



COP28 SPECIAL ISSUE

TIME TO SAVE THE WORLD



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WORKING FOR ANOTHER WORD

Jonathon Porritt explains why another world is on its way – and explores how we will get there

FASHION AND COP28

Model twins Brett and Scott Staniland explain why fashion must be given a seat at the table at this year's climate talks

'SAVE SOIL'

The people-powered movement, founded by Sadhguru, that is encouraging governments to achieve soil health

NORDIC LEADERSHIP

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Welcome to My Green Pod Magazine!



Katie Hill, EDITOR-IN-CHIEF
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A theme that pops up more than once in this issue is the sense that there is no silver bullet or perfect solution that will set us on the course to a sustainable and equitable future. Solutions are beyond binaries and they are messy – an attribute amplified by the urgency of our need for change.

This is why community action and collaboration is so important; we are all attuned to our own specific needs and challenges – both social and environmental – and while those needs may feel like they vary wildly from one location to another, they stem from the same foundation: injustice.

When we come together to address community-specific needs, collectively we are helping to combat the problem at source.

Localised hubs of action also allow us to try things out and get things done without waiting for the bureaucratic processes behind many of the decisions that are made for us. In small groups we can test ideas and experiment with what works; those that deliver results can be shared while those that don't cut it also present opportunities for shared learning.

This is also true of the causes that move us most; animal rights, the protection of nature, human rights, climate justice and organic agriculture are just some of the many themes that speak to the heart and move us to action, in groups that transcend time and place. By coming together we are able to speak with a shared, louder voice, and increase our chances of being heard.

As world leaders gather in Dubai for this year's UN climate change conference, COP28, they have an opportunity to listen, to act on what they hear and to accelerate action to tackle the climate crisis.



ABOUT US

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

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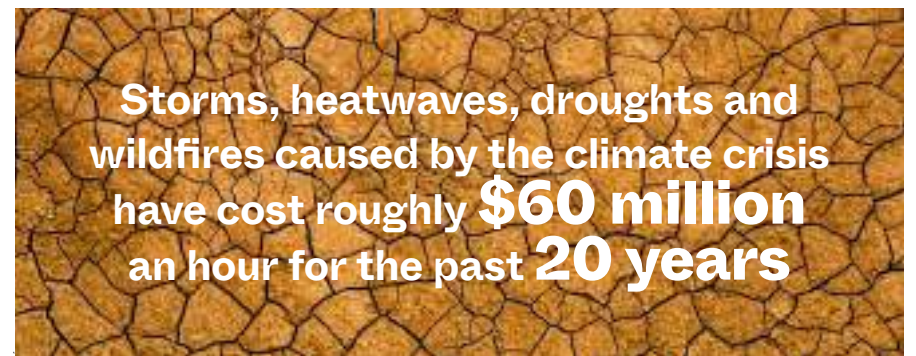
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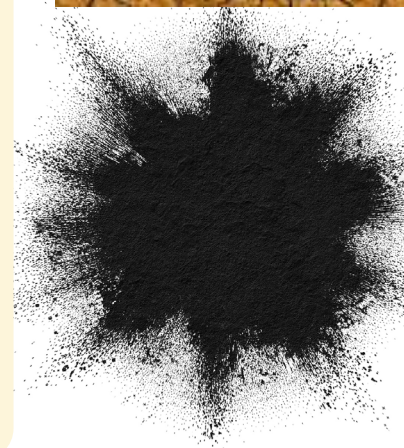
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84% of customers feel that poor environmental practices will alienate them from a brand or company



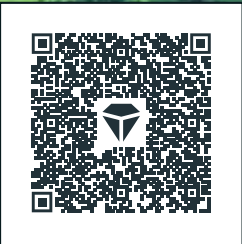
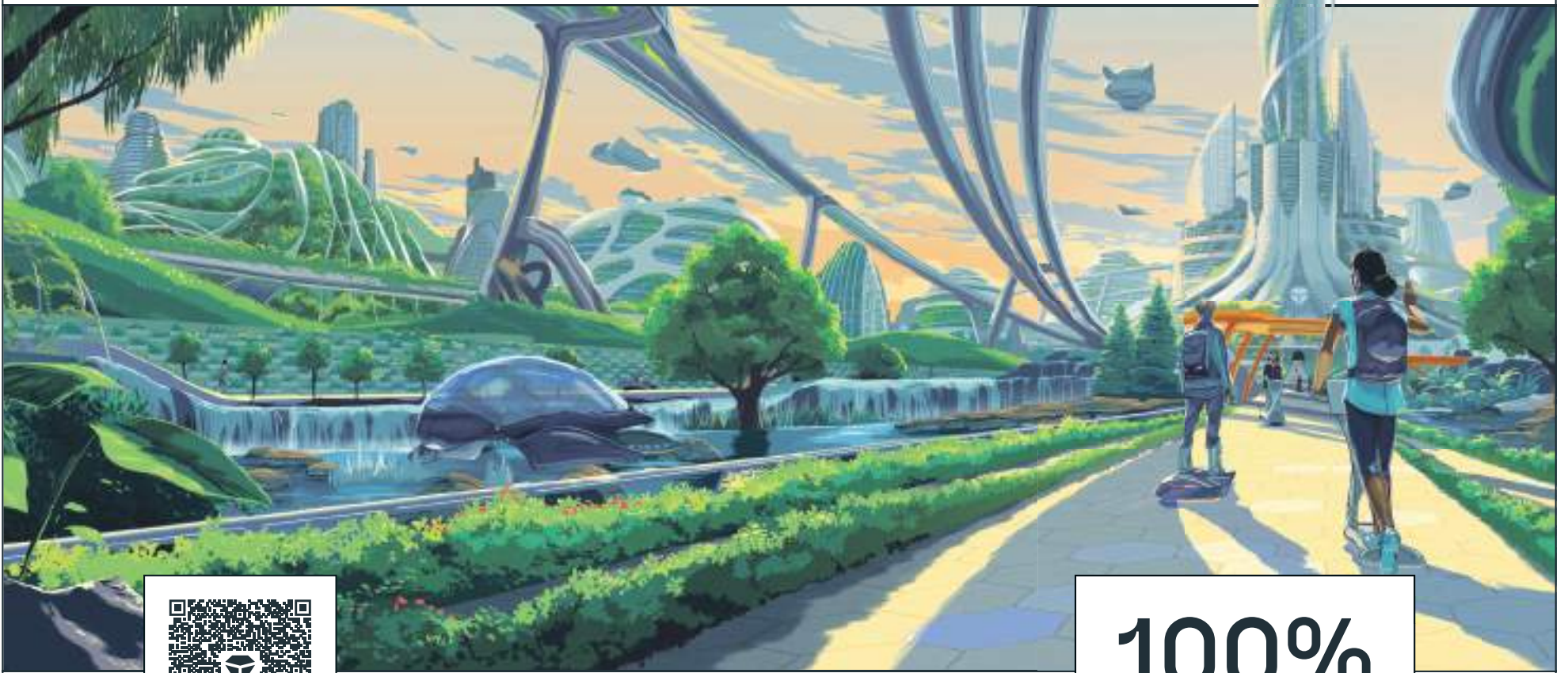
Storms, heatwaves, droughts and wildfires caused by the climate crisis have cost roughly \$60 million an hour for the past 20 years



From 2016-2022, 7% of energy financing by banks went to renewable energy; the rest was invested in fossil fuel projects



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EDITOR-IN-CHIEF: Katie Hill DESIGN: Suzanne Taylor PUBLISHER: Jarvis Smith PUBLISHING: My Green Pod

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WORKING FOR ANOTHER WORLD

Jonathon Porritt explains why another world is on its way – and explores how we will get there

In our racked and riven world, holding space for authentic hope gets harder and harder.

But then again: 'Another world is not only possible, she is on her way. On a quiet day, I can hear her breathing.' I draw deep comfort from those words of Arundhati Roy.

It's true that 'looking on the bright side' can all too easily become an exercise in wilful self-deception. But 'looking on the dark side' is a default self-indulgence embraced by far too many.

China, for instance, is still seen as the principal climate-wrecker because of its continuing dependence on burning coal. God help you if you try and point out it's a bit more nuanced than that, with more than half of all new wind and solar capacity in 2023 being installed in China and electric vehicles (EVs) already making up more than 22% of all the country's new vehicle sales.

It's the same with Australia, which still emits more greenhouse gases per person than any other G20 country, including China. But ever since Scott Morrison's coal-loving government got kicked out in May 2022, a formidable transformation has been unfolding, with more renewables added to the grid every month. In September, those renewables provided 40% of total electricity demand. And it's

'Another world is not only possible, she is on her way. On a quiet day, I can hear her breathing.'

South Australia that leads the pack here, with 73% of its electricity coming from wind and solar – the highest proportion of any major grid in the world. It's on track for 100% by 2030.

REACHING THE PEAK

Some people just don't want to hear these stories. According to the International Energy Agency, that magical tipping point – where emissions from the

Find out more

■ Jonathon Porritt is an author, campaigner, founder-director of Forum for the Future and former chair of the UK Sustainable Development Commission (2000-2009). Read more at jonathonporritt.com

fossil fuels used to produce electricity finally peak – is getting closer and closer.

So let's raise our sights! The renewables revolution is unstoppable, still accelerating (in both rich and poor countries) and will out-compete almost all fossil fuel generation over the next decade on cost, efficiency, flexibility and resilience. Which makes the UK government's recent and utterly reprehensible backsliding on a host of green targets all the more incomprehensible.

Whatever claim our country once had to climate leadership is dribbling away by the day – even as the science of climate change becomes more alarming. Prime Minister Rishi Sunak cares not a fig for that science, and has pretty much told his own advisers on the Committee on Climate Change where they can stick their advice. It's a staggeringly foolish reversal, instigated apparently in the hope of picking up a few anti-woke, climate-denying motorists in the so-called Red Wall seats.

ENTERING ANOTHER WORLD

Tory politicians may be deaf to the science, but they're not deaf to the money. So I found myself speculating how they might have reacted to a major new report in October from Lloyd's of London. The report warned that the impact of extreme weather events could incur losses of more than \$5 trillion (yes, that really is a 't', not a 'b') 'as crops fail and water and food shortages escalate' over a five-year period in the near future.

'Lloyd's is committed to building society's understanding and resilience around systemic risk, and protecting our customers against increasing climate threats' – this was how John Neal, Lloyd's CEO, put it. Let's just hope he's managed to get a date in Rishi's diary.

That kind of scale of economic damage is almost unthinkable. But it shouldn't be. A new study from Victoria University in New Zealand estimates the cost of storms, heatwaves, droughts and wildfires caused by the climate crisis is around \$140 billion a year since 2000 – that's roughly \$60 million an hour for the past 20 years.

So guess what? The insurance industry (and its insurers, the reinsurance industry) has – at last! – properly woken up to the implications of all this. Particularly in the USA. Particularly in those states facing multi-billion dollar economic losses from climate-induced disasters that continue to occur year after year after year.

'Another world' is indeed possible. But let's not assume the way in which that world is going to be ushered in is going to be pain free. If it's to happen fast, which it absolutely has to, the shock to our current world needs to be massively, traumatically disruptive, causing irreversible shifts in the way we organise the global economy.

So, still looking on the bright side, I find myself eagerly, if somewhat paradoxically, looking forward to the collapse of the global reinsurance industry within the next few years. That should do it.

PHOTOGRAPHY ISTOCK

SAVE SOIL

The people-powered movement encouraging governments to achieve soil health

Over the course of two weeks at COP28, the Save Soil movement will be hosting a series of panel discussions and fireside chats at its pavilion in the Blue Zone.

Featuring global experts on soil conservation, these discussions will focus on the vital importance of healthy and living soils when it comes to climate mitigation, and explore soil's ability to ensure food security, improve biodiversity and abate pollution of various types.

SOIL IS THE SOLUTION

Soil is dying; around the world, 52% of agricultural soil is already degraded. The United Nations Food and Agriculture Organisation says we may have only 60 years of agricultural soil left if current rates of degradation continue. As soil degrades a global food crisis would become inevitable, and soil's potential to sequester carbon dioxide would be lost. At the same time a colossal amount of stored carbon would be released into the atmosphere.

Save Soil is a global response to this crisis, and carries the message that healthy and living soils are not merely a victim of climate change, but can be a profound solution. The goal is to help governments to establish long-term policies for soil health.

With inputs from eminent soil scientists, Save Soil has created seven soil policy handbooks and catalogued sustainable soil management solutions for all 193 nations, which serve as the basis for policy options for their respective regions (based on their soil type, latitude, climatic zones and other factors).

DEMAND FOR STRONG SOIL POLICY

This is, first and foremost, a people's movement, founded by Sadhguru and supported by the UNFAO, UNCCD, UNEP, IUCN and World Food Programme, among others.

In March 2022, at the age of 65, Sadhguru launched the movement with a 100-day motorcycle journey across 27 countries from London to southern India. The journey became a global media story, and Save Soil has reached over 4 billion people to date.



'You cannot address climate change and sustainability without addressing the soil – soil is the core of all that is manifest'
SADHGURU



HOW TO SAVE SOIL

At COP15, Sadhguru outlined a three-pronged strategy to achieve Save Soil's overarching objective to ensure a minimum 3-6% of organic matter in soil:

1. Make it aspirational for farmers to achieve the minimum threshold of 3-6% organic matter by providing incentives for getting to this threshold.
2. Facilitate carbon credit incentives for farmers. The current processes for farmers to receive carbon credit benefits are far too complex and need significant simplification.
3. Develop a labelling system for food detailing the level of organic matter in the soil it comes from, which directly relates to its nutritional density, and articulate the benefits of such foods.

On his journey, Sadhguru met with leaders and citizens in each country to appeal for national policies and action to increase the organic matter in soil to a minimum of 3–6% (based on regional conditions), which is the minimum level for soil to be healthy and thriving.

Sadhguru's aim was to create public awareness, as he believes it is only with people's vocal

support that nations can effectively implement soil-friendly policies.

IN CONVERSATION WITH SADHGURU

Members of the public will also get a chance to see Sadhguru at a number of engagements over the course of COP28, including 'The Wake Up Experience' – an event hosted by Impact Nest on World Soil Day (05 December 2023). World Soil Day is an international observance dedicated to raising awareness of the importance of soil as a critical component of the natural environment.

'The Wake Up Experience', created in partnership with UNHCR, will shed light on solutions to the issue of climate-induced migration.

Find out more

- Learn more about Save Soil and how you can support the movement at savesoil.org



THE AMAZON SACRED HEADWATERS ALLIANCE



CLOCKWISE

Achuar nature guide in an ancient ceiba (kapok) tree; Pastaza river basin emerging from the Andes headwaters; Uyunkar Domingo Peas with Manari Ushigua, Sápara spiritual leader and his son



PHOTOGRAPHY: ATOSSA SOLTANI

Uyunkar Domingo Peas, Achuar leader and president of the Amazon Sacred Headwaters Alliance, reveals the ‘beacon of hope for our planet’s future’

In a world grappling with climate, deforestation and mass extinction crises, the Amazon Sacred Headwaters Alliance (ASHA) stands as a beacon of hope.

Founded in 2017, our alliance comprises 30 Indigenous nations and peoples from the lands now known as Ecuador and Peru.

Our goal? To permanently protect 35 million hectares of sacred tropical rainforest in the headwaters of the mighty Amazon River.

This is more than a mission; it is a calling from our ancestors, a responsibility to future generations and a gift to all life on Earth.

REACHING A TIPPING POINT

‘Our relationship with our forests and rivers spans more than 10,000 years’, our brother José Gregorio Díaz Mirabal said. We do not merely aim to ‘conserve’ – we aim to respect and to honour, as one honours a mother, a family, a home. Our forests and rivers are not just resources; they are sources of life, wisdom and identity.

The time for urgent action is now. Our sacred headwaters are nearing a tipping point, under siege from mining, oil drilling and deforestation. The devastation does not just affect us; it jeopardises the Earth’s climate system, its hydrological cycles and the richness of the life it hosts. We have spent 3.5 years consulting our elders, speaking with our

STAND WITH US

Our ancestors teach us that every individual’s actions ripple through the community. Here’s how you can make waves of change:

■ Donate:

Your financial contributions directly empower our communities to govern our territories, sustain our livelihoods and protect our forests.

■ Sign our Declaration:

Raise your voice alongside ours. Let governments and corporations know that the protection of our lands is non-negotiable.

■ Amplify our message:

The more our stories are shared, the louder our collective voice becomes. Share our mission on social media and within your communities.

■ Engage in advocacy:

Stand with us in campaigns that deter extractive industries and lobby for legal recognition of our sacred lands.

youth and collaborating with partners to shape our Bioregional Plan 2030. It is our vision for a world where we transition from a ‘life-blind’ economy to a regenerative standing forest bioeconomy.

We intend to declare our sacred headwaters off limits to further industrial-scale mining and oil drilling. Our plan seeks to advance Indigenous rights, halt deforestation and degradation, conserve and restore our lands and challenge the advance of extractive industries.

A WORLD WORTH LIVING IN

We invite you to watch our video, *Amazonia: 2041 A Vision from the Future*. This nine-minute illustrated journey takes you through the eyes of future generations looking back at the crucial decisions we must make today. By joining us, you are contributing to a global movement that respects Mother Earth, honours the wisdom of Indigenous stewardship and ensures that the rainforests will keep standing, the rivers will keep flowing and our children will inherit a world worth living in.

The Amazon is life, and its headwaters are sacred. Stand with us. The time is now.

Find out more

■ Support The Amazon Sacred Headwaters Alliance by making a donation or signing its Declaration at sacredheadwaters.org

Environmental LITERACY

Bryce Coon, director of education at EARTHDAY.ORG, explains how a new form of literacy is helping to empower the next generation

Fifty-three years ago, activists of all ages united for the very first Earth Day. 20 million people took to the streets, fuelled by the belief in education as the prime driver of change. To this day, the protest remains the largest recorded single-day demonstration in history, and is a testament to our capacity for collective action.

But this momentous event wasn't just a protest; it was the spark that ignited the modern environmental movement, laying bare the profound impact education wields as a catalyst for change.

As we fast-forward to today, we find ourselves at the cusp of a new era, where environmental literacy emerges as a potent force against climate change. In the run-up COP28, EARTHDAY.ORG stands at the forefront of this movement, championing the inclusion of mandatory climate education in nations' NDCs (Nationally Determined Contributions).

This call for commitment is more than a symbolic gesture; it is a pledge to equip future generations with the knowledge and tools they need to navigate a rapidly changing world.

NURTURING UNTAPPED POTENTIAL

My own journey into this field has been shaped by my deep-rooted belief in the power of education. For over a decade I stood on the front lines in a high-school classroom, weaving climate education into every facet of the curriculum. It was a vantage point that revealed not only the thirst for knowledge but also the untapped potential within our youth to become stewards of the environment.

In transitioning to my role as director of education at EARTHDAY.ORG, I recognised the

need to amplify this impact beyond the confines of a single classroom. Policy, advocacy and resource development became the conduits through which to reach and inspire more students, expanding the ripple of environmental literacy.

Education, I've come to understand, is an invaluable tool, capable of effecting substantial shifts in beliefs and behaviours. It serves as the impetus for personal and professional decision-making, guiding the next generation as they ascend to leadership roles in their respective fields.

Yet, in championing climate education we grapple with entrenched traditions and bureaucratic inertia. The path forward isn't without its challenges, but within the educational ecosystem there exists an undeniable reservoir of passion and energy, especially among our young learners. It is within this fervour that we can see the promise of a brighter, more sustainable future.

CLIMATE EDUCATION & ENVIRONMENTAL LITERACY

EARTHDAY.ORG is dedicated to the belief that every learner, regardless of location, should have access to comprehensive climate and environmental education, complemented by a robust civic engagement component. Launched in the summer of 2020, EARTHDAY.ORG's Climate and Environmental Literacy campaign brings together a coalition of students, educators, nonprofits and national ministries of education and environment to drive inclusive climate education initiatives.

These efforts aim to ensure society as a whole possesses the knowledge and skills needed to

join the workforce, stimulate the growth of a sustainable consumer market and actively engage with government institutions.

At the heart of our mission is the commitment to educate and mobilise people worldwide, deepening their understanding of environmental issues and spurring them to take meaningful action.

Through the provision of accessible, science-based resources, we empower individuals, communities and organisations to make informed decisions that contribute to a more sustainable future. This campaign not only instils a sense of environmental stewardship but also fosters a generation of informed, engaged citizens ready to lead positive change in their communities and beyond.

HOPES FOR COP28

Looking ahead, the vision is clear: a global commitment to mandatory climate education standards is what we need. This isn't just an educational imperative, it is a societal necessity. The benefits are boundless, though the most prominent is a generation equipped to navigate the complexities of our changing world.

As we navigate this critical juncture in human history, the call for environmental literacy reverberates louder than ever.

This call transcends politics, geography and age, and it binds us in a collective quest for a sustainable future.

It is a rallying cry to recognise that the fate of our planet lies in our hands, and that knowledge is the beacon that will guide us forward.



LEFT TO RIGHT
Climate education hub at last year's COP; Bryce Coon, director of education at EARTHDAY.ORG; Bryce speaking at IUCN US National Committee, Annual Meeting



Find out more

■ Discover more about EARTHDAY.ORG's Climate and Environmental Literacy at earthday.org/campaign/climate-environmental-literacy

THE BUSINESS OF POSITIVE CHANGE

Together, companies with purpose can effect meaningful environmental and social change



Alex Smith and Mike Penrose, co-founders of The Sustainability Group, are democratising sustainability in business

Humanitarian disasters are unfolding around the world at a heartbreaking pace – in conflict zones and areas hit by extreme weather events, as well as in the spaces created to provide refuge for those seeking the basic human right to safety for themselves and their families. Each event can feel like an isolated plea for aid, but the causes often stem from a foundation of injustice, which could be proactively addressed at source.

We're increasingly choosing to support businesses committed to positive social and environmental change, meaning there is a huge opportunity for organisations to build meaningful action into their corporate purpose – and reap benefits for the planet as well as their bottom line.

A COLLECTIVE EFFORT

Mike Penrose and Alex Smith co-founded The Sustainability Group in 2019 to make the path to a sustainable future accessible to all businesses.

'There was a lightbulb moment when we started The Sustainability Group', Alex remembers; 'it wasn't enough for businesses to justify doing 'bad' by giving to charity to do 'good' – or having the classic goal of 'not being bad'. We felt we should aim for better.'

Mike and Alex's shared vision for a better future requires all companies to contribute to meaningful and effective social and environmental change – regardless of their circumstances. 'If every business does what it can within the confines of its business model, ensuring it creates little or no harm and where possible positively contributes to the societies where they source, sell or operate, then the impact can be huge', Mike explains. 'But this

does need to be a collective effort; it cannot be the few carrying the many.'

DEMOCRATISING SUSTAINABILITY

To help companies achieve meaningful social and environmental change, The Sustainability Group launched FuturePlus, a SaaS platform, in November 2021. The sustainability measurement, management and communications tool provides access to simple and affordable solutions, and allows any type of business – from one-person startups to multinational firms all over the world – to understand, measure, manage, plan and improve its social and environmental impact, and receive aggregate feedback on the collective impact that has been achieved.

'At FuturePlus we aim to democratise sustainability by making it achievable for businesses of any size', Mike explains. The goal is to help as many businesses as possible, regardless of sector, size or geography – and frankly, whether or not they view themselves as sustainable. All businesses have a role to play in the creation of a profitable, just and sustainable world, and we believe that helping many businesses to constantly get a bit better will drive real change.'

FuturePlus enables companies to map and monitor their sustainability with a data-driven quantitative sustainability score and an ambition score, making it easy to communicate progress to investors and stakeholders.

A company's sustainability performance and ambitions are measured across timeframes and key themes including climate, environment, social, economic and diversity and inclusion. These indica-

tors are further broken down into sub-categories encompassing governance, leadership, workforce, supply chain, ecosystem and more. This holistic approach allows companies to comprehensively assess sustainability factors across their entire operations, products and services.

Companies also receive an actionable plan and support to increase their positive impact over three years. 'Put simply, we provide solutions for companies to measure, manage, improve, report and confidently communicate their current actions and, most importantly, their intent', Alex says. 'We make sure that progress is tracked and organisations are held accountable for the changes they promise to implement.'

Due to this comparable and ambition-based approach, businesses are able to gauge their sustainability progress accurately, which fosters a more comprehensive and transparent understanding of their impact and helps them communicate their intent. 'It also allows The Sustainability Group to work with all sizes, sectors and geographies of business', Mike tells us. 'We have clients across the globe, from startups and SMEs to global enterprises in sectors including law, tech, manufacturing, sports, finance and more. In each case we are helping to map their current sustainability credentials and future ambitions.'

SUSTAINABILITY AT SOHO HOUSE

One client that has benefited from The Sustainability Group is global members' club Soho House – home to over 120,000 members, with houses in the UK, Europe, Asia and the Americas, and employing over 6,000 people across 75 sites.

As a global company with a diverse and inclusive workforce and membership, Soho House has always focused on the positive impact it has in the communities in which it operates – yet tracking, managing and ensuring consistency in its sustainability practices across its varied sites – from farmhouses to beach houses and cities – has historically been a challenge.

‘As a member-based organisation, there is also an increasing expectation from members and stakeholders for Soho House to demonstrate and communicate its understanding of the social and environmental footprint it has and the actions it has put in place to ensure it has a positive impact’, Alex said. ‘Despite its commitment to sustainability practices – from carbon emissions to diversity and inclusion – the much-loved members club recognised that it needed to streamline its approach to have a global reach.’

Soho House worked with The Sustainability Group to develop ESG frameworks for both its New York Stock Exchange listing and House Foundations, a programme of social responsibility initiatives that represent the very foundations of Soho House, bringing together diversity and inclusion, mentorship, apprenticeships and social and environmental causes.

To monitor and communicate its progress and stay true to its progressive culture, Soho House dedicated time to finding an environment, social and governance (ESG) management tool that could report to markets, members and stakeholders clearly and consistently.

After extensive research, Soho House decided to use FuturePlus to improve its sustainability in the way its members value and its investors require. ‘The Sustainability Group supported Soho House through retained consultancy and a FuturePlus membership to consolidate its sustainability practices and build an extensive ESG programme before and after the organisation’s IPO in 2021’, Mike says.

PURPOSE-LED BUSINESSES

‘Purpose’ has become a bit of a buzz word in business, thanks to a combination of societal pressures, evolving stakeholder expectations and a recognition of the long-term benefits of responsible and sustainable business strategies. A greater awareness of the urgency of these challenges, such as climate change and social inequality, has forced businesses to adopt purpose-driven strategies to maintain their social licence and stakeholder trust.

Changing consumer values and preferences have also had an effect, as today’s customers seek products and brands that align with their ethical and sustainability concerns. The modern workforce, particularly those in the early stages of their career, value purpose; this has prompted businesses to reflect their employees’ values to attract and retain top talent. ‘We are also seeing investors recognise the value of continued ESG performance, which further incentivises companies to prioritise purpose-driven practices’, Alex adds.

For Mike and Alex, a clearly defined and well-communicated purpose can act as a north star

for an organisation, helping to shape its values, goals and long-term vision. ‘Aligning that purpose with impact is critical, and assessing and keeping a close watch on your organisation’s impact can undoubtedly enhance your resilience’, says Mike. ‘The FuturePlus Impact measurement methodology is underpinned by a risk framework that promotes a forward-looking and long-term perspective regarding both the positive and negative impact your organisation imparts on the community it operates in. This proactive approach not only helps safeguard against potential risks but also encourages transparency, action, innovation and planning. This can all help organisations adapt and thrive in the face of challenges – be they environmental, social or commercial.’

There’s no bad time for businesses to embrace their purpose and grasp the consequences of their impact, but Mike and Alex’s advice is to do this as soon as possible. ‘The earlier a company sets out on this path, the easier and more cost-effective it becomes’, Alex reveals. ‘We urge businesses, right from start, to take these opportunities and consistently build sustainable practices into their operations. In doing so, they can ensure that their sustainable growth matures in tune with their financial growth, paving the way for a more responsible journey to success. We often identify quick wins for businesses; while short-term benefits are valuable, the true potential for change lies in embedding sustainability as a fundamental decision-making pillar for the long term.’

This is one of the reasons The Sustainability Group measures ambition and focuses on intent; it provides companies with a clear roadmap from the outset of their journey, which not only holds them accountable to making the stated improvements but also the confidence to communicate clearly, where they are now and where they want to be.

A COMPETITIVE ADVANTAGE

Sustainable investing continues to rise; while this is often driven by regulation and reporting standards, investors are in many cases also looking to understand a company’s impact at the very early stages, seeking companies that exhibit understanding and commitment to sustainability and can effectively communicate their impact.

‘While ESG investing has historically focused on carbon footprint, we are starting to see this expand in the ‘S’ and the ‘G’ with human rights, working conditions, inclusion and pay, as well as supply chain, circular economy principles and biodiversity all gaining importance as business and investors acknowledge their broader social and environmental influence’, Alex tells us.

‘We encourage investors to map and monitor the sustainability of their portfolio companies comprehensively, and to focus on intent, tracking progress, or lack thereof, over time’, Mike says. ‘Research shows that companies that consider sustainability, whether core to the product or service or not, tend to take a longer term view. This can help to ensure businesses are more resilient and save money in the long run – and also helps to improve a company’s reputation.’

DEMAND FOR MEANINGFUL CHANGE

For these reasons, Alex and Mike are tending to find that capital is conditional on meaningful change and that consumers are demanding it. ‘There can be a contradiction between consumer needs and wants’, Alex accepts, ‘as indeed there are conflicts about what ‘meaningful change’ means. However, Accenture reported that while up to 66% of consumers say their own needs drive their decision-making, some 72% of consumers feel they can impact the world and their communities through behaviours and buying choices.’

For businesses to react to this, they need to be confident in their understanding of their impact, the meaningful change that they can create and the ability to communicate the actions they have taken and the goals they have for the future. ‘While there continues to be a push and pull between finance and consumers, there are compelling business reasons to encompass a broader perspective on social and environmental concerns’, Mike reveals. ‘Using sustainability as a guiding principle through a company’s operations presents an opportunity to adopt a long-term strategic outlook.’

Businesses that prioritise sustainability tend to exhibit greater resilience; Mike and Alex have noticed that fostering a culture of employee wellbeing helps to retain staff, attract top talent, reduce costs, invest in the future, promote diverse voices in decision-making (which research indicates leads to more successful decision-making) and open up opportunities for securing finance.

‘There is also plenty of research suggesting that customers are increasingly opting for sustainable solutions when presented with the choice’, Alex says. ‘People are becoming more conscious of climate and social issues, and there’s a noticeable trend in consumers drawing connections and expecting a higher level of responsible and ethical conduct.’

UNITING FOR A SUSTAINABLE FUTURE

Sustainability continues to rank among the most pressing concerns for businesses today. The world is transforming rapidly, with heatwaves, human rights and environmental crises continuing to dominate the headlines.

Before co-founding The Sustainability Mike worked in more than 60 countries as executive director of Unicef UK, CEO of Action Contre La Faim in Paris and global humanitarian director of Save the Children. ‘The incentives that drive the allocation of aid have become self-serving and overly restrictive’, he tells us. ‘Pure humanitarian aid funding should go to the most vulnerable, in countries where economies and political systems do not function, it should be reserved for the hardest to reach and the most in need. If we gear the economic incentives so purpose and environmental and social impact are built in to every company and institution, then they can meet the needs of those lucky enough to live in places with a functioning civil society.’

Find out more

■ For information about The Sustainability Group’s solutions and how to embed them in a business, contact info@future-plus.co.uk



KAISA HIETALA, Transformist, Board Professional & Venture Capitalist

Kaisa Hietala is a business and sustainability executive who takes pride in transforming traditional industries by turning climate challenges into profitable business opportunities.

In fact, as Executive Vice President, Renewable Products at Neste, she played a central role in the petroleum refining and marketing company's strategic transformation into the world's largest and most profitable producer of renewable diesel and jet fuel, which was named by *Harvard Business Review* as one of the 'Top 20 Business Transformations of the Last Decade' in 2019.

In 2021 Kaisa was appointed to the board of ExxonMobil and in 2023 she joined the board of Rio Tinto, the world's second-largest metals and mining corporation.

Kaisa also sits on the board of the Irish company Smurfit Kappa, one of the world's largest manufacturers of cardboard packaging. The company's business operations have a solid foundation in the recycling of cardboard and paperboard.

On top of her corporate roles, Kaisa is actively helping the startup community as a way to catalyse the transformation towards more sustainable business in a broader sense.

Kaisa founded Greencode Ventures in 2022 to invest in digital green transition startups in Europe and holds a director seat in Tracegrow, a Finland-based circular economy company that specialises in recovering and purifying trace elements from waste streams and returning them back to use.

NORDIC leadership

We spoke to two Nordic leaders to learn more about the Scandinavian management style that celebrates frank conversations and leaves egos at the door

Humanity is at a crisis point: according to the Stockholm Resilience Centre, we are living outside six of the Earth's nine identified planetary boundaries. The need for change is urgent, yet our current leaders are failing to act with the speed and determination required.

Tina Karme, project manager for Nordic Leadership 3.0, has examined emerging research in leadership approaches that can together build skills, capabilities, practices and

knowledge for a leadership evolution that places partnership and peace at the core of all activities. She believes the Nordic leadership model – which leaves ego and hierarchy at the door and centres on honesty and speaking frankly – could be exported for discussion and knowledge-sharing at a global level.

We spoke to two female leaders from Finland to discover what makes them different and what they think about leadership – for today and the future.

HEINI PIRTTIJÄRVI, Executive Adviser & Board Professional



Heini Pirttijärvi's CV boasts roles in Russia and Finland – she has also lived in Silicon Valley, Australia and Germany.

Heini has worked as a business leader and CEO in challenging situations in retail industry, social and healthcare sector and early childhood education.

Heini currently works as executive adviser in a number of different industries and is a board professional in several growing, stable companies.

Beyond this, Heini has been described as 'the one they call when it really hits the fan'; she has a track record of saving impossible situations and cleaning up the mess left by the kinds of situation most leaders would avoid at all costs.

Instead, Heini is known to jump in and sort the matter out by finding a solution that works for all parties.

Heini's goal is, in her own words, to 'renew companies and redefine industries' using fact-based decision-making.

INTERVIEW

Talk us through how you go about effecting positive change in companies and industries. What's your secret?

HP: It is empowering the people! You can measure the success of a company in the past from the numbers, but the future you will hear from the people of the company. The way they talk about the company, the future. A lot of listening is needed, then formulating the goal and understanding the meaning of the common goal to each and every person. Dividing the roles, empowering the people, inspiring them – it requires a humble attitude towards the situation.

KH: My secret is to ask 'Why do companies exist today and why should they exist in the future?' This is a great question to start exploring the real purpose of the business as well as debating if the purpose is serving the world, including the environment, well.

Have you always believed it's better to effect change from the inside rather than the outside?

HP: Outside can help in understanding the need for change, but inside is where all the action really happens.

KH: I'm a scientist by education and it helps me to understand that we need a balance between finger-pointing wrongdoings and developing solutions. I want to encourage traditional industries to focus on solutions.

Do you ever feel it would be simpler to tear a company apart and start again from scratch rather than trying to retrofit sustainable principles?

HP: No, not really – the history of a company is always valuable. People have done their best at the time. New goals, new leadership and new ways of working are urgently needed though.

KH: When solving systemic problems such as energy transition or the circular economy, we don't have the time to start again and learn from scratch. The challenge is so huge that we will need all the experience and capabilities of traditional industries in cooperation with new and emerging players.

Does the task ahead ever feel overwhelming?

KH: Sometimes, yes – but I don't see we have an option. We simply can't put the ecosystem on hold until someone figures out the perfect solution.

HP: Yes, it does. It sometimes is very overwhelming – you only need to start working with the owners, board, management and the whole team,

formulate the goal and the roadmap, actions and steps to reach the goal and start working. It's very important to have the right people in the right places at the right times. Overwhelm diminishes when you make the map and timelines; not everything needs to be done today, this week or even this month. This requires a humble attitude, a lot of listening, prioritisation and communication. All stakeholders must be committed to the common goal.

What's stopping big businesses making the changes we so desperately need to see?

HP: Sometimes it is a lack of competence, sometimes a lack of willingness and most times it is the difficult task that companies are facing when balancing the mathematics behind the result and economic balance sheet, people and competence with all the needed stakeholders.

KH: I'm sure companies are puzzled by the magnitude of change needed but for me the biggest roadblock is the fact that natural capital does not have a defined economic value and this is driving investors to prioritise short-term returns at the expense of nature.

What support do big businesses need in order to make the necessary changes for a sustainable and equitable future?

HP: They need support from many: investors, politicians, authorities, personnel, customers. Changes in legislation, education systems – also changes in how different stakeholders position themselves towards the future. There is a big difference if they see the sustainable and equitable future as a threat or as a huge possibility.

KH: Many practical elements are still missing, such as regulations, new infrastructure and commercially viable technological solutions. However, what businesses need most is shareholders and investors who encourage companies to develop short- and long-term success in parallel.

Can we move beyond a profit-based economy that values money without regard for people, nature, biodiversity or the environment, and if so, how long would it take?

HP: We will need to find the balance between all these important issues. Money is needed for the other things to happen. We need to take very many big and small steps to get there. Let's each start with baby-steps – that is one way!

KH: For me, this is the ultimate goal and

we should use all possible resources to find a way to bring natural capital to economics as soon as possible. This will take time and therefore it is also important that we simultaneously test and roll out the solutions that are needed for the transition.

Who is responsible for implementing sustainable business initiatives – the government, customers or the businesses themselves?

HP: All of these – everyone has a role in the sustainable future and a lot of cooperation is needed between the different parties of society. No one can do this alone.

KH: We are all responsible for our share but the role of shareholders is the most important one for me today.

What does effective leadership look like to you?

HP: It looks to me like trusting and empowering people, inspiring them and making them shine. That is when people perform the best and work with great spirits and full heart towards the common goal.

KH: I would like to see effective leadership meaning the same as impactful leadership in the future. Today, being a leader in the transition sectors is a tough job; leaders are under immense pressure to deliver short-term results in a highly volatile world where the criticism against leaders and their organisations is mounting. At the same time the leaders don't have all the tools to solve the systemic changes and they need to jointly navigate uncertainty with different stakeholders. In this world, being an impactful leader is the way a leader can live up to his or her values and find the motivation to face challenges.

Currently, where do you feel sustainability leadership is coming from?

KH: Sustainability leadership is coming from the pioneering companies who dare to take the risk of failure. It also comes from the startup generation which open-mindedly brings profitability and sustainability into the same sentence.

HP: I currently think that very many countries and companies are eager to own the sustainability leadership concept. We need to understand that it is not something where words and beautiful slides are the solution. It is the common goals, strategies, actions and real-time KPIs that really define sustainability leadership in reality.

How could a Nordic leadership model help?

HP: A Nordic leadership model could help a lot. There is a clear gap in what some companies try to achieve and the actions they are taking to reach the goals. Plenty of openness, transparency, empowerment and trust is needed to get there. Nordic leadership is a humble way of working.

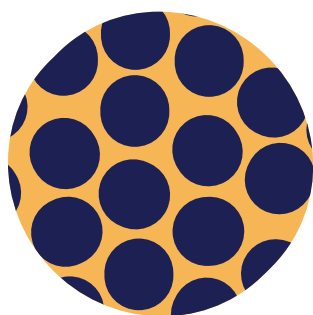
KH: We are dealing with the need to make systemic changes requiring partnerships across different businesses, geographies and stakeholders in an unprecedented way. The Nordic leadership model is based on engagement and transparency instead of command and control, and helps to overcome the silos.

Why do you think leaders shy away from the most difficult decisions?

HP: Difficult decisions require careful analysis of the consequences for all stakeholders – that is not always so easy... It is quite natural to shy away. It can sometimes also be scary to make those decisions and carry the result. People are afraid of wrong decisions and consequences – but then on the other hand it helps a lot if you have experience from challenging situations and what comes with them. You also need to be able to communicate a lot and involve many stakeholders – that requires courage. Some might also think that you need to act hard in order to be able to handle those difficult decisions, but that is not the case. With a humble attitude towards the most difficult situations you can handle them in a human way. It is very important to remember the humanity and feelings in all situations as well.

Heini, how did you get a reputation for being 'the one to call' when things have gone wrong and crisis management is required? Is this a role you enjoy?

HP: It has actually been by accident. I worked in Moscow in 1993-1995 under quite turbulent times as a business leader and that of course taught me a lot not only from cultural differences but also from resilience, how to lead people – also how to not lead people, changing situations and the challenge of leading a business in a very challenging environment. Those two years taught me a lot. Since then, I have often been asked to step in when turnaround or big strategy change has been needed, trust towards the company has been lost or other challenges have been faced.



2023 P.E.A. AWARDS

IN ASSOCIATION WITH
OCEANDIVA
— LONDON —



Shortlist of green heroes announced ahead of green-carpet awards ceremony on London's 'party boat', hosted by **Hugh Fearnley-Whittingstall**

The UK's leading sustainability and ethical awards body – the P.E.A. (People. Environment. Achievement.) Awards, in association with Oceandiva London – has revealed its shortlist of green heroes and changemakers of 2023.

Selected by an all-female panel of judges, the shortlist for 2023's P.E.A. Awards includes environmental champions across 18 categories, including Youth and Indigenous Communities, as well as changemakers in sectors ranging from Arts to Energy.

A Lifetime Achievement Award will be presented to an individual whose passion for change has led them to achieve exemplary long-term success in the field of sustainability.

ALL ABOARD THE OCEANDIVA LONDON

This year's winners will be announced at a sensational awards ceremony, hosted by Hugh Fearnley-Whittingstall, on the Oceandiva London – a zero-carbon yacht which locals have already dubbed the 'party boat'.

The three-storey, £25m boat is nearly as big as a football pitch and is the largest ever to use the Thames on a regular basis.

'The P.E.A.s are the only awards I know that really celebrate the individuals – rather than the brands or businesses – who are shaking things up, often against all odds', said P.E.A. Awards founder Jarvis Smith. 'The awards are about giving these heroes a great time and the night itself has always had a feel-good factor – aided by plenty of great food, entertainment and free-flowing drinks. It feels fitting for the original sustainability party to be held on London's 'party boat'.'



THE PATH TO A SUSTAINABLE FUTURE

A sublime three-course vegan dinner will be served to the 400-strong guest list, accompanied by delicious cocktails, organic wines and beers provided by suppliers of My Green Pod Hero drinks.

The night's host, River Cottage's Hugh Fearnley-Whittingstall, said: 'It's so important to share the ideas that can help set us on a path to a more sustainable future. Some of them – like organic farming and energy from wind and solar – are well established and just need more support, while others are more complicated solutions to today's complex and interconnected challenges.'

'The P.E.A. Awards celebrate the pioneers who are looking for new ways to make a positive difference', Hugh continued, 'and I'm really looking forward to meeting the winners on what is set to be a fantastic night!'

2023 P.E.A. AWARDS SHORTLIST

ARTS

(Sponsored by Encore)

Ben and Ciara, Going Green Media

This media company highlights green projects and solutions from across the globe, spotlighting incredible people, projects and innovations that are actively making our world a greener place, and sharing their journeys with an audience of over 300,000 individuals.

Dewi in the Deep (team)

In this musical audiobook for kids, an eight-year-old girl goes on an adventure through the ocean, meeting sea animals and finding out how environmental damage affects them and us.

Earth Minutes (team)

This environmental communications company is a young collective of environmental researchers and creatives, working across a variety of media from film production and social media to workshops that engage the unengaged in the environment.

Forests Without Frontiers (team)

This non-profit organisation plants trees and rewilds degraded land in the UK and Romania, with the help of music and arts.

Janina Rossiter, 1, 2, 3, Who's Cleaning The Sea?

Amazon-bestselling, award-winning artist and multi-award winning author Janina Rossiter brings her passions together in her work: painting and illustrating children's books.

CLIMATE PIONEER

(Sponsored by Deloitte)

Cathy Yitong Li

At COP26, Cathy successfully negotiated the history-making seats for women, youth and Indigenous peoples at the UN's climate technology advisory board. This marked the first formal membership for women and youth at the UN on climate change.

Eleni Polychroniadou, Sintali

Sintali verifies the impact of the built environment around the world, acting as an independent third party to validate sustainability claims made about buildings and ensure companies, governments and financial institutions are genuinely making a positive difference.

Fazeela Mubarak

Local lead for Fridays for Future Kenya, a platform to bring forward MAPA (Most Affected People and Areas) voices to the global platform, and founder of Wild Heart Kenya, raising awareness around climate breakdown, nature regeneration and activities with Indigenous communities.

Justin Sutton-Parker

CEO for Px3 and a Research Fellow for the University of Warwick. His research

has created world-first applications that enable global tech brands such as Google and Microsoft and the third sector to reduce IT carbon footprints by ~32%.

Hope Solutions (team)

Environmental sustainability consultancy with flagship projects in the music, media and entertainment industry – including a baseline scope 3 assessment for Warner Music Group and its first ever ESG report and baseline assessment of Coldplay's *A Head Full of Dreams* World Tour.

Zahra Biabani

Climate justice activist, author and founder of In the Loop, the world's first rental clothing service specifically for vetted sustainable and ethical fashion brands. Zahra shares actions, content and positive climate news to over 50,000 followers on her social media platforms.

DIGITAL TECHNOLOGY

(Sponsored by Krystal)

Advanced Infrastructure (team)

The LAEP+ (Local Area Energy Planner Plus) Platform is a planning tool for local authorities and their partners to create the infrastructure we need to supply energy across our country, in our journey towards a net zero world.

Citibeats (team)

This social data platform gathers actionable insights into the population's concerns around key impact areas, such as sustainable development, financial inclusion, natural disaster response, migration, social policy, food security, education and more. The goal is to bring humanity back into decision-making.

Earth Minutes (team)

(See Arts nomination, left)

GreenInsight (team)

This AI carbon accounting engine has been adopted as the NHS's go-to solution for cutting emissions. It looks at every individual item, calculating an accurate carbon footprint for each instead of a categorical average.

North (team)

The Smart Waste Management Solution by North and CGI for Edinburgh City Council optimises waste collection, reducing emissions and creating cleaner urban spaces. This scalable IoT-based system sets a model for sustainability, inspiring other cities and fostering collaboration for a greener future.

DRINKS

(Sponsored by Avalen)

Boatyard Distillery (team)

This bin-free distillery transforms spent botanicals into chocolate, liquid waste into electricity and barrels into furniture and brewery tools. Leftover fruit is turned into compost and even condiments.

Feragaia (team)

By using locally grown botanicals, employing low-impact manufacturing and supporting purpose-driven organisations, the makers of this alcohol-free spirit strive to minimise waste, reduce emissions and champion a sustainable lifestyle while fostering community engagement.

Papillon Gin (team)

A range of artisanal gins, in eco-friendly packaging, inspired by nature and hand-crafted in small batches using locally sourced botanicals that capture the essence of the English countryside.

Sapling Spirits (team)

With refill options and a 'buy one plant one tree' programme, Sapling focuses on reforestation, regenerative farming, waste reduction and eco packaging. The company has a goal to plant 1,000,000 trees by 2027 and has already got over 150k in the ground.

Two Drifters (team)

A successful drinks producer with a genuine sustainability story that could serve as a blueprint for other companies. A self-imposed carbon tax encourages sustainable decision-making and has resulted in a carbon-negative rum.

ENERGY

(Sponsored by Puredrive)

Lily Cairns Haylor, Advanced Infrastructure

With LAEP+, the Advanced Infrastructure team has identified a huge need and provided a scalable solution that impacts the progress of multiple sectors towards a greener, more sustainable future. The planning tool helps local authorities create the infrastructure we need in our journey towards a net zero world.

Orsted (team)

Orsted develops, constructs and operates renewable energy projects – embracing the power of offshore wind, onshore wind and solar energy to provide clean, reliable and efficient solutions for a greener future.

Pedra Wadstrom, Solvatten

Solvatten, a social enterprise based in Sweden, created its Solar Safe Water System to provide clean water to under-served communities around the world. The goal is to provide people living in developing countries with safe and hot water in a portable, eco way.

ELECTRIC VEHICLE

(Sponsored by myenergi)

Co-Charger (team)

This community charging network is a matchmaking service for EV drivers. It lets motorists rent their EV chargers, helping the 40-50% of drivers who can't install a charger at home to swap to an electric car, and takes care of all the communication, booking and payments.

ENSO Tyres (team)

Every acceleration, brake or turn wears a car's tyres, emitting thousands of tiny particles into our air. ENSO has developed tyres specifically for electric vehicles, to extend range and reduce emissions from wear and tear.

Paxster (team)

Paxster has developed an electric light delivery vehicle for city use as part of its range of last-mile vehicles with different volume capacities. They can be used for post, parcels and more.

Spark EV (team)

Spark works with car companies, suppliers and technology integrators to provide personalised range management software for electric and hybrid vehicles of all sizes. It provides accurate journey predictions to remove anxieties around range and charging time.

FOOD

Dr Gladys Kalema-Zikusoka, Gorilla Conservation Coffee

Gorilla Conservation Coffee provides smallholder farmers on the outskirts of Uganda's Bwindi Impenetrable National Park (BINP) with access to global agricultural commodity markets, increasing incomes and resilience and reducing threats to forest resources and mountain gorillas.

Kenneth Rimdahl, Forest Friendly Tea

This Swedish entrepreneur and businessman is working to protect nature in Northern Thailand by growing tea together with the forest and making local farmers become guardians of biodiversity through business. The more tea sold, the more nature the business can protect.

Liberation Foods (team)

The vegan, Fairtrade nuts sold by Liberation in the UK and Europe are planted, nurtured and picked by the same smallholder farmers that are majority shareholders of the business. True value is placed in the hands of those who deserve it most and reinvested back into the local community and environment, whether in Malawi, Kerala, Nicaragua or the Amazon.

Lou Palmer-Masterton, Stem & Glory

Stem & Glory is a 100% vegan and carbon-neutral business, with plant-based restaurants in Cambridge and London. Its menu features a carbon-labelling system that allows diners to understand the CO2 per kg of each dish.

Marc Coloma, Heura Foods

The goal at Heura is to challenge our food system and leave animals out of the protein intake equation. The company has become Europe's fastest-growing plant-based meat company.

cont.

GREEN PIONEER

Avril Greenaway, Cleaner Seas Group

The Cleaner Seas Group has created a microfibre filter cartridge that can easily be connected to washing machines to help prevent microplastic pollution from your laundry contaminating our waterways and seas.

City to Sea (team)

This environmental organisation is on a mission to stop plastic pollution. It runs people-powered, community-serving campaigns that help individuals and businesses to change the world – while having some fun on the way. The problem might be complicated, but City to Sea believes the solutions don't have to be.

David Greenfield, Tech-Takeback

A simple and scalable community-based scheme to repurpose unwanted electricals and promote reuse, using creative ideas to prevent tech from ending up in landfill.

Jo-Anne Chidley, Reposit Scheme

Jo-Anne created the world's first closed-loop solution for beauty packaging, putting an end to the single-use plastic commonly used in beauty products. Empties are returned to be washed and reused, with a goal to save up to 10 million empties from landfill within 18 months.

Hope Solutions (team)

(See Climate Pioneer nomination, p15)

HEALTH & WELLBEING

(Sponsored by Weleda)

Carrie Cort, Sussex Green Living

Using a retrofitted electric milk float as a mobile classroom, displays are adapted to deliver sessions on fast fashion, food, planting for the climate, recycling and other topics for schools, colleges and events. Carrie also coordinates the Sussex Green Hub, which includes a Repair café, a Refill centre and a Carbon Clinic.

Farmer Nick - Nick Cutsumpas

As a 'plant coach', Nick's ethos is if he can teach people to care for their houseplants and gardens, then these plants will become stepping stones for them to care for our planet. He creates educational content on EVs, how to reduce plastic use, vegan cooking and composting, and holds annual fundraisers for organisations like Earth Justice and Teens for Food Justice.

Incognito (team)

One of incognito's key remits is to educate the public on the increased risks associated with insect bites on our shores as a result of climate change. Life-threatening diseases which for many years had been eradicated are reappearing in the UK and EU as global temperatures increase, allowing insects to flourish.

Joanna Maiden, Kujuwa Initiative

This circular fashion social enterprise tackles period poverty and menstrual hygiene in Kenya by exposing misconceptions, building knowledge and helping girls to have the same opportunities as boys. It produces and donates reusable sanitary pads from upcycled fabric waste, giving girls a non-toxic, safe alternative to disposable sanitary pads.

INDIGENOUS COMMUNITIES

Amazon Watch (team)

This nonprofit was founded in 1996 with a goal to protect the rainforest and advance the rights of Indigenous peoples in the Amazon Basin. It partners with Indigenous and environmental organisations in campaigns for human rights, corporate accountability and the preservation of the Amazon's crucial ecological systems.

Cheryl Pailzote, Highland Support Project

Cheryl, a White Mountain Apache tribe member, water resources expert and farmer, organises and runs community courses on cooking and nutrition, family gardens and seed saving with the Highland Support Project. The goal is to preserve culture and combat persistent water and agricultural issues in their communities.

IWGIA (team)

The International Work Group for Indigenous Affairs (IWGIA) is a global human rights organisation dedicated to promoting, protecting and defending Indigenous people's rights.

Landesa (team)

Landesa champions and works to secure land rights for millions of the world's poorest – mostly rural women and men – to provide opportunities and promote social justice.

Sacred Headwaters (team)

Concerned citizens from around the world are calling for steps to safeguard the Sacred Headwaters, a vast alpine basin that is the shared birthplace of the Skeena, Nass and Stikine Rivers. Royal Dutch Shell wants to drill more than 1,000 methane gas wells here and Fortune Minerals wants to turn Mount Klappan into an open-pit coal mine.

Trees, Water & People (team)

Trees, Water & People has co-created and financially supported community-led food production programmes in Guatemala, Honduras and Nicaragua, reclaiming traditional ecological knowledge, educating communities about the benefits of agroforestry and strengthening economic development by helping to improve market access.

INFLUENCER

Andy Orchard, Plantally

It's taken time for Andy to develop the trust of Indigenous groups, and their willingness to receive their own

medicines both from a foreigner and in a way strange to their tradition. Through Plantally, Andy has used this method to direct money from Indigenous medicines back into their communities.

Deogracious Kalima

A freelance journalist from Malawi who began reporting on climate change, sustainability, agriculture and rural livelihoods in 2016. Local people have read the stories and been encouraged to adopt sustainable livelihoods that help mitigate the impacts of climate change.

Going Green Media (team)

(See Arts nomination, p15)

Máximo Mazzocco

Founder of the global non-profit Eco House and an environmental advocate who uses his social profiles and role as a UNDP Youth Global Ambassador to drive sustainability and promote education around climate and the environment. Maximo has shared panels with high-level authorities from around the world, and has written more than 20 laws.

Mikaela Loach

Mikaela, author of the bestselling *It's Not That Radical: Climate Action To Transform Our World*, is a climate justice activist focusing on the intersections of the climate crisis with oppressive systems and making the climate movement a more accessible space. She was a claimant on the 'Paid To Pollute' case over public payments given to fossil fuel companies.

Rebecca Daniel

Marine biologist and 'ocean storyteller' who communicates ocean science in an easy-to-understand way, notably through the *Marine Diaries*, which educate people about the wonders of our oceans and the urgent need to protect them.

LIFETIME ACHIEVEMENT

Chris Packham

Extraordinarily creative and prolific, Chris Packham has already led a remarkable life. He's gained recognition as a naturalist, television presenter, writer, photographer, conservationist, campaigner and filmmaker.

John Burton, World Land Trust

John was a regular columnist with *New Scientist*, assistant editor of *Animals* magazine (now *BBC Wildlife Magazine*) and a natural history author specialising in field guides including guides to European mammals, North American mammals and European reptiles and amphibians. John wrote six children's books and edited several multi-author works including the *National Trust Book of British Wildlife*, *Owls of the World* and the *Atlas of Endangered Species*.

Professor David Hill

A passionate conservationist, David was a founding member of Natural England, a member of the government's Ecosystem Markets Taskforce and a commissioner with the independent Food, Farming and

Countryside Commission. When it comes to implementing biodiversity net gain (BNG), there's nobody better. In fact, he introduced the concept to the UK in 2006 and his unparalleled work has now been embedded into the Environment Act.

MONEY

Chris Fry, The Nature Finance Impact Hub (Accelar)

This hub pinpoints the environmental and financial metrics of nature-positive projects across the world. By showcasing comparable data, helping those running and evaluating projects and supporting the design of future projects, the goal is to accelerate the range of projects coming through so green finance markets can begin to work at a larger scale.

Conrad Langridge, Sage Earth (was Spherics)

This online platform enables companies and organisations to measure not only their own carbon footprint but also those of their suppliers. The task is huge and has traditionally been served by individual carbon consultants, but there are thousands of carbon consultants to the millions of businesses in the UK alone that need help.

Ethex (team)

Since 2013, this direct impact investment platform has helped around 20,000 everyday people invest and raise over £100 million to back more than 200 pioneering projects that are taking real steps to tackle climate change.

Monika Martinsson, Deedster

This tech company has developed digital tools – including a Lifestyle Climate Footprint and Carbon Tracker that provide a carbon footprint based on the information about your consumption, lifestyle and habits. The goal is to empower everyone to act for the planet in a fun and accessible way.

Sustainable Futures Network (team)

NatWest's bankwide employee-led network to support and encourage colleagues to embed sustainability at work and at home. Its 'Institutional Activism' strategies help passionate people create change wherever they work.

NATURE

(Sponsored by Yeo Valley)

Edwin Nyaguthii, Trees for Planet Profit and Future

Trees for Planet Profit and Future is a non-profit project based in Kenya that works with women and youths to plant and grow fruit-bearing trees. The trees act as carbon sinks while their fruit can be sold on the local markets, financially empowering the community.

Hannah Bourne-Taylor, The Feather Speech

Hannah launched a campaign to make swift bricks mandatory in every new-build home across Britain. In 2022 she marched

the busy streets of London, painted from head to toe in feathers, and secured a debate in parliament. She visited primary schools around the UK and transferred the children’s poems to a ball gown, later worn at the Generation Hope event.

Michael Kennard, Compost Club

This social enterprise has created a community of composters in Brighton, Hove, Lewes, Lancing and surrounding areas that diverts local food waste from landfill or incineration and cycles its nutrients into compost full of the microorganisms that give life to the soil.

Rewilding Britain (team)

The first and only country-wide organisation in Britain focusing on rewilding and the amazing benefits it can bring for people, nature and climate.

Surfers Against Sewage (team)

Over the last 30 years this grassroots environmental charity has grown into one of the UK’s most successful marine conservation and campaigning groups. Its sewage pollution alerts use a real-time map to track sewage discharge and pollution around the coast of the UK.

PRODUCT

Dayrize (team)

Offers rapid impact assessment of consumer products, enabling business and consumers to bring consumption within planetary boundaries. Dayrize’s climate tech product (Lucy) is automated and the results are made available at a fraction of the cost of a traditional Life Cycle Analysis (LCA).

Human Milk CIC (team)

A clothing brand and education movement that supports breastfeeding mothers. Breastfeeding is now rightly being positioned as a gender equality, public health and climate justice issue. It has the power to reduce infant mortality by at least 823,000 children per year, as well as saving the lives of 20,000 women lost to breast cancer.

Jeroo Doodhmal, Pip and Henry

Kids’ shoes made using vegan, eco-friendly materials including organic cotton in the uppers and linings, a natural textile made of waste pineapple leaf fibre in the panels and recycled rubber soles. The recycling programme allows parents to exchange outgrown shoes for money off their next purchase.

Out of the Box Gifts (team)

These eco and vegan-friendly gift boxes for teams and clients replace traditional, often forgettable branded items. The goal is to make the corporate gifting industry memorable and sustainable. The products are ethically sourced from purpose-led businesses.

Smooth Edge (team)

Inspired by the intricate designs of gin bottles, but horrified that they usually end up in landfill, Justin and Leah decided to try to upcycle them into something new.



2023’s P.E.A. Awards ceremony, hosted by Hugh Fearnley-Whittingstall, will take place on the zero-carbon Oceandiva London

To date they have saved over 10,000 bottles from landfill and transformed them into handmade, upcycled glassware for a minimalist eco look in your house.

TRAVEL

(Sponsored by Delphina Hotels & Resorts)

Aradhye Ackshatt

Aradhye uses his YouTube channel to encourage and inspire those travelling to the higher Himalayas to leave no trace when they visit. He talks to the locals about how to address guests’ ‘someone else will pick up after me’ mentality. His goal is to expand his zero-impact travel initiative throughout the Himalayas.

COCO+ (team)

COCO+ Travel is a full-service travel management company, committed to making a difference to the planet. It combines intuitive technology that prioritises the most sustainable trip options with its Offset+ Pledge, enabling businesses to travel net zero – at no extra cost and no extra effort.

Incognito (team)

(See Health & Wellbeing nomination, p16)

Kieron Van Bosch, Camplight

Camplight’s goal is to transform the way people travel to and stay at UK festivals. It has been tackling tent waste in the festival sector for almost 10 years, picking up tents abandoned at festivals, cleaning and restoring them, then offering them back to festival-goers at an affordable rental cost.

Mark Smith, Seat 61

Seat 61 is a travel site that started as a hobby. Mark’s detailed research makes it extremely easy to travel without flying; simply plug in your destination and you’ll get a route to pretty much anywhere in the world by train, boat or both.

UPSHIFT

Faggin Foundation (team)

The Federico and Elvia Faggin Foundation is a nonprofit dedicated to the scientific study of consciousness. It supports various research programmes

at US universities and research institutes to advance the understanding of consciousness through theoretical and experimental research.

Reboot the Future (team)

Reboot the Future’s mission is to foster a new world where we treat others and the planet as we’d wish to be treated. This ‘Golden Rule’ is a thread that runs through Reboot’s campaigns, education and leadership programmes; if followed, it could transform our world into a more compassionate and sustainable place.

Retake Roma (team)

This organisation strives to empower individuals to actively take care of public spaces and reawaken their sense of responsibility towards their local communities on the whole. By organising cleanups, fostering meaningful conversations, organising workshops with schools and facilitating grassroots efforts, RETAKE seeks to create a more aware society while encouraging people to take collective action for progressive change.

The Global Consciousness Project (team)

This collaboration of scientists and engineers collects data from a global network of random number generators in up to 70 host sites around the world. When human consciousness becomes coherent, the behaviour of random systems may change; the evidence suggests an emerging noosphere, or the unifying field of consciousness described by sages in all cultures.

Unify (team)

A synchronised global meditation that has unified 500 million people in 10,00 cities and 150+ countries for meaningful causes. Local communities are united through social action, including beach cleanups and feeding the homeless.

VEGAN

Choose Liberation (team)

A social enterprise and Community Interest Company that places real value on the producer groups and small-

holder farmers it trades with. The vegan, Fairtrade nuts are planted, nurtured and picked by the same smallholder farmers who are majority shareholders of the business.

Lou Palmer-Masterton, Stem & Glory

(See Food nomination, p15)

Marc Coloma, Heura Foods

(See Food nomination, p15)

YOUTH

Angela Zhong

Angela was selected by the South Korean Ministry of Foreign Affairs to develop a youth-focused project employing emerging climate technology to tackle deforestation. She is focused on youth climate engagement and was one of the main presenters in the Global Youth Climate Challenge Lab in South Korea.

Free To Be Kids (team)

The team works with disadvantaged children across London to rebuild self-esteem, boost resilience and to help explore challenging emotions and ways of managing. They do this via a range of therapeutic adventures and country-side-based respite residentials, whatever the season.

Máximo Mazzocco, founder of Eco House

(See Influencer nomination, p16)

Mikaela Loach

(See Influencer nomination, p16)

The Visionaries (team)

Educational programmes supporting the transition into a healthy adulthood equipped with a deeper connection to nature and community. The experiences help youths and the adults who work with them to discover a greater sense of purpose and belonging, build resilient communities and nurture a healthy vision for their future.

The Young People’s Trust for the Environment (team)

This charity provides clear and balanced information on environmental issues ranging from climate change and plastic pollution to deforestation and endangered species. This enables informed decisions about how to live our lives in a way that gives greater priority to the preservation of the natural world.

UK Youth Climate Coalition (team)

A voluntary, consensus-led and non-profit organisation. Its organising members are based all over the UK, and share the common goal of achieving genuine global climate justice.

Find out more

■ For event information and ticket details, visit peaawards.com

The regen generation

How to offset carbon and biodiversity footprints with maximum impact

The current carbon credit market is far from perfect; its opacity makes it at best confusing and at worst downright shady.

There's little clarity for time-strapped business owners who simply want to make a difference, and the sector has a murky grey area that's ripe for manipulation and greenwash.

'The carbon market, in my opinion, is obsolete', says Thomas Richardson, founder of Global Environmental Investment Agency (GEIA). 'It is an incredibly reductionist way of dealing with a very complex set of issues. That being said it is currently all we have to work with.'

That won't be the case for long; GEIA has just launched its GEOBLOCS platform in a bid to bring 'radical transparency' to project sponsorship via an interactive dashboard and blockchain tokenisation. The goal is to create funding mechanisms to kick-start regenerative projects around the world.

LEGITIMATE REGENERATION

GEOBLOCS will focus on the social, economic and biodiversity aspects of a given project, and ensure they are all in harmony to guarantee its long-term viability.

'The GEOBLOC NFT is a catalyst fund to get the land regenerated', Thomas explains; 'we then use third parties to help the landowners to make the most of the natural capital, and help to bring the products – such as coffee, cacao, cashews – to market.'

The launch of GEOBLOCS comes at a time when the carbon market is experiencing an overdue shakeup; on one hand change is a good thing but on the other it has caused mistrust and confusion for company executives that lack expertise in this area and are simply trying to do their bit. Platforms like GEOBLOCS, OFP and Gainforest are bucking the trend by using

blockchain-verified credits to give companies an opportunity to support legitimate regenerative projects in a simple and transparent way. The companies can then use the GEOBLOCS platform to show the real-time impact of their contribution through a QR code on their product or service.

PEOPLE POWER

Thomas has a vision of a world in which biodiversity, rewilding, carbon sequestration and human wellness are integral parts of our economic system, not external to it, and an entire industry has been built out of people-powered regeneration.

'In practice, that means people at the coalface being justly rewarded for their labours and those labours being Earth positive', he explains. 'It means a move away from the extractive scarcity model and the adoption of a regenerative economy. There is no other choice; business as usual has run its course.'

One of Thomas' biggest achievements was rallying a community to regenerate its ancestral land and see other options beyond selling sacred forest off to be logged. He builds GEIA's projects around people and sees Indigenous empowerment as a necessary part of regeneration.

'Unless people are part of the equation then we have no chance of creating long-term viable solutions', Thomas tells us. 'When we get the balance right and people are fairly rewarded, we will see an exodus from the slums back to the land.'

'We need to keep innovating and expanding our geographic footprint', Thomas continues. 'There is so much work to do in this space that it will take multiple lifetimes to get the job done. I, for one, will dedicate what's left of mine to the cause.'

Find out more

■ Explore GEOBLOCS projects and case studies at geoblocs.com/land-stewards



Thomas Richardson, founder of Global Environmental Investment Agency

'Recognising the invaluable role of Indigenous communities is crucial. They are the driving force, particularly in restoring the land and nurturing future generations. Equipping them with tools and incentives empowers them to create a profound impact.'

HERO PRODUCTS

Introducing our December Heroes!
We've picked these products because we believe they are all best in their class for people and the planet. They represent simple, sustainable switches that will help to keep you, your home and the planet healthy – without compromising on experience or performance!
View all our Heroes at mygreenpod.com/heroes

HEALTH & BEAUTY



TRUE VEDA ORGANIC ASHWAGANDHA

Pure, clean and vegan friendly, with sustainably sourced ingredients.
mygreenpod.com/heroes/true-veda-organic-ashwagandha



HOOPSY ECO PREGNANCY TEST

Made from 99% paper instead of the usual single-use plastic.
mygreenpod.com/heroes/hoopsy-eco-pregnancy-test



TERRE VERDI NEROLIPOM MOISTURISER

The UK's first COSMOS Organic water-based face moisturiser.
mygreenpod.com/heroes/terre-verdi-nerolipom-moisturiser

HOME & GARDEN



SKÄR ORGANICS ORGANIC BEESWAX DINNER CANDLES

Bring magic to the dinner table with the UK's first certified organic dinner candles, available in four sizes. Unrefined yellow beeswax with an organic cotton wick.
mygreenpod.com/heroes/skar-organics-organic-beeswax-dinner-candles

FOOD & DRINK



VINTAGE ROOTS ORGANIC EVERYDAY

This selection of six light, everyday organic vegan wines is a treat for the tastebuds and a great way to discover new wines. Three dry, crisp and refreshing whites plus three soft, fruity and drinkable reds – a lovely gift or a great set to suit all tastes over Christmas.
mygreenpod.com/heroes/vintage-roots-organic-everyday

TOP 5 DECEMBER SWITCHES

1

Fully recycled and recyclable, Re-wrapped gift wrap is made entirely from post-consumer waste pulp and printed using vegetable inks.

@Rewrappeduk
mygreenpod.com/heroes/re-wrapped-wrapping-paper

2

Stuck for Christmas drinks inspiration? Avallen calvados is a warm spirit that's as versatile as it is delicious. Add a mixer or give your favourite cocktails a Christmas twist.

@AvallenSpirits
mygreenpod.com/heroes/avallen-calvados

3

Natural and organic skincare products will help nourish and heal, leaving your skin in tip-top condition and helping your natural beauty to shine through. Try Weleda Skin Food for an instant and all-natural glow.

@WeledaUK
mygreenpod.com/heroes/weleda-skin-food

4

If you like dairy, go for one of the simplest switches and opt for Yeo Valley Organic milk. Nature is at the centre of this family-run farm, where there's a strong focus on soil health and biodiversity.

@yeovalley
mygreenpod.com/heroes/yeo-valley-1-litre-semi-skimmed-milk

5

For the ultimate Christmas gift, plant a tree in a loved one's name and help translate women's nature-based feminine leadership into global action.

@treesisters
mygreenpod.com/heroes/treesisters

Making money do good

Communities up and down the UK are being empowered to invest in positive social and environmental change

While the world waits to see if COP28 will lead to an acceleration of action on climate change, regular people in the UK are already taking action at a more local level, using their money to make a real difference on the ground.

Ethex is an impact investing platform that enables people to invest directly in UK-based community organisations and businesses that are working to cut carbon emissions and create fairer and stronger communities.

This isn't just for experienced investors; people can invest as little as £100. That may not seem like much, but over the last 10 years, thousands of people have together provided more than £115 million of much-needed funding for pioneering organisations through Ethex.

COMMUNITY ACTION

Communities have the power to create a measurable impact in the fight against climate change, and create a blueprint for others to follow. Impact investing also plays a vital role in democratising finance and educating communities about how each and every person can play their part in creating a better future.

According to Lisa Ashford MBE, CEO of Ethex, one of the biggest draws for investors is the feeling of actually doing something.

People, Lisa says, 'are feeling very helpless when it comes to climate action'; 'but', Lisa continues, 'by investing in the work of inspiring grassroots organisations, they can directly help, which is crucial as we continue to drift further from meeting our net zero commitments.'

POWERING CHANGE

Community energy is one of the investments that appears frequently on Ethex, and the platform has seen some incredible examples of communities producing clean energy that belongs to – and serves – the communities where they are based.

'People love to see their money funding something tangible, especially if it is providing benefits within their own community', Lisa says. 'Investors in a community energy project enjoy a kind of transparency they might not find in other types of investment funds because they can see their money in action, in a particular organisation and project on the ground.'

One organisation that has regularly returned to the Ethex platform to raise finance is Solar for Schools, which funds solar panels on schools via a Community Benefit Society. This is a great idea that enables schools to generate their own clean energy, save money on energy bills and cut carbon

emissions. The goal at Solar for Schools is to empower every individual to contribute towards decarbonisation by enabling them to invest in solar panels – but there's more.

'Funding solar on schools has an additional massive carbon reduction multiplier: education', explains Robert Schrimpf, CEO of Solar for Schools. 'Every one of the two billion young people on this planet can learn how we can decarbonise society faster; they only need to persuade three adults to make better choices to get everyone on the right path to net zero.'

To date, the Solar for Schools CBS has raised more than £6 million from investors to fund solar on over 110 schools, and has inspired at least 100,000 students.

SUSTAINABLE TRANSPORT

In Oxford, ultra-low emission courier and storage business Pedal and Post wanted to grow its fleet of 25 cargo bikes, which provides a low-carbon alternative for 'last mile' parcel deliveries within the city centre, and expand its services into Reading. It successfully raised £500,000 on Ethex.

'Thanks to our investors, we're able to create around 100 new jobs, helping to boost the local economy and helping mitigate around 9g of CO2 emissions per second by 2028, while creating cleaner air and less congested roads', said Pedal and Post founder Chris Benton.

BETTER FARMING

Investors have also helped to buy Kindling Farm – a community-owned farm that champions sustainable farming methods in order to cut carbon emissions, encourage biodiversity and produce healthier food.

'By investing in our share offer, people not only funded the future success of the farm but became part-owners, and we all benefit from Kindling Farm being owned and run by the community', said Kindling Farm's Helen Woodcock.

'For us, a green future is a world where sustainable development and responsible investing are at the forefront of financial decision-making', Lisa explains. 'Our investment opportunities support generating more clean, renewable energy, creating sustainable transport systems in our towns and cities, promoting better farming practices and ensuring all buildings are as energy efficient as they can be.'

Find out more

■ You can register to join Ethex's community of positive investors who are using their money to do good at ethex.org.uk

Don't invest unless you're prepared to lose all the money you invest. This is a high-risk investment and you are unlikely to be protected if something goes wrong.



CLOCKWISE Pedal and Post has raised £500,000 of ethical investment; investors have brought Kindling Farm into community ownership; Solar for Schools regularly uses the Ethex platform to raise finance for solar panels on schools





CROWDFUNDING SUCCESS FOR SDGs

Find out how impact investment can help bridge the climate funding gap

It's widely acknowledged that bridging the climate funding gap for emerging economies is a critical step in the global race against climate change.

Developing countries often lack the financial resources needed to transition to more sustainable technologies and adapt to the effects of climate change. Failure to address this funding gap threatens not only the wellbeing of people in these countries but also the global fight against climate change. Bridging this funding gap can only be achieved through private-sector financing, in which crowdfunding plays an important role.

A decade ago, the idea that someone sitting at home in the UK could use their mobile phone to create an online account and make an investment to support a project in sub-Saharan Africa would have been almost unthinkable. However, the success of UK impact investing platform Energise Africa has demonstrated that this is a reality that is steadily gaining traction.

ENLIGHTENED INVESTING

Energise Africa enables UK retail investors to invest directly in organisations operating in emerging markets to build clean energy access for all and support climate-first projects.

Since launching in 2017, the platform has attracted a user base of over 4,750 everyday people who, by investing their money in socially and environmentally impactful companies operating in sub-Saharan Africa and other emerging economies, are playing an active part in helping rural communities and combating the challenges faced in these regions.

Many of the organisations that Energise Africa investors support bring access to clean energy to remote areas. In doing so, they have helped provide access to life-changing clean, affordable electricity to over 865,000 people in low-income, off-grid households and prevented more than 591,263 tonnes of CO₂ emissions from entering the atmosphere.

Energise Africa's unique approach was recognised in 2021, when it was named a winner in the 2021 UN Global Climate Action Awards in the Financing for Climate Friendly Investment category. Earlier this year, CEO Lisa Ashford was awarded an MBE for services to impact investing.

A UNIQUE APPROACH

Energise Africa's innovative blend of institutional and retail finance has contributed to its success. This blended finance approach has seen public and philanthropic funds used to catalyse private-sector investment in businesses working

to achieve SDGs in emerging markets. Many of the projects that Energise Africa supports have received institutional financing from match funding and grant-giving organisations such as UKaid, Virgin Unite, Good Energies Foundation and P4G, allowing the achievement of overall public/private leverage ratios greater than 1:7.

IMPACT INVESTING IN ACTION

Aptech Africa, a Uganda-based company that designs and installs solar energy systems and water pumps in South Sudan, Uganda, the Central African Republic, Sierra Leone, Niger and Liberia, is one of the pioneering organisations supported by Energise Africa investors.

Aptech recently raised finance to install mini-grids providing clean and reliable energy to two rural communities in Madagascar, as part of a project for UNDP. The offers raised £620,000 to fund the upfront costs of building and installing the mini-grids, provide life-changing electricity access to these communities and cut carbon emissions by reducing reliance on fossil fuels.

Energise Africa investors have also provided vital funding to Bisedge, a ground-breaking green logistics business based in Nigeria that provides full outsourcing solutions to businesses, including the provision of electric forklift trucks.

With the finance from investors, Bisedge can buy more electric forklifts and rent them to its customers. For every diesel forklift replaced by an electric forklift, Bisedge will save 124 tonnes of CO₂ per year. Each forklift also creates around four secure jobs, and Bisedge is targeting a 30% female workforce.

These organisations' impact extends beyond climate action, as they are part of the larger SDG development ecosystem. Investing in impactful businesses in emerging economies yields benefits such as economic advancement, gender equality, poverty eradication and improved health.



Find out more

■ If you're interested in learning more about Energise Africa, including opportunities for match-funding as an organisation, visit energiseafrica.com

This is a high-risk investment and you are unlikely to be protected if something goes wrong. Take two minutes to learn more at energiseafrica.com/risk-summary
Approver: ShareIn FRN 603332 [22/11/23]

CLOCKWISE
Aptech Africa designs and installs solar systems and water pumps, supported by Energise Africa investors; Bisedge provides electric forklift trucks as part of its green logistics business in Nigeria; mini-grids installed by Aptech are bringing clean electricity to communities; an Aptech solar installation

GREEN YOUR MONEY

Now you can move your money with effortless switches that benefit the planet and your pocket

For many companies financed emissions – from business bank accounts to pensions – are the biggest contributor to their carbon emissions, largely because of where mainstream banks choose to put your money.

The world's 60 biggest banks are putting in £50 for every £1 that BP invests in fossil fuel expansion. The major UK banks have ploughed £367.25 billion into fossil fuels since 2016 and many continue to invest in sectors that don't align with our values.

Earlier this year Natwest was named in relation to funding cluster munitions and nuclear weapons; HSBC has faced human rights scandals and Barclays has invested £6.7bn to JBS, 'one of the world's most destructive meat corporations.'

HOW TO MAKE AN IMPACT

The financed emissions from your bank and pension could be larger than the entire supply chain combined – something Dan Sherrard-Smith, CEO and founder of MotherTree, discovered for himself in 2021, when he participated in the Climate Challenge – 30 challenges over 30 days to live a greener lifestyle.

'We took on all sorts of tasks', Dan remembers; 'we went vegan, got rid of single-use plastic – but two actions really stood out: where our banks were investing and where our pensions were invested.'

2% of Dan's pension was with BP and Shell and 1% was with British American Tobacco – companies and industries he would never have chosen to invest in. 'That was the start of MotherTree', he tells us. 'We looked at where banks are lending money and where our pensions are going – our goal is to shift £1bn into the green economy by 2025.'

TAKE CONTROL AND START SAVING

MotherTree helps businesses take control of their money, inspire customers, live their values and slash emissions – while adding to their bottom line.

It covers four key areas: banking, pensions, investments and bills. While impact will always depend on a business client's needs and goals, the average UK business can make the greatest impact, from a carbon emissions perspective, by switching banks. 'A typical UK business working with MotherTree would save 75t CO₂, and £10,000 per year', Dan reveals. 'That's for current and savings accounts alone; the number is much bigger when we factor in investment, insurance and energy.'



Find out why **MotherTree** is a **My Green Pod Hero** at mygreenpod.com

'Our goal is to shift £1bn into the green economy by 2025'

We've seen companies we work with save tens of thousands of pounds through switching banks.'

Dan has watched these savings translate into happier employees and clients, serving as further proof that the business is doing the right thing for people, planet and profit.

'Our aim is it give clients clarity, confidence and control when it comes to financial decisions', Dan explains. 'We do this through our MPS method: measure, prioritise and switch.' The first step is to measure where the company currently is in the four areas of banking, pensions, investments and bills. 'Each company is set up in a different way, so at this stage we really take time to understand the business requirements as much as the CO₂ impact, values and return possibilities', Dan explains.

The MotherTree team then gets to work filling in all the paperwork; 'we take care of everything to switch and ultimately save you money', Dan says.

Find out more

■ Get in touch to discuss the options available at mymothertree.com

BEING A MOTHER TREE

When it comes to saving people money, Dan has form. He was on the founding team of Look After My Bills – which received the best ever deal on *Dragons' Den* and saved the British public £127m in three years.

MotherTree is still committed to saving the public money and offers a similar service, using the same MPS approach, to give consumers clarity, confidence and control across the same areas. The service, which costs from £50 per month, saves the average client around £2,000 and 10 tonnes in CO₂ emissions – 'that's in addition to the peace of mind from knowing the financials and bills are doing good for the planet and your pocket', Dan adds.

Costs for business start at £997, and typically the changes only require around two hours of a client's time. The team works with businesses of all types and sizes; 'our smallest business is a one-woman band', Dan tells us, 'while our biggest business has 900 employees. The thing that binds all our clients together is that they are all led by values.'

You can get an overall sense of how green your company's money is using the business Money Carbon Calculator on MotherTree's website (link below). It's free to use and provides an overview of the amount of CO₂ generated from your business bank and pension.

'MotherTree is named after the research of a Canadian scientist, Suzanne Simard', Dan explains. 'She discovered that trees share nutrients, and that those sharing the most and providing the most protection are the 'Mother Trees'. This is exactly what we are trying to do: share valuable information and reduce the risk of making decisions.'



PHOTOGRAPHY PATRICK HENDRY

BANKS: keep your green promises!

By William de Vries, Director of Impact Equities & Bonds
at Triodos Investment Management

While most of our banks have had comprehensive sustainability policies in place since the Paris climate agreement – and many have committed to phasing out fossil fuel investments – the reality is unfortunately different.

When oil, gas and coal companies need new capital, there are still plenty of banks and law firms willing to support them. Companies that want to expand their fossil activities, for example by developing new oil fields, are still being facilitated by the financial sector.

MAKING MONEY FROM FOSSIL FUELS

A recent investigation by Investico, Follow the Money and 10 international media organisations including *Le Monde*, *Handelsblatt* and the *Guardian*, revealed which banks and law firms play a crucial role in raising money for oil and gas companies that are still expanding their fossil fuel business.

The total of 1,600 bonds issued by expanding fossil fuel companies since the Paris accord represent a value of more than a trillion euros.

About a third of the financing of oil, gas and coal companies comes from bonds. In order to issue bonds, companies need a bank that looks for investors to buy them. These banks then turn to large investors who need to invest money and receive a commission for this.

For banks this is a very lucrative business and, unlike direct loans to fossil fuel companies, these supporting activities are not visible on their balance sheets. In this way, banks can continue to make money from the fossil fuels sector – despite promises to no longer actively finance it.

BANKS FUNDING FOSSIL FUELS?

While most of the banks that raise billions to finance fossil companies are located in the United States, large European banks still play a very important role.

Many of the top facilitators of fossil fuel bonds will also be recognisable as the retail banks that many of us use for our own personal savings.

The Partnership for Carbon Accounting Financials (PCAF), an initiative aiming to facilitate transparency and accountability of the financial industry to the Paris agreement, will provide guidance on these facilitated emissions – hopefully including strict standards and drawing more attention to the action that must be taken. At COP28 we have an opportunity to remind banks that they play a critical role and need to look at greatly reducing the greenhouse gas emissions of loans and investments, using science-based targets.

BANKS AND NET ZERO

Big international banks are broadly advertising their renewable energy portfolios, yet in reality only 7% of energy financing by banks went to renewable energy between 2016 and 2022. The rest was invested in fossil fuel projects.

In order to be CO2 neutral by 2050, we must completely stop the development and production of new oil and gas fields as soon as possible. This is not only the opinion of many NGOs and civil society, it was also the conclusion of the International Energy Agency in 2021: every new oil, gas or coal project pushes the Paris objectives even further out of sight. However, the fossil sector continues to consistently oppose sustainability and instead expands production.

PHASING OUT FOSSIL FUELS

It is time for an end to investment in fossil fuel and exploration, even if fossil fuel might seem to be the answer to the energy crisis.

If the financial sector is really serious about its green promises, it should support the Fossil Fuel Non-Proliferation Treaty proposed by a group of Pacific countries and supported by the World Health Organisation and the European Parliament. The COP28 climate summit in Dubai is a moment to make this clear.

The treaty requires a stop to new fossil fuel projects and a rapid phase-out of fossil energy in a fair and inclusive manner. Banks must phase down and out all unabated fossil fuels and restrict the financing and facilitation of new fossil fuel assets, which includes no new coal projects.

Given the important role that banks still play in financing fossil projects, it is high time they exert their influence and stop facilitating fossil financing. If they do set meaningful targets and live up to their promise to become net zero, they will be actively contributing to the transition to a sustainable world.

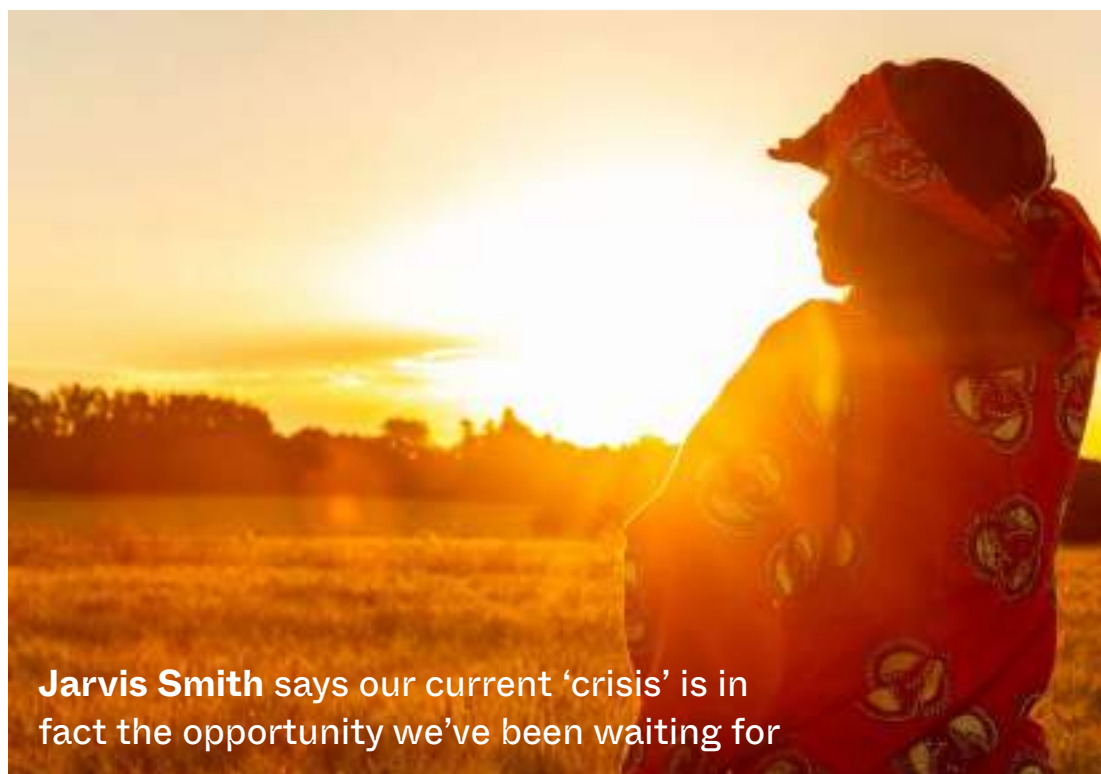


Find out more

■ Triodos Investment Management is the investment arm of Triodos Bank that has been providing impact investments for over 30 years. Triodos Bank is a frontrunner in sustainable banking globally and co-founded the Global Alliance for Banking on Values (GABV). See more at [triodos.com](https://www.triodos.com)



Find out why Triodos is a My Green Pod Hero at mygreenpod.com



Jarvis Smith says our current 'crisis' is in fact the opportunity we've been waiting for



Jarv's rules

Humanity is failing in its handling of the climate crisis – almost certainly because it is using the same thinking that caused it in the first place. A response from the same level of consciousness that caused this mess will not work. Why? Because this thing we are calling a crisis is in fact a calling for evolution.

The adversity and challenges we face are a call for us to rise to the occasion, to awaken from our slumber and evolve – eyes wide, heart full – bursting with love and gratitude to explode into the next paradigm.

Mother Nature isn't calling this a crisis; she is conspiring with the cosmos to raise consciousness in all things, including us.

If you believe we are 'mere mortals' and that there is no divine plan – it's all a coincidence – then this strand of thinking might not be for you. If, however, like me you believe we are spiritual beings trying out the human experience so we can all learn from ourselves and each other – by creating and expressing consciousness in all forms of information so source itself can learn and evolve – then this may strike a chord.

So how do I know Nature isn't calling this a crisis? Because she told me and it felt true.

LEARNING TO LISTEN

Before entering the business scene, I trained with a female shaman indigenous to the UK. There was no quick hit of altered-state plant medicine – just good solid sacred training in the arts of yoga, meditation and shamanism.

The best and biggest lesson for me was learning to listen deeply – not to external noise, but to the underlying frequencies beyond audible sound and speech. The best way to describe this is perhaps how the mycelium network might communicate, through energetic pathways or streams of consciousness.

Once I became so still in mediation that I could feel the Earth breathe and move, and I felt a oneness with her. Since then Gaia, the wind, the trees, the animals and birds have continued to communicate with me.

After years of listening I began to be able to understand and translate. Translating is sometimes very hard because of

the limitations around words and meaning; for me sound, in its true form, carries the real message.

My teacher was described as a sacred sound yogi and shaman, so I was trained to listen and then use my voice to communicate. Thankfully my range and tone are able to translate what I hear.

This is what I hear from Nature: she is giving us an opportunity to remember the meaning of unity and co-creation in the context of our human existence. She is offering us what is written in many sacred texts: the chance to manifest Nirvana, or Heaven on Earth.

Like a living mother, she wants her children to grow into the most amazing beings; to do this she is challenging the lives we have collectively created – the lives that are clearly not serving us – and beginning to rebuild another world. The thing we call a crisis is in fact the opportunity we've been waiting for.

SPARKING MASS EVOLUTION

When we lived indigenous and sacred lives – without separation from spirit and nature – we used to create challenges that would help us to grow and evolve.

Look at all the sages and saints: they all put themselves close to death in order to become awakened. What's happening now is the next coming of divine evolution – all wrapped up so we can enter a phase of mass evolution.

We live in a universe in which everything has its purpose, yet we are wired to experience polarities: cause and effect, masculine and feminine, day and night, good and bad – and the biggest addiction of all: living outside ourselves without the balance of knowing within. This is why meditation and stillness are key to the awakening.

GRATITUDE AND LOVE

Once we realise there is no separation from the internal self and the self that interacts with the outside world, then we will evolve. We must become totally at ease with knowing we are all Indigenous humans and spiritual beings, who can know how to live the sacred ways by stimulating and awakening our cellular memory or DNA.

When we know this to be true, we will accept everything happening and unfolding is exactly how it's meant to be.

The biggest difference, however, is that we will know our part; we will know why we chose to incarnate at this time, in this place, in this moment. This moment we are collectively calling a crisis. It doesn't have to be a crisis.

What Mother Nature told me is this: 'If you can simply remember gratitude and love towards me and each other, I will fix this thing you are calling a crisis with ease.' That's all it will take – I really believe it is that simple.

SUPPORTING THE FEMININE

How many of us are willing to accept this as a truth, and get out of the way by practising love and gratitude?

The key to this lies in those who incarnated in the female body; it's time for the men to support the women and feminine within in the rewiring of our world, from the foundation of collaboration, gratitude, inclusion co-creation and abundance.

Remember this: Mother Nature has given us everything, from the oil under the ground to the food we put on the table. We are all guilty of not saying thank you to the source of everything that creates life.

And if you want to be really radical, maybe offer gratitude to the sun, which gives the light for the Mother to do her thing.

Find out more

■ Jarvis Smith is co-founder of My Green Pod and founder of the P.E.A. Awards. Upcoming events are at jarvismith.com

RADICAL COLLABORATION

Inspirational leader **Tammy Scarlett** explains the benefits of showing up in community with an intention of coherence

Love might be what makes the world go round, but just to shake things up – and with a goal of getting humanity to where we need to be by 2030 – this year, a few starry-eyed organisations began intentionally practising something else, too: Radical Collaboration.

By the time you read this, I'll be on a superyacht at the Formula 1 races, or in Dubai for COP28. Either way, I'll be discussing the Impact Portfolio on SDG panels as part of the epic Where Worlds Collide event series, launched by Nick Baci of Let's Disrupt Digital.

The event, sponsored by the Rio Way wellness company, has a long list of partners; Nexus will be attending, the Green Sheikh Abdulaziz Al Nuaimi will be there and the new Faraday Future car will make more than one appearance, to name a few.

While I love a good yacht party, the glitz and glam novelties might seem excessive to some – or even counter-intuitive to the premise of COP28. But while sophisticated and laced with luxury, this event series is not just for vanity and show.

This series represents a rush of people coming together to sync up in ways that wouldn't normally be expected; hundreds of organisations and companies will team up to allow Radical Collaboration before the event has even begun. And the method is catching on like wildfire.

THE HOLOMOVEMENT

I first noticed the emerging trend of Radical Collaboration (and my tendency to be a proponent of it) in March 2023. Emanuel Kuntzelman, founder of Greenheart International and Purpose Earth, had launched the Igniting the Holomovement conference in Sedona, and had invited me to attend.

The Holomovement is based on David Bohm's many works, including *Wholeness and the Implicate Order*, and offers a space for individuals or organisations to identify and participate as Holons, whereby they will not be alone in their good work in the world. They will have like-purposed, ready collaborators with whom to knit a strong fabric of becoming in our global communities.

At the Holomovement event, I witnessed leaders of organisations – many of whom I had known for years – softening and opening to the practical possibilities of collaboration. These organisational leaders did not need to have an agenda go before them in order to navigate the collaborative relationship. They connected as people first, in a deeply genuine way, and allowed what might emerge naturally to follow. For example, David Gershon,

founder of the First Earth Run, the Empowerment Institute and the Center for Reinventing the Planet, invited any organisations who wanted to participate to be a part of the global Peace on Earth by 2030 game, his initiative. But he added that he is open to how the game might need to evolve at this juncture and asked people to take an inventory of how it might feel right for them to be involved.

It was a beautifully messy experiment, with lots of learning, and now we have a template that can be used again. Many months later, one by one, these organisations are better for it, and I believe the leaders would say the same of themselves. Not only that, but our greater community is richer for it.

DISCOVERING SYNERGIES

It might be a new concept to most people, but several individuals – including Teresa Collins of the Global Coherence Pulse and Jon Ramer of the Compassion Games – have been holding down the fort for Radical Collaboration to emerge on the scene.

Teresa and Jon both speak of Radical Collaboration often, using their skills and resources to help foster the innovative activities that cultivate the coherence of our connectedness.

Recently, Jon helped me navigate preparation for the coming months of travel and speaking regarding the Impact Portfolio. In our meetings, Jon would use mind-mapping software to track the overlap between our worlds, so we could become aware of one another in a greater context and see where we might give each other more attention.

In the business sector, when I am consulting for companies, I call this Relationship Mapping for Momentum (or Relational Momentum Mapping). Practices like this, that Jon so gracefully weaves into his daily conversations, are powerful, practical tools

that can meet people where they are and help to bring them to the next level of Radical Collaboration.

DO MORE OF WHAT YOU LOVE

Years ago, Teresa shared her belief that if we were simply consistent in showing up in community with one another with an intention of coherence, burdens would naturally be lifted; we would not see each other through a lens of comparison or competition but instead one of gratitude and endearment, and we would be freed to do more of what we love. She would quote complexity scientist Ilya Prigogine in saying 'When a system is far from equilibrium, small islands of coherence in a sea of chaos have the capacity to lift the entire system to a higher order.' And she was right.

A little over a year later, I found myself in spaces where Radical Collaboration is happening naturally, through consistency and presence, and is beginning to lend itself to Radical Synergy. Today a group of over 30 organisations collaborates in a social media play space called The Connection Field, the only thing of its kind that I know of.

As executive-director of UNIFY and founder of the Impact Portfolio, I have a unique global lens on organisations and individuals, and how they interact. I see that a simple choice for Radical Collaboration increases an organisation's capacity. And I see that letting go of agenda and relaxing into allowing, before making the practical plans, is indeed radical and primes us for Radical Synergy.

This year at COP28 I am challenging myself to set my agenda aside and engage with open-heartedness and intention, allowing that which is trying to emerge for the good of all. And I'm keeping my eyes, ears and heart wide open for those who want to come with me. We can tell them next year how it went.



Find out more

■ Tammy is an inspirational leader, strategist and energetics mentor for both people and systems development. Information about her work and projects is at tammyscarlett.com

A manifesto for upshift

Philosopher **Ervin László** outlines how we can upshift consciousness to reach a higher phase in our evolution

We have reached a critical juncture of our evolution on Earth. We face a challenge: evolve or perish. If we are to set forth our tenure on Earth, we need to evolve to a higher phase of our evolutionary path.

This calls for fundamentally changing the way we think. In order to avoid an evolutionary dead-end, we need to rethink the way we relate to each other – and to the planet.

UNIVERSAL PROGRESS

The sciences of life tell us that evolution is not limited to the genetic pool of biological species. It is a fundamental process of change and development involving all facets of life, indeed all forms of organisation in the universe.

Evolution is a universal progression from the chaos that followed the Big Bang to the order and coherence we now find in space and time.

HOW EVOLUTION UNFOLDS

On Earth, evolution in the higher realms of complexity unfolds in a non-linear fashion. It is continuous and on the whole irreversible, but not smooth and even. The evolution of the complex systems we call 'living' is interspersed with fluctuations, dramatic fallbacks and epoch-changing forward leaps.

The fluctuation we experience today is a downward shift in the direction of disorder and chaos. But it is not the final word: the current downshift could be followed by an upshift towards order and coherence.

REACHING UPSHIFT

If we are to reach the upshift phase of our evolution, we need to survive the challenges of the downshift. We must reverse the direction in which we have evolved in the modern age.

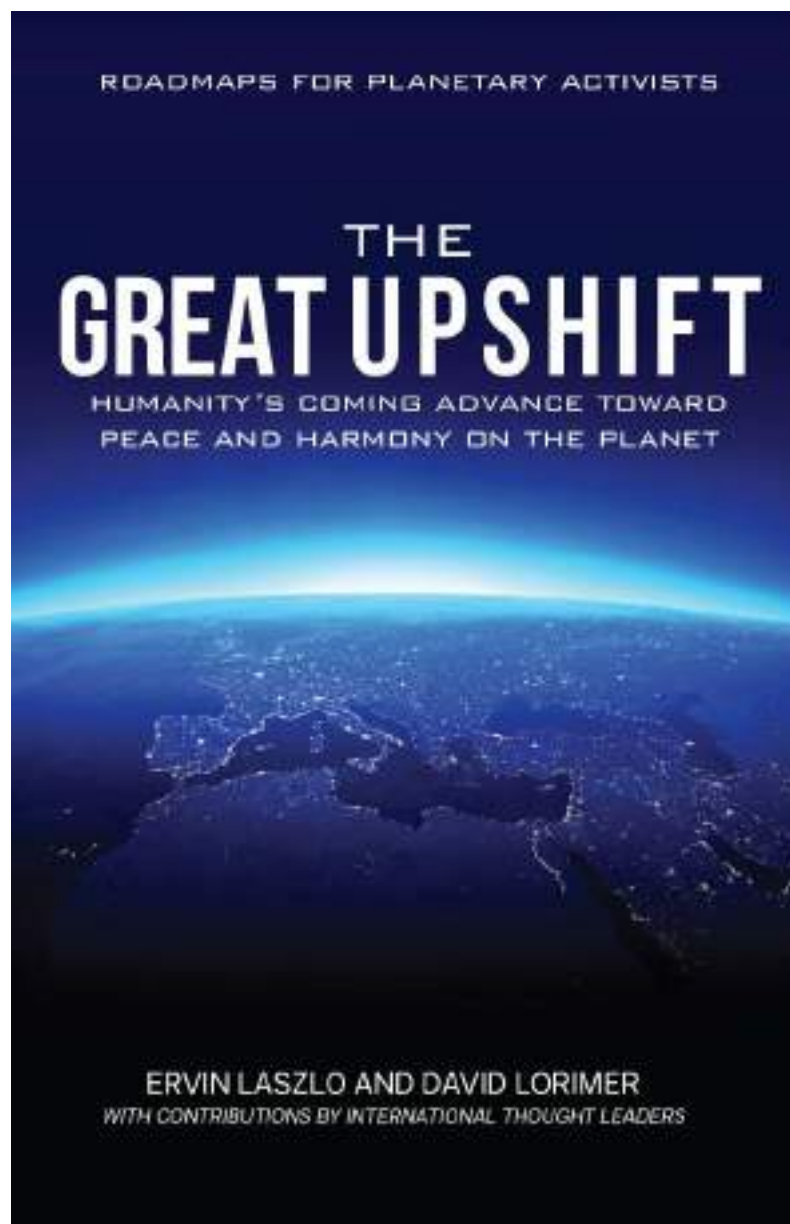
This is a challenge, but the challenge can be met. We are at a tipping point, and at that point many paths of development open for us. The choice between them is sensitive to our behaviour, which is in turn sensitive to our thinking.

AGENCY IN EVOLUTION

The current bifurcation of our evolutionary trajectory could be a prelude to disaster – but it could also be the doorway to a higher phase of our evolution.

We need to take the next phase of our evolution into our hands. We can do so: for a community of conscious beings, purposeful evolution need not be utopian.

Consciously guiding humanity's evolution does not call for manipulating the conditions of life on Earth, nor does it call for any alteration in the ge-



THE GREAT UPSHIFT

In *The Great Upshift*, Ervin László and David Lorimer have drawn upon their holistic expertise and global network to assemble a stellar cast of 35 of the world's leading thinkers to 'map your path forward to a bright future'.

The world-renowned scientists and visionaries who have contributed to this book illuminate where we are today and where we can go from here. They focus on the most burning question of all: how can we upshift ourselves – our ways of healing, of thinking and feeling and even of intuiting – to respond to the most pressing requirements of our time?

Their visions empower us to 'be the change' we want to see in the world – and to help others be a positive and critical part of the great upshift that has already started. This will be our salvation. This compendium of insights into solutions for a world troubled by conflict, climate change and unsustainable conditions calls for the conscious participation of all of us to implement the verities within.

netic constitution of living species. It calls for better ways of thinking.

OUR THINKING MUST CHANGE

With the narrowly self-centred mindset that dominated modern civilisation, our very survival was placed in jeopardy. Our thinking must change: it must encompass humanity as a conscious and responsible part of the great wave of evolution that unfolds on the planet.

This would pave the way for the upshift that comes if we follow the evolutionary impetus present in nature and present in every cell of our body: a subtle but powerful impetus towards coherence and wholeness, manifest as a sense of oneness and unconditional love.

A COSMIC TASK

We can make our evolution conscious, and by doing so we can consciously guide our

development towards the higher rungs of the evolution that unfolds throughout nature and throughout the universe.

This is a cosmic task, and it is an ineluctable responsibility of a conscious being.

AVOIDING A CRIME AGAINST NATURE

Allowing a conscious species to spiral downward towards extinction is a crime against nature; it is contrary to this evolving and evolution-generating universe. Reversing our current downshift is possible, and it has already started.

Supporting this upshift is not an option but a mission. It is the cosmic mission of awakened people, who are responsible members of the human family.

Find out more

■ More about Ervin László and his work can be found at thelaszloinstitute.com/about/ervin-laszlo



FASHION AND COP28

Model twins **Brett** and **Scott Staniland** explain why fashion needs a seat at the table at climate talks

Fashion has had a tough few years at COP. Back at COP26 in 2021 fashion was, for the first time, given a seat at the table – yet it was largely left off the agenda.

I'm sure some of you will be wondering why fashion needs a spot on the schedule, but when you consider the amount of plastic and fossil-fuel derived materials upon which the industry relies, you'd think the 600+ delegates from each of the oil companies would be interested.

A HISTORY OF DISAPPOINTMENT

Targets were proposed to help reach the Paris agreement on global warming, including the switch to renewable energy, net zero emissions and climate-friendly raw materials.

Earlier this year the same topics were reiterated at COP27, which was filled with more

disappointment and anticlimactic promises, mostly coming from the major voices in luxury fashion – LVMH and Kering. Yet again discussions completely omitted the elephant in the room: fast fashion and the scale of production.

WHO ARE THE FAST-FASHION GIANTS?

Since COP26 in Glasgow, fast fashion has continued to accelerate into further overproduction and exploitation. Giants like Amazon, Shein, H&M and others have continuously reiterated their drive to scale production even further.

In April 2022 Shein was valued at \$100bn; figures shown in the 'Incomparable Churn' on *The Business of Fashion* dwarfed those of companies we previously thought were the giants of fast fashion.

Production, manufacturing and processing create

the most emissions throughout the lifespan of garments, yet COP27 failed to recognise the threat this poses to the environment and its contribution to the climate crisis.

So are we hopeful for fashion as we enter COP28? No. Not at all, to be honest.

THE FASHION ACT

The UK and the UN continue to drag their feet, setting targets so far in advance that they allow brands and businesses to play the waiting game until the last minute and continue to neglect their obligation to communities and the planet.

There are, at least, others who are taking matters into their own hands in a bid to enforce change before it becomes legally necessary.

For one, the Act on Fashion Coalition in New York is working on a landmark piece of legislation helping drive accountability and common sense within the fashion industry.

'The Fashion Act' strives for mandatory due diligence for brands' social and environmental impacts, aiming to reverse fashion's race to the bottom. The legislation has some big-name supporters, all hoping that more awareness around this legislation will legally force brands to start operating in line with the Paris agreement and move away from fossil fuels.

New York is seen as a leader around the world; it is hoped that when a global community gets behind something like this, others will follow.

FILTER BY FABRIC

The Woolmark company also has a campaign that was created to change the way products are displayed to us online.

The goal of the 'Filter By Fabric' campaign is to make brands include the composition in the labelling of garments – out with 'silky' and 'mesh' and in with clearer definitions, such as 'polyester knit dress' and 'cotton-acrylic blend'. The filter feature usually only provides options to filter by price, style and newly added. Adding a fabric choice will allow shoppers to separate natural fibres from fossil-fuel fibres, and is backed by research which states this is more likely to help consumers make more sustainable choices.

CHANGE FASHION NOW

These are just a couple of options currently in the works; there is more localised planning to hold businesses accountable and mobilise some of the changes we so desperately need to see.

It all begs the question, though: while the large organisations and governments are dragging their feet, does the best way to influence action start with a local-first approach?

One thing is for sure, this is all extremely frustrating. We all know that the best way to make a big impact is for the massive conglomerates to start moving now, rather than leaving the smaller ones to do everything they can.

Find out more

■ Stay up to date with Brett and Scott on Instagram: [@twinbrett](#) and [@twinscott](#)

Connecting with nature

Natural beauty expert **Janey Lee Grace** explains how eco-friendly beauty products can help us connect to the spirit of COP28

In a world awakening to the urgent call for environmental responsibility, the beauty industry is experiencing a transformation.

Gone are the days when we considered our skincare routines and makeup choices solely in terms of personal grooming. Today, our choices extend far beyond ourselves – they resonate with the future of our planet.

As COP28 gathers world leaders and activists to chart a course towards a more sustainable future, it's fitting to reflect on how our everyday choices, even in the realm of beauty and personal care products, can echo the conference's themes and aspirations.

My Green Pod was the media partner for the 2023 Platinum Awards; here are some of the winning products, which are a good place to start when looking for greener choices.

WELEDA SKIN FOOD CLEANSING BALM (£12.95, 75ML)

Weleda is known for its commitment to natural and sustainable skincare. It pioneered Skin Food way back in 1926 – and it's still going strong. Adele, Victoria Beckham and Julia Roberts are just some of this natural replenishing cream's many celebrity fans. Now Weleda has extended the range with Skin Food Cleansing Balm: a gentle yet effective product that not only cleanses your skin but also nourishes it with organic ingredients. Free from harsh chemicals, this balm embodies conscious

beauty choices by promoting healthy skin without compromising the environment.

THE ROSE TREE POMEGRANATE & ROSE MASK (£48, 30ML)

The Rose Tree is a beautiful brand that blends plant oils, botanicals and essential oils, and this year the company won a Platinum Award for its Pomegranate & Rose Mask.

This luxurious skincare treat is made with botanical ingredients, with a focus on pure and potent formulations. It pampers your skin and the divine blend of pomegranate and rose rejuvenates your complexion. It's also worth checking out The Rose Tree Intensive Balm with marshmallow root.

INCOGNITO INCENSE STICKS (£5.99, x10)

Who'd have thought that we'd still need to worry about insects in winter? Sadly, we do – and fortunately there is now an environmentally friendly alternative to toxic repellents.

Incognito has a great range, and its 100% natural insect repellent spray works. This year incognito also won an award for its incense sticks, which offer a unique twist by combining natural fragrances with insect-repelling properties. These incense sticks are crafted with environmentally friendly ingredients, helping you enjoy a bug-free outdoor experience without harming the planet.

RAW NATURE MUSK ROSE + SOFT AMBER PERFUME (£21.95, 11G)

Making conscious fragrance choices isn't always easy; it's hard to find a natural perfume that lasts longer than a few seconds!

Made with sustainably sourced ingredients, this perfume delivers a captivating scent while highlighting the importance of eco-conscious perfume production.

Expertly blended to create a rich, deep, sensual scent from rose, sandalwood and vetiver essential oils, this grounding and confidence-boosting scent relieves stress and comforts the mind.

Hand poured and blended, this natural perfume is fragrance, beauty and wellness in one. It has top notes of amber, heart notes of musk rose and base notes of vanilla.

CONSCIOUS SKINCARE REJUVENATE ORGANIC ANTI-AGEING SERUM (£29, 50ML)

This award-winning product is made with natural and organic ingredients. Infused with potent antioxidants and marine algae extract, it can help to minimise wrinkles and other visible signs of ageing. It offers long-lasting hydration without harsh chemicals, promoting a healthy and youthful glow.

Organic frankincense essential oil tones and gives this anti-ageing serum an exotic, indulgent scent. It also contains organic jojoba oil and seaweed extract.



LEFT TO RIGHT
Weleda Skin Food Cleansing Balm; The Rose Tree Pomegranate & Rose Mask; incognito incense sticks; Conscious Skincare Rejuvenate Organic Anti-Ageing Serum; Raw Nature Musk Rose + Soft Amber Perfume



Find out more

Read up about all the Platinum Award winners at janeyleegrace.com/2023-award-winners





TAKE THE PLUNGE

Now you can get cold water therapy in your back yard – without breaking the bank

As a wellness trend cold water therapy isn't new, but a raft of endorsements – from Lewis Hamilton, Rita Ora, Madonna, Kate Winslet, The Princess of Wales and many more – is helping to keep ice baths trending on social media and in wellness circles.

Many custom-made baths cost around £5,000, and as a result we've seen hacks to transform chest freezers into backyard baths for those who can't afford to splash out.

Gavin Teague, co-founder of Lumithery, decided there was another way to bring cold water therapy to the masses, without the hefty price tag.

'I wanted to have my own ice bath at home and when I looked on the market the price point of baths was just not accessible for me and many others', he tells us. 'My goal is to introduce as many people to cold water therapy as possible and for them to reap the benefits!'

WHAT IS COLD WATER THERAPY?

Cold water therapy involves immersing yourself in water below 15°C – whether in a river, the sea, an ice bath or simply a cold shower.

With an ice bath it's easy to set the temperature and immerse the body, or parts of the body, in ice-cold water for a very specific period – no longer than 15 minutes. There are some people who should avoid ice baths for health-related reasons, so please do your homework.

Advocates of ice baths – and of cold water therapy more generally – list improved sleep, lowered anxiety, reduced muscle soreness, lowered inflammation and a natural boost in dopamine as just some of the perceived benefits.

More research is required to establish the mechanisms, optimal protocols and long-term effects of cold water therapy, but one thing is for certain: ice baths build mental resilience to help us deal with the other challenges life throws at us.

You can keep cold water therapy as an isolated wellness practice or, as is suggested by the popular

Wim Hof method, combine it with breathwork and meditation, focusing on the mind-body connection to enhance integration of physical and mental wellbeing.



Using an ice bath outside can help minimise waste; when cleaning, use the water in the garden if you can



ICE BATHS FOR ALL

While Wim Hof is bringing awareness of cold water therapy to the masses, Gavin is following up with an affordable range of ice baths – starting at under £100 – that are available to everyone. His top seller is the portable ice bath.

Ice baths need to be emptied every week or two, and should ideally be used in the garden to avoid waste. 'Simply rinse, refill and you're ready to go again!', Gavin says – and the whole process should be as stress-free as the price tag.



Find out why Lumithery is a My Green Pod Hero at mygreenpod.com



KEEPING SKINCARE SIMPLE

A focus on corporate profit can lead to unhealthy skincare products and routines – but simple, multipurpose products offer an alternative

When Enis Antepioglu, founder of Haoma, was studying for his master's degree, his professor gave a striking example of innovation that Enis still thinks about today. 'He said Colgate's biggest innovation was to make the opening of the toothpaste's tubes wider so that each time more product would be used, and people had to buy it more often', Enis remembers.

This, to Enis, is what's wrong with mainstream skincare: 'If I were to summarise it in one sentence', he says, 'it is mass produced, and the only focus is on low costs and high profits – with no regard to human health and sustainability.'

'CHEAP WATER WITH CHEMICALS'

Products designed with only profit in mind are at best a con and at worst a health risk waiting to happen. They can strip your skin of its natural oils and leave you reaching for 'moisturising' creams that leave you feeling even more dehydrated. 'Creams contain emulsifiers, which dry your skin so you have to keep reapplying', Enis explains. 'It's a cycle that keeps companies profitable.'

Creams and lotions typically contain around 70-85% water. 'Check your most expensive cream', Enis says. 'I guarantee the first ingredient you will see is 'Aqua'. You are paying a premium price for a product that is 85% water.'

Beyond the issue of price, water-based skincare requires preservatives to prevent microbial growth and emulsifiers to make the oils and water mix.

For Enis, water-based products were only invented to make companies more profitable by keeping costs down and extending shelf life. When he launched organic skincare brand Haoma in 2019, he did so with a commitment that no Haoma product would ever contain any preservatives or emulsifiers. 'It was a really big no for me from the start', he tells us, 'and it's our main promise to our customers: we will not sell people cheap water with chemicals.'

SKINCARE AS COMMUNITY SERVICE

The only drawback to keeping Haoma products

free from preservatives and emulsifiers is that some products need to be shaken before each use, which seems a small price to pay. 'One example is our award-winning toner, which contains organic witch hazel and organic hemp oil', Enis explains. 'These two ingredients will not mix, so instead of using an emulsifier we ask that our customers shake the product before use. I think it is a good compromise instead of using a chemical on your face every day.'

Other Haoma bestsellers include deodorants, perfumes and 'mood rolls' – aromatherapy rollers for the pulse points. 'Our organic and vegan skincare products are the boldest in the UK because we simply do not give in to the urge of making high profits or keeping up with trends that do not make sense', Enis reveals.

Haoma uses no plastics – including bioplastics and recycled plastics – and the products are free from water, preservatives, emulsifiers and synthetic ingredients. 'Everything is certified food grade', Enis explains. 'We are certified organic and vegan and everything is made by hand with the utmost care. Our costs are extremely high due to this, so Haoma is not a very profitable business. I treat Haoma almost as a community service and want everyone to be able to access the products. If I did not have Haoma I don't know what products I would be able to use on myself, so we keep going.'

BEYOND ORGANIC CERTIFICATION

Enis confesses he has always had 'an obsession with organic', and says he only feels 'genuinely safe' if a product is organic.

For Enis, third-party certification serves as the best guarantee that a product contains no pesticides, fungicides, insecticides, herbicides or artificial fertilisers, and that no unsustainable

processes or plant species have been used. 'If you do not allow your company to get inspected to get this certification, then you are absolutely not going to convince me you are actually natural or organic', he says. 'It is a myth that being certified is cost-prohibitive. I know brands that spend more on their social media in one month than the cost of one year's organic certification.'

LESS IS MORE

While cost might not be a convincing argument against organic certification, Enis does accept that today's financial concerns prohibit many from choosing the organic skincare products that appear more expensive next to mainstream counterparts. 'I never want Haoma to be an exclusive brand', he says; 'I want Haoma products to be used daily by all people, regardless of circumstances.'

Achieving this will on the one hand require us to 'revisit our priorities'; 'I urge people to look at the studies of the health effects of synthetic fragrances on our bodies', Enis says. 'We use deodorants every day where our lymph nodes are; do we really want all these chemicals and synthetic ingredients there? It is so important to pay attention to what we are putting on our skin – an organ – every day.'

There is also an opportunity to cut costs through education and transparency; Haoma soap contains seven incredibly healthy oils and naturally occurring glycerin, meaning you won't need to reach for a moisturiser after washing. Enis has created a range that is multipurpose and holistic, allowing you to cut down on the number of products you use and the frequency with which you apply them. Some Haoma customers advocate using the deodorants as a facial mist and the massage oils as body lotions.

'I urge people to understand less is more', Enis says. 'Our bodies do not need to have tens of products on them every day. With the correct ingredients, our bodies will take care of themselves.'

Find out more

■ View Haoma's full collection of organic skincare at haoma.co.uk



Find out why Haoma is a
My Green Pod Hero at mygreenpod.com

The mother of holistic skincare

Introducing the UK's only cosmetics company to certify its entire range organic and Fairtrade

Sam Thurlby-Brooks was on a winning streak when she did something the business world needs to see a bit more of: she gave up on her first invention – when sales were strong – because she could see it would have a devastating long-term impact on the environment.

Sam, an advanced specialist in pregnancy, labour and postnatal massage, had created a unique self-inflating pregnancy pillow. 'Just before I was going to place an order, the climate crisis became really apparent', Sam remembers. 'I couldn't bring myself to make more plastic inflatable pillows knowing they would end up in landfill.'

It's hardly surprising that when Sam refocused her Mumanu brand on organic balms – evolutions from the pregnancy-safe massage balms created to complement her massage treatments – she did so with a holistic approach that took in everything from the impact of the ingredients to fairer pay for farmers. Just like that, Mumanu became the UK's only cosmetics company to certify its entire range organic and Fairtrade.

AVOIDING GREENWASH

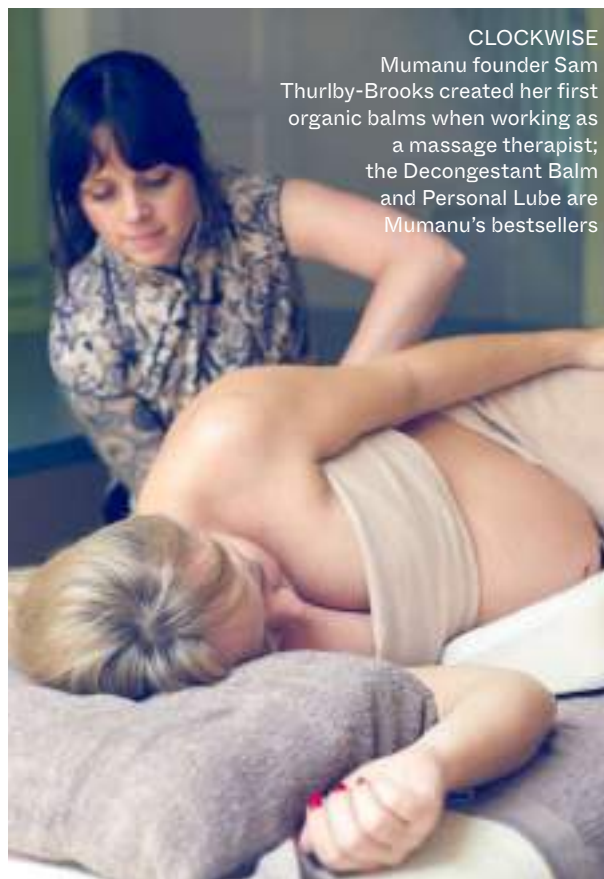
There are no laws regulating the terms organic, natural or fair trade on cosmetics products in the UK. A 99% synthetic product with 1% organic ingredients can still be labelled organic.

'That's not cool with me', Sam says. 'We need the same regulations for cosmetics, wellbeing and cleaning products as we have for food and drink.'

For Sam, third-party certification is the only way to guarantee a product is ethical. 'Being Soil Association certified COSMOS Organic means people can trust my products to actually be organic – and to the highest standards', Sam explains. 'Some organic certifications are not as strict as COSMOS, and some are not third party. I don't see that you can trust certifications set up by the brands that are using them.'

Sam also chose to certify all Mumanu's products with Fairtrade so that farmers and producers are paid a fairer price for ingredients, with slavery and other human rights violations prohibited.

'Many ingredients in skincare come from lower-income countries in regions of Africa and Asia where there can be limited regulations protecting the safety and rights of workers', Sam tells us. 'As far as I'm concerned, beauty should never be at the expense of someone else's happiness. Farmers should never live in poverty just so I can have soft, moisturised skin.'



CLOCKWISE

Mumanu founder Sam Thurlby-Brooks created her first organic balms when working as a massage therapist; the Decongestant Balm and Personal Lube are Mumanu's bestsellers

'It's big business to allow cosmetics companies to say whatever they want.'

SAM THURLBY-BROOKS,
FOUNDER OF MUMANU



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SNOT AND SEX

Sam's approach has resulted in a diverse range of Mumanu products, each with its own special place in the market. The two bestsellers are the Decongestant Balm and the Personal Lube. 'Snot and sex seem to sell!', Sam jokes, but she's clearly tapped into some underserved markets.

'The Decongestant Balm is different in that it doesn't contain petroleum and has safe, gentle and effective essential oils without feeling like it's burning', Sam explains. 'The Personal Lube is also really special', Sam says. 'It's solid at room temperature so it won't spill if you leave it open to avoid fiddling with the lid in the heat of the moment. With no petrochemicals, silicones or harsh ingredients, it's basically food – and safe for all sorts of antics.'

THE COST OF ORGANIC

Organic is the gold standard for therapeutic value, and beneficial to our own health as well as that of the wider environment. 'We need to protect nature and certified organic is the best way to do that', Sam says. But now more than ever, affordability is a very real concern for most. 'Not all certified organic beauty products are that much more expensive', Sam asserts; 'it's about making choices and minimising the products we use. Most Mumanu balms have multiple uses, plus a little goes a long way. If cash is really tight, even moisturising your skin with certified-organic sunflower oil would be better than buying a non-organic product.'

Certification also costs money; is it realistic to expect it for all beauty and wellness brands? 'Yes absolutely!', Sam exclaims. 'I started Mumanu on a shoestring, but I immediately got the products certified with Soil Association and Fairtrade. It was important to me to have both certifications for health, environmental and ethical reasons.'

'It's about what's important to you', Sam continues; 'if you want to have a planet to live on – a planet with diverse wildlife and healthy food and ingredients – then certified organic is the best way to achieve that.'

THE EVERYDAY MOTHER GODDESS

The name 'Mumanu' combines Mum (mother) with Anu, a Celtic fertility goddess; the intended meaning being 'the everyday mother goddess'.

'Now I don't focus exclusively on maternity Mumanu leans on the other meanings of Anu', Sam explains; 'the divine mother goddess who nurtures and protects, overseeing the quality of the land and prosperity of the people. She's the embodiment of feminine energy.'

Find out more

■ View the full Mumanu range at **mumanu.com**



Find out why Mumanu is a My Green Pod Hero at **mygreenpod.com**



Regenerative or organic?

'Regenerative' is the new buzz word in food and farming – but what does it mean, and how is it different from organic?

We need to choose how our food is produced and consumed, just as we are choosing how we want our electricity to be generated and our homes to be powered.

Industrial agricultural practices have degraded our soils on a global scale, releasing carbon that has been stored in the ground for thousands of years. In fact, one-third of the 30% increase in greenhouse gases over the last 100 years can be attributed to industrial agriculture.

Farmers are uniquely placed to start repairing the damage caused by the last 100 years of fossil-fuel based development by rebuilding soil carbon stocks. The Science Based Targets initiative (SBti) is relying on the potential of the FLAG (Forestry, Land and Agriculture) sector to remove 32Gt of CO₂ – a year's global emissions – from the atmosphere through soil carbon sequestration between 2020 and 2050 to keep global warming below 1.5°C.

'Organic agriculture offers a proven, holistic solution that delivers for climate and nature', says Soil Association's Sarah Compson. 'But it needs a lot more support, particularly from policymakers and business, in order for it to rapidly scale and fulfil its full potential as a cornerstone for escalating action on climate and biodiversity.'

Yeo Valley Organic owner Tim Mead agrees the will to act is our limiting factor; 'There are no short cuts or quick fixes', he says; 'this can only be done with a field-by-field, parish-by-parish, county-by-county, country-by-country approach. The influences of topography, soil types, biology and hydrology give the impression this is a very complex issue. We are over-analysing things. We know the solution; nature is guiding us. We need to get the right leaves

above ground, the right roots below ground and the right animals on the land so farmers can remove CO₂ from the atmosphere and store it in the soil.'

ORGANIC IS REGENERATIVE

With almost 50% of agricultural lands moderately to severely degraded, and agriculture responsible for 70% of the world's freshwater use, 'regenerative agriculture' practices are being hailed an important lever to restore soil health, increase climate resilience, protect water resources and biodiversity and enhance farmers' productivity and profitability.

Soil health sits at the heart of regenerative agriculture; the goal is to conserve and rehabilitate farming systems by restoring degraded soil and regenerating topsoil – one teaspoon of which typically contains up to 6 billion microorganisms.

As an internationally recognised and legally binding standard across the farm-to-fork supply chain, the organic standard is a truly regenerative approach. Unlike the strict standards for organic certification, regenerative agriculture currently lacks a universal, legally accepted definition.

REGENERATIVE ISN'T ALWAYS ORGANIC

'Regenerative farming' covers a range of practices that vary in focus and scope, from the straight-forward monitoring of the carbon held in soil to analysis of soil health and biodiversity – and sometimes also fair trading conditions.

Find out more

■ For information about organic agriculture and to find businesses certified to organic standards, visit soilassociation.org

For these reasons regenerative agriculture is an accessible approach and it is gaining traction; according to the Food and Agriculture and Nature Benchmarks, published in October by the World Benchmarking Alliance, 51% of companies reference regenerative agriculture and 27% say they are implementing strategies to improve the livelihoods of farmers and fishers through procurement practices and pricing strategies.

A STEPPING STONE TO ORGANIC

Considering 98% of the UK's food is not organic, regenerative agriculture looks like a good step for the companies and farms that are unable, currently, to meet the gold standard of organic certification.

For many, regenerative agriculture is seen as a good place to start and perhaps even a stepping stone to organic farming practices – which improve soil health, on-farm biodiversity and water quality – and finally to the highest benchmark of organic certification.

For this reason the carrot is arguably more useful than the stick when it comes to regenerative agriculture; the alternative is sustainable intensification of farming practices, which would use artificial fertilisers and pesticides to ramp yield per acre as high as possible.

This approach clearly has greater appeal to Big Agriculture as the results would be far more lucrative – though it would involve monocropping and environmental damage.

Monocropping is a major contributor to land and water degradation, yet currently just four crops (corn, rice, potatoes and wheat) form 60% of the calories consumed by the global population. We can't expect to see diversity in our environment when we have such a lack of diversity in our diets.

SEEKING A JOINT SOLUTION

Ultra-processed foods (UPFs) can be made using produce from a regenerative or intensive farming system, so deciding which route to take is only the beginning of the conversation.

'Biodiversity loss and food and nutrition insecurity are closely related problems that need a joint solution', said João Campari, WWF's global food practice leader. João was speaking ahead of COP28, at the publication of an open letter containing an urgent call to integrate a food systems approach within the UNFCCC.

The letter, issued by a global coalition of 70 high-profile individuals and organisations, including WWF, urged parties to the UNFCCC to acknowledge the critical role of food systems – including food production, consumption and waste, land use change and nutrition – in achieving the Paris goals.

Agriculture has a decisive role to play. Adopting regenerative farming principles could be the way to achieve the scale and pace of change necessary if we are to keep 1.5 alive and nourish a growing population as the climate crisis unfolds.

DELICIOUS



The landscapes, made from organic produce, took 48 hours to craft

LANDSCAPES

Feast your eyes on these works of art made from organic produce to celebrate the great taste of Yeo Valley Organic

Have you ever seen a piece of art that looked good enough to eat? Yeo Valley Organic has collaborated with Wales-based artist Nathan Wyburn to recreate some of the UK's best-loved landscapes – including Avon Gorge with the iconic Clifton Suspension Bridge, Ribblehead Viaduct, Giant's Causeway and Stonehenge – to celebrate the delicious organic food it produces.

Working from his studio in Cardiff, Nathan created four tasteful 'paintings' from Yeo Valley Organic products. Fresh organic strawberries, beetroot, leeks, broccoli and kale are just some of the products Nathan selected to celebrate great taste and UK food provenance.

'I like to bring people closer to the natural world through my work and relished the opportunity to take up this unique challenge', Nathan said. 'I used to visit Avon Gorge as a child and was always in awe of the amazing natural landscape, so it was a really fun process thinking about how I could bring that to life through local products.'

Nathan's rise to fame began when he appeared on *Britain's Got Talent*; he reached the semi-final and has since made a name for himself creating art-work using 'paints' like marmite, biscuits and coffee.



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

SUPPORT FOR LOCAL FOOD

The landscapes were commissioned after a poll of 2,000 Brits found almost half (49%) prefer to select products grown in the UK over those flown in from overseas, while 45% like to support local farmers whenever possible.

The research also revealed that 41% of people enjoy their food more when they know where it came from, yet only one in four can name the area where the produce in their weekly shop is grown.

AVOIDING FOOD WASTE

Yeo Valley Organic does not like waste, which is why Chef Ali Pumfrey was on hand to repurpose the landscape ingredients into deliciously simple recipes, including crunchy yoghurt bark and hearty vegetable soup. Unused ingredients were also donated to a local Scouts group and food charity City Harvest, helping to deliver 143 meals to families in need across the country.

HOMEGROWN ORGANIC FOOD

'Delicious is at the heart of everything we do at Yeo Valley Organic, which is why we have so much love for our land and the beautiful, nutritious food it gives us', Ali explained. 'We hope the landscapes we've created inspire people to support home-grown organic farming, to help keep our landscapes natural and allow our produce to be the best it can be.'



Find out more

Discover more about these Delicious Landscapes at yeovalley.co.uk

DESIGNING SUSTAINABLE FOOD

This tech company makes it easier to design, manufacture and choose more sustainable foods

At current trends, the world faces a food system collapse in the next 50 years. We know we can't continue on the path we're on and our buying habits are shifting in response.

Today's shoppers say sustainability is a core factor when they make purchasing decisions, and 84% of customers feel that poor environmental practices will alienate them from a brand or company.

Yet finding sustainable food options isn't always easy; in a recent pan-European EIT Food survey conducted by Ipsos, two-thirds of respondents said they believe food brands pretend their products are more sustainable than they really are.

Greenwash is indeed rife in the food sector yet it's not always malicious in nature; businesses often don't have accurate information to inform green claims and can instead focus on popular (though often misguided) strategies.

THE CHALLENGE FOR BUSINESSES

'Businesses face similar challenges to shoppers', says Carl Olivier, co-founder and CEO of tech startup Sustained. 'They too need trustworthy information if they are to accurately measure the impact of their products and the connected value chains. This is a complex problem, with challenges ranging from the availability of reliable, relevant data to the standardised, harmonised methodologies for accurate measurement.'

Without the right information or methodology for measuring it, companies can't credibly report or market their products' environmental impact – and shoppers have no hope, even when the will to make more sustainable choices is there.

'Identifying sustainable food is very difficult, almost impossible', accepts Carl. 'Shoppers can end up relying on the 'facts' to which they are more generally exposed – many of which are just downright incorrect. Agency of choice is only really possible when the facts are made readily available at the time of decision; we need environmental impact – at a product level – to be displayed alongside price, quality and availability', he explains.



Find out why
Sustained is a
My Green Pod Hero
at mygreenpod.com

SUSTAINABLE FOOD MADE POSSIBLE

Carl co-founded Sustained in a bid to promote transparency in the food sector; the platform helps to take the guesswork out of sustainable food shopping with eco-labels that display a simple A-G rating for a food product's overall environmental impact, considering the damage potential from a range of categories including climate, water, land and pollution.

The platform also helps brands and manufacturers to more effectively communicate their targets, progress and overall sustainability. 'This is key to ensuring trustworthy information about the environmental impact of the brands and products people choose between', Carl explains.

While these are useful aids for quick decisions, Sustained was created to facilitate the design of more environmentally friendly products over time, which will translate into a better range of options for shoppers. In the long term, this should in turn put an end to the production and consumption of the most environmentally damaging products.

NO SILVER BULLET

Regulation and consumer demand for transparency will mean that some time soon, every physical product will require a continuous Life Cycle Assessment (LCA) that evaluates the environmental impacts associated with all the stages of a product's life – from raw material extraction to materials processing, manufacture,

distribution and use. Companies that act to address this need for transparency and environmental impact reduction will be well placed in the competitive landscape of the future.

Currently thousands of manual LCAs are conducted each year; in the next five years this will need to be in the hundreds of millions – yet today's manual LCA processes are just not up to the task.

'LCAs only reflect one moment and therefore decay over time', Carl explains. 'This means we really need to be able to LCA everything we produce, all the time. The current LCA focus on carbon and other greenhouse gas emissions is also too narrow; LCAs can and should measure all environmental impacts.'

Isn't it easier and more effective to advocate organic, local and seasonal produce? 'In many cases factors such as buying local are less impactful than what you eat, and certain farming practices are good in some ways, but less so in others', Carl responds. 'Think land use vs pollution, water use vs emissions. We need to measure all of these things and understand the inevitable trade-offs, allowing for informed decisions and intentional investment in research and improvements. There is no silver bullet here.'

LCAS FOR THE FUTURE

The Sustained Impact LCA calculation engine is based on the European Commission's PEF (Product Environmental Footprint) LCA

methodology. The system uses product-level and value-chain data to evaluate the estimated environmental damage for 16 different impact categories including water scarcity, land use, pollution, biodiversity loss, climate change, resource use, eutrophication and more. The underlying assessment allows for comparison and improvement tracking over time.

Sustained LCAs are automated, continuous and conducted at scale, meaning food manufacturers and brands are able to actively and intentionally reduce the environmental impact of their products. The platform enables LCAs for all the products a business sells, integrating value chain data with existing business systems such as enterprise resource planning (ERP) and product lifecycle management (PLM) platforms. This means environmental impact can be at the heart of NPD and EPD activities, empowering product teams to target iterative environmental improvements at the design stage. These targeted reductions are guided by the risks and opportunities uncovered at the baseline analysis stage, allowing brand-level reduction targets to be defined. The platform also performs ongoing monitoring and target tracking.

Sustained LCAs reveal a food product's impact across a range of categories, including resource use, land use, biodiversity loss and pollution

OPPOSITE PAGE
Product teams can use Sustained to improve environmental impact at a food product's design stage



Sustained Impact is designed to be sector agnostic, meaning that adding support for other sectors in the future is a relatively painless process that won't require additional engineering work. 'As to which sector is next, this is not yet decided', Carl tells us – 'though consumer electronics and fashion are likely to be considered. People care about what they eat and they increasingly care about the environment – and given that we purchase food on a daily and weekly basis, it means we can empower people to make better choices in tight decision loops. There is huge potential to drive positive change.'

Find out more

- Sustained wants to work with the food businesses of tomorrow; if that's you, get in touch by visiting sustained.com
- Information about The Compleat Food Group is at compleatfood.com

CASE STUDY: The Compleat Food Group

One business that has been able to use Sustained's platform to make a positive impact is The Compleat Food Group.

Sustained met Compleat at the end of 2022, through an organisation aimed at solving the food-related environmental impact dilemma through education at a business level.

The two organisations quickly realised there was a great deal of alignment in terms of what Compleat wanted to achieve on an environmental level and what Sustained was working to deliver to businesses on this journey.

Compleat was looking to address a number of issues, though the underlying desire was to understand how and where its products were making an environmental impact. When armed with this information, the goal was to confidently create plans and product roadmaps, aligned with company-level impact reduction targets, to reduce environmental impact.

It was important for the information and progress to be easily communicated to both internal and external stakeholders; Compleat wanted to be able to eco-label its products

and speak confidently about improvements to customers and partners.

Reporting was another area of interest to Compleat, as both regulatory and corporate disclosures increasingly require environmental impact material to be reported as part of the usual course of business. 'In other words', Carl sums up, 'achieving all of these outcomes meant Compleat must measure the impact of everything it manufactures and sells.'

By partnering with Sustained, Compleat has been able to capture the data for its entire branded product range; this in turn will lead to a comprehensive baseline of the environmental impact of its products.

From here, the product teams will be able to seamlessly use the modelling and forecasting capabilities within the Sustained Impact platform to design lower impact versions of their existing products, and ensure any new product designs factor in the environment from day one. 'The work is by no means finished and Compleat's journey has many more stages to go', Carl

acknowledges. 'The benefits at this stage are that Compleat is now armed with far more granular and actionable information and insights about where it can actively reduce its environmental impact, where it needs to obtain more accurate data and how to proactively engage with its value chain and partners to reduce impact even more. All of this with the very real benefit of being able to confidently report, communicate and market environmental successes.'

By partnering with a business that really wants to engage and improve, the Sustained team has learned a lot about the way food is produced and manufactured. The process has also highlighted challenges around data collections and current processes across the value chain. This has led to incremental improvements to help meet these needs and deliver real value, not only to Compleat but to all the other businesses, current and future, that use Sustained.

'Ultimately Sustained Impact must help reduce impact', Carl tells us, 'and for this to happen, partnerships and deep learning is required.'



RIVER COTTAGE GREAT ROASTS

Let the oven do the work with these quick and simple ingredient-focused recipes from the **River Cottage** kitchen

In *River Cottage Great Roasts*, all you will need are good ingredients, an oven and some simple bakeware to create easy weeknight dinners, showstopping Sunday roasts, fuss-free breakfasts, tea-time treats and indulgent puds.

Often only requiring one roasting tin and minimal prep, these are recipes that let the oven do the hard work – and leave you with very little washing up.

With chapters like 'Breakfast & Brunch', 'One-tray Wonders', 'Sunday Roast', 'Super Sides' and 'Puddings', the recipes all harness the power of the oven to transform everyday ingredients into their more deliciously caramelised, roasted counterparts.

Examples from the cookbook include: Spiced whole cauliflower with preserved lemon and yoghurt; Pot roast brisket with orange and star anise; Ripped potato oven chips with smoked chilli and roast garlic dip; Creamy fish pie; Roasted cherry and almond crumble and Pears with ginger and toffee.

Published 28 September 2023, this is the next book in Gelf Alderson's fantastic series, following on from 2022's *River Cottage Great Roasts*. The series is inspired by the countless creative roasting recipes Gelf has whipped up at River Cottage over the course of the last 11 years.

Find out more

- Gelf Alderson's *River Cottage Great Roasts* (Bloomsbury Publishing PLC) is available in hardback for £20 from all good bookshops and online stores.
- Book River Cottage cookery courses, dining and bespoke events at rivercottage.net



Gelf Alderson, executive head chef at River Cottage, advises avoiding 'anything bright yellow' when buying smoked fish, as it indicates dyed fish dipped in a smoke-flavoured cure

Smoked haddock with potatoes, spinach, cream and thyme

INGREDIENTS

- 500g new potatoes (skin on)
- 2 tbsp extra virgin olive oil
- 2 leeks, trimmed and cut into 1cm slices
- 5 sprigs of thyme
- 200g spinach, (if using large leaf spinach, tough stalks removed and roughly chopped)
- 400g MSC-certified smoked haddock fillets (or any smoked sustainably caught white fish), pin-boned and skinned
- 400ml double cream
- A small glass of dry white wine
- 50g mature cheddar, grated
- 20g pumpkin seeds
- A pinch of paprika
- Sea salt and cracked black pepper

METHOD

Preheat the oven to 220°C/200°C Fan/Gas 7.

Put the new potatoes into an ovenproof pan or roasting tray. Trickle over the extra virgin oil, season lightly with salt and pepper and toss to coat. Cook in the oven for 25–30 minutes until the potatoes are just softened all the way through.

Take the pan out and use the back of a fork to just break each potato. Add the leeks and thyme, stir and cook in the oven for 10 minutes. Now add the spinach and return to the oven for a couple of minutes until it is just wilted.

In the meantime, cut the fish into 2cm cubes. Remove the

pan from the oven and add the smoked haddock, cream and white wine. Stir together and return to the oven for 12–15 minutes, until the fish is cooked.

Take out the pan again and turn the oven setting up to 230°C/220°C Fan/Gas 8. Sprinkle over the grated cheese, then the pumpkin seeds and paprika. Return to the oven for a few minutes until the cheese is melted and starting to brown. Serve at once.

SWAPS

This works well if you replace the smoked fish with small or halved chestnut mushrooms.

Food connects us with one another, our cultures and our planet. Rather than nourishing our collective health and well-being, however, food systems are at the heart of the social and environmental crises we face.

Despite significant investment and effort towards transforming food systems, the solutions emphasised so far are not delivering the necessary impact. This impasse calls us to examine more deeply the root causes of our crises and the structural barriers to transformation.

SPOTLIGHT ON INNER CHANGE

There is a growing recognition that regenerating our planet and communities requires an evolution of our mindsets, values and world views, as well as the cultivation of certain transformative personal qualities and skills.

The latest IPCC reports on climate change mitigation and adaptation highlight the role of 'inner transitions' and inner capacities of individuals, organisations and societies as a lever for accelerating the transition in the context of sustainable development.

The *Human Development Report* (2020) likewise emphasises that 'nothing short of a wholesale shift in mindsets, translated into reality by policy, is needed to navigate the brave new world of the Anthropocene, to ensure that all people flourish while easing planetary pressures'.

To transform food systems, we must work not only on policy, research and project implementation, but also on the inner drivers of individual, collective and institutional behaviours. Increased connection to ourselves, each other and nature can activate the transformative qualities and skills needed to support the transition to regenerative food systems.

FOOD SYSTEMS TRANSFORMATION

Launched in late 2022, the Conscious Food Systems Alliance (CoFSA), convened by the United Nations Development Programme (UNDP), supports the cultivation of inner capacities of food systems stakeholders as a key complementary approach for food systems transformation.

CoFSA applies consciousness approaches across all levels to leverage certain practices that actively support the cultivation of inner capacities. These consciousness practices include a vast range of contemplative mind-body practices, often rooted in a variety of wisdom-based traditions (such as nature connection and mindfulness), as well as psychological and cognitive-behavioural practices (such as self-reflection and inquiry), transformative spaces and communication practices (such as deep listening and non-violent communication) and transformative education and leadership practices (such as experiential learning). In cultivating inner capacities, CoFSA emphasises the need for context-specific and culturally relevant interventions, founded on respect and equity, as well as awareness of power dynamics.

CoFSA approaches food systems transformation by working with all relevant stakeholder groups across food systems. CoFSA interventions can



PHOTOGRAPHY ISTOCK

The Conscious Food Systems Alliance

Thomas Legrand & Noemi Altobelli, from the UNDP's Conscious Food Systems Alliance, explain the new approach to transforming food systems

support certain practices or learning environments that support individuals and groups to tap into their inner potential and nourish transformative inner capacities.

In addition, CoFSA interventions can leverage the current political and institutional landscapes by systematically mainstreaming the consideration of inner capacities into existing institutions, structures and systems. The aim of the latter is to support the structural and political conditions required for the emergence of a more regenerative food system from the inside out.

AN AGENDA FOR ACTION

The Conscious Food Systems Alliance has already built a solid basis for work. It has framed a new narrative on food systems transformation, highlighting the complementary role of inner capacities

and consciousness practices, as well as a clear agenda for action.

A movement of more than 250 members dedicated to this agenda, and more than 1,500 people following this work, has been initiated. Throughout this transformative process, deep bonds have been created among core members, a community of practice and learning has been built and implementation through trainings and pilot interventions has already commenced.

We are looking forward to seeing the impact of this conscious approach on food system transformation all over the world.

Find out more

■ Read the Conscious Food Systems Alliance manifesto and join the movement at consciousfoodsystems.org

‘Creating regenerative systems is not simply a technical, economic, ecological or social shift: it has to go hand in hand with an underlying shift in the way we think about ourselves, our relationships with each other and with life as a whole.’

DANIEL CHRISTIAN WAHL

AUTHOR OF *DESIGNING REGENERATIVE CULTURES* (2016)

AGAINST THE GRAIN

Regenerative farming on this family Estate is supporting
one of the world's most sustainable distilleries



CLOCKWISE
Lunan Bay in Angus on the east coast of
Scotland; the Estate has been in the family
for four generations; Iain calls Arbikie's
cows its 'recyclers'; the distillery was
once a cattle barn used as a dairy

In 2012 three brothers – John, Iain and David Stirling – decided to create one of the world's most sustainable distilleries, starting where no other distillery had: the soil.

So began the conversion of an ancient cattle barn on the family's Arbikie Estate, a regenerative farm with a seven-year rotation based in Angus on the east coast of Scotland, that has been in the family for four generations.



A DISTILLERY WITHOUT TIES

The UK's distilling industry is old, traditional and in some ways resistant to change. Processes are bound up with heritage and culture, and all that rich history – while being highly marketable on a global stage – can feel like a straitjacket to innovation.

When the brothers decided to resurrect distilling at Arbikie – 'over some drams on holiday in New York' – they were relatively free to forge their own path based on their shared values.

'We don't have any predefined rules of how a distillery should be run', John explains, 'We are one of the very few distilleries that are family run with no outside investors. This allows us to follow a clear strategy not driven by volume, but by establishing a legacy that looks after our natural environment.'

From the outset, the brothers' goal was to create a farm-based sustainable distillery producing super-premium and fully traceable spirits from produce on their doorstep.

FROM FIELD TO BOTTLE

The environment at Arbikie is special, and the Stirling family – which can trace its farming credentials back to the 1600s – knew it. 'We are in a particular microclimate here in Angus that makes growing quality crops easier than most places in Scotland', John explains. 'We are also lucky in that we have spectacular views over Lunan Bay.'

The Estate's 2,100 acres of arable land produce malting barley, legumes, wheat, oil seed rape, oats and potatoes. The distillery makes superb use of any produce that would otherwise go to waste, closing the loop to create that perfect model craved by all self-respecting sustainable businesses.

The distillery's location on the Estate allows complete control and visibility in every step of the process. 'If you look at a distillery's entire value

chain footprint, over 90% originates from scope 3 sources – the indirect, upstream and downstream activities’, John tells us. ‘The main two contributors are raw materials and packaging materials. Being farm based puts us in a great position to tackle the environmental impact of our raw materials.’

The ability to grow, mash, ferment, distil and bottle on site – in a controlled way that is consistent with the brothers’ values – creates a ‘field to bottle’ approach to distilling, supported by a drive for Arbikie to be as self-sufficient as possible – even down to the juniper for the gin and the oak future generations will use for casks.

TRADITION MEETS INNOVATION

While this approach to distilling might seem radical, it’s a straightforward extension of agricultural practices familiar to the Estate. ‘In a strange way we have gone back to many of the practices of the 1960s to go forward in producing a much better way

‘We are a new distillery with a new way of thinking. We don't answer to anyone else so when we want to try something, we do it.’

of farming in the most sustainable way’, explains John. ‘Back then seven-year rotations, with break crops and zero waste, were the norm. This fell by the wayside with the rise of supermarkets, yield optimisation and the drive for cheaper food. I hope we have now found a much better balance.’

Arbikie is demonstrating that innovative approaches don’t need to undermine traditional values; in fact the marriage of innovation and tradition is clearly demonstrated in the distillery’s 1794 Highland Rye Single Grain Scotch Whisky – the first rye Scotch for over 100 years. This rye Scotch is a celebration of Arbikie’s field-to-bottle approach, reviving a genuinely authentic way of distilling and producing a spirit with a sense of place and a taste of the land and sea that surround the Estate.

John, Iain and David decided to regrow rye in 2013 – for the simple reason that rye is good for the land, good for soil structure and regenerative farming and rotations. ‘We had to go back and look for rye varieties that work really well for distilling, have great flavour and are good for the local environment’, John tells us. The Scotch’s name is a nod to the year the farm distillery at Arbikie first operated, when distilling was a local craft with a truly local flavour. All ingredients for the pot would have been taken from the farm and its immediate surroundings – the same approach Arbikie follows today.

NITROGEN AND SOIL HEALTH

The working farm provides many of the materials required for distilling spirits in a low-impact way, yet agriculture as a sector is known for its emissions and has shown the lowest reduction in greenhouse gases over the last 30 years.

Of these emissions the second-largest source is agricultural soil, and the application of synthetic nitrogen fertilisers. The excessive application and poor management of industrially manufactured nitrogen fertiliser has had a negative impact on the qualities of our water, air and soils – and is a major source of greenhouse gases.

‘Unfortunately, there is no getting away from the fact that plants need nitrogen to grow’, says Arbikie’s master distiller Dr Kirsty Black, who has been listed as one of the world’s top 10 female master distillers by *Spirits Business Magazine* and has just won the IWCS industry award for rising star. ‘But despite most of the air that we breathe



being made up of nitrogen gas’, Kirsty continues, ‘it is in a form that is inaccessible to most plants – hence the continued reliance on nitrogen fertiliser. The legume family of plants – including peas, beans and lentils – is different; it can take this atmospheric nitrogen, a renewable resource, and fix it into biologically useful forms through a symbiotic relationship with bacteria, which live in the nodules on the legume roots. This means they can meet their nitrogen requirement from the air, thus avoiding the need for such industrially made fertilisers.’

EASY PEASY SUSTAINABILITY

Armed with this knowledge, Arbikie worked with the James Hutton Institute and Abertay University to ultimately introduce the growing of green peas into the farm’s crop rotation. In addition to providing a biological way to fix nitrogen into

the soil, after many trials and learnings, peas were successfully convinced to turn alcoholic and produce a 96% ABV neutral spirit.

‘This spirit has gone on to be sold as a vodka and a gin under our Nàdar brand, both made from 100% green peas’, John explains. ‘We are one of the very few distilleries that controls all inputs and makes its own base spirit, vodka, for gin production. The gin is flavoured with traditional gin botanicals such as juniper berries and coriander seeds, but also with makrut lime leaves and lemon-grass – both grown in our polytunnel.’

During distillation, the leftover pea protein and spent yeast create a waste product known as pot ale, which can be used to feed animals – once again closing the loop and cementing this gin’s claim to a negative carbon footprint and title of the world’s first climate-positive spirit.

As the UK currently imports roughly 80% of its protein, the research team behind the gin is investigating whether pot ale protein can be isolated and consumed by humans as well.

Kirsty developed the methods for creating the world’s first climate-positive gin and vodka and the first rye Scotch in over 100 years; they have been published and are available open access.

POWERED BY GREEN HYDROGEN

Arbikie’s track record in innovation helped it to win a ‘green distiller’ competition, and £3m to construct a green hydrogen energy source for the distillery. The new system creates hydrogen from wastewater and green electricity, which is generated from an on-site wind turbine. The only waste left at the end is water and oxygen.

Thanks to this new investment, Arbikie is set to become the first distillery in the world to be powered by green hydrogen, which will boost its green credentials and reduce its reliance on fossil fuels to heat the stills and run the distillery.

RAISING THE BAR

The sustainable methods used to produce Arbikie’s white spirits can cost more than twice the price, but the brothers all feel it’s worth it considering the positive impact on the environment. In today’s constantly shifting business world it’s also a gift to be in full control of the entire supply chain.

‘We can all learn from one another and raise the bar in terms of how we produce spirits and the impact they have on our environment’, John says. ‘You’ve got to look at everything and just think, can you do this better? Can you use less artificial nitrogen? Of course you can. Can you use less plastic? Of course you can. If enough people take these small steps, it will make a big difference.’



Find out why Arbikie Distillery is a My Green Pod Hero at mygreenpod.com

Find out more

■ For information about Arbikie’s regenerative practices, or to book a tour of the Estate, visit arbikie.com

VINTAGE ROOTS

The Organic Wine People

REASONS TO DRINK ORGANIC WINE

ENVIRONMENT

No harmful pesticides or synthetic chemicals are used to make organic wine. Better for our soils, waterways, biodiversity and vineyard workers too.

Organic wine is made to **cleaner standards**. This means you can **worry less** about pesticide residues, additives and often less sulphites.

HEALTH

Healthy organic grapes have balanced sugars, acids and tannins. It's why organic wines have excellent, **authentic** flavours and aromas.

TASTE

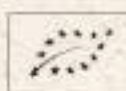
Choosing organic wine **supports the organic movement** and creates **healthier jobs** for winemakers, farmers and people who conserve the countryside.

PEOPLE

PROCESS

Greenwashing? No thanks! Certified organic wine is made using a **verifiable process with inspections**. Remember to look for the organic symbols.

CHEERS TO THINKING AND DRINKING ORGANIC!



VINTAGE
ROOTS
The Organic Wine People

AWARD WINNING ORGANIC WINES SINCE 1986!

For more information contact us:

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'TRY5'
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FIRST ORDERS

Think & drink organic – all wines and drinks certified organic/biodynamic. Suppliers to the trade nationwide.



Avallen – a climate-positive calvados that comes in a paper bottle – is perfect for sustainable cocktails and entertaining

Create a perfect home bar

Home bars are on the rise: here's how to stock yours for a sustainable drinks party that won't disappoint this winter

With the colder months now well and truly approaching, warming spirits, celebratory tipples and the glimmer of Christmas drinks parties don't feel far away.

The cost of living will be on our minds this season, and plenty of us will choose to enjoy our favourite premium tipples from the comfort of our homes.

Home bars are growing in popularity, and with a bit of help you'll be able to make sure your home drinking habits aren't harming the planet. Here are some tips to get you started from the drinks experts behind Avallen calvados, the climate-positive apple brandy from Normandy.

CHOOSE THE RIGHT SPIRITS (AND RECIPES!)

Sustainable drinking at home all begins with a curated collection of spirits. You can be smarter this winter by curating a small but expertly chosen selection of spirits that you know are more positive for the planet.

Do your research; not all brands are made equal when it comes to the planet, and there are lots of brands out there that might claim to be more sustainable than they actually are. To avoid greenwash look out for accreditations like B Corp, which signal that a brand has embedded ethical practices into its entire business. It's also fun to find new brands and introduce them to friends.

Buy quality, flexible spirits; don't try to cater for all tastes and find a bottle for every category – you'll end up with waste. Instead, invest in a few quality bottles that lend themselves to lots of different recipes and ways of drinking. Avallen is a calvados, but it works well as a substitute in a variety of cocktails like old fashioned, mojitos and espresso martinis. One bottle – many, many options. Sustainability isn't just about carbon, waste or

single-use glass. A thoughtful producer will actively be trying to do better across every part of the business, from the raw ingredients used through to the choice of bank. The bottle used, the labelling and the way the spirit itself is made all play a part in the overall environmental footprint of a bottle and what's inside.

DRINK APPLE-BASED SPIRITS

It's acknowledged that apples are one of the most sustainable ingredients from which to make alcohol – and the alcohol they produce is utterly delicious.

But why are they so good for the planet? The traditional orchards of Normandy are rich, bio-diverse habitats that support a huge range of life; the trees sequester CO2 from the atmosphere and, when it comes to Avallen calvados, the spirit is completely natural, made from nothing other than apples, water and time.

BE CREATIVE WITH YOUR INGREDIENTS

Bartenders are skilled at using many ingredients to make delicious, complex recipes. You can level up your home drinking by being a little bit flexible with your ingredients.

Don't be afraid to get creative: if you don't have rum, use another dark spirit; swap out lemons for the limes you have in the fridge and where it says shake over ice, try chilling all your ingredients (including spirits) first.

Master the art of balancing sweet ingredients with sour citrus (a combination that our palettes absolutely adore), and you'll be surprised what flavours you can throw together.

Shop what you can locally, always be aware of what packaging your mixers and garnishes are served in and where ice is required, try making your own as opposed to buying it in. It takes a little bit of

effort to remember to keep filling those ice trays, but it's free and requires no extra plastic packaging.

GET RID OF THE WASTE

Reducing the amount of waste you generate at home is crucial if you want to live a lighter lifestyle. When it comes to entertaining, or simply sipping your favourite tippie at home, this is especially true.

Cocktails can leave you with piles of extra waste – from the herbs and fruits cut up and peeled for garnish to empty mixer cans and the glass bottles left over when you've drained the last drop.

You can use leftover fruit in baking, cooking or even to make your own unique flavours to top up your home bar. Spirits are great at extracting the flavour from anything they touch; want a lemon spirit? Just add some lemon peel to a bottle of vodka and voilà! It's cost-effective and waste free.

Instead of throwing empty bottles in the bin, think about filling them with water to chill in the fridge – you could even add your own botanicals. The most beautiful bottles could also be repurposed and used as vases or candle holders.

As the perfect eco option, Avallen is available in a beautiful paper bottle, which has less than one-fifth of the carbon footprint of its glass equivalent.

It also helps to keep it simple by choosing cocktails with a few ingredients, like the spectacular Avallen & Tonic. This simple mix will wow your guests with its crisp deliciousness and is super simple to make, leaving you plenty of time to entertain and enjoy yourself.

Find out more

■ Avallen's 'Hive' beemail newsletter is filled with top tips, news and stories from the orchards. Join at avallenspirits.com

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D.I.G.I.T.A.L

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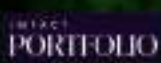
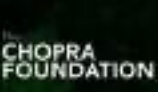
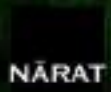
WHEN WORLDS COLLIDE

 U.A.E. EDITION

November 24 – December 5, 2023



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WWW.WHENWORLDSCOLLIDE.IO

Sustainable in your sleep

Introducing the first and only UK-made 100% biodegradable polyester pillow



Find out why **Biosnooze pillow** is a **My Green Pod Hero** at mygreenpod.com

Every year 14 million duvets, pillows and mattress toppers end up in UK landfills.

'Around 61,900 tonnes of duvets and pillows enter the waste system in the UK each year', said Paul Whittey from Penrose Products, the bedding brand behind the Biosnooze pillow. 'That's not a number we are comfortable contributing to, so we set about designing a pillow that strikes the perfect balance between feeling good for our customers and being good for the planet.'

The result is the Biosnooze – a British-manufactured luxury pillow that offers a vegan alternative to down that won't spend hundreds of years in landfill at the end of its useful life.

DEGRADES IN UNDER TWO YEARS

This super-soft yet supportive pillow is made from a unique blend of virgin polyester and recycled water bottles, which have been given new life as finely spun vegan down.

Polyester is a complex molecule that naturally occurring microbes have a hard time digesting, meaning the standard polyester commonly found in pillows does not biodegrade. Instead, Biosnooze harnesses the first biodegradable technology to enable manmade fibres to return to materials found in nature.

Fibres inside the Biosnooze are coated with a unique sugar enzyme that makes them easier and more pleasant for microbes to digest. In accelerated test conditions, Biosnooze fibres reach near-complete biodegradation in under two years, while standard polyester remains almost completely intact.

Independent testing has also shown that the soil left behind from the degradation process contains no plastic and remains perfectly suitable for plant growth.

FEELS LIKE DOWN

While many retailers claim to only use down and feather naturally 'gathered', several reports have uncovered an alarming rate of down and feather used in bedding is still obtained by methods including live plucking. 'We decided early on that we wanted our pillows to offer the luxury deep-fill feel of a down pillow but without the questionable ethics', explains Paul. 'Our innovative new Biosnooze pillow offers the sumptuous feel of down without a feather in sight.'

The Biosnooze pillow offers all the benefits consumers should expect from a luxury down alternative pillow. It's hypo-allergenic, temperature regulating and luxuriously soft yet supportive and machine washable.

UK MANUFACTURING

The Biosnooze is also the first and only 100% biodegradable polyester pillow made in the UK. It's shipped directly from its manufacturing site in Nottinghamshire, to avoid any confusion about origin or concerns over transport-related carbon emissions.

The pillow comes in industry-leading compostable packaging made from potato starch, and its environmental impact has been reduced even further through the removal of the traditional sateen care labels. Instead a scannable QR code, printed using vegetable dyes, takes customers to a dedicated care page.

At a time when luxury and sustainability are no longer mutually exclusive, this pillow presents an opportunity to improve quality of living without ethical or environmental compromise.

Find out more

■ You can order the Biosnooze pillow at biosnooze.com



CLOCKWISE

The Biosnooze has a luxury deep-fill feel; the pillow contains finely spun vegan down made from virgin polyester and recycled water bottles; the down is coated with enzymes to help it biodegrade; the pillow is manufactured in Nottinghamshire and comes in compostable packaging





Green home Q&A

Puredrive Energy's **Mark Millar** reveals how to harness solar and battery power for a sustainable home

The renewable energy industry is central to the government's net zero targets and Puredrive, a British company that designs, develops, manufactures and distributes domestic battery storage systems and electric vehicle (EV) chargers, is perfectly positioned to play a major role in this revolution.

We spoke to Puredrive CEO and founder Mark Millar to answer your questions about solar panels, home battery storage systems and how they can contribute to greener and more cost-effective homes.

Why should I consider installing solar panels and a battery system in my home?

Harnessing solar energy and incorporating a home battery storage system can significantly reduce your environmental impact while saving you money on your energy bills. Solar panels convert sunlight into electricity, reducing your reliance on fossil fuels, and a home battery stores excess energy for use during cloudy days or at night. Furthermore, this setup cuts your carbon footprint and provides energy independence and resilience during power outages.



Find out why **Puredrive** is a
My Green Pod Hero at mygreenpod.com

INTERVIEW

How long do solar panels last, and do they require maintenance?

Solar panels typically come with warranties ranging from 20 to 25 years, but they can last longer with proper maintenance. Small actions can go a long way; keeping them clear of dirt, leaves and snow will help to keep your solar panels operating at their best. Experts also recommend a professional inspection every few years to ensure optimal performance.

How does a home battery storage system complement solar panels?

A home battery storage system stores excess energy generated by your solar panels, making clean energy available when the sun isn't shining. This means you can rely on your stored solar energy rather than drawing power from the grid, which can save you money and reduce your carbon footprint.

What's special about a Puredrive battery?

All aspects of the operation are based in the UK – from manufacturing to customer service. Homeowners receive aftercare on an ongoing basis, and this doubtless contributes to Puredrive's excellent Trustpilot score.

Puredrive batteries also have the highest technical specification on the market; they last 67% longer than competitors' batteries and charge/discharge 100% quicker than other leading brands. The software integration is pioneering; Puredrive has recently launched a new PURASystem which demonstrates leading communication between smart renewable devices, such as EV chargers, and with time-of-use energy tariffs to provide extra savings.

Can I use my home battery system during a power cut?

Yes, you can. Home battery storage systems are designed to provide power during blackouts. When the grid goes down, your battery can automatically provide power to essential appliances, ensuring your comfort and safety.

How do I monitor and manage my solar and battery systems?

The Puredrive app is highly rated due to its user-friendly design and intuitive operation. It allows you to monitor and manage your energy production, consumption and battery status in real time. What sets the Puredrive app apart from others is its ability to integrate with other smart renewable products and with time-of-use tariffs.

What is the benefit of product integration?

More and more of our daily appliances are being powered by electricity. We have seen the growth of EVs and electric heating over the last few years, with legislation to support this change. Our integrated app makes it possible for homeowners to monitor and manage energy consumption.

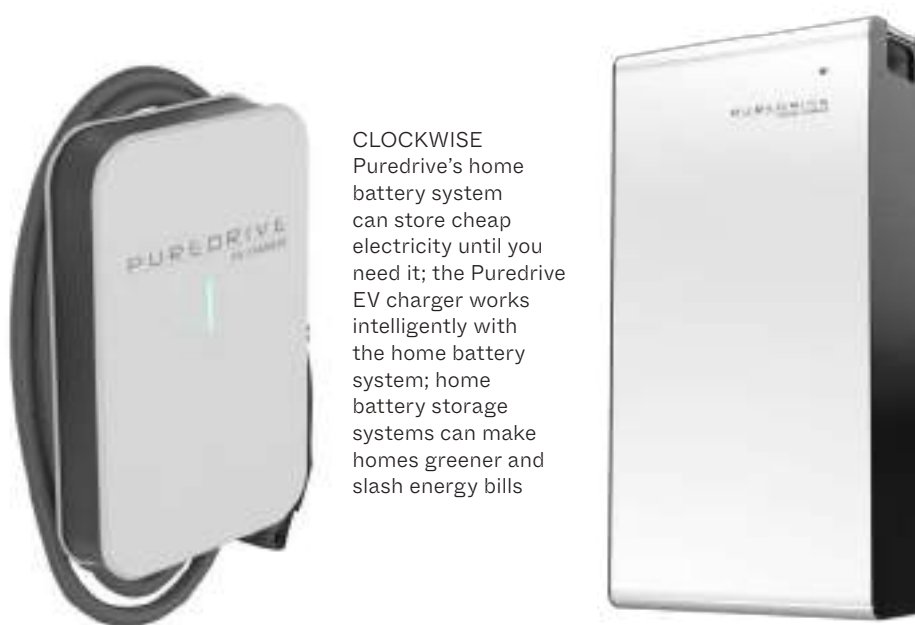
What is a time-of-use tariff and why is it relevant for solar and battery storage?

A time-of-use tariff is an energy tariff where hourly rates can vary depending on the time you use power. EV tariffs are very popular; they operate in a similar way to Economy 7 tariffs, in that they provide a period overnight where energy can cost less than 10p. This allows you to purchase energy from the grid during the cheap periods to increase your savings. Puredrive's in-house software is unique and monitors upcoming weather patterns, meaning each charging session is tailored to your needs.

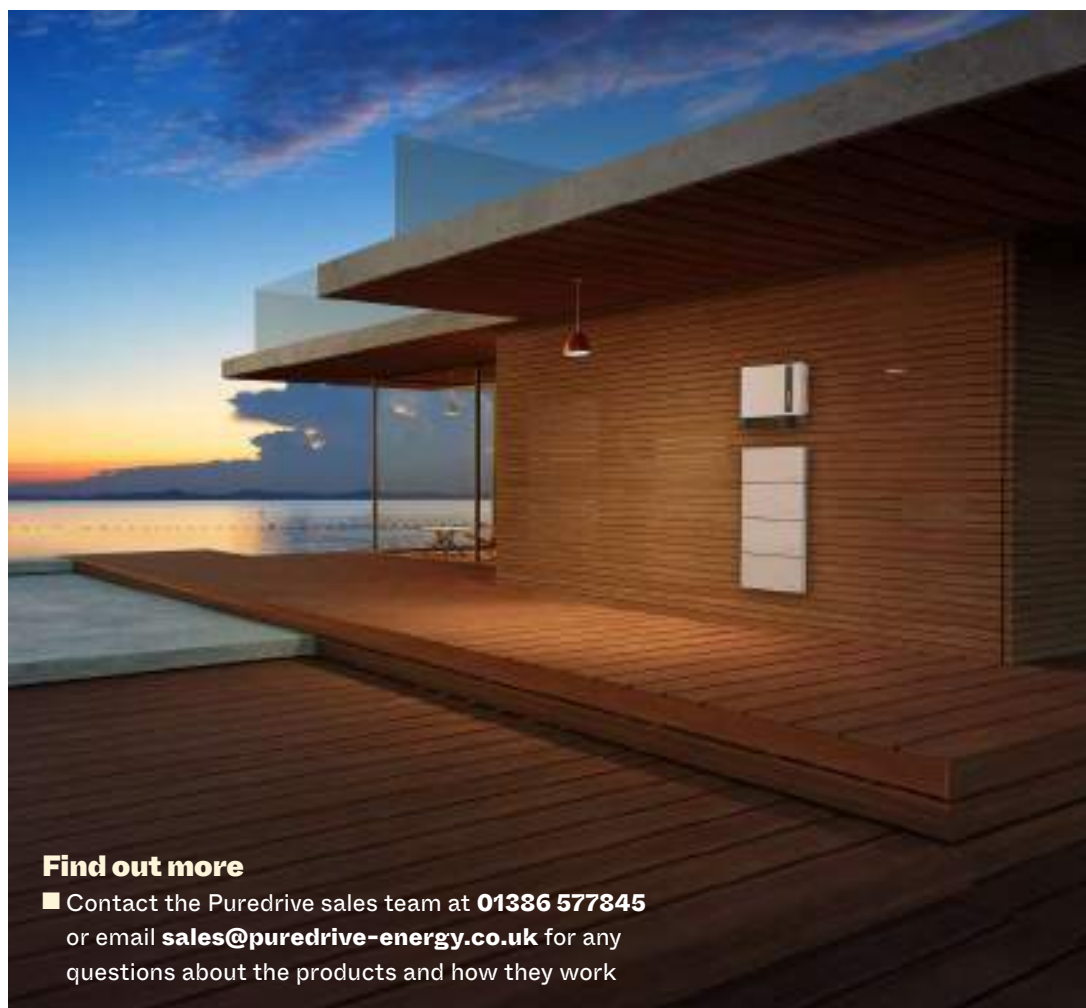
Can I install batteries without solar?

Absolutely. There are many new time-of-use tariffs on the market that provide opportunities for battery owners to charge during off-peak periods. The average price of electricity in the UK is 34p per kWh. However, on a time-of-use tariff, off-peak electricity can be purchased for less than 10p. This allows batteries to charge during the off-peak period and then supply their property with cheaper and cleaner, stored energy.

By installing solar panels and a home battery system, homeowners can make a significant contribution to sustainability while enjoying long-term financial benefits. If you're considering these upgrades, consult with experienced professionals to determine the best solution for your unique circumstances.



CLOCKWISE
Puredrive's home battery system can store cheap electricity until you need it; the Puredrive EV charger works intelligently with the home battery system; home battery storage systems can make homes greener and slash energy bills



Find out more

■ Contact the Puredrive sales team at **01386 577845** or email **sales@puredrive-energy.co.uk** for any questions about the products and how they work

PEOPLE, PLANET, PROFIT – AND IT

Dr Justin Sutton-Parker, CEO of Px3, explains how a business can save the planet and make a profit while satisfying its people

With 4.2 billion computer users in the world it's no surprise that manufacturers are racing to keep up with demand for new devices; over 665 million personal computing devices – such as notebooks, desktops, tablets and displays – are produced every year to satisfy our appetite for technology.

Perhaps more surprisingly, the environmental impact of computer production and consumption creates over 1% of global annual greenhouse gas (GHG) emissions. In a real world context, we'd need a forest the size of Argentina – every year – to remove that much carbon from our atmosphere.

CLIMATE CHANGE 101

We know that climate change is driven by global warming caused by GHGs, which saturate the atmosphere and reduce its ability to transfer heat back into space. Instead our atmosphere, now 'thickened' by human activity, acts like insulation, trapping heat and driving up surface temperatures.

Whatever your view on global warming, that's a very simple but alarming scientific fact. It's also why global climate action focuses on GHG reduction to try and slow the saturation and avoid the 1.5°C surface temperature increase that is likely to become a reality as early as 2027.

With all of this in mind, if I said to you that by making two simple behavioural changes you could reduce your own end-user computing emissions by one-third, would you do it? My research shows that in fact nine out of 10 of us would.

HOW TO SLASH COMPUTING EMISSIONS

This emissions abatement can be achieved by simply selecting personal computers with low carbon footprints and keeping them for longer.

The first change is obvious; if the carbon impact is lower, then that's a good thing. The second is equally obvious but strangely rarely considered. If we keep a device for twice as long as the average four-year lifespan, we require one device over that timeframe rather than two, thereby slashing demand and impact in half.

While you might want to do the right thing, the problem is that we don't often control our device selection. In certain settings, this falls to the IT and procurement teams in the organisations where we work or the schools in which we learn.

Think about it: you start a new job and you're handed a notebook and told if you're still there in a few years you'll get a new one. Sounds good?

But what if you knew the device you'd just been given has a carbon footprint 500% higher than a similar alternative that offers exactly the same experience? And what if that other device would give you that same experience for at least eight years? Would you push the device back across the table and ask to be involved in the selection process so you can make the ethical choice?

The chances are that if you did, you'd at best be met with a blank look.

ADVANCING SUSTAINABLE IT

The problem is that until recently, selection criteria for computers in the workplace rarely ever included carbon footprint assessment and short hardware retention policies are common practice due to a legacy concern over operating system obsolescence.

Fortunately progress is being made at national and international policy level; for manufacturers and customers this will increase the likelihood that sustainability will become key to device choice. In all of this, I am pleased to have played my part.

From a manufacturer perspective, I work as a sustainable IT research consultant for the majority of global IT brands. The research focuses on improving product carbon footprint lifecycle assessment methodologies and driving GHG abatement with IT. This latter aspect is achieved by identifying sustainable IT products and services and substantiating their ability to drive climate action when adopted in the workplace.

As an example, I've been fortunate enough to carry out scientific research that underpins Google's ChromeOS and Flex customer-facing sustainability strategy, Microsoft's W365 cloud PC sustainability positioning plus many others, from software to hardware to services. I have also worked with leading computer eco-label TCO Certified to

create new metrics that include supply chain carbon footprint criteria in their global certification for the first time in 30 years.

From a customer perspective, this work with computer manufacturers and eco-labels filters down into organisations all round the world and helps to reduce their IT carbon footprint. In relation to device selection and retention policy impact, I have adopted a personal mission to ensure this is simple and effective and therefore supports responsible consumption.

CHOOSING SUSTAINABLE DEVICES

After five years, 23 research papers and measuring the electricity use and supply chain impact of several million computers, I have conceived and developed an application platform called Px3.

The solution drives sustainable IT adoption in organisations operating in the commercial, public and third sectors by focusing on ease of use, accuracy and proven reasons to take action.

The online platform has three functions: the first application is free to access by anyone, and enables organisations to estimate the carbon footprint of their end-user computing environment at a device-type level. The idea is to make people aware of the high-level impact and then to consider taking action.

The second application takes this concept deeper. It enables companies to generate end-user carbon footprints based on exact device models, where in the world they are used and for how many years. The application also calculates electricity consumption and associated costs.

Using all this data, organisations can model sustainable IT strategies such as device lifespan extension that will displace procurement cycles and the selection of low-carbon footprint devices for future purchases.

On this note, the third application allows IT and procurement teams to stack rank and compare end-user computing devices by carbon footprint before purchase. That might sound simple, but when I started the research in 2018 I soon discovered that the global standard for measuring computer electricity consumption didn't actually include

464 million kg CO2e of GHG emissions could be avoided between now and 2030; that's equivalent to avoiding the emissions created by 1.7 billion car miles



periods when humans use computers! It also soon became apparent that all brands use different methods to generate GHG emission data.

Fortunately my research developed new ways to calculate electricity consumption based on real-world use and to deconstruct and reconstruct manufacturers' product carbon footprint reports.

The results mean that companies can now make their device selection on a level playing field and know that the carbon footprint data is relevant to where they will use the computer and how long they will keep it.

GOVERNMENT COMPUTING EMISSIONS

During the research process that produced the apps, I was fortunate enough to work with the UK government – and specifically the Sustainable Technology Advice & Reporting (STAR) team that set the national sustainable IT policy. One of three research papers used the Px3 application platform to calculate the planet and profit impacts of a wholesale transition to Google's ChromeOS across almost 2 million government computers.

The idea was to achieve reduced electricity consumption, keep devices for longer periods and when required, only select new low carbon footprint devices. Part of my research had previously discovered that ChromeOS uses less energy than other operating systems and that ChromeOS Flex enables device lifespan extension and also improves energy efficiency.

Google had also recently announced 10-year support for the software, meaning that new devices would avoid operating system obsolescence and therefore could be kept for at least eight years.

The research showed that from 2023 to 2030 the UK government has the opportunity to reduce end-user computing electricity emissions – every year – by just over 1 million kg CO₂e, saving £9m in utility costs annually.

The research showed that from 2023 to 2030 the UK government has the opportunity to reduce end-user computing electricity emissions – every year – by just over 1 million kg CO₂e, saving £9m in utility costs annually

More significantly, extending device lifespans and selecting low carbon footprint alternatives in the future will avoid almost 57 million kg CO₂e of scope 3 supply chain emissions every year and save just over £68m in annual procurement costs.

THE TRIPLE BOTTOM LINE

In total, the difference between the 'do nothing policy' and the proposed 'sustainable IT' policy for the projected eight-year period was breathtaking and certainly answers the question whether sustainable IT strategies deliver impact.

Cumulatively, 464 million kg CO₂e of GHG emissions could be avoided between now and 2030 – that's equivalent to avoiding the emissions created by 1.7 billion car miles.

In all, even the greatest of climate sceptics would struggle to resist the allure of achieving success in the triple bottom line via sustainable IT. In fact, during the eight-year period the UK government could save £651,388,610 by reducing utility and procurement costs.

Fortunately the message from all three papers resonated, and the government introduced a number of the proposed practices to the national Greening ICT national policy in late 2022.

DRIVING CLIMATE ACTION

Interest in the Px3 platform continues and so far organisations responsible for over 2 million computer users are using the applications to drive climate action via sustainable IT.

The impact is also gaining external attention from ethical and sustainability bodies; this year the research was nominated for both the P.E.A. Climate Pioneer Award and The Earthshot Prize. Whether we will win anything remains to be seen, but it's reassuring to note that people who matter are taking notice.

If you like the sound of reducing your end-user computing carbon footprint by a third without too much effort, why don't you ask your workplace IT and procurement teams if they use the Px3 applications? And if not, why not?

You never know, if they do decide to take climate action seriously then you may even receive the low carbon footprint device you deserve. But please – don't replace it too soon...

Find out more

■ Get a free estimate of your end-user computing emissions at px3.org.uk/applications/estimate

Green networks

How AI and circularity can drive business results while slashing emissions and waste in the IT sector



PHOTOGRAPHY ISTOCK

We live in an increasingly connected world, making safe and speedy networks a must. At the same time, we are embracing hybrid roles that split time between home, cafés, hubs and offices, putting security and simplicity front and centre for employees and employers alike. But sustainability is just as important – for keeping IT costs low, attracting eco-savvy recruits and reporting on environmental and social impacts.

‘The biggest challenge is how to reduce the use of energy and resulting greenhouse gas emissions in delivering differentiated customer experiences’, explains Jai Thattil, Head of Industry and Sustainability Marketing at Juniper Networks. ‘This is not just a sustainability issue but also an operational cost issue.’

AI-POWERED SAVINGS

Juniper has been innovating and improving the efficiency of its silicon for every generation of products, and the network provider focuses on AI and automation, alongside intelligent power management, to help customers use power, space and other resources more efficiently.

‘Juniper is a leader in AI-driven networks’ Jai tells us. ‘AI and automation are our key pillars for delivering experience-first networking. They help our customers to act fast and without errors, solve issues proactively and simplify operations.’

Beyond user experience, Juniper has found AI is a helpful tool for tackling climate change. It can help companies better understand resource use and improve efficiency; in a network AI can help indicate which resources are used when, and turn off the unused ones without affecting experience.

‘With different AI models we can understand data patterns and address issues before they occur’, Jai says. ‘This helps to cut waste; AI can calculate and predict the optimal use of things like water for agriculture and energy for lighting.’



Juniper Networks’ Jai Thattil believes artificial intelligence can do more good than harm when it comes to the environment

For these reasons Jai believes AI has a huge role to play in achieving a sustainable future. ‘Think about precision agriculture, manufacturing, enhanced weather and disaster prediction to channel resources accordingly, improved energy use with clean grids’, he says. ‘All these will contribute to emissions reductions.’

There is a downside to AI – namely heavy resource use and high computation power – though Jai believes AI can do more good than harm to the environment. ‘There is still a multitude of AI uses we have barely touched so far’, he says.

ACHIEVING NET ZERO

Juniper’s focus on improving power efficiencies, alongside the use of automation and AI, helps its customers to reduce the emissions from their networks. This is important; Juniper has pledged to achieve net zero by 2040 and is working with customers and partners to ensure its products and solutions are helping them to progress in their own sustainability objectives.

‘We are also increasing our use of renewable energy across our facilities and operations’, Jai tells us. ‘In fact, we recently commissioned a 54-acre solar farm in India to deliver renewable energy to one of our biggest operations, in Bengaluru. This will also help to reduce the scope 3 emissions for customers with us in their supply chain.’ Juniper is also exploring some innovative cooling techniques for data centres

– it recently showcased liquid cooling for BT’s data centres – and consistently explores ways to reduce harmful materials in its products.

Simple solutions, such as the Try and Buy scheme – a risk-free trial of Juniper products before buying – and Certified pre-owned programme – where Juniper helps redistribute products with updated hardware and software – run alongside Juniper’s sustainable sourcing programme for end-of-use products as ways to minimise waste.

‘Product circularity, including the recycling of e-waste, is a big challenge which varies geographically and depends on regulatory mandates as well’, Jai accepts; ‘There are also broader sustainability goals set by governments and organisations which have an impact on all vendors. Juniper is focusing on reducing emissions through the Science Based Targets initiative (SBTi) so that we are taking concrete, verifiable steps to deliver sustainable solutions to our customers.’

EMPOWERED CONNECTIONS

Juniper has a reputation for thinking from a customer perspective and developing solution strategies that are directly relevant to their problems and business objectives. A key objective is for clients to deliver improved customer experience to end users (internal and external) through efficient operations enabled by Juniper.

‘We believe that powering connections will bring us closer together while empowering us all to solve the world’s greatest challenges of wellbeing, sustainability and equality’, Jai tells us. ‘Overall, we say that a network that is ‘up’ is not the same as one that is ‘good’. We believe it is important that every user has a consistently positive experience. This includes performance, availability, security and sustainability.’

Find out more

■ Information about Juniper Networks’ products and solutions is at [juniper.net](https://www.juniper.net)



Empower Your Home

Embrace Green Future

BLUETTI Residential Energy Storage System

Your gateway to sustainable power

Unlock the power of sustainable living with the BLUETTI Energy Storage System (ESS). Equipped with cutting-edge technology, this system seamlessly integrates green energy into your life by offering backup power during outages, reducing energy costs during peak hours, and facilitating off-grid living.

By choosing BLUETTI ESS, you're not just investing in energy storage; you're actively shaping a cleaner tomorrow for yourself and the planet.



BLUETTI EP760: All-in-one Green Energy Solution

Control at your fingertips

Unleash the full potential of green energy with BLUETTI EP760 - an integrated system consisting of solar, inverter, battery storage, and smart energy management via BLUETTI app. Boasting up to 7,600W output and a flexible capacity from 9.9kWh to 19.8kWh, the EP760 can power most home appliances without a hitch, like air conditioners, washing machines, and heaters.

By harnessing solar energy, the EP760 leads the renewable energy transition and promotes a sustainable and eco-friendly lifestyle.



All-in-One System



Max. 7600W Output



Hassle-free Installation



LiFePO₄ Battery



Max. 19.8kWh Capacity



120V/240V Dual Voltage



Smart App Control



10-year Warranty



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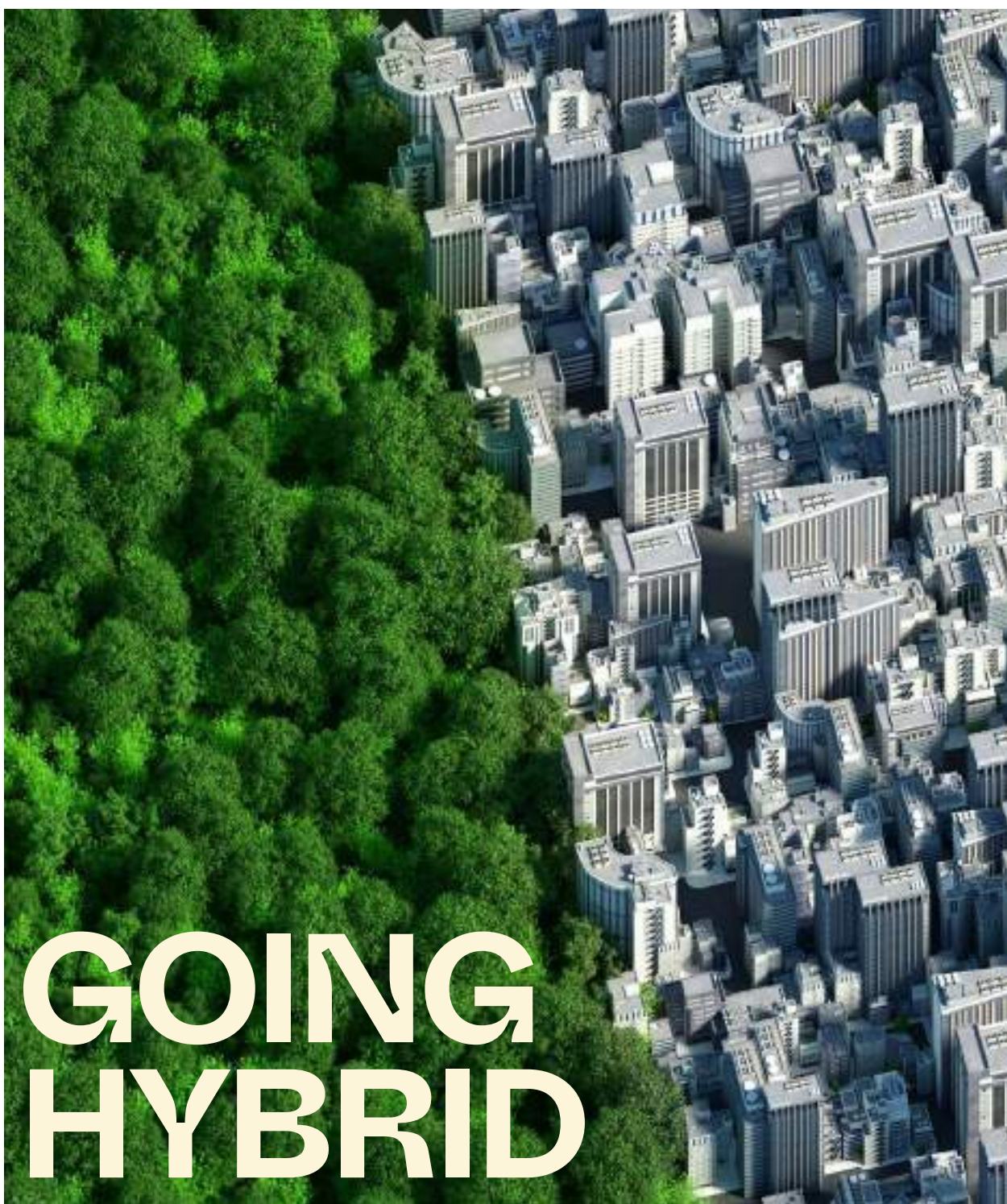
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GOING HYBRID

Calvin Hsu, Vice President of Product Management at Citrix, explains the benefits of hybrid work – and why it's a trend that's here to stay

As organisations around the world continue to redefine their policies on hybrid work, Citrix technology is helping to lead the way by supporting flexible work initiatives while lowering costs – with an emphasis on security, performance and sustainability that business leaders can get behind.

Hybrid is all the rage: hybrid work, hybrid offices, hybrid data centres – the definition of where and how we get work done has changed dramatically. The traditional workday is a thing of the past for many organisations, and this has brought associated benefits to productivity, quality of life and sustainability.

Data centre strategies in enterprise IT are being re-evaluated as well. The traditional IT model was overloaded in both real estate and server hardware – focused on overprovisioning and redundancy, with a push for multiple data centres and excess server

capacity. Newer startups, on the other hand, have seen the benefits of on-demand resource provisioning and cloud hosting, which offer a more sustainable footprint at the expense of direct control of their resources.

As organisations redefine their practices, a new model has taken hold – the hybrid data centre, which leverages the advantages of both cloud and on-premise resources.

As a leader in hybrid work, Citrix has a key role in helping to tackle global environmental challenges. Its technology drives productivity and security while also reducing an organisation's carbon footprint.

The Citrix platform enables IT to capitalise on the benefits of a global, flexible workforce, while building towards a sustainable future that takes advantage of both data centre and cloud investments. Striking the right balance of technologies enables businesses to save costs

while slashing emissions and driving sustainability. Citrix solutions have enabled hybrid work models for organisations worldwide, facilitating an effortless shift to more sustainable practices. Hybrid work setups with Citrix solutions do not merely focus on enhancing employee flexibility; they inherently reduce the carbon footprint of IT.

SUPPORTING FLEXIBLE WORK

Citrix solutions centralise employee access to applications, resources and data from anywhere. That means businesses can support all types of flexible work and reduce the need for daily commutes to office locations.

The resulting decline in daily travel directly contributes to a significant reduction in carbon emissions, aligning with broader global efforts to combat climate change.

By using Citrix DaaS and VDI technologies, employees can operate efficiently and securely – whether from home, remote locations or offices. This reduced dependence on traditional centralised offices results in decreased energy consumption associated with office spaces, offering a considerable environmental benefit.

As organisations increasingly adopt hybrid work models, the positive environmental impact is not just a side-effect but a pivotal advantage that supports a sustainable and eco-friendly culture.

SUSTAINABLE DEVICES

With Citrix, there's no need for your apps and data to reside on the endpoint. By centralising the processing of tasks and storage away from the end-user device, organisations can shift to more energy-efficient devices while adopting a stronger security posture.

Traditional desktop systems are often replaced every few years due to performance issues or outdated hardware, which creates significant waste. With the lightweight Citrix client installed, and apps and desktops running in your hybrid data centre, the lifespan of existing devices can easily be extended by years.

Many Citrix customers have even moved to a zero trust model, with bring-your-own-device (BYOD) policies that allow end users to bring their own laptops to the workplace, promoting a more mobile and versatile work environment.

Laptops are inherently more energy efficient and portable than desktop computers, reducing the carbon footprint associated with traditional office space. Security policies protect corporate data and ensure that even if a laptop is lost or stolen, corporate data remains protected.

REDUCING E-WASTE

Citrix-enabled thin client devices offer another sustainable option that provides a streamlined computing experience. These devices are less susceptible to hardware failures and security vulnerabilities due to their simplified nature, resulting in longer lifespans and lower maintenance compared with traditional desktop computers.

Some Citrix client vendors even offer thin operating systems, which will convert existing

hardware into secure, managed endpoints. By adopting these changes across user populations – extending the lifespan of existing end-user devices, or moving to lower powered thin clients, Chromebooks and laptops – IT has the power to dramatically cut e-waste while retaining, or even improving, user experience.

HYBRID DATA CENTRES

The hybrid data centre model integrates on-premise infrastructure with cloud-based services, optimising operational efficiency and resource use.

Organisations with thousands, or tens of thousands, of users often have sprawling data centres in multiple locations to provide for redundancy and burst capacity.

Citrix's approach to hybrid data centres aligns with sustainability principles by offering a flexible, scalable and energy-efficient IT infrastructure. By strategically combining on-premise servers with cloud services, businesses can scale up or down based on workload demands.

This scalability minimises the need for maintaining constantly powered, under-utilised on-premise servers. This reduces unnecessary energy consumption and the associated carbon emissions. Also, by leveraging cloud providers with renewable energy commitments, companies can further improve their sustainability goals.

The flexibility of hybrid data centres enables the optimisation of resource allocation, for cost, sustainability or application performance. Citrix technology empowers companies to route workloads to the data centre or cloud of choice, expanding workload locations as needed to adapt to changing user demands. The environment can scale up to meet daily demand early in the morning, then back in the evenings – or even adjust for seasonal business changes.

As companies transition towards hybrid data centre models, the broader impact is not only on operational efficiency but also on minimising the environmental footprint of their IT operations. Citrix offers insights and tools to help IT choose the most efficient processing options and maximise the density of user sessions, to help IT reach its sustainability goals.

Maintaining an existing footprint of on-premise technology allows organisations to extend the life of existing data centre investments, while leveraging eco-friendly cloud providers with renewable energy commitments contributes to overall sustainability objectives.

This model can reduce IT infrastructure spending and environmental impact, while still providing the same levels of business continuity and user experience that employees expect and business leaders demand.

SAVING COSTS AND THE PLANET

Implementing a hybrid data centre strategy with Citrix technology brings not only environmental benefits but also increased cost efficiency. Citrix offers an adaptive infrastructure that aligns with a business's financial objectives, through the flexibility of a hybrid data centre.

Citrix technology allows for the seamless integration of on-premise infrastructure with cloud services, enabling businesses to shift workloads between these environments. This flexibility reduces the need for maintaining extensive, constantly powered on-premise servers, effectively decreasing operational costs associated with energy consumption, cooling and maintenance.

The hybrid data centre model optimises the allocation of computing tasks, enabling companies to route workloads to the most cost-efficient infrastructure. By intelligently managing resources across various environments, businesses can harness cost savings by using cloud-based

only reduce their environmental impact but also reduce expenses, making sustainability and cost efficiency mutually achievable goals.

BUSINESS AND POSITIVE CHANGE

As companies navigate an evolving technological landscape, the role of Citrix technologies in supporting sustainability, particularly through hybrid work and hybrid data centres, is clear.

Hybrid work, enabled by Citrix, embodies a sustainable approach by redefining the traditional work model. It offers employees the flexibility to work from diverse locations and devices, reducing the carbon footprint associated with commuting

CLOCKWISE
Businesses can use technology to slash their emissions; the traditional workday is now a thing of the past; hybrid data centres make the most of cloud and on-premise resources



services during peak demand and scaling down during off-peak times. This reduces unnecessary expenses related to overprovisioning.

Citrix solutions also empower organisations to make informed decisions regarding data storage, processing and overall infrastructure management. The detailed insights and analytics provided help in identifying cost-efficient data storage options.

Companies benefit from reduced energy consumption, optimised resource allocation and informed decision-making, leading to significant cost savings. By adopting this strategy, businesses not

and office energy consumption. By providing secure work environments from anywhere, businesses can tap into a wealth of benefits, including reduced emissions, enhanced productivity and improved work-life balance.

The integration of hybrid data centres allows IT to extend the life of existing data centre investments while expanding to the cloud as needed. Companies can intelligently manage their infrastructure, minimising unnecessary resource consumption while maximising operational efficiency. The flexibility in this approach ensures resource and spending optimisation, while significantly reducing energy consumption and carbon emissions.

Citrix empowers businesses to leverage the most cost-efficient and environmentally friendly data storage and processing options, thereby driving down operational costs while supporting sustainability goals.

The Citrix commitment to sustainable technology reflects not just a trend, but a conscious step towards a greener, more efficient future. Businesses can leverage Citrix hybrid technologies to streamline their IT operations, but also to achieve a more sustainable, eco-friendly business, ensuring a positive impact for their employees, their bottom line and the environment.

Find out more

■ Discover how Citrix can enable your sustainable, hybrid multi-cloud strategies at citrix.com

Off the beaten track

Jarvis Smith gets behind the wheel of a Land Rover Defender Electric Hybrid

When Rishi Sunak announced the switch to electric vehicles (EVs) would be delayed by five years, to 2035, it caused shock, disappointment – and probably also a good amount of confusion among car manufacturers and drivers.

I hear a lot of arguments against electric cars; the ethics of cobalt mining, what to do with the battery at the end of its life, fears of not having enough chargers to get people where they want to be when they want to get there. What I can tell you is this: EVs are a joy to drive, and a crucial part of a system that is infinitely better than the gas-guzzling one we currently have.

EMBRACING MIDDLE GROUND

I live in a fairly remote area full of farmers, many whom drive large 4x4s. Land Rover Defenders are top of the food chain on my local roads.

Every winter I circle through the same pattern of thoughts: flooded roads are common here, and my current car – a Tesla Model Y – sometimes feels dangerously low to the ground. Should I consider the new Defender (again)?

I haven't gone for one yet as I'm waiting for a fully electric model, but with the launch slated for 2025, will I get through the next few winters? Will my Tesla make it?

The fact that this is a recurring monologue will tell you I'm almost evenly balanced on the fence – so I decided to take the third way and test the half-in, half-out option: the Land Rover PHEV

(Plug-in Hybrid Electric Vehicle). The model I tried was the Land Rover DEFENDER X-DYNAMIC HSE Ingenium 2.0 litre 4-cylinder 404HP Turbocharged Petrol PHEV (Automatic) All Wheel Drive.

TACKLING EVERYDAY JOURNEYS

There is no doubt this is a capable vehicle: it's easy on the eye, it feels and looks solid, it's comfortable to drive and spacious enough to accommodate the family – all things you'd expect from a Defender.

I was more interested in how this PHEV would handle day-to-day travel: the school run, ballet and Brownies (not for me, I might add), play dates – the usual. As innocent as these trips sound, they require proper North Yorkshire country lane



chugging – the ultimate test. As for our weekends, we like to jump in the car and find somewhere off the beaten track for walks to explore the Dales.

Could this all be done in full electric mode? The simple answer is not quite, but nearly.

GOING OFF ROAD

With a battery capacity of 15.4kWh, the range after a full charge was around 25 miles the way I drive.

Most people on average drive around 18 miles per day; I fall into this category, and midweek this Defender worked brilliantly for us in EV mode. Of course with hybrids you never get range issues, because the engine will kick in whenever you need speed or are running low on battery power.

So far so straightforward, so at the weekend we decided to give it a real test.

Of course I wanted to test this PHEV's off-road ability in electric mode, so I drove hybrid to the hills and off we went.

I'm no expert in off-roading, but getting off the beaten track in the Dales is a real experience. Green lanes – or Byways Open to All Traffic (BOATs) – are roads I would never dream of traversing in anything but a Land Rover; they include Roman roads that feel like they have never been resurfaced, complete with dips and holes that road cars simply wouldn't tolerate. Yet they wind through some of the most breathtaking countryside England has to offer.

The Defender breezed through, living its purpose and seeming to enjoy every minute. Many of these lanes meander through sensitive areas for wildlife so it's important to take them slowly and respectfully. This wasn't a problem for the PHEV; we travelled in full stealth mode, which was silently comforting. Our two-year-old was lulled to sleep by the sounds of birdsong and the crunch of stones beneath the tyres, and slept through around five miles of the most stunning scenery you will ever see.

So the Defender got a massive thumbs up; the only question now is: will we make it through winter 2023 without one?

Find out more

■ For information about the Land Rover Defender – including spec and driving experience – go to landrover.co.uk/defender



PHOTOGRAPHY SPENCER BENTLEY | SIERRA WHISKEYBRAVO.COM



AWARD-WINNING LUXURY

Delphina maintains sustainability focus after scooping green accolades at 2023's World Travel Awards

Delphina Hotels & Resorts has won five of the most coveted accolades in the international tourism industry at the World Travel Awards 2023, known as the 'Oscars of global tourism'.

The chain was crowned Europe's Leading Green Independent Hotel Group and Italy's Leading Hotel Group. The Valle dell'Erica Resort was named Europe's Leading Green Resort and Italy's Leading Green Resort, while the Resort & SPA Le Dune in Badesi was recognised as Italy's Leading Beach Resort.

Following the news, the 5* and 4* independent hospitality chain in Northern Sardinia announced it has bolstered its green investments with the completion of two in-house photovoltaic (PV) systems. 'The completion of the two solar plants represents a significant achievement towards our goal of total energy independence', said Libero Muntoni, general manager at Delphina Hotels & Resorts, 'and these awards are a testament to the forward-thinking path we embarked on 30 years ago. We'll continue striving to offer an increasingly eco-friendly holiday experience that respects and protects the unique and wondrous natural Sardinian environment.'

HARNESSING SARDINIAN SUNSHINE

The first solar mechanism, built at the Resort & SPA Le Dune, comprises nine single and 30 double canopies. With a total power of 752.1 kilowatt peak, it will provide enough power for internal

energy consumption and electric car charging. The parking area housing the canopies includes 276 parking spaces and 45 charging points.

The second facility was set up to service the Park Hotel & SPA Cala di Lepre in Palau. The 421 solar panels, installed on various building roofs, provide enough power (231.5 kilowatt peak) to meet the facility's energy needs.

'We've completed the first phase of a significant direct production project', Libero explained, 'and these awards prove that the path we embarked on 30 years ago was the right one. We'll continue with further substantial investments aimed at an ever-decreasing environmental footprint.'

CELEBRATING LOCAL CULTURE

Sardinia, fondly known as the 'Caribbean of Europe', rivals long-haul destinations for British holidaymakers looking for a green, luxury and authentic holiday with epic landscapes. Delphina's sustainability journey began even before the first

CLOCKWISE Expect award-winning eco-luxury in nature; overlooking the 8km of Blue Flag beach at Le Dune; the pools at Valle dell'Erica; exploring Sardinia's coves and coastline



of its resorts was established. Today the chain uses 100% green energy from renewable sources in all Delphina hotels and the main office. This has saved around 20,663 tonnes of CO₂e over the last six years – roughly the same amount sequestered annually by 146,089 trees.

This effort culminated in the We are green@ brand, conceived and registered by Delphina to symbolise its commitment to the environment. The company has adopted significant plastic free policies, saving 722,871 plastic bottles over the last four years. The chain's Genuine Local Food Oriented® initiative supports local suppliers, promoting healthy cuisine based on genuine, seasonal and where possible local ingredients.

EUROPE'S LEADING GREEN RESORT

This is the fifth time Delphina's Valle dell'Erica Resort was confirmed as Europe's Leading Green Resort. The 5* resort, in Santa Teresa Gallura, is nestled within 28 hectares of parkland, overlooking the La Maddalena and Southern Corsica archipelagos. It boasts 1,400 metres of white beaches and coves.

The Resort & SPA Le Dune in Badesi was also reaffirmed as Italy's Leading Beach Resort. 'What makes our offering unique', concludes Libero, 'is the beauty of the Li Junchi beach, which has also been awarded a Blue Flag this year. Stretching 8 kilometres right in front of the resort, it's much adored by guests who can take long walks on almost deserted areas.'

Find out more

■ Discover Delphina's 12 5*, 4* superior and 4* hotels, plus exclusive residences, 6 spas and villas, at delphinahotels.co.uk



Find out why **Delphina Hotels & Resorts** is a **My Green Pod Hero** at mygreenpod.com

COMPETITIONS

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

We've hand-picked this selection of green pearls – including organic skincare and wellbeing products, ethical drinks and sustainability services – to help you kick off a green and gorgeous 2024. Good luck!

To enter and view any Ts & Cs, visit mygreenpod.com



WIN

AN ORGANIC SKINCARE SET FROM HAOMA

Three readers will receive a set of three Organic Deodorants and one Organic Eau de Parfum from Haoma, made from certified organic and food-grade essential oils for maximum benefits.

Deadline for entries:
15.03.24



WIN

A MUMANU ORGANIC SPA RITUALS COLLECTION

This set of COSMOS Organic and Fairtrade certified skincare and wellness balms has been created to pamper from head to toe. Enjoy guilt-free beauty in plastic-free packaging.

Deadline for entries:
26.01.24



WIN

A TRUE VEDA SPORTS BUNDLE

This is a powerful combination of three organic ayurvedic products known for enhancing flexibility, aiding weight management and boosting energy.

Deadline for entries: 15.03.24



WIN

CLIMATE-POSITIVE SPIRITS FROM ARBIKIE

Three readers will receive a duo of Nàdar Gin and Nàdar Vodka, made from the humble pea!

Deadline for entries: 15.03.24



WIN

A TERRE VERDI WELLNESS PACK

Get your hands on four of Terre Verdi's organic and vegan bestsellers, with a total value of over £150, to pamper and nourish your skin from head to toe.

Deadline for entries: 15.03.24



WIN

50% OFF THE MOTHERTREE GREEN LIVING SERVICE

Get peace of mind that your business bank, pension and bills are good for you, the planet – and your bottom line.

Deadline for entries: 15.03.24



WIN

A BOTTLE OF AVALLEN

Six lucky readers will receive a bottle of Avallen calvados – the planet-positive apple brandy made in Normandy from nothing but apples, water and time. Every paper bottle of Avallen removes 3.16kg/CO2e from our atmosphere.

Deadline for entries: 15.03.24



WIN

A YEAR'S MEMBERSHIP TO FUTUREPLUS

One reader will get 12 months' access to The Sustainability Group's sustainability self-management and ESG reporting platform, FuturePlus.

Deadline for entries: 15.03.24



WIN

A CASE OF 'NO SULPHUR ADDED' ORGANIC WINE

We're giving away six bottles of 'no sulphur added' organic wine from Vintage Roots, made by some of the world's best organic winemakers.

Deadline for entries: 15.03.24



WIN

A PLACE ON SPIRITED BUSINESS

One reader will get a spot on this powerful retreat – a must for anyone looking to improve sustainability and define the purpose of their business.

Deadline for entries: 22.12.23



WIN

A BIOSNOOZE PILLOW

Three readers will receive a Biosnooze pillow, made from recycled water bottles spun into a silky soft yarn that is 100% biodegradable and hypoallergenic. You get the luxury feel of down without the ethical compromise.

Deadline for entries: 15.03.24

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