

THE **CONSCIOUS REVOLUTION** ISSUE

DEFINING CONSCIOUSNESS

Jude Currivan and the Twelfth Gyalwang Drukpa share their views

CONSCIOUS CONSUMERISM

What it means, why it's popular and how it's changing the world

THE 'TOTAL WORLD TOUR'

Joss Stone on trees, travel and why 'words are not enough'

MEALS FROM LEFTOVERS

How Yeo Valley and FareShare are tackling food waste together

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Welcome to MyGreenPod Magazine!

‘Consciousness’ means something different to everyone; there are medical and spiritual definitions and countless more in between. This issue explores what conscious living means to different people – plus what it looks like in practice and how it might just change the world. Read will all three eyes open!



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About us

MyGreenPod Ltd is an independent, family-run UK business, founded by Katie Hill and Jarvis Smith. We want to share the real stories behind the brands and people working tirelessly to offer ethical alternatives to mainstream products and services.

You might not see these options on the high street and they may not be the first to appear in online searches. But they are on mygreenpod.com. These Hero products and services support

the shift to a more conscious lifestyle – and may help you save some cash (while having some fun) along the way!



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PHOTOGRAPHY ISTOCK



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The value of the sale of ethical goods and services

6/10

of us want to know where our bank lends our money



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MY GREEN
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HERO
SPRING '18

Introducing our Heroes of the Season! These superstar products and services are ethical alternatives from companies that are doing things differently (and brilliantly).

View all our Heroes at mygreenpod.com/heroes

FOOD & DRINK



YEO VALLEY VANILLA ICE CREAM

If you eat dairy, make sure it's the best there is and that you buy from farmers who care for their cows. Yeo Valley's Vanilla Ice Cream is '100% Yeorganic' – organic and then some. The company goes the extra country mile to look after its land, animals and people. This ice cream combines vanilla from Madagascar with organic British cream from Yeo Valley family farm.

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yeovalley.co.uk

FOOD & DRINK



MADAL BAL NATURAL TREE SYRUP

Madal Bal is the essential ingredient for making the 'fasting support drink' for programmes like the Lemon Detox and Master Cleanse. Mixed with lemon juice, water and a pinch of cayenne pepper, the drink can also be used on 5:2 or other intermittent fasting programmes. The drink provides the body with essential energy and nutrients in liquid form.

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madal-bal.co.uk

HEALTH & BEAUTY



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HOME & GARDEN



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[@seed_ball](https://twitter.com/seed_ball)
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SHUI ME REED DIFFUSERS

Shui Me's luxury reed diffusers are made from 100% organic essential oils; they contain only natural ingredients and no alcohol, additives or synthetic fragrances. Once infused into your living space, their natural aromas will help to support your wellbeing – which is where the art of aromatherapy meets the harmonising intentions of feng shui. Choose from three therapeutic fragrances: Relax, Purity or Uplift.

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shui-me.com

TRAVEL



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Wowo Campsite, in Wapsbourne in the heart of Sussex, offers family camping at its best. Your own crackling campfire will keep you warm after you've cooked dinner and the sun's gone down, and there are lots of glamping options if you want a more luxurious stay. Wowo believes the great outdoors are healing and educational, and hosts a huge range of workshops to make your stay extra fun – whatever your age.

[@WowoCampsite](https://twitter.com/WowoCampsite) wowo.co.uk

TOP 5 SPRING SWITCHES

1 Clean out toxic cleaning products before you spring clean your home. The cleaning prowess of Green Goddess products is boosted by mood-enhancing essential oils.

joni-greengoddess.co.uk

2 Put your money where your heart is with a Triodos Bank ethical savings account. Your money will only be used to support good causes that are making a positive impact.

[@triodosuk](https://twitter.com/triodosuk)
triodos.co.uk

3 Switch your home to a renewable energy supply from Octopus Energy. As well as sleeping better at night, you'll almost certainly be rewarded with cheaper energy bills.

[@octopus_energy](https://twitter.com/octopus_energy)
octopus.energy/mygreencollective

4 Detox your beauty regime and switch to certified natural or organic products. To make life easy, Weleda's entire range of natural and organic cosmetics is NATRUE certified.

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

5 Around 90% of a sanitary towel is plastic, which ends up in landfill, rivers or oceans. Opt for plastic-free periods by switching to washable cloth pads from Eco Femme.

[@ecofemme_india](https://twitter.com/ecofemme_india)
ecofemme.org

DEFINING *consciousness*



Jarvis Smith unravels what the shift to a more conscious lifestyle could look like

We seem to be in a transformational time of change; some call this the Golden Age or Age of Aquarius. To me it's an expansion in consciousness. People are becoming more aware of how they respond to situations, and are starting to question their lives and impacts. New films, books, campaigns and projects all over the world are stimulating conversations about a more conscious lifestyle, and creating a shift within each individual that is making them act and live differently.

I spoke to two people who I felt are living more consciously than most to find out what 'being conscious' means to them.

His Holiness the Twelfth Gyalwang Drukpa has become a good friend over the years; we meet rarely, maybe once a year, but our connection is instant and flowing. He is one of the most humble and conscious people I know, so I wanted to ask his thoughts about how we might succeed in expanding consciousness in today's society.

I was invited to an event that Jude Currivan and Lord Stone of Blackheath, whose work has included bringing mindfulness to the House of Lords and the House of Commons, had organised on the Whole World View. I'm very pleased to say the event encouraged me to collaborate with them both.

JUDE CURRIVAN



Dr Jude Currivan is a cosmologist, planetary healer, futurist, author and previously one of the UK's most senior business women. Jude integrates leading-edge science, research into consciousness and universal wisdom teachings into a 'wholeworld-view'. This underpins her work to enable transformational and emergent resolutions to collective planetary issues.

What does being conscious mean to you?

For me, 'being' conscious is about experiencing a sense of self, of what it's like to be 'me'. But I think it also implies a level of awareness – our level of responsiveness and empathy to others and the wider world. And how that awareness informs our choices and behaviours.

Why do you think society has evolved in a way that promotes a separate state?

The world seems materialistic and made up of separate objects – and mainstream science has maintained that indeed it is. Our increasing adherence to science and technology has validated the view that the appearance of the world is the reality – and collectively we've behaved accordingly. But an inner yearning for inclusion and acceptance has caused a deep schism in our psyche.

Leading-edge science now shows that our universe is fundamentally interconnected. Even more revolutionary, there's increasingly compelling evidence that our 'immaterial' minds don't somehow

arise from our 'material' brains, but that universally, mind and matter are aspects of a deeper, non-physical and ultimately unified reality.

What is unity awareness as a way of being?

Unity awareness understands the ultimately unified nature of reality. But, and this is enormously important, unity expresses itself through radical diversity, not homogeneity; through unique individuation and experience and collective inclusivity. Coming together as a species – not only to understand, but vitally to experience and embody such unity awareness – would transform how we relate to ourselves, each other and our planetary home in every way we can imagine, and with love, not fear at its heart.

Some of your work has been about scientifically proving your own experiences; could you share some examples?

From the age of four, I've experienced numerous encounters with non-physical realities and supernatural phenomena

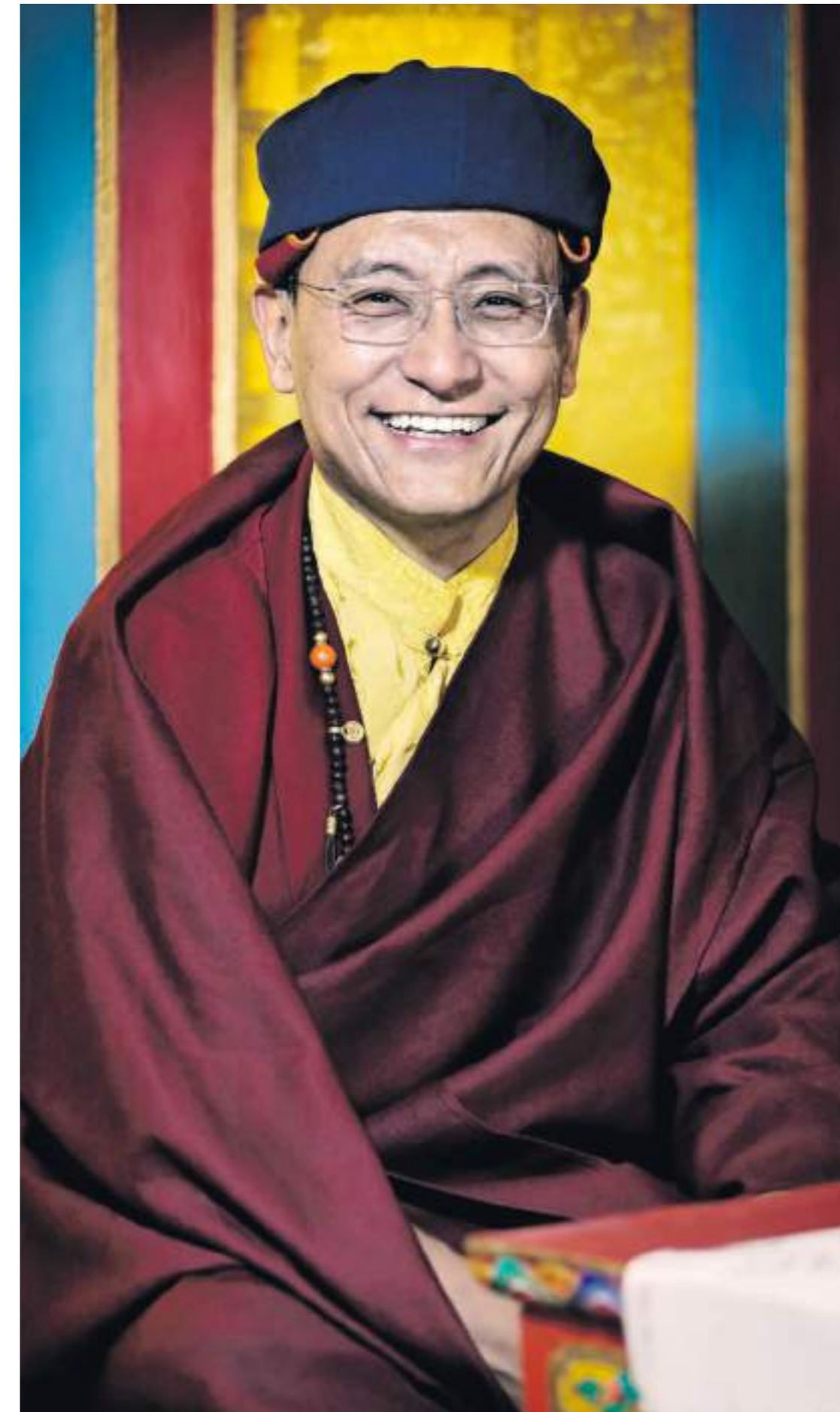
which to me, for over 60 years since, are an integral and much valued part of my life. From premonitions and precognitive dreams to telepathic communications, angelic guidance and affirmative synchronicities, all of them are natural – though still extraordinary – aspects of unity awareness, and naturally fit within the 'cosmic hologram' of unified reality.

Do lots of people have unusual or supernatural experiences?

Polls consistently show that well over 50% of people have had such experiences and there's an enormous body of scientific research to back this up. But mainstream science and the media generally disdain such experiences and evidence, which prevents people from sharing. I feel though that the dam is beginning to burst as more and more people are willing to share their experiences – and when they do, many others, I feel, will join them.

Can one individual change society?

I love the Margaret Mead quote: 'Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has'. She said that before the Internet and social media, which have enabled individuals and small groups to have even greater potential influence. The question we face is: what change do we choose?



'This is the beginning of happiness. Not a dull kind of spaciness, but a very pro-active kind of happiness. Where we naturally want to help other beings, with joyful effort.' His Holiness the Twelfth Gyalwang Drukpa

THE TWELFTH GYALWANG DRUKPA

The Gyalwang Drukpa is an active environmentalist, educator and the spiritual head of the Drukpa Lineage, one of the main Buddhist schools of the Himalayas. It was founded by the great Indian saint Naropa (1016–1100CE) and has a thousand-year legacy in India. He applies ancient Buddhist philosophy to today's problems and has millions of followers worldwide.

One of the Gyalwang Drukpa's main focuses is environmental preservation and education, which put into action the core Buddhist principle that all beings are interconnected and interdependent. His mission is to promote universal harmony and inner peace by integrating the spiritual tenets of love and appreciation into daily life.

What does being conscious mean to you?

Sometimes we talk about 'open-eyes meditation'. Being conscious and aware has to do with seeing what is going on, observing and reflecting on what is happening around you and through you. It is a basic recognition, and it can be developed for deeper understanding. These days, the concept and practice of 'mindfulness' is very popular; it actually means 'being conscious'.

Why do you take part in environmental projects?

Since we are in the Himalayas, where many glaciers are melting, we are experiencing very bad environmental damage now. It's really something frightening. It is not a joke, it is a matter of survival. We are having more and more strange weather disasters, like cloud bursts, sudden flash floods and avalanches. It is getting worse every year with global warming, and many people and many living beings – as well as plants – are dying from it. That is why we must do something urgently.

We broke the Guinness World Record for the most trees planted simultaneously, and the next year we broke our own record again. We did this in areas that are vulnerable to landslides and floods, so the roots can help keep the earth in place. The trees also stop the big rocks from tumbling down and crushing people and their homes. So many people have died from these rocks during storms. So we are doing it out of practicality, and out of urgency for saving lives.

What impact does controlling the mind have on yourself and the Earth?

Some basic awareness can help us to see what is really out there. It can help open our eyes to other beings that are affected by our actions. We have to slowly familiarise ourselves with Nature, with the reality of cause and effect, and have some understanding that we are interconnected. This can bring us to a much deeper sense of appreciation and compassion. If we all practiced appreciation and understanding, our lives would change a lot. There could be a true happiness there. When this happens, there is a very natural desire to help others because we understand that all things are impermanent and we are all connected.

What would a more natural state of being look like?

Living with some understanding about Nature helps us respect and appreciate one another. Not only each other, but each tree, plant, insect, the air... Everything. This is the beginning of happiness. Not a dull kind of spaciness, but a very pro-active kind of happiness. Where we naturally want to help other beings, with joyful effort.

What is the most important thing you can share in this moment on the journey of human evolution?

I started a movement in the Himalayas called 'Live to Love'. That is what I hope people will feel: the power of acting from love. With genuine compassion, we can do something real in the community that benefits others. We can all stand up and live this way. Even just one person with Live to Love in their heart can make such a big difference. When we come together, the entire world can change, too.

B CONSCIOUS

For Ella's Kitchen, B Corp certification is fundamental to driving positive change in the way we shop and do business



The pursuit of profit over people and planet is a dying model, and consumers are growing increasingly savvy when it comes to spotting greenwash. A broad shift in consumer consciousness has created a tangible desire for change, and we know how to demand it.

Social media provides instant and unprecedented access to brand managers, and we're not scared to ask questions about how companies do business. We want to know they're worth our custom, and we need to know our money's not being used to exploit people or the planet.

IDENTIFYING CONSCIOUS BUSINESSES

B Corp certification has been compared with the Fairtrade stamp of approval on coffee and the LEED rating for green buildings. It's one of the ways conscious businesses can show their customers they're doing business the right way, while also demonstrating to the wider industry that change is both possible and profitable.

'There's no doubt that businesses all over the world are doing brilliant work on their sustainability strategies', says Mark Cuddigan, CEO of Ella's Kitchen. 'But as a consumer – or even a retailer, supplier or employee – it's pretty hard to compare one sustainability strategy with another. Without a unifying measurement framework, a brand can shout really loudly about their solar power but brush their exploitative treatment of workers under the rug.'

B Corp provides a holistic, transparent way to measure the impact a business has on its workers,

community and environment. 'It's the antidote to 'greenwashing' or 'purpose-washing' – or whichever gloss paint is in vogue that week', Mark says.

The B Lab Impact Assessment analyses a business across five key impact areas: environment, workers, customers, community and internal governance. It has some of the most rigorous sustainability criteria around, and that's why it carries so much weight.

'The B Lab Impact Assessment is tough because it's supposed to be', Mark explains. 'But the actual process is simple and user-friendly. You end up with a roadmap that helps you reach your target impact score. Fundamentally, in a market overcrowded with CSR policies and skin-deep sustainability strategies, B Corp is a big red independent stamp of approval,

BELOW Mark Cuddigan, CEO of Ella's Kitchen
TOP-RIGHT The Veg for Victory campaign demonstrates a commitment to the triple bottom line



proving that certified companies meet the highest standards of social and environmental impact anywhere around.'

PROFITS FROM PURPOSE

B Corp was born at the same time as Ella's Kitchen, which is just one of 2,441 B Corps around the world. 'Our founder Paul Lindley launched Ella's Kitchen in 2006 with a mission: to improve children's lives by developing healthier relationships with food', says Mark. 'Paul set up Ella's back when people thought being a 'socially responsible' business meant compromising on profit.'

That myth was quickly debunked: by offering innovative, tasty, healthy, organic products, Ella's Kitchen quickly overtook industry giants to become the UK's number one baby food brand, with a global turnover of \$100 million.

Mark puts a lot of the company's success down to the fact it's a purpose-led brand based on principles that resonate with customers and attract 'brilliant people' to the team. 'We applied for the B Corp certification for our 10th birthday as a testament to all we'd achieved in our first 10 years', Mark says. 'We also promised to do even more in the next.'

RE-WIRING THE CORPORATE WORLD

In 2018, a survey was commissioned by B Lab, the body that created and awards B Corporation certification, to explore the power of B Corp certification in driving bottom-line growth. Recertifying UK B Corps reported an average

growth rate of 14% – 28 times higher than the national average of 0.5%.

The survey also showed that over a third of B Corps are attracting new audiences, including investors, customers and suppliers, through their certification. 'What's more, almost half of UK B Corps say they are attracting new talent because of the certification', Mark says. 'That all holds true for us, too; we've recently hired two brilliant people who came to us because we are a B Corp. One actually joined from another B Corp, showing that employees want to work for businesses that share their personal values.'

Mark knew B Corp certification would have 'tonnes of advantages' for Ella's Kitchen, but becoming a B Corp is about something much bigger than any one brand. Certification unlocks access to a community of over 2,400 companies that stretch, support and inspire fellow businesses more than many could ever have anticipated.

For Ella's Kitchen, becoming a B Corp meant helping to lead a movement that would re-wire the corporate world so it would work better for everyone – for people and the planet. 'We're not alone in that', Mark reveals. '81% of recertifying B Corps in the UK say a big motivator for certifying was the ability to join a community of like-minded businesses.'

BOUND BY A MISSION

To achieve B Corp certification, a commitment to the triple bottom line must be locked into the company's legal articles of association. This means its mission must be to conduct business in a way that benefits

society and the environment as well as shareholders.

In order to advance its mission, Ella's Kitchen has launched a national campaign – Veg for Victory. 'Today, one in five children in the UK enters school already overweight or obese, but government policies start after the age of five', Mark explains. 'We launched Veg for Victory to focus attention on weaning, which is where eating habits – both good and bad – are really built.'

Ella's Kitchen's 'Greener Paper', which contains research conducted with the British Nutrition Foundation, has been delivered to parliament. The paper calls for weaning guidelines to be enhanced to promote the importance of vegetables.

'Our mission has always been important to our customers – it's why our customers aren't just loyal, they're proactive ambassadors for our brand in their networks', Mark tells us. 'That's firstly because they love our products and secondly because they love our brand and what we stand for.'

Customers who are aware of Ella's Kitchen's B Corp certification see it as a further endorsement of the company's mission, but B Corp isn't currently a big enough consumer brand to carry huge clout when it comes to purchasing decisions. 'That's the next big challenge', Mark says. 'As one of the biggest consumer-facing B Corps in the UK, we see a huge part of our role as inspiring businesses from every sector to certify as a B Corp. One way we're doing that is through a new working group, which brings a group of consumer brand B Corps together to spread the B Corp word as a collective.'

POWER AND RESPONSIBILITY

For Mark, the *Spider-Man* quote that with great power comes great responsibility rings true. 'Last year, the world's 10 largest companies made more money than most countries in the world combined collected in taxation', he tells us. 'Businesses are uniquely placed to effect real change – and they have a duty to protect not only their employees but also communities and the environment. We believe certifications like B Corp are the best route to ensuring the corporate world lives up to those values in the long term.'

At the same time, you don't have to look far to find evidence that the next generation is demanding higher standards from the brands they buy from and work for; this shift in consumer priorities is helping to spark and accelerate corporate change.

'I hope conscious businesses of the future will see our corporate system as a bizarre relic of a time when our priorities were way out of order', Mark says. 'I hope the B Corp movement continues to grow and that we can inspire other businesses to join us on this global mission to redefine the meaning of success in business. Ultimately, I hope all businesses will be competing to be not just the best in the world, but the best for the world.' ■

FIND OUT MORE

- Find out how to become a B Corp at bcorporation.uk/become-a-b-corp
- See how business is being used as a force for good at bthechange.com
- More about Ella's Kitchen is at ellaskitchen.co.uk

A new app, Yoti, puts users in the driving seat when it comes to sharing personal data

THE NEW WAY TO PROVE YOU'RE YOU

Queues that don't seem to be moving inspire the same thought in everyone: there must be a better way of doing things. Robin Tombs and Duncan Francis felt the same way in 2014, when they attended a Spartan Race that required 10,000 people to queue for registration using a passport or driving licence for identification.

This painfully slow and outdated process also carried a security risk, as valuable ID documents were left in a tent during the race. There must have been a better way of checking who people were.

TRUST IN TECH

Together with Noel Hayden, Robin and Duncan developed a digital identity solution that could be used both online and in person. Their tech company, Yoti, is on a mission to become 'the world's trusted identity platform.' The tech part is pretty straightforward: the solutions are all geared around making it faster, simpler and safer to prove who you are (and who other people are) online and in person.

The 'trusted' part is where things get interesting; personal data is a sensitive subject for many of us, and when Cambridge Analytica was accused of using data from 50 million Facebook profiles to swing the 2016 US presidential election, even the least privacy-cautious sat up to pay attention.

A DIFFERENT WAY TO CHECK ID

Yoti set out to be different, and devised a new way to prove your identity online and in person using your phone. Crucially, the user stays in control of how and where personal information is shared.

Using the free app, which is available for Apple and Android devices, individuals use their smartphone to register their number, take a selfie, complete a short test to prove they're a real human and scan their passport or driving licence. Their biometric and personal information is collated to create a digital identity in under five minutes.

Once the app's up and running, you're free to share the necessary data (while withholding the potentially sensitive information) where and when you choose – meaning you can share less data when doing the things you love and getting stuff done.

Businesses that use Yoti to verify their customers can request less data because they know that the information they require is already verified; they



As we spend more of our lives online, the way we prove who we are is outdated. It's too easy for people to pretend they're someone else, or gain access to all of our personal details. We want to build trust and transparency in the personal information people share – making it safer to get stuff done and do the things we love, via a secure platform.' Robin Tombs, *founder and CEO of Yoti*

WHAT IS GDPR?

The General Data Protection Regulation (GDPR) will come into force on 25 May 2018. The regulation, which will replace the Data Protection Directive 95/46/EC, has been designed to harmonise data privacy laws across Europe. The goal is to strengthen EU citizens' data privacy by tightening conditions for consent and doing away with long Ts and Cs full of legal jargon. Crucially, it should become as easy to withdraw consent as it is to give it. Hefty fines await companies that don't comply.

can check 'what' you are without needing to know 'who' you are. This means you can share your age at nightclubs and bars without needing to hand over other personal details, such as your name and address, and won't need to worry about losing your passport on the dance floor.

Similarly, businesses could simply use Yoti to make sure people are real live individuals and not the pesky bots that snap up gig tickets moments before they end up on secondary sites for 10 times the face value.

Because Yoti also wants to build trust between people meeting online, its app can be used to verify identities. This is a great feature designed to give users confidence on dating sites or when buying or selling online.

TECH AS A FORCE FOR GOOD

Yoti puts data privacy at the heart of everything it does, which is why the company should fly when new data protection laws come into force in May (see box, 'What is GDPR?').

The way Yoti was built means the company can never mine your data; once your details have been verified, no one else (not even Yoti) can see them or track how you use the app, so there's no risk of Yoti selling your data to third parties.

Unlike some companies, Yoti believes it's important to pay taxes; the company doesn't engineer structures or transactions for the purpose of reducing tax liabilities in ways that are counter to the spirit, if not the letter, of the law. Yoti has also pledged not to establish subsidiaries in jurisdictions for the purpose of reducing tax.

But it don't stop there. Yoti's independent 'Guardian Council' makes sure everyone in the company sticks to the principles of protecting people's data, enabling privacy and always acting in the interests of its users. The company's commitment to strict criteria around social and environmental performance, accountability and transparency mean it's a certified B Corp.

By making it quicker, easier and safer to prove who you are and know who you're dealing with, Yoti is helping to put an end to identity fraud and its devastating impacts. It's an example of how technology can be used as a force for good to bring people, organisations and businesses together. ■

FIND OUT MORE

- For more information visit yoti.com or search [@GetYoti](https://twitter.com/GetYoti)
- Download the free app from Apple and Android app stores
- Information about The GDPR is at gdpr-info.eu

Starting a pet food business was ‘not a planned move’ for Henrietta Morrison; it came about when Lily, her border terrier, became ill – which Henrietta puts down to a diet of mass-produced pet food.

Lily had just turned one when she went on ‘hunger strike’, and Henrietta knew that something wasn’t quite right. ‘She had developed red hot spots on her coat and, despite a generous application of hydrocortisone, was constantly scratching her stomach and ears with her paws’, Henrietta remembers.

Henrietta grew worried when she saw Lily running up to the food bowl and backing away without touching it; she suspected an allergic reaction to the food Lily was eating and investigated what was in the tin. ‘I was shocked!’, Henrietta tells us. ‘I couldn’t believe what I had been feeding her. When I looked into what ‘animal derivatives’ meant, I was really horrified.’

Convinced that Lily’s diet was to blame for the illness, Henrietta started cooking Lily’s meals from scratch using proper, natural ingredients; within a week Lily was scratching less and the red blisters on her body were healing. ‘Her appetite returned with gusto, her coat was no longer oily and her poos were solid’, Henrietta says. ‘The transformation was so remarkable that I knew I had to share my recipes with other pet owners who, like me, are looking for a nutritious meal they can trust to be the best for their pet. That’s how Lily’s Kitchen was born.’

WHAT’S IN PET FOOD?

The most common ingredients in most pet food are cheap fillers such as bonemeal (labelled as ‘meat’), animal derivatives, oils, wheat and maize. ‘Imagine feeding your child a diet of processed food with added salt, sugar and fat, every day for the rest of their lives’, Henrietta says. ‘It’s the same thing for pets.’

No one would consciously feed their pets a diet that could make them ill, but we often shop for pet food on autopilot and trust the big brands to produce good food. ‘Unfortunately this is not always the case’, Henrietta warns, ‘and it’s very confusing for pet parents to decipher what is actually in a recipe.’

Poor regulation makes it very easy to disguise ingredients with confusing or generic terms; ‘meat and animal derivatives’ is just one term that covers a multitude of possibilities. ‘Someone can imply that their recipe is a delicious dinner and the main ingredient is chicken’, Henrietta tells us. ‘But the chicken content could be just 4% – and it might be chicken bonemeal.’

Just as we’re learning to pay more attention to hidden ingredients in the food we give ourselves and our two-legged family members, Henrietta has noticed a growing desire to know more about what we’re serving our furry family, too. ‘There’s a huge job to do on education’, she says, ‘and as pet parents and animal lovers ourselves it’s a big part of our role.’

NUTRITION FOR DOGS

Henrietta believes the Lily’s Kitchen range is ‘simply the best you can feed your pet’. It contains nutritious, carefully chosen natural ingredients, including botanicals and herbs, with vitamins and minerals to help keep your pet in optimum health.

‘Our recipes use fresh, proper meat, with no cheap fillers like wheat, corn or meat meal and absolutely no nasties’, Henrietta says. ‘Once your pet has tried our food, you’ll know it’s worth it; you’ll see a difference in their skin, coat and overall health. Many people think it’s normal for dogs to be very windy and have a ‘doggy smell’, but once they move onto our food all those doggy ‘norms’ get cleared up quickly.’

Pet owners might be surprised to hear 20-30% of their dog’s



A DOG’S *Life*

Our pets are part of our family – so it’s about time we started feeding them that way

diet can come from plants, but while cats thrive on lots of meat, dogs are omnivores and get fibre, carbohydrates and essential vitamins from fruit and vegetables.

Food from Lily’s Kitchen can meet the needs of pets at all ages; its top-notch ingredients are easier for animals to digest and the better quality proteins require much less strain to process.

PLANET AND PEOPLE

The team at Lily’s Kitchen works hard to ensure the company’s environmental impact is as low as possible; despite the commercial opportunity, it made a conscious decision not to sell wet cat food in pouches that end up in landfill. ‘I just couldn’t sleep at night knowing the impact this has on our beautiful countryside’, Henrietta tells us. ‘A cat would go through 1,460 pouches per year alone – that’s 11 billion pouches to landfill if you consider how many cats there are in the UK.’

In recognition of its responsible ethos, Lily’s Kitchen has been named the UK’s number one ethical pet food company, and has also been voted one of the top 10 most ethical companies in the world by the Good Shopping Guide – with top marks 10 years running. A founding member of B Corp UK, it was also the first pet food brand to become a B Corp, a certification awarded to businesses that meet rigorous environmental standards.

‘B Corp accreditation highlights our continued commitment to ethical behaviour, responsible corporate governance and employee integrity’, Henrietta tells us. ‘We were awarded B Corporation status for the second time last year with an even better score than before, thanks to our strong belief in using business as a force for good.’

For Lily’s Kitchen, B Corp offers a framework to measure, accelerate and check progress in the actions it’s taking, and continue to evolve and improve. Part of this is through the opportunity to connect with like-minded businesses.

Running a business with purpose at its heart is exciting for Henrietta, and it’s the little things that have the biggest impact on her. ‘Even though we’ve achieved some big milestones, I’m at my happiest reading a post or a letter from a pet owner telling us about their cat or dog and the difference our food has made’, she tells us. ‘It’s truly humbling and the reason I started Lily’s Kitchen. Plus twice a day I have a little leap of happiness seeing Lily tuck into one of her recipes!’ ■



FIND OUT MORE

- View the recipes for dogs at lilyskitchen.co.uk/for-dogs
- Browse proper food for cats at lilyskitchen.co.uk/for-cats
- More about the ingredients used in Lily’s Kitchen pet food is at lilyskitchen.co.uk

Beautiful BUSINESS

After a decade under L'Oréal, The Body Shop has pledged to return to its activist roots

Anita Roddick founded The Body Shop in Brighton in 1976. It was a small operation – one of the reasons Anita encouraged recycling was reportedly because she didn't have enough bottles for her customers – with an emphasis on ethical products that were cruelty free.

In September 2017, The Body Shop came to the end of a decade under the ownership of cosmetics giant L'Oréal following a €1bn (£877m) deal with Brazilian cosmetics company Natura, which also owns the Australian brand Aesop. Together, the three brands form the cosmetics company Natura & Co.

The new ownership is good news for The Body Shop; Natura was recently named the fourteenth most sustainable company in the world by Corporate Knights, and in 2004 it became the first publicly traded company in the world to receive a B Corp certification.

Both Natura and The Body Shop have called the deal a 'marriage' rather than an acquisition, and a relationship designed to drive success in every aspect of the triple bottom line – people, profit and planet.

ANITA'S LEGACY

Under Natura, The Body Shop is gearing up to return to the roots planted by Anita Roddick, a revolutionary visionary who laid the foundations for one of the high street's earliest activist brands.

Natura's founders met Anita Roddick in the early 2000s and were 'very inspired' by her; she'd opened The Body Shop at a time when it was unusual for brands to stand up for what they believe in. Anita was

a disrupter and trailblazer who partnered with NGOs and campaign groups to stay informed about the issues the sector faced, then try to combat them.

Many of The Body Shop's campaigns have questioned the acceptability of norms in the beauty industry; in 1998 Anita launched an attack on the beauty and fashion industries for depicting a particular look and size as universal beauty. She used a size 16 doll called Ruby and a slogan that read 'There are 3 billion women who don't look like supermodels and only 8 who do.'



The Body Shop's Stop Sex Trafficking campaign (2009-2012) is also memorable; over 7 million signatures were collected for what was at the time the biggest petition ever brought to the United Nations. As a result of the petition and campaign, legislation on sex trafficking was changed in more than 20 countries.

ENDING ANIMAL TESTING

But The Body Shop is perhaps most famed for its work to end cruelty to animals – a mission that began in 1986 with The Body Shop's first major campaign: Save The Whale. Working alongside Greenpeace, The Body Shop campaigned against whaling and promoted jojoba oil as a substitute for spermaceti, which was then widely used in cosmetic products.

Cruelty-free cosmetics weren't mainstream in the '80s, so The Body Shop worked closely with the campaigning group Cruelty Free International (then BUAV) to spread the word and promote alternatives to animal testing. The campaigns, fronted by Anita, encouraged the UK – and later the EU – to ban animal testing in cosmetics; while the practice still takes place, more and more customers think it's unacceptable – and The Body Shop is still fighting to put an end to it, everywhere and forever.

The Body Shop recently embarked on its biggest campaign yet: Forever Against Animal Testing. The company is championing an end to animal testing globally, and wants to inspire 8 million people to sign its petition. In the 10 months following the campaign launch, the petition collected over

5 million signatures, making it the biggest ever campaign to end animal testing in cosmetics.

The European Parliament is set to vote soon on supporting a global ban on animal testing in cosmetics, and later this year The Body Shop and Cruelty Free International plan to present their petition to the United Nations, pushing for a global ban to end the cruel practice once and for all.

A FORCE FOR GOOD

The Body Shop was always underpinned by the philosophy that business can be a force for good, and that ethos is still alive in the company today – bolstered by its acquisition by a company that operates according to a very similar set of values. By working together, there's huge potential for The Body Shop and Natura to amplify the impact of the campaigns they champion and make real positive change around the world.



PHOTOGRAPHY ANDREW WALMSLEY

The Body Shop's campaign work stems from taking action where the company feels it can make an impact. Examples include topics on which public awareness is low and requires conscious raising, and issues on which the company's active involvement can re-invigorate a movement and create long-term political change, such as animal testing.

RE-WILDING THROUGH BIO-BRIDGES

As part of its current campaign work, The Body Shop has collaborated with various charities to build five Bio-Bridges – restored wildlife corridors within damaged landscapes that help endangered species reconnect with the rainforest that is their home. The goal is for the animals and their local communities to thrive and enjoy sustainable lives together.

The Bio-Bridges projects are helping a number of vulnerable and endangered species in Vietnam, Malaysia, Indonesia, India and, most recently, Nepal, where The Body Shop is working alongside NGO Red Panda Network to rebuild forest in the Himalayas.



CLOCKWISE
The Body Shop's UN protest against animal testing (Jan 2018); the launch of Forever Against Animal Testing (June 2017); Teddy Exports, a community trade supplier in India; Tapanuli orangutan, Sumatra



The project is funded by donations from transactions and sales of specific products; a donation from every sale of The Body Shop's Himalayan Charcoal Purifying Glow Mask or Himalayan Charcoal Purifying Facial Soap will create funds for the Red Panda Network for two months.

So far, The Body Shop's Bio-Bridges projects have protected over 41 million square metres of habitat to protect various species. In the Khe Nuoc Trong forest in Vietnam, where one of the projects is located, the population of red-shanked doucs, a species of monkey being protected through the scheme, is now the largest in the country.

In December 2017, scientists discovered a new species of orangutan, the Tapanuli orangutan. With only 800 left, it's the most endangered great ape in the world. The new species was discovered within The Body Shop's Bio-Bridges project in Indonesia, and The Body Shop is now working with Orangutan Land Trust to continue to protect the orangutans' habitat so they have a chance to thrive.

BACK TO ITS ROOTS

When The Body Shop was sold to L'Oréal, the high street looked very different: today brands have developed distinct identities and created mission statements that chime with specific groups in an increasingly ethical consumer market.

Over the last few years, The Body Shop's employees and customers have identified a need for the company to be more outspoken about the issues that matter. Natura has pledged to bring back The Body Shop's voice and activist approach, so the company can return its focus to using business as a force for good. ■

FIND OUT MORE

- Sign the petition to end animal testing at foreveragainstanimaltesting.com
- More about The Body Shop's Bio-Bridges is at thebodyshop.com/en-gb/about-us/our-commitment/bio-bridges/world-bio-bridges-mission
- More about Natura is at natura.com

Conscious CONSUMERISM

Money can be ‘a hugely powerful form of democracy’ if we use it for the collective good

The things we consume are geared towards meeting our human needs: the food we buy, the social services we use, the clothes we wear and the products that line our shelves and our pockets are all, at root, based on a primitive instinct for survival.

But while once we used only what we needed and repaired the things we broke, today's society is based on the industrial production of goods and services that fuel a society of excess: we're creating mountains of unnecessary waste and over-exploiting our planet's resources. This cycle of unsustainable production and consumption prioritises profits at the expense of people and planet.

VIVA LA REVOLUCIÓN

Fortunately, we're now in the middle of a conscious consumer revolution; Dr Alex Hiller and Dr Wendy Chapple from the Responsible and Sustainable Business Lab at the Nottingham Business School, Nottingham Trent University, both see cause for optimism.

'Reports suggest that markets for ethical products and services are growing', Alex tells us. 'The Ethical Consumer Markets Report (2017) values the sales of ethical goods and services at £83.1 billion, a rise of 3.2% on the previous year, with a rise in local shopping and vegetarianism/veganism. However, 'positive purchasing' is only part of this story; the 'voluntary simplicity' movement, where consumers avoid consumption or pursue more ethical alternatives, is also growing – however this phenomenon is not captured in market statistics.'

Wendy adds that political consumerism, where consumers exert pressure to change ethically objectionable business practices, is also on the rise. 'Ethical Consumer estimates the value of consumer boycotts to have risen to £2.5 billion', Wendy explains, 'which has resulted in some changes in sectors such as the clothing sector with the signing of the Bangladesh Safety Accord.'

Still, growth is relatively small in relation to the overall market. 'Consumer surveys suggest many consumers like the idea of purchasing more ethical products', Wendy tells us, 'but this has not yet translated into purchasing behaviour, where price and ease of purchase still remain dominant factors.'

Third-party certifiers like Fairtrade and B Corp help us to navigate the various products and brands available, but everyone has their own values – which



is why transparency is such a crucial element of consumer choice. As activist and writer Anna Lappé said, 'Every time you spend money, you're casting a vote for the kind of world you want.'

While freedom of choice is key, some core, common values unite us as a society, regardless of our background or beliefs. Things like looking out for each other, caring for our natural environment and working together to create a positive future are all things we can rally behind as a collective.

PURPOSE BEYOND PROFIT

Where we choose to spend, save and invest has a huge impact on our environment and the world around us. For many years now, we've had the opportunity to align our values with the food and drink we choose to buy, the transport we take and the energy we consume. The organisations behind

the goods and services we select must earn our trust; they need to offer a great product at a good price while working hard to eliminate – or minimise – negative environmental or social impacts. They must have a purpose beyond profit.

But as well as considering where we spend our money, are we also thinking about where we save it? Ethical money choices are starting to take off, bolstered by the launch of the Triodos Current Account in 2017. If you choose an ethical bank your money can be force for good, working towards positive social, cultural and environmental change while it sits in your account.

Triodos is the UK's leading ethical and sustainable bank, and winner of the 2017 P.E.A (People, Environment, Achievement.) Award for Money. It is also the first bank in the UK to be recognised with a responsible finance kitemark – a 'Good

Egg' accreditation from the responsible finance organisation Good With Money. Over the last 10 years the bank has grown steadily in the UK by offering a more conscious approach to finance.

According to research from Triodos, six out of 10 of us want to know where our bank lends our money, but three-quarters (75%) are unaware of where it actually ends up.

Following calls for divestment from fossil fuels and the growing realisation that our hard-earned cash might be helping to support anything from the tobacco industry to the arms trade, it's a breath of fresh air to see a bank that does all its lending out in the open. As part of Triodos Bank's commitment to 100% transparency, details of all the loans it makes are published on a map on its website, meaning you can see exactly who the bank is lending to. As it happens, many of the organisations that Triodos lends to are also those leading the conscious consumer revolution.

CONSCIOUS BUSINESS

Holt Farm is one of the main farms supplying Yeo Valley in Somerset. Owned by the Mead family, Yeo Valley is the UK's largest organic business, and its product range is one of only a handful that's successfully made the leap onto mainstream fridge shelves. Despite Yeo Valley's success, the Meads remain strongly committed to their core values: doing business in a way that's better for people and planet.

Over the last few years, the Meads have invested even more into the sustainable aspect of the business. It's their ambition that, through a combination of solar power, biomass and energy-saving devices, Yeo Valley and Holt Farms – its dairy farming sister company – become completely self-sufficient for their energy needs.

In 2013, Triodos Bank financed the installation of a 500kW solar array that occupies one acre of the roof at Holt Farm Dairy. The panels have the potential to generate energy for up to 225 homes.

Investing in renewables at Holt Farm is just the start; helping others see the benefits of incorporating sustainable initiatives is also crucial. The loan from Triodos has helped to establish an educational link between Yeo Valley HQ, Holt Farm and Yeo Valley's Organic Garden.

In the spirit of transparency, the Meads have an open-door policy that means anyone can gain first-hand experience of how this ethical, family-run business is getting it right.

'Our long-held ambition of attracting 25,000 visitors a year is creeping closer to reality', Tim Mead tells us. 'We've changed our mantra to 'Get on our Land'. 5,000 people will be coming to Valley Fest, a family-friendly festival on the 03-05 August 2018. In addition, 2,000 will attend Yeo Valley pop-up dinners at our HQ, 3,000 will come to our Cooking and Organic Garden Days in the valley and 8,000 will visit the Yeo Valley Organic Garden and Tea Room.' Yeo Valley's latest venture is to buy the site at the

bottom of Burrington Coombe and begin the process of redevelopment to create a gateway to the Mendip Hills. 'When this development is finished, we should be able to reset our target and aim for 50,000 visitors a year', Tim says.

DRIVING MOVEMENTS

Similarly, a Triodos loan helped food writer and broadcaster Hugh Fearnley-Whittingstall to renovate a 65-acre organic farm in Devon so he could turn it into his cookery school: River Cottage HQ. The school teaches a wide range of skills including butchery, foraging, fishing and artisan baking. The bank has actively backed Hugh's latest campaign to encourage people in the UK to adopt a more plant-based diet.

Triodos Bank also works in partnership with organic champion the Soil Association, a pioneer of new food and farming solutions that's helping to make good food available to everyone. Triodos has had a close working relationship with the Soil Association for over 10 years; as well as providing its banking services, Triodos has also sponsored research projects and reports and helped to communicate the advantages of organic methods to conventional farmers.

'The relationship with Triodos is a perfect partnership, supporting our work and the work of many of our licensees to achieve growth in the organic market in the UK', says Finn Cottle, trade consultant for Soil Association Certification. 'Through its financing, many organic businesses have been able to innovate and develop their ranges to make organic more available and accessible to a wider audience.'

In a further positive sign for the growth of conscious consumerism, the Soil Association's 2018 Organic Market Report reveals that, after growing 6% in 2017, the UK organic market is currently worth a record £2.2 billion. The market has now had six years of steady growth, with organic accounting for 1.5% of the total UK food and drink market.

PEOPLE AND PLANET

These organisations are just a handful of the companies underwritten by ethical principles that benefit people and planet. Their success is testament to the fact consumers want more than just products and services, and expect more from the brands that provide them.

Earlier this year, a warning came from an unlikely place within the finance sector. In his annual letter to CEOs, Larry Fink, founder and CEO of the world's largest asset manager, BlackRock, said that society is 'demanding that companies, both public and private, serve a social purpose. To prosper over

FIND OUT MORE

- Find out where Triodos Bank lends money at knowwhereyourmoneygoes.co.uk
- More about Triodos Bank's current account, savings accounts and ISAs is at triodos.co.uk/en/personal
- See how Triodos decides where to lend and invest money at triodos.co.uk/en/about-triodos/what-we-do



ABOUT TRIODOS

Triodos Bank offers a different way to bank: it only lends its savers' money to organisations capable of making a positive social, environmental or cultural impact. The more money that's saved with the bank, the more it can do to support the organisations striving to change the world for the better – in sectors ranging from organic food to renewable energy.

Customers who switch to Triodos are not only withdrawing support for industries including oil and the arms trade, they're also helping to build a movement that's cultivating positive social, environmental and cultural change.

time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society. Companies must benefit all of their stakeholders, including shareholders, employees, customers, and the communities in which they operate.' He added, 'Without a sense of purpose, no company, either public or private, can achieve its full potential. It will ultimately lose the license to operate from key stakeholders.'

Major players are starting to see the scale of the shift to a more conscious form of consumerism – but in order to avoid supporting industries, practices and entire systems that contradict our personal values, we must be conscious not only of where we spend our money, but also where we save it.

'Ten years on from the collapse of Northern Rock and the financial crisis, we are still in need of a financial system that creates a fairer and more equitable society', says Bevis Watts, managing director at Triodos Bank UK. 'As a conscious consumer moving your money is one of the simplest and most impactful things you can do. Hopefully more and more people are waking up to the fact that money can be a hugely powerful form of democracy.' ■

NEW NETWORKS

Communities are uniting to take control of their energy supply – and investors are paying attention



Sustainable investing is on the rise. The Schroders Global Investor Study 2017 states that around the world, investors see sustainable investing as a way to drive not just social and environmental change, but also profit.

In the study, which polled 22,000 investors across 30 countries, 78% of respondents stated that sustainable investment is more important to them now than it was five years ago, and 64% said they have increased their investment in sustainable funds over the last five years.

According to Thrive Renewables, UK investors are increasingly looking for direct opportunities to speed our transition to a cleaner, smarter energy system. This is great news for everyone, because the UK's electricity network is in urgent need of an upgrade – to the tune of tens of billions of pounds.

INVESTMENT IN UK ENERGY

The way we consume energy has changed dramatically since the national electricity grid was built in the 1950s and '60s. There are now significant swings in our daily electricity demand, and the most expensive and polluting generators – often fired by diesel, oil, coal and gas – are responsible for meeting daily peaks in demand between four and seven in the evening.

Something has to change: the government has set a 2025 deadline for ending all UK coal-fired power generation, and has said that 85% of the country's power must come from low-carbon sources by 2032 – but delivering renewable energy through the existing network presents a challenge.

The generation of clean power is largely site-specific, and the areas with the most generating potential – particularly in the case of wind power – often fall at the extremities of the National

Grid and regional distribution networks. If we are to meet our targets, the energy network – through which power currently flows from less than 60 large power stations to millions of consumers – must be overhauled to accommodate multiple smaller sites that are spread around the UK.

DRIVING CHANGE

In order to create a clean, efficient network, investment is required in renewable generation, new infrastructure to feed renewable energy into the grid and new technology that allows clean power to be stored until it's needed by industry and homes – which may not be when the wind's blowing and is usually when the sun's gone down and no solar is being generated.

Investors are snapping up opportunities to contribute directly to the UK's transition to a cleaner, smarter energy system, aided by companies like Thrive Renewables. Thrive connects individuals and businesses to sustainable energy by offering opportunities to invest in clean energy projects that deliver financial, environmental and social rewards.

Thrive very deliberately operates an accessible business model; its 6,300 investors have been able to invest anything from £5 to over £5 million in projects that make a difference.

As well as driving positive environmental change by adding renewable energy projects to the UK's electricity grid, Thrive also delivers a positive social impact by empowering individuals to unite for change.

In July, financing from Thrive Renewables saw the first UK wind farm transfer from commercial to community ownership. After that, over 400 individuals came together to invest an impressive £4 million in just three weeks to refinance the Mean

Moor community wind farm in Cumbria. Benefiting from Thrive's Community Energy Funding Bridge, three renewable energy co-operatives – Energy Prospects, High Winds and Baywind – were able to purchase the three wind turbines, which are adjacent to the original Baywind project (the first community-owned wind farm, which was established in 1996).

Over the last 12 years, Thrive has focused on adding more renewable energy projects to its roster; it has now invested in 21 sites that deliver 226,000MWh of renewable energy, which is equivalent to the needs of residents in cities the size of Bath, Durham and Lincoln. Its average shareholder is generating enough renewable power for their own home and nine of their neighbours.

A FUNDING BRIDGE FOR COMMUNITIES

The UK's renewable energy sector has been hugely successful; rapid deployment means nearly 30% of the UK's electricity demand is now generated by clean sites and the cost of renewably sourced electricity is close to being delivered at grid price parity. Following an environmental transition comparable with the CFC clean up to slow the damage to the ozone layer in the 1980s, the CO₂e content of the UK's electricity has been reduced to the tune of 42% since 1990.

'Government policy has evolved as a result of the efficiency with which industry is delivering the transition towards a cleaner electricity grid, and financial support for new onshore wind, solar and hydro projects has now been removed. As a result we've seen that the number of new renewable energy projects available to invest in is slowing down', says Matthew Clayton, managing director of Thrive Renewables. 'This is only a temporary situation as the onshore projects are very close to being able to deliver at grid price parity, but in response we've added a new business model to our portfolio – we call it the Thrive Community Energy Funding Bridge.'

The goal of the Community Energy Funding Bridge is to meet the demand for individuals and communities to participate directly in their sources of energy. Historically, constrained funding, resources, expertise and the demanding timescales needed to acquire manageable, small- to mid-scale commercial renewables projects means communities haven't always been able to participate financially. 'The rapid deployment of renewables has often left out communities wishing to play a part in the energy transition', Matthew tells us. 'Our Community Energy Funding Bridge seeks to address this.'

Through the Community Energy Funding Bridge, Thrive funds the purchase of a renewable energy project on behalf of the community, giving the commercial seller the confidence that the sale will complete. The community then gets the time and breathing space to organise and deliver a community fund raise. At this point, Thrive either exits or remains as a co-investor, depending on the appetite of the community investors.

This finance model has already supported communities with £12 million investment into wind and solar projects across the UK, and Thrive is eager to help with similar projects in a bid to unite communities in a common movement to invest in – and own – clean energy.

RENEWABLE PROJECTS OF THE FUTURE

In a subsidy-free world, the success of renewable energy projects will become increasingly focused on the fundamentals: the underlying wind, water and solar resources of specific sites. This means that the next wave of projects will likely be huge wind

NEED INVESTMENT?

■ If you have a renewable or sustainable energy project and are seeking investment between £0.5m and £20m, have read the investment criteria (see below) and are looking for funding to make your project happen, Thrive wants to hear from you.

Email:
info@thrivere Renewables.co.uk
Call:
 0117 428 1850

farms or solar arrays that stretch over areas equivalent to dozens of football pitches. Developers will benefit from economies of scale, or pair more modest projects with innovative commercial models.

Thrive has chosen to focus on the latter, which includes 'private wire' arrangements. Private wires are localised electricity grids which, while connected to the local distribution networks, draw electricity from privately owned renewable energy projects. The renewable project is the primary source of energy for the host; the grid receives any surplus and tops up shortfalls. The arrangements also allow both the supplier and consumer of electricity to insulate themselves from the volatility of wholesale energy markets.

A third of Thrive's projects are located on brownfield sites in areas where there are factories and commercial activities. To date, Thrive has set up three private wire projects on these brownfield sites, allowing local businesses to buy cheaper power than they'd get from the grid. Private wire arrangements also give businesses greater certainty over their overall energy costs and enhance their environmental performance, which can help win new business and, in turn, sustain jobs locally.

Private wire arrangements can deliver financial, environmental and social returns; they represent a positive investment opportunity that allows individuals to participate in the shift away from conventional energy sources.

HOW TO PLAY YOUR PART

As individuals, we can change the way we consume energy by setting our most energy-intensive appliances – such as immersion heaters, tumble dryers and washing machines – to run at periods of lower demand, reducing the peak and smoothing demand. Domestic appliances of the future could be designed with in-built technology that's sensitive to peak demand, so their energy requirements would be reduced when the network is stretched.

On a larger scale, industry-level changes can be made. 'At Thrive, we're looking at ways to integrate storage into our renewable generation projects, so we can store a proportion of the power generated and then release the stored electricity to the grid when demand peaks', says Matthew.

But the energy system will have to change from a demand-led, centralised system to one where we all take responsibility. Matthew believes the role for renewable generation is growing, and that the establishment of an enabling environment 'will throw the door wide open to a cleaner, cheaper and more sustainable system' where we can all play our part.

'Let's start by being conscious of when we use energy: is it day or night, sunny or cloudy, windy or still?', Matthew says. 'If we get this right, we can reduce and sculpt demand to provide flexibility in the system, allowing the majority of power to be generated from infinite resources. With the current system, we achieve this flexibility by relying on finite resources and environmentally damaging technologies. By better matching demand and supply, we can reduce both the environmental and financial cost of electricity.' ■

FIND OUT MORE

- Read Thrive Renewables' investment criteria at thrivere Renewables.co.uk/investment-criteria
- Sign up to Thrive's newsletter at thrivere Renewables.co.uk/newsletter
- Thrive shares are available and can be traded each month at thrivere Renewables.co.uk/investors

INVESTING IN THE FUTURE

The UK's first dedicated community energy crowdfunder is gearing up for a mammoth year, with £7m of investment opportunities in the pipeline

In June 2017, the UK got its first dedicated community energy crowdfunding platform. With it came a new opportunity for investors to support a booming community energy sector while pocketing the tax benefits offered by Individual Savings Accounts (ISAs).

Following the fundraising success of the investment opportunities launched on Mongoose Crowd last year, activity on the platform is being ramped up for 2018. This year, Mongoose Crowd will launch seven new bond and equity offers in its biggest wave of activity to date.

Together, these offers provide investment opportunities of almost £7m – money that will be reinvested in renewable energy projects that create additional environmental, social and financial benefits for local communities.

£1M BOND OFFER IN STRATFORD-UPON AVON

On 29 March, Mongoose Crowd launched a £1m bond offer with Heart of England Community Energy. The fundraiser is an opportunity to invest in the UK's largest community-owned solar energy project, based just outside Stratford-upon-Avon.

The 75-acre solar farm is roughly the size of 50 football pitches. It comprises 60,000 solar panels – that's two for every person who lives in Stratford-upon-Avon – and generates enough energy to power 4,500 houses. £2,700,000 of the profits generated over the project's lifetime will be shared with good causes in the community.

The bond offer was set up by Warwickshire locals and is being managed by Mongoose Energy. The annual target interest rates are 5% over four years, plus an extra 1% for those who sign up and invest before the first half of the target funds are raised.

All the funds raised will be used to generate renewable energy, and all surplus profits will be donated to community projects. As an example, an intended minimum of £30,000 per year over 25 years will be shared with causes that help to improve the health of elderly and vulnerable people living in cold and damp homes, helping them to reduce their energy bills and improve heating and insulation.

INVEST IN GREEN SCOTTISH POWER

Mongoose Crowd is also hosting bond and equity offers for Our Community Energy (OCE), a new community energy group co-founded by Mongoose Energy and Our Power, a UK not-for-profit energy supplier set up to tackle fuel poverty. The target is to raise £2,875,000 for two community-owned renewable energy projects based in Pogbie, East Lothian, and Brockholes, Berwickshire. £1.5m of the profits will be shared with Our Power to support its work to provide affordable energy for the fuel poor.

The inflation-linked target interest rates are currently 6.6% and 8.1% (respectively) over 20 years,

'2018 is showing all the signs of being the year that investing in community energy goes mainstream'

WHAT'S AN IFISA?

■ On 06 April 2016, the government introduced the Innovative Finance ISA to recognise the growing role of peer-to-peer lending in bringing investors and borrowers together outside the mainstream banking sector.

■ The 'IFISA' allows individuals to use some (or all) of their annual ISA investment allowance to lend funds through the peer-to-peer lending market, while receiving tax-free interest and capital gains. There's also the option to transfer cash from an existing ISA, meaning investors aren't limited to their annual allowance.

■ The rates offered by Innovative Finance ISA providers are typically around double the rates offered by cash ISA providers, though the investments are more risky.

■ Mongoose Crowd offers eligible members the choice of opening an IFISA from within their account.

plus an extra 1% interest for those who sign up before the first half of the target funds are raised.

The two projects, which will comprise nine wind turbines, will be able to generate over 7MW of energy. All the funds raised will be used to generate renewable energy, with surplus profits used to help those suffering from fuel poverty. An intended minimum of £25,000 per year over 20 years will be donated to the cause.

'GOOD' INVESTMENTS

The Heart of England Community Energy and OCE offers also include an Innovative Finance ISA option. This means investors can take advantage of the higher rate of interest compared with cash ISAs (see box, 'What's an IFISA?').

As well as the financial benefits, investors get the bonus of knowing their money is being used solely to deliver positive change in the community – in areas ranging from tackling fuel poverty to improving the living conditions of the elderly and the vulnerable.

To coincide with the launch of the new bond offers, Mongoose Energy conducted research that points to a surge in the popularity of investing to 'do good', and a growing demand for transparency about how invested money is used.

The research reveals almost two-thirds (66%) of today's consumers would prefer their investment to make a positive impact on others. This is a growing trend, with a fifth (21%) of respondents saying they are more likely to invest in this type of fund now than they were five years ago.

According to the research, renewable energy and ethical investments are two of the preferred options for achieving a positive impact; 22% say they'll

consider investing in each of these types of product over the next year.

GOING MAINSTREAM

'The findings of our research show an increasingly purpose-minded public of all ages seeking out alternative ways to invest their money', says Mark Kenber, CEO of Mongoose Energy. 'Their investment choices are no longer driven solely by high rates of return but also by a desire for tangible, positive impact on local communities.'

According to Mark, this shift has been fuelled by a growing awareness that making ethical choices doesn't mean sacrificing returns. We're becoming more aware of the impact of investment choices and we're also broadly supportive of the UK's climate change agenda. 'With the public now demanding that their money is invested in ways beneficial to a broader group than just themselves', he said, '2018 is showing all the signs of being the year that investing in community energy goes mainstream.'

DEMOCRATISING ENERGY

Mongoose Energy is majority-owned by Community Benefit Societies (BenComs), which are FCA-regulated companies set up to develop and run clean energy projects and support complementary initiatives in their local community.

BenComs, which are established by groups of local people, are legally required to trade for the benefit of the community; any surplus profits must be invested straight back into local charities and good causes. The BenComs that own Mongoose Energy are also its clients: Mongoose manages their assets, provides advice and support on governance and helps them

with fundraising efforts.

As the UK's largest manager of community-owned renewable energy assets, Mongoose Energy was set up for the express purpose of increasing community ownership and control of energy generation. As well as helping to democratise the energy sector, the company has been founded in a way that will improve the lives of people in the communities in which it operates. All this while offering projected returns that investors are unlikely to receive from traditional banking products.

Mongoose will be launching two further offers later this year, which are expected to come to a total of £3,750,000. This will bring the total amount of bond and equity opportunities released this year to almost £10 million. The best way to stay informed is to sign up to the mailing list on the website. ■

HEART OF ENGLAND BOND OFFER

Sector: Solar
Target interest rate: 5% paid annually (returns are not guaranteed)
Incentive: Additional 1% interest on first year's return for those investing before offer reaches 50% of target
Funding target: £1,000,000
Term: Four years
Minimum investment: £500

OUR COMMUNITY ENERGY (OCE) BOND OFFER

Sector: Wind
Target interest rate: 2.5% + RPI paid annually (returns are not guaranteed)
Incentive: Additional 1% interest on first year's return for those investing before offer reaches 50% of target
Funding target: £1,845,000
Term: 20 years

OUR COMMUNITY ENERGY (OCE) EQUITY OFFER

Sector: Wind
Target interest rate: 4% + RPI paid annually (returns are not guaranteed)
Funding target: £1,200,000
Term: 20 years
Minimum investment: £500

FIND OUT MORE

- View all Mongoose crowd's investment opportunities at mongoosecrowd.co.uk
- More about Mongoose Energy is at <http://mongoose.energy>
- Before deciding to invest, read the full risk warning at mongoosecrowd.co.uk/risk





OCTOPUS HELPS GREEN THE UK

Schools and community groups have been given a green boost by Octopus Energy's tree planting campaign

As the planting season draws to a close, the UK is over 1,600 native broadleaf trees richer thanks to a campaign by challenger energy supplier Octopus Energy. The company has been travelling across the country planting trees, after customers were asked to nominate the local schools and community groups they felt would benefit most from some extra greenery.

A TREE IN YOUR NAME

When World Environment Day arrived on 05 June last year, Octopus Energy made a commitment: for every new customer that signed up that day, a tree would be planted in their name.

The result was a promise to plant 250 trees, but the public's imagination was captured and the plan was extended. Existing customers were invited to nominate their local area; within just a few weeks, Octopus Energy had an extensive list of locations – and increased the number of trees it intended to plant by 400%.

This marked the beginning of the company's support of the United Nations BreatheLife campaign – led by the World Health Organization (WHO), the United Nations Environment Programme (UNEP) and the Climate and Clean Air Coalition.

A NEW BREED OF ENERGY SUPPLIER

■ Octopus is the UK's largest investor in solar farms; the farms it's funded generate 40% of all the UK's large-scale solar – enough to power over a quarter of a million homes.

■ The Super Green Octopus Tariff offers 100% renewable electricity and full carbon offsetting for gas. This means that from an energy point of view your home is carbon neutral.

■ Find out why Octopus Energy's Super Green Tariff is a MyGreenPod Hero at mygreenpod.com/heroes

The goal is to share air quality learnings between cities in order to improve air quality around the globe.

PLANTING PROGRESS

While reducing carbon emissions is the quickest way to slow climate change, tree planting plays a complementary role because trees lock up carbon that would otherwise be released into the atmosphere.

The Forestry Commission has estimated that a tree locks up 0.546kg of carbon per year – the equivalent of 2kg of carbon dioxide. Through photosynthesis, the captured carbon is converted into everything from the trunk to the leaves, before returning to the atmosphere either through natural degradation or human interference.

The destruction of forests around the world means carbon is being released back into the atmosphere at an unprecedented rate; it's now more important than ever that trees are planted to replace them. Tree planting is particularly urgent in urban areas, which have higher levels of pollution. In London, for instance, 95% of the population lives in an area that exceeds the WHO's recommended limits for air pollution by more than 50%.

HAVE PITCHFORKS, WILL TRAVEL

Once the Octopus Energy planting team knew the scale of the task, it set to work. The long list of location nominations from customers around the UK meant there was a lot of ground to cover – through city and country, and from north to south and back again.

At St Andrew's Primary School in Islington, the team partnered with Arsenal in the Community and was joined by team mascot Gunnersaurus, as well as *Blue Peter* gardener Chris Collins and ex-JLS pop star turned farmer JB Gill.

To celebrate the opening of a brand new Octopus Energy office in Leicester, and keen to become an active member of the local community, the team visited Spinney Hill Primary. While this inner-city school had already got creative with its limited green space – which includes a brilliant 'mud kitchen' – the staff and kids were delighted with the addition of six native trees to provide some extra greenery.

In York, 50 hazel, hawthorn and holly trees were planted as part of an incredible project to transform a former landfill into a 21-acre Nature reserve. Local MP Rachael Maskell also rolled her sleeves up to lend a helping hand.

Not to be outdone, Lloyd Russell-Moyle, the MP for Brighton & Kempdown, braved the mud and worked energetically with the kids to plant trees for Woodingdean Primary. The resulting hedgerow of hazel trees is now providing the school's new outdoor learning area with some much-needed protection from the chilly coastal winds.

ECO-WARRIORS OF THE FUTURE

The need for trees was really highlighted to the team during a visit to Highgate Primary School in North London. Octopus Energy planted 100 trees along the fence of the school, which is 150 metres from a busy road that carries over 10,000 cars every day. With children among the most susceptible to the effects of air pollution, it was a reminder of how important tree planting really is.

But the benefits weren't all directly related to air quality. The campaign also prompted some important conversations within schools about the need for environmental awareness; in many cases, the activity formed part of larger projects around Nature and the environment. From art competitions to a tree-themed reading room, the children took inspiration from their new broadleaves and relished the chance to dive headlong into all things environmental.



TAKE ACTION

The BreatheLife campaign's tips for reducing your contribution to air pollution

MANAGE WASTE

Composting food and garden items, recycling non-organic rubbish and reusing bags will help minimise emissions from your waste. Never burn rubbish as this contributes directly to air pollution.

COOK AND HEAT CLEAN

Burning coal and biomass contributes to indoor air pollution when used for cooking and out-

door air pollution when used for heating. Check efficiency ratings on home heating systems and cookers to identify models that save money and protect health.

MOVE MINDFULLY

Use public transport, cycle or walk, and consider low or no emission vehicles if a car is necessary. Diesel vehicles – particularly older ones – are large contributors of black carbon,

which is carcinogenic for health and damaging to our climate.

CONSERVE ENERGY

Turn off lights and electronics not in use. Use LED bulbs as a non-toxic alternative to CFLs, which contain mercury. Rooftop thermal solar systems may be an option for many to generate hot water affordably and solar PV systems can be a clean and healthy source of power.

BIGGER AND BETTER

The planting season has drawn to a close, but the work didn't end when the pitchforks were put down. In keeping with Octopus Energy's overall commitment to transparency, each tree has been plotted on a map and shared on the energy supplier's blog, so customers can see the direct result of their nominations.

Octopus Energy initially planned to plant 250 trees, but the tree planting campaign saw the addition of over 1,600 native broadleaf trees to the UK's green (and less green!) spaces. And thanks to the enthusiastic support of customers, school children, MPs and the Octopus Energy planting team itself, plans are afoot for more tree planting in the future.

Nothing has officially been announced yet, but we've heard that next year's planting season will see Octopus Energy making an even bigger commitment to making the UK a greener place to live, where there'll be more trees, more locations and even more satisfied customers. ■

FIND OUT MORE

- See how much you could save by switching to Octopus Energy at mygreencollective.com
- View the tree planting map on Octopus Energy's blog at octopus.energy/blog
- More about the BreatheLife campaign is at breathelife2030.org

CLOCKWISE FROM MAIN IMAGE
The kids of Spinney Hill Primary in Leicester celebrate their new trees with Chris Collins and JB Gill; Rachael Maskell MP joins members of the Octopus team to plant trees at St Nicks Nature reserve in York; Chris Collins shows the children of Highgate Primary in London how to plant a sapling





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THE 'TOTAL WORLD TOUR'

Joss Stone on trees, travel and why
'words are not enough'

My 'Total World Tour' was initially about the injustice of a 'world tour' only actually covering around 20 countries (at best) and leaving out most of the world. Why is one country more important than another? Why is one group of people more important than another?

I started to become aware of the large environmental footprint of a truly global tour, regardless of how we tried to bunch the countries together. I spoke to my booking agent from Diplomats of Sound about what we could do to reduce our footprint; he suggested trying to balance the tour emissions. So we spoke to Energy Revolution, a carbon balancing charity for the creative industries.

We worked out how many miles we'd done and how much it'd cost to balance them. It was the right thing to do so we went from there.

A lot of artists sing about things like 'we care about people, the planet, our country, water issues, we care, we care' – most people care. But they have to do something to back that up if they are given the opportunity. There are loads of organisations doing positive things, so speak to one of them and, if you have the means, put your money where your mouth is. The words are not enough: you have to do it.

There was this guy we met who was very sweet, into a hip hop thing and his lyrics were about cars, women, money,

diamonds – that's what he wanted to be. If he turned round and said 'nah fuck it I'm not doing that footprint bullshit' I'd understand that – that's who he is at the moment. But if someone is singing about love, people and the Earth and they don't do it, that doesn't add up.

We are going round the world trying to spread goodness and joy and trying to achieve positive things. If we don't recognise that our travel is a negative it goes against what we are trying to do. Yes it's another cost, but it's important to do it. I can't shut my eyes and ignore it, it's right that we should pay it. With a lot of these charity contributions people ask 'why?' – the answer is 'why not?'

It's actually not that difficult to help people if you have the means: I just have to trust the people who do it. I give them a bit of the money I make from my gigs – and every big artist makes a little bit from their gigs. I would understand when you are making ends meet to feed your kids and yourself then it's not a priority, but when you get to a place where you have got something you can give, then give it.

We visited a charity and the people there showed us pictures of this huge, barren land they'd replanted. Now it's completely forested, green as you like in the same spot. That image was very powerful; people hear a lot about tree planting but I think they need to see it. Wow, what a difference – and what an improvement to the local area. ■



Joss Stone has set out to play every country in the world – and balance her tour's travel emissions

CARBON BALANCED TOURING

■ Joss Stone – the first female Grammy-winning artist to attempt to balance her travel from international touring – has so far balanced 2.7 million travel miles.

■ Joss has partnered with Energy Revolution to balance the fossil fuel emissions from her tour travel by donating to tree planting initiatives and to projects that create 100% renewable energy. Energy Revolution is a UK charity set up to address the biggest source of

carbon emissions in the live music sector: audience and artist travel.

■ For the 'Total World Tour' (2014- 2019), Joss's aim is to play in every country in the world and balance the emissions associated with her travel. During the tour, Joss is collaborating with local musicians, playing indigenous instruments and music in order to share the beauty of other musical cultures with a wider audience.

FIND OUT MORE

- More on Joss and the Total World Tour is at jossstone.com/about
- Find upcoming Total World Tour dates at jossstone.com/gigs
- More about Energy Revolution is at energy-revolution.org.uk

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This September, a documentary will hit cinemas in the UK – and there's a fair chance it will make you think a bit differently about your impact in the world.

Down to Earth doesn't stand alone as a catalyst; its special event-based approach creates opportunities for follow up, starting with a dialogue in the cinema. It may inspire dramatic changes in your lifestyle, but at the very least it will almost certainly help you become more connected and gain a better understanding of your part in the bigger picture.

This is what Rolf Winters and Renata Heinen were looking for when they broke away from their busy London lives 10 years ago. They took their three young children out of school to live a more connected life in the woods of Upper Michigan, where they lived with a clan of Native Americans.

'I had a hard time entering my children into a system I didn't trust', Renata explains. 'I wondered, what do I really want to leave to my children? And how do I answer my grandchildren when they later ask me what I did to prevent the destruction of the rainforest or the acidification of the oceans?'

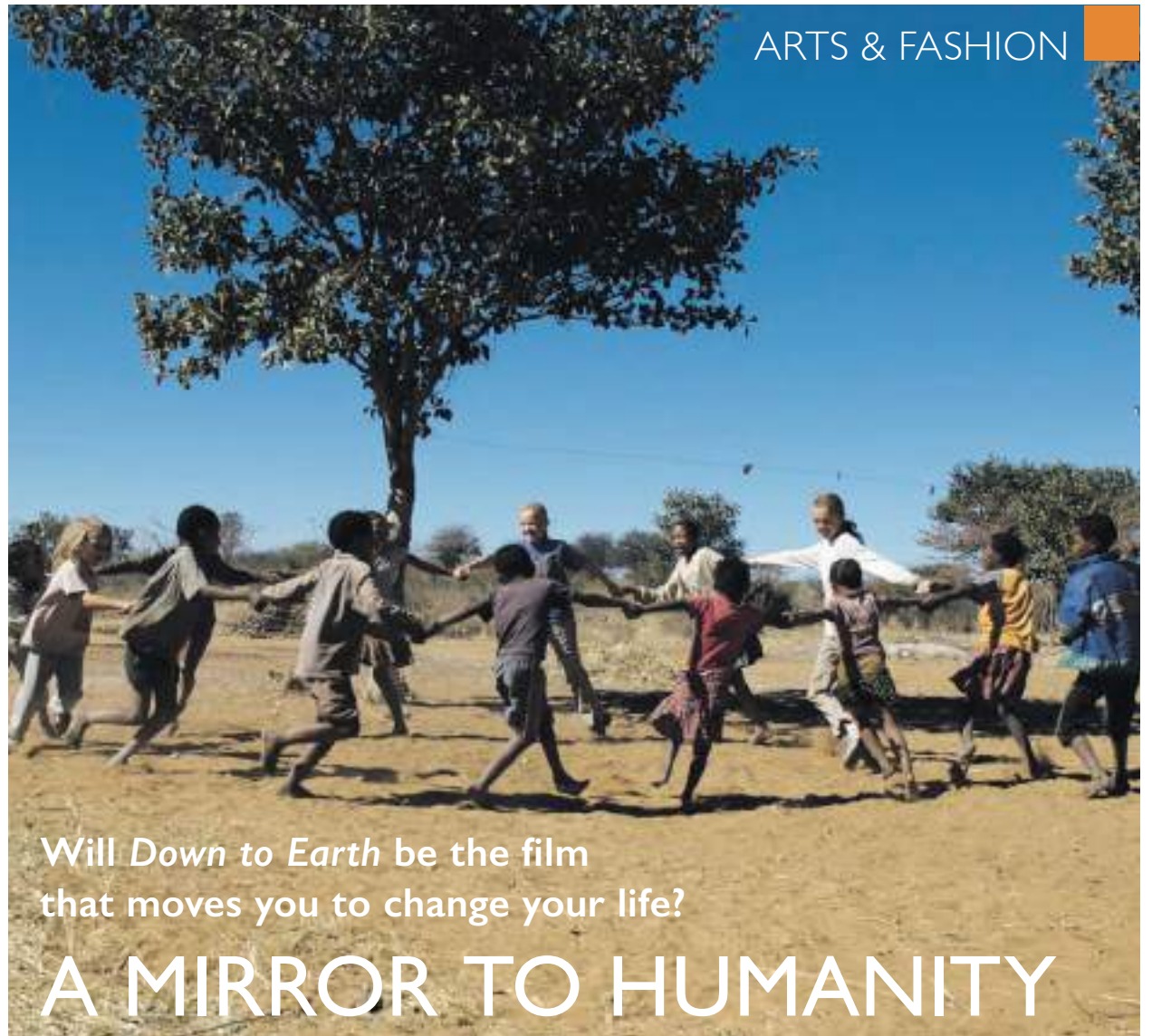
LISTENING TO EARTH KEEPERS

An experiment at first, Rolf and Renata stayed for four years, living off the land, growing their own food and teaching their children through the richness of Nature. It was not until they met Nowaten ('he who listens'), a reclusive medicine man and teacher of the tribe, that they decided to film their encounters.

'It felt like the discovery of a hidden treasure', Rolf remembers. 'The perfect antidote for the virus that mankind has become to the planet. We knew we had to capture this source of wisdom we had found.'

For both Rolf and Renata, it soon became clear they should find and record other so-called 'Earth Keepers' in different parts of the world. The family went on an epic journey around the world, and for a year they lived with tribal communities across six continents. They were able to access wisdom keepers in remote areas because they didn't come as a film crew; they were just one family with one backpack each and no agenda except to listen.

They were stunned to find that these totally unrelated tribal communities have the same message for humanity. 'It was very powerful to witness them unravel the enormous, complex problems of our modern world' Rolf tells us, 'but also how they see that we as individuals can make a difference.'



UNIQUE READER OFFER

Ahead of *Down to Earth's* UK release this September, MyGreenPod readers have an opportunity to be part of a pre-premiere screening event, where you'll get to speak to the film-makers and hear their story first-hand.

Date: 23 June 2018

Time: 12:00-14:30

Location: Picturehouse Central, Piccadilly, London

Price: £16.50

Tickets: downtoearthfilm.com/mygreenpod

SHARING WISDOM

The family returned to England with 200 hours of footage, and spent five years editing the film. The result is a mirror to humanity, a cinematic documentary that leaves no viewer untouched.

The film might be so captivating because it wasn't a planned exercise, but the result of a true exploration of a different perspective on life. 'Sharing the wisdom and insights of these incredibly connected and humble Earth Keepers helps us see that there is a different story to be told and to be lived', Rolf says.

A RECORD-BREAKING FILM

The film-makers didn't want to be tied by the restraints of the system and decided to take a unorthodox approach to distributing the film. They envisioned cinema screenings with a facilitated dialogue after the film, and wanted to show it in schools, workplaces and corporations. 'Industry insiders said it wouldn't work – certainly not without a huge budget', Rolf tells us. 'We had none and

decided to pilot our off-beat approach in Holland, banking entirely on word of mouth and social media.'

The approach worked better than they could have imagined: *Down to Earth* has broken records and become the longest running film in the history of Dutch cinema. There have been countless audience and media responses to the phenomenon, and many viewers have made changes in their lives after seeing the film. 'We want people to work with the film, not consume it', says Renata, 'and that's what's happened.'

Now Rolf and Renata want to launch *Down to Earth* here in the UK, their home turf and the country in which they believe it could have the greatest impact. 'The UK is diverse, eclectic, rich in culture and ultimately a window to the world', says Rolf. 'The film is about seeing your position in all the mayhem and confusion in the world. Now is the time to incite a people-powered change. We are talking environment, community, personal relevance, purpose, economy, all the things we as a society struggle with. The film has a universal language and we believe it can speak to everyone. *Down to Earth* doesn't tell you how to live your lives, rather it inspires you to seek your truth. We are all Earth Keepers in the end.' ■

FIND OUT MORE

- View a trailer and see how *Down to Earth* has inspired people-powered change at downtoearthfilm.com or facebook.com/downtoearthfilm
- Arrange a screening for your organisation at downtoearthfilm.com/your-initiative-uk



This July, a new festival will weave together music, trees, arts and ideas in an exploration of the transformative power of forests.

The location couldn't be better: Timber Festival will take place at Feanedock, a woodland site on the Leicestershire-Derbyshire border in the heart of the National Forest. Embracing 200 square miles of the Midlands, the National Forest is the first forest to be created at scale in England for over 1,000 years.

Hailed one of Britain's boldest environmental projects, over 8.5 million trees have been planted in the National Forest since the early 1990s, increasing forest cover from 6% to over 20% – double the national average. The project is a revolutionary approach to forestry that demonstrates how tree planting can transform lives, the landscape and the economy by bringing all the benefits of trees and woodland closer to where people live and work.

Just as the National Forest provides a space for people to connect with Nature and grow together, Timber Festival will create an opportunity to re-imagine our relationship with our environment.

The boutique festival is the result of a collaboration between the National Forest Company and Wild Rumpus, the award-winning producer of Just So Festival. It'll be packed with music, arts, food, ideas, play and pure magic; Dream Antelopes will roam a site designed from the start to promote wellbeing.

MUSIC

Exciting new music will be showcased across three bespoke wooden stages – including the enchanting Eyrie Stage, raised between the trees – in an ambitious adventure into sound. Music will also be performed around the campfire in keeping with Timber Festival's intimate woodland atmosphere.

Headliners include Jane Weaver, This Is The Kit and the energetic and joyful Hope & Social. There'll also be Afrocentric future soul from Aadae, bizarro-world psychedelic pop from Welsh singer-songwriter H.Hawkline, alt-folk rock from Stables, string-swept folk from Sivu, soulful and bluesy arrangements from Jalen N'Gonda, swaggering rock from Du Blonde and uplifting Latin and Afrobeat from Discolypso.

Festival-goers will get a chance to take part in the Dawn Chorus, and The Heart Of The Forest Ballad Collective will bring the woods to life through song.

In Wilderness Tracks, BBC Radio 4 producer Geoff Bird and special guests including author Robert Macfarlane and BBC Radio 6 Music and Radio 3 presenter Elizabeth Alker will reveal the six Nature-related songs that have made it onto the wilderness soundtrack of their lives.



DETAILS

06-08 July 2018
Feanedock, DE12 6DQ

TICKET PRICES

Adult weekend camping:	£130
Child weekend camping:	£45
Adult day ticket:	£40
Child day ticket:	£15
Under-3s:	Free



ARTS

Jony Easterby is known globally for his dynamic and immersive sound and light works, and his stunning night-time adventure *For The Birds* has wowed audiences across the UK. At Timber Festival, you'll get the chance to see the English festival premiere of *Tree and Wood*, Jony's new interactive performance. With help from a team of international artists, musicians, performers and foresters, Jony will explore our relationship with trees and forests in a journey through installations, movement, song and music.

An award-winning immersive virtual reality experience, *In The Eyes of the Animal*, will help festival-goers discover what it's like to be an animal in the forest. Timber Festival will also host the greenfield festival premiere of Luke Jerram's *Museum of the Moon*, an incredible seven-metre sculpture featuring detailed NASA imagery of the moon's surface with sound by BAFTA and Ivor Novello award-winning composer Dan Jones.

On top of all that, there'll also be a Masked Ball, a fire garden, after-dusk films, an interactive spoken word workshop with Polarbear (Steven Camden) and even Comedy In The Dark.

PLAYTIME

Storytelling, outdoor theatre, aerial acrobatics, a woodland playground, a cycle-powered ride-on carousel, magic, tree climbing and geometric land art are just some of the

activities in store for kids and playful adults alike. We're particularly excited about *Seek, Find, Speak: A Conjuring Told In Gold* – the world premiere of the outdoor theatre companion to the enchanting, best-selling illustrated book of acrostic poems, *The Lost Words*, by Robert Macfarlane and Jackie Morris.

IDEAS AND WELLBEING

Inspirational writers, artists, poets, scientists, philosophers and educators will help us reimagine what woodlands and trees mean to us, and make us think more about our relationship with the world around us.

Guided runs will take place in the National Forest at dusk, and there'll be opportunities to take part in yoga, tai chi and capoeira. Those looking for a more restful weekend will be able to kick back in the eco-spa or lounge in Tentsile tree tents suspended high between the boughs. Grab a book from the stunning Woodland Library or rest beneath the Murmuration installation, where an incredible flock of starlings will move to a beautiful soundscape, and be transformed by light as night falls. ■

FIND OUT MORE

- Book tickets to Timber Festival at timberfestival.org.uk
- More about the National Forest is at nationalforest.org
- Information about Wild Rumpus is at wildrumpus.org.uk

JANEY LOVES

Conscious beauty will leave you looking,
smelling – and feeling – incredible

As we finally head out of a drab winter, it's time to rejuvenate our skincare and beauty routine. Let's consciously opt for totally natural skincare and cosmetics that nourish and support our skin.

HANDS-ON SKINCARE

Our hands and nails often need a bit of TLC after the winter months. For dry, cracked and chapped hands and nails, try the Hydrating Hand Balm (£14, 50ml) from Pure Lakes. Enriched with hydrating hyaluronic acid, it contains coconut butter, avocado oil, shea butter, vitamin E, sunflower oil and aloe vera to soften and repair the skin. Look out for toxin-free nail polishes, too.

Being in centrally heated environments can play havoc with the skin, so get your complexion primed in time for spring with MyGreenPod Hero Weleda Skin Food (£7.95, 30ml). This multi-purpose wonder balm nourishes your hands, face and even dry skin on the elbows. It's great for perking up tired skin that's coming out of hibernation. Ingredients include plant oils, waxes and pure essential oils.



ESSENTIAL SCENTS

You'll want to smell fresh, too – though I'm not a fan of synthetic fragrances. Weleda has a gorgeous collection of natural fragrances, and Jardin de Vie Grenade (£21.95, 50ml) is perfect for spring. This 'garden of life' fragrance was inspired by Weleda's Pomegranate skincare range. It's an exotic and sensual fragrance, and the fruity notes of orange create a feeling of joy.

You can make your own natural fragrance (see below) by combining just three essential oils in a base of good-quality sweet almond oil. This can then be used as a perfume or a lotion to massage the body – and you can even combine oils to create fragrances that lift your mood! ■

FIND OUT MORE

- More of Janey's recommendations are at imperfectlynatural.com
- Discover the full range of Weleda products at weleda.co.uk
- More about what goes into Pure Lakes products is at purelakes.co.uk

DIY NATURAL FRAGRANCES

You'll need a top or 'head' note (try a light fragrance), a middle or 'heart' note (deeper and more subtle) and the base note, which underpins the others and becomes more noticeable as they fade away.

Head notes - lemon, oregano, orange, basil, bergamot, lavender, ylang ylang

Heart notes - rose, geranium, cedarwood, chamomile, neroli, rosemary

Base notes - clove, nutmeg, sandalwood, rosewood, clary sage, cinnamon, patchouli, ginger, juniper, black pepper

Smell each and imagine how they might blend – then experiment!

- Put 1 drop of head, heart and base oil into a tablespoon of sweet almond oil
- Swirl it around and use a tiny bit dabbed on your wrist or in massage oil

Energising morning fruitiness

- 2 drops grapefruit
- 2 drops rosemary
- 2 drops juniper
- 1 tablespoon sweet almond oil



CLOCKWISE
Weleda Skin Food,
Pure Lakes Hydrating Hand
Balm, Weleda Jardin de Vie
Grenade



JANEY LOVES PLATINUM AWARDS

MyGreenPod is very proud to be a media sponsor of the Janey Loves Platinum Awards 2018. The awards showcase the best in natural and organic products and services in the health and beauty sector, in areas ranging from beauty and men's grooming to therapies and pets. For more about the awards, including categories and how to enter, visit platinumawards.co.uk



A CAREER IN NATURAL WELLBEING

Work in natural health and beauty – at a pace that suits you – by becoming a Weleda Wellbeing Advisor



Being a wellbeing advisor is a gentle way back into working life, especially if you have not worked in a professional capacity for a number of years. It's flexible enough to fit in with a young family and the only commitment you have to make is time for training. Not earning commission on recruitment really sets us apart from other beauty programmes. A Weleda advisor will inform and educate, we are trained to advise not to sell. We don't work competitively, we're much more collaborative. We want to support as many people as we can to find a more natural way to feel better.'

Naomi Smith, Weleda Wellbeing Advisor, Cornwall

Behind many natural brands there's a highly individual company philosophy, and that's certainly the case with green beauty pioneer Weleda. When it comes to being green, ethical and sustainable, Weleda has shown true commitment over nine decades.

First founded in Switzerland in 1921, Weleda arrived in the UK in 1925. Its original range included several products that are still going strong today, such as the iconic Arnica Massage Balm.

One of Weleda's founders, scientist and philosopher Rudolph Steiner, was ahead of his time; he established biodynamic agriculture and is credited with contributing significantly to the modern organic farming movement.

Biodynamics and a respect for people and the environment underpin Weleda; today the company still uses its original mission statement – 'in harmony with nature and the human being' – and the ethos resonates with today's customers as much as it did in the 1920s.

Sustainable, genuinely natural and top-quality ingredients are at the heart of Weleda and the products it makes, providing a strong sense of identity and direction for the company.

The brand's success is testament to the fact that it's getting things right: Weleda now operates in over 50 countries and is represented on five continents, manufacturing in eight regions including the UK. As the world's leading brand in natural, organic, holistic bodycare and medicines, Weleda employs over 2,400 people and sustains more than 50 fair trade partnerships around the world.

A NETWORK OF HEALERS

The name 'Weleda' originates from the ancient title of distinction given to wise women who advised their Celtic tribes about family and community matters. They were healers, offering physical and spiritual support, and had great knowledge of plants and natural remedies – rather like an early apothecary or herbalist.

All Weleda's Wellbeing Advisors are 'Weledas'; the company has built a wonderful network of wise women and men to advise and support people in their local community, sharing their know-how to introduce them to a more natural path to health and beauty.

Weleda's Wellbeing Advisor Programme draws on the vast experience accumulated over almost a century of respecting the power of plants and understanding the human body's natural impulse to heal itself – with a little help from the natural bounty

all around us. If you want to help drive the shift to clean beauty and natural health, this programme would be perfect for you.

Weleda has a growing team of advisors all over the UK, who recommend and sell Weleda's range to customers in their area. Whether at home, online or out and about at events, fairs, festivals or clubs in their region, Weleda Wellbeing Advisors offer one-to-one client consultations or group fundraisers, at a time and frequency that suits them.

In time there's also the potential to become part of the Supporter Team, helping other advisors to develop in the same way and enabling you to grow your business further.

GETTING STARTED AS AN ADVISOR

You don't need to have any experience or existing skills, other than the ability to use a computer as a basic business tool. All that's required to become an advisor is a passion for natural and organic products. Being able to talk to people easily is a very useful skill, but Weleda isn't looking for pushy sales people. In fact, quite the opposite.

The focus for a Weleda Wellbeing Advisor is not really selling products; it's a way of sharing knowledge and experience of natural health, beauty and wellbeing. You wouldn't be set individual sales targets; you can take things at your own pace and sell as much or as little as you like so – just like Weleda's products – the job will work in harmony with you and your life.

Being part of a nurturing and supportive network means prior experience doesn't matter, either – if you have a genuine passion for natural and organic living you'll be taught and guided through everything you need. There's plenty of business support too if you decide you want to set your own goals and grow your networks.

Working as a Wellbeing Advisor can also help you to grow a new or existing business by expanding your skill set and knowledge. For example, you might be a natural health practitioner who is looking to extend the service you offer clients with a top-quality range of skincare for the common problems you see in the clinic.

As well as dovetailing with your existing work, becoming an advisor can also support and underpin it with further training, product knowledge, a business framework and a knowledgeable support network. It can also help you build your network by reaching a new type of client. The additional revenue from Weleda sales could help you expand your business, update equipment, open a salon – the possibilities are endless.

Weleda's ethos of balancing mind, body and emotions is synergistic with many natural therapies. If you work in homeopathy, practice massage therapy, yoga or another form of complementary medicine, this may resonate with you.

Advisors with additional skills such as beauty therapists, makeup artists, holistic therapists, naturopaths and homeopaths might have the chance to work at Weleda projects or press events around the UK, where they're paid for their time.

NO ORDINARY ROLE

Weleda's products speak for themselves so your clients don't necessarily need to share the company's holistic approach to health and wellbeing or its interest in organic ingredients. The products work because of the top-quality ingredients used; they may contain more active ingredients than other similar products, so they are extremely effective. They also smell amazing; the products' fragrances really set Weleda apart from other cosmetics brands on the market.



CLOCKWISE FROM MAIN IMAGE
Weleda advisor training: the Advisor Kit contains everything you need to get started; Weleda advisors share knowledge and experience of natural health, beauty and wellbeing

Weleda is a proud member of the Union for Ethical BioTrade (UEBT); very few health and beauty brands meet these high standards for sourcing ingredients. Its entire range of natural and organic cosmetics is, without exception, NATRUE-certified – meaning customers are reassured that every single product is authentically natural and free from artificial additives of any kind. So there's absolutely no greenwashing. If clients feel disappointed with their purchase, you will be able to offer them a 30-day money-back guarantee.

Staying true to what you believe in and making money don't always go hand in hand, but being a Weleda Wellbeing Advisor is no ordinary role. It's a position that invites you to learn more about natural health and organic beauty, and connects you with new and interesting people. It inspires you to inform and engage others, learn new skills, discover new experiences and earn money at a pace that suits you. ■



It's great to be part of this Weleda network of women – and now men! To share experiences and thoughts with them is so helpful. The collective wealth of knowledge in the group seems endless. It triggers changes throughout your whole life. For me it's crucial to work with a company you completely trust. Weleda products are created to be meaningful healthcare products and I can completely embrace the brand because the whole essence is about holistic healing.'

Sarah Guise, Weleda Wellbeing Advisor, Derbyshire

FIND OUT MORE

■ Learn more about becoming a Weleda Wellbeing Advisor by calling 0115 944 8698, or contact the team by clicking 'Join Our Family' at weleda.co.uk/page/joinourfamily



Being a Wellbeing advisor fits in perfectly with what I do as a holistic therapist and yoga teacher because it adds value to what I offer my clients. What I bring in through being a Weleda advisor simply takes the pressure off my other work, which in turn has given me value in time, so I can maintain my enthusiasm and energy for my clients.'

Kate Irving, Weleda Wellbeing Advisor, Sheffield





FROM TO *farm cup*

A 'new generation of discerning consumers' is changing the lives of coffee farmers

In a first of its kind study last year, WIPO (World Intellectual Property Organization) revealed how consumer choices are reshaping the global value chain for coffee. The research identified 'a new generation of discerning consumers' who are interested in the story behind their coffee, and willing to pay premium prices.

The research showed that coffee farmers can triple their incomes by selling premium coffees to this so-called 'third wave' market segment. While the export price of conventional coffee is \$1.45/lb, the price rises to \$2.89/lb for beans exported to coffee shops and soars to \$5.14/lb for coffee exported to baristas in independent coffee shops.

Small Batch had a front-row seat when consumer demand started to shift in the UK. The independent artisan coffee company opened its first shop in Hove's Goldstone Villas in 2009, and now has nine locations across Brighton, including the Small Batch Roastery (with Espresso Bar) in Portslade.

The founders – both ardent coffee fans – have developed long-term producer relationships to guarantee top quality for customers and good prices for their coffee suppliers, who are paid significantly more than the Fairtrade minimum.

Small Batch sources coffee beans from over 20 countries across four continents; just as the flavours vary between countries and continents, so too do the challenges and circumstances of the coffee farmers. 'We've spent the last 10 years refining our sourcing policy and have realised there isn't one system that works everywhere', says Alan Tomlins, co-founder and managing director of Small Batch Coffee & Roasters. 'What's best in Colombia is not what works best in Rwanda or Guatemala.'

This is one of the key reasons Alan makes frequent visits to producers; 'only by spending time in a country do you realise how the coffee market works there and what the most sustainable and ethical approach is for that individual country or region', he tells us. 'Likewise, the only way to forge meaningful and truly sustainable relationships is to spend substantial time with the awesome people who produce the coffees we buy.' ■

PITALITO, COLOMBIA

In Pitalito, a small town in the southern state of Huila, a new network – Red Association – has united small coffee producers in Pitalito with local exporter Invercafe, Raw Material and roasters including Small Batch.

The association was created after Raw Material and Invercafe met with 660 farming families in the region to discuss the difficulties they face. The biggest problems raised were a lack of infrastructure and stable pricing to provide certainty for investment in improving quality.

Unless coffee farmers have an ongoing relationship with a speciality buyer, coffee pricing is tied to the global coffee commodity (or 'c') market. The farmer's cost of production is relatively fixed year to year, but coffee pricing is neither consistent nor reliable. It's therefore hard for producers to invest in infrastructure to improve the quality and value of their coffee, creating a cycle of little to no profit and no long-term security.

The main goal of Red Association is for roasters like Small Batch to commit to buying a predictable volume of coffee based on a fixed price. The Red Association model was introduced at a fixed price of 1 million Colombian pesos per carga (125kg) of parchment coffee. This price – and the producer's profit – will increase over time as the cost of production rises, based on inflation and improvements in quality.

With this kind of commitment and reliable pricing the producers have a good reason to invest in quality.

The association is also helping to build infrastructure – specifically drying and quality control facilities. Climate change has made the region around Pitalito a lot rainier during harvest time, so coffee can no longer be dried on open patios and instead requires *invernadoras* (covered drying structures).

These aren't cheap, so a central facility is being built to allow the association to dry all its coffee. This means the coffee will be dried much more consistently (improving the quality and longevity of the coffee), and also that the association will buy wet parchment coffee to dry in the new facility. Paying producers earlier in the production chain and taking control of the coffee earlier again reduces the producer's risk of losing the coffee or it losing value, providing a much

quicker return.

The association will also build a QC and cupping lab in the area where Small Batch will be able to assess the quality of every coffee delivered. As quality improves, Small Batch will select and buy premium single-producer microlots at a higher price. This will provide a clear incentive for other members to focus on quality.

The lab will also be used to train producers and their families in cupping and quality control. Unsurprisingly, this is one of the quickest routes to improving coffee quality, yet the chance for farmers to cup their own coffees and be trained in how to assess them is very rare in coffee-producing regions.

These initiatives are being funded by the first lot of coffee the association produced, which was bought by Small Batch and five other roasters for 1 million pesos – 'a bit more than it was worth'.



ETHIOPIA

Brighton and Sussex Medical School is the global hub for research on podoconiosis (or 'podo'), a little-known but widespread and treatable tropical disease that affects people around the world, particularly

in Ethiopia. Small Batch has helped to raise money for the Preventing Podo campaign, which was launched to turn the medical school's ground-breaking research into practical action to improve the lives of some of the

world's poorest and most disadvantaged people. 'Ethiopia is a really important origin for Small Batch and we have been buying awesome coffee there for years', Alan said. 'It just made sense for us to support this great cause.'

FIND OUT MORE

- View all the Small Batch locations at smallbatchcoffee.co.uk/locations
- More about the Small Batch approach to coffee is at smallbatchcoffee.co.uk/about_small_batch
- Background about Small Batch suppliers and producers is at smallbatchcoffee.co.uk/blog/on_the_road



Steven Lamb shares three recipes from *River Cottage Handbook No.16 Cheese & Dairy* – a guide to buying, making and eating cheese and dairy products

A MASTERCLASS IN CHEESE & DAIRY

Cheese-making is a skill that requires lots of hard work and specialist equipment, right? Well, not exactly, argues Steven Lamb. He says anyone can make their own dairy products, whether they live in the heart of the country or in a flat in the middle of the city. You just need milk, a few items of simple equipment, a little time and a bit of curiosity.

Steven Lamb lived at River Cottage HQ as the resident smallholder, and appears regularly in the TV series and online. The River Cottage ethos is about knowing the whole story behind what you put on the table; as Steven explains in the new guide from River Cottage, it's easy to take good-quality ingredients and turn them into something sensational.



LABNEH

Makes about 200g

300ml natural yoghurt (full- or low-fat), a generous pinch of sea salt

Simple to make, labneh is a strained yoghurt cheese with a spreadable texture and a sour, yoghurt flavour. All that's required for this recipe is yoghurt and salt – which encourages the whey to drain off – plus a large square of cheesecloth or muslin and a little patience. It is delicious in salads or with ripe figs, or simply drizzled with olive or rapeseed oil.

Lay a sheet of muslin or cheesecloth over a sieve and suspend it over a bowl. Pour the yoghurt into the cloth-lined sieve and stir in the salt. The whey will begin to leak out almost immediately.

Allow the yoghurt to drain overnight, either in the fridge or over the sink. The next day, you'll have a lovely ball of creamy white cheese in the cloth. You can eat it immediately or keep it in the fridge in a sealed container, where it will continue to lose whey and thicken up more, for up to five days.

P.S. To give the labneh a whole new range of flavours, try stirring in or sprinkling on herbs, flowers, garlic or seasoning. Chive flowers, cracked black pepper and finely grated garlic (use a microplane) work particularly well.

P.P.S. You can preserve the labneh by rolling it into small balls and immersing them immediately in good-quality oil in a sterilised jar with a screw-top lid. The labneh will keep for up to a couple of months in the fridge, but you'll most likely eat it within a week or two.



Serves 6–8

For the pastry
200g plain flour (plus extra for dusting), a pinch of sea salt, 100g butter (diced), 2 medium eggs (beaten)

For the filling
25g butter, 2 large onions (peeled and thinly sliced), 3 medium eggs, 300ml crème fraîche, ¼ tsp freshly grated nutmeg, 100g grated hard cheese (Lancashire of course!), 150g fresh goat's curd cheese, sea salt and freshly ground white pepper

Special equipment
23cm loose-based tart tin

CHEESE AND ONION TART

If there is a recipe that shouts more of the lost county of Lancashire than a cheese and onion tart, I will eat my proverbial flat cap – I would be discrediting my heritage if I did not include it! You have to resist the temptation to put bacon (or indeed potato) in this tart, and instead champion its simplicity. The addition of bacon would turn the tart into a quiche – which is a bit like calling Lancashire 'Greater Manchester'. My recipe is inspired by one of Lancashire's great chefs, Nigel Howarth, who helps to keep many of the region's ingredients on the map.

To make the pastry, sift the flour and salt into a bowl, then rub in the butter with your fingertips until it resembles fine crumbs. Add the beaten eggs and bring the dough together with your hands, adding a trickle of cold water if necessary. Knead the dough lightly until smooth and silky, then flatten to a disc, wrap in cling film and chill in the fridge for 20 minutes or so. Preheat the oven to 200°C/Gas mark 6.

Roll out the chilled dough on a lightly floured surface to about a 3mm thickness and use to line the tart tin; press the pastry into the corners

and sides of the tin and make sure it extends above the rim by 5mm–1cm.

Line the pastry case with a sheet of baking parchment and add a layer of baking beans or dried pulses. Bake 'blind' for 15 minutes. Lift out the paper and beans and return the pastry case to the oven for about 5 minutes until the pastry is dry and lightly coloured. Remove from the oven and set aside.

Lower the oven setting to 180°C/Gas mark 4. Once the pastry has cooled a little, trim away the excess pastry from around the rim using a sharp knife.

To make the filling, melt the butter in a pan, add the sliced onions and sauté gently for 10–12 minutes until soft and lightly caramelised. In a bowl, mix the beaten eggs with the crème fraîche, nutmeg and some salt and white pepper.

Spoon the caramelised onions into the pastry case and scatter the grated cheese and goat's cheese over them. Carefully pour on the egg mixture. Bake in the oven for 35–40 minutes or until the filling is set, with just a pleasing wobble.

Transfer the tart, still in its tin, to a wire rack and leave to cool for about 15 minutes before easing it out of the tin and serving warm.

FIND OUT MORE

- *River Cottage Handbook No.16 Cheese & Dairy* by Steven Lamb (£16.99, Bloomsbury) is available online and from all major bookshops
- More on River Cottage cookery courses, including the cheese-making course, is at rivercottage.net/cookery-courses
- View upcoming events at River Cottage HQ at rivercottage.net/calendar

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GROWING WISE

Soil Association and Pukka Herbs are helping to pass planting knowledge down to the next generations

This generation has less contact with the natural world than ever before; nearly 60% of children are spending less time outdoors than their parents, and only 46% enjoy activities in Nature with their parents and grandparents.

Naturalists and environmentalists including Sir David Attenborough, George Monbiot and writer Robert Macfarlane have warned of the social and developmental costs of a lack of contact with the natural world – but how can we redress the balance?

KNOW YOUR ROOTS

Soil Association Food for Life is working with Pukka Herbs to help get kids outside and in touch with Nature by growing their own herbs at schools and nurseries around the country.

The Know Your Roots campaign kicked off in time for Grandparents' Gardening Week in March, during which 14 nurseries and schools received a raised herb planter complete with seeds, compost and all the resources needed to help them kick-start their herb-growing journey.

Armed with spades and seeds, children got to learn new skills by growing alongside their parents and grandparents. They got their hands dirty learning how to plant, water and care for herbs, and found out about the culinary and medicinal uses of the plants that would soon be sprouting from the seeds.

The extra hands and help meant that school and nursery growing spaces were rejuvenated in time

for spring, and the intergenerational links had all-round benefits. Children were able to improve their knowledge about gardening and growing, and grandparents took pleasure from participating in a project that would benefit their community.

NATURE AND WELLBEING

Spending time in Nature has been associated with increased wellbeing in children, and new research from the University of the West of England's Public Health and Wellbeing Research Group reveals that pupils who grew their own veg in school experienced clear benefits.

The research found that these children were more likely to increase their fruit and veg intake, become more aware of the links between food growing and

the environment and have better attention and attainment levels in school.

While Grandparents' Gardening Week ended in March, the Know Your Roots campaign will continue until July as part of a commitment to 1% for the Planet. This global network of organisations is working together for a happier, healthier planet. ■

FIND OUT MORE

- More on Soil Association Food for Life is at foodforlife.org.uk
- Information about the benefits of the Food For Life Schools Award programme is at foodforlife.org.uk/schools/benefits
- Details of the 1% for the Planet initiative are at onepercentfortheplanet.org



TAKE ACTION

It's easy to start growing at home with your kids – and it can be great fun

■ Pick a fast-growing plant to keep their interest; quick-sprouting seeds like sunflower, cress and pumpkin take less than a week to germinate.

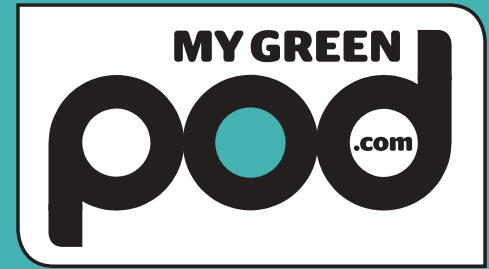
■ Eggshells can be great pots for seedlings – and they're perfect for decorating with non-toxic pens! Crack a hole in the top of the shell

and rinse it out. Use a needle to make a drainage hole, then plant the shell with soil and seeds and stand it back up in its carton.

Make sure the shell pot's left in a spot with plenty of light, then water with a spray bottle and plant outside (you can leave the shell on or crack it off) when leaves appear.

■ Get creative – wellies, sandcastle buckets and old toys can all be used as planters – alternatively build your own using LEGO!

■ Let there be mud. Kids love getting their hands dirty and they're rarely able to, so put them in old clothes and let them enjoy it.



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Make a meal of LEFTOVERS

Yeo Valley's new Left-Yeovers are helping to promote a more conscious approach to food

With obesity in the UK rising, and 8.4 million people struggling to afford to eat, our food system needs to change. In England 63% of adults are categorised as overweight or obese; while the rate of increase has slowed, the trend is still upwards.

28% of children aged two to 15 in the UK are overweight or obese, yet at the same time there are people who go through the day without a proper meal.

Research by FareShare, which fights hunger by tackling food waste in the UK, shows 46% of those accessing the services of its charity partners have gone a whole day without a proper meal in the last month.

Taking a more conscious approach to food is a great step towards tackling this maddening inequality. This starts with reducing our food waste and making sure our portions are appropriate when food is plentiful.

Some of the highly processed foods we consume pack more calories and fewer nutrients than simpler foods, so cooking at home and eating a varied diet has never been more important. Being mindful of the food we eat – and the food we don't – could have a huge impact on our

FARESHARE

■ FareShare is a charity that does more than just share out food; it makes food accessible to over 10,000 charities and community groups who sup-

port some of the most vulnerable people in society.

■ FareShare redistributed 13,552 tonnes of food in the last year alone. Volunteers are

the lifeblood of FareShare's work; if you want to become a food hero and play a big part in the fight against hunger and food waste, join the team (see right).



TAKE ACTION

How to use leftovers

THINK AHEAD

Plan your weekly food shop so you don't over-buy food. When you're planning, try to make sure you're factoring in what you will need to eat first, like salad leaves, and the best way to use up ingredients like crème fraîche or fresh herbs.

BUY WONKY VEG

Yeo Valley included 'ugly apples' in a previous Left-Yeovers flavour, and supermarkets are now doing their bit to reduce waste by loosening their 'size and shape' rules.

DON'T HOARD FOOD

Freezers have long been the food waste pioneer's best friend, but we're all guilty of over-stocking the freezer and throwing away mysterious frozen food. Use up this stockpile by having 'freezer Friday'. If you're really not going to use some of your unopened long-life goods, then a food bank will always be happy to give them a good home!

environmental resources, the welfare of others and the health of our families.

Yeo Valley and FareShare are working together to help raise public consciousness about the food we consume. Yeo Valley has released its sixth limited edition yoghurt made with leftover fruit that might otherwise have gone to waste, as part of an ongoing commitment to take a thoughtful and sustainable approach to business. The idea is to draw attention to the problem of food waste, and encourage people to get creative instead of discarding food that's still good to eat.

Left-Yeover organic yoghurt, this time made with apple purée and Spanish quince, went on sale exclusively in 380 Tesco stores across the UK at the end of April. Using up leftovers and making use of a glut of fruit is a simple example of how everyday changes can make a difference to the food that's wasted in the UK every year.

Left-Yeovers will be on supermarket shelves for around 16 weeks, and 10p from every limited edition pot sold will be donated to FareShare. The Left-Yeovers project has so far raised just over £42,000 for FareShare – enough money to provide 168,050 meals for those in need.

The range has shown that waste-not-want-not really works – and has made great use of delicious fruit, too. ■

FIND OUT MORE

- More on how to volunteer with FareShare is at fareshare.org.uk/get-involved/volunteering
- View the full Left-Yeover range at yeovalley.co.uk/things-we-make/yeogurt
- More about Yeo Valley's approach to farming is at yeovalley.co.uk/the-valley/our-family-farming





We all want to make the ethical choice when it comes to buying coffee – but it's not as straightforward as it may seem



ABOVE
Gary Golden, CEO
of Not 1 Bean Ltd

RIGHT
Coffee growers
in Colombia

Our growing demand for coffee – particularly speciality coffees – should of course be a good thing for coffee farmers and their communities. But while organisations like Fairtrade are a step in the right direction, the International Coffee Organization recently warned that growers in many parts of the world still fail to receive enough money to cover their cost of production. This means coffee's a long way off being a sustainable commodity, despite being one of the leading performers on commodity markets.

'We never transport green, unroasted coffee beans', says Gary Golden, CEO of Not 1 Bean Ltd, a British-based company with a permanent, long-standing presence in Colombia. The company roasts all its coffee in the developing countries it's grown in – an approach designed to address carbon emissions, farmer poverty and child labour.

The significant extra income and jobs generated by roasting coffee at source remain in the developing countries that grow the coffee, helping to alleviate poverty in coffee-growing communities. 'This extra income has the knock-on effect of farmers

retaining and educating their employees, so they can maximise profits and resources on what are in the main smallholdings', Gary tells us. 'Our permanent presence in coffee-growing regions means we are able to guarantee that children are not employed anywhere within our buying chains.'

Transporting roasted beans also means all Not 1 Bean Ltd's shipping is 20% lighter than conventional coffee cargo, leading to a massive reduction in the number of commercial vessels used – with a corresponding reduction in carbon emissions.

DEFINING SUSTAINABLE COFFEE

Most coffee brands choose to buy green, unroasted beans from coffee growers and ship them to the west to be roasted. While green beans are cheaper, ethical coffee companies ensure that income from the roasting – which represents 90% of the value in the coffee supply chain – is ploughed back into education, infrastructure and community programmes in the coffee producers' regions.

'We encourage this type of operation when it leads to genuine improvements within farming communities', says Gary. 'But we believe that directly investing in roasting at source, rather than taking that income away then rerouting part of it to the grower's community, is more practical than taking the money away and then sending it back.'

Some coffee companies are committed to ensuring a fair price is paid to the coffee farmer, but for Gary the initiatives 'all seem to revolve around anything other than simply allowing farmers to earn money from roasting their own coffee'. To him it's as though coffee farm workers are deemed only fit to work in the fields. 'That's not something we agree with at all', Gary tells us. 'The same knowhow and technology exists in Colombia as it does in California.'

Gary does recognise that some companies genuinely have the interests of the farmer at heart and says Not 1 Bean Ltd is 'more than happy to work with them'. One such company is The Green Collection, which has a full-time presence across the coffee-growing regions of Colombia to guarantee that children don't play any part in the coffee production it oversees.

'The Green Collection pays more to the farmer at the outset and then reinvests a proportion of coffee sales as bonuses directly back to the farmer', Gary explains. 'At the end of the day, they are aiming for the same thing that we at Not 1 Bean Ltd are: a sustainable coffee industry with a fairer distribution of the profits.'

If we ever arrive at a commonly accepted blueprint for what 'sustainable' is – for coffee and beyond – Gary believes it should be monitored on a permanent basis. 'In virtually every other industry there are quantifiable procedures in place that verify production process claims have been met, so the consumer can safely assume that each stage of the process has been monitored. For around 20 years I worked in quality assurance and quality control in the oil and gas industry, where virtually every

activity was subjected to regular inspection visits. The thought that the end user of a particular item doesn't have any input until that product lands on their doorstep is unheard of across other industries.' Gary objects to any arrangement under which there are simply no quality assurance procedures after the initial transaction, other than the sampling of green beans when they arrive at their destination.

Gary suggests marking every bag of coffee with the price paid to the farmer for growing, roasting and packaging it. 'We'd be happy to adhere to an initiative like this. Or maybe just making it clear on every bag whether the coffee was roasted by the farmer that grew it. Standards like this exist for other products, so why not for coffee and chocolate? The words 'Estate bottled' on wine labels inform the buyer that the company that bottled the wine also grew the grapes. It's applicable in the 'developed world', so why not in developing countries?'

Gary remains open to alternative suggestions and says Not 1 Bean is 'happy to work with other companies', like The Green Collection, that are working towards real change for coffee farmers. 'What we can't do is agree with taking the roasting income and jobs from coffee-farming communities', he says. 'That's a sticking point for us: we just don't see how denying these profits to the farmers, the very people with the most at stake in the whole process, is ethical or sustainable in the long run. However, we do recognise that a number of different solutions need to be applied: 'one solution fits all' isn't realistic.'

TRANSPORTING COFFEE

The vast majority of the coffee sold in the UK arrives here as green coffee, and when Gary asked supermarkets where their coffee was roasted, 'more often than not' they said that they didn't know. 'We regularly get the standard response: 'our coffee is Fairtrade certified', and that is usually the extent of their knowledge on the subject', Gary says. He told us

that one leading supermarket chain, with over 600 different coffees on offer, recently admitted that it didn't offer a single coffee that had been roasted in a developing country. 'They hadn't been aware of this before we asked them and they asked their buyers for an answer', Gary tells us. 'That's not right.'

Green coffee beans are approximately 20% heavier than roasted coffee beans; in many cases this same green coffee is then re-exported, further increasing the unnecessary carbon emissions from the cargo. 'Transportation of every pound of coffee accounts for half a pound of carbon', Gary tells us, 'so why does the coffee industry transport millions of tonnes of coffee unnecessarily – often backwards and forwards across the same oceans?'

Gary uses Germany, Europe's largest importer of green coffee beans, to illustrate the scale of the problem. 'Germany takes around 32% of all green beans shipped to Europe – which is well over 1 million tonnes every year', he says. 'Germany is also the largest re-exporter of green beans in Europe, mainly to Poland and the USA. These green beans are initially transported 20% heavier than they would be if roasted at source, then over 300,000 (still unroasted) tonnes are sent on a further journey across the oceans, once again sending tonnes of CO₂ into the atmosphere, warming the planet further and threatening the very industry they serve.'

The UK and numerous other countries do the same thing, instead of simply roasting at source and shipping 20% less cargo directly to the consuming countries. 'It's madness', Gary says, 'and it can't be left unchecked.'

Coffee is second only to oil in terms of trading value, so these unnecessary shipments consist of vast amounts of extra cargo. 'The recent commitment to reducing shipping emissions will probably mean that this practice is addressed', Gary tells us. 'We're talking to interested parties and will continue to do so until it's fixed.'



PHOTOGRAPHY ISTOCK

CLIMATE CHANGE AND COFFEE

Scientists have now reached unprecedented levels of certainty and consensus about human influence on the climate system; around 97% of climate scientists conclude that humans are directly responsible for changing the climate. For Gary, the practice of choosing to ship heavier coffee beans and then send them out again 'is surely a perfect example of avoidable climate pollution in action.'

Our atmosphere and oceans are warming at a rate that poses a threat both to human society as we know it and to our natural ecosystems. Through continued global warming, oceans will get warmer, acidify and destroy both coral and marine species. We're already looking at an ice-free Arctic before the middle of this century, and beginning to see the associated sea level rises and human and economic effects.

Developing countries will be disproportionately hit by food security risks, health problems, the massive displacement of whole populations and economic hardship. It's estimated that up to 122 million people worldwide could be living in extreme poverty by 2030 as a result of climate change and its impact on the incomes of small farmers. In the next few decades we will need to find food for an extra two billion people; climate change is going to make this virtually impossible unless we drastically change course.

'If we continue to release greenhouse gas emissions in this way, ignoring solutions like the ones we at Not 1 Bean advocate, we will continue to create devastating, irreversible changes to our climate system and will be negatively impacting our ecosystems and populations, not to mention the effect that will have on coffee production and the communities that rely on them', Gary says. As an example, current coffee-growing areas in Ethiopia could decrease by up to 60% if global sea level temperatures rise by 4°C by the end of the century, according to a study by Kew Gardens and collaborators in Ethiopia.

While Gary accepts that not every coffee bean can be roasted prior to transport, he finds it 'beyond comprehension' that governments will stand by and allow current coffee production supply chains and practices to continue. 'The fact that the transportation of every pound of coffee results in half a pound of carbon being left in the atmosphere is eye-opening enough, without then increasing those amounts on what is a truly massive scale by adding 20% more weight to the world's coffee cargo and then sending cargo ships on journeys that could be avoided', Gary says. ■

FIND OUT MORE

- Buy Not 1 Bean Ltd coffee at not1bean.com/buy-now
- For all enquiries and to find out more about how you can help coffee farmers, call Mike Coates, UK MD of Not 1 Bean Ltd, on 07775 648 895



Battery-powered homes can be managed as virtual power plants that inform a truly smart grid

RUNNING HOMES ON BATTERIES

If you think solar panels are only for people with stacks of cash and an off-grid home in the country, you'd be wrong. Moixa is helping to democratise the whole sector by focusing on the mass market, urban consumer. The goal is to drive a huge shift in the way energy is generated and consumed, and the happy side-effect is that customers are typically saving around £350 a year off their energy bills.

The Moixa Smart Battery is a small unit that fits under the stairs or in the garage. It combines a 2kWh Smart Battery with a 2kWp solar PV system, so the battery can be charged directly by solar panels in the day or using cheap electricity via Economy 7 at night.

GENERATING SAVINGS

Using home-generated power topped up with cheaper electricity – while earning a guaranteed 20 years of Feed-in-Tariff payments – is generating decent financial benefits for Moixa's customers. At the same time, peak pressure on our stretched National Grid is eased and reliance on fossil fuels is reduced, meaning Moixa has developed a truly win-win piece of technology.

But it doesn't end there. Customers receive an extra £50 per year if they agree to make their battery available on GridShare, a service that allows Moixa batteries to be aggregated and managed as a virtual power plant. Customers with excess power stored in their batteries get a share of the profit Moixa makes by selling it back to the National Grid.

The vision is to roll this technology out to a million homes, then connect the batteries to create an intelligent collective grid service that helps lower bills even further and reduce overall system costs.

The overarching goal at Moixa has always been to transform the way energy is used; while homeowners currently do little more than pay the energy bill, Moixa sees the homes of tomorrow as partners in a distributed energy system that feeds more renewable power into the energy networks and speeds the transition to low-carbon alternatives.

One of the most interesting things about this vision for the future is the method of its delivery: co-founders Simon Daniel and Chris Wright are applying the technologies, approaches and insights delivered by the internet to the energy domain, where companies are more used to planning for

a 40-year horizon. 'Energy is now changing at the same speed at which we swap our smartphones for the latest model', Chris tells us, 'and we need smart, intelligent technology that enables this transition.'

THE FUTURE OF ENERGY

Changes in the way we use energy in the UK mean our consumption is currently out of sync with the network that supplies it; National Grid and the government predict they'll need to spend around £200bn on upgrading the UK's grid infrastructure over the next two decades in order to update ageing infrastructure and accommodate further predicted changes in our energy usage.

'The rise of energy-efficient appliances and lighting is in fact driving a drop in domestic energy consumption', Chris tells us, 'but there are three mega-trends that will likely disrupt this pattern.'

The first is the electrification of the transport system, which currently uses approximately one-third of the energy used by the UK. As EVs become more popular, they will radically change the pattern of electricity use. To give a sense of the scale, a typical home uses 1kW at peak times; an EV charger uses 7kW, meaning the energy stored in 10 new Nissan Leaf cars could power 1,000 homes for an hour.

The second trend is the projected electrification of heat. If heat pumps really take off – and many believe they will – they could pull the remaining major sector from gas to electricity.

Both these scenarios will require more electricity to be generated and transmitted. 'The third mega-trend is distributed generation', Chris tells us. 'The

grid is rapidly moving from a scenario in which all the energy was generated in large central power stations burning fossil fuels to a world where energy is generated by solar panels on people's houses, or in the fields next door at a larger scale – or wind farms at a larger scale still. These aren't controllable in the way a gas power station is: the sun and wind are variable. This clearly presents a challenge since the grid must be balanced between supply and demand all the time, second by second.'

A SMARTER GRID

In order to facilitate these future demands, we could reinforce the grid to cope with the increased load; we'd need to install more pylons, dig up the road to put in more wires and build more power stations that could power up when the wind didn't blow. The grid has been engineered this way for the last 60 years; it's reliable, but it's very expensive and disruptive.

Alternatively, we could apply the technology built to transmit and manage data on the internet to the energy realm.

There are opportunities to make the things that consume and generate energy smarter, controllable and more responsive. Combined with the emerging energy-storage sector (such as Moixa's Smart Battery), this would enable customers' demand and generation to be matched to the available supply. For example, you could time your EV charging so it sucks in energy when there's an excess and the local grid has the capacity to transmit it, avoiding the need for reinforcement and additional generation. This approach – a smart grid – would allow customers to be part of a smart solution to the problem, rather than merely adding to it.

'Civil servants working in government understand the opportunity of upgrading to a smart grid', Chris says. 'But they need to move faster to remove blocks from the regulatory system so this technology can be demonstrated at a scale that proves it's viable.'

A smart grid would require smart metres in people's homes to feed information about energy usage into a system that is constantly checking and balancing supply and demand. The system would analyse patterns of consumption and map the UK's energy supply accordingly. While the government has set an ambitious goal of getting smart metres into every UK home by 2020, bill payers will have the right to refuse them; as a result, it's unclear how many homes will participate and how effective a smart grid would be.

Still, Chris feels it would be counter-productive to make smart metres compulsory. 'You could end up creating unnecessary resistance', he explains. 'The key is to make them so compellingly beneficial that everyone will want them. We need to make the services they provide really useful and valuable.'

Moixa's GridShare platform does just that; the cloud-based software system connects to energy-storing devices in a customer's house, such as EVs and home battery systems, then uses machine learning to identify patterns, such as when cars are plugged in. This allows GridShare to calculate the



MAIN IMAGE
Chris Wright,
co-founder
of Moixa

LEFT
Moixa
customers
can manage
their energy
use and
view their
savings using
intelligent
software

the electricity grid is a social good, a resource that the whole of society needs

best way to control the devices; taking account of the weather forecast, it works out when and how much to charge, and provides dashboards and apps that help users understand their energy use and control the system manually.

Groups of systems in a network of houses are then aggregated and managed to provide services to the grid; in periods of excess wind generation devices can be charged during the night, and sudden increases in demand can be managed by reducing the energy a large group of houses is using to respond. These are services for which the grid will pay, and the revenue is shared with customers to increase the benefit they get from the assets they have in their homes.

THE GRID AS A SOCIAL GOOD

Moixa is working in partnership with the largest companies running the grid in the UK, including National Grid, to deliver on its vision for the electricity infrastructure of the future. 'We believe the best way to implement the next-generation grid is by working with the incumbents who manage and own the existing grid', Chris says, 'bringing them along with this vision of how energy could be generated, transmitted and used in the future.'

The GridShare platform is also being exported to other countries; Japan has agreed both a £5m investment and a partnership with the \$45bn trading house ITOCHU, which is installing battery energy storage systems in homes across Japan at a rate of 600 to 1,000 per month. ITOCHU partnered with

FIND OUT MORE

- More on battery-powered homes is at mygreenpod.com/articles/battery-powered-homes
- Find out why the Moixa Smart Battery is a MyGreenPod Hero at mygreenpod.com/heroes/moixa-smart-battery
- More about the different Smart Battery options and installation process is at moixa.com/solar-battery



TAKE ACTION

- Moixa Smart Batteries start from just £2,950 (including VAT and installation) and could save hundreds of pounds a year off your energy bills. Moixa can also supply and install solar panels and Smart Batteries as a package, starting at £4,995.
- To find out whether a Moixa Smart Battery or a full solar and battery package could be fitted to your home, call 0161 883 2374 or visit moixa.com/solar-battery

Moixa so it can use the 'GridShare brain' to add intelligence to the hardware it's deploying, and enable the next generation of energy models for these homes.

Moixa believes that the electricity grid is a social good, a resource the whole of society needs. Crucial to the team's vision is the avoidance of a scenario in which independence from the grid is something the rich are able to afford while the rest are left paying for an increasingly dilapidated network. 'We believe the way to avoid this socially divisive outcome is by helping the existing infrastructure and companies adapt to this distributed future', Chris tells us. 'Accordingly, we have been working in partnership with energy companies and social housing providers to offer clear benefits to all sectors of society.' ■

'Energy is now changing at the same speed at which we swap our smartphones for the latest model, and we need smart, intelligent technology that enables this transition.'

POWER UP BILL SAVINGS

£1.2m investment from two of the UK's most influential businessmen will help myenergi give power back to the people

In the last issue of MyGreenPod Magazine, we talked to Lee Sutton and Jordan Marie Brompton, co-founders of myenergi, about how the Lincolnshire-based eco-product manufacturer is helping householders make more use of the renewable energy they generate at home.

Homeowners with solar panels or a wind turbine send around 80% of the power they generate back to the grid. This means they're missing out on additional environmental – and financial – benefits from microgeneration infrastructure they've already installed.

SOLUTIONS AND SAVINGS

Lee and Jordan spotted this issue and launched two products in response: a smart power diverter (the 'eddi') that sends surplus energy to a designated area, such as the immersion heater, storage heater or underfloor heating, and a first-of-its-kind intelligent electric vehicle charger (the 'zappi') that charges EVs using surplus energy that would otherwise have been exported to the National Grid.

Both products help to save power and reduce utility bills; the eddi, which costs £365 (including VAT) can cut an average household's energy bill by up to £250 per year. The zappi (£495, including VAT) is an OLEV-approved device, meaning you could claim £500 back from the government's Office for Low Emission Vehicles if you've just bought an electric car. This is the only smart EV charger on the market that pays for itself in savings.

RAMPING UP PRODUCTION

The two products only hit the market in September 2017, but myenergi is already earning deserved recognition as a major player in the growing EV and renewable energy market.

Lee and Jordan have now secured an investment of £1.2 million from high-profile businessmen Sir Terry Leahy, former CEO of Tesco and a start-up investor, and Bill



'self-consumption is something myenergi is extremely passionate about: it gives power back to the people, lowers utility bills and reduces pressure on the National Grid'

Currie, founder of the William Currie Group. Thanks to the investment, myenergi will be able to increase production in response to the high demand for its products; the small team of seven has already almost doubled in size – and the company's still recruiting.

SATISFYING DEMAND

The team has worked hard with limited funds to release innovative products that provide total flexibility when it comes to choosing and managing where a home's self-generated energy goes. The British manufacturer is winning the hearts and minds of customers interested in a sustainable future, electric vehicles and renewable energy.

The investment has arrived at a perfect time to ramp up production to satisfy demand. Domestic UK solar installations are approaching the 1 million mark and we currently have 135,000 electric cars and 5,000 electric vans on our roads. The demand can only increase as major car manufacturers follow Volvo's lead; the Swedish company has pledged to make 100% of its new models electric from 2019.

POWER TO THE PEOPLE

The team at myenergi has a long list of products to release and ambitions to go global.

'Here at myenergi we see a pattern emerging across Europe: as demand for electricity goes up, unfortunately so do prices', says Jordan. 'However, the price of self-generation systems such as solar panels are coming down and technology is improving rapidly', she adds. 'One way to lower your bills is to generate your own electricity and use it within the household. This 'self-consumption' is something myenergi is extremely passionate about: it gives power back to the people, lowers utility bills and reduces pressure on the National Grid, meaning fewer reasons to use coal, gas and nuclear power.' Exciting times are ahead for this small British start-up – and the rest of us. ■

PHOTOGRAPHY: ISTOCK

RIGHT Rather than sending surplus power back to the grid, the myenergi eddi sends it to a designated area in the home, while the zappi uses it to charge your EV



As an owner of solar panels myself, and with a lengthy career in electronic engineering, I thought why not develop solutions that will improve my return on investment and make the absolute most of my system? Our products do just that. Eddi and zappi reduce the payback period, which makes having solar panels installed on your home even more attractive. This is a big passion for the myenergi team as a collective.'

Lee Sutton, co-founder of myenergi

FIND OUT MORE

- More on the eddi, zappi and other products is at myenergi.uk/products
- Support and information from the OLEV is at gov.uk/government/organisations/office-for-low-emission-vehicles
- More on Jordan, Lee and myenergi is at myenergi.uk

Naturally CLEAN

A green clean can detox your home and even lift your spirits – and it doesn't need to require compromise or elbow grease

Waste plastic and harmful chemicals are as unwanted in our homes as they are dangerous to the planet; they clog up our biological systems as much as they pollute our streets, air and oceans. Non-toxic, plant-based, natural and biodegradable cleaning products are the obvious solution – but do they really work?

Sussex-based Joni Graham King tried various natural DIY cleaning recipes with different degrees of success before she created Green Goddess, her own brand of green cleaning products.

The switch to green cleaning was part of Joni's wider goal to achieve a toxic-free lifestyle. 'It started in 2013 following a bout of ill health', she tells us. 'I wanted to heal myself naturally and became aware of all the carcinogens and endocrine disrupters in personal and household products.'

Out went the harmful household products – and 'green' alternatives containing synthetic solvents and fragrances were also given the boot. 'I wanted to find a truly effective, easy to use and nice-smelling eco cleaning product', Joni tells us, 'but I couldn't find anything on the market that was both effective and truly free from synthetic ingredients.'

DOES SPEED TRUMP HEALTH?

For Joni, natural products can be just as effective as mainstream products – but she acknowledges the need for 'a certain amount of relearning' in the way we use them. Equally important is the need for greater awareness of what's in the everyday cleaning products we use in our homes.

'I feel we're sold fast and effective action at the peril of our health', she says. 'All-purpose cleaners can contain a synthetic solvent and grease cutter called Butyl Cellosolve, a petroleum-based chemical that can irritate the skin and eyes and, over time, cause liver and kidney damage. Bleach can irritate or burn the skin and respiratory tract – and if it's combined with acidic toilet bowl cleansers or ammonia it will create toxic fumes.'

GOOD SCENTS

As well as helping others to lead less toxic lifestyles, Joni is driven by the urge to add a good dash of luxury to the green cleaning market. 'I think that cleaning products are generally bland', she says. 'They either smell synthetic and artificial or they smell of nothing. To me, luxury is associated with a feeling: of contentment, elation, ease and that all is well. Green Goddess products smell lovely and are a joy to use;



they make cleaning easy and lift your mood. If that's not luxurious for cleaning, I don't know what is!'

Key to the mood-enhancing properties of Green Goddess cleaning products is the use of essential oils. 'Any fragrance or perfume is an unknown quantity to me so it would not go into my product', Joni says. When creating the range, Joni instead chose to work with Nature and harness the anti-fungal and antibacterial properties of essential oils.

'Essential oils have a range of known therapeutic benefits', Joni tells us, 'and that's why we believe that using Green Goddess products creates a holistic sense of wellbeing. While cleaning your home, our products also encourage feelings of harmony! The wellbeing element of the products is truly amazing, and of course the smells are divine. Our customers say that they feel good cleaning their homes, that the smell lasts for hours, their homes are left shiny and they have done all of that without harming themselves or the planet! What's not to love?!'

EASY SWITCHES

The use of essential oils is just one of the easy switches that will help to detoxify your home. Another is to find natural dishwasher tablets or liquid; the EPA (Environmental Protection Agency) has listed chloroform as a probable human carcinogen, yet it can be created when chlorine from your water reacts with triclosan, an ingredient found

in some dishwasher tablets or liquid.

Joni is also a keen advocate of using citric acid in place of bleach to clean limescale from the toilet. 'Simply pour some citric acid into the toilet bowl and let it sit for a good 20 minutes', Joni says. 'You'll see bits of limescale floating up in the water. Using a rubber glove and stainless steel scourer as well will deliver even better results.'

The natural cleaning products in the Green Goddess range are so reasonably priced that you don't need to take the risk if you're not confident about mixing your own concoctions. The Multipurpose Spray (£3.80, Lime & Lemongrass, Rosemary & Eucalyptus, Lavender or Fragrance-free) can be used on everything from worktops to fridge cavities and lunch boxes. You just spray it on and wipe clean without having to rinse; it's a favourite with customers because it's so diverse and easy to use.

A less obvious – though more fun – product is the Polite No2 Spray: the Green Goddess twist on the common aerosol fragrance bathroom spray. You simply spray it directly into the toilet, where it forms an oily barrier to support the reduction of any smell.

'KNOWLEDGE IS POWER'

Joni admits that this journey 'is not always an easy one', and says at times she has felt 'extremely overwhelmed' by all the information and research out there. 'Trying to decide what to avoid and decipher the ingredients is at times difficult', she tells us. 'But knowledge is power, and I urge people not to be put off but simply to stop expecting perfection. My message around non-toxic living is simple: reduction is key. Reduce your toxicity levels where you can, grow produce if you can, buy organic when you can and choose ethical brands when you can.' ■

FIND OUT MORE

- View the full range of Green Goddess cleaning products at joni-greengoddess.co.uk
- Explore DIY natural cleaning recipes at joni-greengoddess.co.uk/category/household
- Find out how to detox your home at joni-greengoddess.co.uk/category/toxic-reduction



Green is the new black and we are bringing sexy back to green cleaning!

Joni Graham King, *founder of Green Goddess*

Green

We find out what put Snowdonia's Bryn Ellyd on the map for green adventurers and families

THRILLS



One-third of the slate used in the Industrial Revolution came from within a mile of a small B&B in Blaenau Ffestiniog, inside Snowdonia National Park in North Wales. We drove a Tesla Model S to visit the Bryn Ellyd eco-guesthouse to find out more about how the area's transformed to become a dream destination for green thrill-seekers.

OUTDOOR ADVENTURES

Only a handful of the mines in the area are operational today; the slate industry was hit badly in the first world war and Blaenau Ffestiniog, which had relied on exports to Germany, was hit particularly badly. Following a recovery fuelled by the post-war demand for new houses, the outbreak of the second world war led to a severe drop in trade.

But the cavernous mines had other uses which, as well as bringing extra income and jobs to the area, have cemented Blaenau Ffestiniog's reputation as an outdoor adventurer's paradise.

The warren-like structures of the Manod (Cwt-y-Bugail) mine at Blaenau Ffestiniog are so expansive that treasures from the National Gallery and the Tate were hidden inside for safeguarding during the war. A few years ago, Zip World recognised the potential of these hidden gems and leased the caverns of a nearby mine, Llechwedd, in an extension of its adventure experiences in the area.

The slate caverns are now home to 'the world's greatest underground zip line and adventure course'; Titan, a four-line zipping experience that takes you down the mountain and Bounce Below, a trampoline experience inside the caverns.

There are more local hiking opportunities than you could shake an Ordnance Survey map at and Mount Snowdon – the highest mountain in England or Wales, with views all the way to Ireland and Scotland – is only half an hour away by car. Add to that the abundance of local waterfalls and kayaking, surfing, bouldering, cycling, rambling and climbing opportunities and you'll see why this area is popular with families and fitness fanatics alike.



CLOCKWISE
There's no need for range anxiety with a Tesla; the area gets a thumbs-up for families; Bryn Ellyd was one of the first destinations in Wales to get a Tesla charger

EASY ACCESS

When we've got our hands on a Tesla, we like to head for the wilderness to show range anxiety isn't an issue with these beauties: you can get anywhere from 334 miles (75D) to 409 (P100D) miles away on a single charge. Bryn Ellyd was one of the first destinations in Wales to get a Tesla charger – but if you think think you'd be cut off here in the foothills of the Moelwyn mountains, you'd be wrong.

The Ffestiniog Steam Railway track curves round the lake of the neighbouring hydro station and Bryn Ellyd is on a bus route: there are eight buses per day and the road's gritted if there's a risk of snow.

The prolific local mines, which include zinc, silver, copper and gold as well as slate, provide another advantage for anyone with kids or reduced mobility. Many of the routes up the mountains have been tarmacked for mine access, meaning they're accessible with pushchairs and bold wheelchair-users (with help). Our two-year-old had no trouble

and would have bagged the peak at the rear of the guesthouse if the weather hadn't made us turn back.

AN AWARD-WINNING STAY

It's not just the natural riches on Bryn Ellyd's doorstep that make this B&B a green traveller's dream: owners John and Ceilia have won top awards for the work they're doing to keep their guesthouse – complete with sauna – carbon neutral.

The retired teachers from Coventry have earned the Green Tourism Gold Standard and one of only 160 UK Superhomes Carbon Saving Awards. They've also won two of the Considerate Hotelier Sustainability Awards that have gone out to big-hitters such as The Savoy.

Yet according to John, only about 20% of Bryn Ellyd's visitors are attracted by the B&B's eco-credentials; the rest – including us – are drawn to its beautiful location and leave impressed by how luxurious a 'green' stay can be. ■

FIND OUT MORE

- For prices, bookings and local attractions, visit ecoguesthouse.co.uk
- Information about Zip World Caverns is at zipworld.co.uk/adventure/detail/caverns
- Watch us driving the Tesla up Mount Snowdon at mygreenpod.com/articles/green-thrills

Competitions

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

We've hand-picked this selection of green pearls – from a three-night, five-star break in the Lake District to an Orange Speedwork bike – to help put a spring in your step this season.

No catch. No pressure. Just enjoy!

You can enter all our competitions and view more prize details – plus 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

A PAIR OF TICKETS TO VALLEY FEST

A small but perfectly formed family-friendly festival, Valley Fest (03-05 August 2018) is set in a stunning part of the Somerset countryside that boasts a beautiful backdrop of Chew Valley Lake. The festival takes place on a working organic farm; sustainability, the provenance of food and respect for the land are all part of its ethos.

Deadline for entries: 15.07.18



WIN

A FEAST FOR YOUR CAT OR DOG FROM LILY'S KITCHEN

Five lucky readers (and their pets) will win £100 worth of Lily's Kitchen's proper food for pets. Even better, the winners can choose exactly what they want from the company's menu for dogs and cats – from irresistible, nourishing meals to naturally delicious treats. No meat meal or fillers are used in the recipes.

Deadline for entries: 08.08.18



WIN

AN ORANGE SPEEDWORK BIKE (RRP £1,250)

One winner will get their hands on this breathtaking blend of mountain bike comfort and road bike speed. The Orange Speedwork was built for cyclists who love urban exploring and canal-side cruising as much as plain going fast. It won't let you down if you're clocking up commuter miles – and it's also a whole lot of fun.

Deadline for entries: 01.09.18



WIN

A THREE-NIGHT, FIVE-STAR BREAK IN AMBLESIDE

In partnership with Thrive Renewables, one reader will win a three-night B&B stay at Yewfield, plus dinners at the award-winning Zeffirellis or Fellinis at Yewfield's sister guesthouse, Ambleside Manor. Featured on veggie-hotels.com, Yewfield is a five-star vegetarian guesthouse set in over 80 acres.

Deadline for entries: 08.08.18



WIN

A SET OF SHUI ME NATURAL REED DIFFUSERS

The award-winning range of luxury reed diffusers from Shui Me are made from organic essential oils, with no alcohol, additives or synthetic fragrances. Three winners will receive the full range of three blends: Relax, Purity and Uplift.

Deadline for entries: 08.08.18



WIN

AN INCOGNITO GIFT BOX

Five lucky winners will receive a gift box of incognito goodies, worth £100. The prize includes incognito insect repellent spray, roll-on, SPF30 suncream insect repellent, after-sun moisturiser, hair and body wash, loofah soap, room refresher and incense sticks.

Deadline for entries: 08.08.18



WIN

A YEAR'S SUPPLY OF NOT I BEAN LTD COFFEE

The winner will have a kilo of speciality coffee delivered to their door (in 25g bags) every month for 12 months. The first runner-up will receive a six-month supply, and the second will have Not I Bean Ltd coffee delivered for three months.

Deadline for entries: 08.08.18



WIN

TICKETS TO THE P.E.A. AWARDS 2018

To celebrate the P.E.A. (People. Environment. Achievement.) Awards' eighth birthday, we're giving away eight pairs of tickets to the 2018 event! The superhero-themed awards ceremony will take place at Valley Fest in Somerset (see above).

Deadline for entries: 15.07.18



WIN

RAINFOREST, BY TONY JUNIPER

Three winners will receive a copy of *Rainforest – Dispatches From Earth's Most Vital Frontlines*. This personal story draws on Tony Juniper's many years' experience at the frontline of the fight to save the rainforests – and explains how it felt to be there.

Deadline for entries: 08.08.18



WIN

TICKETS TO TIMBER FESTIVAL

One reader will win a Family Weekend Camping ticket for Timber Festival (06-09 July), for two adults and up to three children. The boutique festival will combine music, forests, arts and ideas in an exhilarating weekend at Feanedock, in the heart of the National Forest.

Deadline for entries: 15.06.18



WIN

A WEN ENVIRONMENTAL BUNDLE

To celebrate the launch of the Women's Environmental Network (WEN)'s Environmental Campaign, three readers will receive a bundle of healthy, eco-friendly menstrual products – plus a copy of *Why Women Will Save the Planet (II)*.

Deadline for entries: 08.08.18



WIN

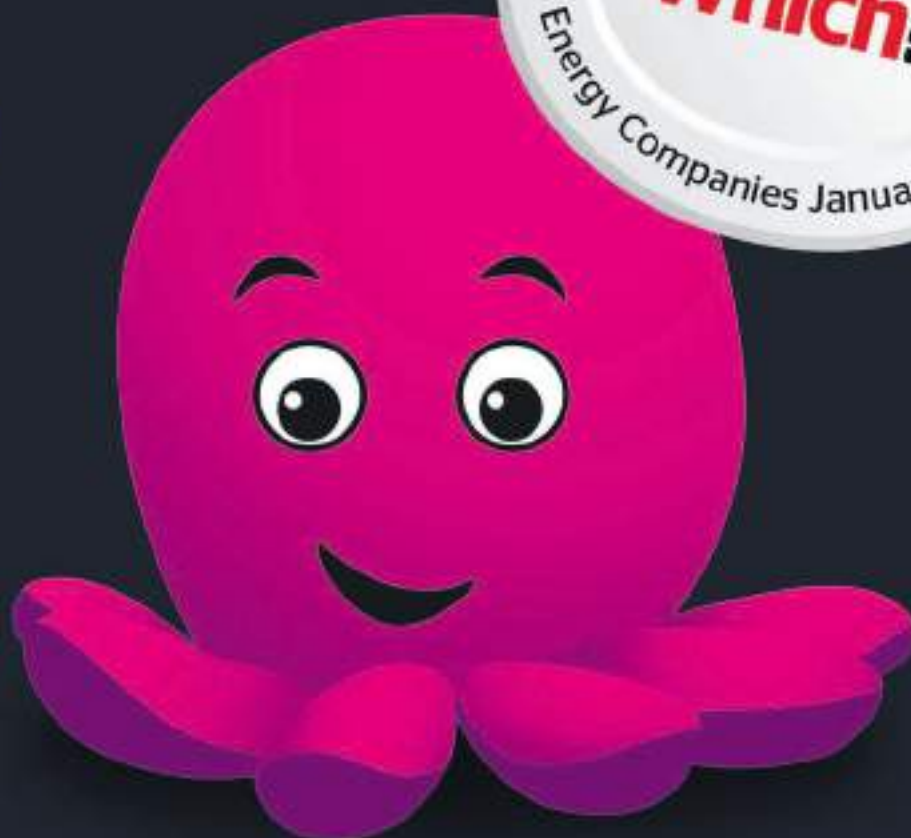
A WELEDA ARNICA BUNDLE

50 readers will receive a gorgeous trio of products from Weleda's Arnica range. The travel-sized Arnica Massage Oil, Arnica Muscle Soak and Sports Shower Gel are the perfect size for packing in a gym bag and come in a beautiful gift box – though you may not want to give them away!

Deadline for entries: 08.08.18



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