



'NEVER GIVE UP'

We spoke to UN Messenger of Peace Jane Goodall about her 65-year career in conservation

ORGANIC NORTH

This wholesaler's humble approach to business is helping to make organic living affordable and fair

PEACE & CLIMATE ACTION

A Times Square concert will kick off 2025's UN International Day of Peace & Climate Week NYC

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Meet the makeup artist making it easy to detox your body and identify 'ingredients to avoid'

ORGANIC SEPTEMBER

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EARTH DAY 2025

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Welcome to My Green Pod Magazine!



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

Welcome to our September issue of My Green Pod Magazine! This is a big month – and not just because the kids are back at school. It’s the time we’re all encouraged to think about our food and how it’s produced, and to consider switching to organic products – from food and drink to fashion and beauty products – wherever possible.

Organic September reminds us that ‘The health of soil, plants, animals and (hu)man is one and indivisible’, as Sir Albert Howard so beautifully put it.

Some of the people and organisations featured in this issue are striving to democratise organic living, acknowledging that, despite bringing many benefits to our health and that of the environment, shopping organic can feel prohibitively expensive. It’s a challenge we all face and this issue covers some of the ways to tackle it, but it also underscores a broader issue: there’s no escaping the fact that inequality is crucial to any conversation about sustainability.

In addition to being a driver of chronic health conditions, inequality drives competition for resources and, ultimately, conflict; the UN International Day of Peace (21 September) is a time to remember that understanding, respect and justice are all values we can embody and share in our everyday actions and conversations.

The Day of Peace kicks off Climate Week NYC (21-28 September), where some of the brightest minds in business, government, politics, academia and civil society will come together to inspire the action that is necessary if we are to succeed in shifting entire systems.

These are just some of the reasons September is a big month, with lots of opportunities to think about how sustainable lifestyles intersect with social justice, equality, human rights and peace, as well as farming, health, nature, animal welfare and the many other issues that ignite and unite us.

I hope you find inspiration in some of the incredible projects covered in this very special issue.



ABOUT US

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

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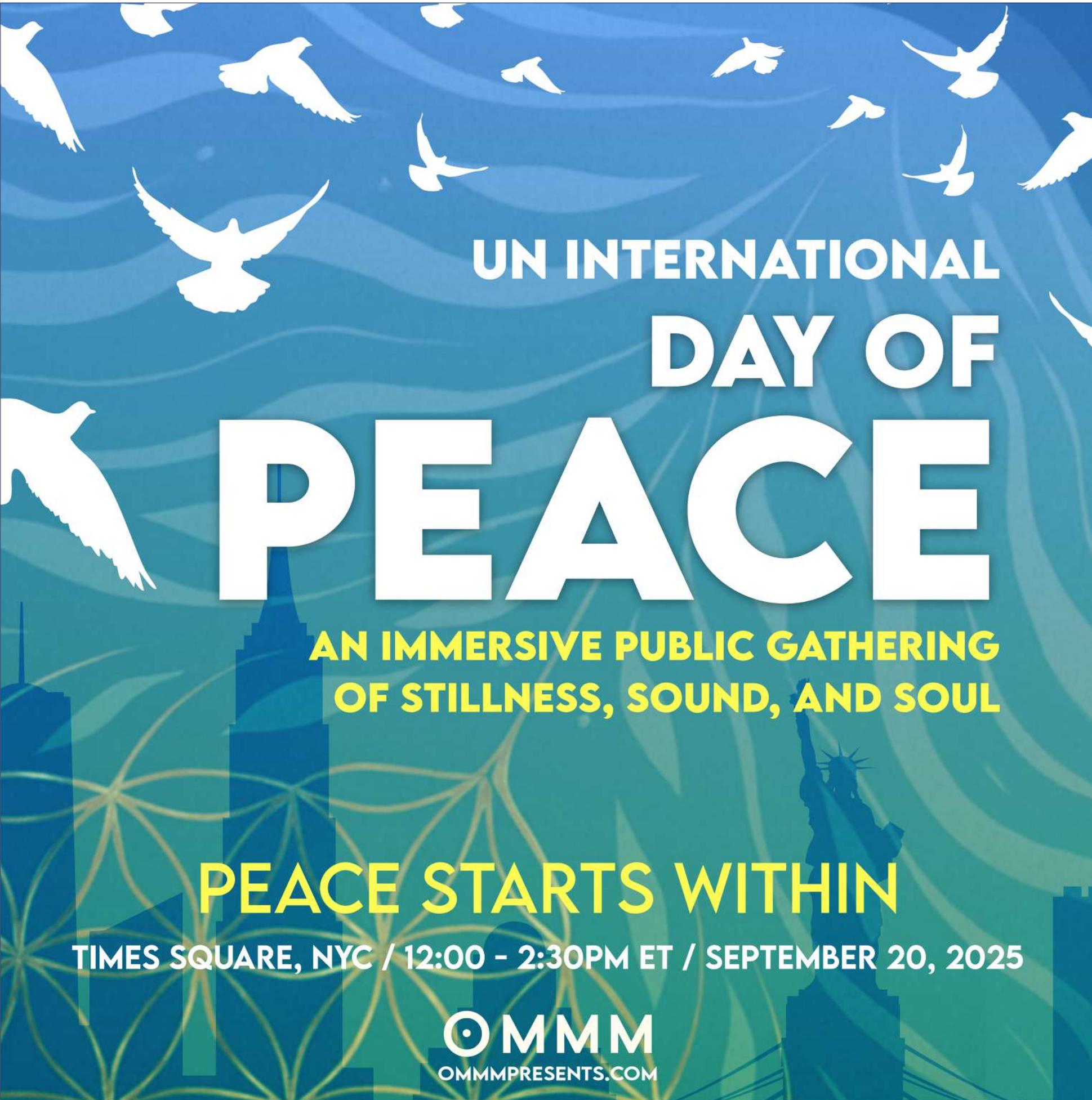


100 million
new jobs will be
created in the green
economy by 2030

The average
UK household
wastes
£1,000 a
year on food
that ends up
in the bin



In the UK,
just **3%** of
our farmland
is organic



UN INTERNATIONAL DAY OF PEACE

AN IMMERSIVE PUBLIC GATHERING
OF STILLNESS, SOUND, AND SOUL

PEACE STARTS WITHIN

TIMES SQUARE, NYC / 12:00 - 2:30PM ET / SEPTEMBER 20, 2025

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SPEAKERS

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EVIN SCHWARTZ, YOGI CAMERON,
DIVYA ALTER, ERIC KUSSIN, TENZIN SELDON,
ANNA MEDRI, LEONARDO CERDA, JOYOUS HEART,
JONATHAN APPEL, GÖZDE APPEL

HOSTED BY

YOGINI JAIMA & JARVIS SMITH

MESSAGES FROM

DR. JANE GOODALL & DR. SCILLA ELWORTHY

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REACHEL SINGH, CAZ CORONEL,
MIA NARCISO-KRUTZ AND FRIENDS,
DUST OF SOUL, LAURA CARISA GARDEA
AND STEFANIA PASSAMONTE



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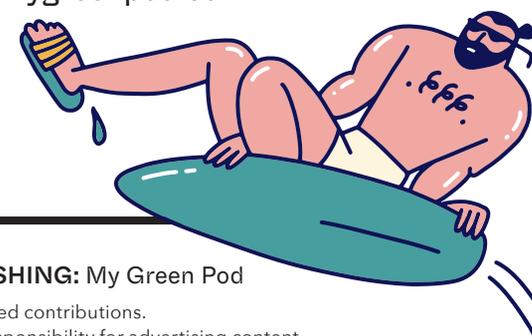
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GO WITH YOUR GUT

Soil Association Certification's **Paige Tracey** shares how to grow your 'gut garden' this Organic September

Back in the 1940s, at around the time he helped to co-found the Soil Association, celebrated botanist Albert Howard stated: 'The health of soil, plants, animals and (hu)man is one and indivisible.'

While scientific papers are only now beginning to explore the gut microbiome in any sort of depth, it's hard not to draw parallels between this unique aspect of our bodies and Howard's words – spoken more than three-quarters of a century ago.

Today we are rediscovering the impact of soil health and farming systems on the nutritional value of our food, and how that food ultimately impacts our bodies – including our gut.

This Organic September, Soil Association Certification wants to highlight the fundamental connection between healthy soil and healthy food; every small swap to a delicious organic option will help you to nourish your gut's 'garden'.

NUTRIENTS IN ORGANIC

Various studies have demonstrated that organic food is higher in some nutrients than its non-organic counterpart. Without artificial pesticides and insecticides, the organic plants must develop more of their own resistance to pests – and this comes in the form of more antioxidants. According to one study, organic produce had 30-40% more polyphenols than non-organic alternatives.

Polyphenols are crucial for promoting good gut health because they act as prebiotics, feeding good gut bacteria and helping to reduce inflammation. They are particularly high in leafy green vegetables, onions, garlic, berries and spices including turmeric and cinnamon. For Organic September, why not boost your polyphenol intake and opt for an organic option of one of these prebiotic powerhouses?

PESTICIDES & GUT HEALTH

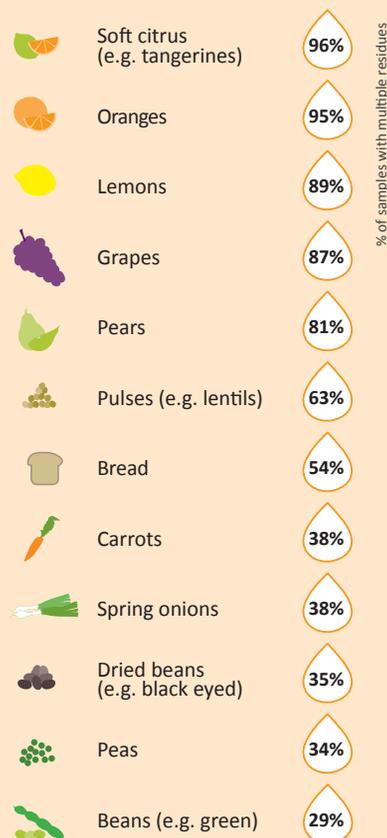
A review of 117 studies revealed that the residues of chemical pesticides on our food can wreak havoc with our gut microbiome. Other studies have shown that they can kill off the good bacteria in our gut, creating an imbalance that allows bad bacteria to thrive. This can, in turn, lead to inflammation.

Glyphosate, a popular and powerful artificial weedkiller that is banned in organic farming, works by blocking a chemical pathway in plants which causes them to die. While humans and mammals do not have this same chemical pathway, microbes do.

It is therefore not hard to see how glyphosate could be having a negative effect on microbial diversity in our gut, as well as microbes in the soil – which, as I'll explain later, are crucial for determining the nutritional value of our food. The best way to avoid residues from these pesticides and herbicides is, of course, choosing organic where possible, as their use is banned in organic farming.



Dirty Dozen 2023



Pesticide Action Network (PAN)'s list of the 'Dirty Dozen' fruit and veg most likely to be contaminated with pesticides

each individual pesticide was below the set safe level, the combined chemicals caused adverse effects on the liver, cancer cells and body weight.

Another product to consider buying in an organic form is oats, as non-organic oats are often sprayed with glyphosate before harvesting. Studies have found that oats can contain five to 10 times more glyphosate than other grains.

THE SOIL-GUT CONNECTION

Finally, it really does all go back to the soil. The proliferation of non-organic farming, which relies on fossil fuel-based fertilisers and pesticides, has depleted the good bacteria and microbes in our soil. Microbes in soil are crucial for breaking down organic matter and transforming it into the nutrients that plants can absorb. If there are fewer microbes in the soil, it becomes harder for plants to absorb these nutrients – which ultimately affects their nutritional quality.

One US study found that important nutrients in some garden crops were up to 38% lower in 1999 than in 1950. A more recent study on UK fruits and vegetables found that between 1940 and 2019, on average iron levels had decreased by 50%, sodium by 52%, copper by 49% and magnesium by 10%.

HEALTHY SOIL

Instead of using fossil fuel-based fertilisers, organic farming helps to nourish healthy soil through natural growing methods that use compost, manure and crop rotations. This helps soil microorganisms to thrive, ultimately resulting in more nutrients being absorbed into the produce being grown.

THE DIRTY DOZEN

The Pesticide Action Network (PAN) publishes an annual list of the 'Dirty Dozen' fruit and vegetables most likely to be contaminated with multiple pesticides (see box, above). Switching to organic versions of the products on this list would be a great place to start.

PAN's 'Dirty Dozen' is based on the UK government's own reports on pesticide residues. While residues for each pesticide may fall within the safe limit, the effect of multiple, combined pesticides is not monitored.

A 2019 Soil Association report, *The Cocktail Effect*, explored this exact phenomenon; it referenced studies performed on humans, or which simulated human exposure, where even though

Find out more

■ Anyone can take part in Organic September – see how you can support the shift to organic food and farming at soilassociation.org/certification/marketing-organic/organic-september

2025 BOOM Award winners

Best of the UK's organic market revealed – in 39 categories ranging from fashion to frozen food

Soil Association Certification has announced the winners of the 2025 BOOM (Best of Organic Market) Awards, in partnership with Ocado Retail. The awards honour the brands, organisations and people behind the UK's organic industry.

Announced by TV personality Andy Clarke on 10 July at The Paintworks in Bristol, the night was a celebration of the best from across the UK organic market.

Each winner was independently and enthusiastically judged by an esteemed panel of experts, including 2024 *Masterchef* winner Brin Parathapan, chef and food writer Xanthe Clay and *Bake Off* contestant and presenter Briony May Williams. From over 400 initial entries, the winner of each of the 39 BOOM Award categories is named below.



ORGANIC CHAMPION

WINNER: Sean Ruffell (Organic North)

ORGANIC GARDENER

WINNER: Jamie Walton (@NettlesandPetals)

ORGANIC OUT OF HOME

WINNER: James Taylor (Hackney Primary Schools)

ORGANIC RETAILER

WINNER: Better Food

ORGANIC IN COMMUNITIES

WINNER: Northern Lily

ORGANIC SUPPLY NETWORK

WINNER: Growing Good Technology Ltd

SOIL ASSOCIATION SPECIAL CONTRIBUTION AWARD

WINNER: Wilma and David Finlay (The Ethical Dairy)

NATION'S FAVOURITE ORGANIC PRODUCT AWARD

WINNER: Saira Skin – Hydrating Facial Oil

OCADO ROOTS AWARD

WINNER: Wild Thingz – Organic Fruity Flyers Gummy Sweets



ORGANIC BEAUTY AND WELLBEING AND FASHION AND TEXTILES AWARDS

CLEANSERS

WINNER: Pai Skincare – Light Work™ Cleansing Oil

HEALTH AND PERSONAL CARE PRODUCTS

WINNER: Green People – Moisturising After Sun with Insect Repellent

MOISTURISERS

WINNER: Neal's Yard Remedies – Frankincense Intense™ Age-Defying Cream

OILS AND SERUMS

WINNER: Therapi Honey Skincare – Propolis+ Biome Restore Facial Oil

PREGNANCY AND BABY PRODUCTS

WINNER: ishga – little ishga Marine Cream

FASHION AND TEXTILES PRODUCTS

WINNER: Little Green Radicals – Flora and Fauna Reversible Collarless Spring Jacket

ORGANIC FOOD AND DRINK PRODUCT AWARDS

STORE CUPBOARD STAPLES

WINNER: Mr Organic – Organic Butter Beans

OILS, VINEGARS AND DRESSINGS

WINNER: Natural Umber – Organic Apple Cider Vinegar

CEREALS AND MORNING GOODS

WINNER: Granola Fan Club – Hemp, Honey and Mulberry Organic Granola

FREE-FROM PRODUCTS

WINNER: Good Grain Bakery – Organic Gluten Free Poppy Seeded Bagel

VEGAN PRODUCTS

WINNER: Cocos Organic – Vanilla Coconut Milk Yog

HOME BAKING

WINNER: Healthy Food Brands – Rayner's Organic Barley Malt Extract

MILK, CREAM AND BUTTER

WINNER: Fir Farm – Fresh Organic Milk

YOGHURT

WINNER: Yeo Valley Organic – Greek Recipe 5% Strained Natural Yoghurt

CHARCUTERIE AND PROCESSED MEATS

WINNER: The Organic Cure – Organic Farmhouse Salami

FRESH MEAT

WINNER: The Organic Butchery – Organic 28-day Aged Beef T-Bone Steak

FRESH PRODUCE

WINNER: Riverford Organic Farmers – Organic True Spinach

SOFT DRINKS

WINNER: MOMO Kombucha – Organic Raspberry-Hibiscus Kombucha

CHILLED AND FROZEN (SWEET)

WINNER: Booja-Booja – Organic Caramel Pecan Praline Ice Cream

BEERS

WINNER: Stroud Brewery – Organic India Pale Ale

CIDERS

WINNER: Dunkertons Organic Cider – Craft Organic Medium Cider

SPIRITS

WINNER: Dà Mhile Distillery – Organic Single Malt Welsh Whisky

TEA

WINNER: Organic Herb Trading – Darjeeling 2nd Flush FTGFOP1

WINES

WINNER: Vintage Roots – Arrogant Frog Orange 2023

NEW FOOD AND DRINK PRODUCTS

WINNER: Wild Thingz – Organic Fruity Flyers Gummy Sweets

WINNER OF WINNERS (WOW) AWARD

WINNER: Natural Umber – Organic Apple Cider Vinegar



Celebrate the SEASONS

Let the season shape your plate, says River Cottage's **Jessica Church**

At River Cottage, we believe good food should feed the planet, not drain it. That's why this Organic September, we're inviting you to think more deeply about what's on your plate and how it got there.

We all love a splash of tropical fruit or a salad that sings of summer, but in today's food system, strawberries in December and year-round avocados are the norm. Behind that 'perfect' out-of-season mango lies a story of food miles, fossil fuels and a heavy carbon footprint.

Organic September isn't just a celebration of food grown without synthetic pesticides and fertilisers, it's a reminder that how we eat affects everything – from the health of the soil to the health of the planet.

One of the most powerful things we can all do is eat seasonally – and know where our food comes from.

THE COST OF CONVENIENCE

Food miles, the distance your food travels from farm to fork, have a huge environmental impact. The further your food travels, the more fossil fuels are burned in transport and refrigeration – especially when it's flown in from the other side of the world.

When you reach for that out-of-season mango in September, you're often paying more than just the price on the label. The true cost is reflected in increased greenhouse gas (GHG) emissions, habitat destruction and weakened food security.

SEASONAL & ORGANIC FOOD

At River Cottage, we harvest our produce at its peak and serve it within hours – whether it's in our café, seasonal feasts or on our cookery courses.

Seasonal food is typically grown closer to home, reducing the need for long-haul transport and cold storage. Food that's in season is also more abundant and therefore often cheaper; that £3 mango in September costs more because it has been flown across the globe.

Organic fruit and veg grown in tune with the seasons is often picked when perfectly ripe, which means better taste and more nutrients.

Supermarkets tend to offer the same varieties all year round, but eat with the seasons and you'll discover heritage crops, forgotten veg and new ingredients to keep your cooking fresh and your gut microbiome thriving.

BUYING A BETTER FUTURE

Some people say organic food is too expensive – especially in the current climate. While it might



PHOTOGRAPHY MATT AUSTIN



seem that way, the truth is that organic is not just about cost, it's about value.

Organic growing protects wildlife, improves soil health and supports more resilient food systems. It's labour-intensive, but that care is passed on through every ingredient.

When you know where your food comes from and how it was grown, you're not just buying dinner, you're buying into a better future.

REAL FOOD MATTERS

Cheap food often hides bigger problems: poor pay for farmers, loss of biodiversity, unhealthy soils and mass-produced ingredients that disconnect us from nature.

The more we support organic, seasonal and locally grown food, the more we shift power back into the hands of people and planet.

Our farm and kitchens at River Cottage are run on organic principles. Everything we grow is

seasonal, and we never compromise on provenance or purpose. Whether you're joining us for a cooking course, a feast or a garden workshop, the message is the same: real food matters.

WAYS TO GO ORGANIC

This Organic September you don't have to grow your own or go fully organic overnight; small shifts make a difference.

Buy local and organic produce where you can. Farmers' markets and veg box schemes are great places to start. Sticking a seasonal calendar on your fridge will help you to get inspired by what's fresh each month.

It's also important to ask questions – to your greengrocer or supermarket – to discover how and where your food was grown.

Even making one seasonal swap will make an impact. Replace those flown-in grapes with British plums. Pick local squash over imported sweet potatoes. Every choice counts.

SET YOUR INTENTION

Organic September is not about perfection, it's about intention. The more we choose seasonal, organic and local food, the more we nourish the ecosystems on which we all depend.

It's a journey of reconnection: with nature, with the people who grow our food and with the food itself.

This September, let's all ask one small question a little more often: what's on my plate? And where did it come from?

Find out more

■ Discover ways to eat and cook the seasons and support a fairer food system at rivercottage.net/courses



Organic ambitions in a global landscape

Neel Zaver asks: can the UK cultivate change for the planet?

In a world grappling with climate breakdown, soil degradation and biodiversity collapse, organic farming offers a glimmer of hope. Yet organic land only averages 2.1% globally; here in the UK, just 3% of our farmland is organic.

Even the EU's 10.5% organic farmland is still far short of its Farm to Fork goal of 25% by 2030. The Farm to Fork strategy – to 'create a food system with a neutral or positive environmental impact' while also providing fair economic returns for producers – will bring benefits for the climate, biodiversity, food security, public health and the affordability of food. So what's going wrong – and how can we fix it?

A SLOW ROAD

When Defra released its *Agriculture in the United Kingdom 2024* report, the headline stats were modest. 503,000 hectares were farmed organically in the UK – up just 1% on 2023. 62% of that land was used for permanent pasture (including rough grazing), with cereals (just 10%), vegetables and fruit trailing behind. This is a picture of glacial progress. Why?

Farmers have been speaking out about the stop-start nature of the Sustainable Farming Incentive (SFI). Imagine pouring your heart into an application only to have the door slammed in your face when the funding cap is blown through. That's exactly what happened in March 2025, when the SFI paused new applicants mid-season, prompting outrage from the NFU and grassroots groups alike.

'Farmers felt betrayed', admits a farmer who grows organic oats on the rolling Somerset hills. 'One minute you're planning rotations; the next, you're back on conventional inputs.' That kind of uncertainty crushes confidence, and with organic conversion requiring a multi-year commitment, no

one wants to dive in without assurance that the money will keep flowing.

MEANWHILE, ACROSS THE CHANNEL...

Eurostat data show that the area of EU land used for organic agricultural production continues to rise, totalling 16.9 hectares in 2022. That represents 10.5% of the EU's total utilised agricultural area (UAA) – and is an increase of one million hectares since 2021. 27% of Austria's total utilised agricultural area is farmed organically.

The EU's Farm to Fork strategy can be seen as a driving force behind these figures, ring-fencing €49 billion for eco-schemes and tying payments to clear targets. No wonder uptake has soared.

These differences aren't mere statistics; they translate to real-world outcomes. Organic soils hold more carbon, support richer biodiversity and demand fewer synthetic inputs.

If the UK were to nudge its organic share from 3% to 10% by 2030, we could lock away an extra 100,000 tonnes of carbon per hectare annually and slice farm-gate greenhouse gas emissions by 4%. That's not small potatoes, it's a genuine lever on our 1.5°C ambitions.

ABOUT NEEL ZAVER

Neel Zaver is a biologist and creative who is using his work to showcase the inspiring work of organisations around the world for the environment, conservation and our planet. His goal is to instil hope by profiling those working to create a positive future for us all.

CHARTING A COURSE

So what lessons can the UK steal from its friends in Europe (and beyond)? Ring-fencing organic conversion payments would be a good place to start. Scotland's Agri-Environment Climate Scheme (AECS) pays up to £140/ha for arable conversion; England's SFI offers no organic-specific premium. A dedicated organic line in Environmental Land Management Schemes (ELMS) would remove competition with low-input options.

We also need to set a clear acreage target; NGOs lobby for a 10% UK target by 2030. Without a political north star, schemes wobble with each Spending Review.

Metrics and accountability are key; why not tie payments to measurable soil-carbon gains or biodiversity net-gain scores? Transparency can breed trust, and market-pull could be mandated. Denmark requires 60% organic in school meals; the UK could follow suit and even apply the target more widely – in hospitals and universities by 2027 – to stimulate domestic demand.

Finally the USDA's Organic Transition Initiative injects \$300 million into mentorship and research. A scaled-up UK version would support farmers through conversion's trickiest phases.

THE ONLY WAY IS UP

Yes, organic farming has sometimes been seen as a niche boutique exercise – but if we treated it as a systemic policy instrument, rather than a luxury add-on, we would unlock co-benefits for climate, nature and rural livelihoods. And frankly, at 3% penetration there's nowhere to go but up.

So, here's a question to leave on your mind: if soil is the foundation of our future, why are we skimping on its care?

Organic made easy

BOSH! cooks **Henry Firth & Ian Theasby** share two plant-based recipes that support simple organic switches

We've always believed that what's good for the planet tends to be good for us, too – which is never clearer than when it comes to organic food.

Choosing organic means saying yes to fewer pesticides and chemicals in our soil, waterways and bodies. It also means healthier ecosystems, where bees, butterflies and other vital pollinators can thrive.

Buying organic means we're supporting farmers who work in harmony with nature, growing produce that's packed with nutrients and full of vibrant flavour.

We're both parents now, so the quality of the food we feed our families matters more than ever. Choosing organic where we can gives us peace of mind; we know we're reducing our exposure to pesticide residues while at the same time helping to protect wildlife for the next generation.

Of course we're realistic. Organic isn't always the easiest or cheapest option, but even swapping out a few everyday staples, like picking up organic carrots or apples, can make a meaningful difference over time.

This month's recipes put veg front and centre: a crispy tofu salad that's light yet satisfying, plus a smashed potato and cucumber dish with a zingy sesame mayo. They're proof that eating organic, seasonal produce is one of the best choices we can make – for ourselves and the planet.



Find out more

■ For more plant-based recipe inspiration, head over to [bosh.tv](https://www.bosh.tv)



CRISPY TOFU RIP SALAD

Serves 4

INGREDIENTS

For the tofu

- 1 block firm tofu
- 2 tbsp soy sauce
- 2 tbsp olive oil
- 1 tbsp nooch
- 2 tsp smoked paprika
- 2 tsp garlic powder
- 1 tsp black pepper
- Salt to taste

For the salad

- 2 little gem lettuce
- 1 × 250g sachet puy lentils
- ½ cucumber
- Handful mixed seeds

Dressing

- 2 tbsp tahini
- 2 tbsp lemon juice
- 1 tbsp maple syrup
- 1 tbsp water (more if needed)
- Salt & pepper

Garnish

- Mixed seeds
- Extra virgin olive oil

Before you start

Preheat the oven or air fryer to 200°C / Lined tray / Large serving plate

METHOD

Prepare ingredients

Tear the tofu into bite-sized 'rips' with your hands. Trim the lettuce and separate the leaves – wash if necessary. Peel 1cm strips of the cucumber skin off, slice down the middle lengthwise, remove the seeds then thinly slice.

Cook tofu

Combine the oil, soy sauce, nooch, paprika, garlic powder, black pepper and salt in a bowl. Add the tofu and mix to coat evenly. Bake in the preheated air fryer for 15-20 minutes until golden brown, shaking once. If using the oven, bake for 30 minutes, turning half-way.

Mix dressing

Whisk tahini, lemon, maple syrup, water, salt & pepper until smooth. Taste and season with more lemon juice, maple syrup and salt if needed. Add 1 tbsp of water at a time until you have a nice dressing consistency.

Assemble

Add the baby gem to a serving plate, sprinkle over the lentils, cucumber and tofu rips. Generously drizzle over the dressing and scatter over the seeds to serve. Enjoy!

ASIAN SMASHED POTATO AND CUCUMBER SALAD WITH SESAME MAYO

Serves 4

INGREDIENTS

For the potatoes

- 1kg baby potatoes
- 2 tbsp olive oil
- 4 spring onions
- 1 cucumber
- 15g coriander
- 1 tbsp black sesame seeds
- 2 tbsp crispy chilli oil

For the sesame mayo dressing

- 2 tbsp tahini
- 1 tbsp toasted sesame oil
- 1 tbsp white miso
- 100g vegan mayo
- 1 lime
- 3 tbsp water

METHOD

Boil & smash

Simmer potatoes until tender; steam dry, then gently smash and roast or air fry until crisp.

Mix dressing

Whisk tahini, miso, sesame oil, lime, mayo and water until smooth and creamy.

Prep the salad

Scoop cucumber seeds, chop into half moons, slice spring onions and pick coriander leaves.

Assemble & finish

Toss crispy potatoes with salad veg and sesame mayo, then top with sesame seeds and a big spicy drizzle of chilli oil.



HOW TO USE TOFU

Clearspring's **Maria Dawson** clears up the difference between silken and firm tofu

Tofu, the wonderfully versatile soy-based food, is earning its spot as a kitchen essential. From plant-based cooks to lovers of global cuisine, more people are discovering tofu's flavour-absorbing magic – but what many don't realise is that tofu isn't just one thing. There are different types, each with its own texture and purpose.

Most people know firm tofu – the block you slice, grill or stir-fry – but silken tofu? That's a hidden gem. To explore the differences and how to use each type, we turned to the experts at Clearspring, which has just launched a 200g single-serve pack of its award-winning Organic Japanese Silken Tofu. This single-serve size is a great way to avoid leftovers and waste – and perfect for smaller households, meal kits or recipes that require just the right amount of tofu.

FIRM TOFU: THE STRUCTURED CLASSIC

In Japan, firm tofu is known as *momen*. Pressed to remove much of its water content, it has a dense texture that holds its shape during cooking. It's ideal when you want structure as it crisps, browns and absorbs flavour while staying firm.

Firm tofu holds together beautifully and soaks up sauces and marinades, so it's ideal for stir-fries. It's also great for grilling or frying, as it achieves a golden crust while remaining soft inside.

In curries it's a perfect stand-in for paneer or meat in bold, spiced sauces, or it can be cubed and tossed to give salads a clean, protein-rich boost.

Interestingly, the firm tofu commonly sold in the UK tends to be much denser than the version traditionally enjoyed in Japan. That's partly because in Europe, tofu is often used as a replacement for animal-based proteins. In Japan, however, it's appreciated in its own right as a delicate, nourishing staple, not just a substitute.

SILKEN TOFU: CREAMY & VERSATILE

Silken tofu, *kinu* in Japanese, is made using a different method; it's either unpressed or only lightly pressed, which gives it a



smooth texture and higher water content. It's not the kind of tofu you cube and fry – instead it blends, melts and adds creamy richness to dishes that might otherwise rely on dairy.

This is an incredibly versatile ingredient that often flies under the radar, but those in the know swear by it. Silken tofu is used traditionally in Japanese miso soup, but it's also brilliant in a wide variety of recipes.

Clearspring Organic Japanese Silken Tofu is made using just three natural ingredients — whole organic soybeans, fresh water and nigari, a natural coagulant from sea water. This creates a clean, creamy and subtle flavour that works beautifully in both sweet and savoury dishes.

HOW TO USE SILKEN TOFU

Add a few cubes of silken tofu to your blender with fruit, plant milk and a touch of sweetener for creamy, protein-rich smoothies or shakes – with no need for yoghurt.

When blended with cooked vegetables and stock, silken tofu creates ultra-smooth, dairy-free soups with body and richness. It can also be crumbled into a pan with turmeric, black salt and vegetables for a soft, plant-based alternative to scrambled eggs.

Blitz silken tofu with herbs, lemon juice, garlic and olive oil for a silky, flavourful dressing or vegan Alfredo-style sauce, or dice it gently for a creamy, plant-based alternative to mozzarella in a vegan caprese salad.

Silken tofu is a revelation in desserts, too. Mix with melted dark chocolate, maple syrup and vanilla to create a luscious, cream-free mousse.

Find out more

Find out more about Clearspring and its organic silken tofu at clearspring.co.uk





'Make good health the norm'

For Aura Salts founder **Aaron Providence**, better food has to be part of the solution to our current health crisis

Growing up, Aaron Providence had a not-uncommon attitude to diet: 'The only aim was to feel full', he remembers; 'there was no conversation or education around good nutrition. Ultra-processed foods were the norm, from frozen pizzas to turkey dinosaurs.'

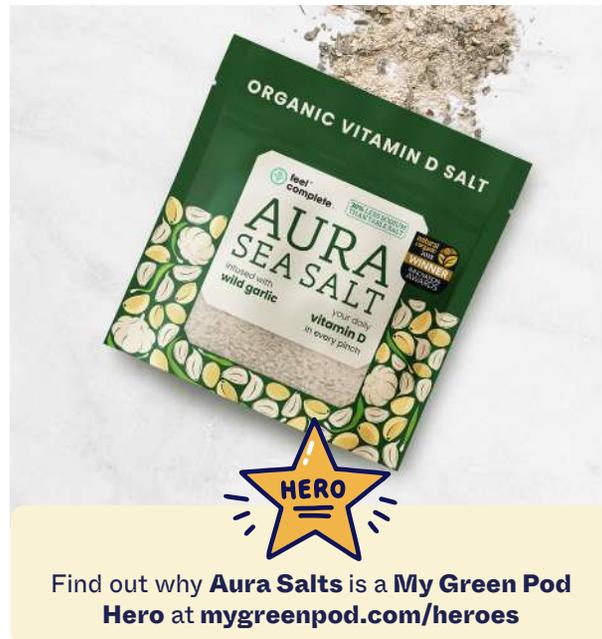
Like his three siblings, Aaron became overweight and had poor skin and low energy – but a change in environment led him to connect health with food. 'Attending university outside London was eye-opening', he tells us. '99% of people were fit and healthy – they weren't in the gym, they simply ate differently. Even the supermarkets felt different, with less ultra-processed, high-sugar products at the front of the store. I then realised that my 'normal' was not normal; I felt like I, along with millions of others, had been brainwashed into craving and eating those foods.'

INGREDIENTS TO AVOID

Today Aaron has a completely different approach to food and is on a mission to make good health the norm. Simplicity is key; he always checks the ingredients on labels and if a product contains lots of sugar or anything artificial he simply won't buy it.

'High sugar, anti-caking agents, sweeteners, maltodextrin, rapeseed oil, glycerol and any E numbers are just some of the ingredients that would make me put a product straight back on the shelf', Aaron tells us. 'I also try to buy organic where possible and affordable', he says.

Aaron launched Aura Salts in 2025 following a lightbulb moment in his local Sainsbury's. 'It was date night and I'd picked up two nice organic steaks', he recalls. 'I walked to the salt and



Find out why **Aura Salts** is a **My Green Pod Hero** at mygreenpod.com/heroes

seasonings section and found zero organic products! I was spending over £15 on the steaks and had nothing organic to add to them.'

On inspection, a number of the basic salt products available contained the anti-caking agent sodium ferrocyanide. 'That was the spark that inspired me to create the best salt possible', Aaron shares.

SALT IN YOUR DIET

Salt plays a vital role in overall health by helping to regulate fluid balance, support nerve transmission and enable muscle function. It also provides essential electrolytes like sodium, which are crucial for hydration and cellular function.

Aaron created a range of salts – Aura Salts – using Celtic sea salt, one of the most mineral-

dense salts in the world. It contains a range of trace minerals like magnesium, potassium and zinc.

'The mineral content within our food today has decreased significantly', Aaron explains, 'due to intensive farming practices, soil depletion and the ultra processing of foods. This is one way to add extra minerals back to your diet.'

While most other salts are either boiled sea water, an energy-intensive process, or heavily mined from the other side of the world and transported to the UK, Celtic sea salt is sun-dried on the salt marshes in northern France and hand-harvested as it has been for hundreds of years. 'Sustainably sourced salt protects both the environment and the salt itself', Aaron tells us. 'It often retains a higher mineral profile as it is less processed, making it more nourishing – and better tasting! Traditional hand-harvesting also helps to preserve coastal ecosystems and marine life.'

ORGANIC & FUNCTIONAL

Aura Salts contain 30% less sodium than table salt and come in a range of completely natural flavours: Hint of Pepper, Wild Garlic, Cayenne & Paprika, Mushroom & Herb and Turmeric & Black Pepper. Yet the thing that really sets them apart from a nutritional point of view is that each pinch will deliver your daily recommended dose of vitamin D, supporting bone, teeth, skin and muscle health, thanks to a not-so-secret adaptogenic ingredient: organic shiitake mushrooms.

'Our shiitake mushrooms are not just the normal mushrooms you find in the supermarket', Aaron explains; 'they're exposed to light at just the right time in the growing process to ensure they naturally produce a higher level of vitamin D. This ensures we can add your daily vitamin D in every pinch of Aura Salt and do this organically using a natural and organic food source, rather than synthetic vitamins.'

ON A MISSION

The addition of shiitake mushrooms is part of Aaron's broader plan to make good health the norm. 'In today's world, prioritising health in general is not easy', he acknowledges. 'Childhood obesity is on the rise and in adults, rates of chronic conditions linked to diet and lifestyle are also increasing. The way society is set up, it takes conscious, proactive action to be healthy. Most people do not have the time or resources to fight this battle alone – they need support.'

Aaron accepts that there's no realistic quick fix but feels that, in the short term, he can support the shift to healthier diets in two ways. 'We will do our best to tell the people who are looking to improve their health, and who care about the ingredients they eat, that Aura Salt is an option for them. We also want to make it as easy as possible for them to find us, which means making sure we are available in places like Sainsbury's.'

Aaron is also determined to make the food giants of the world 'sit up and take note'; 'When they see that people are buying Aura Salt because it is clean, organic and functional', Aaron says, 'they will have no choice but to move with the market and ditch the bad ingredients they use!'

From small acorns...

This organic supplier has a humble approach to business & has pledged to make organic as affordable as possible

In the mid-'90s, a co-operative of small business owners decided to establish a market for their local organic farmers. Today Organic North is the go-to supplier of fresh produce and whole foods for over 250 independent businesses in the UK; most of its veg remains local to the Manchester-based wholesaler, though it now delivers weekly as far as Belfast, Inverness and even Jersey.

In homage to Organic North's growing influence in the organic sector, its long-standing managing director, Sean Ruffell, was recently awarded the Organic Champion prize at The Soil Association's BOOM (Best of Organic Market) Awards.

UNCONVENTIONAL BUSINESS

Under Sean's stewardship – and contrary to traditional business practice – Organic North has enjoyed flying under the radar; for most of its history, the customer base has consisted exclusively of indie retailers that discovered the wholesaler by chance, invariably by word of mouth. 'No one enjoys being cold called', was the thought.

Now it seems the word is well and truly out. These days, as well as supplying many of the UK's independent veg-box delivery schemes, Organic North also supplies some of the nation's finest farm shops, restaurants, bakeries and delis.

BUCKING THE TREND

Organic North's steady growth is an anomaly; in addition to the many challenges around keeping any bricks-and-mortar food business solvent, we have also been experiencing high inflation and a cost-of-living crisis. But when you look at this wholesaler's underlying principles, it becomes clear why more and more businesses are choosing Organic North as their organic fruit and veg supplier.

These principles are many, but they centre on the company's mantra of trying to make organic produce as affordable as possible without exploiting anything or anyone.

SECRETS TO SUCCESS

Organic North never haggles with its growers' prices and invoices are paid immediately. The supplier is staunchly loyal to its growers, conscious that it only exists thanks to their heroic work – often in incredibly challenging conditions.

It would be fair to say that the way Organic North trades is the opposite of the 'race to the bottom' we so often hear about in supermarket supply chains. Over 100 farmers and growers,



CLOCKWISE Organic North's Sean Ruffell; the wholesaler supplies over 250 independent businesses; smaller orders are delivered to restaurants by cargo bike



both domestically and across Europe, currently trust Organic North as an outlet for the produce that they grow.

A ZERO-WASTE SUPPLIER

As you'd expect, Organic North also has its eye on the environmental impact of its business model. It supports local and seasonal growers, never air-freights produce and, perhaps most significantly, has a trading model that ensures it produces zero food waste. This is achieved by trading on a pre-order basis.

Organic North's customers order on the back of the conservative estimates of harvestable produce provided by their growers, and lines are never speculated or oversold. By only ordering and receiving what's required, food waste is removed from this stage of the supply chain.

Organic North also pays all its staff at least the Real Living Wage. Policies like this are made easier because the company's co-op directors

don't look to extract money from the business. Instead, earnings are reinvested in a bid to keep the cost of the organic produce as low as possible.

Over the last seven years, Organic North's reinvestment has led to the successful development of bespoke, industry-leading software that has significantly improved the efficiency of daily operations and helped to keep the organic produce it wholesales economically competitive. So competitive that excitingly, in the last year it has supplied its first state schools and community pantries – completely unsubsidised.

With this approach to business, Organic North is proving that organic food could – and should – be more than just the preserve of the privileged.

Find out more

■ Anyone interested in becoming an Organic North customer or supplier can get in touch at organicnorth.co.uk



PHOTOGRAPHY ISTOCK

Fridge-scaping

Olio founders **Tessa Clarke** and **Saasha Celestial-One** explore the trend that can help you save money & the planet

UK households throw away 6.4 million tonnes of food each year. When it rots in landfill, food releases methane, a greenhouse gas far more potent than carbon dioxide.

In addition to being a massive environmental issue, food waste also puts an unnecessary strain on your bank account; the average UK household wastes £1,000 a year on food that ends up in the bin.

ORGANISE YOUR FRIDGE

Reducing food waste starts right at home – in your fridge, to be specific. That's why we're excited about fridge-scaping: a clever, low-effort way to organise your fridge to ensure food gets eaten and not forgotten (see box, right).

A tidy fridge won't just make you feel better every time you open the door; it can help you shop smarter, save money and take climate action – all from the comfort of your kitchen.

A SHARING COMMUNITY

Fridge-scaping helps reduce food waste at source, but what about the surplus food you already know you won't get round to eating? The Olio app connects neighbours with each other and with local businesses so surplus food (and other household items) can be shared, not thrown away.

It's quick and easy to list food you don't need – whether you bought too much of something or you're going away for the weekend. Within minutes, someone nearby can request and collect it from your doorstep. It's a simple, feel-good way to make sure food gets eaten, not wasted.

Olio isn't just for food; you can also give away household items, toiletries, clothes, books and more. From helping to clear space in your kitchen to decluttering your home, sharing through Olio means fewer items end up in landfill – and more people benefit from the things you no longer need.

MAKING AN IMPACT

Food waste might seem like a daunting global issue, but change starts with the little things, like the way we organise our fridges.

By combining fridge-scaping habits at home with the power of community sharing through the Olio app, we can all play a part and help to make a real difference.

Since launching, our community of over eight million users has shared more than 150 million portions of food, keeping perfectly good meals

out of landfill and putting it into the hands (and tummies) of people who live nearby.

Whether you're a seasoned eco champion or just getting started on your journey, take a moment to give your fridge a mini makeover – and use the Olio app to pass on anything you know you won't use. The planet (and your wallet) will thank you.

Find out more

■ Download Olio from the App Store or Google Play and start a sharing revolution with your community

FRIDGE-SCAPING TIPS

We've put together this list of pointers to help you get started with fridge-scaping.

1 Create an 'Eat me first' zone
Designate a specific area, ideally a shelf or drawer at eye level, for items that need to be used up soonest. Whether it's half a tub of hummus, some wilting greens or yesterday's leftovers, this zone acts as a visual reminder of what needs eating. Add a label if it will help other household members know what to grab first.

2 Organise by shelf life
Think about how long different types of food last. Fresh fruit, vegetables, dairy and meats are likely to expire sooner, so give these pride of place in your fridge.

Group longer-life items like condiments, jams and canned goods together in less accessible areas. This way, short-lived foods don't get pushed to the back and forgotten.

3 Use clear containers
Opaque packaging can be a food-waste trap – it's easy to forget what's inside! Use clear glass or plastic containers, jars or reusable bags so you can see what's in them at a glance. For extra organisation points, use a marker or label to add the date something was opened or cooked.

4 Practice 'FIFO' (first in, first out)
When putting away groceries, move older items to the front. This small shift in routine will help you eat your food in the right order, and drastically cut the chance of something expiring before you notice it.

5 Check your fridge temperature
The average UK fridge runs 2°C too warm! To maximise the freshness and longevity of your food, set your fridge to below 5°C. Make sure milk isn't kept in the door – it's the warmest part of the fridge because it's constantly being opened and closed.



‘Heal naturally’

Introducing the website that makes it easy to detox your body and identify ‘ingredients to avoid’

When Saskia van der Molen developed health problems, she was quick to connect them to the chemicals in the cosmetics she was using as a model and makeup artist.

‘I developed eczema on my left hand, the area I would always test a colour before putting it on my client’s face’, Saskia remembers. ‘Then the skin on my face became irritated, red and bumpy, because I had to wear foundation a lot. The next thing I noticed was that I had a lump in my left breast that was roughly the size of a 2 euro coin.’

Saskia took matters into her own hands and began detoxing her body using herbal cleanses, juice fasting and a 100% whole-food, plant-based diet. ‘I was able to get rid of the lump in six weeks’, she tells us, ‘but after returning to work, the lump came back.’

The only thing that had changed was that Saskia was once again working with regular cosmetics. ‘I started to investigate what was in cosmetics’, she tells us, ‘and found links to carcinogens, allergens and hormone disruptors.’

Saskia spent two years compiling a list of ‘good’ and ‘bad’ ingredients; ‘I threw out all my makeup and personal care products and went to the health food stores in search of products without bad ingredients’, she says – ‘but I couldn’t find them.’

After casting a global net, Saskia finally found handmade products – from companies in the UK and USA – that she felt were 100% safe, and she went back to work. The lump did not return.

SHARING CLEAN PRODUCTS

Saskia’s overhauled makeup kit became a conversation-starter in a celebrity circle that included the likes of Tom Cruise and Lady Gaga. ‘Some of the celebrities I worked with had problems with their skin, bowels and weight due to the products they were using and the food they were eating’, Saskia shares. ‘I tried to tell them how to improve their health while I was doing their makeup, but there is so much to tell and not enough time during a photoshoot or TV recording.’

Saskia decided to put all the information on a website, and launched HeelNatuurlijk.com – ‘Heal Naturally’ – in 2003. The goal was to inform people about the benefits of detoxing and the possible health impacts of using some cosmetic products.

The launch of the information-sharing website resulted in a deluge of calls and emails from people who wanted to buy clean and safe products, so Saskia added an online shop to make clean shopping easier. ‘The list of good and bad ingredients is published on our website for everyone to print out and use when shopping for safe products’, Saskia shares.

LESS IS MORE

Products sold on HeelNatuurlijk.com must meet very strict criteria: they have to be absolutely free from harmful ingredients and allergens and safe for people and the Earth. That means no nano particles, chemical preservatives, sulfates, petrochemicals, microplastics, GMOs or chemical colourings or aromas. ‘They must also have a short ingredients list’, Saskia tells us; ‘the shorter the list, the less chance of skin irritation. Less is more!’

When it comes to products we probably just shouldn’t be using, Saskia says nail polish is a prime candidate. ‘There is no such thing as a 100% natural nail polish’, she tells us, ‘so we do not sell it. I want our clients to be able to buy products without having to check them for safety. There are brands that create water-based nail polish that contains fewer chemicals, but that is not the same as 100% natural. There is also no way to bleach your hair without chemicals, so blonde hair dye – to make dark hair turn blonde – always contains chemicals.’

NATURALLY AFFORDABLE

Affordability has always been a key concern for Saskia, as she wants natural products – and the health benefits they bring – to

be accessible to everyone. 'We have a lot of single mums on welfare who buy our products because they have a child with skin allergies', Saskia says. 'I want them to be affordable.'

This is why many of the products available on HeelNatuurlijk.com lack organic certification; while Saskia acknowledges that organic would, 'in a perfect world', be the best option for food, makeup and personal care, the cost means certification isn't always realistic – especially for smaller companies. 'Certification is cheap and easy for multinationals, but relatively expensive for small companies, so they often refrain from getting their products certified', Saskia shares. 'I would rather buy from a small company that did not have their products certified organic than from a large company with all the certifications, but most of the time also the added preservatives. Synthetic preservatives are allowed in certified organic cosmetic products.'

The expense of certification is felt by customers as well as businesses; 'If you buy only certified organic raw materials to make your products and get an organic certification for the end product as well, that is double the price for certification – and the end consumer pays the price', Saskia explains. 'The raw materials in HeelNatuurlijk.com products do have organic



CLOCKWISE
All products on HeelNatuurlijk.com must meet strict criteria; Saskia van der Molen is on a mission to educate about the benefits of a natural lifestyle

certification, but we chose not to get a certification for the end product because it would raise our consumer price – and we want to keep our prices as low as possible.'

Even when costs and margins are kept low, natural beauty is by no means cheap – and many would say a completely natural lifestyle is prohibitively expensive during our current cost-of-living crisis. Yet there are many inexpensive things that are completely natural. 'Pure Aleppo soap is inexpensive and you can use it for everything – washing your skin, hair, clothes and even brushing your teeth', Saskia shares. 'Also, a bottle of good virgin oil, like coconut, olive, jojoba or sweet almond oil, can be used as a moisturiser for your face and body, as baby oil and for you hair, so there are affordable multi-purpose products out there if you want truly natural skincare that is not expensive.'

TAKING CHARGE OF YOUR HEALTH

The natural beauty market has grown exponentially since Saskia changed her own lifestyle in the '90s, yet she doesn't feel the market's newfound trendiness has led to overall improvements.

'If a brand is growing, it becomes very convenient to add more preservatives and synthetic ingredients', Saskia says. 'Fresh products without preservatives have a short shelf life, and fresh raw materials are sometimes hard to get. Synthetic ingredients can always be made in a lab, so you never run out.'

'It's only possible to stay pure and clean if that's your goal as a brand, and you don't have dollar signs in your eyes', Saskia continues. 'Chemical ingredients are far more affordable than natural ingredients, so more chemicals means more profit. We do not play that game; I know what it is like to get sick from cosmetics, so I will never add chemicals to our products or sell anything that could make you sick.'

If Saskia could recommend one change for maximum impact? 'Read ingredients and educate yourself', she advises. 'Most people trust that all the products sold in shops are safe, but they often have no idea about what is in those products or the concentration of exposure when you combine all the chemicals used per day. Also, how do all these chemicals interact? Those are things that are often not being researched.'

There is a lot that we can't control; modern life is full of things that may be a threat to our health, but we are in charge of what we put in our mouth and on our skin.

'I want to keep informing people about natural health and the power of detoxing', Saskia tells us. 'We have seen thousands of people heal from all sorts of health problems (even severe ones) with detoxing and changing to a natural lifestyle. It has always been my mission to tell as many people as possible that it is possible to be get your health back the natural way, if only you are willing to change.'

'We do not play that game; I know what it is like to get sick from cosmetics, so I will never add chemicals to our products or sell anything that can make you sick.'

INGREDIENTS TO WATCH OUT FOR

Saskia advises readers to avoid these ingredients at all costs.

- **Chemical preservatives** such as parabens and phenoxyethanol.
- **Coal tar colourings** in hair dye, even some natural brands.
- **Nano particles.**
- **PFAs** – a forever chemical added to lipgloss, foundations and even tap water.
- **Fluoride** – a waste product from the aluminium industry, added to UK tap water so always purify before drinking.
- **Petrochemicals** such as petrolatum, mineral oil and paraffin.
- **Aluminum compounds** – found in deodorant, toothpaste and sunscreen.
- **Formaldehyde** – often added indirectly through formaldehyde-releasing preservatives, or 'formaldehyde releasers'.
- **GMO** in food and cosmetics.
- **Perfume** – use only natural scents from essential oils.
- **PPD** – a chemical found in hair dye.
- **Sulfates** such as SLS – found in most shampoos (even natural ones).

Find out more

- Discover natural ways to detox your lifestyle and reboot your health at HeelNatuurlijk.com

Beauty from WITHIN

Natural beauty expert **Janey Lee Grace** shares her favourite ways to achieve outer beauty through inner health



Organic September arrives with a gentle shift in pace and a natural call to reset.

After the wildness of summer and before the cocoon of winter, this in-between season offers an

opportunity to realign – body, mind and planet.

Whether it's reassessing routines, simplifying skincare or choosing nourishment with intention, a conscious approach to the everyday becomes more vital than ever.

Fortunately, many brands (check out mygreenpod.com) are now proving that we can make natural, ethical choices without losing the feeling of luxury. From skincare crafted with soul to supplements rooted in science and compassion, here are a few standout names – all shortlisted for the Platinum Awards – that are embracing the deeper meaning of wellbeing.

KEEP IT SIMPLE

Tribe517 is a perfect example of nature-led simplicity done beautifully. Its balms, butters and oils are handcrafted with raw, unrefined ingredients free from fillers, fragrance and fuss.

This is a brand that honours skin for what it is, not what it should be. Products like its Pro Vegan Collagen Cream offer a grounding ritual that reconnects you to your skin just as nature intended.

RADIANCE FROM WITHIN

The conversation around beauty is also expanding to what happens inside the body, not just on the surface. Rejuvenated is a pioneer in the realm of nutritional beauty; its collagen-based formulas and antioxidant-rich supplements are rooted in cellular health. Try the Cellular Calm Complex, which bridges the gap between nourishment and glow, and you'll find that real radiance starts deep within.

Echoing this inside-out approach is Viridian Nutrition, often described as the ethical vitamin company. This brand leads with integrity, making commitments that go way beyond clean formulations. It uses 100% recyclable packaging and no animal testing. In addition to great supplements – from immune support to gut health – Viridian has some wonderful skincare products, including the Organic Repair 5 Serum.

Good digestive health is key in the relationship between inner and outer beauty. Just For



CLOCKWISE
Tribe517 Pro Vegan Collagen Cream (£55); Viridian Organic Repair 5 Serum (£20.75); Penny Price Aromatherapy Luxury Facial Massage Oil (£14); Rejuvenated Cellular Calm Complex (£24.95); Just For Tummies Digestive Enzymes (£24); Nature Provides Mountain Blood (£36)

Tummies, founded by digestive health expert Linda Booth, offers targeted support through carefully formulated supplements, from live cultures to digestive enzymes (which I'd highly recommend). It has a very relatable approach to gut health.

HOLISTIC HEALING

When it comes to holistic healing, few do it with the care and clinical know-how of Penny Price Aromatherapy. Backed by over 30 years of expertise, this family-run brand's essential oils and wellness blends are ethically sourced and formulated with professional therapists in mind. Shortlisted in the Platinum Awards is the luxurious (yet affordable) Facial Massage Oil.



If you're leaning into the restorative power of plants, Nature Provides brings ancient remedies into the now. Its range, centred around wild-crafted shilajit and other adaptogens, honours natural wisdom backed by modern insight. Its wonderfully named Mountain Blood is said to balance hormones and boost skin elasticity.

September isn't about starting again, it's about coming back to what matters. These brands remind us that sustainability isn't just about packaging or ingredients; it's about intention, transparency and treating ourselves (and the planet) with lasting care.

Find out more

Check out the full list of Janey's Platinum Award winners at imperfectlynatural.com

HERO PRODUCTS

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

View all our Heroes at mygreenpod.com/heroes

FOOD & DRINK



APEAL WORLD ACV

A great-tasting organic apple cider vinegar drink with extra functional benefits.

mygreenpod.com/heroes/apeal-world-acv



BIRD & WILD COFFEE

This shade-grown organic, Fairtrade coffee protects native and migratory bird habitats.

mygreenpod.com/heroes/bird-wild-medium-roast-coffee

ARTS & FASHION



THTC ETHICAL T-SHIRT

Sustainably sourced hemp and organic cotton, with socially conscious artwork from some of the world's best urban artists.

mygreenpod.com/heroes/thtc-ethical-t-shirt



TOP 5 SEPTEMBER SWITCHES

1

Don't forget your pets this Organic September! The Conscious Way Pet Dog Wash is the first UK-made organic shampoo for dogs.

✕ #TheConsciousWay
mygreenpod.com/heroes/the-conscious-way-pet-dog-wash

2

Skär Organics Organic Beeswax Dinner Candles are the UK's first certified-organic dinner candles.

✕ #SkarOrganics
mygreenpod.com/heroes/skar-organics-organic-beeswax-dinner-candles

3

Vintage Roots Organic Everyday wines have something for everyone – three whites and three reds in a case.

✕ @VintageRootsLtd
mygreenpod.com/heroes/vintage-roots-organic-everyday

4

Cut food waste and single-use plastic at the same time with WaxWraps, organic food wraps to keep your food fresh.

✕ #WaxWrapUK
mygreenpod.com/heroes/kinetic-wax-wrap

5

Avoid synthetic fragrances with Haoma's Organic Eau de Parfum – it's made only with pure, certified-organic, food-grade essential oils.

✕ #Haoma
mygreenpod.com/heroes/haoma-organic-eau-de-parfum-no-1

HEALTH & BEAUTY



NEVE'S BEES HAPPY DAYS CLEANSING BALM

A soothing, 100% natural cleansing balm that supports bees and other pollinators.

mygreenpod.com/heroes/neves-bees-happy-days-cleansing-balm



TABITHA JK CLEAN SHAMPOO & CONDITIONER

This super-luxe and effective set is certified organic and a real treat for any hair type.

mygreenpod.com/heroes/tabitha-james-kraan-clean-shampoo

Localised sustainability



An aerial image of Sustain's proposed green food production centre (left); shell view of Sustain's subterranean business units

Sustain Britain to unveil 'Greenprint for a Sustainable, Independent Britain' at September conference

Sustain Britain, a movement designed to deliver greater localised sustainability throughout the UK, has announced it will be launching its 'Greenprint for a Sustainable, Independent Britain' at the 2025 Sustain Britain Conference in Wiltshire on 19 September.

Free to attend, the conference will feature keynote speaker Sir Jonathon Porritt, My Green Pod co-founder Jarvis Smith and Hannah Pathak, CEO of Forum for the Future. The speakers will provide a fascinating insight into future trends, sustainability strategy and systems for driving change across key areas such as food, energy and business purpose.

Building on feedback from delegates at the inaugural conference held in Royal Wootton Bassett last September, the 2025 conference will focus on practical ways to build more resilient, self-sufficient local communities nationwide, outlining a 'greenprint' that communities throughout Britain can adopt, adapt and implement for their own good.

The conference will also address policy changes that both local and national government need to adopt if we are to realise a more sustainable future for Britain.

POLICY RECOMMENDATIONS

Among the policy changes, Sustain Britain is calling for a simplified, transparent tax system, using income tax as the principal form of taxation, that would make collection more efficient, reduce tax avoidance and allow citizens to see where their money is being spent.

100% British-made products should enjoy zero VAT and new legislation should be introduced to ensure 80% of UK pension savings are invested in British businesses.

The use of Community Interest Companies (CICs) should be championed, so more wealth is shared within the communities

within which the companies operate. Sustain Britain also wants to see greater focus on health education and practical learning in schools and society, with the goal of producing self-reliant and resilient individuals who are able to contribute more widely to communities and society.

A 10-year window is proposed, after which all new houses built by developers must be built as autonomous properties. This would force developers to build out their existing land-banks in advance of the new regulations.

Sustain Britain also recommends that British fossil fuel exports should be banned in a decade, and imports banned after the following 10 years. The goal is to encourage investment in alternative green energy solutions and ensure a future in which only British fossil fuels are used in Britain.

A 10-year notice period should also be given to businesses ahead of a proposed ban on all new plastics in clothing and footwear, to allow time to switch to natural alternatives or recycled plastics. At the same time the government should introduce new legislation requiring all manufactures to adopt and support the principle of designed-in repair for all new products sold in Britain.

The introduction of an '80/20' rule would mandate that 80% of budgets are spent on frontline delivery, not studies, reports or consultants. This would set a 20% permissible error rate, encouraging central and local government departments to be braver, more agile and effective in their decision-making.

ADDRESSING BRITAIN'S VULNERABILITY

Core to the Sustain Britain Greenprint is the need to address Britain's vulnerability to external forces and global crises – such as trade disputes, fluctuating tariffs, supply disruption and currency fluctuations – that impact the price and availability

of goods. To address our over-reliance on foreign goods and resources, the conference will outline the steps necessary to decouple Britain from a state of dependency, as well as the risks of continuing with business as usual.

Special focus will be given to the various ways local communities can be encouraged and enabled to produce a greater proportion of goods and services using local materials and resources, keeping more wealth in local economies.

CHANGING MINDSETS

The concept of 'The Sustain Circle' will be outlined as a way to effect the changes we need. This model encourages communities to produce and source as many goods and raw materials as possible within their local circle, only ever extending beyond that where products, services and resources cannot be accessed.

The aim of the model is to strengthen local economies through innovation and self-reliance, preventing wealth from being lost to large corporations and promoting self-sufficiency and sustainability in the process.

As investment is required in key sectors such as renewable energy, advanced manufacturing and sustainable consumption, the conference will look at the roles of government and entrepreneurs in driving innovation in a way that reduces environmental impact.

For Sustain Britain, this entails an enhanced focus on Britain's mineral and natural resource wealth, which it deems critical if we are to realise a more independent future – and of particular importance in the development of the country's high-tech industries, which will in turn bolster national security.

Here investment, supported by government initiatives designed to stimulate innovation, is critical to strengthening Britain's strategic independence and economic resilience, enabling new and innovative products and technology to be developed and manufactured domestically.

TRANSFORMING LANDFILLS

Taking place during a time of global upheaval and uncertainty, the Sustain Britain Conference will focus on the clear need for communities and businesses to produce more for themselves and their local markets, so they can become less reliant on international imports, the influence of multinationals and the impact of foreign powers.

One example of this approach, and a focus for the conference, is new technology that has the potential to turn landfill into one of the most climate-friendly methods of waste treatment. The Sustain Super-Midden, currently being pioneered in Wiltshire, has been designed to transform landfill sites into energy and food production centres.

Landfill methane is captured to create energy, which is supplied to flexible, positively pressured greenhouses to provide heat, controllable UV light and CO₂, creating perfect growing conditions all year round.

AFFORDABLE FOOD

The Sustain Super-Midden enables the production of affordable, organic fruit and vegetables for local communities, and has been designed to implement just-in-time production to meet real-world demand. This enables the delivery of fresh, local food at a lower cost than supermarkets.

Set to be trialled following the arrival of the first prototype greenhouse later this year, this smart use of landfill shows how a blend of traditional and modern solutions can be used to reclaim control of the wider food supply chain, ending the

need for imports or the transportation of produce that has been grown at distance.

The conference will look at how Britain can build resilient food systems for the future, and adopt innovative farming practices that can be used to produce local food for local markets, to ensure long-term food security and sovereignty.

The conference will also address how Sustain Super-Middens have the potential to prevent over 2 million tonnes of CO₂ from entering the atmosphere annually, and also how they have the ability to provide a valuable source of polymers for future plastics production, once oil production stops and virgin plastics are no longer available.

GREEN WORKSPACE

The conference will also explain how, as part of the Sustain Super-Midden model, Sustain Wiltshire is currently evolving the development of sustainable, grazeable subterranean workspaces that will be supplied with low-cost heat and energy from the Sustain Super-Midden, reducing energy bills for tenants and boosting their competitiveness and growth.

Modular in form, these eco working business units will create an environment that fosters collaboration among local businesses, increasing innovation and job creation, supercharging the local economy and enhancing the power of the Sustain Circle.

These spaces are housed in cutting-edge dome structures, covered by 1.5 metres of soil that insulates, prevents water run-off and allows for grazing by farm animals, blending the units naturally into the rural environment.

GREEN HALO COMMUNITIES

Looking further into the future, the Sustain Britain Conference will also address the issue of affordable housing through its vision for Green Halo communities on the outskirts of towns, villages and cities.

Here, the conference will outline how agricultural land would be leased for the construction of affordable, eco-friendly rental housing built in new forest by Community Interest Companies.

This model will enable permissible, sustainable housing to be developed on agricultural land. With only the cost of construction, land rent and energy produced on site reflected in rental costs, the conference will outline how this radically different approach to rental housing development can generate housing at a fraction of the rental cost of conventional rented accommodation.

The conference will also show how these Green Halo communities will be accessed using central transport hubs via a network of paths, cycleways and autonomous vehicles, giving car-free access to town centres.



Find out more

■ Book your free Sustain Britain conference ticket at sustainbritain.co.uk

PEACE THROUGH WASTE



PHOTOGRAPHY ISTOCK

E DEN Energy was born out of a simple but powerful observation: wherever there is waste, there is conflict – conflict with the environment, conflict between haves and have-nots and conflict within ourselves about the kind of future we are leaving behind.

We saw landfills overflowing while children lacked clean water. We saw mountains of discarded materials while farmers' fields went dry. We saw pollution poisoning air and soil while economies struggled to create dignified jobs and opportunities.

In every case, waste became a wedge – driving inequity, destabilising communities and eroding trust in systems that were supposed to sustain life.

EDEN's story is about transforming that wedge into a bridge – a bridge built by regeneration and held together by true peace.

**EDEN Energy's
Jonathan Appel
explains why healing
waste streams is
key to ending conflict
& building peace**

TRANSFORMING WASTE

EDEN is a regeneration company. We convert mixed local wastes into useful outputs – energy, clean and grey water and soil inputs – using a staged hydrothermal and thermal process that uses water as the primary heat-transfer medium.

Our flagship systems, Genesis and Trinity, are modular and scalable, designed for measured outcomes and insurer-grade project structures.

Genesis is our modular line for city and industrial sites; it accepts real-world mixed feed and moves from diligence to operations in roughly 12 months. Trinity links multiple Genesis lines with shared utilities for larger hubs and simpler offtake.

Every site includes MRV so stakeholders see uptime, tonnes diverted, methane avoided, kilowatt-hours delivered and litres of water

recovered. EDEN owns the technology; customers choose EPC sale, EDEN-led JV or service agreements designed for bankability.

With MRV built in, communities and investors see verifiable performance while landfills, methane and water stress decline.

FROM CONFLICT TO COLLABORATION

By taking what others throw away – the very by-products of human life – EDEN turn liabilities into assets, providing communities with what they need most – clean fuel, water and fertiliser – to build the resilience and self-reliance that allows us to take care of the planet and each other.

When a community has energy to power homes and schools, water to nourish families and fields and jobs that come from stewarding their own resources, conflict gives way to collaboration.



How EDEN works

EDEN systems use a staged hydrothermal and thermal conversion process that turns mixed local waste into energy, clean water and soil inputs. Water is the primary heat-transfer medium, which supports high efficiency and tight emissions control.

The systems effectively reverse-engineer the process used by the Earth to break down and transmute all carbon-based matter under the surface of the mantle.

With EDEN, each natural molecule and element can be repurposed. Product streams are treated and

polished to meet specified standards for their intended use (fuel, power, heat, water and soil inputs), with MRV and third-party assurance.

The systems are self-fuelling; the high conversion efficiency and low parasitic load in EDEN's targeted configurations are materially better than 'burn-and-bury' pathways for the sites it serves.

EDEN's large-scale fixed-state bio-refineries can be scaled to process thousands of tonnes of waste per day, while its containerised two and

10 tonne per day (TPD) units are transportable and even mobile. They are capable of being deployed virtually anywhere on Earth that can be inhabited by human populations.

The idea is to be able to transform waste into energy wherever it's needed, reinforcing the principle that clean energy and a healthy environment isn't just a privilege for some, but a fundamental right for all. When scaled, EDEN systems would tackle the global waste epidemic while building lasting peace.

'We learned that peace starts when you redesign waste into the essentials of life. By using water and heat to transform what communities discard into energy, clean water and soils, we can replace conflict with capacity. Our job is to build systems people can trust, with transparent data, and leave jobs, dignity and places stronger than we found them.'

JONATHAN APPEL

FOUNDER & CO-CEO AT EDEN ENERGY

People begin to see themselves not as victims of scarcity, but as partners in abundance. This is how EDEN creates peace.

EMPOWERING COMMUNITIES

We remove the friction of unmet needs, restoring dignity to communities long burdened by pollution and poverty and fostering a sense of shared purpose through circular economies.

Every tonne of waste we divert from landfill is a step towards cleaner air, land and water – and towards healthier relationships among people who depend on the same land, the same water and the same air.

By decentralising critical infrastructure and returning control to the local level, we empower communities to take charge of their destinies.

They no longer need to wait for distant solutions or compete for limited aid – they can build peace on their own terms, with their own hands, in harmony with the planet and one another.

THE FOUNDATION OF PEACE

EDEN's story does not live in the typical lexicon of a startup; it is a story of regeneration, a regeneration that will foster peace. And regeneration is the foundation of peace: peace within ourselves, knowing we are leaving a better world behind; peace within communities, built on equity and opportunity and peace with the Earth itself, which has always been willing to heal – if only we let it.

We believe that when we heal our waste streams, we can begin to heal our communities. And when we heal our communities, we create the conditions for lasting peace.

Find out more

- Discover how an EDEN system could help your organisation turn waste into value at edenenergy.co

Collaborating for the CLIMATE



At EARTHDAY.ORG (EDO), we understand the power of collaboration when it comes to advocating for the good of the planet, its people and wildlife. We are a movement that brings different groups together to share perspectives on the challenges we face – whether it's pollution, habitat loss or the climate crisis.

As well as making our work stronger, partnerships also nurture our spirits. We all need a sense of community to keep us going, and remind us that we're not alone in our efforts.

CLEAN POWER & BASEBALL UNITE

The theme for Earth Day 2024 was Our Power, Our Planet, and we called for a global tripling of renewable energy generation by 2030. We teamed up with the Solar Energy Industries Association (SEIA), the USA's most influential solar association, to shine a spotlight on clean energy solutions.

SEIA's president, Abby Hopper, joined associate director of Global Earth Day, Aidan Charron, on *22 Minutes With...* for a powerful conversation on the explosive growth of solar energy.

On Earth Day itself (22 April), we brought our own energy to the Washington Nationals Earth Day baseball game at Nats Park in Washington DC, where Hopper threw the first pitch and our very own chief creative and content officer, Tom Cosgrove, kicked things off with a booming 'Playyyy ball!'

EARTHDAY.ORG's Terran Fielder shares why together, 'we are unstoppable'

Nats Park is a green ballpark and the top user of solar energy in Major League Baseball (MLB); it has 4,000 solar panels on its car park roof, which supply at least 10% of all its energy requirements.

It was a dynamic day; fans got in on the action with a spirited Earth Day quiz, and we were able to host some of our brilliant volunteer interns at the game to make sure that their incredible work felt appreciated and seen.



STRENGTH IN LOCAL ACTION

This Earth Day wasn't just about renewable energy; for the seventh year we carried out our signature Great Global Cleanup campaign, designed to motivate volunteers and sister organisations to pick up as much trash – nearly all of which is plastics – as possible in the month of April. Michael Karapetian, EARTHDAY.ORG's Great Global Cleanup coordinator, led transformative events across the USA during Earth Month 2025.

In Miami's Little Havana, Michael partnered with Debris Free Oceans and Healthy Little Havana for a vibrant community event. With 40 volunteers, they began their day with sidewalk yoga, shared Cuban and Latin American cuisine in the form of *pastelitos* and *colado* and ultimately removed 140 pounds of trash, mostly styrofoam, from the streets around Domino Park.

Just three days later, Michael joined The Great Raleigh Cleanup's workforce programme, which employs people experiencing homelessness in Raleigh, North Carolina. With EARTHDAY.ORG's support, they doubled their hired team from five to 10 workers and together removed more than 1,000 pounds of trash, pushing the programme past 200,000 pounds of litter cleaned up to date.

On Arbor Day, Aminah Taariq-Sidibe, EARTHDAY.ORG's End Plastics campaign manager, joined Detroit Hives to transform a vacant lot into a pollinator haven. Volunteers planted more than

40 native species, removed more than 60 pounds of concrete and cleared plastic waste, supporting Detroit's status as a Bee City USA. The project highlighted both the power of urban greening and the need for plastic-free gardening alternatives.

These cleanups prove that when communities come together, the impact is both tangible and powerful. It inspires local people to feel more invested in their own backyard, but it also makes us feel better.

Neuroscience reveals that nature is good for the soul and essential for the brain. From reducing cortisol levels and restoring attention to boosting memory, time spent in green spaces measurably enhances cognitive function and wellbeing.

These newly cleaned-up and beautified spaces spread this important health advantage to more people, quickly and efficiently.

FISH NEED TREES

Our Earth Day influence spans far beyond the USA; one of our largest and busiest offices is in India, and we are especially proud of the tireless work of the Canopy Tree Project in the mangrove forests of the Sundarbans.

Led by Karuna Singh – EDO's regional director in Asia – and her incredible team, this project is restoring vitally important mangrove ecosystems in one of the world's most vulnerable coastal regions.

The Sundarbans is a riverine estuary, a UN World Heritage site and a haven for diverse flora and fauna, but it is endangered by a rising sea level and cyclones that threaten the lives of the Indigenous population and biodiversity that call these beautiful islands their home.

The Indian part of Sundarbans ecosystem comprises 102 islands; 54 are inhabited and the other 48 are forested. The mangrove trees that Earth Day plants, native species like *Avicennia alba* and *Sonneratia apetala*, protect the land against storm damage, provide food, support biodiversity, create jobs and sequester carbon up to 10 times more effectively than terrestrial forests. Their submerged root system also provides a perfect haven from predators for juvenile fish.

Partnering with local government, scientists, volunteers and village councils is in our DNA. Globally we work closely with mayors and local leaders to drive the systemic change that's required to address the climate crisis close to home.

On Earth Action Day 2025, public officials joined local events – across the USA and beyond – to support community-led solutions. In July our campaign manager, Evan Raskin, went to City Hall to advocate for environmental funding and Aminah and Aidan were up on Capitol Hill to advocate for anti-plastic legislation.

In Europe our team met with officials at the Vatican and government teams from across the European Union, while in South America we collaborated and worked with leadership from Brazil, Peru, Chile and more.

IT'S THE GREEN ECONOMY, STUPID!

100 million new jobs will be created in the green economy by 2030. As part of EARTHDAY.ORG's

global push to make climate education a core priority of every student's learning journey, we partnered with business leaders in November 2024 to spotlight the urgent need for green skills in today's global workforce.

LinkedIn backed our work and major companies including UPS, Microsoft and AXA Insurance have pledged their support for building these essential climate education skills. This highlights our shared belief that climate literacy is not just environmental: it's economic, essential and urgent.

In 2025, EARTHDAY.ORG's climate education team partnered with the National Education Association to distribute Earth Month Calendar, providing K-12 educators with climate-focused teaching resources.

At the National Science Teaching Association Conference, our education team connected to thousands of educators, led by Bryce Coon, director of education, Emily Walker, senior co-ordinator of education and Dennis Nolasco, education coordinator. They led a session on using non-fiction to teach climate topics and made an army of new friends in the process.



CLOCKWISE
EDO's Aidan Charron at an INC3 plastics protest in Kenya; Ringo Starr in his special edition Earth Day T-shirt; Zac Efron in The Great Global Cleanup; mangrove saplings being planted in the Sundarbans; a volunteer at EDO's San Antonio cleanup



The team also took action in classrooms. In Prince George's County, Maryland EDO participated in the Student Environmental Alliance Summit at Bowie State University, organised a cleanup at Neabsco Elementary School and led climate lessons at Buffalo Trail Elementary School.

CELEBRITY SUPPORT MATTERS

Many notable celebrities have used their leverage and influence to help us grow our reach; their partnership has been appreciated and valued.

This year legendary *Star Trek* actor William Shatner used his iconic voice to advocate for the last two captive orcas in France, Wikie and her son Keijo, by urging President Macron to step in and help them.

Ringo Starr released an Octopus's Garden special edition Earth Day T-shirt, made from organic cotton, to support ocean protection and plastic reduction. It pretty much sold out immediately, but you can find plenty of other planet-friendly options in our Earth Day Store.

In July 2024, actress Amanda Seyfried took action after discovering plastic toxins in her dog's system; in August, she teamed up with *Southern Charm* star Craig Conover and our Great Global Cleanup team to help remove 80 pounds of trash from Charleston Beach. Amanda also supported tree-planting efforts through her eco-friendly toy company, Make It Cute.

Zac Efron helped to launch Earth Day's 50th anniversary in 2020, spotlighting action globally by hosting a special one-off Discovery Channel show, *The Great Global Cleanup*, and leading a cleanup in his own hometown.

Each of these stars used their platform to make a difference and support the Earth Day movement.

Across the world, EARTHDAY.ORG's partnerships fuel the movement for climate action. Whether through cleanups, legislation, education or celebration, we believe change happens when people come together – and this matters because together, we are unstoppable.

Find out more

- Discover ways to take positive action for the planet at earthday.org



Uganda to host first Rhino Naming Ceremony as \$11m Name a Rhino conservation campaign reaches milestone

On 22 September 2025, Uganda will host its first Rhino Naming Ceremony, at Ziwa Rhino Sanctuary in Nakasongola District.

The ceremony will mark a major milestone in the ongoing Name A Rhino campaign, a five-year, \$11 million fundraising effort launched last year to secure and expand Uganda's rhino population.

Individuals, corporates and philanthropists will be offered the unique opportunity to symbolically 'adopt' and name a rhino, with proceeds directly funding habitat expansion, veterinary care, anti-poaching measures and community conservation programmes.

'This will be a celebration of how far we have come, from extinction in the wild in the 1980s, to now having 48 rhinos in Uganda, including 46 at Ziwa Rhino Sanctuary', said Dr James Musinguzi, executive director of Uganda Wildlife Authority (UWA). 'But it is also a call to action. The Naming Ceremony is an opportunity for individuals and organisations to leave a lasting legacy by naming one of 17 calves and juveniles, while directly supporting rhino conservation.'

UGANDA'S RHINOS

Rhinos were once widespread in Uganda, but poaching and habitat loss drove them to extinction in the wild. Since 2006, the breeding programme at Ziwa Rhino Sanctuary has seen 40 southern white rhinos born from an initial founder population of six.

The aim of the rhino naming initiative is to support ongoing breeding, reintroduce rhinos into the wild – starting with Ajai Wildlife Reserve – and strengthen anti-poaching measures, with a focus on habitat protection and community involvement.



State Minister of Tourism, Wildlife and Antiquities Hon. Martin Mugarra Bahenduka noted that the translocation of rhinos to Ajai Wildlife Reserve will connect the West Nile region to the tourism circuit, extending the rhinos' range and bringing opportunities to communities through tourism.

'The first-ever Rhino Naming Ceremony is a proud moment for Uganda and a powerful symbol of our commitment to conservation', he said. 'Rhinos are not only part of our natural heritage, they are an asset that can drive tourism, jobs and sustainable growth for our communities. This year, we take the next bold step by reintroducing rhinos into Ajai Wildlife Reserve. I call on every citizen, company and partner to be part of this legacy. When you name a rhino, you are not just giving it an identity, you are securing its future and the future of conservation in Uganda.'

The naming ceremony slated for September will bring together various stakeholders and mark the beginning of the translocation process. 'This is more than a naming ceremony', said Juliana

Kagwa, CEO of Uganda Tourism Board (UTB); 'it is a platform to showcase Uganda's commitment to sustainable tourism. Our natural heritage is our competitive advantage, and protecting it ensures that visitors continue to choose Uganda for authentic wildlife experiences.'

THE VALUE OF CONSERVATION

Under the National Rhino Conservation and Management Strategy for Uganda (2018-2028), the country aims to achieve an annual rhino population growth rate of at least 5%. This will be driven by strengthened security, protection and law enforcement, reintroduction and establishment of new populations, building national capacity for effective management and promoting education and awareness of the value of rhino conservation.

Uganda Wildlife Authority (UWA) has put in place a rhino translocation committee to ensure the rhinos are delivered to Ajai before the end of this year. UWA's executive director emphasised that protecting rhinos 'is not just about preserving a species; it's about securing our ecosystems, supporting tourism and creating long-term benefits for local communities.'

Individuals, companies, philanthropists and global conservation supporters are invited to join the Name A Rhino Campaign, and help to directly fund rhino protection, habitat expansion and community benefit projects.

Find out more

Information about Uganda's rhinos and how to support the Name a Rhino campaign is at ugandawildlife.org/namearhino

We spoke to **Jane Goodall** about her 65-year career in conservation

‘Never give up’

Conservationist, humanitarian and tireless crusader for the ethical treatment of animals, Jane Goodall PhD, DBE, founder the Jane Goodall Institute and UN Messenger of Peace, truly is a global force for compassion.

Jane’s work was recognised with 2025’s Lifetime Achievement P.E.A. (People. Environment. Achievement.) Award, a special award that goes to an individual whose considerable contributions and passion for change have led to exemplary long-term success in the field of sustainability.

Long-term success is something Jane is proud to list among her top achievements; the detailed study of chimpanzees she began at Gombe, Tanzania continues to this day.

‘When I began to research the chimpanzees of Gombe in 1960 I had a pencil, notebook and manual typewriter’, Jane reflects. ‘Now 65 years later, 26 Jane Goodall Institutes are leading the development of our many programmes around the world – that’s is not something I’d dreamed of in 1960!’

ACHIEVING DREAMS

From early childhood, Jane’s dream was to study animals and write books about them. ‘I would have studied any animal’, she tells us; ‘It was a chance encounter with Dr Louis Leakey that led him to ask me to travel to Tanzania to study a remote group of wild chimpanzees.’

Observing chimps on very steep forested hillsides was never going to be straightforward, but the task was made even more challenging when the chimps insisted on running away. ‘They had never seen a white ‘ape’ before’, Jane muses.

The money Dr Leakey had sourced ran out, and when Jane arrived at Cambridge to study a PhD she was told that it was wrong to give individual chimpanzees names, and that she should have used numbers instead. ‘There are always problems’, Jane tells us, ‘but if you are determined and never give up, you can and will find a way to surmount them! Persevere, never give up and you will find a way to achieve your dreams.’

CONSERVATION & HUMANITARIANISM

During her career in conservation, Jane has learned there is no point in working to save wild animals unless you seek to empower local communities as well. She began the community-led TACARE programme in Tanzania to improve



‘It is important to give people hope and encouragement in these dire times – it is not too late to change the status quo.’

the lives of those living in the area, and they have since become partners in conservation. The Jane Goodall Institute has replicated this approach in six other African countries.

Jane sees a strong link between conservation and humanitarianism; in addition to improving the lives of those who live in conservation areas, she believes education is crucial to efforts right across the sustainability sector. ‘We cannot save the natural world unless we address the needs of all its inhabitants’, she tells us.

Jane Goodall’s Roots & Shoots is an environmental and humanitarian programme that empowers young people of all ages – from pre-school right through to university and beyond – to become involved in hands-on projects that benefit the community, animals and the environment. ‘It is now active in more than 75 countries and we have thousands of young people making positive change around the world!’, Jane tells us.

MAKING A DIFFERENCE

For Jane, hope is increasingly important to any dialogue around conservation. ‘If we lose hope

we sink into apathy and nothing changes’, she explains. ‘All around the world there are incredible people developing ways to change the status quo and nature can recover if it’s given a chance. It may take time and it’s not always easy, but if we persist we will find a way to resolve problems.’

Many struggle with the sheer scale of the task ahead, and question the impact of one person’s actions. For Jane, the most effective way to take action for people, animals and the environment is to understand that our daily actions make a difference, and that it’s up to us to choose the kind of difference we make. ‘Turning off a tap saves water’, she tells us; ‘thinking about the product we are buying, where it was made and whether we need it – were those who made it paid fairly? All these daily decisions impact our world, and collectively our positive actions can – and do – make a difference.’

Find out more

Information about the Jane Goodall Institute and its work is at janegoodall.org



AY Young performing in Times Square for 2024's Peace Day concert

PEACE & CLIMATE ACTION

International Day of Peace & Climate Week concert will kick off Climate Week NYC 2025

The world is changing – and so is the way we talk about the climate and how to ensure a fair, safe future that everyone can enjoy.

As extreme weather events continue to strike, the links between climate change and peace are brought into sharp relief; conflict, forced migration and competition for resources are all exacerbated by an unstable, unpredictable climate.

A CONCERT FOR PEACE

Climate Week NYC 2025 (21-28 September) will open on the UN International Day of Peace, and on 20 September a special concert will take place in New York's Times Square to set the stage for events that will follow over the course of the week.

Now in its 23rd year, the International Day of Peace & Climate Week Kick-Off Concert is a free, family-friendly gathering – and the world's largest Peace Day concert and broadcast. It's presented by Good News Corporation and OMMM, with partners including AY Young & the Battery Tour, EARTHDAY.ORG, Climate Week NYC and more.

PEACE STARTS WITHIN

A special segment (12:00 to 14.30) will be curated by OMMM as part of its growing commitment to weave sacred intention into some of the world's most visible spaces.

OMMM is a movement and media platform dedicated to raising consciousness through sacred

experiences, storytelling and co-creation. It convenes diverse voices – 'OMMMbassadors' – who are supporting humanity's reconnection to self, Mother Earth and each other.

OMMMbassadors, spiritual leaders and artists taking to the stage for the Peace Day broadcast include Yogmata Keiko Aikawa, Himalayan Siddha master and the only female Mahamandaleshwar ever initiated; Dr Scilla Elworthy, three-times Nobel Peace Prize-nominated thought leader and founder of the Business Plan for Peace; Sister Jenna, director of the Brahma Kumaris Meditation Museum; Yogini Jaima, Divine Feminine teacher and embodiment guide, devoted to sacred union and the awakening of feminine presence on Earth; Antonique Smith, Grammy-nominated singer and activist whose voice carries both power and prayer and OMMM artist, sonic alchemist and sacred poet Reachel Singh, whose spoken word opens portals to remembrance. The segment will be opened with a guided breathing meditation using Tao Calligraphy by Master Zhi Gang Sha.

'In a world increasingly shaped by polarisation, acceleration and external noise, we believe the most radical act of change is to return inward',

Find out more

- The International Day of Peace & Climate Week Kick-Off Concert will take place in New York's Times Square, 11.30-17.00 EST on 20 September. Information is at ommmpresents.com. Watch the livestream at youtube.com/@OMMMPRESENTS
- View the Climate Week NYC schedule at climateweeknyc.org

says OMMM co-founder Michelle Narciso. 'To remember that the quality of our inner state is the foundation for everything we create externally. That how we speak, lead, consume, connect and care all originate from the still point within. This year's theme, Peace Starts Within, is a sacred reminder that outer peace cannot be legislated into existence. It must be cultivated, one breath, one body, one being at a time.'

Michelle's daughter, 10-year-old Mia Narciso-Krutz, will be joined by her classmates to perform 'Stay Awhile'. The song, written and composed by Mia, will stand as a beacon for the kind of world OMMM is trying to co-create; one in which children are not only protected, but heard – and peace isn't just taught, it's lived.

Underscoring this philosophy, OMMM will announce a new partnership with Belouga, a global education platform dedicated to inspiring the next generation. Belouga's OMMM Channel will be a dedicated space to co-create and curate conscious content for children.

Rooted in values of presence, compassion and inner peace, this collaboration will bring mindful media and experiential learning to classrooms and communities around the world.

CLIMATE SOLUTIONS

From 21-28 September, Climate Week NYC will return to address some of the key challenges of our time – how to stay competitive in a changing world, how to reduce costs and overcome barriers, where to spot opportunities and how to invest in the clean tech that's powering the green transition.

World-leading thinkers from business, government, politics, academia and civil society will come together to share tactics and insights, helping companies and governments to navigate the economic realities of net zero.

The goal is to shift entire systems by uniting people from all levels and backgrounds in a week of activity, creativity and collaboration.

INSPIRING ACTION

The largest annual climate event of its kind, Climate Week NYC hosts over 800 events and activities across the City of New York – in person, hybrid and online.

The Hub Live brings together more than 1,000 of the most influential leaders, providing a platform for doers, drivers and trailblazers of climate action to share, collaborate and inspire the change that is needed to overcome the hurdles ahead.



Cultivating peace

Yogmata **Keiko Aikawa** shares why now is the time to return to our essence

It is essential that each of us cultivates a mind of peace. For it is such inner cultivation that brings forth true peace in the world.

When one person embodies peace, that peace flows naturally to the family. It blesses the children, it shapes education, it reaches the workplace, society and, ultimately, the world itself.

Yet when we look around today, we see that peace is fading. The mind is restless, entangled in attachments and endlessly driven by ceaseless activity. Nations struggle with unresolved challenges. Conflicts persist within the international community. The world has fallen into turmoil, shaken by economic challenges and environmental crises.

And still, we must not surrender hope. We must continue to pray for peace in our world. For within each one of us abides the power to create peace.

The sages of the Himalayas entered the deepest meditation, attaining the supreme state of samadhi. In that boundless silence, they discovered the essence of peace. In purity, they became peace itself. They became one with the Divine, and awakened to eternal truth.

Our true nature is silence. Our essence is wholeness and fulfilment. This is the Self. Within it dwell wisdom, strength and universal love. You were born of peace. But humanity has forgotten this truth, seeking happiness outside itself. Thus the mind wanders, the body struggles and peace is lost. Through countless lives, the mind has been clouded, veiling the radiant Self.

Now is the time to return to our essence. To disperse the inner clouds, to be fulfilled from within. In this awakening, we discover the way to live. We return to the true Self. We meditate. We pray. Not for relaxation alone, but to dissolve the clouds that bind us, to awaken the light within, to realise truth, to be transformed and to live in the qualities of the Self.

At the depths of the mind lies peace. It is an unshakable peace. From it, our prayers kindle peace in others.

Peace spreads to families, to communities, to nations and to the world. Love is shared with all around us. We live in mutual respect. We seek to understand one another. We transform anger into forgiveness, loneliness into love that fulfils and desire into love that gives.

We share with one another. For within you flows a fountain of love. With a serene mind, you may live each moment fully. No longer ruled by the restless mind, you may learn to guide it with clarity. Together, let us pray: 'May there be peace in the world.' And let us begin to meditate, each in turn.

I will tell you why I became a Himalayan Master. Years ago, a saint of the Himalayas came to Japan for a television programme. At that time, I was already well known for teaching yoga for health. I was invited by a television director to appear on a programme, and through that programme I encountered the saint. When the filming ended, he extended an invitation to the Himalayas.



ABOUT YOGMATA KEIKO AIKAWA

Yogmata Keiko Aikawa is the first female and non-Indian Siddha Master, and the only Siddha Master to appear in public to this day. A Siddha Master is a Himalayan saint who has achieved supreme Samadhi, a state of human consciousness that transcends the physical and mental to achieve oneness with the source of all creation. This ascetic practice, the final stage of yoga and meditation, is said to be the most difficult of all due to the possibility of fatality.

In 2007 Yogmata Keiko Aikawa received the prestigious title of Mahamandaleshwar (the Supreme Master of the Universe) from Juna Akara, the largest spiritual austerities association in India. Her eminence in the yoga and spiritual realm has been recognised worldwide; her blessings and messages of peace, love and unity have featured on the BBC, CNN, TV Asahi and Reuters, and guided the publication of 80 books and audio materials.

For me, this was a profound blessing, for I had long yearned for the light of enlightenment. I accepted at once, and journeyed deep into the Himalayas. There, under the most rigorous discipline, I devoted many years to meditation. At last, I attained the supreme samadhi and was recognised as a Himalayan Master. Now I carry the lineage of the Himalayas, with a vision to offer love and peace to the world. Through purification and transformation, I was granted the power to guide the transformation of others.

I became a vessel of pure vibration – a current that flows through my body, my eyes, my hands and my words. And when you receive this current, the doorway to your source is opened. I offer to you the sacred practice known as Himalayan Siddha Meditation. This meditation holds the power to purify your karma and to guide you to the very source.

Through these secret practices, you may be transformed, reborn and released from your burdens. The weight of the mind, which often feels heavy, is lifted. You become a heart of light – filled with love, strength and wisdom. You live in peace, and bring peace to all around you.

I invite you to become a meditator, to walk the path of truth. Through your prayers, together, we shall bring peace to the world. Through prayer and meditation, peace will arise on Earth. And in that peace, your own heartfelt wishes may also be fulfilled.

THE FUTURE OUR KIDS DESERVE



PHOTOGRAPHY ISTOCK

Evin Schwartz, founder of educational platform Belouga, shares his thoughts on why education ‘needs to flow, not follow’



Belouga's Evin Schwartz believes today's children need humanised education

How do you measure creativity and curiosity? This has been the most important question of my professional career; for 20 years it has fuelled my journey, driving me to seek answers in communities all over the world. But before we get to the *how*, let's talk about the *why*.

Our children are growing up in a different world – different from the world in which we grew up, and even from the world in which they themselves were born.

Every month new technologies, industries and global challenges emerge, shaping a future that is far more fluid, interconnected and unpredictable than anything we've been prepared for in the past. If we want the next generation to thrive, we need a learning ecosystem that evolves with them, responds to change and equips them to navigate the unknown.

YESTERDAY'S LESSONS

For over a century, education has been structured around industrial-age priorities: standardisation, efficiency and compliance. Those values worked when jobs were predictable and career paths were clear, but they are out of step with the modern world. Today adaptability, creativity and critical thinking are the true currencies of success.

We often hear that education is 'broken'; in reality it's doing exactly what it was designed to do, but for a world that no longer exists.

Consider this: while every industry has transformed over the past century, classrooms look remarkably similar to the one-room schoolhouses of the past. Ironically, those early schools were ahead of us in many ways: interdisciplinary, mixed-age, with physical activity and practical skills woven into daily life.

Today, students are still expected to move through the same content at the same pace, regardless of interests, abilities or the realities outside the classroom.

Now think about how quickly AI is reshaping the job market, how climate change is altering industries or how global connectivity is redefining communities. We can't afford to keep teaching yesterday's lessons for tomorrow's world. And even if we wanted to, the reality of 30–40 students per classroom makes it nearly impossible to give each child the attention and relevance they deserve.

HUMANISING EDUCATION

We need a system that flexes – that shifts alongside real-life opportunities and challenges to ensure children are always learning in context. It must recognise that every child brings unique experiences, dreams and perspectives. That's what humanising education truly means.

Since the start of my career, this principle has been my north star – and it's what drives our work at Belouga.

Instead of rigid, top-down curricula, Belouga is constantly building a fluid, adaptable learning ecosystem that mirrors the pace and unpredictability of the real world.

Our model is built on three pillars: relevance, personalisation and collaboration.

Starting with relevance, we focus on connecting learning to current global events, emerging industries and societal challenges. The personalisation side is shaped by learning pathways, passions and curiosities, not just age or grade.

Finally, collaboration links students with peers, educators and industry experts to share knowledge and create impact. In this model, kids aren't passive recipients of information; they are active participants in a living network of learning that adapts as the world changes.

REAL-WORLD SKILLS

If we strip away the noise, what kids really need isn't more test prep or memorisation. It's a set of human skills that can be transferred across any career, culture or challenge. These have often been called 'soft skills', but that's a misnomer; they are essential skills that include curiosity, critical thinking, collaboration, empathy and resilience. These skills are best developed in real-world contexts – through interaction and action, not just lectures and worksheets.

One of the biggest myths about education is that it happens in isolation, within the walls of a classroom and under the guidance of a single teacher. In reality, the best learning has always been a collective effort.

At Belouga, we've built a global network where students, educators, parents and industry experts learn with and from each other. Educators provide guidance and structure. Industry experts bring real-world perspectives. Peers collaborate and give feedback. Families and communities ground learning in lived experience.

This isn't about replacing schools, but expanding them into vibrant, interconnected hubs of knowledge-sharing.

A NEW PARTNERSHIP

To mark the UN International Day of Peace (21 September), we will announce a new partnership, with OMMM, at a special event in New York's Times Square (see page 28). OMMM is an organisation that uses events to elevate global consciousness through spiritual engagement and environmental stewardship. Its network of 'OMMMbassadors' – leaders and creators who are living their purpose and helping others do the same – will contribute to the Belouga platform, sharing their wisdom through interactive learning experiences with young people all over the world.

OMMMbassadors include sacred sounds singer and songwriter Rachel Singh; yogic practitioners Yogini Jaima and Yogi Cameron; musician, producer and SDG leader AY Young; Sister Jenna of the Brahma Kumaris; hyperhumanist scholar Carl Hayden Smith and young climate campaigner and P.E.A. Award winner Joe Rajapaksha, to name a few.

I am proud to join the network of OMMMbassadors to share new approaches to education that are better placed to meet today's (and tomorrow's) challenges.

FLIPPING THE SCRIPT

When I speak with educators, parents and young people around the world, one truth is clear: the challenges ahead won't be solved by memorising content that can be Googled in seconds or handed to us by AI.

What our kids need goes far deeper than rote knowledge; they will need to think critically about complex problems with no single right answer, weighing multiple perspectives and navigating uncertainty with confidence. They will need to collaborate across cultures, borders and backgrounds, recognising that solutions to global challenges are rarely found in isolation. They will need to adapt when the rules change mid-game, building resilience in the face of rapid change and

unexpected setbacks. They will need to create with imagination and empathy, bringing forward ideas that not only innovate but also uplift the human experience.

Above all, our children will need the courage to act on issues that matter to their communities, to society and to the planet. These are not optional skills or 'extras' to sprinkle on top of maths and reading; they are the foundation of a thriving future – and they can't be nurtured in a system designed for industrial-age efficiency rather than human curiosity.

Belouga flips the traditional model on its head. Instead of asking, 'How do we get every child to meet the same set of standards at the same pace?', we ask, 'How do we design learning that grows with them, wherever they are and wherever the world is going?'

This is why fluidity matters. In a time where industries can be born or vanish in a decade, a fixed curriculum isn't just outdated, it's a liability. On Belouga, content can shift instantly to reflect emerging challenges and opportunities. We can introduce subjects like clean energy innovation, Indigenous leadership in climate resilience or AI ethics without waiting for a decade-long curriculum review. And because students connect directly with peers and experts worldwide, they're not just learning about the world, they're learning with it.

A SHARED RESPONSIBILITY

Here's something I believe deeply: learning shouldn't be confined to a building with a bell telling kids when it starts and stops. It should be a living exchange of knowledge and creativity that happens everywhere – in classrooms, communities, homes and online.

Looking back on my own education, the moments that truly stuck weren't the worksheets or tests, but the experiences that got us out of our seats and thinking differently.

That's why collaboration is central to Belouga's DNA. It's why we built the Thinkering Collective, a community of educators, innovators and changemakers designing experiences that go beyond textbooks and exams. When you connect people with shared curiosity and purpose, the learning is deeper, the impact greater and the possibilities endless.

This is also why we embrace the OMMMbassador philosophy: when education becomes a shared responsibility, we're not just preparing children for the future, we're shaping it with them.

THE EDUCATION ECOSYSTEM

So how do we help our children acquire these essential skills? By recognising that education is not the sole job of schools – it's the work of an entire ecosystem. Parents, businesses, artists, scientists, activists, elders, entrepreneurs – we all have knowledge and experiences that can fuel a young person's growth. We need systems that make it easy for these contributions to flow in and for students to flow out, applying and growing their skills in real contexts. The old model of 'sit down, listen and prepare for life later' must become 'stand up, explore and live your learning now.'

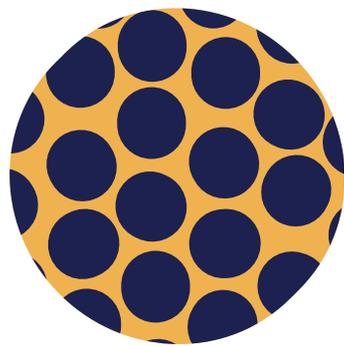
The challenges ahead will demand creativity, collaboration and compassion on a scale we've never seen. These qualities cannot be left to chance; they must be intentionally cultivated from an early age. No child's potential should be limited by a slow-moving system, so we're creating a learning community that is responsive, relevant and radically human, ensuring education is not just preparation for life, but life itself.

The future will not wait for us to catch up – and our kids shouldn't have to, either. If we want to measure creativity and curiosity, the answer is simple: we must measure it by how boldly our children shape the world around them – today, not just tomorrow.



Find out more

■ Students and teachers can discover real-world content and personalised, self-paced learning at belouga.org



2025's P.E.A. AWARD WINNERS

IN ASSOCIATION WITH 

Cross-sector pioneers recognised at a ceremony that bridged sustainability and consciousness

As part of London Climate Action Week, green heroes from the UK and beyond have been recognised and rewarded at a glittering green-carpet ceremony in London's Ladbroke Hall.

Winners of this year's P.E.A. (People. Environment. Achievement.) Awards, in association with OMMM, were welcomed to the stage by the evening's host, Antonique Smith – a Grammy-nominated singer, film, TV and Broadway actress and official ambassador for Earth Day 2025.

REFRAMING SUSTAINABILITY

The awards, now in their 15th year, attract leading lights from the sustainability sector – and this year guests were treated to an evening with a difference.

A special night was curated in association with OMMM, an organisation that exists solely to raise consciousness and awareness through events. The goal was to move the sustainability dialogue forwards by demonstrating the unity of sustainability and spirituality, and reminding guests that we are all one.

Enrichment and ritualistic journey were the order of the evening, aided by sacred sounds from Cosmic Rhapsody and Reachel Singh, plus a vibration-lifting soundscape courtesy of The Museum of Consciousness.

Ladbroke Hall proved the perfect backdrop for the ceremony; this stunning and creative space is famed for showcasing thought leaders who are shaping today's cultural conversations.

The awards were streamed live to millions via We Don't Have Time, the world's largest environmental platform for change.

'Tonight we raised more than just glasses – working with OMMM, the goal was to create an environment that raised the consciousness and vibration of the whole room', said P.E.A. Awards founder Jarvis Smith. 'Tonight's winners are among the strongest sustainability pioneers we've seen over the P.E.A. Awards' 15-year history; they are superheroes in their own right, tearing up the script and daring to do things differently, for everyone's sake. We hope everyone leaves here feeling empowered and elevated, so they are ready to take their work to the next level. As we look ahead to the next 15 years, we must not forget that we are all connected; we must put unity at the core of sustainability.'



CLOCKWISE Reachel Singh sang before the awards were announced; P.E.A. Awards host Antonique Smith with We Don't Have Time; Brahma Kumaris sisters blessed the ceremony; Anila Noor, winner of 2025's Best of Year P.E.A. Award; Evolution of Sustainability Award winner Lucy Tammam; Culture Award winner Invisible Dust; Antonique's live performance; 2025's awards venue, Ladbroke Hall; plant-based food was served at the awards



LIFETIME ACHIEVEMENT & BEST OF YEAR

The awards ceremony concluded with two special awards for 2025 – one for Lifetime Achievement and another for the Best of the Year.

The Lifetime Achievement Award, for an individual whose considerable contributions and passion for change have led to exemplary long-term success in the field of sustainability, was won by Dr Jane Goodall. Dr Goodall earned the award not just for her detailed and long-term study of chimpanzees, but also in her capacity as a UN Messenger of Peace, a conservationist, humanitarian and tireless crusader for the ethical treatment of animals. She truly is a global force for compassion – and the P.E.A. Awards judges said 'we need more people like her'.

The Best of Year Award, which went to the judges' top-scoring nomination, was handed to Anila Noor, New Women Connectors, winner of 2025's Climate Pioneer Award.



Find out more

Information about the P.E.A. Awards, including how to enter or nominate for 2026, is at peaawards.com



CLIMATE PIONEER

THE SHORTLIST:

- Anila Noor, New Women Connectors
- City of London Corporation Climate Action Strategy team
- Jawad Khursheed, HVS (Hydrogen Vehicle Systems) CEO

THE WINNER:

■ Anila Noor, New Women Connectors
Displaced communities are often excluded from climate justice conversations, yet they are among the most affected by environmental crises. New Women Connectors is revolutionising climate justice by shifting power to those most impacted, in a way that can be replicated in different regions. It challenges traditional aid structures and pushes for equity, accountability and leadership from the ground up, ensuring that refugee and displaced women shape global climate policies.

CULTURE

SPONSORED BY LADBROKE HALL

THE SHORTLIST:

- Cosmic Rhapsody team
- Dryden Goodwin & Lucy Wood, Invisible Dust
- Salma Mehar, Nutrition Ed

THE WINNER:

■ Dryden Goodwin & Lucy Wood, Invisible Dust
Breathe is a multi-site public artwork by artist Dryden Goodwin, produced by art-science organisation Invisible Dust, to raise public awareness and explore pressing policy issues around air pollution. The ongoing global artwork has toured London, the UK and Lahore, Pakistan, with plans to continue to tour to cities worldwide from 2026. It has been viewed by over 14 million people to date.

ENERGY

SPONSORED BY EDEN ENERGY

THE SHORTLIST:

- GoPlugable (Power Rangers Ltd) team
- Jawad Khursheed, HVS (Hydrogen Vehicle Systems) CEO
- She's Electric team

THE WINNER:

■ GoPlugable team
This female-led company is like the Airbnb for EV chargers, letting people share their private chargers with EV drivers who need a boost. The idea is simple but powerful: use what we already have to make life easier and greener for everyone. As well as helping to charge electric cars, this is about charging up a community-driven movement towards cleaner, connected cities.

EVOLUTION OF SUSTAINABILITY

SPONSORED BY OMMM

SHORTLIST:

- Harry Conway, STEAMhouse Innovation Lab
- Lucy Tammam, Tamnam
- Nuclear Decommissioning Authority group team

WINNER:

■ Lucy Tammam
Tamnam's One Dress: PLANET is a couture gown, created with Stop Ecocide International, adorned with hundreds of hand-sewn embroideries of endangered flora, each one purchased by a single consumer. Anyone who bought an embroidery automatically became a part-owner of this piece of collaborative couture, challenging the way we buy fashion.



HEALTH & WELLBEING

THE SHORTLIST:

- Ishga Skincare team
- Kids Operating Room team
- UK Health Radio team

THE WINNER:

■ Kids Operating Room team
When surgeons in sub-Saharan Africa reported that frequent power outages were endangering children's lives during surgeries, KidsOR developed the Solar Surgery System, a groundbreaking solution that ensures uninterrupted power, transforming paediatric healthcare while championing sustainability. By 2030, KidsOR plans to retrofit an additional 100 operating rooms with solar power and make the tech a standard feature in all future installations. Each system also saves 2.6 tonnes of CO2 annually.

INDIGENOUS COMMUNITIES

THE SHORTLIST:

- Amazon for Life
- Amazon Sacred Headwaters Alliance
- Mindahi Bastida, the Earth Elders

THE WINNER:

■ Mindahi Bastida, the Earth Elders
Mindahi is the coordinator of the Earth Elders, which works with Indigenous peoples to restore nature and regenerate degraded ecosystems. The goal of this US-based conservation charity is to elevate the role of ancestral wisdom and traditional ecological knowledge to safeguard Earth's biodiversity and bio-culture. It is also helping to educate and empower the next generation of leaders, guardians and custodians.

cont.



2025's P.E.A. AWARD WINNERS



cont.

INNOVATOR

SPONSORED BY OCTOPUS ENERGY

THE SHORTLIST:

- Circular Computing team
- Lucy Tammam, Tammam
- Natasha George, LettUs Grow
- Pocket Power team

THE WINNER:

- Circular Computing team

Did you know that 70% of laptops are eligible for recycling, yet only 20% find their way into recycling programmes? Circular Computing has developed the Circular Remanufacturing Process, which surpasses superficial refurbishment. By meticulously disassembling, testing and replacing laptop components, it ensures performance and reliability while reducing e-waste. It has established the world's first facility dedicated to laptop remanufacturing and received the first-ever BSI Kitemark for Remanufactured Laptops.

NATURE

THE SHORTLIST:

- Daniella Levene, Friends of the Welsh Harp
- Lucy Grabe-Watson, Ancient Woodlands UK
- Kent Wildlife Trust, Wilder Blean team

THE WINNER:

- Lucy Grabe-Watson

Founded by Lucy, Ancient Woodlands UK is a youth-led organisation that helps to protect



Earth Elders coordinator Minhadi Bastida won the Indigenous Communities Award (top); incognito founder Howard Carter collecting the Shopping Award

Britain's ancient woodlands through advocacy and education, providing a platform for young individuals (aged 16-35) who are passionate about safeguarding these vital ecosystems. Currently, it is working on developing a bill that aims to secure full legal protection for ancient woodlands and exploring a rights of nature approach which, if adopted, could transform our relationship with nature in the UK.

SHOPPING

SPONSORED BY SOIL ASSOCIATION

THE SHORTLIST:

- incognito team
- Neve's Bees team
- Sian Louise, Obvs Skincare

THE WINNER:

- incognito team

Incognito offers a range of natural alternatives to Deet-based insect repellents. The formula is biodegradable and 100% natural, so it doesn't pollute local groundwater when washed away. In its last fiscal year, incognito prevented over 29,000 litres of Deet from being used by the general public and ending up polluting our environment and waterways. The company also provides up-to-date, customer-friendly information on the latest outbreaks, new scientific findings and case studies.

TECHNOLOGY

THE SHORTLIST:

- Kids Operating Room team
- Mark Michael Rowlands, One Million Bags
- She's Electric team

THE WINNER:

- Mark Michael Rowlands

Mark is founder of One Million Bags, a new kind of environmentalism that's social, tangible, joyful and rewarding. Individuals, families, schools and businesses are invited to litter pick – rebranded 'glittering' to shift the narrative from drudgery to pride – get outdoors, be active and give back to the community and the planet. Participants log their litter-picking walks, runs or bike rides on Strava and tag #OneMillionBags. Each bag is a visible win. There's no barrier to entry – you just need a bag and the will to make a difference. It's climate action for everyone.

TRAVEL

THE SHORTLIST:

- Degraft Osei Kwame Jnr, The Berkeley Hotel
- incognito team
- Rebecca Thompson, Ecosy Travel

THE WINNER:

- Rebecca Thompson

Rebecca is founder of Sustainable Travel Tech, the new brand of Ecosy Travel, which is creating pioneering technology to accurately measure the carbon emissions of holiday properties. This provides thorough, accurate and real-time data so property owners can legitimately claim green credentials and understand where they are able to improve on their emission ratings. Ecosy Travel has also created a route planner that will map out low-carbon routes using all forms of transport to



**2025's
P.E.A.
AWARD WINNERS**



‘Tonight’s winners are among the strongest sustainability pioneers we’ve seen over the P.E.A. Awards’ 15-year history; they are superheroes in their own right, tearing up the script and daring to do things differently – for everyone’s sake.’

JARVIS SMITH

P.E.A. AWARDS FOUNDER

give users an accurate understanding of how they can cut their emissions while travelling.

YOUTH

SPONSORED BY EXTREME HANGOUT

THE SHORTLIST:

- Joe Rajapaksha
- Salma Mehar, Nutrition Ed
- Lucy Grabe-Watson, Ancient Woodlands UK

THE WINNER:

- Joe Rajapaksha

Joe is an 11-year-old climate campaigner who uses books, videos and fundraising to teach other children about protecting the planet. He started caring about the environment when he was just four. By the age of six, he had launched a YouTube channel called *Science with Joe*, where he now shares fun and easy-to-understand videos about animals, science and climate change. Joe has written four books so far and donates all the money he makes to charities that help nature and people. Joe believes that children can make a difference, and he works hard to help them learn how.



CLOCKWISE FROM ABOVE
P.E.A. Awards founder Jarvis Smith addressed the audience; Youth Award winner Joe Rajapaksha

A Symphony in Motion

Susan Lim, co-creator of ALAN Trilogy and director of the ‘Timeless – A Symphony in Motion’ music video, shares how music can inspire positive change

As the summer of 2025 unfolds, the escalating climate crisis calls for our unwavering attention. In this period, the song ‘Timeless’, which recently premiered at the P.E.A. Awards during London Climate Action Week, emerges as a powerful anthem for change.

The soulful rendition from *Britain’s Got Talent* alum Tom Ball captivated audiences at Ladbroke Hall on 26 June, catapulting ‘Timeless’ to number one on the iTunes classical charts the very next day, following its release on Signum Classics.

This classical pop song rapidly gained momentum, spreading globally to clinch the top spot in the UK, Singapore and the Philippines, plus top-five positions in Australia and the USA.



CAPTIVATING VISUALS

The song also garnered international acclaim at the Annual Gala of the World Film Festival in Cannes, 28 June, where it was named Best Original Song. Tom Ball was also recognised as Best Singer of the Future.

The World Film Festival Cannes recognition was particularly significant for the song’s accompanying music video, aptly titled ‘Timeless – a Symphony in Motion’.

This captivating visual showcased the original recording session at the famed Abbey Road Studio One, featuring Tom Ball and over 110 musicians, including the Royal Philharmonic Orchestra, the London Voices and a pop band.

Enhanced by subtle, poignant, animated overlays of the seasons by artist Samudra Kamal Saikia, this unique blend of powerful music and evocative artwork captivated the festival panel. It effectively translated the song’s message into a tangible call to action – a symphony truly set in motion for our planet.

ARTISTS INSPIRING ACTION

‘Timeless’ is more than a musical composition; it offers a profound reflection on our relationship with nature and the dramatic shifts we are witnessing. One particularly poignant line – ‘The seasons make a fool of me / They tell me things and go suddenly’



CLOCKWISE Susan Lim and Tom Ball were awarded at the World Film Festival in Cannes; Tom recording ‘Timeless’ at Abbey Road

– powerfully encapsulates the incredibly unpredictable nature of our climate. Once reliable, the seasons now behave erratically, mirroring the monumental changes wrought by human activity and climate disruption.

These lyrics serve as a potent reminder that climate change is not a fleeting anomaly, but a long-term crisis that demands immediate action.

The song’s success highlights music’s incredible power to inspire positive change and spread crucial messages. Music transcends boundaries, and can foster a shared understanding and commitment to environmental stewardship.

In this regard, musicians, composers and songwriters become environmental artists, using their craft as a vehicle to communicate the urgency of environmental action. ‘Timeless’ is a perfect example of this; its ethereal melodies and thought-provoking lyrics, by songwriters Ron J Danziger and Christina Teenz Tan, prompt listeners to critically examine their role within the ecosystem and their impact on the planet.

A POWERFUL CATALYST

During London Climate Action Week, talks, panels and discussions all served to emphasise our collective responsibility to act on climate commitments. ‘Timeless’ echoes this sentiment, serving as a call to arms for individuals to become active ambassadors for change.

The song’s global chart performance demonstrates its capacity to reach diverse audiences and bridge communities, uniting them under the common goal of a sustainable future.

The message is clear: music can be a powerful catalyst for awareness and action. ‘Timeless’ has resonated with millions, and other artistic endeavours can inspire in a similar way.

It is imperative that we integrate this message into our daily lives, and recognise that every individual can contribute to a more sustainable world. It doesn’t need to be complicated; it can be as simple as reducing our carbon footprint, advocating for green policies or simply engaging in conversations about our environment. Our collective actions, however small, have a cumulative impact.

BEING THE CHANGE

The world premiere of ‘Timeless’ and its impactful lyrics, coupled with Tom Ball’s remarkable performance and the song’s global chart-topping success, underscore the vital role of music in addressing the climate crisis.

The seasons may change, but our commitment to the planet must remain steadfast. Let the melodies of ‘Timeless’ evolve into a symphony in motion, ensuring a beautiful and sustainable world for generations to come.

We are the change we wish to see – and through music, our actions can resonate far and wide.

Find out more

- Stream ‘Timeless’ at [Ink.to/TomBallTimeless](https://ink.to/TomBallTimeless) or watch the video on Tom’s YouTube channel: youtu.be/D6xtical6qq
- ALAN Trilogy content is at youtube.com/@LimRhapsodyFantasySymphony

Moving to Portugal to develop an abandoned village seemed, from the outside, like a radical escape: a leap towards freedom. What I discovered is that you don't create freedom simply by changing your environment. You can trade cities for mountains, schedules for open skies – but unless you transform from within, the same patterns follow you.

This move became an initiation. Nature stripped away the noise, the roles and the distractions I had carefully built my life around. Away from the constant rush of Amsterdam, hidden parts of myself began to surface: the pain, the blockages, the masks I had learned to wear. What I thought would be a move into freedom became a journey home to myself.

Through confusion and reflection, I began to see life as an intricate web of interconnection that teaches us not through theories but through experiences. Every challenge, heartbreak and moment of clarity became a teacher. My own transformation has become the foundation of a new vision: a way of living, working and creating that is deeply aligned with the heart.

THE BIRTH OF FREEDOM VILLE

When we first arrived, I called Freedom Ville 'a healing home for the open-hearted'. I imagined a place where people could reconnect with themselves and each other, where nature and community would restore what modern life has fragmented. But the land had other plans for me.

Before I could create a culture of connection, I had to confront my own disconnection. Before I could hold space for others, I had to learn to hold space for myself. This has shaped everything about how Freedom Ville has evolved.

Unlike businesses I built in the past — driven by opportunity, growth and performance — this vision emerged from a deeper calling: a desire to live in alignment with my soul, to create something meaningful, sustainable and regenerative.

Freedom Ville is not just a retreat centre. It is a living ecosystem where creativity, consciousness and courage meet. A playground where facilitators, artists and changemakers come together to design experiences that go beyond 'feeling good' – experiences that are real, raw and transformative.

A SPACE TO REMEMBER

Set across 14 hectares of pristine Portuguese land, Freedom Ville accommodates 20-40 people and offers a canvas for immersive retreats and creative collaboration.

Nine apartments, three tiny houses, five hotel rooms, a natural rock pool, spa facilities, a whale-shaped pool, a 113m² geodesic dome for deep transformation and endless walking trails invite guests to breathe, move, create and simply be.

Beyond its physical beauty, Freedom Ville is an invitation to return to what we have forgotten. To slow down enough to notice nature's rhythms. To unlearn the illusion of control and rediscover flow. To play, to create, to connect – with ourselves, each other and the living world.

BRIDGING WORLDS

Before Portugal, I spent over a decade creating cultural spaces and experiences in Amsterdam, from cafés and creative hotels to large-scale events and festivals. But somewhere along the way I noticed a deep imbalance – a lack of purpose beyond the pleasure and fun of the hedonistic capital-city lifestyle.

I started to be bothered by a business model that is rooted in substances that keep us numb – that promote losing ourselves more than finding what we truly need in order to find happiness beneath the surface.

I started to see that in a world that is hyper-connected with social overload both on and offline, we – as humans – seem to be more disconnected than ever. Yet deep inside we are craving



Freedom Ville co-founder
Nadia Denise Duinker
shares a living invitation
to create, connect
& transform

DISCOVERING FREEDOM

a deeper level of connection; one that is rooted in raw authenticity, and feeling fully instead of feeling repressed.

This vision is about bridging those worlds – connecting the cities to the countryside, the corporates to the community life – and helping individuals and teams realign their purpose.

Freedom Ville is a place where facilitators co-create out-of-the-box programmes that dissolve hierarchies and foster authentic connection. It's where community, art and business meet nature – not to compete, but to collaborate. Shifting from productivity to creativity, from control to trust, from burnout to regeneration.

Real innovation doesn't start with technology; it begins with real connection: to ourselves, our creativity and the natural world.

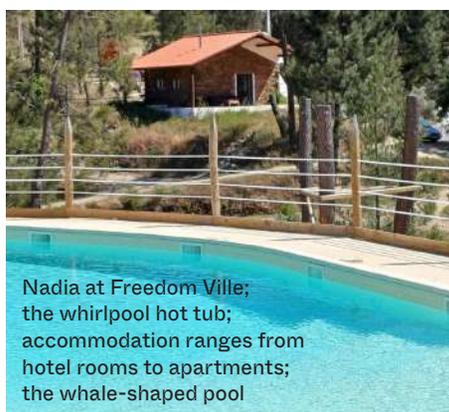
AN INVITATION

Freedom Ville is calling in facilitators, creators and visionaries; those who want to craft immersive experiences that move people – not just through healing retreats, but through journeys that provoke, inspire and transform.

We can create a new culture that values presence over performance, collaboration over competition and purpose over profit. A network of changemakers who dare to dream, play and create together. A movement rooted in remembrance – of who we are, and of our place in this interconnected whole.

Find out more

■ Book your stay at Freedom Ville or learn about available programmes at freedomville.pt



Nadia at Freedom Ville; the whirlpool hot tub; accommodation ranges from hotel rooms to apartments; the whale-shaped pool



COMPETITIONS

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

We've handpicked this selection of green pearls – including all-natural food, skincare and beauty products, plus Jonathon Porritt's latest book – to help set you on a path to a lighter lifestyle.

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



WIN

£150 OF NATURAL SKINCARE FROM NEVE'S BEES

One winner will be nourished from head to toe with a set of award-winning skincare from Neve's Bees. Three runners-up will receive a Neve's Bees Full Facial Gift Range, worth £100.

Deadline for entries: 01.12.25



WIN

AN AURA SEA SALT DUO

10 readers will receive a pair of organic, vitamin D-boosted Aura Sea Salts.

Deadline for entries: 01.12.25



THE CLIMATE CRISIS

LOVE, ANGER & BETRAYAL



JUST STOP OIL'S
YOUNG CLIMATE CAMPAIGNERS

JONATHON PORRITT

WIN

A COPY OF LOVE, ANGER & BETRAYAL

10 winners will receive a copy of Jonathon Porritt's new book, co-authored with 26 young climate campaigners from Just Stop Oil, making the case for far more urgent action on the climate crisis.

Deadline for entries: 01.12.25

WIN

A TOXIN-FREE MAKEUP SET

We're giving away a 100% natural, toxin-free and extremely gentle set of lipstick, mascara and pressed setting powder, courtesy of Heelnatuurlijk.com.

Deadline for entries: 01.12.25



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