

BITE THE HAND
THAT FEEDS U..



THE
**COMMUNITY
REVOLUTION
ISSUE**

SPRING '16



Image courtesy of the Sahara Forest Project Foundation



Michael Pawlyn
Exploration Architecture Leading Biomimicry Expert



Near & Far NF400 & NF401 – Hemp

#BeautifulThinking

is taking inspiration from nature to create resource-efficient buildings and sustainable carpet tiles.

Just like our friend Michael Pawlyn, we take inspiration from nature.

We manufacture innovative and sustainable carpet tiles and Michael creates incredibly radical and restorative building designs – for a more sustainable world.



www.interface.com/beautifulthinking

Interface® | A Foundation For Beautiful Thinking

My Green
POD
.com

Welcome to MyGreenPod Magazine! As always, this issue's packed with green pearls and features on people, companies and communities that are doing things differently. This spring it's all about community action breathing new life into old systems. Enjoy!



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

C O N T E N T S



NEWS

04 People Power: community energy is alive and kicking

MONEY

06 Positive Investment: the movement that's changing the world

BUSINESS

07 Business vs Politics: who's leading the charge in the climate change fight?
08 The Print Revolution: why the printing industry needs reinventing

ENERGY

10 Bristol and Somerset Solar Bonds
11 Isle of Wight Goes Solar

P.E.A.

12 2015's P.E.A. Award-winning sustainability champions

HEALTH/BEAUTY

18 Fix Up Look Sharp: sustainable spring styles
21 Spring Skincare: nourish the skin, nurture the soul
22 Flower Power: Weleda Skin Food is turning 90!

ARTS

24 ArtCOP21: the campaign that used culture to tackle climate change
25 Anthropogenic Climate Change: by Tim Godwin



26 The Phoenix Rose: rewriting the rules of western music
27 PPL PWR: the collective that's making festivals greener

HOME/GARDEN

28 Biomimicry: the future of sustainable design
30 Heat Pumps: the 'new' tech you've been using for decades

FOOD/DRINK

32 Yeo-ga for Breakfast: Yeo Valley puts Bio Live yoghurt and a dose of yoga on the menu



33 The Bison Arms: the Brighton campaign to stop Burger King
34 Juniper Green: the world's first organic gin

TRANSPORT

35 Family Joolz: this Dutch pushchair company's adding some sparkle to family life
36 The Tesla Test Drive: Jo Wood and Luisa Zissman try out the Model S P90D
38 The Wheel Deal: Brighton and Hove Buses is mapping its own route to sustainability

COMPETITIONS

39 The latest giveaways from mygreenpod.com

EDITOR-IN-CHIEF: Katie Hill DESIGN: boldimage.com PUBLISHER: Jarvis Smith PUBLISHING: MyGreenPod/Printed by the Guardian

Distributed by the Guardian on behalf of MyGreenPod who takes sole responsibility for its content. MGP does not accept unsolicited contributions. Editorial opinions expressed in this magazine are not necessarily those of MyGreenPod 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

w

PEOPLE POWER

Red tape, new policies and shifting goalposts – but our appetite for community energy is alive and kicking

When EIS tax relief for community energy investments was axed last year, the government created another hurdle for the UK's shift to renewable energy. The second blow came shortly afterwards, when changes to the Feed-in Tariff for domestic systems saw rates slashed from 12.03p/kWh to 4.39p/kWh.

Despite unsupportive government policies, there's a strong public will to switch to renewable energy, break the Big Six's monopoly and keep profits in the community. Several cities in the UK are already generating a fifth – and in some cases over a quarter – of the power for their homes through solar, wind and biomass.

£120M FOR 2016

Community energy is bigger than you might think; in November alone 28 projects – from ground-mounted solar arrays to rooftop solar PV systems – launched across the UK in time to allow investors to beat the EIS deadline. Together, they raised £12.8 million.

Over a third of this funding (£4.8 million) came from just five projects led by Mongoose Energy, a community energy firm that helps communities set up, fund, launch and run renewable energy projects. Over the course of 2015 Mongoose raised over £40 million; it's looking to do the same over the next three months, with £120 million in the pipeline for 2016.

'There is an assumption that changes to government policy have knocked confidence', says Jan-Willem Bode, CEO of Mongoose Energy. 'This is something you hear from people on the periphery of the community energy industry. But when you talk to community energy groups, and have been involved for a while, you see that both equity and bond fundraisers go quickly. We don't really see a difference between now and, for example, 12 months ago.'

THE RISE OF COMMUNITY ENERGY

Community energy started as a very bottom-up business model around

10 to 15 years ago; local energy coops were the early adopters and the movement was driven by the rising fear of climate change. The big boost came after the economic crisis hit and dissatisfaction with the structure of the UK's energy system mounted.

The boom came from 2011 onwards, when government policy was particularly favourable. The sector became pretty sizeable just a couple of years ago when a number of players saw a way to develop community energy as a business model. At this point some of the financial markets started to pay attention, and investment through crowdfunding became the norm.

While the 2011 boost was a help, the coalition government's Community Energy Strategy really got things moving in 2014. It defined the sector and the market response led to a massive uptake; far more individuals became interested in setting up community benefit societies.

A GOOD INVESTMENT?

Recent U-turns under the Tories could have spelled disaster, but the sector has responded with greater innovation – putting a big emphasis on new business models and financial instruments. There's been a move to take existing assets – such as large-scale arrays – into community ownership and to focus on other renewables, such as offshore wind, biomass and anaerobic digestion.

'Even with big changes, like the ending of EIS tax relief, we're still seeing significant demand', Jan-Willem told us. 'Bath and West Community Energy closed early after hitting its £1.6 million target for a for a 4MWp solar array in just six weeks – a period that also included Christmas – and Bristol Energy Cooperative, which launched its latest bond offer in February, is having similar success. In total, BEC has raised around £800k through its bond and share offers.'

When you consider the rate at which people are investing in

community energy shares and products, even post-EIS tax relief, it seems the wider investment community shares the optimism of those directly involved in the projects (see pages 10-11).

The aim is still for community energy projects to offer good rates of return: the current instruments offer 6% per annum on a two-year bond, which is significantly higher than many other products on the market.

community energy has suddenly become a very compelling investment proposition

Now the government has cut incentives for other investment opportunities, such as buy-to-let properties, community energy has suddenly become a very compelling investment proposition. The added bonus is that these investments are 'positive' in terms of their environmental and social benefits; the community funds raised have been used to reduce energy poverty, promote biodiversity and support local communities.

'For community investors, we can still run projects that provide a decent rate of return', Jan-Willem told us. 'Bristol Energy Cooperative, for example, is currently seeking £2 million to bring a 4.6MWp array by the proposed Hinkley C nuclear plant into community ownership and is offering a two-year bond with a fixed-rate return of 6%.'

What is changing is the type of financial investment coming to market. While there was historically a big focus on giving 7% plus EIS tax relief equity, different financial instruments are starting to emerge – such as two-year bonds – in addition to the equity fundraisers. The different options now available are a sign that the market is maturing – and that community energy is still going strong.

FIND OUT MORE

- Interested in investing in community energy?
- Information on Mongoose Energy and its projects can be found at mongooseenergy.coop
- Details of the BEC investment opportunity are available at ethex.org.uk/bristolbond

POSITIVE INVESTMENT

The movement that's changing the world (and its financial systems)

From broadband and community energy to local football clubs and social housing, projects around the UK are receiving vital investment from people who are taking control of their money and what it supports. In fact, 1.8 million of us have made the decision to invest in ventures that help society, improve the environment and provide a healthy investor return.

'How we use our money is one of the most powerful ways we can make a difference', says Sarah Flood, acting CEO of Ethex, the positive investment and savings platform. 'This includes the products we buy, the companies we buy from, the businesses we invest in and the banks we trust with our money. Positive investing is about putting your money in businesses that are changing the world for the better.'

And this movement really is helping to change the world: Ethex research shows the total amount saved and invested positively across the UK was up 11% last year to £3.6 billion. A large chunk of that money has been ploughed into businesses in sectors ranging from renewable energy and green transport to fair trade, social housing, organic farming and micro-finance.

'How we use our money is one of the most powerful ways we can make a difference'

UK HOTSPOTS

According to a recent Ethex report, Bath, Lancashire and the Lakes, Oxford, the Bristol area, South Devon and Hereford and Ludlow were 2015's top areas for positive investment. 'It maybe a generalisation', Sarah told us, 'but the key positive investment hotspots tend to have a strong sense of community, a thriving cultural life and a large number of independent shops and businesses. Surprisingly, it's not the wealthiest places that tend to invest the most.'

RECENT DEVELOPMENTS

Ethical investing has traditionally been about avoiding 'sin stocks' such as tobacco, arms and



ABOVE Launch of Low Carbon Hub solar schools scheme



LEFT Sarah Flood, acting CEO of Ethex

pornography – but the positive investment movement is about going beyond that: money is invested with a clear intention to make a positive impact.

A promising development has been the recent arrival of genuinely positive funds such as the WHEB Sustainability Fund and the Threadneedle Social Bond Fund. 'These differ from negatively screened funds in that they set out to make investments that deliver genuine social and environmental benefits. They're more transparent about what they invest in and are now measuring and reporting on the impact of their funds', Sarah told us. 'That's positive investment!'

There's also a wide range of positive savings accounts available from the likes of Ecology Building Society, Triodos Bank, Charity Bank and the Bristol Credit Union. But for most people bank accounts are the commonest – and perhaps only – point of contact with the financial system. 'There's a limited choice of truly positive current accounts available, and some might say there's no real choice', Sarah said. 'This means that the young, or those without money to invest, have no positive financial options open to them – though this will improve if Triodos Bank starts to

offer current accounts at the end of this year.'

MAKE MONEY DO GOOD

Ethex would like to see everyone investing and saving directly in businesses that have a social or environmental mission at their heart. 'It's all about individuals staying in touch with their money and choosing to save in businesses that not only offer a financial return but also make money do good', says Sarah.

FIND OUT MORE

- Feeling inspired to make your own positive impact? Information on products that will make your money do good is at ethex.org.uk
- Details of two opportunities to invest in community energy projects are on pages 10-11

T

he climate deal struck in Paris was hailed a political victory, but the world's leading companies seem to be leaving governments behind in the fight against climate change.

SUSTAINABLE: THE NEW NORMAL

The Paris agreement has come under fire for a lack of detail about how to keep the world below the 2°C danger threshold of warming, but for the first time the responsibility of tackling climate change is not solely on governments.

During the UN talks, renewable electricity supplier Good Energy hosted business leaders at Facebook's HQ in London. As well as discussing the challenges faced by businesses as a direct result of climate change, they shared ideas about the ways in which companies could respond.

Niall Dunne, BT's chief sustainability officer, argued that consumers will embrace renewable technology because it's the best option available, and not just because it's an ethical, low-carbon solution. The telecommunications company is one of a growing number of businesses that see sustainable as the new normal.

switching to 100% renewable electricity reduces your personal carbon footprint by up to 24%

RENEWABLE ENERGY

Choosing 100% renewable electricity is just one of the ways in which forward-thinking businesses are responding to the challenges of climate change: the simple switch to 100% renewable electricity reduces your personal carbon footprint by up to 24%.

Good Energy is at the forefront of the movement, supplying 100% renewable electricity to 55,000 homes and businesses around the UK.

'The purpose of business is to meet societal needs and offer solutions to critical problems', explains David Brooks, Good Energy's managing director. 'The opportunity for clean energy to help solve the issue of climate change is reflected in the increasing demand to go 100% renewable.'

Renewables provided over a fifth of the UK's electricity last year – up from less than 4% in 2005. The supply has been driven by demand from businesses and consumers who realise they can play a part in tackling climate change.

PHOTOS: MICHAEL COX



VS BUSINESS POLITICS

PEOPLE, NOT POLITICS

The Paris climate conference saw more engagement than ever before; for the first time, members of the public were invited through the doors as the role of people, not politics, was recognised.

Actor and comedian Robert Llewellyn, of *Red Dwarf* fame, was one of many personalities who encouraged people at the talks to make one simple choice for the planet.

'These are such 19th-century notions, digging stuff out of the ground, burning it in archaic systems to either power out-of-date technology like internal combustion engines or heat water, turn it to steam to drive turbines to generate electricity', Robert said. 'I mean come on, isn't it time we finally left the steam age where it belongs – in museums?'

Who's really leading the charge in the fight against climate change?



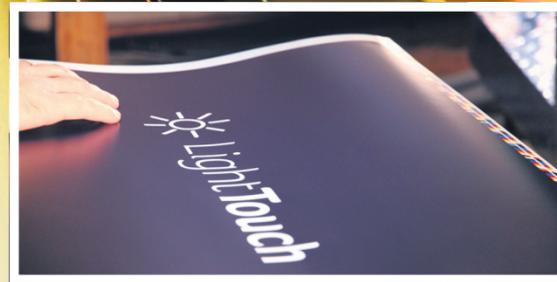
FIND OUT MORE

- Ready to move to 100% renewable electricity? Information on how to make the switch is at goodenergy.co.uk/mygreenpod



THE Print REVOLUTION

The printing industry's ranked in the same environmental risk category as mining, nuclear and oil – so one company's reinventing it



ABOVE
LightTouch combines waterless technology with LED drying

most businesses need to use a printing service – whether it's to create customer brochures, personalised direct mail, internal reports or large format display graphics.

The bad news is that most of these materials are printed using a process called offset lithography, or 'offset litho', which requires large volumes of water and highly toxic chemicals.

THE IMPACT OF PRINTING

After printing, most of this toxic mixture goes straight down the

drain; waterways are polluted and the chemicals turn into airborne volatile organic compounds (VOCs) that contribute to air pollution.

'Not only does our industry use large volumes of fresh water and highly contaminating chemicals, but it also consumes a huge amount of power as many factories run 24 hours a day', explains Gareth Dinnage, managing director of Seacourt printers. 'The majority of printers will be running on energy produced by coal, oil or natural gas – all major contributors to CO₂.'

Gareth adds that, while most printing companies recycle their printing plates and waste paper, most of the other waste – which is collected by commercial disposal organisations – 'no doubt ends up in landfill'.

A CALL FOR REVOLUTION

As a result, the printing industry as a whole contributes heavily to global CO₂ production, airborne VOC pollution, wasted and polluted water and general waste to landfill. In fact, the print industry's potential to damage the environment is so great that Det Norsk Veritas ranks it in the same pollution insurance risk category as mining, oil exploration and the nuclear energy sectors.

But there's no need for printers to continue using the traditional methods that cause this damage. Seacourt – one of the world's leading environmental printers – has two Queen's Awards for Sustainable Development under its belt and has created a revolutionary approach to printing that's challenging business as usual.

REINVENTING THE INDUSTRY

In 2015, Seacourt reinvented the printing press by combining a waterless printing technique with the world's first waterless LED drying printing technology. This 'LightTouch' printing process now forms the backbone of Seacourt's business.

Chemicals and water have been stripped out of the printing process, so all that's used is VOC-free ink. No water, no chemicals, no seal varnishes or set-off sprays. In fact, Seacourt now uses less ink as it no longer needs to wash the press daily. According to Gareth, 'it's all about doing significantly more with significantly fewer resources'.

THE RESULTS

By cutting water and toxic chemicals out of its printing process, Seacourt has been able to reduce VOC production by 98.5% and save over eight million litres of fresh water over the last 10 years.

On top of these environmental achievements, Seacourt's customers now receive a quality of print that wasn't possible when the company was running conventional presses. With traditional offset lithography, the water and added chemicals dilute and damage the integrity of the ink dot

and, as the ink dries, evaporation and absorption take their toll on the sharpness of the print and the vibrancy of colour.

GOING WATERLESS

'Becoming a waterless printer in 1997 was the start of our environmental journey; as well as helping us to reduce our water usage it meant we no longer needed to use environmentally damaging chemicals', Gareth told us.

In 1990 Seacourt became the second printing company in the world to attain EMAS (Eco-Management and Audit Scheme) verification. In 2001 Seacourt was certified as carbon neutral and in 2003 the company switched to 100% renewable energy. In 2009 Seacourt finally broke the back of waste disposal and became the world's first zero waste to landfill printing company.

NEW BUSINESS MODELS

Gareth believes many businesses are starting to realise that a simple linear business model is outdated, and that natural cost is a critical element that needs to be accounted for. Seacourt has been able to prove that having sustainability at the heart of a business model is a sound, sustainable long-term strategy.

Seacourt's clients range from Triodos Bank to The Ellen MacArthur Foundation, and Gareth is proud to be able to count some of the UK's leading ethical and social organisations among Seacourt's clients. 'These businesses understand that for every action they take the reaction must have a minimal effect on the environment', Gareth told us. 'That's why they choose to partner with Seacourt for their printed communications – we share the same beliefs and walk the same walk.'

Still, not all Seacourt's clients are from the green sector. 'For some, the priority is quality and service; the near-zero environmental impact is simply an added bonus. This in itself is great news as it means we are helping to extend an awareness of environmental impact into the mainstream, and therefore creating positive change that, with any luck, will accelerate to become the business norm.'

MAKING THE CHANGE

Over the last 20 years of Seacourt's 70-year history, the focus has been purely on improving the company's environmental performance. 'Financial implications are a secondary consequence', Gareth told us, 'and that's what makes us fundamentally different from the rest of our industry. Unlike others we believe that

running vegetable-based inks and having ISO14001 should be the start of the journey and not the end. If you know there's a better way, then why wouldn't you pursue it?'

A few other printers think the same way and have made the necessary changes, but for the majority it seems that financial implications are a barrier. 'In business there are choices to be made – some harder than others', Gareth explains. 'Making the right choices can have a financial impact over the short and long term: should I buy a new top-of-the-range car or should I put that money back into the company to improve its environmental performance? We stopped asking those questions years ago as the answers were obvious. Yes, everyone in our industry can change – all it takes is the will and commitment to do so!'

Gareth believes that Seacourt's commitment to the environment – plus its revolutionary LightTouch printing process – provides a blueprint for how a printing company of the 21st century should look. 'We honestly feel that if our industry shared in our approach towards best practice and sustainability', Gareth explains, 'then printing could become the one and only truly low-carbon mass communication channel.'

FIND OUT MORE

Interested in the technology behind sustainable printing?

■ Learn about naturally responsible printing at seacourt.net

BRISTOL & SOMERSET

SOLAR BONDS

£2 million raised to bring 8.6MWp of solar into community ownership



FIND OUT MORE

Want to get involved with community energy?
 ■ More information on BEC's project and how to invest is at ethex.org.uk/bristolbond
 ■ View all Mongoose Energy's community energy projects at mongooseenergy.coop

ABOVE
PV
installation
at Easton
community
centre,
Bristol

BWCE'S SUCCESS

BWCE's bond launched in the run-up to Christmas and closed early after hitting its investment target of £1.682 million. The new site – Portworthy array – will take BWCE's community-owned capacity to nearly 7.5MWp, which is enough to supply electricity to around 2,000 typical UK homes. BWCE's bonds offer expected fixed-rate returns of 5.5% per annum (6% to shareholder members of BWCE and local partners), and

two community energy companies (bencoms) have raised over £2 million since the government closed its Enterprise Investment Scheme (EIS) tax relief for community energy projects (see pages 4-5).

The community energy bonds, from Bristol Energy Cooperative (BEC) and Bath and West Community Energy (BWCE), were launched to bring two large-scale solar arrays into community ownership: a 4.59MWp array at Puriton, Somerset – near the proposed Hinkley C nuclear plant site – and a 4MWp array in Portworthy, Devon – 5 miles from Plymouth. They're among the first bonds launched in the UK to finance community energy projects.

'Now the government has removed EIS tax relief for community energy investment, we believe that more bencoms will launch bonds or similarly high-yielding products that offer savers a better interest rate than the average high street bank', explained Jan-Willem Bode, CEO of Mongoose Energy.

any extra profits from the solar array will be reinvested into local communities. From its existing projects, BWCE has already distributed £65,000 through its independent community fund and paid its members the target interest rate for the last four years.

'BWCE continues to be a fantastic case study for the community energy sector, which delivered strong returns for investors in our cooperatives in 2015', Jan-Willem told us. 'The exceptional interest we've seen in the bonds highlights the strength of the sector and gives an extra incentive for people to back these local, renewable energy generation schemes that plough additional profits back into the community, financing projects that address issues like biodiversity and energy poverty.'

THE BRISTOL BOND

BEC was the second to launch a community energy bond. The money raised by BEC will be used to buy the already-built Puriton array, which would take BEC's community-owned capacity to 4.7MWp. Generating the predicted 4,700MWh per year of clean energy would save more than 50,000 tonnes of CO₂ over the array's 25-year running life. BEC is also raising funds to buy and build an array on an additional site near Avonmouth, which would take its capacity to 9.3MWp.

BEC's is a two-year bond with expected returns of 6% per annum, repaid after two years. After that, investors can cash in their bonds, extend them beyond two years at 5% per annum or convert them into shares. BEC has paid its members the target interest rate on their investment for the last three years.

Extra profits from the solar array will be reinvested into a community fund. BEC's expecting to put £100,000 back into communities this year, and £4 million over the full course of its projects. Payments from existing schemes have helped fund free advice sessions on energy deals, bill management and maximising energy savings.

The bond offer has a minimum investment per applicant of £500.

THE ISLE OF WIGHT

GOES SOLAR

Community-owned solar park will help to address fuel poverty

R

ABOVE
The solar
park

Renewable energy is a multi-billion pound industry; over the next 20 years, renewables will account for two-thirds of all new investment in energy generation as fossil fuels are slowly replaced with sustainable alternatives.

The Isle of Wight has just about the best solar resource in the UK coupled with a very good tidal resource – it has the potential to become a centre of excellence for renewable energy generation, and yet 15% of the island's adults are affected by fuel poverty.

'I personally think it's a scandal that 25% of children on the island are growing up in fuel poverty', says Colin Palmer, green energy veteran and chairman of Wight Community Energy (WCE). 'This means there will be days when their parents have to choose between food and heat. This is the 21st century in probably the warmest part of the country. That's a scandal that needs to be addressed.'

INVESTING IN THE FUTURE

WCE may well be the solution: islanders are being given an opportunity to invest in a solar park and, by bringing it into community ownership, play their part in the island's sustainable energy future.

The original aim was for WCE to generate £2.4 million to fund initiatives to help shrink the Isle of Wight's carbon footprint and

'I personally think it's a scandal that 25% of children on the island are growing up in fuel poverty.'

supply enough power to support over 1,300 island homes. Under Colin's leadership, WCE has already secured £4.58 million in investment and the solar park, built by cleantech energy firm Anesco, was commissioned in December.

The 3.95MW site at Homestead Farm, to the north of Newbridge, will generate 4.68MWh of power each year. As it's already been built and registered with Ofgem, the site's income through the Feed-in Tariff is guaranteed for 20 years. The FIT rate isn't affected by the government's recent cuts to the tariffs, giving additional assurance to investors and benefits to the island's community.

THE SHARE OFFER

The minimum share holding is only £500, and WCE is projecting a return of 7% per year. As an added benefit, shares will be exempt from inheritance tax once they have been held for 12 months. Those who invest will also have a vote in how the community fund, predicted to be £2.4 million over the scheme's 25-year life, will be invested back into the island to help tackle fuel poverty and develop the island's smart, sustainable energy future.

Working alongside Colin at WCE is an enviable management team that includes Dr Jeff Kenna, an expert in community energy and the man behind some of the UK's most successful

community energy projects. He's joined by Ray Harrington-Vail, a Carisbrooke-based conservation and environment expert, co-founder of the Footprint Trust and board member of Isle of Wight Community Action. Steve Webb, who has run share offers to finance 17MW of community renewable energy projects and David Bunker, a Centre for Sustainable Energy trustee and a director of the Windcluster 2000 wind farm, complete the team.

For this project WCE has partnered with Mongoose Energy, the UK's leading community energy firm, to provide best practice advice and support and ensure the longevity and efficiency of the solar farm.

FIND OUT MORE

Interested in making a positive investment?

■ More about Wight Community Energy is at iowcommunityenergy.org
 ■ For how to invest, visit ethex.org.uk/WCE



PE.A. AWARDS 2015

Sustainability champions are named at a green carpet event in Brighton



round 400 people attended 2015's P.E.A. (People. Environment. Achievement.) Awards, in association with Mongoose Energy. The ceremony marked the fifth anniversary of the green carpet awards bash that recognises sustainability champions from around the world. Individuals and teams from up and down the UK – from Aberdeenshire to Cornwall – were honoured for setting new standards for sustainability, in sectors ranging from business and shopping to re-wilding and education.

'The P.E.A. Awards ceremony in Brighton was that rare combination of inspiring, exciting and great fun', said Jan-Willem Bode, managing director of Mongoose Energy. 'It made me proud to be a part of this movement, and I am looking forward to working with even more of the fantastic people here who are doing such great things.'

P.E.A. CHAMPION 2015

The Great British Oceans Coalition swept up, bagging the International P.E.A. Award for Nature, The P.E.A. Award for Team and the Global P.E.A. Award for NGO. The team was also named overall P.E.A. Champion 2015 for a tireless campaign that resulted in the government agreeing to create the world's largest marine reserve around the Pitcairn Islands – and a manifesto commitment to create a 'blue belt' around the 14 UK Overseas Territories.

'The whole Great British Oceans team was beyond thrilled to win four P.E.A. Awards, including overall Champion 2015', said Clare Brook, CEO of the Blue Marine Foundation. 'It's truly gratifying to have our hard work and achievements rewarded so resoundingly

by the P.E.A. Awards. It will give our campaign a huge boost and ensure that everyone – particularly the UK government – continues to pay attention. These awards have given us all the strength and determination to ensure that Britain leads the world in ocean protection.'

NEW AWARDS

Two new awards were added to this year's roster: Britain's Greenest Family, sponsored by Yeo Valley family farm, and a Nature award, sponsored by Big Nature, to recognise the anniversary of Brighton & Lewes Downs' UNESCO-designated Biosphere status.

The event pulled together all arms of Brighton's community; Douglas McMaster from Silo – Brighton's zero-waste restaurant – put the three-course vegan menu together, and the food was delivered by Cashew Catering, Lewes. Food was sourced by the ethical supermarket, hiSbe, with Brighton's Bison Beer Crafthouse, Boho Gelato and Miss Muffin Top providing drinks and desserts.



TOP
Jarvis Smith,
P.E.A.
Awards
founder

MIDDLE
The Stereo
MCs



LEFT
Jacqueline
Saggers

BRITAIN'S GREENEST FAMILY Jacqueline Saggers (Royston, Hertfordshire)

After growing up on a battery chicken farm that had been in the family since 1600, Jacqueline's husband Simon was inspired to do things differently. The family embarked on the life-long task of establishing an organic smallholding.

The Saggers family is a great example of what can be achieved when you stick with a vision and disrupt the norm. It's not easy to do, but it's extremely valuable – and the pioneering spirit has led to a complete transformation in the Saggers' family life.

P.E.A. judges

@JaqSaggers

BELOW
LOVEmyBEACH

BUSINESS

Sponsored by Interface
Lorna Milton, Élan Hair Design (Inverurie, Aberdeenshire)

Following a £250,000 refurb including LED lights, solar panels, a switch to renewable energy, a carbon management plan and recycling programme, the salon has cut costs and boosted profits – and may now be the UK's most eco-friendly hair salon.

Élan Hair Design is a great example of how to do things differently on the high street. Hair salons traditionally rank pretty low in the sustainability stakes due to the intensive use of water and chemicals, but this is a great example of how the sector's impact on the environment could be mitigated.

P.E.A. judges

elanhair.co.uk

BUILDING

Fiona Byrne, teacher, St Luke's Solar School (Brighton)

Over two years, St Luke's crowd-funded £13,700 from the local community to buy solar panels. The primary school now has a 9.7kWp solar rig on its canteen roof, and is committed to using the panels to teach students about renewable energy and the environment.

Glamorous new eco-homes may get all the attention, but we mustn't forget the importance of retrofitting when it comes to lifting the standard of existing buildings. The solar rig at St Luke's is a great example of how new technology can improve existing structures.

P.E.A. judges

solarschools.org.uk/stlukes/

COMMUNITY (LOCAL)

Lin Swords & Lydia Keys, project leaders, Blooming Marvels (Stanford Le Hope)

Last year, Lin and Lydia were appalled that, due to council budget cuts, there would be no Christmas tree for the town of Stanford-le-Hope, Essex. They have been fighting to improve their community ever since – from reinstating hanging baskets to developing allotments.

Action isn't just about writing letters of complaint to the council, it's about taking matters into your own hands. For the Blooming Marvels team it started with a Christmas tree and evolved into something with a much broader impact on the community.

P.E.A. judges

COMMUNITY (NATIONAL)

Emma Whitlock, Fylde Beach Care Officer, LOVEmyBEACH (Wigan)

In Fylde LOVEmyBEACH works with seven committed groups who remove litter from their favourite beaches. The campaign's challenge is to work together to keep our local beaches and bathing waters clean.

This is classic grassroots community action: the beaches are dirty, so let's get on with it and clean them. As an island nation, beaches are an evocative symbol of the state of the environment; most of the waste that ends up on the beach is the detritus of urban consumption coming back to haunt us.

P.E.A. judges

lovemybeach.org



PHOTOS: RADSKI



LEFT
Will
Cottrell,
Brighton
Energy
Coop



ABOVE
Abundance

EDUCATION (PROJECT)
Warren Carter, Moulsecoomb Forest Garden Project, project manager, Queensdown Woods (Brighton)

The woods that back onto this project have become an essential part of its outdoor classroom. The open college uses the woods to help teach some of Brighton's most troubled youngsters, who can now earn themselves up to GCSE-equivalent qualifications.

Queensdown Woods is a great example of how pioneering education projects – such as Moulsecoomb Forest Garden and Wildlife Project – are giving birth to new offshoots that have real impact on the area and the people who live there.

P.E.A. judges

seedybusiness.org

MONEY

Bruce Davis, Louise Wilson, Karl Harder, co-founders and directors, Abundance (London)

Any project funded through Abundance has an environmental benefit, in that it either improves energy efficiency, generates clean energy, or both. All projects also generate a return for society, and capital is quickly recycled into new projects.

Abundance is the first real community engagement, out-of-the-box finance project, and it's really helping to shake up the sector. Who doesn't want to help build a better world with their investments?

P.E.A. judges

abundanceinvestment.com

INDIVIDUAL

Nina Emett, founding director of FotoDocument, One Planet City (Brighton)

This not-for-profit arts education organisation makes positive social and environmental initiatives visible through the powerful medium of world-class documentary photography installed in high-profile public spaces.

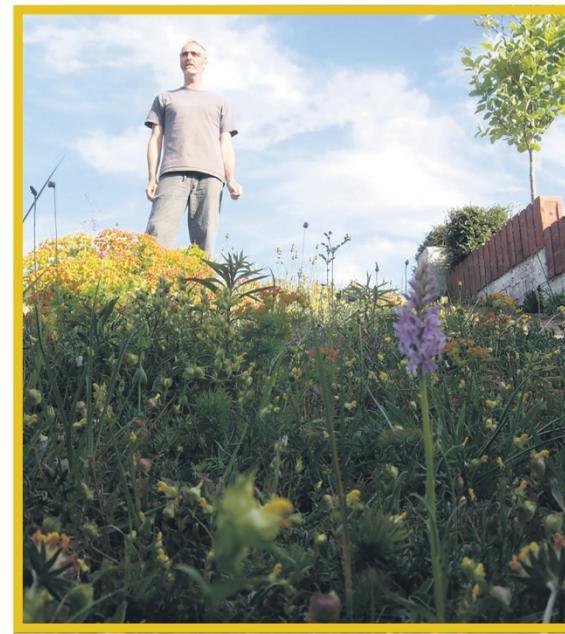
It's wonderful to see the arts used in such a positive way and not locked up in galleries. The variety of locations was incredible for both the accessibility – on the seafront, at the train station, in the open market – and the fact that collaboration would have been required with every sector in the city.

P.E.A. judges

fotodocument.org



LEFT
One
Planet City
(Brighton)



TOP
Philip
Thompson,
Living
Garden

NATURE (REGIONAL)

Sponsored by Big Nature

Charlie Burrell Knepp Castle, (Shipley, West Sussex)

Knepp Castle Estate, near Shipley, West Sussex comprises 3,500 acres, almost all of which is now given over to re-wilding. With its heavy clay and small fields the land was never suited to intensive agriculture so, in 2003, owner Charlie Burrell made the bold step of turning the entire estate over to a pioneering conservation project.

The Knepp Castle project has done something astonishing: it has given farmers the opportunity to go back and think about stewardship and how they do things. It's an innovative approach that required a big leap of faith.

P.E.A. judges

knepp.co.uk

RIGHT
10:10's Solar
Schools scheme



NATURE (LOCAL)

Sponsored by Big Nature

Philip Thompson, The Living Garden (Brighton)

Philip started 'gardening for wildlife' from the day he moved into his house 15 years ago. Now, as many as six species of butterfly and a number of moth species actually breed in Philip's garden as a direct result of the presence of their larval host plants, which have been planted or introduced by Philip.

Even a postage stamp-sized garden can inspire neighbours – it's all about taking responsibility for what's in your own back yard. The Living Garden, with its butterflies and wild orchids, has an infectious effect on anyone who sees it.

P.E.A. judges

NATURE (NATIONAL)

Sponsored by Big Nature

Dr Martin Warren, chief executive, Butterfly Conservation (Dorset)

Butterfly Conservation is targeting efforts in 73 key landscapes, working with hundreds of landowners and partner organisations to manage habitats to enhance existing populations, restore former habitats and reconnect populations.

If they got us to download the app and count butterflies, then they must be doing something right! Butterflies are a key indicator of biodiversity – and this charity is doing great work to help manage and restore their fragile habitats.

P.E.A. judges

butterfly-conservation.org

NGO (DOMESTIC)

10:10 team (London)

From its work with Balcombe, the UK's poster child for fracking, to its award-winning solar schools initiative, 10:10 is now working alongside voluntary-sector buildings in Manchester, schools in Chile and mosques in London.

This is a campaign that was meant to end on 10 October 2010 – and five years later it's still going strong. Everyone knows 10:10's work, even though the team doesn't always necessarily make a song and dance about it.

P.E.A. judges

1010uk.org

NATURE (INTERNATIONAL)

Sponsored by Big Nature

Great British Oceans Coalition team (London)

Working together, The Pew Trusts, RSPB, Marine Conservation Society, The Blue Marine Foundation and Zoological Society of London recently celebrated the government's commitment to create the world's largest marine reserve around the Pitcairn Islands. Just under a million square kilometres of the South Pacific will forever remain pristine ocean.

By working to protect the 6.8 million square kilometres of ocean for which the UK's responsible, the Great British Oceans Coalition is helping to conserve an area 30 times bigger than the UK itself. Protecting these ecosystems will have a huge impact on biodiversity.

P.E.A. judges

greatbritishoceans.org

RIGHT
Keith Harrison
Newlife Paints



NGO (INTERNATIONAL)
Cool Earth team (Cornwall)

Cool Earth is a charity that works alongside indigenous villages to halt rainforest destruction. 90% of funds go directly to its projects; for every £1 spent on fundraising the charity raises £11.48.

As the Cool Earth team says, saving the rainforest isn't a new idea – but managing to do it is. The charity's figures are impressive, and support the idea of leaving key decisions to the local people who know their environment best.

P.E.A. judges

coolearth.org

NGO (GLOBAL)
Great British Oceans Coalition team (London)

This coalition comprises seven like-minded NGOs that champion the creation of the world's first generation of large, fully protected Marine Parks in UK overseas territories.

Charities have their own targets and goals and can often forget they're part of a wider group of people fighting for the same overarching goals. This coalition goes to show how effective NGOs can be when they come together.

P.E.A. judges

greatbritishoceans.org

PRODUCT

Sponsored by MyGreenPod
Keith Harrison, managing director, Newlife Paints (Rustington, West Sussex)

Each year, 50 million litres of paint go to waste. After some years of development, Newlife Paints now produces a decorative paint range of some 28 colours, which contain at least 90% recycled paint.

This is a great story about a retired chemist who found 25 half-cans of paint in his shed and wondered how many homes in the UK have the same problem. He dedicated his time to developing a solution, and the result is a great product that could have a huge impact.

P.E.A. judges

newlifepaints.com



ABOVE
Cool Earth

SHOPPING

Sponsored by Simply

Miss Roshni Assomull, co-founder, Bella Kinesis (London)

For each item sold by this ethical women's sportswear brand, the company funds one month's business education for a woman in rural India through a partnership with the Mann Deshi Foundation. The sportswear, designed to suit women of all body shapes, is made in the UK with premium-performance fabric from Italy.

Helping to elevate the status of women in rural India will have a domino effect that could help to bring about greater equality. Bella Kinesis is promoting healthy body images and encouraging activity and empowerment.

P.E.A. judges

bellakinesis.com

TEAM

Great British Oceans Coalition team (London)

This coalition is an example of how a group of teams can achieve more together when they unite as one. Seven like-minded NGOs championed the creation of the world's first generation of large, fully protected Marine Parks in UK overseas territories.

This coalition of NGOs is an incredible example of effective team work in action. Teams from RSPB, The Pew Charitable Trusts, the Zoological Society of London, the Blue Marine Foundation, the Marine Conservation Society, Greenpeace UK and the National Geographic Society have pooled their expertise to incredible effect.

P.E.A. judges

greatbritishoceans.org



LEFT
Bio-Bus

TRAVEL/TOURISM

Sponsored by VisitBrighton

Señor Andres Hammerman, co-owner, Black Sheep Inn (Ecuador)

This eco-resort has a firm spot on the sustainable tourism map, in part because of its dry composting toilets, grey-water treatment, eco-building techniques, organic gardens, rainwater catchments, native tree planting and full-scale recycling – but mostly because of its community projects.

As well as being an established high-end eco-resort, Black Sheep Inn is heavily involved with the local community and conservation efforts in the area. The building is an inspiring example of what can be achieved when sustainability is built into a company's DNA

P.E.A. judges

blacksheepinn.com

TOWN/CITY

Sponsored by Bison Beer Crafthouse

Lewis Knight, Bioregional, project manager, Bicester Eco-Town (Bicester, Oxfordshire)

With North West Bicester as the catalyst, Eco-Bicester has worked to embed sustainable development throughout the fabric of the whole town. It's designed to be easily replicable and can be used by all local authorities, particularly in places where new developments are proposed.

New towns and new buildings can be executed so poorly – it takes a lot of dedication, time and commitment to pull something like Eco-Bicester off. This important project would be relatively straightforward to scale up – and that would have a massive impact.

P.E.A. judges

ecobicester.org.uk

TRANSPORT

Bio-Bus team (Bristol)

The Bio-Bus, developed by UK-based company GENeco, is the first bus in the UK to be powered by gas derived from food, sewage and commercial liquid wastes. The bus can travel over 300km on a full tank of gas – produced by the annual food and sewage waste of just five passengers.

Bio-Bus is completely off the wall – it's a one-off, but it's a great one. This project goes to show there's no such thing as 'waste'; with a bit of imagination we could clean up the way we think about fuel for good.

P.E.A. judges

geneco.uk.com/biobug/biobus

BELOW
Great British Oceans Coalition



P.E.A. CHAMPION 2015

Great British Oceans Coalition

What a year for the Great British Oceans Coalition! This group of NGOs has achieved something incredible: following a long campaign, the UK government has decided to create the world's largest marine reserve around the Pitcairn Islands.

Oceans touch every continent around the globe and, in the UK, we're never further than 70 miles from the coast. They're the source of where we'll be most affected by climate change, so resolving issues in the ocean will have a huge knock-on effect.

A huge congratulations to the Great British Oceans Coalition for its hard work and fantastic collaboration.

P.E.A. judges

greatbritishoceans.org



IN ASSOCIATION WITH



FIX UP LOOK SHARP

Step into spring wearing some of our favourite sustainable styles



FAR LEFT
The Vest
Top and Walk
Trousers by 90%. Shoes by Finsk. Emerald BonBon Ring and Sherbet Pip Earrings by SVP. Silver Ring by Matthew Calvin

CENTRE
Jumpsuit by Ace & Jig at The Acey. Trainers by Veja at The Acey. Earrings by Toolally

RIGHT
Jacket and striped top by Eileen Fisher. Yellow Cardigan by Lowie. Paper Bag Shorts by 90%. Shoes by Beyond Skin. Sherbet Pip Earrings by SVP. Rings by Matthew Calvin

ABOVE Jumper by Lowie. Skirt by Christopher Raeburn. Shoes by Finsk. Earrings by Toolally. Black Onyx Ring by SVP. Silver and Gold Rings by Matthew Calvin



Khandiz Joni has worked as a hair and makeup artist for over 15 years, and became interested in natural makeup about a decade ago. She now uses an exclusively natural, conscious kit. Sharing similar beliefs – and having championed luxury sustainable fashion for more than 10 years – fashion stylist and creative director Alice Wilby joined forces with Khandiz to create Novel Beings. It's the first stylist artist agency that exclusively represents 'conscious' creatives in the fashion, beauty and advertising industries. Find out more at novelbeings.com.

RIGHT, TOP
Jacket by Christopher Raeburn. Striped Top by People Tree. Shorts by Beautiful Soul. Earrings by Toolally

RIGHT, BOTTOM
Top and Trousers by Marina London. Bum Bag by Christopher Raeburn. Sherbet Pip Earrings by SVP. Rings by Matthew Calvin

FAR RIGHT
Top and Scarf by Eileen Fisher. Hoop Earrings by SVP

CREDITS
Model Muna Mahamed, Premier Model Management
Photographer Rachel Manns
Styling Alice Wilby, Novel Beings
Hair and makeup Khandiz Joni, Novel Beings, using Zao Makeup & Less is More
Location The Observer Building, Hastings

STOCKIST INFO
Matthew Calvin matthewcalvin.com/shop
SVP svpjewellery.com
Toolally toolally.com
Eileen Fisher eileenfisher.co.uk
Beautiful Soul beautiful-soul.co.uk
Lowie ilovelowie.com
Christopher Raeburn christopherraeburn.co.uk
90% ninetypercent.com
People Tree peopletree.co.uk
Finsk finsk.com
Beyond Skin beyondskin.co.uk
Veja the-acey.com
Ace & Jig the-acey.com



SS2016 BEAUTY

I was lucky enough to spend three glorious weeks back home in the sunshine over Christmas and New Year. As well as reflecting on 2015, I also got chance to look ahead to 2016 and think about how to improve on last year. My conclusion was that I needed to simplify. EVERYTHING.

It turns out that simplicity is an overarching theme for SS16 beauty, too – but it shouldn't come at the expense of colour or personality!

One of the basic rules of (true) organic beauty is to simplify the ingredients used in the formulation. Skin&Tonic never

uses more than seven ingredients and its range hits all the marks. Now's the perfect time to have a good old spring clean and simplify your beauty routine.

YOU BEAU-TEA

Pure Skin by Tea Detox offers a blend of carefully considered ingredients that target a range of skin ailments. Alternatively, make a big pot of organic Rooibos, which is rich in antioxidants and naturally caffeine free. Spritz the chilled tea over your face and body.

FLAWLESS SKIN

I've recently discovered Madara's Moon Flower Tinting Fluid, which adds the subtlest of glows to the skin while hydrating and protecting it with organic ingredients. My go-to brand for concealers is ZAO Makeup, as it has a full spectrum of cream

foundations and concealers for every skin colour.

MAKE YOUR STATEMENT

This season celebrates uniqueness: think 'love thyself' and 'all my quirks make me beautiful'. What a perfect opportunity to wear your favourite lipstick colour (or even a wash of blue eyeshadow) with pride!

I love Absolution Rouge Theatre Organic Lipstick for a splash of vibrant matte colour; Vapour Organic Beauty in 414 Chere is a more subdued option. Kjaer Weis Lip Tint in Goddess is a buildable deep plum colour that's flattered nearly every face I've used it on.

Choose one product and apply it to a well-nourished, foundation-less skin and you have SS16 beauty covered. Keep everything else simple!

KHANDIZ JONI
Green beauty makeup artist and co-founder of Novel Beings



'Thank you'
- so much for creating these
products, my skin looks and feels fabulous.

'Best natural skincare'

- I have found. Delicate on my skin and immediate results.

'Divine texture and smell'

- Remarkable improvement on my skin.

www.inlight-online.com

SPRING SKINCARE

Dr Mariano Spiezia _ the father of Britain's organic beauty movement – explains how to nourish the skin and nurture the soul this spring

A

ren't we the mirror of our surroundings?

Spring is a very special time of the solar year. As the available sunlight lengthens and intensifies, I often find myself daydreaming about the extraordinary transformation that must occur for plants, soil, animals and us humans in order for us to keep up with the change.

As you may know, the change of the seasons is related to the fact that, rather than being vertically orientated, the Earth's axis is at a 23,5 degree tilt. The northern end of the axis points towards the North Star as the planet revolves around the sun. This tilt, combined with the revolution, is responsible for seasonal changes.

Between winter and spring, the sun slowly moves up in our sky until it reaches a point where both day and night are 12 hours long. This particular day, which occurs around 21 March, is called the spring (or 'vernal') equinox.

THE ROLE OF LIGHT

Our beautiful light plays an important role in determining the metabolic changes in plants, animals and humans. In plants, stems are attracted to the light and turn towards the origin of life in a phenomenon called phototropism.

In animals and humans the light is managed by a supra-chiasmatic nucleus (circadian pacemaker) located in the hypothalamus of the brain. It produces what is called the circadian cycle – or internal clock – that governs the rhythm of

sleep, mood, behaviour, heart rate, metabolism, alertness, melatonin production, fertility and so on.

THE SPRING AWAKENING

This is why during the 'spring awakening' birds feel the urge to migrate or nest to prolong the lineage; animals start their mating ceremonies and males start to fight to get the girls' attention.

And what happens to us humans? The winter blues gently disappear, life seems to flow back into our blood, new ideas and energies start fermenting in our brain and we experience a feeling of power and a desire to explore new horizons. Our soul feels the need to expand and embark on new journeys.

It's now the time to walk in silence by the seashore, woodlands and mountains and be nurtured and inspired.

EXPELLING TOXINS

From a biological point of view our metabolism changes, activating the cleansing and detox process: toxins, like mud in a pond, are set in

motion by spring's fiery energy. They're moved out and expelled through the liver, kidney and bowel – our emunctory organs.

The skin also plays a critical role in this detox process: it brings to the surface what was hidden underneath during hibernation in winter. The skin changes its metabolism, increasing the pace of cell regeneration and even modifying its epidermal chemistry.

In light of these changes, cleansing the body, skin and soul helps to align our lives to the season and make the most of its fresh energy.

FIND OUT MORE

- Get your skin ready for spring!
- The full range of Inlight organic skincare is at inlight-online.com
- More on the alchemical processes behind the products is at inlight-online.com/how-made

C

SPRING CLEAN AND DETOX

Cleanse and revive the skin morning and evening with a pure, active, organic cleanser like Inlight Face Cleanser. Twice a week, use a face mask with powerful antioxidants such as spirulina and barley grass.

When you're in the shower or bath, rub the skin with a natural fibre cloth to get rid of dead cells and reactivate the blood and lymphatic circulation. Feed the skin with a nourishing and synthetic-free body oil that's packed with nutrients.

For an internal cleanse, drink detoxifying herbal teas (nettle and burdock are the masters).

Drastically reduce your consumption of animal protein and dairy, and make sure you get a daily dose of raw organic seasonal veg. Avoid junk food and sweetened or alcoholic drinks completely!

DR MARIANO SPIEZIA
Co-founder and formulator of Inlight organic skincare

Flower POWER

B

Weleda Skin Food is turning 90 – here’s why it’s still as iconic as ever

Behind many natural brands there’s a deep and unique company philosophy, and that’s certainly the case with Weleda. For over nine decades, Weleda has shown true commitment to being green, ethical and sustainable. First founded in Switzerland in 1921, Weleda arrived in the UK in 1925 – and its original range included several products that are still going strong today. As Weleda’s Jayn Sterland commented, ‘The coolest trendsetting products aren’t always the latest and newest fad – hip today and old news tomorrow. Sometimes old is the new new!’

A perfect example is Weleda Skin Food. Introduced in 1926, this ultra-rich cream is now celebrating 90 years as an iconic beauty classic.

‘Sometimes the coolest trendsetting products are not the latest and newest fad, hip today and old news tomorrow’

THE SECRET’S OUT...
For years Weleda Skin Food was an industry beauty secret, but over the last decade it has become a firm favourite with many high-profile celebrities. The enthusiastic fan club includes singers Adele, Rihanna and Joss Stone, plus actresses Julia Roberts, Brooke Shields, Kerry Washington and Winona Ryder. Top models and fashionistas Alexa Chung, Victoria Beckham, Helena Christensen, Behati Prinsloo, Chandra North, Dree Hemingway and Jessica Stam all swear by Skin Food. It’s a backstage beauty essential at The British Fashion Council’s Model Zone where catwalk beauties



1 CALENDULA
(Calendula officinalis)
For centuries calendula has been known for its soothing and healing effects on irritated or inflamed skin. It’s prized for its gentleness and mildness, and valued for its natural wound-healing properties. In Elizabethan times, no authentic herb garden was without its golden flowers, which brighten the garden from early summer through to first frost.



2 ROSEMARY
(Rosmarinus officinalis)
Since the Middle Ages rosemary has been an enduring symbol of remembrance. Known for its revitalising, stimulating action, the aromatic needle-like leaves are traditionally used for their restorative and tonic properties. In skincare, rosemary is great for perking up a pasty complexion.

3 WILD PANSY
(Viola tricolor)
Also known as heartsease, this plant has a long history of use in herbalism. The tiny *Viola tricolor* is particularly good for rough or cracked skin, and helps keep skin soft and supple. Weleda sources its pansies sustainably; they’re gathered from the wild in the Czech republic by certified collection.



4 CHAMOMILE
(Matricaria chamomilla)
The word chamomile comes from the Greek meaning ‘ground apple’ due to its scent of fallen apples. Chamomile contains a beautiful blue volatile oil consisting of azulenes from the flowers. These are very soothing; they have a wonderful anti-inflammatory effect on the skin and help to repair tissues.



rest, relax and refresh between fittings and shows during London Fashion Week. ‘My absolute MUST is Weleda Skin Food which I apply all over my body’, says model Erin O’Connor. ‘It smells so fresh and uplifting – I never leave the house without it.’ This enriching balm restores radiance to lacklustre skin on the face, and is equally useful for dry or rough hands or thirsty skin anywhere on the body. It’s authentically all-natural and always

has been. Weleda Skin Food is an evergreen beauty hero that’s not so much made as grown. Here are the secret ingredients that, over the last 10 years, have helped it bag 23 awards in the UK alone.

FIND OUT MORE
Interested in Weleda’s philosophy and natural beauty products?
■ View the full range at weleda.co.uk
■ More on the company history is at mygreenpod.com/weleda

ART COP21

The campaign that used culture to tackle climate change



TOP
Arctique
est Paris -
Greenlander
Hunter



RIGHT
COPBox



ABOVE
Antarctic World
Passport
Delivery Bureau



LEFT
L'Eau Qui Dort

ANTARCTICA WORLD
PASSPORT DELIVERY BUREAU
Lucy & Jorge Orta, Paris

For €1, visitors could buy a passport and become symbolic citizens of Antarctica. Orta's aim was to activate a form of citizenship with a place that carries so much meaning.

COPBOX
Lamoal & Lamoal Architects
and COAL, Paris

For five months, this special wooden box for citizen journalism travelled to sites across Paris, collecting the testimonies of thousands of the city's visitors and natives.

L'EAU QUI DORT
(SLEEPING WATER)
Michael Pinsky, Paris

Artist Michael Pinsky dredged up 40 objects from the Seine and its canals in order to 'confront people with what they throw away, making what used to be invisible visible again.'

5

51 events took place in 54 countries during ArtCOP21, a global festival of civic engagement with climate change in the run-up to COP21.

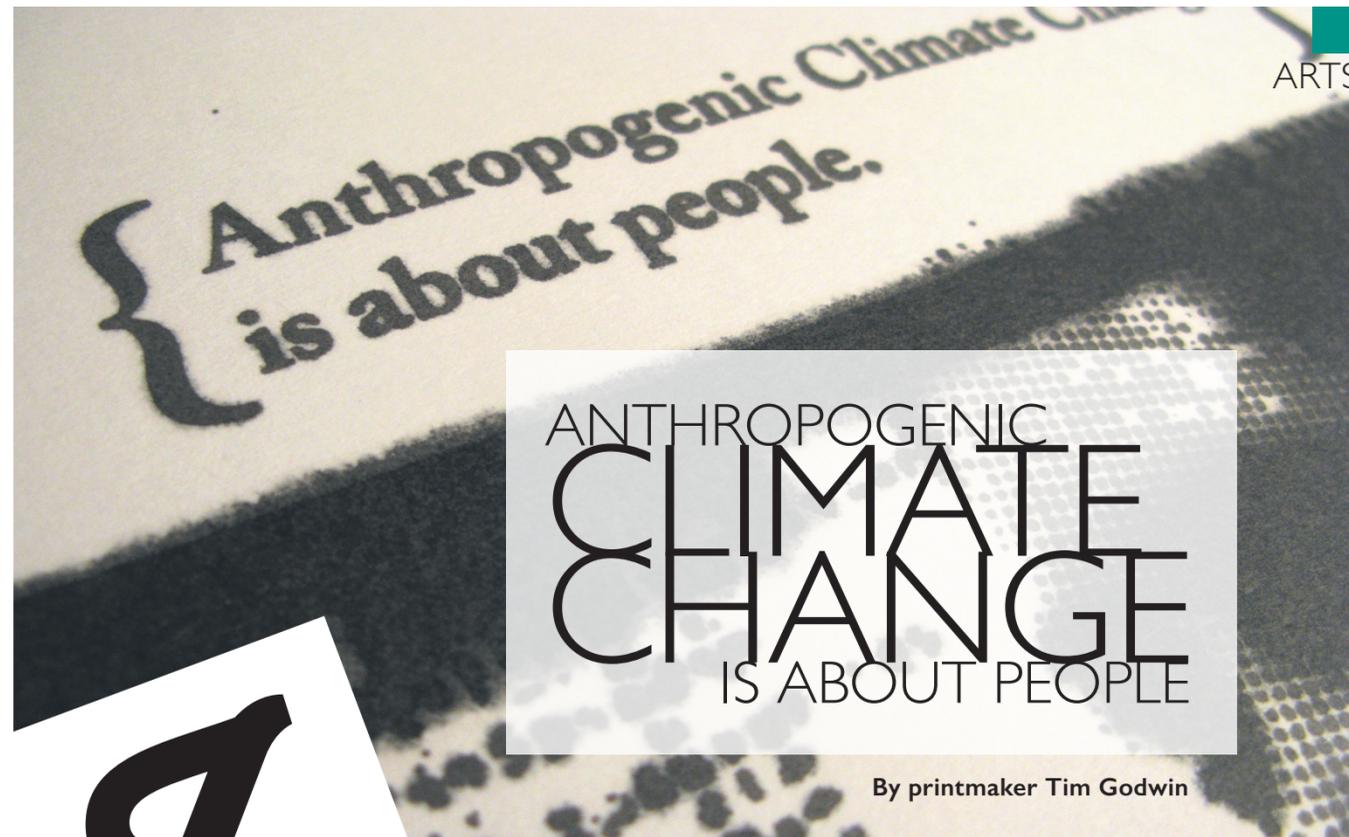
The festival, a collaboration between Cape Farewell and COAL, reached a live global audience of over 750,000 through exhibitions, concerts, marches, conferences, workshops, public art installations, plays and screenings across the world – from a concert in the Arctic Circle featuring Led Zepellin's John Paul Jones to a street art exhibition in Benin, Africa.

Here are some of the highlights – view the rest at artcop21.com.

Just when western countries must be seen to lead by example and best practice, we in England are now on course to deliver more carbon emissions than ever before. How can we expect emerging economies to engage, when we do U-turns and openly pollute – and then have the temerity to say how well we are doing?

Cameron and Osborne should do better than such a contradictory approach. With this in mind, and looking to the future, it is now more important than ever for climate and cultural organisations to stand together and lead the way.

DAVID BUCKLAND
International director of Cape Farewell



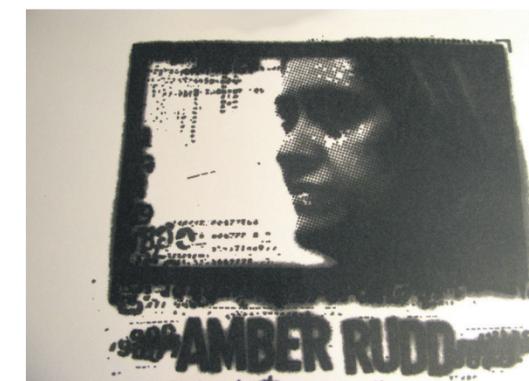
By printmaker Tim Godwin

I thought it interesting to look at the individual as a starting point for some creative artwork around the Paris talks. I wanted to make prints of contrasting individuals, whose actions in their sphere of influence can be seen as positive or negative in the frame of action on climate change.

The two people I selected for the first pair of prints are Amber Rudd MP, Secretary of State for Energy & Climate Change, and Juliet Davenport, the founder and CEO of Good Energy.

I don't know either of them beyond their public images. I thought there were some interesting comparisons to be made between the two English women, both born in the 1960s, who have had very different impacts on the UK's energy and climate landscape.

Juliet
Davenport



Amber
Rudd

I decided to print the image of Juliet Davenport using coffee, turmeric and paprika as pigments, using wood cellulose as a binder medium. All these ingredients are entirely biodegradable and made from sunlight. There's a nice connection for me here – the image of the person whose career has resulted in more solar energy capacity in the UK, with the associated climate benefits, being printed with inks made of sunlight.

The opposite is true of the ink used to create the Amber Rudd image: this is printed using used engine oil from a VW van. It somehow seemed appropriate to create an image of the person who represents the pro-extractive, pro-automotive, climate risking policies we have experienced in the UK over the last six months, with a fossil fuel. It's a black, unpleasant substance, and the only more appropriate ink to use would be shale gas, but screen printing with gas is not something I've worked out yet.

FIND OUT MORE

Details of the Human Nature artists exploring our relationship with Nature are at humannatureshow.com

THE PHOENIX ROSE

Rewriting the rules of standard western music



BOTTOM PHOTO: CAROLINA FARUOLO, SHAMBALA



2016 TOUR DATES

- Vegfest, Bristol
21-22 May, bristol.vegfest.co.uk
- Kempton Carnival, Brighton
4 June, kemptoncarnival.com
- Raw Nature Adventure, The New Forest
19-21 August, rawnatureglobal.com
- Valley Fest, Chew Valley
2-4 September, valleyfest.co.uk

We've got our hands on five family tickets to Valley Fest – turn to page 39 for competition details.

FIND OUT MORE

- Want to know more about The Phoenix Rose?
 - Be the first to see the debut video at thephoenixrose.co.uk
 - The self-titled album (released 06.05) can be preordered from iTunes or Amazon

Fronted by composer and singer Jarvis Smith, The Phoenix Rose has been described as 'a London-based musical tsunami' that celebrates the power of music to reach the entire human family.

After nearly eight years of preparation, the band's self-titled album – which is packed with dynamic, uplifting themes and irresistible grooves – will be released this month, and the buzz is palpable. The wide appeal of the music can be traced to the diverse set of influences that make up The Phoenix Rose; the album fuses pop, rock, reggae, hip hop and Indian music into a singular composition.

After years playing small London venues from Camden to Clapham, The Phoenix Rose met Glastonbury founder Michael Eavis while performing at a local eco-centre. Michael invited the band to play Glastonbury Festival, and The Phoenix Rose embarked on a festival run that included Sunrise Festival, Croissant Neuf and the Isle

of Wight Festival. Struck by the band's Isle of Wight set, renowned producer Native Wayne Jobson (No Doubt, Toots & the Maytals, Gregory Isaacs) offered to produce the band's first record. Jobson brought Junior Marvin (Bob Marley & The Wailers) and Patrixx Anthony (UB40) to record guitar and trumpet on the album.

the album fuses pop, rock, reggae, hip hop and Indian music into a singular composition

A frenetic and propulsive orchestration runs through the core of the album, and the vocal melodies soar above it all in spectacular fashion – tapping into those world influences that challenge and rewrite the rules of standard western music.

For the band's debut video, *Destination*, Jarvis and the team at GYPSYPOP RECORDS have decided to let the music do the talking instead of relying on any elaborate CGI or over-saturation of the senses. They've delivered an artistically compelling performance clip that is primarily black and white; the only colour comes from vibrant scenes of the natural world cast over Jarvis and his dancing female companion.

PPL PWR

The collective of students and graduates that's making festivals greener

the collective is supported by CampLight, a pre-pitched tent provider that was set up as a solution to the campsite waste issues seen at many UK events. The team collects tents that have been abandoned at UK events, then fixes and restores them for reuse. The tents are then pre-pitched at events and hired out so party-goers can then travel light by public transport.

CampLight is a real advocate of people power and always interested in getting more people involved in festivals, where volunteers help to set up a campsite for the general public and reclaim tents that people leave behind after the event.

Another PPL PWR partner is V3 Power, a renewable energy cooperative that provides the energy infrastructure for events. Thanks to V3 Power, PPL PWR is able to provide festivals with solar, wind and pedal power.

COMPETITION

To mark the collective's launch, PPL PWR is running a competition that's open to anyone – whether you're six or over 60 – with an idea for a sustainable technology or innovation. Just as Comp-A-Tent and CampLight solve the issue of tents being left behind at festivals, entries must address a specific problem in the area of sustainability.

While the idea must have the potential to be developed further, it must also be demonstrable on a small scale – and it cannot already be making a profit. The winner will have the opportunity to showcase their project at some of the

country's leading festivals.

PPL PWR is also looking for opportunities to showcase technology at events across the UK – and even power smaller events using the hydrogen fuel cells available for free from UCell. The team would be particularly interested to hear from academics involved in the field of sustainability and anyone with an interest in making festivals greener. Get in touch with the team if you'd like to be involved in design, giving talks at festivals or would like to help with stage construction or renewable power production.



FIND OUT MORE

- Want to help make festivals greener?
 - Information on PPL PWR and its affiliates is at pplpwr.co.uk
 - Enter the PPL PWR competition greenrecord.co.uk/ppl-pwr

TOP
UCell public engagement

BOTTOM
Rainbowwash solar showers





ABOVE
The Mobius
Project:
closed loop
sustainable
living in
urban areas

BEYOND SUSTAINABILITY

Michael believes that we're entering an 'ecological age' in which mankind has both the knowledge and the technology required to devise truly sustainable ways of living.

In contrast to the wasteful, disconnected and fossil fuel-dependent systems of the industrial age, this ecological age is characterised by interconnected, highly optimised systems that are created from natural ecosystems and which generate zero waste.

Biomimicry represents a new paradigm that helps us embrace this age. It moves beyond current understandings of 'sustainability' – which typically focus on mitigating negatives – and instead seeks solutions that are restorative and deliver positive impacts.

Through biomimicry, the many remarkable

adaptations found in biological organisms are used to inspire new design solutions. By mimicking time-tested strategies, designers can create radical new solutions to the sustainability and environmental challenges of our age.

Biomimicry is helping to overcome some of the key design issues facing mankind today, and the discipline is rapidly gaining traction across many industries as a result.

BIOMIMICRY IN ACTION

Examples of Nature's efficiency can be found all around us – sometimes in the most surprising places.

Velcro is one of the first and most famous examples of biomimicry in action. Swiss engineer George de Mestral invented the fastening concept when he noticed how burdock burrs (the hooked seed-heads that catch on clothes and fur) clung to his dog's fur coat. From this observation, he developed the idea of a two-part fastening made of hooks on one side and loops on the other – and later patented it under

the name 'Velcro'.

More recently, biomimicry has been used to rethink architectural challenges and the design of everything from carpet tiles to air conditioning systems.

The Eden Project is one of the best known examples of a building designed using biomimicry. The project's design team took inspiration from soap bubbles, pollen grains, marine micro-organisms and the unique form of dragonfly wings to develop a lightweight design solution for the junctions connecting its large geodesic domes. The simplicity and efficiency of the design is such that the entire super-structure weighs less than the air inside it.

The ability of termite mounds to maintain steady temperatures in extreme climates inspired the design of an office building close to the equator that stays cool without air conditioning, and the random beauty of the forest floor prompted modular carpet manufacturer Interface to create a new category of carpet tile featuring unique patterns and colours. The result was an innovative flooring system that substantially reduced installation time and cut waste by up to 90% when compared with traditional broadloom carpet.

THE BIOMIMETIC OFFICE

Michael's architectural firm, Exploration, was established in 2007, and it has used biomimicry in every project that has passed through its doors. It's currently working on a concept for the first office building to be comprehensively designed with biomimicry.

The team has found inspiration from spookfish, stone plants and brittlestars for lighting solutions; bird skulls, cuttlebone, sea urchins and giant Amazon water lilies for the structure; termites, penguin feathers and polar bear fur for environmental control and mimosa leaves, beetle wings and hornbeam leaves for solar shading.

The environmental engineer on the team has predicted that, when built, the Biomimetic Office will be one of the most energy-efficient office buildings in the world.

CHALLENGES TO BIOMIMICRY

Michael's also working to overcome some of the limiting factors that affect the progress of biomimicry, which are mainly related to technology, human needs and conventional economics.

Our technology has a long way to go before we'll be able to grow sophisticated living material that reacts and self-repairs in the same way that biology does, but technological advances are being made all the time – and previously unachievable sources of inspiration are now

becoming viable design options.

Advances in 'rapid prototyping', for example, are allowing us to turn increasingly complex computer models into physical ones, with a high degree of accuracy and minimal labour.

At the same time, some things that work in biology simply do not meet human expectations. The fact that termites tolerate much lower air quality than humans places a limit on the extent to which we can take inspiration from the thermal functioning of termite mounds.

THE FUTURE

When truly embraced, the outcomes of projects that employ the principles of biomimicry can be remarkable – but there are challenges. As well as investigating and understanding the efficiency of biological adaptations, designers and architects must also devise methods for translating finely realised engineering into man-made processes.

Many of the amazing solutions found in biology are beyond our current capabilities – but the natural world is living proof that they can be achieved. New technologies, such as 3D printing, are already helping us to get much closer to cost-effective replicas of complex biological materials and structures.

BEAUTIFUL THINKING

As well as working on the highly anticipated follow-up to his *Biomimicry in Architecture* book and working on projects with his firm Exploration Architecture, Michael's also the most recent face of Interface's Beautiful Thinking campaign.

The campaign recognises ambitious individuals who use visionary thinking to drive real innovation in their industries (and beyond). You can see why Michael, who is using biomimicry to advance the frontier as we move into the ecological age, fits the bill perfectly.



TOP
Michael
Pawlyn

MIDDLE
Sahara
Forest
Project

BOTTOM
Biomimetic
Office
Building

FIND OUT MORE

Want to know more about biomimicry in design?

- To learn more about Michael's work, visit exploration-architecture.com
- For more on Interface's Beautiful Thinking campaign, see interface.com/beautifulthinking

HEAT PUMPS

The 'new' tech you've been using for decades

Traditional gas and oil boilers have served us well for decades, but fuel prices won't stay low forever and many of us are looking for a more sustainable way to heat our homes.

If you live in an off-gas area, you'll remember times when the oil tanker failed to get through, and the huge cost of filling a tank when the price of oil was over \$100 a barrel. This is where heat pump technology can really make a difference.

WHAT'S NEW?

You may have heard of an 'air source heat pump' and wondered whether this 'new' technology would be suitable for your home. Despite the apparently recent arrival of heat pumps in the UK, we've all been using the same basic technology for decades.

Few people would question how a refrigerator works – it just hums away in the corner of the kitchen, keeping food chilled or frozen. It's a dependable part of the modern home.

The fridge uses a circuit of copper piping at the back of the unit, which contains refrigerant (hence the name) that is compressed and expanded to move heat from one place (the food, making it cold) to another (in this case the back of the fridge).

In an air source heat pump, low-grade heat is harvested from the outdoor air (even when temperatures are sub-zero) and upgraded – using the same refrigerant compression cycle – to produce all the heating and hot water your home needs.

These heat pumps are available as a 'monobloc' system that sits quietly outside your home – it's a very straightforward installation for a reputable heating engineer.



ABOVE
A heat pump sits outside your home

RENEWABLE AND RELIABLE

The way we heat homes in the UK is changing rapidly: we're looking for less carbon-intensive alternatives to fossil fuel heating that will help achieve the government's ambitious and legally binding carbon reduction commitments.

At the same time, we all need to find more sustainable, low-cost ways of keeping our houses warm and comfortable all year round.

For most UK homes, gas boilers are a relatively cheap way to keep a house warm and the current low price of oil is also helping those not connected to the gas network.

However, it would take a brave person to bank on oil and gas prices remaining low for much longer; in general, costs have increased significantly over the last decade.

Relying on carbon-intensive gas and oil also

RIGHT
Ecodan A++

BOTTOM
The Ecodan QUHZ is designed for new-build homes

leaves Britain hostage to global fuel prices and leads to uncertainty of supply. We now import more than we produce, making us much more reliant on supplies from places like Russia.

So if you want to find a sustainable way to heat your home that could also reduce your monthly running costs, an air source heat pump could well be the answer.

RETROFITS AND NEW BUILDS

Heat pumps work best when the building has already been made as thermally efficient as possible. They generally work with lower temperatures flowing around either a radiator system or underfloor heating, and this is how the highest efficiency is achieved.

If that makes it sound like you won't have a warm and toasty home, you couldn't be further from the truth: heat pumps work best when left to operate almost all of the time, rather than in the 'on' and 'off' way that an oil or gas boiler does.

If you want your room to be a comfortable 21°C then the heat pump can move heated water around the system at 35°C or 45°C, which will still achieve the temperatures you need. This means that heat pumps can operate to match the need of the house at any given time, and operate at low power levels while maintaining the home at the temperatures required.

As a result, heat pumps can deliver reliable heating and hot water in a sustainable way with low running costs, less maintenance and no need for gas safety certificates. They've already been installed in tens of thousands of homes across the UK, from the Isle of Wight to the Orkney Isles.

BEFORE YOU COMMIT...

The first question anyone considering a heat pump should ask themselves is whether they need to improve their home's energy performance. In other words, how much of the heat you use in your home just leaks out through the walls, roof, windows and doors?

All credible heat pump manufacturers will tell you that this is the first step you need to look at before spending any of your hard-earned cash on a heat pump. Once you've addressed your home's thermal efficiency, a heat pump will almost certainly save you money in running costs – and could also significantly reduce your carbon footprint.

It generally doesn't matter how old your property is as heat pumps are now being used in almost every type of building from modern flats and new homes to Victorian solid brick conversions and historic stone cottages.

Whatever the home, as long as it achieves modern levels of insulation and thermal efficiency there is almost certainly a heat pump to suit it.

HOW MUCH COULD YOU SAVE?

There are so many variables that it's impossible to say exactly how much you could save if you install a heat pump. The size of the property will affect the capacity you need (and therefore the cost of the unit) and the savings will depend on the efficiency of your current heating system.

However, data from the Building Research Establishment (BRE) – the UK's leading centre for independent advice for the built environment – suggest that heat pumps can offer significant reductions in running costs compared with conventional fossil fuel systems and direct electric systems.

Heat pumps also qualify for the Domestic Renewable Heat Incentive (RHI), which means you can receive a quarterly payment, for seven years, for all of the renewable heat that your system generates. For RHI payments, both the



heat pump and the installer need to be approved under the government's Microgeneration Certification Scheme (MCS).

a sustainable way to heat your home that could also reduce your monthly running costs

PICKING A PUMP

The outright market-leader in air source heat pumps is the Ecodan range from Mitsubishi Electric, which has been manufacturing heat pumps in Scotland and the Far East for years.

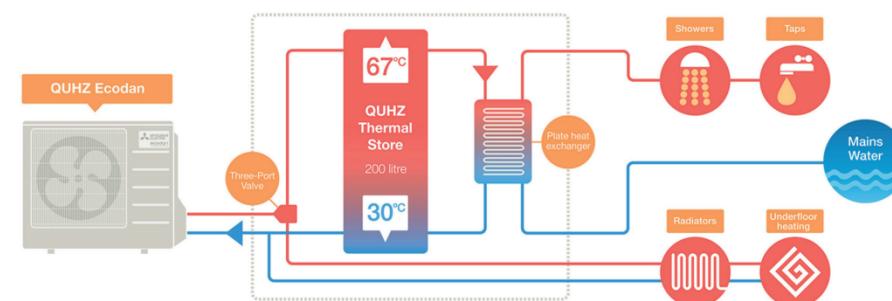
They are quiet and reliable, and the latest models also come with energy monitoring as standard, helping homeowners qualify for government incentives.

Full internet control of your own heat pump is also possible with smart apps that let you monitor energy consumption, change the temperature or timing and even put the system into holiday mode as you head to the airport.

FIND OUT MORE

Want to know more about heat pumps and how they work?

■ The complete Ecodan range can be found at ecodanerp.co.uk/mgp



YEO-GA FOR BREAKFAST

Yeo Valley puts Bio Live yoghurt and a dose of yoga on the menu



Yeo Valley family farm is already on a mission to deliver 'great taste, the right way' – so it's perhaps unsurprising that the new Bio Live packs, which hit supermarket shelves this month, are made with no added refined sugar. For those of you who know a bit about the company, it'll also come as no surprise that the launch spurred Yeo Valley staff to make wider improvements to their health and wellbeing. We're not talking hardcore gym workouts and crash diets: having a laugh is as central as the soil to life at Yeo Valley HQ. Instead, staff were inspired to have some fun and burn some energy with their very own morning Yeo-ga session.

Here are some of our favourite poses – visit yeovalley.co.uk/ahealthieryeo for more, and share your own Yeo-ga pics using #ahealthieryeo!



1 PITCHFORK

Benefits: Awareness of standing posture, as well as shoulder mobility and chest opening.

Breathe in and lift arms up and wide, with the elbows bent. Feel your shoulder blades squeeze back and down to mobilise the shoulders and open the chest.



2 DOG

Benefits: Stretches out the backs of your legs, opens your shoulders, lengthens the spine.

From your hands and knees, tuck your toes under and lift your hips to the sky. Spread your fingers out and push the floor away. Feel your hips lift up and back. Keeping your hips high, gently press your heels towards the ground. You should feel the stretch down the backs of your legs.



4 STARGAZING

Benefits: Rest.

Come to a restful position on the ground. Make sure you are as comfortable as you can be – with legs straight or bent and arms resting on the floor or your belly. Take a deep breath in and allow your body to relax as you breathe out. Start with your eyes open, as if you are gazing up at the stars, and then slowly allow your eyes to close whilst still seeing the stars in your mind. Just rest and breathe.



As organic farmers we are only too aware how the balance in the soil of water, air, humus and bacteria is critical to the health and wellbeing of the plants we grow and the animals that eat those plants. Applying the same holistic approach to our own wellbeing comes as second nature.

TIM MEAD
Owner of Yeo Valley family farm

3 PIG IN THE MUD

Benefits: Lower back release and hip opening.

Lie on your back. Bend your knees and bring them in towards the sides of your ribcage. Keeping your knees bent, direct your feet to the sky. Hold on to your feet with your hands, or hold on to your ankles or legs. See if you can get your lower back to press softly into the ground. Gently rock side to side, whilst smiling, to release your lower back.



THE BISON ARMS



TOP
Nick, Jack and Simon

MIDDLE
The Bison Arms team at the pub

The Brighton campaign with the muscle to stop Burger King

If the thought of owning shares in a pub didn't send every hand in Brighton to its pocket, the prospect of slamming the door on Burger King did the trick.

BURGER VS BISON

Burger King submitted a planning application to turn a Grade II listed property in Brighton into a 76-seater fast food joint. Residents in the city launched an online petition to 'Keep Burger King out of The Lanes'; they voiced concerns that a Burger King in the listed building would ruin the seafront's appearance and dilute a prime position in Brighton's Lanes. The petition got 3,000 signatures in just four hours, and closed with a grand total of 11,500.

The property – which has been a pub since World War II – has been vacant for the last four years because its leaseholder, Whitbread, hasn't been able to find a tenant. Now the owners of Bison Beer, an independent shop and brewer just up the road on Brighton's East Street, are working on an alternative to the fast food giant that really would allow locals to have it their way.

'Our aim is to create the polar opposite to what would've been a Burger King'

RAISING FUNDS

In December, Jack Cregan and Nick Vardy from Bison Beer launched a crowdfunder campaign with Simon Duddington, a landlord from Hove, to return the property to its original use: they would call the pub The Bison Arms. They hoped to raise £99,999 of investment for 6.66% equity; that target was smashed when the campaign closed on 2 February with £149,001.

Shares cost £4.67, and each one bought took The Bison Arms one step closer to becoming a reality. The common shares are eligible for dividends and shareholders can claim back 50% of their investment in tax relief through the Seed Enterprise Investment Scheme, or SEIS.

On top of the healthy tax benefits of this kind of investment, Jack, Nick and Simon are confident that significant dividends will be paid to all shareholders of The Bison Arms. Once profitable, the dividend returns are expected to be between 10% and 42% of the initial stake.

THE MISSION

The team is now formalising the offer to take on the rest of the four-year Whitbread lease and sign a new long-term lease with the landlord, Jasford Investments.

The project will transform 80 East Street into a pub that champions local produce and offers the best range of world beer in the city – without being bogged down by brewery ties and complicated politics. The pub, which is the largest in Brighton, will get a full overhaul by eco-designer Oliver Heath, who will focus on ways to 'bring the outside in.'

The Bison Arms will sell craft and local beers from over 60 of the area's microbreweries and celebrate the best in local talent – from artists and illustrators to writers to chefs – in a community-based business.

'More than 400 people decided to invest in the project and we're tremendously proud of every one of them', Jack told us. 'We're looking forward to building a pub that celebrates Brighton's talent and champions local breweries.'

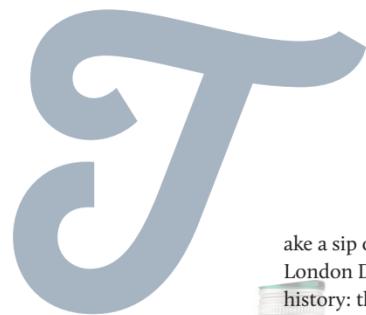
Brighton restaurant 64 Degrees is invested in the business and will provide an exciting menu led by Michael Bremner. The vision for The Bison Arms presents a stark contrast to the fast food philosophy that could have been the alternative. 'Our aim is to create the polar opposite to what would've been a Burger King at the the original entrance to the Old Town', Jack told us. 'It's a place that is part of the community and open to everybody.'

FIND OUT MORE

- Want to find out more about this community pub?
- Details and updates on the project are at thebisonarms.co.uk
- More on Bison Beer can be found at bisonbeer.co.uk

JUNIPER GREEN

The world's first organic gin



Take a sip of Juniper Green Organic London Dry Gin and you're tasting history: this is the world's first organic gin.

The Soil Association has certified that Juniper Green is 100% organic; it contains absolutely nothing but the world's finest organic grain, the purest water and 100% certified organic botanical herbs.

The organic botanicals include FairWild juniper berries that are certified organic and sustainably harvested by fairly paid workers.

Organic angelica root and summer savory – grown in Somerset and harvested by hand – combine with coriander from Egypt to give Juniper Green its unique flavour. It's so smooth and aromatic that it can even be enjoyed straight.

Organic grain creates fine alcohol naturally because it has a better biological cell structure than grain that's been grown with chemical fertilisers. No chemical fungicides are used to assist in the storage of

organic grain, so natural microorganisms are able to aid full and deep fermentation.

As a result Juniper Green, which is distilled at Thames Distillery near Clapham in London, has a smooth clean spirit which is the perfect foundation for the world's first organic gin. As Thames is now the only gin distillery that both distills and bottles gin in London, Juniper Green is a true London Dry Gin.

Juniper Green is also the only gin in the world to have earned a FairWild certificate. This independent recognition is based on years of work by major conservation agencies in response to concerns about the over-collection of wild plants. Harvesting from any given plant or area is limited, allowing time for the plants to regenerate. In this way, the habitat is protected and so is the future livelihood of the collector.

FIND OUT MORE

- Ready to get spring off with a clink?
- For information and stockists, visit junipergreen.org
- More on FairWild is at fairwild.org

FAMILY JOOLZ

This Dutch pushchair company is adding some sparkle to family life



Pushchairs have changed a bit over the last few years – and Joolz, a fast-growing company from Amsterdam, is staying ahead of the curve by focusing on positive living.

The company's goal is to 'inspire young families to live a positive life' – from pregnancy to the first day at school. Joolz calls this 'Positive Design': it starts with ergonomic products that are designed around the needs of the human body – both the parent's and the child's – and ends with packaging that can be recycled into anything from lampshades and picture frames to bird boxes and chairs.

AWARD-WINNING DESIGN

The Joolz Geo – which is now fully customisable – is a stylish pushchair that can handle one or two children. Either way, it's manoeuvrable, easy to handle, safe and comfortable – and versatile enough to suit any family adventure.

The high cot and seat allow parents to walk up straight behind the pushchair, and the bumper bar can be opened with one hand from both sides, meaning you don't need to be a contortionist to get your child in and out safely. The extendable handlebar gives extra height and

offers space behind the pushchair for those with longer legs.

The Joolz Geo was awarded the Which? Best Buy accolade in both configurations, with the Mono scoring 76% and the Duo scoring 73%. Joolz has also been recognised in one of the world's largest and most distinguished design competitions: the company bagged the 'Best of the Best' Red Dot Design Award in 2015.

THE BIRTH FOREST

For every 'Joolz baby', a tree is planted in the Joolz Birth Forest near the rainforest in Colombia.

As the latest step in the company's commitment to Positive Design, the Joolz Birth Forest will help fight deforestation and climate change and bring sustainable development to the local community.



'We like to contribute to a sustainable world and my belief is that every little step is a meaningful one', says Emile Kuenen, creative director at Joolz. 'By planting a tree for every registered Joolz baby we're not only celebrating the Joolz babies, but compensating for Joolz's ecological footprint as well. By combining both, planting a tree is fun and meaningful at the same time.'

After registering online and entering the serial number of your pushchair and the date of birth of your baby, you'll receive a personal certificate for your planted tree.

FIND OUT MORE

- See what makes these pushchairs stand out:
- More on Joolz's pushchairs is at my-joolz.co.uk
- Compare Joolz with other pushchair brands at which.co.uk/reviews/pushchairs

ABOVE AND INSET Joolz Geo in Parrot blue



THE *Tesla* TEST DRIVE



TESLA MODEL S P90D

- Fully electric all-wheel drive
- 315 mile range (NEDC rated)
- 0-60 mph in 3.1 seconds (2.8 seconds with Ludicrous upgrade)
- Top speed of 155mph
- Eight-year, infinite mile battery and drive warranty
- Free long-distance travel using Tesla's Supercharger network
- £4,500 UK government grant for every Model S
- No road tax
- Exemption from London Congestion Charge
- No showroom or luxury vehicle tax
- Subsidised socket installation for home or office charging



JO WOOD

Model, TV personality and 'organic entrepreneur' – ex-wife of Rolling Stone Ronnie Wood and spokesperson on environmental issues

Drives: Mercedes 550 AMG
Driving style: 'Fast and safe – I'm a good driver but very much into speed!'

We asked two of our favourite petrolheads – Jo Wood and Luisa Zissman – to swap their gas-guzzlers for an all-electric Tesla Model S P90D. Here's what they thought



The Tesla offers beautiful, guilt-free driving, and I fell in love with this car. I would buy one because it's the vehicle of the future and the coolest car on the road. It's my next car, but in black!

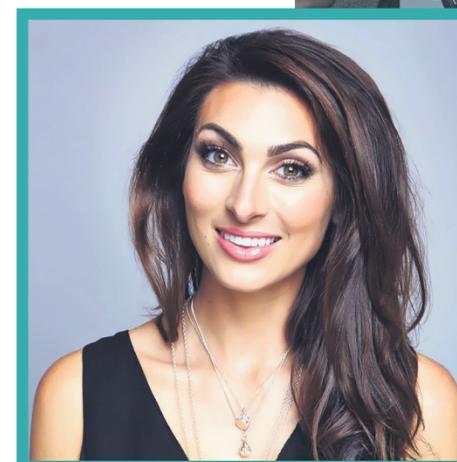
LUISA ZISSMAN

No-nonsense reality TV personality and entrepreneur – finalist on *The Apprentice* and star of *Celebrity Big Brother*

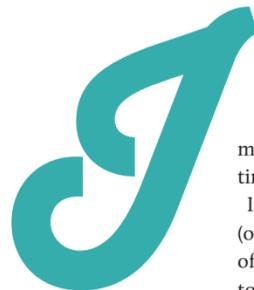
Drives: Ferrari California
Driving style: 'Fast – but calculated and safe!'



I loved the Tesla but did find the charging situation limiting. It was a speed machine though, which I liked – I was surprised by how sporty and responsive it was for an electric car. If it were cheaper I'd consider it.



FIND OUT MORE
Want to see the Tesla in action?
■ To see Jo Wood's test drive video, visit mygreenpod.com
■ More on the Tesla is at teslamotors.com



ABOVE
Martin Harris, MD of Brighton and Hove Buses

TOP RIGHT
Engineers monitor performance

THE WHEEL DEAL

Brighton and Hove Buses is mapping its own route to sustainability



Imagine if a buzzer went off to alert HQ every time you were being 'inefficient' at work.

It might sound like the stuff of science fiction (or horror), but that's exactly what happens if any of Brighton and Hove Buses' 800 drivers breaks too hard or accelerates too quickly. Drivers who don't adopt more efficient driving habits are sent back to training school.

MD Martin Harris sees Brighton and Hove Buses as more than just a decentralised local public transport provider: to Martin, it's also a sustainable business. Relieving congestion, reducing the company's carbon footprint and improving local air quality are as important to him as providing a reliable, frequent and comprehensive bus network.

A GREEN FLEET

Brighton and Hove Buses serves more passengers per head of population than any bus company in the country outside London, so its holistic approach to sustainability – which was recognised with a Sussex Business Award for Most Sustainable Business in 2015 – has a big impact.

Last year, the company's older buses were upgraded with SCRT technology to reduce diesel engine emissions of nitrogen oxides, particulate matter, hydrocarbons and carbon monoxide – the key pollutants that damage health and harm the environment.

New Euro 6 buses – which are unbeatable on air quality and eight times cleaner than Euro 5s – started hitting Brighton's roads in 2015, and another 23 will be added to the fleet this year.

'We're also one of the few areas across England to be allocated funding from the government's Clean Bus Technology Fund to retrofit buses so nitrogen oxide emissions will be reduced by up to 90%', Martin told us.

Martin has brought in local engineering expertise so he can continually monitor and challenge the environmental performance of his fleet. He's also commissioned research to test bus performance during actual journeys. 'The results inform our work with the council', he told us. 'We've been able to recommend re-modelling traffic light sequences and road layouts to get the best air quality.'

CHANGING HABITS

A city served by a fleet of green buses is all well and good – but only if its residents can be encouraged to leave their car keys at home.

Inspiring this kind of change is far from easy, but a wide choice of bus fares and a reliable service are proving key. More than 85% of Brighton and Hove Buses' passengers get on a bus that runs at a frequency of 10 minutes or better, and the company uses offers to keep prices down for targeted groups of passengers.

'We're able to cross-subsidise less viable journeys – such as the less popular routes, those quieter times of the day and our growing night services – from our more profitable

routes', Martin explains. 'Last year we were happy to help the council find vital savings, taking on several unsubsidised evening bus routes so passengers wouldn't be left stranded. It made our network 100% commercial.'

A HOLISTIC APPROACH

A relentless advocacy of bus over car will always earn you some sustainability stripes, but it's a small part of a big commitment at Brighton and Hove Buses.

Wireless energy management and LED lights have been fitted through the company's buildings, and motion sensors and solar panels are being explored for some of the four depots. Electricity is monitored and energy consumption has reduced.

Everything from passenger and staff waste to staff uniforms is recycled, and harvested rainwater is used to flush toilets and wash buses. Every other hole in the jet washes has been blocked off in order to cut water consumption in half.

Making an impact that is less costly to the planet doesn't, of course, come cheap to the business – but Martin believes the investment creates its own 'virtuous circle'. 'An improved reputation generates customers, which strengthens our business', he explains. 'That makes it possible for us to pay now so tomorrow's residents won't have to pay at all.'

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 giving away their products and services so you can have a go and see what you think.

We've hand-picked this selection of green pearls – from festival tickets to organic beauty products and ethical clothes – to help put a spring in your step this season.

No catch. No pressure. Just enjoy!

You can view more details of our prizes – plus all our competition giveaways and any terms and conditions – by visiting mygreenpod.com/competitions.

Share them with friends, spread the word and update us with your experiences if you're one of our winners. Good luck!

To enter visit mygreenpod.com



WIN

£500 OF PEOPLE TREE VOUCHERS!
Create your very own ethical wardrobe with £500 of People Tree vouchers! One lucky winner will get to choose from People Tree's full range of clothes with a conscience – from tops and trousers to dresses, skirts and sleepwear.

Deadline for entries: 30.06.16



WIN

POD LUNCHES!

Who says there's no such thing as a free lunch? Pod – the food-to-go restaurant for Londoners on the run – is giving you and a friend the chance to enjoy a freshly made, delicious and nutritious lunch for five days on the trot!

Deadline for entries: 30.06.16



WIN

TICKETS TO VALLEY FEST!

Get your dancing wellies on – we've got our hands on five family tickets to Valley Fest! The lucky winners will get to enjoy three days (2-4 September 2016) of all-round entertainment on an organic farm in the heart of the Chew Valley.

Deadline for entries: 30.06.16



WIN

WELEDA SKIN FOOD!

To celebrate nine decades as an iconic beauty classic, we've got a pack of Weleda Skin Food for 90 lucky winners! This enriching balm – made from 100% natural ingredients – restores radiance and soothes thirsty skin anywhere on the body.

Deadline for entries: 30.06.16



WIN

INLIGHT FIRM & TONE OIL!

Thanks to our friends at Inlight, 25 people will win a 100ml bottle of its gorgeous organic Firm & Tone oil (RRP £46). With a subtle fragrance of geranium, cypress and ylang-ylang, this oil boosts the skin's natural regeneration process.

Deadline for entries: 06.05.16



WIN

A £500 TOM CRIDLAND VOUCHER!

Tom Cridland counts Leonardo DiCaprio and Daniel Craig among his customers – and his ultra-durable 30 Year Collection has caused a stir in the fashion industry. One winner will receive £500 to spend on Tom's antidotes to fast fashion.

Deadline for entries: 30.06.16



WIN

SHAMBALA TICKETS!

We've got our hands on a pair of tickets and a family ticket to Shambala 2016! The festival, on a secret country estate in Northamptonshire over the August Bank Holiday weekend, is a legendary party and an award-winning green event.

Deadline for entries: 30.06.16



IN ASSOCIATION WITH



THE SEARCH IS ON FOR BRITAIN'S GREENEST HEROES



P.E.A. AWARDS '16

ENTER OR NOMINATE NOW AT PEAAWARDS.COM

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