realised that the majority of online advertising doesn't reflect the way consumers actually behave online, so they set about developing a new technology that offers an alternative to the 'historically annoying' online ads that most of us are used to. 'We both strongly felt that advertising was going to change drastically when it came online and that content was going to play a big part in that', Torie told us. 'It's truer every day; technology and the media are now inextricable - there is no siloing of either and if you approach it like that then you're setting yourself up to miss great opportunities.'

From advertising and the media to energy, conservation and green architecture, technology is now a vital part of everyday life that can be embraced as a force for good. Christine Hynes, CEO of Climate Energy Homes, is using developments in tech to create sustainable housing (see pp24-5), while various women in the arts - including PEA Award-winning Alice Sharp of *Invisible Dust* (p13), Human Nature artists (pp20-1) and Marion Cheung, whose work features on our cover - are exploring the impact of technology on the human psyche. If we can redress the balance and get more women into these diverse roles, we might just stand a chance of changing our course before it's too late.





# LIGHTER PRINT

LED AND WATERLESS TECH COULD  
REVOLUTIONISE PRINTING

**T**he printing industry has witnessed some seismic shifts since Gutenberg invented the printing press in the 15th century; while once wooden letters were hand-set and rolled with ink before being pressed against sheets of paper, today's printers use metal plates that don't come into contact with paper at all.

But technological advances in the industry have brought new environmental threats; offset lithography – the technique used by the vast majority of printing companies – consumes significant natural resources, sends masses of waste to landfill and generates volatile organic compounds (VOCs) which, when released into the atmosphere, have a detrimental effect on the air we breathe.

For the offset lithographic process to work, Isopropyl Alcohol (IPA) or similar substitutes are used to break the surface tension of the water. This nasty chemical emits VOCs and pollutes the huge volumes of fresh water that are also used in the process.

The result? The seemingly straightforward task of getting ink on paper has created the world's fourth-largest manufacturing industry – and its fifth-worst environmental offender.

## Waterless printing

Back in 1996, Seacourt – now an award-winning environmental printing company in Oxford – discovered just how damaging the industry was. Its owners made the decision to look at how the company's processes could be managed and its environmental impact reduced.

For Seacourt, the largest single change has been the shift to waterless printing. This, according to the company's managing director, Gareth Dinnage, is 'THE environmental print route'.

Waterless printing follows exactly the same process as offset lithography, but without using or polluting fresh, finite water. In fact, working with silicone-coated plates means Seacourt doesn't need to use any water – or dangerous chemicals – in the printing process at all. The business is now saving the equivalent of a small lake of water each year, plus an additional 135,000 litres a year thanks to the water recycling unit



TECHNOLOGY

on its plate processor.

'The switch to waterless printing immediately enabled us to reduce our VOC emissions by 98%', Gareth told *PQ*. 'Since we implemented this technology we've saved 7.5 million litres of valuable fresh water.'

## LED drying

Waterless is without doubt the leading printing process, but adding LED technology to the mix creates something truly revolutionary. 'LightTouch' is a waterless printing technique that also uses LEDs to dry ink instantly. According to Gareth, this is without doubt the most complete and environmentally friendly approach to printing.

Instant drying isn't a new idea; UV light has been used to achieve the same results, but it requires mercury-based technology that's soon to be banned. On top of that, LED lamps last 20,000 hours – around 30 times longer than the average UV lamp life. The LED technology behind LightTouch uses the Nobel Physics Prize-winning blue LED system to cure ink on top of the sheet, meaning it isn't absorbed into the paper. As the ink's cured immediately, there's no 'dry back': you can instantly see

how colours are reproducing, which allows for greater accuracy in the finished product.

'This was born completely out of our quest for best environmental practice', Gareth told *PQ*. 'We knew we wanted a waterless LED press, but such a thing didn't exist. We finally managed to get a press manufacturer to build one for us, and worked with manufacturers to develop the ink. Between us all, we've created a technology we feel is revolutionary and demonstrates how the print company of the future can look.'

As well as further reducing the company's environmental impact, this new technique also allows Seacourt to do more for its clients. The environmental impact of their printed materials is reduced, costs are lower, quality's improved, jobs are turned around faster and there's more versatility to print on different substrates.

## Zero waste to landfill

Following the shift to waterless printing, Seacourt switched to 100% renewable energy and became carbon neutral; other initiatives such as

the installation of sensors and wormeries followed and, in 2009, the company achieved its main objective: it became the world's first zero waste to landfill printing company.

'Imagine: all materials that come into our factory will either be delivered to the client as part of the finished job or go into one of our 18 recycling streams for second generation use', Gareth explains. 'This, combined with our waterless printing and renewable energy use, means our naturally responsible printing process has the lightest environmental impact possible.'

Achieving zero waste to landfill was a huge landmark that, in 2011, led to Seacourt's second Queen's Award for Sustainable Development. 'We won our first Queen's Award in 2007 for our unrelenting commitment to driving positive change within the print industry', Gareth told *PQ*. 'As an SME, to be recognised with these honours really does fill us all with immense pride.'

## New technology

Gareth has found that there's no longer any need to compromise between print quality and environmental performance; 'That is how we now see change: developing technologies such as waterless and laterally waterless LED printing that provide a win on all fronts', Gareth told us.

Compared with lithography, waterless printing produces brighter colours, sharper dots and finer screen rulings. 'Our solutions really are a no-brainer – they improve quality, environmental performance and speed.' So why aren't all printing companies following suit? 'I have absolutely no idea', Gareth admits.

The changes at Seacourt have been introduced incrementally, and the business has absorbed the cost of 18 years of continuous investment. The cost of printing hasn't gone up – but various environmental impacts have been reduced.

According to Gareth, Seacourt is proving that paper-based communication can be the most environmentally sound mass communication channel. 'When you consider the full life cycle of the medium, with carbon absorption of young saplings, diverting and reusing recycled paper from landfill, printing without water and associated chemicals, being powered by 100% renewable energy, being a carbon-neutral production facility and not generating any waste to landfill, you start to get an idea that our process really is truly sustainable.'

## The Year of Light

The digital revolution has enabled us to deliver messages faster and more efficiently; by combining it with 21st-century technology, Gareth firmly believes Seacourt is the print company of the future.

'2015 is the International Year of Light', Gareth told *PQ*. 'With LightTouch we are showing how printing has evolved into the 21st century – combining best-in-class technologies to further improve on best practice. Our goal has always been to create a business we can all be proud of; we are demonstrating what can be achieved but we are far from finished and there is still much work to be done.'

*For more information on Seacourt and the processes behind its printing services, have a look at seacourt.net.*

# HEAT PUMPS



sources; the more efficient the renewable system you install, the more money you can claim.

The incentive is designed to offset the higher initial cost of renewable technologies in comparison with well-established carbon-intensive alternatives. It offers homeowners a quarterly payment which is guaranteed for seven years.

Air source heat pumps – and their ground source cousins – have already been confirmed as one of the options available to homeowners who want to cash in on the renewable potential of their houses.

## Heat pumps: the basics

If the term ‘heat pump’ is putting you off, don’t let it: almost every home in Britain already has a heat pump sitting in its kitchen.

A heat pump uses the same technology as a refrigerator but in reverse. A fridge extracts the ‘heat’ from your food to keep it cool or frozen and rejects this heat out of the back where the copper ‘refrigerant’ piping is kept. Along with the rest of the technology in your fridge, this copper piping uses what’s called a ‘vapour compression cycle’ to compress and expand the mixture of gases in the refrigerant. This means heat can be transferred from one area (the food) to another (the back of the fridge).

An ‘air source’ heat pump uses the same basic technology to extract low-grade heat from the outdoor air and upgrade it to the temperatures needed to keep your home and your hot water as warm as you need them.

## Working with what you’ve got

‘Monobloc’ systems are the most straightforward air source heat pumps to use; they’re fitted outside the home and generally require single phase electricity and in/out water connections. They transfer the energy harvested from the outdoor air directly to an indoor water cylinder.

As a result these systems are pretty easy for a qualified heating engineer to install, and they can often work with existing heating infrastructures, such as radiators, as well as in hybrid situations alongside gas, oil and LPG heating. For RHI payments, both the heat pump and the installation need to be approved under the government’s Microgeneration Certification Scheme (MCS).

Heat pumps run on electricity, but they harvest renewable heat from the outdoor air – even in temperatures as low as -15°C. For every one unit of electricity consumed, even in the depths of winter, the home can receive an average of three or more units of heating.

## It’s not a new idea...

Heat pumps have been used in areas like Scandinavia for decades and

were even trialled in the UK in the 1980s. But it’s only over the last seven or eight years, following the introduction of inverter-driven technology by the commercial sector, that they’ve become a truly viable option for the majority of UK homes.

Heat pumps can now match the need of the house at any given time and maintain the temperatures required in the home without guzzling energy. This means heat pumps can deliver reliable heating and hot water in a sustainable way with low running costs, less maintenance and no need for gas safety certificates.

Heat pumps have already been installed in tens of thousands of homes throughout the UK, from the Isle of Wight to the Orkney Isles.

## Seal leaks first

Like any heating system, a heat pump works most effectively in properties with high levels of thermal efficiency, so the first question anyone considering a heat pump should ask themselves is whether they need to improve their home’s energy performance.

To qualify for the RHI, the government’s Green Deal Assessment insists that you undertake basic improvements, such as cavity wall insulation, loft insulation and double glazing, before installing a heat pump.

All credible heat pump manufacturers will also tell you that this is the first step you need to look at before forking out for a heat pump. Once you’ve dealt with any leaks in your walls, roof, windows and doors, a heat pump will almost certainly cut down your running costs – and could also significantly reduce your carbon footprint.

It doesn’t matter how old your property is as heat pumps are now being used in almost every type of building – from modern flats and new buildings to Victorian solid brick conversions and historic stone cottages. Whatever the home, as long as it achieves modern levels of insulation and thermal efficiency, there is almost certainly a heat pump to suit it.

## Potential savings

There are so many variables that it’s impossible to say exactly how much you could save if you install a heat pump. The size of the property will affect the capacity you need (and therefore the cost of the unit) and the savings will depend on the efficiency of your current heating system.

Data from the Building Research Establishment (BRE), the UK’s leading centre for independent advice for the built environment, suggest that heat pumps can offer significant reductions in running costs compared with conventional fossil fuel systems and direct electric systems.

With its MCS-certified Ecodan range, Mitsubishi Electric is the market leader in air source heat pumps – and the company has developed an online heat pump selection tool to help offer an insight into potential savings.

Whether for a single house, a school, a hotel or an apartment block, the calculator has been designed to help you find the right solution by personalising the information for you. You just need to select the property type and then fill in information about its size, to understand the capacity you need, plus details such as the age of the building and its current heating system.

The calculator then estimates how much a heat pump could save in running costs and carbon emissions against

gas, oil, LPG and direct electric heating, and illustrates what the RHI payments would be.

## Fit for modern lifestyles

Modern systems like Ecodan offer advanced controls including wi-fi operation, automated weather compensation and intelligent room sensors. Together, these features fit well with modern lifestyles and make heat pump heating easier for homeowners.

Ecodan is also the only air source heat pump that’s been accredited by the Noise Abatement Society; its ‘Quiet Mark’ certification means you won’t notice it working away in the background.

Mitsubishi Electric has invested heavily in the R&D facilities at its Livingston manufacturing plant, focusing on homeowner experience, simplifying installation and making maintenance and monitoring even easier.

Remote energy monitoring now comes as standard on every Ecodan that leaves the factory, which Mitsubishi Electric sees as a key way of demonstrating the efficacy of heat pumps. The feature allows households to measure and maximise efficiency and minimise running costs.

To get a rough idea of the savings you could make by installing a heat pump, have a look at the calculator at [ecodan.co.uk](http://ecodan.co.uk).

**T**he way we heat our homes is changing: as a nation, we’re on the lookout out for alternatives to fossil fuel heating that will help us meet the government’s legally binding carbon reduction target.

At the same time as reducing emissions by 80% (compared with 1990’s levels) by 2050, we all need to find sustainable, low-cost ways of keeping our houses warm and comfortable all year round. For most UK homes, gas boilers are a relatively cheap option, and the current price of oil is also helping those who aren’t connected to the gas network.

Still, only the hardest of gamblers would bank on oil and gas prices remaining low for much longer; despite the recent drop, prices have increased significantly over the last decade.

If we rely on carbon-intensive gas and oil, our bills will be dictated by global fuel prices and there’ll be no certainty of supply; we now import more than we produce, making us much more reliant on supplies from Russia and elsewhere.

If you want to find a sustainable way to heat your home that could also reduce your monthly running costs, an air source heat pump could well be a better option.

## Incentive payments

The government’s Domestic Renewable Heat Incentive (RHI) offers a regular financial payment for those making the switch to renewable heating in their homes. Like the Feed-in Tariff for electricity, the RHI offers financial rewards for those generating heat from renewable

## TECHNOLOGY

**TRIED AND TESTED TECH COULD BE THE ANSWER FOR CHEAPER BILLS AND A LOWER CARBON FOOTPRINT**





Michael Banks: But I thought it was your bank?

George Banks: Well I'm one of the younger officers so in a sense it is. Sort of.



Mary Poppins

Remember Michael Banks in *Mary Poppins*? He didn't want his cash to be invested in railways through Africa and dams across the Nile – he wanted to feed the birds. 'Give it back!', he demanded, 'Gimme back my money!' – and Disney showed us that one child's actions had the power to trigger a bank run.

We can all vote with our feet, but today's banking system doesn't offer many options. It's driven by the constant need to improve shareholder value, so practices across different banks are inevitably similar. Some – if not all – were exposed during the recent financial crisis, which raised some serious questions about how our money's handled and invested.

'It is not our style to criticise other banks', says Peter Kelly of Unity Trust Bank. 'What we do is focus on our values.'

Hang on – a bank with values?

### A gap in the market

Unity Trust Bank was set up in the 1980s to address the disconnect between the banking system and wider society. The UK was recovering from a banking crisis caused by injudicious lending: the gap between rich and poor was widening, the public sector was under threat from government cut backs and banks weren't lending to small businesses. 'We were the brainchild of the trade unions', Peter told *PQ*. 'From the outset our aim was to bridge a gap in the market that the mainstream banks were unable – or unwilling – to fill.'

Financial services have the power to transform lives and communities, but lending that's based purely on financial return will inevitably lead to financial exclusion. The UK's current high street lending model can't provide large numbers of higher risk loans to consumers and small businesses, so it's down to the likes of credit unions and community development finance institutions (CDFIs) to fill the gap. This is where Unity Trust Bank comes in: it provides finance to CDFIs, social enterprises, charities, CICs and other umbrella organisations, helping to get funds to an under-served market.

'Imagine a world where banks were all run by their CSR departments', Peter ventures. 'Effectively, that's what Unity Trust Bank is – a bank that always takes account of the positive social impacts and is concerned with financial sustainability rather than the simple maximisation of profit.'

### The double bottom line

All banks need to make a profit, but Unity Trust Bank has a 'double bottom line strategy' that places equal emphasis on creating a positive social impact and financial sustainability through banking and lending services that achieve sustainable returns. Before making an investment, Unity asks a series of key questions; 'How many jobs will be created and retained? Is a living wage paid? Is the activity based in a deprived area? All lending must demonstrate a positive social impact', Peter explains. 'It is part of our lending assessment: if it doesn't, we don't make the loan!'

Unity Trust Bank's profits are reinvested in the business or shared with its civil society shareholders; profits above and beyond what's required for a reasonable return on shareholder capital, plus prudent reserves, are reinvested in the community. 'We don't pay banker-style bonuses', Peter explains. 'Instead, we have a modest profit share scheme where all 90 members of staff – from the CEO to the most junior employees – receive the same percentage. Last year it was 3.45%.' As part of Unity in the Community, 72% of Unity Trust Bank's staff also completed at least one volunteering day in 2014, resulting in a total of 175 volunteering days with an equivalent value, in staff time, of £24,000. It's a big task, but the overarching goal is to change the face of banking for the better.

### The impacts

Through the government's Regional Growth Fund, Unity receives 50% first loss cover for all loans made to the CDFI sector – last year alone this helped the sector to create 3,176 jobs. In total, Unity lends around



THE FUTURE OF BANKING LIES IN PEOPLE AND PROFIT

MONEY

£20m to CDFIs and provides banking for 40% of UK credit unions. With Unity's help, over the last three years the Aston Reinvestment Trust has been able to provide almost £5m of finance to SMEs in Birmingham that may otherwise not have received funding.

The Bank has invested in over 135 socially focused businesses across four areas: Community Cohesion, Community Finance, Community Living and Community Investment. The social impact of lending during 2014 saw £30m loaned to 57 social economy organisations, and Unity has also supported a range of other housing and social needs – helping to create 176 new bed spaces for people with specialist housing needs.

'With consumer confidence and trust still rocked by the financial crisis, it is clear that step change is necessary to build a banking industry that operates in partnership with its customers and communities', Peter told *PQ*. 'However, market power is still very much concentrated in a small number of organisations with the same PLC ownership model; while they are starting to evidence change, a rapid turnaround is unlikely in these giant organisations.'

### Supporting diversity

For Peter, the government should be encouraging diversity in financial services and promoting civic finance bodies, such as credit unions and community development finance institutions. These bodies already play a part, but their role could be expanded to better meet society's needs. 'The recent Banking Reform Act was inwardly focused; it primarily addressed prudential issues and the capabilities of individual financial institutions to withstand shocks', Peter explains. 'Whilst we agree these are important issues, we also think that reform should be more outward looking and take into account the wider needs of society.'

This would require a more holistic 'civic approach' to financial reform and regulation that looks beyond the prudential issues and also takes into account the overall ability to serve customer needs, help communities and support small businesses.

### Transparent banking

'Our customer research tells us that our customers want a bank that is a partner and enabler – not one that feels like an adversary to be overcome!', Peter says. 'Our experience suggests a commitment to transparency in banking practices is good for business, allowing

our customers and stakeholders to see how we sit with their own objectives. One of the key reasons to become a pioneer of the Fair Tax Mark accreditation was to overtly demonstrate our willingness to be transparent. In return, customers feel they can be honest and open with us, so we are able to work with them to help them achieve their goals.'

For now, Unity Trust Bank's services aren't available to you and me; the consumer bank market is highly competitive and it'd be a very expensive space to move into. 'We wouldn't rule it out completely', Peter says, 'but we are very clear that our strategy for now is about building on what we already do well, which is providing excellent banking services to organisations that promote community, social and environmental benefit.'

Individuals benefit from the activities and investments of the organisations Unity supports, even if they don't have a personal account with the Bank. According to the *Social Impact* report, Unity Trust Bank created and protected 3,423 jobs in 2014. The Bank also redirects enquiries and customers to the CDFI sector, which lends to individuals and organisations who have been turned down by high street banks.

### Customer choice

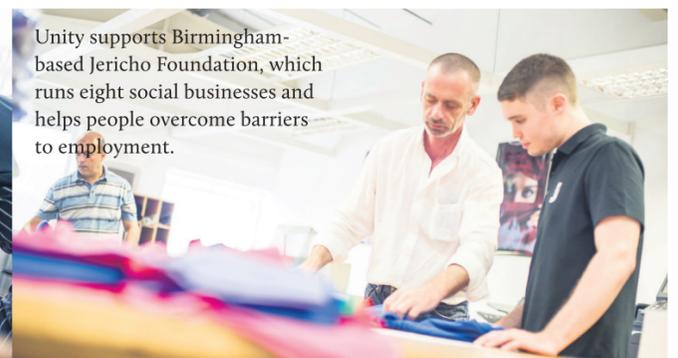
There should always be customer choice, and the financial crisis underlined the importance of diversity in financial services; a variety of banking models would help to create greater stability in the sector. 'It's not about all banks being like us', Peter says, 'it's about giving customers distinct options so that they can make a choice based on their own values.'

Honesty and transparency are key to Unity Trust Bank's history, values, and current mission; these principles are more important than ever, and the well-publicised troubles at other banks have resulted in a significant growth in new Unity Trust Bank account openings. 'One of our greatest achievements', Peter told us, 'has been to show how a bank can – and indeed should – align itself to the social and business objectives of its customers.'

For more information on Unity Trust Bank's work and impact, visit [unity.co.uk](http://unity.co.uk).



Unity helps social enterprise Bootstrap Company to alleviate poverty and increase education and enterprise in its local community in Hackney.



Unity supports Birmingham-based Jericho Foundation, which runs eight social businesses and helps people overcome barriers to employment.



Broadening Choices for Older People, a Unity customer, offers a range of living and lifestyle options for older people.



Peter Kelly, business development and marketing director, Unity Trust Bank



**BUSINESS**

**I**nterface, the world's largest global manufacturer of modular flooring, is no stranger to innovation. In the mid-nineties it became one of the first companies to make a public commitment to sustainability, pledging to eliminate its impact on the environment – completely – by 2020. The business has been in a constant cycle of reinvention ever since.

The latest breakthrough goes to show what can be achieved through commitment and constant self-assessment: Interface's new Microsfera carpet tiles have the smallest carbon footprint of any in history.

# MISSION ZERO

## 'The magic metric'

A carpet tile's most significant environmental impact is its carbon footprint, which Interface calls 'the magic metric'. By conducting its own life cycle assessments, the company found that most of the CO<sub>2</sub> emitted by the carpet manufacturing industry comes from the raw materials used – mainly the yarn and the latex in the middle layer, known as the pre-coat.

Nylon yarn helps to ensure carpet tiles wear well and are easy to maintain, which are both essential when you're kitting out large offices with high footfall. But the processing of virgin, oil-rich yarn is responsible for around 50% of a carpet tile's total environmental footprint.

## Breaking records

Back in 2000 Interface developed a new process that cut the amount of yarn used in its carpet tiles. These 'Microtuft' products, such as those in its Elevation III, use 50% less yarn than a conventional carpet – and the yarn that is used is made from 100% recycled nylon, reclaimed from old carpets and commercial fishing nets that have reached the end of their useful life. For three years these carpet tiles held the record for lowest carbon contribution.

Now Interface has found a way to fuse the yarn directly at the back, meaning polypropylene yarn can be used in a Microtuft construction with no need for a latex pre-coat.

The finished product, Microsfera, sets a new low-carbon record for carpet tiles; just 3kg of carbon is released per m<sup>2</sup> produced – from the processing of raw materials right through to the finished product. That's about a quarter of the CO<sub>2</sub> released in the production of a typical carpet tile – and less than 5% of the 63kg of CO<sub>2</sub>/m<sup>2</sup> released by an 80/20 wool/nylon broadloom carpet.

## Living spaces

Volatile organic compound (VOC) emissions can create indoor air pollution, so Interface has made sure the VOCs in its Microsfera tiles are ultra-low. At 100µg/m<sup>3</sup> after three days, they're less than half of the maximum level outlined in the strict GUT (the Association of Environmentally Friendly Carpets in Germany) standard for carpet.

The tiles are everything you'd expect from a company that manufactures beautiful, practical products that don't cost the Earth. You get all the comfort and acoustic benefits of a carpet from a surface that requires no more maintenance than a traditional hard floor.

The colours in the range are bang on trend: industrial greys, denim-inspired blues and corrugated copper tones. They can be combined to transform and enrich spaces with striking designs that last.

## Mission Zero

Interface provides designs for governments and businesses all over the world and is the largest global manufacturer of commercial modular flooring; eliminating its environmental impact would be a mammoth achievement for both Interface and the planet. The company's founder, Ray Anderson, likened the challenge of achieving 'Mission Zero' to climbing a mountain higher than Everest – but Interface is now more than halfway there.

Life cycle assessments (LCAs) have played a huge role in Interface's achievements to date; the company studies all the environmental impacts of its carpet tiles, from the initial extraction of raw materials to the transport, use and maintenance of the finished products and their final disposal.

As well as comparing LCA results to identify the most environmentally friendly products and processes, Interface has now started to use LCAs for more proactive assessments of possible alternatives while its products are being developed.

By focusing on 'dematerialisation', Interface has been able to reduce the materials used in its products without compromising their quality. The company is constantly seeking new ways to use existing materials more efficiently or substitute them with alternatives that have a lower impact. As well as helping to save on the cost of materials, dematerialisation can also reduce raw material extraction, energy use, emissions, transportation costs and waste.

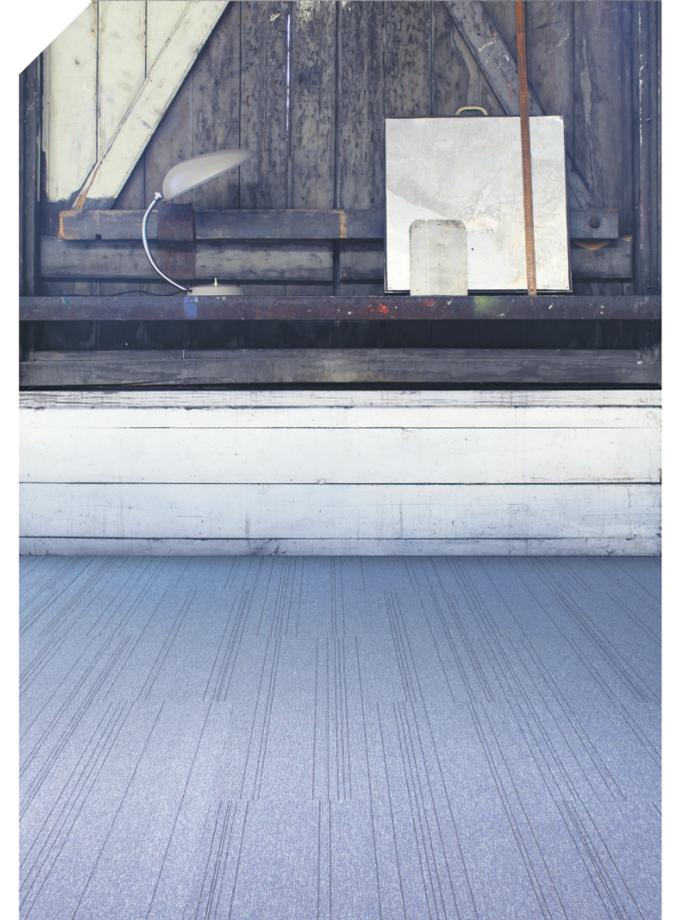
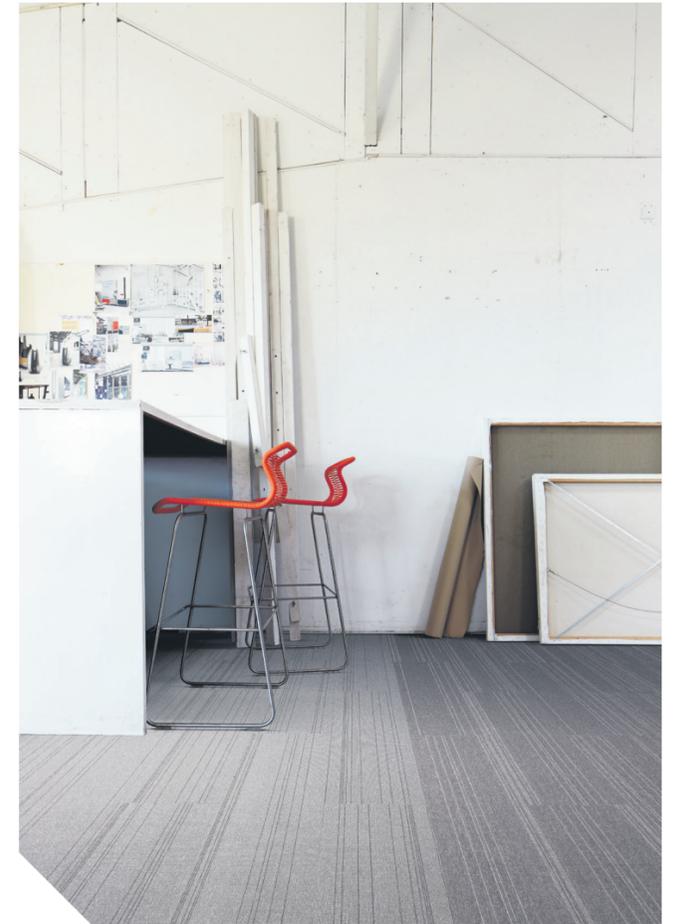
## The bigger picture

You only need to look at the finished products to see how deeply Interface's operations are inspired by the natural world. The company follows biophilic ('the love of life') design principles and uses biomimicry to develop sustainable solutions that are modelled on Nature. The Transformation range expresses the organised chaos of the forest floor, and the glueless TacTiles installation system was the outcome of observing the many clever examples of adhesion without glue in Nature.

From the materials used in manufacturing to the final look and eventual disposal of its products, every step and decision at Interface is geared around achieving Mission Zero. The wider vision is 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 – by 2020.

The company's progress towards Mission Zero is transparent, and all knowledge and experience is shared openly with other businesses. In this way, Interface hopes to achieve a bigger goal: to become a restorative company by the power of influence. It is through the collective impact of thousands of companies on sustainable journeys that Interface can go beyond being a green company to being a catalyst for change.

To find out more about Interface and Mission Zero, visit [interfaceflor.co.uk](http://interfaceflor.co.uk).



# WEBINARS TO INSPIRE ACTION

**1** Imagine being associated with an exciting and influential event that has far-reaching and long-term positive impacts on the environment around the world.'

Inspired by *The Guardian's* list of the 50 people most likely to save the planet, Andrew (Eddie) Robinson, chair of CIWEM's East Anglian Branch, used this sentence to kick-start a series of webinars to open a dialogue between environmental professionals in the UK and acclaimed environmental thought-leaders from around the world.

Members of the CIWEM (Chartered Institution of Water and Environmental Management) already communicate and network through regional branches and specialist groups, but the idea of establishing webinars as a communication tool was inspired by East Anglia's geography.

'Our region covers a big area which makes it very difficult to find a location that is convenient for all of our members to meet at', Eddie told us. 'On top of that, we don't want to encourage our members to increase their carbon footprint through unnecessary travel. So the idea of a webinar worked particularly well for us on a range of levels.'

## Broadcasting ideas

Since its foundation 120 years ago, the CIWEM's policy work, skills accreditation, training programmes, conferences and publications have all helped to bring about positive change in the sector and help water and environmental professionals to advance in their careers. The sharing of evidence-based knowledge regarding water and environmental management has been key to the CIWEM's success, and the decision to broadcast webinars is the next step in a long tradition of providing expert advice to politicians, professionals and the media.

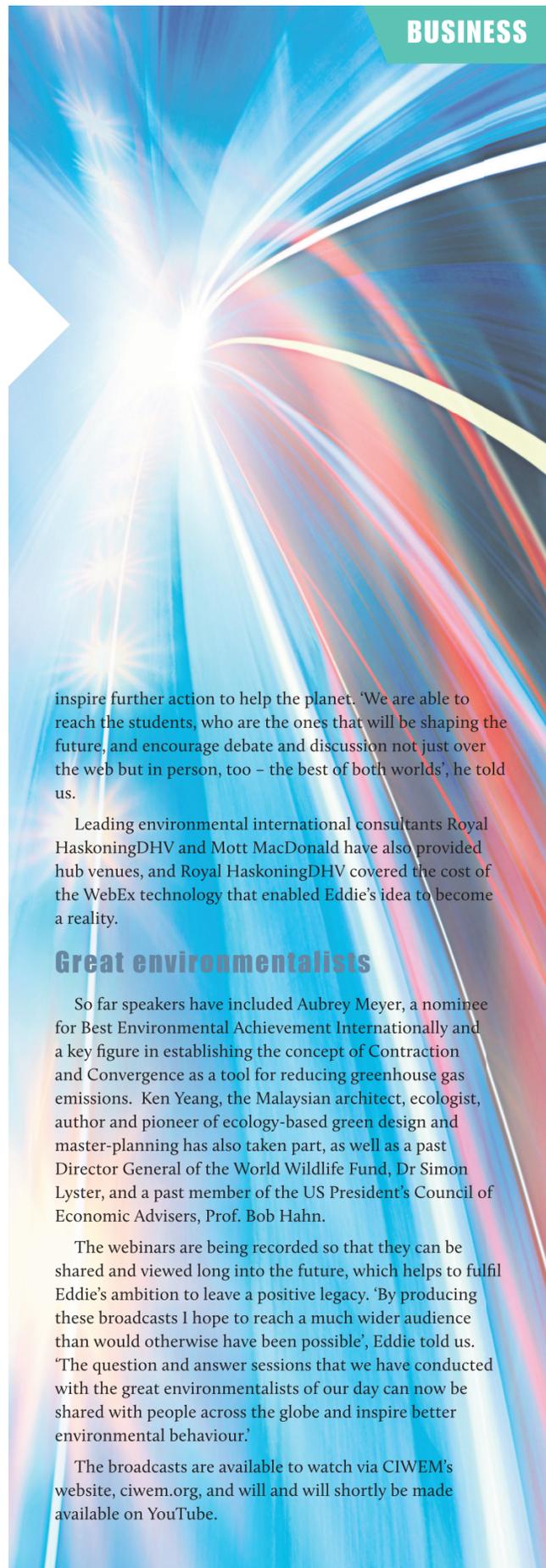
'Our members value our meetings for the networking opportunities they create', Eddie explains. 'There's no substitute for face-to-face interaction, so we didn't want to have people watching the webinar alone in their offices or homes. The solution was to broadcast to hubs where people could congregate.'

## University hubs

The branch used its strong ties to universities in the region to find ideal venues for its webinars. Partnering with Cranfield University, Anglia Ruskin University, the University of Essex and the University of East Anglia, the branch was able to use the universities' facilities to create hubs that would serve members at the CIWEM while at the same time helping to inspire the universities' students and staff.

'We have had fantastic feedback from the students', said Paul Biggins, an e-Communications officer at CIWEM's East Anglian Branch. 'The University of East Anglia provided a particularly vibrant location with the students asking lots of questions.'

For Eddie, broadcasting the webinars in universities will help to



inspire further action to help the planet. 'We are able to reach the students, who are the ones that will be shaping the future, and encourage debate and discussion not just over the web but in person, too – the best of both worlds', he told us.

Leading environmental international consultants Royal HaskoningDHV and Mott MacDonald have also provided hub venues, and Royal HaskoningDHV covered the cost of the WebEx technology that enabled Eddie's idea to become a reality.

## Great environmentalists

So far speakers have included Aubrey Meyer, a nominee for Best Environmental Achievement Internationally and a key figure in establishing the concept of Contraction and Convergence as a tool for reducing greenhouse gas emissions. Ken Yeang, the Malaysian architect, ecologist, author and pioneer of ecology-based green design and master-planning has also taken part, as well as a past Director General of the World Wildlife Fund, Dr Simon Lyster, and a past member of the US President's Council of Economic Advisers, Prof. Bob Hahn.

The webinars are being recorded so that they can be shared and viewed long into the future, which helps to fulfil Eddie's ambition to leave a positive legacy. 'By producing these broadcasts I hope to reach a much wider audience than would otherwise have been possible', Eddie told us. 'The question and answer sessions that we have conducted with the great environmentalists of our day can now be shared with people across the globe and inspire better environmental behaviour.'

The broadcasts are available to watch via CIWEM's website, ciwem.org, and will and will shortly be made available on YouTube.

BUSINESS



**T**he People, Environment and Achievement (PEA) and PEA Business (PEAB) Awards ceremony was a roaring success; the glamorous green carpet event – now in its fourth year – honoured people who are walking the talk and championing successful approaches to sustainability in their respective fields – from technology and travel to community and campaign work.

Unlike other sustainability awards, the PEAs and PEABs celebrate individuals and teams rather than products and brands. They recognise the power of individuals when it comes to shifting paradigms, and send a clear message that positive change is in our own hands.

The theme for the awards ceremony was 'Unity', and the event demonstrated how big business and consumers can unite for positive change. The winners are pioneering eco-warriors, heroes and champions who serve as living testament to the fact that individuals and groups can inspire real change where other leaders have failed.

Here are just some of the winners from the night and why they deserve to be recognised and celebrated. Watch out for the others in our next issue.

## Award: Arts



**Winner:** Alice Sharp  
**Position:** Curator and director, Invisible Dust  
**Twitter:** @Invisible\_Dust  
**Website:** invisibledust.com

To make the invisible visible, artists have an important role in increasing our understanding of climate change, the environment and how we can live more sustainably. Invisible Dust is a not-for-profit organisation that has raised over £1 million to commission art projects relating to the environment. It was founded in 2009 by Alice Sharp, who was previously the curator of the Fourth Plinth with Antony Gormley.

Artists have many ways of making things visible and, particularly since the Land Art movement in the 1960s and 1970s, have responded

to changes in the natural environment in a variety of forms. At the same time, artists are increasingly exploring data hacking, real-time sensors and technological advances, such as smart buildings, that offer new sustainable ways of living.

Through Invisible Dust, Alice's mission is to encourage awareness of, and meaningful responses to, climate change, technological and environmental issues and air pollution. 'Through this award, I hope to gain more recognition for the work that Invisible Dust does to bring leading artists and scientists together to produce exciting new art commissions to large audiences', Alice told *PQ*. 'Each artwork explores themes such as flooding, air pollution, the Arctic and the oceans from a new angle, and Invisible Dust has engaged audiences of 600,000.'

Alice hopes the award will help to raise the profile of Invisible Dust 2015 projects, including Adam Chodzko's new film about why we are not changing our behaviour when we know about climate change. The film, *Deep Above*, will be premiered at the Watershed as part of Bristol European Green Capital in Autumn 2015.

## Award: Fashion



**Winner:** Fashion Revolution  
**Twitter:** @Fash\_Rev #FashRev  
**Website:** fashionrevolution.org

Fashion Revolution is a worldwide platform, with teams in 66 countries, that's using the power of fashion to inspire change and reconnect the broken links in the supply chain. The global coalition of designers, academics, writers and business leaders is calling for systemic reform of the fashion supply chain.

On 24 April 2013, 1,133 people died in the Rana Plaza catastrophe in Dhaka, Bangladesh. A further 2,500 were injured. They were killed while working for familiar fashion brands in one of the many 'accidents' that plague the garment industry. The Fashion Revolution team believes that 1,133 is too many people to lose from the planet in one factory, on one

terrible day, without it standing for something.

While much has been done by individual organisations over the years to bring about change, Fashion Revolution brings together best practice initiatives across the supply chain. It asks questions and aims to raise standards and set an industry-wide example of what better looks like.

Fashion Revolution Day – to be held annually on 24 April, the anniversary of the Rana Plaza disaster – will help to keep the most vulnerable in the supply chain in the public eye.

'We hope the PEA Award will encourage everyone to join us on Fashion Revolution Day', says Carry Somers, founder of Fashion Revolution. 'Turn an item of clothing inside-out and ask the brand 'Who Made My Clothes?''

## Award: Campaigner (Global)



**Winner:** Rob Hopkins

**Position:** Catalyst and outreach manager at Transition Network

**Twitter:** @robintransition

**Website:** transitionnetwork.org

The Transition Network began in 2006 and has since grown to thousands of communities in over 50 countries around the world, who are working to build more resilient local economies and to reweave the connections that bring communities together.

Peak oil and climate change have rapidly moved up in people's awareness in recent years, but often – particularly in relation to peak oil – solutions tend to be thin on the ground. Since its initial emergence in Kinsale in 2005, the Transition idea has spread virally across the UK and further afield, serving as a catalyst for community-led responses to these twin challenges.

Rob suspects he was nominated for the award because of his work founding and supporting the Transition movement – though he acknowledges the nomination may also have been in recognition of the community brewery, New Lion Brewery, that he co-founded – or, 'most likely', the great beetroot he grows in his garden.

'It is wonderful to be recognised in this way, especially at an awards ceremony that had such great food', Rob told PQ. 'Transition, and what people consider to be its achievements, has emerged from the work of many, many thousands of people around the world, so of all the awards given out that night, this was probably the one that was really given to the most people', he added. 'For those of us attempting very ambitious world-changing projects, recognition and celebration is really important, so I'd like to thank all the judges for celebrating our work in this way. It was a great evening.'

## Award: Communications



**Winner:** Anna Guyer

**Position:** Founder, Greenhouse PR

**Twitter:** @greenhouse\_pr

**Website:** greenhousepr.co.uk

Greenhouse PR develops campaigns that inspire people with innovative ideas, technology, products and services, and communicates how they can help to solve big problems and deliver real change. 'We highlight their competitiveness – why they make



business and environmental sense', said Anna Guyer, founder of Greenhouse PR. 'We are totally focused on our mission to drive change – from inspiring people to become smart and sustainable investors to reframing the renewables debate and promoting the Transition model of developing sustainable local economies.'

Anna has 20 years' experience in communications, including several years as board director for one of the UK's top PR agencies. She has advised leading companies on corporate reputation and brand campaigns and has run public awareness campaigns on food aid and issues in the developing world. Over the last five years, Anna has developed leadership programmes that address key social, health and environmental issues.

Dedicated to communications that will help to build a more sustainable future, Anna loves networking and linking clients who share interests and objectives – and she absolutely loves the work she does.

'We have strong and trusted relationships with ambassadors, influencers and the media, which we can draw on to help our clients make a difference', Anna told us. 'We hope that the PEA Award will help us reach out to new clients who want to make a difference and have a bigger impact.'

## Award: Community



**Winner:** The Conservation Foundation's Tools Shed project

**Twitter:** @ConservationFdn

**Website:** conservationfoundation.co.uk

What do you do with garden tools that are too broken to use but too good to throw away? Donate them to Tools Shed and you'll help prisoners learn new skills, save tonnes of waste and get recycled tools into schools.

For almost 10 years, The Conservation Foundation's Tools Shed project has been collecting garden tools that have been deposited at garden centres and gathered by horticultural organisations or at gardening shows. They're then taken away to be repaired in Tools Shed

workshops in three UK prisons; once they've been given a new lease of life they're given away free to school and community gardeners.

The project was piloted at the famous Wandsworth Prison and now it's part of prison regimes at HMPs Edinburgh and Dartmoor. The free recycled tools are available to school and community gardens in the areas surrounding the prisons and at collection points. Tools are currently available in Cornwall, Devon, Edinburgh, Lincolnshire, London, Northumberland and Oxfordshire.

This unique and imaginative recycling scheme equips a new generation of gardeners, provides skills and work for prisoners and reduces waste. Everyone's a winner.

'News of our PEA Award success got some great coverage in the press and online', said Lindsay Swan of the Tools Shed project. 'Our funders are delighted to be supporting such a worthwhile project and we have plans to expand our prison network to get more 'new' tools to school and community gardeners. Thank you.'

## Award: Energy (EU)



**Winner:** Tobias Judmaier

**Position:** CEO and founder, iss mich!

**Website:** issmich.at

Under the slogan 'Eat it, don't waste it', iss mich! (eat me!) is an Austrian catering company that prepares delicious vegetarian dishes from perfectly healthy vegetables that didn't meet retailers' standards – not because of their quality, but because of their aesthetic appearance.

'The topic of food waste – and especially ways of dealing with it – is very important to us', says Tobias Judmaier, CEO and founder of iss mich!. 'Having found a way of reducing food waste in large quantities, iss mich! is a scalable concept around the globe. Our main priority is to present this concept and make it as widely known as possible.'

Every year, 168,000kg of food is thrown away in Austria – that's equal to 40kg – or €300 – per household.

Iss mich!'s ingredients are 'rescued' from fields and factories and donated by the company's partners. Meals are delivered in reusable glass containers to cut down on materials and all food is delivered by bicycle in order to guarantee the lowest carbon emission possible. The catering crew also consists of people who have experienced problems getting into the labour market.

'Internationally renowned awards, such as the PEA Awards, can help us to build a profile and awareness for what we do', Tobias told PQ. 'It supports us in the fundraising process and helps us to find new and influential partners. We entered because the possibility of spreading our idea beyond the German-speaking world was a great opportunity that we could not let go by.'

## Award: Energy (UK)



**Winner:** Siobhan Thomasson

**Position:** General manager, Holiday Inn Winchester

**Twitter:** @holidayinnwinch

**Website:** hiwinchester.co.uk

Set in in rolling Hampshire countryside close to the South Downs, Holiday Inn Winchester has strong links to its local community and environment. Since opening in 2010, the hotel has worked hard to keep its carbon footprint low and put environmentally friendly processes in place.

The hotel itself was designed with the environment and sustainability in mind, and had a structured plan for sustainability when it first opened its doors four years ago. Initiatives such as dry goods recycling and purchasing local ingredients for dishes served in the award-winning Morn Hill Brasserie are already in place, and the hotel continues to adopt new initiatives to reduce electricity consumption, as this has the greatest impact on its carbon footprint.

The hotel was the first in Winchester to install electric car charging points in the hotel car park, which also has a bicycle store for guests and visitors, with staff encouraged to car share or use public transport.

'We entered the PEA Awards as we are always looking for ways to demonstrate to our customers that the Holiday Inn Winchester is innovative, focused on the community and the environment and a high-quality four-star hotel', said Siobhan Thomasson, general manager of Holiday Inn Winchester. 'Winning an award like this encourages us to continue focusing on the environment and the community, and helps promote us as a hotel that it is good to do business with. We know that as a business we have a large impact on the environment, and it shows that we care about doing what we can to minimise this.'

## Award: Entrepreneur



**Winner:** Toddington Harper

**Position:** CEO, Big60Million/BELECTRIC UK

**Twitter:** @big60million

**Website:** big60million.co.uk

Toddington Harper has been behind a number of pioneering green ventures in the sustainable energy industry, but it was his work as CEO of Big60Million that earned him a PEA Award.

Big60Million gives 'power to the people' by allowing local people



OLIVER HEATH, TV PRESENTER AND  
ECO-ARCHITECT GURU, HOSTED  
THE 2014 AWARDS CEREMONY

to invest in high-quality solar schemes, mitigating local opposition to individual solar farm projects by genuinely involving communities in their rewards.

The first Big60Million project, based around the Willersey Solar Farm in Gloucestershire, offered investors the UK's first certified Climate Bond with one of the best interest rates on the market, paid for five years, and the opportunity to reinvest afterwards. The £4 million bond offering was over-subscribed by close to £1 million. Several more Big60Million projects are now in the pipeline.

'We want to push the boundaries of what can be achieved through intelligent application of solar energy', Toddington told *PQ*, 'with a focus on benefiting as many people as possible.'

As more than 95% of a solar farm remains as grassland, there is an opportunity to create protected Nature sanctuaries under and among the rows of solar panels. Acres of wild flower meadows have been planted to support beehives housed within the solar farms, ensuring a constant source of water is present, and animal habitats have been created throughout each site to safeguard numerous species under threat from loss of habitat and climate change. Big60Million and BELECTRIC UK work closely with environmental partners including the RPSB, the British Beekeepers' Association and Flowerscapes to ensure each project delivers optimum biodiversity enhancement.

## Award: Food and Drink



**Winner:** Maggie Haynes, Tuppenny Barn  
**Position:** Project founder and director  
**Twitter:** @tuppennybarn  
**Website:** tuppennybarn.co.uk

Tuppenny Barn has come a long way since its founder, Maggie Haynes, bought the neglected 2.4-acre site between Emsworth and Southbourne and started gathering support and funding to transform it into an educational and community facility to promote healthy food production.

Pass through the double gates of the organic enterprise and you'll enter a whole new world of food production plus educational and community activities. Each area of the smallholding demonstrates Tuppenny Barn's commitment to providing natural, nutritious food in a sustainable, environmentally friendly way.

It was hoped that Tuppenny Barn's nomination would raise awareness of the project and prove that promoting sustainable living, in all its forms, can be done by anyone with a vision.

Maggie pointed out that the award has raised the profile of Tuppenny Barn on a local and national basis. 'We have had a terrific response from our supporters who found out about the award from social media', she said. 'Winning the award is a giant step forward for Tuppenny Barn and for what we are doing to provide information and education as well as organic fruit and vegetables to our local community. We have also received a number of messages of support from national organisations and well-known individuals in the food and drink sector. This has raised our profile among some of our industry's major players and gives us the confidence that we are doing things in the right way on our small but productive organic smallholding.'

## Award: Retail



**Winner:** Julian Richards  
**Position:** Director, Milestone Design Ltd  
**Facebook:** facebook.com/MilestoneEcoKitchens  
**Website:** milestone.uk.net

Milestone Design Ltd is a family-run business that was set up in 1991, to supply and fit replacement kitchen unit doors. These days, it provides complete kitchens, bedrooms and bathrooms, kitchen refurbishment, hardwood flooring, lighting, tiling and much more.

Most of Milestone Design's work is now based on promoting the concept of eco-friendly kitchens – something the company started back in 2005 – and the business is always looking for new recycled products and investigating how they can be incorporated into its furniture ranges. In 2005, Milestone Design created K.O.R.C, the UK's first kitchen to be

made from genuinely recycled materials. The doors are made from a 100% recycled mix of yoghurt pots and fridge liners.

'We didn't expect to win when we entered', said Julian Richards, director of Milestone Designs. 'It was more an attempt to give ourselves a pat on the back and boost the belief in what we are doing. Our industry is littered with examples of polluting processes used in furniture manufacture and enormous amounts of materials waste. Using materials that have been and can be recycled are what we believe to be the future if we are to help slow down or stop our natural resources from being squandered.'

'We are of the opinion that being part of a growing network of 'like-minded' businesses, such as those the PEA Awards seems to be able to bring together, gives everyone a much improved opportunity to further the green ethos and attitude', Julian added. 'The whole is greater than the sum of the parts, as they say!'

## Award: Schools (Teaching)



**Winner:** Marcus Culverwell  
**Position:** Headmaster at Reigate St Mary's Preparatory and Choir School  
**Website:** reigategrammar.org/stmaryshomeintroduction

Marcus Culverwell was nominated for his services to education in raising the profile of sustainability through the writing of the book *Don't Hide the Truth* and for developing Education for Social Responsibility within the education sector.

Marcus combined his passion for the environment, his academic science background and his drive for excellence in education to develop resources for the Independent Association of Prep Schools (IAPS) for their programme of Education for Social Responsibility (ESR) in 2013.

His book, *Don't Hide the Truth - Our Children's Future and the Storms Ahead*, highlights the reasons why Marcus believes ESR needs to be central to the education that our children receive. 'I encourage people to read the book, not because I wrote it, but because I believe there needs to be a deep understanding of the issues discussed in the book if we are to change the way that we run the global economy and if we are to protect our children from the fallout from decades of profligate living and ecological degradation', Marcus said.

'I hope that the additional profile that this work will have received will help many more people, schools and leaders in education to recognise the imperative there is to educate young people, at every stage of their schooling, about sustainability and social responsibility', Marcus told *PQ*. 'If the content of my book resonates with you, please do spread it as far and wide as possible. I truly believe the message needs to be 'out there!'

## Award: Schools (Education)



**Winner:** The Brighton Waste House Team  
**Twitter:** @WasteHouse  
**Website:** arts.brighton.ac.uk/ease/wastehouse/about

Over 360 students helped design and construct the Brighton Waste House – Europe's first permanent public building made from waste –

and it's carbon negative!

The Waste House is a partnership between two academic institutions, Brighton & Hove City Council, Freegle UK, The Mears Group, 37 big and small corporate businesses, local schools, charitable groups and a host of volunteers – all joining in as equal partners. The purpose of the project was to investigate strategies for constructing a contemporary, low-energy, permanent building using over 85% 'waste' material drawn from household and construction sites.

Now complete, the team continues to work together to raise awareness of issues in the world of sustainable design and the circular economy. 'Getting the PEA Schools Award was a huge honour for all our team as it acknowledged our hard work to involve young people in the design and construction process', said Duncan Baker-Brown, architect, campaigner and senior lecturer at the University of Brighton. 'That was for us perhaps the most valuable element of our project: collective learning by doing.'

'We entered our Brighton Waste House project because your awards focus on the people who actually make things happen and move things on in the world of sustainable development', Duncan told us. 'You also have great categories that acknowledge the issues that need to be considered to help our communities towards a sustainable present and future.'

'Winning the PEA Schools Award adds enormous credibility to our working method of involving young people in the design and construction of Europe's first permanent public building made of waste', Duncan added.

## Award: Supply chain



**Winner:** Philipp Kauffmann  
**Position:** CEO and founder, Original Beans  
**Website:** originalbeans.com

When entrepreneur-conservationist Philipp Kauffmann left his job at the UN to start a new venture, he sought inspiration from the generations of recognised forest explorers and environmentalists in his family. His great-grandfather founded one of the largest Nature conservation organisations in Germany, and 220 years ago one of his ancestors, G. L. Hartig, helped to coin the term sustainability itself.

Since 2008, Original Beans has helped to plant one million trees in regions as remote as the Amazon and as challenging as Eastern Congo. Original Beans has changed the lives of 20,000 cacao-growing families, preserved some of the rarest cacaos in the world and helped to buffer forests that harbour the last mountain gorillas and the breathtaking birds of paradise.

Original Beans has taken the mission of rainforest biodiversity conservation from its traditional NGO domain into the consumer market, and made it into a Michelin-starred chocolate and eco-lifestyle brand. Through the 'One bar:one tree' initiative, each Original Beans purchase contributes trace and measurably to a conservation project, so the cycle between consumption and conservation is closed. The result is a climate-positive product experience all wrapped up in an award-winning chocolate.

'Original Beans has won many awards for our outstanding chocolates and designs', Philipp told *PQ*. 'The PEA Award, for the first time, acknowledges the underlying circular business and supply chain model. We expect such independent recognition to support us in further educating and raising awareness of the critical importance of biodiversity.'



# PEA AWARDS

## REVOLUTION

# 2015

### NOMINATIONS NOW OPEN



**N**ow in its fifth year, the People, Environment and Achievement (PEA) Awards will bring together individuals and groups who have realised that 'business as usual' won't work. Instead, they're pursuing innovative ways to make the small changes that together could change the world. This year's theme will be 'Revolution'.

This year, we're proud to announce the launch of a brand new award category: **Britain's Greenest Family**, sponsored by our friends at Yeo Valley. Whether your family's cutting down on waste, going carbon neutral or working on an idea that's raising your neighbours' eyebrows, we want to hear about it! This category is free to enter, and shortlisted entrants will receive free tickets to the PEA Awards 2015.

Our other award categories are: **Arts & Fashion, Business, Campaigner, Clean Tech, Communications, Community, Energy, Entrepreneur, Finance, Food & Drink, NGO, Public Sector, Retail, Schools, Supply Chain, Transport, Travel & Tourism.**

If you know someone worthy of winning an award, or would like to nominate yourself, applications are now open. Visit [peaawards.com](http://peaawards.com) for more information on the categories, judging criteria and how to enter.

Applications and nominations cost £100, and each entrant will receive two free tickets to the awards ceremony, including a sit-down dinner at this year's glamorous green carpet event. All applications must be received by midnight on 31 August 2015.

**THANK YOU TO ALL OUR FABULOUS SPONSORS FOR THE PEA AND PEAB AWARDS 2014 - WE COULDN'T HAVE DONE IT WITHOUT YOU!**



## ENERGY/CLIMATE

### INTRODUCING PICLO: THE UK'S FIRST ONLINE MARKETPLACE FOR BUYING AND SELLING RENEWABLE ELECTRICITY



**I**magine contacting renewable energy generators directly to find the power you want for the price you're happy to pay – with no hidden charges and no obscene profits siphoned off by a middle man.

Piclo – the brainchild of Open Utility and supported by Good Energy – is the UK's first online marketplace for buying and selling renewable electricity. The service should help to create a more transparent energy market and give businesses and consumers greater control over what – and who – they pay for their power.

### The trial

During the initial six-month trial, businesses will be able to use Piclo to buy renewable electricity directly from specific sites. Renewable generators will also be able to sell their electricity directly to neighbours, local businesses or schools for the best price.

'Let's say you're a hotel in Brighton', explains Will Vooght (pictured), head of Good Energy's Product Innovation department. 'You could use this marketplace to buy the excess solar power from a Brighton school – or, if you're a small business owner in Cornwall, you can choose to buy your power from the local community-owned turbine. It's about giving people a choice about where they buy their electricity, which renewable source they desire and also the price. It's kind of like buying from a local farmers' market, rather than one of the giant supermarkets.'

### Disrupting the system

Gone are the distant, impersonal and disengaged purchasing transactions most of us have grown used to; instead, people and businesses can be part of a wider community and reclaim their power to choose – putting the decision back into the hands of the individual. 'Good Energy is a progressive company', Will told *PQ*. 'We're into new tech. We're known for innovation, fresh ideas and challenging the old ways of thinking. My team's always on the lookout for exciting new ways to disrupt the conventional energy system.'

Good Energy will act as utility partner for the scheme; the 100% renewable electricity supplier will help with billing and will make sure that Piclo meets all regulatory requirements. For Open Utility, a customer-centric technology startup from the heart of London's Tech City, Piclo is part of a wider mission to promote renewable energy and transparency in the market.

'We are looking for organisations that consider themselves 'innovators' and want to trial the next big thing in sustainability', says James Johnston, CEO at Open Utility. 'These could be, for example, commercial enterprises in which sustainability is not just 'green bling', but a core principle in their brand and operations. It could be public organisations that have a mandate to support the local economy in their purchasing decisions. We are also looking for renewable generators who are tired of selling their power to wholesalers and want to market their brand directly to commercial consumers.'

### Lessons from the internet

Before setting up Open Utility, James Johnston spent three years researching the future of power systems. One of the most inspiring talks he came across was by Bob Metcalfe, the inventor of the Ethernet. The talk – called 'The Enernet' – was about how we should take lessons from the

internet and apply them to the energy industry. James saw many parallels between the internet – a decentralised and open-access communications protocol – and this new world of distributed and democratic renewable generation.

James noticed that the energy industry needed a new business model that was suited to supporting the growth of distributed renewable generation, rather than conserving the status quo of centralised fossil fuel generation. James teamed up with Andy Kilner and Alice Tyler and, in early 2013, Open Utility was born.

### Virtual power stations

For James, peer-to-peer could be the de facto way energy is bought and sold in the future. 'We have a vision where, through increased energy efficiency and distributed generation, every building could in effect become a virtual power station', he told *PQ*. 'Sometimes they would be a net energy consumer – and would need to buy top-up power from local renewable sources – and sometimes they would be a net energy producer, and sell this surplus power to their neighbours. Our Piclo service is putting in place the basic building blocks that could really enable this vision.'

The project is backed by The Energy Entrepreneurs Fund scheme, which is run by The Department of Energy and Climate Change (DECC). Match funding has been provided by Nominet Trust, the UK's leading Tech for Good funder. A UK registered charity, Nominet Trust brings together, invests in and supports people committed to using digital technology to create social and economic value.

*Open Utility and Good Energy are currently recruiting commercial consumers and renewable generators to be the first to try out Piclo. If you're interested in joining the trial, contact [innovation@goodenergy.co.uk](mailto:innovation@goodenergy.co.uk)*

# HUMAN NATURE

## 2015

ENVIRONMENTAL ART SHOWS IN LEEDS, BRISTOL AND LONDON

'Solar Landscape 1' Oil on Board  
70x100cm 2014, Nicola Nemec



**Spix's Macaw**  
LAST SEEN IN THE WILD: 2000  
'Spix's Macaw', Jane Laurie

**H**uman Nature 2014 was the UK's first dedicated environmental art show. This year the mixed media exhibition is back – and it's grown.

Expect to experience the best emerging and cutting-edge environmental art, from photography, painting and sculpture to street art and work created from upcycled materials.

'Very often we read about the negative things that are happening across the world and are bombarded with horrific headlines', says Good Shout Studio's Charlotte Webster, curator of Human Nature. 'But there's a lot more resting in between those headlines – and that's the positive work that people are doing and the hopes that people have for the future.'

Jonesy, Nicola Nemec, Jane Laurie and Lesley Hilling are just some of the extremely talented artists whose work will be exhibited at The Gallery at Munro House, Leeds, 23 April-2 May. 'Who better, really, to look at the future and how we really connect with the environment – the emotions we feel and what drives us to do things in a better, greener way – than artists?', Charlotte says. We couldn't agree more.

Human Nature is supported by Ecology Building Society, the sustainable mortgage provider, Abundance, the energy crowd-funding company and Snow Leopard Vodka, a British vodka company that gives 15% of its profits to snow leopard conservation projects. Bruce Davis, co-founder of Abundance, said, 'We need art to do more than just show us a cynical reflection of ourselves and our consumerism. We need art that says something about the world we are wasting and the value that exists in Nature which we should all want to ensure is passed on to the next generations.'

### Jane Laurie

Last year, Jane was appointed the official artist in residence for the Sir Bernard Crick Centre, part of the Politics department at Sheffield University.

'Growing up in Dorset, it was always easy for me get close to Nature',



### Mark Jones (Jonesy)

Secret street artist Jonesy, whose sculptures are often placed high up on street signs or walls, is best known for his miniature works in bronze. He also sculpts, paints, prints and makes musical instruments from sustainable fruit trees and recycled wood. 'I am interested in musical instruments because music and art are two ways in which an individual can have a voice in society', Jonesy says. 'Artists can have a voice in a world of multi-national corporations, government control and advertising.'

Jonesy wants to promote 'intelligent ecology over bad husbandry'. 'Almost everything we do is bad for the planet and we must immediately address the worst of what we are doing if we are to survive', he says. Fracking, fossil fuels and nuclear waste have been key themes in his work.

### Lesley Hilling

Fragile seagull eggs, crustacea shells, dominoes, pocket watches, family photos and valves from an old radio are all woven into intricate utopian towers, which can take Lesley up to a year to complete.

Lesley uses only recycled materials and found objects, which helps save money and cut down on 'all the unnecessary stuff' in the world. It also gives her the added pleasure of searching in skips for items that spark her imagination. 'I build collages out of salvaged wood, floorboards, driftwood and furniture. It is all re-worked into new forms, jigsawed and layered with an obsessive joinery. I create something new from objects that had a previously different life', Lesley says.

### Nicola Nemec

Along with her husband Andy Baird, Nicola owns and runs Planet Solar, a bespoke solar design and installation company in Northern Ireland.

'Following my solo London exhibition, 'Monuments', in 2011, I have continued to explore the theme of man-made structures within the landscape', Nicola says. 'I am interested in how the presence of these remarkable modern engineered constructions contrast with Nature – the shifting climate and atmosphere of the Earth, sky and water. My first wind turbine series was completed in 2012. The paintings exhibited in Human Nature investigate the aestheticism of renewables within our landscape, and how these new 'monuments' contribute to our changing environment.'

Following the exhibition in Leeds, Human Nature will head to Bristol's Centrespace Gallery, 16-30 July, before returning home to London in October.

*We have five pairs of tickets to the private viewing at The Gallery at Munro House, Leeds. Turn to our Competitions pages for details.*



**ABOVE**  
'Sphere 9' Mixed Media 2013,  
Lesley Hilling

**LEFT**  
'Sentinel', Jonesy



**YEO VALLEY  
WHOLE MILK  
NATURAL  
YOGURT**

This is the original one, that Yeo Valley's been making since - ooh, forever.

Keep it in the fridge and use it throughout the day - with fruit and granola for breakfast, as a snack with a bit of fruit compote blobbed on top, when you're cooking... It's good for anything.



**WE WANT A GREENER  
FUTURE - AND WE  
WANT TO HAVE  
FUN GETTING THERE**

**ecodan AIR SOURCE  
HEAT PUMP**

The Ecodan unit sits discretely outside your home and is available in different sizes to suit almost any property - including old houses that have been thermally upgraded.

It will work with both radiators and underfloor heating and can be controlled by the MELCloud internet-based control system over smartphones and tablets.

**Good Energy  
GOOD ENERGY GAS  
& ELECTRIC**

Good Energy offers a gas product alongside its 100% renewable electricity tariff, and revenue from Good Energy Gas+ is used to reward those choosing to generate their own renewable heat.

By encouraging more solar-thermal generation, it aims to help reduce the UK's dependence on gas for heating and cut the country's carbon emissions.

**R**esponsible products are kinder to the people using and producing them. They're also kinder to those set to inherit the places they were used - from the bricks and mortar to the air inside and the soil and water underneath. They do less harm than the mainstream alternatives and feel nicer to use (and show off).

MyGreenPod.com shares green news and helps bring those products into your home - after you've had fun experimenting and learning about what's available. Our pods are packed with green pearls ('poducts') you may not have heard of, from companies that can't always afford mass advertising or the cut-rate bulk deals that would get them onto supermarket shelves. If you don't know the real options, you don't really get to choose.

We've placed these products in gorgeous houses, to show them off at their best and show you how your home could look if you switched to alternative (and very cool) options. Simply roll over the 'hotspots' (you can't miss them - they're bright pink and they flash) in our pods for information about what the products are, how they work and why they're amazing.

We're not saying there's nothing better, but the products we feature are ethical alternatives to the options you see every day. Our competitions will even give you the chance to try them out and experiment without spending a penny - how cool is that?

We want to show you the gorgeous things you can do, and not tell you what you can't. You don't need to overhaul your lifestyle - every small change will help make a massive difference to our planet and our future on it.

**M**any of us can't afford to get on the property ladder: according to Shelter, house prices are now over 10 times the average salary. We're not building enough affordable housing and the homes we do have can cost a small fortune to live in – energy prices keep going up and, with around 30% of the UK's total power consumption used in domestic properties, so do our bills.

In short, the UK housing market is fraught with challenges that affect us all. 'As a mum of three, I know how important it is to manage a family budget – after all, we all want our money to go further and get more for less', says Christine Hynes, CEO of Climate Energy Homes.

If we want commercially viable homes that are fit for purpose and flexible enough to meet both future needs and current requirements, we will need to rethink how we build them.

## Homes of the future

Climate Energy Homes is rising to the challenge: determined to become a catalyst for change in the way we build homes in the UK, the company has worked with partners in Sweden and Austria and joined forces with developers, landowners, contractors, local authorities, registered providers and private landlords all over the UK. The goal is to lead a revolution that ensures the homes we build for the future are stylish, energy efficient and affordable.

'We believe that everyone has the right to live in a well-designed, well-built and well-insulated healthy lifestyle home that doesn't cost the Earth to heat and power – a home that actually reduces the cost of everyday living', Christine explains. As a solution, she has designed two BOPAS-accredited ecoTECH Build Systems – Fabric First and Passivhaus – that provide warmer and more efficient buildings that benefit individuals, communities, the environment and the economy – and that cost less than 14p per day to heat.

## A magic bullet?

'Our highly engineered ecoTECH Build Systems have changed the way we can deliver housing in the UK. They're made in factories to a higher quality and structural tolerance, providing the energy-efficient, healthy homes we need', Christine says. 'Commercially, these new methods are known as "MMC". These "Modern Methods of Construction" use highly engineered processes – very similar to those used in the car manufacturing industry – to deliver energy-efficient homes and buildings that cost up to 90% less to heat.

'The designs are highly flexible so homes can be built to meet all types of existing local vernacular, such as the height and architectural style of surrounding buildings', Christine says. Costs are reduced because construction takes place in a factory-controlled environment, where panels and hybrid homes are manufactured and rigorously checked for quality before they're sent to the site. The sheer speed of the build also helps keep costs down: a house can be built in just one day.

## Sustainable communities

Climate Energy Homes' ecoTECH Fabric First and Passivhaus Build Systems were created in response to the challenges facing the UK's housing market and construction industry. Everything that goes into each of the integrated build systems, which can be used for residential or commercial properties, is selected according to the lifetime use of each building. 'We are committed to creating sustainable communities, supporting local supply chains, using the local labour force and collaborating with local colleges to provide ongoing apprenticeships and mentoring programmes', Christine told us.

Climate Energy Homes has already built a development of 51 homes



The Institute for Sustainability's Living Laboratory, London SIP



in Rainham, London, using the ecoTECH Build System. 'Passive Close' (pictured above) – believed to be the UK's largest all-affordable Passivhaus scheme – was built on behalf of Circle Housing and Old Ford Housing Association, and was specifically designed to achieve Passivhaus certification and Level 4 of the Code for Sustainable Homes.

## The Living Laboratory

Climate Energy Homes has also been involved in a project to create a 'Living Laboratory' for the Institute for Sustainability. The unique facility on the London Sustainable Industries Park (London SIP) – the land for which was provided by the Greater London Authority – looks and behaves like a residential property and, following its launch this spring, can be used to test how consumers interact with innovations in energy and water efficiency.

Climate Energy Homes supplied and built the modular three-storey home for the Living Laboratory. Appliance manufacturers, designers and utilities and technology companies will use information gathered from tests in the house to design and develop future control systems that meet everyday user requirements.

As global demand for resources increases, it's becoming even more important to find alternative ways to understand and reduce consumption. While technology plays an important role, if occupants aren't engaged with it or struggle to use it – or if the information it provides isn't accurate and reliable – potential savings will not be

realised. 'We know that no matter how successfully technologies work in isolation, people's behaviour and engagement is critical to real and sustained efficiencies and environmental improvement', said Ian Short, the Institute for Sustainability's chief executive. 'Facilities like the Living Laboratory provide a rare opportunity to co-create, design and test new products in a real home setting.'

A wider, EU-funded project ('SusLabNWE') will establish a network of Living Laboratories for similar research; pilots are taking place in Germany, the Netherlands and Sweden as well as in the UK.

## Cradle to cradle

The Living Laboratory on the London SIP is one of two key projects from the Institute for Sustainability; the other – on the same site – is the UK's first cross-business 'cradle to cradle' demonstrator, built and operated by the University of East London. The demonstrator will help businesses on the London SIP to find synergies between their production processes. By working together, they will be able to create additional value from waste or by-products that would otherwise be down-cycled, sent to landfill or discharged back into the environment. Initially, products from the on-site food grade plastics recycling company, gasification plant and anaerobic digestion plant will be used to produce materials that can replace gravel in pathways and green roofs. Part of the 'C2CBIZZ' project, the demonstrator will in future also take harmful and environmentally damaging 'waste' products and create safe, stable materials that can be used for a range of purposes.

'While there has been increasing focus on circular economy and industrial symbiosis approaches in recent years, the demonstrator at the London SIP is one of the few real examples of how the theory could

## HOME/GARDEN

be applied in practice – and one of the first that links resources from different businesses rather than from one organisation's processes', explained Ian Short. 'The completion of the demonstrator build is an important first step in addressing the complexity of multiple businesses feeding into a cradle to cradle process; it explores options for how this could be replicated elsewhere and brought to the mainstream.'

Both the SusLabNWE and C2CBIZZ projects are part of the Interreg NWE IVB programme, co-funded by the European Regional Development Fund.

## Off-site construction

For Climate Energy Homes and the Institute for Sustainability, the London SIP clearly demonstrates that affordable and energy-efficient housing is a very real possibility, and that the tools are available to build homes that meet current and future requirements. The use of off-site construction methods may initially sound far-fetched, but it's being supported by BuildOffsite, an organisation that was set up with government support 10 years ago. BuildOffsite's role is to promote the case – business, project and environmental – for using off-site construction methods in all parts of the UK construction market – including the delivery of new homes.

The overall goal for BuildOffsite is to promote an improved understanding of how, through the use of off-site construction methods, leading-edge organisations are simplifying their supply chains, improving speed of construction and on-site productivity, minimising waste and delivering assets with 'right first time' quality and predictable costs in use – all of which provide comfort and security to the homeowner.

To underpin this initiative, the BuildOffsite Property Assurance Scheme (BOPAS) was launched in March 2013. Its main purpose was to provide access to a database so that mortgage lenders and valuers could check whether a property had been built using a BOPAS-assessed Modern Method of Construction. If so, they'd be assured that the construction would meet the lender's 60-year durability requirements – which covers the equivalent of two mortgage terms – and that the building shouldn't require any disproportionate maintenance over that time.

## Meeting homeowners' needs

Climate Energy Homes' ecoTECH Fabric First Build and Passivhaus Build Systems have both received BuildOffsite Property Assurance Scheme (BOPAS) accreditation. 'The ability to take homes apart for reconfiguration or for performance or functional upgrade is where the UK house-building industry needs to be if it is to become more sustainable and offer customers better choices', said Ian Pannell of BuildOffsite. 'This ability is dependent on a shift in construction practice that allows for homes and other structures to be assembled from precision-made components, which in turn provides for eventual disassembly to meet changing needs.'

The house Climate Energy Homes built for the London SIP Living Laboratory was a recycled residential building, which Ian says was a 'cutting-edge approach'. 'It is a truly impressive achievement that the Living Laboratory development was first constructed at the Building Research Establishment's Garston Innovation Park in 2007', Ian said. 'It was then dismantled in 2012, put into storage and then reconstructed here at the London SIP. The reconstruction, including upgrading to meet current technical and customer requirements, was achieved in just 20 days.'

Ian applauded Climate Energy Homes for its intelligent approach and said he was 'delighted that the development has achieved the BOPAS accreditation of quality'. As well as offering flexible designs that fit in with local landscapes and energy savings for those who live there, the accreditation also shows these homes for the future are built to last.



Christine Hynes  
Climate Energy Homes

# MAKE CASH FROM YOUR LIGHTS

BATTERY-POWERED LEDS COULD TAKE PRESSURE OFF THE GRID AND STAY ON WHEN THE POWER'S OFF



**I** ViTi Lighting's designers, Jenson and Tony, were a bit bemused when they first met PEA Award-winning Nick Williams (pictured). The Lighting Association had suggested it would be 'a good thing' for them to get together – but the fresh-faced young man with tousled hair and a ready smile wasn't quite the genius inventor that iViTi had been expecting.

Nick talked, they listened – and before long the iViTi team was 'stunned, euphoric and full of admiration.' Nick had brought two fantastic inventions to the table: the iViTi ON and the iViTi AdrON. Together, these lights can help homes and businesses cut carbon emissions, reduce pressure on the grid and stay on when the power's off.

## Keeping the lights on

The iViTi ON is a safety lamp for the home that stays on when there's no mains power, thanks to an automatic switch that detects when there's a power cut and the light hasn't just been turned off at the switch.

The patented 'Automatic Switching Safety Lamp' operates just like any other standard LED GLS (General Lighting Service) lamp, but when there's a power cut the iViTi ON instantly and undetectably switches to draw energy from its own battery. The light can run off the battery for up to three hours, and can be turned on and off at the switch as usual. When the electricity supply is reconnected, the lamp switches back to the mains power supply and the battery is recharged.

The hope is that, like smoke detectors and burglar alarms, the 9.5W iViTi ON LED lamp will become a standard safety feature of our homes.

## The AdrON

Nick's second invention is the AdrON, which stands for 'Automatic Demand Response in Lighting'. iViTi has called Nick's 'battery in a bulb' the 'greenest, least disruptive solution to grid energy smoothing and balancing during peak demand times.'

The AdrON is an LED light that has real-time demand grid-monitoring software – or 'Automated Demand Response' (ADR) technology – either inside or, if an LED bulb is retrofitted with the technology, on the outside.

When the grid's system frequency drops below a certain value, that indicates that it's under pressure and struggling to supply to demand. During these peak times, such as halftime in the FA Cup final, there's a

massive surge because, as a country, we require so much power – so the AdrON automatically stops drawing energy from the grid and switches to its own internal battery. The lamp reverts back to mains power when the grid gets back to normal.

When the the grid's system frequency exceeds a certain value and there is a surplus of power – on sunny days when the wind's blowing and people don't have their heating on full blast, for example – lots of low-carbon power is available that can be used to recharge the bulb. The batteries mop up any excess power that would otherwise be wasted.

## Cutting coal-fired backup

Thanks to its very high speed of response, the AdrON can reduce the grid's need to call on backup power from older, more expensive and dirtier coal-fired generators during peak demand times. On cold, dark winter evenings when dinners are being cooked and electric cars are recharging, there would be significantly fewer calls to the coal and gas power stations – which in turn would reduce greenhouse gas emissions and costs.

Irrespective of grid pressure, the technology can also switch the bulb to battery power when the user's energy tariff is at its highest price. This will result in major cost savings for the user, and in some cases spare, pre-purchased energy can be re-sold back to the grid.

## Balancing power

iViTi's AdrON and ON products have had support from the Welsh Government and encouragement from National Grid. That's no major surprise: lighting accounts for 18% of the UK's energy consumption and these products promise predictable, automatic, instantaneous balancing to a grid that struggles to balance its own power.

The iViTi AdrON will be manufactured this year at Sony UK TEC, so when the product hits the market it will have been invented, designed and made in the UK. It will also be a truly global product – especially in countries where grids are unreliable – which will help to create more jobs in the UK.

2015 is the International Year of Light and Light-Based Technologies, a global initiative adopted by the UN. It's also the year that you might be able to start drawing cash from your light bulbs.

**I**n the epic film *Avatar*, exobiologist Dr Grace Augustine (Sigourney Weaver) discovers that all the plants and trees of the Pandora planet 'talk' to each other through a huge underground connection similar to the dendritic links that connect neurons in the human brain. This image may become quite close to reality in the near future of our Earth – and I am sure we won't need to go as far as Pandora to experience it.

For centuries alchemists, priests, druids, wizards and healers, being close to Nature's phenomena, were intuitively aware of all these connections – and I can say that, as a researcher and medical herbalist, this concept is not new to me, either.

But in our 'scientific' world it is important also to verify, within the limits of our equipment and – in my opinion – with an open mind and in a humble way, the veracity of anecdotal evidence in this tradition.

## Communication channels

Plants can communicate with each other in many ways, via chemical (such as releasing volatile organic compounds, or VOCs), physical and acoustic signals, for example. According to South African botanist Lyall Watson's hypothesis in his controversial book *Supernature*, they can also use their emotions to communicate.

reaction to Mozart concerts while more aggressive music has elicited negative responses.

## Interconnections

We can easily say that plants have their own 'intelligence'; they are sensitive and in constant connection with their chemical, physical and vibrational surroundings.

This enlarged vision of the plant's world shows us a deep interaction and connection between all the different forms of life on this planet, and the reciprocal impact that human beings – namely each of us – can have on the equilibrium of plant life and the destiny of future generations.

But what greatly intrigues me is this: if plants are so sensitive and 'alive', can they talk to us? Not, of course, using a human language – but can they communicate with us using one of their own? Don't we say, in our common language, 'the language of flowers', and are we not always struck by the colours, scents and shapes of plants and flowers? Don't we all agree that our brains react to those stimuli?

Do botanical extracts, apart from their possible beneficial chemical action, transfer to us a sort of subliminal communication, bringing in a physical or vibrational code that resonates with us?

# PLANTS TALK

DR MARIANO SPIEZIA  
EXPLAINS WHY  
WE MUST LISTEN

Recent research studies have revealed new forms of communication that allow plants to share a great deal of genetic information, and show plants can benefit from music and sounds with a consequent increase in productivity. Plants can also communicate through the soil; they're able to warn neighbours of dangers by secreting soluble chemicals and transporting them along thread-like networks made by soil fungi.

## Sound as stimulus

In recent years (2010-12) Monica Gagliano, an evolutionary ecologist at the University of Western Australia in Perth, discovered that the roots of young corn plants grown in water make clicking sounds. Moreover, when sounds of the same frequency range were played back to the roots, they responded by bending toward the source.

Jagadish Chandra Bose, an eminent Indian scientist and botanist of the last century who undertook much research on the electric response of plants, hypothesised that plants can 'feel pain, understand affection etc...'

Going back to sounds (sound sequences), plants are sensitive to music; some experiments (in Italy with vines) have shown positive or negative reactions and different behaviour in growth according to the different kinds of music they were exposed to. Plants have exhibited a positive

## Linking our lives

By working with plants and flowers with my patients and through making luxury products for the skin – which I do alongside my medical practice – I can clearly see these links and indeed perceive the bond between these two worlds and its impact on our lives. I can also see how the way the plants are grown, our attitude when using them and our awareness of their hidden wisdom can modify the final results of what we do.

I am very grateful to plants and flowers for what they do for us, for what they teach us and what they tell us. It comes down to our ability to listen to their whispers. I do listen – and I pass on the message to you all through the products I make with awareness and respect.

I will never stop saying that real skincare is not about applying 'good stuff' onto the skin, but it is about perceiving its message and unveiling its secret.

Luther Burbank, the famous American horticulturalist and botanist, said, 'I see humanity now as one vast plant, needing for its highest fulfilments, only love.'

For more information on Dr Mariano Spiezia and the organic luxury skincare products he develops for Inlight, visit [inlight-online.com](http://inlight-online.com).

**M**ariano Spiezia pioneered the UK's first 100% organic skincare products which, at the time, were so radical that they had to be assessed as food products in order to achieve organic certification. Still today, Mariano's products carry a stamp of approval that shows they're genuinely good enough to eat.

But behind Mariano's pioneering spirit is a great woman whose female energy injects the 'care' into Inlight organic skincare.

Loredana Spiezia is pure dynamite. 'I have always tried to consider the business as an extension of my role in life and the things I've always been', Loredana told *PQ*. To her, that's a mum, a partner and a positive, bubbly person who teaches her children that there's always a bright side if you look hard enough. Still today, this positive energy runs right through the heart of Inlight organic and its HQ in Cornwall.

### 'Crazy Italians?'

When Loredana and Mariano Spiezia first visited Cornwall, they were on a four-week holiday with their three children. 'The story is as simple as this', Loredana explains. 'We went back, packed everything up and moved over here after a few weeks! Crazy Italians? We just followed our hearts. Mariano, my husband, has spent most of his life researching herbs, roots, flowers and their properties – so what better place than Cornwall for providing inspiration for his work?'

The combination of Mariano's expertise and Loredana's passion for life and people very soon resulted in a few balms being made up around the big kitchen table while the children were asleep. A neighbour, Anne McGregor, was the first guinea pig; she asked whether Mariano could 'make up some herbal stuff' to try on her skin, and the results were so impressive that word quickly spread. 'I knew almost immediately that we were at the dawn of a new big adventure', Loredana remembers. 'I also think that when you believe in something, if you clearly ask and patiently wait, sooner or later the answer will definitely come.'

### Magical fairies

The answer came in the form of 'a magical fairy' who was, at the time, beauty editor of *You* magazine with the *Mail on Sunday*. 'When she said Mariano's cleanser was 'probably the best in the world', I thought she was just being kind', Loredana recalls, 'but I saw it wasn't a joke when I opened the paper that Sunday!' The phone didn't stop ringing for three months. 'Soon I had to realise we were a proper business and that I was the manager.'

The Spiezias rocketed to fame overnight: neighbours Annie, Clare, Jenny, Bob and Eileen – plus Loredana and Mariano's children, Marco, Maria Chiara and Francesco – became staff, taking orders, helping with the accounts and packing up products. Soon the storm became a dream; 'In the morning, everyone was ready – with a big smile – to start telling people how important and easy it is to care for yourself and for Nature. We explained how we made the products without adding any unnecessary chemicals or preservatives – or

even water – so we didn't dilute the powers and properties of the herbs.' At lunchtime, when there was finally time for a break, the bright red packing table became a lavish dinner table, where staff feasted on Italian meals that Mariano and Loredana had prepared at dawn in their cottage next door.

The test came on a full moon night in May 2004: a neighbour knocked on the door at 3am to alert the Spiezias that the lab in their converted Cornish barn was on fire. 'The flames were so high that we couldn't go too close, but it was already too late. Mariano, the children and I stood there watching all this hard work disappearing in the smoke; nothing could be done by the lovely fireman, Trevor, or his team – even though they were there within minutes.'

Maria Chiara, who was 16 at the time, reminded Loredana that there must be something positive to be taken away from the ashes. 'The flames were the only bright things I could see in that moment', Loredana confesses, 'but I couldn't disappoint her. I had to think of an immediate answer and realised that we were all alive: no one was hurt, and that was bright enough.'

Besides, deep inside I truly knew that something good would eventually follow.'

### Some very special support...

After only nine weeks the team was back in production, thanks to the support of hundreds of customers who were waiting for the new 'crop'. In one day the Spiezias received 600 emails from customers who were encouraging them to keep going; many even offered to pay for orders in advance to help with finances. 'How amazing is this?', Loredana gushes, 'We even received a letter from the Royals!'

The incredible support kept the Spiezias going through difficult times, but by 2005 they had had enough. 'It's impossible to give a reason', Loredana told *PQ*, 'but let's just say that we were not having fun any longer. We felt we wanted to dedicate our time to more research, so we left the company.'

Nevertheless, within just two years the Spiezias were back in business. They met up with Dr Alma Rodriguez, who had been Mariano's professor at university and was founder of the

Independent University of Homeopathic Medicine in Naples (LUIMO). 'Dr Alma and her three children have always been at the cutting edge of wellbeing and complementary health, and they've researched the best-ever products to distribute through their company, CeMon', Loredana explains. 'It was immediately clear that we were going to end up working together!'

### The reinvention

And so Inlight organic skincare was born. 'Only those who invent a brand can evolve it', Loredana told *PQ*, 'and Inlight organic skincare – our current range of luxury skin products – is the perfect expression of our desire to promote natural, authentic and luxury beauty with health at its heart. Dr Spiezia has been addressed as the 'artisan' of luxe beauty, but I like to tweak the word to 'heartisan!'

Every single ingredient in Inlight organic skincare is, of course, 100% organic – and the products are still produced around the table. 'This has evolved from our country kitchen table to a stainless steel one, but the heart and accuracy is still the same – if not bigger!' Loredana said.

### Working with energy

Mariano has created a biolipophilic matrix – a specific mix of organic and cold pressed vegetable oils selected for their

fine biochemical affinity, on a lipid level, with the skin. These oils are 'empowered' using bespoke techniques to give them 'a unique energy imprinting and a positive conditioning' – to use his words – as well as helping to keep the active ingredients effective for longer. The mix, which forms part of each Inlight skin product, has been developed to give the skin the essential natural elements it needs to be nourished and regenerated.

It's not surprising that Dr Spiezia has been profiled as one of the top 25 personalities in the cosmetic industry by the Who's Who in Natural Beauty awards – but this is a relationship of equals. 'There is that 'feminine' characteristic that says it all,

called 'care'. Care for ourselves, care for what we do, care for the people who are around and the world we live in', Loredana told *PQ*. 'Many customers now say that they couldn't live without Inlight skincare products; as well as the wonderful active ingredients, I truly believe that all our products still carry our genuine love for life, our care and all our friends' enthusiasm – just as they did in the old days when we first started this never-ending adventure.'



**Yeo Valley**  
FAMILY FARM

# CANTEEN

**IS THIS THE BEST STAFF  
RESTAURANT IN THE WORLD?**



## Meat and fish

Respect extends to all areas of Yeo Valley Canteen's menu; meat – even when it's from Yeo Valley's own organic animals – doesn't form the centre of every meal because it's valued as a precious commodity.

No fish that's on the endangered list will have a place on the menu and the restaurant wants all its suppliers to be accountable and responsible in their sourcing. Fortunately, Blagdon Lake is an angler's paradise – you should expect to see a lot of trout on the menu.

## Veg and dairy

The only dairy products used are, obviously, Yeo Valley Organic's own, and only British cheese from artisan producers who share Yeo Valley's core beliefs will find its way into the kitchen. The chefs take time out to visit and build relationships with all the restaurant's producers and suppliers.

The veg is sourced from local community growing initiatives as well as Yeo Valley's own organic garden; no food is sourced elsewhere if it's grown well at HQ.

Yeo Valley takes pride in offering good value in the shops, and items on Yeo Valley Canteen's menu and wine list follow the same principle. Not every dish served will be 100% certified organic, but all its ingredients are appropriately considered and fairly priced.

## Go and have a look

As you can probably tell, everyone at Yeo Valley feels strongly about the food at Yeo Valley Canteen – and Sarah Mead felt it was time to share the experience more widely. This isn't the first time Sarah's invited the public to take a closer look at how Yeo Valley operates. She and her team spent 18 years transforming 6.5 acres of land into one of only a handful of ornamental gardens in Britain to be certified organic by the Soil Association. It's now regularly open to the public and everyone's welcome to take a stroll around, enjoy a cuppa in the on-site tea room and chat to the gardeners.

As with the Organic Garden, Sarah recognised that there's something special about Yeo Valley Canteen that everyone should be able to enjoy. 'The lights were on', she told *PQ*, 'so we wanted to make sure there was somebody home! There's loads of space in the restaurant and it seemed a waste not to fill it, so we're taking the plunge and throwing open the doors.'

The added advantage is that you get to see what a successful, family-run business looks like from the inside; the farm is a real place with real staff who all eat real food – and it's blooming good food at that.

**Yeo Valley Canteen is open for lunch Monday-Friday, 12.30-14.00. Booking is essential, so call Jill on 01761 461425 to get a table.**



**Y**eo Valley has decided to fling open the doors of what is 'possibly the best staff restaurant in the world'. No pressure on the chef, then – but having met him we're pretty confident he's not easily flustered.

Paul Collins has worked in a string of high-profile kitchens; in his first head chef role he was awarded three AA rosettes, which launched The Royal Oak in Yattendon into the top 10% of the country's restaurants. Since then Paul has helped to launch Daylesford Organic (where he was executive head chef for seven years), been a finalist on ITV's *Chef of the Year* and been named Rural Scottish Chef of the Year.

Paul's latest accolades have been earned at Yeo Valley Canteen, the staff restaurant at Yeo Valley's HQ in Blagdon, North Somerset, where Paul is executive chef. Along with the rest of the team – chefs Jason and Rob plus Sheik, the KP – Paul has earned Yeo Valley Canteen a three-star rating from the Sustainable Restaurant Association and a Gold Standard from the Soil Association. Not bad considering the restaurant's doors weren't even fully open at the time.

## Opening up

On top of providing staff meals, Yeo Valley Canteen recently started to take limited bookings for Fishy Fridays and Roast Wednesdays. They've been going down a storm and staff continue to eat at the restaurant every working day; subsidies aside, it's very, very easy to see why.

The restaurant has a full wall of floor-to-ceiling windows that provide absolutely stunning views across the valley and Blagdon Lake – an Area of Outstanding National Beauty at the foot of the Mendip Hills. However, two things about Yeo Valley Canteen are arguably more important than its views: the first is the wealth of local produce at the restaurant's disposal and the second is Yeo Valley's determination to make the most of it.

## The family farm

The Mead family started farming in Somerset in the 1400s and, over the last 50 years, Yeo Valley has grown from a smallholding with just 30 cows to the UK's number one organic dairy brand. Despite this

colossal growth, the independent family business has retained a deep appreciation of the land and all it provides. The restaurant has a relaxed country kitchen feel, but it's just one arm of a brilliant family farming business.

It's hard to take life too seriously when you're at Yeo Valley HQ; puns abound – check out the YeoTube channel – and the entire business revolves around good honest family fun. But beyond this, the Meads are extremely serious about food and provenance. It wouldn't be easy to work at Yeo Valley if you didn't love food and didn't have massive respect for where it comes from.

## Sourcing produce

Paul shares Tim and Sarah Mead's view that the UK's strong seasonal identity should be reflected in all the restaurant's food. You won't find mange tout in the restaurant in February – organic or otherwise.

'I enjoy talking to local people about being self-sufficient and eating seasonally', Paul said. 'Some people say that cooking seasonally becomes boring in the winter, because at that time all you have are brassicas, parsnips and swedes. You can actually do some really lovely things with those ingredients, as long as you treat them with respect.'

EVs

YES PLEASE!

JARVIS SMITH IS ONE OF 25,000  
UK DRIVERS TAKING ON THE OIL COMPANIES

**W**hen it comes to cars, it's no secret that I like driving – but, like all of us, I have to consider what's best for my family's lifestyle. Driving a Nissan LEAF EV (electric vehicle) and leasing it is, for me, the best option. For less than £300 per month, I have instant access to a zero emission vehicle that can get me anywhere I need to go.

I leased my LEAF from a company called Greenhous in Shropshire, which specialises in hybrid and electric vehicles. Despite being one of the biggest car leasing companies in the UK, I still received fantastic personal service; the company certainly lives up to its motto of 'being the best' it can.

### Forget the forecourt

For me, the first and most important thing to mention about driving an EV is the joy of not having to step inside a petrol station. Ever. I've avoided them for over four months now – and the fact that I've paid pennies for over a thousand miles of driving is remarkable. That looks likely to change in 2016 – but even if fees are applied to charging, overall it will never cost more than liquid gold!

If I only recharge the battery on the road and use Ecotricity's Electric Highway, POD Point or Chargemaster stations, then recharging is free. If charging at home then it costs about 2p per mile – but those with their own renewable energy supply would, of course, also avoid paying for the charge.

### Charging choices

My experience with POD Point and Chargemaster stations has been great; scattered around car parks, these power points are great for topping up while you take a break from driving. The other option is Ecotricity's Electric Highway, which covers pretty much all of Britain's motorway network; I've never been more than 60 miles from a convenient charge point on any of the motorway journeys I've made.

If I drive conservatively (no faster than 60mph) I can get about 80 miles out of a full charge in my LEAF, meaning I can easily get from one charge point to the next – though the driving style required does sometimes attract the odd beep and flash!

### The infrastructure

A lot of the Ecotricity charge points I visited were offline between December and February, apparently because the systems were being upgraded – but I'm pretty sure the cold weather had some impact as well. Cold spells also affected the LEAF's range pretty significantly, but to Nissan's credit, I've felt more let down by the EV infrastructure than by the car itself.

This is hardly surprising considering that no one governs the structure of the EV network. The result is that each changing station is different; some have leads, some don't – some are online and ready to charge when you roll up, but some aren't. And then you face the reality of being miles from your closest charge point with only a sniff of power left in your battery.

There are various websites to help you avoid this frankly terrifying dilemma; I found Zap Map to be the most reliable and useful way to keep track of which stations are working and where they are.

### Range anxiety

I was told Ecotricity and Nissan LEAF worked together to create the Electric Highway, and it's an excellent service (when it's working). But the strange thing is the LEAF's on-board computer, which directs me to the nearest charging stations, doesn't pick up the Electric Highway ones.

Now I'm no scientist, but one would have thought this might have been quite an important feature. Tesla, of course, has this nailed; it recently announced its on-board technology would never let you stray too far from a charging station, which should put an end to range anxiety.

I'm glad I'm doing my bit for humanity; the drive from Brighton to Yorkshire took longer in our LEAF than it would have with a foot-down-with-no-consideration-to-the-fact-that-oil-will-soon-be-gone mentality, but I enjoyed the quality time with my fiancée and daughter – singing and chatting away while HGVs flew past us.

Little White  
AliceJARVIS SMITH VISITS ONE OF THE  
UK'S GREENEST HOLIDAY COTTAGE  
DESTINATIONS

**B**eing a judge on the PEA Awards panel is such a treat because we all get to see what's happening at a grassroots level in the world of sustainability.

Rosie Hadden runs Little White Alice eco-resort in Cornwall, and was runner-up for 2014's Travel and Tourism PEA Award. The resort also won Visit England's Gold Sustainable Tourism Award last year; in response, Rosie said, 'We are challenging the standards of most listed green holidays.'

That's not something you hear every day in the travel industry, so I was keen to check this place out. I love Cornwall and it just so happened that I'd been loaned a Tesla S P85+ over the Valentine's weekend; I asked my beloved to pack a bag and off we went for a test drive.

The Tesla manages at least 250 miles on a full charge and takes just 30 minutes to recharge using Tesla's own rapid chargers. Luckily there was one at Exeter, so the whole 307-mile drive from the south coast of Sussex to the beautifully rugged shores of Cornwall was going to be a one-stop operation.

### On the road

The beauty of driving a Tesla is that it's a fully electric vehicle, just like my own Nissan LEAF – but with nearly triple the range. If I wanted to hit illegal speeds of 155mph I could – and I'd beat just about any car off the lights. But why would I want to use up the battery just to prove a point? Well, because it would be satisfying – but so is the knowledge that I *could* have beaten that Porsche if I'd wanted to.

Having left Brighton at 5pm, we arrived at Cammenellis, near Redruth, at close to midnight. It was very dark but the stars were out and the instructions Rosie had sent via email were spot on. We cruised into Little White Alice's car park, stuck the car on charge in one of the two on-site charging stations and ran into the cottage.

### Nion

Our home for the week was Ash House, Cornish name *Nion*, which was originally the barn for the livestock. It's been completely rebuilt but all the cottage's original features remain; the exposed walls and wood-burning stove combine beautifully with the modern kitchen and clean design of the open-plan downstairs living area. Upstairs we had a

choice between two double bedrooms; it was too dark to pick the room with the best view so we chanced it and fell asleep wrapped in that beautiful silence that's so hard to find.

We slept like a dream and were greeted by sweeping hills, blue skies and open landscape when we woke up. Rosie had left us fresh eggs from her own chickens, plus bread, butter and – my personal favourite – homemade flapjacks.

### The options

Little White Alice has six cottages that range in size; the smallest would be a perfect option for a romantic retreat while the largest, which sleeps up to 12 guests, would be great for a large family break. Two shepherds' huts have recently been added that combine the luxury of a king-size bed, sofa, wood-burning stove, shower room and kitchen with modern fittings including a TV, DVD player and wi-fi.

Short breaks are available out of season and, as you might expect from this smallholding, over 60% of the accommodation is dog-friendly. There are 29 acres of land to explore complete with sheep, alpacas, pigs, chickens and ponies.

### Switch off or crack on

All Little White Alice's water is supplied by a spring, and power is provided by an on-site wind turbine and an 18kW solar farm. With a wild pool and wood-fired hot tub just steps away from our cottage, I really didn't want to leave; it's such an idyllic place in a very, very special area.

Beautifully simple interiors are finished with handcrafted pieces by local artists, yet the cottages still have wi-fi and all the mod cons you might need to keep in touch with the world. If you're looking for a place that would provide the inspiration to write that book you always knew was in you, then Little White Alice would be the ideal place to crack on undisturbed. But if, like me, you'd just like to switch off somewhere beautiful, then book your break and look forward to a starlit soak in the hot tub as the wind whistles through the gardens.

**For your chance to win a break at Little White Alice, visit [mygreenpod.com/competitions](http://mygreenpod.com/competitions). For rates, bookings and more information, have a look at [littlewhitealice.co.uk](http://littlewhitealice.co.uk).**

# THY NATIONAL PARK

VISIT THE DANISH  
WILDERNESS

**I**n Thy, on the west coast of Jutland, you'll find a special wilderness formed by the sea, wind, sand and salt.

Thy is home to Denmark's first national park, which is a perfect place for hiking, birdwatching and cycling. You can enjoy a unique landscape formed by the forces of Nature: North Atlantic dunes, dune heaths, wetlands and lakes host a number of rare species – from birds and amphibians to insects and plants.

The common crane and wood sandpiper have their primary Danish nesting sites at Thy National Park – and, following a 199-year absence from Denmark, wolves have once again been spotted in the wild. The first sighting was at Thy National Park in 2012.

By the coast you'll also find small villages Agger, Stenbjerg, Vørupør, and Klitmøller, where you can stay for the night, buy local produce or enjoy a meal. Known as 'Cold Hawaii', the coast has some of the best surf spots in Northern Europe, with Klitmøller hosting part of the professional World Cup in windsurfing every September.

Thy also has a strong focus on renewable energy; wind power, solar power and geothermal energy provide most of the power needed for electricity and heating.



SEE MUCH MORE – AND PREPARE YOUR VISIT – AT [VISITTHY.DK](http://VISITTHY.DK),  
[NATIONALPARKTHY.DK](http://NATIONALPARKTHY.DK) OR [VISITNORDJYLLAND.DK](http://VISITNORDJYLLAND.DK).



**WIN: TICKETS TO GRAND DESIGNS LIVE LONDON!**

Grand Designs Live, sponsored by Anglian Home Improvements, is the UK's leading contemporary home show – and the ultimate destination for homeowners and self-builders. It returns by popular demand to ExCeL London for its 11th year running, from 2-10 May – and we've got 10 pairs of tickets to give away! Experience seven unique home shows, all under one roof.

Deadline for entries: 17/04/2015



**WIN: HUMAN NATURE PRIVATE VIEWING TICKETS**

Human Nature, the UK's first dedicated environmental art show, is back! Before heading to Bristol (July) and London (October), the 2015 show will bring first-class environmental artists together at The Gallery at Munro House, Leeds. We've got five pairs of tickets to a private viewing on Thursday 23 April to give away.

Deadline for entries: 17/04/2015



**WIN: FAMILY TICKETS TO VALLEY FEST**

Valley Fest is all good – from the ground up. For three days over the August bank holiday, an organic farm in the heart of the Chew Valley will be transformed into a family-run festival packed with music, glitz, glamour and great local organic food. We've got three family tickets (worth £280) to give away, which include free tent camping.

Deadline for entries: 30/06/2015



**WIN: TABITHA JAMES-KRAAN ORGANIC HAIRCARE**

This haircare range is divine – and leaves your hair smelling incredible. The products are created from the finest natural ingredients – from white tea and nettle to rosehip and argan oil – all 86-100% certified organic. We've got three full sets to give away, including cleanser, conditioner, hair oil, hair perfume and a choice of dry shampoo to suit hair needs/colour.

Deadline for entries: 30/06/2015



**WIN: A FAMILY TICKET TO SUNRISE CELEBRATION!**

Enjoy a fantastic music lineup, hands-on workshops, talks, kids' area, dance, wilderness skills workshops and a Forest School for children. The Chepstow festival is 100% sustainably powered, has an organic, local food policy and was the first UK festival to have site-wide compost toilets. The family ticket (worth £285) includes free camping and car parking.

Deadline for entries: 08/05/2015



**WIN: AN ORGANIC MEAT BOX**

We've got six organic meat boxes to give away, courtesy of storyorganic.co.uk. The Story Family Box, worth £95.00, contains everything from sausages and bacon to minute steak, lamb and pork chops – all from animals that have grazed the lush green organic land around Chew Magna. The organic farm is Soil Association-certified.

Deadline for entries: 30/06/2015



**WIN: SUSTAINABLE JEWELLERY BY LUMOI**

Lumoi's sustainable jewellery collection includes recycled fine silver and more recently upcycled jewellery made from materials sent into the company's upcycling service. We have three stunning pieces to give away; only one of each of these beautiful necklaces has ever been produced by Lumoi, so don't miss your chance to win a unique piece!

Deadline for entries: 30/06/2015

**W**e'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 giving away their products and services so you can have a go and see what you think.

From festival tickets and a week-long eco-break to sustainable clothes, haircare and jewellery, there's bound to be something to put a smile on your face and a spring in your step!

Everyone loves a freebie – and we've hand-picked this selection of green pearls to help you gear up for sunny weekends with friends and family.

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!



**WIN: A POD POINT SOLO (S3)**

The POD Point solo is an electric vehicle charging point – and we've got one to give away! This is an easy and reliable way to charge your car at home – whether it's a plug-in hybrid or fully electric. The 3.7kW POD Point gives you 15 miles for each hour of charge. It's very durable, has built-in safety features and can function in extreme climates.

Deadline for entries: 30/06/2015



**WIN: INLIGHT ORGANIC UNDER EYE REVIVE (RRP £55)**

Under Eye Revive is the new jewel in Inlight organic's crown. It targets the delicate under-eye area to brighten the look of dark shadows and minimise puffiness. 100% organic and oil-based to nourish and moisturise, Under Eye Revive is Dr Spiezia's ultimate formula for eye repair – suitable for even the most sensitive skin – and we have 20 pots of it to give away.

Deadline for entries: 30/06/2015



**WIN: A RECYCLED CASHMERE PONCHO AND GLOVES**

The Turtle Doves team specialises in turning once-loved cashmere jumpers into practical and gorgeously soft new accessories. We have a beautiful cashmere poncho with matching gloves to give away, and 10 runners up will receive a pair of gloves. All Turtle Doves products are handmade in Shropshire from post-consumer waste.

Deadline for entries: 30/06/2015

**COMPETITIONS**



**WIN: A WEEK-LONG ECO-BREAK**

Relax for a week in a large, luxurious, well-insulated Sheperds' Hut at Little White Alice, Cornwall – one of the UK's greenest holiday cottage destinations. There's a king-size bed, sofa, wood-burning stove, shower room and kitchen – and the wood-fired hot tub and natural swimming pool are just a short walk away.

Deadline for entries: 30/06/2015



**WIN: A NEW ETHICAL WARDROBE!**

People Tree, the pioneer of Fair Trade and sustainable fashion, is giving you the chance to create your very own wardrobe of clothes with a conscience with £500 of People Tree vouchers. You'll find everything from trousers and sleepwear to dresses and accessories – as well as pieces from well-known designers such as Orla Kiely and Zandra Rhodes.

Deadline for entries: 30/06/2015



### MAIN STAGE

Huey Morgan, Fun Lovin' Criminals 8-piece band The Freestylers DJ Alex Jonston DJ Chris Tofu Get Ready For The Ball, swing dance class lessons La Mutanta Gypsies of Bohemia The Swingers The Correspondents Cabaret Voltaire meets Electro Swing Club meets Swing Out The Rhythmites The Duckworths The Egg

### KIDS' VALLEY

Theme for the weekend: Cowboys & Indians

Helter skelter Break Dance workshops Swing boats Circus skills Graffiti workshop Bouncy castle Kids' cafe Under-16s' Disco Kids' cinema

### TUTTI FRUTTI CABARET LOUNGE

Electro Swing DJs Boogaloo Cabaret Comedy Dancing girls Live music Casino The Ghetto Funk Nightclub Takeover Valley Fest Battle of the Bands

### CRAFT & HEALING VALLEY

Woodturning On-site foundry Willow workshops Massages Sauna Yoga Holistic therapies

### GREEN VALLEY

Sustainable Futures Tent Live debates Green Speakers' Forum Charity & NGO stalls Interactive cooking demos

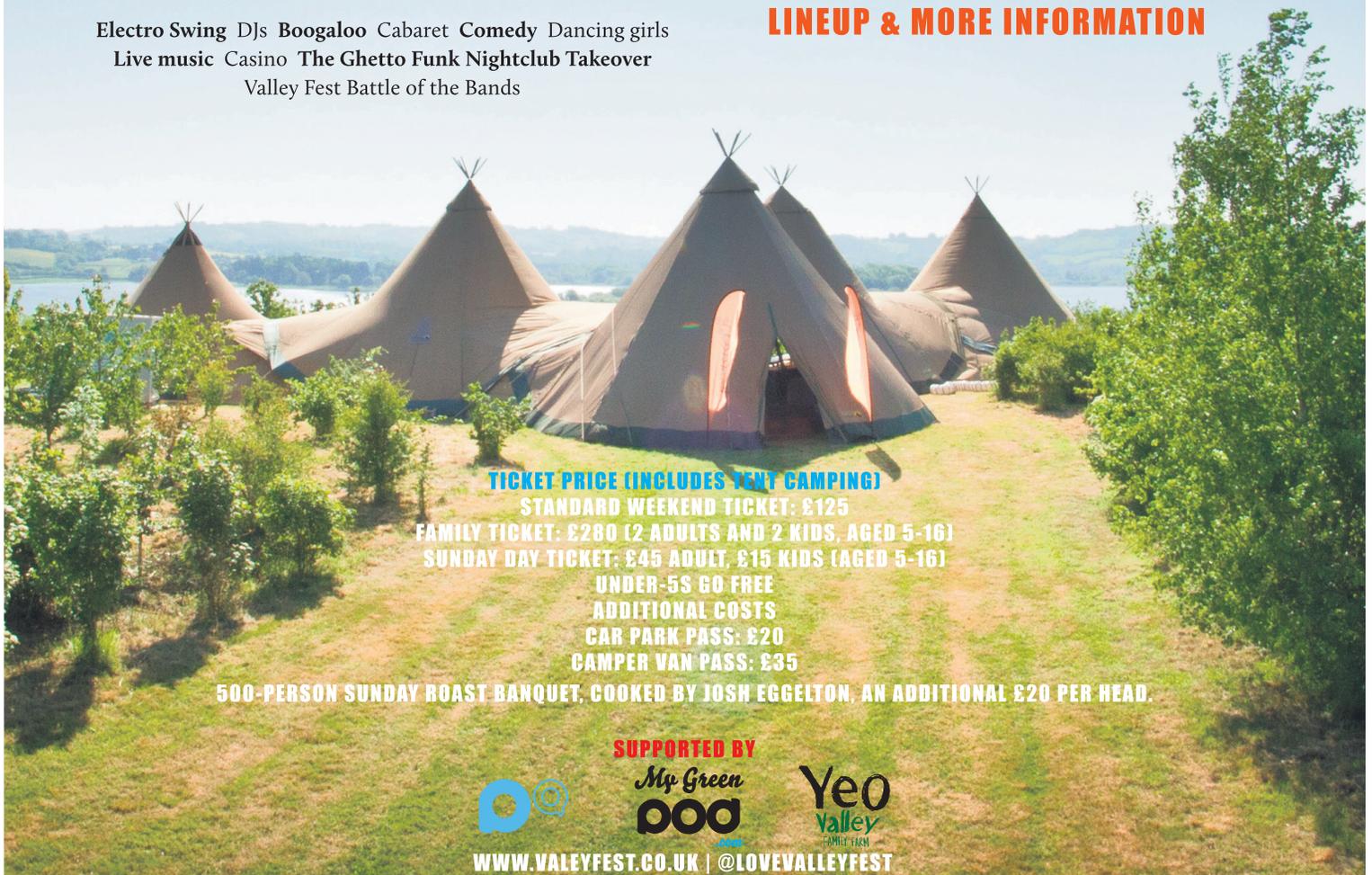
### OPEN MIC FOLK CAFE

Hosted by Lawrie Duckworth

### TIPI VALLEY

Eat Drink Bristol Fashion Local acts hosted by John Blakney

**VISIT [VALLEYFEST.CO.UK](http://VALLEYFEST.CO.UK) FOR TICKETS, LINEUP & MORE INFORMATION**



#### TICKET PRICE (INCLUDES TENT CAMPING)

STANDARD WEEKEND TICKET: £125

FAMILY TICKET: £280 (2 ADULTS AND 2 KIDS, AGED 5-16)

SUNDAY DAY TICKET: £45 ADULT, £15 KIDS (AGED 5-16)

UNDER-5S GO FREE

ADDITIONAL COSTS

CAR PARK PASS: £20

CAMPER VAN PASS: £35

500-PERSON SUNDAY ROAST BANQUET, COOKED BY JOSH EGGELTON, AN ADDITIONAL £20 PER HEAD.

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