



**STOCKHOLM+50**  
Jonathon Porritt asks whether the Declaration will be worth the paper it's written on

**SAVE THE WORLD**  
The music track launched to raise funds for MAPA – and how listening could help save the world

**JOIN THE FAN CLUB**  
How onshore wind projects are helping to slash energy bills for local communities

**UNROLLING THE DOUGHNUT**  
Find out what happened when Leeds got a taste of the Doughnut



# WORLD ENVIRONMENT DAY

# CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE

# Welcome to My Green Pod Magazine!



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

50 years ago, the first United Nations conference on the human environment took place in Stockholm. Two things that came out of that meeting were the creation of the United Nations Environment Programme (UNEP) and the naming of 05 June as World Environment Day.

This year's World Environment Day will be hosted by the Government of Sweden, in partnership with UNEP. Its theme, 'Only One Earth', is meant to remind us that Earth, our only home, has finite resources, and that we must all live sustainably and in harmony with nature if we are to survive as a species.

The same motto was used for the 1972 Stockholm Conference where it all began. Five decades later, international figures are meeting at Stockholm+50 (02-03 June) to accelerate our shift to sustainable economies, green jobs and a healthy planet, with no one left behind. We must hope that the Declaration that emerges is clear and enforceable, so governments are forced to act while there is still time.



## ABOUT US

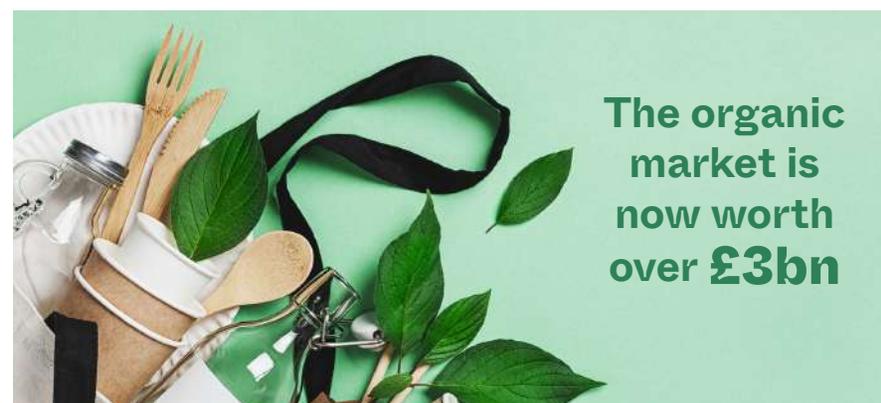
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We must act fast to support those already affected by climate change, such as the Maasai in Tanzania



# The real story behind Stockholm+50

Helena Lindemark, founder and vice-chair of the 2022 Initiative Foundation, shares how to get engagement for a UN conference

Let me tell you a rather well-kept secret. This secret is something that Sweden and the team behind Stockholm+50 could (and should) be proud of, which is why I want the world to know about it.

The Stockholm+50 UN International Meeting is actually a concrete example of Sustainable Development Goal 17 – Partnerships for the goals.

## CHANGING LEGISLATION

The story behind Stockholm+50 is indirectly related to a positive result from an advanced international training programme I led in 2002, during which 25 high-level participants from 20 countries developed projects for change.

Following exchanges with Swedish actors and participants from Africa, Asia and Latin America, the participant from the Chinese Environmental Protection Agency, Mr Li Xinming, decided to change his project. He asked if it would be OK to work on including the requirement for public participation in the Chinese Law for Environmental Impact Assessment (EIA). I of course answered that yes, that was a great idea! I was very impressed when I later discovered that, in less than two years' time, the Chinese legislation was changed to that effect.

## APPROACHING A SILENT SPRING

Inspired by the impressive results of the Chinese participant, in 2014 I decided to start the purpose-driven company Sustainable Development Sweden AB to accelerate sustainability. Sweden is often seen as a role model within sustainable development, and the company's name and purpose cried out for a bigger project.

When I was looking for that bigger project, I found a physical copy of Rachel Carson's *Silent Spring* – published in 1962 – in my parents' home. Until then I had only been talking about the book in trainings. I realised that we are actually approaching the silent spring she wrote about.

I started to work in sustainability because of the Rio Conference, which took place when I worked at the UN in Bolivia. That in turn made me realise that one of the main reasons why Sweden is many times seen as a role model within sustainable development is that the brave political leaders at the time proposed and hosted the world's first UN conference on the environment – the Stockholm Conference in 1972. This made me think that, since we actually have a lot of solutions, in 50 years' time we should be done.



## 50 YEARS LATER...

After consulting with people like Jan Mårtenson, Göran Bäckstrand and Lars-Göran Engfeldt, who were all part of the core team for developing and arranging the Stockholm Conference in 1972, an international group of people started the 2022 Initiative project in 2015.

We realised that 2022 not only marks the 50-year anniversary of the Stockholm Conference and the formation of UNEP – it would also mark the approximate halfway point to the agreed 2030 Agenda, and later on also the Paris Agreement. We launched our first website in September 2015, with a short video and the idea to accelerate action by including milestones and a mid-term review, in 2022, of the implementation of the SDGs.

## INSIDE THE MINISTRY OF THE FUTURE

Since then, I've been engaged in a long period of advocacy for a UN conference in Stockholm in June 2022; as well as celebrating the 50-year anniversary, it would contribute to accelerated action to achieve the SDGs. In January 2016 I explained the idea to the Swedish minister of environment.

She liked it – but, since 2022 would be after the mandate period and at the time we had a minister for the future, I was advised to talk to her.

Our meeting at the Ministry of the Future, at the end of April 2016, closed with a lot of positivity to the proposal. We received the advice that a small startup company would not be the best organisational form to work with the government on developing a UN conference. As a result we created the 2022 Initiative Foundation in 2017, which has been accredited to UNEP since 2021.

### THE KEY TO SUCCESS

Changes in the government a few weeks after our meeting in April 2016 made the pathway and our collaboration with the government a little bit challenging.

One of the people who has been supportive and given me strength to continue the struggle is Jan Eliasson. He quoted Alva Myrdal, who said 'it's not humane to give up', during his continuous encouragement to keep up the good work, and he has helped me a lot – especially in difficult moments when I sometimes considered doing something else.

Jan believed in and saw the great potential in the idea from the start and has been supportive ever since we first talked in 2016. If I were to give one recommendation to anyone considering launching a project such as advocating for a UN conference, I would say finding someone like Jan – a high-level and respected person who supports the idea – could be the key to success. Without his support I'm pretty sure that we would not have succeeded, and that there would be no Stockholm+50 conference today.

### FORMING A FOUNDATION

We decided to make the 2022 Initiative a foundation because, according to Swedish law, the purpose of a foundation can never be changed. At its launch in 2017, Ulrika Modéer, then state secretary to the minister of environment, was one of the speakers and Jan Eliasson participated through a short video message.

The 2022 Initiative Foundation's purpose is to accelerate a sustainable development that is in line with the SDGs, and to stimulate action towards the creation and co-creation of such sustainable development.

Other important criteria for the foundation include a holistic perspective (social, economic and ecological aspects) as well as collaboration between disciplines, sectors of society, generations and between actors from business, academy, civil society and the public sector.

The formation of the foundation turned out to be a very good decision that allowed us to comment on the Swedish government's 2030 Agenda Plan in June 2019. The same month, Anders Wijkman (another important supporter) and I met with



ABOVE Individuals representing the Most Affected People and Areas (MAPA), such as the Maasai, will attend Stockholm+50

BELOW Helena Lindemark with Greta Thunberg in Stockholm

two state secretaries. By then we had developed our proposal: instead of having just one physical conference in Stockholm, we proposed having parallel conferences around the world to increase engagement and reduce travel-related emissions.

### LAUNCHING STOCKHOLM+50

Finally, at the end of November 2019 the Swedish government decided to go ahead and propose a Stockholm+50 UN High-Level Conference in June 2022. Since then, we've had several meetings with the Stockholm+50 Secretariat. Since 2016 we have also arranged dialogue meetings to accelerate action and contribute to collaboration and co-creation between different actors.

The initiative's international launch took place in Davos in 2020, and since then several hybrid and digital dialogue meetings have been held, including speakers like ambassador Johanna Lissinger Peitz. A side event at UNEP@50 was created in collaboration with the Club of Rome and Earth4All.

The Stockholm+49 Summit in October 2021 brought together a number of key experts and led to the development of a one-page Declaration for Stockholm+50 that will be launched at a side event at Stockholm+50 on 02 June.

### YOUTHS FROM MAPA

In spite of 50 years of global environmental work and four years of children and youths around the world striking every Friday to get action from governments, we have seen very little action.

We have come to a point in time where we need to see complete and urgent systemic changes and we need to act fast and support those who are already heavily affected by the climate and environmental crises.

To act on that we have initiated a collaboration with Greta Thunberg and Fridays For Future (FFF), and at Stockholm+50 we will be joined by a team of around 20 youths from Most Affected People and Areas (MAPA).

### SAVE THE WORLD

Together with FFF, MAPA, Greta Thunberg and more, we will launch a music video and cover version of Swedish House Mafia's hit song *Save The World*. The song will be a fundraiser; the more you play it, the more money you will raise to support MAPA. The launch will be made in collaboration with the UN Science Policy Business Forum on 01 June in Kungsträdgården and online.

Apart from Stockholm+50 side events and *Save The World*, you are welcome to join us and the MAPA youth at the Kungsträdgården 01-04 June, where we will be hosting activities such as an event for strengthened collaboration between UNEP and ECOSOC Major Groups; a world record attempt in clothes swapping and a hackathon to find ways to solve the five turn-arounds identified in the Earth4All report.

The late Swedish prime minister Olof Palme ended his 1972 speech with words that are also relevant to the real story of how Stockholm+50 has developed: 'Our future is common. We must share it together. We must shape it together.' Those words are key to achieving the SDGs within the planetary boundaries.

We need to see bold action now. Let's join forces from 01 June and beyond to make Stockholm+50 the gamechanger it needs to be. Don't forget to play *Save The World* as much as you can; you will be doing your bit to help to save the world!



### Find out more

- Watch a 2022 Initiative Foundation dialogue meeting on accelerating sustainability, at [youtube.com/watch?v=n7WREKuGROE](https://youtube.com/watch?v=n7WREKuGROE)
- Information about Stockholm+50 is at [stockholm50.global](https://stockholm50.global)
- Play *Save The World* (Jarvis Smith feat. Rita Morar) on iTunes, Spotify or wherever you listen to music – each play will raise money to make a difference

# MAPA VOICES

## NYOMBI MORRIS, Uganda

### What's your biggest challenge?

The biggest issues we currently face are the capitalist projects that have forced hundreds of people to evacuate. Uganda is blessed with minerals and oil, which has attracted all countries from the global north to come and start investing here with a promise to reduce unemployment opportunities.

One of the projects is known as EACOP, an oil pipeline from Tanzania to Uganda. Ever since it kicked off in 2015 the project has caused thousands of activists to lose their lives; many have been arrested and others have decided to go silent.

Many landowners are unhappy because of their mistreatment and the lack of transparency; they say they were not consulted about this project before work began, and today they are being forced to sell their farms at a cheaper price to allow the money makers' pipeline to go through.

Last year at COP26 we all agreed that the only way to keep below 1.5 degrees is stop investing in projects that are not supporting a green transition. Today countries that acknowledged that fact are failing to condemn the companies financing human suffering in East Africa. TOTAL is one of the giant companies financing the EACOP project.

### How are you trying to fix it?

I decided to mobilise and set strikes to put an end to this project. We visit schools and make sure people understand what is happening in the western part of Uganda and why the costs of living in Kampala, our capital city, are so much



higher now than they were a decade ago. People forced to sell their land migrate to Kampala; some now beg on the streets and others with connections are looking for jobs to start a new life.

### Are you making an impact?

What I am doing has an impact, I strongly believe, but it's not enough and we can't do it alone. We need a global voice in this. No one is safe until we are all safe.

### What else could be done?

We don't have any organisations supporting us – all of them don't care. We are doing this for the love of nature and humanity. Sometimes we run out of funds and resources to strike – even when we are arrested we don't have immunity. It is risky but we keep trying because it is our future that is at stake.

### What do you need?

We need to make sure that the ordinary people in the global north get to know about this mistreatment and help us to pressure their governments to take responsibility or be held accountable. These people have access to television, internet and radio – they can't be kidnapped, raped and arrested for speaking up. We also need support from the media; all these perpetrators watch the news and have access to the internet so they can read articles online. We need the press to amplify our pain, our voice and our struggle.

#StrongerTogether

## FAZEELA MUBARAK, Kenya

### What's your biggest challenge?

I am an environmentalist who has become a climate activist. I have been volunteering with communities and wildlife-related causes for over eight years. The biggest issue is that, because of the climate breakdown, we are seeing an increase in human-wildlife conflicts, dried-out crops, injuries to communities and girls in schools lacking sanitary pads.

### How are you trying to fix it?

We have worked on climate mitigation projects where we work on providing water for wildlife. This greatly reduces the conflicts. We are also working on nature regeneration projects and climate education with school children to educate them and inspire them to preserve the environment. On a larger scale, I raise awareness about these issues whenever I get the platform and take part in NDCs.

### Are you making an impact?

In the field, yes. We have seen how, when given a chance, nature can revive incredibly. School

children are excited about the regeneration work they are a part of – the reduction of conflicts and girls not missing out on school due to period poverty.

### What else could be done?

My work is on a small scale and the climate crisis is affecting us massively. We need mitigation measures to be put in place. We need more resilient crops and more access to water systems, as relying on rain is becoming rather difficult.

### What do you need?

We need cooperation from governments, in the global south and the global north. There's also a huge gap in funding for the grassroots organisations where all the work happens.

Grassroots activists are also absent from conversations in climate conferences because, let's be honest, having access to the internet is a privilege. I know some amazing grassroots activists who simply don't have this privilege.



CLOCKWISE  
Nyombi Morris  
campaigning in Uganda;  
Farzana Faruk speaking  
at a Fossil Fuel Non  
Proliferation Treaty  
(FFNPT) conference;  
Fazeela Mubarak in  
the field in Kenya



# MAPA VOICES

## CHILE KANGWA, Mpika, Zambia

### What's your biggest challenge?

We face increased floods, crop failure, droughts, water scarcity, soil degradation and the rapid loss of biodiversity and forest cover.

There is exploitative and inhumane treatment by some international conservation organisations and no flexible access to funds for youth-led organisations to participate fully in the fight against climate change.

There is a lack of adequate institutional and technical capacity for research and scientific projects, and a lack of coordination and policies at community levels in addressing climate change and its impacts.

### How are you trying to fix it?

We are implementing a project in forest regeneration, and forming clubs in sensitive ecosystems to watch and report destructive human activities, which is amplifying youth voices for climate justice.

We conduct agroecology and sustainable development education for a healthy and productive environment and advocate for the creation of a national climate fund to enhance adaptation and mitigation programmes.

We also advocate for the rights of Indigenous people living in protected areas who are being ill treated, and for access to clean water for women and people with disabilities.

### Are you making an impact?

Regeneration dialogue action among local chiefs and Indigenous people is doing very well. We are measuring impacts in two forms: interest from the local chiefs to give the organisation management rights and the number of hectares projected to be planted. Youths are very willing to be mobilised; they fully participate as volunteers or active players in the watchdog service to act in defence of their communities and environments.

### What else could be done?

There are two types of climate change in the world: one is called environmental and the other is called economic. The two are linked together and a good fight must target both to have a long impact.

The lack of adequate financing makes it harder to effectively invest in sustainable livelihoods and agroforestry activities. Alternative

livelihoods are critical to lowering dependence on forestry, which has massive negative impacts on our environments. It also protects our wildlife from illegal poaching by enhancing tourism and ecosystems.

Smallholder farmers must be given climate-smart skills and capacity to produce more food through sustainable agricultural technologies. This too is difficult to achieve without sufficient funding. Transitioning to green energy is another critical area that would ensure the forests we generate are safe from destruction for energy by surrounding communities. We could engage them in smart energy such as solar and wood stoves for their daily energy needs.

We need more advocacy and awareness if we are to achieve justice. Elected leaders must act and polluters must take responsibility for their damage to our planet.

We must invest in the local people who suffer the adverse effects of climate change and engage them through dialogues for solutions.

### What do you need?

We need access to flexible funding to implement programmes aimed at the

transformation and regeneration of our lost environment. We also need the capacity to effectively implement scientific programmes, including technology transfer, and an institutional capacity to undertake major projects, such as development of transport and infrastructure projects.

In addition to this, we also really need more collaborations and partnerships, including linkages to the higher learning institutions that offer technology for environmental and habitat conservation in more practical terms.



## OLOPIRO, Ngorongoro, Tanzania

### What's your biggest challenge?

The life of the Maasai is in jeopardy. Fear and uncertainty are bigger than life right now because we face a point where the military could be deployed to Ngorongoro to assist the oppressor to remove original inhabitants so the oppressor can take their place and exploit the resources protected by the natives.

### What else could be done?

There are a lot of things happening that mean we need help and support from the rest of the world. If you can leave your own daily trappings, please join the Maasai in this movement.

### What do you need?

We need support for lawyers helping the Maasai by bailing out those arrested for standing for our ancestral land rights. We are also organising community meetings, events and demonstrations, and need journalists to cover our stories and travel to meet other powerful leaders who don't want to see human rights violations. All these need resources and we can't do this alone.

Helena Lindemark and  
Rahmina Paullete at  
UNEA 5.2 in Nairobi, Kenya



## RAHMINA PAULLETE, Kenya

### What's your biggest challenge?

Climate change and pollution.

### How are you trying to fix it?

I am growing trees with my organisation, Kisumu environmental champions. We have also initiated our own campaign – #LetLakeVictoriaBreatheAgain – to restore Lake Victoria through clean-ups, making eco-friendly products from water hyacinth and promoting climate literacy to the community around Lake Victoria.

### Are you making an impact?

Yes, my community has been able to come up with different initiatives to venture into the green economy, and provide solutions to support the transition from charcoal to biogas.

### What else could be done?

Countries in the global south could help to support people from the grassroots – like me, an Indigenous climate activist – in making a large-scale impact on the climate crisis and amplifying the voices of MAPA.

### What do you need?

I need funding to run my projects on climate change and the environment, and more outreach to amplify our voices in as many places as possible – social media, news and events – to spread information about the negative results to Africa and other continents with countries in the global south.

## FARZANA FARUK JHUMU, Dhaka, Bangladesh

### What's your biggest challenge?

In Bangladesh, climate change is seen everywhere. People are losing their homes due to the sea-level rise. Flood and cyclones are regular here. With sea-level rise, the drinking water became saline so there is now the issue of water scarcity. We are losing our crops due to the monsoon shift.

Bangladesh has one of the largest internal migrations so people have to come to the city and live in the slum. In the slum, they have water scarcity, less electricity and a bad hygiene system. Children can't get an education because they need to help their parents to earn a livelihood.

### How are you trying to fix it?

We, as Fridays For Future MAPA (Most Affected People and Areas), are asking the government and companies to start taking the climate crisis seriously.

We are locally working on climate education and plastic removal projects, and we try to work with the government on new policies.

### Are you making an impact?

We have seen the impact of our work within our community. Students are joining us and trying to understand what is going on.

The government is also listening to our ideas and with NGOs, we are reaching them and asking for a seat at the table as youths.

### What else could be done?

We as youths need to be at the policy-making table. It's about our future and the present, so we should be the ones asked about it.

We also need other movements, like the Indigenous movement and women's rights movement, to work together with us.

### What do you need?

Media attention is very much needed both in our situation and also in our work.

If we could reach more people, and get more people to join us, it would be easier. For that, we need proper climate education.



## Jonathon Porritt asks whether the Declaration emerging from Stockholm+50 will be a ‘complete waste of time’

**S**pare a thought for the eager souls turning up in Stockholm for the Stockholm+50 Conference on 02 June – intent on marking the extraordinary significance of the first global environmental conference in that city 50 years ago.

I was just getting stuck into environmental issues at that time, fired up by the likes of Rachel Carson, Fritz Schumacher and *A Blueprint for Survival*, *The Ecologist* magazine’s firecracker of a warning to politicians that we were already – even then, 50 years ago – on the path to an environmental apocalypse. The 26 eloquent Principles that underpinned that original Declaration were focused on exactly what we needed to do to avoid that apocalypse.

That is precisely why I’m urging you to spare a thought for all those turning up in Stockholm on 02 June. They will know, either front of mind or buried deep in their hearts, that they’re bearing witness to 50 years of denial, deception and the truly shocking betrayal of all young people in the world today, and particularly of all those who made Fridays For Future so inspirational.

### CALLING OUT THE LIES

Sorry to spell that out in such stark terms. It’s somehow become unacceptable in ‘polite society’ to call out all the lies, the corruption, the ignorance, the indifference and the self-serving greed that have substituted for political leadership in that time.

My heart went out to António Guterres, UN secretary-general, at the launch of the final section of the United Nations Sixth Assessment Report on Climate Change; he found that he could no longer avoid the truth, and accused all world leaders of being liars.

### FINE WORDS, LITTLE CHANGE

It’s worth reminding ourselves that 40 of those 50 years have been dominated by a particular variation of capitalism that remorselessly prioritises markets over communities, profits over people and economic growth over literally everything else that matters. A different kind of capitalism might well have made a better job of it. And we’ll certainly need a very different kind of capitalism if we’re to turn things around at this very late hour.

The original Stockholm Declaration was clear on one thing above all else: governments would have to intervene through laws, regulations and setting minimum standards, at every turn of the way. Exactly the opposite has happened.

Voluntarism – exhorting corporates and citizens to do what needs to be done, rather than mandating what needs to be done – has triumphed, deepening its hold decade after decade. There is no clear sign of any significant change of heart even now.

That is why the Declaration emerging from Stockholm+50 will, I suspect, be a complete waste of time – unless the required changes are mandated in laws that can be enforced. Within this particular model of capitalism, voluntary declarations are barely worth the paper they’re written on. As I revisited the 26 Principles from 1972, I felt the despair lapping at the edges of my brain at so many fine words leading to so little change.

The most important outcome from Stockholm 1972 was the establishment of the United Nations Environment Programme. Despite being ludicrously underfunded throughout its existence, UNEP has

made a lot of good things happen. The Montreal Protocol back in 1987 mandated the phase-out of all those chemicals responsible for the destruction of the ozone layer – seen at that time as a threat to the future of humankind as grave as accelerating climate change.

35 years on, the ozone layer is still ‘self-repairing’. Big holes still open up on a regular basis – but all being well, that threat will be officially off our risk register, once and for all, in another 30 years or so.

### TIME TO RISE UP

So we do know how to do these things. We know the power of binding, legally enforceable mandates that apply to all countries, even when some of them continue to play fast and loose with those laws.

The Stockholm+50 Declaration has no institutional equivalent of the establishment of UNEP. No practical recommendations as to how to curtail the power of inadequately regulated markets, as they continue to preference the interests of a tiny minority of citizens (think 2,776 billionaires in the world today) over the interests of 8 billion people.

The only thing that will rescue humankind from its own self-inflicted insanity are binding laws. And the only way to get binding laws is for citizens to rise up, in every way possible, to compel their politicians to do what the vast majority of them are still completely disinclined to do – even on the very edge of the abyss.

As young people have taught us, this is where hope lies. Let’s hope Stockholm+50 spells it out in terms so clear that no politician can ignore the call.

### Find out more

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

# Unrolling the DOUGHNUT

Rob Shorter, communities and art lead at Doughnut Economics Action Lab, shares what happened when Leeds got a taste of the Doughnut

**W**e live in a complex world – and ongoing crises, from climate breakdown to pandemic to war, are revealing the true complexity of the interconnected systems upon which we depend.

However, the economic thinking we have inherited from the 20th century, which underpins today's business models and public policy, attempts to brush aside this complexity and distil progress as a single measure (GDP growth), casting the degradation of the living world and the deprivation of billions as 'externalities'.

'The complexity doesn't go away if you ignore it', says Immy Kaur, co-founder of Civic Square, addressing a room (and online Zoom audience) full of researchers, policy makers, politicians, social entrepreneurs, community activists and residents at the Open Data Institute in Leeds.

It's 28 April 2022 and we have gathered together to launch the Leeds Doughnut, a report created by Climate Action Leeds and Leeds University. It's based on the ideas of Doughnut Economics, and asks what it would mean to create a safe and thriving Leeds that respects the wellbeing of all people and the health of the whole planet.

There's no doubt about it, this is a big question. But it's one that makes space for the complexity so often ignored in mainstream economics – and it's a question everyone is invited to embrace as a starting point for conversation and action.

## WHAT IS THE DOUGHNUT?

Taking a step back, the goal of the 'Doughnut' within Doughnut Economics is to meet the needs

of all within the means of the living planet. That means leaving no one falling short on the essentials of life (below the Doughnut's inner ring) while also not overshooting the planetary boundaries of Earth's life-supporting systems (beyond the Doughnut's outer ring). We want to be between these two concentric rings – in the space of the Doughnut, which we call 'the safe and just space for humanity'.

## THE DOUGHNUT UNROLLED

The question that's been asked ever since the Doughnut was published in 2011 is this: what does this global goal mean for the neighbourhoods, cities, districts or nations where we live? With the launch of the Leeds Doughnut report, Leeds now joins 40 places around the world that are exploring this question – from Copenhagen to Curaçao, Birmingham to Bhutan, Melbourne to Mexico City.

To support this process, we at Doughnut Economics Action Lab (DEAL) have created a new set of tools – called 'Doughnut Unrolled' – to conceptually 'unroll' the Doughnut and introduce a local dimension to this global goal.

The tools invite you to explore the interplay between local aspirations and global responsibilities in your place – both socially and ecologically – and create a holistic Doughnut 'portrait' of your place.

## TRANSFORMING PLACES

The Leeds Doughnut report uses data as the starting point for its Doughnut Portrait and asks these four questions: Are people in Leeds thriving? Are we supporting and protecting local nature? Are we in Leeds respecting the wellbeing of people

worldwide? Are we in Leeds respecting the health of the whole planet?

The report paints a sobering picture of how much action and change is needed, but Leeds is by no means the exception. Indeed it is a common pattern, emerging around the world, that all places need to radically transform if humanity is to avoid pushing the planet even further out of balance.

Climate scientists are running out of adjectives to express just how urgent this need for change is; as Paul Chatterton of Climate Action Leeds reminds us, 'If we want to change the city in 10 years, we can't be having this conversation again in 2030'.

## A TOOLKIT FOR THE FUTURE

Leeds started its journey with data, Melbourne started last year with community conversation and Immy and the team at Civic Square in Birmingham started with reconnection to place. There are so many ways to start and so many ways to build an ever-richer portrait of your place – drawing on lived experience, ideas, aspirations, inspirations, histories and stories to inform and identify possible pathways forward.

Where 20th-century economic thinking might fail to handle complexity, what we're learning is that if you put the right tools, data and ideas in front of the creative, imaginative and diverse people of your place, nothing is too much to handle.

So we invite you to join the global community of places using these tools and exploring these questions at Doughnut Economics Action Lab, and let's see what safe and thriving futures we can create together.



PHOTOGRAPHY ANDREW METHEVEN

Launching the Leeds Doughnut at the Open Data Institute

## Find out more

- Discover how your community can use the Doughnut Economics Action Lab tools at [doughnuteconomics.org](https://doughnuteconomics.org)
- Information about Climate Action Leeds is at [climateactionleeds.org.uk](https://climateactionleeds.org.uk)



CLOCKWISE  
Kevin Ellerton diving  
into the nature of  
reality; Meditation  
Magazine explores  
themes of oneness

# Why I'm not an 'environmentalist'

By Kevin Ellerton, founder of Meditation Magazine

Until last week I might have called myself an environmentalist. That was before I met Vandana Shiva and Satish Kumar.

I've been putting the finishing touches on the new Earth Issue of *Meditation Magazine*, and Vandana was one of the last interviews on our docket. I'd heard people describe her as a fiery, passionate 'environmentalist', and also a deeply spiritual human being.

Naturally, one of the first questions I asked Vandana was: do your spirituality and environmentalism go hand in hand? Her answer surprised me, then delighted me, then forever changed the way I think about 'environmentalism'.

## WE ARE SOIL BEINGS

'I've never used the word environmentalism', Vandana said. 'When people introduce me as an 'environmentalist', I say 'I'm not that!' Because 'environment' is that which surrounds you. I'm not talking about that which surrounds you. I'm talking about that which gives you life.'

In five sentences, Vandana Shiva reframed what it means to be a protector and steward of Mother Earth. It's not about protecting something outside of ourselves; it's not about some noble quest, or feeling proud of ourselves for 'doing the right thing'. It's about realising our deep, existential connection with our mother and, indeed, with ourselves.

Satish Kumar, the founder of Schumacher College and editor of *Resurgence & Ecologist Magazine*,

expanded on this realisation soon after we got off our call with Vandana.

'Human beings think that they are separate from nature – that they are separate from the Earth', Satish said; 'but that is not the case.'

'The word 'human' comes from 'humus', and 'humus' means soil', Satish continued. 'Human beings are literally soil beings. We are made of the Earth. The word 'nature' comes from Latin, and means 'birth.' 'Natal' and 'nature' come from the same origin. We ARE nature. Our nationality is nature. 'Nation' and 'native' also come from 'natal'. If you are a native of New York, it means you were born in New York. Natal, nation, native – all these words come from the same root. We are born, so we are nature. How can we say we are separate from nature? It's a complete misunderstanding.'



Find out more

Join the global meditation conversation in Meditation Magazine at [meditationmag.com/subscribe](http://meditationmag.com/subscribe)

Conversations like these remind me why I founded *Meditation Magazine*: to have deep conversations with beautiful meditators, to dive deep into the nature of reality, to expand my consciousness, to place a megaphone at the mouth of wisdom and to help spread meditative insight, presence and awe to all corners of the Earth.

## EXPLORING ONENESS

When Satish pointed out that the word for 'human' in Latin is the same as the word for 'soil', I remembered that the same is true in ancient Hebrew. In the Hebrew Bible, Adam was the first man – literally formed from the dust of the Earth. In Hebrew, the word for 'human' is 'adam'; it comes from the word 'adamah' which means Earth, or soil. All ancient cultures knew this fundamental truth that we modern humans struggle to remember: we are not living within the environment; we are the environment.

We do not exist upon the Earth, surrounded by plants and animals and other 'natural things'. We are Earth, we are animals, we are natural things. We are nature, just as much as the wildest deer, the prettiest flower, the most majestic forest.

The human species is not separated from other life forms by some magical barrier of specialness. We all evolved from the same single-celled organisms, deep in the primordial sea – and before that as the inorganic matter of the seas and the stars.

We've lived in forests, with the squirrels and the 'shrooms. We've lived in savannahs, with the lions and the whispering grass. We've lived in caves, with dust and rocks and bats.

## EXPLORING ONENESS

Now our cities grow like mountains and forests – or anthills and termite mounds – upon the Earth. Streams of cars pulse, propelled and slowed by lights of green and red, through avenues and streets – lifeblood flowing through metropolitan veins.

We are all one planet. We are all one universe. This fundamental oneness with the Earth is what The Earth Issue of *Meditation Magazine* is all about. In the next issue we'll focus on oneness with the universe.

In past issues we explored the concepts of gurus, health and female empowerment. In future issues we will look at aspects of meditation and oneness through themes like humanity, happiness, love, psychology and more.

# Spirited Business & Leadership

Jarvis Smith shares details of the event designed to transform your business (and your life)



Moon bathe in the grounds of Broughton Sanctuary as part of this four-day event to bring spirit to business and leadership

**W**hen I first started in business, it was very clear to me that business owners in the green sector were really trying to do business from the heart – business with purpose and the kind of positive impact we all recognise today is crucial if we are to reach our climate targets and peak global emissions within the next two years.

Yet many of those individuals – who have since become close personal friends, CEOs of huge sustainable organisations and leaders of disruptive, product-led businesses – still had something missing in their lives.

## OUR LIFE SUPPORT SYSTEM

‘Spirited’ business and leadership is another way of being a leader in business; it includes awareness and consciousness of the Earth, Gaia, Mother Nature, the wisdom of our ancestors and the spirit alive within us and all things.

We are all indigenous to planet Earth – it’s one of very few things we have in common. We are all part of a system that creates life. Everything we eat, breathe, use, wear, work from, communicate on and travel in comes from nature. Everything. Yet most of us have completely lost our sense of connection with the very thing that supports life and enables our businesses to make profits.

## RETHINKING ECONOMICS

If we did stop to think about the source of the materials that sustain us and make our businesses profitable, we might operate in a completely different way – a way that unfortunately doesn’t drive our current system of economics.

We need to put the ‘eco’ back in economics and change our personal and business habits – with immediate effect.

**‘This programme opened my heart as I saw the possibility of furthering the growth of spirit in my business.’**

## LORD STONE OF BLACKHEATH

FORMER CEO AT M&S

### SPIRITED BUSINESS & LEADERSHIP COURSE DETAILS

- 28 November to 02 December 2022
- Broughton Sanctuary near Skipton, North Yorkshire
- Run by Jarvis Smith and Pip Bray
- Use of pool, sauna, steam and hydrotherapy is included – massage therapies and treatments will be extra
- Prices for full accommodation, plant-based food and drinks go from £800 (shared accommodation) to £1,700 (en-suite luxury in Broughton Hall)

### RECONNECTING WITH NATURE

Spirited Business & Leadership is a four-day event that invites business leaders and entrepreneurs to be part of a growing community willing to go beyond the knowing to reconnect with the spirit and wisdom of nature.

The goal is to bring spirit and wonder back into our lives, and explore what it means to put the spirit back into our business and into our leadership.

By working in co-creation with the consciousness

of nature and the planet, participants are able to evolve their businesses to a vibration that supports a harmonious relationship with everything there is, so their products and business can be in authentic service to the whole.

### TIME FOR TRANSFORMATION

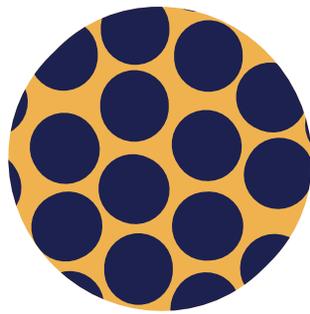
The Spirited Business & Leadership course takes place at Broughton Sanctuary – a 1,000-year-old traditional English Estate that has been transformed into ‘an island of spiritual refuge’.

The 3,000-acre Estate and Hall, in the foothills of the Yorkshire Dales, is based on transformational work concerning the mind, body and spirit, against a backdrop of sustainability and nature recovery.

World-class facilities include a woodland sauna, indoor and outdoor swimming pools, a fire temple, moon baths, a sweat lodge and lots more.

### Find out more

- If you are interested in attending Spirited Business & Leadership, please contact Jarvis at [jarvis@mygreenpod.com](mailto:jarvis@mygreenpod.com) with a brief message telling us who you are, why you feel it’s important to join this community and what you would like to get from the experience.



# 2022 P.E.A. AWARDS

IN ASSOCIATION WITH  
**OCEANDIVA**  
— LONDON —



All aboard Oceandiva London for this year's green-carpet awards ceremony

**N**ow in its 12th year, the P.E.A. (People. Environment. Achievement.) Awards, in association with Oceandiva London, is the UK's leading sustainability and climate awards, honouring the individuals and teams behind the products, services and businesses that are changing the face of our planet.

Previous winners include Juliet Davenport OBE, Cat Fletcher, Polly Higgins and many other amazing Earth ambassadors who have committed their lives to revolutionising old models and systems, so we can all look forward to a more sustainable future.

Across sectors ranging from finance and energy to music and art, the P.E.A. Awards identifies and celebrates the green heroes who are taking matters into their own hands and providing inspiring alternatives to business as usual.

## **OCEANDIVA LONDON**

The 2022 P.E.A Awards ceremony will take place aboard Oceandiva London, the event's new headline sponsor and the first carbon-neutral event venue on the River Thames. The three-deck venue has over 2,625m<sup>2</sup> of unimpeded event space for sensational events on the river, whether static or sailing, in the heart of the City.

Oceandiva London is a certified member of isla, which is helping the events industry transition to a sustainable future.

Oceandiva London uses technology to track and measure the carbon impact across the entire lifecycle of events that are held on board. Working with isla it identifies where any carbon emission reductions can be made – from sourcing, energy used, food and beverage choices to audience travel and everything else in between.

## **P.E.A. AWARDS 2022 CATEGORIES**

- **ARTS** (sponsored by Encore)
- **CLIMATE PIONEER** (sponsored by Deloitte)
- **DIGITAL TECHNOLOGY** (sponsored by Krystal)
- **DRINK** (sponsored by Avallen)
- **ELECTRIC VEHICLE** (sponsored by myenergi)
- **ENERGY** (sponsored by Puredrive)
- **GREENEST FAMILY** (sponsored by My Green Pod)
- **GREEN PIONEER** (sponsored by Weleda)
- **INFLUENCER** (sponsored by Ethical Influencers)
- **LIFETIME ACHIEVEMENT**
- **MONEY**
- **NATURE** (sponsored by Yeo Valley)
- **PRODUCT**
- **TRAVEL** (sponsored by Delphina Hotels & Resorts)
- **VEGAN**

### **Find out more**

- Entries and nominations are free at [peaawards.com](https://peaawards.com), where you can also book Early Bird Tickets for the event



## 2022's JUDGING PANEL

The judges for 2022's awards come from all backgrounds and interests, but they share a strong desire to preserve the fragile environment we live in. This year's panel is all female; here's a bit about why they were invited to be involved.

### Besma Whayeb

Besma is the founder of Ethical Influencers, 'a digital community doing good' that launched in 2018. From sustainable storytellers to honest podcasters and ethical fashion Instagrammers to zero waste vloggers, the community is a growing network of over 1,000 influencers working together towards a better world.

Besma is an ethical influencer and author of sustainable fashion and lifestyle blog *CuriouslyConscious.com*.

### Cat Fletcher

Cat is a waste activist and all-round resource goddess. An Australian mother of three, she is also a founding member, director and head of media for Freegle, a UK online reuse network with 2.6 million members. Cat is a regular and much-loved face on the P.E.A. Awards judging panel and keeps things on track with her no-nonsense approach to sustainable living.

### Emily Cromwell

Emily is a director in Deloitte's Sustainability practice. She is a lawyer and a regulatory specialist, with deep expertise in helping her clients manage complex, multi-jurisdictional obligations and designing programmes that meet strategic goals and legal requirements.

Emily leads Responsible Business for the Consumer Industry in the UK and advises clients on a range of sustainability issues, including decarbonisation, TCFD, human rights, sustainability strategy and circularity. She leads the ethical value chain

ecosystem for Deloitte UK – internal capabilities augmented by an external network of innovative tech companies. Emily has delivered global, multi-disciplinary projects for over a decade and is deeply experienced in driving large programmatic change.

### Jayn Sterland

Jayn is managing director of Weleda (UK/Ireland) and acts as global spokesperson for the company. Joining Weleda was, she says, 'a culmination of everything I had learnt up until that point – having grown up on a farm, learnt how to make medicines from my herbalist gran, whilst watching mum care for her patients and the family as a community doctor – I found all this at Weleda and I feel as though I have come home.'

An energetic environmental activist and a campaigner for responsible business, Jayn consistently appears in the top five of the Top 25 'Who's Who in Natural Beauty' list, and is the newly appointed chair of the British Beauty Council's Sustainable Beauty Coalition.

### Jordan Brompton

Jordan bubbles with enthusiasm for anything to do with renewable energy or electric vehicles and is extremely passionate about doing her bit to create a more sustainable future.

With several years' experience within the industry – and a whole career in sales and marketing – Jordan is the driving force behind the myenergi brand and a key player in bridging the gap between renewable energies and electric vehicles.

### Jo Wood

Jo is a pioneer and committed supporter of all things organic and natural. She is the founder of Jo Wood Organics, a successful and award-winning organic fragrance and beauty range, and recently moved to a home she has taken off grid. Jo says her philosophy 'is about respecting our bodies and our Earth. If we work with Nature, rather than abusing it, we will all reap the benefits'.

### Katie Hill

Prior to co-founding My Green Pod with Jarvis Smith, Katie was a senior writer, researcher and a deputy editor at Which?, and headed up the magazine's Indian equivalent from Mumbai.

With My Green Pod, Katie has combined her experience in investigative journalism with her passion for clean living and the environment. She frequently writes about the importance of detecting corporate sideshows that can slow the shift to a more conscious lifestyle.

Katie currently sits at number 13 on the 'Who's Who in Natural Beauty' Top 25 list of personalities driving change in the sector. She is also a Beauty Buzz columnist for *Natural Products News*, a regular judge for the coveted Beauty Shortlist Awards and Mama & Baby Awards and a speaker at events including Natural & Organic Products Europe and Fully Charged LIVE.

### Ruth Easter

A qualified solicitor with over 15 years' experience, Ruth is the legal lead for the UK's largest (fiercely!) independent

web host, Krystal Hosting. As a champion of inclusivity and environmental awareness, Ruth devotes her career to promoting and codifying the principles that are central to Krystal's ethos.

Ruth's passion for ethical leadership keeps her involved in all sustainable initiatives at Krystal, including its upcoming B Corp accreditation and its Living Wage Employer status. She applies her legal skills and environmental knowledge to help Krystal staff understand the power of pensions, change to 100% renewable providers and make the switch to sustainably made products.

### Stephanie Jordan

Born in London to a British mother and Colombian father and raised in the Burgundy wine region of France, Stephanie had a unique cultural upbringing that sparked her passion for the drinks and hospitality industry. An eight-year stint at Diageo culminated in the role of global brand ambassador for Tanqueray. She went on to establish her drinks brand consultancy Drinking Out Loud, with clients such as La Hechicera, Nyetimber, WG&S and Schweppes.

Stephanie is also the co-founder of award-winning and sustainability-minded Avallen Spirits, a new, fresh calvados brand with a mission to save bees and establish itself as the world's most planet-positive spirits brand.

Stephanie was awarded the 'Woman of the Year 2020' title by The Drinks Business and loves to mentor other young women in business.

**Entries close on 31 August; the ceremony will be held in London on 08 November 2022**

# Sustainability in business

Duncan Reid, co-founder of Reset Connect London, shares easy ways to support World Environment Day

UK businesses can be at the forefront of tackling the climate and nature crises by setting clear targets and plans to meet them. These are just some of the themes that will be explored at Reset Connect in London (28-29 June), an innovative sustainability and net zero gathering of business leaders, innovators and investors in London. The networking event will host 120 speakers across five different stages. As a keynote

speaker, WWF CEO Tanya Steele will highlight the central role business will play in driving sustainable futures, and showcase WWF's work to support businesses by offering sustainable careers pathways and ensuring young people are equipped and supported to access them.

## READER OFFER

Get 15% off tickets using code **MgDc15** at [reset-connect.com](https://reset-connect.com)



WWF-UK's HQ – the Living Planet Centre in Woking, Surrey

## TIPS FOR SUSTAINABLE BUSINESS

There are some easy ways for business leaders and employees to drive the sustainability agenda – for World Environment Day (05 June 2022) and beyond.

- Reducing computer screen brightness will lower energy consumption; listen to podcasts or download videos instead of watching energy-hungry livestreams.
- A 'no disposable cup' policy – alongside the provision of washable cups and mugs – will help staff to reduce the amount of waste generated in the workplace, and recycling bins – positioned in all areas – will help divert remaining waste from landfill.
- Employees should be encouraged to transition from commuting by car to remote working and active travel – by train, bus, e-bike, bike and on foot. Support the shift by subscribing to an organisation that plans and monitors travel plans, and recognises businesses that implement them effectively.
- Buildings contribute to 39% of global greenhouse gas (GHG) emissions. Investing in smart building controls will save 10-15% of a commercial building's energy use through cloud-based sensor platforms that analyse and optimise buildings in real time.
- You can go further still by going off grid; see if your business could create its own energy sources using solar panels, biomass heating or even its own wind turbine.
- Introducing plants will help to oxygenate the workplace and create a healthier environment for everyone. You could also encourage your local authority to develop a future city plan to create greener inner-city spaces with rooftop and vertical greenery. This would make city centres – and their inhabitants – more resilient to future temperature rises.

### Find out more

- View the full programme and book tickets at [reset-connect.com](https://reset-connect.com)
- Get the latest news and updates by following Reset Connect on social media: [@resetconnect](https://twitter.com/resetconnect)



**‘The scale of the challenges we are facing can only be tackled if businesses step up and place nature at the heart of their decisions, and if young people are provided with opportunities to gain skills and access career pathways that enable them to drive the transition to a sustainable future. That’s why I’m excited to be part of the discussions at the Reset-Connect Expo this June, where innovation experts, government officials and industry leaders will convene during London Climate Week.’**

**TANYA STEELE** CEO OF WWF

# An **income** from your data

As the cost of living rises, could this app save you money?

**‘If data is so valuable, why are consumers not getting paid for it? I see data as a currency and think that consumers are missing out. Tech within the Get My Slice app provides that solution. The goal with our new Data Savings Account is to allow you to link all of your data in one place and earn a passive income from it.’**

**OLIVER SOUTHGATE** FOUNDER & CEO, GET MY SLICE

**A**s living costs soar, many of us are searching for new ways to save and make money. Get My Slice has recently launched its Data Savings Account, a unique way for users of the app to monetise their data and make a passive income – without investing any time or money.

All you need to do is add data and the app will sort the rest out for you. Get My Slice’s machine learning algorithm pools data together anonymously, assesses the quality and matches it with brands and agencies that are looking for consumer insights. A huge 80% of the profit is then shared directly with users of the app. Like any market the value depends on supply and demand, so users’ earnings can vary.

## CASH FOR YOUR DATA

The app currently allows users to link their Facebook and Google accounts, though there are plans to add more accounts in the future as the number of active members grows. This is data users can access and control thanks to privacy laws like GDPR. Data is treated a bit like a currency and interest is paid in cash. The more data you link, the more chances the algorithm will find useful data to anonymise and sell – and the more you will be paid. As an example, a Google search for ‘current time in New York’ won’t have the same value as a search for ‘eco shoes size 10’ or ‘where’s the nearest farm shop?’

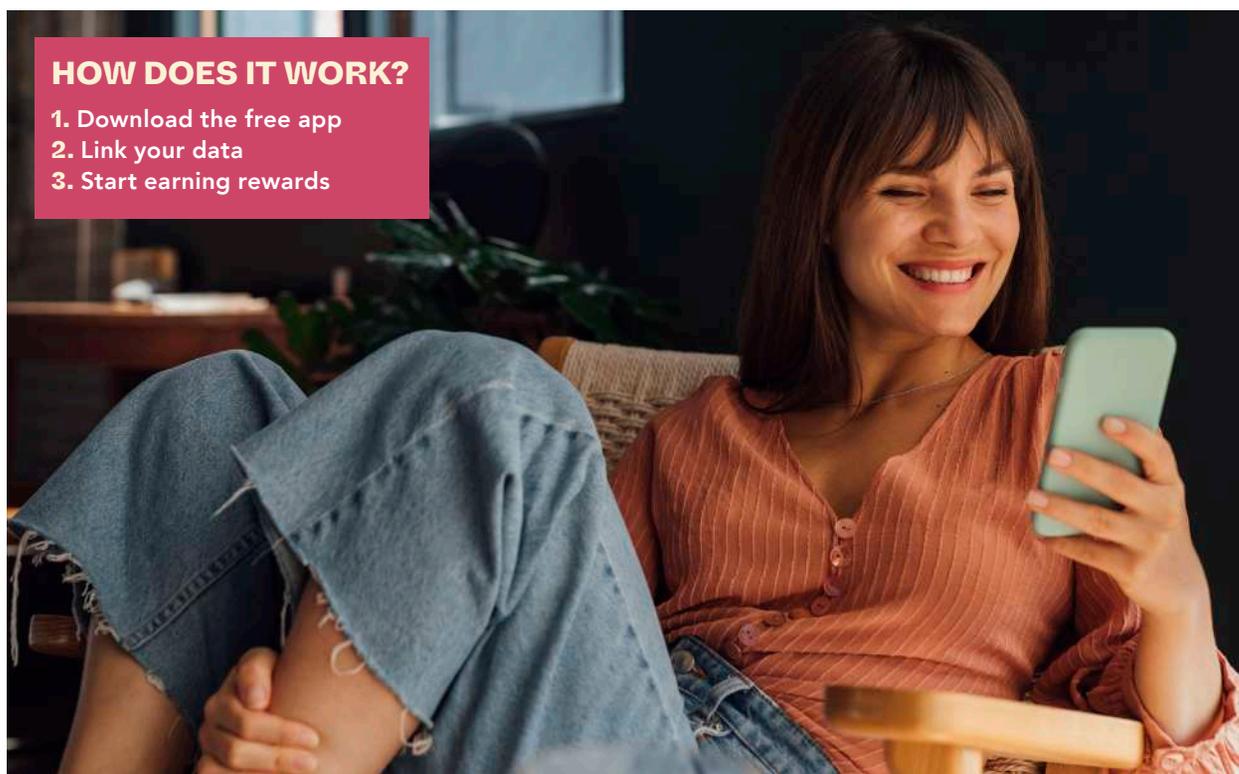
There is no limit to the amount of money members can make; the greater the number of people who link their data, the more valuable it becomes as Get My Slice can offer better insights to brands and agencies.

## VALUE FOR EVERYONE

Popular search engines and social media networks are well known for collecting data on their users

### HOW DOES IT WORK?

1. Download the free app
2. Link your data
3. Start earning rewards



and monetising it through advertising, yet many people are completely unaware of the value their data creates with every click, search or scroll.

As pioneers in the consumer data marketplace, Get My Slice has been created as a socially responsible business that creates value for everyone.

As well as creating data rewards, more than 2,000 brands promote deals through the app such as cashback rewards, discounts, freebies and more. Partners include some of the UK’s best-known and fastest-growing brands, such as Revolut, SimplyCook, Gorillas and Audible.

Numerous offers are available across a variety of categories including electronics, fashion, beauty, food, travel, home and fitness.

Early members of the app will also get access to the Get My Slice Founders Club, where members earn points related to the future value of the company. Points can be earned by referring friends and completing in-app activities.

If you like the idea of the Data Savings Account, join the beta version and opt in to start receiving interest on your data. Don’t forget to link your Google or Facebook accounts via the app.

### Find out more

- Download Get My Slice free from the App Store or Google Play at [getmyslice.app.link/GMSdataSaving/MGP](https://getmyslice.app.link/GMSdataSaving/MGP)

# HERO PRODUCTS

Introducing our June 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 set you up for Plastic Free July – without compromising on performance!

View all our Heroes at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

## HEALTH & BEAUTY



### KIND2 THE REBALANCING ONE

A natural shampoo bar with the cleaning power of two bottles of liquid shampoo

[mygreenpod.com/product/kind2-the-rebalancing-one](https://mygreenpod.com/product/kind2-the-rebalancing-one)



### LUX PERIOD PANTS

Reuse these high-waisted period pants for up to 50 washes!

[mygreenpod.com/product/lux-store-organic-period-underwear-high-waisted](https://mygreenpod.com/product/lux-store-organic-period-underwear-high-waisted)

## FOOD & DRINK



### WAXWRAP FOOD BAGS

Skip the cling film with this set of three waxed cotton bags

[mygreenpod.com/product/wax-wrap-waxed-cotton-food-bags-set-of-3](https://mygreenpod.com/product/wax-wrap-waxed-cotton-food-bags-set-of-3)



### WHARFEDALE SOAPS SOAP BAR

With lemongrass and geranium essential oils to lift your mood

[mygreenpod.com/product/wharfedale-soaps-lemongrass-geranium-soap](https://mygreenpod.com/product/wharfedale-soaps-lemongrass-geranium-soap)



### PIT-TASTIC! SOLID DEODORANT

A fully biodegradable deo bar with essential oils – choose from five gorgeous scents

[mygreenpod.com/product/pit-tastic-solid-deodorant-bar](https://mygreenpod.com/product/pit-tastic-solid-deodorant-bar)



### HUSKUP x MY GREEN POD

Be a Hero every day with this plastic-free reusable cup!

[mygreenpod.com/product/huskup-x-my-green-pod-youre-my-hero](https://mygreenpod.com/product/huskup-x-my-green-pod-youre-my-hero)

## TOP 5 JUNE SWITCHES

1

Change the world – change your toilet paper! Switch to 100% recycled loo roll from Serious Tissues; it's the UK's first carbon-neutral toilet paper.

[@SeriousTissues](https://twitter.com/SeriousTissues)  
[mygreenpod.com/heroes/serious-tissues](https://mygreenpod.com/heroes/serious-tissues)

2

Switch your company's website to a fast and reliable website and email hosting solution that puts purpose ahead of profit – and has pledged to plant and protect 1 billion trees by 2030.

[@KrystalHosting](https://twitter.com/KrystalHosting)  
[mygreenpod.com/heroes/krystal-uk-web-hosting](https://mygreenpod.com/heroes/krystal-uk-web-hosting)

3

If you only hit one festival this season, make it count. Valley Fest is a family-friendly food and music festival held on organic land – with a backdrop as sparkling as the glitter tattoos.

[@LoveValleyFest](https://twitter.com/LoveValleyFest)  
[mygreenpod.com/heroes/valley-fest](https://mygreenpod.com/heroes/valley-fest)

4

Get all the cleaning products you need in one switch with the Clean Living Complete Cleaning Caddy. The non-toxic products are refillable and effective. Win-win.

[#CleanLiving](https://twitter.com/CleanLiving)  
[mygreenpod.com/heroes/clean-living-complete-cleaning-caddy](https://mygreenpod.com/heroes/clean-living-complete-cleaning-caddy)

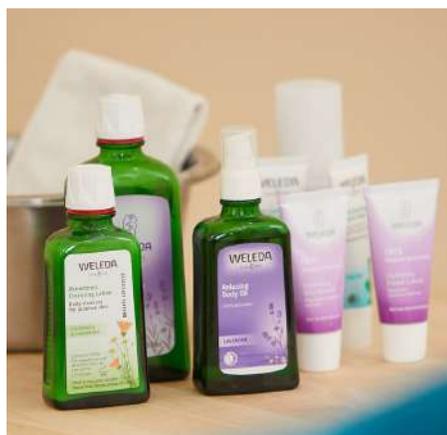
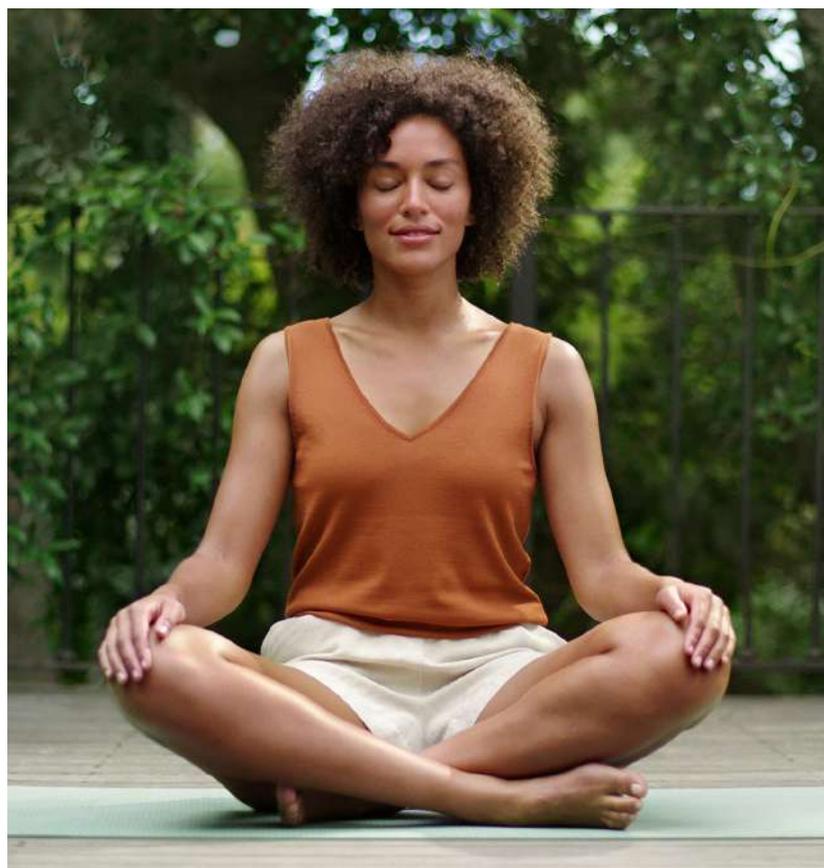
5

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](https://mygreenpod.com/heroes/treesisters)

# The Weleda Wellness Retreat

Wellness expert and author Emine Rushton reveals how to activate your wellbeing from within



**N**atural wellness pioneer Weleda is hosting a long weekend of immersive, seasonal experiences at the beautiful Lapwing Barns in the Peak District.

With delicious organic food and blissful 90-minute treatments to rebalance body, mind and soul, this is an opportunity to completely reset, replenish and reconnect.

Lapwing Barns at Longnor, near Buxton in Derbyshire, is a beautiful farmhouse and barn conversion with generous bedrooms, wonderfully relaxed and comfortable communal spaces and picture-perfect views of the rolling countryside and sprawling national park.

## 'PURE BLISS'

'If you're looking for a weekend of pure bliss in the beautiful Peak District then this is the one for you', enthused *Women's Health's* Jess Bantleman. 'It's a good balance of everything, with plenty of 'me time' peppered throughout to reflect and restore calm. So, if you're looking to further understand your skin, your body, and nature cycles throughout the year at a slow pace, then you'll love the Weleda retreat.'

Guests arrive 16.00-17.00 on Friday and depart relaxed and replenished after breakfast on Monday.

## MEET THE TEAM

### Your skincare expert: *Elizabeth King*

Elizabeth is an experienced facialist who has specialised in a holistic approach to beauty for 20 years. During her hands-on 'Awakening Skin' workshop, you will learn about the importance of mindful touch, and be shown many new skincare rituals, techniques and tips to support your body and soul holistically. There will also be plenty of time to consult Elizabeth about your individual skin needs.

## WHAT TO EXPECT

- Learn to understand your skin's language and how best to support it with an interactive Awakening Skin workshop with Weleda's skincare expert Elizabeth King.
- Enjoy the new Weleda Signature Skin Treatment: 90 minutes of pure, transporting holistic bliss that will leave you feeling calm, balanced and rejuvenated.
- Learn more about your own unique body and personality type, and feel empowered to activate your own wellness from within with complementary health expert Evelyn Liddell.
- Get outside and deepen your connection to nature with immersive guided experiences to inspire and revitalise, led by Weleda's biodynamic gardening expert Claire Hattersley.
- Wake up with a revitalising morning yoga session with experienced wellness practitioner Sharron Fitzpatrick.
- Enjoy delicious, seasonal meals – from hearty vegetarian suppers to vibrant salads and soups – with locally sourced ingredients brimming with goodness.

### Your complementary health expert: *Evelyn Liddell*

Evelyn has been a pharmacist for over 20 years, having trained at the Royal London Homeopathic Hospital and Glasgow Hospital of Integrated Medicine. Evelyn specialises in a holistic approach to healthcare that combines her background in conventional pharmacy and experience in complementary medicine. Her immersive wellness workshop will arm you with empowering practical knowledge for daily self-care.

### Your nature expert: *Claire Hattersley*

Claire has worked in Weleda's biodynamic gardens for over 20 years and is passionate about helping people to reconnect with nature. Claire will lead a fun and friendly Nature Connection session to show you how to tune into nature's subtle shifts for optimal wellbeing.

### Your yoga coach: *Sharron Fitzpatrick*

Sharron is a dual-registered Kundalini and Chopra Certified Yoga Instructor, certified Davidji Master of Meditation Teacher and Ayurvedic Therapist. Her uplifting morning yoga sessions incorporate movement, breathing techniques and meditation, and are suitable for all abilities.

## Find out more

- The summer (08-11 July 2022), autumn (23-26 September 2022) and winter (06-09 January 2023) Wellness Retreats can be booked now at [weleda.co.uk/weleda-wellness-retreat](https://weleda.co.uk/weleda-wellness-retreat). The cost is £850 for a single occupancy room with en suite or £645pp twin occupancy.



# MARKETPLACE

Our new-look Marketplace is full of alternatives to mainstream products, whether you want to clean up your diet or your skincare routine. Here are just some of the products currently available – use the search bar at [mygreenpod.com](http://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.

## HEALTH & BEAUTY



### INCOGNITO

This award-winning natural insect repellent spray contains no DEET and is safe for all the family

£11.99



### LAMAZUNA ORICULI

Wave goodbye to cotton buds with this bioplastic ear cleaner!

£4.50



### BUNCH SKINCARE AFTER SUN FACE OIL

An organic face oil to extend your tan and nourish your skin

£17-35



### ELAN SKINCARE BODY SCRUB

Soften and smooth with this luxurious chocolate and orange treat for the senses

£28



### SOFIA LATIF SCALP OIL

Feed your scalp and hair at the roots with this traditional oil blend

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## HEALTH & BEAUTY



### WE LOVE THE PLANET NATURAL DEO STICK

100% natural and plastic-free solid deodorant

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### WELEDA SKIN FOOD (75ML)

This all-natural wonder balm is the beauty industry's best secret

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### VINTAGE ROOTS MAS DE LONGCHAMP

A crisp, fresh organic rosé, perfect for relaxing afternoons

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### NUTIVA ORGANIC HEMP SHAKE VANILLA

An energy-packed addition to shakes and smoothies

£17.99



### AVALLEN CALVADOS

This apple brandy is made using just apples, water and time

£35

## FOOD & DRINK

**FOOD & DRINK**



**EVO3 OLIVE OIL**

Single-estate and ethically sourced organic extra virgin olive oil

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**VESTA LIVING REUSABLE TEA BAGS**

Fill these organic cotton bags with your favourite tea for a waste-free cuppa

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**THE LINE (PAPERBACK) BY JAY HARLOW**

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**ARTS & FASHION**



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**HOME & GARDEN**



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Classic and light, these bags are made using plastic from discarded water bottles

**£19.95**

**HOME & GARDEN**



**NEON KACTUS INSULATED COFFEE CUP**

High-quality double-walled stainless steel to keep drinks perfectly hot or cold!

**£16.99**



**HUSKUP CUTLERY**

Plastic free - made from the natural by-product of rice production

**£8.75**



**CLEAN LIVING COMPLETE CLEANING CADDY**

All the products you need to get your home sparkling, in one handy caddy

**£43.99**



**SEEDBALL BEE MIX**

Wildflower seeds in a protective clay ball - great for bees!

**£6**

# Let's build more wind

Octopus Energy's Becky Boulton explains how communities and landowners are helping to slash energy bills



**T**here are countless reasons for the UK to end its dependence on fossil fuels, and the energy crisis has highlighted one more: buying imported gas makes us vulnerable to the volatile global energy market.

With skyrocketing wholesale prices leaving millions of customers struggling to cover their bills, it's clear that we need change, and we need it fast. Thankfully there's a clean, green and affordable solution all around us – we just need to unlock its full potential.

## A CHANGE IN THE WIND

Wind power is one of the world's cheapest forms of energy – far cheaper than gas, even before the energy crisis – and the infrastructure is quicker to build, too. With fewer restrictions it can take just one year to build an entire onshore wind farm. Not only that, but our blustery island home is the perfect place to generate power from the wind, which is almost always blowing somewhere.

Public attitudes to locally sourced energy are more positive than ever. Our research shows that nine out of 10 people would like a turbine near their home if it would mean guaranteed access to cheaper, greener power. Historically people haven't always been so sure about wind turbines, and in the

past some projects haven't paid enough attention to the interests of surrounding communities. In 2015, the government responded with new planning restrictions and, as a result, new onshore wind projects have in recent years effectively been banned in England. But now the winds are undoubtedly changing. The public is desperate for local wind power, and Octopus Energy has big ambitions to build the turbines – working with local communities that want them.



Thanks to the UK government's new energy strategy, there's now potential for a number of innovative onshore wind projects to go ahead to test the waters, all with initiatives that will instead be offering huge benefits to surrounding neighbourhoods. For Octopus, this is the perfect opportunity to show the government just how beneficial onshore wind can be, for communities and the planet alike.

## LOCAL WIND = CHEAPER POWER

When the wind blows, turbines send cheaper, greener electrons to the grid. As wind power can be localised, we firmly believe that communities should see the benefit by getting access to discounted, homegrown energy when it's really breezy.

Octopus's revolutionary Fan Club tariff does just this; customers living close to our turbines in Market Weighton and Caerphilly are able to power their home for 50% less when the turbine is in full spin. They get 100% green electrons that were generated just up the road, and save as much as a third on their energy bills.

Since launching the Fan Club, we've had an absolute outpouring of support from communities keen for a local wind project in their area; to date 5,000 people have signed up.

## THE ROLE OF LANDOWNERS

To take these ambitious plans to the next level, we needed an equally ambitious platform. A local wind revolution requires a massive team effort and a crucial piece of the puzzle is, of course, the landowner.

Cue the Plots for Kilowatts campaign: a call for landowners to register their interest in hosting an onshore wind turbine. Matching this up with community demand, Octopus is creating a dating agency-style platform for landowners, communities and developers who have a shared vision for changing the status quo.

Our estimates show that if the top 30 landowners in the UK allowed just 1% of their land to be rented to generate wind power, over 1,500 turbines could be built. This would generate additional income for the landowner while gifting discounted bills to their local community.

So far, hundreds of landowners have let us know that they are interested in being part of the move. Together with the thousands of individuals and communities that have registered their interest in



Find out why  
**Octopus Energy's  
Super Green  
Octopus Tariff is a  
My Green Pod Hero**  
at [mygreenpod.com](https://mygreenpod.com)



CLOCKWISE Octopus Energy is helping to unlock the benefits of onshore wind; turbines overlooking their local village in Wales; unveiling the new Number 2 Fan sign with a local school; foundations are laid for a new turbine in Cumberhead

having a Fan Club nearby, we believe we can make a real difference to the way energy is generated in the UK – and that we can help to make power more green and more affordable.

## THE FUTURE IS FLEXIBLE

In the past, it was assumed that changing individual energy habits wouldn't have much of an impact on the wider grid. Yet research suggests that with a bit of smart tech, our collective energy use really can make a massive difference.

The benefits of helping people to become more aware of the energy they're using go beyond

impromptu discounts when the wind is blowing or the sun is shining. By giving customers the option to plan their usage, based on when green energy is being generated or when the UK grid is at lowest demand (and when energy is cheapest), we can drastically reduce the need for burning fossil fuels at those times. As well as being a breath of fresh air for the climate, if we become more flexible with how energy is used, the UK could save a total of £8bn a year, reducing energy costs across the board.

At Octopus we've been putting this flexibility into practice for several years; our smart Agile,

GO and Intelligent Octopus tariffs give smart meter customers access to cheaper energy when grid demand is low and there are plenty of green electrons in the mix. At the same time, our Kraken Flex branch manages hundreds of batteries across the UK, exploring the ways battery storage can be used to make renewable energy available to everyone, 100% of the time.

So what about when the wind isn't blowing? It's only then that fuels like gas may come in handy to fill the gaps. At present gas is seen as our energy backbone, but we believe it should just be our backup. As our system gets more dynamic and more green generators pop up, we hope to see fewer gaps and eventually no need for fossil fuels at all – a process that is being accelerated by smart green tech and innovations in battery storage.

## THE NEXT CHAPTER

The pandemic has shown that when it matters, the world can move fast. The UK rolled out a vaccine in less than two years; without red tape a turbine can be built in less than one.

We believe that by showing policy makers the plentiful benefits of community-backed onshore wind generation, and the massive demand from citizens, we can make a real difference to the way the UK energy system works.

By engaging communities with local wind power, we believe renewables and grid flexibility could truly work in tandem, at a time when affordability and protection from climate change are more important than ever. That's why we're going full steam ahead with our mission to create a climate-friendly energy system – even when the wind isn't blowing.

### Find out more

- Landowners interested in being part of the change should visit [octopusenergygeneration.com/more-wind](https://octopusenergygeneration.com/more-wind)
- If you want a Fan Club near you, visit [octopus.energy/octopus-fan-club](https://octopus.energy/octopus-fan-club)

# BECOMING ENERGY INDEPENDENT



Mark Millar, CEO of Puredrive Energy, on why energy cost hikes are creating ‘a wave of energy-independent thinkers’

In just over a year we have seen extraordinary energy price increases, but also significant variability. The costs are passed on to homeowners directly and also indirectly, through higher prices for other goods and services.

As a UK-based manufacturing company that designs and manufactures home battery systems, we have recently noticed a swing in people’s attitudes towards the energy they use in their homes. Homeowners increasingly want to take control of their energy, desiring more independence from the grid and what seems to be an increasing volatile world – from political, economic and security perspectives.

## ENERGY COSTS

The price energy suppliers pay for wholesale energy can account for up to 40% of a customer’s overall bill, making it the largest component of an energy bill. Wholesale prices can also vary significantly compared with other charges.



To understand why the energy industry is currently experiencing such a rapid evolution, we need to look at the various factors that affect energy prices – from the long-term issues to other short-term crises.

## A FIRE UNDER THE SEA

The IFA (Interconnexion France-Angleterre) interconnector carries 2GW of electricity between France and Great Britain using a sub-sea cable connected from Folkestone, UK to Sangatte, France. To put this in perspective, that’s the equivalent output of 6.25 million photovoltaic (PV) panels on a sunny day.

In 2021 a fire broke out at an interconnector, forcing a complete evacuation of the site. This resulted in 1,000MW (1 gigawatt) being rendered unavailable until March 2022 – and a further 1,000MW until 25 September – causing energy prices to soar sky high. It has been reported that the IFA won’t be fully operational until 2023.

Many analysts predicted that the loss of 2GW of power from Britain’s grid would spark a further rise in energy prices. At its peak, the day-ahead market for the N2EX exchange daily price was £424.61 – almost four times the price of the average of £106.83 in August 2021.

## WAR AND GLOBAL WARMING

Recent events in Ukraine have now driven energy prices to their highest ever level. Russia is the world’s largest global oil exporter, and its natural gas reserves fuel the European economy.

It’s a well-known fact that global warming is in part due to the continued depletion and emissions of non-renewable energy sources. Naturally, prices will continue to increase as supply dwindles.

In the past, rises in energy prices have spurred governments within the EU to invest more in green energy, providing future security and stability for the economy and consumers.

The general public has embraced this change towards a greener future but, while the UK government is actively implementing policies to combat rising costs, more needs to be done to support the transition.

There is a lot of greenwashing in this industry, meaning we urgently need legislation to support the customers who are searching for new ways to take green energy into their own hands.

## THE IMPACT FOR CUSTOMERS

With all of these factors coming into play, it's the customers who must deal with the consequences. Increasing energy costs are contributing towards uncertainty and insecurity nationwide.

The rise of energy bills puts the most vulnerable at risk. Fuel poverty rates are going up because households with the lowest income are spending a disproportionate amount of their income on their bill. 18 million households will experience an increase of £693 per year (from 01 April); this is an unmanageable change for many.

On 31 March, Octopus Energy received 40,000 calls per hour from worried customers who were desperately trying to submit their meter readings before the price hike.

A key part of Puredrive's mission is to tackle this issue head on. We work closely with social housing groups and utilities to deploy smart energy solutions into homes and reduce their reliance on energy from the grid.

## AN ELECTRIFIED PLANET

These issues are not going away – in fact, they are being further compounded by the electrification of the planet. With mandated legislation surrounding electric vehicles (EVs) and newly built homes, the demand for electricity will skyrocket. By 2030, all new cars in the UK will be electric and by 2025 all new homes will be banned from installing gas and oil boilers.

Yet we do not currently have the infrastructure to support this movement. Demand for electricity-intensive devices like EV chargers will create surges of demand for electricity at popular times, especially in the evenings when most people return from work. Where will this electricity come from?

Battery storage solutions allow people to take control of their own electricity, and support the growing section of the population looking to cut ties with the grid and rising energy costs.

The installation of solar panels can reduce a house's energy use by 30%; adding a battery system can slash usage by 85%. When solar panels are generating at their peak, a household's energy consumption is near its lowest, resulting in a lot of wasted energy. Battery storage solutions allow you to store excess energy throughout the day and use it when it's needed the most. Just imagine weeks or even months in the summertime with small (or no) energy bills.

## RECHARGING THE SECTOR

At Puredrive we are reinvigorated the renewable energy sector, bringing ex-solar installers back into business with a more attractive and effective solution. The evolution of battery storage has made solar sexy again.

Now that energy bills have doubled, the payback period for solar and battery has halved for many. It's no wonder that most people with electrical qualifications are interested in becoming renewable energy installers. We are currently training 20 installation companies per week and

embracing those wishing to foster this change with open arms. We are currently working with Gloucestershire College to develop apprenticeship schemes and even a renewable energy course offering. It truly is a revolution.

Puredrive is one of the only renewable energy companies to manufacture products in the UK. We are constantly developing our in-house manufacturing capabilities and have a number of UK-manufactured products in the pipeline, such as an EV charger, sodium battery and a hub to ensure all products are seamlessly integrated.

We recently moved to premises six times the size to support the growth of the company and industry, and are on a mission to catapult UK innovation in renewables so we can reduce our dependence on energy from other countries.



Discover why the Puredrive PureStorage II AC Battery is a My Green Pod Hero at [mygreenpod.com](http://mygreenpod.com)



### CLOCKWISE

The Puredrive battery is easy to install; the slim AC home battery sits unobtrusively outside the house; introducing the new EV charger at a Puredrive open evening; the Puredrive Hybrid Inverter; the PureStorage II 3-phase battery

### Find out more

■ Discover Puredrive's energy storage solutions at [puredrive-energy.co.uk](http://puredrive-energy.co.uk)

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A FESTIVAL FOR PEOPLE & PLANET

18TH – 21ST AUGUST

BERKSHIRE, UK

Medicine invites you to join us as one small yet vital part of an emerging global community of transformation: reconnecting with and remembering both our ancestral wisdom and that of planetary consciousness.

We will gather together for a magical long weekend in August to share the power of music and ceremony, alongside solutions of modern technology and culture; the nourishment of food; the joy of laughter, dance and celebration; and the inspiration of visionary thought.



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# VALLEY FEST 2022

Valley Fest's Melissa Kidd reveals there will be treats, beats and plenty to eat at this year's festival

**V**alley Fest, the best-tasting music festival in the South West, is shaping up to be a lot of fun. Now in its eighth year, the festival will take place 04-07 August near Bristol.

Headliners of the family-friendly food and music festival include Travis, Clean Bandit, Kosheen, Faithless (DJ set) Roni Size and The Craig Charles Funk and Soul Club – yet consistently, the biggest crowd-pleaser of all is the view. Edged by the rolling Mendip Hills, Chew Valley Lake provides the sparkling backdrop.

## FEASTS FOR THE SENSES

Josh Eggleton, chef patron of the multi-award winning restaurant The Pony Chew Valley (previously the Michelin-starred Pony & Trap), has curated the food programme. From feasts, cooking demonstrations and Sunday sampling sessions, Valley Fest has everything a food lover could want.

Catering for all tastes and budgets – with added theatre and fire – the menu has quality and regeneration at its heart. The Friday Feast lineup includes Rob Howell of Root, a Bib Gourmand winner. Saturday's session is headed up by Josh Eggleton with guest chef Jude Kereama of Kota – prepare for sexy seafood galore! Sunday's menu will be a three-course regeneratively raised roast prepared by Josh Eggleton, Toby Gritten of the Pump House and Hannah Catley of Lockdown Loaves. Each will champion the finest produce the South West has to offer.

The sizzling and smoking-hot Cooking over Fire demonstration will include Pete Sanchez of Michelin-starred Casamia, Paco Tapas, Decimo London and many other award-winning chefs from the South West.

## NEW FOR 2022

For 2022 Valley Fest has joined forces with Arcadia, the world-famous performing arts collective known for its 50ft fire-spitting spider – a Glastonbury Festival icon. The team will bring its Afterburner stage to Valley Fest 2022.



LEFT  
2022's  
festival lineup

BELOW  
Arcadia's  
Afterburner  
stage is a new  
addition for  
2022

During the day there will be a whole range of kids' activities created by the Woodland Tribe. When night falls, expect a massive party, plus the Lords of Lightning's Tesla coil show and new, boundary-pushing fire performances.

Also new for 2022 is the Regenerative Farming Area, sponsored by Yeoman Valley. Here inspiring speakers will explain how we can heal a broken food system, repair a damaged planet and empower farmers and people to eat their way to a better future, through regenerative organic farming. This is for those hungry for hope.

'With world-class acts, gorgeous gourmet spreads plus lots of regeneratively raised local produce, this is the finest programme we've ever had', said Valley Fest founder Luke Hasell. 'We are the regeneration. Come, be part of it and get on my land!'



Find out why  
Valley Fest is a  
My Green Pod Hero  
at [mygreenpod.com](http://mygreenpod.com)

## Find out more

■ Festival tickets cost £170 (plus booking fee), which can be paid in instalments. Book at [valleyfest.co.uk](http://valleyfest.co.uk)



## BEYOND 'SUSTAINABLE' FASHION

Model twins Brett and Scott Staniland reveal why fashion brands must focus on regeneration

**W**e may never get away from the terms 'sustainable fashion' or 'sustainability' – but, as their social definitions become more ambiguous, it is increasingly important for fashion to move beyond the 'sustainable' and towards the 'regenerative'.

Sustainable, by definition, is merely the 'ability to be maintained at a certain rate'. But what are we trying to maintain? The natural disasters? The exploitation? The climate crisis? It can no longer be about 'maintaining' – just breaking even; we have to become net positive in the way our outputs affect the planet.

According to the UN, current agricultural techniques have depleted soils so much that they have become less productive and less efficient at storing carbon. It is predicted that over 90% of soils could be degraded by 2050. Pesticide use damages the Earth's topsoil, leaving it less able to absorb carbon and store water. This in turn can impact food supply and lead to flooding.

### REGENERATIVE FASHION

On World Environment Day (05 June 2022), we wanted to take a look at some of the projects currently showcasing the positive impact fashion can have – not just in the future, but right now. Regenerative means giving back more than what

we take – restoring and repairing the Earth. There are already examples of this in the fashion industry; most come from biodiversity and agriculture projects that target and improve our existing use of natural materials. This means making garments that become resources and not waste products.

London-based Richard Malone, a Central Saint Martins graduate and winner of the 2020 International Woolmark Prize, partnered with regenerative Indian farmers through Oshadi Studio. The soil on the farm was replenished, improving biodiversity, after it had been damaged from mass production in the past.

Trace Collective works exclusively with natural, organic fibres that have regenerative properties in the ecosystems where they grow. The fibres' credentials are assessed across three key areas: soil fertility, soil biodiversity and the rate of carbon sequestration from the atmosphere.

### WE NEED ACTION

In the luxury sector LVMH and Kering have both announced biodiversity initiatives, suggesting the more mainstream fashion world is beginning to wake up to the positive impact it can have.

The UN has estimated that biodiversity is being lost at a rate 1,000 times higher than is natural.

The Fashion Pact, implemented in 2020 with the engagement of over 200 brands, is addressing this crisis through preservation and restoration strategies and coalitions – but it must take more aggressive action if it hopes to reach its goals. In some instances, it feels like we are still at the 'avoid' stage of Kering's biodiversity strategy.

### KNOW YOUR CLOTHES

Prince Charles' Fashion Taskforce, which includes the likes of Burberry, Stella McCartney, Mulberry and Selfridges, has been created to accelerate the process of fashion reaching net zero and eventually becoming climate positive. It is working on a Digital ID system, similar to Apple Pay, that will inform consumers of the credentials of their garments.

The group is also exploring how regenerative farming practices can reverse the damage being done to the planet, and launching a €1 million investment programme in the Himalayas in a bid to restore biodiversity in the region, which is known for its cashmere, cotton and silk. Whenever you see the word 'sustainable', ask yourself and challenge others: how can this be regenerative?

### Find out more

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

# Organico

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At Organico we buy and sell good food. Good food is food that's well made and tasty but also that's good for the planet and fair to the people we work with and who work for us. We choose to work with grower-makers and co-operatives who believe in organic and utilise traditional artisan methods.

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[www.organicorealfoods.com](http://www.organicorealfoods.com)



# The future is in our hands (and mouths)

Valley Fest's Melissa Kidd explains how a festival environment can prompt long-term behavioural change



Find out why Yeo Valley Organic milk is a My Green Pod Hero at [mygreenpod.com](http://mygreenpod.com)



**‘We are all environmental activists, three times a day: every mouthful we take shapes the world. We either eat for a future, or we eat the future.’**

**ED GILLESPIE**

ENVIRONMENTAL ENTREPRENEUR

**CLOCKWISE**

Valley Fest has put regenerative agriculture on the bill; the festival site overlooks Chew Valley Lake; food presents an opportunity for environmental activism



For thousands of years, festivals have acted as cultural glue, binding us together over music, arts, food and drink in safe spaces where we can flamboyantly celebrate life. Today's festivals are no different – yet they are playing an increasingly important role as a force for good.

Against a backdrop of doom and gloom, rising prices, wars and species extinction, festival season is around the corner. For some, festivals represent an escape – a release from daily life and a chance to kick back, eat glorious food and dance 'til dawn.

But beyond that, festivals can also be a vehicle for behaviour change. The thought-provoking talks, panel discussions and debates can feed minds, stretch perspectives and change habits.

**CELEBRATE & REGENERATE**

Valley Fest, now in its eighth year, is held on an organic, regenerative farm. It celebrates organic food, regenerative farming and the natural world with music and art.

Held alongside Chew Valley Lake, this year's family-friendly event will take place 04-07 August. It's the first music and food festival to put regenerative agriculture on the bill. The festival has always showcased local and organic food, but this year there is a new 'Regen Area', sponsored by Yeo Valley Organic. Here inspiring speakers will explain how we can heal a broken system and empower farmers and people to eat their way to a better future. It is for those hungry for hope.

**FARMING FOR OUR LIVES**

Regenerative farming is about repairing the damage caused by historic farming methods. It's governed by five principles: don't disturb the soil; keep the soil surface covered; keep living roots in the soil; grow a diverse range of crops and bring grazing animals back to the land.

'It's farming as if our lives depended on it, which they do!', says Yeo Valley Organic's Tim Mead. 'A great deal of behavioural psychology and campaign experience suggest that people respond better to positive messages than climate change doom. And we want to show what a hugely important resource our soil is in reversing the effects of climate change.'

**JOIN A NEW CONVERSATION**

Among the costumes, music and general upbeat vibe, are people more open-minded and open-hearted at a festival? Are they more receptive to positive ideas than they would be on a rainy Monday afternoon in the middle of winter? Possibly.

Research by Shambala Festival has shown that long-term behavioural change can be prompted by what happens at a festival.

Festivals aren't just about hedonism: the environment invites us into a different conversation which can make a difference long after people have gone home.

**Find out more**

■ Valley Fest tickets cost £170 (plus booking fee), which can be paid in instalments. Book at [valleyfest.co.uk](http://valleyfest.co.uk)

# Make your garden a wildlife haven...

We've created a FREE 16-page guide, packed with top tips for turning your outside space into a wildlife haven. With expert advice from **Ben Raskin**, Head of Horticulture at the Soil Association, the guide includes:

- An introduction to soil health
- Which soil-saving plants to grow
- How to attract wildlife
- A-Z of composting
- Pollinator-friendly plant list
- How to save water in the garden
- Make your own bug hotel



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[soilassociation.co/gardening-guide](https://soilassociation.co/gardening-guide)



# Going 'beyond organic'



Organic businesses can be quick to flaunt 'zero carbon' status to win custom in a crowded market, but is offsetting alone the answer?

The Soil Association's 2022 *Organic Market Report* revealed 5.2% growth in a sector that's now worth over £3bn. The consumer shift to organic is a frenzied movement tied up with a burgeoning interest in health, the environment and climate change, and companies can use carbon claims to win business in an increasingly competitive market. Needless to say greenwash is rife, and shoppers can't always take zero carbon statements at face value.

Two years ago Charles Redfern, founder of Organico, made the business decision to start talking about the company's carbon footprint and its approach to offsetting. 'We felt we could not go on being an environmental food company without anything to say about the biggest environmental problem around', he tells us. 'But even now I have doubts.'

For Charles there is a tension: while economies and societies need to get out of the fossil fuel age, he feels it's not up to companies to change the way the energy grid is powered – that is a job for governments. Yet change isn't happening fast enough, meaning that companies, like individuals, become complicit bystanders if they fail to change the way they operate.

## 'BETTER THAN NET ZERO'

A belief in 'good food with good values' is what led Charles to leave a career in banking and set up Organico. The company is now a household name, specialising in Mediterranean organic produce ranging from risotto and pasta to olives, oils, vinegars, sauces, spreads, breadsticks and crackers.

As part of the company's commitment to authentically 'good' food, Organico bans air miles in its products and has offset its whole range following a full footprint analysis conducted as part of its 'better than net zero' policy. 'The 'better than' is the key', Charles reveals. 'It's an absolute dig at the idea that carbon offsetting is sufficient – that is blissful ignorance.'

Many campaigners have called companies to account for using carbon offsets as a way to pursue business as usual while claiming to be operating with net zero emissions. 'Tree planting, done well, is great, and we support a fabulous project to plant an Organico tropical forest of half a million trees', Charles says. 'But there aren't enough trees to go round to offset the world's carbon.'



In conversations about climate we are hearing less of the term 'carbon neutral' and more about 'net zero'. The only real difference at a company level is a recognition that net zero should involve carbon footprint reductions prior to the use of offsets. For Charles this still isn't enough; most companies' pledges sit in the future and are strongly dependent on how quickly the power supply will be changed.

Instead Organico came up with an entirely new concept; the company invests a chunk of its annual profit into 100% renewable energy projects to support the crucial decarbonisation of the global economy. When it comes to offsets, in addition to its forest pledge Organico crucially commits funds to two great charitable projects that address the consequences of climate change: the EJF, which works with climate refugees, and Ecosystem Restoration camps, which regenerate degraded land.

Organico could legitimately count only its own footprint – known in carbon accounting terms as its scope 1 and 2 emissions – but the vast majority of a trading company's footprint is in scope 3. That's why Organico is offsetting its whole product portfolio from cradle to gate, not just its own direct footprint.

### THE FOOTPRINT OF FOOD

While there is much talk of air miles in the food sector, Charles feels this emphasis 'just muddles things up' because transport only accounts for around 10% of a product's total footprint.

A quarter of the world's total emissions are from agriculture, forestry and food – and 80% of global agricultural emissions are from beef, lamb, dairy and rice. At the same time, globally 40% of carbon is captured in the land. 'Basically even the wasteful agricultural systems we have now – with masses of food waste, trillions of hidden subsidies, poor diets, degraded land and polluted waters – could continue if we just solved the problem of being powered by fossil fuels', Charles says.

Yet a growing population will require more food, so Charles advocates a general move to a much more plant-based diet. 'I don't think we should dump meat all together,' he says; 'I think animal husbandry forms an integral part of proper and regenerative agricultural systems. But I do think we need to cut down: so better – organic – meat, less often. It's worth noting that a diet of wild fish, eggs and vegetables is almost the same in theoretical CO2 saved as the vegan diet.'

### 'BEYOND ORGANIC'

In organic production you can't take shortcuts – additives, bulking agents and artificial ingredients are not permitted, meaning 'you can't cheat or cheapen', as Charles puts it. 'Organic is a legally imposed and agreed definition', he explains. 'it has validity, it is enforced, it has meaning – it's literally a standard.'

Organico operates in a way Charles has described as 'beyond organic': the company applies a 'grower-maker' mentality to the way it sources food, which means it actively seeks people who grow and also package their own products. One example is that Organico pasta is made from wheat grown, milled and then turned into pasta by a pioneer co-operative in the Marche region of Italy that was founded 40 years ago. It has saved rural livelihoods for many farmers and families. 'Like all the other companies, we know where to find cheaper pasta', Charles says, but an Organico product hasn't been chosen because it was cheap – it has been chosen because it's the best we could find.'

When speaking of the best Charles isn't just referring to the product quality; his approach to sourcing entails finding growers who really know the plants or grains they farm and have excellent ethics and a good set of social values. As pioneers in ecological farming they go beyond the already demanding standard of organic and are committed to the local community, landscape

and biodiversity. They were implementing the concepts of regenerative farming long before it was a *thing*. The approach is also intrinsically fair trade; the focus on co-operatives and family businesses supports democratic and participatory economics; farmers work alongside employees, not long-distance investors. 'This approach has helped a lot with supply consistency during Covid and now with the huge upset the war in Ukraine has caused to the food supply chain', Charles tells us.

### DOING THE RIGHT THING

Charles confesses to being 'militant about organic'; he sees the support for organic values from independent experts – involved in UNEP, the FAO and even the Project Drawdown climate initiative – and wants organic to be valued in the same way at the government level – which in the UK, he says, 'it absolutely isn't'.

'The degree of subsidy and advantage given to junk foods and hyper-processed foods in our industrial food system is abhorrent and government seems almost powerless to stop it', he says. 'The food industry is not far off tobacco or fossil fuels in terms of the damage it has done and still does; the fact the public sector picks this damage up in so many different ways points to a real weakness in the economic system we live under.'

For Charles one way to start to fix the problem would be to heavily subsidise and promote good, organic, fresh, basic ingredients. Last year's Scientific Group of the UN Food Systems Summit concluded that the inefficiencies and environmental, health and social costs of the global food system are \$11.9 trillion, compared with that same food system's estimated market value of \$10 trillion. 'That's a stark reminder that it isn't organic food that is expensive', says Charles – it's the policies that support the agro-industrial and GM-GE food systems.'

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CLOCKWISE FROM MAIN IMAGE  
Charles Redfern (left) meeting Organico's pasta producer – a pioneer organic co-operative in the Marche hills near Urbino; Organico pasta and olive oil; Organico's award-winning rice is produced by a sixth-generation family co-operative in Bianze; Organico spreads and dips



# **ACTIONABLE SUSTAINABILITY**

A new app is making it easy to see and understand the impact of different foods



**M**any of us want to buy food that's better for the planet, but making informed choices isn't always straightforward. Farming systems, supply chains, water use, air miles and packaging are just some of the many things to consider when looking for sustainable food – and they're not easy to analyse in a supermarket when you're in a rush and your mind is on other things.

A good first step is to buy as much produce as possible that's local, seasonal and organic – but for Carl Olivier, co-founder and CEO of Sustained, this approach doesn't go far enough. 'It may be easier to shop that way', Carl says, 'but given the complex nature of production processes, and the broad nature of the impacts on our environment, it's not the best. We need to find a way to surface and translate all the underlying complexity.'

## CONSUMERS INFLUENCE PRODUCTION

Food production causes more than one-third of all environmental damage, from CO2 emissions to biodiversity loss. The industrial scale of the production of certain food types is driving even more damage. 'This needs to stop', Carl says; 'we need to find better ways to feed ourselves as a species. If enough of us change what we eat, by choosing more environmentally friendly foods more often, the demand will change the supply. All of a sudden the saying 'vote with your wallet' takes on massive significance.'

There is a wealth of evidence to support the idea that people want to buy more sustainable food; the People's Climate Vote from the UN showed that food and the impact of food production was one of the most supported areas for investment. Spending habits are another indicator, with annual 'ethical' spending and investment in the UK surpassing the £100 billion mark for the first time in 2021. This is a five-fold increase over 10 years. 'People, on the whole, don't want to harm the planet if they can help it', Carl concludes. 'The problem is that we are busy and we need help to make sense of complex processes before we can make informed decisions.'

## DATA TRANSPARENCY

The lack of clear, actionable information about the sustainability of various foods compounds the problem, especially when we consider the importance of presenting clear details to shoppers at the point of sale. In order to help address this, producers, brands and manufacturers need to become far less opaque about the impact of their production processes.

By sharing data using industry-leading and standard frameworks – and transparently communicating the environmental impact of their products – companies can help their customers make the choices they want to make. This is good for business and for the planet.

## TECH HOLDS THE KEY

For Carl, who has worked at Skype, Microsoft, Twilio and Zoopla, this is where technology has a key role to play. 'We live our lives intertwined with digital experiences for almost everything – including buying our food', he says. 'Having

seen first-hand the power technology has to help facilitate change at scale, we were inspired to create the app and the data and systems behind it, plus the tools producers need to increase their transparency.'

Building the infrastructure to allow companies to assess the environmental impact of their products at scale, in a recognisable and validated way, is essential if system-level change is to be realised in our lifetime.

These assessments are complex, based on varied and complicated supply chains and manufacturing processes. Sustained provides the framework and the tools to translate this complexity into a form that is easy to understand and action by busy consumers. The framework uses a rating system from A (great) to G (bad) for a product. This rating is derived from a host of data used by Sustained in its calculations and assignments.

## GOING (WELL) BEYOND CARBON

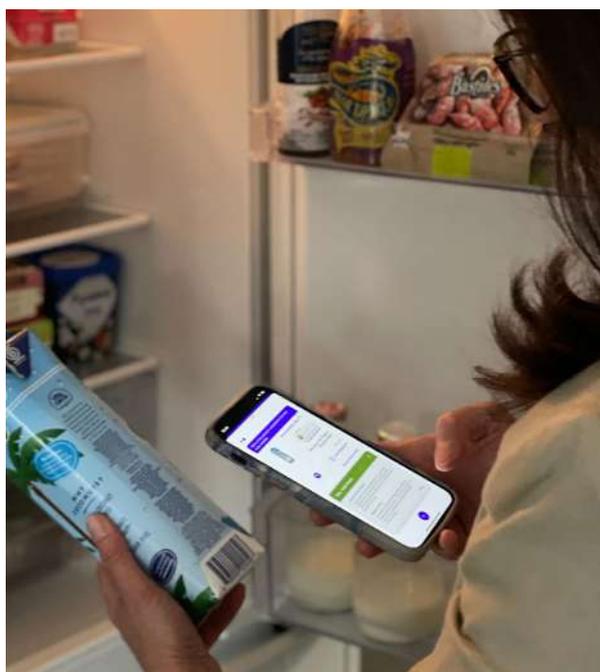
There are countless ways to assess the overall environmental impact of a product; at Sustained, the approach focuses on the ingredients used to create it. Lifecycle assessment (LCA) frameworks and data are used to create what Carl describes as 'the most scientific and evidence-based view of the impact that is possible today without primary data from the producers'.

The UK ratings currently available from the Sustained app are estimates due to the use of background LCA modelling, which uses the typical or average impacts for foods and ingredient production practices. The goal is to change that over time by working with brands to provide actual ratings for products.

The Sustained ratings framework covers the entire environmental spectrum by looking at a number of impact categories: climate change, land use, water scarcity, resource use, damage to plants and animals and human health. The Sus-



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tained system also assigns additional information icons, including 'local product' and 'low greenhouse gas emissions'. There are plans to add 'no plastic packaging' and 'seasonal food' as well.

Sustained was built to be as easy to download and use as possible, so the current version has no registration or log-in requirements. The flip side is that there is no scope to personalise the app to reflect what sustainability means to different users, but that is something that could change.

'People do indeed care about different parts of sustainability', Carl acknowledges, 'so in future we will provide personalisation options – such as the ability to indicate which impact categories matter most to them – so we can tailor each user's experience more specifically.' The provision of alternatives and swap options – a key ask from Sustained app's users – will also be added soon.

## HOW TO MAKE A DIFFERENCE

Price, availability and quality are the three most considered factors when making purchasing decisions. This won't change, and Carl is not advocating for that; instead he wants to introduce a fourth dimension to the standard decision-making process: that of sustainability. 'Of course, in many cases price will still be the main consideration', he accepts, 'but by making the additional sustainability information readily available, we are allowing for trade offs to be made where possible.' The app, and similar uses of the ratings system, grants quick and easy access to the most sustainable options on the supermarket shelf.

Most things in life require some level of compromise, and people will be better equipped to make decisions if they can trust the information used to make them. 'At the heart of it, we want the Sustained app to empower people to contribute to how we live in a meaningful, positive way', Carl explains. 'Ultimately, I believe this is not going to be something any single audience or actor will be able to solve alone. Consumption and production are intrinsically linked; regulation will help, but not fast enough.'

Instead we need to ensure that there is near-term and long-term value to being more sustainable, and to be more transparent about the state of our products. For that, all parties involved in the lifecycle of a product will need to play their part.

'This is a journey', Carl reflects. 'We have only just started, and we will need help from a multitude of people and organisations along the way. Science is evolving, and technology is being created to facilitate this at scale. With that in mind, we will always strive to be open and transparent about the way in which we assess impact. At the heart of it, we want Sustained to empower people and businesses to make more sustainable choices based on evidence in a way that provides them and others with real value.'

## Find out more

- Download the free Sustained mobile app at [sustained.com](https://sustained.com)

# COMPETITIONS

We've got our hands on two very special prizes from fantastic companies that are doing things differently. We love them and we want to give you a chance to get to know them, too – so we're running these competitions so you can see for yourself!

These competitions will give the winners two very different experiences of life on an organic working farm – one through a safari in rural Wiltshire and the other through a magical food and music festival near Bristol.

To enter and view any Ts & Cs, visit [mygreenpod.com](http://mygreenpod.com)



**WIN**

## AN ORGANIC FARM SAFARI AND OVERNIGHT STAY FOR TWO

Courtesy of Organico, one lucky reader (and a friend) will get to pack their bags and head off to rural Wiltshire, where they will enjoy an organic farm tour and an overnight stay at the all-organic Royal Oak in Bishopstone. Two runners-up will receive a basket of organic food.

Deadline for entries: 01.09.22



**WIN**

## A VALLEY FEST GLAMPING EXPERIENCE FOR TWO

This glamping bundle includes a pair of Weekend Tickets to Valley Fest, the South West's best-tasting music festival, plus accommodation in a two-man bell tent stocked with a tray of Thatchers cider and a tray of Feel Good Drinks.

Deadline for entries: 01.07.22



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