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Editor-in-chief: Katie Hill **Design:** Nikki Saunders

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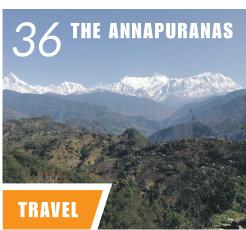
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PHOTOGRAPHER: MOHAMMAD FAHIM AHAMED RIYAD. WINNER OF THE ATKINS CIWEM **ENVIRONMENTAL PHOTOGRAPHER OF THE YEAR 2014**

From: Dhaka, Bangladesh Title: In Search of Life, 2014



PHOTOGRAPHER: LUKE DUGGLEBY, WINNER **OF THE FORESTRY COMMISSION ENGLAND EXHIBITION AWARD 2014**

From: Bangkok, Thailand

Title: Wrapping the Surviving Tree, 2013

EVENTS



PHOTOGRAPHER: DAESUNG LEE. ON THE **SHORE OF A VANISHING ISLAND 10 IMAGE COURTESY OF THE PHOTOGRAPHER** AND THE ATKINS CIWEM ENVIRONMENTAL **PHOTOGRAPHER OF THE YEAR 2014**

Since 1960, Ghoramara Island in West Bengal, India, has been gradually eroded by the impacts of climate change. Currently, two out of three homes have moved out and less than 50% of the land is left.



PHOTOGRAPHER: SEAN GALLAGHER, WINNER OF THE ATKINS CIWEM ENVIRONMENTAL FILM **OF THE YEAR 2014**

From: Ribchester, UK

Title: The Toxic Price of Leather, 2013



PHOTOGRAPHER: FAISAL AZIM. WINNER OF **THE ATKINS CITY SCAPE AWARD 2014**

From: Bangladesh

Title: Life in the Circle, 2013



WINNERS ANNOUNCED AT THE ROYAL **GEOGRAPHICAL SOCIETY**



CIWEM's Director of Membership and Development, Paul Horton, commented, 'William Albert Allard said, "You've got to push yourself harder. You've got to start looking for pictures nobody else could take. You've got to take the tools you have and probe deeper" - which I believe sums up Environmental Photographer of the Year. Unless those pictures that no one else would take are taken, we will never see the reality of our world, we will never probe deeper and never ask the challenging questions that must be asked. This year's competition opens our eyes and asks to look at the world around us properly.' Here are the winning shots, along with two exclusive images (bottom left and right) that also feature in the exhibition.



PHOTOGRAPHER: BOGUMIL KRUZEL, WINNER **OF THE CIWEM AWARD**

From: Poland

Title: Man in the Face of Nature 1, 2014



PHOTOGRAPHER: SUMAN BALLAY, LIVE TELECAST IMAGE COURTESY OF THE PHOTOGRAPHER AND THE ATKINS CIWEM ENVIRONMENTAL **PHOTOGRAPHER OF THE YEAR 2014**

Street children seek their entertainment through electronic garbage the city streets of Kolkata, India.

August 14-17: Green Man Festival, Brecon Beacons

What? This intimate festival takes place at Glanusk Park Estate in the Black Mountains, where leylines converge amid ancient oak trees. For four days the lush Welsh wilderness will be packed with 10 entertainment areas and 1,500 performers, with comedy, poetry, literature, arts and science, spas, therapies, hot showers, luxury camping

WITH FREE-

BOLLYWOOD

MUSIC. TOO

COCKTAILS, ALL-

NIGHT BONFIRES

FORGET THERE'S

ROAMING PEACOCKS.

AND REAL ALE. DON'T

areas, all-night bonfires and local food, ale and cider. The Green Man has the UK's only 24-hour festival licence, so be prepared to party straight through. Over 100 performances will take place across three sustainably powered stages in the Einstein's Garden

Lineup: Beirut, Neutral Milk Hotel, The Waterboys, Bill Callahan, Caribou, First Aid Kit, The War on Drugs, Daughter, Kurt Vile

and the Violators, Sharon Van Etten and many more. More: greenman.net

August 16-17: Beautiful Days, Devon

What? Beautiful Days is the Levellers' family music festival, at Escot Park in Devon. You'll find six stages, site art, a huge children's area, comedy, walkabout theatre, family camping, licensed real ale bars from Otter Brewery and a great choice of food and craft stalls. Beautiful Days has no sponsors or branding and does not advertise. It's a family-friendly weekend camping festival with a central area for kids, from toddlers right up to teenagers. It won Best Family Festival at the 2011 UK Festival Awards and was shortlisted for Best Family Festival, Best Medium Sized Festival, Grass Roots Festival Award and Best Toilets at the 2013 Awards.

Lineup: Steve Earle and the Dukes, Seasick Steve, Levellers, Jimmy Cliff, Dead Kennedys, Seeed, Reverend and the Makers, The Undertones, Dreadzone, Bellowhead and plenty of others.

More: beautifuldays.org

August 21-24: Shambala Festival, Northamptonshire

What? Over 200 diverse musical acts perform across 12 live stages, alongside world-class cabaret, workshops, stand-

up comedy, inspirational talks and debates, jaw-dropping circus and acrobatics, interactive theatre and poetry - all in beautifully decorated venues. Shambala was rated outstanding by A Greener Festival in 2013; 94% of the power it used came from renewable sources, and over 3,000 phones were charged using pedal and solar power. This year, Shambala is set to become the UK's first festival to achieve zero waste to landfill and will be powered entirely by hybrid technology using renewable sun, wind, waste vegetable oil and pedal power.

Lineup: Mulatu Astatke, Collie Buddz, Public Service Broadcasting, Cumbia All Stars, The Apples, Catrin Finch, Seckou Keita, Emily Portman Trio, Andy C, DJ Marky and loads more.

More: shambalafestival.org

August 29-31: End Of The Road Festival, Wiltshire

What? Within the gently sloping hills of North Dorset and South Wiltshire you'll find the End of the Road. The lush evergreens, fiery autumn shrubs and free-roaming peacocks in the Victorian Larmer Tree Gardens paint a picturesque landscape, and the entertainment's not bad, either. This festival takes a lot of

> pride in the things some organisers miss; expect good food (organic and local where possible), good beer, caring and wellmannered staff, good site decorations and hygiene. You'll find a woodland library, cinema, comedy stage and healing retreat as well as the main stages. Lounge on hay bales in tipi tents or drink hot cider in a converted bus while you wait for your favourite acts.

Malkmus & The Jicks and lots more.

Lineup: The Flaming Lips, Wild Beasts, The Gene Clark No Other Band, John Grant, St Vincent, The Horrors, Yo La Tengo, Stephen

WIN A FAMILY TICKET TO SHAMBALA FESTIVAL

We've got our hands on a family ticket to Shambala Festival, which was awarded Outstanding at A Greener Festival, 2013. As well as two adult tickets and three tickets for under 18s, a car pass and camping are included. For details, visit mygreenpod.com/ competitions, or turn to page 44.

endoftheroadfestival.com

Sept 4-7: Bestival, Isle of Wight

What? Radio I DJ Rob da Bank's musical brain always ensures an eclectic range of music at Bestival, his wife Josie - the festival's creative director - takes care of the magic. You'll find a Bollywood cocktail bar, a gypsy camp with shamanic workshops, fortune tellers and hammocks, en masse fancy dress and a landlocked port as well as a unique boutique camping experience over a four-day festival set in a beautiful, leafy country park. Tomorrow's World is an entire field envisaging an inspired, sustainable, green and fun future with a Biofuelled

Bandstand, and there are 92 compost toilets on site. Many organic traders are involved and the festival serves as much Fairtrade food and drink as possible.

Lineup: OutKast, Foals, Chic featuring Nile Rodgers, Beck, Busta Rhymes, Candi Staton, Sven Väth, Chase & Status, Paloma Faith, Basement Jaxx, Major Lazer and plenty of others.

More: 2014.besival.net



aren Hudes is a graduate of Yale Law School and she worked in the legal department of the World Bank for more than 20 years. In fact, when she was fired for blowing the whistle on corruption inside the World Bank, she held the position of Senior Counsel.

She was in a unique position to see exactly how the global rulers control the world, and the information that she is now revealing to the public is absolutely stunning.

According to Hudes, the rulers are a very tight core of financial institutions and mega-corporations that dominate the planet.

Now, along with a network of fellow whistleblowers, Hudes is determined to expose and end the corruption. And she is confident of success.

Hudes cites an explosive 2011 study conducted by a team of researchers at the Swiss Federal Institute of Technology in Zurich, Switzerland.

The study examined the relationship between 37 million companies and investors worldwide, and revealed that there is a 'super-entity' of just 147 very tightly knit mega-corporations that controls 40% of the entire global economy. Hudes pointed out that this small group — mostly financial institutions and especially central banks — not only controls its own 40% but exerts a massive amount of influence over the international economy from behind the scenes. 'What is really going on is that the world's resources are being dominated by this group', she explained, adding that the 'corrupt power grabbers' have managed to dominate the media as well. 'They're being allowed to do it.'

The top 20 included Barclays Bank, JPMorgan Chase & Co. and the Goldman Sachs Group.

These financial mega-corporations, according to Hudes, literally control the creation and the flow of money worldwide. They also dominate the unelected, unaccountable organisations that control the finances of virtually every nation on the face of the planet – the World Bank, the IMF and privately owned central banks such as the Federal Reserve (people don't realise the Fed is a private bank).

At the apex of this system is the Bank for International Settlements, and it is the central bank of central banks. It is located in Basel, Switzerland, but it also has branches in Hong Kong and Mexico City. It is essentially an unelected, unaccountable central bank of the world that has complete immunity from taxation and from national laws. Even Wikipedia admits that 'it is not accountable to any single national government.' The Bank for International Settlements was used to launder money for the Nazis during World War II, but these days the main purpose of the BIS is to guide and direct the centrally planned global financial system. Today, 58 global central banks belong to the BIS, and it has far more power over how the US economy (or any other economy, for that matter) will perform over the course of the next year than any politician does.

Every two months, the central bankers of the world gather in Basel for another 'Global Economy Meeting'. During those meetings, decisions are made which affect every man, woman and child on the planet, and yet none of us has any say in what goes on. The Bank for International Settlements is an organisation that was founded by the global rulers and it operates for the benefit of the global rulers: it is intended to be one of the key cornerstones of the emerging one world economic system.

This system did not come into being by accident. In fact, these global financial capitalists have been developing this system for a very long time.

The aim: nothing less than to create a world system of financial control in private hands, able to dominate the political system of each country and the economy of the world as a whole. This system was to be controlled in a feudalist fashion by the central banks of the world acting in concert, by secret agreements arrived at in frequent private meetings and conferences. The apex of the system was to be the Bank



for International Settlements in Basel, Switzerland, a private bank owned and controlled by the world's central banks which were themselves private corporations.

And that is exactly what we have today. These are our rulers.

and entertainment watched on television in the United States.

This is the insidious system that Karen Hudes is seeking to expose.

I've quoted this information more or less directly from an article by Michael Snyder. I have

BY VIVIENNE WESTWOOD

We have a system of 'neofeudalism' in which all of us and our national governments are enslaved to debt. This system is governed by the central banks and by the Bank for International Settlements, and it systematically transfers the wealth of the world out of our hands and into theirs.

But most people have no idea that any of this is happening because the global rulers own – and therefore control – what we see, hear and think about. Today, there are just six giant media corporations that control more than 90% of the news

edited it and this has made the text clearer. I did this by getting rid of the word 'elite' The article is headed "How the Global Elite Rules the World". I thought, well if this 'elite' rules the world, why don't we simply call the 'elite' the 'rulers'? This makes it absolutely clear who we are dealing with. Throughout the article I have substituted 'rulers' for 'elite'.

I object to the misuse of the word 'elite' and therefore I avoid its use. Its true meaning is the best; its Latin root is the same as the word 'elect' and in the past it referred to groups who, if they

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were respected or privileged, then this privilege was based on merit and public approval. Nowadays it is based on the opposite: any privilege is bad and, therefore, an elite is bad. I don't agree: the elders of a tribe are deservedly an elite; you can have an intellectual elite – the bureaucrats of old China were an elite and had to pass a very difficult exam to show they were cultivated before they got the job.

We will repeat that last summing up of the financial system and examine what it means.

We have a system of 'neofeudalism' in which all of us and our national governments are enslaved to debt. This system is governed by the central banks and by the Bank for International Settlements, and it systematically transfers the wealth of the world out of our hands and into theirs.

They do this by 'printing' money – now called 'fiat money'.

It is obvious that this system run on debt is also run on destruction.

Hudes points out that the rulers dominate the world's resources, meaning of course finite resources including food, due to soil depletion and the commercial malpractice of Big Agriculture and the likes of Monsanto.

The rulers are using up the world's finite resources and killing life on Earth with degradation and pollution: Debt & Destruction!

Climate Revolution will topple our rulers by fighting for:

"What's good for the planet is good for the economy. What's bad for the planet is bad for the economy."

For the system to continue the debt must continue to mount. However, the system is now running at peak operation and the signs are that it has indeed peaked. To illustrate this, I refer to a recent article in the FT, a warning from investors. They warn governments that they must support the fossil fuel industries - which are finite and therefore becoming more expensive (and not renewables, which are infinite and therefore ultimately cheap) - otherwise power stations will close and the opportunity for investment will collapse. It shows how Climate Revolution (stop fracking, etc.) threatens the ruling system of a finite economy (Debt & Destruction). This barefaced admittance! It comes from a system under stress.

Plainly the fossil fuel industry is under stress. Bill McKibben exposed this in his brilliant article 'Do the Math'. Fossil fuel corporations present their assets based on what is in the ground,

even if it's too difficult to extract with present technology. This attracts investors who are greedy enough to believe the impossibility that they will recoup great returns on their investment. If we do use up only the fuels which are traditionally easy to get at, in Saudi Arabia, for example, we will have runaway climate change.

Everybody would be dead before the corporations could extract those hard-to-get assets. Yet already they can't wait — they are all in competition to get fuel (and sell it cheap so as to outsell the others) from the Arctic (we must stop them or we've had it), from tar sands (350.org has managed to halt the pipeline) and from fracking (fracking has peaked in the US).

A system run on debt creates wealth for our rulers (America is \$16.7 trn in debt).

Look at the bank bailout. 'Fiat money' is money created by decree; central banks no longer need to print money, they just enter it into their computer accounts: 'Let there be \$1 trn!', then press a button. 'Quantitative easing' is another name for it. This is what central banks did for the banks that were in default. The fiat money, which is now a debt, then becomes a burden to the taxpayer – babies unborn are now up to their necks in debt to our governments, who promise to pay back the central banks from future taxes.

These future taxes will be creamed off from the work of real wealth creation – and under our present system real wealth creation depends largely upon the continuing depletion of finite resources (the banks that were bailed are supposed to play their part). So, finally, 'real wealth' is given to the central banks to pay them back for money they created out of thin air.

Look at the bankruptcy of farmers (facts understood from watching the film *Food, Inc.*). In the US, so long as the farmers have contracts with Big Ag, the banks will lend them money. To satisfy Big Ag, farmers must implement factory farming methods and feed their animals on maize, which is massively overproduced.

This system is madly inefficient, causing suffering, the death of animals and animal diseases which can be passed on to humans through the food chain. The cost of having to implement the machines and systems is out of all proportion to the farmers' profits: the farmers constantly have to borrow money from the banks to implement the system – a typical profit would be \$20.000 per year and yet the farmer owes close to \$2m to the bank.

The farmers are desperate.

Work it out! By this process, the banks come to own the farms and the land (this counts as 'real wealth' and it can be put down as an asset).

All that money the farmers borrow – no doubt it ultimately comes from the central banks, fiat money – and the 'real wealth' ends up in their hands.

N.B. The importance of whistleblowers.

N.B. The creation of fiat money as a means of creating debt makes a farce of austerity.

N.B. Politics is connected: politicians support the rulers and are manipulated by them.

Why are the rulers doing this? Why do they have to own everything? There's only one answer: because they're crazy. They want power. Power over life and death. Gods sitting on Mount Olympus playing a giant game of Monopoly.

Very important! – It is the interest which is the real source of the bank's great wealth (that's why the farmer has to keep borrowing money – and it explains the sub-prime mortgage scandal). Whether the money has been paid back or not, the interest remains undestroyed and it accumulates.

To find out more about Vivienne Westwood's Climate Revolution, visit climaterevolution.co.uk.

very day, we wake up to find the world's a little bit different, and that changes have been made while we were fast asleep. But one artist is changing the world in a very different way, and using his art to help up us wake up to issues around truth around rights.

Mau Mau's street art carries hard-hitting messages on everything from corruption and social injustice to environmental disasters. He's been compared with Banksy, which he likens to a 'comparison with The Sun', for his impact on urban walls and public spaces all over the world. 'I was 16 when I sprayed my first piece on a wall', he tells *PQ*. 'It was at the time when everyone was buzzing about subway art – graffiti on trains in New York. I got a can of car paint and gave it a go. It was just a character and some lettering.'

Before long, Mau Mau had honed his artistic skills and was using them to get across issues that were rattling his cage. His day job in the '90s was running Sewerside, a skate clothing label with its own skate ramp and sound system that designed clothes and hosted festivals. 'The designs I did always had a bit of a message, reflecting what was going on at the time with the environment and the Criminal Justice Act,' he said. 'If there's a good message on a T-shirt it gets worn and gets seen. It has impact.' For Mau Mau it was a

natural progression to move to a bigger scale – and by 'bigger' we mean *massive*. 'Our office was this

big old warehouse', he remembers. 'One

day I just got a couple of cans and started to sketch an image on the wall. It was great to be able to paint something big!
With time I got quicker and more confident and started doing stuff outside. It felt good to paint things in the street where people could see them.'

As a progression from his T-shirt design days, Mau Mau's street art came with a message from the start. 'The "message" has always been a reflection of the

THE STREET ARTIST WITH SOMETHING TO SAY

Babylon system carry on!', he says. 'I read things, watch the news, hear about stuff that winds me up – environmental, political, financial. It's the same stuff that winds a lot of people up. When something inspires a reaction I want to go and paint it.'

Sometimes Mau Mau spots a great wall when he's on the bus or driving about, but he's also chosen sites that are relevant to the piece he's painting. 'In a nearby town they were chopping down woodland to build a McDonalds', he says. 'I did a piece, *Where the Woods Was*, near the site entrance so that the message and the evidence were both plain to see. Because it featured Winnie the Pooh, everybody could relate to it.'

While Mau Mau doesn't like to use the word 'proud', he's pleased with different works for different reasons. 'One of my favourites is *The 3 Monkeys* because it's just a simple image with a simple message that rings very true and has a nice impact on the street', he tells *PQ*. 'I was honoured to be asked to paint an image of His Majesty (Haile Selassie) in Trenchtown and was pleased to get publicity with my

Olympic Takeaway image.' This work was buffed as part of the street cleaning campaign ahead of the London Olympics, but to Mau Mau that only served to underline the point of the painting. 'Corporate sponsorship is king', he said.

Mau Mau tries to make his images humorous as well as thought provoking, to reveal the irony of often grim situations. Still, he admits to getting 'frustrated and annoyed' by people who 'take what the system feeds them'. 'The imagery you see on



the streets all the time is basically imagery that's allowed to be there because it's paid for and it's selling you something', he says.

'If something comes up that's actually got a message or is something creative, then it will often have come from graffiti art. It's a free voice in a commercial world. I think we all know that the environment is just another pawn in the political process. You can score brownie points with it, but at the end of the day big business drives politics and what's good for business will never be good for the environment.'

For Mau Mau, the strength of graffiti is that it simplifies the message. If you pick the right spot you can also reach a wide audience - and the internet helps spread the message even further. But there are downsides, too; as well as the anti-social hours kept by street artists and the challenge of navigating spiked fences, security cameras and even tides, there's always a risk of getting caught. 'The laws around street art are that if you get caught you can be prosecuted for criminal damage', says Mau Mau. 'I don't like them, but it makes it more of an adventure and feels good when you get away with it. I've been chased by police several times - but have always got away. In my experience some pieces I have painted have been buffed almost straight away, but others get left up. I

think that's quite interesting. What makes an image socially acceptable and what the authorities deem to be 'safe'.

For more information on Mau Mau's work, visit mau-mau. co.uk. To see his latest designs on organic T-shirts, visit THTC.co.uk.

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ock & Bull & Co. is the first boutique in the UK dedicated to ethical menswear and sustainable style. It's the brainchild of Andii Lindsay and Phil Scott, who launched the label after spotting a gap in the market. 'It's a common misconception that sustainability and style are mutually exclusive concepts', says Andii. 'There's no reason why you should have to choose one over the other.'

Andii didn't set out in the fashion world to develop an ethical range; she entered the UK industry in her mid-20s then upped sticks to New York, where she developed a niche brand made exclusively in the US.

After becoming a parent Andii 'fell out of love' with fashion – 'a self-centred and wasteful industry' – and instead focused on being a good mum. Only after pursuing other interests – including the launch of a small restaurant chain and a stint in the City – did Andii spot an opportunity to reapproach the industry in an entirely different way.

'A number of friends and acquaintances were frustrated with the options available to them', Andii tells *PQ*. 'We looked at the state of ethical menswear and saw that it could be hugely improved. Essentially, we saw a demographic that wasn't being catered for – then we imagined a whole lot of great clothes, got excited and Cock & Bull Menswear was born.'

Cock & Bull set out to offer new options in a sector awash with T-shirts and hoodies. From its studio in east London, the company designs everything from underwear and jeans to shirts and tweed waistcoats. The range looks pretty stylish to us, but Andii insists Cock & Bull Menswear doesn't focus on what's on trend. 'We couldn't keep up with fast fashion', she admits. 'Some brands are bringing out new collections every two weeks, but we haven't found that necessary.' The clothes are made from organic

and recycled textiles including organic cotton, hemp and recycled poly/PET. 'We also love our tweed', says Andii. 'While it's not organic, it's an artisan textile that gives a livelihood to people in a very remote part of the UK, in this case the lsle of Lewis, which fits very well into our remit.'

From inception, everyone at Cock & Bull Menswear agreed they didn't want to exploit people or pollute ecosystems. 'It might sound like a no-brainer,' Andii says, 'but if you take even a cursory look at this industry you'll quickly realise that this is the exception rather than the rule.' Manufacturers are ultimately driven by market forces and as a result, Andii feels they can't be trusted. 'In an ideal world they'd regulate themselves', she says, 'but that's clearly not the way a free market works.' While she'd like to see government intervention and regulation, Andii believes there are huge ideological barriers; 'What David Cameron really meant by Big Society was Small Government', Andii tells *PQ*. 'We've got to fend for ourselves, so let's rise to the occasion.'

While many ethical brands focus on empowering industry in developing nations, which Andii says is 'fantastic', Cock & Bull Menswear keeps it local and manufactures entirely in the UK.

'In the UK we've got an industry that's been in decline for about 30 years', Andii says. 'Skills and infrastructure are in danger of disappearing due to offshoring and we've become an import economy; we've got people queueing at food banks because there's not enough work. We're in danger of being at the mercy of the countries that actually make things. There's no need to cross oceans — there's plenty of need for

support here!'

The local factor is a huge point of pride that underwrites Andii's confidence in the quality of Cock & Bull Menswear, as well as helping reduce the company's carbon footprint and boost the local economy. Being in the same country allows Cock & Bull to visit facilities, talk to people and monitor operations to its satisfaction. As a result, Andii knows people have been paid fairly – even generously – and haven't had to work in dangerous or demeaning conditions.

The UK garment industry has made some visible recovery over the last few years, and Andii feels the green shoots are 'very gratifying'. 'I think more designers are choosing to design sustainability into their ranges –

the big players are getting interested, too', she says. 'But of course it's

ultimately driven by consumer demand, so the more demand there is, the more options there will be. This is an industry worth nearly half a trillion pounds worldwide. Some people are getting immensely wealthy from it, but

the majority at the bottom end of the supply chain are little more than slaves. So the answer is obviously to redress that balance.'

It doesn't necessarily follow that paying people a living wage, providing them with a safe place to work and allowing them to form a union and work humane hours means prices must go up. Andii suggests that producers could change their margins as an alternative model, but also believes customers should pay more with pride, knowing they're not buying in to exploitation.

When you buy Cock & Bull Menswear you're investing in durable clothes that will last for years – and you're also investing in UK industry by putting money back into the local economy. 'You're being part of the growth of those green shoots', says Andii. 'You're choosing not to fund exploitation and pollution and you're investing in a new paradigm where sustainability and style go hand in hand.'

To browse the Cock & Bull Menswear collection online, visit cockandbullmenswear.co.uk. To be in with a chance of winning a 100% organic cotton chambray shirt from Cock & Bull Menswear, visit our competitions page.



ARTS/FASHION

STYLE MEETS SUBSTANCE

'm being pushed in a wheelchair through a tunnel under Tottenham Court Road, singing 'It's a nice day to have a fever' to the tune of It's A Long Way To Tipperary. It was the only way I could cope with the intense pain of the fever!' Howard Carter had a temperature of 104.1°F and was on his way back to the Hospital for Tropical Diseases.

11 months earlier Howard had visited Cochin in India – a low-risk area at a low-risk time of year. He'd used a Deet-based repellent that had been recommended by a UK pharmacist, but had still been bitten by mosquitoes. 'The Deet obviously didn't work!', he explains.

'Probably because the mosquitoes were resistant to it!' Howard was also on anti-malarial drugs, yet sure enough he contracted malaria. 'Like the mosquitoes, the malaria parasite must have developed a resistance', he said.

Not to be deterred from travelling, Howard celebrated his recovery with an 11-day trip to Thailand – only to wind up singing at the top of his voice en route to London's Hospital for Tropical Diseases. 'I knew I was in trouble when they escorted this gaunt, under-nourished patient - still attached to a drip - out of a quarantined room and wheeled me inside. It was the same room Cheryl Cole ended up in 12 years later.'

Howard was diagnosed with dengue fever, which is transmitted through Aedes mosquitoes.

There is no cure for dengue; like so many other mosquito-borne diseases the best cure is prevention, so Howard was inspired to develop a repellent that offered real protection without harming the environment. 'I'm not sure how many people would think of developing

a repellent when potentially on their deathbed', Howard muses, 'but many wonderful inventions are born from people's misfortunes.'

The active ingredient in incognito® spray and roll-ons is clinically proven to protect against malaria and, to address the safety concerns

associated with conventional repellents, it's also 100% natural. Following the spray's success and with the help of the late Dr Nigel Hill (previously head of the Disease

BUSINESS

MALARIA AND DENGUE

NATURAL REPELLENTS

MARKET-LEADING

FEVER. HOWARD CARTER

DEVELOPED INCOGNITO'S

Control and Vector Biology Unit at the London School of Hygiene & Tropical Medicine), Howard also concocted a range of repellent washing accessories: a hair and body wash, a citronella loofah and a luxury soap.

'What you wash in affects your attractiveness to mosquitoes and other insects', Howard explains. Bacteria on the skin feed off the detritus around the pores and excrete a kairomone, a strong attractant to female mosquitoes. The loofah soap has microscopic hairs that gently remove the detritus, while at the same time cleaning and conditioning the body.

Another award-winning product Howard has invented is an Aloe vera-based moisturiser, which contains organic Java citronella oil from Indonesia. Java citronella is at least twice as strong as the common variety because insects have not built up a tolerance or resistance to it. The full range consists of 10 lines, which are all packaged using recycled materials.

These UK-manufactured products have many followers, from doctors to A-listers, and have been recommended by various editors and travel

health professionals. At PQ HQ we never travel far without a bottle in the bag. While UK sales are still going strong, incognito® is also an export case study for UK Trade & Industry (UKTI); the company is growing fast and has doubled its staff and office space this year.

Howard and his wife built incognito® from scratch; after declining what Howard calls 'the Dragons' derisory offers' on a 2009 episode of BBC2's Dragons' Den, they invested their pensions through Alternative Business Funding. The company donates 10% of all profits to charity and funds a number of projects around the world, from educational

> programs in Africa to orphanages in Kerala and Tamil Nadu in Southern India.

> > Currently mosquitoes and other insects are at record levels all over the world; the same is true in the UK, where last year's mild winter

didn't kill off as many insects as usual. 'It's another knock-on effect of global warming', Howard explains. 'Mosquitoes have become more prevalent and have started carrying diseases into areas previously thought safe. There have been West Nile fever and malaria outbreaks in Greece and the US, and chikungunya and malaria outbreaks

in mainland Europe.' But

the main problem is now dengue fever; over half the world's populations is now at risk from this potentially deadly virus - fast overtaking malaria in the number of worldwide cases if not deaths. In the first half of 2013 1.6 million individuals

contracted dengue during a hyper-epidemic in Brazil.

'Insect populations are growing at an alarming rate all over the world. According to disease ecologist Professor Steve Lindsay, there is

now a 42% chance that malaria and mosquitoes will return to the UK today!', says Howard. 'In the next few years the risk will be well over 50%, according to a lecture given at the London School of Hygiene & Tropical Medicine a few years ago.'

As Howard and Cheryl Cole discovered, no anti-malarial drug is 100% effective, either - Howard estimates around one in 10 people in the UK contract malaria while taking prophylactic medication. '1 don't advocate dispensing with anti-malarials just because I no longer take them', he says. 'It's up to the individual.' However, incognito®'s new active ingredient, when used in conjunction with an impregnated mosquito net, is proven to protect against malaria. The clinical research was carried out on 4,008 people in the Bolivian Amazon by the LSHTM, funded by the Gates Malarial Foundation and published in the British Medical Journal in 2007.

Thanks to Prince Charles taking an early interest, incognito's insect repellent range is available in Waitrose - and is now the only one it sells. The same goes for Holland & Barrett, too. You can also buy them from most decent health shops and chemists and outlets all over the world; incognito® exports to 20 countries from Eastern Europe and Africa to Hong Kong and Japan.

For more information and to buy incognito® products online, visit lessmosquito.com.



ncognito

anti-mosquita



e're very excited to announce the third annual PEA (People & Environment Achievement) Awards, the green carpet event that recognises and celebrates individuals who are making a difference in the world of sustainability.

From artists and film-makers to businessmen and entrepreneurs, nominate your green heroes and let us know how they've inspired you. Nominations will be open from 13 August to 17 October 2014.

Winners from the following categories will be selected by a panel of judges.

Arts. Fashion & Music

This award honours individuals who have used any artistic medium to raise awareness of environmental issues. It is also for those who have adopted sustainable or ethical practices in producing their art.

Best Earth-Saving Idea

We live in a world where pesticides are destroying ecosystems, rivers and seas are awash with toxic chemicals and landfills are piled high with non-biodegradable waste. This award honours those whose products and initiatives are putting the health of the planet first.

Best Energy-Saving Idea

This category rewards the individual who has come up with the best carbon-saving idea, regardless of whether this idea has already been put into practice or is still in the pipeline.

Best Environmental Film/ Documentary

Whether it tackles serious environmental issues, showcases emerging talent or takes a creative approach to sustainable film-making, this category rewards the finest eco-focused documentary or film of the past year.

Business Person of the Year

This category rewards the steps taken by individuals in the business world to deliver goods or services in a sustainability-orientated way, demonstrating that financial profit can go hand-in-hand with respect for people and the planet.

Campaigner of the Year

This award recognises a campaigner who has made a serious impact in putting green issues on the national or international agenda.

Community Award

Encompassing everything from allotment societies to clothes swapping events and lending schemes, this category recognises the active promotion of more sustainable community activities.

Entrepreneur of the Year

This category honours an individual who has come up with the best

new enterprise, venture or business idea that is based around greener thinking.

PEA-ple's Favourite Award

This award is for the ethical service or company that receives the highest number of votes, and delivers the best environmental practice in the eyes of the general public.

Public Sector Award

This award is for an individual from a local or national public sector organisation whose work has helped advance more sustainable living.

Responsible Travel

This category rewards the promotion of green travel in all its forms, from starting a green travel business to going the extra mile to make personal travel more sustainable.

Schools

There are few more important jobs today for parents, mentors and teachers than equipping children for a more environmentally responsible future. This award recognises individuals and organisations doing genuinely great work in this area.

PEA Champion Award

This will be the individual who, in the opinion of the judging panel, has come top overall. The winner may have been shortlisted in more than one category or gained a particularly high score in a single category.

To enter or nominate your PEA heroes, got to peasawards.com. Nominations will be open from August 13th until October 17th. The cost for entry or nomination is £25 per category. Each entrant or nominee will receive an invitation to the awards ceremony.

PEA AWARDS 2014

SEARCHING FOR THE WORLD'S GREEN HEROES

BUSINESS





his year marks the third annual PEA (People & Environment Achievement) Business
Awards, the green carpet corporate
event that celebrates the individuals and
teams putting sustainability at the heart
of their business.

People from all sectors, from catering to construction, can enter or be nominated. If you're championing sustainability and helping to shake up the way companies does business, we want to know about it. Nominations will be open from 17 July to 17 October 2014.

Winners from the following categories will be selected by a panel of judges.

Building, Construction & Design Award

This award is for leadership in sustainable building practices, whether in relation to new builds, refurbishments or existing building infrastructure.

Food & Drink Award

This award recognises efforts to increase public awareness of the range and quality of organic food and/or drink, or to reduce the ecological footprint of food products.

Green Shoots Enterprise Award

We're looking for dynamic, inspiring, entrepreneurial – and green-thinking – individuals or teams aged 18 to 30. Tell us how you've made a difference in the business environment with sustainable innovation, engagement and achievement.

Leader of the Year Award

This award is for a visionary CEO or leader with outstanding green credentials, who demonstrates a commitment to sustainability and has achieved commercial success in his or her market.

Marketing & Public Relations Award

This award recognises effective, innovative marketing and communications initiatives by an individual or team leader who has encouraged greener purchasing habits and lifestyle choices.

Money & Finance Award

This award will go to an individual or team leader who clearly and effectively demonstrates that investment performance can be compatible with socially responsible principles.

NGO Award

We're looking for the charity or NGO in the environment/sustainability sector that's really shaking things up - and getting results where they matter most.



This award recognises efforts to push the boundaries and develop innovative and game-changing clean technology. The product does not need to have reached the market yet.

Retail Award

Nominations are invited from any individual or team working in the retail and wholesale sector, carrying out programmes or systems to improve their environmental impact. Online retailers may also enter.

Social Enterprise Award

This award acknowledges the work and achievements of the individuals or teams behind the most inspiring and successful social enterprises, whether a start-up, an organisation that holds the social enterprise mark or a project led by young people.

Supply Chain Champion

This award is open to those who have made greening the supply chain a core strategy. It will recognise how, through an in-depth knowledge of the supply chain, an individual or team has been able to meet robust sustainability objectives.

Tourism Award

This award will go to an individual or team leader who has made an outstanding contribution to responsible tourism or responsible tourism development, such as new attractions in deprived areas or sustainable tourism schemes to benefit local people.

Transport Award

This award will recognise an individual or team working to minimise the harmful environmental effects of transport, through initiatives such as fleet management and minimising or changing business travel arrangements.

Work in the Community Award

This award recognises an individual or team for outstanding community work in an environmentally conscious activity.

PEAB Champion Award

This will be the individual who, in the opinion of the judging panel, has come top overall. The winner may have been shortlisted in more than one category or gained a particularly high score in a single category.

To enter or nominate your green business heroes, go to peabusinessawards.com. Nominations will be open from August 13th to October 17th 2014. Entry costs (per category) are based on the number of company employees: 1-10: £60; 11-50:



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PEA
BUSINESS
AWARDS
2014

IN SEARCH OF SUSTAINABLE BUSINESS HEROES

BUSINESS



£150; over 50: £250.



KEEP IT REAL

BUSINESS

TRUE SUSTAINABLE TOURISM MEANS GOOD BUSINESS ALL ROUND

etting off to exotic destinations might not be the most sustainable way to take a break, but one travel company specialising in south-east Asia has done more than its bit to plough money and support back into the communities it works with – and has found that doing so makes good business sense.

Experience Travel Group is a specialist tour operator offering bespoke adventures in Sri Lanka, the Maldives and south-east Asia. The clue's in the name: this company isn't your usual travel outfit – instead the focus is on the experience of everyone involved, from guides and local suppliers to clients and their families. The idea is to allow the world's most passionate travellers to experience enriching holidays that benefit everyone.

The company was founded by Tom Armstrong and Sam Clark in 2004. Tom originally went to Sri Lanka as an English teacher in 1999 and was immediately smitten; Sam went to visit a few times and was equally seduced, so they decided to explore the country more deeply. Their travels coincided with further explorations throughout Asia – a region they still find infinitely fascinating and mesmerising. This deep love, respect and commitment has become part of Experience Travel's DNA: everything's done from the heart – but this has also created some curveballs from a business point of view.

When the tsunami hit in 2004 – the same year Experience Travel launched – Tom was in Wennappuwa, Sri Lanka. 'We were lucky in that the town we were living in was not badly affected', he tells *PQ*. 'However, we had our first ever clients on tour at the time and they had a narrow escape at Unawatuna beach, an area that was devastated. We had to rescue them in person by motorbike and were immediately drawn into the relief and regeneration effort on a wider scale.'

The majority of Sri Lanka's coastline was devastated by the tsunami, and the knock-on effects were felt on every level throughout the country. For Experience Travel, this meant that the formal opening of the business was postponed by a year to enable Sam and Tom to form an aid foundation and work full time on recovery and rehabilitation projects, which were supported by their own fundraising efforts. By the end they had a registered charity in the UK and had worked tirelessly with a great team of volunteers in fields such as relief, medical care, sanitation, housing and livelihood creation.

The financial impact of dropping a new business and switching all attention to the support of local communities was a severe one, but Tom

explains that, for those who were there and considered Sri Lanka to be their home, there was simply no choice. 'The business was temporarily derailed and at times the outlook seemed very bleak', he says. 'However, I now like to look back on all the things we learned about the country and ourselves during this period and appreciate how they actually strengthened us all as individuals and as a company. When we got back to focusing on tourism and sharing all the positive facets of the country, we were better prepared than ever before.'

While the simple task of getting to Asia has obvious environmental impacts, Tom believes that, in this increasingly global world, the importance of tourism as an income stream should not be underestimated. 'In a very simplistic sense, if everyone stopped flying tomorrow the consequences would be overwhelming and devastating on low-income countries in Asia that rely heavily on tourism', he told PQ. 'If long-haul tourism were only undertaken by travellers who didn't care, there would be no incentive for people to take care of the local environment, develop tours that take people out of their comfort zone, spread the wealth and support local communities.'

This kind of travel can also provide the incentive to preserve

areas of wilderness. Burma, for example, has huge tracts of currently untouched land which are real wildlife havens - but they're also prime targets for developing palm oil plantations that could have devastating consequences for local wildlife in areas including Malaysian Borneo and Sumatra. Figureheads such as the great Aung San Suu Kyi recognise that, in the long term, theses natural habitats are an invaluable resource for tourism and much more besides. Passionate travellers who care about the environment provide a vital financial incentive to conserve areas that may otherwise be devastated for alternative financial gains. The monetary clout of tourism means the sector has immense power to preserve and protect.

Tom doesn't feel Experience Travel Group's focus on sustainability makes the business more challenging to run; he thinks balancing the needs of western tourists with the realities of local and authentic travel is a bigger challenge for a sustainable travel company. 'You cannot just be prescriptive about how things are done', he says. 'For example, many of our guests enjoy sampling local food and this is a very sustainable approach. However, in Sri Lanka this can be tricky as there is only a very limited restaurant culture. Most local places are not acceptable to all of our clients on a hygiene basis. Some are OK - some not!' To get round this, Experience Travel arranges for the drivers to stop at safe local places and, more importantly, encourages the use of hotels that focus on proper local food and cooking classes, to provide as much information as possible so that clients can explore for themselves.

Another large issue is that clients very often want to get involved in local volunteering projects. 'We have to be clear and say that we do not feel that volunteering and taking jobs that could be done locally is a productive way to spend your holiday', Tom explains. Aside from taking jobs locals could do, Tom believes direct harm can be done in cases such as orphanages, where already damaged children risk further hurt by forming

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attachments to fleeting visitors. 'It's hard to explain this to good-hearted visitors who just want to contribute something during their holiday', says Tom. 'We try to explain that showing interest in the culture, learning some skills, spending your money widely and getting off the beaten track is an extremely positive and enjoyable way to spend your hard-earned time and money'.

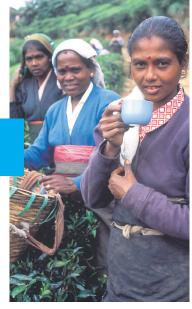
Constant innovation has been key to Experience Travel Group's success, as the company's goal is to provide original and authentic experiences that are otherwise unavailable. 'A lot of it comes down to how you train the guides and how much incentive they're given to be flexible and do things on the spur of the moment', says Tom. On the reverse of the same coin, the 'bread and butter' excursions also need proper planning. At Angkor Wat, for example, everyone essentially sees the same thing; Experience Travel has to ensure the guides are superb and that clients get up early to see the sites in a particular order, so they have a more rewarding experience than they'd get elsewhere. 'It is surprisingly difficult to get guides to do something different', says Tom. 'People get wedded to their routines and often those routines have developed to make things easy for the individual guide, rather than the visitor or other local people.'

As well as striving to offer more on the landmark tours, Experience Travel has also pioneered very specific adventures to fill gaps in the market and offer something different. The company offers a walking tour around Colombo, which on first sight can look like a dirty, chaotic Asian city with no major sites – but scratch the surface and there is a fascinating history and a vibrant culture, which can only really be revealed on foot and with local guides. Similarly, an art tour of Saigon offers a fascinating way in to Vietnam, which can be a tricky place for a casual visitor to understand. Experience Travel Group's food safari tours are another example of how the company has tailored its tours to benefit both the locals and the tourists. 'Asian street food is second to none,' explains Tom, 'but we discovered that many of our clients were too scared to try it. We sourced a local company that could set them up in Bangkok.' That company has gone from strength to strength and Experience Travel's clients still love them.

Everyone involved with an Experience Travel holiday, including the guests themselves, is considered part of the same team. Collaboration is key, so communication with local employees - and, crucially, subcontractors and local partners - is essential. 'We work as hard as possible to ensure our guides feel part of the Experience Travel Group team - even if they are freelancers. The nature of our business means it is hard to have too many guides who don't take freelance work in quieter periods', says Tom. But communication isn't always easy; the best intentions when it comes to the exchange of ideas and the venting of frustrations can be thwarted by technology. 'There are cultural issues we have to be careful with here', Tom explains. 'For example, some of our best Sri Lankan chauffeur-guides are older gentlemen who don't actually use computers - they often rely on their children to open emails and that type of thing. On the contrary, the Vietnamese guides are very high-tech - and when the government allows access to Facebook (it's occasionally blocked for censorship reasons) they're very enthusiastic users!'

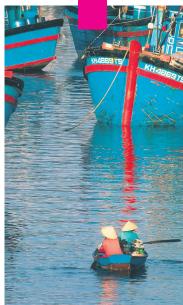
Tom believes that, in order to build a stable and lasting business relationship, it's essential to think about the other party when you negotiate. 'Many of the bigger operators have to answer to shareholders and the temptation comes to squeeze the local operators for a short-term profit gain', he says. 'In the longer term, however, it is not just bad for the local economy — it's also bad for your guests and, ultimately, your business. Local operators are forced to rely on schemes such as commission kickbacks from shopping trips and cutting corners in order to make a decent profit. It all means that the holiday suffers.' Experience Travel Group employs people in the local countries, and treats all its staff in the same way. 'There are some cultural differences of course', Tom says. 'Never get between a Sri Lankan and their regular monthly *poya* day holiday. It is sacrosanct – as is the Sinhala New Year celebration!'





Tom sees everything as being interconnected through the focus on experience, rather than just 'travel'. He's building a company for the future – for the long term. 'In the end, sustainable means something that lasts and we are only as good as our partners - the countries, the hotels, the suppliers and all the rest of it. We need the relationship to be win-win and that is the only way we could build an experience-based travel company from a business point of view. Furthermore, what we offer is about experiences - and genuine experience is a two-way street. It requires the input of everyone along the way. That doesn't work if it is not sustainable as the relationship will work once but inevitably break down - by definition!'

From Tom's experience, sustainable travel seems to be less front of mind than it was a few years ago – though clients are receptive to the message once it's raised. For example, Experience Travel controversially removed the Pinnawela Elephant Orphanage visit from its books.



Almost everyone asks to visit when they enquire about a holiday - alongside Sigiriya, it's probably Sri Lanka's most iconic tourist attraction. 'We stopped people going there as we had (and continue to have) grave reservations about the treatment of the elephants and the fact that it was not an 'orphanage' now in any sense of the word, but a tourist cash cow', he says. The company has done the same with several other 'wildlife' attractions in Asia, such as the infamous tiger temples in Thailand. 'We almost always find people incredibly receptive to this; they overwhelmingly agree to do safaris or more sustainable elephantbased attractions. We have probably lost the odd booking, but I think in business terms, the fact that we care about the country helps rather than hinders overall. In a way, that kind of forethought and knowledge is what people are paying us for.'

To find out more about Experience Travel Group and its bespoke adventures, visit experiencetravelgroup.com



DAVID VINER BELIEVES THE BARRIERS TO A CLIMATE SOLUTION SHOULD BE BLOWN IN ONE GO

ver the last 20 years I have often been asked, 'What do we need to do to tackle climate change?' As a scientist, I shy away from engaging in politics; 'It's simple,' I say, 'we know what the cause is. We need to reduce that cause.'

The cause is, of course, human emissions of greenhouse gases. The scientific, technological and majority of the political communities have been stating that we need to cut our reliance on fossil fuel to tackle climate change. 'Simples!'

Dangerous climate change has been identified to be the point at which the Earth's climate warms above 2.0°C from pre-industrial levels. We are already halfway along that trajectory. Analysis reported through the IPCC process shows that, even with commitments made at Cancun, there is a 70% chance that the 2.0°C threshold will be broken.

The current emissions pathway presents a 95% chance of going above 2.0°C. To put it bluntly, carrying on as we are gives us a 5% chance of getting to a destination at which the greatest impacts of climate change will be limited. Put it in betting terms: if you bet £100 on the 2.0°C threshold not being breached you will lose £100. Would you dare getting in your car if it only had a 5% chance of getting to your destination, let alone on time and in one piece?

So what are the solutions? Simple individual actions include less private travel, buying local produce and recycling. Marks & Spencer's 'Plan A' is one example of institutional action that implements cross-cutting organisational strategies. The UK set the ground for national policy through the 2008 Climate Change Act legislation. From the Montreal Protocol to the Cancun Accord, the framework is in place for a legally binding deal that commits nation states to reduce emissions globally through international deals.

So why, after over 20 years of knowing what the problem is and what we should strive towards, hasn't society broken its addiction to fossil fuels? Why are emissions of greenhouse

gases continuing to rise? There is a complex web of barriers slowing the progress towards a winning 2.0°C path – understanding those is the first step in overcoming them and finding positive solutions to this single most pressing global challenge.

The Four Walls

Cognitive barriers frame our actual perception of climate change, which varies greatly depending on how and where we obtain our knowledge. There has been confusion in terminology – climate change, climate chaos, global warming – which seems to undermine individual confidence in the science. However, scientists have been using the term 'climate change' for a number of decades: the Intergovernmental Panel on Climate Change was established in 1988 under that very name – not 'the Intergovernmental Panel on Global Warming'.

There is a powerful political barrier, defined by a set of circumstances that influence how a government may respond to climate change. Societies have their own hierarchy of needs: the day-to-day struggle to make ends meet provides an overarching driver in the developing world, so climate change may be seen as a distant issue to be tackled at a later date. Elsewhere the recent global recession meant economic issues dominated the agenda, while environmental wellbeing and future societal good was seen as a 'nice to have' item that could be left on the shelf for another day.

Individuals develop their own sense of being based on a defined and often not malleable set of beliefs. This sense of ontological wellbeing is categorised as one of the key normative barriers. Climate change and its solutions pose a direct threat to an individual's ontological security; our sense of identity is threatened by what is perceived as top-down policies from distant national and international bodies 'interfering' with our everyday lives. Cultural and religious norms might also prevent a discussion on climate change.

The first barrier to face any climate change solution, be it using renewable power or building sea defences, is often the economic one: 'It will cost too much!' The global recession certainly pushed this argument to the fore, creating a dangerous and unfair perception that building a low-carbon, climate-resilient economy would impact jobs and hinder economic recovery. However, in the UK the fastest growing sector of the economy over the last five years has been the 'green' one. Poverty in developing countries is a major economic barrier - hence many of the governmental and multilateral organisations have put climate change at the heart of overseas development assistance (ODA), recognising the interlinking nature of poverty and climate change in the most vulnerable communities.

The most prevalent and difficult barrier to overcome is an individualistic one connecting all the four barriers described above, which gains traction with the public when it is formalised. 'Abject cognitive denial' means that, however much irrefutable evidence is presented to an individual, he or she will always reject it. These individuals, groups and organisations will not be swayed; they shy away from evidence-based discussion and revert to non-scientific anecdotes or conspiracy theories. Several opinion polls show some 15-20% of us maintain this stance on climate change.

All the barriers have been rattled recently by a series of climate shock events, misleadingly named 'wake-up calls'. The catalogue of climate extremes is growing exponentially – as are the livelihoods lost, profits destroyed and budgets blown. Resources are being diverted from essentials such as schools, hospitals, transport and energy infrastructure into post-disaster relief and reconstruction. Every billion dollars spent on reconstruction because of poor resilience is a billion dollars not spent on societal and economic improvements.

We can take down the barriers one by one or we can invest, as a society, in a coordinated approach that will overcome them all. The former will take time (probably too long), the latter needs vision and leadership. We need a coordinated approach across governments, business and civil society to understand the barriers to a climate-resilient and low-carbon economy and how they can be overcome. What this does not entail is the flotilla approach employed by NGOs in the run-up to Copenhagen, a disconnected business community and lack of leadership. It means abandoning dialogue with the 15-20% in abject cognitive denial and concentrating positive actions on the 80%. As we now know, a resilient low-carbon economy produces growth, jobs and a vibrant environment.

Dr David Viner is Mott MacDonald's Technical Lead on Climate Resilience.

efore leaving office,
Greg Barker announced
his desire for the
renewables industry 'to be as
sexy as the innovators of Silicon
Valley'. We're yet to hear what
Matt Hancock and Amber
Rudd — the two new junior
appointments to the Department
of Energy and Climate Change
— have to say about making
renewables sexier, but the cofounders of OST Energy believe
there's a lot to be excited about.

Simon and Oliver both
worked for a large engineering
consultancy in the renewable
energy sector before they
co-founded OST Energy, an
independent engineering consultancy
that specialises in solar, wind and biomass
projects. 'We both found the renewables sector
very exciting and could see its potential for
global growth', says Simon. OST Energy is now
one of Europe's leading technical advisors,
and has consulted on well over \$10bn worth of
renewable energy deals in over 25 countries all
over the world.

While its main clients include major investors and banks financing renewable energy projects across the globe, OST Energy's client base has recently become a lot broader. 'The investment community is becoming more aware of the renewables industry as a prudent option for both their own money and that of their clients', says Oliver. 'New and innovative types of fund and financial product are appearing every year, such as the recent IPOs in the UK and solar- and renewable-related bond products in Europe and the USA.'

You need permits, land, a grid and a fuel supply to make any energy project. If there is sunlight, wind or a heat requirement then there is usually something that can be done. In the UK, planning and grid connections are the biggest hurdles for getting new large-scale renewables projects started. Simon and Oliver have found projects are getting harder to develop as the distribution grid is full in many areas and local opposition to wind farms and solar plants – a key barrier to getting a project through the planning process – seems to be on the rise.

The government has established a functioning framework for renewables under the Renewable Obligation (RO) scheme, which has been successfully deploying renewable projects for years. From October, this will gradually be replaced by Contracts for Differences (CFDs), the framework for which has yet to be finalised. 'It remains to be seen whether the government's support for CFDs will enable it to be successful on a scale that will have a significant impact', says Oliver. 'Unfortunately, comments about us being as "sexy as Silicon Valley" do not seem to be



ENERGY PROJECTS

GETTING OFF THE GROUND AND OFF THE GRID

Unfortunately, comments about us being as "sexy as Silicon Valley" do not seem to be echoed by the Conservatives' stated policy of stopping all subsidies for onshore windfarms after the next election. Sexy makes money for UK Plc, sexy does not kill an industry.'

Oliver Soper, OST Energy

echoed by the Conservatives' stated policy of stopping all subsidies for onshore windfarms after the next election. Sexy makes money for UK Plc, sexy does not kill an industry.'

Renewable energy is becoming a significant player in the overall energy market, yet uncertainty around policy in the sector is having the knock-on effect of confusion around thermal generation policy. All the uncertainty is detrimental to both the timing and pricing of a cost-effective energy-secure future; it creates a much harder decision-making process for all sections of the energy industry, as the sector's long-term focus is at odds with the short-term goals of policymakers. 'In the UK, if a project has been sensibly located, developed and thought through then the regulations are currently supportive', says Simon. 'However, this appears to be changing with the recent announcements on subsidy cuts.'

Europe's Feed-in Tariffs (FiTs) provide an

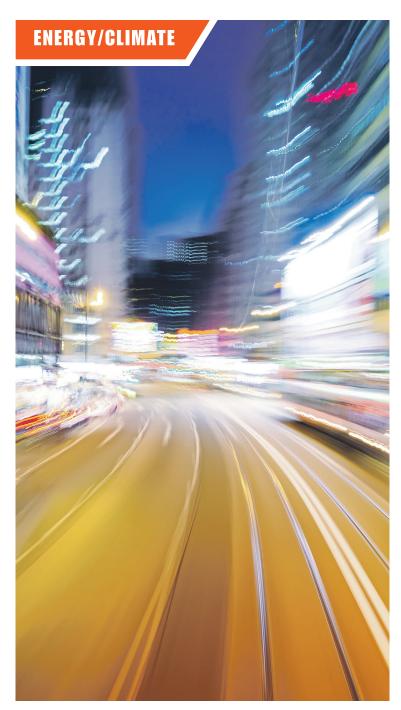
open and simple framework; a reasonable FiT level in an economy that's perceived as safe will allow a significant volume of renewable energy, over which the government has limited control, to be deployed in a short space of time. 'In the open FiT regimes we have experienced, we have never seen a single government prediction of expected capacity to end up as correct', says Oliver. In some places, the regulations are completely unsupportive; in Ethiopia and the Bahamas renewable energy is not allowed unless it's owned by the government or the grid monopoly. In Australia, a framework was provided and a very large government contract awarded - but then cancelled.

Breaking down these policy barriers is by far the largest hurdle for new projects in the developing world; the economic and business case is stronger than ever due to the significant technological cost reductions of the last five years. 'Solar systems have come down in price by around 1,000%', says Oliver. 'It is clear the renewable energy world has a very long way to go yet – we are only at the beginning.'

Simon and Oliver agree that that the UK framework for developing projects is generally fair, uncorrupt and straightforward. But Oliver believes the government needs to stick to an energy policy that supports different types of renewable generation within the overall energy mix, and needs clear, long-term policy targets for renewables. 'If this is achieved, and the mechanisms to achieve these targets - including a fair enforcement of the existing planning rules - are implemented, new projects will continue to be built. More meddling in policy, or further changing of the subsidy or planning goalposts, will weaken the energy sector as a whole and therefore make it harder for new projects to get going."

While large projects face complicated hurdles, community wind and solar projects are gaining momentum; there are already some great examples in the UK and Germany. The projects help to increase community involvement and education regarding the issues facing the energy industry today. If they continue to be politically supported, as they should be, both Oliver and Simon believe community projects will play a growing role in the deployment of renewables.

'The Big Six will not be replaced entirely,' says Oliver, 'but technology continues to move forward in terms of both cost and efficiency. If domestic electricity prices continue to rise and a net metering principle is brought in, or storage technology continues to drop in price as is expected, with suitable governmental support we may see the Big 6 Million rather than the Big 60,000.'



BLACKOUTS BARRIERS RED TAPE

ny footy fans would have been reassured last month when Ed Davey, Secretary of State for Energy and Climate Change, announced the lights would stay on in the unlikely event of England reaching the final. This is despite the fact that a World Cup Final this summer – with England in it – could have overhauled the record for a domestic electricity demand surge 'of any kind'. Davey went on to add that energy security 'doesn't just happen by accident', and that intervention is necessary as government, industry, scientists and plenty of others work in partnership.

So what kind of 'intervention' are we talking about? 'Demand-side

balancing measures' for 2015-16 will reward volunteer businesses that, if called upon, reduce the amount of electricity they draw from the grid during peak hours. The cost of getting businesses to close down will be passed on to the taxpayer, but the National Grid reportedly expects the measure will add no more than \pounds I to the average annual household power bill.

The hope is that the increasing threat of blackouts – particularly during harsh winters – will be minimised through an approach that's much cheaper than building new power stations to supply demand. At the same time, Davey acknowledged that 'we must ensure that all our energy is increasingly low carbon.'

Despite its track record on the environment and its worryingly unflinching stance on fracking, the government is injecting money into technologies and solutions which should, in the long term, reduce our reliance on fossil fuels.

So the penny has finally dropped: the UK government has realised that a shift in focus from financial services to manufacturing could be the key to success and economic recovery. We need to make things in order for the economy to survive; there's still lots to do – homes need to be built, the energy infrastructure needs to be improved – and the work required would create jobs and increase revenues for the government

THE UK'S RENEWABLES INDUSTRY IS INNOVATING ITS WAY ROUND NEW HURDLES

as we move towards a new low-carbon economy.

So far so good? Here comes the but: the taxpayer funds these investments

through schemes like DECC's Entrepreneurs Fund – a £35m programme to support the development and demonstration of 'novel, innovative technologies in a broad range of technology groups across the energy efficiency, power generation and energy storage sectors.' The fund is aimed at small and medium enterprises (SMEs), and organisations can bid for up to £2m to develop and demonstrate 'innovative technologies' and receive advice from experts on how to bring their products to market. These technologies often take years and millions of pounds to develop, but once they're ready for market they have to compete side-by-side with far more established solutions – completely unsupported.

There is no mechanism to provide support while the rough edges are sanded off and the company enters the transition phase between research and development and established product. This tends to be an expensive period in a product's transition to the mainstream; unless the product is either backed by big business or supported by government, the product stands little chance of succeeding.

Once the product has been developed with the aid of government funding and is ready for commercialisation, one option available to the company is to sell the concept to big business. However, it's generally not in the interests of a big business to adopt technology outside its own product sets; it poses a risk and could potentially displace existing technology that the company has a vested interest in bringing to market. In order for the products to get beyond this point and to have value to bigger companies, the technology must be clearly demonstrated and largely free of risk.

Another option is to rely on support from the government; schemes like the Renewable Heat Incentive (RHI) and Feed-in Tariff (FiT) are valuable when it comes to driving down costs and providing the level playing field required to allow products to enter the mainstream. We can see the effect FiTs have had in reducing the cost of solar PV over the last few years, but in order for a new technology to become adopted by these schemes it must either be recognised by the steering committees that influence the decisions of what is included and what's not, or have a large enough deployment for DECC to evaluate the appropriateness and efficacy of the technology.

Generally the steering groups are made up of competitors who are

fighting their own corner and trying to protect their piece of the relevant pot of funding; if the technology is completely different there is not an appropriate committee to assist in the first place.

What is needed is a second stage of funding and a mechanism to line up innovators with clients (preferably in the public sector) and big business. This way the technology can be de-risked and an appropriate level of deployment can be obtained to provide the necessary evaluation of the technology. Essentially, those products that succeed through the R&D phase should progress to an 'Innovation Fund: Part 2' to help them get to market. Without this, all the well-meaning public funding that has been ploughed into the research and development of new technologies is being wasted as new cutting–edge products fail at the point of market entry.

The good news is that, despite all the delays and changes, there is now finally a mechanism in place to support the adoption of more established renewable heat. The Domestic RHI, which offers a financial incentive to homeowners making the switch to renewable heat, is in need of refinement – but with the right tweaks it should provide a stable framework to allow the sector to grow. According to DECC, the Domestic RHI paves the way 'for mass roll out of renewable heating technologies in the domestic heating sector during the 2020s by building sustainable supply chains, improving performance, reducing costs and reducing the barriers to take-up of these technologies.' Superb.

Companies like Newform Energy have forged their own path and ploughed money, time and resources into researching and designing solutions that could really put us on track to reach our goal of deriving 15% of our energy from renewable sources by 2020. The company developed a pioneering hybrid technology that combines solar thermal with photovoltaics (photovoltaic thermal, or 'PV-T'), so homeowners and businesses could use one installation – that generates both heat and electricity – to cash in on both the RHI and the FiT incentives, reducing their power bills and their carbon footprint in one go.

The technology has very real practical implications for the way we power our homes and buildings; by incorporating Newform Energy's technology into the design of The Solar House in Leicestershire, Caplin Homes was able to prove that it can be practical and affordable to build zero-carbon houses, powered only by the sun's energy all year round. Professor Peter Childs, Professorial Lead in Engineering Design, Department of Mechanical Engineering, Imperial College London, has said, 'PV-T technology has the ability to attain significantly higher total power conversion rates than either PV systems or solar thermal systems, therefore giving a higher CO2 offset per metre squared of roof space than any other PV or solar thermal technologies.'

But when the Domestic RHI was launched this year, Newform Energy was perplexed to find that its PV-T technology – which the Chair of the Solar Steering Committee had 'no objection' to listing as both a PV panel and a solar collector, providing it was certified against the relevant industry standards (which it is) – was not eligible for both the Renewable Heat Incentive and Feed-in Tariffs. The company had followed the advice of the Solar Steering Committee and paid no small sum of money getting the technology accredited, so that customers could reap the maximum benefit from the renewable potential of their homes.

Newform Energy met with DECC and Greg Barker a few days before the RHI was ratified in Parliament. During the meeting, the company was told that, following a consultation with Solar Trade Association and others, DECC had decided that there was insufficient evidence to support the inclusion of PV-T as a technology within the Domestic RHI Scheme. It's still not clear why; as Jo Walters, Director of Natural Technology Developments Ltd, explained to Greg Barker in March, 'You advise that the RHI scheme is designed to support established technologies and that PV-T is considered to be a "new technology". PV-T has actually been in existence since the late 1970s and has been commercially available in the UK for approximately 10 years... I understand there to be in excess of 500 existing PV-T installations in the UK alone... You confirm that there is little evidence to satisfy you that

PV-T currently meets the scheme's eligibility criteria. In particular, the need for a technology to be fully proven, commercially available and able to make a significant contribution to the deployment of renewable heat at cost-effective levels at a domestic scale. Since PV-T technology is already eligible for the non-domestic RHI scheme, which has very similar criteria, it is evident that PV-T has already been accepted by the government as being fully proven, commercially available and able to make a significant contribution.

'I have cross mapped the eligibility criteria for the two schemes... and would invite you to agree with my conclusion that if PV-T meets the requirements of the non-domestic scheme then it must meet the same requirements under the domestic scheme. It is important to note that in the region of 90% of PV-T installations in the UK to date are in domestic properties so there is actually a greater body of evidence supporting inclusion to the domestic scheme than existed for the non-domestic.'

WITH GOVERNMENT
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ANTHONY MORGAN CEO OF NEWFORM ENERGY

Various scenarios were discussed following Newform Energy's meeting with DECC – the worst case being no future inclusion and the best case: automatic inclusion at the next review point, in January 2015.

It was left that DECC would provide Newform Energy with an indication of what would be required, in terms of the number of installations deployed, in order for DECC to form an evidence-



ANTHONY NEWFORM MORGAN ENERGY

based view of the technology that would allow it to make a decision by next January. Failure to get the technology included by the January deadline would most probably result in either no inclusion – or a further two-year delay due to the elections and the subsequent fallout they will cause.

This raises the question of how a government fixated with the quick wins that will boost its chances of re-election every five years can really lay the foundations for truly sustainable long-term development. 'Our experience raises some interesting questions about our political system and how our democratic process actually impedes change and stands in the way innovation', says Anthony Morgan, CEO and founder of Newform Energy. 'This is a topic in its own right which I could potentially bang on for hours about - but in reality do nothing to change. I'm focusing on a second and more subtle issue, one which we can change with the right influence.'

Anthony explains that the immediate impact on Newform Energy has been an increased interest in its technology. 'It does not get over the short-term issue of the lack of RHI on PV-T, but that in itself is causing us to be more creative and focused on the rapid introduction of our next technology: the multisource air source uses PV-T to increase overall system efficiency. Even without the RHI for the thermal part of the PV-T, the paybacks look attractive - so we are innovating our way round the problem!'

To find out more about Newform Energy and its latest innovations, have a look at newformenergy.com.



MESSAGE FROM THE GYRE (2009-CURRENT)



'I think most of our big problems in the physical world (war, oil dependence, ocean pollution, extinctions and climate destruction, to name a few) can be seen as external symptoms of an emotional/spiritual sickness that resides in our inner landscape, individually and collectively.

'We in the so-called first world have become lost in a tormented mental state of unconscious fear, which fosters collective anxiety, hostility, corruption, greed, selfishness, violence, destruction - and hence the external problems (both environmental and social) that we see growing exponentially all around us.

'In that light, perhaps one form of revolution we need is a shift in our collective focus, from trying endlessly and in vain to fix all the problems "out there", toward examining and healing the root causes of those problems that live in here, inside our consciousness.

'What would it look like for us to collectively heal our hearts and return to reverent and loving relationship with Life? And how can such a thing be achieved? I think artists have a role to play there.'

CHRIS JORDAN, SEATTLE, 2014

IRIS DRDAN

For more information on the Midway Project, visit midwayfilm.com More of Chris Jordan's photography can be found at chrisjordan.com



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Il construction activity has an impact on the environment, but impending legislation has prompted the industry to

recognise its role in causing environmental damage – and also in helping to restore the balance. The government introduced amendments to the VOC legislation in 2010 and again in 2012, along with other initiatives related to green building practices. As a result, there's now a growing trend for local authorities, planners, developers and construction professionals to take their environmental responsibilities more seriously and to build in a more sustainable way.

Change is slowly taking place, and many of us are choosing environmentally conscious options over conventional products for our painting and decorating projects. The volatile organic compounds (VOCs) found in many mainstream paints and furnishings are air pollutants that can have detrimental effects on human health; they contribute to respiratory illnesses and some are mutagenic or toxic to reproduction and harmful to the unborn. They also have a negative impact on the environment: they leach into crops and vegetation, damage materials and reduce visibility when they react with nitrogen oxides to form ground-level ozone.

Using VOC-free products benefits not only the environment but also the planet's inhabitants. Fumes

and other airborne particles from paints reduce indoor air quality, and have been linked to both short-term and long-term health problems – including everything from asthma and allergies to memory loss, dizziness, fatigue and depression. The young, elderly and infirm and allergy sufferers are most at risk – especially when the air inside is more polluted than it is outside.

Matthew Robson started out in the painting and decorating industry over 15 years ago, after getting careers advice and deciding it would be his ideal vocation. From 2008 he started to receive repeated requests for kinder products for children's bedrooms and nurseries; 'I started to question how I was working and the products I was using', he told PQ. 'I actually started to feel disappointed that I wasn't able to leave the finished job with the satisfaction of knowing I'd used the best products I could.' As a solution, Matthew launched Envirodec, a conscious service provider that uses as many traditional, carbon-neutral and natural products as

possible. 'I hoped that, as we came out of the recession, people would want to start spending on redecorating', he said. 'Envirodec and skilled tradesmen like me would let those people take an ethical approach.'

The next step for Matthew was when a builder friend and his wife were due to have a baby, and insisted that no harmful products were to be used in their home. 'It led to painstaking research', Matthew



Through his investigations, Matthew discovered that traditional decorating methods used natural inks and food dyes; it was only after the industry became commercialised that the more harmful chemicals were introduced. He decided to go back to basics and offer his clients something that was good for them and that made him feel good about what he was doing. 'In an industry that was already tainted with bad workmanship and timekeeping, I wanted to clean things up', he explains. 'I'd like to take eco decoration into housing associations and council buildings, where the impact on those less fortunate would be really satisfying work.'

While many still think that more sustainable options have a far higher price tag, Matthew's calculations suggest that the use of more environmentally-friendly paints would only bump your final bill up by around 7-10%.

Envirodec's based in Bristol but covers the whole of the UK, and the service is available to anyone who wants to avoid having toxic and VOC-laden products in the home. Customers get a more natural and traditional painting and decorating

service, that puts the wellbeing of the building's inhabitants – and the planet – at the centre of its operations.

Matthew said, 'We take great delight in our clients' reactions when they enter beautifully decorated rooms that are clean and healthy, and that have not – and will not – damage them or the environment. We have the skills, interest and knowledge to work with builders, architects, project managers or the building owner directly, on any project'.

The eco-friendly products that are now available offer a better finish and a wider range of options than ever before. The paints can be colour matched and can normally be applied in exactly the same way as conventional alternatives, to provide similar coverage in all the same places and in all the same finishes.

Envirodec is a member of the Painting and Decorating Association and Eco Decorators Association. It offers all the skills and services you would expect from a professional decorating company, meeting

applicable regulations while also helping to make sure your project has the best impact on its users and the environment.

For further information please get in touch with Envirodec directly: call 0117 941 5370 or email info@helloenvirodec.com. For more information, visit helloenvirodec.com.

DITCH THE VOCs

HOME/GARDEN





Like any heating system, Ecodan heat pumps from Mitsubishi Electric work most effectively in properties with high levels of thermal efficiency. It's important to undertake basic improvements, such as cavity wall insulation, loft insulation and double glazing, before installing a heat pump. Mitsubishi Electric has developed an online Selection Tool to help users, consultants, contractors or anyone else with an interest in heat pumps to get an insight into what this technology could deliver to your building. Whether your project is a single home or a school, a hotel or an apartment block, the application is designed to direct you towards the right solution by personalising the information for you. You just select your property type and then fill in information about its size (to understand the capacity he Renewable you need), building details Heat Incentive and your current heating (RHI) is up and system. The calculator then running for domestic energy estimates how much a heat pump users as well as businesses, offering a could save in running costs and Co2 financial incentive to switch to renewable emissions as well as illustrating what the heating. RHI payments would be.

While some technology is still being vetted for inclusion under the domestic RHI, heat pumps have been confirmed as one of the options available to homeowners who want to cash in on

the renewable potential of their homes. Like the Feed-in Tariff for electricity, the RHI offers financial rewards for those generating heat from renewable sources; the more efficient the renewable system you install, the more money you can claim.

If the term 'heat pump' is putting you off, don't let it – you've already got one in your home. A heat pump uses the same technology as a refrigerator but in reverse. The unit sits outside your home and extracts heat from the air (even in winter), which causes the refrigerant liquid

to evaporate into a gas. This gas is compressed to generate heat for your indoor water.

There are so many variables that it's impossible to say exactly how much you could save if you install an air source or ground source 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. However, data from BRE (the UK's leading centre for independent advice for the built environment) suggest that heat pumps offer significant reductions in running costs compared with conventional fossil fuel systems and direct electric systems.

HOME/GARDEN

YOU'VE ALREADY GOT AT LEAST ONE HEAT PUMP IN YOUR HOME - HERE'S WHY YOU SHOULD GET ANOTHER These low-carbon, efficient heating systems are ideal for Britain's temperate climate; heat pump technology is the most popular form of heating in areas like Scandinavia, where the climate is much cooler than the UK's. Ecodan heat pumps work at temperatures as low as -15°C, which is pretty good considering the average British winter is only around -5°C. Even at these temperatures, there is still heat in the air that can be harvested and transferred into your home for radiators, underfloor heating and hot water. With the price of oil showing no sign of coming down and fossil fuels literally costing the Earth, these heat pumps are a cost-effective renewable heating solution.

The Ecodan range has received full accreditation for the Government's Microgeneration Certification Scheme (MCS). In recognition of Ecodan's status as a low-carbon technology, the cost of VAT is reduced to 5% for domestic installations (the standard rate of VAT applies to all traditional heating systems). For new buildings, the technology is eligible for zero VAT.

Whether you live in a small flat or a large detached house, heat pumps offer reliable and efficient heating and hot water all year round. The units can be used to replace any existing heating system, and offer those in off-gas areas a viable, low-carbon alternative to oil. They're cheaper to install and run and, with a professionally maintained Ecodan heat pump unit offering an average lifespan of 15-20 years, you'll save on annual maintenance costs, too.

Like any renewable heating system, your heat pump will need to be optimised to suit your individual property.

For more information on the different heat pump units available, and to get a rough idea of how much money you could save on your heating bills, have a look at ecodan.co.uk. Its selection tool is at ecodanselectiontool. heating.mitsubishielectric.co.uk.

How they work

The main unit for the air source heat pump sits outside your house in all weather conditions.

The fan inside the Ecodan draws the outside air across a series of copper pipes (the heat exchanger) at the back of the

The heat exchanger, like a refrigerator, contains a refrigerant. It harvests low-grade heat energy from the outside air, which the heat pump converts into warm air for the home.

Ecodan units are different from oil and gas boilers in that they heat radiators to a lower temperature. This lower level of heat, combined with correctly sized radiators, offers a much more consistent and comfortable temperature, as well as meaning the radiators aren't scorching hot to the touch.

These lower flow temperatures are also where the high levels of efficiency come from, but you will still be able to heat your home to the temperature that you require using thermostats on the walls. It's an intelligent unit that works out how best to use the heat to deliver all the hot water you need.

You could get an average of three units of heat energy out for every unit of electric energy in, but this will depend on the overall system efficiency and features — such as loft overall efficiency.

Ecodan air source heat pump

Mitsubishi Electric's Ecodan air source heat pumps use the latest heat pump technology to provide low-cost, low-carbon heating and hot water for your home, all year round. The self-contained units are quick and easy to install and require minimal maintenance; they only require electricity so there's no need for gas supplies, flues or additional ventilation.

Ecodan packaged cylinder unit

The units come pre-wired, pre-plumbed and ready to go, with really straightforward and user-friendly controls.

Advanced controller

The efficient and hassle-free fourth-generation controller allows the system to respond faster, creating a more stable and comfortable temperature in the home.

Ecodan is currently the only air source heat pump that's been accredited by the Noise Abatement Society, and has been awarded the 'Quiet Mark' certificate. You won't notice it working away while you're in the garden.









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Kate used to work in offshore investment banking in Jersey; it was a demanding role and, after having children, she decided that she wanted a job with more flexibility. For many people, starting an organic food business might not be the most obvious next step, but being married to a chef with 20 years' experience certainly can't have hurt. In a far cry from her previous role, Kate is now at the helm of a brand that creates artisan products from the highest quality natural ingredients, drawing on a

wealth of knowledge to transform everyday flavours into nutritious raw food products.

'Initially we wanted to create a one-stop shop for organic and healthy living', Kate told *PQ*. 'But, when opportunities came our way, we decided to create our own brand of products. We're both foodies and we identified a niche in the market, so we decided to create a line of dehydrated products that are healthy and taste great. We always want to offer something different, and our customers appreciate that.'

InsideOrganic's rawlicious products are dehydrated in a temperature-controlled environment; it's a very slow process – one batch

can take up to 20 hours – but the end product is bursting with its original nutrients. The kale chips are a great example; at £2.49 per 40g bag they cost about as much as a sandwich and are just as filling – but they're also extremely nutritious. The chips taste delicious, sell in high volumes and are packed full of the iron, calcium and vitamins A, B, C and K for which kale is adored by health buffs across the globe. Seeds, nuts, fresh herbs, vegetables and fruit all make their way into hand-made and hand-packed rawlicious products; where possible they're sourced

from local suppliers, but issues around seasonality mean that's not always possible.

To Kate, the switch to a healthy, organic diet is a no-brainer. 'It reduces our exposure to potentially harmful substances in pesticides and chemical fertilisers', she explains.

'The latest study shows that organic products are more nutritionally dense than their more common counterparts.' Beyond the benefits of eating organic, Kate believes raw is the way forward for optimum health. It all comes down to processing: the less the food is processed, the better.

The range of healthy products available in today's supermarkets

is still pretty limited, but Kate is pleased to see that's slowly changing. She believes consumers are becoming increasingly conscious and that there's a growing demand for healthy products. Over time, she believes we'll see more of them in mainstream distribution.

At the same time, Kate's also aware of the new 'superfoods' that seem to go out of fashion as quickly as they come in. She puts this down to the human need for improvement; 'People have always looked – and continue to look – for foods that will make them look younger and feel better', she says. 'There's always new research to celebrate the unknown benefits of "new" foods.' Kate's advice is to keep it raw and keep it simple. 'Living a fast-paced

life means that we do end up eating more highly processed foods', she says. 'The easiest solution is to introduce more fresh fruit and vegetables into your diet and to prepare as many meals as possible at home. You can boost your intake of nutrients massively by switching a snack like crisps, which are high in salt, carbohydrates and saturated fats, with unprocessed foods like carrots and hummus.'

For more information on the rawlicious range, visit www.rawlicious.eu.

rawLicious

e've come across a few organic caterers in our time, but we've never seen a catering company that recycles – or, to be more precise – 'upcycles' food. Enter iss mich! ('eat me!'), the brainchild of waste-diving TV chef Tobias Judmaier.

Over the last couple of years, Tobias and his team have been alerting

Europeans to the issues around food waste and cooking up new ways to spread the word to the mass public. Tobias is the chef on *wastecooking*, an online cooking show that prepares meals from food rescued from the bin, and he launched a free supermarket in Vienna to show how much perfectly good food is wasted because it doesn't meet the aesthetic standards and expectations of supermarkets and consumers.

Speaking to *PQ*, Tobias said, 'This free supermarket project was the key to iss mich!, because we made contact with the farming industry and learned about the pain of having to throw out perfectly good food due to "consumer protection" laws. This made me shift my focus, and I started a catering company using materials from the source – a perfectly legal way to obtain veggies for cooking.'

The menu doesn't have a wealth of options, but it changes weekly and the meals are delicious, expertly prepared and made from what's available (seasonally and logistically), using ingredients that would otherwise be pointlessly wasted. You can currently choose from around two or three soups and a similar number of main courses (usually stews), all made from mostly organic and,

where possible, local ingredients. The meals are primarily vegan or vegetarian due to the ways in which ingredients are sourced. There are more health risks (and legal issues) associated with salvaged meat and poultry, yet kilos of perfectly edible vegetables never leave the farm because

they don't meet supermarkets' strict criteria. 'We cooperate with large farming communities which supply us with veggies that are not fit for the supermarket shelves and would never have entered the market', explains Tobias.

The meals are stored and delivered in special glass jars that preserve the meals for two weeks – and which also save 50g of plastic packaging and 300g of food. The same jars are used to store the food that's intercepted before it's consigned to the dump; 'Because the volume of vegetables left over in Austria is so enormous, we always deal with large quantities', says Tobias. 'The charges associated with processing, storage and distribution are a challenge, but classical "canning" in the jar is a great solution that processes the vegetables gently – and also allows us to store the food that we produce.'

On top of that, iss mich! delivers all its orders by bike to minimise its carbon footprint; meals are booked on or before the Friday of the previous week so that iss mich! can plan its cycle route. This also means iss mich!'s supply doesn't outstrip the demand, and minimal food is wasted. As well as cycling to your office with lunch, iss mich! also

provides classical catering for big events and companies, using the same ingredients and following the same philosophy.

The drive to reduce food waste has gained momentum in Austria; every year, 168,000kg of packaged and unpackaged food ends up in the bin – equivalent to roughly 40kg (€300) per household. However, more

than half of the food wasted comes from producers, wholesale, retail and catering. In its 'Roadmap to a resource-efficient Europe', the EU announced it will assess how best to limit food waste throughout the entire supply chain, with a view to cutting the EU's edible food waste in half by 2020.

In the UK food industry, waste is estimated to cost £5 billion per year. According to WRAP, the amount of food that is wasted each year in the UK is equivalent to 1.3 billion meals, or throwing away one in every six of the eight billion meals served each year. Kerry McCarthy, MP for Bristol East, proposed a food waste bill in 2012; the idea was to shift the government's focus on better methods of food waste disposal (such as composting) and instead highlight the importance of diverting surplus food from disposal in the first place. Despite receiving strong cross-party backing, the bill fell at the end of the parliamentary session.

Austria has set itself a goal of a 20% reduction in food waste by 2016, and has various initiatives in place to recognise and commend those who are playing their part.

The Viktakulia Awards in Austria highlight the best and most ambitious projects in the fight

against food waste.
This May, iss mich!
won the award in the
Restaurant and Canteen
Kitchen category, for
demonstrating 'high
creativity, effective and
long-term commitment
to the reduction of food

waste and a high level of expertise' in the important issue of food waste. The award was presented by the Federal Minister for

Agriculture, Forestry, Environment and Water Management.

The concept of rescuing food and serving it up to the public has received an incredibly positive response in Austria; while Tobias doesn't know of any other caterers that are taking a similar approach, there's no reason why the same model couldn't be applied all over the world.

This year was named the 'European Year against Food Waste'. While retailers and caterers share part of the responsibility for the edible food that ends up in the bin, there are things you can do that would help reduce the volume of food we waste and the resulting stress on resources and finances. Tobias advises, 'Don't always trust the labels – use your nose! If something's not fit for consumption your senses will tell you so. Also, only eat seasonal food; expecting your supermarket shelves to be stocked with strawberries all year round just fuels the demand for imports, which in turn increases global emissions.'

For more information on iss mich!, go to www.issmich.at. More information on Tobias and wastecooking can be found at wastecooking.com.



ISS MICH!

WE GET THE SCOOP ON AUSTRIA'S 'FIRST SUSTAINABLE CATERING COMPANY'

COOKING

n the Indian and yogic traditions, the sun is associated with the third chakra or energetic wheel positioned at the stomach level, the area that corresponds to the internal nerve plexus - rightly termed 'solar'. From this chakra, yellow in colour, radiates the vital energy and creative power of the human being. It is interesting to note the similar characteristics and functions of the inner and external suns.

Most cosmic rays and some solar rays directed at the Earth are filtered through the stratosphere (in particular the ozonosphere). Only 1% of those solar rays (UVA and UVB) can pass this natural barrier.

Solar light and UV rays stimulate many beneficial functions in our bodies, such as the production of serotonin (the 'hormone of happiness') and vitamin D in its active form D₃, which influences the absorption of calcium. The sun and its rays also influence our circadian rhythms of sleep, help keep the skin infection-free and indirectly benefit the immune system. The sun also

stimulates circulation, promotes the formation of red blood cells (haemopoyesis), improves physical and mental performance and helps remove internal waste through increased perspiration (the emunctory effect).

As a result, the sun is a very good friend of our health. However, UVA and UVB rays can damage our skin; in summer, the rotation of the terrestrial axis

THE SUN BRONZING

HEALTH/BEAUTY

causes a greater vertical incidence of the sun's rays - an astronomical change that increases their penetration and thermic effect. The skin is therefore more vulnerable and prone to inflammatory reactions and localised stress, such as erythema and solar burns, during this time.

UVA and UVB rays, in different ways, stimulate the production of melatonin, the dark pigment produced by the melanocytes in the skin cells in order to protect the skin. However, excessive exposure can cause burns and premature ageing - and can even alter our DNA. This can ultimately lead to skin cancer (melanoma).

To make the most of the sun's beneficial effects and avoid its potential risks takes a little bit of careful planning. Expose your skin to the sun only gradually, starting with just few minutes, and avoid the middle hours of the day when the sun is at maximum height (zenith). Cover your body with light cotton, preferably white, and cover your head with a light hat to avoid overheating the meninx and causing congestion and possible headaches.

> **Organic Daily Face Oil** (£32, 30ml)

Packed with antioxidant flowers and seed oil extract, with euphoric top notes of vanilla. Star

ingredients blue mallow,

rose, lavender and evening primrose are all renowned for their ability to plump, smooth and hydrate skin. With its natural SPF 4, this is the perfect daily moisturiser in all seasons.

Line Softener Intensive Formula (£77, 30ml)

The powerful nutritive properties of chlorophyll-rich spirulina and barley

grass - both rich in antioxidants - together with Argan and bitter cherry oils, with their capacity to mop up free radical damage, make this product a super-concentrated must-have for dry, parched or lined skin - and a great prevention for sun damage.

- 27 -

Diet also plays an important role in the prevention of 'sun sideeffects': it is very important to drink enough fresh, not cold, water (at least three litres per day, depending on levels of perspiration), and fruit juices to counteract the loss of minerals, particularly potassium. Herbal teas such as peppermint, or ordinary tea with lemon, are recommended

for their ability to counteract vasodilation, which may lead to tiredness or fatigue.

> Your diet should be light and rich in fresh, seasonal vegetables such as cucumber, courgettes, lettuce, peppers, rocket, spring onions and green beans

- preferably eaten raw with fresh herbs. Lots of fresh fruit should be eaten, especially watermelon for its high mineral salts and water content. Peaches, apricots, figs, strawberries, cherries and blueberries are also good options. Avoid fatty foods like red or cured meat, fried food, alcohol and carbohydrates, particularly during the hottest part of the day when digestion is more sluggish and calories more easily taken on.

A good preparation for sun exposure (and to get a lovely

GET IN DE MARIANO STILLE...
MD ON CHAKRAS, DIETS AND WRINKLE-FREE

suntan, too!) is to drink a daily glass of fresh carrot juice (high in beta-carotene) with a teaspoon of linseed oil (rich in omega-3).

The sun and its UV rays, salt from the sea,

wind, excessive sweat, the tendency to stay up late at night and sleep less all contribute to increasing the oxidation and ageing of the skin in summer. Over-exposure to the sun also encourages us to squint, increasing lines around the eyes, so sunglasses with UV protection are recommended.

The artisan, luxe and 100% organic Inlight range contains skinloving botanical extracts that are perfect for summer. The organic oils offer vital nourishing and anti-oxidant components such as ceramides, polyphenols, essential fatty acids and vitamins E and A, which counteract the effects of the elements and UV rays and help to restore the skin's elasticity and softness. Each product is hand-crafted and bathed in the light and energy of Cornwall. Water-free, these products are super-concentrated; the alchemic synthesis of potent natural elements with subtle forces recreates the unity of life.

Dr Mariano Spiezia is Scientific Director and formulator at Cemon Homeopathics. For more information on Dr Spiezia and the alchemical processes behind his Inlight products, visit Inlight-online.com.

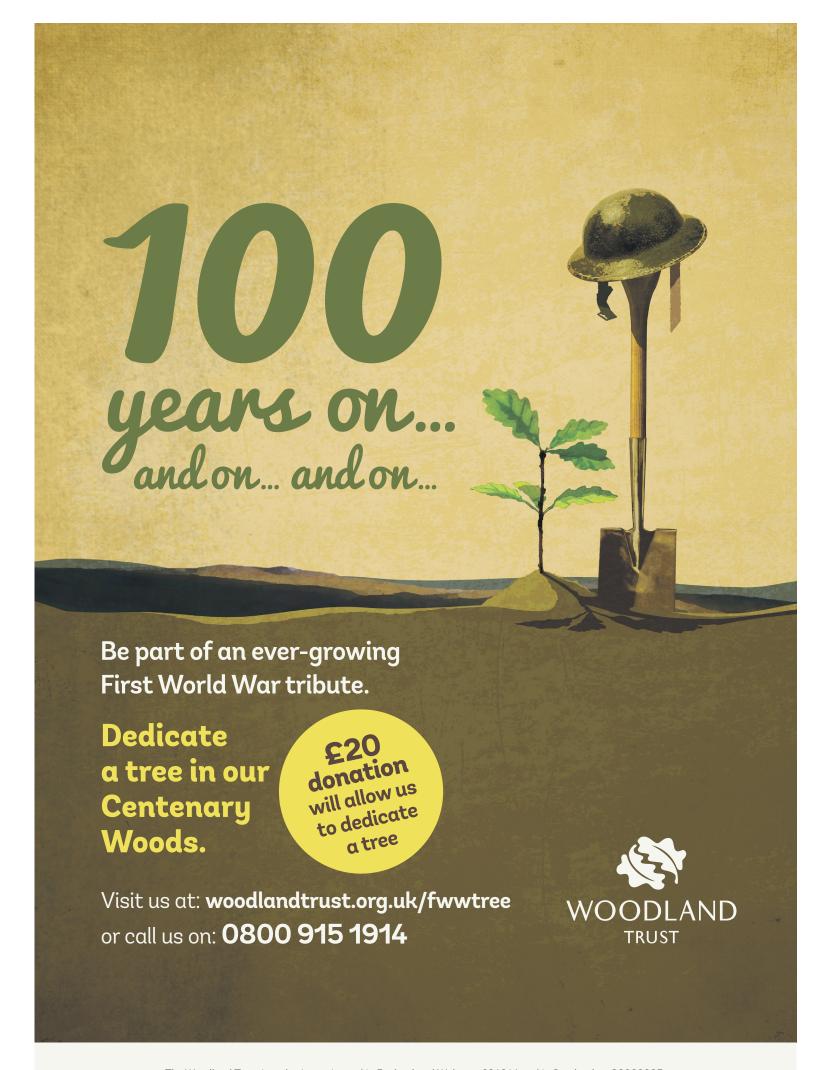
For a chance to get your hands on Inlight's Line Softener Intensive Formula, visit the competitions page on mygreenpod.com.

Organic Super-food Face Mask (£44, 50ml)

Uplifting and rejuvenating, this is an ideal weekly treatment.

It's brimming with

antioxidants, essential fatty acids and very rich in vitamin E. Star ingredients include spirulina, rose seed oil, carrot root and barley leaf.



T

op Speaker Events has launched Natural Business Adventures, and is looking for your support to raise €15,000 through its Indiegogo campaign.

Top Speaker Events organises global events to bring innovation, new paradigm visions and proven strategies to the business world. Its Natural Business Adventures engage individuals and their businesses through the practical application of nature's principles

and interspecies wisdom. This ground-breaking approach enables leaders and their teams to bring about a sustainable way of doing business, drawing inspiration from the natural world while also protecting endangered wildlife.

These adventures bring what is natural into business, and teach leaders how to apply the Natural Business Model's six principles: consciousness, co-creation, collaboration, contribution, culture and community. During the adventures, this unique formula is taught alongside the specific wisdom of the animal species that participants help. The overall mission of the adventures is to empower one business at a time to be more connected and aligned to the natural rhythm of success, and to empower leaders with ethical tools that resolve today's business challenges in a

sustainable fashion.

Each adventure focuses on a variety of business themes, such as communication, leadership and relationships, using the most appropriate animal wisdom – such as dolphins for communication, lions for leadership and wolves for relationships. The event starts with the leadership business theme, during which participants will work closely with lion wisdom. Those involved will learn the Global White Lion Protection Trust (WLT)'s principles of 'LionHearted Leadership' and see how they apply to business. Linda Tucker and her

team will teach the international business community how to embrace the wisdom of these truly magnificent animals.

Tamar Peters, Founder of Top Speaker Events, said, 'We are honoured and excited to launch this ground-breaking natural business adventure. These life-changing adventures will engage leaders from all over the world; they will learn the practical application of this new model of business and education "hands-on".'

Linda Tucker, CEO of the Global White Lion Protection Trust, added, 'LionHeartedness is not only a quality for pioneering conservationists today, it is also the key to leadership in the corporate arena.

The legendary white lions are

the most inspirational icons of LionHearted Leadership in action. It's great to see companies like Top Speaker Events trying to create closer bonds between business and nature; we were delighted when Tamar approached us as the preferred cause to support her inaugural event. We are looking forward to welcoming her group of business leaders to the heart of the white lions' ancestral territories.'

For over two decades, the WLT has been committed to creating a LionHearted World in which lions, land and people can flourish in mutually beneficial co-existence. The long-standing non-profit organisation is creating a better future

for all in the white lions' ancestral pride lands, while restoring the true relationship between human systems and ecosystems.

Top Speaker Events' first Natural Business venture is supported by Quantum Leap Studios, a UK-based conscious media production company, and its Chief Storyteller, Christiane Pedros. The company delivers a transformational brand

storytelling method that empowers entrepreneurs to share their message in a way that inspires hearts. Christiane is the media producer for Top Speaker Events' Natural Business Adventures and will be documenting the natural business revolution as it unfolds.

Money raised through the Natural Business Adventures' Indiegogo campaign will be used to cover the costs of its first 10-day adventure, which takes place in October 2014. It's also hoped that enough funds will be raised to enable a disadvantaged aspiring entrepreneur to attend the next adventure.

Different levels of engagement are being offered for donations, and every single contribution counts. If you want to see business done in a different way and believe we have a lot to learn from the animal kingdom, then let's all answer the call together.

To offer your support, please visit the Natural Business Adventures campaign on Indiegogo – bit.ly/IrxnA50. More information about the White Lion Trust can be found at whitelions.org.

ROAR YOUR TRUTH

WHITE LION BUSINESS LEADERSHIP ADVENTURE



ur bathroom was always stocked with Weleda's products when I was growing up, and I've seen the company's various concoctions on the shelf in Boots. I'm always a bit suspicious of big 'natural' brands that have managed to crack the high street market, so the opportunity to visit Weleda's biodynamic garden at its UK HQ was too good to miss. I wanted to find out more about the company and see how it's managing to succeed in such a competitive market.

After crossing the doorstep of a big pink building in Ilkeston, Derbyshire, I got my first clue: all the fragrances of a fresh summer meadow – concentrated and combined – flew up my nostrils at once. The second clue came from the no-nonsense comment from Jayn Sterland, Weleda's MD: 'The products just work.' She'd invited me to come and see for myself; if that hadn't been clue number one, it was certainly clue number

Like the rest of the people I met at Weleda, Jayn

has the quiet confidence of anyone that truly believes in what they're doing – and Weleda has been doing its thing for a long time now. Its first products were being bottled before my mum was in nappies and the cult Skin Food cream was a central feature of our grandmothers' dressing tables before it was discovered by the likes of Adele and Victoria Beckham.

Over the next few hours, I started to realise that Weleda is a very special brand. It was founded in Switzerland in 1921, under the combined influences of Dr Ita Wegman and Austrian scientistphilosopher Dr Rudolf Steiner, the father of Steiner Schools and a branch of philosophy called 'Anthroposophy'. Together this unusual philosopher-doctor team explored how, with a bit of stimulation, the human body is actually remarkably adept at healing itself. Weleda's holistically-formulated pharmaceutical products are based on the understanding that medicine provides the crucial stimulus to kickstart the body's own healing powers. 'Weleda' is the name of the Celtic goddess of wisdom and healing, and the Druid word can be translated as 'priestess', 'medicine woman', 'healing woman' or 'shaman'.

IDEAS FRESH FROM THE FIELD

KATIE HILL VISITS WELEDA'S BIODYNAMIC GARDEN

HEALTH/BEAUTY





The company believes that the use of ingredients the body recognises and is able to process, in their most natural and potent form, allows health to flourish.

Steiner was the inspiration behind organic farming as we know it; he presented biodynamic agriculture as a solution to farmers' concerns about the health of their animals and crops. Today, Weleda sources ingredients for its natural and organic cosmetics and pharmaceuticals from its biodynamic farms in France, the UK, Switzerland and Gemany, where it manages the largest biodynamic medicinal plant garden in Europe.

All Weleda's biodynamic gardens operate in a similar way, but the 13-acre site at Ikeston benefits from the additional touch of Claire Hattersley, Weleda UK's head gardener. Claire would be an inspiration

to anyone: while extremely practical and down to earth, she also believes in the oneness of everything, and that the health of the soil must be seen in the context of the wider whole. No element could be truly 'healthy' unless all other aspects of the biodynamic gardens are balanced and in harmony.

Most of the plants grown at Ilkeston are for medicinal purposes; the broad beans, garlic, onions and tomatoes all have a role to play, but Weleda grows more calendula than anything else. This flower is a fantastic natural antibacterial that was nicknamed 'Russian penicillin'

during World War I. Weleda uses it in everything from babycare products to toothpaste, and its new herbal medicine, Calendula Cuts & Grazes Skin Salve, is manufactured in the UK using Ilkeston-produced calendula tincture.

Several aspects of Weleda's approach ensure that the plants grown in its garden are as potent as possible. Many plants are given the space and the freedom to grow where they choose; wild blackthorn, hawthorn and nettles are left untouched, and we spotted wild orchids sprouting from a meadow full of cowslip. Aconite was also flourishing in the shaded soils of 'Nooky Hollow'. The plants know where they want to be and are given the freedom to populate areas of their choosing; the result is a more potent plant in the wild and a more effective product in the bottle.

While tractors and other machinery have their place in the garden and are used when needed, as much as possible is done by hand. The gardeners do everything from sowing the seeds to harvesting the crops; they're also responsible for tincture making, the first stage of manufacture for the products that end up on the shelf.

Despite having its roots in the

past, today Weleda is developing medicines that are geared towards modern lifestyles. Its Hayfever Relief Spray packs eyebright, red onion and yellow jasmine into an ultra-portable spray that you can zip into your pocket or handbag, and the Muscular Pain Relief Spray is ideal for anyone who has overdone it at the gym. It combines arnica – famed for its anti-inflammatory properties – with the less commonly known *Ruta*

graveolens (common rue) and Rhus toxicodendron in an oral spray.

The efficacy of the techniques used at Weleda is underwritten by the health of the beehives in its garden; they're managed by 'Mick the Bee', who loves having his bees on Weleda's site. During a recent wet summer, a hive that would normally produce 30lb of honey dropped to around 7lb, but the hives in Weleda's garden continued to produce an average yield of 30lb. For Weleda the bees provide a vital pollinating service, while for Mick the variety and health of Weleda's plants are in turn ensuring healthy hives – and a healthy bank balance. I asked for Claire's views on how bees would be able to survive in the future as we pursue a system of monocrop farming. She's cheerful, optimistic and down to earth, and so was her response. 'It'll be the crops that become vulnerable as there's no other pollinator', she smiled. 'It'll be the end of that system of agriculture,

A lot of love, time, care and energy goes into this garden – a day is dedicated to each batch of compost alone – to ensure that the plants grow as they wish, are nurtured into bloom and harvested at their most potent.

not of the bees!'

come to realise Several hundred healing plants that supersensible are grown in Weleda's gardens, knowledge has which are distilled, extracted now to arise from and potentised to create the the materialistic finished product - whether it's a grave.' tablet, ointment, pillule, cream, lotion or syrup - at its own tincture production facility. Artificial ingredients are never used; all Weleda's products are made from pure, natural ingredients that burst with the healing and caring powers of nature. Weleda is unique in that the company grows many ingredients in its own herb gardens, or through fair trade farming partnerships around the world. Ingredients aren't bought on the open market because traceability is crucial for every ingredient and every product. As a result of its ethics and high standards, Weleda is the only European beauty brand that is a member of the UEBT (Union for Ethical BioTrade), which sets inspirationally high standards for sustainability.

The result? Two packets of Weleda's cult Skin Food – the fan club for which includes Adele, Joss Stone, Rihanna, Victoria Beckham, Julia Roberts, Helena Christensen, Erin O'Connor and Alexa Chung – are sold every minute, thanks to its ability to soothe and smooth dry or stressed skin. While celebrity beauty secrets aren't always easy to get hold of, in this case the secret's out: Skin Food is so effective because it uses really simple ingredients (such as organic chamomile, wild pansy and rosemary) that aren't overprocessed: its power lies in the way the ingredients are grown, nurtured and harvested, and the fact that each of these stages is given the respect it requires.

Weleda works with 1,000 natural substances in natural and organic cosmetics and pharmaceuticals, and manufactures over 2,500 pharmaceutical products, 120 natural cosmetics and 10 dietary products worldwide. The ingredients are grown with honesty and integrity, and the products have stood the test of time because, quite simply, they work. But to get the products to market, Weleda's gardeners have to lead what Claire calls a 'schizophrenic existence'; they scrub up and exchange muddy wellies for gowns in order to comply with the strict standards of

hygiene that govern the manufacture of all licensed pharmaceuticals. Weleda's medicinal ingredients have been granted Traditional Herbal Registration certification by the MHRA, the same body that licenses all mainstream pharmaceuticals. In addition, the gardens at Ilkeston have been certified by Demeter, the trademark for biodynamic production, and its bodycare products have met NATRUE's high standards of authentic naturalness, which assess natural and organic ingredients as well as manufacturing processes. All the products are subjected to the pharmaceutical scientific rigour instilled by both Dr Rudolf Steiner and Dr Ita Wegman back in the '20s.

wipe out many independent companies, but
without mainstream presence it's hard for
any company to survive. On top of that
there's the challenge of competing with
the flood of 'natural' brands and
products that have appeared over
the last few years, which are
in fact anything but. There
are no legal standards
to determine
what constitutes
an 'organic'
beauty product, so
manufacturers and retailers
can (and do) apply the term

It's a fine line to tread; the budgets involved in getting

a product onto high street shelves are enough to

to products containing nonorganic ingredients. Chemicals such as methylisothiazolinone (MI) and

Dr Rudolf Steiner

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phenoxyethanol have been found in

'natural' beauty products, and consumers trying to make the shift to a healthier and more sustainable lifestyle risk being misled by brands trying to cash in what they see as a trend to be exploited. In contrast, if sustainable development is en vogue, for Weleda it is no passing trend – it has been a 90-year commitment that's still going strong.

Since the company was founded, Weleda has understood humans as beings of body, soul and spirit, and has developed a truly holistic approach to healthcare. It balances science with philosophy and has the integrity and the confidence to do things differently – because doing so produces products that really do work.

For more information on Weleda, it products, the history of the company and the ethos behind the brand, go to weleda.co.uk

The time has

here are too many cars on our roads and you can get to most places by bus or train if you put a bit of effort in – but there are also times when having your own four wheels comes in very, very handy. So how can you get the best of both worlds and use a car only when you need it, without having to worry about parking or petrol? PQ talks to James Finlayson, MD of City Car Club, about why car clubs are the only logical answer for cleaner cities

How does it work?

If you haven't already come across it,

City Car Club lets its members share the

and healthier bank balances.

cars in its fleet, so you get the benefits of multiple car ownership without the hassle or the expense. After joining online, you're issued with a membership card that acts as your car key; you book a car near you (they're never far away - City Car Club has over 750 vehicles in 17 cities from Edinburgh down to Brighton and across to Cardiff) then find it, swipe your card on the dashboard and the car's unlocked and ready to use. The car's then yours to drive anywhere you want. City Car Club covers fuel costs (you pay for petrol using a card in the glove box) and, when you've finished your trip, you simply return to the City Car Club parking space you picked it up from before swiping out again. City Car Club then works out your mileage and sends you an invoice.

City Car Club covers the insurance, servicing, MOTs and even fuel; annual membership costs £60 (a pretty hefty saving on most car insurance premiums) and then you just pay for the time you use the car. There's a real mix of vehicles in the fleet; smaller Toyota Aygos are perfect for short city trips and seven-seaters and vans are available if you're moving house or travelling in groups. The cheapest cars cost £4.95 an hour or £39.50 per day.

Savings

According to the European Commission, car ownership only becomes more costeffective than car sharing if your annual mileage exceeds 10,000km. The savings vary, but City Car Club's independent regulator would say membership can save you up to £3,600 a year. 'I've spoken with younger drivers who have saved almost half of this just from not having to pay huge insurance premiums', says James. 'It's important to recognise the time factor, too - who really wants the hassle of servicing, cleaning and ensuring their car passes an MOT? We're also selective about our fleet; on average, our vehicles' carbon emissions are 33% lower than the average UK car's. Where possible, we select hybrid vehicles which run at zero CO2/km at low speeds - and we've just added pure electric cars to the fleet.'

While the savings are attractive, City Car Club also draws attention to the cost of driving – and its members tend to use cars less as a result. 'The costs of using our service are far more visible than when you own your own car,' says James, 'so our members tend to use public transport wherever possible. The result is a much smaller carbon footprint for each journey.' Car club members tend to walk, cycle and use public transport

more than non-members, providing wider benefits to the community, too. The cities City Car Club operate in see reductions in congestion, parking pressures and carbon emissions, resulting in cleaner air.

While a car club that encourages people to drive less might sound like a bonkers business idea, in 2012 James managed to transform the company, which was losing close to £1m a year in 2007, into a profitable business. James has always been a bit of an entrepreneur; he left school in Australia at the age of 16 and was a qualified gardener with his own small landscaping company just three years later. At 22 he set up Greenscene, a London-based B2B gardening company which turned over £3m and was sold 19 years later. His next step was to invest in early stage businesses, one of which was City Car Club. Within a year he was working there full time as its MD.

'I was looking for a company in a sector that "ticked my green boxes", says James. 'While environmental issues have always been a passion of mine, I could see real growth in the future of car clubs and I'm really happy to say I've been proved right. Without commercial success, the environmental benefits of car sharing could never be realised as no business can exist on subsidy alone these days.'

MEET THE COMPANY THAT'S CHANGING THE WAY THE NATION TRAVELS

SELECTIVE

DRIVING

TRANSPORT

The future of transport

As James admits, changing the travel habits of a nation in which car ownership is so deeply engrained was never going to be an easy task. But he believes we're moving

towards a more general sharing mentality, from homes and handbags to vehicles. As a result, the benefits of car sharing will become more obvious – and car clubs more popular.

'I truly believe there will always be a place for the car within the UK's transport mix; it's the way the car is used that's really changing – especially with

the improvements in information accessibility', says James. 'The internet and smartphones provide instant access to lots of information, so people can make informed decisions about the cheapest mode of transport for their journey, where their nearest car club bay is and the delay on the train they were intending to catch.'

The future of transport doesn't lie solely with car clubs – without a solid public transport infrastructure the benefits of car sharing couldn't be realised. Car clubs wouldn't work for commuters so City

Car Club couldn't operate successfully in a city without decent public transport.

Walking and cycling will always be the most environmentally sound ways to travel, but they're not always possible. As James puts it, 'I can't imagine jumping on my bike with my kayak strapped to my back for a weekend away.' Assess what you actually need and go from there – a combination can be both the greenest and the most rewarding. The idea of getting into a good book on the train before picking up a City Car Club car at your destination sounds like bliss to us.

For more information on City Car Club and how to join, visit citycarclub.co.uk.

ar manufacturers are developing massmarket EVs and hybrids that would make lowcarbon driving an affordable reality. But UK businesses need to start adding greener vehicles to their fleets if we're going to meet our carbon reduction targets and reduce emissions from our roads. PQ talks to James Wilkes from Greenhous about the options available and why the switch to green company cars makes good business sense.

While there are plenty of electric and hybrid vehicles available, one big barrier to uptake for companies is an issue they share with general

drivers: range anxiety. It's all well and good if you work in a service industry with lots of city-based start-stop journeys, but what about employees who need to drive further than the 100 miles they'd usually get from a daily charge?

While that may once have been a legitimate excuse, today's hybrids make it a difficult point to argue. Greenhous has been supplying dealer services for over a century, and the group one of the Sunday Times's top 100 privately owned businesses — now has a dedicated website for electric and hybrid vehicles of all shapes and sizes. The Vauxhall Ampera extended range vehicle can exceed 300 miles and the Volvo V6o hybrid has a range of over 500 miles. On top of that, different types of electric and hybrid vehicle are appearing on the market that make greener fleets a possibility for a wider range of industries. Small EV and hybrid vans, such as the electric plug-in Nissan ENV 200, are great for local traders, from painters and decorators to electricians, plumbers and florists.

If you work in a town or city and need to drive around the local area, you can have a charging point installed at your home for free under a government subsidy, just like any other consumer. Central London operators would also avoid congestion charges, and wouldn't need to worry about the costs of engine wear and fuel that stack up if you drive conventional petrol or diesel cars, which are very inefficient over short journeys.

While some financial benefits are black and white, there are other less obvious advantages for companies switching to a greener fleet. Speaking to *PQ*, James Wilkes says, 'Financial gurus are reporting that the improved financial position of companies with good carbon performance is a clear indicator that it makes good business sense to manage and reduce carbon emissions.' He cites a recent financial survey that shows almost 60% of reported actions to reduce emissions have seen a payback of three years or less. An increasing number of companies are not only realising the benefits of reducing their carbon emissions, but are also looking to incorporate the cost and benefits of their environmental impact into their financial accounts.

'Companies have come to realise that not only can they cut costs and improve their reputation by reducing their impact on the environment,



LEASING A GREEN FLEET

HYBRID AND ELECTRIC COMPANY CARS COULD SAVE CASH AS WELL AS CARBON



- 33

they can also seek to diminish the potential future costs from the imposition of regulatory mechanisms, including pollution taxes and higher insurance premiums', James says. 'There has been a big increase in the number of companies reporting reduced greenhouse gas emissions, up from 19% to 45% in a year, which suggests business leaders are becoming more aware of the need to market their "green" credentials. Companies that are being proactive now understand that they can gain a competitive advantage over their rivals.'

Greenhous has been supplying dealer services for

over a century, and the group consistently ranks in the Motor Trader and Automotive Management Top 20 dealers. The company was one of the UK's very first Vauxhall dealers, and today includes Nissan, Toyota, Volvo, Renault, Dacia and DAF Trucks in its network of car and commercial dealerships, which stretches

across Shropshire and the West Midlands. As well as staying true to the values of its founder Vincent Greenhous, who launched the company in 1912 with a focus on customer service, today the company has a standalone website for its hybrid and pure electric vehicles, which are available from Greenhous dealerships. The vehicles are in stock and ready to go — wherever you are in the UK.

Its system has a portal that allows fleet customers access to their vehicles, from the time of processing the order through to the construction, the progress and the date of delivery, with real-time updates. 'It's an immensely powerful and informative tracking tool for the customer', says James.

The main cost is the lease of the vehicle; the 'fuel' costs are markedly reduced and will vary in magnitude depending on the EV or hybrid vehicle chosen. 'Studies show the CO2 created by charging electric cars compared with that emitted by efficient diesel engine cars for the same distance travelled is markedly reduced', says James. At present there is zero road tax on these vehicles and, if operating in central London, there's no congestion charge.

James recognises that corporate social responsibility (CSR) is a great way for companies to reduce their impact on the environment, and therefore also improve business and increase potential customers. Switching to a greener fleet by leasing electric or hybrid vehicles is just the start for companies that want to improve their green credentials; if they also installed solar panels or wind turbines at their base then renewable energy sources could be used to charge the vehicles. On top of that, driving vehicles with low or zero particulate emissions improves the local air quality, so greener cars really would benefit everyone.

For more information on the green fleets available, visit greenhoushybridelectric.co.uk.

erched high in the rural Andes of Ecuador and overlooking the Rio
Toachi Canyon, Black Sheep
Inn is a 10-room eco lodge with a difference. As well as offering comfortable accommodation, the lodge promises an education on the local area and customs, and demonstrations on its 10-acre permaculture site to show visitors how design and nature can work as one.

The lodge and its facilities are in harmony with the land – from the wood-fired sauna and 'ecological airline' (a zipline) right down to the composting toilets – and have been designed to contribute to biodiversity and sustainability.

The owners' philosophy is that 'neither people nor the planet should be exploited to create successful tourism. Tourism can be an educational experience for all – local community and foreign tourists.' Guests learn about ecotourism, enjoy fantastic scenery and experience intercultural exchanges while day hiking, horseback riding or cycling in the area.

How it began

Black Sheep Inn's founders moved to Chugchilán in 1994 with the goal of creating an affordable sustainable tourist destination. Before 1994, the untouched village of Chugchilán was unknown by tourists, travellers and agencies.

Still retaining all of its cultural charm, the village now has several small community businesses, including horseback riding tours, a women's knitting cooperative, local native guides, four locally-owned hostels, a transportation cooperative and a public library with a Computer Learning Center – all of which profit from sustainable tourism.

As a result, Chugchilán is now on the tourist map and known as a sustainable destination in the High Andes, with all operations 100% run by local community members.

From the cooks, cleaners and ground crew all the way to

the management, all jobs go to the local community. The same employees have been working for the Black Sheep Inn for over 10 years, and say sustainable tourism in the area has given the community an economic boost.

The Black Sheep Inn's 'attractive, educational and



BLACK SHEEP & THE FAMILY

A COMMUNITY-DRIVEN ECO RESORT OFFERING ADVENTURE AND EDUCATION

TRAVEL

Black Sheep Inn is three hours from the Pan American highway on rural roads, about four hours from Quito. Public buses arrive

Prices range from \$35-\$100 per day per person, and include three vegetarian meals, unlimited tea, coffee and purified water. All local taxes and service are included.

daily or private transportation can be arranged.

productive' composting toilets are one its proudest achievements. Flowers and vegetables fertilised with the finished compost grow inside each of the rooms, which take advantage of the spectacular views out over the canyon. The transparent roofs make the most of natural light, and funnel rainwater to small tanks that supply the hand basin. According to staff at the inn, the local community is always impressed with the finished fertiliser.

There's a reason why Black Sheep Inn is known as a 'day hiker's paradise'. Several day hikes are available from the inn, which is a one-hour drive from Laguna Quilotoa and three hours from Cotopaxi National Park.

Laguna Quilotoa

This stunning lake fills an active volcanic crater, which last erupted 850 years ago. Legend has it that the 2km emerald lake is connected to the ocean, and the water is salty and sulfuric. The world-famous hike from Laguna Quilotoa through the Rio Canyon to the town of Chugchilán (where the Black Sheep Inn is located) is one of the best day hikes in Ecuador.

The lake is also accessible by car or bus if you're not in the mood for a long hike. Once there, you'll get spectacular views of the laguna

below during the gentle walk around the crater rim. You can also hike down to the lake itself, which will take around half an hour, and swim in the 5°C sparkling waters. For a few dollars you can hire a mule to bring you back up to the top.

Iliniza Cloud Forest

The 149,900-hectare Iliniza Ecological
Reserve is home to the Iliniza Twin Peaks,
Laguna Quilotoa and a huge tract of Andean
Humid Forest: the Iliniza Cloud Forest. This high
altitude jungle is a unique ecosystem and home to
diverse fauna and flora; the western cordillera is
the last mountain range before the Andes unfold,
dropping over 10,000 feet to the Pacific lowlands.
The Cloud Forest is about a two-hour hike or
horseback ride from the inn, and the stunning route weaves

over the high *paramó* to the top of the sea of clouds.

The Ecuadorian National Park Service (INEFAN) declared the area an Ecological Reserve, yet any education programme, publicity, signs or controls are absent. Many who live in this area don't even know that it's a reserve. There are large tracts of old growth, but deforestation in Ecuador stretches further and further. The inn hopes that with some outside help, this Cloud Forest can be preserved for future generations.

Canyon Plateau

The large plateau seen from the Black Sheep Inn floats like an island in the canyon. It's just a 35-minute hike from the inn, but once you're there you can spend hours exploring the edges and admiring the constantly changing view of the surrounding peaks and cliffs that descend to the Rio Toachi.

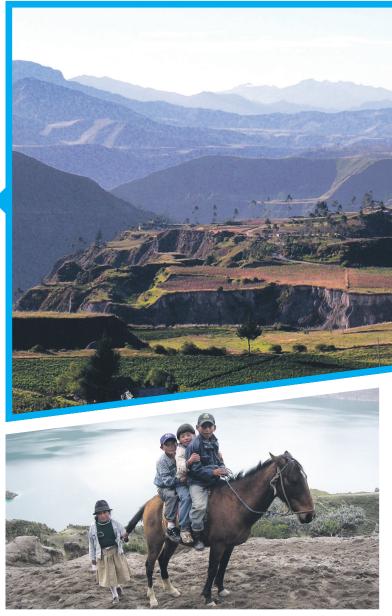
This is a good first hike to get you acclimatised to the high altitude as the route trails along level ground. Alternatively, there's the option to travel on horseback with an experienced native guide.

Local indigenous markets

The local Andean markets are a great insight into trading techniques that stretch back thousands of years, and reveal many of the rich Andean traditions. Markets take place on every day of the week but vary in size and atmosphere.

It's unlikely you'll find any tourists at Monday's Guantualo

'NEITHER
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COMMUNITIES
AND FOREIGN
TOURISTS.'
BLACK SHEEP INN





- 35 -

market as it's a very small and rural affair. On the other hand, head over to Saquisilí market (on Thursdays) and you'll find the entire community abuzz with the sale of all conceivable local produce.

What's there

- Nine adobe buildings, made from sun-dried sand, clay and water
- Organic gardens
- 'Ecological airline' (a 100-metre zipline cable swing)
- Wood-fired sauna
- Treehouse
- Yoga studio
- Hot soaking pool
- Gym with homemade recycled weights
- Greenhouse
- 10 composting toilets
- Gray-water recycling
- Pond
- Llamas
- Guinea pigs
- Ducks
- Cats
- Dogs
- Flock of black sheep, of course

ightning crackled across the sky and a pane of glass shattered in its frame a couple of rooms away. The bathroom door was charging between walls with the determination of a blind and angry rhino, and the front door had been broken and pinned open by a howling wind. I watched the rain splatter in horizontal lines across the window as thunder clapped round our bedroom.

These were the early hours of our first morning in Pokhara, the launchpad for trekkers entering the Himalaya in Nepal. The next day we would embark on a four-day trek into the Annapurnas, home of

the 8,091m Annapurna I and a mountain range I'd always dreamt of hiking through.

Lying in the eye of a storm, I thought about a talk I'd attended in London years earlier, where Robert Macfarlane questioned what attracts us to the mountains. They're cold. They're wet. They're dangerous. But they're so inexplicably appealing. Our bodies aren't designed to go there – we get altitude sickness and vertigo at best, frostbite and organ failure at worst – but still, we're drawn like flakey filings to a magnetic pole.

My man and I had no intention of scaling a summit – our only wish was to 'be' in the mountains and spend a few days trekking between villages and breathing in the magical mountain air. We needed to be in Kathmandu for a few days, so it seemed like a perfect opportunity for a system reboot and a good, long stretch of the legs. Intrepid Travel tailored a route to fit round our plans and take us off the beaten track on a bespoke trek. Perfect.

We woke up early and set off with our guide, Siva, for Day One; our first clear view of the Annapurnas was from the roadside on our way out of Pokhara. The mountains didn't look real or reveal any sense of their true scale, standing like a 2D stage set against fumey, congested streets strewn with Coca-Cola bottles and jammed with tourist shops selling everything from woolly hats to ice creams.

While we strained to locate the blurry, distant peak of Annapurna I, Mount Machapuchare – or 'Fish Tail Mountain' – leapt from the landscape like a cut-out from a pop-up book.

This mountain dominates the skyline for several reasons: for starters, it's just 25km north of Pokhara and glows like fiery magnesium from the south of the Annapurna range. It juts up into a dramatic peak – a stereotypical inverted 'V' – in stark relief to the relatively flat terrain north of Pokhara, and is crested with a stunning double summit, the 'fish tail' after which it's named.

In addition to its topological prowess, this mountain has a mystical and deeply psychological attraction: it's one of the world's last unbagged peaks, and the human obsession with uncharted territory has been enough to make countless adventurers pack their boots and set off into

the unknown. The local population considers Mount Machapuchare to be sacred to Lord Shiva, the Hindu god that defies limit or form. As a result, the mountain is off limits and no one has ever reached the top.

Tourism is vital to the economy in Nepal, but those living in Himalayan mountain communities probably consider western tourists to be lunatics. Over the course of our trek we met villagers hiking up and down the rollercoaster terrain for simple necessities like education, building materials and water – why would anyone choose to go further and summit a mountain for pleasure? Instead, traditional Hindu and

Buddhist mountain pilgrimages focus on the spirituality of the landscape; mountains are circumambulated, praised and appreciated from all angles and perspectives. Only westerners want to charge to the peak and stick a flag in it.

With that logic (and great excuse) in mind, we worked with Intrepid Travel on an itinerary that would lead us through the Himalaya without focusing on a base camp or purely upward climb; we would wind our way through small communities and stay in local homes, walking for around seven and a half hours each day.

It was March and it was very hot – not least because our rucksacks were jammed with everything we might need: waterproof jackets and trousers, a sleeping bag and something warm for when the temperature dropped to freezing point at night. We were dropped off at Kalisthan, about an hour's drive from Pokhara, and spent the day walking on pretty straightforward forest paths and roads to Yanjakot, keeping the mountains in almost constant view.

Just before the sun went down, we had chance to pause and take

in our surroundings. Yanjakot is high on the hillside, and once more Machapuchare

beamed in the golden light. We spent the night with a small family who shared their stories in broken English from the fireside in their home. Dinner was *dal bhat* (lentils with rice and pickle), which was soothing and nourishing after the day's walk.

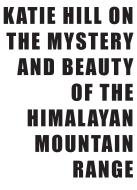
As the night descended, another magnificent lightning show lit up the

sky. We watched in awe as electric forks trailed and danced over the valley, and Siva explained that the gods were taking photos as we drank a warm and dangerously drinkable concoction of home-brewed millet. We slept well that night, clamped together in a single bed beneath two wool blankets as the thunder rumbled gently around us.

We got up early to watch the sky turn pink as the sun climbed up into the Himalayan sky. It was almost impossible to comprehend that the billions of billions of tonnes of rocky, snow-covered mountains had once lived deep beneath the sea, and were thrust up into the air when the Indian plate was stopped in its tracks by the unbudgeable Tibetan









TRAVEL

TREKKING THE ANNAPURNAS

plate. I tried to imagine how the landscape would have looked back then - smooth and rounded before the battering of earthquakes, glaciers and storms created the jagged peaks we see today. My partner took a deep breath and his eyes sparkled. 'I'd love to go right up there, to the very peak', he said, seduced by the beauty of the skyline. A couple of days later he would change his mind.

We descended into the valley and were grateful of the downhill walk; the sun was beating down and all our nighttime kit was back on our shoulders. We were moving towards Siklis, the last village before the

mountains and the recruitment capital for our Ghurka soldiers, who have been an integral part of the British Army for over 200 years.

The route to Siklis is undeveloped and doesn't attract many tourists. We followed the Madi river through the rocky valley before climbing up winding stone steps and paths for just over two hours, until we reached the village. The reward at the top, 2,000m above sea level, was incredible. Vultures circled the sky - a rare treat after living in Mumbai where the population has been decimated - and the narrow streets were lined with beautiful houses crafted from stone and mud. The view back down across the valley, with the winding Madi sparkling in the bright sunshine, was utterly breathtaking.

We pitched up at Namaste Guest House and moved our chairs to the camp fire as the sun went down. It wasn't long before music started playing from an old stereo, and men and women got up to dance in the traditional local style.

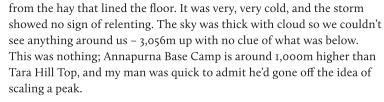
It was unlike any dance I'd seen before; the women held their long wool skirts to the side and swayed elegantly, pointing their toes into

a rocking two-step shuffle. It wasn't easy to be elegant with a pair of aching thighs bubble-wrapped in three pairs of trousers, but we couldn't resist joining in. We laughed (as did they) as we tried out some moves, and slept deeply that night as another storm whipped up the mountain

After exploring the narrow winding paths of the beautifully preserved village, and watching women turn nettles into sacks and hand-loom wool into beautiful rugs, we set off for Tara Hill - higher still in the mountains and famed for its views.

After climbing some distance, a fierce storm set in – reminding us how quickly and dramatically the environment can change. Still in my shorts, the hail felt like spud gun attacks, with giant stones bouncing off trees, shoulders, stones and knees as we wound our way through an enchanting jungle path bursting with twisted rhododendron trees. After just over two hours we arrived at a signpost: Tara Hill, three hours. Siklis: two and a half hours. Nothing was given in miles or kilometers, but I could see why no one would want to tackle these paths with a trundlewheel.

We battled through to the top, soaking wet, freezing and without much feeling left in our fingers or toes. This was a viewing point and the only shelter was an old disused barn. We dived in and quickly made a fire



We put our boots next to the fire to dry and opened our packed lunch with numb and shaking fingers - two boiled eggs, some salt and delicious Nepali bread. At the time it felt like the best meal I'd ever eaten.

> Galvanised, dry(ish) and energised, we stamped out the fire and started our descent.

> It was a steep and tough track that cut straight through the centre of the dense forest. The rhododendron buds were just about to flower; a week later and the trail would have been ablaze with fiery reds and pinks. At the bottom, we stayed with another beautiful family at Samjana Homestay and Cottage in Ghalekharka.

After returning to Pokhara, we made the final leg of our journey and arrived in Bandipur, which has been described as a living museum

of Newari culture. 700m above the Marsyangdi River valley, at the end of a 8km corkscrew drive, the village was a far cry from the madness of Pokhara. The settlement is perched like an eagle's nest on a 200m mountain saddle in the Mahabarat range, with a quiet, central street lined with traditional buildings that rear back onto the steep hilltop slope. It was a prosperous town thanks to its unique trading position between lowland and highland, and between British India and Tibet.

Reflecting the town's historical grandeur, The Old Inn was the most beautiful place we could have imagined spending our last night. Oozing rustic charm from every twist of the wooden staircase and every creak of the floor, this restored Newari townhouse was an absolute gem. If we could have stayed an extra week it would have been to enjoy the local treks and admire the Annapurnas from the excellent viewing point of Bandipur, without feeling any compulsion to push higher into the mountains.

For more information on Intrepid Travel's treks, tours and holidays, visit www.intrepidtravel.com.





GETTING THERE

Jet Airways has regular flights from London to Kathmandu, via Delhi or Mumbai.

The best time to visit the Annapurna range is October or November, just after the monsoon. Visibility will be good and the countryside will be lush and green. Expect to pay around £850 per adult for a return economy ticket from London with Jet Airways over this period.

Jet Airways uses IBM's Integrated Emission Management System to analyse and calculate individual aircraft emissions, a process involving comparisons of flight records and fuel usage

For flight details and information, visit jetairways.com.

MYGREENPOD. COM

his 1,000km-long archipelago is an extreme test case for the impact of global warming and the main reason for me wanting to visit this small Asian country with the tiniest of all Asian populations: 400,000 islanders whose impact on carbon output is negligible. So which island do I choose for my five-yearold daughter (and myself) to continue our search for an increased

awareness, and hopefully to reduce my daughter's complacency when it comes to our planet's (and humanity's) future?

I truly believe that in the next 20 years (or less) we won't recognise parts of our planet. Simple things like food, water and even air will be reduced by an increased population, rising sea levels and - worst of all - the impact of earthquakes, volcanic eruptions and freak weather patterns. Not to mention the chaos of the people around us, who will have no idea how to cope and will probably just panic and become completely reliant on outside support. My feeling is that outside help won't be there, so it will be down to each of us to be well prepared: we now need to gather the skills and knowledge that will allow us to live completely sufficiently in a natural environment. As a parent, I feel it's my duty to educate my youngest until the time comes when she's able to make these decisions for herself.

So which island to choose? The 120 resort islands are each unique and independent. One island = one resort. Well, one that required the least travelling would be good. I'm afraid this choice didn't add up to much of a carbon reduction, but it did cut out two local flights.

We'd been in Dubai, visiting the turtle rehabilitation project at the Burg Al Arab – the Jumeirah group's most prestigious hotel. The Jumeirah group seemed to be making some decent moves around sustainability

and tourism, so it made good sense for us to visit the Jumeirah Vitaveli. A short 20-minute boat ride from Malé, and employing 'passionate advocates' of climate awareness, this seemed like the best choice. The island has 43 beach villas and suites, 46 lagoon villas and suites, three restaurants and a beachside cocktail bar. There's a private swimming pool in every villa and a full range of watersports available, including deep-sea fishing, diving, kayaking and kitesurfing. Oh, and the Talise spa – with treatment rooms on the land and over the water.

I really don't want to be too cliched about this feature – in some ways I'm squirming a little writing it. What seemed to be a good idea at the time actually with hindsight makes me feel a little uncomfortable. Nothing to do with the resort itself, more to do with my awareness concerning what this trip was really about. Here's why...

The Maldives is the lowest-lying country in the world and built on coral reefs which, as we all know, are dying off due to rising sea temperatures and acidity. Maldivian communities are completely reliant on diesel for generators, and a nation that's nearly broke spends a quarter of its GDP on fuel and subsidies to keep its energy bills affordable. Tourism accounts for 29% of this GDP, and in 2013 it

increased by 11%.

There are 1,200 islands in the Maldives and I later found out that tourist minister Ahmed Adeeb spoke of developing a further 400 in the north. It seemed a strange idea – particularly as only a few years back the president at the time was reaching out to the world for a new home and security for the atolls' citizens. I made a mental note to meet with Adeeb and get to the bottom of this idea.

It has to be said that the Maldives recently won two prizes at this year's Seven Star Global Luxury Awards, winning Best Destination as well as a special achievement honour for Adeeb: the Outstanding Achievement in Tourism Award for overseeing the arrival of one million tourists last year for the first time in the country's history.

We were swiftly met at the airport by the beautiful smiles of the Vitaveli staff. The transit was a powered boat waiting just walking distance from the airport. We were handed cold towels and drinks and told to sit back and relax. A big fuss was made of Sophia and she sat like royalty at the back of the boat, feet up, singing and looking out for dolphins.

The sparkly blue waters of the Indian Ocean were welcoming; I could see a few small islands in the distance and wondered which one we were heading

to. What a magical part of the world, I thought, refreshingly similar to how I'd imagined it from pictures. The only thing that stood out was the thick

black smoke ahead coming from a dump-like island; I was told it was the dumping ground for the area. I pointed this out to Sophia and she reminded me that it was similar to the place I'd lived for three weeks for the Channel 4 observational documentary, *Dumped*.

I told Sophia that it looked like they were burning the rubbish, which had a knock-on effect by polluting the air. I explained that if perhaps they invested in some cleaner technology this would change the way the rubbish was dealt with. Of course she asked why they didn't, and I had to explain that they would have been doing it this way for a long time and that it would cost a lot of money to buy the new machinery, which of course would benefit them and everyone else in the long term. I asked what she would do if it were her decision; I'm sure you can guess what she said. Money to a five-year-old is no obstacle, which I find a beautiful



BOLIFUSHI ISLAND

JARVIS SMITH VISITS THE SOUTH MALE ATOLL IN THE REPUBLIC OF MALDIVES

thing. We, humanity, have created the commodity called money and it seems to me that it only serves those who want to hoard it.

I wonder if those hoarders realise they are killing their grandchildren by feeding their children?

OK, I know I keep rambling on about the state of how bad things are, but as I said, I wanted to keep this real...

Now just a short distance from the Vitaveli, I was immediately enchanted by the beautiful architectural design and the well thought out use of its natural landscape. Seductive building shapes with triangular thatched roofs sat on wooden jetties leading to white beaches cascading into blue lagoons, with an abundance of flowing palm trees. Do I still think of paradise looking like this? I know I used to - probably based on what advertising was telling me. But now, was this my idea of paradise? I'd have to wait and see.

We slowly pulled up to the jetty and were met by more smiley staff. One face stood out, an Edward Woodward-type character who introduced himself

as the GM. His name was Graham and he had an extremely warm and endearing way about him. He was quietly confident, yet I felt a certain prowess as he spoke and introduced me to the team.

I'll come back to Graham later as he has been absolutely instrumental in the way this island functions (to the best of its circumstance and ability) in terms of sustainability.

We headed off to our beach villa room, which was perfect for us as I didn't fancy dangling over the sea in one of the huge villas. I would never have been able to rest in peace with Sophia playing outside!

The room was beautifully set: a gorgeous large bed in the centre of a room that opened up into a garden with a private pool and an outdoor four-poster lounger. Just a few steps further through a little hole in the surrounding hedges, those turquoise and brilliant white waves lapped onto a completely empty beach. We had our own sunbeds and shades on the beach area and our villa was protected from prying eyes, not that I had seen anyone else except our butler.

He showed us around the room and explained what the gadgets and gizmos did. I do like a good Apple home system, and it was great to get music in all of the rooms. At the opposite end to the beach was a walkin closet that led through to a very large bathroom, with two sinks, a nice-sized bath and a separate shower. Of course Sophia wanted to jump straight into the pool; she wasn't quite swimming on her own yet so I asked her to wait while I showered. Where did the butler go? He must have slipped away while we were chatting. I do remember him saying he would collect us in an hour as they were going tree planting and we'd been invited to join.

We planted coconut palms, the Maldivian national tree, right on the seafront – 20 meters from the waves. These trees would grow to 30 metres and the fruit could be used for eating and drinking, the oil for hair and the shells also for food or craft. Graham told me that they constantly plant trees to replenish the areas where building took place. I liked his views – he seemed to be thoughtful and visionary, driving change through the DNA of the organisation and the wider tourist industry by requesting what he felt were the best solutions. He'd done his research and knew what he was talking about. He told me about the water purification system that converts salt water to drinking water, which fills glass bottles that can be served to guests. This saves a vast

number of food miles and plastic bottles from ending up on the dump island Thilafushi, which is already overflowing with more waste than it can handle.

Graham was pleased with the support the resort and guests gave to the local school, Maafusfi, and asked if we would like to visit. Of course, Sophia thought it was a great idea – more children to play with (I was

sure she was getting bored of me by this point).

Once we'd finished the ceremonial tree planting, which ended with my prayer of gratitude to the Vitavelli team, the land and trees, we headed for the Kuli Kola Kids' Club.

It was a lovely size, with a children's swimming pool, two indoor playrooms full of things to do (including painting and crafts), a video room and an outside area with giant dolls' houses, swings and slides, table tennis and pool tables and friendly staff I called 'entertainers'. I asked Sophia if she wanted to stay; she was a little shy at first and wanted to continue looking around with me, which I was quite grateful for. I loved our quality time together, just the two of us playing in the sand and finding coral and angel-shaped shells, getting our hands dirty and our spirits shiny with fun and laughter.

It's rare to be completely free like this – not having to think about, well, anything except being a little thirsty or being in the sun for too long. I cherish these moments and, if I had any regrets, this would be one: that I hadn't taken enough time to be with my baby in this way. No iPad, no TV – just us and nature. Sophia always seems at her happiest in moments that combine play with nature; it brings out the child in me and we

TRAVEL

HOW ON EARTH
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play and play and play some more.

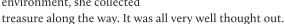
We eventually got thirsty and walked up to the bar and pool area. Within a minute we had water and fresh juices before us. We sat back on luxurious sunbeds looking out at the sea, and could see the exclusive Lagoon Villas – completely free-standing like regal wooden palaces, accessible only by boat. Romance and honeymooners crossed my mind. If these villas were the crème de la crème of villas here, I indulged for a moment on how different this trip would have been with my fiancée. Perhaps just a call every few days for the butler to bring more Champagne and goodies!

Right, back to reality. This was Daddy-daughter time and nothing would stop us from getting more joyful. 'Daddy – can I go down to the kids' club and see what's going on?' 'Of course sweetheart, don't forget to put your sun hat on.'

After the golden sunset had plunged gracefully into the sea, we strolled across to Mu Beach Bar and Grill. It was stunningly beautiful: candles and starlight jumped around like fireflies creating an ambience that seemed to dance to the rhythm of the nearby waves and the occasional laugh from other tables. It was bliss: a creative seafood menu

and good veggie options with well paired wine. Not much is better than eating great food with sand between my toes. Sophia was calm and relaxed and sat watching the moon come up between the buildings on the jetty ahead. This was the largest and most spectacular orangeyred moon I had ever seen. What a privilege to witness such a beautiful cosmic sight rising like a phoenix from the ashes.

We slept really well; it was very quiet with only the occasional sound of splashing waves. We had to rise for a treasure hunt before the heat of the day marched in. This was an interactive and fun search for children designed by Graham (of course) so that the children could learn more about this atoll environment. Sophia enjoyed learning about the wildlife, fauna and flora and keeping a look out for pirates. With each correct answer, specific to the immediate environment, she collected



Scuba diving was my activity for the day; I was pleased as Sophia wanted to head back to the kids' club to see her new friends. I had dived before but was still a novice so I re-sat the beginner's course, 'Discover Scuba Diving', to gain enough skills to dive under the direct supervision of a PADI Professional. It was a beach dive with lots of coral to see, but this drove home the fine balance of nature and how the slightest upset affects the largest and most powerful oceans on Earth. Being under water is so peaceful, with only the sound of the breathing apparatus to listen to. My other senses were allowed to expand and connect with what I could see – a montage of colours and shapes broken with the movement and fluidity of the fish that came to check us out.

Sophia and I decided we would like a sunset boat trip later that evening, but first we fed the stingrays – at least 10 had come for their daily feed.

We sat on the top deck of a beautiful and quite large fishing boat, ready for our Dhoni Cruise. We had the boat to ourselves - it was quite indulgent but something I wanted Sophia to experience. The fact that I had Champagne and strawberries helped and Sophia was more interested in chatting to the smiley crew, who kept her well entertained until she fell asleep, right at the moment when the sun was saying its final goodbyes and showing its full bloom. I said my prayers, thanking the sun for blessing and nourishing our survival, then leaned back sipping bubbles and gazing at the island we were heading slowly back towards. Sophia's head was resting on my legs, and I noticed that this depth of stillness in me was rare; even though I often sit quietly and contemplate life, the surrounding tranquility allowed my mind to drift off into a dreamlike space. I considered living somewhere like this - the romantic thought of taking a 20-minute boat ride to the mainland for a tall latte, and Sophia having to travel by boat to school each day. Would the world's seas eventually rise so high that we all (or at least those left) had to travel around like this? Something clicked for me in this moment and I shifted into 'I must be prepared for this' mode. The state of bliss was lost as I looked at Sophia, thinking that I really don't care about myself: it's the children on the Earth who require the knowledge and wisdom to survive what's to come. I may sound a bit doom and gloom but actually the feelings I get are more, 'Right, what can I do today to help prepare Sophia for what could happen?' I thought I must learn to sail and teach Sophia how to navigate the seas by reading the stars, just like our ancestors did.

Visiting the local school the next day was quite a surprise. We arrived to the whole school – over 300 children – cheering with big smiles, and

teams playing football with equipment donated through the Vivaveli initiative. The children created art which was printed on postcards and sold to guests, the proceeds of which paid for sports equipment for the school. 'It has worked well', said the headteacher over lunch. He felt that, without the support of Vitaveli, these activities would not happen. I explained to Sophia that in some countries, the basic needs that she may take for granted like gym equipment and iPads were not so common.



'Why?', she asked, and I explained that each country has its own way of doing things and that each place has something different to sell. The poorer countries had less to sell than the richer ones. 'Which are the rich ones?', she asked. I told her the countries that had lots of oil and other important things that other countries would buy for lots of money. I explained that some became rich and some became poor as a result. I also explained that oil came from the Earth, and

actually should belong to all of us – but greedy countries and big global companies try to control the Earth's natural resources by taking it for themselves and selling it to make huge profits. It's this very process that has created the big mess in our world. But it's OK, I told her, because lots of people are making sure things change and that we become less dependent on oil, because we know that we can use other energy sources like the sun, sea and wind – resources that are free and all around us. We won't have to dig up the Earth and continue to damage it, so when you grow up and you have children the world will still be a beautiful place.

Although I hoped this to be true, I didn't fully believe it. I ended by telling her that the only way we could help things change is by changing the way we live on the Earth, and by not buying things that we don't really need. We must care for the Earth like it cares for us; everything we have and eat all comes from the Earth and, because there are so many people now, the Earth can't replenish itself as quickly as we are using things. She understood this I'm absolutely sure, because since that conversation she has often questioned whether she needs something or whether she would just like to have it, which to me shows she has expanded her awareness and consciousness enough to question things within her own heart.

The following day I went to Malé to interview the tourism minister; the only question I wanted an answer to was why he intended to develop a further 400 islands while the globe's warming. He said these islands would be in the north of the Maldives, where the land mass is more elevated and would be protected against rising sea levels. I wasn't so sure. I guess we will just have to wait and see.

The day ended for me with a Swedish massage in the Talise spa and dinner in the Fenesse, the finest of the three restaurants. The treatment and the dinner were just perfect – and all in beautiful surroundings. I pondered over how anything in life is possible and whether one day we would choose to live somewhere like this. If I had to weigh up living in such beauty against the climatic shifts predicted, I decided that, whatever the planet decides to do, I would make sure to enjoy every possible moment in celebration of life. Celebrating on Bolfishi Island would be far easier than in the busy streets of central London – in fact, these worlds are so far apart that as an experience in itself, everyone should go to the Maldives at least once and live in a paradise that will enrich memories to draw from in case the world changes so dramatically that these places can no longer be reached.

For more information and to book or enquire about a stay, go to jumeirah. com/en/hotels-resorts/ maldives/jumeirah-vittaveli/.

n the shores of the Arabian Gulf, Jumeirah Beach Hotel's curved silhouette – designed to represent a breaking wave – carries the dizzying reflection of its sister property, the Burj Al Arab, which is consistently voted the world's most luxurious hotel (a room for two on 2015's Valentine's night will set you back around £1.5k). The Jumeirah Beach Hotel looks humble in comparison (what wouldn't?), but that's not a coincidence. The shell-like structure was

designed in homage to the oysters that produced the pearls on which Dubai's economy was built in the first half of the 20th century. In a similar vein, the shape of the Conference Centre was inspired by a dhow, a traditional fishing boat from the region which was also used to transport pearl divers.

Today, the Jumeirah Group is continuing the marine theme with a number of conservation projects. As well as implementing a shark protection scheme and installing an artificial reef designed to develop into an ecosystem to encourage marine and reef growth, it also runs a programme to protect turtles and educate guests and citizens about the dangers they face.

The Dubai Turtle
Rehabilitation Project (DTRP)
launched in 2004, through a
collaboration between staff at
Wildlife Protection Office and
Burj Al Arab Aquarium. Since its
inception, the project has seen the
release of over 450 rehabilitated
turtles – two of which have been fitted with satellite
transmitters that allow their journey through the
world's oceans to be tracked.

As well as rescuing, rehabilitating and releasing injured or unwell turtles back into the wild, the project aims to educate local children, citizens and international hotel guests about the global plight of the sea turtle. It also assesses turtle health, provides treatment and collects data from the tracking programme to gain a better understanding of turtle migration patterns.

UAE law prohibits the capture of all species of sea turtle and the collection of their eggs; the penalty for doing so includes imprisonment and/ or a heavy fine. However, as the UAE (and Dubai in particular) continues to grow, so too does the traffic along its once peaceful coastline. Fishing nets, jetskis, boats, uninformed divers and snorkellers all threaten the survival of turtles. Some of the biggest threats to turtles are cold stunning, boat and jet-ski impacts, entanglement in fishing lines and nets and direct injuries caused by fishermen. It is for this

reason that the Turtle Rehabilitation Project aims to educate the local community and international guests, as well as nursing injured turtles

back to health.

Sick or injured turtles are brought to the Aquarium team at Burj Al Arab by members of the public, where they are treated by Dr Mirjam Hampel. Once the cause of sickness is identified and vetinary care has been given, the turtles are closely monitored and given regular examinations to ensure a healthy recovery. When the team is satisfied with the progress and condition of the turtles, they are then transferred

to the Mina A'Salam turtle enclosure. Animals that are already too weak to recover and succumb to their illnesses are sent to the Central Veterinary Research Laboratory, where a full post-mortem examination is carried out to determine the cause of death.

The large enclosure at the Mina A'Salam allows the team to monitor the final stages of rehabilitation before the turtles are released back into UAE territorial waters.

The types of debilitation are varied; some suffer injuries caused by entanglement or the ingestion of plastic waste in the water, while others suffer from sicknesses such as abnormally heavy barnacle growth on the carapace, or 'shell'.

Turtles are reptiles and as such are cold-blooded, gaining their body heat from the surrounding environment. Young turtles are particularly vulnerable to the cold sea temperatures experienced within this region during the months of

December, January and February, which is when the majority of sick turtles are found.

Turtles are a symbol of the necessity of conservation in the marine environment and they are protected throughout most of the world. All seven species of marine turtle found globally are listed as vulnerable to extinction, endangered or critically endangered. The hawksbill turtle, native to the Middle East, is listed as critically endangered, with only an estimated 8,000 nesting females left worldwide. Without human intervention, the hawksbill turtle will almost certainly become extinct within our lifetime. On a global scale, the greatest threats to marine turtles are all caused by man.

The Jumeirah Group developed this project for several reasons. Firstly, these activities encourage the engagement of the local community, which is essential to the group's CSR programme. They will also help to raise awareness and educate the local residents, hotel guests and children in the UAE about the importance of conservation.

TRAVEL

PROTECTING TURTLES IN THE GULF

JUMEIRAH GROUP - OWNER OF THE WORLD'S MOST LUXURIOUS HOTEL - IS DOING ITS BIT FOR MARINE CONSERVATION

TURTLE FACTS

Two types of turtle are commonly found in the Gulf of Arabia: The hawksbill turtle and the green sea turtle.

A female turtle can lay between 60 and 150 eggs each time, depending on the species.

Only one out of a thousand hatchlings survives until maturity.

Turtles can take as long as 30 years to reach sexual maturity.

Nobody is certain, but it is estimated that turtles can live for over 150 years.

For more information on the Jumeirah Group's turtle rehabilitation project, visit jumeirah.com.

outh Lodge Hotel, which dates back to 1883, is a luxury hotel set in acres of woodland and parkland in Horsham, East Sussex. It was the family home of Frederick DuCane Godman until Eva and Edith Godwin, his last descendants, died in 1982. The estate was converted into South Lodge Hotel in 1985.

Since then, the hotel has blossomed into a haven of sustainability. Great care was taken to ensure the beautiful camellia between the dining room windows was not disturbed when the home was converted,

and The 2 AA Rosetted Camellia restaurant is now an impressive showroom for its head chef, Steven Edwards – the winner of last year's *MasterChef: The Professionals*.

The restaurant uses fresh vegetables from its walled kitchen garden and combines them with the finest local Sussex ingredients.
The food is absolutely superb; 'The MasterChef Journey' (£55) is a five-course menu featuring everything from popcorn

to quinoa (a non-veg option is also available) as beautiful, perfectly portioned works of art. Each course was taken from an episode of *MasterChef: The Professionals*, and rooted in Steven Edwards' philosophy of 'creating dishes around humble, seasonal, local produce – using technique and creativity to bring the most flavour out of each ingredient I use.'

To top it off, all the new dishwashers and glass washers at South Lodge feature both water-saving, chemical-saving and energy-saving technology, and the hotel has installed a system to macerate any waste food from the kitchen (though we can't imagine there's much of it), which is sent through a 'rocket system' in the kitchen garden. Over the following two weeks, it generates compost which is then used on the gardens. The heat produced by the rocket system is directed through the pipe and into the greenhouse, so a meal at The Camellia really is a guilt- and waste-free treat.

The hotel has 89 individually styled bedrooms
– some with double baths, steam rooms, private
gardens and huge seating areas. There is even one
with its own bubbly terrace hot tub overlooking
the wonderful Sussex Downs. Hildon Natural Mineral
Water – from the closest source to the hotel – is provided
in the rooms, along with organic bathroom toiletries which
are free from parabens, sulfates and artificial colours. Each
hotel room has a 'green' card, allowing guests to choose not to have their
towels, bed linen, unfinished bottled water and toiletries replaced daily.
All mains electricity purchased is from 100% renewable sources, and
energy-saving LED lightbulbs have been installed throughout the hotel.

There's so much to explore at South Lodge that you won't want to leave, but when you do, anyone with an electric car will be able to drive away on a full charge, thanks to the charging station in the car park.

ellies? Check. Bike? Check. Tent? Not needed. Welcome to Wowo – a glamping experience that keeps all the best bits of the camping experience, but ditches the guy ropes and mallets and ends the nightmare of packing your canvas in the rain. You just rock up and get into your tent – which, by the way, has its own outside area with benches, a small barbecue and your own campfire to keep you warm when the sun's gone down.

We turned up to find an erected bell tent stocked with mattresses for



GREEN GLAMOUR

THESE UK BREAKS OFFER PURE LUXURY – AT BOTH ENDS OF THE SPECTRUM

You don't need to compromise on glamour when you opt for a sustainable break; from glamping to five-star luxury, the UK has some of the best resorts for couples and families. We spent a night at one of England's finest luxury hotels and another at a fantastic family campsite to get the best of both worlds – and prove you can take a gorgeous green break in style.

TRAVEL

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four, sleeping bags and a picnic basket jammed with cutlery, crockery and a chopping board. Pans and a kettle were available from a huge Aladdin's cave in the games room, and an on-site shop sells local produce to cook.

Jean and Paul set up Wowo in the beautiful land surrounding their home, Wapsbourne Manor, in the heart of Sussex. Pellingford Brook runs through the centre of the campsite and – as well as hosting a swing

that ferries children from one side to the other – provides beautiful waterside camping. You can pitch up

your own tent or select one of the site's yurts, sheperds' huts or lotus bell tents for a true glamping experience.

There's so much to do at the campsite that you can't help but be entertained – whatever your age. It rained for a day while we were there (but then it wouldn't be a proper UK camping trip if it didn't) but we were never stuck for things to do – even with a six-year-old and Granny in tow.

As well as workshops with qualified bushcraft and survival instructors who teach you about fire, shelter, water, tracking and how not to get lost in the wild, foraging days are available – and well worth the extra £20-45 per person.

We went foraging with Alice, a lovely and knowledgeable member of the family-run campsite. She gave us a running commentary on the medicinal value of the flowers, leaves and plants beneath our feet as we toured the meadows adjacent to the campsite. Before long we were kneeling to eat the daisies ('poor man's arnica') and dreaming of hawthorn vodka. We collected clover blossom and

made a delicious tea over our campfire when we got back to base, and flambéed nettle leaves in the flames as the water heated. We'd borrowed a BioLite stove, an incredible gadget

that lets you charge up your phone as the fuel inside burns. Jean and Paul really have thought of everything to give guests a camping trip like no other.

For information on workshops and to book a trip to Wowo, visit wowo.co.uk. To be in with a chance of winning your very own BioLite stove, have a look at the competitions page on mygreenpod.com.

For rates, availability and more information about South Lodge Hotel, have a look at southlodgehotel.co.uk.

MYGREENPOD. COM

ots of brands will help ease your conscience while you shop for the things you love. Some will plant trees in your name if you pick them over rivals and others will donate money to charity if you give them your cash. It all helps, but can sometimes feel like you're chasing your tail making up for damage that's already done – all while trying to make the most ethical choices possible.

L.N. Smith said that every dollar you spend is a vote cast about the kind of world you want to live in. It's so true. Do you want your money to go to companies that will use it to right their own wrongs, or would you prefer to cut out the middle man and support brands with a low environmental impact in the first place? If we're going to revolutionise the way we consume the Earth's resources, we need to become a lot more conscious about what we buy and who we buy it from.

The companies we choose to support are the companies that will flourish from the money we give them.

The companies we choose to support are the companies that will flourish from the money we give them. It's not always clear who's doing what when it comes to sustainability, so we've helped make it that little bit easier for you to side with the good guys.

MyGreenPod.com celebrates the great companies that are doing it right. It features HERO poducts (it is a pod, after all) and tells you a bit about them – what they are, where they're made and what they do. You might not have come across these green pearls before as they're not always stocked on the shelves of your local supermarket, where options are limited to the big brands that can afford to undercut competitors and run at a loss until they've stolen the throne.

Good Energy: 100% renewable electricity

Imagine if every time you turned on your TV, boiled the kettle or listened to your favourite music you were helping create a cleaner future. With green energy supplier Good Energy, you could be.

Switch your home's power supply to Good Energy and it will use the 100% renewable power of sun, wind and water to match every bit of electricity you use in your home over a year.

Good Energy will also build new wind and solar farms, ensuring more sources of renewable power for the country.

And it's not just Good Energy's electricity that's special – its customer care has been voted top of the Which? customer satisfaction survey for energy suppliers three years in a row. All that and still usually cheaper than the Big Six's average standard tariff. For more information and to get a quote, go to goodenergy.co.uk/pq.

Gaeia

You buy Fairtrade products and shop locally, you've recycled all your life and try to live sustainably, but what about your finances? Who's looking after your savings and how green are your investments and pensions?

When you've had enough of the office, launching the next best idea and eventually stop working, you will need an income.

Gaeia has been championing responsible investment for over 20 years, and offers financial advice for individuals, businesses and charities, as well as guidance on ethically screened investments, including ISAs and

pensions.

If you're looking for someone who shares your values and can help you plan for a better, greener future – whether you need help with retirement, estate planning, protection advice, trust management or just about anything else that involves making your money make a difference – give the experts a call.

Gaeia is based in Manchester, but has clients throughout the UK.

Phone 0161 233 4550 or visit gaeia.com to find out more.

Experience Travel Group

Experience Travel is an ethical travel specialist for bespoke holidays to Sri Lanka,

Vietnam, Thailand, Burma, Laos, the Maldives, Cambodia and Indonesia. The company creates a holiday experience that enriches lives — for both the travellers and the locals alike.

An Experience Travel holiday is full of 'experiences' – hand-picked excursions, places to stay and things to see and do that truly reveal the beauty and heart of the country you visit.

You'll get under the skin of the country and really gain an understanding and appreciation of its people, culture, traditions, history, food, customs and general way of life.

The company's UK-based consultants have lived in, visited and know their specialist areas inside out. Experience Travel offers experiences that cause minimal disturbance to the environment and

create revenue for local communities. It employs and trains local people to create jobs and opportunities.

To find out more about the options available and to plan your next adventure, visit experiencetravelgroup.com.

Resilica

Using around 700 recycled bottles in a typical kitchen, Resilica is an awardwinning, hard-wearing, easy to clean surface that is manufactured entirely in the UK.

Due to its durability and eco credentials, Resilica has been the material of choice for clients including the National Trust, London Zoo, Costa Coffee, Leicester University, The Crucible Theatre and the Department of Health HQ in Whitehall.

AND THE WINNE

Resilica is manufactured using up to 100% waste glass, reducing landfill and destructive stone quarrying. The surfaces are produced using special solvent-free resins; once cured these resins are totally inert and contain no VOCs. Water used in the manufacturing process is recycled where possible (with aims to recycle 100% of the water in the near future).

Suitable for kitchens, bathrooms and commercial interiors, Resilica can be straight, curved, subtle, bold – it can also seamlessly incorporate logos or lettering, and even be made to glow in the dark!

Resilica is offering an exclusive offer to our readers; mention *PQ* when you call and you'll get 15% off the material costs for any standard worktop ordered on or before 1 October 2014. Based on the average Resilica worktop, this works out to be a discount of around £450.00. For more information, visit resilica.com.

PATERSON GETS THE BOO

OVERNIGHT



WIN: 1 OF 3 BIOLITE STOVES

This is a very impressive piece of kit. The ground-breaking BioLite stove burns twigs or wood pellets to heat and cook – while at the same time using the excess heat to generate enough electricity to charge your smartphone or digital camera. You don't need to be a camper to appreciate the results.



WIN: CITY CAR CLUB MEMBERSHIP

If you want to ditch (not literally) the car but aren't sure how you'll cope, try out City Car Club. You'll get access to electric vehicles and seven-seaters right across the UK, without paying extra for petrol or insurance. To help cover mileage costs, £50 credit is included with the membership prize.



WIN: 1 OF 100 WELEDA BODYCARE KITS

The mini packs of fragrant Body Lotion, Body Oil and Creamy Body Wash make a great travel set. It takes three tonnes of fresh rose petals to make just one litre of essential oil of rose. All three products are NATRUE-certified genuinely all-natural, and are free from artificial additives of any kind.



WIN: 1 OF 10 H20NYA WATER BOTTLES

Onya's reusable bottles arm you against over-priced and over-polluting bottled water, so you can drink your own water from your own tap. The H2Onya is tough and free of toxins – the stainless steel doesn't leach chemicals into your water. It's robust, recyclable, stylish and easy to clean.



From a family ticket to this summer's hottest green festival to evening astronomy, organic beauty products, car club membership and stylish organic clothes, we reckon there's something for just about everyone.

View more prizes and enter all the competitions on mygreenpod.com. Share them with your friends, spread the word and update us with your experiences if you win. Good luck!



WIN: 1 OF 6 COCK & BULL MENSWEAR SHIRTS

Don't miss your chance to win one of these fabulous chambray shirts from Cock & Bull Menswear – the label that offers high quality sweatshop-free sustainable style. Made from 100% organic cotton in small runs in the United Kingdom, this is a classic style featuring a simple stand collar and two pockets, finished with oyster shell buttons.



WIN: YOURS TRULY ORGANICS GIFT BOX SET

The products in the Yours Truly Organics range are the result of Kelita Bignall's experiences with acne, and are designed to create a change in the skin, rather than just being free from nasty ingredients. The premium gift box contains a full skincare regime to get your skin looking its best.





WIN: SHAMBALA FESTIVAL FAMILY TICKET

Tickets have now sold out to the Shambala Festival, winner of 2013's A Greener Festival award. This year the 12 live stages and world-class entertainment will be powered entirely by renewable sources. Enter our competition to be in with a chance to win a family ticket with car pass and parking.



WIN: ALFRED SARGENT LUXURY GENTS' SHOES

A Good Pair of Shoes, official retailer of Alfred Sargent's Exclusive Collection of shoes, is offering a free pair of any shoes in this range. Alfred Sargent has been synonymous with quality English shoemaking since 1899. The handcrafted Goodyear welted footwear is crafted to impeccable standards using only the finest materials.



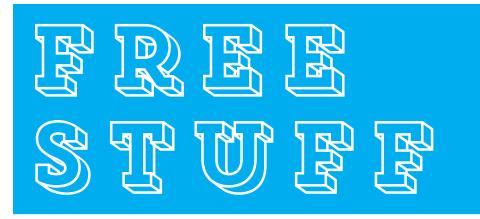
WIN: WOWO WORKSHOP

A family of four will get to experience a Wowo workshop of its choice – from bushcraft and tracking to circus skills or learning how to play the ukulele (over 12s only). Evening workshops test your stalking skills while blindfolded, or you can learn astronomy by staring at the night sky through a huge telescope.



WIN: 1 OF 96 INCOGNITO INSECT REPELLENTS

Ideal for all the family, including babies, incognito provides 100% natural protection from insect bites for at least five hours, and is so strong it is clinically proven to protect against malaria. Each winner will receive a roll-on, insect spray and gift voucher; visit mygreenpod.com for details of how to enter.



THE LATEST COMPETITION GIVEAWAYS FROM MYGREENPOD.COM

COMPETITIONS



WIN: £100 PO-ZU SHOES VOUCHER

Po-Zu makes footwear in the best interest of humanity, offering maximum comfort with minimum waste. Its shoes are made using carefully selected natural materials that are healthy for your feet, safe for all the workers throughout the supply chain and kind to the environment.



My Green OOO



WIN: A YEAR'S SUPPLY OF ORGANIC SANITARY PROTECTION

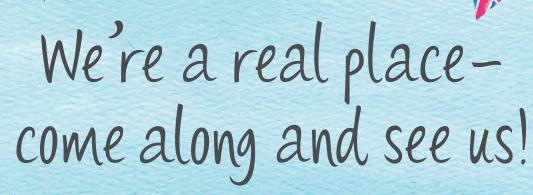
Natracare is giving you the chance to have a stress-free period for a whole year by winning a year's supply of your choice of organic and natural pads, liners or tampons. They're free from plastic-based materials and harsh superabsorbent gels, and there's no unnecessary blue dye or synthetic fragrances.



WIN: INLIGHT DAILY FACE OIL

Packed with pristine, nutrient-rich flower and seed oil extracts of blue mallow, rose, lavender and evening primrose – it's no wonder Dr Spiezia calls it 'Happy Oil'. Inlight Daily Face Oil is 100% organic; it makes the perfect base for makeup and works beautifully after shaving, too.





At Yeo Valley, we believe in ethical, sustainable, organic farming.
Why not come and see for yourselves?
It's an enlightening day out!

TO SEE OUR LIST OF EVENTS, VISIT WWW.YEOVALLEY.CO.UK/EVENTS



our garden has a rather tempting tearoom...





And healthy soil means healthy, happy cows!



Where you'll find lovely things like this...



