



SEPTEMBER 2022

# WHY TO CHOOSE ORGANIC



## CELEBRATING ORGANIC SEPTEMBER

The Organic Trade Board shares the broader impact of the month-long campaign to support all things organic

## THE SOLUTION TO FOOD INSECURITY?

Introducing the company using organic apples to tackle food waste – and improve diets – in the USA

## BUSTING ORGANIC MYTHS

We look at the reality of organic food and farming – from its cost to whether it could really feed the world

## ZERO CARBON – ZERO BILLS

A look inside the world-first partnership to build zero-emission homes – with zero energy bills



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



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THE UK'S ETHICAL MARKETPLACE  
#HangOnToWhatYouBelieveIn**

# Welcome to My Green Pod Magazine!



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

Every September, shoppers get inspired to switch at least one everyday product in their supermarket trolley for an organic alternative.

This Organic September the message is slightly different; with organic sales booming and more people than ever showing an interest in the environmental impact of the food they buy, people are being encouraged to look beyond the small, individual swaps and think more about a lifestyle-wide switch to organic.

This seems the only answer if we want to help the soil and land to heal while protecting biodiversity and the farmers who produce our food. But as shoppers stare down the barrel of a cost-of-living crisis that will force many to make an impossible choice between heating and eating, is a switch to organic shopping a reasonable – or realistic – ask? The answer is yes.

Shopping organic doesn't have to be more expensive – in fact it might kickstart a new way of living that actually saves you some money.

The lifestyle-wide message of 2023's Organic September is an important one because the bigger the change, the greater the benefits to the planet (and your wallet). We hope this issue gives you some inspiration!



## ABOUT US

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

## CONTACT US

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**95%** of our food production relies on soil

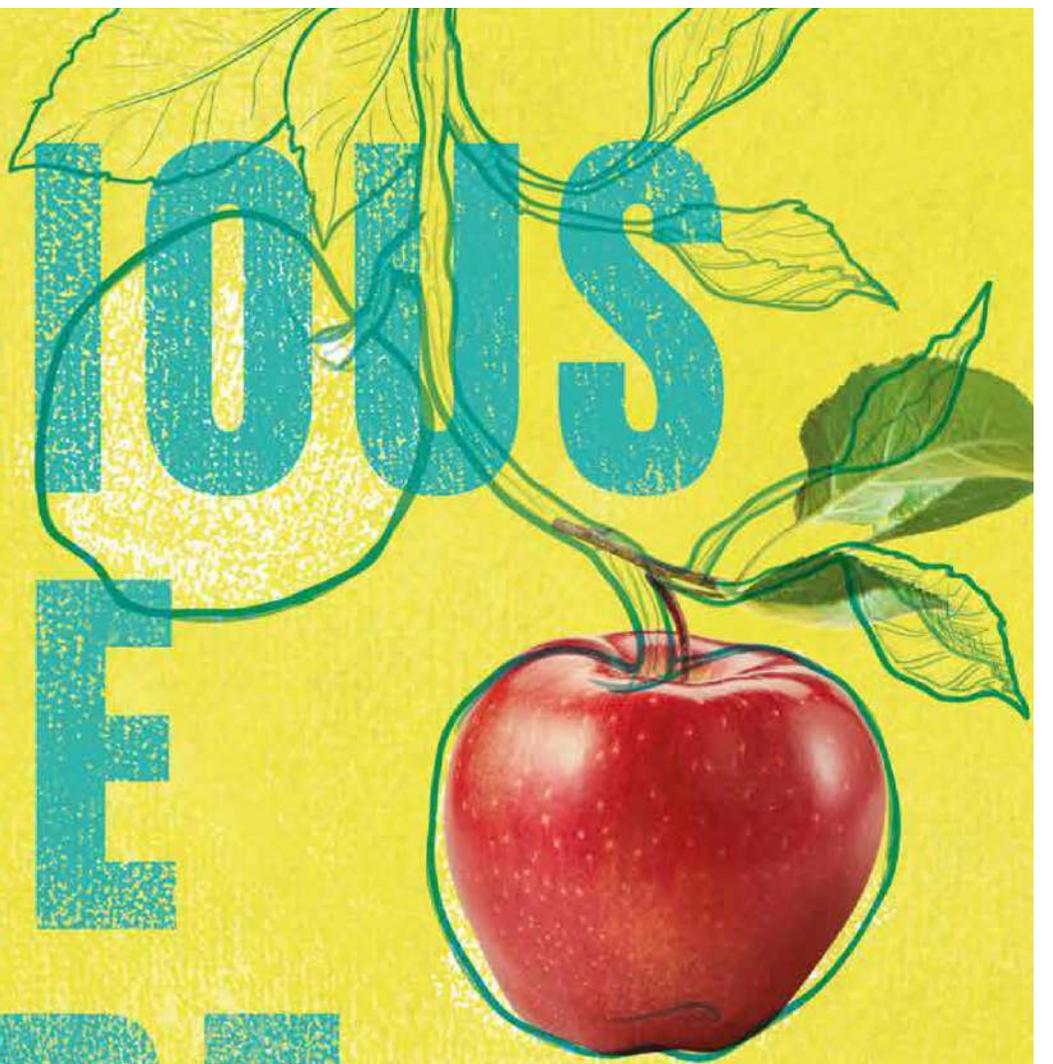


We are losing soil **10-40** times faster than it's formed

Organic farms are on average home to **30%** more species of wildlife



# DELICIOUS TO THE CORE



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NOTHING BUT APPLES  
WATER AND TIME

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drink Avallen*



@AvallenSpirits

Serving suggestion Avallen | Tonic

PLEASE DRINK RESPONSIBLY



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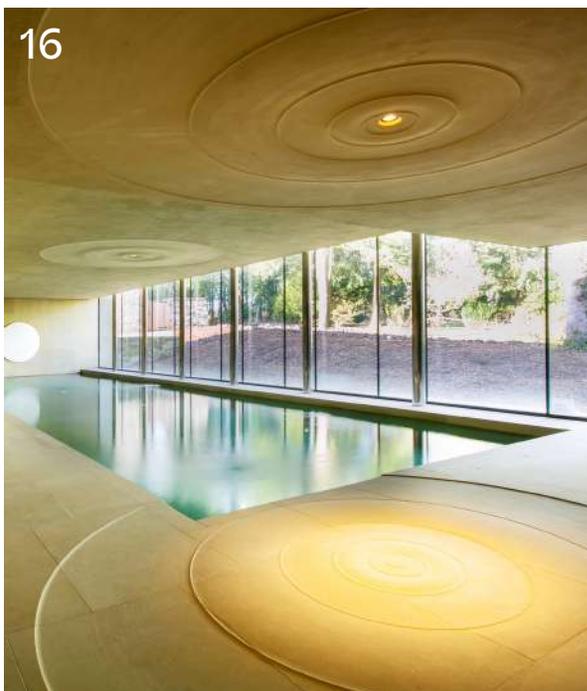
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# 'Nature would choose organic'

## Why the focus for 2022's Organic September matters

**O**rganic September is a month-long UK-wide celebration of organic food, textiles, beauty and wellbeing products, which capitalises on the desire for a green recovery from Covid-19 and calls for a sustainable, planet-centric approach to production.

The Organic Trade Board (OTB), in collaboration with Soil Association Certification and campaign partners Ecotone, RBorganic and Ethical Food Company, chose 'Nature would choose organic' as the theme for 2022's Organic September. The message illustrates that if wildlife had a voice, it would ask for all farming to follow organic principles that help to maintain balance in delicate ecosystems. 'We're on a mission to drive home the message that 'nature would choose organic' to convey that organic farming methods are the most beneficial to soil, wildlife and nature, crucially paving the way for a sustainable future', explained Cristina Dimetto, general manager of the OTB.

### ORGANIC SALES ARE RISING

Demand for organic isn't just coming from the ladybirds, bees and worms – it's a growing trend among UK shoppers, too.

The Soil Association *Organic Market Report 2022* valued the total organic market at £3bn, while the latest Kantar figures from the OTB show there was an additional organic spend of £114.6m last year compared with the previous year. The volume of organic items that are purchased per shopping trip is also increasing.

These are all good signs for the organic market, and this year's Organic September will move away from the historic focus on small organic switches in the month of September. 2022's Organic September will be more about encouraging a long-term organic lifestyle choice.



PHOTOGRAPHY ISTOCK

### WHY GO ORGANIC?

Organic takes a 'whole system' approach to farming and food production. This means farming in a way that aims to support our whole food system, from soils and farm animals to the health of people, nature and the planet.

Around the world, we are losing soil much faster than it's formed – alarmingly between 10 and 40 times faster. One UN official stated that we may have fewer than 60 harvests left.

95% of our food production relies on soil, so it has never been more crucial to farm in a way that protects and preserves the soil. Instead of using artificial fertilisers, organic farmers nourish their soils, keep them fertile and prevent erosion using manure, compost, 'cover crops' and crop rotations.

As a result, organic farms are havens for wildlife; According to the Soil Association, plant, insect and bird life is on average 50% more abundant on organic farms, which are home to around 30% more species of wildlife.

### BEE-FRIENDLY FARMING

There are up to seven times more wild bees in organic grain fields. For every 10% increase in bee-friendly habitats like those found on organic farms, bee numbers and diversity increase by over

a third. A small increase in bee-friendly organic habitat would boost bee numbers by a third.

There are around 75% more wild bees on organic farms, and organic farming can improve the numbers of bees found in habitats surrounding the farm as well. If pesticides were substituted for more sustainable farming practices (like organic), this could slow or reverse the decline in insects.

### ANIMAL WELFARE

Animal welfare is one of the most important aspects of organic farming. Organic standards insist that animals are given plenty of space and fresh air, and that they are raised in conditions that suit their natural behaviours.

Smaller flocks and herds and greater access to the outdoors mean organic animals don't have to be routinely treated with antibiotics and wormers. Mutilations like beak-trimming to prevent the aggressive side-effects of stress are also not allowed (or needed) on organic farms.

Organic farmers are encouraged to close the loop on their farms by making use of what's to hand and limiting the use of imported resources.

Nature has the answer to restoring our planet – and organic works with nature to protect our soil, our wildlife and our world.

### Find out more

■ Discover more about Organic September and organic lifestyles at [GoOrganicUK.com](https://www.goorganicuk.com)

# Get your free guide to sustainable living

We've created a **FREE** digital Sustainable Living Guide, with top tips on small changes you can make at home. With expert advice from the Soil Association and its partners, this guide includes:

- The latest on packaging
- Creating a wildlife-friendly garden
- How to avoid greenwashing
- The link between your finances and sustainability, from Triodos Bank
- Energy saving advice, from the Centre for Sustainable Energy
- Sustainable travel tips, from Sustrans



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



# ENDING FOOD WASTE

How America can solve its food insecurity issues

**I**magine if Oprah promoted a low-cost, low-sugar, high-fibre apple juice or baby food that could stop childhood obesity and eliminate food waste, instead of a box of scented candles that costs \$500', says Defugo chair David Coleman. That kind of exposure could lead to a sea change in perspective when it comes to accessibility to healthy foods – and Defugo has the technology to make it happen.

According to David, there is now 'no excuse' for US food companies not to make the switch to zero-sugar, high-fibre, carbon-negative ingredients in their products; 'Making foods and beverages that are bad for humans and the environment needs to be called out', he tells us, 'as there is now a viable, cheaper and healthier solution.'

## **NUTRITIOUS WASTE**

The majority of plant fibres, oils, polyphenols, minerals and vitamins are found in their skins and cores – the very parts that are usually discarded in modern-day processing. Fruit and vegetable fibres are 100% natural, low GI, gluten free, non allergenic, have a natural prebiotic effect and support a healthy blood sugar response – yet they are wasted as a by-product of the traditional juicing process.

Defugo takes these by-products and gives them new life; the biotech company's patented technology captures the natural goodness that is usually lost through the processing of vegetables, fruit and other biomass and turns it into high-value functional foods that can be used to enrich processed products and boost their nutritional profile.

By processing fruit in its entirety, Defugo's technology eliminates waste at every stage of the chain and creates powerhouse ingredients that can be added at low cost to enrich everyday products – from cereals and supplements to pet food, baby food, sauces and drinks.

## **A REVOLUTION IN FARMING**

This waste-free approach to creating healthy food will become increasingly important as we look for ways to nourish a growing global population – after all there is only so much land that we can use to grow the crops required to feed everyone. 'The way we treat that land and the biomass it grows drastically needs to change if we are to avoid destroying the world in our attempts to feed it', David explains. 'We need to change our attitudes to the crops we grow and the types of food they produce.'

For David, our reliance on monocrops has created a nasty



loop of bug infestation, disease and soil depletion; we add more insecticides, fungicides and fertiliser to counter the issues, and then only use a fraction of the crop grown. 'In apples only around 70% of the fruit is used; in citrus the figure is 50% and it's something like 10% for sugarcane', David says. The huge volumes of waste come in an age when as many as 829 million people still go hungry.

David believes that the crops we choose to grow should be selected according to their ability to provide food and energy – and that we should look at the holistic value of a plant rather than processing food with a single result in mind. 'At the moment we crush things, as we see that as the best way to extract the sugars or oils that we want', David explains. 'This crushing – of apples, citrus and sugarcane – not only leaves all of the fibres, minerals, vitamins and polyphenols in the waste, it also leaves behind many of the sugars we were originally looking to extract.'

When we crush something we push everything together – and the harder we push, the more difficult it becomes to separate the constituent parts. 'We also destroy other elements with oxidation and contamination of the parts being pushed together', David says. This approach not only limits

**'There is now no excuse not to have zero-sugar, high-fibre, carbon-negative ingredients in products. Making foods and beverages that are bad for humans and the environment needs to be called out, as there is now a viable, cheaper and healthier solution.'**

**DAVID COLEMAN** CHAIR OF DEFUGO

the available food from a plant, it also eliminates the economic value of that plant.

'This double whammy of lower yields and lower returns means that we have to grow much more just to equal what the original biomass would have provided us had it been treated holistically and processed for all of its value, not just one part', David explains. 'This becomes even more of a problem when the food that is extracted is turned into energy and not food.'

#### **AN AMERICAN FIRST**

The US Department of Agriculture (USDA) estimates that 30-40% of the US food supply – with a value of \$161 billion annually – is lost as waste. This means wholesome food that

could have helped feed families in need is being sent to landfill; at the same time the land, water, labour and energy used to produce, process, transport, prepare and store that food is wasted, and even more energy is required for its disposal.

As part of the solution to this spiralling food waste crisis, in early 2023 Defugo will open a new Universal Processing Plant (UPP) in Yakima, Washington; the plant will process organic apples that American retailers have rejected for being too big, too small, too damaged or simply too ugly to sell. In contrast to the cosmetic standards of supermarket quality controls, the UPP has been designed to make a more profound assessment of what it means to be an apple; it separates the fruit down into its various parts, creating a whole menu of possibilities that

**‘The issues I saw in supply chain waste in my previous company and the fact that a lot of the ingredients in food were not healthy – both issues came back to the way we were processing food, so I decided to see if there was a better way.’**

**DAVID COLEMAN** CHAIR OF DEFUGO



stretch far beyond the usual destinies of juices and purées. Thanks to Defugo's tech, the nutritious ingredients extracted from organic apples can be added to everything from non-dairy ice cream and bakery products to the meat binders in a burger patty.

'The apple is the gift that keeps on giving', David reveals. 'The fibres are a known balancer of glycemic reaction, an incredible carrier of probiotics for gut health, while the flavonoids found in the skin support brain health. When you start to remove things like sugar from the fibres and add things like flavonoids, we can make them even more functional and use them in next-generation low-sugar, high-fibre baby foods or low-sugar juices that are so loaded with flavonoids that they pop with the bright colours of the fruit they came from.'

### SLASHING CARBON AND COSTS

Defugo has an environment-first approach; all its UPPs are powered by green energy and reuse water extracted from the plants and biomass they process in a world-first zero-waste process. As each UPP is also able to take waste from other processors, there's potential to make huge carbon savings.

The Yakima apple UPP is expected to handle a dizzying 30,000,000kg – 30,000 metric tonnes – of 'waste' apple per year. With every kg of food waste estimated to create 2.5kg of carbon, the UPP will prevent the release of 75,000,000kg of carbon into the atmosphere. 'That's in year one', David reveals; 'by year five the UPP's target carbon reduction figure will be 250,000,000kg per year.'

By removing waste, slashing carbon and improving the nutritional value of a broad range of foods, Defugo's technology also brings huge benefits to a company's bottom line. The UN has estimated that for every \$1 invested in food waste and loss reduction, companies save \$14 in operating costs. 'By increasing yield, monetising waste, reducing processing costs and removing waste costs, a company can make more money and save more money', David explains.

Due to the cost-effective nature of the process, the new UPP should also result in healthy, apple-enriched foods becoming available to a large section of the American population. Defugo's whole-fruit approach will help to bring prices down and shatter the myth that a healthy diet costs more.

### CHANGING THE FOOD SYSTEM

The growing global population is bringing the issue of food waste and healthy diets into sharp focus; as things stand, by 2027 the world will be short of 214 trillion calories.

Every year around a third of the food produced for human consumption – around 1.3 billion tonnes – is never eaten; 30% is lost on the farm, 10% is wasted at the distribution centre and 12% is lost at the supermarket.

David set up Defugo in a bid to help address the global crisis of how to create the nutrition required to feed 9 billion people by 2050. He had previously owned a supply chain technology company, where he saw first-hand the multiple issues in supply chain waste and discovered that many of the ingredients used were far from healthy. 'Both issues came back to the way we were processing food', he explains, 'so I decided to see if there was a better way'.

### AN EXTENDED SHELF LIFE

Defugo has invested a lot of time and money in developing not only the technology to extract the food and the energy from the biomass, but also into research around the types of crop that will give the maximum yields when processed. The company is able to process all fruit and vegetables, but focuses on citrus, apples and pears.



OPPOSITE PAGE  
Apple orchards in  
Yakima, Washington

ABOVE  
Defugo's Yakima  
zero-waste UPP  
will turn organic  
apple 'waste'  
into high-value  
functional foods

If we don't process food and turn it into a form that can be stored for a period of time, it will rot – and refrigeration will only ever represent part of the solution. By separating the biomass into its various parts – water, fibres and sugars – Defugo has created a way to store each separate ingredient in a very focused way, and thus ensure the longest shelf life possible. 'This allows for the ingredients to be transported, stored or used in times when there isn't so much food available', David explains. 'It's a very simple concept, but unfortunately not one that's put into practice that much – hence the global issues we have with food waste.'

### PUTTING A PRICE ON WASTE

As well as presenting a solution to food waste, Defugo's tech helps growers and farmers to improve profit by using imperfect produce. Food processors are able to triple current revenues at higher levels of profit by increasing yield and turning waste into high-value functional foods. Consumer product companies also get an opportunity to create products with higher fibre, lower sugar and more nutrients, which will help them to do their bit to address obesity, diabetes and other chronic diseases. This is a crucial point at a time when childhood obesity continues to be a national epidemic in the USA, where one in six young people is classed as obese.

All this is the result of tech that significantly reduces the environmental impact of food processing by eliminating waste and the use of chemicals, while reducing water, power and CO2 emissions. It's a win for everyone; we can't wait to see the Yakima UPP in full swing – and perhaps even covered by Oprah.

### Find out more

■ Discover more about Defugo and how its technology is helping to slash carbon and waste at [defugo.com](https://defugo.com)



# BUSTING ORGANIC MYTHS

Live Frankly founder Lizzie Rivera busts three organic myths this Organic September

**W**e know organic is better for people and planet, but is it a realistic option in light of the spiralling global population and our current cost of living

crisis? I spoke to experts from Riverford, the Soil Association and Yeo Valley Organic to get to the bottom of some of the most common organic myths; here's what they had to say.

## MYTH #1: ORGANIC FOOD IS ALWAYS MORE EXPENSIVE

According to Lee Holdstock, Soil Association's senior business and trade development manager, the common myth that organic products are always more expensive isn't always true.

'It depends on where you shop and what you buy', he explains. 'We do lots of price comparisons; a recent one compared supermarket own-label tea bags with organic ones – and it was the same price for 80 bags.'

'That said, we're facing a cost of living crisis on top of a global health, climate and nature crisis', Lee adds. 'We have some big societal challenges around low incomes and access to good food. I reject the notion that the solution is that people who are struggling should be forced to eat food that's not great for them or the planet.'

'I know it's easy for me to say, but I think it's about value', explains Sarah Mead, head gardener at Yeo Valley Organic Garden. 'In the UK, 8% of household spend goes on food. That's a lot less than in most other countries. Too many of us are used to picking up what we fancy for dinner each night, without questioning if the produce is in season or considering the value of the animal that has lived and died for that meal. We need to attach more value to what we're putting in our mouths and bodies.'

## MYTH #2: ORGANIC FARMING CAN'T FEED THE WORLD

'A common argument is that organic farming needs more land than so-called conventional farming to feed the world', says Riverford CEO Rob Haward. 'But the alternative is big agriculture, which has set us on course for 90% soil erosion by 2050. This means it can only feed the world for so long, so we must look at this argument in terms of longevity, as well as the space required.'

For Rob, this means conventional farming as it is today is not a viable alternative for the future. 'The solution has to be to work with nature, not against it', he says. 'Organic farming does this and creates the soil diversity we need for long-term farming stability.'

Does that mean we can carry on consuming as we are for now? 'No', says Rob. 'Firstly, we already produce enough food to feed the world, we just don't get the food to the right places. That needs to change so there's not a high amount of food waste in some countries and lack of food in others. Secondly, we need to shift our diets to be more plant based and eat in line with the seasons so that instead of air-freighting strawberries to the UK in January we're enjoying them in summer, when they are in season here. At Riverford we never use air freight.'

## MYTH #3: I'M TOO SMALL TO MAKE A DIFFERENCE

'Every sustainable choice you make will make a difference', says Lee Holdstock. 'Organic food still only accounts for 1.8% of the food market and yet it is already having much more impact than that. It has set in motion a chain reaction for other brands to do more good. So much of our impact comes from consumption – the organic movement needs the people who put one or two organic products into their shopping baskets to put three or four in instead and the impact will be huge.'

For Rob Haward, what we buy matters more than we might think. 'What you spend your money on supports businesses that have a positive impact or supports businesses that don't have a positive impact', he explains. 'Don't underestimate the ripple effect. I've worked in organic food for 25 years and have seen how even a relatively small number of shoppers can have a big influence on what other companies do.'

Sarah Mead sums up the importance of action perfectly: 'Let me put my gardening hat on for a moment', she says. 'If everyone stopped using slug pellets, would that make a difference? Yes! In the meantime, doing anything is better than doing nothing. The moment we impose 'all or nothing' limitations on ourselves, we've lost the battle. Do what you can and do it as often as you can.'



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

# Organic business

In a rapidly changing world, Equinox Kombucha's Genevieve Boast explains why organic will always be the way to do business

**T**he use of organic ingredients in our authentically brewed kombucha has always been a passion and a core value at Equinox. We decided from the outset that all our products would be fully organic and therefore support both the health of our customers and the resilience and diversity of the ecosystems and soil in which the raw ingredients are grown.

We have been certified by the Soil Association since we began trading in 2012, and partner with other organic organisations such as The Organic Trade Board to educate and inspire people to make small changes to include more organic food and drink in their diet.

## WHY ORGANIC?

There is now plenty of research into the negative impacts of conventional agriculture on our land and water quality; toxic farm chemicals and fertilisers can disrupt the hormonal systems of humans and animals and lead to the long-term degradation of our land.

According to research conducted by the European Commission, the intensive use of monoculture farming in Europe often results in soil degradation, massively reduced biodiversity and ultimately increased economic risk for farmers, who see the fertility of their land decrease over time.

In contrast, organic farms have been shown to support higher levels of biodiversity and wildlife in general, which is one of the reasons we believe organic farming is key to restoring the UK's land – and people – back to health and resilience.

## A BOOMING MARKET

As an organic manufacturer, the UK is a very exciting place to be doing business; a May 2022 study by DEFRA showed that land going through the two-year conversion period from

conventional to organic rose by 34% in 2021. In response to increasing consumer demand, organic farming overall in the UK also increased by 3.6% compared with the year before.

The Soil Association's *Organic Market Report 2022* revealed growth for the tenth consecutive year, with the UK organic market estimated to be worth around £3.05bn.

Online sales of organic products also increased by 13% over 2021 – a trend we saw during the pandemic when online sales of our organic kombucha increased 700% between the start of 2020 and the end of 2021.

## POSITIVE COLLECTIVE CHANGE

Mirroring our own consumer research late in 2020, the Soil Association also reported that in 2021, more people than ever were concerned about health, sustainability and the environment – and that this was a key driver for choosing to buy organic food and drink.

For many, choosing organic may have become less of a priority in the midst of a cost-of-living crisis and lingering pandemic, but for us it is still the foundation of how we choose to manufacture our drinks and operate our business.

From identifying organic suppliers to choosing our investment partners, organic is a non-negotiable tenet that sits at the very heart of our business.

Organic September is a wonderful month for us to connect with the wider community of people who are passionate about creating positive collective change through the brands they choose to support and the buying decisions they make. We invite you to join us and many other organic UK brands in amplifying the positive impact that voting with our purchases can have – both personally and collectively, on our own health and that of our environments.



CLOCKWISE  
Equinox kombucha has been organic since day one; the business works with other organisations to encourage organic lifestyles



Browse and shop the full Equinox range of organic kombucha at [mygreenpod.com/vendors/equinox-kombucha](https://mygreenpod.com/vendors/equinox-kombucha)



# MARKETPLACE

Our Marketplace is full of alternatives to mainstream products, whether you want to clean up your diet, your home or your skincare routine. Here are just some of the products currently available – all with free shipping when you spend over £10! Shop by values or use the search bar at [mygreenpod.com](http://mygreenpod.com) to find what you need.

## PLASTIC FREE

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

## NATURAL PRODUCTS

All the products we list harness

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

## GO ORGANIC

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

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

## ETHICAL BUSINESS

Many of the companies we feature are doing great things

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

## PLANT A TREE

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

## FOOD & DRINK



### ATLANTIC DISTILLERY CORNISH CASSIS

A fresh, rich and deep blackcurrant liqueur  
£29.99



### ALT. DRINKS ALCOHOL-FREE SPARKLING ROSÉ

Made from organic Spanish tempranillo grapes  
£11.99

## ARTS & FASHION



### BIRD SUNGLASSES HAWFINCH

Sustainable wood and aluminium sunglasses – choose a charcoal or amber lens  
£129



### VINTAGE ROOTS CHAMPAGNE SERGE FAUST

Stylish and competitively priced organic champagne, with a characteristic dryness and a soft mousse  
£30



### PURO COFFEE 4-MONTH SUPPLY

Straight to your door – ground or as beans – to save money and waste. Every kilo sold has protected 20m<sup>2</sup> of rainforest  
£80



### HUNTLY HERBS HOT LEMON RELISH

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



### UNOA CASSIE TANK TOP

Ribbed tank – 95% organic cotton, 5% elastane – made ethically in Pakistan. Available in black or white  
£20



### ELENA DREW THIS BLUE BOTTLES

Educational A4 art print to raise awareness of plastic pollution. Unbleached and recycled 300gsm card  
£7



**LUX STORE ORGANIC PERIOD UNDERWEAR (High waist)**

Two pairs of soft, breathable organic cotton period undies to use again and again  
**£45**

**HEALTH & BEAUTY**



**TRUTHPASTE CHARCOAL PEPPERMINT & SPEARMINT**

Love your smile and the planet with this generous pot of activated charcoal toothpaste  
**£10**



**SCENCE NATURAL ZINC SUNSCREEN (SPF30)**

A silky, transparent balm that's suitable for all the family and all skin types  
**£21**



**VESTA LIVING 100% ORGANIC COTTON BABY WIPES**

The perfect eco-friendly alternative for wiping little bottoms, hands and faces  
**£14-50**



**TABITHA JAMES KRAAN GET STARTED SET**

Everything you need to make a full switch to luxurious and effective organic hair care  
**£67**



**@BAMBU THE BAMBOO COTTON BUDS**

100 plastic-free cotton buds - completely compostable waste and packaging  
**£2.95**

**HOME & GARDEN**



**CLEAN LIVING STAINLESS STEEL SOAP**

A zero-waste way to remove unwanted odours from hands  
**£5.95**



**SLEEP ORGANIC DUVET SET WITH NAVY PIPING**

Luxury GOTS-certified duvet cover and pillowcases  
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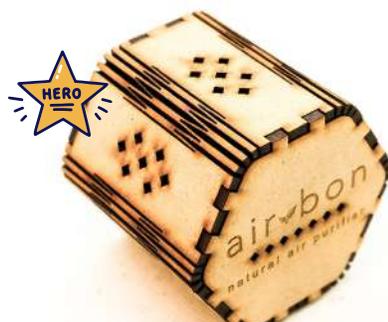
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Hang on to what you believe in with this organic cotton bag  
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EDITOR'S FEATURE

# Ready for a transformation?

What to expect from the destination dubbed a 'wellbeing Center Parcs'

So much change is in the air. At the centre of what is breaking down and what is breaking through is the individual and their role in society, their family, their community and the world.

Broughton Sanctuary is at the forefront of the human response to global changes, and decoding how paradigm shifts can unlock collective potential and transformation. 'That was a life-changing retreat' is a common testimonial from those who have visited.

## A HISTORY OF HEALING

The UK's leading retreat centre is a utopian venue; set within 3,000 acres of lush Yorkshire countryside, it's an ideal space for transformative retreats, personal development and rest and recuperation. It's a place that guides personal growth and helps people to avoid leading a life half-lived.

The site has evolved over the course of a fascinating and rich 1,000-year history that began in the 11th century. Following the days of William the Conqueror Broughton's custodians, the Tempest family, were persecuted for their Catholic faith with imprisonment, fines and death; at one stage Cromwell took the historic house by force. The Tempests survived everything history threw at them, and today Broughton shines brighter than ever.

The Sanctuary's location was no accident; it was built on ley lines, surrounded by remarkably beautiful countryside. Its power will not have been lost on the ancestors of current custodian Roger Tempest, who is now rediscovering that this place has huge potential to heal.

Today, after years of painstaking restoration, renovation and regeneration, Broughton Sanctuary is a jewel that offers a wealth of healing and life-enhancing experiences just waiting to be discovered.

## EXPERIENCING THE SANCTUARY

The retreats are not for the faint-hearted; guests should expect a deep, personal journey that leaves them changed. Retreats include Path of Love, Hoffman Process, Men without Masks, Bodhimaya, Elevation Barn, Balance Holidays and the Institute of Science and Consciousness.

This kind of transformational content requires the right facilities, which is where the Sanctuary excels. Avalon is the Sanctuary's state-of-the-art wellbeing centre, complete with indoor and

outdoor swimming pools, a mediation pod, sauna, steam, therapeutic rooms and a range of spaces for retreat work. The centre neighbours Utopia, where plant-based foods are a high priority.

Guest accommodation is varied and curated to suit a range of budgets. 15 holiday cottages and houses have been set aside for retreat guests – all original and comfortable, with a mix of contemporary and historic architecture. For those looking for unrivalled first-class luxury, the main 1597 historic Hall is one the UK's best-restored historic houses, with five-star comfort and facilities.

## WELLBEING THROUGH NATURE

Some of the more surprising facilities on this historic Estate include wild swimming, a woodland sauna, fire temple, sweat lodge, moon baths and an outdoor amphitheatre.

Another surprise awaiting guests is that Broughton Sanctuary hosts a sizeable and increasingly respected nature recovery programme, underscoring the focus on inner and outer transformation. Over the last two years nearly 300,000 trees have been planted on site, alongside environmental recovery measures such as flood prevention and regenerative farming. The Sanctuary is at the forefront of wellbeing through connection with nature.

Dubbed a 'wellbeing Center Parcs', Broughton is fast becoming a go-to destination in this era of transformation. In the words of Paris Ackrill, co-founder of Avalon: 'We need to re-learn that each person can change the world and be a force for good' – and this is the place to do just that.



CLOCKWISE  
The pool at Avalon wellbeing centre; a gathering in the Garden of Cosmic Origin; Broughton Hall boasts five-star luxury; retreats are designed to spark deep personal transformation



## Find out more

■ View or book Broughton Sanctuary events, retreats and accommodation at [broughtonsanctuary.com](http://broughtonsanctuary.com)

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Jonathon Porritt explains why we must 'call out the tosh' and embrace a transition that is already underway

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Why operating within the Doughnut makes good business sense

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It's time to rethink how we use products that create bubbles – and whether we should use them at all

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Model twins Brett and Scott Staniland report back on the sustainable designers showcased at London Fashion Week

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

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The man who brought organic values to wild fishing says seafood can be sustainable

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Jonathon Porritt asks whether the Declaration will be worth the paper it's written on

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

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How onshore wind projects are helping to slash energy bills for local communities

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

## WORLD ENVIRONMENT DAY

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# Cities and the Doughnut

Doughnut Economics Action Lab's Leonora Grcheva on how Doughnut Economics can help local governments address complex crises

**H**uman settlements around the world, from villages to towns and megacities, are facing the impacts of unfolding global ecological and social crises. Local governments are confronted with unprecedented and concurring challenges, such as heatwaves, Covid and the cost-of-living crisis, paired with increasing financial and capacity constraints. This limits their ability to deliver day-to-day services, respond to new needs and plan for future uncertainties.

Local governments' functions are typically siloed, with separate departments for health, housing, transport and the environment. But this is a poor reflection of how places and communities really work. In fact, in many places each crisis has reinforced the realisation that responses and solutions to complex problems straddle sectors and resist compartmentalisation.

## A SAFE AND JUST FUTURE

Local governments haven't been able to respond to Covid solely through their health departments. They have looked at business support and social policy to understand where households and incomes would be most affected; considered housing and transport to address overcrowding; untangled supply chains to counteract shortages and focused on community strengths to promote local support networks.

Crises expose how all is connected in complex systems. City leaders and policymakers are increasingly seeing that siloed organisation structures, programme and policy design are no longer fit to address 21st-century challenges. Long-term sustainability can only be built by working and thinking holistically. This is one of the many reasons they turn to Doughnut Economics.

The Doughnut offers a vision for the 21st century: to meet the needs of all people within the means of the living planet. The Doughnut consists of two concentric rings: a social foundation, to ensure that no one is left falling short on life's essentials, and an ecological ceiling, to ensure that humanity does not collectively overshoot planetary boundaries. The Doughnut sets a compass for a safe and just future for humanity between those two boundaries.

## CITIES EMBRACE THE DOUGHNUT

Ever since the city of Amsterdam first experimented with bringing the thinking of the Doughnut into its circular strategy in 2020, cities across the world have been starting their own journeys with the Doughnut. Over the last two years, we at the Doughnut Economics Action Lab (DEAL) have been learning with and from local governments as we support their own explorations of Doughnut Economics.

Over 50 places around the globe – from Thimphu in Bhutan to Barcelona in Spain and Cali in Colombia – have been adopting the holistic and transformative ways of thinking that Doughnut Economics brings.

We at DEAL have been creating tools for cities, drawing from the concepts of Doughnut Economics, that can be freely used, adapted and contextualised by places, responding to their own unique challenges.

Working within their own possibilities, cities are innovating and experimenting, 'getting started with the Doughnut' in different ways. Examples include using the Doughnut as a unifying holistic framework to guide all policymaking, like in Nanaimo, Canada; developing a holistic set of data as the foundation for a 'transition dashboard' for the region and all its organisations in Brussels Capital Region and developing a decision-making software tool in Cornwall.

**'The Doughnut offers a vision for the 21st century: to meet the needs of all people within the means of the living planet.'**

## THE DOUGHNUT'S APPEAL

We have been talking to and learning from cities about their experiences and asking why the Doughnut resonated with them. It is often the holistic, big-picture thinking – the ability of a single image to hold all themes, big and small, together – that first draws them to the Doughnut. Cities are often already working with different local and international frameworks, reporting and monitoring mechanisms, so it has been revealing to learn why they chose to add one more new framework to the mix.

For many, Doughnut Economics opens up spaces for cross-departmental conversations; it offers ways to develop overarching visions that help join up sectoral policies and strategies; it makes visible the contributions of different streams of work towards a common goal; it keeps the interconnections visible; it makes talking about complex issues easier and offers a common language that officials and communities can both speak and understand. Finally, it guides the process of setting a transformative and holistic agenda and vision that many can get behind and feel hopeful about – from residents to community organisations, elected officials and policymakers.

Most cities are early in their journeys, and we continue to learn with them about what Doughnut Economics looks like in practice. You can join the DEAL community as well, and learn more about the cities around the world that have embarked on their journey.

## Find out more

■ Follow the work of cities with the Doughnut at [doughnuteconomics.org/themes/1](https://doughnuteconomics.org/themes/1)



A Doughnut Economics participatory session in Barcelona



# 2022 P.E.A. AWARDS

IN ASSOCIATION WITH OCEAN DIVA

LONDON

**DATE:**

06 December 2022

**TIME:**

17.00 VIP Reception  
(invite only)

18.30 Awards  
and Dinner

*Please note all food will be  
plant based; let us know about  
any allergies by emailing:  
hello@mygreenpod.com*

**CARRIAGES:**

23.30-00.00

**VENUE:**

OceanDiva,  
Butler's Wharf Pier,  
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London SE1 2YE



**TICKETS:**

peaawards.com

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**THEME:**



# LIVE OR LET DIE



**DRESS CODE:**

**Bond tuxedos, Bond guys & girls and Bond villains  
(Pronouns: She/Her/He/Him/They/Them)**

We invite you to mix it up a little and hope to see guys dressed  
as Bond girls and ladies in tuxedos – let's have some fun!

**This will be the GREEN GLITTERATI party of the year!**

# A NETWORK FOR

# CHANGE



This review platform is effecting climate action from leaders, brands and businesses

CLOCKWISE  
Ingmar Rentzhog and David Olsson, founders of We Don't Have Time, showing early support for Greta Thunberg in 2018; Ingmar on stage at the 2022 Stockholm+50 Climate Hub

**‘W**hen Donald Trump was elected president in 2016, that was my real moment of clarity’, remembers Ingmar Rentzhog, founder and CEO of We Don't Have Time. ‘I realised that our leaders are not going to fix the climate crisis for us; we need to do it ourselves, through the power of the many.’

Ingmar, a serial entrepreneur who has been described as an eco warrior and dubbed ‘Mark ZuckerVert’ by FranceTV2, founded the world's largest review platform for climate solutions from the belief that ‘we have the ability to set things straight’. He's helping to hold political and business leaders to account while also spreading a message of hope: he believes people power can fix the climate crisis.

We Don't Have Time is a platform that invites and encourages dialogue with companies, governments, organisations, startups and NGOs around the world. ‘We need to be inclusive and invite people who have been doing wrong historically – because we have all been doing it wrong – and have them join in on the action’, Ingmar explains. ‘Our vision is to influence society to act on the climate crisis before it's too late.’

## CREATING A CLIMATE NETWORK

In 2018 We Don't Have Time produced the world's first digital and ‘no-fly’ climate conference – a pioneering move in pre-pandemic days when virtual conference attendance was unusual. A combination of high-level speakers and world-class production attracted a big audience.

‘We realised that a communications platform for climate issues was lacking, and that people at the forefront of climate action were longing for a place to communicate, exchange ideas and engage in solutions-oriented dialogues with like-minded people’, Ingmar explains.

Today, We Don't Have Time's growing community of more than 70,000 members is a diverse crowd of business leaders, scientists, academics, journalists, activists and engaged citizens in over 100 countries.

## PEOPLE-POWERED REVIEWS

We Don't Have Time harnesses the power of social media to highlight and spread climate solutions to influence businesses, organisations and political leaders to act on the climate crisis.

At the heart of the platform is a review system that allows members to send ‘Climate Love’, ‘Climate Warnings’ or ‘Climate Ideas’ to companies and individuals based on perceived levels of climate action. Each member rating affects the climate score, so positive improvements are encouraged. At the same time customers and other stakeholders can use the scores to get a sense of how hard a company or individual is working to address the climate emergency.

‘This is a great tool’, Ingmar explains, ‘because if companies know that many people want something, it's often also a good business opportunity. I firmly believe that if we're going to solve the climate crisis, we must make it profitable to save the planet.’

When a climate review gets 100 agrees, We Don't Have Time reaches out to the recipient and asks for a reply. The more agrees, the harder the team works to get a dialogue going. ‘This really works’, Ingmar tells us. ‘Every week, our community gets replies from companies, organisations and leaders that have chosen to join the dialogue. Among the hundreds of respondents so far are BP, Deloitte, Shell and Ikea – and leaders like Jair Bolsonaro, Marc Zuckerberg and Jeff Bezos.’

## EFFECTING CHANGE

A mounting body of research reveals that while most people are worried about the climate, only a few are acting on it. ‘The dissonance is a challenge’, Ingmar acknowledges, ‘but I have realised the importance of connecting people at the forefront, building a critical mass and inspiring others to follow. Many people today are unwilling to change their behaviour and ways of life, but what they don't realise is that a change in behaviour might actually make their own lives much better.’

## INFLUENCING LEADERS

For Ingmar there is no shortage of brilliant minds, ideas, solutions or talent – the issue is around connecting them so action can be communicated. ‘The power of many enables us to influence business and world leaders’, he tells us. ‘On a business level, if you don't change today, you will most probably be out of business tomorrow. There is no business on a dead planet – and no future in fossil fuels.’

## Find out more

■ Join the We Don't Have Time platform and start taking action at [app.wedonthavetime.org](https://app.wedonthavetime.org)



**O**rganic September is a time to step back and look at how you can make more ethical choices, and a new app is making sustainable switches more appealing than ever.

Get My Slice is an easy-to-use app that prioritises the shopper and the environment. It's taking on big tech companies by helping users monetise their data – putting money in their pockets in the form of cashback, data rewards, discounts and freebies.

#### SHOP SUSTAINABLY AND SAVE MONEY

Over 2,000 brands are currently featured on Get My Slice, and the app's founder is on a mission to add discounts from even more ethical companies. Members can get access to special offers from My Green Pod, and any new users who sign up using My Green Pod's unique link (see below) will have a tree planted on their behalf through charity partner TreeSisters.

Other offers include 40% off your first Green Chef box and 20% off your next three boxes, plus £12.80 back on your purchase; an exclusive £15 reward from Pala Eyewear and 50% off your first week with Grubby plant-based recipe kits, 30% off all orders in your first month and £8 back on your purchase via Get My Slice.

#### SMALL CHANGE, BIG DIFFERENCE

The offers have been curated to encourage small lifestyle changes that will add up to make a big difference to the health of the planet, while connecting users to companies, products and services that will support their journey to a more sustainable lifestyle. With categories ranging from beauty, fashion and food to electronics, fitness, home and travel, the app features something for everyone.

#### GROWTH THAT PLANTS TREES

Get My Slice is helping to restore global forests to combat climate change; it has committed to planting a minimum of 1,000 trees a month, and is encouraging users to get involved, too.

New members get automatic access to the Get My Slice Founders Club, where they can earn points for referring friends and completing



EDITOR'S FEATURE

## Ethical deals

The app that gives data rewards, cashback, offers and discounts while planting trees and supporting sustainable switches

in-app activities. The points, which are related to the future value of the company, can be redeemed to plant trees, meaning that the company's growth is linked to the number of trees it gets in the ground.

#### Find out more

- Download Get My Slice free from the App Store or Google Play at <https://getmyslice.app.link/mgpgms>

**'At Get My Slice, our mission is to help both people and the planet. We know a lot of consumers care about shopping with ethical brands but often find they have to pay a premium. At Get My Slice, we're changing the landscape of advertising; consumers get better deals, see the value of their data and help save the planet.'**

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



**EDITOR'S FEATURE**

# 'We are Antarctica'

Campaign to explore our relationship with Antarctica and give wilderness a voice to launch this September

**R**eboot the Future is a small foundation with a global ambition: to foster a new world in which we treat others, and the planet, as we would wish to be treated.

Co-founded by Kim Polman and Stephen Vasconelles Sharpe, Reboot's programmes extend across education, culture and values-driven leadership. Its latest project, in partnership with EarthRise and ADot Foundation, has been created to shift our relationship from passive observer to active stakeholder in our planet's future.

## **SPEAKING UP FOR ANTARCTICA**

Antarctica is a key player in regulating the Earth's climate and ocean systems – meaning her health

and wellbeing is interconnected with our own. She is threatened by climate change and the many nations that stake claim to her resources, but with no resident human population, who will speak up for her protection?

'We Are Antarctica', launching on 18 September 2022, will use a combination of film, conversation and education to help people to explore their connection with Antarctica and the wider natural world.

## **A JOURNEY FOR THE FUTURE**

For the campaign, Jack Harris of EarthRise studios travelled to Antarctica with UN Climate Champion Shivi Dwivedi, recording the journey.

It's hoped the resulting film will provoke audiences to explore their past and present relationship with the continent of Antarctica, and consider their role in her future.

The goal is for the film to function as a trigger to help create conversation spaces and resources; participants will be invited to consider our relationship with the remotest parts of the natural world and share roadmaps to a better future.

## **ANTARCTICA IN THE CLASSROOM**

At the heart of Reboot's purpose is work with schools and students; its community of 17,000 teachers shares the foundation's resources on sustainable teaching.

We Are Antarctica will be supported by a range of classroom resources that will help learners explore their relationship with Antarctica and the wider natural world. The teaching aids will bring the importance of the polar caps – and by extension the entirety of the biosphere – into the learning environment.

Using striking visuals, carefully selected archive footage, soaring music and voice-overs, the film will take its audience on a journey through the history of this wild continent and to the heart of Antarctica's past, present and future, covering topics such as whaling, shipping and human colonisation. The film will premiere in London and New York on 18 September 2022, and will be available for download through the autumn term. A special event will take place on 01 December, World Antarctica Day, so watch out for updates.



This September you will get the chance to explore your relationship with Antarctica and the wider natural world

PHOTOGRAPHY ISTOCK

## **Find out more**

- Download **We Are Antarctica** from 18 September at [rebootthefuture.org](https://rebootthefuture.org)
- Get updates from Reboot on Twitter and Instagram [@futurereboot](https://twitter.com/futurereboot)

**EDITOR'S FEATURE**

# INTRODUCING BLUE EARTH SUMMIT

5,000 makers, mavericks, founders, futurists, adventurers and investors prepare to turn business on its head

**B**lue Earth Summit is returning to Bristol for a second year, with an expanded programme running over three days (11-13 October) and a new, larger venue to play host to up to 5,000 attendees.

A breakthrough business event with a difference, Blue Earth Summit will harness the power of the outdoors to inspire sustainable mindsets and foster meaningful connections. Day three of the event will take place at The Wave, enabling attendees to get outdoors and get active.

The Summit will bring together a community of business professionals looking to make a positive impact and effect change at their place of work. Whether from the most innovative outdoor brand or the biggest global service provider, attendees all share the belief that business must be a force for good when it comes to protecting our planet and its people.

## WHY BRISTOL?

When deciding on a home city for the Summit, Bristol – the first British city to be named European Green Capital – stood out as the obvious choice.

The event has grown and is set to welcome five times the number of attendees compared with year one, so a new venue in the city was needed. Propyard was chosen as the venue because it shares the same core values around sustainability plus environmental and social issues.

## INSPIRATION, INSIGHT & KNOWLEDGE

A programme featuring over 70 speakers and 20 workshop sessions will provide a platform for knowledge sharing and actionable insight on core themes ranging from purpose-led business, health and wellbeing to energy transition, youth and inclusion.

The Bristol arts and culture scenes will be represented in sessions looking at how large-scale events and festivals can operate more sustainably and how venues can move towards net-zero carbon, with wider issues including how city-centre transportation can be transformed to combat air quality.

The Pitch Tent will return to include Adventure & Impact projects alongside Business, which was extremely popular with the companies who successfully pitched to leading investment firms last year.

## PARTNERS AND SPEAKERS

Richard Walker, Iceland's MD, will be a headline speaker at the event in October, having already publicly committed the company to bold sustainability goals.

'If you and your business are passionate about our planet and the people who work for you, Blue Earth Summit is for you', Richard said. 'I am very much looking forward to this year's Summit as we all need to discover and celebrate how we create



**CLOCKWISE**  
Day three of the Summit will take place at The Wave, Bristol; expert speakers will offer inspiration; expect to network with like-minded business leaders



## READER OFFER

Get **20% off your Blue Earth Summit tickets** using code **BESMYGREENPOD20** at **blueearthsummit.com/tickets**

businesses that do good. Combined with that is a celebration of the outdoors, whether that means encouraging people to walk around their local parks or spending time at the beach if they can. We know it benefits people's mental and physical health. They are shared goals.'

New speakers joining Richard this year include ocean racer Pip Hare and activist Poppy Stowell-Evans, alongside representatives from leading brands such as Rab and Aqua Libre. The Summit will also welcome back headline speakers including Eden Project's Sir Tim Smit, Surfers Against Sewage founder Hugo Tagholm and Kresse Wesling CBE from Elvis & Kresse, plus brands such as Trek, BUFF and pioneering sports venue The Wave.

## RECONNECTING WITH NATURE

Bringing together makers, mavericks, founders, futurists, adventurers and investors creates a unique opportunity to meet with like-minded attendees who are putting sustainability at the forefront of business.

The event is built around the belief that the great outdoors can be a catalyst for great ideas, and that networking is better done out on a trail run than in a stuffy conference hall. Networking in a traditional format just doesn't cut it these days, which is why day three of Blue Earth will be hosted at The Wave. After a packed schedule of content at Propyard, attendees will get to surf, swim, run, cycle and climb with their new connections.

Blue Earth Summit is designed to be a place of positive action and can-do attitude inspired by the great outdoors, and the event will provide a vibrant platform to spark natural connection between business and industry.

'Networking can often be seen as a cynical exchange of business cards but the exchange of mutually beneficial ideas at last year's Summit was extraordinary', said Will Hayler, Blue Earth Summit's co-founder. 'It was the first time so many people with shared visions and values had been able to connect in a business context. The energy and ideas both in the room and out in the open were amazing.'

## Find out more

■ Tickets and event information can be found at [blueearthsummit.com/tickets](https://blueearthsummit.com/tickets)



# ORGANIC VS PAID

Model twins Brett and Scott Staniland reveal who's worth following for authentic sustainable fashion content

**H**istorically, the same handful of questions around sustainable fashion has always tended to pop up – but in the last year or so a new question has been on people's minds: who can we trust?

When it comes to what we are served online and in the media – the blurred lines of advertising and editorial content – it's often hard to distinguish who actually cares and who is being paid to look like they care.

## SPACE FOR GREENWASH

The term 'organic' relates to content and media that is free – content that is shared openly for people to find. This tends to be the most authentic content, produced by people who are passionate about the topic and who choose to produce it. Paid-for

content is advertising. Brands pay for space in magazines, on influencers' social media pages and even for people to attend events and product launches. By paying their way into people's feeds, brands are able to share shallow sustainability efforts, greenwashing garbage and wishy-washy world-saving wail wherever they please.

We've questioned advertising for decades, but usually with respect to an advert's contents. Until now we haven't needed to pay much attention to the people who are providing the space for the content. The time will (soon) come where legislation will help vet these campaigns, however we should be holding big media – including magazines, newspapers, out-of-home space and even broadcasters – accountable for providing space for greenwash, too.

## WHO TO FOLLOW

At the heart of the issue is transparency, but education is also important if we are to recognise what is genuine and organic and what is not. In the meantime, we thought it would be useful to know some people who you can trust with ads and organic content. These people care whether they are creating an ad or not; they're informed, reliable and are most definitely worth a follow!

### Aja Barber (@Ajabarber)

An author (*Consumed: The Need for Collective Change; Colonialism, Climate Change and Consumerism*), stylist and ethical fashion consultant with a plethora of knowledge and first-hand insight into the industry. Aja holds regular conversations about the connection of climate change with feminism, racism and colonialism and working towards a better fashion industry with these at the centre. Also great GRWM videos!

### Kate Caric (@SustainableOutfits)

Follow Kate if you are just starting out in the sustainable fashion space. Concise, informative videos educate around greenwashing, waste and consumerism. Kate's drive is to make sustainable clothing the norm – no matter who you are, what style you have or what clothes you like, your clothes can be made by people who are treated well and in ways that don't hurt the planet. You can find Kate on TikTok with the same name.

### Lucy Siegle (@TheSeagull)

No list is complete without Lucy – the presenter and writer has been campaigning in this space for years. A regular on *The One Show*, Lucy speaks unapologetically about environmental issues, and is unafraid to say it how it is. As organic as it gets.

### Marina Testino (@MarinaTestino)

Yes, a famous fashion industry name and educated at Parsons School of Design – though this model who burst on the scene in 2017 has carved a name for herself as a responsible fashion insider. Four years ago Marina made a mark with the One Dress to Impress campaign, wearing the same dress to every event for two months (that's a lot of events in this world) to raise awareness around the social and environmental impacts of fast fashion. She has since used her platform as a creative director and activist to continue this work.

### Venetia La Manna (@venetiamanna)

A slow and fair fashion campaigner, creating content across multiple platforms and outputs. Host of the *All The Small Things* podcast and co-founder of Remember Who Made Them, which supports garment workers. You may have seen her fast fashion *Recipe For Disaster* videos!

## Find out more

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

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

## FOOD & DRINK



### ORGANICO ORGANIC OLIVE OIL

Award-winning olive oil lovingly created by a family-run producer based in Tulette

[mygreenpod.com/heroes/organico-organic-olive-oil](https://mygreenpod.com/heroes/organico-organic-olive-oil)

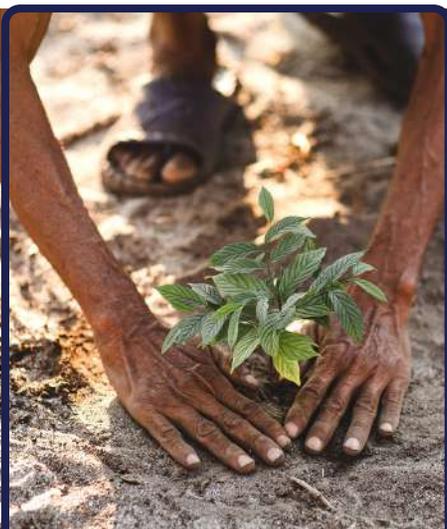


### THE LOST EXPLORER MEZCAL ESPADÍN

A handcrafted spirit made from 100% agave cultivated in Oaxaca, Mexico

[mygreenpod.com/product/the-lost-explorer-mezcal-espadin-42-700ml](https://mygreenpod.com/product/the-lost-explorer-mezcal-espadin-42-700ml)

## HOME & GARDEN



### KRYSTAL UK WEB HOSTING

Krystal has pledged to plant and protect 1bn trees by 2030

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



### SUSTAINED APP

Learn the environmental impact of your food in seconds

[mygreenpod.com/heroes/sustained](https://mygreenpod.com/heroes/sustained)



### CLEAN LIVING LAUNDRY STRIPS

Say hello to plastic-free, zero-waste washing!

[mygreenpod.com/product/clean-living-laundry-strips](https://mygreenpod.com/product/clean-living-laundry-strips)

## TOP 5 SEPTEMBER SWITCHES

1

With organic hair care you shouldn't need to wash your hair as frequently, meaning less water, shampoo and packaging! Try Tabitha James Kraan's Clean Shampoo.

[@TabithaJK](https://twitter.com/TabithaJK)

[mygreenpod.com/heroes/tabitha-james-kraan-clean-shampoo](https://mygreenpod.com/heroes/tabitha-james-kraan-clean-shampoo)

2

Switching to organic wine is good news for the farmers, the soil, biodiversity – and you! Try the mixed case of six Organic Everyday wines from Vintage Roots.

[@VintageRootsLtd](https://twitter.com/VintageRootsLtd)

[mygreenpod.com/product/vintage-roots-organic-everyday](https://mygreenpod.com/product/vintage-roots-organic-everyday)

3

Natural and organic skincare products will help get your skin in tip-top condition so your natural beauty can shine through. Try Weleda Skin Food for an instant and all-natural glow.

[@WeledaUK](https://twitter.com/WeledaUK)

[mygreenpod.com/product/weleda-skin-food](https://mygreenpod.com/product/weleda-skin-food)

4

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

[@yeovalley](https://twitter.com/yeovalley)

[mygreenpod.com/heroes/yeo-valley-1-litre-semi-skimmed-milk](https://mygreenpod.com/heroes/yeo-valley-1-litre-semi-skimmed-milk)

5

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

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

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



**EDITOR'S FEATURE**

# The new loo roll

If we can't live without toilet paper, we need to change how it's made

**F**uture generations might well view the humble toilet roll as a symbol of everything that is wrong with humans today.

The first splinter-free commercial toilet paper didn't land until 1930 – yet less than a century later, loo roll has become the 'essential item' we feel we can't live without.

Over a week in September 2020, sales soared by 23% as panicked shoppers cleared shelves in what became dubbed 'the great loo roll grab'.

Needless to say, demand for toilet roll is high – and as a result around 27,000 trees are cut down every day to make it. The paper is then wrapped in packaging that contributes to the 22,000 tonnes of plastic spewed into our oceans annually.

As things stand our obsession with loo roll involves taking resources we don't need while polluting ecosystems our lives depend on. The impact on our planet is devastating, and cannot continue if we want biodiversity – or humanity – to thrive.

As with most of the damaging business practices behind modern lifestyles, there is an alternative. 'By choosing recycled pulp, we're saving 30,000 litres of water, 4,000kWh of electricity and 95% of air pollutants per tonne', says Honest Supplies director Tom Keenes. 'We're proud to say that

our toilet paper is the only UK recycled roll that is 200% carbon negative.'

## GOING PLASTIC FREE

Tom is one of many who embarked on a 'reduce, reuse and recycle' journey after watching *Blue Planet* and other hard-hitting documentaries with his family. 'We became frustrated by the amount of unnecessary plastic packaging on everything we bought from the supermarket', Tom explains. 'We saw the waste we were throwing away and knew we needed to change if we had any hope of cleaning the planet for ourselves and future generations.'

A steep learning curve lay ahead for Tom and his family; breaking habits and discovering how to cut ties with plastic took time, effort and lots of research. A quick and easy opportunity to reduce household waste presented itself when the Keenes family moved to a small village with a local refill shop.

During their sustainable journey, Tom noticed lots of bamboo loo roll products; he thought about



Browse and shop **Honest Supplies** recycled toilet paper at [mygreenpod.com/vendors/honest-supplies](https://mygreenpod.com/vendors/honest-supplies)

**'As Zero Waste Chef said, we don't need a handful of people doing zero waste perfectly – we need millions doing it imperfectly.'**

the thousands of miles they had to travel to reach UK shoppers, and working conditions in the factories where they were made. He set out to create his own toilet paper – a 'fantastic alternative' that would help other families reduce their environmental impact while supporting UK jobs and manufacturing.

## ETHICAL LOO ROLL

Honest Supplies was founded at the end of 2021 to fulfil a simple vision: to provide eco-friendly products for people who love our planet. It's a family-run business that focuses on a small range of products as a strategy to ensure quality.

The range comprises 100% recycled 3 ply and 2 ply toilet paper in boxes of 24 rolls, plus natural blue roll in boxes of six.

Customers get an excellent price per roll – cheaper per sheet than leading bamboo brands – while reducing their plastic waste and carbon footprint. As an example, each roll of 3 ply paper is 33m long and contains 280 sheets, meaning a box of 24 equates to 40 rolls of standard 3 ply toilet paper. A 24-roll box of the 2 ply paper contains the equivalent of 42 rolls of standard 2 ply toilet roll.

All the products are completely free from plastic and made from 100% recycled paper. 'Reusing what's already in circulation, rather than cutting down trees or bamboo, helps to protect the habitats of wildlife and biodiversity', Tom says. 'We also think there is absolutely no need for toilet paper to be bleached white – it doesn't matter what it looks like, so why add harmful chemicals? Our unbleached rolls are also softer and kinder to your skin.'

Emissions are kept to a minimum as all Honest Supplies' sourcing, production and distribution takes place in the UK. This is how Tom can guarantee the products are ethically made, have minimal transport miles and support UK manufacturers.

Any emissions that can't be avoided are offset through carbon reduction projects with Gold Standard certification. 'This ensures that the carbon savings we report are accurate and the projects are seen to completion, creating local jobs and therefore supporting those communities', Tom explains. Two tonnes of CO2 are removed for every tonne the company can't avoid.

## ECO PRODUCTS FOR ALL

Tom readily admits that the toughest part of cutting down his family's waste was simply not knowing where to start. His advice today: take it one change at a time, and take it slow.

'Make easy swaps that you are likely to continue doing and they will all start to add up', Tom advises. 'It's OK to make mistakes. As we change our habits, more companies will start to realise demand has changed and more eco products will become available. As a new business, we're excited to grow, reach customers across the UK and expand our range to ensure plastic-free, sustainable products are available to everyone.'

## Find out more

■ Get advice on Honest Supplies products and bulk purchases for businesses by calling **0800 156 0006**



# Vegan dogs

**EDITOR'S FEATURE**

Many of us are cutting down on animal products, but can plant-based diets be good for dogs?

**D**ogs fed plant-based diets could live up to 18 months longer than those on traditional meat-based pet food, according to a new study published in the journal *Research in Veterinary Science*. In the research, scientists from the University of Guelph found that dogs on plant-based diets had a mean lifespan of 14.1 years, based on 103 responses, compared with a mean of 12.6 years for those on meat-based diets, based on 907 responses.

The research is the latest in a string of studies that support the idea dogs can get everything they need from a diet based purely on plants. It's a perspective advocated by Lucy McKinna BVSc MSc MRCVS, director of McKinna PlantLabs Ltd. 'Two recent large-scale studies indicate that dogs on vegan diets may live longer and may suffer from less illnesses than those on non-vegan diets', Lucy explains. 'While both rely on owner-generated data, and there can be no denying we need clinical data, it certainly seems more than plausible to me that dogs not fed highly processed animal by-products – like those found

in most processed pet foods – could well be healthier, and therefore live longer and have less illness along the way.'

## PETS AND MEAT

Lucy, who has followed a vegan diet herself for 10 years, was working as a full-time vet when she started to develop Noochy Poochy, her own line of plant-based dog food. 'Buying meat-based food for my dog was starting to weigh heavily on me', she tells us. 'I was sure that I could make dog food that was delicious, had a list of recognisable, high-quality ingredients and all the nutrients my dog needed – but with no animal derivatives.'

Perhaps unsurprisingly, most of the people buying Noochy Poochy for their dogs are themselves vegan, though a recent survey showed 51% of all pet owners – vegans and non vegans – had a concern about meat-based dog food. The top three concerns were listed as animal welfare, the environment and the sourcing and processing of the meat it contains. 'While the pet food industry has long been considered



Browse and shop the Noochy Poochy range at [mygreenpod.com](https://mygreenpod.com)

sustainable, it is actually far from it', Lucy tells us. 'The dry food pet industry alone is responsible for annual greenhouse gas emissions equivalent to the 60th-highest country in the world. It is estimated that if companion animals went vegan, their environmental impact would reduce by 66-75%.'

## GETTING NOOCH IN YOUR POOCH

According to Lucy, all domestic dog breeds can thrive on vegan diets – though striking the right nutritional balance isn't easy. She advises home-made vegan food should be avoided unless a recipe from a veterinary nutritionist is followed to the letter. 'Otherwise there's a risk that crucial nutrients, like the amino acid methionine, for example, will be missing from your dog's diet', she explains.

Alongside these nutrients, Noochy Poochy dog food contains a surprise ingredient that gives the company its name: nutritional yeast, or 'nooch' – a familiar cupboard staple for anyone on a plant-based diet. 'Nutritional yeast packs an impressive 48% protein punch', Lucy tells us, 'and contains zinc and selenium. It also gives a cheesy base flavour without any need for dairy.'

Other ingredients in Noochy Poochy are reassuringly familiar: responsibly sourced soy-bean and chickpeas are star ingredients in the two current recipes. The 12mth+ version for adult dogs is blended with herbs for a cheesy herb flavour, while Noochy Puppy & Adult, for all ages, blends extra-small kibble with a second yeast for savoury umami flavour.

## DOG DIETS OF THE FUTURE

When it comes to price, Noochy Poochy is comparable with some of the more premium meat-based pet food brands, despite the fact that high-quality plant protein is more expensive than rendered animal protein. 'We do everything we can to keep our price as affordable as possible', Lucy explains, 'and also offer our customers subscription deals and regular special offers.'

Affordability is important, as Lucy believes all dogs will be moved to a vegan diet in the future. 'I think in 10 years everyone will be shaking their heads and wondering why we didn't question feeding highly processed animal by-products to our dogs', she says. In the meantime, Lucy will continue to develop healthy, sustainable recipes that challenge the status quo and give the meat industry a run for its money; 'they've had it good for long enough', she says.

 EDITOR'S FEATURE

# The artisan revival

If we want to work against climate change, we need to protect artisans and support their craft



Find out why Ethiqana is a My Green Pod Hero at [mygreenpod.com](https://mygreenpod.com)

**A**rshad Khalid grew up in 1980s Delhi; the roadsides were lined with skilled artisans and his home was filled with handmade goods – from earthen pitchers to handwoven baskets – used by his family on a daily basis.

'As a child, I was fascinated by how these artisans made these beautiful things by hand', Arshad tells us. 'At the same time we were witnessing the rise of plastics in India and I could see people turning to plastic alternatives without realising, of course, the long-term effects. Over time I watched the decline of the artisans, who simply could not compete with the cheap plastics.'

The impression of artisans being haggled down to painfully low prices stayed with Arshad; he had seen the power of co-operatives in securing better wages for dairy and sugar farmers in post-independence India and wondered whether a similar model could be created for India's skilled community of makers.

## REINVENTING A SECTOR

These sentiments lay dormant for 27 years, until Arshad read an article about the plight of the toy makers of Channapatna. 'I had never heard about this place in the south of India', Arshad confesses; 'but reading this article made me remember my 13-year-old self. It was then that I decided to set up a social enterprise to help.'

Arshad created Ethiqana as an umbrella platform where artisans can sell their goods and be paid a fair price. The goal is to help to preserve skills and cultural heritage while also providing an alternative to mass-produced plastic goods.

'Around the world there is a wealth of talent that has been passed down over the ages', Arshad explains. 'Most of the techniques used to make things rely on reuse, upcycling and Earth-friendly materials without any of the harmful plastics or dyes that might leach into our fragile ecosystem – yet we are neglecting these arts and crafts in our drive for convenience and quick gratification. I think it is time we looked at our handicraft industry with a fresh pair of eyes to see what we've been missing.'

## AN ANTIDOTE TO PLASTIC POLLUTION

We often hear about plastic pollution in the fashion and food industries, but the toy sector is the most plastic-intensive industry in the world. 'Nearly 80% of these toys are thrown away each year after being used for about a week', Arshad says. 'That's 8.5 million toys – with their plastic and synthetic dyes – polluting our environment. We know children like to explore their worlds through their mouths. With widespread use of plastic toys, children could be ingesting a credit card's worth of plastic in only a month! Do we really want these microplastics and forever chemicals in our children's bodies?'

For Arshad no one wins if the toy industry carries on this way: time-honoured techniques of making toys with sustainable materials will continue to decline while we fill our environment and children's bodies with plastic and harmful chemicals.

As the world wakes up to the realities of plastic pollution, ethical alternatives are making a comeback – but not all wooden toys are created equal. 'Quite a lot of them could still be

coloured with harmful dyes', Arshad explains; 'and that's where Channapatna toys excel.'

These toys are coloured using pigments from nature, such as turmeric, acacia, lime, madder roots and indigo, which are mixed with a naturally occurring food-grade resin and rubbed on the wood. Leaves from the screw pine plant are then used to buff up the colours for a long-lasting sheen with no chemicals, paints or varnishes in sight. Popular toys include a Cubby stacking bear, Chip Chop helicopter and Bovow pull-along toy dog.

## EMPOWERING WOMEN

Each toy available on Ethiqana has been handmade by a small-scale artisan producer and curated along fair trade principles; social welfare, no child labour and employment for women feature heavily in the vetting process. At the co-operative that supplies Ethiqana's toys, more than 70% of employees are women – ranging from the artisans to office staff and managers. Ethiqana's approach was rewarded with British Association of Fair Trade Shops & Suppliers (BAFTS) certification in February 2022.

Fair prices are fundamental to Arshad's approach to business, possibly inspired by haunting memories of the haggling that devastated Delhi's artisans. 'We don't negotiate prices', he explains. 'You wouldn't go into a supermarket and start bargaining, so why do it to artisans whose talents we are trying to preserve?'

From a launch group of 40, Ethiqana now works with around 150 artisans. 'That means all these people have had livelihoods saved and their arts and crafts preserved', Arshad says.

Listen to the news and you'd be forgiven for thinking our children our screen-obsessed technophiles who live in the dark and think burgers grow on trees.

We live in an increasingly digital age, but it doesn't necessarily follow that today's kids have cut ties with the natural world. In fact, the recent Children's People and Nature Survey from Natural England revealed that over 80% of young people are eager to take action to help the environment.

Youth movements – from global school strikes inspired by Fridays For Future to grassroots community litter picks – demonstrate that the younger generations care deeply about the world and their future in it. The challenge for adults is around harnessing this innate sensitivity and giving children the tools and inspiration to act on it.

### A KIT FOR NATURE

Alice Keverne, founder of Nature Nurture Kids, met this challenge one Christmas when her eldest daughter asked for a kit to help nature. She wanted to make a difference but didn't know where to start.

Alice, who has always loved making toys for her children, jumped at the opportunity to get creative and was rewarded with a reaction of 'pure delight' on Christmas Day. 'We spent that holiday outside every day', she recalls, 'and I realised my true passion: I wanted other children to feel the same enjoyment and empowerment, so I set up Nature Nurture Kids.'

The original kit Alice created for her daughter has evolved into the company's bestselling Nature Nurture Kit, which is packed full of tools, projects and activities to empower and inspire young eco-warriors to help nature and the Earth.

The kit includes a hand-illustrated nature fact file full of information and projects; the UK's only sustainable, foldable litter picker made from 100% recycled plastic; a pair of hard-wearing children's gardening gloves; a pack of biodegradable rubbish bags; a 'make your own' organic wildflower seed bomb kit; pots of hedgehog and wild bird food and the popular Nature Nurture Kids Bee Rescue Kit. It's all organised in a robust, custom-designed kids' rucksack made from recycled plastic bottles. The products are sustainable, educational, high

The Nature Nurture Kit contains all the equipment kids need to help nature thrive



EDITOR'S FEATURE

# NATURE NURTURE

Today's children want to act to protect nature –  
and now there's an easy way to support them

quality and hard wearing, for use all year round with minimal adult intervention and maximum fun. Each item has been thoughtfully designed to encourage and inspire child-led learning, and show children that they are capable of making a difference – with direct results.

### OUTDOOR LEARNING

Nature teaches incredibly powerful lessons – about the world around us and also about ourselves, both physically and mentally. 'There is so much behind a simple activity like climbing a tree', Alice explains; 'children discover how to manoeuvre their bodies and rely on their own problem-solving abilities. They learn to overcome fears, which creates inner confidence. When children are allowed to play freely in nature, they get the chance to explore at their own pace and make their own discoveries.'

This type of learning helps to create confidence and a free-thinking mind. Children learn how to make and trust their own decisions and how best to make themselves happy; for Alice this is crucial when we look at the world in which today's children are growing up. 'These days most children are exposed at an early age to the digital world and rely on it for entertainment and escapism', Alice notes. 'It is important for parents to recognise the need for balance by making a conscious effort to limit screen time and guide children back to nature.'

Nature can bring huge benefits to the whole family – not just the children. Alice is not alone when she says the child within her is so much

more alive when she is outside with her kids. 'Their natural, playful connection is intoxicating', she says. 'I often find myself sitting at the top of a tree with them or dipping my toes in ice-cold water for a giggle. Seeing their enjoyment reminds me how important it is in all our lives.'

### TAKING RESPONSIBILITY

For Alice, all adults – not just parents – have a duty to lead by example. 'We can all make small changes like choosing sustainable products, growing our own food, walking when possible and picking up litter', she explains. 'If we take the time to educate our children to enjoy, love and respect nature they will feel more encouraged to help it themselves.'

The digital era naturally exposes children to discussions, problems and solutions around the climate crisis, and when stories and messages are shared, children discover they are not alone in wanting to protect the planet.

'We have tried living in a world driven by overconsumption and clearly that hasn't worked', Alice concludes. 'Evidently we need to evolve away from this way of existence and to make this work we all need to take responsibility. By teaching and empowering children to play their part, we will all help to create a better future.'



Browse and shop the Nature Nurture Kids range at [mygreenpod.com/vendors/nature-nurture-kids](https://mygreenpod.com/vendors/nature-nurture-kids)

# Zero carbon, zero bills

Octopus Energy's Becky Boulton on the world-first partnership to build zero-emission homes – with zero energy bills



**Y**ear 2050, according to policymakers, will mark one of the most pivotal moments in history: the eradication of all carbon emissions from the UK economy.

We can't change the system overnight; with fossil fuels still playing such a key part in powering our homes and workplaces, a lot needs to happen to get us there. Today Net Zero can feel more like a futuristic concept than a near-term reality, with many left wondering what this monumental shift could possibly look like to the average person – and, most importantly, how we might get there.

A shared determination to find these answers is what drove Octopus Energy, ilke Homes and Gresham House to forge a pioneering, world-first partnership to create homes that have not just a zero-carbon footprint, but zero energy bills to pay, too.

Thanks to the innovation of renewable energy, A.I. and modern building technologies, they have used their shared experience in housing and renewable technologies to build the first zero-bill homes in Essex, with many more to come across the country.

The two initial houses – funded by Gresham House, a sustainable investment-focused asset manager – come equipped with an air-source heat pump, solar panels and

battery storage, meaning they are powered by technology that is completely independent of gas and oil. These low-carbon technologies combine to provide free, clean energy round the clock, with Octopus Energy providing a bespoke 'Zero Bills' smart tariff, using advancements in flexibility to help the system work perfectly in tandem.

This setup will allow residents to use power from their own solar panels on sunny days; any surplus solar they sell will offset the cost of energy imported from the grid when it's cloudy – guaranteeing free energy bills all year round.

This is the magic of renewable energy: once the infrastructure is paid for, clean energy is abundant and completely cost free. When outdated carbon-emitting energy systems are taken out of the picture, it only makes sense that costly bills will come down, too.

Precision-engineered along production lines, two factory-built homes are initially being installed on a site in Stanford-le-Hope, Essex by ilke Homes, in partnership with Gresham House. To ensure less heat escapes in colder months and that energy use is kept to a minimum, they are incredibly well insulated – reinforced with high-performance building fabric and materials that make them super efficient and cosy at the same time.

### A DAY IN A HOME OF THE FUTURE

Picture this: it's mid-summer, the days are glorious and the solar panels have been saturated with sunshine – more than enough to charge your battery and power your home. Any excess green energy that's generated is exported back to the grid, compensating for the extra electricity you will use in the winter.

The tech behind your bespoke tariff works in unison with the devices in your home, to ensure that any power generated is always used where it's needed most – whether that means using it, storing it or supporting the National Grid or your local network operator to keep the power flowing. This 100% clean energy contributes to making the grid greener for everyone, thereby reducing the need to burn fossil fuels.

Fast-forward to December. You wake up on a chilly winter morning, stretch your legs and, despite the icy rain falling outside, the house is already toasty. The heat pump has been syphoning energy from the air since the early hours of the morning, gently heating up your home.

The sun may not be shining today, but the solar panels have generated enough power to fill your home battery. If the sun doesn't show its face again when the battery runs low, your bespoke Octopus tariff will ensure that any renewable energy you need to use from the grid is completely free of charge.

### A REAL-WORLD SOLUTION

To most, this probably sounds a little too good – and, more importantly, too expensive – to be true. But with demand for technologies like heat pumps and solar panels increasing,

carbon footprint, so making air-source heat pumps an affordable alternative will make home decarbonisation far more accessible.

Thanks to its cost-reduction programme and the government's Boiler Upgrade Scheme, it's now possible to offer heat pumps at a similar cost to a gas boiler for most houses. While this won't mean free bills for the average home, heat pumps are extremely efficient. They use very little electricity to take natural, low-level heat from the air outside and condense it to generate significantly more heat in your home. A heat pump can turn 1kWh electricity into up to 4kWh of heat – four times more than even the most efficient gas, electric or oil boilers. This equates to a quarter of the carbon emissions – a figure that will fall to zero when the grid goes 100% green.

Affordable heat pumps, alongside Octopus Energy's other innovations, are helping to pave the way towards a net-zero reality, with ZERO homes demonstrating what emission-free households could look like. 'This breakthrough partnership debunks a long-standing myth – that cleaner energy will mean higher bills for consumers', said Greg Jackson, founder of Octopus Energy. 'Instead, people living in these homes won't be paying for energy at all. This is yet another demonstration that clean energy is cheap energy, and the best answer to the fossil fuel crisis is accelerating the transition to renewables.'

### TIME TO MOVE IN

It's still early days for ilke ZERO, which launched in July 2021, but the aim is to deliver thousands of operational zero-carbon homes per year for major investors, housing associations and



CLOCKWISE  
Zero-emission homes from ilke Homes are precision-engineered in a factory; ilke Homes installing a roof on a ZERO bills home, which comes equipped with solar panels



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

Octopus is finding financial solutions to make these devices realistic alternatives for powering the home.

Companies like ilke Homes and Zedpod have started to explore accessibility by building zero-carbon homes as social housing and as on-site additional care accommodation for the NHS. In the midst of a cost-of-living crisis, it's clear that 'Zero Carbon, Zero Bills' could be an ideal solution for those struggling the most – something Octopus Energy is currently working hard to explore.

### THE CLEAN HEATING REVOLUTION

In recent years, the mission at Octopus has been to go beyond supplying green energy and target the biggest carbon culprits within our existing homes. Heating represents 31% of a home's

councils across the UK. The homes have already been trialled in London, Newcastle, Gateshead, Newark and Sunderland, and are now ready to be rolled out *en masse*. The first homes will be ready for their new owners this summer, and the other houses on the Hope Green site will be available to buy through SO Resi.

The end goal of this exciting partnership is for every new home in the UK to eventually be built to the Zero Carbon, Zero Bills spec. As this incredible technology becomes cheaper and more accessible, the responsibility falls on innovators like Octopus Energy and ilke Homes to demonstrate to both the government and developers how feasible and effective this option truly is. They are providing real-life solutions that could change the way we live and help to make Net Zero a reality.



# How to reduce ENERGY COSTS

Mark Millar, CEO of Puredrive Energy, on the solution to soaring bills and a volatile energy market

**S**oaring energy bills are leaving households facing dire financial straits, while the companies that provide the power are making record profits.

Frances O'Grady, general secretary of the Trades Union Congress, summed up the anger of many who are struggling to make sense of the disconnect: 'These eye-watering profits are an insult to the millions of working people struggling to get by because of soaring energy bills', she said – adding that working people are staring down the barrel of the longest and harshest wage squeeze in modern history.

At Puredrive Energy we manufacture home battery storage systems and supply them to the UK market. As a result, we feel the rage of homeowners who are desperate to reduce their energy costs and are looking for help, support and advice around finding appropriate solar panel and battery installations for their home. Their goal is to achieve energy independence by



Discover why the  
**Puredrive Pure-Storage II AC Battery**  
is a **My Green Pod Hero** at [mygreenpod.com](https://mygreenpod.com)

disconnecting from the grid; by taking control of their own energy in this way, homeowners can reduce the financial impacts of political upheavals and the corporations that seem to be greedily taking advantage of all the uncertainty.

## **WHY ARE ENERGY PRICES INCREASING?**

We have been told that the recent hike in energy prices has been driven by wholesale prices – specifically the soaring cost of gas, which has surged as much as six-fold on global markets.

Prices have gone up for many reasons; Europe had a longer winter than usual which led to a significant use of gas stocks. At the same time, there was a surge in energy consumption when economies all round the world were re-opened following the Covid-19 pandemic.

More recently, Russia's invasion of Ukraine led to a restriction of Russian gas; energy firms have passed the extra costs on to customers,

which has led to the unprecedented increases we have seen in household energy bills.

According to Martin Lewis, energy bills are set to top £5,386 per year for the average British household from the start of January 2023, after already rising to £3,549 in October 2022.

This will mean increased pain for households, with bills in the month of January alone likely to hit more than £500.

**MADE IN THE UK**

At Puredrive Energy we have been manufacturing battery systems from Cheltenham for five years, and have recently seen a huge rise in demand for our products. We are noted in the industry for a high-performing battery system, but I feel another reason for interest in Puredrive is that we manufacture in the UK and are well positioned to provide excellent customer service, which is even more important in a rapidly growing market.

Our battery systems are designed to take advantage of the variable rate tariffs on the market, which allow energy to be bought and stored in the battery at a lower cost, then discharged back to the grid when it is expensive. We develop our own software, which means we can move swiftly and support new tariffs that come on the market from the various different energy suppliers.

**THE FUTURE IS ELECTRIC**

We're also excited about the launch of our new electric vehicle (EV) charger; EVs are the future of the motor industry because they produce zero emissions, and therefore play a crucial role in the path to reaching net zero. This is why the UK government has legislated to ban all new sales of petrol and diesel cars by 2030, and stated that by 2035 all new motor vehicles must be fully electric.

Accessibility to EV chargers is one of the barriers currently preventing a more mainstream shift to electric cars; this issue is extremely apparent in highly urbanised areas, where availability and proximity to public EV chargers is challenging. As a result the recent and future growth of the EV market will ultimately require more EV chargers to be installed at UK homes.

**INTEGRATED TECH**

The Puredrive EV charger and battery communicate seamlessly and are visible on the same app. This allows homeowners to make use of all of their solar energy, and both the EV charger and battery can benefit from cheaper variable rate tariffs.

This integration is critical for cutting energy costs but equally important in its role supporting and protecting our current grid infrastructure, which is becoming strained as the planet becomes increasingly electrified.

**SWITCHING LITHIUM FOR SODIUM**

Governments are setting aggressive targets as we push to reach net zero emissions and limit

global warming to 1.5 °C. The UK government has pledged to become net zero by 2050.

Industries are developing the technology to help us to reach these targets, but we must also consider resource limitations such as the lithium supply required for batteries.

Alternative resources are being sought now; at Puredrive we are developing a sodium-ion battery energy system that will be the first of its kind in a commercial home battery system that is wholly made in the UK.

Sodium-ion batteries have a number of benefits; they are less reactive than lithium-ion batteries, which improves safety. Sodium can

also be sourced locally in the UK, making it more sustainable than lithium mining. This significantly reduces the transport costs and carbon footprint of battery energy storage, helping to bring us closer to the net zero target. As the sixth-most abundant element on Earth, the use of sodium can also help to minimise supply chain shocks that can increase the price of production.

All these developments will help to push energy bills down while bringing us closer to net zero.

**Find out more**

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



CLOCKWISE Puredrive Energy's PureStorage II 3-phase battery mounted outside the home; the PureStorage II DC battery (left) and installed (right); the PureStorage II 3-phase battery is unobtrusive inside the home



# COMPETITIONS

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

We've hand-picked this selection of green pearls – including a year's supply of recycled loo roll, vegan dog food and a fantastic kit that contains everything a young eco warrior needs to help nature – to help set you on a path to a lighter lifestyle.

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

## WIN

### A £50 ETHIQANA VOUCHER

One lucky winner will receive a £50 voucher to spend in the Ethiqana online shop, full of handicrafts and artisan toys.

Deadline for entries: 01.12.22



## WIN

### A THREE-MONTH SUPPLY OF EQUINOX KOMBUCHA

Two readers will receive the whole Equinox and River Cottage by Equinox range of organic kombucha – delivered over the course of three months.

Deadline for entries: 01.12.22



## WIN

### A YEAR'S SUPPLY OF TOILET PAPER

Get a 12-month supply of recycled, triple-quilted, carbon-negative and chlorine-free loo roll delivered straight to your door!

Deadline for entries: 01.12.22



## WIN

### A 12-MONTH SUPPLY OF NOOCHY POOCHY

Imagine not needing to worry about buying food for your dog or puppy for a full year!

Deadline for entries: 01.12.22



## WIN

### THE NATURE NURTURE KIT

This is the ultimate adventure rucksack for young eco warriors! It's packed with tools, equipment, information and activities to empower young Earth warriors to help nature.

Deadline for entries: 01.12.22



# CLEANER THAN YOUR AVERAGE POLITICIAN



THE ETHICAL ONLINE STORE

LET'S BUILD A CLEANER,  
GREENER BRITAIN



octopus energy

