



'THERE'S NO GOING BACK'

Understanding the butterfly effect of flexible working

IT'S GREEN UP NORTH

Living spaces with sustainable tech and efficient design can slash your carbon footprint

REUSE, RESELL, RECYCLE

How nursery products are being preserved for families in need and future generations

SUSTAINABLE FASHION

Twins Brett and Scott Staniland reveal which fashion brands to support this Earth Day

SPECIAL ISSUE

EARTH DAY 2021

Anywhere can be an office if you want it to be.



Enable adaptable work models with Citrix technology that reduce commuting emissions and increase business flexibility.

www.citrix.com/about/sustainability

citrix[™]

Welcome to this special Earth Day edition of My Green Pod Magazine!



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

In 1970, 20 million individuals – 10% of the US population at the time – mobilised to call for greater protections for our planet. This became the world's first Earth Day. 50 years later Earth Day, 'the world's largest recruiter to the environmental movement', is still going strong, motivating action from governments and grassroots groups all over the world.

To mark Earth Day 2021 (22 April), we partnered with Citrix to create a film that highlights the impact one person can make when our love motivates us to act (see below). Never underestimate the power you have as an individual to make lasting positive change. Happy Earth Day 2021.



Mark Dubois tells the story of his relationship with the Stanislaus River in *The Voice of a River*

'A heart given fully can have a greater effect on this world than we could ever know.'

CLARE DUBOIS

FOUNDER OF TREESISTERS

Our film for Earth Day 2021, *The Voice of a River*, tells the story of how Mark Dubois became an environmental activist.

For a dozen years, Mark had connected to the life of a river and engaged in politics to change 'outdated ideas of development'. Each campaign was unsuccessful.

In 1979 Mark took his next step: he chained himself to a rock behind New Melones Dam in the Stanislaus River Canyon and threw away the key. If the Army Corps of Engineers continued to fill the reservoir, Mark would drown.

FROM LOCAL TO NATIONAL

Mark's actions forced a pause but the reservoir was ultimately filled. While his action only postponed the flooding of the canyon, Mark hit the headlines and brought nationwide attention to the threats to our rivers and broader issues around river and water conservation.

The growing movement to protect rivers brought a halt to major dam building in the United States. Mark went on to co-found International Rivers Network (1984) and to found and direct WorldWise (1990), supporting grassroots campaigns for World Bank & IMF policy reform.

GOING GLOBAL

Mark and Teresa McGlashan acted as international coordinators for Earth Day in 1990 – the year Earth Day went global. That year, an estimated 200 million people in 143 countries actively participated in the event. Mark and his colleagues received the 1990 Beyond War Award for organising 'the largest peace event in history.'

The theme for this year's Earth Day is Restore Our Earth™. If every individual engaged in one small act of restoration – whether planting a tree or throwing a seed bomb – the impact would be huge.

Find out more

■ Watch the film, *The Voice of a River*, at mygreenpod.com/articles/the-voice-of-a-river



CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE



12



17



14

CONTENTS

WORK

- 06** Understanding the butterfly effect of flexible working and its impact on the environment
- 10** The idyllic sanctuary that's pioneering new ways to support wellbeing at work

HOME

- 11** Living spaces with sustainable tech and efficient design can slash your carbon footprint
- 12** How nursery products are being preserved for future generations and families in need

FASHION

- 14** Model twins Brett and Scott Staniland reveal which fashion brands to support this Earth Day

EVENTS

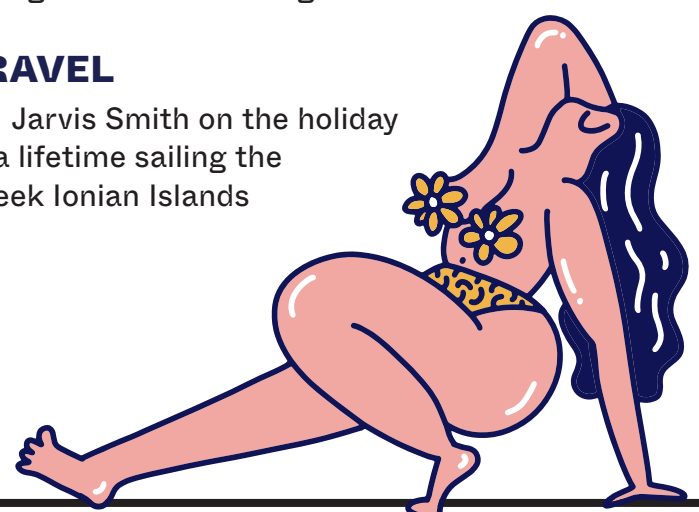
- 17** The South West's best-tasting music festival is on!
- 18** The gathering that unites ancestral and indigenous wisdom with future thinking
- 19** The festival of electric vehicles and clean energy will return in September

TECH

- 20** Personalised and global educational content to inspire the next generation of changemakers

TRAVEL

- 22** Jarvis Smith on the holiday of a lifetime sailing the Greek Ionian Islands



EDITOR-IN-CHIEF: Katie Hill DESIGN: Suzanne Taylor PUBLISHER: Jarvis Smith PUBLISHING: My Green Pod/Distributed by the Guardian

Distributed by the Guardian on behalf of My Green Pod which takes sole responsibility for its contents. MGP does not accept unsolicited contributions.
 Editorial opinions expressed in this magazine are not necessarily those of My Green Pod nor the Guardian and the companies do not accept responsibility for advertising content.
 Prices are correct at time of going to press and are subject to change. The Publishers cannot accept any responsibility for errors or omissions.
 The contents of this magazine are fully protected by copyright and may not be reproduced without written permission. If you have any queries relating to the magazine call 0203 002 0990.



Citrix Systems' Keith Littlejohns explains
the butterfly effect of work flexibility

'THERE'S NO GOING BACK'

As companies around the world continue to re-evaluate long-term work models, it's fascinating to step back and consider the colossal knock-on effects of the Covid-19 pandemic, and the way it reinvented the usual work routine almost overnight.

For those of us who were fortunate enough to be able to continue our jobs remotely, the 'normal' workday became an experiment in what's possible.

Fortunately, technology allowed business to continue, showcasing the power of remote work solutions. But it also optimised lifestyles in ways people did not expect, allowing employees to re-evaluate what works for their individual circumstances. Being productive suddenly opened doors to exciting new societal, environmental and health benefits.

Citrix Workspace, combined with flexible remote work policies, can drive down corporate office space needs and reduce employee commuting, further reducing a company's carbon footprint.

SLASHING EMISSIONS

According to a recent PwC survey, the majority of CEOs believe that pandemic-driven shifts towards remote collaboration and fewer people working from offices are two trends that are probably here to stay.

When organisations deploy Citrix Workspace and manage client devices to optimise for energy efficiency, they can – depending on the size of their employee base – dramatically decrease the greenhouse gas (GHG) emissions associated with



FLEXIBILITY AND EMISSIONS

The 'butterfly effect' has been described as the phenomenon whereby a small change in a complex system can have large effects elsewhere. It has become more apparent as our world becomes increasingly complex.

As we delve deeper into the positive impacts of work flexibility, we make fundamental changes that multiply and promote additional positive change: we discover that everything does connect to everything else.

Remote work solutions from Citrix enable anyone to work from anywhere, which reduces transportation emissions from commuting and enables a shift to more energy-efficient devices.

For example, with Citrix Workspace there's no need for applications and data to reside on endpoint devices. This puts product sustainability into practice, because it allows customers to transition away from more energy-intensive desktops with large-screen displays and high-performance processors and towards more energy-efficient laptops. This can significantly decrease an organisation's energy demand and reduce waste.

client computing. That's because giving employees the ability to work on any device – on any network anywhere – can decrease reliance on fossil fuels and reduce the burden of traffic congestion from commutes.

As an example, emissions from transportation account for 14% of global GHGs and 28% of GHGs in the US. In the US, transportation is the largest contributor to GHG emissions, and prior to the Covid-19 pandemic over 75% of Americans commuted to work by private car.

Work-from-home employees in the US avoid emitting 3.6 million tonnes of commuting-related GHGs, which is the equivalent of 91 million trees planted.

Reducing GHGs from transportation also contributes to better air quality, a reduction in chronic health issues, a reduced dependency on fossil fuels, a healthier natural environment and more liveable cities. Likewise, reduced energy use overall can reduce pressure on ageing utilities infrastructure.

With 100 million Citrix users in more than 100 countries, savings at this scale are sufficient to address the climate crisis.

THE KNOWN UNKNOWNNS

It has always been clear that Citrix solutions help avoid GHG emissions for its customers, but the impact has been hard to quantify. It was also less clear how Citrix could advance sustainability as an organisation and explore the wider knock-on effects of remote work.

The company wanted to understand how it could go from enabling business efficiency to proactively contributing to the dematerialisation of the global economy.

Interestingly, many employees around the company were asking similar questions; from sales and marketing to investor relations and real estate, different stakeholder groups were interested in the broader role Citrix could play to help advance a low-carbon future.

The global Citrix workforce was asked what mattered to them, and more than 3,000 employees responded. 90% stated that working for an environmentally responsible company is important to them, and 82% said they would like to get involved with environmental and social projects within the company.

The company's direct and indirect GHG emissions were analysed in a bid to find additional opportunities for reduction, including migrating more on-premise data centre usage to the

Cloud, and increasing how much renewable energy is sourced and generated.

Citrix formulated a new target to reduce its absolute GHG emissions by 30% by 2030. The company expects to refine this target in the near term to receive approval from the Science Based Target initiative (SBTi) and ensure Citrix is doing its bit to keep global warming well below 2°C.

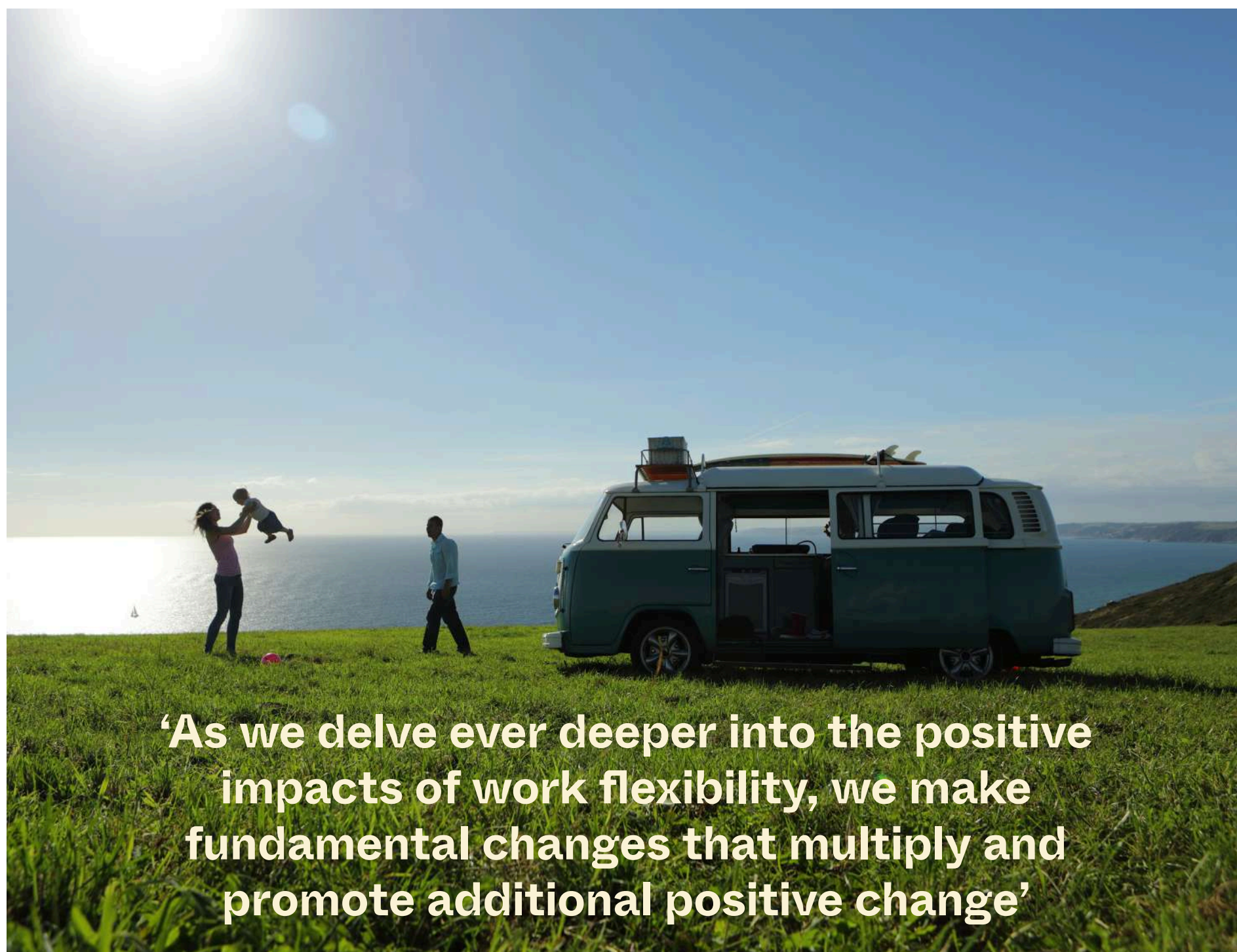
Overall, Citrix found that the tried and tested corporate message of 'aligning sustainability and business strategy' actually runs true, without the need to pivot and adapt its product offerings in material ways.

DESIGNING COMMUNITIES


By creating solutions that allow employees to do their best work, Citrix is nurturing more sustainable lifestyles and helping people to feel fulfilled – professionally and personally.

From less road congestion and food waste to enabling a distributed employee base and helping democratise the workforce, the sustainability benefits of asynchronous, flexible work are boundless.

If the pandemic has brought the world closer to 'peak office', then now is the time to rethink cities and towns on a more



PHOTOGRAPHY GETTY IMAGES



‘flexible work means we
can design neighbourhoods for
communities, not commuters.’

Remote and flexible
work models can
bring improvements
to health, wellbeing
and company
balance sheets



human scale, based on how we want to live and work. A distributed workforce not only opens new economic opportunities to people in rural locations and small towns, but also allows for the repurposing of existing office space into much-needed housing in expensive urban areas.

A recent study suggests that young people in the US prefer living in urban neighbourhoods significantly more than previous generations. In short, flexible work means we can design neighbourhoods for communities, not commuters.

Companies have discovered that flexibility is key, and that there's no one-size-fits-all solution to ensure their employees can do their best work.

In August 2020, REI announced it would embrace a distributed work model and sell its brand-new corporate campus after it re-examined 'assumptions of the past'.

Many companies have extended remote work policies indefinitely and others, such as Citi and Ford, have announced hybrid work models.

NO GOING BACK

We have been given a fascinating opportunity to use what we've learned from the pandemic to change our habits for the better.

Many traditional workday consequences were already known, such as the link between overlong commutes and unhappiness, but they should no longer be seen as inevitable.

The substantial time and resources once expended without a second thought are now conspicuous waste. We've shown that we can adapt and reallocate resources efficiently, to the benefit of company balance sheets, worker health and the climate.

Citrix has realised there's no going back, and its greatest impact will be to harness the tools that facilitate remote working to support a sustainable future and improve people's lives.

Find out more

■ Discover people-centric solutions for a sustainable workplace at citrix.com

Work-cations

The idyllic sanctuary pioneering new ways to support wellbeing at work



More than ever before, people are seeking a balance between the pursuit of wellness and the need to work. We all understand the importance of spending time in nature, but busy working schedules can make getting time outdoors a challenge.

It can be equally hard to carve out quality family time when taking a clean break from business is not always an option.

A work-cation – in effect going on holiday to work a little or a lot, even with your family and friends – can allow us to find a balance between life and work, between wellbeing and stress.

With new work approaches and locations up in the air due to Covid, plus technology evolving to change the ways we are able to work, work-cations are becoming an increasingly popular option.

SUPPORTING WELLBEING

The Broughton Sanctuary in Yorkshire is ideally suited to support the work-cation movement, and it is pioneering new ways of working.

It started when custodian Roger Tempest began repurposing redundant historic buildings to provide idyllic spaces for people to work from.

Advances in technology have left geography all but irrelevant to modern working lifestyles, and now the next generation of ideas is coming.

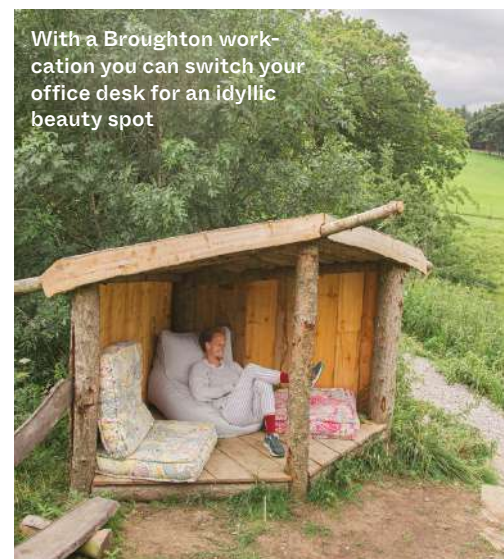
‘This new movement makes us working nomads in one sense’, explains Paris Ackrill, co-founder of the Wellbeing Centre at Broughton. ‘It allows us to spend time in a beautiful natural setting, nourish

ourselves with healthy whole foods, enjoy holistic treatments and dip in and out of a dynamic range of classes, activities and experiences designed to help thrive – all while getting some work done.’

The dedicated workspaces at Broughton are set up to facilitate work time. There is reliable connectivity, access to the latest technology and spaces to meet or make conference calls if required.

The spaces are also abundant in plants that help to purify the air, removing ammonia, benzene, formaldehyde, trichloroethylene and xylene.

If you are bringing your family along, you can spend plenty of quality time together exploring, playing and bonding – and still have plenty of time in the day for business.



With a Broughton work-cation you can switch your office desk for an idyllic beauty spot

FIND YOUR RHYTHM

If you need support finding the right balance of work and play during your work-cation, Broughton’s ‘Rewild Your Work’ programme can help you to realign your own rhythm to be more in sync with the flow of nature and your natural way of being.

Each morning kicks off with an early sunrise walk which helps to awaken the ancestral eye and ensure circadian rhythms are working correctly.

Movement breaks help to counterbalance the problems that come with sitting on a chair in front of a computer for long periods of time – though squat desks and standing tables are available.

Another walk before lunch helps to activate our ‘rest and digest’ state, and daily meditation and breathing exercises allow our minds to become calmer so we can be more centred as we compose conscious actions.

A NEW WAY TO WORK

The last year has demonstrated that working remotely and flexibly is desirable as well as possible. It has become a new norm that could really allow us to discover a work and wellness balance that allows us to thrive.

An ideal work-cation could involve arriving at a Broughton holiday home in the Yorkshire Dales with your children and allowing each family member to do their work – whether writing, taking online courses or revising for exams.

When the working day’s over or you’re taking a break, you could nip up to the Hermit Hut for some quiet space in nature, have a wild swim, take a conference call at the fire temple, respond to emails from a tree hammock (not at a desk for a change) or go for a walk and talk with a colleague before heading to the bistro for some delicious plant-based food.

With companies embracing more flexible and agile work styles, take advantage: a work-cation is sure to add a richness to your work and family life. After week or two of working differently, you will soon discover a balance that is good for everyone.

Find out more

■ View the work-cation options available at broughtonhall.co.uk



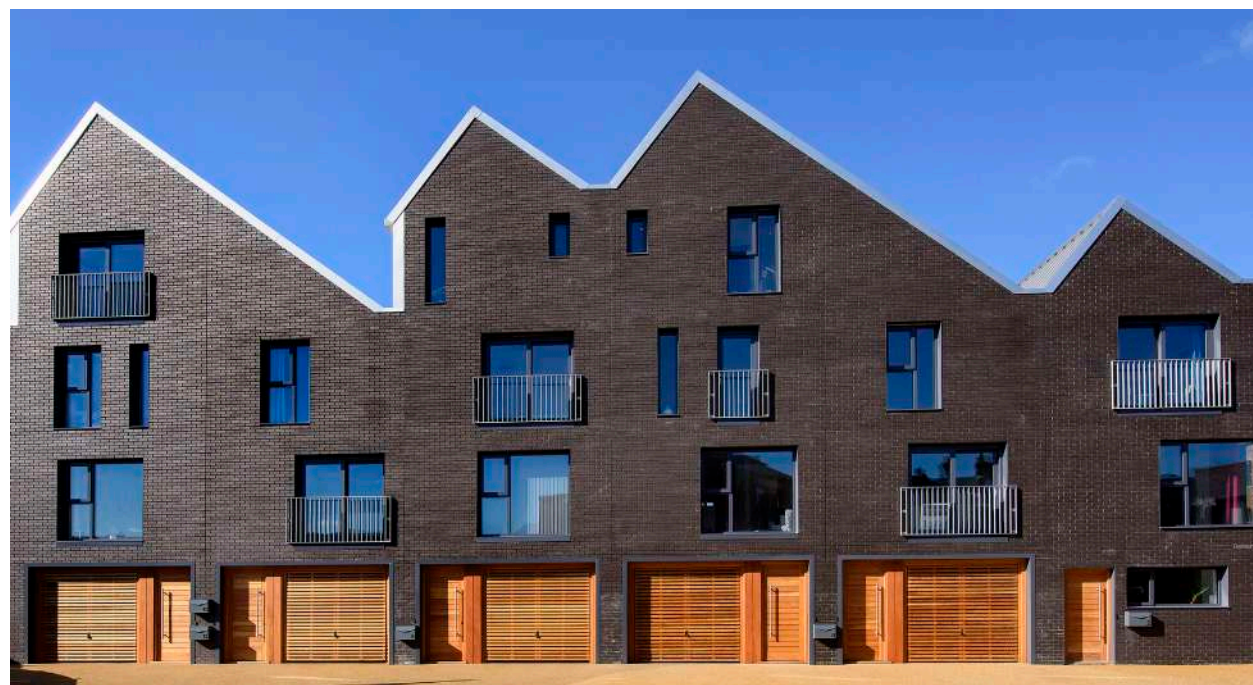
PHOTOGRAPHY SOUL FOCUS MEDIA

Citu has been building and selling sustainable homes across Yorkshire for over a decade. Its two current projects, the Climate Innovation District in Leeds and Little Kelham in Sheffield, are based on the sustainable developer's new model for low-carbon and mixed-use places for anyone looking for a healthy place to live.

Little Kelham, which comprises 153 homes, 6,500 ft² of retail and 16,000ft² of workplaces, is now 90% complete, sold and occupied, with a handful of townhouses still remaining. Citu will launch a new neighbouring site this summer.

When complete, the Climate Innovation District will consist of 850 houses, apartments, workplaces, retail and even a new multi-generational building which incorporates a primary school, care home and apartments in one building. On the North Bank of the district there is already a growing community of over 90 people.

Citu has also located 'The Place', its timber-frame manufacturing facility and new office, in the heart of the district. The Place will offer Yorkshire a new space to meet, learn and discuss our responsibilities for the future and its climate.



A BREATH OF FRESH AIR

Citu's carbon reduction success starts with the developer's own timber-frame system.

Rather than using carbon-intensive materials like steel or concrete, which require huge amounts of energy to make, Citu builds homes from sustainably sourced timber – to exacting standards – in its dedicated manufacturing facility. This allows a level of precision that couldn't be achieved with a traditional on-site build.

With that precision comes the ability to create a home with industry-leading levels of airtightness, which prevents heat loss through draughts.

That doesn't mean the homes lack fresh air – in fact, a mechanical ventilation heat recovery (MVHR) system is designed into each house, bringing a constant flow of fresh air while removing stale air.

When it is cold outside the system passes the air through a heat exchanger to warm the incoming

CLOCKWISE The riverside townhouses at the Climate Innovation District, Leeds; The Garden Houses in Little Kelham, Sheffield

fresh air using the heat of the outgoing air. This helps to keep the homes warm in winter.

SLASHING CO2 EMISSIONS

The average house with a gas boiler emits two tonnes of CO₂ per year – about a third of the average person's carbon footprint. Citu Homes are so efficient that they don't need central heating and so don't require a polluting gas boiler.

As well as the MVHR system, Citu Homes all have triple-glazed windows, incredibly high standards of insulation and smart home controls to reduce

your energy needs. The features are all in line with Passivhaus principles, which were designed to create extremely efficient, low-energy homes.

Renewable energy generation has also been included, with rooftop solar panels across the site all feeding into a site-wide micro-grid. Everyone on the site benefits from the clean electricity when the sun is shining.

WORKING FROM HOME?

Citu Places have been carefully designed to prioritise people over cars, creating low-traffic, walkable neighbourhoods in the centre of Leeds and Sheffield where all key amenities are within a 15-minute walking distance. In addition to the convenience factor, this is another way residents' carbon footprints will be slashed.

Citu says that creating progressive, bold places with sustainable homes will never be about compromise, but rather about using great design to unlock new possibilities.

You won't need to sacrifice space or light with these properties; the huge windows and airy open-plan designs create beautiful spaces that make the most of natural amenities like the excellent river views.

The houses and apartments have been very popular with buyers. New residents have recently moved up from London to benefit from being able to work from home while being just two hours from London on the train.

With both the Leeds and Sheffield sites within easy walking distance of each city's main train station, dropping into the London office will be easy.

If you're thinking of making your next move somewhere greener, consider paying one of Citu's show homes a visit.

Find out more

■ Information about Citu Homes and their design is at citu.co.uk

■ Email sales@citu.co.uk or call 0113 320 2357 to arrange a viewing



Reuse, resell, recycle

How Silver Cross is preserving nursery products for future generations and families in need

For safety and practical reasons, parents need durable nursery equipment that's built to last – but the products, by their nature, have a short lifecycle.

Babies grow so fast that all the kit – from prams and strollers to bouncers (as well as clothes) – is soon outgrown.

Add to that the bewildering level of choice in the sector and it's easy to see how nursery products can end up in the waste stream, despite often having years of life left in them.

BUILDING TO LAST

Quality and longevity have been central to Silver Cross for over 140 years, when the nursery brand's founder crafted the very first baby carriage that allowed parents to transport their child in safety and comfort.

Today the travel systems, strollers and car seats look very different, but the philosophy remains the same.

'It's important to choose quality products you can rely on', says David Abbott, director of marketing at Silver Cross. 'Even though you may only use them for a short period of time, you'll be trusting these products with the most precious thing in the world: your baby.'

Silver Cross has always developed products that will last longer than one child would ever need them; perhaps more than any other brand, it's synonymous with nursery products that have been designed to span generations.

'While our travel systems are suitable from birth to approximately four years, you may only use one for as little as

six months', David explains. 'That's why we're now looking at ways we can extend the lifecycle of Silver Cross prams and strollers and get products to families who need them.'

SERVICES AND REPAIRS

Earlier this month, Silver Cross launched a valet and service programme for its travel systems and strollers, which are usually a big investment for families.

After a complete road test and premium valet, the Silver Cross is returned like new so parents can reuse or resell knowing their product is safe and looking its best.

From 01 June 2021 parents who don't intend to reuse or resell their travel system or stroller will be able to return it free of charge for a full valet and service and donate it to a family in need through partner charity Baby Basics, which recently opened its 50th baby bank in the UK.

THE UK RECYCLING PLANT

Silver Cross builds to last and offers services to extend useful life, but David accepts the reality that despite all best efforts, some Silver Cross products will be discarded – or finally reach a point where they simply can't be restored. The goal then is to keep them out of landfill.

For this reason, Silver Cross has put measures in place to ensure every possible part of its products can be recycled. A recycling plant was created at the UK service centre in 2020, when lockdown gave Silver Cross an opportunity to look at its

internal processes. 'From prototypes to photography samples, we go through a lot of product', David explains. 'By introducing the recycling plant we're now able to strip products down by material, so we can recycle as much as possible.'

SUSTAINABLE MATERIALS

In a general sense, we're becoming a lot more interested in the materials that go into the products we buy, where they came from and where they end up.

Many, still haunted by the images of ocean plastic that hit our screens with *Blue Planet II* in 2017, make a conscious effort to avoid products that present a problem for recyclers.

'There's definitely a need for consumers to understand where their products come from and what they're made of', David tells us. 'It's becoming more important for parents to know they're choosing a brand that not only offers exceptional products but is also actively trying to create a better world for their family.'

The deliberate focus on how products are made, how long they last and where they go at the end of their life means sustainability has been in the DNA at Silver Cross for some time, but it has become a major focus over the last few years, since the company started taking active steps to improve the brand's environmental impact.

'We're still some way from being able to produce our products from 100% sustainable sources', David explains, 'but we're actively trying to prolong the lifecycle of our travel systems and strollers by offering parents new and unique services that will allow them to reuse, resell or recycle their product.'



Find out more

■ Discover more at silvercrossbaby.com

'Our vision is to be the world's most loved nursery brand. That's why we make products that are built to last, that can be used for as long as possible, so we can help to protect the world we live in'

DAVID ABBOTT,

SILVER CROSS



SUSTAINABLE FASHION



Twins Brett and Scott Staniland reveal which sustainable fashion brands to support this Earth Day

Hello and welcome to our first fashion-focused article for My Green Pod! We are British models and twins, Brett and Scott Staniland. We've modelled for various brands, faced campaigns and attended fashion weeks all over the world.

After a while, we started to become more mindful of who we work with and who we represent, which led us down a path towards uncovering the huge impact the fashion industry has on our planet and communities all over the world.

FAST FASHION

Responsible for 10% of all greenhouse gas (GHG) emissions and 20% of global water waste, fashion is reportedly the second-most polluting

industry behind the petrochemicals industry. Over the last few years the impact of fast fashion has become increasingly clear; we are consuming 400% more clothes than we were 20 years ago, and yet around 85% of our clothes end up at landfill sites, discarded and seen as 'old' after having been worn only a handful of times.

For many brands, 'seasons' seem to be a thing of the past; we now see new collections every week from some high street shops and online retailers. In many cases it seems new clothes are churned out as often as possible.

Throwaway society, the need for instant gratification and impossibly cheap clothing have all led to a perception of disposability, causing gross overconsumption and unimaginable waste.

WHAT IS 'SUSTAINABLE FASHION'?

As is the case with other industries, the term 'sustainability' has become ambiguous and diluted as a result of loose usage and often woolly definitions from various sources.

It's important to understand the many aspects of 'sustainable fashion', which extend far beyond the things you see and do in-store. The spectrum of sustainability has much more to it than shopping 'less - but better', though for most people that is a good place to start.

In many cases we fail to recognise the supply chain – the extensive journey garments have been on before they even reach the store.

It starts with a material: what is it, natural or manmade? Where has it come from, and who has

been involved in sourcing and manufacturing it? Was the material treated with chemicals? Has it been dyed? How was it put together? Just as importantly, how are the people and their communities involved in these processes treated and affected?

80% of textiles workers are women of colour, many of whom live in deprived communities that experience the greatest negative effects of the fashion industry.

As with other industries, greenwashing is a growing concern in fashion, with brands trying to trick consumers into believing their ethical practices are better than they in fact are. These efforts are usually part of a wider marketing scheme to improve customer perceptions and increase sales.

We will try and help you spot these tactics when we discuss the topics in more detail in future issues, as they aren't always obvious!

EARTH DAY AND FASHION

Earth Day (22 April 2021) coincides with an important week for the world of sustainable fashion: Fashion Revolution Week (19-25 April).

Fashion Revolution was born after a troubling time for the industry: in 2013 the Rana Plaza factory in Bangladesh crashed to the ground, killing 1,134 and injuring over 2,500 garment factory workers.

Since then it has been Fashion Revolution's mission to raise public awareness, create cultural change and improve the industry. Events have included protests in London and the worldwide Twitter trend #WhoMadeMyClothes.

To the right we have put together some responsible and conscious brands that are doing something for Earth Day, and which we think deserve everyone's support!



CLOCKWISE
John Smedley Knitwear; slowing down fast fashion would put an end to the perception of disposability; Fashion Revolution Week asks #WhoMadeMyClothes; the impact of our throwaway culture; Riley Studio



FASHION BRANDS FOR EARTH

Vestiaire Collective

This pre-loved fashion marketplace launched the Collective for Change to fight fashion waste and keep more clothes in circulation. It has a target of raising €20,000 for US and Ghana-based non-profit The OR Foundation, which works on environmental justice, education and fashion development, currently in solidarity with the Kantamanto community in Ghana.

[vestiairecollective.com](https://www.vestiairecollective.com)

John Smedley Knitwear

The launch of the 'Choose Slow' campaign last month encouraged customers to think more deeply about their garments. This year John Smedley Knitwear has been awarded the Royal Warrant from HRH Prince of Wales for its fine knitwear, a mark of sustainability in itself, and for Earth Day a 'Take Care' range of products is being launched to help customers preserve and look after their clothes so they last as long as possible.

[johnsmedley.com](https://www.johnsmedley.com)

Rotaro

The fashion rental service with Earth preservation at the core of everything it does – from planting a tree for every rental to a carbon-neutral delivery

service, recycled packaging and an eco-friendly laundry system. This Earth Day Rotaro has launched the 'Rent. Reduce. Repeat.' campaign, encouraging customers to wear outfits again and normalise outfit repeating! It is also planting a forest in partnership with Ecologi and Project Earth.

[rotaro.co.uk](https://www.rotaro.co.uk)

Riley Studio

A new range for children, Little Riley Studio, will come with little 'changemaker' T-shirts made from recycled cotton, and an educational focus on what being a changemaker means. There will be a focus on the daily changes we can make, as individuals and collectively, to protect our planet.

[riley.studio](https://www.riley.studio)

Nu-In

The responsible and sustainably driven fashion brand, by influencer and model founders Marcus Butler and Stefanie Giesinger, is honouring World Earth Day with the continuation of the 'buy for good' project; the proceeds from any sales made on the day will go to a chosen charity.

[nu-in.com](https://www.nu-in.com)





In partnership with



The BOOM (Best of Organic Market) Awards are the UK's only organic awards, brought to you by Soil Association Certification in partnership with Ocado.

VOTE FOR YOUR TOP OF THE CROPS

The hunt is on for the BOOM Awards Nation's Favourite Organic Food or Drink Product – nominate and vote for your organic favourite and you could win some delicious organic goodies!

Step 1: Nominate

Making a nomination is an amazing way to shine a light on your favourite organic food or drink producers. Simply visit soilassociation.org/nationsfavourite and tell us what your favourite certified organic product is.

Nominations open:
22 March – 30 April

Step 2: Vote

Once all nominations are in, we will shortlist a Top Ten and put them up for a second public vote – so make sure to check back and vote for your favourite to win!

Voting open:
10 – 31 May

Step 3: Win!

Enter the prize draw to be in with a chance to win a selection of delicious organic goodies courtesy of awards partner and Nation's Favourite sponsor Ocado!



To nominate or vote visit
soilassociation.org/nationsfavourite





PHOTOGRAPHY ANIA SHRIMPTON

**HERO
PRODUCT**Find out why Valley Fest
is a My Green Pod Hero at
mygreenpod.com/heroes

It's all systems go for Valley Fest 2021 - the South West's best-tasting music festival

Valley Fest, the best-tasting music festival in the South West, is shaping up to be a lot of fun. Government permitting, the event will take place 30 July – 01 August 2021.

Headliners of the family-friendly food and music festival, near Bristol, include Travis, Sophie Ellis-Bextor and Deacon Blue – but consistently, the biggest crowd-pleaser of all is the view. Edged by the rolling Mendip Hills, Chew Valley Lake provides the sparkling backdrop.

The weekend also showcases the region's finest produce: from charcuterie to cheddars and ciders to sausages, you can expect plenty of Somerset style and sizzle.

Much of the carefully selected produce has been locally grown using regenerative methods, meaning it's full of flavour and our soils have been protected in the process.

The festival is held on an organic farm so looking after the land is part of its DNA. Much of the food is sourced from the organic Community Farm, Valley Fest's neighbour, and the festival has a great programme of talks on food and farming.

FOOD FOR THOUGHT

You can drop in to sessions on soil health, wildlife-friendly gardening, farm tours and panel discussions on regenerative farming, and join in with BBQs, feasts, street food, chef demonstrations and panel discussions.

The region's culinary heroes and heroines will be cooking up a storm day and night. Some of the feasts will be created by Josh Eggleton, owner of Michelin-starred Pony and Trap, and Rob Howell, head chef of Root, a Bib Gourmand award winner.

Recipe cards, tasters and tips will be provided at cooking demonstrations from Olia Hercules, named *Observer Food Monthly's* Rising Star of 2015; Tom Hunt, author of *Eating for Pleasure, People & Planet* and *Great British Bake Off* star Briony May Williams.

FAMILY FUN

Now in its sixth year, Valley Fest's lineup has always included big names and rising stars. For 2021, My BABY, The Allergies, The Blockheads, The Snuts, Toploader, The Cuban Brothers, Beans on Toast and Oh My God! It's the Church are on the bill.

Valley Fest takes place in one large meadow, making it perfect for first-time festivalgoers and families of all ages.

People often say how easy it is to get around – no long hikes across fields or hours of losing your friends. In fact, part of Valley Fest's appeal is the lazy lakeside vibe.

Expect hedge-to-hedge Somerset sparkle and plenty of nonsense with a spectacular soundtrack. This is West Country wildness at its best.

Adult weekend tickets are £175 (plus booking fee) and you can pay in instalments. If the event doesn't go ahead, ticket holders will be offered tickets to Valley Fest 2022 or refunded.

Find out more

- View the lineup or book your tickets at valleyfest.co.uk

'We want people to understand the connection between their food choices and the land. We only have around 60 harvests left if we continue with commonly used conventional farming practices because global soils have been degraded so badly.'

LUKE HASELL, VALLEY FEST FOUNDER



Medicine Festival 2021

The gathering that unites ancestral and indigenous wisdom with future thinking



Just under 1,000 tickets are selling fast for the second year of Medicine Festival, a family-friendly and alcohol-free gathering. Medicine is a celebration of love, laughter, play, connection and inspiration; the immersive experience creates a space where people can learn, grow, reconnect with nature and one another, and return home with renewed hope for the future.

SPOTLIGHT ON INDIGENOUS WISDOM

The festival has been carefully curated to provide a place where people can be part of a vibrant, diverse community and unplug from the fast pace of our modern world.

The event is the first UK gathering where indigenous leaders and wisdom keepers from around the world are at the heart of the curation.

These guardians of the planet bring ancient wisdom and knowledge traditions alongside tools for positive action to inspire and empower.

This year, Chief Biraci and Putany of the Yawanawa Tribe and Ninawa Pai da Mata with the Huni Kuin Family will be at Medicine, sharing unique and vital perspectives on behalf of indigenous communities from the Brazilian and Peruvian Amazonian Rainforest.

WORKSHOPS, TALKS AND MUSIC

The wider programme offers a rich and diverse array of healing practices, panel discussions, wellbeing and movement workshops, kids' activities, nature immersion, traditional ceremony, musicians and electronic DJs. The Activation Hub at the heart of the festival provides a platform for



EVENT DETAILS

19-23 August 2021

Wasing Estate, Berkshire

Adult ticket: £140 - £225

Sunday ticket: £80

Kids: £55

Under-fives: Free

thought leaders, with talks, workshops and discussions on consciousness and spirituality, future technology, ancestral wisdom, neuroscience, philosophy, storytelling, activism, changemaking, food, farming, community and the future economy.

Confirmed experts include ecologist and activist Satish Kumar; award-winning documentary maker Bruce Parry; researcher of altered states of consciousness and global drug policy reform

Amanda Fielding; mythologist and storyteller Martin Shaw and Jojo Metha, founder of the Stop Ecocide campaign.

Medicine will also welcome world-renowned musicians Nessi Gomes, Kaya Project, Curawaka, Gaudi and Bushwacka, providing audiences with the perfect balance of world music and electronic dance.

COUNTRY CAMPING

Set in the Berkshire countryside, Wasing Estate covers several thousand acres of farmland and features parkland, woodland and lakes.

Located less than an hour's drive from London, 35 minutes from Heathrow airport and five minutes by taxi from the nearest train stations (Midgham, Thatcham and Aldermaston), Medicine is very easy to access.

Camping in a personal tent is free, or you can opt to stay in a luxury yurt, tipi, bell tent or lotus tent in the Boutique Camping area.

There are also local B&Bs and hotels if you'd prefer to stay off the main festival site.

Passes can be purchased for campervans and cars, though people are encouraged to car share and use public transport where possible.

Reduced price tickets are available for students and those on a low income, and local residents can buy tickets at the Early Bird rate.

Find out more

■ Ticket information and festival updates are at [medicinefestival.com](https://www.medicinefestival.com)

Since this time last year it's felt a little like the world as we knew it has stopped turning. Whether it's personal loss or the loss of livelihood, for millions the impact of the pandemic has been profound.

Whisper it quietly, but in certain circles things have started to change for the better.

POSITIVE CHANGES

We have become more concerned about the air we breathe and more interested in our impact on the environment.

For those reasons, electric bike sales have surged and electric car sales have accelerated; in more general terms, the energy we expend in our daily lives has come into sharper focus.

The Fully Charged YouTube channel has continued to pump out positive content, and smaller electric vehicles like bikes, scooters and cargo-bikes have proven popular.

In fact, you might have to hunt high and low if you want to buy an e-bike in readiness for the warmer weather.

AN ELECTRIC FUTURE

When it comes to electric cars, there still aren't enough affordable options when it comes to up-front cost. However, running costs are a fraction of those that come with a conventional car, and there is now an array of around 70 to 80 pure battery electric vehicles (BEVs) for you to choose from.

Car companies can't keep up with demand, despite the fact that for some it's still a step out of the combustion engine 'comfort zone'. If that describes your situation, a great place to start is 'Maddie Goes Electric: Episode 1: Choosing your electric car (A beginner's guide)' on the Fully Charged YouTube channel.

As electric vehicle drivers for many years, we can testify that owning, driving and running an 'EV' is much simpler than having a petrol, diesel or even a hybrid vehicle. It's more enjoyable, too.

The trend to electrification isn't restricted to smaller passenger vehicles, though – it's a change that's sweeping through larger vehicles, workplaces and homes as well.

'We recently returned from an Asian city which has effectively decimated urban air pollution by employing 16,000 electric buses and 22,000 electric taxis', says Fully Charged founder Robert Llewellyn. 'We are also working on episodes with electric boats, trains and even planes.'

Businesses are making big changes to the carbon footprints of their operations, not least with electric vans and trucks.

There's also the uplifting possibility of transforming the way we power our premises by simply switching to a sustainable energy supplier or installing solar, wind, batteries, heat pumps and much more to harness our own cleaner, greener energy.

TEST DRIVE AN EV

Fully Charged OUTSIDE will assemble the biggest and best choice of all these technologies – including 100+ different electric vehicles – at its open-air event at Farnborough this September.

At the heart of the event are hundreds of electric test drives and dozens of 'live sessions' with experts, hosted by presenters Maddie Moate, Helen Czerski and Robert Llewellyn.

Fully Charged OUTSIDE takes place on 03-05 September, and we can guarantee an electrifying experience for all! Covid-related safety measures will of course be employed.

Find out more

- Book tickets for Fully Charged OUTSIDE at fullycharged.show/events/fully-charged-live-2021
- Find the latest and greatest episodes of the Fully Charged Show at fullycharged.show/episodes



FULLY CHARGED OUTSIDE

Positivity ahead: the festival of electric vehicles and clean energy will return in September



PEA AWARDS 2021

IN ASSOCIATION WITH

citrix™

Nominations are now open for 2021's P.E.A. (People. Environment. Achievement.) Awards! Now in their 11th year, the UK's leading sustainability awards are looking for the individuals and teams who are pioneering change in their fields - whether they work for large multi-nationals or small NGOs.

If you know someone who is helping to drive positive environmental change in their sector, we want to know about it.

CATEGORIES

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

NEW FOR 2021'S P.E.A. AWARDS:

CALLING ALL CLIMATE PIONEERS

This year we have a new Climate Pioneer category, sponsored by Deloitte. We're looking for someone who has pushed the envelope in climate to drive authentic and material positive change. The individual or team will have made a significant impact within their company and beyond, whether for the value chain, supply chain or wider society. A catalyst for change, the winner will have demonstrated that climate action is good for business.

Enter or nominate your sustainability heroes at peaawards.com

All entries are free. The closing date for entries is midnight, 31 August 2021

WITH THANKS TO OUR SPONSORS



Earth-centred education



PHOTOGRAPHY ISTOCK

This personalised and global educational content is helping to inspire the next generation of changemakers

We know education in a mainstream school setting is assessed through grades and tests, but are we measuring how learners are applying information outside the classroom and in their communities?

Are we supporting each and every learner, and looking at the impact they make on their surroundings? Are we encouraging students to explore their curiosity, ask questions and find that one spark that creates a lifelong journey, fuelled by passion and a vision for a better world?

This is what education should – and can – be in this day and age. And here's the secret: kids are more ready than the adults.

INSPIRING LEARNING

The problem is that we're leaving children to do it for themselves, while we continue to use an outdated education system that simply measures a child's memory on subjects that are not necessarily connected to their interests. There is little scope to explore passions that sit outside the curriculum.

The challenge is around curating content for pupils and giving teachers and parents the ability to guide and inspire their students to find that spark together.

Enter Belouga, a web-based platform with a mission to create a learning ecosystem that makes education impactful, accessible and equitable for all students worldwide.

Belouga is a content-streaming platform for students, teachers and parents, with registered users in over 120 countries. It hosts over 50,000 hours of educational lessons sourced from partner organisations (including My Green Pod), filmmakers and educators, all aligned to subject areas, grade levels and standards.

To date, Belouga is also the worldwide leader in an educational curriculum aligned to the United Nations' Sustainable Development Goals (SDGs).

Introducing the SDGs has allowed students to recognise the relevance of what they are learning, and understand how to create action – even of the smallest kind.

TAILORED CONTENT

All Belouga content is personalised to each learner, factoring in age, geographic location and interests. Students can also connect and collaborate with a global peer network.

This format gives every child the ability to explore the world from the palm of their hand,

while sharing and reflecting with peers in a truly global learning experience.

In the run-up to Earth Day 2021, Belouga and My Green Pod have been creating numerous learning activities for students aged six to 18 years.

The content showcases the beauty of a sustainable world, while giving educators and parents the resources they need to bring learning to life for their students and children.

INSPIRING CHANGE

Earth Day gives us a reason to celebrate and protect our planet, but this cannot be just one day per year.

By introducing global stories and movements to students, we will help them to learn and become changemakers for our planet.

The Belouga platform launched in 2017, and K–12 students, teachers, and administrators in 120 countries are registered and using the product.

With safety and security in mind, Belouga currently only allows teachers, parents and students under 18 years old to register for the site.

Find out more

■ Browse Belouga content and activities at belouga.org



Sailing and the Golden Mean



Jarvis Smith on the break of a lifetime sailing the Ionian Islands

Anyone who has managed to go abroad over the last 12 months has been lucky. We had a trip to Greece booked to mark my 50th in August 2020; it was planned months in advance but, as the departure date drew close, we were still unsure whether we'd be able to go. In the end the travel gods smiled and off we went.

This birthday seemed a significant milestone so I had chosen to do something really special with family and close friends.

The idea of being out in blazing sunshine on turquoise blue seas, exploring a group of beautiful and culturally rich islands while feasting on some of the best food in Europe, pretty much summed up my dream holiday.

GETTING TO GREECE

We researched heavily and discovered family-owned Nisos Yacht Charter, which had a fleet of new or nearly new yachts ready to sail in the Ionian Sea off the coast of mainland Greece.

The flight from Gatwick to Preveza was just 3.5 hours. I had studied what the journey would have been like in my electric car; even with its 300-mile range the trip would have taken us three days. It just wasn't feasible. We planted 100 trees with our charity partner TreeSisters, which went some way towards balancing the flight's impact.

At the Nisos base on Lefkas, just 40 minutes from the airport, we were greeted by Andy – our captain for the week. We went through the itinerary over an iced coffee, stocked up on food from the local supermarket and were shown to our yacht, 'Champagne Flute'. It was a perfect start to our break, and things only got better.

Most people travelling with Nisos skipper their own boats; I wasn't yet qualified so I took the opportunity to learn as much as possible from Andy. He was great fun and very trusting, letting us all take turns at the helm. By the end of the week he felt like family.

EXPLORING THE IONIAN ISLANDS

Our friends chartered their own yacht but we sailed in tandem the whole week. This made for some great memories; we raced alongside each other, always trying to be first to get our sails out and steer full-tilt into the wind.

HERO
PRODUCT

Find out why Nisos Yacht Charter is a My Green Pod Hero at mygreenpod.com/heroes

We anchored together in stunning bays for lunch, swimming and snorkelling, and moored in different harbours at night before heading out to dinner in local tavernas. As the evening ended we headed back to our boats for a drink and a game of cards before retiring to our cabins, where we were rocked to sleep by the waves.

We stayed overnight at Vathi (Meganisi) Vathy (Ithaka), Sami (Kefalonia), Fiskardo (Kefalonia), Sivota (Lefkada), Abelike (Meganisi) and Nidri (Lefkada).

Our boat was equipped with everything we could have asked for; the kitchen was ample for light lunches of soups, breads and salads, and everything was intelligently designed to make the most of the space.

We also had a paddle board and a tender, which meant we could drop anchor and explore smaller bays and coves, including the Fiskardo caves. Andy's fun-loving nature made him a hit with the kids as well as the adults; he was soon pulling the girls along on a paddle board attached to the tender, in what fast became the favourite sport of the holiday.

FINDING THE MEAN

Greece has always been close to my heart; as a teenager I worked in Corfu and gorged on sun-ripened fruit and salads that always tasted sublime in the warmth of the sunny climate.

This time round I was more in tune with the history and culture; Socrates kept coming into my awareness – in particular his teaching that we must know, as far as possible, how to choose the mean and avoid the extremes on either side.

This all made sense to me when I took Champagne Flute's wheel; I could feel the pull of the wind in the sail as I held our course, eyes fixed on our next destination on the coast ahead. It was a high-wire balancing act that pulled the boat onto its side and whipped us through the aquamarine waters on what felt like a knife's edge.

Discovering this balance as we skirted round the Ionian Islands – home of Odysseus and sanctuary to Aphrodite, Zeus, Apollo and many other Greek

gods – is what made the holiday a truly spiritual experience for me.

LIVING IN BALANCE

Sailing connects us to the elements in an extremely meaningful way; if we choose to accept its lessons, we will be guided to live that perfect balance in all we do. Lean too much in one direction and the imbalance caused can easily get us into trouble.

This is now a reality in the way we have chosen to live as a species: we have taken but not given back, we have lived from a masculine and patriarchal system and now need to move back towards the feminine principles so we can collectively rebalance, restore and reimagine the world we want to create.

If we could give any gift to nature on Earth Day, what would it be? I invite you to live from a balanced perspective, and to walk that tightrope of hope with eyes focused on a new destination.

Find out more

■ View availability and sailing options with Nisos at [nisosyachtcharter.com](https://www.nisosyachtcharter.com)



Having our own boat for the week meant we could explore quieter coves, caves and beaches, cool off with a swim and race our friends (human and dolphin!) through the turquoise waters



LET'S LEAN INTO CLEAN

Sign up to get free digital issues of
My Green Pod Magazine delivered
straight to your inbox.

mygreenpod.com/subscribe

