



FEBRUARY 2022

LOVE IS ALL WE NEED

FALL IN LOVE WITH FASHION

Model twins Brett and Scott Staniland on how falling back in love with fashion could help combat the climate crisis

WHY WE SHOULD ALL LOVE SOIL

Studies of soil carbon stocks suggest regenerative organic farming is an alternative to carbon offsetting

THE VALENTINE'S DAY FLORAL REBELLION

Is the red rose an outdated symbol of love? We meet the mindful florist who ditched roses this Valentine's Day

WHY FLEXIBLE ENERGY IS THE FUTURE

Arsenal's battery-powered Emirates Stadium gives a taste of what tomorrow's energy system could look like

SHARING IS CARING



**SHARE THIS DIGITAL ISSUE WITH FRIENDS AND FAMILY!
JUST COPY AND SEND THE URL mygreenpod.com/magazine**

Welcome to My Green Pod Magazine!



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

This is our first issue of 2022 and it comes at a really exciting time for us! Just ahead of spring, we've made the decision to shift our focus to digital and reduce the number of My Green Pod Magazines that are printed and distributed.

We hope this new approach will mean we don't print more copies and use more resources than we need to. At the same, our new digital focus will help us to make sure our content only goes out to the people who want it.

If you haven't already, make sure you have subscribed to get each digital issue of My Green Pod Magazine delivered straight to your inbox, free of charge. Visit mygreenpod.com/subscribe, enter your email and you're all set!

You'll still see physical copies of My Green Pod Magazine dotted around in strategic locations, but by going paperless you'll get all the same content – including interviews with ethical business pioneers, news about the latest sustainable products, competition giveaways and lots more – without having to set foot outside the house or part with any cash! It's a win for you and for the planet! x



ABOUT US

My Green Pod Ltd 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!

CONTACT US

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- 🐦 @mygreenpod
- 📘 facebook.com/mygreenpod



In the UK we buy **60 million** pairs of children's shoes each year



In December 2021, more than **26%** of all cars sold in the UK were pure electric



Soil helps to grow **95%** of our food

CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE

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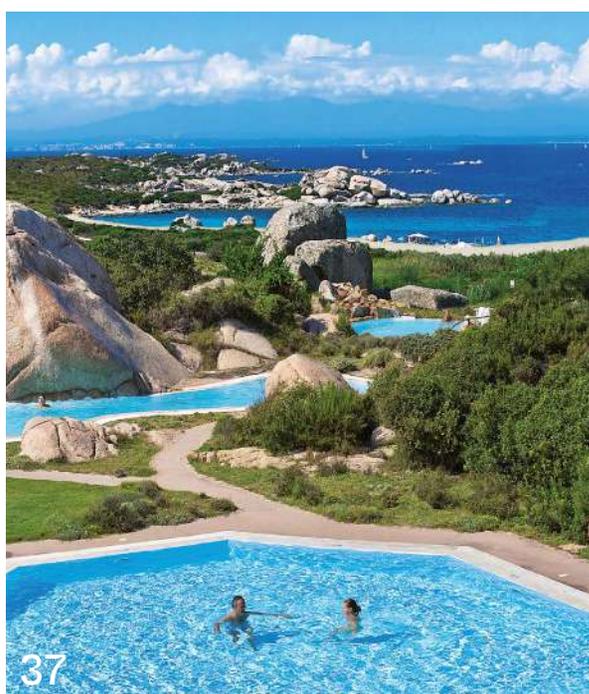
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HERO PRODUCTS

Introducing our February 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 performance!

View all our Heroes at mygreenpod.com/heroes

HOME & GARDEN



SERIOUS TISSUES TOILET PAPER

The UK's first carbon-neutral loo roll! 100% recycled, made and sourced in the UK.

mygreenpod.com/product/serious-tissues-toilet-paper



CEDAR VITAE WAX MELTS

Eight botanical wax melts with a three-hour burn time. Made with pure essential oils.

mygreenpod.com/product/cedar-vitae-botanical-8-pack-wax-melts



MACK OCEAN POTION

A powerful multi-surface cleaner in a dissolvable biopod.

mygreenpod.com/product/mack-ocean-potion-multisurface-cleaner-biopod



THE SILICONE STRAW CO (8 PACK)

A colourful set of soft and bendy straws to use and reuse.

mygreenpod.com/product/the-silicone-straw-company-colourful-8-pack



ECO GREEN LIVING BIN BAGS

A roll of 10 60l bin bags, certified 100% compostable.

mygreenpod.com/product/eco-green-living-100-compostable-60-litre-waste-bags

TOP 5 FEBRUARY SWITCHES

1

Switch to Tred, the green debit card that analyses your spending so you can track, reduce and offset your carbon footprint.

[@Tred_Earth](https://twitter.com/Tred_Earth)
mygreenpod.com/heroes/tred

2

Cut your carbon pawprint with 'the world's most sustainable dog food'! Yora All Breeds is a balanced, hypoallergenic diet for adult dogs that harnesses the goodness of natural insect protein. Yora insect-based cat food is also available.

[#YoraPetFoods](https://twitter.com/YoraPetFoods)
mygreenpod.com/heroes/yora-dog-food

3

Make a difference every morning with Puro Fairtrade and organic coffee. Every kilo sold protects 20m² of rainforest thanks to an exclusive relationship with World Land Trust, the UK-based land conservation charity of which Sir David Attenborough is a patron.

[@puro_coffee](https://twitter.com/puro_coffee)
mygreenpod.com/heroes/puro-fairtrade-coffee

4

Trying to cut costs? Think about switching to a renewable energy tariff from Octopus Energy. There's a very good chance you will save money on your energy bills.

[@octopus_energy](https://twitter.com/octopus_energy)
mygreenpod.com/octopus.energy

5

If you're about to buy a product you don't really need, you can save some cash by putting it back and planting a tree instead!

[@treesisters](https://twitter.com/treesisters)
mygreenpod.com/heroes/treesisters

A new work-life balance

Roger Tempest, Broughton Sanctuary's custodian, explains how a new working week could look to you and your family

sometimes dream of what life could be like in a perfect world. Some are big dreams, while others would only require simple daily adjustments.

One recent dreamy moment was around how I could work and play a little better in 2022, for myself and my family. The pandemic has caused such huge changes to so many people's lives and lifestyles that for many there is a new opportunity for beneficial adjustments.

Many no longer need to work the same hours in the same location: work can be brought closer to family and friends. This, in turn, can facilitate more short breaks in our homeland over the course of the year – mini holidays that are more environmentally appealing, more family friendly and more romantic. There is essentially a new opportunity to 'go on holiday to work', and take family or friends along.

Broughton Sanctuary offers the kind of environment where this dream-like possibility can very much become a reality.

FOR ONE OR ALL

The 3,000-acre historic Estate, nestled in the foothills of the Yorkshire Dales, has over 14 holiday homes. They range from lovingly restored cottages, barns, farmhouses and gatehouses for families or friends to an off-grid hermit's hut that is perfect for couples or anyone who wants time alone to write, think or get close to nature.

The immaculate historic country house – dating back to 1597 – can also be booked for bigger numbers or a special occasion. This is one of the few historic houses in the UK that can be hired for exclusive use. It has been on TV a lot lately – in *All Creatures Great and Small*, *Gentlemen Jack*, *The English Game* and *Ridley Road*, for example.

GETTING DOWN TO BUSINESS

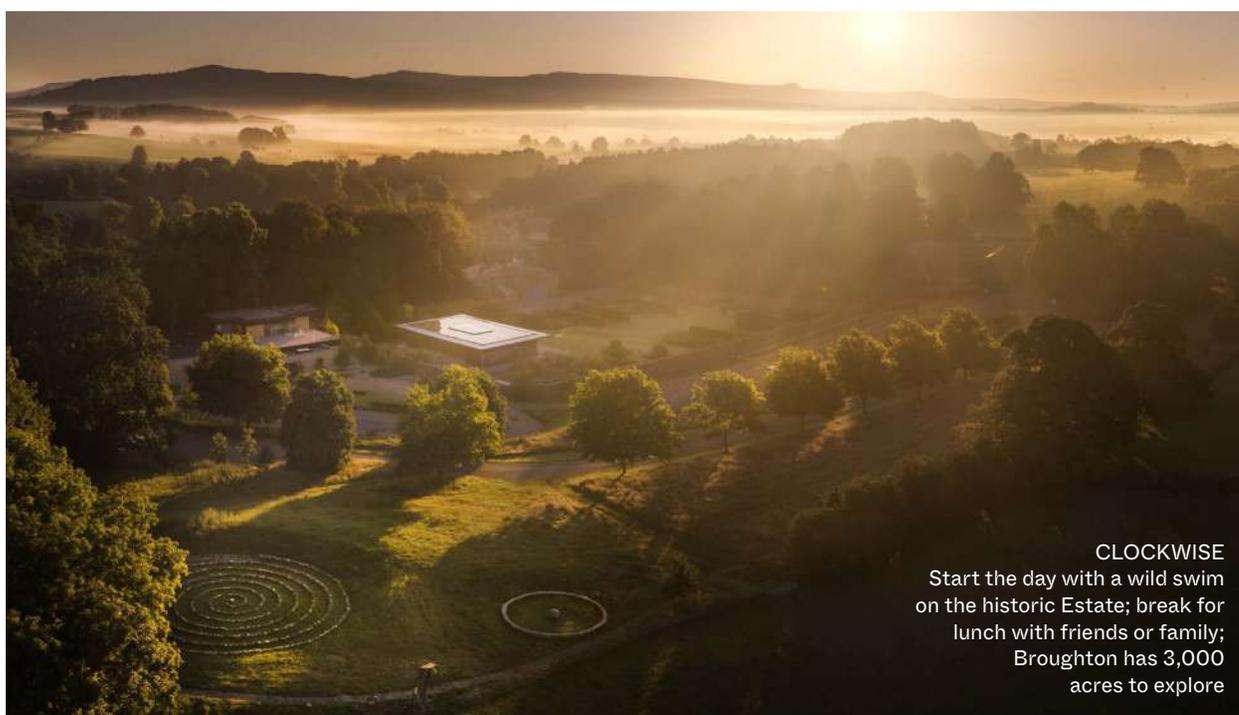
Beyond the accommodation, the wide range of activities on guests' doorsteps offers something for everyone; a group or family can have breakfast together in the bistro in our walled garden before heading off for a wild swim and a woodland sauna, all before the working day has officially commenced.

When it's time to clock in, the speedy wifi, business support, offices and meeting rooms make a working day pass with ease. It can be broken for a family picnic, provided by the Estate's plant-based food chefs, on the heather-laden Broughton Moor.

WINDING DOWN IN NATURE

The therapeutic effects of being in nature can make a 'workcation' at Broughton feel like an informal restorative retreat.

If you find yourself with a free afternoon after a focused and productive morning of online



CLOCKWISE
Start the day with a wild swim on the historic Estate; break for lunch with friends or family; Broughton has 3,000 acres to explore

meetings, calls and work, there are plenty of ways to wind down and allow the inner nature to be healed by the outer nature.

Follow the mountain bike course through the woods until you reach the indoor or outdoor swimming pool, or head for a sauna, steam, yoga class, dance or massage at Avalon, our state-of-the-art wellbeing centre.

A couple of work calls in between and an email clearance session (if you need them) and you begin to get the feel of what a workcation here could look like. The kids are happy and the adults are happy.

Down time can be used to explore the grounds, which are home to England's biggest tree-planting and nature-recovery project. Insects, animals and biodiversity are surging here as a result.

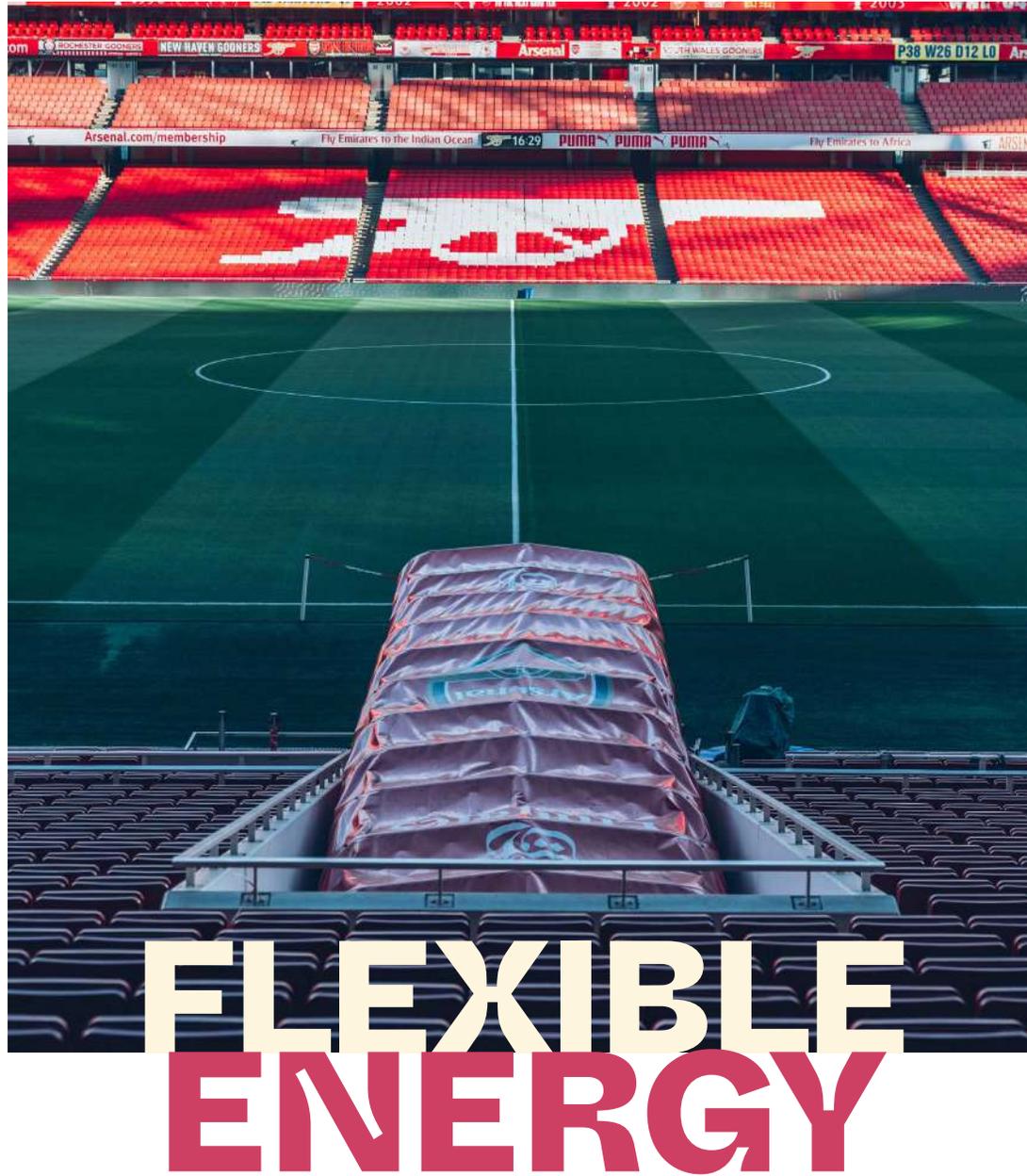
REALISING A DREAM

After a day of work and play you could reward yourself with a fire temple party – complete with drumming, dance, music, marshmallows and a group singing session. You would go to bed happy, free from the noise and light pollution of urban life.

My new dream life is getting closer to reality, and all these small dreams add up to a completely new way of living. It's the little things that make up life: time spent with family and friends and having the right balance of work and play. It's time to recognise we all need this new way of living.

Find out more

■ View accommodation and availability at broughtonhall.co.uk



When it comes to green energy, Octopus Energy's Jackson Howarth says the future is flexible

Whirring away beneath Arsenal's Emirates Stadium are several rows of large white boxes. At a glance they're unassuming, but in actual fact they're gamechangers: massive batteries with enough energy to power the entire stadium for a full 90 minutes.

Installed in 2018 by Octopus Energy and Downing LLC, the groundbreaking Arsenal batteries can stop as much carbon going into the atmosphere as would be emitted by 2,700 homes over the course of a football match.

This is the future of energy, and the only way society could one day be powered by 100% renewables, 100% of the time.

Energy storage is a hot topic. From big batteries like the ones at the Emirates Stadium to the smaller smart batteries popping up in homes across the UK, the ability to store energy is a vital part of a plan to make renewables work on a massive scale.

It's all because they bring flexibility to the grid, creating a smarter, more complex, dynamic system that's not unlike the internet.

At this very moment, teams of 'flexperts' are hard at work putting batteries at the service of the green

energy revolution, bringing the benefits to ordinary people up and down the country.

WHAT IS ENERGY FLEXIBILITY?

To give a bit of background, our electricity grid must always be well balanced. If there isn't enough energy being pumped in to meet demand there can be power cuts, and if more energy is pumped in than is being used up it can damage grid infrastructure.

When it was first built over 100 years ago, our energy grid revolved around huge coal power plants where tonnes of dirty fossil fuels were burned to meet the nation's energy demand. Any flexibility in the system came from being able to adjust the supply; if the country began to use more energy, we could just turn on more coal plants to keep up.

In recent years, we've come to understand the threat that burning fossil fuels poses to people and ecosystems around world, and have begun to pivot to cleaner, greener energy like wind and solar.

Wind turbines and solar farms are quite simply wonderful; not only are they green, but the fuel itself is 100% free and abundant. The electrons they generate are remarkably cheap – already the cheapest way to produce energy globally.

Yet renewable energy is intermittent; we can't say for sure when the wind will blow or the sun will shine, and we can't just turn renewables on whenever we want.

On some especially windy days we already have far more wind power than we need, and we actually have to pay to turn wind generators off in order to protect the electrical grid.

It's an utter waste of low-carbon power, especially given that when energy demand peaks – usually 16.00-19.00 when the sun is low – the grid often has to ask generators to burn more fossil fuels.

This is the central challenge of the energy transition: if we can no longer rely on turning large, dirty generators on and off to match our ever-changing energy demand, then flexibility will have to come from somewhere else. Only then can we smooth the sun and wind's spiky, erratic power into a stable and controllable 24/7 supply.

IS ENERGY STORAGE THE ANSWER?

Batteries like those at the Emirates Stadium can charge up when renewables are abundant and energy is therefore at its very cheapest and greenest. Arsenal can then choose to run a full

90-minute game off its batteries and avoid using the grid whenever energy is dirtier and more expensive.

But that's not all. Given that games at Arsenal happen relatively infrequently, the Arsenal batteries can fill up on green energy and then send it back to the grid to give neighbouring homes cleaner energy whenever the UK is in danger of being short of power.

This represents another way to unlock flexibility. By storing renewably generated electrons for use later on, we're now able to call on green energy whenever we need it. In other words, energy storage devices like the one Octopus helped install at Arsenal allow owners to get paid to help make renewables work on a huge scale.

In the near future, we might well see other ways of storing energy come to the fore – Octopus and RES have recently pledged to invest £3bn in developing green hydrogen over the next decade, some of which will be used to explore green hydrogen storage.

UNLOCKING FLEXIBILITY

Bathed in the greenish glow that radiates from several complex-looking wall-mounted arrays, a team of mysterious flexibility vanguards is busy running a series of crucial experiments.

Octopus' Kraken Flex team uses cutting-edge machine learning technology and unparalleled energy expertise to help batteries unlock as much flexibility as possible, and make sure as little of the UK's wind power as possible goes to waste.

Kraken Flex currently controls hundreds of batteries across the UK – enough to store 1.2GW of power. That's as much storage space as in half the UK's total 350,000 electric vehicles.

To give an example of what the team does, at half-time during the momentous Euro semi-finals, the Kraken Flex team anticipated a massive nationwide tea break and unleashed the batteries, sending enough stored power to the grid to address half of that extra demand.

According to the National Infrastructure Commission, smart energy schemes like those enabled by Kraken Flex could save the UK £8bn a year by making the most of cheaper, greener renewable energy and reducing the need for expensive infrastructure updates.

MAKE MONEY FROM YOUR HOME

It's not just huge companies and big batteries doing this stuff. Right now, people like you and me are mucking in, using in-home flexibility to support renewables and saving huge cash to boot. The Kraken Flex team is working to make this a part of everyday life, so that in the near future your home and car could make you money without you needing to do anything at all!

In fact, thousands of Octopus Energy customers are already living in futuristic flexible homes thanks to home batteries and electric vehicles (EVs) storing and discharging energy in much the same way that Arsenal is. In doing so, they're laying the blueprint for a second massive, decentralised network of smaller, smarter in-home batteries.

A 2020 trial by Octopus Energy and Powervault showed that even without having solar panels on the roof, the average UK customer could save £270-580 per year by using a 'Powervault' battery alongside a smart tariff like Octopus Energy's Agile Octopus. This tariff allows you to take advantage of cheaper off-peak energy, which you can then store when demand is low and the electrical grid is chock full of cheap, green electrons.

POWER FROM YOUR EV

EVs also have massive storage potential; they're basically giant batteries on wheels, and more and more of them are being built with a capability to export power rather than just taking it in.

Octopus' Powerloop project transforms the UK's EVs into another huge network of decentralised batteries. It revolves around an idea called Vehicle-to-Grid charging. You charge up on cheap, green energy overnight, drive around in the day and then, rather than plugging your vehicle in to charge when you get home, you discharge any leftover energy. It can be used to power your home, or the green electrons can be sent back to the grid to

help address consumer demand at a time when renewables are generally scarce.

Early analysis suggests that if the UK's EVs were all plugged in at the right times, they could store renewables with enough capacity to meet half of the UK's energy needs.

WHAT'S NEXT FOR FLEXIBILITY?

In the near future, the team at Kraken Flex expects the batteries in people's homes and EVs could be grouped together, which would allow these customers to get paid even more for providing a coordinated, local, data-driven flexible service.

Energy storage, renewables and flexibility go together like three peas in a very green pod. Early pioneers are already saving hundreds by using energy and batteries flexibly at home, and flexperts like the team at Kraken Flex are working to make energy storage and flexibility a part of everyday life. By allowing us to store and use green electrons that might otherwise go to waste, batteries are unlocking the flexibility we need – and paving the way for a world that can be powered entirely by zero-carbon solar and wind energy.

CLOCKWISE Arsenal's batteries can power the Emirates Stadium for 90 minutes; the battery energy storage system (BESS) at Arsenal; staff at Kraken Flex; Westmill Wind and Solar Farms



Discover whether you could save by switching to a renewable energy supply from Octopus Energy at mygreenpod.octopus.energy



MARKETPLACE

Our Marketplace is full of alternatives to mainstream products, whether you want to clean up your diet, your home or your skincare routine. Here are just some of the products currently available – all with free shipping! Shop by values or use the search bar at mygreenpod.com to find what you need.

PLASTIC FREE

Many of the products on our Marketplace come in plastic-free packaging, or are designed to be refilled and reused again and again.

NATURAL PRODUCTS

All the products we list harness

the power of nature to get the job done – whether you're cleaning the house or taking care of your skin.

GO ORGANIC

Organic products aren't just better for you, they're better for the soil, the water and

the people who grew the ingredients. They are also more familiar to your body, making them tastier, comfier and more effective.

ETHICAL BUSINESS

Many of the companies we feature are doing great things

for nature and society behind the scenes; with your support they can do even more.

PLANT A TREE

For every transaction, we plant a tree in the tropics (with charity partner TreeSisters) as a way to say thank you.

FOOD & DRINK



SEA ARCH COASTAL JUNIPER SPIRIT
A delicious and alcohol-free alternative to gin
£24.95



SEED AND BEAN COCONUT & RASPBERRY
A plastic-free, vegan and delicious dark chocolate
£2.95



VINTAGE ROOTS ALBET I NOYA PETIT ALBET BRUT
Perfect if you enjoy a bubbly that's not too dry
£13.50

ARTS & FASHION



BIRD SUNGLASSES PETREL
Limited edition 100% wooden sunglasses, with charcoal or mirror blue lens
£69



MY GREEN POD TOTE BAG
Our exclusive tote! Made from ethically sourced and 100% organic cotton
£5



BETTER NATURE BETTER BITES TEMPEH PIECES
A four-pack of vegan and organic lupin-based tempeh bites, in Moreish Masala flavour
£20.99



DUNNET BAY DISTILLERS ROCK ROSE PINK GRAPEFRUIT OLD TOM GIN
Multi-award winning premium Scottish spirit with organic pink grapefruit peel
£30-34



HUNTLY HERBS HOT LEMON RELISH
A handmade organic relish that sits somewhere between a fruit chutney and a lime pickle; use as a relish, sauce or marinade
£4.75



WHERE DOES IT COME FROM? SERENITY SCARF
Made from cotton handwoven in cooperatives in India, and printed with positive words
£30



ELENA DREW THIS RENEWABLE ENERGY ART PRINT
This educational art print (A4 or A3) highlights why we need renewable energy
£7-10

HEALTH & BEAUTY



GANDERS GOAT K.I.S.S. SOAP BAR

Excellent for sensitive skin, with just four ingredients that nourish and soothe

£3.50



TABITHA JAMES KRAAN GET STARTED SET

Everything you need to make a full switch to luxurious and effective organic hair care

£59



ALTEYA ORGANICS HAND CLEANSER (240ML)

A rinse-free mist to cleanse hands on the go, with organic lavender essential oil

£13.50



WELEDA PERINEUM MASSAGE OIL

Prepare for childbirth with perineum massages to increase skin elasticity

£12.50



VESTA LIVING FACE WIPES

Organic cotton face wipes to use again and again

£7.50-25



AURA-SOMA ARCHANGELOI METATRON

An atmospheric aura spray to focus your intention and improve self-understanding

£23.76



RE-NU-ME DERMASMART

A premium, all-natural food supplement packed with nutrients for healthy skin

£37.99-468.88

HOME & GARDEN



SEEDBALL WILDLIFE COLLECTION

Wildflower seedballs that will support bats, bees, butterflies, birds and more

£15



@BAMBUU THE LUNCH BOX

A stainless steel and bamboo lunch box that turns into a serving plate

£18



ECOEGG LAUNDRY EGG

Replaces laundry detergent and fabric conditioner - enough for 70 washes

£9.99



DELPHIS ECO ANTI-BACTERIAL KITCHEN SANITISER

An effective sanitiser made from biodegradable ingredients

£4-25



ECO GREEN LIVING COMPOSTABLE CLING FILM

A 30m roll of plastic-free food wrap that is certified compostable

£3.99



STUDIO NOODLES NEW HOME BOTANICAL CARD

Eucalyptus pulp card printed with vegetable inks

£2.95



HUSKUP MOTHER NATURE

We love the design on this plastic-free coffee cup made from rice husks!

£12.95



HEYLAND & WHITTLE GERANIUM & OUD CANDLE

Sustainable soy wax in a recycled glass jar, with a burn time of over 45 hours

£24

SUSTAINABLE AND FUN

Jarvis Smith explains why we chose engineered paperboard furniture for My Green Pod HQ

When we relocated to Yorkshire during the pandemic, we had to make sure that our new office would be furnished in a way that reflected our own principles.

We found a fantastic old barn with stunning exposed beams – but it hadn't been decorated for over 15 years.

Supported by grant funding from the Local Enterprise Partnership and with the assistance of long-time supporter and friend Oliver Heath – the UK's leading biophilic design expert – we began the exciting process of creating our new workspace.

LOCATION, LOCATION, LOCATION

The office is based on the grounds of a beautiful country Estate on the edge of the sweeping Yorkshire Dales.

With Oliver's help we wanted to introduce some biophilic design elements that would help balance the contrast between the exterior and interior – but most importantly, the furnishings had to meet our own ethical standards.

We reused mainstream office furniture and added stylish design enhancements using circular furniture – made from paperboard – from The Apple Tree Company.

The result is a functional and fun workplace that fits beautifully with the surrounding countryside (and us).

MAKING A STATEMENT

Choosing furniture made from engineered paperboard was a natural choice, and we discovered The Apple Tree Company's principles fit perfectly with our own.

'I was delighted with how The Apple Tree Company's products fitted into the My Green Pod designs', Oliver said, 'in terms of both their environmental credentials and the aesthetics. They add a sense of fun and a crispness to the scheme.'





We were really excited to incorporate statement pieces, such as the Åkerö tree and the Enterprise coffee table, within the overall office layout.

Ultimately, the furniture had to be functional; thankfully the storage units, coffee table and bins look great, too, which really underscores the versatility of the engineered paperboard. The material's strength and functionality was made really clear to me by the Hukuto storage units.

ROBUST AND SUSTAINABLE

Engineered paperboard is strong, durable and, importantly, sustainable. It's not cardboard or carton board – the material's patented core is a high-density paper fibre structure tilted to 15 degrees.

The closed-cell technique gives a perfectly balanced weight-strength ratio that helps position paper as a highly viable alternative for furniture design – with many other benefits, too.

Engineered paperboard is completely circular. Unlike the 'take, make, consume and dispose' model of traditional linear economies, a circular system thrives on the motto 'reuse and recycle'. Furniture made from paperboard is strong and durable to maximise its use and, when redundant, it is easy to recycle.

A SPILL-PROOF FINISH

The pulp and paper industry has been implementing a circular approach for many years. Unlike many alternative materials, there is no difficulty in finding a recycling route.

All The Apple Tree Company furniture includes a guarantee for strength and structural integrity. The inclusion of a protective

layer also means that the surface is water repellent and can be wiped clean from the occasional spill – even coffee or red wine!

This makes it perfect for an office environment – especially ours, where coffee is a must and products ranging from moisturisers to multi-purpose sprays – are tested daily.

RECYCLED AND FSC CERTIFIED

While the paperboard can withstand irregular contact with water, optional unobtrusive 'polka dot' feet – made from bioplastic created from corn starch – are available to raise the product to avoid contact during floor cleaning.

Being at least 70% lighter than MDF or MFC, the board also offers environmental savings on transportation. The Apple Tree Company furniture is available with four different finishes with varying recycled content (the black option is 100% recycled). All types are manufactured using materials certified by the Forest Stewardship Council.

NO HARMFUL CHEMICALS

In addition to environmental considerations, engineered paperboard contains no harmful chemicals or VOCs and furniture is manufactured using water-based adhesives.

We love the way the furniture looks and feels in the office and will certainly be coming back for more as we expand!



CLOCKWISE
Paperboard adds a fun element to our biophilic office; each piece is individual; the strong and durable Hukuto storage units; even the bins look good; the spill-proof units ready for product testing



Browse and shop **The Apple Tree Company** range at mygreenpod.com/vendors/the-apple-tree-company



Scan the QR code to download Treeapp directly

The app that lets you plant a tree a day – without spending a penny

There's now a way to plant a tree every day in less than a minute – completely free of charge.

With a mission to reforest our planet, Treeapp founders Jules Buker, Leo King Leong Ng and Godefroy Harito have set a target to put a million trees in the ground every day. Since launching on Earth Day (22 April) 2020, the reforestation app has already seen over 750,000 trees planted in 12 countries.

'Almost everyone is aware of climate change, though most individuals don't know what they can do to fight it', explains Jules. 'We identified three main barriers to taking climate action: people lack time, money or knowledge around how to make an impact.'

The trio, who met while studying at London Business School, created Treeapp as a solution; it offers a free, mobile and easy way to make an environmental, social and economic impact directly from your phone.

EMPOWERING ACTION

Around the world, approximately 69 football fields of forest are cut down every minute. In 2019 alone, roughly 260,000 square km of forest were torn down – an area roughly the size of the UK.

'We need to act now as deforestation levels are worsening and hitting their highest levels', Leo explains.

The enormity of the challenge we face means we must all feel empowered to act; inclusivity must therefore be a key feature of any proposed solution to the climate crisis.

HOW IT WORKS

Treeapp is a mobile app that enables anyone in the UK and Ireland to plant a tree free of charge, every day, in less than a minute. Regardless of income, gender, race or other differences, users can plant trees all over the world, and make a change that benefits the planet on a daily basis.

When you have downloaded Treeapp, you simply choose where you'd like your tree to be planted and then watch a one-minute ad from one of Treeapp's sustainable brand partners. In exchange, this brand will fund the planting of a tree – and you will get to learn about sustainable products and services that you may never have heard of.



FROM THE TOP
A Treeapp planting partner in Tanzania; the Treeapp interface; a planting partner in Peru



The advertised products are available to buy through Treeapp's online marketplace and there is an option to plant additional trees on a monthly basis, but there's no pressure to part with any cash at all. Instead, you can simply use the app to help reforest the planet and track your shrinking carbon footprint as it is offset.

TREES WHERE THEY'RE NEEDED

Each user's first tree is planted in Madagascar, which has 'a special place' in the founders' hearts.

'Over the course of the last 150 years Madagascar has lost over 80% of its forests through brutal slash-and-burn practices for agriculture, selective logging for precious wood and, in some cases, forest clearing for mining', Godefroy explains. 'Our tree-planting partners hire local citizens to plant hundreds of trees on the island every day, which stimulates the local economy. Our focus here is to ensure diverse local tree species are planted, animal species are rehabilitated and jobs are created.'

Beyond Madagascar, Treeapp's planting sites span 12 countries in Africa, Asia and South America. Trees are planted in the areas that need them, and that have been most affected by the impacts of deforestation.

'We plant mangroves along the coast in Indonesia to prevent the risk of flooding', Jules tells us. 'In Nepal, we plant fruit trees with women-led groups in order to promote gender equality in rural societies and in Brazil, our seeds are gathered by a group of Indigenous people, the Geraizerios.'

PROTECTED PLANTING

Only a few projects are listed on Treeapp, as each one must meet specific and strict criteria regarding transparency and operations.

'We work only with projects where the forest's health is continually monitored and the planting lands are protected in perpetuity', Leo explains. 'It is our plan to continue in this direction for ever.'



Discover why Treeapp is a My Green Pod Hero at mygreenpod.com



Get rewarded with trees!

Make your money work for the planet: help us plant 50,000 trees in just 60 seconds

Get My Slice is a free app that helps you monetise your data and make a positive environmental impact.

My Green Pod has partnered with the tech startup to plant 50,000 trees – and we need your help to reach our goal.

The app's latest offer allows you to offset emissions using your recent transactions; simply link your card, answer a few questions and Get My Slice will instantly pay a pound into your account and plant 10 trees in our forest. It's easy and free.

MAKE MONEY FROM YOUR DIGITAL FOOTPRINT

Every time you search online, use social media or spend using your card, you generate valuable insights for companies.

Tech within the Get My Slice app gives its members the option to link their social media accounts, search history and bank cards so they can be matched with thousands of offers and rewarded with cash, freebies and lots more.

The app's dedicated Green section features trusted and sustainable brands, so you can spend your money on good causes and use your purchasing power with confidence.

Members also have exclusive access to special offers from My Green Pod's ethical online shop,

HOW IT WORKS

1. Download and sign up to the free Get My Slice app via the App Store or Google Play
2. Complete the offer to help plant 50,000 trees – simply answer a few questions and link your account
3. Get £1 paid instantly into your account, and 10 trees planted on your behalf

including up to 15% back on purchases. Any new users who sign up using My Green Pod's unique link (see below) will have a tree planted on their behalf, and another planted for every transaction made on My Green Pod.

FIGHTING POVERTY WITH REFORESTATION

Get My Slice and My Green Pod will be planting trees through the Eden Project, which aims to reduce extreme poverty and restore healthy forests by employing local people to plant

Find out more

- Get My Slice is free from the App Store or Google Play – download it from getmyslice.com/mygreenpod. When you have completed the 50,000 tree offer, share the news on social: tag Get My Slice and use the hashtag [#LoveNature](https://twitter.com/MyGreenPod)

millions of trees every year. The charity's mission is to offer the dignity of fair employment to people living in impoverished communities, and empower them to become transformational agents of global forest restoration.

Eden's global restoration network creates livelihoods for millions of people living in extreme poverty by helping them to create change on a global scale.

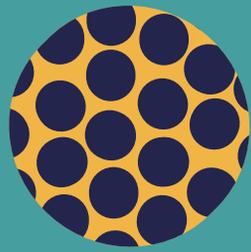
By spreading the message, you can plant more trees; early members of Get My Slice get automatic membership to the Founders' Club, where points can be earned for completing in-app activities and referring friends.

Founders' Points are related to the future value of Get My Slice, meaning you can be part of the company's journey to 'use data for good'. You can alternatively cash the points in to plant trees.

Currently you can get 1,000 points just for joining, 2,000 for completing your first offer and another 1,000 when one of your friends joins – which already adds up to two trees planted. There are lots of opportunities to earn even more.

'We've embedded reforestation into the heart of Get My Slice. Our mission is not only to use data for good – we also want to make an impact by helping the environment. That's why, with your help, we're planting 50,000 trees.'

OLIVER SOUTHGATE FOUNDER & CEO OF GET MY SLICE



2021's P.E.A. AWARD WINNERS

IN ASSOCIATION WITH **citrix**™

Introducing the individuals and teams crowned green pioneers in their fields at the UK's leading sustainability awards

In our last issue (November 2021), we announced the winners of 2021's P.E.A. Awards (People. Environment. Achievement.) - the individuals who stand out as sustainability pioneers in their fields.

In many cases these people are swimming against the tide in their organisations and sectors, championing alternative approaches that challenge business as usual. This takes a level of courage that should be celebrated, and that is what the P.E.A. Awards, now in their 12th year, are all about.

On the pages that follow we take a closer look at 2021's P.E.A. Award winners, in categories ranging from Money and Nature to Britain's Greenest Family. Judges from 2021's all-female panel share what makes these people so special and why they deserve to be recognised and celebrated for their tireless work to protect the planet.

Huge congratulations to all our winners and runners-up, and thanks to our judges for combing through the nominations in one of our hardest years to judge!



2022 P.E.A. AWARDS

Nominations open!

Do you work with a green hero or count a sustainability champion among your friends or neighbours?

Nominations are now open for the 2022 P.E.A. Awards, which will include a new Lifetime Achievement award for long-term sustainability leadership. Visit peaawards.com for information about all 2022's award categories and everything you need to nominate or enter – it's free!

Nominations close on 31 August 2022 and winners will be announced at a ceremony in October.

2022 P.E.A. Award categories:

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





2021 P.E.A. AWARD WINNERS

ARTS
SPONSORED BY



Winner

JASMINE PRADISSITTO



Artist Jasmine Pradissitto is breathing art into green issues, working to highlight and change the human behaviour that causes environmental destruction. Her 70+ worldwide exhibitions include two recently acclaimed projects underlining the quality of post-industrial air.

'Art has always been one of the best ways to drive systematic change across society but art that draws toxicity from the air is genius.'

P.E.A. judge Dianne Dain

pradissitto.com

Runners-up:

CLAIRE VICTORIA BISHOP;
GREG COCHRANE

CLIMATE PIONEER
SPONSORED BY



Winner

JESSI BAKER, MBE



CEO of pioneering tech platform Provenance, Jessi's story inspirationally illustrates how environmental change can be achieved through supply chain transparency.

'Provenance has the potential to transform supply chain transparency at scale through blockchain and Jessi's integrity and attention to detail shone through.'

P.E.A. judge Anna Turns

provenance.org

Runners-up:

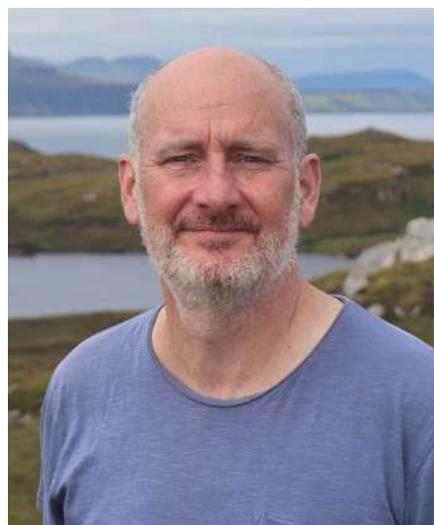
CHRIS RAMSEY;
GREG COCHRANE;
LAURA YOUNG;
RUSS WAKEHAM

DIGITAL TECHNOLOGY
SPONSORED BY



Winner

EWEN ANDERSON



Ewen is CIO at Px3, an independent, specialist consultancy providing sustainability assessments to companies seeking to measure and reduce the carbon footprint of their IT and commuting.

'Ewen from Px3 has been working with the biggest tech companies in the universe. We all know the issues around energy and data storage so the fact Ewen helped these giants understand their ongoing impact is very impressive.'

P.E.A. judge Katie Hill

px3.org.uk

Runners-up:

MANKARAN AHLUWALIA;
PHIL LAW

ENERGY
SPONSORED BY



Winner

MARK MILLAR



As CEO of Puredrive Energy, the only company designing, developing and manufacturing its energy storage systems in the UK, Mark works to reduce the carbon footprint of production.

'Battery storage is not going away. Puredrive Energy show great penetration in a competitive market, very scalable and a great concept.'

P.E.A. judge Jordan Brompton

puredrive-energy.co.uk

Runners-up:

CATHY YITONG LI;
LINDA ACHAN;
PRIYANKA KHURANA

ELECTRIC VEHICLE

SPONSORED BY



Joint Winners

FIONA HOWARTH

TODDINGTON HARPER



Fiona is CEO of Octopus Electric Vehicles, the EV provider that's making it easy and affordable for companies to set up salary sacrifice schemes so their employees can go electric.

'A true leader in the space, offering many different electric vehicles, plus part of the Octopus Energy Group with their recent £600m investment. We are sure Fiona will scale things even more quickly.'

P.E.A. judge Jordan Brompton

octopusev.com

Toddington is CEO of EV and sustainable energy business Gridserve, which develops and operates dependable, low-cost, clean energy solutions for critical power infrastructure.

'True innovation, with an incredibly passionate business that will reverse climate change with electric highways.'

P.E.A. judge Jordan Brompton

gridserve.com

Runner-up:

JOEL TEAGUE

FOOD & DRINK

SPONSORED BY



Winner

PAUL GABIE



Paul is CEO of ecoSPIRITS, which is pioneering the solution to single-use glass in the drinks industry with a cutting-edge refillable system.

'Providing a global spirits motorway for sustainable sipping - game-changing for spirits, wine and more.'

P.E.A. judge Stephanie Jordan

ecospirits.global

Runners-up:

CAROLINE COMPTON-MCPHERSON;
CHRIS JAUME;
LINDA ACHAN;
SOFIA PARENTE



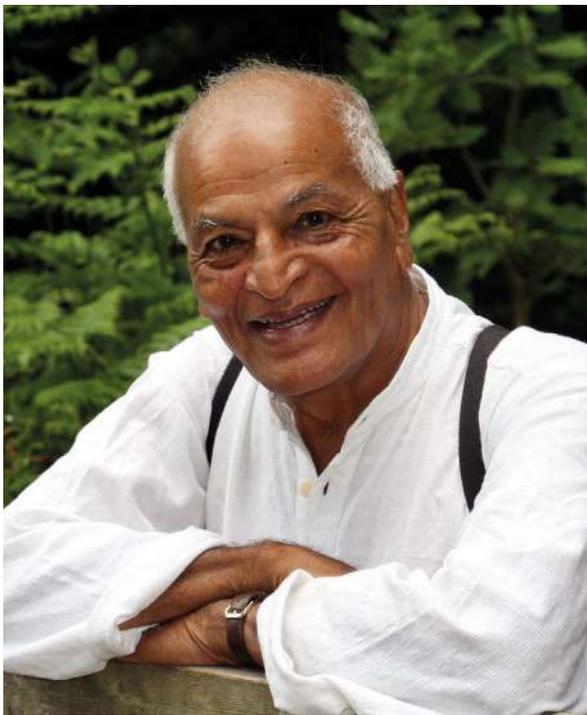
2021 P.E.A. AWARD WINNERS

GREENEST FAMILY



Winner

SATISH KUMAR AND FAMILY



Environmental activist, author and the driving force behind Resurgence magazine for over 45 years, Satish and his wife June Mitchell live and breathe a green life which has been passed on to their children, Mukti and Maya, now low-carbon lifestyle pioneers.

'Satish lives and breathes a green life which has been passed onto his children, now new-generation eco-pioneers themselves.

The impact and knowledge Satish has shared over decades via his publications, surely makes him worthy of a lifetime achievement award!

P.E.A. judge Cat Fletcher

resurgence.org/satish-kumar

Runners-up:

THE CAHILL FAMILY;
THE DALE FAMILY

GREEN PIONEER

SPONSORED BY



Winner

SAFIA MINNEY



Through her various enterprises designed to inspire climate action - including REAL Sustainability CIC and Business Declares, plus her many ethical fashion books and initiatives - Safia is pioneering Fair Trade and environmental innovation through supply chains and corporate activism.

'Safia is an icon in green business, a pioneer, a leader and an inspiration to all.'

P.E.A. judge Jayn Sterland

safia-minney.com

Runners-up:

ALICE BARDWELL;
EMMA GOULDING;
JESSI BAKER, MBE;
JO-ANNE CHIDLEY

HEALTH & WELLBEING



Winner

ROGER LEESE



The rewilding pioneer is using his commercial litigation experience at Clifford Chance to bring ESG practices to the fore of leading global companies. His rewilding project in the Highlands explores innovative virtual and digital ways to communicate the benefits of rewilding.

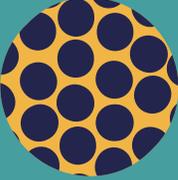
'Roger is at the forefront of rewilding, what he has achieved will have such a huge impact on our country!'

P.E.A. judge Jo Wood

birchfieldhighlands.org

Runners-up:

ETHICUL;
HELEN BEE;
KATHERINE SWIFT



**2021
P.E.A.
AWARD WINNERS**

INFLUENCER

SPONSORED BY



Winner

GREG COCHRANE



The former music journalist and host of the *Sounds Like a Plan* podcast is demonstrating how music can inspire climate action by telling positive, solution-based stories.

'Greg's podcast, Sounds Like A Plan, explores entertainment and sustainability in an authentic and exciting way. It has huge potential and we look forward to hearing more!'

P.E.A. judge Besma Whayeb

linktr.ee/Soundslikeaplanpodcast

Runners-up:

EILIDH GALLAGHER;
JOANNA ADJETEY;
LAURA YOUNG;
RUTH MACGILP

MONEY



Winner

GREEN ANGEL SYNDICATE (GAS)



Specialists in smart investments that help to mitigate climate change, GAS works tirelessly to support eco entrepreneurs to provide innovative solutions to climate change and to attain the financial reward they deserve.

'GAS is joining the dots and bridging investment with investors that care more about their cash's purpose than just profit.'

P.E.A. judge Dianne Dain

greenangelsyndicate.com

Runner-up:

TRED

NATURE

SPONSORED BY



Winner

LILLY PLATT



An inspiration for kids and adults alike, Lilly started picking up plastic litter when she was seven and has now collected close to 200,000 pieces. She speaks at high-level events and uses her social media accounts to share her experiences.

'You don't need to spend money or buy stuff to change the world - anyone can care for Nature and lead by example, and Lilly does just that. She is an inspiration for kids and adults alike.'

P.E.A. judge Katie Hill

earth.org/lilly-platt-earth-orgs-global-ambassador

Runners-up:

PREVENTED OCEAN PLASTIC;
MANKARAN AHLUWALIA



2021 P.E.A. AWARD WINNERS

PRODUCT



Joint Winners

ANDY ORCHARD

MANKARAN AHLUWALIA



TRAVEL

SPONSORED BY



Winner

REBECCA HEAPS



VEGAN



Winner

TRACEY WEST



Andy is international marketing consultant at Puro Fairtrade Coffee, which works to better align coffee with community, conservation and climate, protecting the rainforest with every kilo sold.

'Organic coffee done the right way, protecting the rainforest with every kilo sold.'

P.E.A. judge Stephanie Jordan

purocoffee.com

Mankaran is CEO of YAYZY, the carbon footprint calculator using payment data to track the carbon footprint of each of your purchases.

Providing retailer-specific sustainability data, YAYZY helps you choose where to shop for a smaller carbon footprint.

'We felt this could be an absolutely game-changing technology - human behaviour is a whopping 60% of the problem with the climate crisis, and education on what we are buying gives us more choice to live the change.'

P.E.A. judge Stephanie Jordan

yayzy.com

Runners-up:

GARY STYLES;
JOEY PRINGLE;
PRIMROSE MATHESON;
ROHAN DINN

Rebecca is Founder of Tentshare, a peer-to-peer tent matching service in the model of Airbnb, but for tents. This year, Tentshare has expanded its purpose to tackle festival waste.

'We loved this concept. So many single-use tents get bought and wasted, we need to learn to upcycle and recycle.'

P.E.A. judge Jordan Brompton

tentshare.co.uk

Runners-up:

ALICE BARDWELL;
EMMA GOULDING;
JESSI BAKER, MBE;
JO-ANNE CHIDLEY

Tracey is CEO and Co-founder of The Word Forest Organisation, a charity underwritten by Tracey's vegan principles and love for our planet, that shone an important spotlight on mental health during lockdown.

'Tracey is an absolute force of nature - and proof that positivity can get you far. It was no surprise to hear that vegan principles underwrite her latest venture, Trees are the Key, which shone an important spotlight on mental health during lockdown. Now she's preparing for the Big Green Clash - a fantastic event to celebrate plant-based athletes.'

P.E.A. judge Katie Hill

treesarethekey.com

Runners-up:

JOEY PRINGLE;
LOU PALMER-MASTERTON

Delivered with purpose

This eco delivery company shares wealth with communities

According to LocoSoco Group plc, over the next 10 years sustainability will become a multi-trillion pound industry.

The eco-friendly product delivery company has already noticed some of the world's biggest brands and companies switching to eco-friendly and sustainable alternatives due to a change in consumer buying habits – and says it's only a matter of time before the others follow suit.

'Consumers are looking for alternatives', says James Perry, LocoSoco's founder and CEO. 'They are moving away from damaging products and towards choices that are healthier both for themselves and for the environment.'

DELIVERING SUSTAINABLE PRODUCTS

James is supporting the shift from both sides, fulfilling the consumer demand for eco products while giving a platform to the rising number of products with purpose. 'We currently work with over 500 independent retailers across the UK, and have sold to hundreds of businesses, 19 councils and some corporates', he says.

LocoSoco delivers everything from food, snacks and drinks to cleaning products, refill stations and health and hygiene products, plus own-brand and safety products.

'We look for products and services that are independent, have clear sustainability goals and are about more than just shifting product', James explains. 'We also look at companies we can help become more sustainable by sharing best practice between brands. The key is that they are working

towards sustainability and contributing to more than one Sustainable Development Goal.'

During the pandemic LocoSoco put refill stations into around 300 communities, which is equivalent to 150,000 refill bottles of cleaning product and around 400,000 refillable bottles of hand sanitiser.

'LocoSoco means Local Social', James tells us. 'It has always been about making change at a local level and giving communities the tools to take on local economic and environmental challenges.'

SHARING WEALTH WITH COMMUNITIES

James feels strongly that creating a new shared wealth distribution model will help communities take charge and do their bit while being fairly rewarded for their involvement.

LocoSoco works with the pillars of a community – including its shops, schools, places of worship and sports clubs – to facilitate a new way of shopping that is both local, sustainable and online. At the same time households and businesses are encouraged to transition to sustainable products and support their communities.

'There is a huge opportunity to create shared wealth from the transition to sustainable alternatives', James says. 'It helps us to prop up the assets that bind our communities together while providing access to affordable, high-quality products, services and technologies to the millions of households and businesses in the UK.'

LocoSoco has launched MyEco.Site to allow communities to promote, sell and profit from the

transition to sustainable alternatives. 'This service is free to community organisations', James says. 'It provides a personalised webshop and LocoSoco takes care of the distribution, splitting the profits 50/50 with the community organisation.'

A BLUEPRINT FOR SUSTAINABLE COMMUNITIES

James has based his model on a typical village, with one shop, one school, one place of worship, one pub and 500 houses. 'The average household spends £30,000 per year and a village spends £15m', James reveals; 'how much of that could be spent through local, shared-wealth community assets? I believe it could be around £5m, which could add over £500,000 of profit to a community-owned company. What each community could then achieve is what we're working to find out.'

As James scales LocoSoco and continues to work with community leaders around the country, he is helping to bring positive change to the way we shop, the businesses we support and the communities we live in. 'With all the products and technologies that are coming to market, we need an efficient and economically viable way to get them into communities', James says. LocoSoco could be just the way to do it.



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

Children at Eksdale School launching the Eco-Refill station Eco Enterprise, as part of the Social Enterprise International SPEED Project in partnership with LocoSoco



PHOTOGRAPHY RICHARD PONTNER

Many of us LOVE fashion – flaws and all. With Valentine’s Day just around the corner, we wanted to tell you how, by ‘choosing love’, we can all care for our clothes and make sure they stand the test of time.

While the fashion climate crisis may seem daunting and unrelenting, there is light at the end of the tunnel.

Over recent years we have grown accustomed to the disposability of our garments. We toss them aside when they’re no longer in trend or don’t do the things they used to; in some cases we only ever wanted them for a one-night stand.

Our unhealthy relationship with clothes is underscored by research conducted by Drapers as part of a consumer study; it found that an item is considered ‘old’ if it has been worn more than twice or has been posted to social media.

Yet among the toxicity a growing audience is falling back in love with fashion – quirks and all. We’ve written previously about the secondhand market, taking care of your clothes and passing on the love after you’ve finished with a garment, so now we’re going to take it to the next level and show you some of the things we love about sustainable fashion.

LOVED CLOTHES LAST

We couldn’t not mention the famous book by Orsola de Castro, co-founder of Fashion Revolution. *Loved Clothes Last* reveals that wherever you got your clothes, they deserve to be repaired and nurtured.

We should value all clothes – irrespective of composition or price point. We can make better choices in future, but it’s important to look after what we already have – we can get through this!

CHOOSE LOVE

Remember the iconic ‘Choose Life’ slogan T-shirt from Katharine Hamnett, made famous in the ‘80s by the likes of George Michael? Well, now ‘The Love Area’ on the designer’s website contains slogan T-shirts that are helping to deliver the message that everyone is capable and worthy of love, to fight the proliferation of toxicity in the way we treat each other and the planet.

New technology is giving the repairs market a much-needed reboot, making this an option for anyone who didn’t get their nan to teach them how to sew (we’re both still trying on this).

SoJo – described as the Deliveroo for clothing alterations and repairs – is a beautiful app that connects people to local tailors and seamsters, and even delivers mended fashion pieces by bike.

ALL IN THE WASH

Communication is the key to a healthy relationship, and this is no different with clothes. Care labels will tell you how to make your clothes last longer.

Most of the energy your washing machine uses is spent on just warming the water up! Washing at high temperatures is a thing of the past; switching to warm water can cut your energy use in half.

Reducing wash temperatures and following the instructions will help clothes retain their size, shape and colour, so you’ll be less likely to throw

Model twins Brett and Scott Staniland on how choosing love can help us combat the climate crisis through fashion



FALL BACK IN LOVE WITH FASHION

them away! Eco detergents like Bio-D clean clothes at lower temperatures and provide more care for your clothes and the planet than regular options.

While many of us might think clothes can fill the void of a romantic relationship, they will only bring us short-term enjoyment unless we care for and look after them properly.

Buying hundreds of garments won’t bring you love. Brett might argue his secondhand Gucci flares do, but that’s on him.

Find out more

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



CLOCKWISE Pip and Henry designs reflect the fun of a vibrant, playful childhood; storytelling plays a key role in the shoe company's mission to inspire sustainability in the next generation

EDITOR'S INTERVIEW

First steps to MINDFULNESS

This ethical shoe company wants to create a new generation of changemakers

In the UK, we buy 60 million pairs of children's shoes each year; the majority end up in a landfill or incinerator, simply because there are too many shoes and not enough recycling solutions.

'Kids typically outgrow shoes every three to four months in the early years of their lives', explains Jeroo Doodhmal, founder of ethical children's shoe company Pip and Henry. 'An average child will own 15 pairs of shoes over the course of a year.'

Children's feet grow so fast that the average discarded shoe is far more likely to have been outgrown than damaged or broken in any way – especially in the very early stages when the child isn't even walking.

Most of these unwanted shoes end up in landfill, where they decompose slowly. '60% of shoes are made from rubbers, plastics and other synthetic materials like PVC and EVA', Jeroo tells us. '17% are leather based and the rest are textile based. Once they're in landfill, these shoes can leach plasticisers, heavy metals and other toxic chemicals into the ground and water.'

While cotton takes about six months to break down and leather requires 20 to 40 years, most shoes contain plastic-based components that last much, much longer. PVC and EVA could take up to 1,000 years to decompose.



THE POWER OF STORYTELLING

Businesses can help to reduce the number of shoes that end up in landfill by producing smaller batches. Jeroo acknowledges that adopting this approach is more expensive, but for her it also means no excess Pip and Henry stock that can't be sold.

Perhaps more importantly, Jeroo has created a business that challenges the way we think about

children's shoes in the first place. She uses storytelling to help the next generation become part of a solution to stop the problem at source.

Each Pip and Henry shoebox doubles up as a fun board game, encouraging children to use everyday household waste for arts and crafts. Jeroo has also penned unique children's storybooks aimed at inspiring and empowering children to be the change they want to see.

The main characters are inspired by Jeroo's daughter and her love of dinosaurs. 'Pip is a little girl and Henry is her dinosaur friend', she explains. 'We build stories and adventures around these brand characters to help drive eco-mindedness in kids in a fun, inspiring and relatable way. We're investing as much in the content side of our business as we are in our products, so we can grow awareness in the next generation – the kids who wear our shoes.'

RECYCLED AND REPURPOSED

Pip and Henry shoes are durable and should last at least two years – long after the average owner has outgrown them.

Customers are encouraged to send their old shoes back to Pip and Henry in exchange for £10 off their next pair. Shoes that are in good condition are donated to charity and damaged shoes are recycled or repurposed; nothing ends up in landfill.

'We've partnered with First Mile to help with the recycling process', Jeroo tells us. 'The worn-out shoes are collected and various sorting and grinding processes are used to ensure materials are repurposed to create things like playground pads and building insulation.'

PINEAPPLE 'LEATHER'

When Pip and Henry shoes reach the end of their useful life, they will degrade without leaving a toxic legacy.

The core materials used in the first range include Piñatex, a material that looks and feels like leather but is made from the fibres of waste pineapple leaves, plus recycled TPR for the soles and organic cotton for the uppers.

Future ranges could include recycled suede plus chrome-free and vegetable-tanned leathers, which go through less polluting tanning processes than traditional leather. Other organic and sustainable fabrics like jute, hemp and linen are also currently being considered.

Smaller production runs and high processing costs can mean these new renewable materials are anywhere from two to 10 times more expensive than regular materials.

'The hurdle we have to overcome going forward is the customer education piece around sustainability issues', Jeroo explains. 'Encouragingly it is growing steadily, with consumers becoming more demanding of fashion brands when it comes to responsible manufacturing.'



Browse and shop the Pip and Henry range at mygreenpod.com/vendors/pip-henry

Three friends in Birmingham were getting ready to start their careers as engineers when a curve ball sent them in a completely different direction.

While completing their studies they often searched for a healthy snack to get them through the day, only to find bars loaded with sugar and other unwanted junk. They noticed a serious gap in the market for convenient products that were holistically good for both health and the planet.

With this, nucao chocolate bars were born – soon followed by plastic-free packaging and a commitment to plant a mangrove tree for every bar sold. ‘Our long-term mission is to set a new standard in the food industry for health and sustainability’, says The Nu Company’s Austin Nelson – ‘and plant one billion trees by 2030.’

HEALTH EDUCATION

As Nu’s founding trio discovered, many snack bars carry health claims that don’t stand up to scrutiny; even if the soy protein isolate in your protein bar is organic, it’s still highly processed and not the ideal health choice.

‘Health and nutrition are neglected in society, and need to become more mainstream in discourse and education’, says Austin. ‘You start learning basic mathematics and language when you are a child; it should be the same with nutrition. Healthy life choices should be built at a young age.’

While shoppers, retailers and manufacturers all play their own key roles in supporting healthy diets and lifestyles, manufacturers hold the power of supplying what is available on the market. Austin believes they should act responsibly by supplying foods that are good for people and the planet.

‘In our eyes, the less processed the better’, Austin says. ‘The closer to nature you can keep things, the happier your body will be.’

The Nu Company’s nucao bars are loaded with high-quality organic ingredients such as hemp seeds, nuts, acerola and cacao. As the bars are entirely plant based, the carbon footprint is already lower than a dairy chocolate bar’s. The added biodegradable packaging and tree planted for every sale make the bars even more sustainable.

After the launch of nucao bars, which filled a gaping hole in the healthy convenience bar market, the friends realised there were no bars in the fitness realm that met their standards. ‘While nucao is more for indulgence and general snacking’, Austin explains, ‘numove is great as a pre- or post-workout snack, or for anyone who is physically active, as it has a higher protein content at 12 grams per bar.’

GUILT-FREE SNACKING

Nu bars are unique in that you can enjoy them with an entirely clear conscience. You don’t have to worry about putting any junk in your body or harming any animals – or your wrapper ending up in the ocean.

On top of their great taste, the feel-good bars are nutritious and you plant a tree with every bar you purchase. ‘Our bars are unique in making climate-positive consumption possible’, Austin says.

By planting trees The Nu Company is binding in 27 times more CO2 than it emits from the annual production of its bars.

In addition to the environmental benefits, the tree planting is also making a positive impact on local communities where the trees are planted; more than 88,000 working days have been created through its tree-planting efforts to date.

‘We chose to partner with Eden Reforestation Project because it is extremely transparent and provides a comprehensive service’, Austin reveals. ‘These guys keep us closely in the loop regarding how many trees have been planted, when and where they have been planted and how work is going on the ground. Aside from planting trees, they even employ locals to prevent the trees that have been planted from being cut down.’

The Nu Company surpassed its 10,000,000 tree milestone in 2021 and, with its consistent year-to-year growth, is on track to reach its target of getting a billion trees in the ground by 2030.

EDITOR'S INTERVIEW

CAN CONSUMPTION BE POSITIVE?

Meet the guys who want every beep at the checkout to signal a healthier and greener world




CLOCKWISE The numove Brownie Crunch natural protein bar; the bars are full of high-quality organic ingredients; healthy convenience on the go; team tree planting



Browse and shop the nucao and numove ranges at mygreenpod.com/vendors/the-nu-company



The solution to climate change is under our feet

10 billion
tonnes
of carbon is
stored in
UK soils

Healthy soils store more carbon than the atmosphere and all the world's plants and forests combined! But, a third of the world's soil has already been destroyed, and we're losing it up to forty times faster than it can be created. We urgently need to protect this vital resource for nature, wildlife and the planet.

Find out more:
www.soilassociation.org/saveoursoil

Why to love soil

Regenerative organic farming is key to helping combat climate change, says the owner of Britain's largest organic dairy brand

Soil helps to grow 95% of our food – yet half the planet's topsoil has been lost over the last 150 years. For Tim Mead – owner of Britain's largest organic dairy brand, Yeo Valley Organic – soil should be seen as part of the solution to our climate crisis.

What many people think of as dirt actually filters our water, helps regulate the Earth's temperature and stores more carbon than the atmosphere and all the world's plants and forests combined.

'Helping to regenerate the world's soil carbon stocks is one of our greatest opportunities to help combat climate change', Tim says. 'As farmers and custodians of the soil, it's time to recognise that our natural ally is right under our feet.'

STUDYING SOIL STOCKS

Farming is directly responsible for 10% of the UK's greenhouse gas (GHG) emissions, and Yeo Valley Organic believes that sequestration through regenerative organic farming could help to reduce atmospheric carbon levels. The business is embarking on one of the country's largest studies of soil carbon stocks on its supply farms in a bid to create an alternative to carbon offsetting.

The Yeo Valley Organic ReGeneration Project will work with farmer-led social enterprise the Farm Carbon Toolkit (FCT) to measure soil carbon stocks on an initial 25 organic dairy farms. The project will help farms to make a positive impact by locking in carbon.

AN ALTERNATIVE TO OFFSETTING

The project follows the conclusion of a five-year soil carbon testing pilot at Yeo Valley Organic's own farm in Somerset, where data showed the use of regenerative organic methods have created soil carbon stocks equivalent to 150 years' worth of the farm's emissions.

Detailed soil sampling, including over 1,300 soil samples taken at three different depths over 2,000 acres, reveals significant annual increases of soil carbon each year over a five-year period (2015-2020). This information is particularly valuable as it has been acquired using real regenerative organic farm practices rather than randomised trials.

The trial demonstrates that soil carbon sequestration is a valuable alternative to the increasingly common practice of offsetting. 'There is considerable scope for dairy farmers to be part of the climate solution

'Carbon offsetting isn't for us, and we only considered ourselves to be truly regenerative organic farmers once we started to increase our soil carbon stocks.'

TIM MEAD OWNER OF YEO VALLEY ORGANIC

through engaging in the soil health agenda', says Becky Willson, Farm Carbon Toolkit's technical director. 'This is a project that Yeo Valley Organic is pioneering, bringing together robust science and measurement on the carbon levels within the soil and farmer engagement and advice to identify improvements which will sequester additional carbon.'

SOIL HEALTH AND THE CLIMATE CRISIS

Regenerative organic farming methods will play a key role at Yeo Valley Organic this year; plans include an ambition to create one of the UK's largest areas of agroforestry, integrating trees and animal grazing in a mutually beneficial way across 600 acres of woodland in Somerset.

The goal is to increase the knowledge of regenerative organic principles and their effects on the stuff Yeo Valley and its cows love – healthy soil and lush pastures.

'Gathering data over the next 10 years will build up knowledge of how a transition to regenerative organic dairy farming can really benefit our soil, our planet, our farmers and our food production', Becky explained. 'We don't have all the answers when it comes to soil carbon, but this is the start of vital work to explore the impact of soil health on our climate crisis, and guide the actions of future farmers.'

LEFT TO RIGHT Five years of testing at Yeo Valley Organic's Somerset farm have revealed soil carbon stocks equal to 150 years' farming emissions



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



**IMAGINE A
WORLD WHERE
YOU COULDN'T
BUY TOXIC
PRODUCTS**



**SHOP AT MYGREENPOD.COM
THE UK'S ETHICAL MARKETPLACE
#HangOnToWhatYouBelieveIn**

Fresher, more natural air can help to improve concentration, mood, cognitive function and respiratory function.

For most of us, the idea of getting 'fresh' air into the home means opening a window – but this can actually make the problem worse.

Exhaust fumes, smells and potential allergens are just some of the airborne pollutants that can drift into your home from outside.

Air purifiers treat and cleanse the air in your home instead of replacing it with aerosols that are potentially more dangerous. A purifier in your bedroom will help you sleep better; if it's in your kitchen, it will mop up all manner of VOCs that are dispersed into the home after cooking.

THE PLASTICS PROBLEM

The problem with traditional air purifier machines and HEPA filters is that they are extremely plastic heavy. Fibreglass is used in the filter material itself, and on the outside they are moulded around a plastic shell, which can often include things like plastic catches, springs and locks.

'15 million of these used plastic filters are sent to landfill every year', says James Whitfield, co-founder and managing director at briiv. 'That's equivalent to 6,000 tonnes of a non-biodegradable material that will be with us for millennia.'

Filters for the briiv air purifier aren't made, they're grown; they don't require massive amounts of energy and resources to create and acquire, which James says makes briiv 'far and away the greenest producer in this industry.'

'In stark contrast to every other air purifier and filter on the market today, the body of the briiv air filter biodegrades naturally', James explains. 'The unit is made of 100% bioplastic derived from elephant grass, which can take up to six years to

EDITOR'S INTERVIEW

Filtered by nature

This biodegradable purifier harnesses natural materials to clean the air in your home or office



fully biodegrade. Unlike plastics, which take far longer to break down and leave a trail of microplastics in our soil, air and water, bioplastics degrade into something the soil can actually use again.'

NATURAL AIR FILTRATION

The briiv cleans the air by pulling it through a series of extremely fine nets and three layers of natural, fully biodegradable filter made from moss, coconut, carbon and silk.

The inherent structure of the moss – a lichen commonly (and confusingly) called 'reindeer moss' –



Discover why the **briiv air purifier** is a **My Green Pod Hero** at mygreenpod.com

has been found to naturally absorb particles such as allergens and other pollutants. The coir fibres are reconstituted from the waste produced by other industries that use coconut material.

Activated carbon is famed for its powers to absorb VOCs and other harmful pollutants. 'We fabricate this material and we have engineered a bespoke method of blending it with peace silk to create an ultra-fine filtration layer with a great surface area and incredible capture properties.'

The result is extremely beautiful and also incredibly effective, as each of briiv's filter layers targets particles of different sizes. The moss material is great at picking up pollen, dander and other allergens while the coir can collect particles like mould spores and bacteria. The bespoke Silk Matrix filter can capture particle sizes down to 0.3 microns, which includes harmful fine dust and larger viruses.

'Viruses are a tough subject for air purifiers in general', James acknowledges. 'They can differ vastly in size, with some too small for even the most effective pure HEPA filters to absorb. Coronaviruses for example generally range from 0.1 to 0.5 microns; with Covid-19, the common consensus is that the virus size is about 0.125 microns. Any air purifier maker would have to be very careful making promises about this as they have a responsibility to be transparent and truthful.'

SAVE MONEY AND ENERGY

The briiv unit will improve the air quality in a 36m² (387ft²) living space in just one hour – though it is designed to sit near you and produce effects much faster. 'In essence it can create a personal zone or draft of very high-quality air', James explains.

It's easy to keep the briiv close thanks to the 5v USB connection that powers the unit. This also makes the machine incredibly energy efficient: it costs just £2 a year to run. The unit cost is £299.99 and replacement filter packs, at £35 per year, are among the cheapest in the world.

'These factors give briiv the lowest five-year calculated cost of any available air purifier', James tells us. 'Air purifiers from some well-known brands will cost you up to £970.89 over five years.'

This is only the beginning for briiv, as James already has an exciting new version of briiv in the works as well as green innovations that will offer sustainable alternatives to other home appliances. We can't wait to see what the company comes up with next.

CLOCKWISE The briiv air purifier uses natural filters encased in bioplastic; it can be moved around to create a personal zone of high-quality air





Ethics at play



This reinvented classic has been designed for a modern, sustainable audience

The UK's toy market is the largest in Europe, and the fourth largest in the world. In 2020, we spent a dizzying £3.3 billion on 330 million toys. Many of these toys are made from plastic and can be prime candidates for landfill.

The British Heart Foundation has found that, on average, a child loses interest in a toy within just 36 days, and that there could be as many as 162 million unused toys in UK homes.

The environmental impact of unwanted toys is potentially huge, and something Matt Wright set out to address when he launched his family business, PlayPress. 'We are trying to make something that can compete in the same space as the plastic toys', he tells us, 'but with a much smaller environmental impact.'

REINVENTING AN OLD FAVOURITE

Slotted, board-based toys have been around for a generations and they still have huge appeal, but the shapes can be quite basic; they can feel more like the components of a model-building exercise than a playset. They tick the sustainability box but can't compete with plastic when it comes to durability and detail.



CLOCKWISE
The PlayPress
Dinosaur Roar!
playset is a
top seller; the
just-launched
Shaun The Sheep
set; each playset
encourages open
and hands-on play



Matt's solution was to take the playset concept we all love and give it a modern makeover. After 'a lot of trial and error' he discovered playboard, a composite of sustainable papers and board, sourced directly from a mill that uses only materials from FSC-accredited sustainable forests.

'Playboard is really strong, durable and free from any nasty chemicals', Matt tells us. 'The inks, glues and varnishes are vegetable based as well. The materials we use keep the detail prominent, which enables a much greater open-play experience and allows for deeper discussion between parent and child. The building of the sets also encourages problem solving, dexterity and all the motor skills.'

The packaging converts to a 3D play scene, which supports the mission for PlayPress to be a zero-waste company producing thoughtful pieces that allow kids to play as freely as possible.

'It's always incredible to see how imaginatively kids play with the sets, Matt says. 'They are really great for making up and telling stories – and learning through hands-on play is what we are all about.'

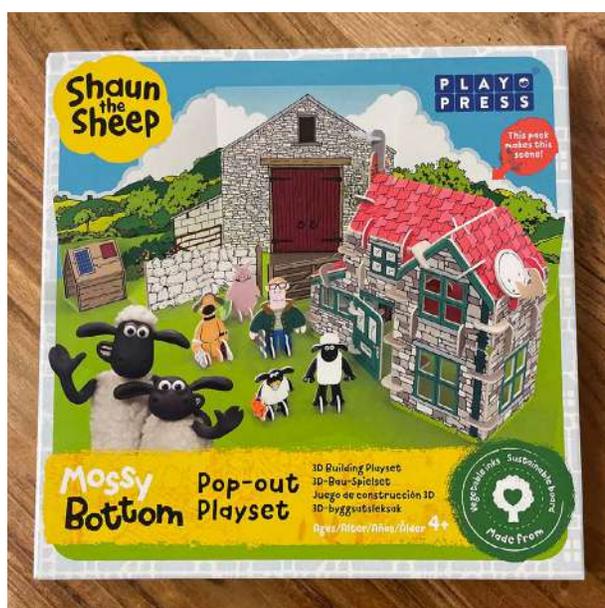
BESPOKE PLAYSETS

Matt acknowledges he was lucky to have had lots of Lego and Playmobil toys as a child. 'They really inspired me', he tells us. 'I had an amazing Lego city

growing up, but that won't be available to everyone. I figured we could create our own world with a big focus on sustainability and affordability, so over time children could gradually build a whole PlayPress city using their pocket money!'

The bestselling PlayPress sets are the Gruffalo, Zog, Dinosaur Roar! and RNLI boat playsets – and the just-launched Shaun The Sheep set looks like a strong candidate for the list. PlayPress-branded toys like the Space, Farm and Animal sets are also selling well. 'It's so much fun designing a world when you can make anything', Matt says. 'Sometimes we like to take a bit of a risk and just go with something we would love to see.'

PlayPress also creates bespoke branded playsets; the first collaborations were with the RNLI and the Science Museum, so those sets will always have a special place in Matt's heart. 'We have some exciting projects ahead with the House of Commons and Julia Donaldson', Matt reveals. 'We love to work with museums and galleries, so if you have ideas for a product please get in touch!'



Browse and shop the PlayPress range at mygreenpod.com/product/playpress

Think Valentine's Day and it won't be long before your mind settles on an image of a red rose; to many, a dozen of them will say 'I love you' like no other gesture on Earth.

In Greek mythology it is believed that the red rose was created by Aphrodite, the goddess of love, and the flower has been deeply entrenched in our history, culture and understanding of romance ever since.

When interest in floriography – the 'language of flowers' – grew in Victorian times, giving a red rose became the fashionable way to communicate love on Valentine's Day.

The problem is that English roses bloom from March to June, meaning they miss February and the flurry of Valentine's Day completely.

ROSES AND AIR MILES

To satisfy demand, roses are flown to the UK from Kenya, Ethiopia and Latin America. In Colombia there are some fabulous Fair Trade growers with stringent conservation and management policies; they pride themselves on their low carbon footprint, but their roses still have to be flown to Britain – often via Holland, which clocks up even more air miles.

The question is, why fly flowers halfway round the world just to tell someone you love them? The UK has some stunning and sustainable alternatives that still deliver the wow factor, which is why you won't find a single red rose in our studio this Valentine's Day.

AN OUTDATED TRADITION

To me the giving of red roses is outdated and makes no sense; it's time to break the habit and start a new tradition that is kinder to the planet – and this year that's exactly what I'm going to do.

I am looking at how I can create a more sustainable alternative by giving flowers that aren't roses. To me it's about consciousness; my decisions may never be wholly perfect, but by making small, considered changes I will be helping to do my bit while providing a new, more sustainable option that will help other people to make a small change, too.

THE NEW STAR OF THE SHOW

This year at Brook & Earl it will be all about the tulip, and particularly ones grown in the UK. Smith & Munson grows its stunning stems under glass in South Lincolnshire; with five generations of expertise, the family business certainly knows a thing or two about growing beautiful blooms.

Red tulips will take centre stage in our simple and understated bouquets, and their more contemporary sister – the white tulip – will also have a huge role to play.

If you're a florist or simply buying flowers to communicate your love, this year you have the option to choose consciously and help to show your love for our beautiful planet as well.

Find out more

Find Valentine's inspiration at brookandearl.co.uk or on Instagram: [@brookandearl](https://www.instagram.com/brookandearl)

UK-grown tulips will take centre stage in Brook & Earl's sustainable Valentine's bouquets



THE VALENTINE'S DAY FLORAL REBELLION

Jane Bradley, founder of Brook & Earl, explains why she won't have a single red rose in her mindful floristry studio this Valentine's Day



FALL IN LOVE WITH CLEANING

These refillable cleaning products are so impressive that customers have signed up to start selling them themselves



The UK's ethical cleaning products market is booming, with sales reaching £68m in 2019. Despite a growing sector bursting with small and often independent brands, most supermarkets' household cleaning aisles remain largely unchanged, dominated by the big names and usual suspects.

This suggests smaller companies are finding innovative ways to get their non-toxic cleaning products (and refills) to increasingly savvy customers – and that it's working.

AVOIDING THE SUPERMARKET

Helen Bee, founder and CEO of Clean Living, decided not to sell her range of ethical cleaning products in supermarkets. 'It adds unnecessary journeys that contribute to CO2 emissions', she tells us. 'We believe it's better to go direct to the customer.'

Helen's previous roles in natural health and beauty retail showed her just how effective direct selling can be. 'I've seen first-hand how it can build a strong relationship with customers and get a brand's message across effectively', she explains. 'Our Brand Ambassadors do this through sampling, demonstrations, events, promoting on social media, sharing with friends and family and creating online groups around their existing commitments.'



Clean Living Brand Ambassadors earn an income from sharing the product, and support Helen's goal to create a community of people who are passionate about doing their bit to tackle the climate crisis. 'So many of us feel helpless when we see headlines spelling doom for the planet', she says. 'There is power in people coming together to help the environment, which really is the only way we will change the fortune of our planet.'

BIODEGRADABLE FORMULATIONS

Many Clean Living Brand Ambassadors have no previous experience in selling or cleaning, but are growing great customer bases because people fall in love with the cleaning products when they try them.

Clean Living was the first UK company to launch biological cleaning products in refillable aluminium bottles. 'Our plant-based formulations use live healthy bacteria to attack dirt and grime, replicating exactly how nature cleans', Helen explains. 'They also biodegrade within a month of entering our water systems.'

As well as the usual Multipurpose, Glass and Bathroom Cleaners, Clean Living has developed a Limescale Remover, Odour and Spot Eliminator, Drain Maintainer and much more, making this a really comprehensive range.

The multi-award winning Complete Cleaning Kit – voted Best Refillable Household Product by *The Independent* in February 2021 – provides products for the whole home, and comes in a handy card caddy to further reduce the need for plastic.

NEVER RUN OUT

A refill subscription service is available to help customers avoid being forced to restock at the supermarket. 'We know that it can be difficult to make the switch to eco cleaning, and it's tempting to reach for a plastic-filled product on the supermarket shelf', Helen acknowledges. 'That's why we offer the refill subscription service.'

Clean Living's subscription customers can simply select which products they want to receive and how often. There is no minimum spend and it's completely flexible.

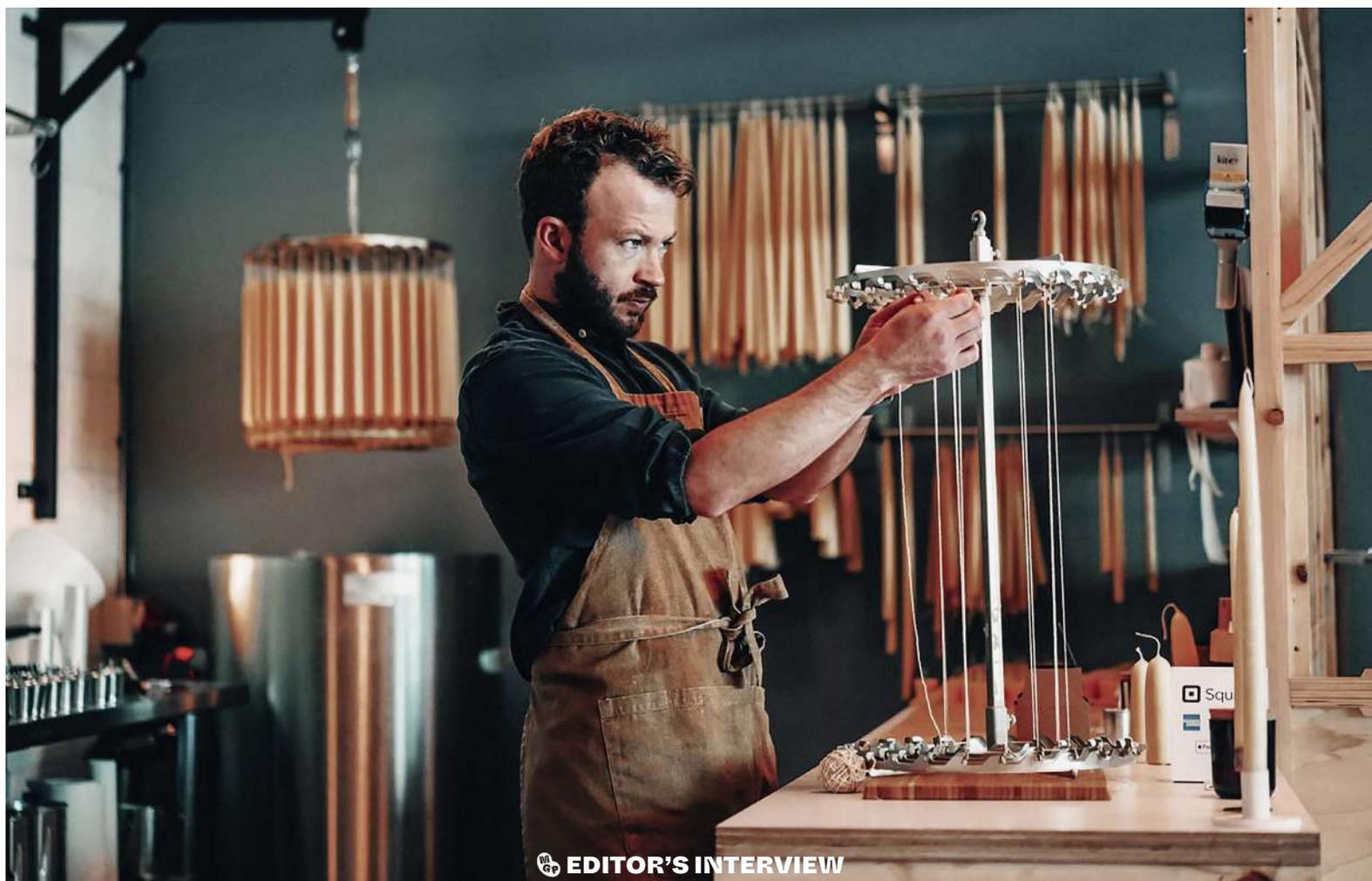
The refill sachets are made from a foil mix because the bacteria inside would eat away at paper or compostable sachets. Freepost return envelopes are provided so customers can send empty sachets back to Clean Living, which has a closed-loop recycling agreement with a company that disposes of them responsibly.

When Helen launched Clean Living in 2018, her main motivation was to educate and help us to think about what we're cleaning with, what it contains, how it's made and what will happen to the packaging afterwards. 'I hope that the lessons people learn being a customer of ours will be adopted in all their consumer decisions', she says.

CLOCKWISE Clean Living's multi-award winning Complete Cleaning Kit comes with a card caddy; founder Helen Bee; the aluminium bottles are refilled using sachets topped up with water



Browse or shop the Clean Living range at mygreenpod.com/vendors/clean-living



EDITOR'S INTERVIEW

GLOW ORGANIC

Introducing the UK's first manufacturer of certified organic candles

In Roman times, humans used dipped candles made from animal fat and twine. In China the preference was for whale fat while in ancient India, the use of boiled cinnamon and yak butter gave rise to the first scented candles.

By the 19th century candles made from inexpensive paraffin wax were being mass produced to supply huge demand. Many candles today are still made using paraffin, which is distilled from coal and oil shales, and most others are made using genetically modified soy wax.

'The toxicity of burning paraffin within the home is a big concern', says Fraser Malyk of Yorkshire-based Skär Organics. 'Genetically modified ingredients present many other issues at source – and most candles will also use bleached, GM cotton wicks.'

CERTIFIED ORGANIC CANDLES

The opportunity to create and launch a product that would disrupt a long-established industry appealed to Fraser; before founding Skär Organics his family had, for several years, been making beeswax candles for family and friends as a way to control the ingredients and ensure that they were natural.

'We landed on a product that we love, where there was also a great opportunity to add value to an industry riddled with poor ingredients and false claims', Fraser explains.

While many candles are advertised as organic, Skär – which is Old Norse for 'clean' or 'pure' – is the UK's first manufacturer of organic candles, certified by the Soil Association. 'I think we are possibly the first manufacturer within Europe', Fraser says. 'We have only noticed two or three smaller manufacturers with certification internationally.'

NO COMPETITION

Given the use of candles for wellbeing and their history of pure ingredients, it's surprising that other manufacturers aren't lining up to achieve organic certification. As part of Skär's Soil Association certification, all its suppliers must be approved and Skär's processes and records are reviewed in annual inspections.

For Fraser, the lack of competition is down to insufficient public demand; he feels there's still a big education job to do as many people still understand 'organic' to mean 'natural', so there's no incentive for larger candle manufacturers to invest in organic ingredients and processes.

'The cost of the ingredients and the lack of access to suitable wicks have been our main hurdles',



CLOCKWISE Fraser Malyk is helping to keep artisan chandlery skills alive in his Skär Organics workshop; the certified organic beeswax candles

Fraser explains. 'It has also been challenging to achieve the right blends to deliver a competitively priced candles. Our ingredients will likely cost up to five times more than the typical 'essential oil candle' – and organic beeswax can be up to 10 times more expensive than normal beeswax.'

SUPPORTING BEES

Opting for candles made from organic beeswax protects the beekeepers and the bees from exposure to pesticides and fertilisers; the standards for organic beeswax cover the management of the hive to ensure the bees flourish.

'With certified organic beeswax candles comes the confidence of knowing exactly what is in the candle', Fraser explains – 'plus the knowledge that the story of these candles benefits the rivers, farmers and soil at source.'



Browse and shop the Skär Organics range at mygreenpod.com/vendors/skar-organics

TOMORROW'S ENERGY

A new energy system will see you generate, store and use your own renewable power – and it's closer than you think

The electrification of our homes and planet has come hand in hand with a rapid expansion of more efficient electrical devices – from LED lights and electric heaters to electric vehicles (EVs) and computers.

Powering these electronic devices with home-generated renewable energy – from solar panels or a wind turbine, combined with a home battery system – provides an opportunity to simplify and decentralise the energy network. With this comes greater energy independence, higher levels of energy security and safety – and, perhaps best of all, no energy supplier bills.

A CONTROL MECHANISM

Mark Millar, CEO of Puredrive, is on a mission to help people disconnect from what he sees as an outdated energy network we inherited in 1886 from Nikola Tesla's AC-based power distribution network.

'Tesla's AC model made energy more efficient and accessible, removing the restrictions of Edison's hyper-local DC energy network', Mark explains. 'He never envisioned it could be used as a control mechanism to be managed by the few. Businesses saw the opportunity to monetise and control energy distribution, which eventually led to the AC distributed electrical network that remains the current paradigm.'

The same centralised energy system is still firmly in place today, and remains managed by a handful of players. 'Globally there are probably five large companies, creating almost a monopoly considering the size of the global market', Mark tells us. 'The capital costs required to enter this market present the biggest barrier to entry. Smaller energy suppliers have tried to differentiate through services and procure through the wholesale market, but as we see again and again, wholesale pricing increases lead to the demise of smaller energy suppliers.'

In addition to wholesale cost increases, bill payers also face the issue of energy inflation. It has always outpaced general inflation – over the last 15 years energy inflation has been 4.5% compared with general inflation of 2% – but energy inflation has recently accelerated.

The distribution network is also largely unchanged, with stations predominantly powered by the same fuels – though the share of fuel types has changed over the years. We now have less coal and more gas, plus nuclear and renewables, too. Yet while wind and solar are included in the mix of energy supplied, these sources of power mainly still hook into the current centralised system.

For all these reasons, it's no surprise that people are looking for alternative home energy solutions that are sustainable and secure. 'From what we understand, there is a growing desire for homeowners to take more control of their own energy', Mark says. 'With so much uncertainty in the world, both locally and globally, a more self-sufficient energy option is being sought – one that is greener and creates greater energy independence.'



FREEDOM FROM A CENTRALISED SYSTEM

Puredrive's PureStorage AC battery system was shortlisted for the 'Most Innovative Product' award at the Solar & Storage show in November 2021, where the company also presented a new product: an EV charger that can operate with a home battery system, and that can even charge using electricity generated from your own solar panels.

With a smart option to operate with variable rate tariffs, this could be an exciting solution for anyone drawn to green power, a lower carbon footprint and energy independence.

The release of the charger and complementary products from Puredrive marks what Mark describes as energy's 'red pill, blue pill moment': we can choose to take control of our own energy, or remain tied to the centralised power paradigm.

The EV charger itself is not the solution; rather than simply taking power away from the system Mark is trying to overturn, he wants to inspire a completely new way of thinking. By combining the green EV charger with home insulation, solar and wind, a battery and an air-source heat pump for hot water and heating, we could turn the power paradigm on its head.

Mark draws parallels with electric cars, which he says are currently supporting the centralised system. 'EVs are mainly being designed to match the appearance and performance of traditional petrol cars – going 0-60mph in less than two seconds', he says. 'It's an old 'petrolhead' mentality, arguably required to show that EVs can match the capability of their petrol forerunners.'

For Mark, moving towards an electric car design that's more fit for purpose would make it possible to power your home and also your EV through self-generated energy.

'Several years ago I led a project to electrify tuk-tuks', Mark tells us. 'It became apparent that the vehicle, plus the driver and a load, could be powered with just one 5kWh battery per day – very different from the 90kWh battery currently used in Teslas – that could easily be charged in the evening for use the next day.'

Mark assures us that he's not advocating a move to tuk-tuks, but says this example reveals how the potential – and the opportunity – for self-powered homes and cars is drawing closer.

UNDERSTANDING COSTS AND SAVINGS

Moving to a sustainable and independent energy supply requires quite a bit of kit, and for many the upfront cost is the barrier – more so than ever now the government has withdrawn financial support for domestic solar and wind installations.

For Mark, queries around cold, hard cash are reminiscent of payback calculations for retrofitting double glazing to homes. 'Today there is no cost for including double glazing because it is integrated into every newly built home', he says. 'No one seems to ask about the payback any more; once we understand that certain products are just the right thing to do, the question of finance seems to evaporate.'

Yet prices are important, and fortunately they are relatively low. Costs would be recouped if all new homes were fitted with a high standard of insulation, solar panels, battery storage, a green EV charger and an air-source heat pump with a COP (Coefficient of Performance) value of three or more. They have been estimated at an additional 2% of the total cost of an average home build, but this doesn't factor in the considerable cost and time savings of removing the need for a gas distribution network. Under this structure the grid would be used as a back-up to distribute renewable energy that has been locally generated.

'One of our projects in social housing successfully reduced a three-bedroom home's grid energy usage from 40kWh per day



CLOCKWISE
The Puredrive
PureStorage home
battery system;
the team completes
a PureStorage
battery installation;
the Puredrive team

to 8.5kWh per day', Mark reveals. 'That was two years ago, with a relatively small solar array. The key is to minimise the home's energy requirement and grid use.'

AN INDEPENDENT ENERGY SYSTEM

While Mark's vision sees the grid as a back-up service provider, it is possible to power a house with entirely home-generated renewable energy.

Currently, the average daily solar generation potential of a UK home is 18kWh. A home kitted out with eco products and an electric car would use 19kWh – 15kWh of electricity and an average daily EV charge of 4kWh – so on average we are already very close to the target. 'These calculations only consider daily energy averages', Mark explains. 'They don't factor in seasonal variations in solar generation, but they provide an important starting point.'

In a bid to help realise a transformed energy system that gives homeowners control of their energy and bills, Puredrive will launch its EV charger – which integrates with its battery system – to the public this year.

The charger and battery will be supported by the release of two other home products that have been designed to achieve the company's mission of decoupling our dependence on the grid, providing higher levels of energy security and supporting the decarbonisation of the home.

With this new technology and joined-up thinking, the possibility of a renewable, decentralised, secure, safe and independent energy system is closer than it has ever been.



Discover why the
**Puredrive Pure-
Storage II AC Battery** is
a **My Green Pod Hero** at
mygreenpod.com

‘No one cares about your climate emergency’

Fully Charged’s Dan Caesar says we must ‘give up or get smart’ as we face the climate crisis

When you’ve obsessed about climate change for many years, the almost daily apathy is borderline intolerable. Why don’t they get it? Why won’t they act?

Those who watch the Fully Charged Show and read My Green Pod care more than most, but beyond those bubbles there is a strong sense that the average person is disengaged.

As communicators it’s our job to persuade people that ‘another way’ is indeed possible, but our experiences around COP26 felt like several buckets of cold water in the face.

TIME TO GET SMART

In advance of our electric trip to Glasgow, we aired two specially commissioned pieces of content – #StopBurningStuff and Talking About Our Generation. From a viewership perspective the latter, in particular, performed poorly.

While the ratings for these episodes were high, and the praise received was fulsome, far fewer members of our audience watched these episodes than would watch an episode on electric cars.

This was a depressing reminder that if we are expecting humanity to act *en masse* to abate the climate catastrophe, we might be waiting an awfully long time. Time that people – especially in the subcontinent – simply do not have. There are two options, then: give up or get smart.

THE BIGGEST GIFT WE’LL GET

Having promoted cleaner, greener energy for two decades, I can say with absolute certainty that electric cars are the biggest gift that we will ever get. They represent the greatest opportunity to change minds and to get people to engage with energy.

I should say at this point that we believe in smaller, lighter, longer-lasting, more shareable and critically far fewer cars, but they must be battery electric.

ELECTRIC CAR CONVERTS

As superficial (and preposterous) as cars are, they are arguably the most ‘moving’ purchase people make. Car advertisements have long traded on our emotive instincts, and it seems to us that better (electric) technology, not climate concern, is the thing most likely to move the needle.

The engagement Fully Charged receives around electric cars eclipses everything else, and by a distance. But the journey Fully Charged has seen a thousand times before is of an electric car convert, inspired by their purchase, who radically rethinks their relationship with energy.

A GROUP RECEPTIVE TO CHANGE

We’ve lost count of the electric car owners who have installed a car charger (often solar powered), switched energy tariff and then sought to transform the impacts of the transport they use and the energy they consume.

In December 2021, more than 26% of all cars sold in the UK were pure electric, and this change is only accelerating. We should do everything to encourage this switch and to get in its slipstream. And for those who promote sustainable

technologies, we would say identify the electric car owners and you will find an audience of people who are extremely receptive to change.

TOMORROW’S CONSUMERS

Whether we’re talking about the shift towards heat pumps or meat alternatives, the early mainstream group of electric car owners will be the next wave of sustainable consumers.

Let’s harness the energy of the electric car revolution, and put it to positive use.

Find out more

- The Fully Charged Show releases one podcast and four episodes a week on its YouTube channels (Fully Charged and Fully Charged PLUS), and hosts Fully Charged LIVE events around the world (Europe, UK, USA and Australia). Discover the content at fullycharged.show



PHOTOGRAPHY ISTOCK


 EDITOR'S INTERVIEW

Eco-chic romance

The award-winning Sardinian resort that's helping couples celebrate their love in freedom

CLOCKWISE Guests can enjoy a romantic dinner on the beach; the resorts are geared around freedom in luxury; the locations stretch across the stunning and rugged coast of north Sardinia

Delphina Hotels & Resorts is best known for helping guests experience five-star luxury in freedom; its resorts are nestled among native trees and framed by wild, rugged coastlines.

The buildings are so sensitively landscaped that they're barely visible from the crystal blue waters, yet on reaching the shore guests enter a five-star paradise built around thalassotherapy, luxurious spas, wellness centres and the finest local wines and cuisine – often prepared using ingredients grown on the resort's own grounds.

Now this romantic philosophy of freedom has been extended to the way Delphina handles honeymoons, proposals and anniversaries. Its new programme to help couples feel *liberi* – or free – looks set to boost Sardinia up the rankings of the world's most romantic destinations.

A NEW WAY TO CELEBRATE LOVE

Delphina has 12 five- and four-star hotels, six spa and thalassotherapy centres, exclusive residences and villas in north Sardinia, all immersed in green Mediterranean gardens overlooking the sea

between the Costa Smeralda, La Maddalena, southern Corsica and the Gulf of Asinara.

'Five stars are not enough for us', explains Delphina's Elena Muntoni. 'We propose a new way of celebrating the feelings of two lovers: making them feel free. Free to choose, because each couple is different and special.'

Couples can enjoy an 'Intense proposal' or choose from a selection of experiences. 'Family moons' allow newlyweds to enjoy a honeymoon with children, and couples can hire private boats, exclusive guides for land excursions and qualified instructors for canoe tours that end with a swim in a hidden cove. In the evening guests can enjoy apéritifs at sunset, romantic dinners on the sand and even a private driver for late-night fun on the Costa Smeralda.

'In all these years, we have realised that couples are looking for trips and moments just for them,

to rediscover that psychophysical wellbeing that only a holiday in contact with nature and a destination as suggestive and exotic as Sardinia is still able to offer', Elena adds. 'Our task is to interfere as little as possible with this suggestion.'

AWARD-WINNING SUSTAINABILITY

Delphina Hotels & Resorts was crowned the World's Leading Green Independent Hotel Group at 2021's World Travel Awards, where it was also named Italy's Leading Hotel Group for the second year running.

Delphina's Resort Valle dell'Erica Thalasso & SPA was named Europe's Leading Green Resort for the third year and Italy's Leading Green Resort for the second year, while its Resort & SPA Le Dune was crowned Italy's Leading Beach Resort.

This sustainable journey began even before the birth of the structures, which are deliberately no more than two storeys high and use materials that have helped to regenerate centuries-old local skills. The family-run chain was the first Italian hotel group to use entirely green and renewable energy across its full portfolio, and in-resort transport is electric.

Delphina's approach to sustainability is authentic and evident in the smallest details – from the eco paper and mineral-free inks in the brochures to the natural products in the spas. Healthy cuisine is promoted across the resorts, while excursions, led by locals, allow guests to understand the traditions of the island's communities. The land around the resorts is either left wild or planted with local flora. We can't think of a better place to celebrate love in utter freedom and luxury.

Find out more

■ For bookings, rates and tailored experiences, visit delphinahotels.co.uk



Discover why Delphina 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 a huge bundle of organic candles, sustainable toys and eco cleaning products – to help set you up for a lighter lifestyle.

To enter and view any Ts & Cs, visit mygreenpod.com



WIN

A NUTASTE BOX FROM THE NU COMPANY

Four readers will get a great introduction to the nu company with this box of six nucao chocolate bars (Like Milk Creamy Noisette and Crisp & Crunch) and six numove protein bars (Cookie Dough and Brownie Crunch).

Deadline for entries:
14.05.22

nu+company



WIN

A GANDERS GOAT WALKING EXPERIENCE

One winner will get a guided tour of Ganders Farm from special waking goats! If time allows the winner's group (of up to four people) will get a chance to feed and groom the goats as well.

Deadline for entries: 14.05.22



WIN

A COMPLETE CLEANING KIT FROM CLEAN LIVING

This is your chance to get hold of the bestselling products from Clean Living's multi-award winning eco-friendly cleaning range! This comprehensive kit of refillable cleaning products comes with a handy cardboard caddy and eco accessories to make cleaning your home a breeze.

Deadline for entries:
14.05.22



498 Refills!



A LOCOSOCO ECO-REFILL STARTER KIT

Bag one of three refill stations - containing 498 refills of Delphis Eco cleaning products - for your business, school or organisation.

Deadline for entries: 14.05.22



WIN A SET OF THREE PLAYPRESS PLAYSETS

We're giving away a set of award-winning and eco-friendly playsets from Playpress - in Space Station, Gruffalo and Space Ranger designs. They are perfect for kids aged four to 10.

Deadline for entries: 14.05.22



WIN

A BRIIV AIR FILTER AND 12-MONTH FILTER PACK

One lucky reader will receive a briiv Air Filter, which has the purification power of 3,043 medium-sized houseplants and uses 100% renewable and natural materials, including moss and coconut. A 12-month filter pack is included with the prize.

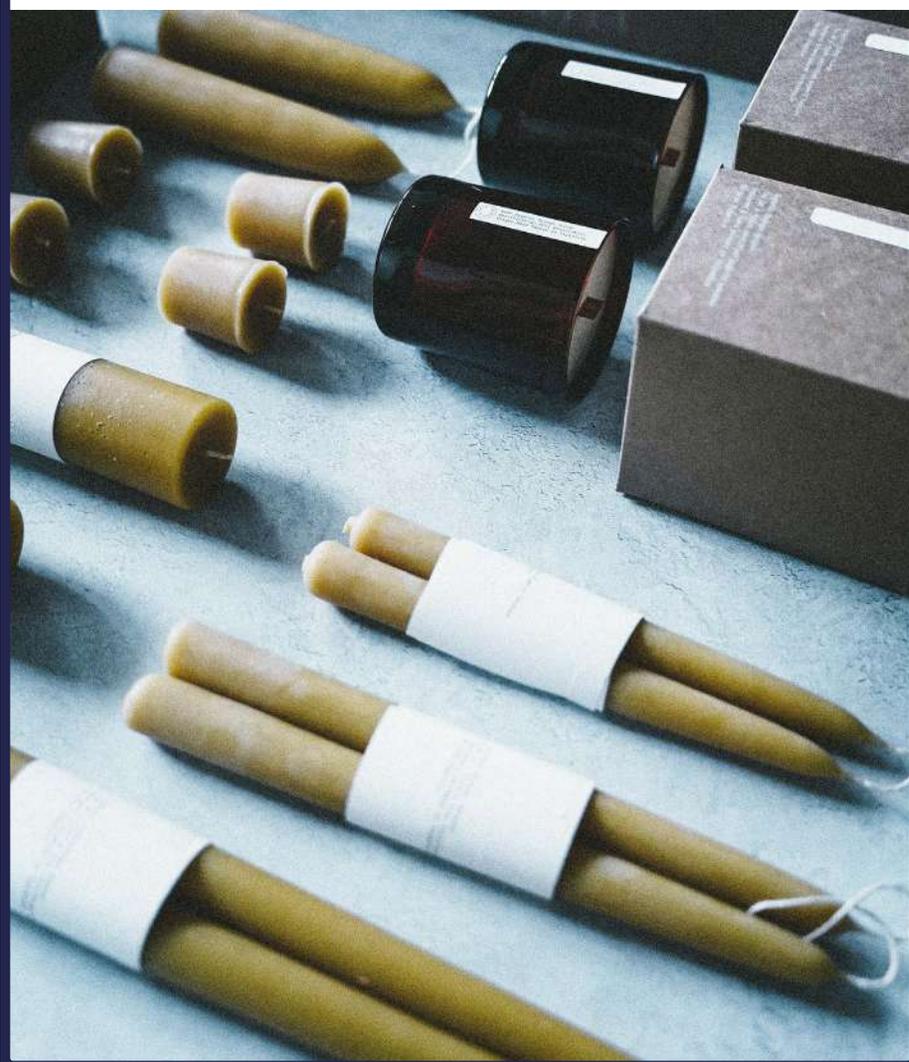
Deadline for entries: 14.05.22

WIN

A SKÄR ORGANICS ORGANIC CANDLE BUNDLE

This bumper set of organic candles contains dinner and pillar candles in three different sizes, plus two scented candles and a box of eight votives - all made from luxurious and pure beeswax.

Deadline for entries: 14.05.22



WIN

A LOCOSOCO HAMPER

Eco delivery company LocoSoco Group plc has put together three fantastic hampers crammed with sustainable goodies - including drinks, snacks, food and household products!

Deadline for entries: 14.05.22



LET'S BUILD A CLEANER,
GREENER BRITAIN



octopus energy

