



- **Shortlist announced for top photography prize**

Shortlist of thirteen photographers selected for the Prix Pictet

- **The Sustainable City**

Dubai's first community designed to achieve net-zero energy

- **VILDNIS: Truly sustainable fashion**

Taking sustainable fashion from a trendy buzzword to status quo

- **Subscriber Offer**

Gift set of eco-friendly beeswax wraps from WaxWrap

ISSN 2752-6615



## WELL-BEING

Binaural beats - a scientifically proven method of sound therapy to promote various states of mind such as relaxation, sleep or concentration, by sounds in the oscillation range of brain waves.

## GOOD NATURE

West Yorkshire school children have developed 'Sow Beautiful' - aimed at helping to provide a source of pollen for bees.

## PROPERTY

Clearview Developments' sustainable living in a 19th century mansion which has benefited from a complete overhaul, including the addition of 14 beautiful two and three bedroom apartments.

## A Word from the Editor

Welcome to the second issue of eco Living Magazine, the first issue being a resounding success. Thank you to those who purchased that issue. Thanks also for the complimentary feedback, which has confirmed for me that there is a need for a publication like this.

The interesting contributions exceeded my expectations, and the same applies to this issue. Well-being, fashion, food and drink, pets and spa news, together with other subject pages, have continued to feature in the magazine, together with numerous less-obvious topics for a publication on ecological issues. In this issue, for example, there are articles on:

- bees;
- hedgehogs;
- e-scooters;
- Olympic medals;
- bug hotels;
- festivals;
- sunglasses;

and on many other topics.

In addition to all the above, I am delighted to bring you news of several new books. One that particularly excites me is EARTHSHOT: HOW TO SAVE OUR PLANET, the definitive book of The Earthshot Prize, which aims to inspire a decade of action to repair our planet. The book's authors are John Murray and Colin Butfield, and it includes an introduction from Prince William.

I am sure that you will find plenty of interest within the 110 pages of this magazine issue. Please tell your family and friends about the magazine – maybe they can help to boost the readership or provide contributions to the content of Issue 3, the Winter Edition.



# Contents

<b>Feature</b>	<b>Page 4</b>
Shortlist announced for World's top photography prize	
<b>Business</b>	<b>Page 7</b>
The Growth of Conscious Consumerism and the Power of Positive Business	
<b>Food &amp; Drink</b>	<b>Page 20</b>
Supermarkets aren't doing enough when it comes to plastic use	
<b>Fashion</b>	<b>Page 30</b>
Survey reveals the UK's top lockdown wardrobe trends, with Gen Z flying the flag for sustainable fashion	
<b>Wellness</b>	<b>Page 42</b>
Douvall's and a women's co-operative	
<b>Events</b>	<b>Page 48</b>
If you enjoy vegan markets and festivals, there's plenty of choice across the UK this autumn...	
<b>Spa</b>	<b>Page 49</b>
Revamp for Fawsley Hall Hotel & Spa	
<b>Pets</b>	<b>Page 50</b>
Brushpod® - the world's first cat brush with catnip	
<b>Travel</b>	<b>Page 51</b>
NEOM partners with KAUST to create the world's largest coral garden	
<b>Motoring</b>	<b>Page 55</b>
A car powered by sea water? The next step towards a green future in the Canary Islands	
<b>Property</b>	<b>Page 58</b>
Melt Homes designs sustainability into the homes it builds	
<b>Technology</b>	<b>Page 67</b>
Meet the new generation of designers aiming to change the world	
<b>Products</b>	<b>Page 71</b>
Lend a helping hand by giving your Marigolds a new lease of life	
<b>Media</b>	<b>Page 78</b>
TV stars ask the Royals to rewild their estates to battle the climate and nature crisis	
<b>Environment</b>	<b>Page 94</b>
Ten things you can do to reduce plastic waste in your everyday life	



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## Shortlist announced for World's top photography prize

The shortlist of thirteen photographers selected for the ninth cycle of the Prix Pictet, the global award in photography and sustainability, was announced at a presentation in the opening week of Les Rencontres d'Arles International Photography Festival.

The shortlisted photographers are:

Joana Hadjithomas and Khalil Joreige (Lebanon)  
Rinko Kawauchi (Japan)  
Sally Mann (USA)  
Christian Marclay (USA/ Switzerland)  
Fabrice Monteiro (Belgium/Benin)  
Lisa Oppenheim (USA)  
Mak Remissa (Cambodia)  
Carla Rippey (Mexico)  
Mark Ruwedel (USA)  
Brent Stirton (South Africa)  
David Uzochukwu (Austria/Nigeria)  
Daisuke Yokota (Japan)

The winner of the Prix Pictet will be announced on Wednesday 15 December 2021, at the opening of an exhibition of works by the twelve shortlisted photographers at the Victoria and Albert Museum in London.

Now in its ninth cycle, the Prix Pictet was founded by the Pictet Group in 2008. Today, the Prix Pictet is recognised as the world's leading prize for photography. On an 18-month cycle, the award focuses on a theme that promotes discussion and debate on issues of sustainability. The prize of 100,000 Swiss francs (USD108,000; €91,000) is awarded for a body of work that speaks most powerfully to the theme of the award, which in this cycle is Fire.

Each cycle of the Prix Pictet tours the world, with exhibitions in over a dozen countries annually, bringing the work of the shortlisted photographers to a wide international audience.

The Prix Pictet is published in book form, with extensive documentation of the work of each of the shortlisted photographers, together with images from the wider group of nominees and essays by leading writers on the theme of the prize.

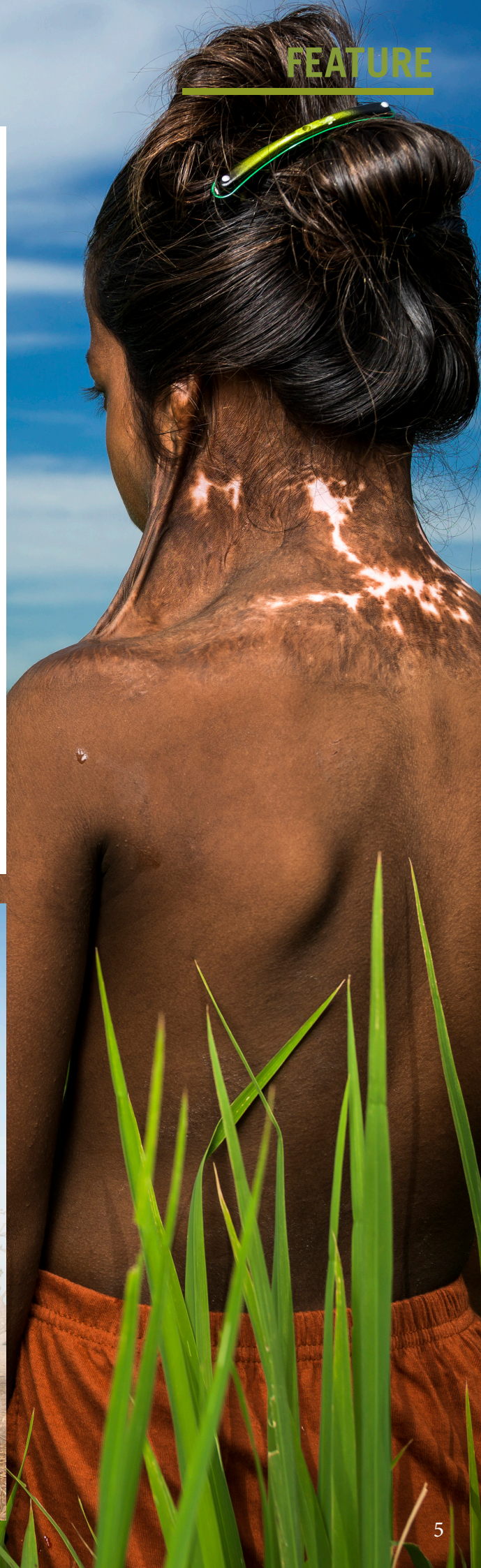


The Jury for the ninth cycle of the Prix Pictet comprises:

Sir David King, FRS (Chair), Founder and Chair, Centre for Climate Repair, University of Cambridge  
Duncan Forbes, Director, Department of Photography, V&A Museum  
Emma Bowkett, Director of Photography, FT Weekend Magazine  
Professor Herminia Ibarra, Charles Handy Professor of Organisational Behaviour, London Business School  
Jeff Rosenheim, Joyce Frank Curator in Charge, Photographs, Metropolitan Museum of Art, New York  
Joana Choumali, Winner of Prix Pictet 'Hope' (2019)  
Philippe Bertherat, President, Musée d'art Moderne et Contemporain, Geneva  
Shahira Fahmy, founder and Principal, Shahira Fahmy Architects, Cairo.

Sir David King, Chair of the Prix Pictet jury, said, "The jury was privileged to review an outstanding set of portfolios from over 300 artists whose work exhibited a remarkably diverse set of responses to the theme of Fire, in a year that has been critically important for global sustainability. I am proud to say that our jury rose to the challenge admirably, working across time zones, and both virtually and in person. The result is a brilliant and timely interpretation of the theme of Fire by photographers at differing stages in their careers."

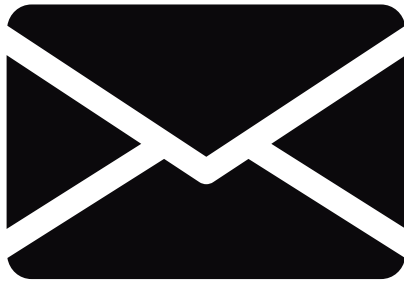
Prix Pictet: Fire  
Victoria and Albert Museum  
Cromwell Road, London SW7 2RL  
16 December 2021 – 9 January 2022  
Admission free  
[www.prixpictet.com](http://www.prixpictet.com)  
[www.vam.ac.uk](http://www.vam.ac.uk)





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## WaxWrap

Sustainable Food Storage

WaxWrap is offering the first 80 subscribers a free WaxWrap set with a retail value of £16.

WaxWrap, eco-friendly beeswax wraps, are newly launched in the UK. The full range includes pre-cut sheets, handy bags and on a roll format. Roll out the wrap and play an active part in the war against plastic consumption by switching to WaxWrap, a sustainable, re-usable beeswax wrap designed to keep food super fresh. [www.waxwrap.uk](http://www.waxwrap.uk)

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.earth

We are working in partnership with SettleUp Earth to fund the planting of one tree for every magazine or subscription sold. This directly funds the reforestation of mangrove forests in Mozambique.

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## The growth of conscious consumerism and the power of positive business

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We are all consumers. However frugally or minimally we try to live, the vast majority of us have to eat, clothe ourselves and get from A to B. Although consumer culture is increasingly demonised as the root of many of the problems we face today, being a consumer and making choices as to how to spend our money actually gives us, as individuals and collectively, an enormous amount of power. As the well-worn Anna Lappe quote goes: “Every time you spend money, you’re casting a vote for the kind of world you want”. It seems as though more and more of us are choosing to vote for a better world.

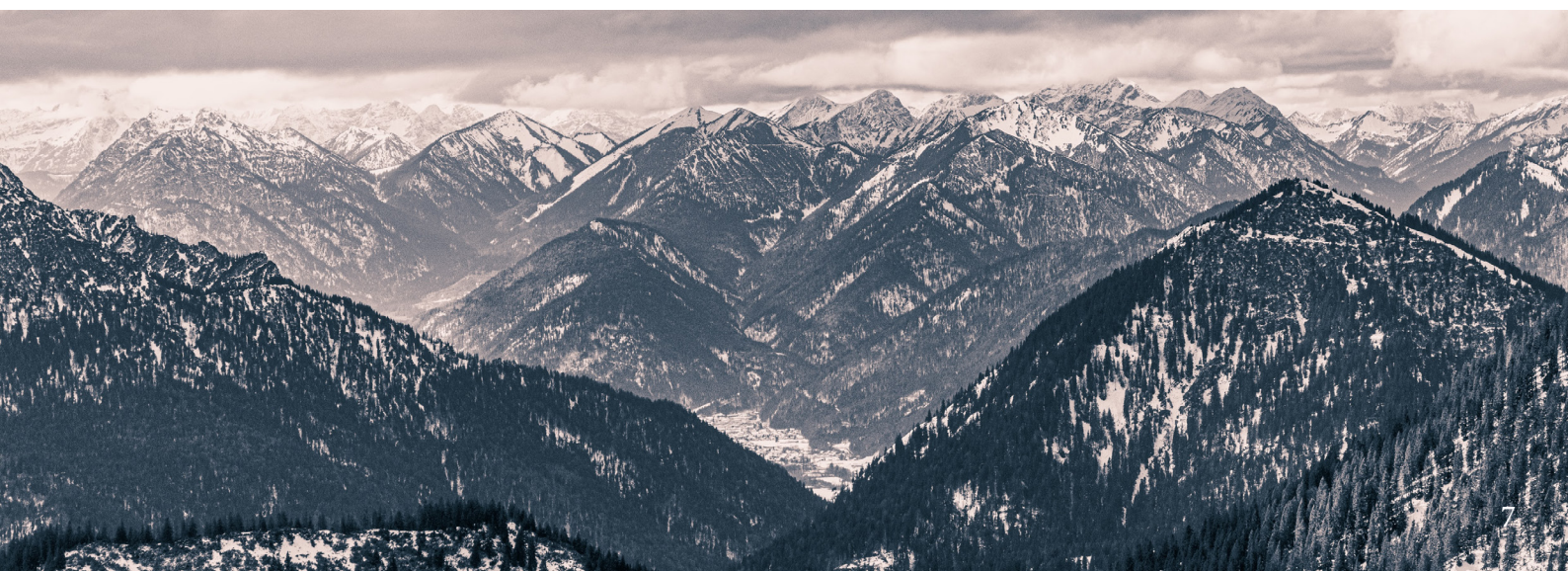
Over the course of the pandemic, we have become increasingly aware of where, how and why we spend our money. Whilst the last 15 months have been a major accelerator of the trend, ethical consumerism has been a growing trend for at least two decades. Co-op has been tracking this since the mid-nineties and estimates that the market in conscious consumerism (also known as ethical or green consumerism) grew from £11.2bn in 1999 to over £41.1bn in 2019. The figures span food and drink, homewares, energy suppliers, personal care, holidays, travel and charities.

Consumers are demanding more of markets and producers than ever before. It is no longer enough to supply a product (whatever that might be). Consumers expect to know how the product was made, what was used in the fabrication process, how the product arrived in store and how it might be disposed of at the end of its useful life. Critically, consumers also want to know what the producer or brand stands for, aside from its goods. They move beyond the product and look at what societal or ecological benefits the manufacturer is working towards.

Whilst consumer demand is forcing businesses to engage more constructively with broader society, it is also up to brands to take on a leadership role; simply reacting is not enough. Every company, regardless of size, is part of the business ecosystem. When companies embark on positive change, they influence not only their suppliers, employees and consumers, but their entire ecosystem. Purpose has gone from a nice to have, to an absolute necessity.

These converging trends have led to an interesting perception problem. As consumers push businesses for leadership and tangible policy on environmental issues, ethical business practices, public health and other issues, they are increasingly cynical assessors of companies’ claims to be doing just this. Whilst many companies are trying ever harder to embrace, enact and communicate their sustainability credentials, they find it more and more difficult to cut through the green-washing noise. ESGmark® works to bridge that gap. It provides a simple but rigorous certification process that allows companies to communicate their strong ESG credentials and commitment to continuous improvement, whilst giving consumers the peace of mind to know that any brand with the ESGmark® logo is trustworthy, ethically run and working towards a more equitable future.

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Certified  
**B**  
Corporation

DOING WELL  
BY DOING GOOD  
PROUD TO BE A CERTIFIED B CORP

We're joining a pioneering community  
of companies driving forward business  
being a better for good  
a B Corp



We're joining a pioneering community  
of companies driving forward business  
being a better for good  
a B Corp



## Coutts becomes the largest UK private bank and wealth manager to achieve B Corp™ status

Coutts, the wealth manager and private bank, has announced that it has become a Certified B Corporation (B Corp)™. B Corps are businesses that balance both purpose and profit. They are legally responsible for benefiting customers, workers, communities and the planet, while delivering profit. Their long-term aim is to build a more inclusive and sustainable economy.

Coutts is the largest private bank and wealth manager in the UK to achieve B Corp status and has committed to continue to focus on and improve its responsible business agenda, whilst also using the certification to inspire and encourage clients and businesses on their own sustainable business journeys.

Peter Flavel, Coutts CEO, said: “Becoming a B Corp means we are seeking to meet the highest standards by way of transparency, social and environmental performance, and legal accountability. It also means that we want to strike the right balance between profit and purpose. When we saw that one of the ambitions of the B Corp community is to accelerate a global culture shift, to redefine success in business and build a more inclusive and sustainable economy, we knew we had to be a part of it.”

Following the certification, Coutts will be working with NatWest’s ‘Purpose Led Accelerator’ programme to support entrepreneurs and leaders of sustainable and responsible businesses looking to make the commitment and embark on the B Corp journey.

Peter Flavel added: “Having an answer to ‘what next?’ is what we feel matters the most. Whilst a certification is absolutely important, it’s what we do from here to improve ourselves, support others and ensure that more businesses are thinking sustainably and responsibly that will make the difference. That’s why we’re excited about the work we are doing with the Purpose Accelerators, as well as with [our] own clients - we want to be an active part of and help build the B Corp community and drive positive change.”

Building the B Corp Community is one of the key goals of B Lab UK. When a business achieves certification, it becomes a signatory of B Lab’s ‘Declaration of Interdependence’.

### The B Corp Declaration of Interdependence

We envision a global economy that uses business as a force for good.

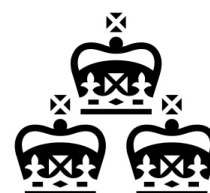
This economy is comprised of a new type of corporation - the B Corporation – which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, the belief is that:

- we must be the change we seek in the world;
- all business ought to be conducted as if people and place mattered;
- through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

Chris Turner, Executive Director of B Lab UK, said: “We are excited to welcome Coutts to the B Corporation Family. To see such an iconic brand, from such a complicated yet influential sector put themselves forward to be certified is great, and this is key to the B Corporation movement – bringing businesses together to make a difference. We’re particularly excited about the energy and enthusiasm from the Coutts team to help others and work with the wider B Corp Community!”



**KALUZA**

## Energy platform Kaluza appoints new CEO to accelerate global expansion

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Kaluza, the leading intelligent energy platform, has appointed Scott Neuman as its Chief Executive Officer, based in Washington DC, US. The hire comes as the SaaS platform company plans to advance its international expansion, including in the US where \$2 trillion of government investment is set to bolster its clean energy economy.

Kaluza brings advanced automation and agility to energy utilities, providing the tools they need to transform their operating systems, adapt to changing regulations and lead in the energy transition. The platform enables suppliers to actively engage millions of customers in their energy use, through personalised digital experiences and real-time insights that help them reduce their carbon emissions and energy costs. Kaluza's world-leading flexibility technology is also primed to solve escalating grid volatility challenges, as recently seen in California and Texas, through its vehicle-to-grid smart charging innovation and intelligent demand response.

Scott joined Kaluza from Oracle, one of the world's largest SaaS companies, where he was Senior Vice President and Head of Opower. Oracle acquired Opower for over \$500 million in 2016, following its IPO and, under Scott's leadership, the technology business has reached 30 terawatt hours of residential energy savings through utility partnerships - equivalent to powering approximately three million homes for a year on green energy. Scott has a wealth of energy and tech expertise, having held roles at a number of companies from Silicon Valley start-ups to large consultancies, including McKinsey.

Kaluza was launched in 2019 out of the UK's third largest energy supplier, OVO Energy, and has grown rapidly to over 360 people across multiple sites in the UK and in Lisbon, Portugal. The company signed a licensing and investment agreement with AGL Energy, the largest retailer in Australia, in March, and with ENI in France last year. Kaluza also has a growing roster of global automotive and smart hardware partners, including Stellantis (formerly Fiat Chrysler Automobiles), BOSCH and sonnen. Together, Kaluza is developing new ways of dynamically storing renewable energy in homes and electric cars, to create a more resilient, green energy system that rewards customers.

Stephen Fitzpatrick, Founder of OVO Group and Kaluza, commented:

“Scott's years of experience and passion for the energy transition make him the perfect person to lead Kaluza in the next phase of its growth.

As consumers all around the world begin to make the move to zero carbon living, Kaluza has a global opportunity to support the energy transition with its intelligent, real-time energy operating system.

We are delighted to have Scott on board as Kaluza accelerates progress towards the future of energy.”



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Scott Neuman, CEO of Kaluza, said:

“Ramping up renewable generation while electrifying heat and transport is adding new complexity to our energy systems. Kaluza is armed to solve these emerging challenges by putting customers at the heart of decarbonisation – empowering energy utilities to create innovative services that allow cheap, green energy to be flexibly stored in homes.

I am delighted to join the business at such a pivotal moment for the global energy sector. Kaluza’s progress in the advanced UK market has been impressive to see and I am eager to unlock the platform’s potential on the world’s stage.”

About Kaluza:

Kaluza is a leading intelligent energy platform powering the future of energy. From revolutionising billing to smart electric vehicle charging, Kaluza’s technology is empowering some of the biggest energy suppliers to better serve millions of customers. Its real-time cloud platform transforms supplier operations, reducing cost to serve and boosting customer engagement. Powered by Kaluza, suppliers can invest in innovating for tomorrow’s customers and drive decarbonisation with smart, low carbon technologies that not only reduce energy bills, but lay the foundations for a more flexible energy system.

[www.kaluza.com](http://www.kaluza.com)



## UK's leading green energy comparison site launches sme package to support home working

The UK's leading green energy comparison site, Big Clean Switch, has launched a new service to enable SMEs to help employees who are working from home. The initiative comes at a time when growing numbers of businesses, including big names like Nationwide and Deloitte, are announcing a permanent shift towards flexible working, and when many households face increased energy bills as a result of more time spent at home.

With 74% of businesses saying that they plan to maintain increased levels of home working despite lockdown restrictions being lifted, there are questions arising on costs and benefits for both the employee and employer.

"Home energy bills are rising," explains Jon Fletcher, CEO of Big Clean Switch. "Home working during repeat lockdowns alone is expected to add up to £45 a month for the worst affected households at a time when prices were already reaching three-year highs. Employees face a double whammy."

Big Clean Switch has launched its SME package following strong demand for its corporate packages from businesses like Sky and Tesco. The SME offering allows smaller businesses to offer their UK employees £35 of free green energy in addition to any savings from switching to more competitive tariffs. Every participating business gets a dedicated page on the Big Clean Switch website, where employees can compare the price of their current tariff with green alternatives.

Early businesses signing up to the SME service include Peace + Riot, an innovative new venue in South London that combines bar, restaurant and workspace with on-site childcare, allowing frazzled parents to work, socialise or just take a time out, knowing their children are in safe hands. CEO Caroline Newte Hardie says she's offering the Big Clean Switch discounts to customers as well as staff:

"For a business like ours, it's such a great fit to help parents with something that benefits their bank accounts and helps protect the planet for their kids."

Nottingham-based digital marketing agency Hallam is another early adopter. For Managing Director Jake Third, the Big Clean Switch service is a natural way to help employees with the cost of home working:

"Our team has adapted brilliantly to the pressures of working from home over the last 18 months. It's great to be able to give something back – and help the environment, too."

As well as financial incentives for employees, the SME service helps reduce the carbon emissions associated with home working. For a typical home, that's the equivalent to taking a new car off the road for six months of the year.

A recent study from Deloitte found that almost nine in ten millennials believe that companies should not only be concerned with their financial performance, they should also pay attention to the environment and care about the social lives of their employees.

Fletcher adds:

"With climate change at the forefront of public concern, making it easy and affordable to switch to green electricity is more important than ever."

The SME Package costs businesses from £14.99 per month. For more information, visit <https://bigcleanswitch.org/employee-support/>.



## Eco-friendly and self-sustainable warehouse and manufacturing

*Here, Simply Hammocks explain how the company revolutionised warehousing and manufacturing ...*

Pioneers of eco-friendly and self-sustainable warehousing and manufacturing, Simply Hammocks, broke all records with a multi-million-pound turnover last year.

Let's talk about the positive change we're pioneering. We're proud to live in the world we do and do everything in our power to protect it for generations to come. That's why we, along with Amazonas, set ourselves the goal to revolutionise warehousing and manufacturing in an eco-friendly self-sustainable manner, in addition to providing homes, schooling and guidance to neglected children who live in Brazilian favelas. That is exactly what we have done. Together we have cracked the code for eco-friendly and self-sustainable manufacturing.

### **How have we achieved what was thought to be impossible? Just like this:**

Our handmade wooden furniture is characterised by the highest product quality and sustainable productions. We only process FSCTM-certified wood from sustainably managed forests. Solar modules are located on the roof of the production building to generate electricity. In addition, we collect rainwater for various production processes in a storage tank. The durability and hard-wearing nature of the high-quality indoor and outdoor fabric agora conserve resources. We use recycled materials, such as recycled PET bottles, as a filling material for the upholstery of our garden furniture. Each production machine is exhausted via a central exhaust system. Chips of the processed wood are sucked in and pneumatically transported to a storage tank. In addition, air filters absorb fine wood particles, creating a clean and dust-free working environment. The collected chips are automatically pressed into briquettes and burned in a computer-controlled furnace. The energy generated in the process is used to heat the drying plant for the wood, thus creating a sustainable energy cycle. The location of the warehouse was deliberately chosen in close proximity to Poland, in order to keep CO2 emissions from transport as low as possible.

As a company that prides itself on environmental care as much as it does customer care, we strive for perfection through sustainable means. We have helped environmental charities like '1% for the planet', 'Arbor Day Foundation', 'We Forest' and 'Eden Reforestation Projects' achieve their goals.

*We will continue to maintain CO2 neutral shipping by partnering with DPD for global shipping. When it comes to shipping our fantastic products to our customers, we partner with carrier companies who have a strong statement against modern slavery.*

## Reduce, Re-use, ReCYCLE: OVO Energy launches 'Green Route' bike tour of eco-friendly stores

OVO Energy reveals new nextbike scheme sponsorship in Glasgow.

To celebrate the green OVO Bikes launch, OVO Energy has partnered with famous Scot and Radio 1 DJ Arielle Free to create a sustainable cycling route of the city – 'OVO Bikes Green Route'.

The city's first ever 'Green Route' puts a spotlight on some of the sustainable Glaswegian businesses for bike riders to visit, awarding the chosen businesses with a 'Green Plaque', celebrating their sustainability credentials.

The bikes of Glasgow were turning green, as OVO Energy was unveiled as the new title sponsor of nextbike's bike share scheme, in support of environmentally-friendly travel in the city. To celebrate the OVO Bikes and champion more sustainable travel options, the green power supplier has partnered with famous Scot and Radio 1 DJ Arielle Free to curate the OVO Bikes Green Route, for Glasgow residents and visitors to explore a selection of the city's finest sustainable spots.

From vegan eatery turned music venue, The Hug & Pint, to famed vintage and thrift store Emily Rose Vintage, and 100% plant-based soap gifting at Och! Vegan x Hatch, OVO and Arielle's curated 'OVO Bikes Green Route' presents the best collection of unmissable sustainable shops for city dwellers, all within an easy bike ride from one another. The sustainable shops themselves will also be an easy spot, as each one will be awarded with an official OVO plaque, displaying their prestigious status.

To bring the sustainable cycling route to life, OVO has partnered with illustrator Margarida Esteves to produce a beautifully created, bespoke map of Glasgow that lays out all of the destinations on the route, ready and easy for cyclists to find. In visiting the community of businesses on OVO and Arielle's 'Green Route', pedalling patrons will be supporting a greener lifestyle for all, as each destination shares OVO's passion to help people be kinder to the planet.

Arielle Free says: "I'm delighted to work with OVO and share all the best sustainable spots I knew of! Growing up near Glasgow means the city always has a special place in my heart. Using OVO Bikes is such a fun way to explore these environmentally-friendly gems. It's like a gift from me to visitors and residents. Plus, I absolutely love cycling, so I had a really great day out trying out the OVO Bikes Green Route, too! I met a bunch of really lovely local business owners who really deserve the support - my favourite has got to be the incredible vintage shop, Emily Rose Vintage."

Adrian Letts, CEO at OVO, said: "At OVO, we're on a mission to zero carbon. Our OVO Bikes arriving in Glasgow city are part of our Plan Zero strategy to create a carbon free world, whether that's the transport we use or the way we power our homes. Glasgow is a thriving city with so many fantastic, independent businesses who champion sustainable practices, which is why we wanted to highlight the good work they're doing through our OVO Bikes Green Route. Opting to travel around via bicycle couldn't be an easier and healthier way of discovering a city."





Councillor Anna Richardson, City Convener for Sustainability and Carbon Reduction at Glasgow City Council, said: “Glasgow’s aim to become carbon neutral by 2030 must be supported by a growth in active travel and by building a more sustainable economy. Our bike hire scheme has played a vital role in encouraging cycling in the city, and there is growing awareness of the need for a more circular city economy. OVO’s sponsorship has brought together these two themes in one package, and I look forward to seeing the refreshed bikes in use all across the city in the weeks and months ahead.”

The sponsorship comes as part of OVO’s drive to create a net-zero world, and its intention to make sustainable living for the masses as easy and accessible as possible. OVO is seeking to uplift and support hard-working Glaswegian businesses, driving OVO Bike riders across the city. Rides over 30 minutes will be charged at the normal rate of £1 per 30 minutes or a maximum of £10 per day (24hrs) for Pay As You Ride customers, and 50p per 30 minutes, or a maximum of £5 per day (24hours), for current members.

Download the nextbike app to register and start riding! For more information on how to use the scheme, visit [nextbike.co.uk/en/glasgow](https://nextbike.co.uk/en/glasgow)

To find out more about OVO Bikes, the Green Route and to download the map, as well as keep an eye out for more OVO Bikes initiatives in the future, customers should head to [www.ovenergy.com/ovo-bikes](https://www.ovenergy.com/ovo-bikes)

## What is ethical manufacturing and why is it so important?

Businesses have a big impact on their community, whether that involves how they care for the environment or how they contribute to the lives of their staff. This is particularly true for manufacturers. Their presence is vital in supporting communities and providing essential products for consumers and other businesses, but their environmental impact can be large. The challenge for manufacturers is how to achieve an ethical status while improving their business processes. From eliminating waste to developing staff, ethical manufacturing has many forms. Here, we explore the topic of ethical manufacturing, understanding what it means, why it's important, and how a business can achieve a positive impact in the world.

### What does ethical manufacturing mean?

Ethical manufacturing is a holistic approach to the manufacturing process that focuses on good health for all involved. This means that a product's design, creation, and use maintain sustainable standards, and that the item and the process of making these has a positive impact on communities.

An ethical manufacturer has oversight and cares about each section of their business and their own supply chain, prioritising the well-being of both customers and staff, as well as the environment in which they work, shop, and source materials.

Ethical businesses want to operate in the best interest of workers. The health and happiness of staff become priorities, going beyond the standard legal requirements. This means that safety is not sacrificed, and workers are treated fairly. In turn, this can benefit a business through a boost in productivity and staff retention.

Ethical production may include material and energy use. Is renewable energy used as part of the manufacturing process? Are materials recycled or are products designed to minimise the amount of waste produced in manufacturing?

This is key for many manufacturing businesses that have waste management issues, such as fashion and clothing manufacturers. An estimated 92 million tons of textile waste is created annually from the fashion industry. Ethical clothing manufacturers must ensure that their processes decrease or limit their waste through the design of their garments or by reusing materials. This process can be extended and translated across other manufacturing industries.

### Why is ethical manufacturing important for businesses?

Ethical production is important for staff, customers, and environmental well-being. However, it can also have significant benefits for businesses. By utilising sustainable processes and materials, manufacturers are ensuring that their future is secure. For example, some toilet paper companies will plant trees to replace the ones used for their production.





This action is circular, as it means that their impact on the environment is limited and that they have future materials to continue their manufacturing.

Also, ethical businesses that provide a positive work environment are likely to improve productivity. Ethical businesses can continue the development of staff and their skills, improving their work. Oxford University found that happy workers are 13 per cent more productive than those who are not. Training staff could also help retention, as 93 per cent of employees said that they would stay at a company longer if it invested in their career. Ethical manufacturing businesses do not just have to rely on material sustainability – the ethical impact can extend to their workers as well.

Sustainability and ethical manufacturing are also key to attracting customers. Ninety-two per cent of millennials said that they were more likely to purchase from an ethical company, displaying a need to know that their corporate mission is genuine and from a well-founded place. From a business perspective, ethical manufacturing has clear financial benefits. Aligning your production, staff development, and customer outreach within a framework of ethical manufacturing can lead to improved quality, more productivity, and increased revenue.

### **Becoming an ethical business**

As discussed, there are multiple ways for a business to be an ethical manufacturer. It doesn't just start and stop with the products you make. Businesses must create inclusive environments that promote sustainable production, while benefiting the local community.

This is achieved at many layers within a business. Sustainably sourced materials may include recycled goods or items sourced from another local manufacturer. This reduces waste and limits transport needs, both of which can have a negative environmental impact.

In the workplace, training, development, and a prioritisation of safety can help staff feel happier. Investment in staff is key to creating a positive working culture. This can be achieved through understanding the ambitions of workers and finding ways to help encourage their development through educational courses. Using ethical workwear suppliers, to encourage an inclusive work culture, will also contribute to your standing. Suitable workwear clothing can also improve safety during the manufacturing process. Combined, training and positive culture can help to boost productivity and your status as running an ethical business.

Finally, you should display your status as an ethical manufacturer proudly. Remind customers that your business is acting with the best intentions and processes. By doing this, your customers will use and promote your brand, so that your investment in the environment and community provides positive returns.

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## Businesses need to stop “moving deckchairs on the Titanic”, and take real action

*Consultant and award winning author Neil Gaught reacts to latest IPCC report on climate change ...*

Sadly, the latest Intergovernmental Panel on Climate Change (IPCC) report comes as no surprise to me. I've been talking about this very scenario for over 15 years. There's just no getting away from the findings in the report. The IPCC report isn't scaremongering; it's a brutally honest look at what humanity will be facing in just a few short years, if we carry on as we are.

Putting sustainability at the core of businesses will help us to avoid many of the worst case scenarios outlined in the report, but we need to get on and do it. Currently, we're messing about on the sidelines – we're moving around deckchairs on the Titanic. It's no good having companies lobbying for one thing to achieve a status quo whilst, at the same time, the world is looking down the barrel of disaster. Businesses need to step up and they need to do it now.

You only have to look at the erratic weather patterns around the world, from California to Siberia, to here in the UK. It is undeniable that things are changing for the worse. It's not just about the climate – it's about society and its reaction to the climate. It's also about what's going on in the economy. None of it is sustainable. Real change comes from taking a long, hard look at addressing the four key pillars of sustainability: Human, Social, Economic and Environmental.

Back in 2018, I wrote a blog which addressed the latest IPCC report at the time. I explained that the report made it clear, more than anything else was, that climate change is not the next generation's issue. It's ours and it's our businesses that need to change by putting sustainability at their core.

Fast forward to 2021 and nothing much has changed. The time to act was then, and the case for change is even more urgent now. In fact, a recent review of a report from the 1970s, which predicted societal breakdown by 2050, has shown that we appear to be following its predicted trajectory. We're bang on course for societal, economic and environmental disaster unless we take the reins and change track urgently.

I want to stress that it's not all doom and gloom, and there really is a way forward. Now is the time for amazing innovation to take centre stage. But we also need to stop thinking that technology is going to get us out of this mess. It won't. It's up to us.

Putting sustainability at the very core of all businesses is now more urgent than ever and doing so will enable us to create a future which benefits people, society and the planet. The tools are available to help businesses' transition, and it is much easier and quicker than many think.

We have not much longer to get started. In fact, we should have started years ago, so we've got some serious catching up to do.



## Working to empower women workers in the fishing industry

Margaret Nakato works to empower women workers, advocating for gender equality in small-scale fisheries around the large lakes across Uganda. The women she met at these fish landing sites were struggling with their work near the fisheries and were at the mercy of the male-dominated fishing industry.

Inland small-scale fisheries are a vital source of employment for local communities in Africa and, despite the fishing itself being male-dominated, it's estimated that 69 percent of the rinsing, cleaning, and preparation of the fish is done by women. The challenge the women have is that they have to negotiate with predominantly male fishers to get access to the fish. Additionally, they have to compete with wholesale buyers who have more buying power. This inequality is compounded since the women feel unsafe, facing threats and violence on a daily basis.

Nakato, who works as a coordinator at The Food and Agriculture Organization (FAO) funded Katosi Women Development Trust (KWDT) in Uganda, understands the value of having women as an integral part of the fishing industry and has made it her mission to help women recognise and take advantage of this fact. The main focus of KWDT is to empower women to engage in social-economic development processes designed to improve women's lives. They currently assist 691 women from 29 women's groups where many produce food in small-scale fisheries.

Margaret's passion is palpable. She brings positivity to her work while conducting training sessions at the fish landing sites. The women learn everything from conflict management to human rights to new technical methods, in order to add value to their products. After getting additional funding from the FAO, Margaret was able to add training sessions on how to smoke fish safely by reducing harmful fumes, and how to hygienically handle the fish.

In addition to training, the women now have access to microcredit, so they can invest in new equipment which gets better prices for their fish and helps increase their incomes. The women's groups have helped them achieve their goals of autonomy, empowerment and independence.

Women who work independently face more harassment from men and enforcement officers, so KWDT advocates for women to form local groups as a way to bring power in numbers. In this way, the group helps women to be less vulnerable when perpetrators know that they are dealing with multiple people and not just an individual, especially when the organisation has resources to help protect human rights.

When covid-19 hit, Margaret made sure to raise awareness about all the risks, and taught the local women's groups how they could protect themselves and their businesses during the pandemic. When some women were forced to shut down and needed help, KWDT established a fund to support them to recover their businesses, so that they could keep their main source of income.

The FAO believes that food heroes such as Nakato are vital for increasing women's role in food production and gender equality, which expand food security, nutrition, and sustainability. As Margaret says, "When you empower women food producers you improve not only their lives but the food production of entire communities."

**Fresh chocolates from start-up eco brand**

Start-up brand Russell & Atwell launched in 2020 with four sumptuous varieties of fresh chocolates delivered to one's home: Outrageously Creamy Milk Chocolates, Sumptuous Salted Caramel Chocolates, Extra Dark Chocolates and Ridiculously Smooth Dark Chocolates (from £6.75 per 90g bag). They have now added recycled and recyclable refillable glass jars (from £30 for a twin pack), to be kept in the fridge and replenished with their letterbox-friendly, biodegradable and recyclable eco refills, via the QR code printed on the jar.

The chocolates are made with delicious, high quality and sustainable ingredients that can be found in the kitchen - like fresh organic British cream, butter and wildflower honey.

[russellandatwell.com](http://russellandatwell.com)



**FOOD & DRINK**



**Posh soups**

Harnessing the power of plants, these recipes from plant-based brand BOL help to boost your immunity, energy levels and protein intake, with a far higher fibre and protein content than other shop bought soups. They taste great, they keep you full and energised, and they're ready in minutes. What's not to like?

Found in: Protein Boosting Red Pepper & Tomato • Immune Boosting Creamy Coconut, Corn & Sweet Potato • Protein Boosting Fresh Pea & Spinach • Energy Boosting Red Lentil Cauli-Daal.

Each Power Soup is RRP £2.95 for a 600g pot, and can be found in Tesco.



**Awards for Bay's Kitchen**

Bay's Kitchen – the UK's leading low FODMAP-certified range of sauces, soups, gravies and stocks – has scooped a series of awards for taste, expertise, and the ethos behind the innovative brand. The latest awards represent the outstanding achievement in just three years by food entrepreneur Bay Burdett, who established the Bay's Kitchen brand to provide those living with irritable bowel syndrome (IBS) with a delicious range of low FODMAP-certified alternative foods. The Bay's Kitchen range now includes ten sauces, as well as soups, stocks, gravies and a new range of condiments.

Bay's Kitchen products are available at [bayskitchen.com](http://bayskitchen.com), as well as Amazon, Ocado and other retailers.



**Brixton Wine Club**

Not your ordinary wine club, this subscription-based brand sells premium wine in cans from independent producers, and grape-based trailblazers all over the world. Cans are infinitely recyclable and have a lower carbon footprint than bottled wine. As they currently stock over 50 different kinds of canned wine, there's sure to be a few to appeal to your tastebuds. Subscribe from £16 a month for as long, or as little, as you like. Choose from award-winning wine, cocktails or soft craft drinks to be delivered to your door each month – all in cans. They include tasting notes and there's free shipping.

[brixtonwineclub.com](http://brixtonwineclub.com)



**New organic passatas**

Sustainability and flavour-focused organic champion Mr Organic is launching two new tomato passatas – Chilli & Garlic Passata Sauce and Mixed Herbs Passata Sauce. Made in Italy, using methods passed down by three generations of Italian tomato producers, these passatas boast a gorgeously thick texture and are the perfect kitchen companions. One of your five-a-day, the vegan-friendly, gluten-free passata sauces are made 100% organically, using extra virgin olive oil and the juiciest of sun-ripened organic tomatoes. The two passatas are both launching on Ocado and Abel & Cole, as Mr Organic continues in the company's mission to help people to Live Positive and Eat Positive wholesome, organic food.

RRP for each of them: £2.09



## 'No Meat May' campaign

No Meat May, the global campaign that challenges people to eliminate meat from their diets for 31 days has released the outcomes of its 2021 campaign. This year, the registered charity, which encourages participants to make the change for health, the environment, animals, and food security – estimates that 130,110 people took part in its campaign. Each of the 65,055 registered participants on average encouraged one friend or family member to join them, with every person saving approximately 31 land and sea animals – a collective total of 1,984,178 living beings.

The statistics – gathered from a post-campaign survey by No Meat May – reveal that participation in the meat-free challenge has almost doubled in the last year. Demonstrating strong support in Britain, a fifth (17%) of No Meat May participants come from the UK and Ireland, while 36% come from the USA, 19% coming from Australia and New Zealand, 15% from Canada, and 13% from other countries across the globe, most notably the Philippines and South Africa.

The worldwide impact of No Meat May has stretched beyond the month itself, with 93% of participants reporting that they have continued to reduce their consumption of animal products, and 30% saying that they have eliminated all meat from their diets since participating in the challenge. Collectively, participants are reporting a 33% increase in their intake of fruit and vegetables, a 96% increase in their consumption of pulses and a 61% increase in nuts and seeds.

With 2021 characterised by the continuation of covid-19, the number one reason why people chose to give up meat in May was for health reasons, such as reducing the risk of chronic illness. This was cited by 81% of participants, followed by a desire to protect the planet (62%).

Based on the consumption of an average meat eater in a year, No Meat May participants will collectively prevent the production of 39,033 tonnes of CO<sub>2</sub>, save 17.81 billion litres of water, and free up land being used to grow 27,650 tonnes of animal feed, for every year they maintain their change in eating habits.

Additionally, in recognition of how vegetarian and vegan food has 'levelled up' over the last few years, the fourth most popular reason to take part in No Meat May was for the incredible food – supported by No Meat May recipes, cooking demos and meal plans.

Ryan Alexander, co-founder of No Meat May, said:

"This year's No Meat May has been the biggest yet, and the effect it's had on changing attitudes has been phenomenal. More than ever, the global population is aware of the need to maintain good health, and by encouraging people to try a diet that is free of meat, we can support people to make lasting change that promotes better health. As well as preserving human lives, the efforts of participants have saved 1,984,178 animal lives in May alone. With so many making permanent changes to their diets, the benefits to animals – including the avoidance of factory farming – snowball quickly. Further, this can help to protect our planet, creating a kinder and more sustainable world."

For more information, visit [nomeatmay.net](https://nomeatmay.net) or head to Facebook, Instagram or Twitter.

## Ellias Organics – a premium olive oil produced with ecological responsibility in mind

*“Nature is the rhythm of our life, our environment dictates what happens next. If you think you can dictate the rules to nature, you are foolish.”*

### Reconnecting with nature

Sustainability is not a trend; it is becoming a new way of life in response to climate change and our intrinsic need to reconnect with nature. As a world in climate crisis has entered a new critical decade, and challenges have become impossible to ignore, people and businesses are waking up to the urgent need for change, and it is an opportunity for existing and new businesses alike to develop more sustainable practices throughout their value chain.

Ellias Organics is a great example of developing a business through the lens of valuing nature, not diminishing it. Founded just a year ago, in September 2020, the story of the two founders, Tycjan and Eleni, started with a dream. Living in a small apartment in Athens, Greece, they longed to get away from the trappings of modernity, start again and begin a new life to reconnect with the natural world.

When the chance came to help on Eleni’s family farm, on the beautiful Greek island of Kefalonia, they packed everything and never looked back. Their ‘eureka’ moment came from a simple Greek lunch in the middle of the olive groves. As they were enjoying locally made produce with feta cheese, fresh wild oregano, home grown tomatoes, warm bread straight from the oven and, of course, their sun-drenched olive oil from the family fields, they recognised that they should share this treasure with the world. Ellias Organics was born.

### Eco-conscious practices

This is when Tycjan and Eleni started a journey of reconnection with nature, capitalising on the treasures found in their natural environment, with the objective to incorporate ecological responsibility in everything they do. From the get-go, they learnt about the ways of farming the olive fields that would ensure the best care for their trees, while producing the highest quality of olive oil.

Everything is done with love and care for every single tree and the premium quality of the end product:

- Understanding how the olive trees work for pollination and water supply.
- Using only organic fertilisers and no pesticides at all.
- Practicing careful pruning to ensure good distribution of energy through the whole tree.
- Hand-picking the olives without the use of mechanical instruments, to avoid bruising the fruit.
- Extracting the oil on the same day, with a trusted mill.
- Storing it away from heat and light in perfectly dark, cool, dry and airtight conditions.

The same care and sustainability rule applies to the packaging of their premium Extra Virgin Olive Oil, which requires only low processing and, therefore, reduces their carbon footprint. The oil comes in unique hand-made ceramic bottles, sealed with cork tops, tailored to each individual bottle - to best keep the olive oil in perfect condition. Each bottle is also sealed with natural beeswax, extracted from their honey harvest, and the beautiful boxes are made of recycled paper – completing the all-natural packaging. To learn more about them, visit: [www.ElliasOrganics.com](http://www.ElliasOrganics.com).

### Adapting to the new challenges of climate change

Making the highest quality olive oil with the most eco-conscious practices is already hard work and a tough challenge in itself, but climate change and the increase in temperatures makes it now even harder. It impacts the time of harvest but also the preparation of the trees for the following year. Olive trees, for example, need the temperature to drop to under 12°C during winter, in order to rest (hibernate) for at least three months to replenish their energy. At the moment, the temperatures go down to that level later in the year and go back up earlier, with some heat spells during the winter, confusing the trees.

To counteract these effects, Ellias Organics’ approach is to do everything they can to minimise their carbon footprint, and be a part of the solution and not the problem. Monitoring the nutritional state of their trees is particularly crucial, as they do require help with replenishing their food; Ellias Organics only use natural fertilizer made by themselves, allowing them to considerably reduce their carbon footprint compared to large scale production farming.





## Next generation coffee... for the next generation

New coffee brand K+ has launched the latest in coffee innovation to the UK market. Available exclusively from [www.iloveKplus.com](http://www.iloveKplus.com), K+ Drip Coffee Bags offer the freshness and flavour of just-ground coffee with none of the hassle, expense or mess of grinding your own beans.

Millions of drip bags are sold in Japan, China and Korea every month, with the UK set to follow suit, thanks to British consumers' appetite for Asian beverage trends like bubble tea and dalgona coffee remaining strong.

Delivering proper ground Arabica speciality coffee in an instant, K+ Drip Coffee Bags look set to revolutionise our coffee drinking habits.

Historically, coffee bags often produced a cloudy, muddy-tasting beverage as the fine grounds can seep through the bags, leaving unpleasant sludge in the bottom of the cup. However, the K+ Drip Coffee Bags use a clever portable pour-over filter and a coarser grind – just how the beans should be ground for filter coffee, for a crystal-clear cup bursting with fresh flavour.

K+ Drip Coffee Bags boast seven varieties, the largest selection currently on offer in the UK and each featuring an intriguing design of emojis to lighten up your morning. The bags use 100% Arabica beans – ranging from cocoa-rich Colombian and floral, delicate Ethiopian – all expertly roasted. Because beans begin to lose their flavour within 30 minutes once ground, K+ coffee experts seal each bag with nitrogen immediately after grinding, to ensure that all flavour and freshness is retained for ultimate enjoyment.

Founder Tina Diab says, “The coffee scene in Asia is vibrant and exciting and I wanted to bring some of that liveliness and innovation to the UK with K+. Our Drip Coffee Bags are simple, fun and super-fresh tasting. As a youthful, modern coffee brand, we want it to be easy to enjoy fantastic coffee – without having to shell out for expensive barista equipment or spending a fortune at the coffee shop – all with one eye on the issues that really matter to us, like food supply chain sustainability, and ensuring that the best quality coffee is used and the farmers are being supported in the right way.”

## The race is on for organic progression

Sebastian Pole, Co-founder and Master Herbalist, Pukka Herbs, explains ...

In the face of the climate crisis, diet-related ill health and widespread decline in wildlife, and the need to change our food systems, has never been greater.

Our food is grown at a cost; modern agricultural practices are contributing to more than a quarter of global carbon emissions, as well as causing significant biodiversity loss and deforestation across the world. Food is also a huge contributor to the rise in chronic diseases. How have we allowed something as fundamental to life be one of the main drivers of so many problems?

The UK organic sector is falling short compared to its global counterparts, sitting at eighth place in terms of ranking when compared with other organic food revenues worldwide. We must now unite to capitalise on the growth of organic food if we wish for things to change.

In an ideal world, organic wouldn't need to be more expensive, but a big part of the problem is that the true cost of our food isn't always reflected in the price. It's important to realise that when you do spend more on organic produce, you're casting a vote with your wallet, opting into a fully traceable and transparent food system with no hidden costs.

Bristol-based charity The Sustainable Food Trust recently conducted a study into the real cost of food. For every £1 spent on any ingredient, there is a £1 on cost to society.



Modern farming techniques use nitrogen pesticides that are damaging to the planet – and the people on it – equating to a cheaper ingredient that is lower in price, but there is a hidden cost that we're all paying through ill health, environmental degradation and the cost of reparation. By externalising the cost of a lot of the production in the world today, whether that is in food, fashion or technology, we are fuelling the demand for high consumerism.

We have to make the polluters pay for the detrimental effects they're having on our society. If we taxed larger corporations for their damages, we could use some of that tax and subsidise healthy food in areas of the country where access to such produce is limited.

In many parts of the UK, people are unable to shop organic because the cost is too high. Despite organic certification being a well-recognised standard now, it's almost a pejorative because it's seen as so elitist – something only feasible for the middle-class. Organic farming is the fairest and kindest way of farming, and buying and eating food – It looks after the planet, biodiversity, the quality of the food and the health of the people.

There is an urgent need for a shift in the UK's mindset towards food and, unfortunately, the industry has been really slow to pick up on this. We are so driven by cheap, low quality food that it's quite disturbing, really.





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To really drive change, it is a two-way street. We need the Government to make the right legislation and policies to enable change, otherwise we're not going to get the macro decisions we need. However, we also need bigger companies to run businesses in a way that enables people to flourish and create a new way of being.

It's not all doom and gloom, though. There are some exciting initiatives in the UK, such as The National Food Strategy, local food systems and community agricultural food projects like Community Supported Agriculture (CSA). Perhaps, unsurprisingly, the COVID19 pandemic and subsequent lockdowns seem to have driven some small change. We can now see many more people making use of 'direct to consumer' farm shop initiatives, whilst sales of organic food and drink have doubled the rate of non-organic equivalents over the past year .

People have woken up to the changes that need to be made to protect our own health and wellbeing. Priorities have shifted and there is powerful momentum; the children's strike, youth climate movement, the growth of B Corp – businesses putting purpose before profit – and the upcoming COP26 Summit in November, where world leaders can unite to support change.

I'm excited about the possibility for positive change in the future. This energy, this shift, you can feel it coming through, but we just have to keep pushing through that door.

[Organic food market: leading countries based on sales, 2019 | Statista](#)  
[UK organic food and drink sales boom during lockdown | Organics | The Guardian](#)

## Supermarkets aren't doing enough when it comes to plastic use

There has been a new study into plastic packaging usage by Toluna, a tech company operating in the market research space. The study was conducted to understand people's thoughts around plastic use in shopping. The study surveyed 1,000 people in the UK.

### Key findings

Four in ten of us – especially those aged between 55 and 64 years old (51%) and over 65 (49%) – are very concerned about how much plastic is used in food and drink items.

Manufacturers, supermarkets, brands and retailers must do more to reduce plastic use ...

- 73% of people believe that reduced plastic use is the responsibility of brands or manufacturers.
- 60% of people want to see more progress from supermarkets, specifically in reducing the use of plastic packaging (although they admit that they have made a good start), and a further 19% feel that supermarkets haven't done enough and need to do much more. Seven in ten of those surveyed agree it's the responsibility of supermarkets and retailers to reduce plastic use.
- A third of 55- to 64-year-olds do not think that supermarkets have done enough and think they need to do much more to reduce plastic waste, and half of this age group also believe that there are not enough plastic alternatives available.

No alternative to plastic packaging was cited as the third biggest issue surrounding plastic packaging ...

- Most consumers (65%) don't think that there are enough plastic-free options on offer for the products that they buy, despite many trying to avoid plastic packaging (86% try to avoid, at least occasionally).
- A lack of availability for other forms of packaging was ranked in the top three issues surrounding plastic packaging (46%), behind plastic pollution of the oceans (65%) and plastic land pollution (54%).
- A third of respondents thought that plastic alternatives were too expensive, with 42% stating that shopping plastic-free was more costly than not.

### We're much more committed to being plastic free – but not consistently ...

- 23% have tried a plastic-free challenge when shopping. Two thirds of those who did this successfully completed the challenge.
- Younger people (18 to 34 years) are more likely to have tried a plastic-free challenge..
- 89% of those aged over 55 years old say that they try to avoid buying items in plastic. However, only 10% of all shoppers try to avoid buying items in plastic packaging all of the time.

### Avoiding single-use plastic is getting easier ...

- 44% of respondents agree that avoiding single-use plastic is easier now than it was five years ago.
- Positively, 68% say that they would switch to plastic-free options in their weekly shop, if they were available.

### Lucia Juliano, Research Sector Head, CPG, Toluna, said:

*"It's clear there's a common goal to drive down overall plastic use as we continue to fight against climate change. However, there's a feeling that brands, retailers, manufacturers and supermarkets need to do more to reduce plastic packaging. It's vital that a greater variety of packaging is provided when it comes to plastic-free options. Our research confirms that everyone needs to do more from manufacturers and supermarkets to brands and, of course, shoppers."*



## 'Best for the World' Certified B Corporations™ (B Corp™)

We've all been through the ringer these past 18 months, and each of us likely had a revelation or two during all that lockdown-enforced downtime. A common revelation for many was our connection with nature, and our impact on the climate. More and more of us every day are becoming aware of our ecological footprint.

With the likes of David Attenborough and others reminding us that the time for positive change is now, we're all beginning to make more sustainable choices and looking to brands to help us do that.

In fact, 81% of us in the UK say we're concerned about climate change, and every day more of us are looking to purchase ethical, sustainable brands, particularly for products that we bring into our homes or bodies.

With a variety of certifications, labels and unregulated descriptive terms, how are we to know which brands are truly sustainable? Well, thankfully there's a growing global movement gaining traction in the UK as a recognisable marker of excellence in sustainability. That movement is known as B Corp™.

Certified B Corporations™ are businesses that meet the highest verified standards of social and environmental performance, transparency and accountability. They've passed through a rigorous certification process which addresses the entirety of a business's operations, covering five key impact areas: governance, workers, community, environment and customers.

B Corp recognises businesses that are working to bring about change and operate in a way that seeks to benefit the wider community, whilst it also provides a framework for continuous improvement. Applicant businesses are required to reach at least a minimum benchmark score, while providing evidence of their responsible practices. To complete the certification, companies must legally embed their commitment to purpose beyond profit in their company's Articles.

There are currently over 500 B Corps in the UK and over 4,000 worldwide. We now see and recognise the B Corp label on product packaging, and some UK retailers, like Waitrose and Ocado, are dedicating entire online 'shelves' to products with B Corp status.

Recently, the B Corp head organisation announced its 'Best for the World' B Corps for 2021. The award recognises businesses with B Corp status that scored in the top 5% for a particular impact area. For example, bio-bean, making Coffee Logs, was recognised as Best for the Environment. The Cambridge-based team recycles spent coffee grounds collected from businesses across the UK and turns them into Coffee Logs: fire logs for wood burners and stoves. How delightful!

Coffee Logs turn what would have gone to waste into something useful. It turns out that we in the UK drink 95 million cups of coffee every day, fuelling not only our daily grind but also a growing amount of unnecessary waste. All that barista brilliance creates around a quarter of a million tonnes of wet coffee grounds, typically wasted in landfill where they emit harmful greenhouse gases, including methane.

By recycling the nation's cappuccinos into Coffee Logs, bio-bean generates 80% less emissions compared to those grounds sitting in landfill, making these planet-friendly logs a sustainable alternative for fuelling your fire without heating the planet.

Do the logs smell of coffee? There's a slight roasted aroma when you first open the bag, but Coffee Logs don't smell of coffee when they're burning, so there's no need to worry about your home smelling like the local coffee hangout.

To learn more about Coffee Logs, head to [www.coffee-logs.com](http://www.coffee-logs.com). They'll be hitting the shelves by the end of September, so be on the lookout for them!



## Eco-friendly 'If You Care'

Perfect for planning for a green eco-Christmas is the leading eco-friendly household brand 'If You Care'. It has everything you need for sustainable cleaning, cooking and baking at home.

'If You Care' products are carefully and deliberately crafted to have the least environmental impact and the lightest carbon footprint. For the first time ever, the products are now readily available in the UK via Ocado and Waitrose. Perfect for the eco-conscious or those hoping to make some changes in their approach to the daily chores.

These products give customers the chance to manage their home in an informed, objective and transparent way – making clear, practical pro-environment choices that leave no trace.

'If You Care' products are produced with a view to reducing the amount of waste in our waste streams. If possible, nothing should remain after the product has been used and disposed of properly. The packaging is made from unbleached recycled cardboard or paper, which should be recycled again.

Listings include Ocado, Waitrose plus indie health stores, Abel & Cole, and Planet Organic. Visit [www.ifyoucare.co.uk](http://www.ifyoucare.co.uk) for more information.





## Recipe: tagliatelle with wild mushrooms

### *Tagliatelle with Chestnut Mushrooms and a Creamy Jerusalem Artichoke Sauce (serves 4-6)*

We all love pasta and this is a perfect lunch or dinner comfort dish as the colder days start to arrive. It is the perfect reward after braving the horrid weather to go to the market to collect the ingredients!

#### Ingredients:

Tagliatelle (3 nests per person)  
 500g of Jerusalem artichokes  
 2 medium-sized garlic cloves  
 60g of blanched hazelnuts  
 250g of chestnut mushrooms  
 450ml of vegetable stock  
 2 and a half tablespoons of rapeseed oil  
 75ml of dry white wine  
 1 stick of celery  
 1 teaspoon of fresh rosemary  
 1 teaspoon of fresh lemon thyme  
 Vegan hard-cheese alternative (optional)



#### Method:

Firstly, rinse and quarter the Jerusalem artichokes. Place on a baking tray with one tablespoon of rapeseed oil and a pinch of salt. Roast in the oven at 180 degrees for 40 minutes.

Whilst your artichokes are in the oven, add your garlic cloves and hazelnuts to a separate pan to roast for ten minutes, then remove them from the oven and set them aside.

Once the artichokes are roasted, remove them from the oven and set aside, too.

Finely chop your celery and add to a saucepan with a tablespoon of rapeseed oil. Cook on a medium heat for a couple of minutes, then add your roasted garlic and your fresh herbs, finely chopped. Cook for a minute, then add 75ml of dry white wine. Allow the alcohol to cook out; this should take a few minutes, maximum.

Next, add your artichokes and vegetable stock. Remove from the heat and blitz with a hand blender until smooth. Then return to the hob, on a low heat, and allow to gently simmer whilst continuously stirring. At this point, cook your pasta as per the packet instructions but, for a firmer texture, cook the pasta for about a minute less than suggested.

Whilst your pasta is cooking, slice your mushrooms and add them to a hot pan to sauté, with a drizzle of rapeseed oil. Season with a pinch of salt and pepper. Once your pasta is cooked, mix with your desired amount of sauce, and add the mushrooms and hazelnuts. Season with pepper to taste, and garnish with a vegan hard-cheese alternative.

#### Recipe credit:

Daniel Farrow at The Gatherers Bar & Restaurant in Norwich created our seasonal recipe for this issue. He serves seasonal, authentic, fresh plant-centric cuisine using local Norfolk suppliers wherever possible, as well as his own herbs.

## The first rain boot made from upcycled coffee grounds



While many shoes currently on the market can boast that they're made using recycled or sustainable materials, Ccilu®'s all-season footwear, the XpreSole® Panto, is the world's first boot to be made from waste coffee grounds.

Now available on Kickstarter, the XpreSole® Panto is the result of a groundbreaking new technology developed by the company, through which spent coffee grounds are upcycled into a patented, high-tech footwear material that is used to make the all-occasion boot. Each pair of XpreSole® Pantos is 100% made from a combination of recycled, eco-friendly materials, and is certified vegan.

### Coffee's hidden environmental cost

Spent coffee grounds represent one of the major sources of greenhouse gases when landfilled, with 25 billion kilograms of coffee waste produced every year and only 4% of spent coffee grounds properly recycled. The advances underpinning XpreSole® Panto have the potential to significantly reduce waste produced by the coffee industry, with each pair recycling 15 cups worth of grounds. This upcycling process helps to minimize landfill, as well as reduce CO2 and methane emissions.

### "Sustainability" meets comfort and style

The XpreSole® Panto marries the city rainboot concept with hiking and adventure-seeking durability, having been tested in mud, sleet and snow. Despite being incredibly durable, they're also much lighter than your average boot – weighing in at only 230 grams.

The outer components are 100% water and dirt proof, and the liner offers incredible comfort while being moisture-wicking, fast-drying and odor-resistant. The boot's sole is waterproof, responsive, resilient, supportive, and offers a strong grip. Additionally, the boot is uniquely machine washable, surpassing the durability of all other shoes on the market in its ability to sustain in excess of 100 wash cycles.

### Wilson Hsu, President and CEO of Ccilu, said:

"Our business has been creating sustainable footwear for a decade and, in creating the XpreSole® Panto, we wanted to address a type of waste that's frequently overlooked, but one that has a significant environmental impact. At the same time, we wanted to create a piece of footwear that's eminently wearable, and suitable for any number of occasions – whether commuting across town, hitting a hiking trail, or as part of a smart-casual outfit for a night out. The XpreSole® Panto isn't just a boot – it's a commitment to reimagining how the industry produces footwear."

### Pricing and Availability

The XpreSole® Panto will be available in four colours, in high top and low top models. The range is available on Kickstarter, with pledge packages starting at \$79.00. The XpreSole® Panto is available for purchase at <https://ccilu.com/>, as well as in Ccilu's flagship stores and other selected retail partners, after the completion of the Kickstarter launch campaign.

## Survey reveals the UK's top lockdown wardrobe trends, with Gen Z consumers flying the flag for sustainable fashion

Gen Z consumers are leading the way for sustainable fashion, with almost half (45%) making mindful choices, while the majority of people purchased fewer clothes than normal as a result of the pandemic.

This is according to a survey of 1,000 people aged 16 and over by popular fashion brand Superdry, which aimed to reveal the UK's consumer trends, particularly in the light of covid.

After Superdry was named in the top three for climate change leaders in the Financial Times, the company decided to question people on the subject of 'fast fashion' – trendy but cheap clothes that allow people to keep up with the latest styles at heavily reduced costs.

While most people (59%) preferred quality, sustainably made clothing, over one-third of women and one-fifth of men said that the majority of their clothes were fast fashion. Majority fast fashion wardrobes were also the norm for almost half of those aged 16 to 24.

What cannot be ignored is that lockdown has impacted purchasing habits, with over one-fifth (21%) of respondents saying that they had purchased more fast fashion items since the start of the pandemic, rising to 42% among 16- to 24-year-olds.

However, this was not necessarily the norm, with almost three-quarters of people (74%) purchasing either the same amount or fewer clothes than they usually would have done over the past year.

Superdry's spokesperson said: "The decisions we, as consumers, make today impact our planet tomorrow. Overall, there is hope that we're thinking more carefully about the impact of our clothing choices."

The youngest demographic we surveyed, 16- to 24-year-olds, are leading the way when it comes to sustainable fashion. The fact that nearly half of them said that they'd purchased sustainable clothing, and were most likely to agree that their purchases are affected by the working practices involved in the production of their clothes, speaks volumes. At Superdry we are proud of our Sustainably Sourced range and hope our consumers love it as much as we do."

The real question is, with over four billion items in the wardrobes of British adults and more being bought all the time, are we conscious enough of the impact of our purchases?

The good news is that, when it comes to sustainability, most people are making clothing choices which are good for the environment – 62% of those surveyed reported recycling their old clothes, and 43% said they actively look for ways to refresh their old clothes before buying new items.

Furthermore, over a third (34%) reported wearing sustainably made clothing. But there is room for improvement, as nearly half of people (46% – rising to 57% for women) own clothes that they have never worn.



People also know how to make their clothes last. When asked about the single oldest item in their wardrobe, respondents reported that they had owned at least one piece of clothing for 10.6 years, on average. Men hold on to clothes longer than women. Their oldest piece of clothing is 12 years old, on average, versus 9.1 years for women.

There is a strong correlation between fashion choices and income. Just 30% of people with a salary under £15,000 buy sustainable clothes, rising to 44% for those earning over £55,000.

While individual circumstances may vary, sustainability is clearly seen as important. Of those surveyed, 84% agreed with the idea that they would be more inclined to buy a piece of clothing if they knew it was made sustainably.

The survey also went on to ask exactly how many of various different types of clothes people have in their wardrobes. It revealed that the average UK resident has 13 pairs of socks, 14 pairs of underpants and 11 t-shirts.

In total, that makes 700 million socks which, if lined up, would stretch out to 385,000 kilometres, which is long enough to reach the moon!

This vast mountain of socks was acquired because the average UK consumer goes shopping for new wardrobe items every 15 weeks, on average, although this varies according to age.

Under 24s buy new items every seven weeks, while over 55s reported that they go clothes shopping once every 21 weeks. There is also a gender divide with the average woman buying clothes every 19 weeks, while the average man goes 12 weeks between shops.

More than one-fifth (21%) of people agreed that socks are the items that they repurchased the most, followed by underwear (19%), t-shirts (10%) and jeans (10%).

The contents of the average wardrobe depend partly on age; the average number of socks and pairs of underwear goes up with age.

The number of pairs of jeans and sportswear items goes down. Some stereotypes appear to be true, with women, on average, owning 44% more shoes than men (nine pairs compared to six).

The spokesperson for Superdry added: "It's encouraging to see that consumers are becoming increasingly more mindful about sustainability and where their clothes come from. It's certainly a step in the right direction, but there's still a way to go when it comes to educating people about sustainability."

The full research can be found here: <https://www.superdry.com/uk-consumer-trends>.







## Sunglasses using sustainable technologies

Finally sunshine hit the UK and the time came to dust off those sunglasses and bask in the glorious weather. For those looking for the best carefully curated selection of stylish vegan sunglasses and glasses, made entirely cruelty-free from premium vegan and sustainable materials, sunbathers needed to look no further than [www.ImmaculateVegan.com](http://www.ImmaculateVegan.com). The largest global fashion and beauty vegan, ethical and sustainable marketplace, they house the best high end vegan sunglass brands, including Pala Eyewear and Bird Eyewear. Included are preppy round sunglasses, cats-eye sunglasses, rectangular sunglasses and aviators – ensuring your eyewear is attractive, practical and good for the planet.

Pala Eyewear are eco-friendly unisex sunglasses using the latest sustainable technologies and made in Italy. They're also a B Corp and, through their giving back programmes, they have helped over 8,000 people through eyecare projects in Africa, via their charity partner Vision Aid Overseas. Their recycled woven cases have prevented 4.5 tonnes of plastic waste going to landfill. Their mission is to produce high-quality, long-lasting eyewear, whilst making a commitment to keep conserving the environment, minimising the negative impact on the planet and maximising positive social impact on people.

The sunglasses themselves are crafted from a biodegradable bio-acetate and every pair comes with UVA/UVB protection, polarised lenses to reduce glare, and an anti-scratch coating for use in activities or near water – making getting outdoors even easier. They come in a case made from recycled plastic waste. Bird is the UK's first B Corp Certified eyewear company. It makes beautiful, design-led unisex eyewear using sustainable materials including FSC certified wood, bio-based acetate, and repurposed aerospace aluminium.

For every pair sold, solar light is distributed to remote communities in Africa through a Share Your Sun partnership with SolarAid.



## Sustainable fashion is here to stay, but where's the demand?

N.Peal plans to be the global destination for sustainable luxury cashmere, recognised and trusted for their integrity and quality worldwide. Here, they look at how eco-conscious shopping is evolving.

Many trends become just that – a passing mode, the only reminder of which is photos you perhaps prefer you hadn't taken. Yet, the global movement towards sustainability has made slow fashion fundamental, with ethical shopping very in vogue.

Though ethical shopping may have more humble origins in small and independent companies, the movement has propelled itself to high street and high end fashion, with household names now taking on sustainability promises.

Every week, brands are creating new eco-friendly collections, while, at the same rate, media exposé pieces make headline news, revealing the damaging results of fast fashion.

We want to take a closer look at how eco-conscious shopping is evolving, starting by revealing where the most green-savvy shoppers live. Using data from online searches around environmentally-friendly fashion, we took our study worldwide, reviewing 64 countries to uncover the top territories for sustainable shopping.

### We looked at monthly searches for eight terms:

**Ethical shopping**  
**Ethical fashion**  
**Ethical clothing**  
**Sustainable fashion**  
**Sustainable clothing**  
**Eco fashion**  
**Organic clothing**  
**Second hand clothes**

### The best countries for sustainable shopping

In first place is the United States, bringing in a total of 29,700 online searches every month. Out of the eight search terms that we reviewed, over half the queries that Americans were searching are for 'sustainable fashion' and 'sustainable clothing', totalling 17,800 a month.

Meanwhile, the UK falls just behind the US, at 24,500 monthly searches, and India sees the third most searches a month for sustainable clothing, at 7,090.

### The best continent for sustainable shopping

Although the US is the top country for sustainable shopping, North America only comes in second for overall monthly searches by continent.

Totalling 74,130 searches every month for queries ranging from ‘eco fashion’ to ‘second hand clothes’, Europe is home to the most sustainably-orientated shoppers.

#### **Top continents for sustainable shopping online**

**Europe - 74,130 searches**  
**North America - 42,430 searches**  
**Asia - 17,600 searches**  
**Oceania - 5,310 searches**  
**South America - 3,950 searches**  
**Africa - 370 searches**

Not only does Europe take first place, but ten of the top 20 countries around the world for sustainable shopping are in Europe. The UK and Ireland are first and second, respectively, while forward-thinking Scandinavian countries Denmark and Sweden also feature, though lower down the list than we may have first thought.

#### **Top ten European countries for sustainable shopping**

**United Kingdom - 24,500 monthly searches**  
**Ireland - 1,060 monthly searches**  
**Germany - 1,010 monthly searches**  
**Netherlands - 830 monthly searches**  
**Italy - 740 monthly searches**  
**France - 690 monthly searches**  
**Denmark - 590 monthly searches**  
**Spain - 580 monthly searches**  
**Sweden - 530 monthly searches**  
**Greece - 520 monthly searches**

#### **The most popular ways to shop sustainably**

While there are a myriad of ways to describe environmentally-friendly shopping, monthly searches containing ‘sustainable’ total 47,520. This comprises 28,360 searches for ‘sustainable fashion’ and 19,160 searches for ‘sustainable clothing’. With sustainability certainly one of this zeitgeist’s buzzwords, it’s not surprising to see that, globally, searches containing ‘sustainable’ are the most common.

Sustainability is an all-inclusive term that aims to ensure we maintain the planet’s resources for future generations. Ethical shopping, however, focuses mainly on social altruism and the rights of workers – for example, companies may provide ethical assurances without offering a sustainability promise. Searches containing ‘ethical’ were the second most popular, at 17,480, while in third place were searches for ‘second hand clothes’.

#### **Top global search themes for sustainable shopping**

**Sustainable - 47,520 searches**  
**Ethical - 17,480 searches**  
**Second hand - 8,110 searches**  
**Organic - 4,970 searches**  
**Eco - 2,620 searches**

At N.Peal, we’ve always put the focus on quality textiles in timeless silhouettes to create pieces that last year in, year out. Cashmere is natural, renewable and biodegradable, as well as being a hypoallergenic material that offers longevity.

Sourcing our cashmere from the native herders of Inner Mongolia, we work directly with locals to support and preserve their traditional methods. Experts in their craft, these herders work in synergy with the seasons so that the cashmere fibres collected are those shed naturally by their goats in the springtime.

Explore our women’s cashmere collection as well as our cashmere clothing for men online for timeless styles in a material design to last.



## VILDNIS: a truly sustainable fashion brand

Immaculate Vegan, the premium online vegan, ethical and sustainable fashion, beauty and lifestyle marketplace has done it again – adding yet another fabulous brand to its portfolio and one that won't stay under the radar for long.

VILDNIS is a truly sustainable fashion brand – launched in 2017 by founder Ulla alongside her sister Line, husband Francis and their friend Mark. Having worked within the fashion industry for many years, within buying departments and later as Head of Product for Britain's leading high-end activewear brand, Ulla gained huge insight into both the strengths of the industry and the devastating practices it has cultivated around the world, and felt compelled to find a better way of producing clothing. At VILDNIS, they all feel strongly about businesses taking responsibility for their environmental, social and economic impact – and they all want to make a positive contribution to the world.

The collection incorporates everything you need for the ultimate capsule wardrobe, from beautiful printed dresses and ultra-comfortable yet stylist jumpsuits, right through to the best fitting tees and incredible jeans. You can shop knowing that everything has been ethically sourced and produced, and all fabrics and production are the ultimate in sustainable fashion.

Having grown up just outside one of the largest cities in Denmark, surrounded by fields, forests and the sea, the love of wild nature has always been deeply ingrained in Ulla's identity. As well as proudly being one of the "happiest countries in the world", Denmark is also a frontrunner in sustainability. Freedom, fairness, honesty, responsibility and protection of the environment are part of the national DNA – and, naturally, also part of VILDNIS' values.

Jenny Houghton, Communications Consultant at [ImmaculateVegan.com](https://www.immaculatevegan.com), says: "One of the reasons I love working with Annick and the incredible team at Immaculate Vegan is that their talent for spotting the hottest new brands with divine collections, ones designed and created to be loved and worn for many years, is a real joy. The benefit of being a marketplace means no stock ends up in landfill and they can showcase an ever-evolving edit of beautiful brands that you know have been fully vetted to ensure they are the most ethical, sustainable and vegan brands, so you can purchase knowing the legwork's been done for you. I'm really excited about VILDNIS and know it's going to be a huge hit – beautiful collections, incredible attention to detail and at a fair price point. One to watch for sure.

By adopting innovative and truly responsible practices while delivering stylish collections, VILDNIS is taking sustainable fashion from a trendy buzzword to status quo. The company's dream is that one day we won't need to talk about sustainable fashion, simply fashion.

Check out the collection now at [www.ImmaculateVegan.com](https://www.immaculatevegan.com).



## Inpost joins forces with sustainable fashion trailblazer Yellow Octopus

A new partnership is set to increase convenience of using clothes recycling app 'regain', to help drive greener consumer behaviour.

InPost, a leading out-of-home and eCommerce delivery company, has announced a new partnership with sustainable fashion trailblazer Yellow Octopus Group, which aims to offer consumers a more convenient and greener way of donating and recycling clothes.

The collaboration aims to encourage and incentivise more sustainable behaviour by offering consumers exclusive discount coupons for every donation made and, in doing so, contributing to the creation of 'circular fashion' – with old clothes being reused, recycled or remade into new products and preventing them from ending up in landfill. The collaboration aims to encourage and incentivise more sustainable behaviour by offering consumers exclusive discount coupons for every donation made and, in doing so,

contributing to the creation of 'circular fashion' – with old clothes being reused, recycled or remade into new products and preventing them from ending up in landfill. The circular fashion industry is a fast-growing movement to reuse and recycle all materials, eliminating waste and pollution, and regenerating the environment.

Consumers can register old clothing via Yellow Octopus's reGAIN app and drop off donations to any InPost locker in the UK, completely free of charge, with the whole process taking a matter of seconds. This makes it even more convenient to participate in the scheme, helping to further boost the green benefits of signing up to the service by reducing the environmental impact of shipping the clothes.

The reGAIN programme — which also features as part of Stacey Solomon's latest clothing collection for In the Style — enables unwanted clothes to be distributed to charities as well as across a network of textile recycling innovators, research initiatives, students' projects and fashion designers – to be renewed, upcycled or recycled into new sustainable products.

InPost's ambition is to green the delivery and returns of circular fashion by managing the process more efficiently and sustainably. The home delivery trend for online shopping and returns could become unsustainable if it continues to surge. Accordingly, the fashion industry is facing heavy pressure to reduce carbon emissions and waste, not least from a new generation of consumers who demand more environmental accountability; this has given added impetus to the argument for circularity.

Jason Tavaría, CEO of InPost UK said: "We're pleased to partner with Yellow Octopus to support its reGAIN programme. This collaboration is another vote of confidence for fashion's fast growing circular economy. Our own research suggests that consumers – especially 18- to 34-year-olds – are increasingly looking for ways to live more sustainably. What we need to do is try to make it as convenient as possible to adopt green behaviours. That's why we're so excited to play an integral part in helping to scale this concept, by making it super convenient for consumers to participate and completely free to send donations via lockers. With the added bonus of a money-off voucher in return, it's a win-win for consumers".

Jack Ostrowski, Founder of Yellow Octopus Group, said: "We are thrilled to partner with InPost to create another amazing channel to donate and recycle unwanted clothes. Now anyone who wants to send donations to the reGAIN app can also do it via InPost lockers, which means we'll be able to get even more people on board using the app. It's so important for us to make it as easy as possible for people to get behind reGAIN, in order to drive consumer behavioural changes, as we push to transition from a linear fashion industry model to a circular one".

InPost's own research shows that over half of those aged 18 to 34 (51%) say that they are more concerned about the environmental impact of delivery and returns today than in the past.

By partnering with Yellow Octopus, InPost hopes to build greener out-of-home collection and returns options for circular fashion and, in turn, make it free of charge for consumers to donate, and supercharge the convenience of participating in reGAIN to help encourage consumers towards more sustainable behaviours.

The reGAIN program has been recognised by EDIE as a Sustainability Leaders Award Winner in the Circular Innovation of the Year category, and Yellow Octopus Group has also won the Queen's Awards for Enterprise from Her Majesty Queen Elizabeth II.

## People Tree introduces new styles to its certified organic cotton denim range for AW21

A few seasons have passed since People Tree first launched organic denim, commencing with the Cecile Straight Leg Jeans, a best-selling style that formed the basis of their continuity line. The sustainable fashion brand has slowly added to the range, season after season, with new cuts of jeans and dungarees, all composed from 100% Global Organic Textile Standard (GOTS) certified organic cotton, with low impact scores in Environmental Impact Measure (EIM).

The AW21 denim range used up to 95% less water to produce than conventional denim production. In line with People Tree's rebrand for AW21, their coveted new denim styles feature standout pieces, including the Enora Barrel Leg Jeans, Yara Denim Boilersuit, Pari Shirt Dress and Kayma Slim Jeans. In addition to the classic blue wash denim, they have introduced some favourite styles in Natural shade this season, breathing new life into the collection. The additions to the denim range for the new season tie in perfectly with People Tree's overall AW21 collection, which showcases beautiful handwoven ruffle shirts, organic cotton jersey essentials and statement wool knitwear.



Yara Denim Boilersuit (£149)



Brooklyn Twill Dungarees (£95)



Enora Barrel Leg Jeans (£95)

People Tree's 100% GOTS organic cotton provides a 'rigid' vintage fit that moulds to and instantly flatters every silhouette. The unrivalled quality of organic denim stands the test of time, making them truly forever purchases. Conscious shoppers will be looking to integrate organic denim into their capsule wardrobes as reliable, staple pieces that can be worn all year round.

The collection uses GOTS certified Organic Cotton. This ensures transparency and traceability of the supply chain by making sure the whole process is organic certified, from harvesting of the raw materials, through to the environmentally and socially responsible manufacturing, up to labelling.

Made by Sarp Jeans: People Tree has teamed up with the Turkish producer Sarp Jeans (renowned for their sustainable and ethical credentials) to reduce the environmental impact on the manufacturing of jeans, which, in an industry infamous for its negative environmental impact, is something to be proud of. Prices range from £65 - £149 across a range of styles.



## Autumn capsule collection for him and her

*Reaffirming their position as pioneers of circular fashion design, Riley Studio will launch Collection 07 in October 2021, rooted in principles of eco-innovation, radical transparency and gender-free design.*

A direct reaction to the restrictions we have all lived through over the last 18 months, Collection 07 celebrates the freedom of being outdoors – the regenerative act of repair and the optimism for positive change that Riley Studio always aims to inspire.

This new collection sees Riley Studio broaden its palette in terms of texture, pattern and product type. Hinting at a longing for physical contact, the collection includes a range of tactile textures, such as crinkled recycled nylon, thick organic cotton corduroy and super-soft recycled cashmere, which are designed to be clashed and mixed.

Further emphasising the collection's connection to the natural world, an organic palette of natural colours includes midnight navy, rust and pebble grey.

Riley Studio's fundamental commitment to eco-innovation is expressed through a series of exciting new fabric developments for Collection 07. Riley Studio's first piece of down outerwear is crafted from technical recycled nylon that's dyed with food waste – onion skins and rice husks to be precise – by the pioneering Japanese mill Komatsu. Adding to the garment's eco credentials, recycled plastic bottles are used to make the insulated wadding that fills the jacket.

Low impact wool is another innovative material to celebrate within Collection 07. A British success story that's reinvigorating a historic industry, this wool goes from field to fibre within a 150-mile radius. The final product has been left undyed to celebrate the natural colour of the wool and to avoid the added environmental impact caused by the dyeing process, while a patchwork knit pattern nods to the theme of repair that's central to Collection 07.

Other key fabric stories in the collection include a 100% recycled flannel check shirt, which is cut from a recycled cotton and recycled polyester cloth made from ECOLIFE yarn, milled in Spain by Belda Lloréns. Sustainable viscose produced from wood bark and ReCot recycled cotton are also used in the new collection, which continues Riley Studio's mission of transforming waste material into timeless, gender free clothing.







# RILEY STUDIO

Finally, Riley Studio's bestselling recycled cashmere knitwear also returns in the new colours of midnight navy, rust and pebble grey, for Collection 07. The recycled cashmere range is also expanded with a collection of accessories that includes hats, gloves and socks, which come together to make perfect gift sets.

## About Riley Studio

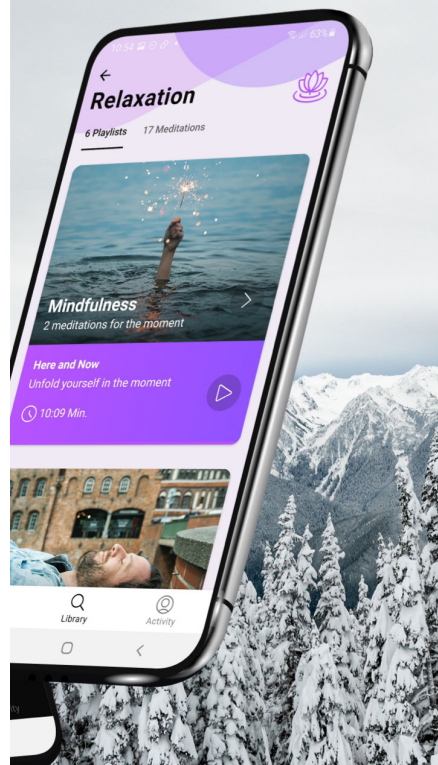
Riley Studio creates gender-free fashion from organic and waste materials. Their timeless wardrobe staples are crafted from innovative recycled fibres and fabrics sourced from ethical partners, as part of a design process that has circularity and compassionate consumerism at its core.

Extending the lifespan of a product is the simplest way to make it more sustainable. When you buy a Riley Studio garment, you are buying a piece for life. Garments are designed without the limitations of gender or trends. What's more, damaged Riley Studio garments are repaired. They also recycle unwanted ones, creating a fully circular system. Together with their growing community of Kind Humans, they are working to create a circular future where people and the planet exist in balance.

### Binaural beats app helps you relax

Binaural beats are a scientifically proven method of sound therapy to promote various states of mind, such as relaxation, sleep or concentration, by means of sounds in the oscillation range of brain waves. We love binaural beats so were keen to try this new meditation app from Sonamedic. Developed to offer a combination of guided meditations, music and soundscapes composed specifically for the purpose of mindfulness practice and binaural beats. A majority of the Sonamedic employees have a musical background with experience in composition, sound engineering and professional audio production, and this experience is reflected in the highest sound quality for the app.

**A free trial is available in the App Store or on Google Play.**



## WELLNESS



### Gender neutral skincare for teens

SKWAD™, a capsule collection of gender-neutral skincare designed specifically for young skin, has recently been launched. The range includes an exfoliator, toning spray, moisturiser and shaving mask. Priced from £15.99 to £19.99.

- All products in the range are marine safe.
- The main packaging is made from aluminium, which is widely recycled.
- Each order comes with a skateboard sticker which is completely biodegradable.
- Some of the products use upcycled ingredients.

[skwadshop.com](http://skwadshop.com)



### Planet friendly toothpaste

Found in their distinguished, refillable glass jars, Brushd Toothpaste Tablets are the planet-friendly alternative to toothpaste. Specially formulated to make sure that no compromise is made on your oral health – simply place one tablet in your mouth, chew and brush! Created with organic peppermint powder, these leave your mouth feeling not only clean, but minty fresh. Available in both Added Fluoride and Fluoride. No paste – no waste

Once you have finished your Brushd Toothbrush Tablets, simply order a refill pack (£3.99 for 62 / £4.99 for 120) and upcycle your glass jar. **Brushd toothpaste tablets, £4.99 for 62 and £5.99 for 124**



### New liquid gold tanning drops

Ultra-easy to use and suitable for all skin types, Green People's unscented tanning drops can be mixed with any facial moisturiser or body lotion and then applied to the skin. The scent-free formulation ensures that these fast-working tanning drops can be used in combination with scented products, won't leave a lingering fake-tan smell on linen and can be used by those sensitive to fragrance.

Vegan, cruelty-free, they are also ideal for those who are nervous about self-tanning at home. These customisable skin tan drops can be used to tan face and body and develop into a smooth and even tan within hours of application. A non-streaky tan develops 12-24 hours after application and lasts up to five days. Thanks to the addition of pentasaccharide-rich seaweed and antioxidant green tea, this skin-tanning serum also leaves skin feeling soft and firm, and protects against free radicals to help maintain a youthful skin appearance.

**£35 for 30ml, [greenpeople.co.uk](http://greenpeople.co.uk).**



### Refillable makeup palettes

Benecos refillable makeup palettes are perfect for mixing and matching the certified organic, vegan and cruelty-free pressed powder 'It-Pieces'. Simply purchase the 'It-Pieces' empty tray (£5.65) and combine your favourite colours, from 29,723 combinations, to create your own unique palette of eyeshadows, blush, highlighter and bronzer. Eyeshadows start from £3.95. Pre-filled starter packs are also available at £21.95. [benecos.uk](http://benecos.uk)



### Save water with Foamie

Our favourite shampoo and body bar brand, Foamie, have just launched a 100% natural and 100% plastic-free dry shampoo. They say that by replacing your daily hair wash with a dry alternative, once a week, you can save, on average, 50 litres of water per person, per year! The new dry shampoo comes in two versions, one for blonde/light hair and one for brunette/dark hair, and the natural colour particles ensure that the powder blends perfectly, leaving no visible white residue.

RRP £6 (40g), from [lookfantastic.co.uk](http://lookfantastic.co.uk) and [foamie.co.uk](http://foamie.co.uk).



## Douvall's and a women's co-operative

Created by mother and daughter team Alicia and Georgia Douvall, this exciting, growing, award-winning range was born after they discovered the phenomenal benefits of argan oil. They found a gap in the market for a skincare and wellness range that not only is multi-tasking, it is packed with naturally derived skin invigorating ingredients that really work, are eco-friendly and natural.

Douvall's has a direct and exclusive partnership with a women's co-operative in Morocco to give their customers the best raw, first cold-pressed argan oil on the market. The argan oil is sustainably harvested by the wonderful ladies of the co-operative, who have an ecosystem reforestation project to ensure sustainability.

Initially in their search for a women's co-operative they went to twenty various argan co-operatives in Morocco and quickly realised that many were not genuine women's co-operatives. They were determined to find the highest quality, first cold pressed (virgin) argan oil that also gave back to the ladies in Morocco, their families and their local community, and had a sustainability programme in place.

The co-operative helps women have their independence – providing a fair wage, good working conditions, childcare and education; they even built a school for the ladies' children. Women working for women!

Douvall's women's co-operative works with traditional and modern methods, maintaining Moroccan craftsmanship and the purest argan oil, with no heat or water used. At every visit, they notice an improvement in facilities, equipment and, most importantly, the growing community of women.



Traditionally, the Berber women of Morocco are not allowed financial freedom or education beyond a basic level, especially in the semi-deserts of Morocco. Together, Douvall's financially empowers as many Berber women as possible, along with educating their children, allowing them to achieve further education and to close the gap between inequality. Many of the women at the women's co-operative are widowed or divorced and find a support system within the women's co-op, allowing them to work, earn a wage and have childcare provided.

The argan tree takes 14 years to bear its fruit, harvested only three months of the year. This precious oil has been the beauty secret of Moroccan women for hundreds of years. Douvall's 100% pure organic Argan Oil Moisturiser delivers significant multi-tasking, restorative and powerful results for glowing and nourished skin. Douvall's argan oil can be used on the face, body, hair and even nails!

The Douvall's co-operative prides itself on high quality ingredients that are sustainably sourced, along with being eco-conscious and committed to giving back to our planet, society, partners and customers. For every order, a tree is planted and protected with The Eden Reforestation Projects which not only plant trees but also improve the local communities by employing from within them.

Last July, Douvall's released their plastic-free soaps that are made with natural and organic ingredients, and can be used as face and body wash or even a shampoo bar. With every soap sold, one is given to local communities in need. Douvall's latest release focusses on ultimate sustainability, using the foraged ingredient nettles – the most sustainable way to get ingredients for food or skincare. From this, Douvall's released its Argan and Nettle oil for skin and hair – completely organic, natural and wild!





## Object raises 'The Bar' - zero waste, zero effort, and zero compromise

Object Beauty launched early this year with one core belief: that you shouldn't have to compromise on sustainability to find affordable, luxury beauty and self-care products. They're raising 'the bar' for zero-waste hair care!

### Inclusivity

Object's Bars are designed for all races, sexes and genders, so, whoever you are, you can lather up and know that these products are made for you and they stand with you. In the company's first photoshoot, they set out to choose models who covered a range of genders and identities, and showed the brand to, genuinely, be standing for everyone. Their brand images show the beautiful non-binary @meganemercury recently featured in VOGUE España, the standards-smashing Clara, and Curly-wurly Pablo, to show a range of hair types to truly represent their audience - everyone.

### Zero waste

Object Beauty's team has made it their mission to produce a plastic-free solution to hair care, without compromising on quality. The packaging is made from a blend of recycled cotton (removing waste and carbon from the fast fashion industry) and bamboo, to give the box that cardboard-like feel, and fit straight through your letterbox – making sustainable shopping from home even easier.

They have also received a Positive Luxury Butterfly Mark, recognising them as a luxury brand committed to creating a positive impact on people and the planet. The Butterfly Mark, that is displayed alongside each of the products on Object's website, tells their customers and peers that they are a brand to trust, and are committed to an on-going sustainability journey, guided by the expertise of the Positive Luxury team.

### Positive Luxury co-founder Diana Verde Nieto said:

"We are delighted to announce that Object has been certified with The Butterfly Mark. Object have fully embedded sustainability throughout their business, working to create an innovative luxury product that is both socially and environmentally responsible."

Each of Object's bars is the equivalent of around three bottles of liquid shampoo / conditioner / body wash - and can last for up to a year, making plastic a thing of the past for longer! They now boast a Pure Beauty Global Highly Commended badge for Best New Sustainable Hair Product 2021, and Gold in the Global Green Beauty Awards for Best Sustainable Hair Product 2021.

### Salon-grade expertise

Created with the expertise of industry professionals, hairdressers and an award-winning British Fragrance House, the team at Object strives to provide the highest quality, and each product has its own individual scent. Their products are designed to really lather up, and target different hair and body care needs, with uplifting fragrances from which to choose.

### 'Growing' their community

Object founders Jack and Hugo don't just want to grow their following on social media, they want to make deeper roots into change – so they've created a community page where shoppers can learn about all elements of their journey. They've also vowed to plant at least one tree for EVERY SINGLE email subscriber; when shoppers sign up to Object's monthly newsletter, they go out with gardening gear on! They're not just growing a business; they need our help to grow a forest. All Object's zero-waste Bars are £14 – available at [www.objectbeauty.com](http://www.objectbeauty.com).

### Natural – vegan – ethical – palm oil free – gender-neutral – glastic-free – salon-grade

Object create natural, zero-waste beauty products that work well and that look great – after all, why should standing up for what you believe in mean compromising on quality or design? Object is designed for all races, sexes and genders, so, whoever you are, lather up and know that our products are made for you and Object stands with you.

Object to bathrooms overflowing with plastic waste with their range of solid shampoos, conditioners and cleansing bars.

All products available at [www.objectbeauty.com](http://www.objectbeauty.com) or @objectbeauty.

All shampoo, conditioner and body care bars are £14, travel tins £5 and shower dishes £12.

## US-based Esembly reduces the use of diapers

Esembly is a complete sustainable diapering system providing parents with everything they need to radically reduce waste from organic diapers (nappies) and skincare, to stylish storage bags and specially-formulated detergent. Esembly, with its perfect balance of artfully designed products and science-based education, is starting a movement to inspire families to rethink the consumption of single use disposables.

There are 11 million diaper-age babies in the US right now – each using, on average, 57 diapers per week. That's over 32 BILLION disposable diapers being thrown away every year in that country alone. By contrast, Esembly babies will use 44 diapers total from birth to potty training. Esembly diapers are responsibly manufactured using fabric made from 100% post-consumer plastic bottles and GOTS certified organic cotton. The company offsets the carbon used to move its goods from factory to warehouse, and the customers are offered the option to purchase a carbon offset at checkout to cover the movement of their purchase(s) from warehouse to their home.

Esembly was born late in 2019, but the story actually starts in Brooklyn in 2009, when the founders launched a diaper laundering service called Diaperkind. Created for urban families who wanted to use cloth diapers but didn't have access to a washer and dryer at home, the Diaperkind service caught on quickly and attracted hundreds of customers, all over NYC, in its first year.

Esembly diapers are reusable, and when your diapers are reusable, you can never run out! In the current pandemic, disposable diapers are scarce, as suppliers scramble to keep them in stock. Store shelves are often empty and Amazon is having to cancel subscriptions due to lack of inventory. This is problematic for parents whose babies go through 50 to 80 diapers per week. Even if/when disposables are readily available, keeping enough diapers on hand during the pandemic required either stockpiling hundreds and hundreds of diapers at once (which is both costly and requires storage space), or making frequent trips out of the safety of one's home to the store.

Esembly is the first brand to offer a complete, proprietary diapering system, providing everything that a family needs to diaper-sustainably from birth through to potty training.



- Esembly diapers never end up in the trash. Their Recycle/Resell program ensures their diapers are 100% landfill-free.
- Esembly's cotton diapers are GOTS-certified organic, and the waterproof diaper covers and storage bags are made of 100% post-consumer plastic bottles. The best part, though, is that Esembly diapers are leak- and "blowout"-proof!
- Using a decade of experience laundering diapers commercially, through the first business, Diaperkind, the founders (along with their chemist) designed and formulated a line of laundry products that are powerful enough to tackle dirty diapers, gentle on baby skin and respectful of our planet.
- All Esembly's paper packaging is made of 100% recycled content and is 100% recyclable.

The only true way to reduce impact is to reduce consumption. Esembly is helping families live less disposably, while saving them money and making their lives as parents easier.



## Markets & festivals

If you enjoy vegan markets and festivals, there's plenty of choice across the UK this autumn...

Get some festive vegan cheer and a wonderful Christmas shopping experience at four fantastic vegan Christmas markets happening this November from Vegan Events UK. These popular events feature a wide variety of fantastic stalls, including some traditional Christmas food, free food to try, plus a wide range of inspirational Christmas gift ideas for all ages.

These four fabulous markets, taking place in Bath, Colchester (Essex), Manchester and Leeds, will feature the best of vegan fashion, jewellery, perfume and accessories. There are gifts like scented candles, cruelty-free cosmetics, plastic-free goodies, presents for your companion animal, plus a range of inspiring charities, catering, info and free food samples.

**Bath Vegan Market** is an indoors event and takes place from 10.30am to 4.30pm on Saturday 6th November, at Bath Pavilion, North Parade Road, BA2 4EU.

**The Great Yorkshire Vegan Christmas Market** is an outdoor event and takes place from 10:30am to 4:30pm on Sunday 14th November 2021, at Leeds Kirkgate Market, Vicar Lane, Leeds, LS2 7HY. The venue has disabled access and allows service dogs.

**Essex Vegan Market** is an indoor event and takes place from 10:30am to 4:30pm on Saturday 27th November 2021, at Colchester Charter Hall, Colchester Leisure World, Cowdray Avenue, Colchester, CO1 1YH. The venue has disabled access and allows service dogs.

**Manchester Vegan Christmas Market** is an indoor event and takes place from 10:30am to 4:30pm on Sunday 28th November 2021, at Bowlers Exhibition Centre, Longbridge Road, Manchester M17 1SN.



Entry into each event is £5, payable per day on the door (under 16s free), or £15 for VIP tickets in advance from Eventbrite, to include fast track entry and a goody bag full of vegan products, samples, discounts and offers. Each venue has its own car park.

Please note that these events will be going ahead subject to the restrictions at the time of each event and organisers will be following social distancing measures according to laws laid out at the time.

Vegan Events UK was founded in 2017, with the joint aim of promoting veganism and helping to fund the vegan-led animal welfare charity Miracle's Mission, which is trying to set up a dedicated Disabled Animal Rehabilitation Centre to help the most vulnerable animals in need. The centre will provide dedicated care for the most vulnerable dogs and cats. They will receive thorough veterinary assessments, MRIs, surgeries, the fitting of prosthetics, and doggy wheels. At the moment, the charity is raising money to buy the property upfront, which is a massive cost for such a small charity to bear. [veganeventsuk.co.uk](http://veganeventsuk.co.uk)

### Vegan markets

Whether it's vegan fried chicken, coconut cheese, or the latest in cruelty-free beauty, you'll find something to bring a smile to your face at one of the vegan markets in over 40 locations across the UK. It doesn't matter if you're vegan, vegetarian, or just curious – you're guaranteed a fun-filled and delicious day out. Find a location and date near you: [veganmarkets.co.uk](http://veganmarkets.co.uk)

### Balance Festival, Old Truman, London E1

Balance Festival is back, from 12th to 14th November 2021. Book early bird tickets now; adult early bird ticket prices start at around £27. Here's a taste of what you can expect... to find out more, visit [balance-festival.com](http://balance-festival.com).

#### Explore and sample

Discover a wellness that works for you. Scope out the latest athleisure labels, taste-test nutritious food, sip cocktails in the Mindful Drinking Zone, and enjoy pamper sessions from some of their favourite natural beauty brands.

#### Learn from the best...

Get inspiring wellness advice from those in the know: Join celebrity chefs as they whip up nutritious food in the Live Cooking Theatre, let awe-inspiring yogis and mindfulness gurus guide you, and soak up the wise advice of leading lifestyle experts.



**Award-winning eco-spa**

The Good Spa Guide has unveiled the results of its 11th annual awards at Spa Life UK's annual two-day conference in Bedfordshire. Aquarias Spa at Whatley Manor, Wiltshire was named the Best Spa for the eco-conscious. This award recognises their use of ethical products, sustainably sourced food, eco-positive laundry choices and their overall commitment to operating in an environmentally responsible way. In just over two years, the Whatley team have achieved some key goals, removing single use plastics from guest rooms, educating the team to reduce, reuse and recycle, and rethinking waste management, utilities and supplier relationships.

These efforts have already been recognised, as Whatley has been awarded five globes from EarthCheck accreditation, and industry sustainability awards from Condè Nast Johansens: Most Sustainable Hotel 2021, Winner of Best Eco-Conscious Spa 2021 at the Good Spa Awards and, in January 2021, Whatley was amongst the first 23 UK properties to be awarded a Green Michelin Star, recognising sustainable gastronomy. With ambitious business plans in place for the future, the spa aims to be at net zero emissions by 2028.

[whatleymanor.com](http://whatleymanor.com)



**Bioapron for therapists**

Sustainable textile brand Scrummi Spa has introduced a new protective apron for therapists working in the professional beauty sector. It's 100% plastic-free and made from plant-based material. Recognising the concerns of the professional beauty industry over the large volumes of plastic and non-recyclable PPE being used due to the pandemic, the team at Scrummi set out to provide more planet-friendly alternatives. The new BioApron is certified by the internationally-recognised Seedling Standard EN13432, meaning that it's suitable for composting in commercial and domestic waste streams.

[scrummispa.com](http://scrummispa.com)



**Greek eco-spa adds three new rock pools**

Calilo, the hedonistic luxury hideaway on the little-known Greek island of Ios, has hit the headlines this summer by welcoming a stream of celebrity guests. Calilo is part of Luxurlos, a family-run sustainable tourism project run by the Michalopoulos family. Their aim is to preserve, protect and nurture the island of Ios. Determined to save Ios from the fate of its glamorous but over-developed neighbouring islands of Mykonos and Santorini, the family acquired a large part of Ios over a decade ago and have left 95% of their land untouched. The design of the developments is the vision of Angelos Michalopoulos, who has used environmentally-friendly methods with construction materials extracted from the ground of the site, resulting in stunning marble and granite structures unlike any other resort.

Built into the natural stone landscape, their three new Insta-worthy Rock Pools are set in secluded spots overlooking the sea, and offer a truly magical experience. With natural shade protection from the sun and wind, the venues offer unparalleled privacy for groups of 30 to 50 people. Two of the pools, called the Dreamers Heart Rock Pools, are carved in a distinctive heart-shape, while the third is circular.

In line with the family's commitment to sustaining Ios's natural beauty, the Rock Pools were built from materials extracted from the ground and cut and carved by local craftsmen. The new Rock Pools can be booked for marriage proposals and other milestone moments. A further nine Rock Pools are to be introduced in 2022.

[calilo.com](http://calilo.com)



**Revamp for Fawsley Hall Hotel & Spa**

Part of the Hand Picked Hotels chain, Fawsley Hall Hotel & Spa in Northamptonshire has undergone a significant refurbishment of the spa, following a £1.5m investment. The spa has also expanded with a new Himalayan salt sauna, steam room and six treatment rooms with Gharieni concept beds. The spa menu has introduced new treatments, supplied by its spa partners Elemis and Comfort Zone to enhance the spa opening. A new spa garden will open within the hotel's 2,000 acres of lush grounds later this year.

Hand Picked Hotels are committed to acting in a socially responsible manner, with activities to manage waste reduction, improve energy efficiency and reduce their carbon footprint, having been in place for some years. [handpickedhotels.co.uk/fawsleyhall](http://handpickedhotels.co.uk/fawsleyhall)

**Brushpod® - the world's first cat brush with catnip**

Sustainably designed using eco, safe, recyclable and cat-friendly materials, the circular brush head sits neatly in the palm of your hand and has four uniquely designed micro-meshes that lets the catnip aroma breathe through. Inside the container are some extra goodies, too. Every BrushPod® comes with a pair of custom soft-touch claw clippers, a low power (eye-safe) three-in-one laser toy and a full canister of an organically sourced mix of catnip and matatabi. Attracted to the catnip aroma, most brush-hating cats can't resist!

£35, inc P&P, [kubaandleia.com](http://kubaandleia.com)



**Keep your pooch clean**

Faith in Nature's new dog shampoo collection is PH balanced, natural and made from 100% essential oils. Refillable, vegan, cruelty-free and housed in 100% recyclable and recycled packaging, it comes in three variants, depending on the doggie hair dilemma:

- DETANGLING – for Curly Coats and Knots – perfect for curly coats and knotty nightmares.
- GENTLE – for Sensitive Dogs and Puppies – to gently cleanse sensitive dogs and puppies.
- DEEP CLEANSING – for Dirty Dogs – fox poo doesn't stand a chance!

**Dog Shampoo – £5.79 (400ml – £50 for five litres) and Dog Shampoo Bar – £5.79. Available from selected retailers and [faithinnature.co.uk](http://faithinnature.co.uk).**



**Eco treats for your dog**

An eco-conscious treat alternative for your furry loved ones! Reward them with these dehydrated Spinach Biscuits made with responsibly sourced, organic spinach, which is a natural source of iron and antioxidant vitamins. The biscuits also contains coconut oil, which is good for a healthy coat and skin. Gluten-free – grain-free – no additives – no added sugar.

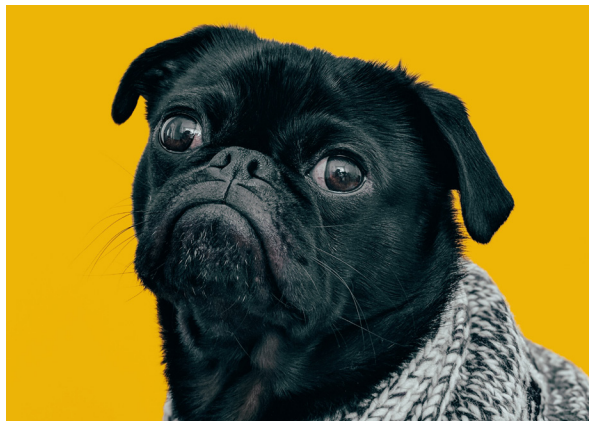
£9 for 200g, [wearthlondon.com/organic-spinach-dog-biscuits](http://wearthlondon.com/organic-spinach-dog-biscuits)



**Soft and shiny coats**

Pooch & Mutt has launched its new functional dry food, 'Soft & Shiny', for dogs that need a little extra help in maintaining moisturised skin and a glossy coat – designed to improve skin and coat health and help pooches feel good from the inside out. The premium ingredients list found in this grain-free, junk-free food, specifically chosen for their hair-care benefits, could easily be mistaken for those found on the back of a luxury haircare product, with collagen, biotin and zinc, to name a few. The brand has spared no expense in this premium recipe... because your pooch is worth it.

£13.99 for a 2kg bag, [poochandmutt.com](http://poochandmutt.com)



**More than a brand...**

Project Blu is on a mission to revolutionise the pet accessories market, by transforming ocean-bound plastic and used clothes to create 100% recycled fabric and fillings. Since 2019, Project Blu has converted over six million plastic bottles into eco-friendly items for pets. Products are manufactured in Italy, with top quality materials and craftsmanship to ensure that your products last and do not become victims of the 'throwaway culture'.

Project Blu believes in the circular economy. Once consumers have had full use of their products, they help them donate these to local animal shelters, or provide assistance on how they can be effectively recycled. Project Blu also makes a donation from every sale to the Plastic Bank, which builds and activates recycling infrastructure in the world's poorest regions. Ocean-bound plastic is collected and returned for cash, digital currency, healthcare, school tuition and more.

Visit [projectblu.co](http://projectblu.co) to see the range of beds, collars, leads, toys and more.

# the Pheasant at Neenton



## Holiday 'kneads': 10 staycation ideas that let you indulge in your favourite lockdown hobbies

From becoming a master baker, to quilting or learning a musical instrument, there's a whole host of new hobbies we've developed in the past year, thanks to the lockdowns.

With staycations in the UK now underway again, online booking platform eviivo has compiled a list of ten independent accommodation properties in the UK providing opportunities to indulge in your favourite pastimes.

Whether pampering a new pup in Devon, satisfying sourdough 'kneads' in East Yorkshire or star gazing in Scotland, there are a wide variety of experiences to accommodate holidaymakers' new-found interests.

### 1. Dog-owning: Bulleigh Barton Manor

Awarded 'Dog-friendly Business of the Year' in the 2018 Visit England Awards, this South Devon property welcomes dogs and their owners for a relaxing staycation in a country style B&B. Dogs are treated to the ultimate 'A la Bark breakfast' in the morning, and there are four acres of grounds for furry friends to 'ex-paw'.

<http://www.bulleighbartonmanor.co.uk>

### 2. Cycling: York Holiday & Cycle Stop

These high-quality glamping pods near York offer great cycle-friendly facilities for roadies who have enjoyed life on two wheels during lockdown. Only 1.5 miles from the Way of the Roses cycle route, guests can enjoy a great night's sleep in the landscaped grounds, and take advantage of secure cycle storage and a bike wash area.

<https://www.yorkcyclestop.co.uk>

### 3. Bread making: Highfield Farm

For those bitten by the bread making bug over the past year, Highfield Farm is a great choice, where guests can 'prove' their skills at the Yorkshire Wolds Cookery School. Situated in the charming market town of Driffield in East Yorkshire, this B&B offers a peaceful stay in a luxury property as well as sourdough and cookery courses for all tastes.

<https://www.highfieldfarm.co.uk>

#### 4. Birdwatching: Trustans Barn

Situated just five miles from the RSPB's Minsmere and Dingle Marshes coastal nature reserves, this superb barn conversion in Darsham, Suffolk is surrounded by meadows and is a treat for wildlife watchers and birders. Nature lovers won't want to let the opportunity to stay in The Swallow or The Nest rooms fly by!

<https://www.trustansbarn.co.uk>

#### 5. Learning an instrument: Teach an Cheoil

Called The Music House in English, those that enjoy the art of music will like the sound of this holiday experience. Guests can enjoy music courses playing traditional Irish music with the banjo, mandolin, flute, whistle and accordion at this bilingual B&B, set in the scenic Glens of Antrim, close to Ballycastle, Northern Ireland.

<https://www.teachancheoil.com>

#### 6. Quilting: The Old Bakery

Located in the heart of North Norfolk countryside, embroidery enthusiasts will be impressed by the Old Bakery B&B. This property boasts a quilt studio where visitors can sew to their heart's content. Winners of eviivo's 'Bed, Breakfast and Beyond' award in 2019, the property also offers a self-catering holiday cottage.

<https://www.theoldbakerynorfolk.co.uk>

#### 7. Painting: Westcroft Guest House

In a quiet corner of Cornwall, this boutique B&B in Kingsand offers guests the perfect escape and is just 20m from the scenic beach. It boasts its own private art gallery, to which guests are given exclusive access. They are encouraged to choose their favourite Cornish artwork to hang in their room and inspire their own seascape masterpiece, during their stay.

<http://www.westcroftguesthouse.co.uk>

#### 8. Stargazing: Black Burn Lodge

Located in the Scottish Borders, on the edge of an International Dark Sky Park, this modern design boutique B&B offers guests use of their very own 200mm telescope. Night owls can feast their eyes on up to 2,000 stars at a time and look up at the Milky Way, Andromeda Galaxy, meteor showers and Saturn's rings.

<https://www.blackburnlodge.co.uk>

#### 9. Supporting the community: The Pheasant

Run by the local community, this restored pub, reopened after nine years of closure, extends a warm welcome to staycationers exploring Shropshire's glorious countryside. A community hub where both locals and visitors meet to socialise, The Pheasant is a thriving classic country inn, offering three stylish and comfortable rooms.

<https://www.pheasantatneenton.co.uk>

#### 10. Sustainable living: Monkton Wyld Court

A large country house in an idyllic Dorset location, Monkton Wyld Court is an educational charity offering courses to promote sustainable living, from herbal medicine and yoga to hedge laying and scything. The property offers rooms and vegetarian meals, and lets guests swap their carbon footprint for a muddy one.

<https://monktonwyldcourt.co.uk>

For more information on eviivo, visit <https://eviivo.com>.





## ‘Green’ savvy Brits switch planes for trains

A new survey conducted for Omio by YouGov shows that 57% of Brits are now willing to change their preferred mode of transport to a more environmentally-friendly option – a significant shift from Omio’s previous survey, conducted in November 2019.

This compares with 45% in Germany and 40% in France. Forty-five per cent of Brits surveyed said that they would choose trains over planes for travel based on greater sustainability, although pricing continues to be a key motivator; 49% would be more likely to switch to rail travel purely if the ticket price was cheaper than flying. Almost a third of UK respondents would happily accept a slightly longer journey if it had a positive impact on the environment, with almost a third willing to spend up to an additional 30 minutes travelling, and 16% content to double that to up to 60 minutes longer.

To highlight the sometimes hidden benefit of taking a train or bus, Omio has revealed that some of the most popular routes across Europe are quicker by train or bus than flight, demonstrating the time that could be shaved off the journey as well as the carbon emission saving, if globetrotters were to ditch the plane in favour of a bus or train. Taking the train from London to Brussels, for example, could reduce the door-to-door travel time by more than three hours versus flying, with 55% less in CO2 emissions. Similarly, the journey from Paris to London is around three hours quicker by train than by plane, and also equates to a CO2 saving of 55%.

Multi-modal travel app Omio has always sought to highlight the ease of making sustainable choices by providing transparency around the cost, time and environmental impact of travel across different modes of transport. Back in November 2019, Omio commissioned a Europe-wide survey which revealed that travellers prioritised time and money over the environmental impact of their journeys, when choosing their mode of transport. At that time, 58% of respondents from across the UK and Europe recognised that trains represented the greenest way to travel, but 34% did not consider environmental impact when choosing how to get from A to B. Unsurprisingly, it’s the younger demographic who are leading the way with sustainable choices – 11% of UK respondents aged 18 to 24 said that they always consider environmental impact when making travel decisions, against an overall average of 8%.

The stats indicate a 10% swing in awareness of the links between climate change and travel choices, with only 9.8% of UK respondents to the 2021 survey admitting that they never think about the impact of travel, compared to 19% in 2019. For the budget-conscious, buses can often represent the best option and, in fact, one in four Brits claim to prefer buses to planes or trains if the price is right. Almost as many (22%) prefer to take the bus rather than fly if the connection is more convenient, while 19% would opt for bus travel if it ended up in a faster journey overall than by plane.



## NEOM partners with KAUST to create the world's largest coral garden

The NEOM Company and King Abdullah University of Science and Technology (KAUST) have announced a joint project to establish the world's largest coral garden at Shushah Island in the Red Sea area of NEOM, in northwest Saudi Arabia.

The project is a tangible demonstration of Saudi Arabia's commitment to protect 95% of nature within NEOM. The 100-hectare Shushah Island Coral Reefscape will showcase reef restoration innovations and accelerate solutions for conserving coral reefs in a changing climate. Set to be completed in 2025, the investment is a centerpiece of NEOM's vision for developing "in harmony with nature" and accelerating the transition to a more sustainable relationship between people and planet.

Due to climate change and other environmental stressors, the coral reefs are under increasing threat around the world. Coral restoration can play a key role in helping reefs recover from damage. With the added advantage of working with some of the most climate-resilient corals in the world, the NEOM coral reefscape project will also pioneer efforts to help coral reefs cope with future climate. The project will include the world's largest coral nursery, which will provide the corals for planting around Shushah Island. Through KAUST technologies and innovations, the project will accelerate and enhance coral reef restoration, enabling Saudi Arabia to strengthen the resilience of the Red Sea coral for future generations.

### Explaining the importance of the project, NEOM CEO Nadhmi Al-Nasr said:

"One of our missions at NEOM is to reinvent conservation for the good of the natural world and for future generations to enjoy. Our coral reef collaboration with KAUST is a vivid example of how we are doing that. Through our innovative technologies and combined expertise, we are expanding the scientific world's understanding of how corals adapt to climate change, whilst protecting the beautiful coral reefs that are indigenous to the Red Sea and so fundamental to the biodiversity of our oceans and the success of NEOM."

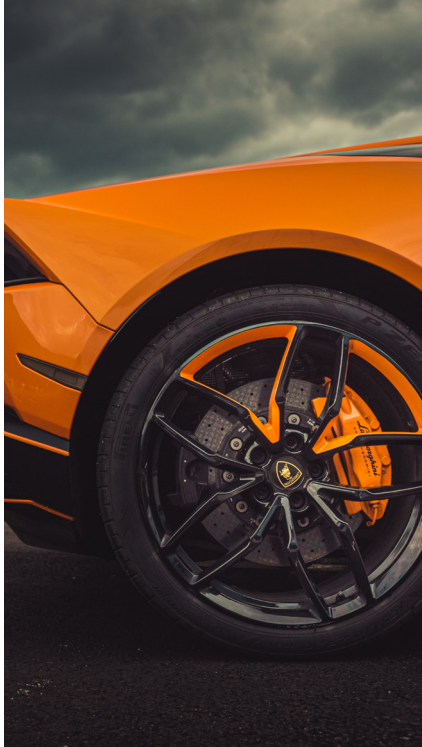
### Commenting on the partnership, Dr Tony Chan, President of KAUST, said:

"KAUST is a leader in the science of the Red Sea in general and, more specifically, in the protection and preservation of coral reef ecosystems. This project with NEOM is KAUST's largest-ever technology translation effort to date, and this has the potential to reshape coral reef restoration globally. This partnership signals a vote of confidence in KAUST, in the expertise of our faculty and staff, and in the technological innovation that they have developed, for coral reef protection and restoration." NEOM and KAUST will build the coral reefscape around Shushah Island in the Red Sea, home to over 300 native coral and 1,000 fish species. Once complete, the coral reefscape will present a unique R&D opportunity for coral preservation and attract international scientists, researchers and eco-conscious travellers, once established. The new coral nurseries will also be the world's first and largest repository for Red Sea species. NEOM will be utilising KAUST's Maritechture™ Technologies, developed by scientists at the university's Red Sea Research Center, and Coastal and Marine Resources Core Lab. The technology will be used in onshore coral nurseries and then employed to populate the coral gardens surrounding the island. This innovative technology addresses the most challenging aspects of marine restoration and is set to benefit the region for generations to come."

This project will enable NEOM to be a bold landmark of regenerative tourism as it continues to develop the place of the future. Shushah Island will truly reflect the drive and ambition of NEOM by developing an aspirational destination for marine tourism and will be a catalyst of innovation in the protection and growth of coral species in the Red Sea.

### Technology Consortium

A consortium has been formed to develop prototypes of solid-state batteries. British manufacturers believe that the UK could become a significant exporter of solid-state batteries that could pave the way for lighter, longer-range electric cars within a decade. The FTSE 100 chemicals' company Johnson Matthey, the battery start-up Britishvolt and Oxford University are among the seven institutions that have signed a memorandum of understanding, promising to work together on the technology.



### IAA Show – September 2021

Mercedes-Benz is showcasing the full breadth of its current and future electric mobility line-up – from compact models to performance luxury saloon to multi-purpose vehicles (MPVs). The premium carmaker will use this show of strength across all of its sub-brands to underscore its 'lead in electric' claim. Mercedes-Benz, Mercedes-EQ, Mercedes-AMG, Mercedes-Maybach and Smart come to the IAA MOBILITY with a total of eight premieres. Five of those are fully electric models, plus one performance hybrid.

The electrification of the entire Mercedes-Benz line-up is stepping up yet another gear. Several fully electric models will celebrate their world premieres at the IAA: the EQE, the first battery-electric luxury saloon from Mercedes-AMG and a concept vehicle which shows how Mercedes-Maybach will enter the age of electric mobility; the EQB will be presented as a European premiere; Smart will also be there with a show car that provides an insight into the first vehicle from its new generation of all-electric models.

Also at the show, Hyundai Motor will share its vision for the future of mobility and outline its road to carbon neutrality. As well as being the automaker with one of the widest ranges of electrified powertrains on the market, Hyundai has, in recent years, transitioned to become a smart mobility solution provider. The company has achieved this through significant investments in the future of mobility, including battery electric vehicles (BEVs), fuel cell electric vehicles (FCEVs), and autonomous driving. At IAA 2021, Hyundai will share the next phase of its future company vision, one that will extend its zero-emission outlook to all sectors of mobility, including plans to enable carbon neutrality.



### One-off Mini

Mini celebrates the world premiere of the Mini Strip, a custom-made, one-off model co-created by Paul Smith and Mini, shining the spotlight on the issue of sustainability in automotive design and manufacturing.

Guided by the overarching theme of 'Simplicity, Transparency, Sustainability', the car showcases inspirational ideas for a more sustainable method of automotive design. As the name suggests, the process began by completely stripping down the Mini Electric and reducing it to its structural essence. Only then were the elements that the designer viewed as absolutely necessary defined and implemented – with sustainability taking a front seat.

### A perfectly imperfect design

The joint design process applied the principles of maximum reduction, to produce a minimalist, high-class design with a fresh and unconventional appeal. Raw materials are a very deliberate part of the exterior design – the body was left in its unfinished state with no coloured paint applied but, instead, just a thin film of transparent paint to protect against corrosion. Grinding marks from the factory have been consciously left intact on the galvanised steel panels, to clearly identify the car as a functional object; this intentionally rough-hewn effect was dubbed "the perfect imperfection" by Paul Smith.

### The unaffected expressiveness of the materials

Smith provided the inspiration for the visible screws in the add-on parts, which show how simple dismantling would be, and how easily the vehicle could be reincorporated into the raw-material cycle at the end of its service life. The grille trim and aerodynamic covers on the wheels are made from recycled Perspex, saving both weight and resources. Recycled Perspex was also used for the large panoramic roof that allows curious eyes to view the largely bare structure of the bodyshell, inside.

## The use and safety of e-scooters in the UK

*Jason Brown, CEO of The E-Scooter Co gives his views ...*

Electric scooters are a relative newcomer to the world of eco-friendly personal transport, and like all manner of new technologies, their arrival has been met with a mixture of excitement, intrigue and trepidation. The UK government has set a target to reduce the nation's carbon emissions by 78% between now and 2035, so it's no surprise that all eyes are on the products and services that can help meet that goal.

To look at some of the headlines around electric scooter use, you'd be forgiven for thinking that taking a trip on an e-scooter was risky business. However, in comparison to other modes of personal transport, e-scooters make up a far smaller proportion of accidents, injuries and deaths on UK roads. The more cars are taken off UK roads, thanks to alternative personal transport methods like e-scooters and e-bikes, the safer everyone's journeys will become.

It's important to consider that, currently, e-scooter riders are not legally allowed to use cycle lanes. Despite 50 UK councils now offering scooter hire schemes, meaning more and more scooter riders taking to the UK's roads, the limitation on using cycle lanes means that those who are riding scooters must stay in the same lane as cars, buses, lorries and other large vehicles, rather than the safer areas designated for cyclists. That's despite the fact that e-scooter speeds are widely in line with those of push bikes and e-bikes, not with those of petrol-powered vehicles. We've seen talk of the government updating legislation to allow scooter use on cycle paths, but it's a move that has not come soon enough.

Widespread e-scooter use has the power to decrease congestion on the UK's roads, and to improve public health as well as the health of our planet, by cutting emissions and reducing air pollution nationwide. To ensure that this new method of transport is truly eco-friendly, and truly accessible, though, we believe it's important that users have the option of riding their own e-scooter. That's because the life cycle of a rental e-scooter is, based on trials so far, much lower than the life cycle of a scooter that is privately owned.

Someone who has bought their own electric scooter will take care of it and maintain it, to protect their personal investment. However, an issue with rental trials around the world has been that street-side scooter schemes are subject to vandalism, with scooters suffering from constant exposure to the elements coupled with a lack of necessary maintenance. Instead of offering a lifespan of several years for every battery and scooter manufactured, rental schemes sometimes leave scooters with a lifespan of just a few months, which drastically reduces their environmental benefits.

Allowing the use of privately-owned e-scooters on UK roads would also ensure that this eco-friendly and affordable method of personal transport is available to everyone, not just those who live in urban areas with rental schemes.





## A car powered by sea water? The next step towards a green future in the Canary Islands

There is one question on everyone's lips right now and that is: "How can island regions become more sustainable?" The answer is: seawater.

Yes, it is as simple as that! Back in 2019, the best scientific and creative minds across the worlds of academia, business, local government and community came together to create SEAFUEL. This amazing initiative is led by the National University of Ireland, Galway, with the aim to promote the viability of using renewable energy in transport within island regions. SEAFUEL has chosen Tenerife as its island of choice and has collaborated with Toyota Canarias, Hyundai Canarias and INTERREG Atlantic Area to bring green hydrogen powered cars to the island.

### Hydrogen cars in Tenerife

Tenerife was chosen as the base of this experiment, thanks to its remote island geography and booming tourism industry. The first of the eight Hyundai Nexo cars arrived on 15th June 2021, and the vehicle has already caused waves of excitement across the island. It is not the fact that the car is powered purely on hydrogen that makes it exciting, but the idea that the hydrogen comes from sunlight and seawater. Normally, hydrogen cars still contribute heavily to our carbon footprint. Now, however, hydrogen has gone green.

### How to convert seawater into hydrogen car fuel

1. Seawater is collected at the SEAFUEL processing plant, at ITER, and purified by using wind and solar energy.
2. Oxygen and hydrogen are extracted from the water using a process of electrolysis.
3. The hydrogen is stored and then compressed ready to be used in the hydrogen cars.

### What makes these hydrogen cars so special?

Hydrogen-powered engines are nothing new. In fact, the first was designed back in 1807 by Franco-Swiss inventor Isaac de Rivaz. Fast forward a couple of centuries and hydrogen fuel is everywhere. However, in 2019 it was reported that 98% of the hydrogen fuel produced comes from fossil fuels. Hyundai Canarias aim to change this with their green hydrogen-powered car.

"SEAFUEL not only provides the island with green hydrogen, but they also generate the hydrogen from seawater. This creates zero conflicts with drinking water and helps the tourism industry to reduce their carbon footprint." - John Beckley, Founder of Canary Green, A NGO for Sustainable Tourism in the Canary Islands.

### The benefits of green hydrogen

Green hydrogen provides endless benefits to the Canary Islands, but the most important are as follows:

- Guilt-free sightseeing - 100% renewable fuel source for cars.
- It takes just five minutes to fill the tank of the hydrogen car – the same as a normal petrol car.
- It is expected that, once widely deployed, the price of green hydrogen will be comparable or cheaper than fossil fuels
- By supporting the SEAFUEL zero emission initiative, you are raising awareness of eco-friendly transportation options in the Canary Islands.

Does this sound good to you? Plan a trip to ITER to test drive the green hydrogen cars! By Grace Molan, Volunteer at Canary Green.







## Melt Homes designs sustainability into the homes it builds

Welcome to Lime Grove, a highly anticipated collection of apartments and four-bed/five-bed homes in Tuffley, Gloucester.

This development, by Melt Homes, has been designed in collaboration with leading architectural firms Quattro Design, Tate Harmer, Ackroyd Lowrie and SJD Architects. The modern design, layout and features in each home have been meticulously thought through.

Conveniently located in Tuffley, Lime Grove is close to local amenities and leading schools. Approximately a ten-minute drive to the heart of Gloucester city and a 15-minute drive to the Cotswolds countryside, Lime Grove really is a perfect place to make your home.

The homes are superbly located in close proximity to leading schools, including Tuffley Primary School, St Peters High School and Wynstones - a Waldorf Steiner School.

Lime Grove is less than two miles from Robinswood Hill, a Country Park with 250 acres of open countryside containing pleasant walks, nature trails and an abundance of wildlife.

Local amenities, including supermarkets Tesco and Co-op, are nearby. Leisure facilities such as Gloucester Golf Course and the Gloucester outdoor dry ski slope are all within four miles of Lime Grove. The homes are also conveniently located for motorway access. Junction 12 of the M5 is approximately ten minutes drive away. Gloucester Quays, the City centre and Gloucester mainline train station are all within a four-minute drive. Trains run to London and beyond every hour. Stonehouse and Stroud train stations are less than eight miles away. These provide local services with connections to larger towns and cities. Bristol Airport is approximately 40 miles away and offers a wealth of domestic and international flights – perfect for leisure and business travel.

Lime Grove offers a blend of the convenience of city life and country escape. Whether you're a first-time buyer, have a growing family, or are looking to invest in a new property, you're sure to find your perfect new home at Lime Grove.

Melt Homes believes that designing sustainability into the homes that they build is important. However, it isn't easy. It requires a lot of hard work, imagination and creativity. The homes that they develop are individually designed, not mass-produced. They focus on delivering value to their customers and design their homes around the way people live their lives.

The new-build homes at Lime Grove are built using timber frames. Timber is the most sustainable of all possible building materials. It also enables Melt Homes to design stunning architectural features into their homes, which wouldn't be possible with other methods of construction.

Features include vaulted ceilings and openings which accommodate bespoke architecturally designed windows.

Before they started developing the site, Lime Grove contained a beautiful, disused Victorian school building. Instead of demolishing the school and creating unsustainable landfill, they embraced the architecture, saving, restoring and enhancing the original building. This is a stunning centre point for the development and makes use of a beautiful building which would have otherwise fallen into disrepair.

All the homes at Lime Grove will be heated with ground source heat pumps. For homeowners, that means lower heating bills, easier maintenance, no more gas boiler servicing and a greener, more sustainable method of heating that's better for the environment. [www.meltproperty.co.uk](http://www.meltproperty.co.uk)

## Crest Nicholson creates wildlife habitats at Daventry development

Award winning housebuilder Crest Nicholson has transformed diseased and dying trees into eco habitats for birds and bats, just outside its Northamptonshire developments Union Place at Monksmoor Park and The Rowans at Monksmoor Park. The renewal scheme, which is aimed at encouraging wildlife breeding, is part of Crest Nicholson's work to expand and relandscape the 140 acre Daventry Country Park.

Following a tree survey, Crest Nicholson worked with landscape architects Allen Pyke Associates to identify trees that were unsafe and no longer viable; they took off their branches and cut into the trunk to create suitable roosting spaces. The trees will be left to slowly decay, creating perfect environments for wildlife. The branches have also been cut down to size and stacked in piles in the park to foster habitats for insects, bees, and other small members of the wildlife community. In addition, the foliage has been spread out as mulch to give nutrients back to the rest of the trees.

Vanessa MacNee, Sales & Marketing Director at Crest Nicholson Midlands, comments:

"We take pride in building communities at Crest Nicholson, and that includes looking after the wildlife that surrounds our developments. Rather than remove the dying trees at Daventry Country Park, we decided to convert them into eco habitats to support the animals and insects that live in our environment. Preserving and supporting nature is an important part of Crest Nicholson's ecology strategy, and a simple measure like this is one example of the work we're undertaking."

Located just two miles north of Daventry, Monksmoor Park is nestled in an abundance of open space, situated next to the Grand Union Canal, with the Country Park close by. Residents will be spoilt for choice with a plethora of stunning walks and nature trails on their doorstep.

With a contemporary mix of two, three and four bedroom houses, the development is ideal for a range of purchasers, from first time buyers to growing families. The development offers residents easy access to the town centre, plus great links to the M1, while train services from nearby Long Buckby provide journeys to London Euston in just over an hour.

Prices for a two bedroom home at Monksmoor Park start at £242,500, from £285,000 for a three bedroom home and from £365,000 for a four bedroom home, with part exchange available on select properties.

To find out more, or to book an appointment to view Union Place at Monksmoor Park, please call 0330 173 0172 or visit <https://www.crestnicholson.com/developments/union-place-at-monksmoor-park/>. For The Rowans at Monksmoor Park, please call 0330 173 7431 or visit <https://www.crestnicholson.com/developments/the-rowans-at-monksmoor-park/>.





## Research reveals misconceptions about solar panels

Solar energy only produced in the summer months, only available in the desert, and not produced when it's overcast are some of the findings from new research which reveals lack of awareness of how solar energy works and can benefit the British public. A massive education campaign will be required to raise awareness of how solar energy works, if we are to tackle climate change, reduce greenhouse gases and learn the benefits of having solar panels installed to create the energy required to run our homes.

Research by Project Solar UK reveals that seven point four million Brits (13.8%) think that you cannot get solar energy if it's overcast.

Five point seven million (10.7%) Brits think that solar energy can only be produced in the summer months, and four million Brits (7.5%) think you can only store solar energy if you live in the desert, suggesting that people believe it cannot be stored if living in Britain.

One reason that may be putting people off finding out more is that they have concerns about investing in solar panels. It appears that seven point four million (13.8%) of Brits think solar energy is more expensive than fossil fuels when, in fact, investing in this sun-powered system can save money over time.

There is also a misunderstanding around storing solar energy (which can be done simply through having a battery as part of a domestic solar panels set up) with six million (11.1%) Brits thinking that solar energy can only be stored if it's above 20 degrees. Awareness of how the battery works is clearly low, and an awareness raising exercise will need to be undertaken if people are to actively consider moving from gas and oil to energy from the sun.

Simon Peat, CEO of Project Solar UK, who commissioned the research, has worked in the solar industry for over a decade and was not surprised by the results. "There is a lot of work to do to help people understand that we can all take advantage of the sun's energy to help heat and light our homes, and run our appliances. It's concerning that even now more than 7.5% of the British population consider that you need to live in the desert to access the full benefits of the sun to create energy. We have thousands of examples of domestic installations where people who live in towns and cities that may be considered to be mainly overcast, and not particularly sunny, have taken full advantage of solar panels and are saving money on energy bills," says Simon.

## Weighing up environmental impact

*Bob Tomlinson, of building company Village Makers, explains that company's approach ...*

Village Makers has been building energy efficient neighbourhoods for over 30 years. Our first development, of five eco-houses, built in Bishops Castle, Shropshire, still stands the test of time. They are probably the most 'eco-friendly' houses ever to be built in the UK. But what is it that makes them so special, and how did we decide what to focus on when choosing the design and specification?

Cutting down on carbon emissions are a pretty good place to start. According to World Green Building Council, buildings and construction are responsible for a shocking 39% of all carbon emissions in the world, so it seemed to us that cutting carbon emissions from our new buildings was the most important thing to do.

Twenty-eight per cent of that Green Building Council's carbon calculation is for energy used by buildings on a day-to-day basis, for heating, cooling and lighting, so it's attractive to concentrate on this, but we found out that this was our first mistake. Don't get me wrong, we need to reduce the amount of energy used by buildings, but it's a lot more complicated than that, and ignoring the context can do more harm than good.

Keeping a home comfortable without losing large amounts of energy through the roof, walls and windows makes good sense, both for the planet and for your bank balance, but there are other factors to consider. For example, sensible home builders have always built their houses facing the sun in places sheltered from cold winds. This is common sense, but most homes built since the industrial revolution ignore this. Usually built facing the road irrespective of solar aspect or prevailing wind direction, these wasteful houses rely on cheap fossil fuels to keep them comfortable.

So, having got the orientation of your home right, the next thing is to keep comfortable by wasting as little energy as possible, by putting in thick insulation and airtightness. Be careful about what you use for this insulation, though. Many man-made products are difficult to recycle and will end up in landfill at the end of their useful life.

We favoured natural solutions and we also wanted to consider the whole lifecycle of building materials rather than just their performance. A case in point are plastic windows. These may be a very effective way of keeping your house warm, and any salesman will also tell you that they are perfectly safe, don't need painting, are cost effective and that their installation crew can be around to do the job on Tuesday.

What they don't tell you is that the 'plastic', uPVC (un-plasticised Poly Vinyl Chloride) has a host of environmental concerns with its production and end of life disposal. Despite Greenpeace pointing out that PVC poses serious threats to both human health and the environment at every point of its lifecycle, plastic window companies state that they are good for the environment because they save energy



This neatly illustrates an important issue that applies to many aspects of building. Whether or not plastic windows are good for the environment depends on how you look at it. If you consider the whole life, cradle to grave aspect, the environmental impact will be greater than if you just measure how well they keep the draughts out. Plastic window manufacturers will conveniently focus on their products' performance in use and claim that they are eco-friendly because they keep the building warm and save carbon. The other analysis, usually from timber window manufacturers, will include the long-term effects of the manufacture and 'end of life' disposal of the product. As well as keeping the draughts out and saving carbon, timber framed windows are more eco-friendly because the frame material grows on trees, absorbs carbon, and can be safely disposed of, as well as saving energy.

But there are other things to consider. Wooden windows are much nicer; the tactile and visual elements are so much enjoyable. They can be made by a local joiner, creating employment; timber can be sourced from local sustainable forests and well-made wooden windows can enhance the value of a home ... but tell that to the uPVC salesman on a commission!

Given the above, it is possible to make decisions about things like windows and doors; it's a balance between performance, budget, and consciousness. Other damaging building materials are more difficult to deal with. The prime suspect here is concrete. Concrete is enormously damaging to the environment, coming in a close second to coal fired power stations at 8% of global CO2 emissions and, given the same cradle to grave analysis as we have applied to windows, it could be a great deal more polluting than that. CO2 is produced at two points during cement production, firstly as fuel is burnt (usually coal) to generate the heat for cement making and then CO2 is produced as the calcium carbonate decomposes, making cement clinker. What is difficult to assess, but will certainly add to the damage, is the transportation of this heavy material and then dealing with concrete when buildings are demolished, particularly when the concrete is riddled with steel rebars, not to mention the dust and the noise.

These, 'outside the box' elements to eco-building are uncomfortable for many designers. Many eco-builders only focus on the performance of the building itself when measuring how much good they are doing for the planet, which can be very damaging in the final analysis. At the end of the day, the dynamic balance is around energy performance, cost, environmental impact, buildability, and beauty.

Our five eco-houses have post and beam timber frames made from homegrown Douglas Fir, from a sustainable woodland nearby. This minimises their carbon footprint as trees soak up carbon whilst growing and, being local, carbon used up in transportation was low. In between the structural frames, small section timber created a 300mm cavity which was pumped full of recycled newspapers, fluffed up and treated with boric acid for fireproofing and to make it unpleasant to eat (to dissuade rodents).

The windows are triple glazed units with low-E coatings and argon fill in softwood frames, from sustainably managed forests. High performance energy efficient boilers with solar water heating panels (now supplemented with photovoltaics) complete the low-energy heating package. To cut down on embodied energy, the walls were part clad with recycled bricks and part lime render which, unlike cement, gradually reverts back to limestone, taking in CO2 at the same time. The roofs were recycled slate to utilise the embodied energy, and lime wash external paint, homegrown oak floors and clay-based paints completed the eco-package.

When all is said and done though, what you need is a home that is beautiful as well as energy efficient. Make it attractive as well as eco-friendly and it will be sustainable in the long term. An ugly, dysfunctional house will end up being demolished or modified in some way, undermining all those eco-features that you have struggled to build in.

#### **What did we learn?**

Building is a very complex process. Eco-building is mind boggling and complex if you consider all the aspects. The professionals tend to focus on their own specialisations, like energy efficiency, or materials, which can lead to some very boring and ugly buildings. Have the courage to say that you don't like something or that it feels wrong. Fight for what feels right; everyone will thank you in the end.

[www.village-makers.com](http://www.village-makers.com)





## Clearview Developments: Sustainable Living in 19th Century mansion

Clearview Developments is excited to announce that the restoration of Broadwater House in Royal Tunbridge Wells is on schedule to complete this year. The 19th century mansion has benefited from a complete overhaul, including an extension to create 14 beautiful one-, two-, three- and four-bedroom apartments.

Residents will be able to enjoy bright and spacious interiors that celebrate the property's history, with reinstated ornamental ceilings, decorative stucco and floor-to-ceiling windows. The newly built apartments, which are spread across three floors, will mirror the style and design of the original building, whilst offering all the modern conveniences of 21st century living.

Jason Tema, Director at Clearview Developments, comments: "Broadwater House is an attractive home for families and downsizers alike, but also professionals who seek access to good transport links. As builder-developers with our own in-house construction arm, we are incredibly proud to be able to deliver an unrivalled premium quality, whilst incorporating eco-friendly and sustainable features."

For climate control and energy efficiency purposes, Clearview Developments installed non-flammable rockwool throughout the property, offering highest levels of heat insulation. Broadwater House also features a whole-house ventilation system with heat recovery touchscreen thermostats in each of the apartments. To reduce water wastage, low-flow showers have been incorporated.

The communal areas further motivate to live green, with ample of bike storage for each residence as well as charging stations for electric cars. Recycling is made easy thanks to the site's recycling area for plastics, glass, paper and other material.

Located within a conservation area, Broadwater House spoils its residents with unrivalled tranquillity and direct access to the nearby flora, via the only official public entrance to the adjacent Hargate Forest. The forest is set in an Area of Outstanding Natural Beauty with an incredible diversity of plants and wildlife, as well as stunning views over the surrounding countryside.

Similar can be said for Broadwater House itself, which will feature beautifully landscaped communal gardens. Clearview Developments ensured to protect the garden's existing mature trees, which include blue atlas cedar, goat willow, cherry laurel, cypress trees and red oak, to name just a few.

To add to the ground's biodiversity, Clearview Developments is also planting a number of new trees and shrubs, including Betula Pendula, Portuguese Laurel and Chinese Magnolia. Last but not least, Broadwater House accommodates the local fauna with onsite bat and bird boxes.

As much as Broadwater House's location is in close proximity to nature, it offers equally convenient access to the hustle and bustle of the local community. The Pantiles shopping district and village area, with its variety of boutique shops, restaurants, cafés and theatres, is a five minute drive away. Those requiring regular access to London benefit from Royal Tunbridge Wells' railway station being a mere ten minute drive away. The station is serviced by regular direct trains that reach London Bridge and Charing Cross stations within 60 minutes.

Families will appreciate that Broadwater Down offers a choice of nearby, highly-regarded schools, including The Mead and Rose Hill preparatory schools, or the boys' and girls' grammar schools in Tunbridge Wells and Tonbridge.

To find out more, visit [www.broadwaterhouse.com](http://www.broadwaterhouse.com) or call 03334442220. Prices start from £375,000.





## Berkeley Homes: Central Gardens open to the public

People from Southall, Hayes and the wider community have been celebrating the launch of a new park, Central Gardens at The Green Quarter, in a packed day of summer fun.

The day's events kicked off with a tree planting ceremony to mark the park's opening, with local representatives of the community in attendance. The planting celebrated the 250 new trees that will be a part of Central Gardens when future phases of the park are complete.

To further recognise the opening of this new green space, Berkeley Homes ran a competition inviting local children to submit drawings, photos or a short story on what they liked most about Central Gardens, with the winners lending a hand in the tree planting ceremony. One winner gave a speech, saying that before "there were no parks in the local area" and she thought this new green space would "help to connect different communities whilst also benefiting wildlife and plants".

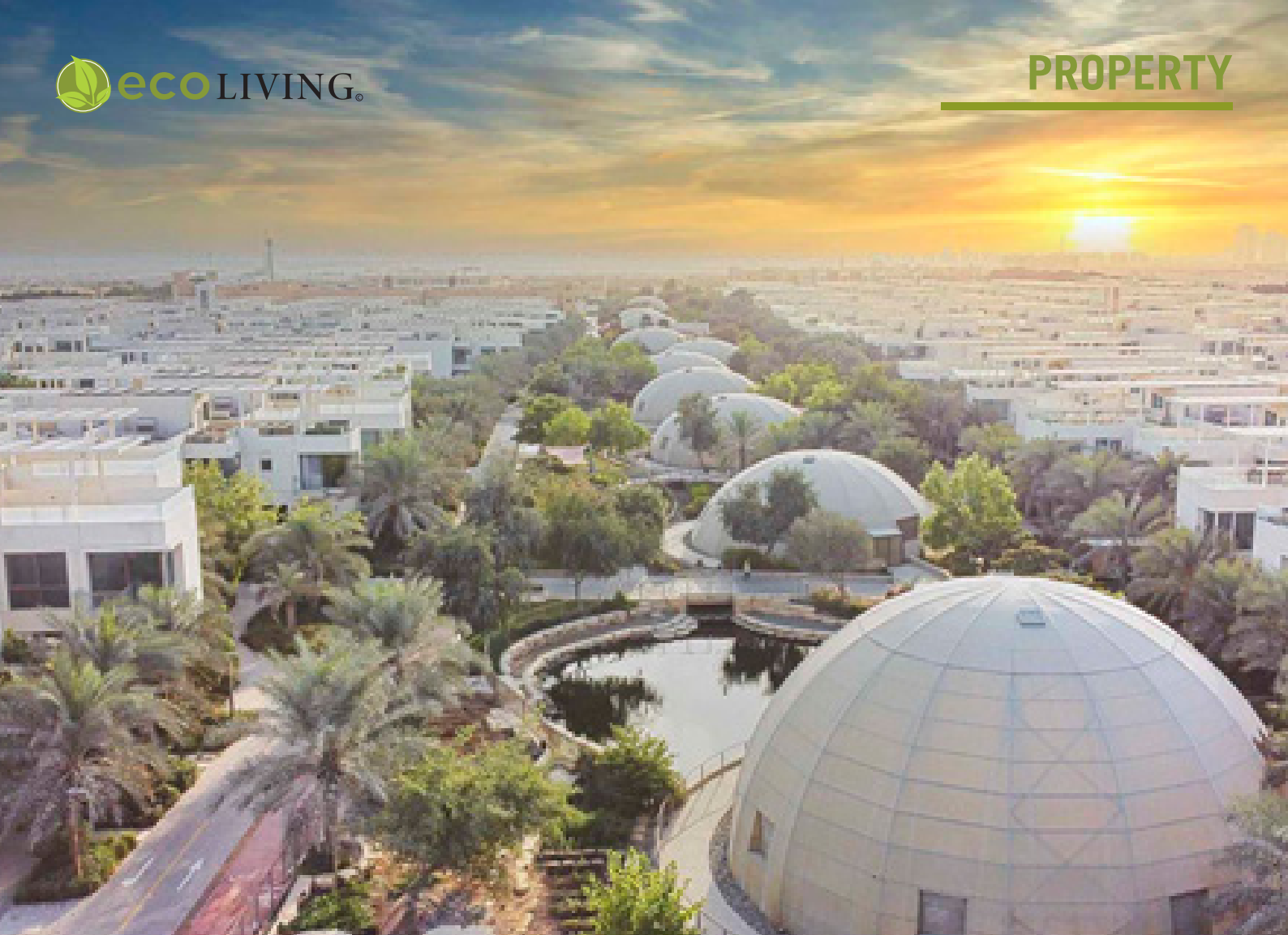
The local community turned out to enjoy the day of festivities. The DJ was a favourite of attendees, entertaining with a series of live sessions throughout the day, while the flower wall, photobooth, and living statues provided guests with plenty of great Instagrammable moments.

There was a wide range of food and drink stalls, with delicious vegan cheese dishes like toasties and Mac & Cheese on offer from Damn Dirty Vegan, while Lil Watan provided authentic Lebanese food. Snack carts, dotted throughout the gardens, served rolled ice cream and popcorn, along with an award-winning selection of sorbet and ice cream from Oddobo's Gelati. For thirsty guests, Lucky Pineapple brought its one-of-a-kind mobile bar, with tailored mocktails designed for the day of fun.

Ashley Kensington, Managing Director at Berkeley West Thames, said: "It was wonderful to see so many of the community enjoying the new park this weekend. For us, The Green Quarter is about creating a place for nature and people to thrive. With wetlands and 2,500 trees planned across the site, Central Gardens is just the start of a major transformation of this landscape into a place for everyone to enjoy. We look forward to hosting many more community events here."

When completed, Central Gardens will stretch 500m in length, with over 250 trees, an impressive water feature and 4.5 acres of newly accessible open space. Future phases of the 3,750-home development will provide even more open green space, with 13 acres of parkland and wetlands for the local community, and two new footbridges that will provide access to the adjacent 90-acre Minet County Park. Once complete, The Green Quarter will deliver, or open up access to, more green space than St James's Park and Green Park combined. The Green Quarter is one of 42 Berkeley Group sites which are on course to deliver a net biodiversity gain, which means the landscape has been carefully designed to measurably enhance the natural environment, instead of taking away valuable habitats.





## Dubai's The Sustainable City joins The Climate Pledge

On the occasion of Earth Day, 22nd April, The Sustainable City – Dubai's first community designed to achieve net-zero energy – joined The Climate Pledge, a global commitment to be net-zero carbon by 2040, a decade ahead of the Paris Agreement targets. This ambition is in line with the company's long-term target to spearhead the way towards net-zero carbon living.

The Climate Pledge was launched in 2019 by Amazon and Global Optimism. It aims to unite leading global businesses in a forward-thinking and ambitious commitment to reverse the detrimental effects of climate change. The Sustainable City is the first entity from the Middle East to join this global pledge.

“Less than two years ago, Amazon co-founded The Climate Pledge and called on other companies to reach the Paris Agreement ten years early—today, more than 100 companies, with over \$1.4 trillion in global annual revenues, and more than five million employees have signed the pledge,” said Jeff Bezos, Amazon founder and CEO. “We are proud to stand with other signatories to use our scale to decarbonise the economy through real business change and innovation.”

All signatories to The Climate Pledge agree to three primary components. The first is to measure and report greenhouse gas emissions on a regular basis; the second is to implement decarbonisation strategies through real business changes and innovations; and, lastly, to neutralize any remaining emissions with credible offsets.

In 2020, The Sustainable City achieved net positive energy in all common areas of the city, producing 150% of all electricity consumption from rooftop solar parking. The city's robust sustainability philosophy, which combines social, environmental and economic sustainability, enables the city to achieve these targets.

The Sustainable City infrastructure supports the climate challenge through urban farming, renewable energy, waste and water reuse, recycling and widespread electric transportation. It is currently home to around 3000 residents with 100% occupancy rate.

By signing The Climate Pledge, The Sustainable City is sending an important signal that there will be rapid growth in demand for products and services that help reduce carbon emissions.



## How much e-waste it took to make the Olympic medals

- Each person generates 12 Olympic medals of e-waste each year.
- Great Britain's medal count equivalent to recycling 1.4 million laptops.

All medals at the 2020 Tokyo Olympics were made from recycled electronic waste, including discarded smartphones, digital cameras and other hand-held games and laptops. The recycling campaign produced 32kg of gold, 3,490kg of silver and 2,200kg of bronze from the thousands of tonnes of e-waste collected. As the Olympics concluded, and the final medal totals were revealed, IT specialists Stone Group discovered that it took over 20,000 tonnes of e-waste to make the medals for the countries finishing in the top ten positions – equivalent to almost 13 million laptops!

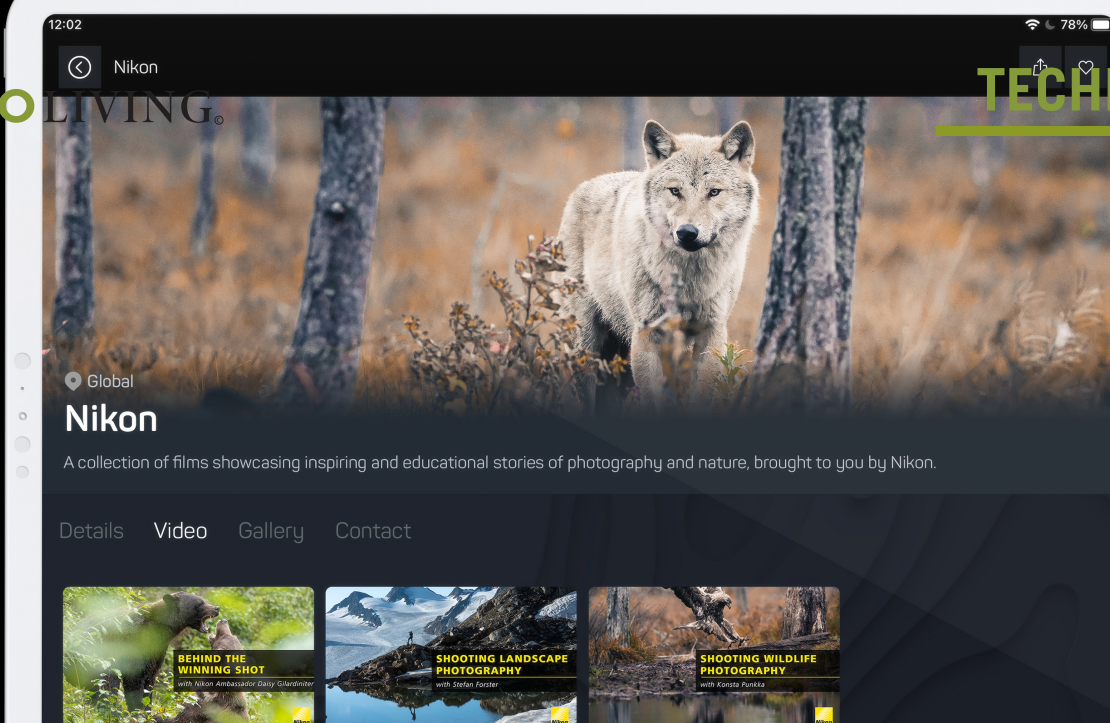
e-waste is currently one of the fastest growing waste streams in the world. In 2019, the world collectively generated 53.6 million metric tonnes of e-waste, but just 17.4% of this was formally and responsibly collected and recycled. A report from 2019 estimated that global e-waste is worth £49bn (\$62.5bn) annually. By 2030, it is projected that upwards of 74 million tonnes of e-waste will be generated – nearly doubling the 2014 figure (44.4 million tonnes) in just 16 years.

Tim Westbrook, Director of Stone Group, has previously called for a government intervention into the global e-waste crisis. He says: “The 2020 Tokyo Olympic medals have been a fantastic way to increase awareness of how electronic waste is blighting our planet. While it's good to see organisations choosing a more sustainable approach to IT hardware purchasing and disposal, it's time for tech firms to take responsibility for their role in the creation of e-waste.”

			TONNES OF E-WASTE	# OF LAPTOPS RECYCLED
1	UNITED STATES	113	3,932	2,477,160
2	CHINA	88	3,062	1,929,060
3	JAPAN	58	2,018	1,271,340
4	GREAT BRITAIN	65	2,262	1,425,060
5	ROC	71	2,471	1,556,730
6	AUSTRALIA	46	1,601	1,008,630
7	NETHERLANDS	36	1,253	789,390
8	FRANCE	33	1,148	723,240
9	GERMANY	37	1,288	811,440
10	ITALY	40	1,392	876,960

He added: “We want to see manufacturers and resellers tell customers that they will take back, and responsibly recycle, any devices they sell to them. Urgent action is needed to help combat the enormous e-waste challenge we face, with real direction from governments across the world to cement the vital changes needed.”

Seventy-five per cent of the materials in small old unwanted electricals can be recycled, such as precious materials like gold, silver, aluminium, and steel. Despite this, less than a fifth of scrap ends up recycled, leading to a slew of environmental and health problems, as the electronic waste in question usually ends up dumped in landfills. There are hopes that the Paris Games in 2024 will emulate the approach, taking the 2020 Tokyo Medal Project as an example. Los Angeles has already pledged that they plan on working towards sustainability, inclusiveness and innovation.



## Nikon Europe joins Waterbear as a founding partner

WaterBear, a free streaming platform dedicated to the future of our planet, has partnered with world-leading provider of imaging products and services Nikon Europe, on a series of multimedia initiatives to highlight the power of photography as a tool for impact. The partnership aims to elevate Nikon Europe’s storytelling through new forms of branded content, cross-marketing and events.

The partnership kickstarted in March with the launch of the Environmental Photographer of the Year competition, showcasing some of the world’s best environmental photography – shining a spotlight on the environmental issues that put our planet at risk. The winning images will be unveiled at the Conference of the Parties (COP26) in Glasgow in November 2021.

As part of the impact-led collaboration, WaterBear is creating Nikon’s first original documentary, premiering on the platform in October.

In addition, Nikon will have its own dedicated channel on the WaterBear app and platform, including a collection of inspiring and educational content around wildlife and nature conservation - from photographing British Columbia’s Brown Bear with Daisy Gilardini to capturing the beauty of the Swiss alpine landscape with photographer Stefan Forster. The channel will encourage viewers to connect and take action.

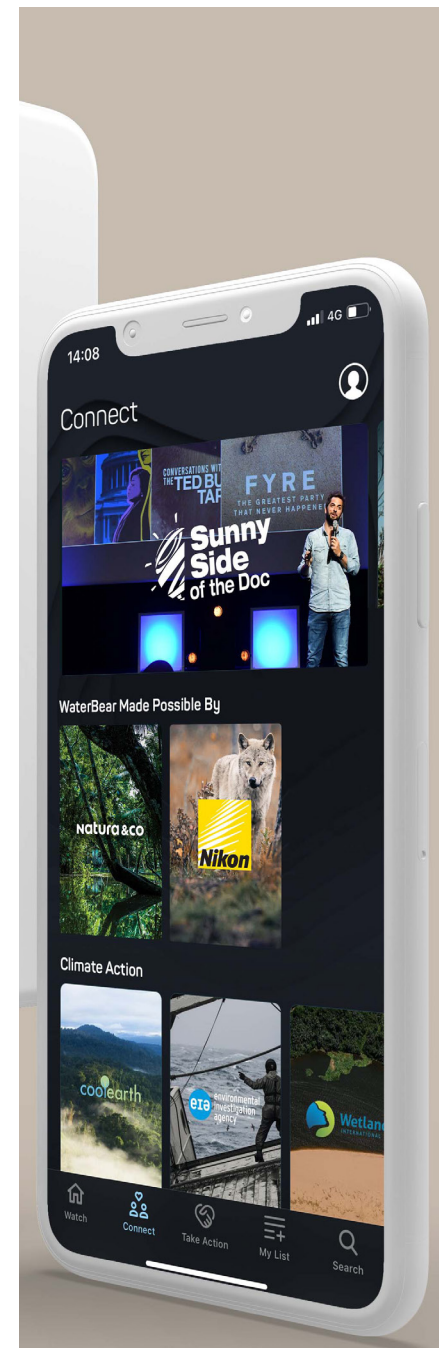
### WaterBear’s Head of Strategy Sam Sutaria said:

“Nikon Europe is simply a perfect Founding Partner for The WaterBear Network. We share very similar values and jointly believe that storytelling has the power to change the world and drive real impact. We are excited to be involving Nikon Europe in our key activations in the leadup to COP26, and long into the future.”

### Julian Harvie, Head of Marketing at Nikon Northern Europe said:

“It is a great honour to be a founding partner of WaterBear. Tackling the climate crisis and putting our planet first is perhaps the greatest challenge of our time. Nikon, through the talent of photographers using our cameras, has a powerful legacy of illuminating the most important stories ever told. We are, therefore, delighted to reaffirm our commitment to Waterbear and our belief that great photography has the power to change the world.”

WaterBear is a groundbreaking streaming platform showcasing award-winning documentaries, as well as original content inspired by the United Nations’ Sustainable Development Goals (SDGs). WaterBear members are able to stream video at any time, and on any device – all for free, facilitating awareness, education and action.



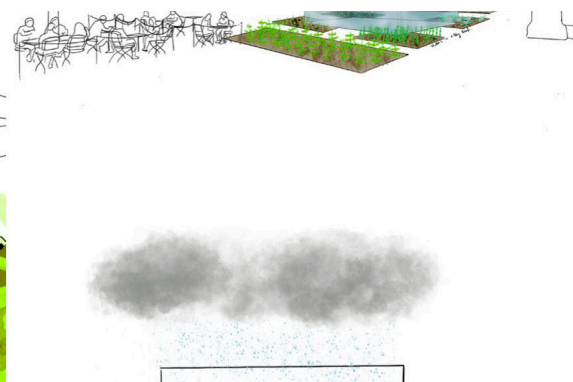
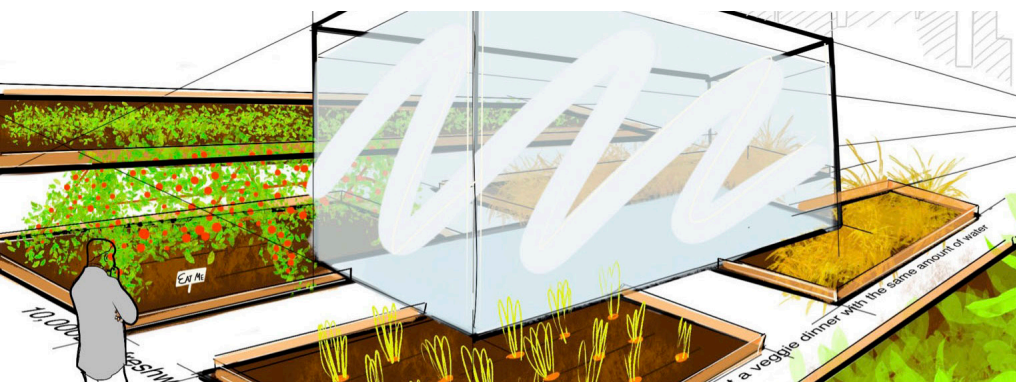
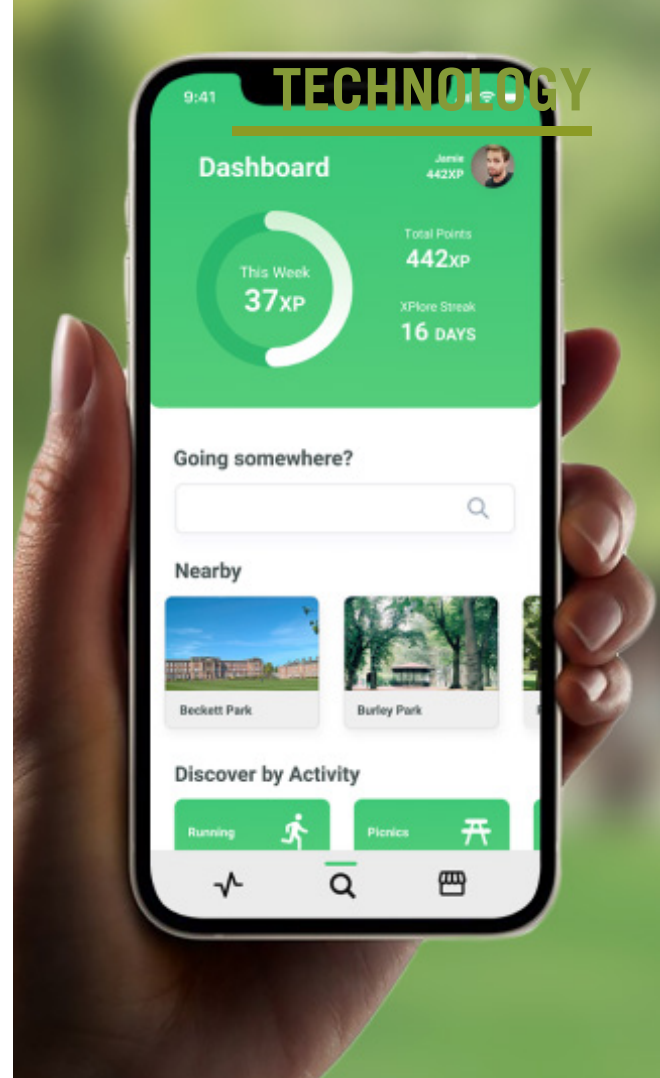
## Meet the new generation of designers aiming to change the world

Environmental charity Hubbub have announced the winners of its 2021 sustainable design competition, Design By Nature. University students (and recent graduates) across the UK were challenged to get back to nature, with briefs inspired by the idea that ‘Good things happen when we connect people to nature’.

The judges were looking for the most insight-led, disruptive, collaborative and experimental ideas to bring to life and create real change.

The owners of two commended entries, ‘The Hidden Drought’ by Joshua Fox and ‘XPlore’ by Lilymae Prescott, will be supported by Hubbub to develop their ideas and bring them to life, thanks to sponsorship from the Wates Family Enterprise Trust, which is focused on building communities and improving lives beyond tomorrow.

Lilymae, from Loughborough University, was awarded a commendation for ‘XPlore’ – a rewards-based navigation app making nature part of daily journeys. It offers alternative green routes and rewards time spent in nature with sustainable perks. The app generates several nature-incorporated routes based on your end destination. You can share activity with friends, and trade in the points you earn for perks which promote sustainability and healthy living.



Joshua, who is studying a part-time Masters at Loughborough University and is now a Usability Designer for Philips in the Netherlands, was commended for ‘The Hidden Drought’, an installation (turned urban community vegetable patch) which visualises the amount of water that goes into the production of a beef steak, to show how many vegetables that amount of water could grow. It invites the community to reduce the amount of meat that they eat by opening up the veg patch to passers-by.

Over the years, Hubbub has seen how impactful great design can be in nudging behaviours, and the value of collaborating to create innovative, experimental approaches to tackling environmental issues.

**Trewin Restorick, Founder and CEO at Hubbub, said:**

“Great design has always been at the heart of Hubbub’s approach. Our team of six designers are integral to the creation of our campaigns. They take the insight we gain through in-depth research and use our set of proven behaviour change techniques to develop playful, engaging and impactful campaigns. We have continually been astonished by the quality of young designers coming through our education system. We have noticed a growing number want to use their skills to create a more sustainable world. Design by Nature was created to harness this creativity, giving students a chance to work on a practical brief, enabling them to hone their ideas and present them to a group of experts.”

**Michelle Robb, Creative Partner at Hubbub, said:**

“It’s been brilliant to see up-and-coming designers use their creative skills for positive change. We’ve been really impressed by the innovative ideas the students have come up with to encourage a wide range of people to connect with nature. Hubbub will be supporting the commended entrants, Lilymae and Joshua, to bring their ideas to life. We’re excited to see how their ideas develop and create [sic] a positive impact.”

## The world's most powerful tidal turbine starts exporting clean power.

Orbital Marine Power's O2, the world's most powerful tidal turbine, has commenced grid connected power generation at the European Marine Energy Centre (EMEC) in Orkney. The innovative, floating turbine is anchored in the Fall of Warness, where a subsea cable connects the 2MW offshore unit to the local onshore electricity network.

Manufactured and launched in Dundee earlier in the year, before being towed up to Orkney, the O2 is Orbital's first commercial turbine and represents the culmination of more than 15 years of world leading product development in the UK. The 74m long turbine is expected to operate in the waters off Orkney for the next 15 years, with the capacity to meet the annual electricity demand of around 2,000 UK homes with clean, predictable power from the fast-flowing waters.

In a further ground-breaking element of the project, the O2 is to provide power to EMEC's onshore electrolyser, to generate green hydrogen that will be used to demonstrate decarbonisation of wider energy requirements.

### Orbital CEO, Andrew Scott, said:

"This is a major milestone for the O2 and I would like to commend the whole team at Orbital and our supply chain for delivering this pioneering renewable energy project safely and successfully. Our vision is that this project is the trigger to the harnessing of tidal stream resources around the world, to play a role in tackling climate change whilst creating a new, low-carbon industrial sector."

The construction of the O2 turbine was enabled by public lenders through the ethical investment platform, Abundance Investment, as well as being supported by the Scottish Government's Saltire Tidal Energy Challenge Fund. The O2 project has been supported through funding from the European Union's Horizon 2020 research and innovation programme, under the FloTEC project, and the European Regional Development Fund, through the Interreg North West Europe Programme under the ITEG project.

Commenting on the news, the Cabinet Secretary for Net Zero and Energy, Michael Matheson of the Scottish Government, said: "With our abundant natural resources, expertise and ambition, Scotland is ideally placed to harness the enormous global market for marine energy, whilst helping deliver a net-zero economy. That's why the Scottish Government has consistently supported the marine energy sector for over ten years, including through the Saltire Tidal Energy Challenge fund, which provided £3.4m for this project.

The deployment of Orbital Marine Power's O2, the world's most powerful tidal turbine, is a proud moment for Scotland and a significant milestone in our journey to net zero. I congratulate Orbital Marine, the European Marine Energy Centre and everyone who has made this achievement possible."

### Matheson continued:

"Orbital is now setting its sights on commercialising its technology through the deployment of multiMW arrays. Supporting this endeavour in UK waters would bring substantial benefits beyond complimenting the clean energy transition, as evidenced in the build of the O2 where around 80% of the turbine was delivered by UK suppliers, and operation will bring long term employment to coastal communities. As a product of commercialisation, costs are projected to fall steeply from roll-out of the technology, as previously demonstrated with wind and solar energy."

### On the next steps, Scott said:

"We believe pioneering our vision in the UK can deliver on a broad spectrum of political initiatives across net zero, levelling up and building back better, at the same time as demonstrating global leadership in the area of low carbon innovation that is essential to creating a more sustainable future for the generations to come."



**Products we love**

**Stoats+ Immunity Boost Bars**



Stoats+ Immunity Boost Bars come in two delicious flavours: Berry Boost and Chewy Roasted Nut. Both are gluten free, plant-based, made with no added sugar and contain 100% RDA of Vitamins A, B6, B12, C and D, as well as Folic Acid, Iron, Zinc and Copper – a combination that contributes to the normal function of the immune system. Each bar also contains six grams of protein, making it the perfect snack to grab on the go, in lunch boxes, or before or after exercise. They are available to buy in Sainsbury’s in multipacks of four 40g bars, RRP £2.50.

**Turnativ**

Turnativ is the UK’s first specialist retailer for plant-based fitness and nutrition products. The company has just launched and all its products are vegan, palm-oil free and free of GMO (genetically modified organisms).

Alongside individual products, they offer bespoke ‘selection boxes’, containing a whole mix of vegan brands and flavours, and their entire range can be tailored to the buyers by fitness goal! The filters are: ‘Build muscle’, ‘Endurance and energy’, ‘Stay healthy’ and ‘Lose weight’. [www.turnativ.com](http://www.turnativ.com)



**NurseM**

NurseM, the caring skincare brand developed with nurses, has launched its Caring Hand Sanitiser.

Its unique spray formula is effective against killing 99.99% of germs and uses the purest form of Hypochlorous – a naturally occurring antiviral substance found in the human immune system. The breakthrough Caring Hand Sanitiser was launched after £5,000,000 of investment and six years of development. It is proven to be more effective than drying alcohol gels and as gentle as water on skin, making it a caring option for even the most sensitive skin. As with NurseM’s existing product range, for each product sold, a month’s supply of hand care will be donated to an NHS nurse or midwife – the NurseM Promise – which has helped over 251,000 frontline staff to date.

Caring Hand Sanitiser (100ml) is available to purchase on [NurseM.co.uk](http://NurseM.co.uk), for RRP £9.99, from SpaceNK stores and online.



**ishga**

ishga’s new Invigorating Bath Salts offer a relaxing and revitalising way to create an at-home spa experience in an instant. Containing a blend of rejuvenating pure, white, crunchy sea salt flakes, the bath salts feature 60 naturally occurring trace elements to soothe aches, pains and tired limbs. Developed with ishga’s beautiful signature blend of lemongrass, lavender, rose geranium and juniper berry essential oils, the Invigorating Bath Salts restore the mind and relax the body. Ideal for a relaxing soak at anytime of the day, the bath salts offer a post-workout solution to stiff, sore muscles, too. £26 for 150g



[www.ishga.com](http://www.ishga.com)

## A 'neat.' range of cleaning products

Founded in 2020, neat. is a range of plant-based cleaning products in glass containers and refillable aluminium spray bottles.

neat. was designed and created with the sole mission to provide products that are a step-change towards a more sustainable world, giving customers the tools to make small changes that make a big difference.

Priding itself on its sustainability credentials, neat. is plastic- and water-free, allowing its products to be packed full of the concentrated cleaning solution – to provide its customers with the best cleaning products on the market. On top of this, neat. packaging is made from materials that are widely recycled, to avoid any waste ending up in landfills or the ocean, which means less CO2 emissions and no single-use plastic!

The neat. range consists of three multi-surface cleaners in various heavenly smells (grapefruit, seagrass and fragrance-free), which are supplied as full sets, or as refills, and are available on the business's DTC website, as well as in Ocado, Selfridges, Farmdrop and EcoLiving.



## Introducing Eco Union eco decorating tools

Started by Devon-based, design-conscious eco evangelists Joel and Nikki Buckley, Eco Union's mantra of 'sustainability without compromise' is at the heart of their B-Corp certified business, offering the first full range of eco decorating tools and accessories. The perfect complement to the ever-growing range of low VOC paints and eco-friendly alternatives available, Eco Union wants to help make it easier for people to paint a better future for generations to come.

"Too many 'eco' products don't stand up as a credible alternative to non-sustainable options," says Nicola Buckley, Director of Eco-Union. "We need to challenge that, if sustainability is ever going to be the mainstream."

Their design-registered, patent-pending, innovative EcoTray, made with 100% recycled plant waste, is the first of its kind. Biodegradable, compostable and very reusable, its unique material negates any need to wash out after use. Whilst every plastic tray ever made remains in existence, the game-changing Eco Union's EcoTray can be discarded with a clean conscience.

"We look at every single element of the product we make, from cradle to grave, and at every touchpoint, to ensure that we're making the most sustainable choices, and that all workers are treated fairly without duress," adds Nicola. "As a B-Corp company, we are verified to the highest level of social and environment impact. It's this that has led to creating unique products that we are incredibly proud of."

Used in conjunction with their EcoTray, Eco Union's Eco Roller and Sleeve make a substantial impact for smooth walls and surfaces by being easy and comfortable to use, thanks to its lightweight, sustainable bamboo handle. Its recycled metal frame, plastic core and polyester nap minimise the impact on the earth's resources – available in 4", 7" and 9" sizes.

An essential addition to the eco-savvy DIYer's toolbox, Eco Union's Made in Britain Eco Brushes follow a traditional design with ecological credentials built in. Handcrafted in the UK by three generations of brush makers, these eco brushes are made with care and designed to last a lifetime of use. Crafted bamboo handles – a super-sustainable alternative to wood – to the recycled metal ferrule, the brushes, like all the products in the range, benefit from carbon-neutral packaging.

An oxo biodegradable dust sheet, easy-peel painters' tape and biodegradable paint kettle - along with a range of Pro Eco Brushes which withstand the daily demands of the professional painter - complete Eco Union's product portfolio. Available to buy in-store and online from both smaller independent and larger decorating stores, the ever-growing list of retailers is detailed on their website [www.ecodecoratingtools.com](http://www.ecodecoratingtools.com)





## Mainetti launches innovative paperform hangers

The company Mainetti has introduced the Paperform Hanger range, offering retailers a sustainable and renewable addition to its portfolio of hangers. Made from recycled paper, and steel upon request, the hanger is completely plastic-free and is fully recyclable. The innovative range is offered in various hanger styles, created by the supply chain solutions' leader.

Mainetti focuses on product innovation, with design front of mind. Mainetti's Paperform Hangers boast exceptional functional and mechanical capabilities, while using a special high-performance recycled paper instead of plastic.

The range was developed over a period of two years, requiring considerable investment and securing three international patents. The production employs unique machinery and processing in a system that is owned entirely by Mainetti.

Paperform Hangers are available globally, and are valid for both transport and display. Retail partners can dispose of the product in a 100% eco-friendly way, through domestic recycling systems, at the end of its life.

### Jeffrey Hsu, Mainetti's Global Head – Hangers, comments:

"We're thrilled to be launching our Mainetti Paperform Hanger range. We pride ourselves on bringing products to market that are innovative and sustainable. Paperform Hangers combine our signature designs with renewable materials, creating natural products that are fully recyclable. In 1961, Mainetti introduced plastic hangers as alternatives to traditional wooden hangers. We are proud to be offering this next breakthrough in design and function. Mainetti is committed to offering our customers the widest choice of sustainable packaging and retail solutions in the market."

Mainetti Paperform Hangers are part of a long history of innovation at the company. Forty years ago, Mainetti introduced its industry-leading reuse and recycling system for garment hangers. Mainetti is a proud Member of the Ellen MacArthur Foundation and has committed to being carbon neutral in its operations. As the largest hanger company in the world, the name Mainetti is synonymous with superior quality and exceptional service.

Today, Mainetti offers this program to its global retail partners and has 30 Reuse and Recycling Centres worldwide.

Please visit [www.mainetti.com](http://www.mainetti.com), for more information.

## Lend a helping hand by giving your Marigolds a new lease of life

Marigold has partnered with TerraCycle® to launch the UK's first recycling solution for both durable and disposable gloves.

Marigold is the first UK brand to offer this solution for durable gloves. The brand's entire range of durable and disposable gloves is now 100% recyclable.

TerraCycle® is the leading innovator in recycling. The partnership provides shoppers with a more sustainable way to give their well-loved Marigold gloves a new lease of life and prevent them from going to landfill. The entire Marigold glove range (including its plastic packaging) can now be recycled for free through the nationwide TerraCycle® recycling programme.

Over 20 million gloves are sold in the UK each year and over one third of these are Marigold gloves. In late March 2020, Google searches for 'Marigold Disposable Gloves' were the highest they'd been in four years. With Marigold gloves present in millions of households across the UK, the partnership with TerraCycle® is part of the brand's mission to prove that the little acts can still make a big difference, when it comes to recycling every day, household items.

Showing how easy it is for consumers to make a difference, recycling just 5% of all Marigold gloves sold every year would be almost two double decker buses worth of recycled material given a second lease of life.



To recycle Marigold's durable and disposable gloves, simply choose between dropping them off at one of the participating nationwide TerraCycle® public drop-off locations, or sign up to set up your own public drop-off location. With the latter option, you will receive a charitable donation to a charity or non-profit organisation of your choice for each shipment you send to TerraCycle®.

Once the Marigold gloves have been collected, sorted and processed, they will be recycled and introduced back into the manufacturing supply chain for another lease of life, as items such as flooring tiles, athletics fields and tracks, padding and more.

### Clare Bolland from Marigold commented:

"We're delighted to be partnering with TerraCycle®. We've been working hard for a long time to find a more sustainable solution to reduce our waste, and we're really pleased we are now able to provide households across the UK with a free and easy recycling programme."

We know that we can achieve bigger, better things when we all work as a collective to make a difference for the environment. If we all did a small act on a regular basis, like recycling more of our everyday household items, together we can have a really big impact on the planet."

### Laure Cucuron, General Manager at TerraCycle® Europe, commented:

"Marigold is an iconic UK brand and we're thrilled to be partnering with them to offer a recycling solution for such a popular product. It's great to be able to give these useful household items a second life and, together, we look forward to preventing as many used Marigold gloves as possible from ending up in landfill."

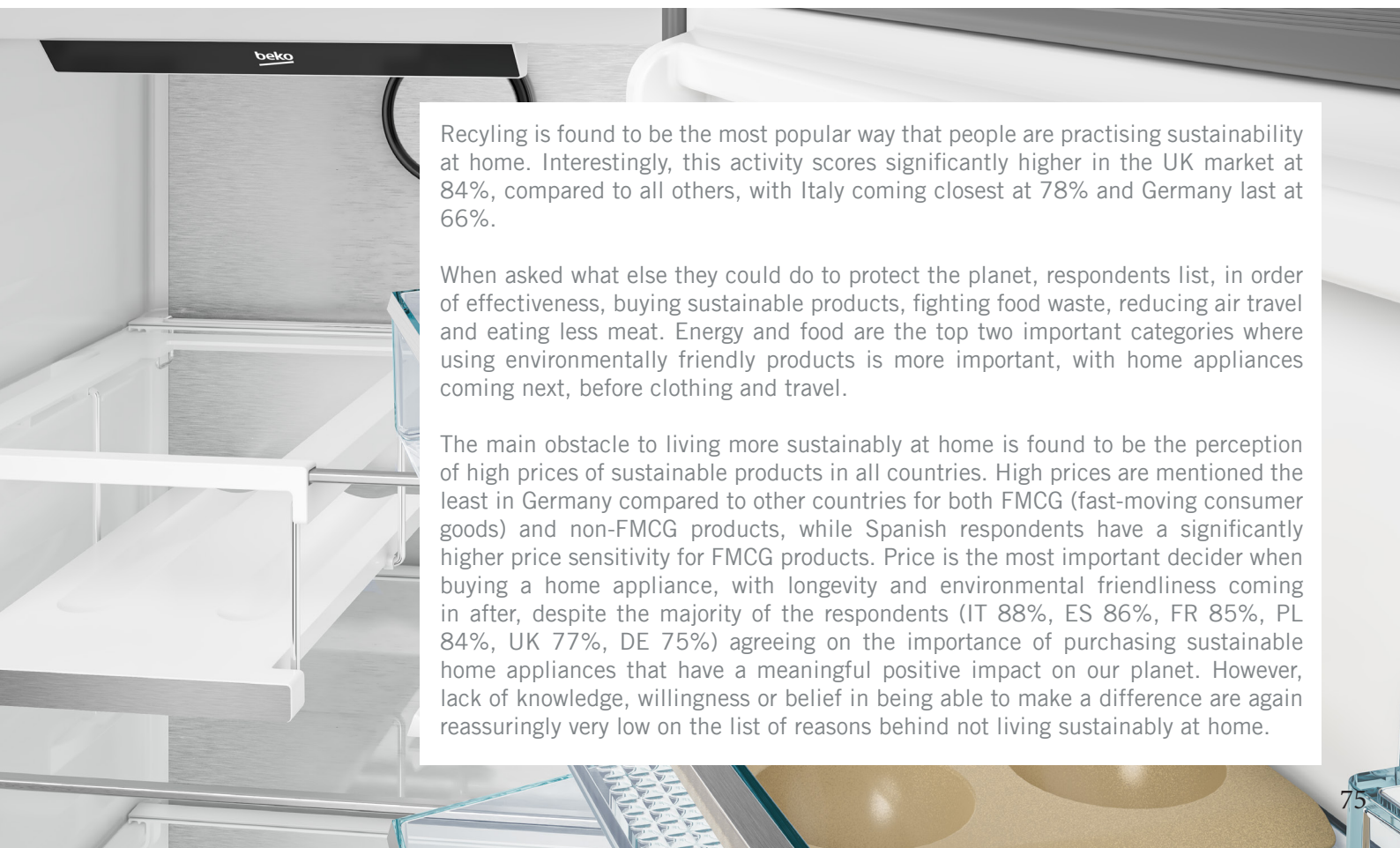
For further information on the partnership, the Marigold brand or its products, please contact Alex Wright or Louise Jackson Rogers on [marigold@finncomms.com](mailto:marigold@finncomms.com).

## Beko research reveals European determination to save the planet

Beko, the world's leading home appliance brand, has carried out a Europe-wide survey\* on people's attitudes and concerns about sustainability, and their awareness of their individual effects on the environment. It has uncovered a strong belief in the power of the individual to make a difference to the future of our planet.

With the growing awareness of our polluted seas and nature loss, it would be very easy to feel powerless, but the vast majority (UK 88%, IT 88%, ES 87%, DE 84%, FR 78%, PL 74%) of the six countries asked said that they feel it is their personal responsibility to make a difference by minimising waste, water and energy use in their daily lives. The number of people thinking it is down to others, such as the government or business, or who think that they can't make a difference, is negligible.

The study, which was announced at Beko's online showcase of seven eco-friendly home appliances, discovered that human environmental damage is perceived as the most critical threat to a sustainable planet by all respondents, followed by the plastic issue, then infectious diseases – which may not have even made the list if these questions were asked two years ago. Extreme weather comes next, followed by natural disasters, natural resource crisis, biodiversity loss, food waste and, lastly, water stress.



Recycling is found to be the most popular way that people are practising sustainability at home. Interestingly, this activity scores significantly higher in the UK market at 84%, compared to all others, with Italy coming closest at 78% and Germany last at 66%.

When asked what else they could do to protect the planet, respondents list, in order of effectiveness, buying sustainable products, fighting food waste, reducing air travel and eating less meat. Energy and food are the top two important categories where using environmentally friendly products is more important, with home appliances coming next, before clothing and travel.

The main obstacle to living more sustainably at home is found to be the perception of high prices of sustainable products in all countries. High prices are mentioned the least in Germany compared to other countries for both FMCG (fast-moving consumer goods) and non-FMCG products, while Spanish respondents have a significantly higher price sensitivity for FMCG products. Price is the most important decider when buying a home appliance, with longevity and environmental friendliness coming in after, despite the majority of the respondents (IT 88%, ES 86%, FR 85%, PL 84%, UK 77%, DE 75%) agreeing on the importance of purchasing sustainable home appliances that have a meaningful positive impact on our planet. However, lack of knowledge, willingness or belief in being able to make a difference are again reassuringly very low on the list of reasons behind not living sustainably at home.

Products with recycled materials for the planet:

#### EcoTub washing machine & washer dryer\*\*

- Plastic waste transformed into a valuable alternative raw material.
- Approximately up to 60 recycled 0.5L PET bottles used in the tubs of washing machines and washer dryers, on certain models.
- Recycled PET flakes used, along with other plastics and additives, without an effect on the tub's effective performance.
- World's first example of this type of application in home appliances.
- This eco-friendly new manufacturing method significantly lowers carbon dioxide emissions.
- Since the beginning of this project in 2017, 58 million plastic bottles have been recycled with a reduction of CO2 emissions by almost 2,200 tons.

#### EcoFiber oven

- A sustainable material from recycled fishnet waste and industrial thread waste.
- 5% recycled fishnet waste and 65% industrial thread waste used in plastic parts such as door decor plastic and display cover.
- 50% of the BI Oven inner display cover made from industrial thread waste.

#### GreenDry tumble dryer

- Uses recycled plastic in 15% of its plastic parts, on average, including in the water tank housing and back cover.
- In the past two years, 2,420 tonnes of plastic were recycled for this cause.

#### Products with bio-composites for the planet:

##### BioCycle refrigerator

- Durable components composed of bio-based plastics.
- Eggtrays made from eggshell wastes and bioplastics.
- Each fridge's two egg trays\*\*\* contain eggshell waste from five eggs.
- The fan cover is 100% bio-based plastics (33gr) from sustainable resources such as corn starch or sugarcane.
- The door seal is 25% bio-based (soybean oil) materials (195 gr).

##### BioCoffee espresso machine

- Developed with bio-composite technology.
- Each espresso machine is made with five cups of coffee residue, reducing the carbon footprint by 5% in bio-composite parts.

#### Product that reduces chemicals:

##### AutoDose dishwasher

- AutoDose dispenses the right amount of detergent for sparkling clean dishes every time.
- In each wash, up to 28%\*\*\*\* less detergent is used with AutoDose for a healthy living on a healthy planet.

\* Product availability varies per market.

\*\*Current products available from the Çayırova Washing Machine Plant are 8-9-10 kg 1400 -1600 rpm WM, and 8/5kg and 10/6 kg WD. The target is to expand PET usage to other plants.

\*\*\* The number of egg trays can change according to the model.

\*\*\*\* For lightly soiled dishes and gel detergent usage.





## ‘War on Waste Plastics’ in the construction industry

A DIY and building products company declares a ‘War on Waste Plastics’ in the construction industry and is ‘going green’.

- 23% of plastic produced in the UK is consumed by the construction industry.
- 25% of construction packaging waste is plastic.
- 3x more packaging waste is produced by construction than all UK households combined.
- Sir David Attenborough says the problems that await the world in the next five to ten years, because of climate change, are greater than the coronavirus pandemic.
- US envoy for climate change John Kerry said, in his landmark speech at Royal Botanic Gardens, Kew: “The world still has a chance of staving off the worst impacts of climate breakdown, but only if governments step up in the next few months with stronger commitments on cutting greenhouse gas emissions.”
- No one can do everything, but everyone can do something. Make a change, be the difference – help save the planet and choose new Hippo Eco-Pac for your needs.

In the UK, it is estimated that five million tonnes of plastic is used every year, nearly half of which is packaging. The construction industry accounts for a quarter of the plastic consumed in the UK, making it the second largest consumer of plastic.

Tembé DIY and Building Products, an independent company based in Doncaster, which creates building and decorating products for professional trade, has declared a ‘War on Waste plastics’ in the construction industry and, under its Hippo brand of sealants and adhesives, has launched a green range to kick the plastic habit.

The issue of plastic waste is high on the agenda and the problem is said to be especially acute in construction, accounting for 25% of the sector’s total waste and with as many as 150 million used plastic sealant and adhesive cartridges sent to landfill each year. Common plastic cartridges used to seal around a bath or shower are made from durable, high-density polyethylene (HDPE) which doesn’t biodegrade. They’re resistant to natural biodegradation processes because microbes that break down other substances simply don’t recognise HDPE as food

Continuing its drive towards more eco-friendly aluminium foil ‘sausage’ packaging, Hippo has replaced its standard plastic cartridges with new Eco-Pacs, which can be used for carrying out many common sealant and adhesive tasks. These strong durable packs are much better for the environment because they generate 96% less waste and less than 1% plastic, compared to standard cartridges. Made from durable foil, you can get up to 38% more product in an Eco-Pac for the same cost as a plastic cartridge. When compressed, an Eco-Pac is no bigger than a couple of coins.

**Guy Malam, Managing Director of Tembé DIY and Building Products, explains why his company’s move away from single-use plastics is a timely one:**

“Environmental issues are now dominating the news agenda and we can all do better; we all need to make changes. Figures on plastic waste in the construction industry make for shocking reading. Plastics are finding their way into our seas and oceans and, of those plastics that are sent to landfill, some take over a thousand years to breakdown in the soil and it’s time the construction industry faced up to the issue. Here at Tembé DIY, we hope to move the industry away from single use plastics and change the market forever.”

[www.tembediy.com](http://www.tembediy.com) [www.hippoproducts.co.uk](http://www.hippoproducts.co.uk)



## TV stars ask the Royals to rewild their estates to battle the climate and nature crisis

A group of Britain’s most famous nature lovers are pleading with the Queen and Royal Princes to super-charge the restoration of the country’s endangered wildlife and landscapes by staging a ‘rewilding revolution’ on their vast Royal estates.

TV environmentalists Kate Humble and Chris Packham, broadcaster Professor Alice Roberts and chef Hugh Fearnley-Whittingstall are amongst more than 100 celebrities, scientists and public figures who have signed an open letter to the British Royal Family organised by environmental campaign group Wild Card. The campaign group aims to see 50% of the UK rewilded and believes that the largest landowners must lead the charge.

Letter signatories also include: national treasures ex-Archbishop of Canterbury Dr Rowan Williams and author Sir Michael Morpurgo; leading scientists Sir David King, Sir Bob Watson and Sir Ian Boyd; and renowned figures from the arts, including Sir Mark Rylance, Josh O’Connor and Andy Goldsworthy.

### TV star Hugh Fearnley-Whittingstall said:

“A decision by the Sovereign and the rest of the Royal Family to restore ancient forests and support the return of lost wildlife to their lands could quite literally change the course of natural history in our country – and play a massive part in counteracting the alarming loss of biodiversity and the worst impacts of the climate crisis.”

The Royal Family directly controls 250,000 acres of land via its private estates and the two Royal Duchies, and owns a further 336,000 acres of land through the Crown Estate – an area of land six times bigger than the Isle of Wight.

Vast swathes of this Royal land are intensively managed grouse moors, considered by scientists to be ecological disaster zones. While Prince Charles has condemned the deforestation of the Amazon, he has failed to demonstrate leadership by restoring Britain’s temperate rainforests in areas where it would grow naturally on Royal land – particularly on Dartmoor (owned by the Duchy of Cornwall) and Balmoral (owned privately by The Queen).

“It is time for the Royals to act now,” said Emma Smart, Ecologist and co-founder of Wild Card. “We praise Prince Charles for taking a stand for environmental causes globally, and Prince William for his founding of the Earthshot prize to fund climate solutions over the next decade. However, we also need to focus on the environmental threat closer to home – the shockingly low biodiversity in huge tracts of the British landscape.”

The letter asks: “As our nation recovers from the Covid-19 crisis, and we look to the world outside our windows to nourish and inspire us, we call on you to lead the way in healing our land. We ask you to seize this moment to restore and rewild the Royal estates, bringing the hope of renewal and regrowth to the people of this country. Protect us, guide us, rewild us.”

People are invited to join the campaign by writing to the Queen, Royal Princes and Royal Estate managers, to ask them to rewild Royal land.

### **Britain - One of the world's "most nature-depleted" countries**

The British countryside may appear to be green and pleasant but, according to the definitive State of Nature report, the UK ranks amongst the world's "most nature-depleted" countries. The country ranks a dismal 189th out of 218 countries assessed for their "biodiversity intactness". Ninety-seven per cent of wildflower meadows have been lost since the 1930s – that's an area of over four million football pitches. A quarter of all UK mammals (26%) and almost half of birds (43%) are now at risk of extinction.

Meanwhile, England's tree coverage stands at a shockingly low 10%, compared with the EU average of 38%. Worryingly, parts of the Royal landholdings are in an even worse state, with the Duchy of Cornwall, owned by Prince Charles, having just six per cent tree coverage.

### **Rewild the Royals**

Rewilding these estates would involve giving huge portions of it back to nature, letting forests and grasslands naturally regenerate, whilst also re-introducing missing species. Rewilding is a nature-based solution that will help prevent ecosystem collapse and avert the extreme flooding, crop failure and disease that scientists warn we face as the effects of the climate emergency worsen. Restored forests, wetlands, grasslands and peat bogs are essential in tackling the climate crisis, by directly absorbing and storing carbon dioxide.

By rewilding the Royal estates – many currently in embarrassingly poor condition in terms of biodiversity – Wild Card believes that the Royals will send a powerful message to other large landowners to follow suit, and set a gold standard for biodiversity rehabilitation.

### **Further quotes**

Ex-Chief Scientific Advisor to DEFRA Sir Bob Watson says: "We call upon the Royal Family to be the leaders that we desperately need to tackle the UK's terrifying climate and biodiversity crisis."

Leading school-striker Dr Mya-Rose Craig (AKA Birdgirl) says: "This is an opportunity that arises only once in many generations, for the Queen and the other Royal landowners to become not just the custodians of their land but also the guardians of it, of our waterways and our wildlife, as well as our modern way of life for centuries to come."

Leading Broadcaster signatory Prof Alice Roberts says: "So many people have turned to nature over this last year - it's hugely important to our health and well-being to be able to get out into wild, natural places. But we desperately need to reverse the decades of habitat loss, shrinking biodiversity and assaults on the natural environment. We all need nature and, in this moment, nature needs us. The Royal family could really lead the way."

### **About Wild Card**

The Wild Card campaign ultimately wants to see 50% of the UK rewilded and is calling for a national effort to make this happen.

The campaign is planning to build on its rewilding plea to the Queen, by requesting that the Church of England and the colleges of Oxford and Cambridge Universities also act urgently to radically rejuvenate ecosystems on the hundreds of thousands of acres of land that they control.

### **The Royal Family directly owns around an estimated 250,000 acres on land:**

The Duchy of Lancaster (45,500 acres) - an feudal era estate of land dating back to the 13th Century owned directly by the sitting sovereign. Last year it paid the Queen around £23m in income.

- The Duchy of Cornwall (130,000 acres [+ 5,000 acres of foreshore]) - an ancient estate owned directly by the Prince of Wales, including most of Dartmoor. Last year it paid Prince Charles around £22m in income.
- Private landholdings and estates owned by the Royals as individuals. These most famously include Balmoral (45,000 acres), Delnadamph in the Cairngorms (7,000 acres) and Sandringham in Norfolk (20,000 acres)
- The Queen also officially owns the £14.1bn real estate portfolio – The Crown Estate – which owns 336,000 acres of land and an even larger expanse of foreshore (Source: Who Owns England by Guy Shrubsole).

Combined, this means royal land covers over half a million acres of the nation (583,500 acres - that's six times the Isle of Wight's 93,900 acres, or just short of the entire size of Luxembourg's 639,000 acres).

Since 1760, this estate's income has predominantly been paid into the national coffers, and the Royals have no direct say over its management. (Source: Who Owns England? Book by Guy Shrubsole - figure calculated with data analytics by deducting foreshore holdings from total acreage owned.) "For the sake of this letter and campaign, we are also calling on the Crown Estate's managing body to commit to rewilding targets." To read the letter in full visit: [wildcard.land/letter/](http://wildcard.land/letter/).



# REBUGGING THE PLANET



## Rebugging the Planet

‘The Remarkable Things that Insects (and Other Invertebrates) Do–And Why We Need to Love Them More’ is a lovely little book that could and should have a big impact...

“We often feel so helpless about nature loss, so it’s hugely inspiring to find out that there is something we can actually do about it. Let’s all get rebugging right away,” says Hugh Fearnley-Whittingstall.

Imagine a world with no insects and invertebrates – no flowers, no trees, no crops, no food, no clean water, and enormous piles of waste blighting our landscapes. This is the reality of a world without bugs. This vision is perilously close to where we are now. With over 40% of insect species at risk of extinction and a third more endangered, our planet is headed towards ‘insectageddon’ – a catastrophic loss of life that would have global ramifications.

In ‘Rebugging the Planet’, environmental campaigner Vicki Hird passionately shows us how insects and invertebrates are the cornerstone of our ecosystems and demonstrates how we must turn the tide on this dramatic bug decline. It’s up to us to rebug our attitudes. We need to re-learn to respond to creepy-crawlies with excitement, not repulsion, in order to foster respect and value for our littlest allies, and we must pass this fascination on to our children.

Worms are essential for aerating our soil and recycling waste to provide nutrients for plants and crops. Flies and maggots are essential for clearing waste, and the much-maligned wasp actually controls pests and pollinates plants. These are but a few examples of how bugs enrich our world. By embracing these brilliant, essential minibeasts, we can give them the space and habitats they need to flourish.

The book’s author, Vicki Hird, looks at the global-local solutions for bugging, and weaves practical tips, advice and activities throughout the book, with the underlying message that we all have power to rebug our planet and every little action helps.

- Learn how to rebug parks, schools, pavements, verges and other green spaces.
- Leave your garden to grow a little wild and plant weedkiller-free, wildlife-friendly plants.
- Take your kids on minibeast treasure hunts and learn how to build bug palaces.
- Make bug-friendly choices with your food and clothes, and support good farming practices.

Rebugging the Planet gives us the tools we need to take responsibility for all the beautiful, inventive and economically invaluable bugs, and to act NOW!

Vicki Hird is Head of the Sustainable Farming Campaign for Sustain: The Alliance for Better Food and Farming, and she also runs an independent consultancy. An experienced and award-winning environmental campaigner, researcher, writer and strategist, working mainly in the food, farming and environmental policy arenas, Vicki has worked on Government policy for many years and is the author of ‘Perfectly Safe to Eat?: The Facts on Food’.

Vicki’s passion is insects. The first pets she gave her children were a family of stick insects, and she received a giraffe-necked weevil tattoo for her 50th birthday. Vicki has a masters in pest management and is a fellow of the Royal Entomological Society (FRES).



## Sustainability Champions

*Founder Daniel Hartz explains ...*

I started Sustainability Champions in 2019 as a podcast, interviewing sustainability leaders.

I am a California native living in London and I have always been passionate about the environment. I enjoy growing my own food and I love supporting environmentally-friendly efforts. I wanted to understand what people are already doing to manage climate change, because all the news about the environment was so negative.

On the podcast, I have spoken with fascinating people at a wide variety of companies, ranging from sustainability leaders at large corporations like VMware, Lloyds Bank and Samsonite to the CEOs of groundbreaking alternative protein companies like Lou Cooperhouse of BlueNalu and Sandhya Sriram of ShioK Meats, and many others.

Since then, Sustainability Champions has become a platform that highlights individuals, community leaders, inventors, investors and corporate innovators who are creating more sustainable solutions to solve some of the world's biggest environmental challenges.

Some of the innovators that we have featured include a woman who invented a soccer ball that generates renewable energy, a man who made sustainable fibres for t-shirts out of spoiled milk, and a woman who invented a bike wheel that removes pollution from the air.

Our Instagram account has grown by 100,000 subscribers in the last year, as we see a growing enthusiasm for supporting individuals who are taking action to protect and heal the planet.

This is what Sustainability Champions is all about: featuring people all over the world who are finding ways to protect and heal the planet. We believe that, instead of focusing only on environmental problems, we need to highlight the people creating solutions and demonstrating progress.

With so much negative news about the environment, all of this doom and gloom can eventually become overwhelming and can make people believe that there is no hope.

Doomism is basically when a person believes that there is no hope and we do not stand a chance against the environmental challenges with which we are faced - so why bother acting?

On the flipside, there is eco-anxiety, where people – especially kids and teenagers – are so overwhelmed by the environmental issues that they feel utterly hopeless, paralysed, and anxious, potentially losing sleep or becoming depressed because the situation is completely out of their personal control.

We do not deny that we are facing massive challenges, from climate change to plastic in the ocean and everything in between.



However, at Sustainability Champions we believe that, even though we may not have reached our climate and environmental goals yet, we are not hopeless. In fact, each one of us can minimise the impact our actions have on the planet and we can start right here, right now.

There is a proverb that says, “The best time to plant a tree was 20 years ago. The second best time is now.”

By sharing positive news, our goal is to encourage people to take more sustainable actions in their daily lives, no matter how big or small.

What is an action you can take today that can make a small difference?

You can find Sustainability Champions on:  
Instagram: @sustainabilitychampions  
Facebook: Sustainability Champions Podcast  
LinkedIn: Sustainability Champions  
YouTube: Sustainability Champions  
<https://www.sustainabilitychampions.com>

## The Healthy Vegetable Garden

This is a natural, chemical-free approach to soil, biodiversity and managing pests and diseases. It was reported that three million people took up gardening last year, growing their own food in whatever outdoor space they had, be it a garden, allotment or windowsill. A combination of being in lockdown, wanting to connect with nature, eating healthily, and a desire to be more self-sufficient and planet-friendly have all contributed to this rise.

In 'The Healthy Vegetable Garden', expert organic gardener Sally Morgan explains how to employ natural approaches to create rich, resilient organic soil that will cope with the challenges of our changing climate, year after year. You'll discover how to improve your crops through principles, from regenerative gardening, agroecology and permaculture – all to help your green space thrive.

Launching in 'Organic September', this book will be a must-have, with an A–Z, soil-to-table approach that will be useful to beginners and experienced gardeners alike. Sally, who is the editor of the Soil Association's Organic Farming magazine, shares her knowledge of how to reduce chemical inputs, naturally enrich your growing ecology and create hardy, nutrient-dense and delicious crops. Commenting on how a healthy soil underpins everything that we do in the garden, Sally says: "When we improve our soils, we sequester more carbon, which helps in the battle against climate change. Our soils will retain more water, improving the local water cycle and reducing erosion. Plus, a healthy soil will help us to create something that is vital to our own well-being – healthy food."

The Healthy Vegetable Garden shows you how to:

- combat pests and disease with natural predators, companion planting, and trap and barrier crops;
- choose the right plants to attract pollinators and pest predators;
- build a health soil full of organic matter, earthworms and mycorrhizal fungi;
- regenerate soil through no-dig practices, composting, cover crops and mulching;
- boost biodiversity through the use of crop rotations and polyculture;
- rewild your garden and create new habitats by using log piles, water features, wild corners , and more;
- understand plant defences and how to use bio controls (when living organisms are used to control pests);
- make natural barriers, traps and lures for pests.



A healthy, productive garden should work in harmony with nature to produce and protect delicious fruits and vegetables, as well as build a rich soil that is full of life. With The Healthy Vegetable Garden, growers of all levels will start reducing incidents of pests and diseases, while creating a verdant habitat – all without the need for fertilisers, pesticides or weed killers.

### About the Author:

Sally Morgan is the Editor of the Soil Association's Organic Farming magazine. She writes regularly for gardening and smallholding magazines and is a member of the Garden Media Guild. Sally's blog was a finalist in the Garden Media Guild Award 2019, and she also runs smallholder courses on her organic farm in Somerset. Her previous books include 'The Climate Change Garden' with Kim Stoddart (Green Rocket Books, 2019) and 'Living on One Acre or Less' (Green Books, 2016).

## New book: 'Feeding your Vegan Child'

*Author Sandra Hood RD explains the importance of plant based eating ...*

Over the last few years, we have seen a tremendous shift towards plant based eating. This appears to be mainly due to the growing concern in climate change, helped by the likes of Greta Thunberg and other leading environmentalists. Young people, in particular, seem very concerned at the speed at which we are endangering our planet's ability to sustain all living plants and creatures. A vegan diet is unique in that it embraces everything – our health, animal compassion, and it reduces our CO2 emissions.

The evidence is now overwhelming that a well-planned vegan diet can support all life stages from birth to old age. It also has the potential to prevent and treat disease, and help slow the ageing process. There are only two nutrients that are not found in plant foods, so need particular attention. These are vitamins B12 and D. Vitamin D is usually obtained from sun exposure and vitamin B12 must be provided by fortified foods or supplements. Meat eaters also need to ensure adequate vitamin D levels and can be deficient in B12 due to modern intensive farming. All other nutrients are adequately provided by plants.

A plant based diet can do much to preserve our precious resources in the face of a rapidly increasing world population. It can nurture the type of person who can use, responsibly, our precious resources and free animals from cruel exploitation. Most people still believe that animal products are necessary for health. In fact, the opposite is true. There is nothing in animals that is essential for health and cannot be more efficiently obtained from plants. We are competing with these poor abused animals that are deliberately bred and they compete with us for diminishing resources of land, water, food and energy.

The food industry greatly influences our eating habits through advertising. We need to look beyond the supermarket shelves and re-establish our feeding habits in accordance with the laws of nature. By eating more wholefoods, fresh fruits and vegetables, and by cutting down or excluding animal products and highly processed foods, we will not only improve our health but that of the environment.

There are still many unanswered questions when it comes to the relationship between health and diet, and diet and the planet. However, what we do know is that the vegan diet is protective for our health and the planet. We owe it to our children to protect both their health and that of our planet. My new book 'Feeding your Vegan Child' is a practical, essential guide that takes you through all life stages, from planning pregnancy up to the teenage years. It seeks to reassure parents and health professionals by providing all the nutritional advice needed for optimal growth and development. It demonstrates that all the essential fats and proteins that humans need are provided by plants and we do not need to obtain these through eating animals.

"As people face the challenge of environmental crises, as the supreme importance of using awesome intellectual powers with compassion for all sentient beings is realised, an evolutionary leap will be achieved. An era of truly abundant living will dawn in which humans, at peace with themselves, with each other and with all living creatures, will reach heights of creativity as yet unimagined." Kathleen Jannaway (1915-2003)



## 'Spikey': a new children's story book about hedgehogs

Hedgehogs are 'Britain's favourite wild mammal' and, while they certainly are loveable, most kids and their parents actually know very little about them.

Spikey, by Tereza Anteneová, is a new children's story book for children aged two to eight – the very young up through early readers – that aims to help children to learn how hedgehogs live, what they eat and why they are at risk. It is, first and foremost, an engaging story about the adventures of a young hedgehog but, cleverly, there is a lot to learn along the way, including how to make your own garden sanctuary for them.

Spikey is supported by Hedgehog Street, a charity campaign which seeks to stop the decline in hedgehog numbers and encourage people to create hedgehog-friendly gardens.

The story is set in Regent's Park, London, where a lonely and rejected hedgehog called Spikey must learn quickly if he is to survive the coming winter. With only the wisdom of his grandma to guide him, he sets out into the big, wide world. Who will help him, and how will he cope when there are dangers all around?

Author Tereza Anteneová was inspired by the long summer days that she spent with her father at their cottage in the countryside, lying in the grass, watching the wildlife and telling each other stories.

Spikey is available in paperback (£9.99), hardback (£12.99) and ebook (£5.99) at all good bookshops and online retailers.

# SPIKEY



TEREZA ANTENEOVÁ

ILLUSTRATED BY MIKE PHILLIPS



## ‘Americanism: Using money you haven’t earned to buy things you don’t need to impress people you don’t like.’

*Extract from Welcome to the Circular Economy by Claire Potter, published by Laurence King, price £14.99, on 9 September 2021.*

We’ve all heard versions of this quote. In films, books and from the mouths of celebrities and social commentators alike, but this is reportedly the original – from American journalist and humorist Robert Quillen in 1928, at the very start of the Great Depression. While the times and products have certainly changed, the sentiment is still very much alive. It’s unfair to call it ‘Americanism’ now – perhaps ‘globalism’ would be more fitting. Wherever in the world you are reading this, you will understand the statement completely. The advent of the Internet, social media and accessible credit has compounded it far more than Quillen could probably ever have imagined.

But this chapter is not about buying nothing at all. This is not a hard-nosed, anti-consumerist rant. We all need to buy things as we grow, as our lives change and our needs alter. Otherwise, we would all live like monks and nuns, passing our days in remote mountain-top retreats. For one thing, there are not enough mountains to go around.

The good news is that many brands are working to manufacture goods as responsibly as possible, in a multitude of ways - with clear and transparent supply chains, using non-exploitative materials and labour, and considering the whole life cycle of their products. Some allow you to repair a product you’ve purchased, or even take it back when, for whatever reason, it doesn’t fit your life anymore, so it can be reprocessed or passed to someone who will love it again. In a functioning circular economy, this would be business as usual. But we all know that, at the moment, this is business unusual.

We only need to look at our high streets, malls and shopping centres to see how far we need to go. ‘Fast fashion’ is a term coined in the 1990s when brands such as Zara, Topshop, H&M and Primark grew from small European roots and branched into the United States. Spanish newcomer Zara turned stock around every three weeks, with new ideas taking just 15 days to get into the store: “the emphasis is on fast fashion, merchandized in a coordinated style”, the New York Times said - and a new way of shopping was born.

Having stock rotate and change at breakneck speed means that we are duped into thinking that what we’ve bought is no longer good enough; we are continually out of date and ‘unfashionable’. The hunt is always on. There is always the promise of something better on the horizon: a new release, a new trend, a new look. We measure our own self-worth by the value of what we own and we use it to impress those around us, ‘peacocking’ like the bird fanning his tail.

Times may have changed since Quillen was writing, but we are still in the trap that began with the cartel-controlled planned obsolescence of light bulbs in the 1920s. The system has been engineered so that our stuff physically lasts a shorter amount of time, and so that we perceive that, after a certain period of time, it is no longer worth anything. Dissatisfaction drives sales and we get caught in a perpetual loop of consumption. As Chuck Palahniuk’s character Tyler Durden quite rightly observes in the 1999 film Fight Club, “The things you used to own, now they own you”.



# THE GREAT MELT

ACCOUNTS  
FROM THE  
FRONTLINE  
OF CLIMATE  
CHANGE

ALISTER DOYLE



## Accounts from the frontline of climate change

A new book includes never-before-told-stories from the first victims of climate change and soon-to-be-lost coastal communities. Leading climate journalist Alister Doyle's book 'The Great Melt' has been launched in the lead up to COP26, when the world will come together to try and agree a planet-saving strategy for the next decades.

The book is a wake-up call for action on climate change. The time for action is now. The fate of the world's coasts rests on a knife edge as global warming melts ice sheets and glaciers from the Alps to the Andes. The choices we make now will determine whether oceans rise by a coast-swamping one metre by 2100 or whether we can save our coastal communities.

From the glaciers of Antarctica and the high Andes, to the small island States of the Pacific and the coastal cities of Miami, New York, Venice and Rotterdam, Alister Doyle tracks the thaw that threatens life as we know it. He shines a light on the most vulnerable people at the shoreline who are already moving inland, on the scientists puzzling about what is going on, and on the ideas about how to limit the damage.

Alister Doyle is an award-winning journalist who has covered climate change for almost two decades, tracking both the science and the diplomacy around the 2015 Paris climate agreement. He blends his journalistic instincts with compelling storytelling and powerful human stories. He has reported from about 50 nations in six continents, including two trips to Antarctica and numerous visits to the Arctic, and was the first Environment Correspondent for Reuters, from 2004–19.

### Alister says:

“Rising seas will be among the worst impacts of global warming – swamping coasts in a slow-motion disaster that will keep going for centuries. In the worst case this century, rising seas will force tens of millions of people from their homes in low-lying regions from Bangladesh to Egypt, from Sydney to Miami, and swamp island nations such as Tuvalu or the Maldives. Will the rise be 50cms by 2100, a metre, two, even more?”

[www.sealevelrise.com](http://www.sealevelrise.com) | @alisterdoyle



## Climate change around the world

*Photographer Ashley Cooper explains the background to publishing the book 'Images from a Warming Planet' ...*

For the last 30 years, I have worked as a freelance, professional environmental photographer. Around the turn of the century, I started to read more about climate change, in scientific journals. The subject interested me at a time when a lot of people hadn't even heard of the phrase. I decided to organise a dedicated photo shoot to look at some of the issues.

Three months of planning saw me spend a month in Alaska, in the Autumn of 2004. I wanted to document glacial retreat, permafrost melt and the increase in forest fires in the Boreal forest. The highlight of the trip was to spend a week on Shishmaref, a tiny, remote island in the Chukchi sea between Alaska and Siberia. Shishmaref is home to around 600 Inuits, most of whom still live very close to the land as hunter gatherers. As such, their carbon footprint compared to the average north American was tiny. The problem for the Inuits was that their houses were being washed into the sea, due to lack of sea ice. The sea ice used to form around their island home in late September, but even back in 2004 it wasn't forming till, maybe, Christmastime. Any bad storms coming through, before the sea ice locked their island up, were causing awful coastal erosion and toppling their homes into the sea. I learned something on Shishmaref that I was to see time and time again around the planet - that is, those least responsible for climate change are most impacted by it.

I was blown away by how 'in your face' the impacts of climate change were at a time when hardly anyone was talking about it. I vowed to start documenting it further. My next shoot was to Tuvalu, the smallest country in the world and probably the first to disappear due to climate change. Here, the problem was sea level rise impacting their low-lying coral atoll island home. I timed my shoot to coincide with the highest tides of the year. It was shocking to see that, on a day with a flat calm sea, the middle of Funafuti island was three feet under water at high tide.

I soon hatched a plan to try and document the impacts of climate change on every continent on the planet; an epic journey that took me 14 years to complete. It took me from below the Antarctic circle to 400 miles of the North Pole – from 18,000 feet above sea level (the Bolivian Andes) to 280 feet below, in Death Valley. I covered glacial retreat, permafrost melt, sea level rise, coastal erosion, forest fires, floods, droughts, coral bleaching, extreme weather and much more. In the fourteen years it took me to complete the project, I probably saw more impacts of climate change than any other living human. The journey was not without its hazards. I came close to being avalanched in the Nepalese Himalayas, nearly fell down a crevasse on the Greenland ice sheet and was involved in a head on collision in Bolivia, after which my car hire company spent three days locking me in hotel rooms whilst trying to extort \$50,000 from me. Being stopped and hassled, and threatened by security guards and police, was an occupational hazard. I saw too many signs of death and destruction, but I also witnessed amazing scenes of hope, where people were trying to tackle the problem.

The IPCC has just issued its latest report, and the findings could not be more shocking. We have very little chance left to prevent catastrophic climate change; many changes are already with us and will get worse even if we rapidly decarbonise. The time for radical action is now.

The entire project was self-funded, through image sales into newspapers, magazines, books and TV. At the end of the journey, I self-published the award-winning book 'Images from a Warming Planet' ([www.imagesfromawarmingplanet.net](http://www.imagesfromawarmingplanet.net)). Jonathon Porritt called it "an extraordinary collection of images and a powerful call to action". Dr James Moorey called it: "Probably the most important book to be published this year". So far, I have managed to get the book to Al Gore, Pope Francis, Prince Charles, Bill McKibbin, Sir Tim Smit, Emmanuel Macron, Nichola Sturgeon, David Attenborough, Emma Thompson, Chris Pakham, Vivienne Westwood and many more.

The book normally retails for £40, but I am offering signed copies to the readers of ecoLiving Magazine for £25 plus P+P. If you would like to take advantage of this offer, please email [ashley@globalwarmingimages.net](mailto:ashley@globalwarmingimages.net), quoting ecoLiving Magazine.

# ASHLEY COOPER IMAGES FROM A WARMING PLANET

ONE MAN'S MISSION TO DOCUMENT  
CLIMATE CHANGE AROUND THE WORLD



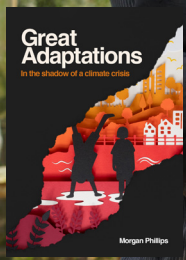
## The images show:

**Flooding.** The main street of Cockermouth, Cumbria, UK - five feet underwater. This Cumbrian town has been badly flooded three times in 2005, 2009 and 2015. After 2009, the Environment Agency spent millions of pounds building new flood defences for the town. They said that they would protect the town from a once in a 100 years' flood. Three years after they finished the defences, Storm Desmond came along and completely overtopped the new flood defences.

**Drought.** Lake Hume is the largest reservoir in Australia and was set up to provide irrigation water for farms further down the Murray Basin, and drinking water for Adelaide. On the day this photograph was taken, it was at 19.6% capacity. By the end of the summer of 2009, it dropped to 2.1% capacity. Such impacts of the drought will worsen as a result of climate change. The last time the water was anywhere near this end of the reservoir was ten years ago, rendering this no fishing sign somewhat redundant.

**Science.** PHD scientist Ian Bartholomew used dye tracing techniques as part of a study to measure the speed of the Russell Glacier near Kangerlussuag Greenland. The study is looking at how increasing quantities of melt water caused by climate change are affecting the glacier's speed. This, like most glaciers in Greenland, has sped up considerably in the last 20 years. As part of the study, reflective poles were drilled four metres into the ice to measure their speed at various positions on the glacier. Within a month, all the poles had fallen over as the glacier melted down over four metres. The study conclusively showed that the speed of the glacier was directly linked to the amount of meltwater draining from its snout.





## In search of eco adaptations to climate change – New book by Dr Morgan Phillips

There can now be no doubt. Climate change is here. It is devastating lives and forcing us to ask existential questions about our lives, jobs, communities and relationships. The emotional toll this takes is heavy. Grief, anxiety, guilt and anger are all common responses. Growing numbers of people are starting to feel them. The next few decades are going to test the human species in ways they have never been tested before.

Coping emotionally is one thing, coping physically is another. What will us humans do to adapt to rising sea levels, extreme heat, wildfire, plagues of insects, superstorms, flash floods and glacier melt? Will we be eco as we design our adaptation strategies, or not-so-eco? So far, the answer is 'both'.

We are only really at the beginning of our journey into the unknown territory of a dangerously warmed planet; these are the early days of climate change adaptation. Some adaptations are good, but a lot are wincingly bad. We urgently need to talk about them, in all their forms. If we don't – if we leave adaptation in the shadows – at least three things might happen:

- (1) Those in need of financial support to enable them to adapt will be left to adapt alone, or not able to adapt at all.
- (2) Adaptation will happen, but in ad hoc, under-resourced and poorly thought-out ways. These adaptations won't last, and will be highly likely to cause collateral damage, both ecologically and socially.
- (3) If stories about effective and socially just forms of adaptation are left untold, they will not be learned from, or scaled, or replicated. Similarly, if nobody hears about the damaging, selfish, uncaring forms of adaptation, the rouge actors who are responsible for them won't be scrutinised or stopped. There are adaptations and maladaptations.

Maladaptations range from: fossil fuel powered air conditioning of football stadiums in Qatar; a managed retreat on Staten Island, New York; the creation of 'cool rooms' in Paris; panic buying of fans and sun loungers for pets in England; the helicoptering of snow at Alpine ski resorts; and the climate gentrification of poor, but slightly higher altitude, neighbourhoods in Miami. More positive adaptations include: community-led agroforestry in Nepal; fog catching in Morocco; the northerly migration of sparkling wine in Europe; the spreading of siestas to ever higher latitudes and altitudes; and the restoration of coastal mangroves to guard against storm surges and sea level rise.

The world of adaptation is inspiring and infuriating in equal measure. There is as much to be learned from the mundane as there is from the outrageous. Adaptation is inevitable, but maladaptation isn't. The challenge is to keep our adaptations as 'eco' as possible. Great adaptations are possible.

As climate change continues to intensify, it becomes ever more tempting to hide from it, or deny – to ourselves – how bad things really are. The urge to wish away news of the latest flood, wildfire or drought is incredibly strong. These feelings aren't wrong, they are very understandable coping strategies. But there comes a time to face up to what is happening, and find a way past the negativity and despair. Human beings are good at this; we are finding ingenious ways to prevent climate change from getting worse, and learning how to adapt, positively, to the changes that we are already experiencing. If you are not already adapting to climate change, you will be soon. Do it well. Do it considerably.

Dr. Morgan Phillips is the UK Co-Director of The Glacier Trust, and author of 'Great Adaptations - In the shadow of a climate crisis', published by Arkbound. (September 2021; Paperback; £9.99)



## John Murray to publish Earthshot book to inspire a decade of action to save the planet

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John Murray announces EARTHSHOT: HOW TO SAVE OUR PLANET, the definitive book of The Earthshot Prize, which aims to inspire a decade of action to repair our planet. A once in a generation global publishing event, the book was co-authored by Colin Butfield, former executive director at the international conservation charity WWF, and multi-award-winning producer/director Jonnie Hughes. It features an exclusive introduction from Prince William. It was launched by Prince William and The Royal Foundation of The Duke and Duchess of Cambridge in 2020, and inspired by President Kennedy's 'Moonshot'.

The Earthshot Prize is the most ambitious and prestigious award of its kind. It aims to discover and scale the best solutions to help repair our planet over the next ten years. Every year from 2021 until 2030, The Earthshot Prize will find and reward inclusive solutions to five 'Earthshot' goals:

- Protect and restore nature
- Clean our air
- Revive our oceans
- Build a waste-free world
- Fix our climate.

EARTHSHOT: HOW TO SAVE OUR PLANET will be the authoritative book of The Earthshot Prize, highlighting the urgency of the environmental challenges facing our world while also providing readers with inspirational case studies of the incredible solutions happening globally to repair our planet. The book will be published (on 30th September, in the UK) alongside a landmark five-part BBC One TV series in the autumn, created by Butfield and Hughes. They are the creative heads behind the phenomenally successful documentary David Attenborough 'A Life on Our Planet' and long-time advisors to The Earthshot Prize. The two co-authors have unparalleled access to the people, science and imagery behind the project. Their significant TV credits include 'The Hunt', 'Our Planet' and 'A Life on Our Planet'.

The Earthshot Prize and book are centred upon the five 'Earthshots' goals listed above – simple but ambitious goals for our planet which, if achieved by 2030, will improve life for us all, and for generations to come.

The book will also feature contributions from Members of The Earthshot Prize Council, including Christiana Figueres, co-founder of Global Optimism and former UN Climate Chief responsible for delivery of the landmark Paris Agreement on Climate Change, singer and philanthropist Shakira Mebarak, environmental activist Hindou Oumarou Ibrahim, former astronaut onboard the International Space Station Naoko Yamazaki, and broadcaster and natural historian Sir David Attenborough. The Earthshot Prize Council is a global team of influential individuals who will be responsible for awarding The Earthshot Prize every year from 2021 until 2030.

The Earthshot Prize is supported by its Global Alliance, an unprecedented network of organisations worldwide which share the ambition of the Prize, including the WWF, United Nations Environment Programme (UNEP), World Economic Forum, National Geographic Society and Greenpeace, amongst many others.



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**Jonnie Hughes and Colin Butfield said:**

“The Earthshot concept is simple: we have ten years to turn the tide, fifty ingenious ideas, and one goal – to save our planet. What we need is action and optimism. Our book reaches from the coral reefs of Mexico, via palm oil plantations in Borneo and sheep farms in Australia, to the forests of Kenya. It’s an explanation of how we’ve got to this point, and how – by acting collectively – we can fix it.”

**Nick Davies, Managing Director of John Murray, said:**

“EARTHSHOT: HOW TO SAVE OUR PLANET arrives at a time when the environmental crisis has finally reached mass consciousness. It’s poised to be the decade’s biggest environmental title: a major commercial book on climate change that will educate and inform readers globally, and help inspire the decisive, collective action. This is more than a prize and a book; it is one of the defining social and cultural movements of the next decade, involving everyone committed to tackling the greatest challenge we face – to curtail climate change and repair the planet.”

The book will be published ahead of the first-ever Earthshot Prize awards ceremony, which will take place in London on Sunday 17 October 2021. Broadcast to a global audience, the inaugural awards ceremony will celebrate the global finalists before awarding the first five Prize winners. These solutions will have the greatest impact on the biggest environmental challenges facing our planet, and each awardee will receive £1 million to scale their solutions.

For more information about The Earthshot Prize, visit: [www.earthshotprize.org](http://www.earthshotprize.org).

## WWF engages art world for action on climate crisis

As part of its 60th anniversary programme, WWF is joining forces with curatorial practice Artwise to launch Art For Your World, a new movement to engage the art world in raising funds and awareness needed to combat the climate and nature crisis, in a series of actions culminating in November 2021 to coincide with the 26th UN Climate Change Conference of the Parties (COP26) taking place in Glasgow.

Art For Your World is a wide call to artists, collectors, galleries, institutions and art lovers to make a meaningful connection between art and the environment, in order to support the groundbreaking fieldwork being carried out by WWF, one of the world's largest conservation organisations. This new campaign includes a charitable auction at Sotheby's of several outstanding works of art, the sale of exclusive new prints by three leading contemporary artists and a range of digital activations and partnerships.

The funds raised by Art For Your World will be used to support key areas of WWF's work that contribute to combatting dangerous climate change, such as: halting deforestation; supporting indigenous communities; restoring trees and forests; replanting seagrass meadows; protecting endangered species; and promoting sustainable lifestyles.

Tracey Emin, Jadé Fadojutimi, Anish Kapoor, Vera Lutter, Jessica Rankin and Gavin Turk are among the contemporary artists pledging their commitment to the Art For Your World movement by selling works at Sotheby's Contemporary Art Day Auction in October 2021, with proceeds donated to WWF.

Other acclaimed artists, including Chila Kumari Singh Burman, Heather Phillipson, and Bob and Roberta Smith are creating new prints exclusively for the movement, available for sale via the Art For Your World website.

The movement will gain further momentum in November, to coincide with COP26, with the #ArtForYourWorld hashtag spreading across social media as galleries, institutions and other partners in the art world champion the cause.

Art galleries will highlight and promote artists and works relevant to environmental issues and share their commitments to climate action, with some also donating portions of their sales to WWF. The growing list of galleries supporting Art for Your World includes: Edel Assanti, Gagosian, Ikon, Ingleby Gallery, Jupiter Artland, Kate MacGarry, The Lightbox, Marianne Boesky, Maureen Paley, Pippy Houldsworth Gallery, Royal Society of Sculptors, Thaddaeus Ropac, Thomas Dane Gallery, White Cube and Worton Hall Studios. Museums and cultural institutions will also share environment-related content and contribute to the conversation around sustainability and climate change, using #ArtForYourWorld on Instagram.

In further support for Art For Your World, organisations, including Artist Support Pledge, Contemporary Visual Art Network, Gallery Climate Coalition, Rise Art and W1 Curates, will activate their networks in order to spread the word and increase widespread participation in the movement.





The launch of Art for Your World follows the publication of a new report, *Feeling the Heat*, in which WWF outlines how treasured species – from bluebells and bumblebees here in the UK, to snow leopards and sea turtles further afield – are at risk if we fail to limit the warming of our planet to 1.5°C.

**Tanya Steele, CEO at WWF, said:**

“When it comes to tackling dangerous climate change, every half a degree of warming matters. The findings from our new report clearly show that every fraction of a degree of additional warming can permanently damage critical ecosystems and lead to the extinction of species across the globe.

At WWF, we know that the art world is increasingly conscious of the role it can play in saving the planet – our one shared home – whether by reducing carbon emissions or exploring environmental issues through art. The pandemic has created time and space for us to consider a new way forward, and we believe that now is the time to join forces, so both the art world and the art-loving public can respond to the urgency of the climate and nature crisis.”

**Susie Allen, Founding Director at Artwise, said:**

“For six decades now, WWF has been combatting the climate emergency to save our planet. During this critical and dangerous tipping point, it is essential that we harness the art world’s power to influence, galvanise and make a real difference. Art For Your World has already had tremendous uptake in its inception and we are calling out to many more artists, collectors, galleries, institutions and art lovers everywhere to help us to draw even greater attention to the climate crisis in the coming months.”

**Artist Tracey Emin said:**

“I passionately care about wildlife and anything that makes people aware of the damage we are doing to this planet, and what we can do to save it is worthwhile.”

**Jo Baring, Director and Curator at The Ingram Collection, said:**

“The last year has galvanised thinking in the art world around the urgency of climate issues and sustainability. Art For Your World is an opportunity to ensure that this discourse doesn’t go to waste and that meaningful change happens. At The Ingram Collection, we are grateful to WWF, an organisation which has been working to save our planet for 60 years, for spearheading this vital initiative to bring the art world together at such a crucial time.”

Join the #ArtForYourWorld movement. Visit [www.artforyourworld.com](http://www.artforyourworld.com) and follow @artforyourworld on Instagram.

## Local Government and Net Zero in England

Responding to the upcoming report by the National Audit Office (NAO) on Local Government and Net Zero in England, Polly Billington, Chief Executive of UK100, which represents over 100 mayors and local authority leaders committed to action on climate change, said:

“We’ve been warning for years that the approach to funding local authorities to achieve Net Zero is ‘piecemeal’, so this report from the NAO is welcome, and must be a wake-up call for ministers. Unless ministers empower local leaders before the UN COP26 Summit in November, the UK Government will be going naked into the conference chamber.”

She added, “Local authorities have the ability to reduce greenhouse gas emissions by up to a third; cities and councils must be front and centre of Net Zero. As the summit communiqué, signed by 32 mayors and leaders, set out, local leaders need new powers and resources, enshrined in a Net Zero Local Powers Bill. That includes oversight of strategic bodies to tackle energy market failure, along with the financing to decarbonise transport and tackle emissions from homes and workplaces. We look forward to the Government’s response to the UK100 communiqué and the NAO report.”

Former Conservative Environment Secretary and Chair of Climate Change Committee, Lord Deben (John Gummer) addressed the UK100/WMCA International Net Zero Local Leadership Conference:

“The Government have got quite the right policies, but not so much actual delivery – delivery depends on the linking of those two [central government and local government]. The Department for Local Government should have a central body which helps local authorities not only with resources but with information.

No wonder the Cumbria County Council gave permission for a coal mine – there’s nothing in the planning system, there’s no advice, there’s no way in which they could have drawn the Government’s views to take into account [climate change] when making that decision. And it’s true right across the board; too many local authorities are having to paddle their own canoe, invent the wheel again – all those sorts of things which could so easily be done by central government involvement with them, helping them, passing on good practice and the like.

Secondly, the Government has got to use them [local authorities]. Give them the powers and the resources to deliver what only they can deliver. In the recent disaster over the Green [Homes] Grants for people improving their heating and making themselves less depending on fossil fuels, the one bright spark was what was happening with the money that was given to local authorities, who were doing their job extremely well. The Government recognised that and gave them another £500 million. But the £500m was there because [central Government] couldn’t use it for the more direct system they had in mind.

Above all, this battle is going to be won by co-operation between central Government, regional Government and local Government right the way down to parish councils. Everybody has got to be involved in this and we all need the resources which are necessary and applicable to the level of local Government in which we are involved.

The Climate Change Committee is absolutely clear: unless local Government plays a much bigger part in the battle which we are fighting, we’re not going to win.”





## Buckley's Bees launches 'BEEcause' campaign to help fight the decline of the bee

Founded and ran by father/daughter duo David and Emma Buckley, Buckley's Bees spans 65 years of collective beekeeping experience, born from an absolute passion and an evidence-based belief in the amazing value of honeybees and the good they do in the world. Buckley's Bees aims to sustainably raise the profile of the native honeybee within the British ecosystem, through placing locally sourced hives and ensuring that adequate flora for bees and other pollinators are available to help them thrive, thus driving the population to grow responsibly. The safety and quality of life of the bees is at the forefront of Buckley's Bees' mission; however, they are also working to raise the profile of all pollinators within the ecosystem, enhance the viability and success of natural pollination, create employment opportunities and provide for future generations.

Buckley's Bees have recently launched their 'BEEcause' campaign to help fight the decline of the bee. The professional beekeepers are on a mission to stop the dwindling numbers, as well as educating the nation about how they can do their bit to help. Through the campaign and managing their clients' hives, Buckley's Bees hope to encourage the sustainable growth of the species, and educate others about the importance of maintaining and increasing the number of pollinators in our environment. The BUCKLEYS breed their own queen bees and colonies, so they know exactly where the bees have come from. This means that their bees have desirable traits such as docility and hygienic behaviour, giving them a greater chance of survival. Through the BEEcause campaign, Buckley's Bees is enhancing the viability and success of natural pollinators, engaging new communities and creating employment opportunities through the corporate partnership schemes. The team is also imparting their expert beekeeping knowledge to educate and encourage future generations of the importance of pollinators. Alongside the setting up and management of their clients' hives, clients are also provided with advice on enhancing existing flora, as well as the creation of new spaces for nature. To date, Buckley's Bees is supporting organisations that include Bentley Motors, Yeo Valley, McDonalds and Taylor Wimpey – to name but a few.

Founder David Buckley's experience, knowledge and inspiration, coupled with daughter Emma's drive to raise awareness and create new opportunities, is taking the skill of beekeeping to new places and to younger generations. This involves working with communities, schools and businesses to increase awareness of all pollinators, as well as educating and engaging people to better understand how best to protect and enhance our environment.

Everything Buckley's Bees do is done with an advocacy for environmental sustainability, not commercial honey production. Buckley's Bees ensures that an ecological balance is always present, by overseeing that enough flora is available for both existing and new pollinators, as well as avoiding overpopulation. Furthermore, all of their hives are constructed out of sustainably-sourced cedarwood and are manufactured in the UK.

[www.buckleysbees.com](http://www.buckleysbees.com)



## Bringing back the ‘buzz’ to Britain, Sow Beautifully!

The dramatically dwindling population of pollinating insects in Britain has been a matter of concern for the past decade. Among various initiatives taken to repopulate these tiny organisms, a recent one stands out. A group of young girls from Heckmondwike Grammar School in West Yorkshire have developed ‘Sow Beautiful’, a flower seed cannon used to grow flowers and create a source of pollen for bees. This innovative product has been selected as the overall winner of Design Ventura 2020.

Design Ventura is an annual international design and enterprise competition for schools, run by the Design Museum in partnership with Deutsche Bank’s global youth engagement programme ‘Born to be’. This challenge invites 13- to 16-year-old participants from across the country and aims to inculcate the passion for building marketable product designs at an early age.

The year 2021 marks 11 years of the programme, which has seen over 108,000 student participants from 1,550 schools. The winners of the 2020 competition were announced at a celebration event in the Design Museum, London. The runners-up include Parkside Community College School, for their product ‘The Shoe Button’, and Davison’s High School for Girls for their ‘Posivitree’.

Sow Beautiful has been ingeniously designed with a sustainability focus – right from eye-catching packaging to the components inside, everything is made with 100% eco-friendly materials. The seed launcher is designed to work like a confetti cannon and it uses a biodegradable balloon for propelling the seeds as far as possible. The package includes wildflower seeds, compressed compost, natural clay, along with the balloon and the seed launcher.

“We’ve been informed that we have to go and work with designers in the design museum for finalising the product, which is really exciting. We’ve also been given the opportunity to actually be able to sell our product in the Design Museum Shop and raise money for our chosen charity, which is Kirkwood Hospice,” said one of the members of the winning team.

Over 290 schools took part in this year’s Design Ventura competition. The overall winner was selected from a shortlist of seven schools which pitched their ideas to a panel of leading design and business experts, including Shahidha Bari, Critic, Broadcaster and Professor of Fashion Cultures and Histories at London College of Fashion; Sebastian Conran, Designer and Trustee at the Design Museum; Yinka Ilori, Artist and Designer, and Design Ventura 2020 brief setter; Duncan Sanders, Head of Trading at the Design Museum; and Christoph Woermann, Global Head of Corporate Bank Marketing at Deutsche Bank.

Sow Beautiful is a great medium to teach young children about the importance of being environmentally conscious, in a fun way. The students of Heckmondwike Grammar School made an engaging pitch video for their product, convinced the judges with their remarkable idea, and earned their place as the winners of Design Ventura 2020. The product is set to be launched in the Design Museum Shop before the end of this year.



## How much plastic are we throwing into the ocean?

- The 15 countries responsible for producing the most plastic waste in the world dump the equivalent weight of 2,403 blue whales' worth of plastic into the ocean each year.
- The United States generates the most plastic waste (42 billion kg per year).
- India dumps 126.5 million kg of plastic that ends up in our oceans every year, which is equal to the weight of 253,533 bottlenose dolphins.



Packaging retailer RAJA UK wants to highlight the importance of recycling plastic products and swapping them for more eco-conscious alternatives. In order to highlight the impact that plastic waste has on the environment, we revealed which country is producing the most plastic waste and which is responsible for the highest amount of plastic that ends up in the ocean.

### The top ten countries that dump the most plastic into the ocean:

**1. India** – India is responsible for 126.5 million kg of plastic that ends up in the ocean each year. This is equal to the weight of nearly 4% of the current global blue whale population (approx. 25,000 whales).

**2. China** – Over 70.7 million kg of the plastic that ends up in the ocean comes from China. That's the equivalent in weight of nearly 78,000 leatherback sea turtles. With a population of approximately 30,000 nesting females, China is dumping 2.6 times the weight of the country's entire leatherback sea turtle population of plastic into the sea.

**3. Indonesia** – Indonesia dumps the weight of nearly 113,000 bottlenose dolphins, in plastic, into the ocean annually. That is the equivalent of almost 18% of the global population of bottlenose dolphins in the wild (600,000).

**4. Brazil** – Brazil is responsible for almost 38 million kg of plastic that ends up in the ocean each year, which equates to the weight of 278 blue whales.

**5. Thailand** – 22.8 million kg of this ends up in the ocean, which is the equivalent of nearly 46,000 bottlenose dolphins - 7% of the wild population.

**6. Mexico** – 3.5 million kgs of plastic that ends up in the ocean each year comes from Mexico. That equates to the weight of 3,872 leatherback sea turtles. That's almost 13% of the current global population of nesting females that exists today.

**7. Egypt** – Egypt dumps almost 2.5 million kg of plastic into our oceans each year, which equates to 4,872 bottlenose dolphins.

**8. United States** – The United States produces the most plastic waste annually (a total of 42 billion kg), and just over 2.4 million kg of that ends up in the ocean. That's the weight of 2,680 leatherback sea turtles - nearly 9% of the global leatherback turtle population in our oceans today.

**9. Japan** – Japan dumps 1.84 million kg of plastic into the ocean each year, which is the equivalent in weight of 6% of the current worldwide population of bottlenose dolphins.

**10. United Kingdom** – The UK generates 6.4 billion kg of plastic waste per year and 703 million kg of that ends up in the ocean. That's the weight of 1,409 bottlenose dolphins.

How Much Plastic Are We Throwing into the Ocean?				
#	Country	Plastic that ends up in ocean per year (kg)	Equivalent in leatherback sea turtles (907Kg)	Equivalent in bottlenose dolphins (499kg)
1	India	126,513,000	🐢 × 139,485	🐬 × 253,533
2	China	70,707,000	🐢 × 77,957	🐬 × 141,697
3	Indonesia	56,333,000	🐢 × 62,109	🐬 × 112,892
4	Brazil	37,799,000	🐢 × 41,675	🐬 × 75,749
5	Thailand	22,806,000	🐢 × 25,144	🐬 × 45,703
6	Mexico	3,512,000	🐢 × 3,872	🐬 × 7,038
7	Egypt	2,471,000	🐢 × 2,724	🐬 × 4,952
8	United States	2,431,000	🐢 × 2,680	🐬 × 4,872
9	Japan	1,835,000	🐢 × 2,023	🐬 × 3,677
10	United Kingdom	703,000	🐢 × 775	🐬 × 1,409
11	Russian Fed.	542,000	🐢 × 598	🐬 × 1,086
12	Korea Republic*	437,000	🐢 × 482	🐬 × 876
13	Italy	414,000	🐢 × 456	🐬 × 830
14	France	235,000	🐢 × 259	🐬 × 471
15	Germany	134,000	🐢 × 148	🐬 × 269

\*North and South Korean plastic that ends up in ocean figure combined.



### Tips to reduce your plastic consumption:

1. Ditch the single-use cups – In the UK alone, 2.5 billion coffee cups are thrown away each year and just 0.25% are recycled. Swap single-use water bottles and coffee cups for reusable flasks and bottles to minimise plastic consumption.
2. Opt for local refill shops – To cut down on waste, many supermarkets have started to offer refill stations that allow you to bring in your own containers to purchase unpackaged goods. The produce available ranges from nuts and grains to pasta and cereals.
3. Shop at your local market – Support your local farmers’ market to buy fresh, local produce that doesn’t come in unnecessary plastic packaging. Bring your own containers or bags and hand the plastic container back to be reused.

	Country	Annual plastic waste (kg)	Plastic that ends up in ocean per year (kg)	Equivalent in blue whales (136,000 kg)	Equivalent in leatherback sea turtles (907Kg)	Equivalent in emperor penguins (39 kg)	Equivalent in sharks (2,500 kg)	Equivalent in dolphins (499kg)
1	United States	42 billion	2,431,000	18	2,680	62,333	972	4,872
2	India	26.3 billion	126,513,000	930	139,485	3,243,923	50,605	253,533
3	China	21.5 billion	70,707,000	520	77,957	1,813,000	28,283	141,697
4	Brazil	10.6 billion	37,799,000	278	41,675	969,205	15,120	75,749
5	Indonesia	9.1 billion	56,333,000	414	62,109	1,444,436	22,533	112,892
6	Russian Federation	8.4 billion	542,000	4	598	13,897	217	1,086
7	Germany	6.6 billion	134,000	1	148	3,436	54	269
8	United Kingdom	6.4 billion	703,000	5	775	18,026	281	1,409
9	Mexico	5.9 billion	3,512,000	26	3,872	90,051	1,405	7,038
10	Japan	4.8 billion	1,835,000	13	2,023	47,051	734	3,677
11	Thailand	4.7 billion	22,806,000	168	25,144	584,769	9,122	45,703
12	Korea Republic*	4.5 billion	437,000	3	482	11,205	175	876
13	Italy	3.3 billion	414,000	3	456	10,615	166	830
14	Egypt	3.1 billion	2,471,000	18	2,724	63,359	988	4,952
15	France	2.9 billion	235,000	2	259	6,026	94	471

4. Swap to bar soap instead of liquid soap – From handwash and body wash to hair care products and washing-up liquids, that’s a lot of single-use plastic in your home. Swap these for plastic-free soap bar options instead, to drastically cut down on your plastic consumption.

5. Make your own food – Instead of grabbing food on the go, reduce your plastic consumption by making lunch and snacks at home and placing them in reusable containers. If you do need to buy something while you’re out, opt for fresh fruit and vegetables that don’t come wrapped in plastic.

NB:

• Figures for annual plastic waste and plastic waste that ends up in the ocean per year have been converted from tonnes to kg.

• Animal stats were calculated using average weights for each species and the figures for the amount of plastic waste that ends up in the ocean each year (kg).



## Ten things you can do to reduce plastic waste in your everyday life

Reducing single-use plastic is a priority for industrialised nations to help tackle plastic pollution in oceans and landfills. Doop has prepared a list of recommendations to help reduce single-use plastic products in our everyday lives.

Single-use plastic products, defined as those that are intended to be used just once or for a short period of time before being disposed of, are a big concern in industrialised nations, due to their negative environmental impact.

As part of the Plastic Free July campaign, 21 organisations across the UK signed an open letter to ask the British government to tackle plastic pollution. At the same time, EU countries have started to implement the EU Single-Use Directive (Directive (EU) 2019/904) in their national legislations to ban single-use plastic in certain objects like cutlery, plates and food containers.

But reducing the amount of plastic waste is not just a government decision. We can start by taking simple measures in our everyday life or incorporating new habits that will allow us to have a more eco-friendly lifestyle and reduce our carbon footprint.

Doop has conducted research and contacted experts to compile a list of ten ways in which we can be more sustainable by swapping single-use plastic with reusable alternatives.

**Tip 1. Use a glass or stainless steel water bottle or coffee mug.**

This will help you save money and produce less waste in the long run. You can take the bottle or mug with you wherever you go and fill it with your favourite drink.

**Tip 2. Buy unpackaged goods.**

Next time you go to a supermarket, choose loose items like fruits and vegetables instead of those that come wrapped in plastic trays. There is an added value: these products are probably fresher.

**Tip 3. Buy in bulk.**

“Purchase food, like cereal, pasta, and rice from bulk bins and fill a reusable bag or container,” says Shiv Misra, co-founder and owner of plastic zero waste online shop Roots and Hoots.

There are more stores than ever offering the possibility of buying in big quantities. Shopping in bulk allows you to reduce packaging waste, since it eliminates the need for fancy packaging which is usually made of single-use plastic. This applies to all kinds of products, but especially cleaning products and food. Cleaning products usually come in small size plastic containers. When buying in a larger package (often reusable), you are using fewer plastic bottles.

**Tip 4. Remove plastic cutlery and straws.**

Replace your plastic cutlery with stainless steel sets and your plastic straws with paper or sugarcane straws.

**Tip 5. Refill your ink cartridges.**

Now that we are mostly working from home or in a hybrid work environment, it is easier than ever to keep control of our working supplies. Refilling our printer ink cartridges is both a cost-effective solution and it's an efficient way of reducing plastic waste.

**Tip 6. Choose local businesses and open-air markets.**

If a product has to travel less, then less plastic will be used to protect it as part of its packaging. It's a good option to choose local food suppliers, because you will be promoting sustainability and the economy in your neighbourhood.

"Buy your produce from a farmers' market or greengrocer, instead of purchasing apples and cucumbers wrapped in plastic", says Abigail Ireland, Peak Performance Strategist and founder of Third Planet Collective.

**Tip 7. Change your traditional plastic toothbrush to a recycled plastic option.**

According to the British Dental Association, "if we each use one toothbrush every three months in the UK, we are disposing of approximately 200 million brushes each year". It's important to generate less waste, even when you brush your teeth, but keep in mind that not all plastics are bad.

"Recycled plastic that is also recyclable is a better alternative. Over 300 million tonnes of plastic are produced each year and at least eight million tonnes somehow end up in our oceans, so it's a very sad state of affairs. The more we can stop single-use plastic being produced and use existing plastic in a productive way, the better", reminds Abigail Ireland.

Toothbrush bristles are the part that should be replaced every three months, as they lose effectiveness in cleaning and begin to damage gums, but there is no need to replace the whole toothbrush. Alternatives like Doop are made of recycled plastic with removable heads. Instead of buying 20 toothbrushes in five years, you would be buying just one and replacing its head every three months, significantly reducing the quantity of waste.

"We believe that plastic pollution is a problem mainly created by irresponsible design practices. We focussed our energies on responsible design and not creating one more unnecessarily disposable object", says Bernardo Lourenço, CEO at Doop.

**Tip 8. Start using shampoo and soap bars.**

Since we are talking about objects we use in the bathroom on a regular basis, it's important to highlight options like soap and shampoo bars.

Soap and shampoo bars are plastic-free as they don't come in plastic bottles like their liquid versions. Moreover, they are usually made of natural ingredients and, in most cases, they come in recyclable packaging.

**Tip 9. Wear reusable menstrual cups.**

"Around 45 billion period products are disposed of every year and, because these products contain a high proportion of plastic (usually around 90%), they take a long time to break down in the natural environment", says Sarah Jordan, CEO and Founder of the sustainable shop Y.O.U Underwear.

One cup produces 0.4% of the plastic waste generated by single-use pads and 6% of the one created by tampons in ten years, according to a recent study published by The Lancet. So, it makes them a more sustainable alternative than the other period products.

**Tip 10. Get rid of plastic bags.**

Use jute, other fabric bags or a rucksack every time you go to the supermarket to get your groceries. They are generally very resistant, can carry heavy weight and can last longer than plastic bags.

Instead of implementing all changes at the same time, try to use a step-by-step and lasting approach to a more sustainable life. Georgina Caro, sustainable lifestyle expert at gypsysoul.co.uk, says, "Don't try and switch everything all at once. It will cost you a lot of money and you'll likely get overwhelmed. Start small, making little changes as you go and enjoy the process. Sustainable living is a journey and it takes time and effort to get it right, but it's worth it."



## Ten ways to reduce your digital carbon footprint

*In this article, Oliver Forster, Director of Corporate Partnerships at ClimateCare, explains the importance of reducing digital emissions and suggests ways in which businesses can start doing this.*

Over the past year, many businesses have seen their emissions fall due to the lack of business-related travel. However, dig into the data a bit more and we can see that, whilst overall emissions have indeed gone down due to a decrease in travel and commuting, digital emissions have actually gone up – they have gone up dramatically.

Whilst the drop in travel emissions is, unfortunately, likely to only be temporary, the growth in digital emissions is not.

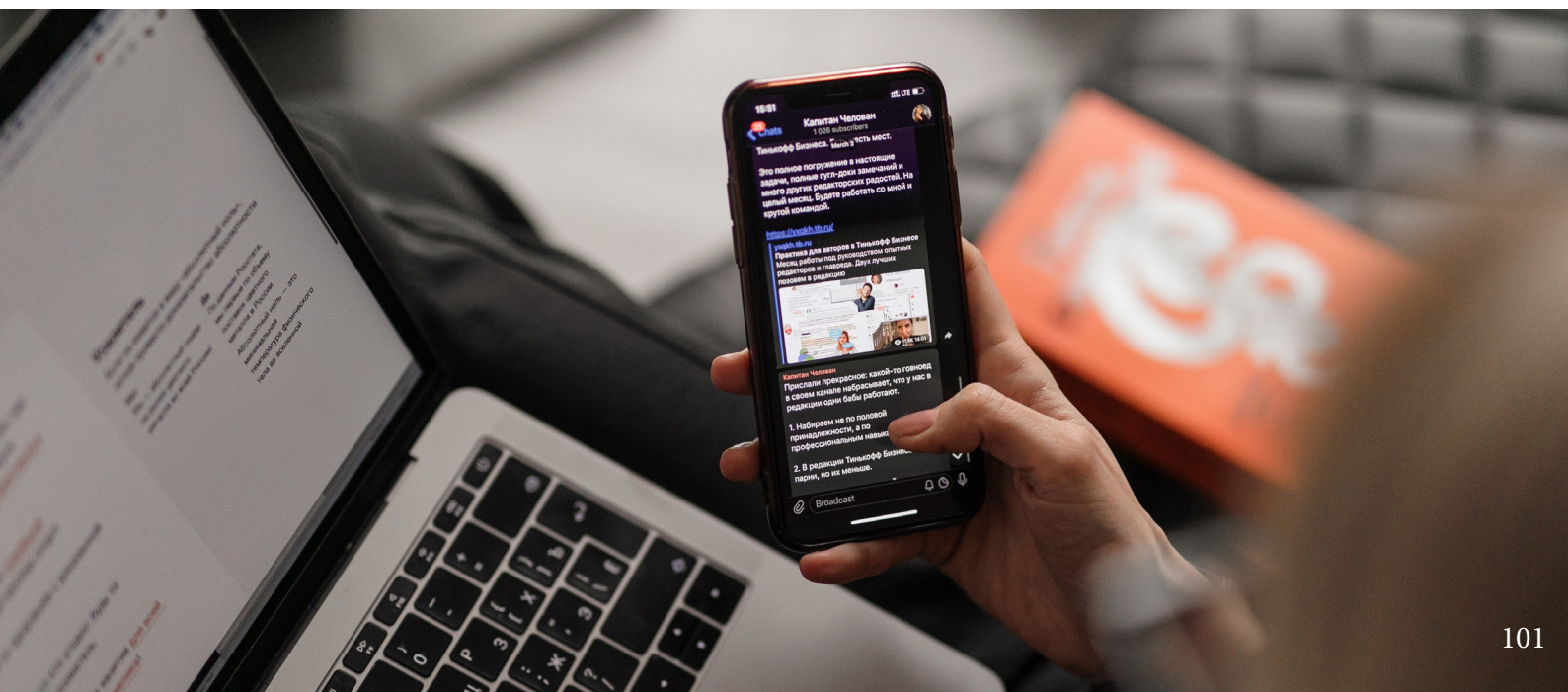
Let's look at the numbers in a little more detail. The internet uses a huge amount of energy as a result of two key factors: firstly, the manufacturing and shipping of hardware and digital infrastructure and, secondly, the powering and cooling of servers which draw energy from the local grid. It is the storing of data on these servers that is one of the worst offenders when it comes to digital energy use. Far from being invisible, 'the cloud' (and the technology used to run it) accounts for about one percent of global electricity demand, and that is set to increase to 15-30% of electricity demand in some countries by 2030. All this energy use creates carbon emissions. The carbon footprint of our gadgets, the internet and the systems supporting them accounts for a staggering 3.7% of global greenhouse emissions. Worse still, these emissions are predicted to double by 2025. At approximately 1.7 billion tonnes of greenhouse gas emissions per year, this equates to more than the carbon footprint of all the cars on the road in the UK and US each year.

Businesses of all sizes need to start taking responsibility for their entire carbon footprint, in order to achieve Net Zero. This involves measuring and reducing everything from supply chain emissions and the emissions created by product use, to their digital footprint, too.

At its most basic, achieving Net Zero requires us all to take three essential actions: Measure, Reduce and Compensate for emissions.

- **Measure:** Businesses need to measure their emissions to understand their impact and environmental footprint. This includes taking into account the footprint of their employees who are working from home and the digital footprint of their operations, too.
- **Reduce:** Once they understand what this footprint looks like, they must reduce their carbon footprint every year, in line with what science tells us is necessary to keep global warming to 1.5 degrees.
- **Compensate:** As they journey to Net Zero, businesses should compensate for any unavoidable emissions through high quality carbon reduction projects.

Given that reduction is pivotal in this process, I have listed ten things that every businesses (and, indeed, its employees) can do today, to reduce their digital footprint:



1. Switch off auto play when using social media and avoid using video if you only need audio.
2. Close tabs that you are not using, to avoid videos playing in the background.
3. Limit how often you use 'reply all' to emails.
4. Unsubscribe from newsletters you don't need to receive.
5. Shut down your computer if you are away from it for more than two hours.
6. Consider storing your data on a green cloud provider.
7. Dim your monitor; dimming from 100% to 70% can save up to 20% of the energy that the monitor uses.
8. Be mindful that, even in sleep mode, a computer continues to burn energy.
9. Hold on to IT equipment for as long as possible and get it repaired rather than buying a new device.
10. Be selective about the tech providers with whom you work and take time to review their environmental policies. Most importantly though, consider the actions they are taking right now to become more sustainable.

Ultimately, the energy used in our digital consumption emits the equivalent amount of CO<sub>2</sub> as the entire airline industry; a fact that, until recently, has stayed under the radar. Businesses need to address this overlooked area of emissions to have a chance of achieving Net Zero and fulfilling their commitments.

## The new wave of anti-ocean plastic activists: '1% for the Planet'

Ocean plastic innovator NONA has pledged 1% of its turnover to organisations tackling plastic pollution, including eXXpedition, a not-for-profit organisation that investigates the causes and solutions to ocean plastic pollution. Best known for creating durable clothes pegs using recycled fishing gear, NONA is supporting its fellow anti-ocean plastic activists through registering as a '1% for the Planet' member.

**Alex Theodorou, founder of NONA, commented:**

"Plastic pollution is a huge threat to the health of our ocean. By reimbursing fishing communities for old gear, and keeping it out of the ocean, we are able to support in a preventative way.

However, no single group can solve the problem of plastic alone. That is why we are pleased to be supporting the work of eXXpedition, which educates people on the issue of plastic pollution."

Led by ocean advocate Emily Penn, eXXpedition organises all-female sailing voyages to investigate the consequences of, causes of and solutions to ocean plastic pollution. The eXXpedition voyages, both real and virtual, educate participants about the issue and equip them to create change back on dry land.

**Emily Penn, Founder and Director of eXXpedition, said:**

"We're grateful to NONA for choosing to support our mission with a donation. And we're really impressed with NONA's commitment to a circular economy, and how the team intercepts plastic before it enters the ocean."

NONA's mission is to reduce ocean plastic through well-designed, durable, everyday products, such as the humble clothes peg. NONA pegs are made in the UK from retired, plastic fishing gear, keeping it from landfill, incineration or becoming ocean bound. As well as giving retired fishing nets a new lease of life, NONA pegs are ultra-durable with a long lifespan, providing an alternative to typical, spring-loaded plastic pegs, which often fail and are thrown away, ending up in landfill or the ocean.

**Alex also commented:**

"We are proud to have registered with 1% for the Planet, an organisation that connects businesses with good causes to increase funding for environmental action. As a certified 1% for the Planet member, we have committed to donating 1% of our annual turnover to likeminded organisations tackling ocean plastic, and that now includes eXXpedition."

NONA clothes pegs are available to purchase from the NONA website: [www.madebynona.com](http://www.madebynona.com).

For more information about the work of eXXpedition and 1% for the Planet, visit the dedicated page on the eXXpedition website: <https://exxpedition.com/1-for-the-planet/>.





## St. Modwen Homes donates 'bug hotels' to local school

School pupils can't wait to welcome new residents to their bug hotels, thanks to a donation from St. Modwen Homes. Earlier this summer, pupils at Northwood Park Primary School, in Wolverhampton, opened the doors to their two new bug hotels, thanks to a donation from St. Modwen Homes. Bug hotels give a wide variety of species a safe and secure habitat, from which they can flourish. St. Modwen Homes gifted them to the local school in order to inspire the children to get outdoors and learn all they can about biodiversity in their area.

### Year five and six pupils at Northwood Park Primary School, said:

"We want to say a big thank you to St. Modwen Homes for their kind donation of the bug hotels. We can't wait to see all the little bugs exploring their new surroundings, next to our forest school and allotments!"

### Jo Winston, Sales Director at St. Modwen Homes, said:

"They might be small, but bugs and insects have a huge impact on the environmental health of our communities. Having set a series of biodiversity targets for 2021, we're committed to doing all that we can to protect and support local ecosystems. We wanted to give the children something which would really spark their interest in nature. Now that both bug hotels have been installed, we hope it's only a matter of time before they're full of lots of wonderful species!"

Sustainability is a top priority for St. Modwen Homes. They are focused on innovation and the future potential of their communities, which is reflected in the use of the very latest technology, materials, construction methods and energy sources. As a result, they can ensure that they are doing the best for their customers, as well as the environment. For further information about St. Modwen Homes, please visit [stmodwenhomes.co.uk](http://stmodwenhomes.co.uk).



## Trust International is on a sustainable journey with Clevergreen

Digital lifestyle accessories brand Trust International has taken fundamental steps in its mission to simplify everyday life with clever and sustainable solutions. With its Clevergreen initiative, the company is pursuing many projects concerning the environmental impact of its products, packaging, and operations. The company is supporting the 17 Sustainability Development Goals of the United Nations, and aims to improve step-by-step where it can most contribute.

Trust focuses on clever changes that can make a green difference and has already hit some of its milestones. The company has switched to online manuals for most products, removing paper manuals from packaging. Trust has also reduced the size of its packaging and removed plastic where possible, with the average weight of plastic in packages dropping by 12% in the last one and a half years.

Other changes include the removal of the LD-PR protection bag for large quantities of stock, removing plastic inner trays, replacing foam (EPA/EVA) with molded pulp buffers, and reducing package sizes and optimising pallet allocation. The carton-to-plastic ratio in total package waste dropped from 19.2% to 12.5% in just 2.5 years and continues to fall. All future packaging, where possible, will be made using recycled paper.

“With Clevergreen, we are at the start of our sustainable journey,” said Allard Boer, CFO at Trust. “We are strongly reducing waste and plastics used in our products and packaging and are making more use of materials from renewable resources. We are also aiming to improve the recyclability and optimise our process and operations to reduce our CO<sub>2</sub> footprint.”

“Making this change to our GXT gaming headset packages has already resulted in a 16% reduction of plastics in 2020,” said Boer. “We’re constantly looking for recyclable alternatives to traditional packaging methods and are participating in various audits for sustainable certifications, such as FSC and GRS.”

To enable consumers to make more sustainable choices, Trust is introducing an eco-rating system for its packaging and products, including a new range – bags, mice and many more products made from recycled materials. The origin of the materials used has been verified according to Global Recycled Standard (GRS). This means that the fabric supplier is GRS certified, and a transaction certificate (TC) for each proof of the fabric is, indeed, from recycled materials.

“Business as usual is no longer an option. We need to pay evergreen attention to the planet and the people involved in our eco-system. It’s our responsibility and ambition to sustainably design products, run operations and offer consumers smart, affordable and sustainable choices.” said Boer. “This is not something that can be achieved overnight. It’s a continuous effort and we’re engaging and collaborating with our partners and suppliers to make these clever changes in our production, operations and product range.”





## Which parts of the UK are helping to save our bees?

By now, we're all aware of how vital bees are to our ecosystems. We also know our fuzzy little friends are endangered.

The Healthy Bees Plan 2030 was announced by DEFRA in late 2020. It includes actions to improve biosecurity and biodiversity, improve the skills and capacity of bee farmers and beekeepers, improve scientific research on bee health, and provide more opportunities for partnerships and knowledge exchange on keeping bees safe.

However, it's not just government action that's helping keep our bee population healthy and thriving. Compost Direct, a supplier of sustainably sourced compost, takes a look at some local bee-saving initiatives across the UK.

### Urban bee haven in Liverpool ONE

While increasing greenery is a sure-fire way to help the survival of bees, they can thrive in urban areas if given the right environment. Merseyside shopping centre Liverpool ONE installed two beehives on the roof of one of its buildings in 2019, as part of its sustainable environment commitment.

Today, Liverpool ONE is home to over 160,000 worker bees and one queen. By the middle of 2021, the bees had produced over 80 jars of honey, which were donated to local schools, making this a great social initiative as well. In addition to the beehives, Liverpool ONE is also home to 'bug hotels' which house 12 types of insects to protect the species from winter conditions.

### Reducing grass cutting to protect bees in Newcastle

Newcastle City Council has taken an innovative step to not only protect bees' habitats and the flowers they need but to improve biodiversity across the city. The council's 'Bee Friendly Verges' initiative focuses on mowing less grass, with mowers expected to be used 75% less in the city's surrounding areas, including Heaton, Gosforth, and Benwell. What's more, when the grass is mown, the clippings will be collected and repurposed into items like mulch, to further improve the quality of greenery in the area.

In some of these areas, the council will be reducing from around eight grass cuttings a year to just two or three, with the added bonus of reducing its carbon emissions. The council has undertaken many initiatives to support a healthy bee population in recent years, including planting pollinator-friendly flowers, eliminating its use of pesticides, and providing education to residents on the importance of bees.





### Welsh farmers making their land bee-friendly

Farmers who own a total of 25 member farms are making their land bee-friendly through a number of initiatives. The EIP Wales and Bumblebee Conservation-funded project ran as a trial on six sites between 2018 and 2020, before being launched across the remaining farms. Data was gathered on how best to conserve and boost the bee population on farmlands.



The farmers are ensuring that their land is the perfect habitat for bees, by planting flowers for the pollinators and incorporating nesting and foraging habitats across all parts of their farms – from ponds and ditches to hedgerows and field margins. What’s more, they created ‘A Guide to Pollinator Friendly Grassland Farming’ – a guide that brings together their research to offer practical tips to fellow farmers.

Their recommendations include introducing new seeds to track sides that have limited wildflowers, and allowing scrub species, including roses, brambles, and ivy, to grow.

### Dunbartonshire creates pollinator habitats

As part of the Central Scotland B-Lines project, East Dunbartonshire Council recently created new habitats and spaces for bees, in locations including Milton of Campsie and Kirkintilloch. The new spaces consist of wildflower grasslands and newly planted spring bulbs to boost nectar and pollen production.

Not only has the project provided flowers for the insects to feed on, but it also includes nesting sites for bees to rest their weary heads. The ‘bee banks’ are made up of sandy ground that warms up quickly, making it the perfect place for heat-seeking bees to burrow after a hard day of pollination. These new areas are also beneficial to other pollinators, including butterflies, while ground beetles will love the nesting ground.

Bees are essential to our ecosystem, contributing around £690 million to the UK economy through their pollination. Over two-thirds of crops globally depend on them and, with numbers dwindling, we must do more to ensure their survival. In addition to the UK-wide government Healthy Bees Plan 2030, it’s encouraging to see action taken on a local scale, whether that’s creating the perfect urban environment for bees, reducing actions that damage their habitats, or actively creating new habitats and food.





## Ocean conservation by the PADI AWARE Foundation™

*This non-profit public charity explains how ...*

PADI AWARE Foundation™ is a non-profit public charity that drives global ocean conservation through local action. PADI AWARE Foundation engages divers, and people everywhere, to take conservation actions that heal and protect the ocean planet both above and below the surface, further elevating and supporting PADI's vision to achieve balance between humanity and ocean.

For more than 30 years, PADI and Project AWARE have partnered to do impactful conservation work together. The legacy of this alliance is now made stronger through the PADI AWARE Foundation. PADI AWARE Foundation will build upon Project AWARE's three decades of successful ocean conservation work. Together we will mobilise the PADI Torchbearer Community and advance the AWARE mission to drive local action for global ocean conservation. Together, we make a truly unique voice for the protection of the underwater world.

Backed by the power of the PADI® brand and supported by the world's largest global network of 6,600 dive centres and resorts, and more than 128,000 professional members worldwide, the PADI AWARE Foundation will strengthen PADI's commitment to save the ocean and play a pivotal role in addressing key threats facing the marine environment, including climate change, marine habitat loss and vulnerable species protection.

PADI AWARE Foundation is an accredited and independently audited public charity with offices in the USA, UK and Australia. The Foundation's work is made possible by generous donors (approximately 65% of foundation revenue comes from individual donors). There are many ways to support PADI AWARE – from individual donations to fundraising for special events, or corporate sponsors.

Thanks to the support from our donors, community and partners, so far we have:

- helped secure international protection policies for over two-dozen vulnerable shark and ray species;
- contributed ground breaking science on marine debris, removing 1.8 million pieces of trash from the ocean;
- created the largest and quickest growing underwater citizen science movement on the planet;
- educated one million divers on the environmental threats facing the ocean and how to take action.

By expanding and building new conservation programs, activist movements, public outreach, courses, and partnerships that address key ocean threats across the planet, PADI AWARE Foundation will advance its mission and the PADI Blueprint for Ocean Action – through underwater citizen science, public policy, education and community grants.

Together with PADI, we will drive local action for global impact that combats climate change, help create marine protected areas and protect vulnerable species, and we will support the implementation of the United Nations' Sustainable Development Goals. Through a series of initiatives, which include our most popular programs – Adopt a Dive Site® - and our mako campaign, #MakeTime4Makos, we will make a difference for the ocean! Over the next ten years, with the support of the community, we will work to:

- rid the ocean of marine debris with a goal of 50% reduction in targeted countries through partnerships and the PADI AWARE Community Grant program;
- protect 20 vulnerable shark and ray species by deploying in-country conservation campaigns;
- reduce and offset the diving industry carbon footprint - achieve carbon neutrality across the PADI organisation and mobilize PADI Torchbearers to restore seagrass habitats;
- accelerate coral reef recovery and restoration - restore 5% of coral reef habitats through citizen science programs and project funding for key coral reef habitats;
- multiply the number of Marine Protected Areas (MPAs) and protect 30% of the ocean through partner collaboration and expansion of the Adopt a Dive Site program.

To find out more about PADI AWARE and their Conservation Strategy, visit [www.padiaware.org](http://www.padiaware.org).



## ‘Thanks for Trying’ Campaign aims to turn good intentions into better recycling

An army helmet, dolls, reading glasses, and fairy wings are just some of the bizarre items that north Londoners have tried to recycle recently. While these actions stem from good intentions, putting the wrong items in the recycling bin can ruin a whole street’s efforts. It’s a big headache for councils, not only because the wrong items make the recycling process more challenging, but also because the cost is huge.

Research recently commissioned by North London Waste Authority (NLWA) found that 58% of people admit to putting items in the recycling which they’re not sure are recyclable. This was much higher amongst younger people with 69% of 16- to 24-year-olds and 72% of 25- to 34-year-olds doing so.

The study also revealed that 36% of people put kitchen roll in their household recycling, 43% put in broken drinks glasses and cookware, and 19% put black plastic bin bags in, even though none of these items can be recycled and contaminate valuable recyclable materials.

Last year, in north London alone, 15% of the materials collected were contaminated with non-recyclables like nappies, food, clothes, or black bags of rubbish. This meant 18,000 tonnes of household recycling had to go to waste. Associated costs for North London’s rejected recycling loads is approximately £2million each year – a cost which, unfortunately, must be added to council tax bills.

To help tackle this, and start a discussion around our recycling habits, NLWA enlisted the help of internationally acclaimed artist Mat Kemp to curate an exhibition with a difference, which launched and toured in north London this summer. Mat created thought-provoking pieces using the many weird and wonderful artefacts rejected from north London’s household recycling stream, including shark teeth, old vinyl records, a huge old Bible as well as the aforementioned army helmet and fairy wings.

### Chair of NLWA, Councillor Clyde Loakes, said:

“People are getting better at recycling and we’re really encouraged that most are trying to do the right thing; however, we’re finding people’s enthusiasm for wanting to recycle even impractical items is having a serious impact on the recycling process and is also costing taxpayers money.

Our household recycling service takes clean glass, paper, cardboard, cans and plastic packaging – not army helmets and Bibles! Some of the other items in our exhibition, like plastic toys, mirrors and reading glasses, just cannot be recycled at all, and, if they aren’t reusable, they should go in the general waste.

Small changes in the way people recycle can significantly help the recycling process and we’d urge people to take the ‘if in doubt, leave it out’ approach – this way we can significantly reduce contamination and improve recycling levels, which is a crucial way to help combat the climate emergency and prevent precious resources from being lost.”

**The good news is that 59% of people surveyed would like to be better at recycling. To help them along, NLWA has provided these top tips:**

- Think beyond your doorstep recycling and use local reuse and recycling centres.
- Consider passing items on to friends or neighbours, or use sites such as Freecycle and Freegle.
- Check your council’s website for clear info on what you can and cannot recycle.
- When recycling at home, make sure that the packaging is empty and rinse off any food.

Finally, “Thanks for trying” ... but if in doubt, leave it out.

Polling undertaken by Censuswide in June 2021, using a nationally representative sample of 3,000 respondents aged 16-24.

