



# THE CONSUMER REVOLUTION ISSUE

## **BAREFOOT SOLDIERS**

Galahad Clark on why it's time for a barefoot revolution in footwear

## **ONE EARTH SHOW**

The UK's first event to take the guesswork out of sustainable living

## **HOW TO SAVE THE WORLD**

World Land Trust's Viv Burton reveals how you can save land and species

## **RAISING THE BAR**

Introducing the plastic-free soap and shampoo bar subscription

# slice

## Could your data pay for a better future?

Earn £1,200 a year whilst planting trees in the tropics.

### Your data makes money

Did you know that big tech companies are making billions selling advertising to brands? They use your data to get rich, whilst you get nothing.

### Get your share

Slice flips this, with Slice you get paid for connecting with brands. We cut out the middleman so you get the money.

### How it works

The Slice app takes back your data from these companies and stores it securely. If you want to make money, Slice can analyse your data, work out what you're looking for and match you with relevant brand offers.

Our partnership with **MY GREEN pod**.com

For every new customer who accepts an offer, Slice will donate 50p to planting trees in the tropics. If you donate a percentage of your Slice earnings you can make an even bigger difference.

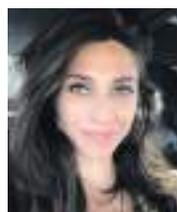
To join our revolution visit...  
[getmyslice.com/mygreenpod](https://getmyslice.com/mygreenpod)





Welcome to My Green Pod Magazine!

2020 is set to be a big year: the climate emergency has entered mainstream discourse – in boardrooms and round dinner tables – and the urgency of action is now indisputable. The things we buy, use, eat, wear and drive all have an impact – but there have never been more opportunities to make responsible choices. This issue is packed with ways you can make a difference. Enjoy! x



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

## About us

MyGreenPod 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](http://mygreenpod.com). These Hero products and services support the shift to a more conscious lifestyle – and may help you save some cash (while having some fun) on the way!



Subscribe to receive each digital issue of My Green Pod Magazine delivered straight to your inbox  
[mygreenpod.com/subscribe](http://mygreenpod.com/subscribe)



@mygreenpod



facebook.com/mygreenpod



PHOTOGRAPHY ISTOCK



### 10 years

The time we have left to turn things round

**70%**  
of beauty or personal care products contain palm oil



**500 years**  
The length of time aluminium and plastic coffee capsules take to degrade

# Buy an acre, save the world

EVERYONE CAN HELP SAVE OUR PLANET.

HALF THE WORLD'S TROPICAL FORESTS  
HAVE ALREADY BEEN LOST BUT THAT MEANS  
THERE IS STILL HALF LEFT TO SAVE

JOIN WORLD LAND TRUST IN HELPING  
MITIGATE CLIMATE CHANGE BY  
BUYING YOUR ACRE OF RICH  
TROPICAL FOREST NOW

## £100 an acre



[worldlandtrust.org](http://worldlandtrust.org)

Registered charity 1001291

Patrons: Sir David Attenborough, Steve Backshall, David Gower & Chris Packham

World Land Trust, Blyth House, Bridge Street, Halesworth, Suffolk IP19 8AB



22



21



16

# C O N T E N T S

## HERO PRODUCTS

**06** The MyGreenPod.com **Heroes** of the season, plus our **Top 5 March Switches**

## NEWS

**08** The UK's first event to take the guesswork out of **sustainable living**  
**10** World Land Trust's Viv Burton reveals **how to save the world**  
**11** Get **rewarded** for doing your bit in the fight against **climate change**

## BUSINESS

**12** How sustainable **IT** could change the way we **work** and slash **emissions**

## ENERGY

**14** The future's bright for **renewables**

## HOME & GARDEN

**16** Why the simple act of **cleaning** our homes is built on a myth  
**18** Organic and Fairtrade **bed linen** and **towels** with a positive impact  
**20** It's time to build a **den!**

## ARTS & FASHION

**21** Practical and durable **kids' clothes** that are made from **recycled plastic**  
**22** We spoke to Galahad Clark about why it's time for a **barefoot revolution**  
**24** Art to inspire **climate action**

## HEALTH & BEAUTY

**26** Understanding **palm oil**: one of beauty's most controversial ingredients  
**28** How to **simplify** your beauty routine; intelligent **skincare**  
**29** The secrets of the **rose**  
**30** The **yoga mat** that launched a movement for a global **sisterhood**  
**31** The **plastic-free** soap and shampoo bar **subscription** service  
**32** **Skincare** that celebrates **heritage**

## CONSCIOUSNESS

**32** Get **paid** for your **data**  
**33** Connect with like-minded people and take **action** on things that matter

## FOOD & DRINK

**34** A **living** company's ethical DNA  
**35** Meet the Sherlock and Watson of sustained and sustainable **weight loss**

**36** Our top **organic** wines and spirits  
**37** Art that celebrates organic **farming**  
**38** Plastic-free **coffee** pods

## TRANSPORT

**38** **E-mopeds** tackle the climate crisis  
**39** How (and why) to **lease** an EV  
**40** The New **Renault ZOE**  
**42** Making the switch from **hybrid** to all-electric **Tesla**

## TRAVEL

**43** Overlanding **adventures** that get you off the beaten track  
**44** Project Change in **Sri Lanka**  
**45** The chain that has mastered **five-star** sustainability in **Sardinia**

## COMPETITIONS

**46** All the latest competition **giveaways** from MyGreenPod.com



43

**EDITOR-IN-CHIEF:** Katie Hill **DESIGN:** Suzanne Taylor **PUBLISHER:** Jarvis Smith **PUBLISHING:** MyGreenPod/Printed by the Guardian

Distributed by the Guardian on behalf of My Green Pod who takes sole responsibility for its content. *MGP* does not accept unsolicited contributions. Editorial opinions expressed in this magazine are not necessarily those of My Green Pod nor the Guardian and the companies do not accept responsibility for advertising content. Prices are correct at time of going to press and are subject to change. The Publishers cannot accept any responsibility for errors or omissions. The contents of this magazine are fully protected by copyright and may not be reproduced without written permission. If you have any queries relating to the magazine call 0203 002 0990. **FRONT COVER:** Mau Mau



Introducing our March Heroes!  
Getting ready for a spring clean, a home renovation – or just the sunshine? These switches will help you to make a real difference.  
View all our Heroes at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)



**KIT & KIN NAPPIES**

Hypoallergenic nappies with premium performance, made from sustainable materials. What more could you ask for?

@KitandKinUK  
[kitandkin.com](http://kitandkin.com)



**HOME & GARDEN**

**LUNA TEXTILES**

The Natural Comfort range of organic wool bedding from Luna Textiles could be the most ethical – and luxurious – way to get a good night's sleep.

@Lunatextile  
[lunatex.co.uk](http://lunatex.co.uk)



**TINCTURE LONDON STARTER SET**

If you're new to natural cleaning, this set contains everything you need. The all-natural products – for bathrooms, floor, furniture, glass, washing up and all other purposes – harness the cleaning power of ethically sourced essential oils and active botanical extracts instead of harsh chemicals. Refills for the silver-lined bottles come in glass containers.

@TinctureLondon  
[tincturelondon.com](http://tincturelondon.com)



**FOOD & DRINK**

**SLANGE VAR**

Alcohol-free luxury, with fresh lime juice, cold pressed ginger juice, cider vinegar and a hint of Scottish honey. Yum.

@SlangeVar  
[slangevar.com](http://slangevar.com)



**FOOD & DRINK**

**AVALLEN CALVADOS**

Made with just apples, water and time – all sales support bees.

@AvallenSpirits  
[avallenspirits.com](http://avallenspirits.com)



**GOOD SIXTY**

This revolutionary online marketplace showcases the best independent food and drink the UK has to offer.

@GoodSixty  
[goodsixty.co.uk](http://goodsixty.co.uk)



**HOME & GARDEN**

**THE USED KITCHEN CO**

Buy a used or ex-display kitchen for a fraction of the RRP and divert it from landfill.

@TUKC  
[theusedkitchencompany.com](http://theusedkitchencompany.com)



**HEALTH & BEAUTY**

**PURE & LIGHT ESSENTIAL FACE CREAM**

This all-natural cream does it all: it's suitable for all skin types and conditions and intelligently adapts to the ever-changing needs of your skin. Its potent formula of 30 bio-active, balancing and natural therapeutics brings out your natural glow.

@  
[pureandlightorganic.eu](http://pureandlightorganic.eu)



**ARTS & FASHION**

**ASHA SUNGLASSES**

If you're getting ready for some sun, the stylish, unisex Asha sunglasses from Pala Eyewear could be just the ticket. They're made from matt black recycled acetate from factory offcuts that would otherwise go to waste.

@PalaEyewear  
[palaeyewear.com](http://palaeyewear.com)



**GIFTS**

**MY TANO DEORE**

The frame for this my Boo bamboo bike is handmade in Ghana, in partnership with a non-profit that invests in local education.

@MyBooBambooBike  
[my-boo.com](http://my-boo.com)



**TREEDOM**

Plant a tree in a small, sustainable agroforestry system and follow its story online. You will directly support smallholder farmers.

@Treedom  
[go.treedom.net/mygreenpod](http://go.treedom.net/mygreenpod)

**1**  
De-clutter your home and divert unwanted toys from landfill with a Whirlly toy subscription  
@GiveltAWhirli  
[whirli.com](http://whirli.com)

**2**  
Weleda Skin Food defends your skin from cold weather and the drying effects of central heating. Apply it anywhere that feels dry, cracked or chapped.  
@WeledaUK  
[weleda.co.uk](http://weleda.co.uk)

**3**  
Switch your home to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly be rewarded with cheaper bills.  
@octopus\_energy  
[mygreenpod.octopus.energy](http://mygreenpod.octopus.energy)

**4**  
If dairy features in your diet, make sure it's the best you can get. Yeo Valley is '100% Yeorganic' – organic and then some.  
@yeovalley  
[yeovalley.co.uk](http://yeovalley.co.uk)

**5**  
Escaping for some sun? Pack light with incognito 3-in-1 Suncream, Insect repellent and Moisturiser.  
@incognitoUK  
[lessmosquito.com](http://lessmosquito.com)

# ONE EARTH SHOW

Introducing the UK's first event to take the guesswork out of sustainable living

The scale of the climate crisis is so huge that it can be hard to see how one individual can make a difference. Yet history shows that when human beings unite behind a cause they have the power to shift paradigms.

Regular My Green Pod readers will know our stance: we believe that if every person made one positive lifestyle change, the future would look much brighter for the next generations. This year we've partnered with the One Earth Show (24-25 October 2020, Birmingham's NEC) to help you find that change and explore how it could work for you and your family.

One Earth Show will bring speakers, practical workshops and exhibitors under one roof to help you discover the change that's right for you, and give you practical advice on how to make it a success. Whether you want to improve your recycling rate, reduce pollution or make a stand against climate change, you'll come away with the tools and inspiration you need.



**This is a perfect partnership for My Green Pod: we want to help shape and deliver a show that hits the spot for the custodians of our planet. We need to move away from being unconscious consumers and become conscious citizens; the One Earth Show will show us how.'** *Jarvis Smith & Katie Hill, My Green Pod co-founders*

#### INFORMED ADVICE

One Earth Show is the brainchild of Ed Tranter, who has 25 years' experience in events and magazines. 'In the end, the idea found me', he tells us. 'Over the last few years we've been trying, as a family, to live more sustainably. Everything seemed confusing and hard to navigate.'

Ed's background naturally led him to seek event-based advice from charities, action groups and ethical suppliers. 'It turned out there was no such event', he tells us, 'so here we are!'

Now, more than ever, there is a desire to make a difference; Ed's research underlines what many already know: 94% of us want to live more sustainably but only 9% feel equipped to do so.

'The environment, and our impact as consumers, is at the absolute forefront of our collective psyche', Ed tells us. 'It's great that the conversation has become more mainstream but we also need to raise awareness of the facts.'

The goal of the One Earth Show is to meet the need for advice and information while giving sustainable brands a platform to take their products and services mainstream.

#### FROM FOOD TO TRAVEL

The event will focus on five key themes that touch most households: food, fashion, beauty, home and tech and travel. High-profile speakers will discuss the big issues facing the planet, and those who have made the journey to sustainable living will offer practical advice. One Earth Show will also introduce ethical suppliers who can help get you started and arm you with the knowledge to start making a change.

'We are determined to make the event positive and motivating', Ed explains. 'People will leave with answers to their questions, and the motivation to get started in a way that suits their lifestyle and budget. As Greta Thunberg said, no one is too small to make a difference; everyone can do something. If everyone did something, then huge differences would happen.'

#### A FAMILY EVENT

One Earth Show is for everyone - from the curious to those passionate about protecting the planet. The content will be suitable for both adults and children to enjoy as a family, with accessibility reflected in the ticket pricing.

The inclusion of younger generations is key to Ed; his own children, who are all passionate about the natural world, inspired him to create the show.

Toby became vegetarian when he was 10 and Freya (11) was so touched by Iceland's orangutan advert that she removed all items containing palm oil from the family's cupboards. Molly (9) wants to be Steve Backshall when she grows up. Together, Ed's children made him question how he was using his own skills to make a difference.

'As with my family's example, the younger generations are driving the change we need to see and encouraging the shift to a more sustainable lifestyle. They are the parents of the future generations, so to educate, empower and harness their enthusiasm is essential.'

#### ONE EARTH FOREST

A tree will be planted for every One Earth Show ticket sold; the goal is to plant 100,000 trees in 2020.

'We are working with our UN-approved global reforestation partner ForestNation to plant the One Earth Forest in Tanzania', Ed tells us. 'The project provides jobs, food and a livelihood for the local community.'



**The only way to change our predicted path is for everyone to start making a change. As a father and as a human being, I want to be part of that change.'**

*Ed Tranter, founder of One Earth Show*

An initial 10,000 tree seedlings were planted in the tree nursery in Tanzania in January 2020.

The One Earth Show also has a sustainability pledge in partnership with the NEC, and it is working with partners and suppliers with environmental values that match the ethics that underpin the event.

Public transport providers are working in partnership with the e-ticket event and single-use plastic will be cut to an absolute minimum. The event's carbon emissions will be offset.

'I am really excited to see the high-profile speakers we have lined up to inspire visitors', Ed tells us. 'But most of all I will be thrilled to see visitors leaving with ideas to apply to their lifestyles. If each person makes just one change, that would have an amazing impact.'



Ed Tranter will bring consumers, exhibitors and high-profile speakers under one roof, to make simple sustainable lifestyle switches easy for everyone

#### FIND OUT MORE

■ Tickets and event details are at [oneearthshow.com](http://oneearthshow.com)



Find out why One Earth Show is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

# HOW TO SAVE THE WORLD

Viv Burton, co-founder of World Land Trust, explains why the charity is a key player in the fight to save land and species – and how you can help

**W**hen World Land Trust (WLT) was born in 1989, the world was a simpler place. It was the year the World Wide Web was invented. It was the year the Berlin Wall came down. It was the year the first GPS satellite went into orbit. Aluminium can recycling got underway and ‘environmentally friendly’ started to become a catchy slogan.

To the founders of WLT, anything felt possible: communication, freedom, discovery and environmental awakening – it seemed a good time to pioneer land purchase and protection, starting in a forest in Belize. 110,000 acres of rich tropical forest, to be precise – all set to be chopped down to make way for the monoculture and cattle farming that was sweeping through Belize.

## PUTTING BELIZE ON THE MAP

At that time not much was known about Belize – probably because it had been the UK’s last continental possession in the Americas, then British Honduras. So, the first thing WLT had to do was to put Belize on the map.

Why Belize? It’s a short answer: the forests were spectacular, the biodiversity was stunning, the threat was imminent, the land was cheap and no people were being displaced. The premise was simple, too: just £25 to buy an acre of Belizean tropical forest and save it forever.

The idea took off and people really connected with the concept. Here was an opportunity where the individual really could get involved – and they did, in their thousands.

Those people have, together, ensured that 260,000 acres of tropical forest in Belize are now safe from the chainsaw, but only in the nick of time. Once the land was bought one of the first things to do was waymark the boundaries of the reserve.

Sadly, today, those waymarks are no longer necessary: monoculture has swept right up to the forest frontiers – a reminder of what the future held for this Belizean forest and its wildlife, had WLT not been able to mobilise donor support.

## KEEPING THE VISION

WLT has punched well above its weight; in subsequent years it has tackled the catastrophic loss of the Atlantic forest of Brazil,



PHOTOGRAPHY PATRICIA ARELLANO

**When I’m asked why I support World and Trust I say that it can be summed up by the following reasons. They are short and to the point, which is what I like about WLT. First, they save land... Second, WLT does not own the land, the ownership of land they have saved is vested in their in-country conservation partners. Third, WLT keeps its overheads low.’** *Sir David Attenborough*



PHOTOGRAPHY CSFI; TROTSKY RIERA VITE; JUAN PABLO REYES

saved an island in the Philippines from destruction, worked with indigenous Guarani communities to protect their forest habitat in Argentina and secured right of passage for Indian wildlife across traditional migration routes. More recently, £1m was raised to connect isolated forests in the Kinabatangan flood plain of Malaysian Borneo to ensure the survival of orangutans.

The key to WLT’s astonishing success is its close relationship with knowledgeable and established local non-governmental partner organisations – 29 and counting.

30 years on from its first project in Belize, WLT supporters have helped save more than 775,000 acres around the world – that’s three quarters of a million acres of habitat that would have been lost, together with its wildlife.

## HOW IT WORKS

WLT can still purchase real acres in real places, to be saved forever, for just £100. It also has an Action Fund, supported mainly by regular donations from WLT Friends, and a Plant a Tree initiative to restore native tree species on cleared land.

Special Appeals are launched to raise funds for urgent land protection projects – look out for WLT’s current appeal: ‘Scorched Earth to Forest Haven – turning back the clock on the Vietnam War and helping restore its forests’.

These days life isn’t as simple as it was in 1989; while WLT can boast tremendous success when it comes to saving real acres in real places, the world is struggling to survive. Yes, do buy environmentally friendly products and do all you can to reduce your carbon footprint, but there’s an urgent need to change both heads and hearts. ■

## FIND OUT MORE

■ Support WLT’s mission to save land to save species at [worldlandtrust.org/mygreenpod-gifts](http://worldlandtrust.org/mygreenpod-gifts)

## WLT GIFTS

- £5** Plant a tree to restore natural forest
- £25** Offset the emissions of two return flights to a European destination
- £50** Offset 12,500 miles driving a small or medium petrol car
- £100** Buy an Acre of critically threatened habitat and save it for ever



**W**ant to win money while helping to save the planet? MyTrees is a fun and simple way to get involved with the fight against climate change; it presents a new opportunity to do your bit – and there's a big incentive to do a bit more.

Supporters of the monthly tree-planting and protecting subscription are entered into weekly and monthly cash draws – with prizes of up to £50,000 – as a thank you for donating.

The trees are planted through charity partner Conservation International, which has over 30 years' experience protecting nature.

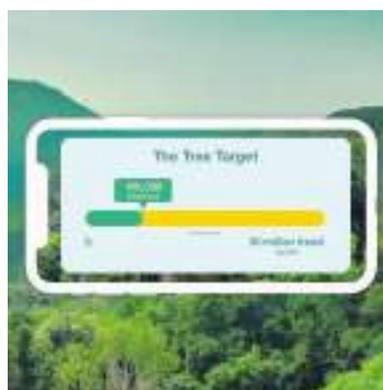
Everyone who subscribes directly funds the charity's reforestation projects in Brazil (Amazon Rainforest), Peru (Alto Mayo Rainforest), Columbia (Cispata Mangroves) and Kenya (Chyulu Hills).

#### 50M TREES BY 2024

'Stopping climate change isn't an all or nothing proposition – every single action helps', said Jennifer Morris, president of Conservation International. 'We need everyone to be all in. MyTrees makes planting and protecting trees simple and rewarding, providing a straightforward step people can take today to help solve the climate crisis.'

Everyone who signs up to MyTrees gets a personal dashboard where they can watch how many trees they've saved over time and see the impact they've had on the world.

MyTrees has set a goal to plant and protect 50 million trees by 2024. 'The world needs more trees', said Cody Hoffman, CEO at Funder Inc., which runs MyTrees. 'We wanted to create a tangible goal to aim towards and that we would all be able to get involved with, so everyone can play a part in helping us to hit it.'



#### CHOOSING WHERE TO PLANT

Many of the world's forests and trees are being destroyed at an alarming rate, yet scientists believe that planting trees is the biggest and cheapest way to tackle the climate crisis. They absorb and store the CO<sub>2</sub> emissions that are driving global heating.

MyTrees funds projects that are already being undertaken by Conservation International. The charity selects planting locations using a science-based approach that prioritises the most important forests and the benefits they provide. The trees are protected sustainably for the long term and their ongoing protection and health is monitored.

#### RESTORING ECOSYSTEMS

The projects are never about planting for planting's sake; the focus is on reforesting in a way that restores and protects the existing ecosystem. Money from MyTrees goes towards protecting trees as well as planting them.

The projects span a mixture of different types of ecosystem and therefore different types of tree – some of the projects are in a rainforest environment but MyTrees also funds a marine project.

#### WEEKLY PRIZES

Thousands of people have joined the fight to save trees since MyTrees launched at the end of November 2019.

For the minimum subscription of £5 per month, one tree will be planted and four protected. For £10 per month subscribers plant two trees and protect nine, and are rewarded with five entries per week and five monthly chances in the £50k megadraw.

The prize money varies according to how many people play, but there are guaranteed cash prizes. Entrants must be at least 18 years old to win, and must verify their age, location and identity before claiming a prize.

Money could be the incentive to instigate change on the scale (and in the time) necessary; for MyTrees the financial reward is a way to get more people involved. 'If we're able to spread our mission further that means more trees saved', Cody tell us, 'and a step forward in the battle against climate change.' ■

#### FIND OUT MORE

■ Eligibility and prize information is at [mytrees.world](https://mytrees.world)



# REINVENTING THE WORKPLACE

Sustainable IT could change the way we work – and slash an organisation's emissions and costs

**M**ore than 100 million users across 400,000 organisations – including 99% of the Fortune 500 – use Citrix, a digital workspace platform, to increase productivity, detect security threats and keep everything running smoothly on the IT front.

Citrix is helping these companies to be agile and open to new possibilities. It has a lot of clout when it comes to steering businesses towards a more efficient future – and now Citrix is using its expertise and influence to build sustainability into their operations.

## PUTTING THE 'E' IN ESG

Anthropogenic interference has already caused 1.0°C global warming above pre-industrial levels; extreme weather is one of the many consequences and it's beginning to affect us all. Citrix staff are evacuating the global HQ in Florida more regularly and the severity of hurricanes in Puerto Rico and wildfires in Australia and California are all having an impact on Citrix employees, partners and customers.

From a global citizenship perspective, Citrix's executive management has been engaged in Environmental, Social and Corporate Governance (ESG) for some time. However, beyond the basics the company acknowledges a lag in the thinking around the 'E' – or environmental – elements.

Michelle Senecal De Fonseca, Citrix's Area Vice President, Northern Europe, has recognised the need to do more to accelerate learnings and governance.

## INSPIRING 100 MILLION

As the European executive who leads Citrix's business in the UK and Ireland as well as across the Nordics and Baltics, Michelle's team works in countries where sustainability awareness is already high.

'Learning from the practices and programmes of our clients and supplier base, my management team has accelerated its thinking around how we, as business leaders, can reduce our carbon footprint,' Michelle tells us.

Michelle's team is making maximum use of standard practices such as video conferencing to lower travel emissions, taking the electric taxis at the ranks in the Nordics and avoiding single-use plastic and coffee cups.

More innovative practices, such as only reimbursing business meal receipts for non-meat meals, were considered too extreme.

'While all our personal actions are important and contribute over time, we knew their impacts would be limited', Michelle explains. 'What we struggled to understand was how we could involve over 100 million customers in our efforts.'

## IT AND EMISSIONS

UK-based Justin Sutton-Parker is Partner Director, Northern Europe and a member of Michelle's team; he is completing his PhD in Computer Science, focusing on the reduction of greenhouse gas emissions through enablers such as IT.

Through a series of tutorials, Justin shared the science around the greenhouse gas emissions from IT; collectively, a forest the size of Canada and Greenland combined would be required to sequester the pollution generated by the industry.

In order to scale its impact, Michelle realised Citrix would need to address its wider industry practices. 'Essentially, we learned that what Citrix delivers to its customers can be a sustainability solution in and of itself', Michelle tells us.

## CHANGING THE WAY WE WORK

Organisations tend to issue standard PCs; they often require employees to be in the office daily to access them and then manage their organisation's data and applications in their own data centres.

The CO<sub>2</sub> emissions related to the IT and business commuting of a typical 1,000-employee organisation operating this way is equivalent to 277 cars' annual emissions.

Citrix cloud technologies offer an alternative: they allow users to work securely, anywhere and from any device. Working from home means lower commuting emissions, and the freedom to choose a device provides an opportunity to select devices that consume less energy.

At the same time cloud technology can shift on-premises data centres to efficient cloud data centres that are powered by renewable energy. Decoupling the workspace from the PC, laptop or tablet also helps

devices to last longer as they don't need to keep pace with application upgrades.

## THE IMPACT OF SUSTAINABLE IT

Boundless device choice allows users to choose a device that is sometimes as much as 90% more energy efficient than a standard PC – such as a Microsoft Windows 10 session on a Google Chromebook or Apple laptop via secure internet technologies.

If the devices require less computing capacity to keep pace with changing applications, users can also extend the product's useful lifespan by two years. Not disposing of the device prematurely reduces embodied end-user computing device emissions by almost 40% annually.

Being able to work securely – from anywhere – using Citrix Cloud services promotes flexible working. By allowing employees to work remotely from home for just two days per week, an organisation's employee commuting emissions could be reduced by up to 40%.

Citrix's cloud workspaces reside and operate in data centres that are 44% more energy efficient than an

much as they can. In 2020, Citrix is investing time, money and effort to bring this sustainability thought leadership to life. 'Currently, my sales, engineering, channel and marketing teams in Northern Europe are being trained on the science and the impact of sustainable workspaces in order to help them take the message to existing and new customers', Michelle tells us. 'Yes, this is a marketing message – but the research supporting it validates the environmental gains.'

Early indications suggest that customers agree with Citrix's approach, and several are already adopting the model. As with any new concept, however, there will be barriers to adoption.

## PEOPLE, PLANET AND PROFIT

A recent and extensive study undertaken by Citrix highlights that 96% of managers and executives in the UK's service sector agree that sustainable IT is a necessity to abate greenhouse gas emissions – yet the same group noted 48% of sustainable strategies were prevented by lack of budget and 33% by time.



Citrix is trialling a new model that could transform the way we work and reduce the environmental impact of some of the world's biggest companies

industry average on-premises data centre, and they are powered by 100% renewable energy. Effectively, a customer shifting to sustainable data centre practices can reduce emissions related to energy consumption by 100% and experience no increase in supply chain related emissions.

If the typical 1,000-user organisation used Citrix Cloud services and deployed the flexible work practices described, the CO<sub>2</sub> emissions removed from the atmosphere would be equivalent to taking 120 cars off the road.

731 fewer acres of forest would be needed to sequester the pollution – meaning one mid-sized company's IT actions could be equivalent to covering an area half the size of Gibraltar with trees.

## REALISING A SUSTAINABLE WORKPLACE

All businesses will need to define new ways of working to achieve sustainable living and growth.

While they won't all adopt every sustainable IT practice, the goal at Citrix is to start the conversation and encourage organisations to operationalise as

The barriers to achieving sustainability reflect directly back to the authority on corporate responsibility and sustainable development: John Elkington's triple bottom line of people, planet and profit. Unless each tip of the triangle is addressed, the world ends up in a perpetual loop of inactivity.

## SELF-FUNDING STRATEGIES

Citrix technologies have always been geared around improving productivity – the 'people' aspect of time. Using its new sustainability strategy, Citrix can now address 'profit' by showing customers that sustainable strategies can become self-funding.

The cost savings delivered by lowered energy consumption – plus lowered device costs – can offset the initial investment required to introduce sustainability strategies.

With two barriers dispelled – or at least put into the context of a business plan – the Citrix community can importantly address the 'planet' aspect of the triple bottom line through quantifiable reductions in greenhouse gas emissions.

## SUSTAINABILITY FOR THE FTSE250

To help customers on that specific journey, Citrix is funding independent sustainability experts to measure some of its customers' IT and commuting carbon footprints. The focus is currently on the largest organisations, which are capable of delivering the highest environmental impact.

Citrix is engaging with the FTSE250, the public sector and large companies across the Nordics to create a baseline financial justification and potential abatement measures to outline why they should adopt the vision.

'Together, our 2020 goal is to transform 65,000 users in Northern Europe towards sustainable work styles', Michelle tells us. 'By the end of the year, we hope to have helped remove the equivalent greenhouse gas emissions of 10,000 cars – equal to driving over one million miles – by reducing IT, commuting and device disposal emissions. Doing so would mean that the world needs almost 50,000 fewer acres of forest to sequester our community's pollution – that's 25,000 football pitches!'

## DRIVING A GREATER PURPOSE

As the model gains pace, Citrix will extend it beyond Northern Europe and act as a spearhead to encourage international operations to scale globally. Citrix believes its approach will support at least nine of the UN Sustainable Development Goals (SDGs), including health, the environment and partnerships.

Without partnership in all its forms, climate change will not be averted or slowed.

'It is our desire that the people in our IT community and our customers will seek us out to discuss this concept, so that in partnership we can combine people, planet and profit to drive a greater purpose', Michelle explains. 'In doing so, we will ensure our actions today underpin the fundamentals of sustainability by not limiting the range of economic, social and environmental options open to future generations.' ■

## FIND OUT MORE

■ Request a demo of how Citrix works at [citrix.co.uk](https://citrix.co.uk)



# A *thriving* MARKET

The future's bright for clean renewable energy

Last October, the Carbon Brief announced that renewables had outpaced fossil fuels for the first time since the UK's first public electricity generating station opened in 1882.

Its analysis revealed that UK windfarms, solar panels, biomass and hydro plants generated an estimated total of 29.5 terawatt-hours (TWh) in the third quarter of 2019 (July to September), compared with the 29.1TWh output of power stations fired by coal, oil and gas.

The findings confirmed the National Grid's prediction that zero-carbon sources of electricity – wind, nuclear, solar and hydro – would generate more electricity than fossil fuels during 2019.

The Carbon Brief called this 'another symbolic milestone in the stunning transformation of the UK's electricity system over the past decade.'

### RENEWABLES GO MAINSTREAM

The world's largest offshore windfarm, the 1,200MW Hornsea One project, was completed in October, adding to

the more than 2,100MW of offshore capacity that started operating during 2018. At the same time the UK's remaining coal plants are rapidly closing down; by March 2020 just four will remain in the UK.

'Over the past 25 years, our pioneering investors have helped grow renewables from an alternative concept – accounting for less than 2% of our electricity mix – to the mainstream', says Matthew Clayton, managing director of Thrive Renewables. 'Today, over a third of UK electricity is generated by renewables. That is a significant achievement, but just the beginning of what we can do to clean up our energy system.'

### 10 YEARS LEFT

Thrive has been there since the beginning, and continues to fund, build and operate renewable energy projects across the UK. It connects people to sustainable energy, offering

**RIGHT**  
Over 25 years, Thrive Renewables will have reduced CO2 emissions by over 660,000 tonnes

accessible opportunities for individuals and businesses to invest in clean energy projects that deliver financial, environmental and social rewards.

The mission is to power the transition to a sustainable future by helping people to connect with clean renewable energy projects.

The UNFCCC (United Nations Framework Convention on Climate Change) has suggested we have only 10 years to turn the climate change super-tanker around; as we start to see the effects of climate change unfold, Thrive's mission is as vital today as it was when it launched 25 years ago.

'As the climate crisis unfolds and we start to see more and more visible effects of climate change across the planet, it becomes clear that the pioneering and values-driven investment approach of Thrive and its investors has never been more relevant', Matthew added.

### MAKING AN IMPACT

In October 2019 Thrive Renewables marked its 25th anniversary with a special report that highlights the important roles of impact investment and community energy projects in meeting the UK's 2050 net zero carbon target and creating a smarter, greener and more connected energy future.

Thrive is about to hit a milestone of 1.6 TWh of renewable electricity generated over the last 25 years, reducing UK CO2 emissions by over 660,000 tonnes and meeting the equivalent annual energy demand of one million UK residents.

The company has built or funded 22 renewable energy projects over the last quarter of a century, the majority of which it owns and operates. It has raised £35m in equity and £13m in bonds, and has over 6,100 investors.

### THRIVE'S 25TH BIRTHDAY

Over 500 members of the public attended anniversary open days at Thrive's Avonmouth wind farm in Bristol, where they were given plenty of opportunities to connect with renewable energy and its associated technology.

Visitors were invited to look inside a real wind turbine and find out how it works, and the Centre for Sustainable Energy provided inspiration and advice on home energy efficiency.



**We'll look back at the 'fossil fuel age' and be genuinely shocked at the way we as a species sleepwalked into the climate change crisis, and were so slow to react. The stone age didn't end because we ran out of stones, and, similarly, the fossil fuel age will not end as a result of peak oil; it will end because we've used our ingenuity to find a better way of doing things.'**

*25-year anniversary report, Thrive Renewables*



Bristol Open Doors led a kids' engineering workshop and The Landmark Practice gave an insight into the ecological aspects of developing and running a wind farm. ExplorerDome brought its interactive renewable energy show in a blow-up planetarium, which was a hit with everyone.

The local primary school visited the site and took part in an arts workshop; with help from Art and Energy, an organisation that uses creativity to change the way people view green technology, the children produced their very own windmills to take home, plus two pieces of communal art that were displayed at the public open day.

If trends continue, the next generation will carry the torch lit by pioneers like Thrive Renewables 25 years ago; armed with information and inspiration, they will be guardians of an energy system that has been transformed by engaged communities and individuals who are determined to change the future. ■

### FIND OUT MORE

Take a look at Thrive Renewables' clean energy projects at [thrivere Renewables.co.uk](http://thrivere Renewables.co.uk)



# 'We've got it wrong'

Why the simple act of cleaning our homes is built on a myth, and how rethinking it could change everything

If you listened to the big players behind mainstream cleaning products, you'd think cleaning your home is all about killing germs. It logically follows that the most effective products for the job should sterilise your surfaces and leave no space for life.

Now a challenger brand has set out to question everything we think we know about cleaning – from the way we buy our products to the very goal we are trying to achieve.

## LIVING IN DEAD ZONES

'We've got it wrong', says Richard Greenwood, reiki master and founder of We Are Probiotic. 'The 99.9999% kill rate of cleaning products creates dead zones for us to live in. Those few remaining pathogens multiply every 21 minutes, creating billions of pathogens within 24 hours.'

This would mean that while polluting our indoor air, poisoning the soil and sea and potentially triggering allergies, chemical cleaning products don't even get the job done.



Find out why We Are Probiotic Starter and Refill sets are My Green Pod Heroes at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

## NATURE'S CLEANERS

Instead of using chemicals to kill the bacteria and pathogens that build up in the home, Richard has created a range of natural and organic probiotic cleaning products that gives a thorough and long-lasting clean by filling your home with life.

Probiotics – or 'good bacteria' – are nature's recyclers; they thrive on grime, pollen, mould, dust mite waste, allergens and organic matter and leave no room for pathogens in your living space. They've long been used as food supplements to boost gut health and treat disorders that frustrate conventional medicine – and now you can also use them to improve the microbiome in your home.

Like living robots they continue microscopically cleaning for three days after just one application – and the more you use them, the more they will come to dominate your home. Probiotic cleaners actively improve indoor air quality, boost the immune system and bring natural balance back to your home.

## A BREATH OF FRESH AIR

Many standard cleaning products contain synthetic fragrances to make you feel as though they've given a thorough clean. In reality these are often nothing more than toxic gases that add yet another layer of unnecessary chemicals to the air in your home.

We Are Probiotic doesn't use chemicals to scent its products – as far as the company's concerned, if your home doesn't smell then that's a good thing.

If you would like to introduce the fragrance and beneficial properties of essential oils, they can be added to the We Are Probiotic atomiser to create a healthy indoor environment infused with a natural fragrance that you love.

The atomiser mists probiotics, plus your chosen essential oil, into the air every few minutes. The essential oils provide the fragrance and the probiotics provide active air purification. It's great for people with asthma and allergies, and the probiotics settle on surfaces to improve hygiene.

## TACKLING PLASTIC WASTE

For Richard the use of chemicals isn't the only thing we've got wrong when we clean our homes – we also need to question the logic of buying a cleaning product in a plastic bottle that lasts a lifetime, only to throw it away and buy another when it runs out.

When you buy from We Are Probiotic, you get an empty plastic bottle that carries a lifetime guarantee; you can fill the bottle hundreds of times using concentrated 5ml refill sachets.

Makes sense – but why buy an empty bottle? Because shipping cleaning products that have been created as a concentrate and then topped up with 90% water requires more packaging and creates a much bigger carbon footprint. It makes far more sense to add the water at home.



## GREEN CLEAN OR GREENWASH?

This range of cleaning products is carbon neutral to produce, and after disposal the solutions actually help to improve the health of waterways.

'Eco friendly is a badge that lots of cleaning products are using', Richard says, 'but are those products actually environmentally friendly when they are manufactured or washed down the sink?'

It's true that buying ethical cleaning products isn't straightforward – shoppers are too often forced to compromise. The Waitrose 'Unpacked' trial provided exclusive in-store cleaning refills of Ecover, but those who want to cut down on plastic might not want to buy products from a company owned by SC Johnson, which openly tests on animals.

If you want to make a switch that's good for people and planet – and that won't leave you out of pocket or feeling that your ethics have been compromised – this probiotic cleaning range is win-win. ■

## FIND OUT MORE

■ Get your first We Are Probiotic cleaning set from [mygreenpod.com/marketplace](https://mygreenpod.com/marketplace)



The We Are Probiotic range of natural and organic cleaning products turns the act of cleaning on its head: it cuts plastic, saves you money and helps to improve the health of our homes and waterways



## THE WORLD'S HAPPIEST PROBIOTICS?

The efficacy of a probiotic clean is determined by the health of the probiotics, and We Are Probiotic has a unique approach when it comes to the way the living organisms are handled.

The company handbrews its probiotics 'with love' in the English countryside and feeds them organic malt. They are played music and surrounded by high-energy crystals; employees who are 'in a bad mood' are asked not to go into the brewing facilities in case negative energies are transferred.

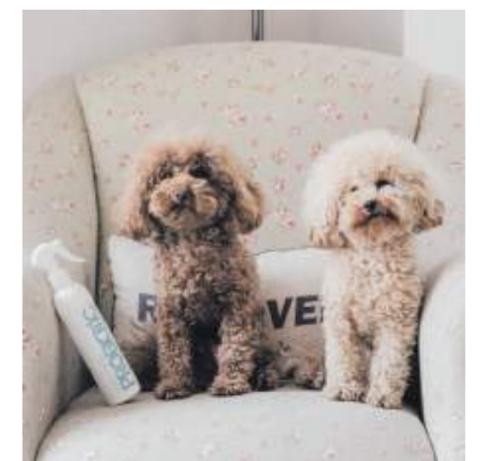
The water that is used in the brewing process is treated with Effective Microbe Ceramics, which are also supplied in the We Are Probiotic Starter Packs. They create far-infrared signals in water, remove the pollution memory and restructure the water molecules into their healthiest, purest form. These could well be the world's happiest probiotics.

## THE COST OF GOING NATURAL

There is one other thing that we've got completely wrong, and it comes down to money. Cost is often a barrier for people who want to make the switch to more ethical and sustainable products, but for Richard there is no reason why this should be the case.

We Are Probiotic has a subscription service that makes its products cheaper than mainstream rivals. Its Starter Pack contains everything you need – including three bottles, a funnel, bamboo cloths and the concentrated cleaning products – for just £14, and if you subscribe to the minimum of three refill sachets you'll pay just £3 per month.

If you don't want to be tied in, you can get a bottle of Air & Fabric Freshener, Multi Surface & Glass Cleaner, Power Cleaner – Floors & Bathrooms or Air & Fabric Freshener For Pets for £2.48, and a multipack of four refill sachets for £4.



# Stress-free *luxury*



Organic, Fairtrade bed linen and towels that make a positive difference – to you and the people who helped to make them

**G**eorge Hughes has been surrounded by fabrics for his entire life. As the sixth generation of Manchester's oldest textile company, family-run Behrens, George has visited factories around the world and overseen the supply of fabrics and finished products to companies ranging from John Lewis and Manchester United to the NHS and British Airways.

Despite his wealth of experience, George couldn't believe just how confusing it is to shop for bedding and towels as a consumer.

'I can't believe just how complicated it is', George tells us. 'We're faced with identical products that carry different claims, plus puzzling, outdated terminology like 'Oxford border' and 'housewife pillowcase' – not to mention myths around thread counts and quality.' Determined to 'cut through the

noise', George launched Dip & Doze, a fully certified organic and Fairtrade bed and bath linen company. By avoiding high street mark-ups, the company is able to provide considered products with fantastic quality at a fair price.

The goal was to empower customers, but George was also adamant the finished products would support the people at the other end of an extremely complex cotton supply chain.

'There simply was no other option than to choose 100% organic cotton and a Fairtrade-certified factory and farm', he tells us. 'It means that all our workers can enjoy safe working conditions and a sustainable livelihood and be able to decide on their own future. Fairtrade also offers environmental training so farmers can improve soils, plant trees and conserve water, helping them to become more resilient to climate change.'

## ENDING CHOICE FATIGUE

George summoned a history of textiles expertise that span over 180 years to find the perfect alchemy for comfort and durability, and used all his experience to do what he believes is right. He considered exactly what works for today's contemporary life – as well as what doesn't.

'Living in the modern world can be complicated', he tells us, but shopping for sustainable, ethical home essentials shouldn't be. Despite a lifetime working with fabrics, I'm still constantly learning new things. To expect customers to understand the nitty gritty details behind the technicalities of bed and bath linen and see through marketing gimmicks would be ridiculous. It would be like needing to understand how an engine is put together before buying a car!'

Instead George created a streamlined collection that eliminates choice fatigue. He uses what he knows to be the ultimate thread count for durability and breathability – though it's not mentioned in the product descriptions because 'there are actually many other more important aspects.'

## A PRACTICAL APPROACH

One of George's starting points was to re-name outdated terminology: out went housewife pillowcase and Oxford border and in came 'plain edge' and 'edged'.

'Cool & Crisp (Percale) bed linen is cool to the touch with a matt finish', George tells us. 'It's perfect for warmer sleepers or the summer months. Imagine a crisply ironed shirt or luxury hotel bed linen. Soft & Smooth (Sateen) is incredibly soft and cosy with a very subtle sheen from up close. It's also naturally wrinkle resistant! All our organic cotton reveals its true beauty over time as it softens with every wash.'

For George, creating spaces that we love isn't about making constant purchases or following trends, but finding beautifully made items that help us reconnect and that are designed to move through life with us.

'I also wanted to include thoughtful touches that make life easier', George explains. On our bedding you'll find details such as handy size and directional labels, a 'duvet stop pocket' and plastic-free, 100% coconut shell buttons, to name just a few.'

## EVERYDAY LUXURY

When George created the range he was determined to build it round a subtle, everyday kind of luxury, so the finest quality products wouldn't be kept hidden away for special occasions.

'The magical calculus of cost per wear comes up a lot in fashion', George tells us, 'but rarely in the home sector. Over a lifetime you'll probably spend around 28 years in your bed, which makes bedding one of the cheapest cost-per-use items in your home.'

The fact we spend around a third of our lives in bed also means it's important to think about what our chosen bed linen is doing to our health.

## CHEMICALS IN COTTON

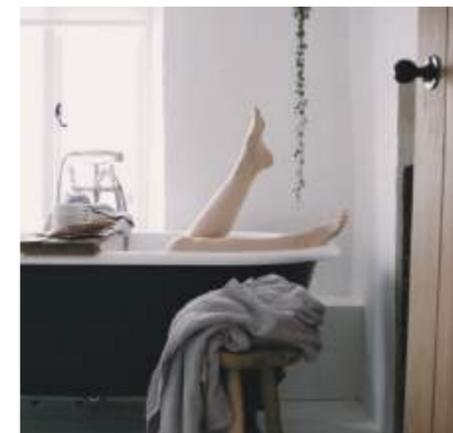
Conventional cotton uses more chemical pesticides and fertilisers than any other crop in the world, and has therefore been branded 'the world's dirtiest crop' by the Soil Association.

The chemicals used in traditional cotton farming get trapped in the cotton that we sleep in and are absorbed into our skin – the largest organ we have.

'I don't want to freak people out', George tells us, 'but I want to help spread the word that the reality of this is not only devastating health consequences for farmers, but also surrounding schools and communities. Ecosystems also suffer detrimental effects when these chemicals seep into waterways.'

Choosing organic bed and bath linen also means that our skin doesn't absorb anything that can be harmful to us while we sleep or dry off.

Although it still uses water and land, organic cotton is usually rain fed—Dip & Doze's is grown using 80% rainwater—and it builds soil fertility.



## ALIGNING YOUR VALUES

When choosing organic bedding, it's important to look for GOTS (Global Organic Textiles Standard) certification. It's the gold standard in organic accreditation and confirms no harmful chemicals, pesticides or fertilisers have been used at the farming or manufacturing stage.

'It's so easy to buy a cheap sheet, but think of the true cost of that purchase and its longevity', says George. 'It's about stopping to think about the people behind the things you love, and choosing brands whose values align with your own. Ask whether the company rejects the throwaway culture and respects



When George Hughes launched bed and bath linen company Dip & Doze, he combined six generations' experience in textiles with a passion to do what's right for people and planet

## READER OFFER

Use the code **GREENPOD10** to get **10% off your purchase at dipanddoze.com**

nature's wonderful resources, and what type of materials it uses. Avoiding synthetic fabrics prevents the shedding of microplastics in the wash.'

Organic, high-quality materials may be more expensive, but they will more than pay for themselves by lasting years longer than cheaper alternatives – as well as feeling so much better on your body and respecting the communities and environment where the cotton is grown.

Sir Jacob Behrens – the founder of George's family business – did a lot for society; when he died in 1889 it was written 'he seemed only to exist to be of service to his fellow men'. With his determination not to greenwash customers and to be transparent in business, six generations later George operates with the same ethics and in line with the family motto: *esse quam videri* – to be rather than to seem. ■

## FIND OUT MORE

■ View the full range of Dip & Doze organic bed and bath linen at [dipanddoze.com](https://dipanddoze.com)



## HOME &amp; GARDEN



pod  
HERO

Find out why  
The Den Kit  
Co Original  
Den Kit is a  
My Green  
Pod Hero at  
[mygreenpod.com/heroes](http://mygreenpod.com/heroes)

## Building and enjoying a den is a fantastic opportunity for outdoor learning – and now it's easier than ever

Like the sound of a handcrafted space that serves as a temporary retreat? Of course you do – and we bet your kids will, too. The Den Kit Co provides exactly that – with little or no previous den-building experience required.

Founders Kay and Jo are Forest School practitioners who are passionate advocates of outdoor and creative learning. They founded The Den Kit Co to encourage children to get outside – whether up a hill, on a beach or in a meadow, forest, field or back yard.

### WOODLAND KITS AND PIRATE DENS

The den kits contain no single-use plastics, batteries or complicated instructions – they're all about inclusive, simple and unadulterated fun.

The Original Den Kit (£40) contains a tough 2.4m x 1.8m waterproof tarpaulin with camouflage design; a durable groundsheet; water-based camouflage face paint; an enamelware mug; 10m of natural jute rope; eight steel tent pegs and straightforward instructions, all packed inside a green haversack bag with a shoulder strap.

The Forest School Den Kit (£60) adds a camouflage net, compass and insect aspirator, which harmlessly catches and contains insects for inspection.

The British Woodland Den Kit (£50) contains a beautifully illustrated identification and fact sheet to help expand your knowledge of our native, living heritage – plus the equipment you need to grow your own sapling. The Pirate Den Kit (£45) has a calico tarpaulin and comes complete with pirate bunting and an eye patch.

### HOW TO BUILD A DEN

Den-building is a true team activity and a great way to spend quality time together. Older children can build without intervention from overly eager grown-ups, but the most fun is found when everyone gets involved. Even the smallest children can help to peg out, gather leaves and add decorations.

The kits can be used to make a simple tent shelter, a mini wigwam or even a cavernous cave, and all dens can be embellished with final flourishes – whether for camouflage or to stand out from the crowd.

Bunting, flags, a windsock or a sign can help to make your den your own, while natural materials such as moss, sticks, stones, ferns, leaves and fallen branches will help your hide-out to disappear from prying eyes.

Each kit contains a beautiful, Shropshire ash handmade mallet, which can also be bought separately for a very reasonable £10.

### SPECIAL COLLABORATION KITS

The Den Kit Co has come a long way since Kay and Jo rushed to meet demand by drying their mallets in the microwave (this approach 'worked well but wrecked the microwave'). Today it has various partnerships in place with people and organisations that share a passion for getting kids outside to explore and learn.

A comprehensive outdoor experience kit has been designed in collaboration with Ed Stafford, a

Scout ambassador and one of the world's foremost survivalists. Packed with authentic equipment and indispensable advice, this is an essential kit for 10- to 14-year-old explorers seeking adventure.

Land Rover recently asked Kay and Jo to design an exclusive product for the next generation of all-terrain explorers. Taking inspiration from a shared passion for outdoor experiences, innovative design and getting muddy, they created the limited edition Land Rover Den Kit, which is 'tough, capable and unstoppable'.

The National Trust Nature Hideaway Kit has been designed to appeal to older children's natural sense of adventure and discovery. The goal of this collaboration is to spark wonder, test ingenuity and help create a generation that cares for nature into the future. With this kit kids can spot animal trails, learn bird calls, watch how the seasons alter the outdoor world around them – all while learning the skill of den-building.

### A DOSE OF NATURE

With children becoming increasingly reliant on technology, regular outdoor play is a fun and educational antidote. It engenders a respect for the natural environment and forces children to adapt and deal with change; they get a multi-sensory experience while their lungs are filled with fresh air.

The kits appeal to kids' natural sense of adventure while also providing an effective tool for teaching; they allow children to explore their own creative talents for problem solving, critical thinking and ingenuity, while using nature as a tool to experience both the wider world and themselves. ■

### FIND OUT MORE

- Learn about the Forest School approach to learning at [forestschoollassociation.org](http://forestschoollassociation.org)
- Browse the range of den kits and accessories at [thedenkitco.com](http://thedenkitco.com)

# Making a sP<sup>l</sup>a<sup>s</sup>h

These practical and high-performance kids' clothes are made from recycled plastic

**B**ack in 1993, JoJo Maman Bébé was a tiny business that operated from a kitchen table in Wales, with stock held in a shed that belonged to the parents of the company's founder and CEO, Laura Tenison MBE.

Thanks to Laura's eye for practical clothing and imaginative designs, JoJo is now a go-to boutique brand for families looking for durable and attractive clothes with common-sense features.

We're talking covered zips that don't rub the neck, lightly elasticated hoods, mitten clips and coats that are longer at the back to keep little ones warm. They're touches that can go unnoticed until you have to deal with them not being there.

The kids' clothes don't come cheap – especially if you're a new parent who's trying to juggle budgets and survive on half the usual income – but they hold their quality so well that you can hand them down time and time again, or recoup a lot of the initial cost by selling them on when they've been outgrown.

## REUSE IN THE DNA

Reuse is a common theme at JoJo; if you've visited a high street store you'll probably have seen the 'From a Mother to Another' hand-me-down initiative, which is tied to The Trussell Trust's network of UK foodbanks.

What you may not be aware of is that reuse also features heavily in the materials: JoJo's Supersoft Performance Fleece has been made from recycled fabric and bottles for over 10 years. It's a top-of-the-range fabric that provides a level of quality rarely found in kids' clothes.

JoJo Polarfleece jackets, hats, scarves, mittens, balaclavas and wellie-liners are made from recycled yarn that has been spun from fabric chips that started life as plastic bottles. Around 17 large plastic bottles go into every Polarfleece All-in-One, helping to save energy, emissions and waste to landfill.

## UNDERSTANDING THE PROCESS

Going back to price, the 'fashion' fleece usually found in cheaper clothes costs around £2 per metre, while the Polarfleece or Performance Fleece costs £6-8 per metre.

Cheap fabrics can cause huge damage – from toxic dyes in our waterways to hellish conditions for workers – and on a very practical level they don't usually feel nice to wear.

The Polarfleece range has a huge following – not because of its eco-credentials, but because it's lightweight, breathable, water repellent, quick-drying, anti-pilling, machine-washable at 30°C and available in a great range of colours and designs.

The waterproof outerwear available from JoJo is also made from recycled materials; polyester clothes that can't be worn any



## READER OFFER

Get **10% off** purchases in store or online with the code **GRN92**.

Visit [jojomamanbebe.co.uk/tandc](http://jojomamanbebe.co.uk/tandc) for Ts & Cs.

more are torn into shreds which are broken down and stretched into long fibres that are woven into rolls of fabric to make new clothes. It's soft, flexible and lightweight, making it perfect for dungarees, all-in-ones, mittens, trousers and hats.

## SUSTAINABLE BUSINESS

The emphasis on quality and longevity at JoJo could be down to the 'great values' Laura's mum instilled in her five children, including 'waste not, want not.'

'Our founding ethos was based on sustainable business practice – long before it was fashionable', Laura reveals. 'This is how we achieved B Corp Certification – an accreditation that's notoriously hard to achieve for fashion retailers. Putting people and planet above profit is part of our DNA and this mantra becomes more relevant to the world as each day passes.'

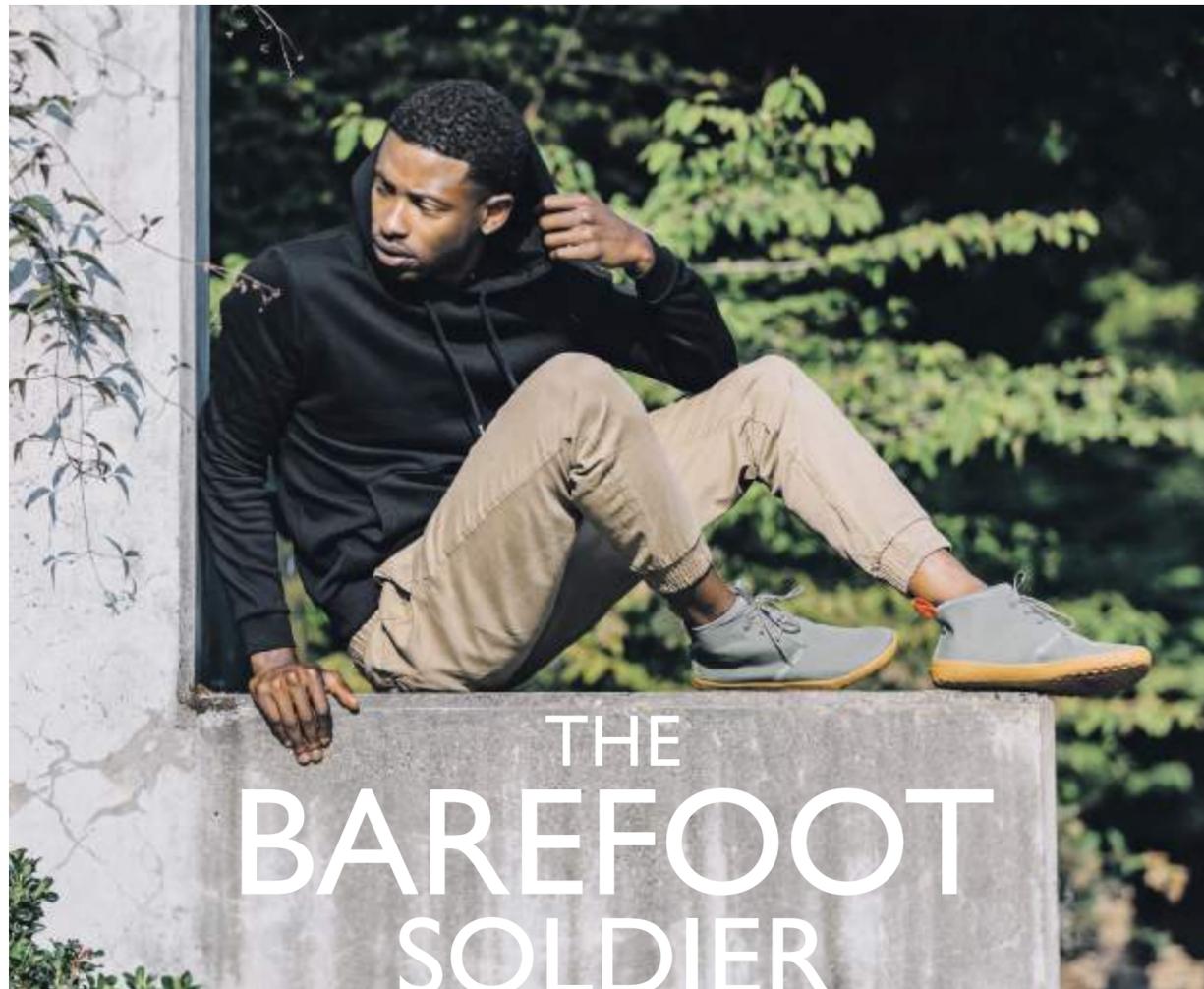
To become a certified B Corp, a business must complete a tough certification process that assesses social and environmental impact across all its operations. Despite now being a medium-sized business – and a long way from Laura's kitchen table – JoJo has upheld its small business ethos and continues to put people and the planet first. ■

## FIND OUT MORE

- Learn more about the fabrics used in JoJo Maman Bébé ranges at [jojomamanbebe.co.uk](http://jojomamanbebe.co.uk)



Find out why the JoJo Maman Bébé Pack-Away Rain Jacket is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)



## Galahad Clark's family has run a shoe business for over 200 years – yet his company is all about reproducing the barefoot experience

**A** shoe company that sings the praises of a barefoot experience: it sounds like a cannibalistic idea from

a business point of view, but Galahad Clark is no novice in the footwear market.

Clarks, one of the UK's most recognisable high street names, was founded in Somerset in 1825. Seven generations later Galahad Clark, together with his cousin Asher Clark, is combining his knowledge and instincts with insights from the family treasure chest to devise revolutionary footwear.

'I associate the happiest moments of my youth with barefoot times in Devon and Somerset where I grew up', Galahad tells us. A childhood friend, Tim, helped to kick-start Galahad's interest in shoes that recreate a barefoot experience. 'He came to me with a pair of Nike Huaraches that he had sliced the sole off', Galahad remembers. 'He'd stitched on a tennis racquet cover to create a modern-looking moccasin, and said 'this is the way shoes should be made.' I instinctively loved the idea.'

As humans don't have hooves or pads, our feet need shoes with thermal and puncture protection – but as far as Galahad's concerned, that's it. From the eland-skin hunting sandals made by Kalahari bushmen to the buffalo sandals made in India, the reindeer moccasins made by the Sami people in the Arctic Circle and even the Roman soldiers' sandals made a couple of centuries ago, humans have been making perfect shoes from local materials for thousands of generations. We roamed all over the globe without any air, gel, arch support or torsion controls – and without a chiropractor in sight.

'All indigenous shoe-making is barefoot', Galahad explains, 'and in fact the populations wearing little or no shoes have near-perfect feet compared with modern Americans, who now spend more of their money on corrective foot surgery and orthotics than they do on their shoes!'

### 'A PUBLIC HEALTH SCANDAL'

For Galahad, the whole shoe industry lost its way in the 20th century when we tried to emancipate ourselves from nature. 'It is a public health scandal that the modern shoe industry leaves nearly every

young adult with weak and deformed feet', he says. 'From the age of four we put children's feet into non-foot-shaped shoes with heels or big wedges of padding that literally deform the feet and render most foot muscles redundant.'

'Underfoot cushioning or thick, rigid soles lead kids to develop unnatural movement habits, and most people in the modern world end up with some sort of chronic pain later in life', Galahad continues. 'Depending on which study you read, up to 79% of people get injured when they run and 60% of people over 55 are in pain – in my opinion due to compromised footwear that results in weak feet and a series of bad movement habits that play out in sore knees, stiff ankles and hips and back and neck pain.'

### THE BAREFOOT REVIVAL

Barefoot shoes are experiencing a revival thanks to support from a growing legion of medics, scientists and coaches who agree shoes play a critical role in our overall health.

'So much of our brain is dedicated to movement and the sensory feedback from the body – in particular the feet', Galahad tells us. 'If we take away

that sensory feedback, the brain gets confused and starts to make bad movement decisions. Research now shows that walking around in cushioned shoes in a concrete world literally atrophies the brain, leading to brain degenerative diseases such as Parkinson's disease and Alzheimer's.'

For Galahad, the ability to move naturally, regularly and (most importantly) enjoyably into old age is still the best anti-ageing programme known to humans. A brain in full vitality also provides a lot more emotional wellbeing than one that is being understimulated.

'Sensory deprivation disorder is a growing problem for young people growing up in cities in padded shoes', Galahad adds. 'The sooner we change that, the better and happier they will be – and there's plenty of science to back that up.'

### REINVENTING THE SHOE

Science, biomechanics and sustainability concerns led Galahad to launch Vivobarefoot as a stand-alone brand in 2012. Today Vivobarefoot offers a wide variety of shoes, from hiking boots to trail running shoes (including swim-run shoes) and aqua shoes, with everyday, simple and luxury styles for men, women and kids.

'The Tracker is our best-selling hiking boot and the lightest, most flexible waterproof hiking boot on the market', Galahad tells us.

The Primus Bio is Vivobarefoot's everyday sneaker; it's made from bio-polymers (plants) and is a great lightweight modern-looking sneaker.

'The Ababa, made in our factory in Ethiopia through a joint venture with our lead tannery Pittards, is a basic slip-on that's socially innovative, simple to make and beautifully hand-stitched', Galahad tells us. 'It creates an amazing barefoot feel – and is damned good-looking to boot!'

Perhaps the most impressive of all is the San-Dal, innovated 100,000 years ago by the San Bushmen of the Kalahari desert. It was designed for running eight hours in 40-degree heat to track down antelopes.

'The San-Dal provides perfect protection from the thorns and porcupines whilst allowing humans to run for hours on end', Galahad tells us. 'In collaboration with the Future Footwear Foundation, we make a limited run of these shoes every year with the San people, in a little workshop we helped build deep in the Nyae Nyae conservation area. These shoes were among the first 'tools' ever innovated by humans – and there's no underfoot technology in sight.'

### REPAIR AND RECYCLE

Vivobarefoot has pledged to eradicate virgin plastic from its supply chain in 2020 and will instead focus on three 'buckets' of materials: biosynthesised (polymers made from plant oils but also foams made from algae); natural (wool, cotton, hemp, leather and wild rubber) and recycled (yarns and soling materials). Materials are rarely 100% bio, natural or recycled, so it's a constant challenge to purify designs so they're more recyclable – or at least repairable or designed for disassembly.

'We're going to launch a full repair and refurbish programme with a re-commerce platform and secondhand market', Galahad tells us. 'It will be particularly useful for kids' shoes and expensive hiking boots! Barefoot shoes lend themselves to being worn by multiple people because they don't really change shape in wear: the ultra-thin sole contours the foot without any of the obvious wear patterns you might get in a heeled or cushioned shoe.'

Innovations in the pipeline at Vivobarefoot include 3D-printed shoes and a modular pod shoe, made bespoke for every foot. Galahad is also looking forward to launching the first barefoot smart shoes, with a digital insole and built-in AI coach.

'We regularly get mail from customers who say they find it weird and painful to go back to their 'normal' shoes, which they end up having to get rid of', Galahad reveals. 'We're in the final throes of figuring out how to 'barefoot' your favourite footwear, so all the nostalgia wrapped up in that pair of shoes you had your first kiss or last dance in will remain – but with a barefoot feeling!'

### RE-EDUCATION

Countless shoe store owners, podiatrists, orthotic manufacturers and shoe brands are deeply invested in underfoot technology, so the barefoot revolution will face resistance on many levels.

'It took a long time for the world to accept the harms of smoking and for governments to actually do anything about it', Galahad says, 'but just as you wouldn't give your children cigarettes, why would you actively weaken and deform their feet? It is that stark and that real for me – so I'm afraid along with

cigarette advertising the shoe industry is going to have to change. The sooner the better.'

Galahad believes that the revolution must be led by the people – because 'governments will, as always, be very slow to act – and some big powerful, swooshy forces aren't going to like it.'

Thanks to a growing network of coaches and online education tools, the barefoot movement is growing. Educators from other barefoot shoe brands – particularly in Germany – are all contributing, and Galahad's goal is to coordinate the barefoot community to create an educational movement that will be more powerful than the sum of its parts.

'Our mission is to reconnect people and the planet', Galahad explains. 'We believe the closer you are to nature, the healthier you will be and the more sustainable your choices will be. We make shoes for people to enjoy the most beautiful places in the world as well as making shoes that bring you as close to nature as possible in the concrete jungle.'

### A FULL CIRCLE FOR SHOES

Clarks was a pioneer in many things and, funnily enough, more or less on the barefoot concept in the 1880s; text from an advert for 'hygienic boots and shoes' is very similar to what Vivobarefoot says today:

'These boots do not deform the feet or cause corns or bunions but are comfortable to wear and make walking a pleasure. At the same time the shapes are not carried to such an extreme as to appear conspicuous or unsightly...'

'Most eminent medical men fully recognise the importance that proper shapes of boots and shoes have on the health of the wearer.'

'Those whose feet have been deformed in childhood will find greater ease in these boots than in ordinary shapes with small high heels.'

'Those who are less deformed may by wearing these boots avoid further injury and may gradually recover the natural form of the feet.'

'The greatest advantage will be found by those who wear hygienic shapes from childhood and all parents should feel it a duty to preserve the feet of their children in the shape that nature intended them to grow.'

Galahad is perfectly placed to retrace the history of shoe design and identify where things went wrong in the mainstream industry. His alternative offers a way for people to reconnect with the planet, and create a world with less padding and more feeling.

'Our sustainability goals are to make circular shoes that are also regenerative', he tells us, 'to enhance personal and planetary health and, perhaps most importantly, activate a community to reconnect to nature and fight for a more sustainable planet.' ■

### FIND OUT MORE

- View the full Vivobarefoot range at [vivobarefoot.com](http://vivobarefoot.com)
- Learn more about the science at [Shoespiracy.tv](http://Shoespiracy.tv)



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



## PORTRAITS FROM THE PRECIPICE

**T**owards the end of 2019, Octopus Energy joined forces with Artfinder, a digital platform that supports inclusive, equal opportunities art across the globe, to translate our collective experiences of the climate crisis into the world's biggest outdoor environmental art exhibition.

### A MESSAGE FOR COP26

The goal is to use art to inspire action against climate change – and the exhibition will send a strong message to global leaders when they convene in the UK for the COP26 climate summit in November.

Given that global CO<sub>2</sub> emissions must fall every year from 2020 to avoid catastrophic warming (1.5°C by 2100), it's important for every leader at COP26 to understand the strength of popular support for climate action.

Art and imagery are crucial here; while traditional climate communication can be inaccessible, art offers a valuable medium for engaging with climate ideas.

### INSPIRING ACTION

Creativity can inspire action by moving people and opening new avenues for exploring complex issues. As research organisation Climate Visuals

Octopus Energy and Artfinder have joined forces to inspire climate action through art



has found: 'the images that define climate change shape the way it is understood and acted upon.'

### IMPOSSIBLE TO IGNORE

In a bold foray into the world of climate art, Octopus Energy partnered with Artfinder's impressive global community of artists to launch *Portraits from the Precipice*. It's the largest ever outdoor exhibition of climate art, specifically aimed at driving climate action.

Since 25 November 2019, artistic explorations of the climate crisis have been projected on billboards across the UK for millions to see.

They have appeared on roadsides and train and tube stations, and have illuminated some of the most iconic streets in London, Leicester and Brighton.

The ongoing goal is to make climate change, and the real impact it's having on humans around the world, impossible to ignore – for the public and also the world leaders arriving for COP26.

Greg Jackson, Octopus Energy's CEO, sees the

CLOCKWISE FROM MAIN IMAGE  
*I Told You So*, Kirstie Taylor; *The Future's in our Hands!*, Zoe Elizabeth Norman; artist Sandy Dooley at work; *Deforestation*, Neha Soni; *My Planet – Balloon* (2019), Lena Smirnova

collaboration as a new way to help more people really think about the climate crisis.

'Art has always been a key vehicle to visualise difficult topics', he tells us, 'and no topic is more difficult than the ongoing destruction of our planet.'

### THE WINNING ARTWORK

Submissions from Artfinder's online artist community came thick and fast from around the world.



The very best pieces were curated by the Artfinder Collective, and in February finalists were invited to attend an event at the Royal Academy of Arts.

Zoe Elizabeth Norman received the first ever annual Climate Change Art Prize of £10,000 for her piece *The Future's in Our Hands!*, pictured above.

### UNIFYING OUR HUMAN EXPERIENCE

Art has a particularly important role to play in unifying our disparate experiences of climate breakdown.

Around the world – whether you're a commuter or a world leader, a small business owner or a school student – we all, to some extent, bear witness to the real, emotional experience of being human in the midst of a climate catastrophe.

The changes we are witnessing in the UK – hotter summers, fiercer floods and coastal erosion – may be less severe than the stronger storms, droughts and famines rocking the Global South.

Still, these wildly different experiences must be brought together as we tackle a shared cause and encourage a shared solution: the reduction of carbon emissions.

### CAPTURING CHANGE THROUGH ART

Sandy Dooley is one of the artists who was involved in *Portraits from the Precipice*; she spoke to us about how her work reflects the changes that she has witnessed in her lifetime.

'I live in rural Kent; lots of my artwork has been informed by the local landscape and the changes that

have been happening to that landscape', Sandy reveals. 'For this project I decided to do a triptych – three paintings that fit together – exploring those changes.'

'Some are bittersweet', Sandy continues. 'We now have a thriving vineyard and wine industry – those vineyards are definitely something different, a shifting baseline. The fishing boats down at Hastings are still pretty, and almost decorative, but fish quotas are lower than they have ever been, and the crops in the fields have changed so much.'



Tapping into another theme central to *Portraits from the Precipice*, Sandy explained how important it is that her materials are 'appropriate for the task at hand'. She paints with Graphenstone's environmentally friendly graphene-based paint, which actually absorbs carbon from the atmosphere. Three 15-litre buckets of this mineral-based paint soak up more than 10kg of CO<sub>2</sub> in a year.

Another artist involved, Margaret Mallows, explains that while the responsibility to effect change rests with governments and corporations, it also belongs to each and every one of us.

'We can all make a difference to our lifestyles which will help,' Margaret tells us. With this in mind, she has created bold, WWII-inspired 'DO NOT' posters with messages like 'DO NOT KEEP CALM WE HAVE TO ACT NOW'. ■

### FIND OUT MORE

- Join the clean energy revolution at [mygreenpod.octopus.energy](https://mygreenpod.octopus.energy)
- View the full gallery of climate change artwork at [artfinder.com/u/artfinder-team/collections/portraits-from-the-precipice](https://artfinder.com/u/artfinder-team/collections/portraits-from-the-precipice)



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

### RENEWABLE WORLD

Artfinder will donate its entire commission on all artworks sold from the *Portraits from the Precipice* collection to Renewable World,

Octopus Energy's charity partner. The charity tackles poverty around the world using renewable energy. So far sales from the artwork

created for the exhibition have raised over £5,000 for Renewable World; pieces are still available to buy online at [artfinder.com](https://artfinder.com)



# PALM OIL IN BEAUTY

Everything you need to know about one of beauty's most controversial raw materials

**P**alm oil is one of the world's most versatile and controversial plant-based raw materials. It's found in an estimated 50% of supermarket products – ranging from detergents to ice cream – and has been named the world's most widely used vegetable oil by the WWF.

According to the Round Table for Sustainable Palm Oil (RSPO), only about 2% of the world's palm oil and palm kernel oil production goes into cosmetics. 3% is used for household cleaning products and personal care products – mainly in the form of palm oil derivatives such as detergents.

Still, 70% of beauty or personal care products contain at least one palm oil derivative, meaning palm oil has a big role in the beauty industry – including the natural and organic cosmetics sector.

## PALM OIL IN COSMETICS

In cosmetics, palm oil acts as a natural emulsifier and can be used to produce plant-based tensides.

Unlike animal fats it has no particular smell and it creates a skin-friendly texture in creams and lotions.

In addition to the palm fruit oil extracted in mills and used mainly by the processed food industry, a separate palm kernel oil is extracted from the kernels inside each fruit.

This palm kernel oil is refined and made into various fatty acid distillates that are used by manufacturers for beauty products and personal care products.

Among these are surfactants – including sodium lauryl sulphate (SLES) – that are used in shampoos and other cosmetics.

## THE PROBLEM WITH PALM OIL

The social and environmental complexities of the palm oil industry are steeped in controversy; reports from plantations in Indonesia reveal that palm oil production often involves human rights violations in the form of poor working conditions, social injustice and conflicts over land.

Indigenous peoples are often affected by the cultivation of palm oil – they can be evicted from their land and deprived of their livelihood.

Because oil palms only grow in tropical climates, large areas of rainforest are often cleared to make way for palms – with greenhouse gases released as a result of 'slash and burn' practices.

The problem is particularly acute in Indonesia and Malaysia: the only habitat of endangered Sumatran tigers, rhinos, bats and orangutans also produces around 87% of the world's palm oil.

NASA experts calculate that between August and October 2015 alone, slash-and-burn fires in Indonesia released up to 600 million tonnes of greenhouse gases into the atmosphere – which is roughly equivalent to the annual emissions of Germany.

## SHOULD YOU BOYCOTT PALM OIL?

Oil palms occupy the smallest proportion of all the land that is used for oil and fat production, while at the same time accounting for the largest proportion of worldwide oil production. The yield per hectare of sunflower, coconut and soybean crops is on average about one third that of palm oil.

Boycotting palm oil completely is not the solution; producers could lower their prices to increase

demand from markets that have less interest in sustainability, reducing the incentive to produce environmentally sustainable palm oil.

Companies could also choose to buy alternative oils from other crops, such as soybean, rapeseed and sunflower, which produce lower yields and potentially use nine times as much farmland as palm oil, thereby adding to biodiversity loss and likely deforestation.

## SUSTAINABLE PALM OIL

A move to sustainable palm oil is the approach supported by WWF, IUCN and Greenpeace. The RSPO was founded in 2004, with the backing of the WWF, as a non-profit international organisation to promote the growth and use of sustainable palm products through its standards.

The RSPO has developed a set of environmental and social criteria; only companies that comply can produce Certified Sustainable Palm Oil (CSPO). When they are properly applied, these criteria can help to minimise the negative impact of palm oil cultivation on the environment and communities in palm oil-producing regions.

Similar standards include the Rainforest Alliance, the International Sustainability & Carbon Certification (ISCC) and the Roundtable on Sustainable Biomaterials (RSB).

## CRITICISMS OF THE RSPO

The standards of the RSPO, currently the most widely used certification system for sustainable palm oil, don't go far enough for many members.

In 2018 the RSPO terminated membership for four companies and suspended 55 more during investigation for repeated failure to report. It does take action – yet the RSPO has been criticised for not being strict enough regarding deforestation and for failing to identify violations. The RSPO has also been criticised for making the standard too complicated and hard to achieve.

The Forum for Sustainable Palm Oil (FONAP) was born in 2013 and active as an association by the end of 2015. Its goal is to raise standards and significantly boost the certified palm oil, palm kernel oil and their derivatives on the market.

As well as being a member of the RSPO, clean beauty pioneer Weleda is also a member of FONAP. As of 2015 Weleda has taken a very active role on the FONAP steering committee.

## SOURCING WITH RESPECT

Weleda sources both pure palm oil and derivatives, but relies on a strict certification system and transparent supply chains.

The pure organic palm oil that Weleda processes comes from one particular fair trade producer in Brazil and is sourced at the highest RSPO certification level – 'Identity Preserved' (IP). This means the organic palm oil comes from a single

plantation and can be traced right back to its origin.

The certification guarantees that no human or animal habitats are destroyed for the cultivation of the oil palm. Weleda switched to pure palm oil sourced from sustainable, controlled organic cultivation in 2011.

In order to help primates suffering from palm oil production and to protect local biodiversity, Weleda recently joined forces with the non-profit organisation Borneo Orangutan Survival (BOS).

## PROTECTING ORANGUTANS

Weleda has contributed 100,000 euros to a new BOS project (main image) that will run for an initial 20 months. BOS and Weleda are both clear that the aid project in the Mawas area will take account of and support all aspects of sustainability – social and economic as well as ecological.

The peat swamp rainforest lies at the heart of the almost 300,000-hectare Mawas conservation area. It is home to more than 2,500 orangutans – one of the largest remaining populations in the world.

The focal point for the BOS and Weleda project is the 2,000-inhabitant village of Mantangai Hulu, south of Mawas.

Plans have been drawn up to enable the population to develop sustainable sources of income so the local community can live and work in harmony with nature in an economically and legally secure manner.

'We don't just want to give money', says Weleda's Annette Piperidis, 'but also to take measures to improve the living conditions in Borneo for people and nature'.



Palm fruit produces a bumper yield of oil, but the plantations encroach on habitats of endangered species



PHOTOGRAPHY ISTOCK



Find out why Weleda Skin Food is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

## REFORESTING RAINFOREST

The project will start by securing the land rights of the inhabitants of Mantangai Hulu so they can maintain their economic independence. 55 hectares of land will then be reforested in collaboration with the villagers, and fire protection teams will be trained to minimise the constant threat of forest fires.

When suitable areas have been identified and prepared, reforestation with over 55,000 trees will begin. On five of the 55 hectares, timber will be planted so villagers can make a long-term living.

The villagers find work and income in fire protection and the tree nurseries, where they plant and care for the trees. 'Orangutans can be protected in the long term and their habitat preserved only if we understand the local people and integrate them into the project', Annette added.

BOS rescues and rehabilitates threatened orangutans and re-homes them in protected rainforest – but safe areas are becoming increasingly rare in Borneo. This makes reforestation and the protection of new rainforests all the more important. By supporting the work of BOS, Weleda will give future generations of orangutans a chance to live freely and safely.

## PEOPLE POWER

The RSPO standard is complex and far from perfect, but it's the best option we currently have. In 2014 19% of palm oil was RSPO certified sustainable so there's still huge potential to improve the situation – and consumer pressure has a big role to play.

We can't solve the problem of palm oil in the food industry and other sectors overnight. Tellingly the retailer Iceland found it impossible to fulfil its 2018 pledge to remove palm oil from all of its branded products, and *The Guardian* reported that the company ended up removing its branding from foods containing palm oil rather than removing all those products from its shelves.

But retailers – and consumers – can set the intention to clean up the beauty industry by opting to buy cosmetics made only with CSPO. Many natural and organic beauty brands are sourcing CSPO for their ranges, and sustainability champions such as Weleda are taking an active role in organisations like FONAP to have a louder voice and a greater influence when it comes to tightening industry standards.

Encouragingly, we start 2020 with news that NATRUE is set to make purchasing decisions easier for the consumer, by updating their criteria for certification of natural and organic cosmetics to include sustainable palm oil.

This means beauty buyers around the world will know at a glance from the on-pack NATRUE seal whether a beauty product is one they can choose with a clean conscience. ■

## FIND OUT MORE

Information about Weleda's position on palm oil is at [weleda.co.uk/our-story/our-standards/palm-oil](http://weleda.co.uk/our-story/our-standards/palm-oil)

## HEALTH & BEAUTY

**T**he natural and organic beauty sector has grown quickly, and consumer demand is driving change in unexpected places. But when big companies sprint to catch up with the preferences of eco-savvy buyers, they can sometimes miss the point entirely. We shouldn't have to choose between single-use plastic packaging and genuinely natural ingredients, and it's unacceptable that we can end up funding animal testing when we buy from ethical brands owned by less scrupulous multinationals.

Conscious beauty products should offer it all; Evolve Organic Beauty is one company that's showing the big players how it's done and providing shoppers with what they're growing to expect.

When plastic packaging is used, Evolve opts for 75-100% recycled post-consumer PET plastic which, unlike PVC, is fully recyclable and doesn't leach harmful chemicals into the soil if it does end up in landfill. The company's glass packaging is also partly recycled and the card cartons are certified by the Forest Stewardship Council (FSC). Ingredients are sourced as locally as possible, and those bought

### READER OFFER

Get **15% off** Evolve Organic Beauty before **31 May 2020** using code **MGPI5** at [evolvebeauty.co.uk](http://evolvebeauty.co.uk)

# SLOW beauty

Simplifying your skincare routine can have a big impact on your health, wellbeing and the planet



Find out why Evolve's Daily Renew Facial Cream is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

from further afield are purchased in powder form to reduce the company's carbon footprint. The products are handmade in small batches in Hertfordshire, so their natural ingredients are still potent when used.

### EFFICIENT AND EFFECTIVE

All Evolve Organic Beauty products are vegan; as well as supporting plant-based and cruelty-free lifestyles, this also makes sense from an environmental point of view: plant-based ingredients require less energy, land and water, making them a more efficient use of resources.

Evolve has gone one step further by advising us to cut down on the number of beauty products we use, and instead respect our skin's natural beauty. The advice is to avoid overloading skin with products that could affect its pH, strip away its friendly bacteria and diminish its detoxification capabilities.

It's time to embrace a slow beauty regime that prioritises quality and rejects the illusion of any 'quick fix'. This means streamlining your beauty routine and using any spare time you gain to enjoy the scents and textures of natural ingredients that will lift your spirits, nourish your skin and minimise your environmental impact. ■

### FIND OUT MORE

■ Discover what your skin really needs by using the skin type filter at [evolvebeauty.co.uk](http://evolvebeauty.co.uk)

# Anti-stress skincare

Now you can treat skin problems – from acne to premature ageing – organically and intelligently

**P**ollution, radiation, chronic stress, lack of sleep, poor nutrition – modern lifestyles expose us to a cocktail of chemicals that can really make our skin suffer. Today skin conditions and allergies are on the rise, and becoming hallmarks of the generations inheriting toxic lifestyles and environments.

Living in conflict with nature's rhythms causes inflammation in the body, which is linked to ageing. For the vast majority it's simply not possible – or even desirable – to drop out of modern society and the stresses it induces, but now there's a different option.

It's logical that a potent dose from nature's most extreme medicine cabinet could help to redress the balance and alleviate skin problems caused and exacerbated by increasingly stressful lifestyles that are out of sync with nature.

### READER OFFER

Get **15% off** S5 Skincare before **31 May 2020** using code **MGPI5** at [s5skincare.com](http://s5skincare.com)

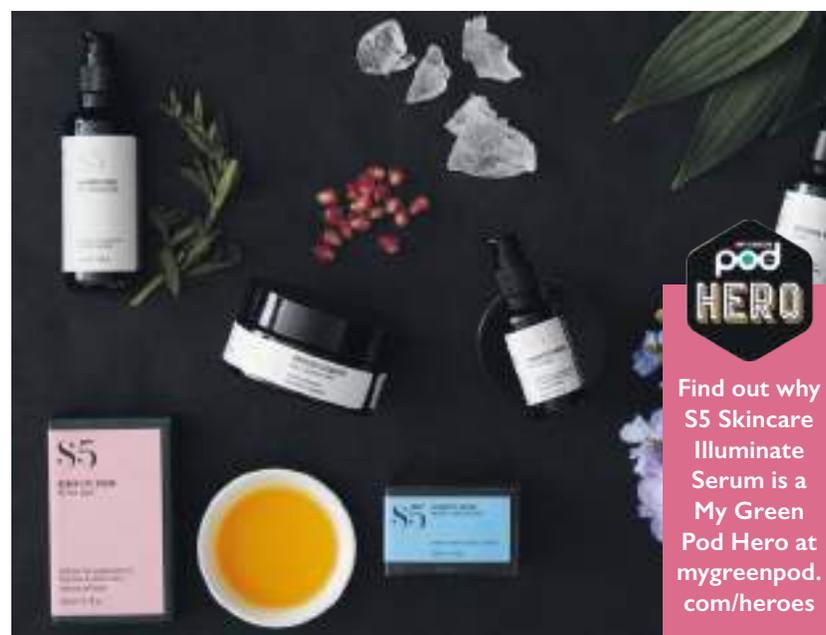
### STRESS-TOLERANT ACTIVES

Laura Rudoe, founder of S5 Skincare, has devoted years to the research and discovery of nature's most effective bioactives, derived from plants that live in some of Earth's most extreme ecosystems – including the Arctic, high altitudes and deserts.

The actives are bio-adapted to be resilient to stress, and when added to natural skincare products they can be used to treat specific skin conditions.

Laura has built a modular range of skincare with five treatment serums at its heart. Each contains the highest possible concentration of bioactives to treat one single skin issue: redness/sensitivity, blemishes, pigmentation, premature ageing and dryness.

The serums blend bioactives with high-tech green ingredients, such as hyaluronic acid, in an organic



Find out why S5 Skincare Illuminate Serum is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

base of natural oils, waters and butters, helping to prevent further damage and repair the visible effects of modern living on the skin.

The serums can be combined with S5's skin-type based cleansers and moisturisers to create a bespoke beauty regime to suit your skin's needs.

This is a pioneering approach to organic beauty at the cutting edge of scientific development. ■

### FIND OUT MORE

■ View the full range of S5 Skincare at [s5skincare.com](http://s5skincare.com)

**T**he Bulgarian rose (*Rosa damascena*) is known as the queen of the roses and one of the world's most incredible flowers; it opens the heart and invokes love and inspiration, but is most famous for its healing and beautifying properties. Cleopatra and Michelangelo knew well of its secrets and used rose water daily.

A recent revival has seen countless new rose-infused skincare products hit the shelves, but many are 'rose-based' and enhanced with artificial essences and aromas. Traceable ingredients and organic certification are crucial if you want to get the full scope of benefits from this amazing flower.

Likewise the distillation process is key to retaining the rose's purity and, consequently, its therapeutic clout; while rose absolute is distilled using a chemical process, rose otto is extracted using steam, making it a 'true essential oil'. Known as liquid gold, organic Bulgarian rose otto is the rarest and most precious essential oil in the world.

#### VALLEY OF ROSES

*Rosa damascena* thrives in the microclimate of Bulgaria's Valley of Roses; the area is sheltered by two mountain ranges and the favourable soil conditions produce an abundance of extremely potent roses.

Given the demand for rose otto and rose water, growing these beautiful flowers was a natural career path for Daniel Kolev's great-grandparents, who were born in the area. Over a century later the family business continues, and the knowledge handed down over the generations continues to inform the way the company is run.

'Purity has been a family value for as long as I can remember', Daniel tells us. 'Today there is more reason than ever to uphold it; the land and Earth have provided for us for generations and we have enormous respect for Her. Organic and Earth-friendly agriculture has always been our only option.'

#### TRADITIONAL ORGANIC BEAUTY

Towards the end of the last century the company – now Alteya Organics – began to develop its own skincare based on traditional beauty recipes, and today it's the only fully internationally certified organic skincare manufacturer in the region.

As a fully integrated business it does everything (literally) from the ground up – from planting and harvesting the roses to distilling the raw ingredients and manufacturing the finished products.

'Obtaining a rose water, or a rose otto, which keeps its full scope of therapeutic quality is an art in itself and that is not an exaggeration', Daniel tells us. 'Everything matters in this process – the way of growing, the time of harvesting the rose petals and the specifics of the distillation process.'

#### HAND-PICKED ROSES

Producing rose otto is extremely labour-intensive; each milligram requires 50,000 individual petals – roughly 1,500 flowers – of the bounty harvested annually between May and June.



## Secrets of the rose

During this period the roses are flowering abundantly; they are picked by hand, on a daily basis, in the dewy morning as the sun starts to ascend.

If the rose petals are not picked on time, they tend to fade with the heat of the day and their potency gradually diminishes. 'There is no danger of over-harvesting', Daniel explains; 'the real challenge is to harvest all the available petals on time every day during the harvesting campaign.'

#### WHERE SCIENCE MEETS NATURE

*Rosa damascena* is a holy ancient plant with modern pharmacological benefits that are still not entirely appreciated. However its antimicrobial, antioxidant, analgesic, anti-inflammatory and anti-depressant properties are just some of the benefits that have been confirmed in scientific research.

Alteya is perhaps the best-placed company to understand the complex and multi-faceted bounty of the rose; today it blends 400-year-old traditions and ancient recipes with research that sits at the cutting-edge of scientific discovery.

The result is a range of effective skincare that masterfully blends the natural benefits of the purest and most potent roses with ingredients that further enhance their performance, effect and functionality for modern lifestyles.

The company's proprietary distillation process captures the most complete range of aromatic plants' benefits – producing a rich composition of essential oil microelements and a full concentration of hydrophilic components.

#### FIND OUT MORE

- More about the Valley of Roses is at [alteya.co.uk/pages/organic-science](https://alteya.co.uk/pages/organic-science)
- Find the right rose product for your skin type at [alteya.co.uk/collections/skin-care](https://alteya.co.uk/collections/skin-care)

#### A RIVAL TO MAINSTREAM SKINCARE

Every ingredient used undergoes rigorous testing and all products are certified organic and free from any harmful ingredients. 'Creating organic products that are on a par with conventional ones in terms of efficacy is a challenge that we have relished', Daniel tells us, 'and I'm glad to say we have been successful.'

Alteya creates three facial skincare lines that are dedicated to different skin types and age groups, alongside a range of five different floral waters – the undisputed highlight of which is the Organic Rose Water. 'Our Rose Water boasts the most full and complete traceability in the world', Daniel tells us. 'It's crafted in our own distillery from our own organic rose gardens, which use our own source of underground spring water.'

#### FOR SKIN, FOOD AND SLEEP

This rose water is so beautiful, pure and powerful that it's hard to resist drinking it. Our three-year-old wears it as a perfume on special occasions and a spritz on the pillow can help relieve tension and soothe you into a calm sleep.

The more conventional application is as a facial mist after cleansing; it supports skin rejuvenation and renewal, helps to maintain the skin's pH balance, softens, tones and hydrates.

You can even use Alteya Organics Rose Water as a hair spray or a flavour enhancer to ease digestive issues; a spray in your culinary creations, juice or tea delivers an instant hit of that Cleopatra or Michelangelo feeling, plus countless other benefits. ■

HEALTH & BEAUTY

Women are constantly bombarded with messages that we are either not enough or too much – whether we’re talking looks, intelligence, abilities or emotions.

For Anna Challacombe and Charli Anne Thompson, enough is enough: they want women to be unapologetic about what they want, feel and need, to embrace their innate female power ‘to birth anything’ and to join a global sisterhood of women who are demanding more.

**AN EVERYDAY ANCHOR**

Together Anna and Charli have created a range of yoga mats to serve as everyday reminders of your needs, desires, beauty and power.

Following a successful Kickstarter campaign, these stunning mats are now available on Anna and Charli’s new website, More. They have been designed to help you release the burden of life’s responsibilities in a celebration of self-expression.

As well as being a powerful anchor for the most unapologetic version of you, each yoga – or ‘Pleasure’ – mat is beautiful, comfortable, functional, high-vibe, non-toxic, washable, vegan and eco-friendly – clearly more than just a yoga mat. With a sustainable tree rubber base and a gorgeously soft recycled ‘vegan suede’ top, the mats offer great grip while absorbing sweat, oils or any other fluid.

**FROM A MAT TO A MOVEMENT**

Anna knows a thing or two about yoga mats. She chose to design her own after struggling to find a mat that was both beautiful and eco – then founded Blisscloud yoga mats to make them available to all.

In 2018 Anna wanted a new mat design to add to the award-winning Blisscloud collection. ‘I wanted this mat to be unique’, she explains, ‘a celebration



# DEMAND *more*



The yoga mat that launched a movement for a global sisterhood



See why the More. Crystal Infused Water Bottle is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

of what it means to be a woman.’ Anna had a Skype call with designer and artist Charli, and seeds were planted over what turned out to be a long conversation.

‘Suddenly this wasn’t just about a mat any more, it was a movement’, Anna tells us. ‘We realised we were both craving connection, tribe and growth; we wanted acceptance and inclusion and we wanted to offer it to others. My mind was opened and I understood that this was way beyond having a vulva.’

One design turned into five – the five designs turned into a Kickstarter campaign and in September 2019 the More website was launched. In the same month, More scooped a Janey Lee Grace Platinum Award for its Mermaid Dreams Eco Travel Yoga Mat.

**MAKING MAGIC**

The More online store features mats, organic cotton T-shirts, tote bags and lots more, and is also a space where women can unapologetically embrace pleasure and self-love and share stories with sisters.

Anna and Charli believe that through those unique stories we will learn and grow into a deeper understanding of what it means to be a woman in this world. It’s their view that when we allow ourselves personal space to let go of societal expectations – to feel good in our bodies and share our journeys together – ‘magic happens’.

‘This is why it was so important for me that The More. Collective includes and celebrates ALL women and those who identify’, Charli tells us. ‘Womanhood is however you feel it in your body and heart and not for others to define – men, or anyone! I believe in the right to full self-expression and the need for our traditional women’s spaces to be opened up, to create a beautiful, diverse and loving sisterhood.’ ■

**FIND OUT MORE**

■ View the full range of yoga mats and accessories at [choosemorenow.com](http://choosemorenow.com)

## HEALTH &amp; BEAUTY



# RAISING THE BAR

This soap and shampoo bar subscription service helps stop plastic waste going to landfill

Only 50% of packaging is recycled in the bathroom, compared with 90% in the kitchen. It's a huge problem – especially considering that 120 billion units of packaging are produced annually by the global cosmetics industry.

The war on plastics is leading to innovations in 'ethical' packaging, but question marks still hover over the wider and long-term environmental impacts of some plastic-free solutions.

The most obvious approach is to minimise packaging – of any sort – wherever possible, and to make sure that any packaging used is easy to recycle and reuse.

'There's no excuse at all for wrapping soap in plastic packaging', says Jayne Waddy, founder of The Kentish Soap Company, 'and the use of all-natural ingredients absolutely does not make plastic-free packaging any more of a challenge.'

## LETTERBOX BARS

The Kentish Soap Company has removed the last small bits of plastic packaging – such as sticky tape – from its products, and has launched a subscription service to help customers reduce unnecessary waste.

'We have tried to think of everything', Jayne tells us. 'We've even gone the extra mile to find compostable postage labels rather than the normal plastic-based ones.'

Subscribers can have four soap bars, or three bars of soap and a shampoo bar, delivered to their door every month or every other month. They come unwrapped in an easily recyclable cardboard box, which should help the 4.5 million people who don't recycle bathroom products due to the inconvenience.

## VEGAN FRIENDLY AND PLASTIC FREE

The subscription model also helps to cut costs: the price of the soaps is reduced and subscribers receive a 20% online discount on other products, such as bath salts, body butter, hand cream and candles.

Subscribers can cancel at any time, though we're pretty sure you'll fall in love with the naturally made, beautifully scented, vegan-friendly and plastic-free soaps that arrive through your letterbox. The soaps last for at least a year so there's no rush to get through the bars as soon as they arrive.

## BELOW

Jayne Waddy is pioneering a sustainable alternative to unnecessary and plastic packaging



'Our Blissful soap (sweet orange and geranium) has been a firm favourite with our customers for a long time', Jayne tells us. 'At the moment we are particularly excited about our just-launched shampoo bar in a lavender and rosemary fragrance.'

## ETHICAL BUSINESS

The move to reduce packaging is part of Jayne's wider concern for the environment. 'Our products are vegan friendly and the premises are run on 100% renewable energy due to our wider concerns about climate change', Jayne explains.

Natural ingredients are also key – and the very reason Jayne first started making soap from her kitchen table over a decade ago.

As a pre-school teacher Jayne washed her hands 'what felt like a million times a day', which left her skin feeling dry and irritated. She decided to make her own natural alternatives for her family; they proved so popular that Jayne's family – daughter (Emma), husband (John) and nephew – all joined the team.

## KEEPING IT IN THE FAMILY

Keeping the business in the family and making all the products by hand means Jayne can keep tight control over the ingredients used.

'We can ensure the honesty and integrity of our products, and speak with authority about them', Jayne tells us. 'We also run workshops to help people to understand the natural soap-making process.'

By sharing her knowledge and passion, Jayne is helping people to understand the difference between authentic, handmade products and the soaps commonly found in the retail environment.

At the same time, Jayne and her family are also offering an opportunity to eliminate the issue of packaging entirely: by attending a workshop and learning how to make soap for yourself. ■

## FIND OUT MORE

- The full range of plastic-free soaps is at [kentishsoap.com](https://www.kentishsoap.com)
- View details and pricing options for the subscription service at [kentishsoap.com/soap-subscription](https://www.kentishsoap.com/soap-subscription)



Find out why The Kentish Soap Company is a My Green Pod Hero at [mygreenpod.com/heroes](https://mygreenpod.com/heroes)

# Celebrating HERITAGE

Natural skincare that celebrates the Lake District's recognition as a World Heritage Site



All Pure Lakes' natural and organic skincare is made inside the Lake District National Park – and the company has launched a brand-new range of products that celebrates the area's recognition as an official Unesco World Heritage Site.

'So much hard work went into ensuring the Lake District was granted World Heritage status and it's something we are really excited to embrace', said Gareth McKeever, co-owner of Pure Lakes. 'Being based in Cumbria serves as a constant reminder of our responsibility to look after the natural environment to the best of our ability.'

The new World Heritage range includes rosewood, black pepper, sweet basil and orange essential oils, and each blend is available in a hand and body lotion, handwash and shower gel. The new range comes as a set, which contains a lotion and a hand wash, which is beautifully packaged and would make a perfect gift.

## FAMILY ART

The eco-friendly biopolymer sugar bottles feature unique artwork created by Patricia 'Paddy' Naylor, the grandmother of Claire McKeever (pictured above with her grandfather, Peter Naylor).

Paddy trained at the Edinburgh School of Art and Heatherly's in Chelsea; for the last 40 years of her life she concentrated on three subjects: cats, flowers and landscapes – particularly views of Windermere from her home overlooking the lake. Paddy passed away in 2012 and a posthumous retrospective exhibition of her art was held at the Ruskin Museum, Coniston.

'We really wanted this range to draw on our personal family heritage', Claire tells us. 'We feel the images reflect both the beauty of the Lake District and the purity of the products.' Gareth added, 'Our daughter Esme is already showing signs of Paddy's talent; we may have a future designer on our hands!' ■



Find out why Pure Lakes Skincare Hydrating Hand Balm is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

## FIND OUT MORE

■ View the full World Heritage range at [purelakes.co.uk](http://purelakes.co.uk)

## CONSCIOUSNESS



PHOTOGRAPHY ISTOCK

# Get your share

If personal data is worth more than oil, and data rights are human rights, why aren't we all rich?

Companies like Google and Facebook make billions selling advertising to brands; they collect and use the data we create every day and then get rich, while we get nothing.

In March 2019, Oliver Southgate created Slice to turn this model on its head. Slice is a new and extremely simple app that cuts out the middleman so people get paid for connecting with brands.

## TAKING CONTROL OF YOUR DATA

If someone wants to make money, Slice analyses their data, works out what they're looking for and matches them with relevant brands. Instead of brands paying big advertising companies, they pay the people via Slice.

When you're in control, your data can pay for anything from a holiday to your kids' pocket money; an average Slice user could earn up to £1,200 a year.

## FIND OUT MORE

■ To register your interest, join the Slice Founders Club at [getmyslice.com/mygreenpod](http://getmyslice.com/mygreenpod)

## PEOPLE POWER

Make money and plant trees – join the revolution at [getmyslice.com/mygreenpod](http://getmyslice.com/mygreenpod)

## EARN CASH AND PLANT TREES

For every new customer who accepts an offer from a matched brand, Slice will donate 50p towards tree planting in the tropics.

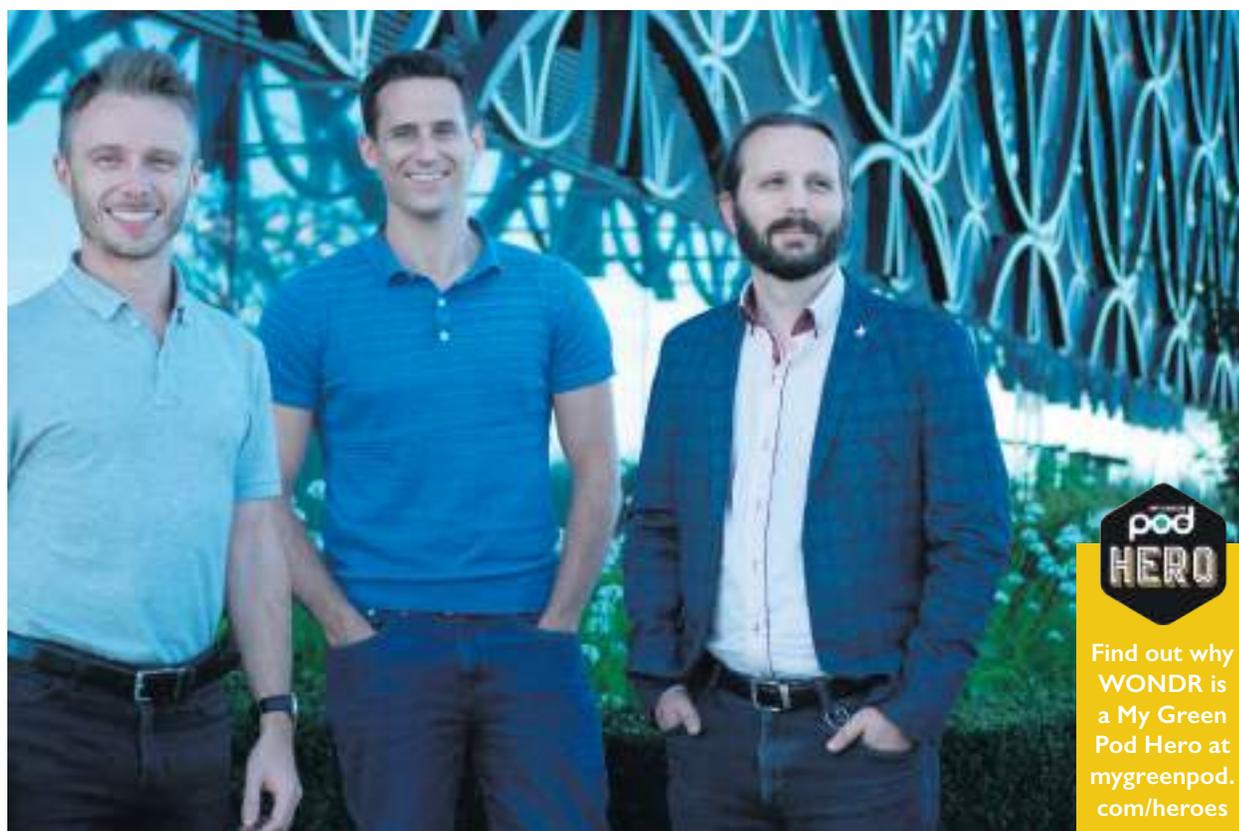
Signing some or all of your earnings over to your favourite sustainability fund or other worthy cause would make an even bigger impact.

If 100,000 readers from our 7,000,000 circulation signed up and donated even £50 a year, we'd be able to plant more trees than an entire government.

The Slice app will soon be available to download from the Apple App Store and Google Play Store. ■

# FIND YOUR TRIBE

A new online platform is connecting like-minded people so they can take action on things that matter to them



Find out why  
WONDR is  
a My Green  
Pod Hero at  
mygreenpod.  
com/heroes

**S**earch engines and social media are now common props when we identify gaps in our knowledge, but the digital information provided online is in many cases insufficient to answer our questions in any substantial way.

Money and motivation are issues; the paid adverts are the ones that appear first on most search engines and the most visible information is often there because a team of digital media experts is pushing it out.

Add in the distracting pop-ups and fierce competition for your online attention and it's easy to see why finding accurate and balanced information is far from straightforward.

## POTENTIAL FOR ONLINE LEARNING

The internet isn't all bad; it has the capacity to democratise learning and provide open access to education.

Technology can also disseminate news and information far faster than books or newspapers; thanks to online media we can get real-time updates on events as they unfold in the world around us.

There are many good reasons for accessing and consuming information online – the challenge is around knowing what we're really looking for and where we can find it.

Key to this is the ability to meet the people who can help us access the knowledge we seek in the most efficient way.

## POSITIVE NETWORKS

A new online community has been launched in a bid to resolve some of these issues. By connecting groups through aligned interests, aspirations and ambitions, a platform called WONDR creates an online environment where individuals can collaborate, crowdsource knowledge and learn alongside like-minded people.

WONDR's co-founders, lifelong friends Sam Reader (left, main image) and Simon Jones (centre, pictured with chief tech officer David Maidment), share a passion for continuous learning; they feel today's fragmented and often divisive social media networks have missed a huge opportunity for empowering positive change.

'We want to create a space where people work together', Simon tells us, 'so we can help people to progress, learn and share valuable insights. We want it to be a truly positive online community, where people can network consciously and interact meaningfully on a platform that has principles.'

## ENVIRONMENTAL INTERESTS

We're moving at such a pace, and the issues we face are so huge, that Sam and Simon feel we'll only solve today's problems as a unit, working together to share information and expertise.

Simon puts it very simply: 'collaborative learning is the future.'

80% of WONDR's current users are choosing to explore environmental topics; they use the platform to share knowledge around the subjects they are passionate about and take actions that will have a positive impact on a local and global scale.

'The environmental focus wasn't part of our initial intention', Sam tells us. 'Our aim was to cover purposeful topics and help people to take a conscious approach to problem solving. We're not surprised the environment has been so popular – there's currently no bigger problem – and we're proud to be able to help to find solutions.'

Members of WONDR's environmental community include forest engineers, marine biologists and conservationists, as well as concerned citizens. They are starting discussions and forming projects around subjects including climate change, sustainability and conservation.

## THE FUTURE OF LEARNING

UK book sales fell for the first time in five years in 2018, and our time spent online – currently up to 34 hours a week – continues to rise. If current trends continue, could online learning support mainstream education and lifelong learning?

'We would love to see more teachers and lecturers on the platform', Sam tells us. 'It's a profession full of people who want to create an impact and support young people – the challenge is the system in which they have to operate. The biggest cost for young people can be their self-efficacy and confidence to make positive change.'

## EMPOWERING COLLABORATIONS

An education culture that grades and rewards linear learning isn't the best way to inspire creativity, curiosity or self-belief. Instead, the team at WONDR sees huge value in a more informal approach that connects users with like-minded people who fall outside their immediate and usual networks, to foster an exchange of support, direction, information and advice.

WONDR offers a culture of empowerment – it encourages and supports its members to take steps they couldn't – or wouldn't – otherwise have taken. It's designed to generate a sense of self-efficacy, and a belief that there's no end to what an individual can achieve. Sam sums it up perfectly: 'When we collaborate with each other to drive those opportunities, imagine what we could achieve.' ■

## FIND OUT MORE

■ Sign up for free membership to WONDR and start exploring the online communities at [mywondr.co](http://mywondr.co)



## Equinox staff reveal how respect, support and ‘positive disruption’ make up the ethical DNA of their living company

**D**oing business in a purposeful way means developing employees, connecting with the community and regenerating the environment, as well as making conscious products that are good for people and the planet.

As a UK craft brand that creates living organic kombucha, Equinox feels it’s important that the love, care and attention it puts into the products is reflected in the culture of its entire business. The company’s ethical DNA was designed by its people and reflects what it really means to work there.

### GREAT TASTE

First of all, taste is everything: Equinox even goes as far as to say that ‘great taste is the doorway through which better decisions are made’.

‘When we really taste life, we leap outside the boundaries of our comfort zones and commit to growing’, explains Genevieve, head of people and sustainability at Equinox. ‘As a company, I feel we have all embarked on an epic adventure to find out how business can be done differently to benefit everyone. Every day I taste a new flavour of what it means to work as a part of a family.’

### MADE WITH LOVE

Equinox believes in making things with love, which is why the products are organic. The kombucha is alive; because it’s made organically, it transfers health from one living entity to another.

‘Our product really reflects the love and care of all our team – from brewing to bottling’, says Simon, a brewery technician. ‘The vibe in the brewery feels very welcoming and is also filled with positive energy.’

### EMOTIONAL WELLBEING

A culture of respect is also deeply entrenched in the Equinox workplace; employees admit they ‘don’t always get it right’, but

do learn and grow the culture together, doing everything they can to minimise harm and maximise health.

‘We talk about emotional wellbeing and workshop about our influence on others and what our uniqueness can bring, positively and negatively’, explains Steve, warehouse manager. ‘Culture is high on the agenda, and I think that’s wise for business.’

### GIVING BACK

Giving back is simply understood as being the right thing to do; Equinox gives locally and globally ‘because it makes a difference’. Everyone who works there takes care of each other, the community, customers and the planet because of a straightforward understanding that ‘we are all connected’.

‘Working at Equinox has been a bit like a homecoming’, says pick-and-pack assistant Eleanor. ‘The people here are like family and the company has a special spirit that attracts a certain kind of person. People here really care about making a positive impact.’

### MORE THAN A NUMBER

Equinox positively disrupts by combining social and physical sciences to challenge the status quo. It challenges out-dated stories and systems, while also educating and experimenting.

‘All the companies I’ve worked for have had one thing in common’, says Angela, the office manager. ‘It’s all about the money coming in; as a member of staff you are just a number that’s easily replaced. Working for a company like Equinox – that values and invests in people and wants to change the world for the better – means a lot. I want to be part of a company with soul and integrity, so I can leave my mark on a better world.’ ■



### FIND OUT MORE

- Discover more about the ethos behind Equinox Kombucha at [equinoxkombucha.com](http://equinoxkombucha.com)

**D**ieting fuels a billion-pound industry that's built on quick fixes: fasting, apple cider vinegar, green tea – there's no shortage of silver bullets if you believe everything you read. Add the wealth of misleading information around healthy eating and it's easy to see why people give up on their goals or pile on the pounds shortly after achieving their target weight.

Last year, Martyn Odell and Olly Truelove decided to use their 10 years' experience in fitness, nutrition and catering to provide low-budget, balanced dishes that let you lose weight while also helping the planet.

## WEIGHT LOSS 101

The bottom line for weight loss is that you can't lose weight without burning more calories than you consume. Every body is different and we all have different goals, so if you want to keep the pounds off then you will need a bespoke plan.

With LagomFit Martyn and Olly provide tailored menus designed around your personal goals. The trio of plans covers weight loss and muscle gain, plus a balance plan to inspire you to cook healthy meals while offering education about living a more sustainable lifestyle.

After completing an in-depth questionnaire you'll receive your introductory PDF and two fully planned weeks of meals – with bespoke recipes, bulk prep tips and a shopping list. The ingredients get used in clever ways to maximise flavour while minimising the number of ingredients required.

Martyn and Olly are both experienced chefs so the meals aren't short of flair; they're fresh and flavoursome – think Yotam Ottolenghi – with minimal processes and simple ingredients.

Breakfasts on the LagomFit plans range from autumn overnight oats to more hearty Mediterranean baked eggs. Lunch and dinner are interchangeable; they include pulled satay chicken with wild rice and seasonal greens plus roasted honey and cumin carrots with brown rice and hummus.

## 'CALORIES ARE CALORIES'

*Lagom* is a Swedish word meaning just the right amount – and it's key to Martyn and Olly's approach to health. 'Someone's perfect calories for weight loss can change for a number of reasons', Martyn explains. 'Think of me and Olly as the Sherlock and Watson of the calorie deficit world! It's not easy to find the optimum calorie amount for weight loss, but we will get it.'

Martyn and Olly check in with clients at regular intervals; additional questionnaires provide information about plan adherence, energy levels, enjoyment and activity levels. 'This lets us build a unique profile for the client so we can continually tailor the calories on the plan', Olly explains.



# A slimmer footprint

## Meet Martyn and Olly – the 'Sherlock and Watson' of sustained and sustainable weight loss



**pod**  
**HERO**

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

All the meals on the plan are free from refined sugar, processed carbs and preservatives, meaning they're great for the whole family. 'The stigma needs to be broken that when you are on a 'diet' you are eating obscure miracle foods', Martyn tells us. 'Food is food and calories are calories! LagomFit is a calorie-specific healthy eating programme; we don't want to be classed as a diet as it has such negative connotations.'

## SUSTAINABLE HEALTH

Bulk cooking is key to the LagomFit plans; it helps people stick to their plan while also addressing issues close to Martyn and Olly's hearts: food waste and cost.

Eating healthily doesn't have to be expensive; cutting waste and planning correctly will keep costs down while also helping to protect the environment. 'I would say that 90% of household food waste is generated through lack of planning', Olly says. 'Whether people eat healthily or unhealthily, if they don't plan they will create food waste.'

Part of the LagomFit plan is about helping people to live a zero-waste lifestyle by creating a closed-loop food system in the home. This means that food bought gets used in a recipe and is then eaten; what doesn't get eaten is fed back into the system by composting, sharing or being used in another recipe.

'Eating healthily is not complicated', Martyn explains. 'All our recipes use readily available and nutrient-dense ingredients to fuel your body correctly while keeping costs down. You won't be buying any 'superfoods' to fill the healthy ingredient bucket!'

## FIND OUT MORE

Discover how to get nutrition right at [lagomfit.com/nutrition101](https://lagomfit.com/nutrition101)

# Pure *fun*

## Drink organic to avoid bad reactions and protect the environment

**A**ward-winning Vintage Roots has you covered – whether you're looking for everyday wines or fine organic bottles for special occasions or celebrations.

You can even get hold of an organic port, Napoleon cognac or single malt whisky, plus a great range of alcohol-free drinks and many pre-set discounted mixed cases that make great gifts.

### FLYING THE FLAG FOR ORGANIC

As the only UK company to import and retail exclusively organic wines and other drinks, Vintage Roots' entire business model is built on environmental concerns.

Three decades after they established the business, co-founders Neil Palmer and Lance Pigott continue to fly the flag for high-quality organic, biodynamic, natural and ethically produced wines from around the world. In total there are over 450 organic wines and drinks to choose from, plus the imminent arrival of the company's first organic tequila.

The environmental focus has also led Vintage Roots to develop own-brand ranges such as Wild Thing, which sees a donation to conservation charity The Born Free Foundation for every bottle sold.

As well as celebrating the sustainability efforts of its producers, Vintage Roots sets strict standards for its own business. Since 2005 the office has been powered by 100% renewable energy and in 2006 the company became the first in the UK to offset the carbon footprint of all its wine and beer imports.

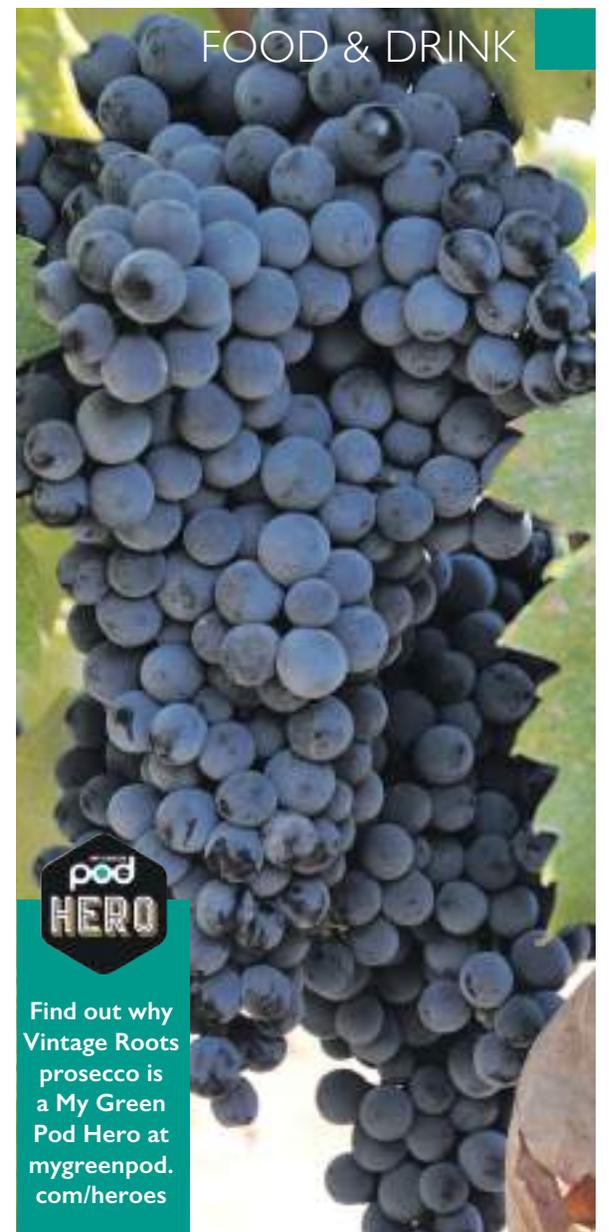
### WHY TO CHOOSE PURER DRINKS

Organically grown grapes are pure and free from unwanted chemical residues; no synthetic pesticides, herbicides or fungicides are used and the organic standards for wine mean sulphur dioxide levels are kept to a minimum and sometimes absent.

The environment and the vineyard workers are protected while biodiversity is promoted and enriched – and we doubt you'll experience a bad reaction or morning-after grogginess. ■

### FIND OUT MORE

- View the full range at [vintageroots.co.uk](http://vintageroots.co.uk) or call (free) on 0800 980 4992 for a free wine list, advice and to order



Find out why Atlantic Distillery Ring of Fire Gin is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

## THE SPIRIT OF ORGANIC

### These handcrafted drinks reflect their makers' passions for seasonal and homegrown organic produce

**S**tuart Thomson is a vegan brewer and distiller with passions for gardening, the environment and organic growing. It didn't take long to join the dots when, in 2005, he started thinking about a new career that would reflect his lifestyle choices at his Cornish smallholding.

Hops went in the ground almost immediately; 14 years later the hop-yard is neighboured by a fruit garden, orchard, hedgerows, brewery and distillery. Today Treisaac Farm is a certified organic smallholding that is also home to Stuart's businesses: Atlantic Brewery and, with gin partner David Carbis, Atlantic Distillery: Cornwall's only Soil Association certified spirits producer.

### HEDGEROW INGREDIENTS

'The palate of organic hops can be quite limiting, which is one of the reasons I started to diversify into botanical brews', Stuart explains. 'I wanted to make artisan beers with interesting and different flavours. When we started the distillery, it was natural to apply the same ethos to the spirits.'

The fruit garden and hedgerows provide plenty of ingredients, helping to create seasonal brews such

as the Elderflower Blonde and this autumn's Plum & Medlar ale. In 2016 David joined Stuart and they branched out into award-winning spirits; alongside the premium-quality real ale, they now also produce 10 gins, three liqueurs and two vodkas – all vegan and hand-crafted in small batches using organic botanicals grown on the smallholding or wild harvested in Cornwall.

Hand-picked Cornish gorse and elderflower are just two of the delicious ingredients that feature in the gins, while blackcurrants from the garden go into the Cornish Cassis and Blackcurrant & Mint Gin. Stuart and David have even planted 35 juniper trees which, given time, will go into their own gin.

Organic waste is composted back onto the veg plot, and rainwater collection, irrigation systems and a tracking PV solar array have been installed, further reflecting the drive to work and live lightly. ■

### FIND OUT MORE

- View the range of Atlantic Brewery organic ales at [atlanticbrewery.com](http://atlanticbrewery.com)
- Botanically inspired organic spirits are at [atlanticdistillery.co.uk](http://atlanticdistillery.co.uk)



**W**hat do you get when you arm a collective of artists with 3,000 buckets of manure and drop them off in a field in Somerset?

In the case of Yeo Valley, the answer is a giant cow artwork that celebrates organic farming.

The cow poo mural was painted into a field owned by Yeo Valley to coincide with the organic dairy company's 25th birthday, which fell in 2019's Organic September – a month dedicated to raising awareness of the benefits of organic.

'We made it using the cow muck from the farm to get a message across – that organic farming works with, and not against, the natural environment', explains Yeo Valley's Sarah Mead. 'Organic farming can help tackle climate change because healthy soil can store excess carbon from the atmosphere.'

#### LOGISTICS FOR THE MOO-RAL

70 metres wide and 50 metres high, the giant cow artwork compares with other well-known West Country landscape murals like the Cerne Abbas Giant in Dorset (55 metres high) and the Westbury White Horse in Wiltshire (55 metres high and 52 metres wide).

Heather Jane Wallace and Rebecca Barnard, directors of Heritage Courtyard Gallery and Studios in Wells, Somerset gathered 10 artists to create the work of art, which took a week to complete.

Heather admits that carrying the poo up the steep hill was 'very exhausting', and that it was also difficult to get the scale right. Great big household brooms were used to paint the manure into the grass, but Heather soon realised that only huge shapes could be seen from a distance, and details like eyelashes were lost.



**The giant cow won't be here for long. Nature will have the last laugh, as ever. That's also part of the message. It's about putting nature first.'**

*Sarah Mead, Yeo Valley*

Despite the challenges, when Sarah Mead brought the idea to the gallery Heather loved it. 'I'm a Somerset girl', she says. 'My brother, nephew and grandfather are farmers. I really understand the message.'

#### DISAPPEARANCE OF THE COUNTRYSIDE

When Heather grew up, farming was naturally organic; today, according to *Defra's Organic farming statistics 2018*, organically farmed area represents just 2.7% of the total farmed area on the UK's agricultural holdings.

'I remember when farmers were encouraged to spray their crops after the war to produce more and more food at lower prices', Heather continues. 'The result of this was the decline and disappearance of the countryside and wildlife.'

'My art now is hugely influenced by seeing this when I was a child. So that's a big part of the reason why we got involved – it really spoke to me personally when Yeo Valley came up with the idea. Organic farming is so important.'

#### 500 YEARS OF FAMILY FARMING

The Mead family's North Somerset farming roots can be traced back 500 years. Roger and Mary Mead started farming at Holt Farm, Blagdon in 1961; they had 30 cows, a few sheep and some arable crops. In 1969 Lag Farm, the farm next door, came up for sale and Roger and Mary decided to buy it and expand.

They opened a tearoom and a 'pick your own' fruit farm. Using leftover fruit and skimmed milk from their clotted cream, they started making yoghurts.

Roger and Mary were so pleased with the results that before the year was over, they had taken to the road and were selling Yeo Valley yoghurt around the valley in their Morris Minor.

#### A WELL-LOVED BRAND

In 1994 the Milk Marketing Board was deregulated and Tim Mead, Roger's son, helped seven local dairy farmers set up The Organic Milk Suppliers Cooperative (OMSCo). Tim saw the opportunity for an organic yoghurt; he bought all the milk from the newly formed OMSCo and used it to relaunch the Yeo Valley brand as organic.

Today Yeo Valley is Britain's biggest organic brand, and the family-run company is helping to share the benefits of organic with 50,000 annual visitors. In its 25th year, Yeo Valley has a lot to celebrate. ■

#### FIND OUT MORE

- Visit the valley to discover the benefits of organic food and farming – details are at [yeovalley.co.uk/come-and-visit-us](http://yeovalley.co.uk/come-and-visit-us)

FOOD & DRINK

# Conscious COFFEE

These plastic-free and compostable pods make the perfect guilt-free coffee

Coffee capsule machines are a convenient way to ramp up the quality of homemade coffee – but aluminium and plastic capsules take up to 500 years to degrade. 52bn non-recyclable plastic coffee pods are expected to be produced globally by the end of 2020, and Nespresso® has confirmed it recycles just 26% of its UK capsules.

Statistics like these helped spur Blue Goose Coffee founders Lex Thornely and Nick Ratsey into action.

‘Seeing capsule waste firsthand in 2016, we were determined to create a range of eco capsules that tasted exceptional, giving pod users an easy, everyday swap away from aluminium and plastic capsules’, Lex explains. ‘We’ve shown just how good capsule coffee

can taste without compromising on our ethical approach to business and the environment.’

## COMPOSTABLE COFFEE PODS

Blue Goose Coffee capsules are made from starch and wood bark; when empty they can be placed in council food waste bins to be processed into compost or liquid fertiliser. The GM-free pods are produced using renewable energy and packaged in sustainably sourced, recyclable FSC cardboard boxes, printed using vegetable inks and secured with plastic-free glue.

## CONSCIOUS COFFEE

As well as providing 10% more coffee than standard Nespresso® capsules, Blue Goose pods also contain speciality-grade coffee, and growers are paid more than the Fairtrade Minimum Price.

All this makes the Blue Goose Eco Coffee Pod Collection (main image) a perfect conscious coffee



Find out why Blue Goose Eco Coffee Pods are a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

gift. It contains four great-tasting varieties of speciality arabica coffee pod: Ethiopian Yirgacheffe and Organic Peruvian, plus the UK's only 100% chemical-free Swiss Water Decaf pod.

The beans are decaffeinated without the production or use of manmade chemicals or solvents, meaning you get a wonderful cup of coffee without the caffeine hit or chemical trail.

Completing the lineup is the new Blue Goose Lungo coffee pod, crafted from speciality El Salvador and Brazil coffees. ■

## FIND OUT MORE

■ View the full range of Blue Goose coffee at [bluegoose.coffee](http://bluegoose.coffee)

## TRANSPORT

# ELECTRIC AVENUES

E-mopeds help councils, businesses and people tackle climate change

More people than ever before want to act for the climate – and switching to clean transportation could be the simplest way for an individual to make a big difference.

The World Health Organisation (WHO) defines the transport sector as ‘the fastest growing contributor to climate emissions’, yet there have never been more clean and affordable ways to get around.

## TAKING CONTROL OF YOUR TRANSPORT

When John Dorman and Teddy Thompson founded EcoMove they brought a bit of fun to a serious subject; their electric mopeds look great, are perfect for commuting and are so affordable (starting at just over £1,300) that they can help anyone to reduce the impact of their travel.

The ‘e-mopeds’ have no engine, no poisonous emissions, cost less than 1p per mile and have a range of up to 80 miles from a single charge from a household three-pin plug. The absence of an engine makes e-mopeds totally silent and 40% lighter, so they’re much easier to handle and manoeuvre.

EcoMove’s e-mopeds are manufactured by NIU, the global leader. They’re designed for safety and many of the features – such as GPS, ride history and battery usage – can be fed back to an app on your phone.

## SUPPORT FOR BUSINESS AND COUNCILS

John and Teddy are working with some of the many businesses looking to implement ‘green policies’ and improve their corporate social responsibility. ‘We don’t just sell e-mopeds’, Teddy tells us. ‘We can also advise businesses on how to implement a low-carbon transport solution and what changes are required – from policy and procedures to finance and tax breaks.’

EcoMove is also helping councils step up to the challenge of creating Clean Air Zones; Bristol was the first council to ban diesel cars by 2021, but many people will now need to find a new way to get to work,



see friends and family and do the shopping.

As with the climate emergency there is no single solution to the issues of air pollution and transport emissions, but a joined-up approach that involves individuals, business and local government can help everyone do what they can where they can. ■

## FIND OUT MORE

■ Discover the e-moped options and support available from EcoMove – for you or your business – at [eco-move.co.uk](http://eco-move.co.uk)

Find out why the EcoMove M+ Series e-moped is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)



# LEASING AN EV

With savings on tax, fuel, maintenance and more, leasing an electric car through the workplace brings huge benefits for employers and employees

**‘W**e have to act now to avoid sleepwalking further into a health catastrophe.’ These are the words of Octopus Electric Vehicles CEO Fiona Howarth, who has spoken out about ‘the need for speed’ within the electric revolution.

According to recent research, air pollution kills 100 people in the UK daily. We all know green is good and change is needed; paper straws are a great start, but one of the biggest factors behind the catastrophic climatic changes is transport.

Emissions from the UK’s transport industry have fallen just 3% since 1990, yet the energy sector has managed a 59% cut. The legally binding aim for ‘Net Zero’ by 2050 can feel a little suffocating (ironically), but it is achievable if we all work together.

## IMPARTIAL EV ADVICE

As electric vehicle (EV) owners who have worked in the industry for years, the team at Octopus Electric Vehicles is able to offer bespoke and unbiased advice on making the switch to an electric car.

The EV leasing company’s bundles include a free consultation that helps customers understand which

EV is best for them and their lifestyle. This isn’t just about the car, but also the charging, energy tariffs and demystifying the experience of driving a vehicle that doesn’t run on petrol or diesel.

The goal is to ensure everyone has the smoothest possible transition to sustainable driving. There’s no catch: it’s just about getting more people into EVs and making sure they’re comfortable behind the wheel.

Going green can bring huge savings – whether in your transport choice or your energy tariff. While EV prices are trending towards the more luxury end of the car market, prices have come down massively and amazing new options hit the forecourts in 2019 – with more set to follow this year.

## LEASING AN EV ON SALARY SACRIFICE

Offered by employers to their employees, salary sacrifice provides a great opportunity to lease a brand new EV at a reduced cost. This tax-efficient method entails an all-in-one monthly payment for an EV, insurance, maintenance and roadside assistance, to be taken out of your salary prior to any tax reductions.

Unlike having a company car, salary sacrifice is open to every worker. Brilliantly, the government has set

Benefit In Kind at 0% come April 2020, with annual increases of just 1% for the following couple of years.

Essentially, if you happen to work for a company and happen to have a car, it’s a no-brainer. No initial payments, huge savings during the lease term, access to experts as you get up to speed with your new EV and no obligation when the leasing term ends. The solution works for employers, too: with savings on NI payments and support from an Octopus EV accounts manager, it’s the future of sustainable business. ■

## BENEFITS OF LEASING AN EV

### EMPLOYEES

- Payments taken through your gross salary, before tax and NI
- Savings are based on your tax bracket; a 40% tax payer can save 40% on their monthly cost
- No deposit or up-front payment
- Price includes insurance, servicing and Europe-wide roadside assistance
- An incredible car with cutting-edge tech

### EMPLOYERS

- Cost-free savings with lower NI contributions
- Employee retention
- Your own account manager
- Bespoke test drive events at your workplace
- No financial outlay, and minimal impact on payroll
- Environmental kudos
- Workplace chargers
- Impartial and honest advice

**‘I lease a Nissan LEAF through the salary sacrifice scheme at work and I really enjoy driving electric. The monthly amount comes directly out of my monthly gross salary. This covers the car, breakdown cover, servicing and maintenance, so it’s pretty much my full monthly motoring costs. As this payment comes out before tax and NI, it’s reduced by around 40%.**

**‘I have to pay ‘Benefit in Kind’ tax on this as it’s seen as a fringe benefit, though Benefit in Kind rates for electric cars drop to 0% in April, and my monthly costs will fall considerably as a result: the savings will be around £200. I didn’t pay anything upfront, and everything was taken care of – it was all very easy.’**

*Kat Shenton, head of fund management, Octopus Investments*

## FIND OUT MORE

- Learn about the benefits of leasing an EV at [octopusev.com](http://octopusev.com), or discuss with the team at [business@octopusev.com](mailto:business@octopusev.com) or on 020 3870 3892

Combining affordability with range, the New Renault ZOE could be the electric car that drives a mainstream shift to electric transportation



# THE EV THAT COULD CHANGE EVERYTHING

This is the one we've been waiting for: last September Renault announced that the all-electric New ZOE is available for pre-order. The third generation ZOE is one of several new electric vehicles (EVs) set to hit UK roads next year, but this is the one that could change everything.

## 'BEST EV FOR UNDER £30K'

If we want to help clean up our air and drastically cut emissions, the shift to clean transportation has to be big and it has to come quickly. That means affordability is key.

The third generation ZOE could well be the car that takes electric vehicles mainstream: in total the ZOE has won more than 60 awards across Europe and been named the 'best electric car for under £30,000' by *What Car?* for six years running. To date more than two billion zero-emission miles have been travelled in ZOE's, which gives you an idea of how popular they are.

## 245 MILES PER CHARGE

Renault engineers have worked hard to evolve the ZOE since the original concept was revealed in 2009; the version at the 2012 Paris Motor Show had a range of 93 miles\*, which was doubled to



With a range of 245 miles\*\*, recycled upholstery and a new suite of safety systems, the New Renault ZOE is a whole lot of electric car for under £30k

\*Based on NEDC tests \*\*WLTP figures shown are for comparability purposes. Actual real-world driving results may vary depending on factors such as the starting charge of the battery, accessories fitted after registration, weather conditions, driving styles and vehicle load.

186 miles\* when the second generation ZOE was launched in 2016.

With a bigger battery and more tech, New ZOE is a whole lot of car for under £30k.

The model arriving in 2020 will give you 245 miles\*\* from a single charge, which puts this electric car up there with some far pricier options.

## IS RANGE ANXIETY STILL A THING?

'Range anxiety' still looms for those thinking about getting their first electric car. Fears of getting stranded in remote locations, nightmares about running out of power on the motorway and even thoughts of having a car that's not ready to drive in an emergency can be enough to put people off making the switch from petrol or diesel.

Those who have driven or been in an electric car would say running out of charge is no more likely than running out of petrol or diesel. The dashboard shows how many miles you've got left in the 'tank'; it's far more precise than that red line that hovers somewhere between 'empty' and 'full', and even takes into account driving style, speed, uphill routes and traffic conditions.

If you need to take a detour or your charge falls below what you'd feel comfortable with, you'd do

precisely what you'd do in a petrol or diesel car: find your closest filling station.

The UK now has more charging locations than petrol stations – and many are located at the exact same place you'd stop for fuel anyway: the service station.

Instead of driving to the petrol pump, you just park in the charging spot, plug in and stretch your legs while your car's on charge. By the time you've had a coffee, been to the loo and walked back to the car park, you're ready to get back on the road.

## ON-THE-ROAD CHARGING

There are currently 10,000 charging locations across the country – equating to 28,500 places to charge – and the number is set to grow. Ionity, which has opened charging stations near Maidstone and in Milton Keynes, has announced plans to install 400 stations across Europe by 2020, which will offer up to 2,400 chargers.

Ionity's UK charge network allows EV owners to recharge their vehicles in as little as eight minutes via 350kW charge points (where vehicles permit) fed by renewable energy from Octopus Energy.

Chargemaster has over 7,000 charging points – the UK's largest public network – and they are being merged with BP's 1,200 service stations following the sale of Chargemaster to BP. 400 150kW points will be installed by 2021. The chargers will deliver 100 miles of range in around 10 minutes.

Over the next three years, 2,400 new Pod Point EV chargers will arrive in the car parks of 600 Tesco Extra and Superstore branches following a partnership between Tesco and VW.

The UK's growing network of electric vehicle chargers should help take the edge off fears of running out of power, but what many people don't realise is that most EV owners charge their cars at home.

## GOING THE DISTANCE

According to the 2018 *National Travel Survey*, on average 1,041 trips were made by car per car owner. The average distance driven was 7,360 miles, which would make an average trip just over seven miles.

Of course some trips will be further, but according to the RAC the average car is parked up 96% of the time – 80% at home and 16% elsewhere – meaning it's only actually moving 4% of the time. When you consider that 20% of all car trips are made for shopping, that isn't too surprising.

## CHARGING AT HOME

Most people park their cars on private property, and that's why EV owners do most of their charging at home. It's just like charging your mobile phone: you plug it in overnight and will generally have enough juice in the morning to get you through the day.

When you run out of phone charge you just find your closest plug – which is never far away – and power up. The only difference with an electric car is that your charging cable is always stowed safely in your boot so there's no danger of forgetting it.



Find out why the New Renault ZOE is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)

## 2020 RENAULT ZOE SPEC

- Max 245 miles range\*\* from new 52kWh battery
- Free 7kW Home Wall Box for eligible customers
- 50kW DC rapid charging gives a 90-mile charge in 30 mins
- 0-62mph in under 10 seconds
- Recycled upholstery available for Iconic



Gone are the days when a window had to be left open overnight and extension leads routed round the walls to get a charge from your domestic supply; the New ZOE comes with a free wall box to make home charging even easier.

The Homecharger is provided and installed by BP Chargemaster PLC and only available to eligible customers.

## NEW TECH AND DESIGN

In addition to a huge improvement in range, Renault has given the New ZOE a brand-new electrical infrastructure.

The new suite of safety systems includes Traffic Sign Recognition, Lane Departure Warning, Lane Keeping Assist and Auto High/Low beam headlamps (standard on Iconic) plus Blind Spot Monitoring (standard on the GT line).

The Iconic's seats can be upholstered in a fabric made from recycled seatbelts and plastic waste (PET) materials. Sourcing a short-loop manufacture helps to reduce CO2 emissions by over 60% compared with more traditional upholstery materials.

Like older models, the New ZOE is currently eligible for the plug-in car grant provided by the Office for Low Emission Vehicles (OLEV). You'll get a grant of £3,500 to offset against the price of the ZOE, with all paperwork handled by Renault.

If you're running out of excuses not to go electric, don't panic: you're not alone. ■

## FIND OUT MORE

- More on the Renault ZOE is at [renault.co.uk/zoe](http://renault.co.uk/zoe)
- See fuel cost comparisons at [octopusev.com/renault-zoe](http://octopusev.com/renault-zoe)

**W**e have a Mitsubishi Outlander PHEV, which has been a great introduction to driving electric: the hybrid is a real compromise and less daunting than going straight to a fully electric vehicle (EV).

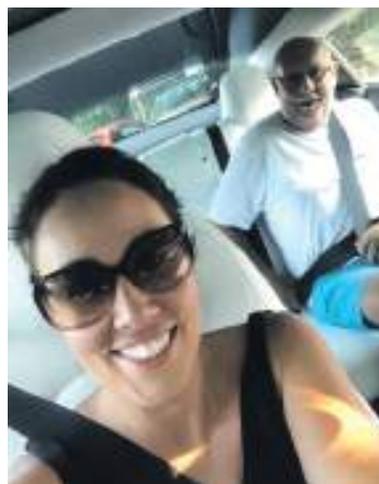
Like many people, I was initially drawn to EVs because they are less damaging to our environment. I did think some sacrifices would be required, but quickly realised that most of my worries were unfounded. The reality is that EVs are cleaner, quieter and faster.

Even though most of our family's journeys are local and therefore in the Outlander's electric mode, we've reached the point where we feel ready to take the next step and move to a full EV.

Frustratingly, when I started looking I found many of the vehicles on the market simply don't cater for larger families (including two dogs) who like to spend weekends camping in the woods.

### THE TESLA TEST

I was thrilled when I got the chance to test drive the Tesla Model 3 – though in the back of my mind I wondered how we would cope with the smallest



# FROM HYBRID TO TESLA

Lucy Doyle, a veterinary nurse assistant from West Sussex, on her one-week experience testing a Tesla Model 3

vehicle in the Tesla range. I knew that the boot is not suitable for carrying dogs, but luckily we had planned to go camping while they had a holiday of their own.

As a huge Tesla fan, my anxiety prior to collection peaked. I kept imagining the Model 3 to be like a complex computer and wondered if I would even be capable of starting the car. Would I fail the Tesla test?

My worries disappeared the moment I slid into the driver's seat, and the next 10 hours were a blur (yes, 10 hours – I couldn't bear to get out). It was so easy to understand that, after just a few minutes' guidance from the Tesla team, I was off.

### FIRST IMPRESSIONS

The first thing I was drawn to was the feeling of space inside the cabin. Thanks to the incredible panoramic roof and the extending windscreen, this did not feel like the small car I was expecting.

Soon after setting off range anxiety kicked in – but it passed within seconds. I was used to just 30 miles of electric in our Outlander; even though we had the petrol back-up, we hated using it.

The Model 3 still had 200 miles left at the half-way home point. I started thinking about when I would ever want or need to do a single journey of over 250 miles; the answer is perhaps once a year!

### CHARGING UP

Over the course of the week I charged our test car once overnight and topped it up at a friend's for a few hours. If we were to own a Tesla, we would only need to charge the car once a week. We now feel confident that range is not something that would ever be a problem for us.

I have driven a Ferrari 360 Modena on numerous occasions and the only thing missing on the Tesla was the roar of the engine. However, it's surprising how quickly you not only adjust to the silence of the Tesla's engine, but also really start to welcome the peace it brings.

The handling was something else and I couldn't help but feel people didn't believe me when I tried to explain how well it stuck to the road, how smooth and insanely swift the acceleration was and how positive the steering felt. It is the kind of car you must experience for yourself.

### BOOTS AND FRUNKS

My favourite find on the Model 3 was the 'frunk'. A whole new term and idea to me, the front trunk was a godsend for supermarket shopping and was great for keeping my bags upright. No more fruit rolling around in the boot!

On the subject of the boot, we managed to fit all of our usual camping gear in the rear boot, with plenty of room to spare. The Model 3 is like the gift that keeps on giving.

The most unpleasant part of the week-long test drive was giving the car back. Once you've experienced a Tesla, it's difficult to get behind the wheel of anything else.

We are now awaiting the arrival of the Tesla Model Y; it will have all the benefits of the Model 3, but with the extra space for our dogs. ■

From discovering the frunk to being cured of range anxiety, Lucy's week in the Tesla Model 3 was full of surprises



### FIND OUT MORE

■ View spec and prices for the Tesla Model 3 at [tesla.com/en\\_gb/model3](https://tesla.com/en_gb/model3)

If you want a holiday that will get you off the beaten track, look no further. Dragoman has been running pioneering adventure tours for 38 years; the award-winning overland trips and specialist crew currently operates 319 trips in 55 countries.

Dragoman's specialised iconic orange trucks can get you to places that dreams are made of: the Amazon basin in Brazil, China's Rainbow Mountains, the wilds of Kyrgyzstan on the Silk Route and through the Sahara desert in Sudan. You can take a canoe safari on the Zambezi or trek Ethiopia's Simien Mountains in search of gelada.

The adventures can be as active as you want, but they all have one thing in common: they centre around slow travel, cultural interaction and real-life local experiences thanks to Dragoman's connections with responsible travel projects around the world.

### OFF THE BEATEN TRACK

'Overlanding has changed and adapted over the years', reveals Charlie Hopkinson, Dragoman's business development director. 'The idea of getting genuinely off the beaten track and away from the tourist trail is more important to us and our travellers than ever before.'

When destinations are overrun by tourism it's bad news for locals and the environment – and no fun for tourists. 'When we truly get away from it all, we support the local communities we journey through', Charlie tells us. 'Travellers get fantastic experiences by really getting under the skin of a country.'

One example is Dragoman's alternative to the classic Inca Trail; its unique trekking route winds through completely unspoilt scenery where you are unlikely to see another tourist. 'You don't trek into Machu Picchu via the Sun Gate', Charlie explains, 'but arrive after a night in a comfortable hotel, ready to get the most out of your visit to this magnificent site.'

### SLOW TRAVEL

When you travel with Dragoman you're given time to explore and make genuine connections with local communities. It's about enjoying the journey as much as – and possibly more than – the destination.

While some operators rush you through the highlights of a destination, Dragoman builds extra days into itineraries to allow time to stop and meet



# Overland adventures

Meet the specialists who dare to go where other travel companies fear to tread

villagers. 'You might find yourself staying in a traditional Quechua village in Peru, learning to cook Indian food in Darjeeling, riding horses with Kyrgyz shepherds or helping at a school in Ghana', Charlie reveals. 'There will always be opportunities to meet the locals on all our trips.'

By immersing travellers in the local community – with home stays, shopping in local markets and working with local people to lead treks and activities – Charlie and his team can provide a deeper understanding of the area. This creates unique experiences that really can be life changing.

The Dragoman Supports programme helps over 20 projects worldwide, including the Torres Del

Paine Legacy Fund – a non-profit initiative restoring the ecosystem in Patagonia's National Park – and the Sambhali trust, which is fostering educational and vocational skills for disadvantaged women and girls in Rajasthani society. The trust benefited from a prize fund donated by Dragoman after its crew leader, Ben Sims, won Adventure Guide of the Year.

### GOING OFF ROAD

If you're prepared for a few bumps, Dragoman's trucks go pretty much anywhere off road – from side trips across the desert to the Bolivian Altiplano. This ability to go beyond the tourist infrastructure is a major highlight of overland travel.

'We leave only tracks in the remote areas that we travel through', Charlie reassures us. 'All our cooking and camping equipment is on the truck, to ensure we have no impact on the areas we travel through.'

Is there anywhere these trucks won't go? 'We always follow FCO advice and thoroughly research any new routes', Charlie explains. 'We do have exploratory routes; we put itineraries together with the best intentions, but changes may be necessary. Funnily enough, these trips – where travellers are the pioneers for the first season – are the ones that have people queueing to take part!' ■

### FIND OUT MORE

■ View the range of overland adventures available at [dragoman.com](http://dragoman.com)



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



TRAVEL



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

# SRI LANKA 2020

The 'world's first climate positive travel company' has launched its first adult trip to inspire and create positive change

**S**ir David Attenborough is our most influential environmentalist, and his contagious passion for the natural world stems from firsthand experience of the world's richest ecosystems. For *The Life of Birds* alone he reportedly travelled 256,000 miles – the equivalent of circling the globe 10 times.

Tomorrow's environmental heroes face a dilemma: those who care most understand the impact of long-haul flights to the very destinations that could inspire tomorrow's ambassadors of change.

## EXPERIENCE IS ALL

For Brad Frankel and Ian Taylor, the inspiration to act is effected by immersion in cultures and ecosystems. They created Flooglebinder to promote conservation and education through experience – and they believe it could be the world's first climate positive travel company.

The business started as a way for Ian, a lecturer in Animal Behaviour and Ecology, to give his students valuable field experience. Now Flooglebinder has launched its first adult trip to Sri Lanka (23-31 May 2020) so everyone has an opportunity to travel with purpose and impact. 'We realised how incredible travel is to inspire and create change', Brad tells us. 'Like all our trips, Sri Lanka will be about conservation, sustainability and personal development.'

## HOW IT SHOULD BE DONE

Brad – a self-confessed travel addict – is a marine biologist, qualified divemaster and underwater



## PROJECT CHANGE, SRI LANKA 2020

23-31 May

- 8 nights' accommodation
- All meals (vegetarian/vegan)
- Full travel itinerary across Sri Lanka
- Airport transfers
- 2 daily yoga classes (dynamic and restorative style)
- Daily coaching workshops
- Mental health & NLP workshops
- Guided meditations & breathwork
- Sustainability workshop
- Self-care & accupressure workshop
- Optional guided running sessions
- Optional 1:1 coaching sessions

From £1,295 per person

## FIND OUT MORE

- Details of the Project Change Sri Lanka 2020 trip are at [projectchangeyou.com](http://projectchangeyou.com)



**Tell me and I'll forget; show me and I may remember; involve me and I'll understand.'** Confucius (~500BC)

videographer. For the 2020 'Project Change' Sri Lanka trip he will be joined by Charlie Granger, a yoga practitioner, holistic therapist and coach with a degree in Psychology and Neuroscience.

The trip promises personal development and awareness through sustainable travel, elephant conservation and 'thought-provoking adventures' that combine elemental yoga therapy, coaching, running, mindfulness, surfing, paddle boarding and food.

'For us it's not just about the trip, it's about creating change', Brad explains. 'Making people aware of their environmental impact, becoming more sustainable and helping with mental health. As a B Corp we want to show the industry how it should be done.'

## A CONFIRMED POSITIVE IMPACT

Flooglebinder's itineraries are built around local culture, community and the environment. The company's pre- and post-trip surveys – which track changes in behaviour and mental health – confirm the trips have a 'significant positive impact'.

Workshops and lectures are built around relevant Sustainable Development Goals (SDGs); the aim is to connect travellers to issues and then demonstrate the impact they could make after returning home.

While travel has a large carbon footprint, it also contributes to one in five global jobs and is one of the largest contributors to GDP. 'The long-term net positive gain can be much greater', Brad tells us. 'Connecting travellers to issues – or SDGs, quite often Goal 12: sustainable consumption and production – creates a socio-emotional response that you wouldn't get through a YouTube video or an Instagram story.' ■

# FIVE-STAR sustainability

This award-winning hotel and resort chain is ramping up its eco credentials to demonstrate how ethical tourism is done



Find out why Delphina Hotels & Resorts is a My Green Pod Hero at [mygreenpod.com/heroes](http://mygreenpod.com/heroes)



There's no longer any reason to believe environmental considerations require compromise when it comes to luxury: the 5\* Valle dell'Erica Thalasso & SPA was named Europe's Leading Green Resort at the World Travel Awards 2019.

The resort is just one of P.E.A. Award-winning Delphina Hotels & Resorts' eight 4\* and 5\* destinations nestled on the north Sardinian coast in Gallura – each with its own identity and charm but all united by the owners' commitment to sustainability.

## EVS TO RENEWABLES

The chain's environmental practices are summarised in its We Are Green protocol. They range from small details – such as printing catalogues with certified eco-friendly paper and vegetable-based inks – to huge achievements. Delphina was the first Italian hotel chain to use 100% green energy from fully renewable sources in all hotels, resorts and the main offices.

Electric vehicles, which are recharged on site, are provided to transport guests around the resorts, and

eco-bio and paraben-free products are used in the Thalasso & SPA centres and guest rooms. Ecolabel products are used for standard room cleaning.

Delphina has also removed plastic bottles used by more than 1,500 members of staff – in the hotels and resorts and also at the headquarters.

After winning the coveted World Travel Award, Delphina pledged to invest even more to preserve, protect and connect guests with the local environment in 2020 and beyond.

## WELLNESS IN NATURE

4\* Resort Le Dune & SPA is a family-friendly resort set in a private park of 280,000m<sup>2</sup>, surrounded by sand dunes, junipers and vines that face the waters of Golfo dell'Asinara at the Marina di Badesi. This year it will be home to a beautiful extended organic garden.

The impressive vegetable garden, built on the grounds of an old vineyard, currently features aromatic herbs and fruit trees. It will be extended to increase the resort's 'zero kilometre' produce and

allow guests to explore and learn about native plants. Children and adults can freely wander and discover the henhouse and aviaries to see the peacocks, ducks and chicks – and even collect the eggs laid by free-range hens.

Next year, guests at Le Dune Resort & SPA will also be able to enjoy free hatha yoga lessons, a traditional style of yoga with gentle poses, breathing exercises and meditation, in a new outdoor, sea-facing space – built between the sand dunes – for what promises to be the ultimate 'wellness in nature' experience.

## CULTURE AND CRAFTSMANSHIP

5\* Resort Valle dell'Erica Thalasso & SPA is set in a private park and surrounded by 1,400m of unspoilt coastline. It's a favourite destination for couples and families alike, and winner of a *Condé Nast Traveller* Reader's Choice Award in 2019.

Next season, guests will be able to enjoy the new Farmer's Corner at the extensive breakfast buffet; it will feature a delicious selection of traditional products including Sardinian bread, goat and sheep cheeses, marinated specialities and cold cuts – all from local farms or nearby fields.

Sustainability and wellness in a relaxed, natural and luxury setting has always been the mantra across Delphina properties. In 2020 guests can continue to connect with nature and experience genuine Sardinian culture, hospitality, craftsmanship and cuisine in an environmentally conscious and picturesque landscape. ■

## FIND OUT MORE

■ View availability and rates at [delphinahotels.co.uk](http://delphinahotels.co.uk)

# Competitions

We've got our hands on a bunch of prizes from fantastic companies that are choosing to do 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!

Enter and view Ts and Cs plus entry deadlines at [mygreenpod.com](http://mygreenpod.com)



**WIN ONE OF FIVE BRITISH WOODLAND DEN KITS** from The Den Kit Company! It's time to get out...



**WIN £500 TO SPEND ON ORGANIC BED AND BATH LINEN** from Dip & Doze! The Fairtrade and deeply considered collection helps you to achieve more mindful moments in your everyday life.



**WIN TICKETS TO ONE EARTH SHOW 2020 AT NEC** – the UK's first sustainable lifestyle event! Five winners will receive a family ticket; five runners-up will receive a pair of tickets (for two adults).



**WIN A YEAR'S SUPPLY OF PROBIOTIC CLEANING PRODUCTS** from We Are Probiotic! 10 winners will receive a Starter Pack of natural and organic cleaning products, followed by 11 months of refills.



**WIN ONE OF 10 CHICP HAMPERS** – sample each dip plus Hummus Chips! Each dip is made from surplus veg that would otherwise go to waste, through partnerships with British farms.



**WIN ALTEYA ORGANICS FACE SKINCARE SERIES** – luxurious, natural and effective products from the Rose Otto Bio Damascena range!



**WIN ONE OF 10 WORLD HERITAGE GIFT SETS** from Pure Lakes natural skincare! These sets celebrate the Lake District's World Heritage status.



**WIN ONE OF FIVE 10TH ANNIVERSARY SETS** from Evolve Organic Beauty! The show-stopping 10 Top 10 sets contain everything your skin needs.



**WIN A £500 VOUCHER TOWARDS THE PROJECT CHANGE SRI LANKA TRIP** where adventurers will learn how to create the next chapter in their lives – with purpose!



**WIN ONE OF 10 PAIRS OF VIVOBAREFOOT SHOES** – choose men's, women's or kids'! This is your chance to experience the best barefoot feeling.



**WIN A TRIP THROUGH THE BACKROADS OF PATAGONIA** with the overland adventure experts at Dragoman! The winner will get off the beaten track and experience slow travel in a specialised truck.



**WIN ONE OF FIVE 4-IN-1 POLARFLEECE JACKETS** from Jojo Maman Bébé! This hugely popular jacket has been designed to be worn four different ways, making it perfect for every season.



**WIN A MORE. ULTIMATE PLEASURE BUNDLE** to help you celebrate who you are! The set includes the stunning More. Crystal Infused Water Bottle and two yoga mats – one in travel size.



**WIN £100 TO SPEND ONLINE ON ETHICAL GROCERIES** at the Good Sixty food marketplace!



**WIN ATLANTIC DISTILLERY ORGANIC GIN SELECTION** – including our Hero: Ring of Fire!



**WIN A SURF EXPERIENCE FOR FOUR PEOPLE** at The Wave – inland surfing in Bristol!



**WIN THRIVE RENEWABLES LUXURY BREAK** in association with Premier Cottages!



**WIN A YEAR'S SOAP & SHAMPOO BAR SUBSCRIPTION** from The Kentish Soap Company!



**WIN A YEAR'S SUBSCRIPTION TO MYTREES** – cash giveaways for protecting trees!



**WIN A ZERO WASTE STARTER PACK** for you and a friend, from LagomFit!

PORTRAITS  
FROM THE  
**PRECIPICE**



db Waterman - It seemed such a good idea (2019)

# Inspiring Climate Action Through Art

View gallery and get involved at [octopus.energy/climate-art](https://octopus.energy/climate-art)

in partnership with

**Artfinder**



**octopus**energy