

# The Guide to Sustainable Spending



**“WRETCHED EXCESS IS AN  
UNFORTUNATE HUMAN TRAIT THAT  
TURNS A PERFECTLY GOOD IDEA  
SUCH AS CHRISTMAS INTO A FRENZY  
OF LAST-MINUTE SHOPPING”**

**- JOHN ANDERSON, FORMERLY OF  
PROGRESSIVE ROCK BAND YES**

**blue&green**  
tomorrow



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# foreword

**D**eveloped countries consume most of the world's resources. Whether it's luxury purchases or essentials such as food and drink, consumerism has us in its grip.

More often than not – and particularly in times of economic hardship – the things we buy at low cost have lasting effects on the planet, its people, or in some cases, both. Whether that's the excess packaging that goes on to harm the natural environment or the atrocious working conditions in the developing world where we source the goods.

But what if we could continue to live comfortable lives and buy interesting and exciting products without damaging something or someone somewhere up the value chain?

What if the ethical or responsible was the default option? Covering the five pillars of consumer spending – food and drink, fashion, household, technology and transport – Blue & Green Tomorrow's Guide to Sustainable Spending 2013 looks at how you can do just that.

We look at: food waste and some of the retailers leading the way in sourcing, producing and selling sustainably; how the Bangladeshi factory collapse in April brought to light a number of supply chain risks in the global fashion industry; what you can do to make your home more efficient – both financially and environmentally through your energy

and water usage; some of the technological innovations available on the consumer market that aim to make your life better, cleaner and more comfortable; and what you can do to make your daily commute to work more sustainable – through car sharing, cycling or electrically-powered vehicles.

Given the guide's content, it may seem odd that we've not turned to an economist, a philosopher or an academic for the quote on the front cover, but instead, a musician.

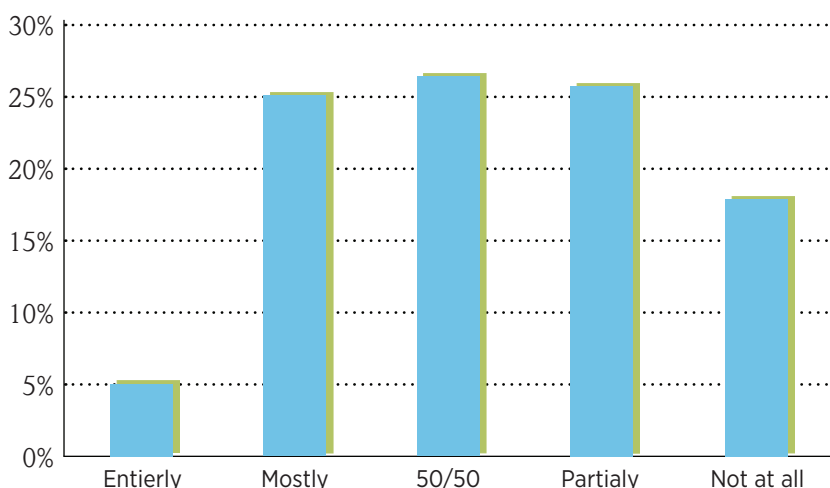
Jon Anderson, formerly of progressive rock band Yes, summed it up perfectly when he said, "Wretched excess is an unfortunate human trait that turns a perfectly good idea such as Christmas into a frenzy of last-minute shopping."

This Christmas, consider the sustainable option when buying for family and friends. Gift-giving is a part of the festive experience, and we're not saying don't buy your loved ones anything at all. We're suggesting you do it sustainably.

The old adage used to be reduce, reuse, recycle. But this is out-of-date thinking. As Jae Mather, director of sustainability at HW Fisher & Company, argued in an interview with Blue & Green Tomorrow earlier this year, it should be refuse, reduce, reuse, recycle.

Once society accepts this reality, we're confident they'll begin to see the necessity of sustainable spending.

## HOW SUSTAINABLE AND ETHICAL DO YOU CONSIDER YOUR GENERAL SPENDING TO BE?



*Note: This is a self-selecting sample of Blue & Green Tomorrow's readership and therefore may not be representative*

Alex Blackburne

EDITOR, BLUE & GREEN TOMORROW



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# Ethical consumerism in the UK (£m)

2000, 2010, 2011



3000  
£m

Total

2,072  
6,931  
7,474

4,384  
5,370  
5,493

2000

1000

0

— 142 44 — 182 479 587 33 — 605  
127 220 252 222 497 787 1,084 1,017 1,198 1,527  
149 220 266 292 526 800 1,113 1,262 1,346 1,500

## Ethical Food & Drink



Freedom foods  
Farmers' markets  
Free range poultry  
Sustainable fish  
Free range eggs  
Vegetarian products  
Boycotts  
Fairtrade  
Rainforest Alliance  
Organic

## Eco-travel and Transport



Environmental tourist attractions  
Responsible tour operators  
Bicycles (New)  
Green cars  
Boycotts

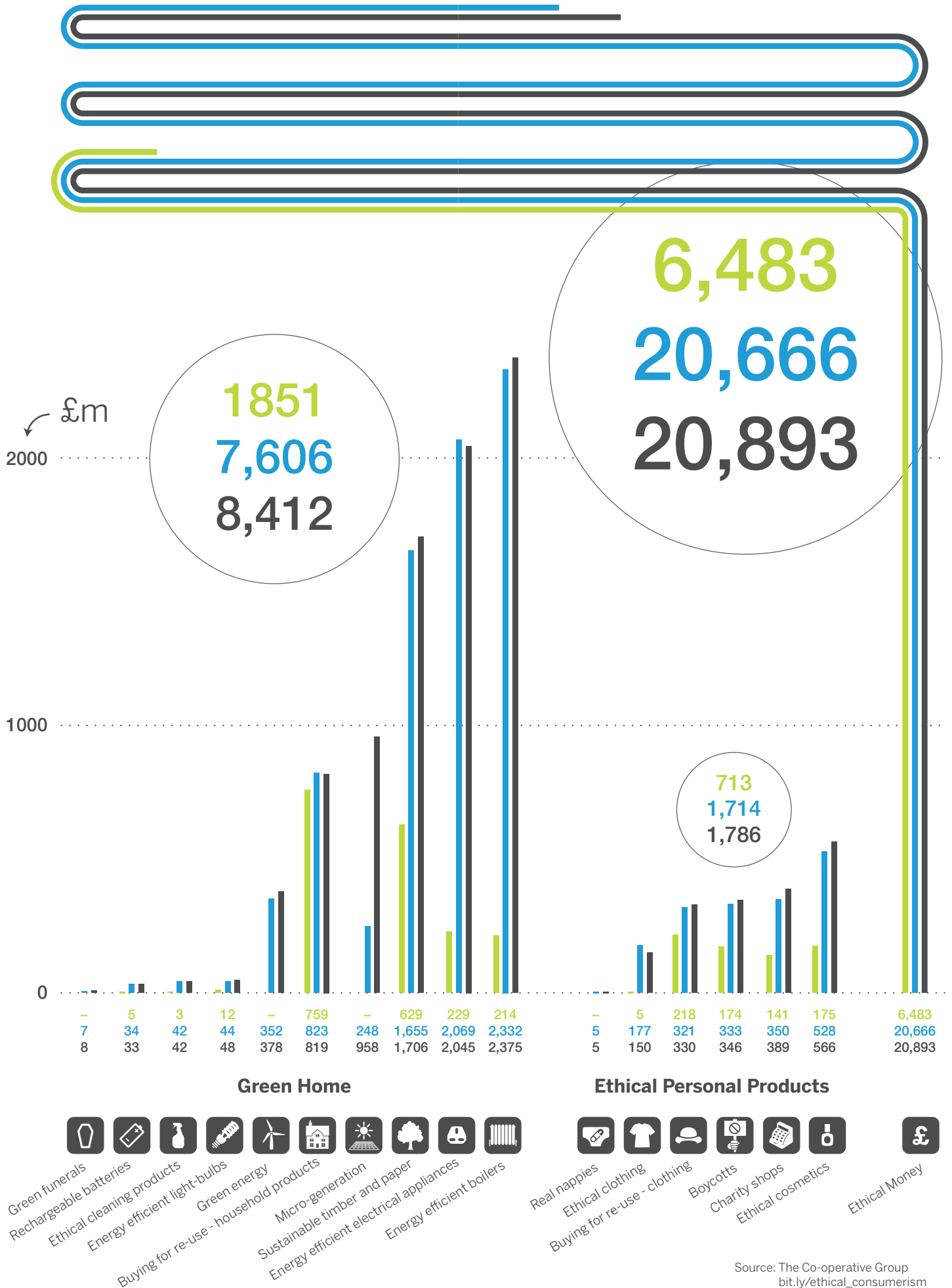
## Community



Local shopping  
Charitable donations

2 73 348 4 112 1,620 2,764  
19 182 698 846 1,068 2,330 3,040  
20 188 650 1,088 1,198 2,368 3,125





# Food & Drink





# SUSTAINABLE FOOD: WHAT'S IT ALL ABOUT?

WHILE THE WORD 'SUSTAINABILITY' IS BECOMING INCREASINGLY POPULAR, ITS MEANING IS OFTEN UNCLEAR AND VARIES DEPENDING ON A PERSON'S BELIEFS OR LIFESTYLE.

BY ILARIA BERTINI



**“ CONSUMERS HAVE AN IMMENSE POWER TO MAKE A DIFFERENCE. IT IS INCREDIBLY IMPORTANT THEREFORE THAT PEOPLE ENSURE THEY KNOW WHERE THE FOOD THEY BUY COMES FROM AND HOW IT WAS PRODUCED**

**L**iterally, sustainability is the capacity of conserving an ecological balance by avoiding depletion of natural resources. When it comes to food, it is clear that we do not simply take what we need from the natural world anymore. Instead, we are buying products that require a huge amount of water, land and energy in order to arrive on the supermarket shelf. According to the Agriculture and Horticulture Development Board, “greenhouse gases are an inevitable consequence of food production”. If emissions are an inevitable consequence of the industry, food waste collateral damage. Around 18m tonnes of carbon dioxide (CO<sub>2</sub>) are produced each year from avoidable food waste. In order to better understand how our food can or cannot be sustainable and what this means exactly, Blue & Green Tomorrow spoke to Patrick Holden, founder and chief executive of the Sustainable Food Trust.

## HOW WOULD YOU DEFINE SUSTAINABLE FOOD?

Sustainable food can be described as food that causes minimal damage to the environment and benefits the health and wellbeing of local people.

## WHEN IS FOOD UNSUSTAINABLE?

Food is unsustainable when its production is dependent on non-renewable resources

such as fossil fuels and nitrate-based fertilisers. Unsustainable foods systems are often farmed in an intensive manner putting pressure on natural resources, an example is the overexploitation of the land resulting a reduction in soil fertility. They also often have long supply chains where food is exported internationally therefore providing little benefit to the local people and area where the food was originally farmed.

### **WHAT ARE THE MAIN ISSUES RELATED TO FOOD TO WHICH CONSUMERS SHOULD PAY ATTENTION?**

Consumers have an immense power to make a difference. It is incredibly important therefore that people ensure they know where the food they buy comes from and how it was produced. Buying locally produced food can re-connect the consumer with our food production system, as it allows them to feel like they are making a difference in boosting their local economy and benefiting the local environment.

An example would be buying organically produced milk. Although it can cost a few pence extra, this small difference contributes hugely to the quality of life of dairy cows and helps organic producers break through into the mainstream market.

### **WHICH ARE THE MOST UNSUSTAINABLE PRODUCTS THAT ARE CONSUMED MORE OFTEN?**

An example of an unsustainable food product that is often bought is cheap meat. The Sustainable Food Trust encourages consumers to eat less meat, and when they do eat meat to buy a better quality product, for example pasture fed or organically produced. This therefore means that consumers don't spend any more on meat than they would usually, but just eat it less regularly, consequently benefiting farmers producing high quality sustainable products.

### **WHY DO YOU THINK PEOPLE SHOULD PAY ATTENTION TO THE WAY FOOD IS PRODUCED?**

At present, the impact our current food production system is having on our physical environment and public health is in no way factored into the price of our food. We need to make the public aware of these distortions in the economic food market and empower them to help make a difference. However, it is a common perception that

if we ensure the true-cost of food is paid for, the price of food will consequently rise. But with global demand for food ever increasing, the price of food is rising already. This is something Philip Clarke, CEO of Tesco, admitted earlier this year and the UN has now predicted a 40% rise in the cost of food over the next decade. Therefore, with the pressure on food production increasing, against the backdrop of climate change and the rising cost of fossil fuels, it is important to push for changes in our food system that will prevent prices rising as much as they might otherwise do.

### **DO YOU THINK THAT RECENT FOOD SCANDALS SUCH AS HORSEMEAT HAVE SOMEHOW IMPACTED PEOPLE'S SHOPPING DECISIONS?**

Yes. Food scares such as the horsemeat scandal will make many people question the quality and even the physical content of the food they buy in the supermarkets. We hope that it will encourage people to ensure they know exactly where their meat has come from and whether it has been produced in a sustainable manner. By losing consumer trust, the large supermarket chains may in fact be doing sustainable farmers a favour by converting customers into buying locally produced food from a known and trusted source.

### **WHAT WOULD YOU SAY TO PEOPLE WHO WANT TO SHOP AND SPEND ETHICALLY AND SUSTAINABLY?**

First, by paying attention to the details on food labels in supermarkets, consumers can find out where their food is sourced and other information such as whether the product was fairly traded.

Farmers' markets and farm shops are a great way to buy good quality, locally produced food, and buying food direct from supplies through a local co-operative initiative can be a good way to buy dry goods such as rice and beans in bulk and then divide them out between members.

Most importantly consumers need to remember that their choices can make a significant difference and have a huge impact in our global food system.

In our current climate, moving towards a more globally sustainable food production system is critically important. Our current food system privileges unsustainable farming

practices by redistributing the costs of their damaging impacts from the private sector to the public sector.

The Sustainable Food Trust's main area of work is in the development of a true-cost accounting system that ensures the impacts our current industrialised food production have on the natural environment and public health are factored into the price of our food. By implementing this true-cost system we can make visible the real cost of food by putting a price on the natural 'capital' we use. This is especially important considering we are continuously nearing the tipping points of climate change, ecosystem collapse and increasing health issues such as diabetes and obesity.

If we could place a clear monetary value on the 'externalities' or impacts, this would enable the introduction of a range of taxes and incentives that could potentially ensure, that in the future, farmers and food producers who cause damage to the environment and human health would be penalised, whilst those who protect the environment and promote human health would be properly rewarded for these beneficial outcomes. This would rebalance our food system and ensure that sustainable food production is more economically viable than its unsustainable counterpart.

*Patrick Holden is  
founder and chief  
executive of the  
Sustainable Food Trust.  
[sustainablefoodtrust.org](http://sustainablefoodtrust.org)*



**Sustainable Food Trust**

*A global voice for sustainable food*





# A LOOK AHEAD TO FAIRTRADE FORTNIGHT 2014

BUYING FOOD WITH SUSTAINABILITY IN MIND MEANS VALUING WHAT WE BUY AND WHO PRODUCES IT. LAST YEAR, SALES OF FAIRTRADE PRODUCTS IN THE UK REACHED £1.5 BILLION – THE HIGHEST YET – PROVING CONSUMERS CARE ABOUT THE PROVENANCE OF THEIR FOOD.

BY DONNA SIMPSON, THE FAIRTRADE FOUNDATION

Supporting the millions of farmers across the globe who produce the food we love has never been easier. There are now more than 4,500 different Fairtrade products available in the UK, including everything from saffron from Iran and Palestinian olive oil to Fairtrade gold, silver and platinum. Last Fairtrade Fortnight saw thousands of consumers stand up for smallholder farmers to make their voices heard – a petition was handed into Downing Street asking for more support for smallholders, as campaigners across the country spread the message about the millions of smallholder farmers who produce our food.

Next year will mark the 20th anniversary of the Fairtrade mark in the UK, and the Fairtrade Foundation will be looking back on how far we've come with some of the first certified products – chocolate, coffee and tea – and how far we can go with many more. The Fairtrade message is reaching more and more people every year – there is a vibrant grassroots support for Fairtrade around the UK, with a network of more than 500 Fairtrade towns, over 7,000 faith groups and 1,000 Fairtrade schools. But as well as those groups, more shoppers are thinking about where their food comes from and who helped produce it. Supply chain scandals that hit the news in 2013 have made more people pay atten-

tion to provenance – and to the Fairtrade Foundation message about provenance that, if the farmers who produce 70% of the world's food are in crisis, then the whole food system is in crisis. Whenever the Fairtrade mark appears on a product, consumers know it means the grower has received an agreed minimum price for the produce, as well as an added social premium for their community. The premium is then used by the community on whatever is most needed at the time – whether it be education, health, housing or business development.

*Fairtrade Fortnight 2014 takes place 24 February to 9 March. Thousands of events will take place around the UK as groups campaign for a better deal for banana farmers and workers.*

*Donna Simpson is a press officer at the Fairtrade Foundation. [www.fairtrade.org.uk](http://www.fairtrade.org.uk)*



**THERE IS A VIBRANT GRASSROOTS SUPPORT FOR FAIRTRADE AROUND THE UK, WITH A NETWORK OF MORE THAN 500 FAIRTRADE TOWNS, OVER 7,000 FAITH GROUPS AND 1,000 FAIRTRADE SCHOOLS**



# WASTE NOT, WANT NOT

FOOD WASTE IS ARGUABLY ONE OF THE MOST SERIOUS ISSUES FACING THE DEVELOPED WORLD. IN TERMS OF ENVIRONMENTAL AND SOCIAL COSTS, A HUGE AMOUNT OF RESOURCES IS LITERALLY THROWN IN THE BIN BY THE AVERAGE BRITISH FAMILY EVERY WEEK.

BY ILARIA BERTINI



**“FOOD  
RESOURCE  
EFFICIENCY, IN  
A WORLD WITH  
A GROWING  
POPULATION, IS  
CRUCIAL**

**LOVE  
FOOD  
hate waste**

To find out more, Iliaria Bertini spoke with Emma Marsh, head of the Love Food Hate Waste campaign co-ordinated by the Waste and Resources Action Programme, also known as Wrap, about the extent of the problem and possible solutions.

**Where does all our food waste come from? Do we tend to buy more than what we need or is it just bad management of goods?**

We waste almost 15m tonnes of food and drink in the UK every year – almost half of that comes from our homes and just 400,000 tonnes from the supermarket. We throw away 4.2m tonnes of good food

and drink every year from our homes, costing us £12.5 billion a year. That's £200 for the average person, £470 for a typical family, rising to £700 for a family. Almost half of that (£5.6 billion worth) didn't even reach our dinner tables before it went in the bin. This is because it had either gone off or passed the date on the packaging. This included large amounts of bread, milk and potatoes.

Although we have made great progress since 2007 – reducing the amount of good food and drink we throw away by a massive 21% - there is still much more we can all do, even in those areas where there have already been big changes. There are certain things we could focus more on, for example understanding and checking 'use by' dates, and freezing food if it's not going to be used before the date.

**Who is more responsible for the issue: consumers or the retailers?**

Retailers, brands and the wider food industry have a key role in this, helping to make it easier for us as individuals to waste less food for example through using best practice information on pack and communicating with their customers to raise awareness of the issue.

Wrap and Love Food Hate Waste support retailers and brands to do this through the Courtauld Commitment and have designed evidence based tools that are free-of-charge to help all partners deliver effective campaigns and behaviour change initiatives. Retailers and brands, as well as the hospitality industry have all commit-



ted to reduce their own food waste as part of the Courtauld Commitment and Hospitality and Food Service Agreement. We have a central role too, though, as individuals, to reduce the amount of food we throw away. Whether that's through better planning so that we only buy what we need, understanding our date labels and being in control of them, cooking just the right amount, storing food in the best way possible to keep it fresher for longer and making the most of leftovers and forgotten foods – a number of small acts makes a big difference.

### What are the social and environmental costs of food waste?

It has a detrimental impact on the environment, wasting the materials, water and energy used in its production. Throwing away this 4.2m tonnes of good food and drink each year is responsible for the equivalent of 17m tonnes of carbon dioxide (CO<sub>2</sub>). To put that into context, if we stopped wasting this good food and drink it would have the same environmental impact as taking one in four cars off UK roads. Land is wasted every time we throw away food. For example an area almost the size of Wales would be required to produce all the food and drink that is subsequently thrown away by UK households. Wasted food is also responsible for around 4% of the UK total water footprint – after all, it takes 12 litres of water to produce just one tomato and 650 litres of water to produce one chicken breast. And finally, reducing the amount of food and drink thrown away can contribute to a more resilient UK economy and food system.

**If we don't manage to change our behaviour, how will food supplies be impacted in the coming years when population is expected to**

### drastically increase?

By 2050, there are projected to be 9 billion people with a fast expanding middle class. Food resource efficiency, in a world with a growing population, is crucial. At Wrap, we think that by 2025 it could be possible to prevent up to another 15 million tonnes of avoidable household food waste. This means that food worth a staggering £45 billion could be saved. If collectively, working together, we could do this, it would mean reducing avoidable UK food waste by half by 2025, compared to when we first started work in this area, in 2007. It won't be easy but it is achievable if we act now to achieve it.

### What steps could governments take and what can individuals and retailers do?

All of us – individuals, businesses, governments and community groups – can play a role in tackling food waste, and we have the tools and insights to make this happen. Retailer and brands can continue to make it easier for us to waste less – simpler and effective labelling, and innovations to keep our food fresher for longer. Ongoing support and recognition of the issue as a clear priority, from governments to industry, local government et cetera is essential to ensure that we tackle the issue of food waste. And as individuals, we can take action today. First find out if you waste food – most of us think we don't but actually do. Keep a food waste diary and see what you waste, then take steps to tackle this.



**THROWING AWAY THIS 4.2M TONNES OF GOOD FOOD AND DRINK EACH YEAR IS RESPONSIBLE FOR THE EQUIVALENT OF 17M TONNES OF CARBON DIOXIDE**

### PRACTICAL TIPS TO AVOID FOOD WASTE

- When you get your bread home, split it into two – half in the bread bin (never the fridge) and half in the freezer (remembering to slice it if it isn't already). By the end of the week, your bread is still perfect to toast straight from the freezer. Any crusts can be whizzed up in the blender to make breadcrumbs
- Always keep potatoes in a cool, dark place but never the fridge. Remember you can freeze mashed potato and also pre-freeze roasties. If you spot your potatoes are on the turn peel, boil for 5 minutes, cover in the fat/oil of your choice and freeze – then when you want roasties cook them in the oven from frozen
- Always keep milk in the fridge below 5 degrees – many of us have fridges with a higher temperature which reduce shelf life so don't forget to check. If you've got loads of milk and a small amount of jam in the pot mix the two together for an instant milkshake
- Once your bag of salad leaves is open transfer to a Tupperware pot, lined with a sheet of kitchen towel, and seal – will last for 3-5 days longer

*For more tips, recipes and inspiration to help you waste less and save money go to [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) and pass the message on to friends, family, colleagues – together we can make a massive difference.*

# RETAIL LEADERS IN SUSTAINABLE FOOD



BY ILARIA BERTINI

Over the past few years, many consumers have begun to feel a sense of urgency in the need to change their behaviour. This comes from their desire to do their bit to help tackle such as resource scarcity, climate change, sustainable farming and deforestation. More and more people prefer to spend a little bit more in order to buy Fairtrade or organic products. In 2012, the Fairtrade Foundation reported a 19% sales increase in Fairtrade products. Organic products have also experienced good performances in 2013, according to the Soil Association. But this doesn't just mean that farmers or smaller companies selling ethical products have seen their sales going up. In fact, mainstream retailers have

started to pay more attention to the way their products are sourced, processed, sold and wasted. Figures from the Soil Association related to organic goods show that supermarkets play an important role in the organic food sector. After researching the sustainability policies of seven major supermarket chains – Co-operative Food, Marks & Spencer, Asda, Morrisons, Sainsbury's, Tesco and Waitrose – what is undoubtedly positive is that all mention the most crucial issues. Meanwhile, some deserve special credit because of unusual initiatives, aimed to restore the natural environment, tackle food waste or promote green energy in stores. We have outlined five categories used measure the efforts made by the retailer



sector on sustainability: energy efficiency and use, waste management, sustainable agriculture and sourcing, social responsibility and animal welfare. Energy use looks at the way in which the retailer is managing its carbon reduction targets and its efforts to save water and energy through energy efficiency measures in shops and across the supply chain, as well as investment in renewable energy to power the stores. The Co-operative, Tesco and M&S scored the highest marks in this category, thanks to their clear commitment to addressing climate change and cutting their carbon emissions.

Waste management is another important pillar for M&S and Co-op – the only ones to get a full score for this category. Among the most important criteria to assess the retailers' policies were recycling, plastic bag policies, food redistribution, reduction of waste to landfill and customer engagement to reduce waste at the consumption stage. Food waste in particular is quite a serious issue, as recently revealed by the Waste and Resources Action Programme (Wrap). Despite a small improvement compare to the past, British families are still throwing away 4.2m tonnes of food every year. In order to reduce the amount wasted, retailers have been asked to do their bit.

All seven brands have a programme to redistribute unsold food to people in need or to reinsert it into the production process again, by using it to produce energy through anaerobic digestion – this is what Waitrose does – or animal feed.

Some of the big brands, however, are not doing enough to reduce the use of plastic bags – one of the most common causes of marine pollution – or to raise awareness among customers on how to avoid food waste, through clear information and labels.

M&S is the only retailer to have introduced a charge on plastic bags, with the profits derived from this policy given to charity.

Co-operative and Waitrose lead the way when it comes to sustainable agriculture and sourcing with big emphasis placed on sustainable products and attention to the natural environment.








Waitrose collaborates with the Woodland Trust to plant trees to absorb carbon from its deliveries and works with its farmers to ensure they manage the wildlife habitat and the soil responsibly. Co-operative also asks its suppliers to protect the UK's wild species that are threatened by intensive agriculture, such as bees and farm birds. All suppliers have started to address the challenges posed by the massive use of palm

oil, which is leading deforestation in Asia and Africa, and all are signatories to the Roundtable for Sustainable Palm Oil (RSPO).

Co-operative, M&S and Waitrose also have clear and exhaustive commitments to animal welfare, with focus on free range and hormone-free policies, responsible fishing and a ban on animal testing for their branded products. The retailers also show an awareness of social responsibility: the availability of Fairtrade products, workers' protection and a focus on healthy eating. Waitrose deserves special mention, as its employees are not just workers but partners who democratically own the business, as members of the John Lewis Partnership.

Despite an array of positive policies, there is a large margin for improvement for each retailer. It should give us hope to know that some of the places where we usually shop are aware of crucial issues affecting the environment and the society.

It not only means that we, as citizens and consumers, have the power to push for positive changes, but also mean that the businesses we buy from know they have this power, too. It is a circle where everyone demands and obtains better practices, to preserve and improve the way the world is run.

	<b>ENERGY</b> (use of renewables, energy efficiency, carbon reduction target, water use)	<b>WASTE</b> (recycling, food redistribution, waste to landfill reduction, consumer engagement, plastic bags)	<b>SUSTAINABLE AGRICULTURE AND SOURCING</b> (pesticides, biodiversity, deforestation, local sourcing, GM)	<b>SOCIAL RESPONSIBILITY</b> (fairtrade, healthy eating, charity sponsorship, workers' protection)	<b>ANIMAL WELFARE</b> (free range, animal testing, hormones and GM, travel to the slaughterhouse, fishing)	<b>TOTAL SCORE</b>
 ASDA	2/4	4/5	4/5	3/4	2/5	15
 Co-operative <b>1st</b>	4/4	5/5	5/5	4/4	5/5	23
 M&S <b>2nd</b>	4/4	5/5	4/5	4/4	4/5	21
 Morrisons	2/4	3/5	3/5	3/4	3/5	14
 Sainsbury's	3/4	2/5	2/5	4/4	3/5	14
 Tesco	4/4	4/5	2/5	4/4	2/5	16
 Waitrose <b>3rd</b>	3/4	3/5	5/5	4/4	5/5	20

# THE WAY YOU CUT YOUR MEAT REFLECTS THE WAY YOU LIVE

HE WAS JAMIE OLIVER'S RIGHT-HAND MAN AT FIFTEEN RESTAURANT, HIS TEAM HAVE COOKED FOR THE PRINCE OF WALES AND HE HELPED SET UP THE UK'S FIRST ECO-FRIENDLY RESTAURANT. AND NOW, JAMIE GRAINGER-SMITH HAS BIG PLANS TO INTEGRATE SUSTAINABILITY RIGHT INTO THE HEART OF FOOD, DRINK AND HOSPITALITY.

BY ALEX BLACKBURNE

George Bernard Shaw once said, "There is no love sincerer than the love of food." And this comes from an Irishman who spent the vast majority of his 94 years on this planet in the arts, writing music, plays, essays and novels. When he died in 1950, Britain was still recovering from the effects of the second world war. Food supplies such as meat, sugar and cheese were still rationed, and rationing wouldn't completely end for four years. Throughout the 50s and 60s, the UK's food culture reverted back to its pre-war state, with traditional meat and two-veg dishes appearing on most dinner tables at mealtimes. The 70s brought with it an influx of foreign cuisines – Italian, Indian and Chinese – and into the 80s, fast food was already a well-established option. The rising popularity of celebrity chefs and TV cooking shows in the 90s, though, introduced a new wave of cooking. All of a sudden, it was cool to experiment with food at home. And in 2013, this is more apparent now than ever. "Food has become the new rock'n'roll", says Jamie Grainger-Smith. As an award-winning restaurateur, who has worked

with the likes of Jamie Oliver, Alastair Little, Rose Gray and Ruthie Rogers at the River Cafe and Ben O'Donoghue, he knows a thing or two about the industry and where it's heading. And where it's heading, he adds unequivocally, is towards sustainability.

"Everybody loves food; it's very emotional. But we've got to take responsibility for our food. We can't keep on taking and taking; there has to be a balance", he says over a Fairtrade coffee at The Hub – a social enterprise incubation unit in the heart of King's Cross.

"It's about not overindulging and instead just taking what we need. It's about preparing and looking after the future. And it's about caring. Sustainability is a massive word. It gets twisted up in many different ways, but it's mostly about responsibility for me. That's fundamental."

A big part of the problem, according to Grainger-Smith, is food waste. A report in January by the Institution of Mechanical Engineers in January outlined how between 30-50% of food produced around the world annually "never reaches a human stomach". Meanwhile, the House of Commons international development

committee called on Britons to start seriously tackling food waste in a report published in June.

"It's outrageous. On a day-to-day basis, people just buy food in a conveyor belt fashion. I'm trying to tell people to do things a little bit different otherwise it's going to get really messy", he says. He's doing this through Think.Eat.Drink – a membership scheme he founded and launched in October 2012, after becoming frustrated with what he calls "greenwash" in the food industry. Think.Eat.Drink, or TED for short, is a supply chain of accredited ethical and responsible businesses. Grainger-Smith's idea is that if you want to set up a green, ethical or sustainable restaurant, bar, deli, for example, you can find and use accredited designers, shop-fitters, meat suppliers, packaging firms, coffee and tea producers and so on that are TED members – safe in the knowledge that these companies aren't cowboys. Leading ethical brands such as Divine Chocolate, FreshDirect and Ecover are on board, along with dozens of other social enterprises. Grainger-Smith says sustainability is "the future" of food and drink; he's simply getting an early seat on the proverbial plane. His career in the food industry spans





**“WE’VE  
GOT TO TAKE  
RESPONSIBILITY  
FOR OUR FOOD**

over two decades. Born and raised in Liverpool, he has worked under Alastair Little – the “godfather of modern British cuisine” – spent time working at such prestigious restaurants as the River Café in Hammersmith and Morton’s in Berkeley Square, and perhaps most famously, helped Jamie Oliver set up Fifteen – which spawned a Channel 4 show, Jamie’s Kitchen, in 2002.

The accompanying programme saw Oliver, Grainger-Smith and their team attempt to turn 15 disadvantaged young people into chefs. Fifteen, on Westland Place in Hackney, celebrated its 10th anniversary in 2012.

“It was nerve-racking because all of a sudden I had this camera in my face and everybody’s watching what you’re doing”, recalls Grainger-Smith.

“I think 7-8 million people watched the programme. We succeeded against all the odds and created this wonderful restaurant. I’m very proud to be associated with Fifteen, and to have been there from the off. It was a great moment in my life. I managed there for

a few years and it was fully booked at lunch and dinner.”

After managing Fifteen for a while, Grainger-Smith went on to set up the first eco-friendly restaurant in the UK with then chef business partner Arthur Potts-Dawson. Acorn House Restaurant, as it was called, and its sister restaurant Waterhouse, received critical acclaim from so-called ‘foodies’. Grainger-Smith’s ambition of creating a green restaurant that people wouldn’t even notice was green had worked.

He says his next goal is to create another restaurant that instead of trying to blend in with the mainstream, shouts loudly about sustainability and responsibility, but without sacrificing the customer’s experience, which has always been paramount throughout his hospitality career. On the rise of sustainability in food he adds, “It’s been fantastic to watch sustainability become part of the cooking culture – especially among youngsters. They are really interested in this stuff, which gives me hope that food can be sustainable.”

## THINK.EAT.DRINK’S ENVIRONMENTAL TIPS FOR THE KITCHEN

- Try to use/buy local, seasonal and ethical food and drink in your kitchen
- Compost all your food waste
- Try not to use as much cling film and food bags, as they are not usually biodegradable. Use a saucer or plate to cover
- Close that fridge or freezer, don’t waste energy
- Look after your kitchen equipment – clean, defrost and service regularly
- Bring out your meat, veg out of the fridge a little early, so they take less time to cook, especially your frozen foods
- Use the microwave on smaller/single portion food, save on gas
- Remember to always use the lids to pots and pans when cooking
- Use that steamer that sits around. It can be used in many different ways that save energy as well as nutrients
- Try and be clever with your oven – cook and bake at the same time
- Better quality pots and pans are great investments, and will not only retain heat for cooking, but will probably save on the elbow grease when washing up
- Always try and use eco-friendly chemicals, from washing up to your floor and try not to leave the tap running unnecessarily

*Jamie Grainger-Smith  
is the founder of  
Think.Eat.Drink.  
[www.thinkeatdrink.co.uk](http://www.thinkeatdrink.co.uk)*

# FIVE SEASONAL AND SUSTAINABLE RECIPES

JAMIE GRAINGER-SMITH, FOUNDER OF THINK.EAT.DRINK, TELLS US HIS TOP FIVE SEASONAL (AND SUSTAINABLE) RECIPES.



## CLASSIC TANDOORI-STYLE CHICKEN

**Jamie says:** Use British Farm and RSPCA assured thighs and drumsticks as having the bone in helps to keep them succulent on the BBQ and they taste better than breast, too. If you want to use breast, keep the skin on and keep a careful watch not to overcook and dry out.

### Ingredients

- 6 free-range British Farm or RSPCA Assured chicken legs cut into thighs and drumsticks
- Half a cup of British Greek style yoghurt
- 2 cloves of crushed garlic
- 2 tsp of ground coriander
- 2 tsp of ground cumin
- 2 tsp of turmeric
- 1 inch knob of fresh ginger peeled and grated finely
- 1 tsp of Cornish sea salt

### Method

- Score the chicken skin with a sharp knife a few times to allow the marinade to penetrate
- Mix the yoghurt, garlic, ginger and spices together. Cover the chicken with marinade and leave overnight in the refrigerator
- To cook, drain chicken of marinade
- Cook on oiled BBQ over medium heat, having the lid down nearly halves the cooking time, so about 15 minutes with lid down and 23 on an open BBQ. Remember to turn the chicken during cooking



## PAVLOVA

**Jamie says:** The best Pavlova should be crisp on the outside to about three-quarters of a centimetre and then soft like marshmallow in the centre. So make it high (about 12cm); it won't topple, honest!

### Ingredients

- 3 free-range British egg whites
- 3 tbsp of cold water
- 1 cup of caster sugar
- 1 tsp of malt vinegar
- 1 tsp of real vanilla essence
- 3 tsp of cornflour

### Method

- Beat egg whites till stiff
- Add cold water and beat again
- Slowly add caster sugar spoon by spoon
- Slow mixer down and add vinegar, vanilla and corn flour
- Spoon onto a baking sheet lined with a reusable silicone matt
- Shape into a cake shape about 12cm high
- Bake in 150C for 45 minutes then turn off oven and leave to cool in the oven
- Serve with lots of lightly whipped double cream and fresh British berries





## ORGANIC OR FREE-RANGE ROAST CHICKEN PIE

**Jamie says:** A great, tasty use for those leftovers from your Sunday dinner.

### Ingredients

- All your leftover Sunday roast chicken (but not the skin) roughly chopped
- 2 white onions roughly diced
- 250ml or near enough of leftover gravy
- 250g of British bacon cut into strips
- 100g of petit pois
- 10ml of double cream
- 1 tbsp vegetable oil
- Cornish or Maldon sea salt
- 450-500g English potatoes mashed with 150ml of double cream and 25g of butter for the Topping

### Method

- Sauté the onions and bacon in vegetable oil
- Add chicken, petit pois, cream and gravy
- Bring to a simmer stirring all the while
- Pour into an oven proof pie dish
- Spread the warm mash over the chicken mix. Make the potato spiky on the top using a fork as it will turn nice and crunchy in the cooking
- Bake for 25 minutes at 190C



## RICE PUDDING

**Jamie says:** It's so easy to cook more rice than needed, but don't worry. We at TED say if you are using energy to cook some, you might as well cook a bit more and use it for another meal. You can use the extra rice in a stir fry and use up any leftover cooked vegetables you have in that, too. Rice pudding is a great comfort food and a longstanding British favourite. This is not a traditional way to make it but it's still very good.

### Ingredients

- Cooked rice
- Caster sugar
- Double cream
- Whole milk
- Vanilla essence
- Grated nutmeg

### Method

- Place the rice in a pot
- Just cover the rice with the cream and milk in equal quantities
- Add sugar, grated nutmeg and vanilla to taste
- Bring to the boil and simmer for five minutes only
- Serve with homemade strawberry jam



## BARBECUED ENGLISH BRAMLEYS

**Jamie says:** It's not very often you hear of apples being done on a BBQ, but these are delicious.

### Ingredients

- 6 small-ish English Bramley apples
- 150g of mixed dried fruits
- 50g of chopped almonds
- 80g of soft brown sugar
- The zest and juice of a lemon
- 1 tsp cinnamon

### Method

- Wash and core the apples
- Score the skin around the middle of each apple to stop them bursting during cooking
- Mix the fruit, sugar, cinnamon and lemon together
- Stuff the fruit mix inside the apple
- Top each apple with a knob of butter and then wrap each in foil
- Bake on the BBQ for around 40 minutes with the lid down if you have one

*Think.Eat.Drink (TED) provides opportunity for everyone to change the way we eat, drink and live. It offers a number of services, products and offerings to encourage business and the consumer to be more ethical, eco-friendly and to embrace a 'green' responsible manner.*  
[www.thinkeatdrink.co.uk](http://www.thinkeatdrink.co.uk)

## Write for us....

Whether anonymously, under a pseudonym, or with your name published loud and clear.

Journalism is changing rapidly through a digital and social media revolution. It is no longer the preserve of press barons and elite groups; journalism is now democratic and everyone has a voice.

And though that means there's a lot of noise and rubbish out there, there's a lot of great stuff, too.

The role of media has changed. We still write stories every day about the amazing people and organisations that make a positive difference to the world in which we live, but we also promote and publish the most relevant blogs, tweets and articles from our readers.

We want to report on the diverse voices of our audience and beyond—regular people writing as travellers, investors and consumers.

So, if you blog, tweet or write about sustainability we want to hear from you. You don't need to be an experienced or aspiring writer or worry about article length, spelling or grammar—we'll tidy that up for you.

We can't publish everything, but if it's likely to resonate with our readers or challenge them in some way, you'll fly to the top of our list.

Join us today by emailing  
[editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com)  
with your thoughts and contributions.



# FASHION



# WE ARE A LONG WAY FROM ACHIEVING STABILITY IN SUPPLY CHAINS

IT IS OVER SIX MONTHS SINCE ONE OF THE WORLD'S WORST FACTORY DISASTERS OCCURRED IN BANGLADESH, KILLING NEARLY 1,200 PEOPLE AND AFFECTING THOUSANDS MORE. BUT WHAT CAN BE DONE TO ADDRESS THESE MAJOR SUPPLY CHAIN FLAWS AND WHO IS RESPONSIBLE FOR CHANGE?

BY NICKY STUBBS

**O**n the morning of April 24 2013, the Rana Plaza complex in Bangladesh, which housed a bank, several shops and a garment factory, collapsed. It left an almighty trail of destruction and major retail brands, whose products were manufactured in the factory, were criticised for failing to note serious warning signs that eventually led to the disaster. Employees had notified building managers on the previous day of cracks that had appeared in the building. Several shops were closed, but many employees were ordered back to work. To make matters worse, some were even threatened with the loss of a month's pay if they failed to turn up – amounting to £38. A day later, 1,200 were killed and over 2,500 injured when part of the building collapsed. The tragedy is that it took such a devastating incident for the business flaws and supply chain oversight to come to light. The legitimacy of the factory itself was brought into question in the immediate aftermath. The head of the Bangladesh fire service claimed in the New York

Times that the four highest floors in the building had no permit. In addition to this, architect Massood Reza said the building was initially designed to house offices and shops, and that the structure would therefore not have been able to cope with the weight and vibrations that come from heavy machinery. Reactions to the disaster came from far and wide. Campaigners, politicians, consumers and the media were quick to stand behind the victims. Pope Francis condemned the conditions created by factory owners as “slave labour”. However, the Rana Plaza disaster was by no means an isolated incident. Since April, there have been a number of similar events involving fire safety, one of which recently claimed the lives of six workers. A BBC Panorama investigation brought to light the story of a 13-year-old girl who had been forced to work in a different factory after her mother was left crippled by the Rana Plaza disaster, as well as some workers who were forced to work 19-hour shifts. But whose responsibility is it to act to address the dozens of issues – the low pay, the poor working conditions, the





## “ IF YOU HAVE ANY INVOLVEMENT WHATSOEVER WITH THE FASHION OR RETAIL INDUSTRIES, IT IS YOUR RESPONSIBILITY AS A CITIZEN TO HELP ENACT CHANGE

lack of regard for regulation and safety and the long working hours?

The answer to that is everyone. If you have any involvement whatsoever with the fashion or retail industries, it is your responsibility as a citizen to help enact change.

Consumers, suppliers, buyers and policymakers – to mention a few – have all had some form of benefit from the exploitation of these workers, whether that be low cost clothing, huge profits or tax benefits.

Membership organisation Sedex recently ran a six-part mini-documentary series which was featured on Blue & Green Tomorrow. Throughout the series, industry leaders and professionals from a cross-consortium of retail giants came together to look at the ways in which everyone can benefit from a more sustainable supply chain.

There are often high expectations and strenuous demands placed on suppliers by their buyers. These can sometimes conflict, creating difficulties on the part of the supplier.

Commenting within Sedex's films series, Peter McAllister, director of the Ethical Trading Initiative, says, “The

brand or retailer at the supermarkets is concerned about what the customer thinks, and they often place significant demands therefore on their suppliers to meet their expectations.”

This can lead to confusion, with more and more time spent managing projects, creating products to meet the needs of different buyers and carrying out multiple audits, leaving less time to tackle the issues that really matter – those relating to society and the environment.

Transparency is another of the key factor which Sedex says can improve standards within the supply chain.

Trude Ertresvåg, head of corporate social responsibility at REMA 1000, identifies the consumer risks of an opaque supply chain: “If there's no transparency in your supply chain, you wouldn't know what could go wrong because it makes it much more difficult to identify the quality of the product and also to make sure that the product that you're actually serving the customers is what's labelled on the outside of it.”

The horsemeat scandal is just an individual example of this in action, but in some cases, the consequences of opaqueness can be much more severe.

If consumers and retailers knew of the working conditions at Rana Plaza prior to the disaster, would they have demanded change? The system needs to be transparent so that these risks can be addressed, before it is too late.

Many companies, however, feel that by keeping their cards close to their chests, they are protecting their financial interests. It is feared that by disclosing certain pieces of information, buyers can go directly to manufacturers, cutting out the middle man and making them redundant. The fact of the matter is that no single company can tackle these problems alone, which is why a collaborative approach is vital.

“There are really accessible ways which companies can collaborate”, says Giblin, adding that one thing to avoid is “reinventing the wheel or asking your suppliers to do something different when there is no real need to it.”

By sharing resources, best practices and knowledge, global industries can together achieve more. This must be built on a mutual trust and relies heavily on the integrity of all the parties concerned, but most of all, involves a genuine desire to minimise corporate and social risks.

Only when companies start working together to build on this trust, can they begin to benefit from mitigating the risks that exist within the supply chain. This isn't about espionage, or about undercutting business. This is about making sure that the profiteering of corporations does not come at the cost of the basic human rights and liberties of those driving the businesses by producing the goods. This is about ensuring that the whole retail system is sustainable and fit for purpose.

Looking to the future, the global population is expected to rise to 10 billion by the turn of the century. As such, resource demands will dramatically increase and if the world ignores the flaws within its supply systems, not only will it fail to meet demands, but we will continue to see tragedies such as the Rana Plaza collapse, with the possibility of them becoming more common. It is our job as consumers and as global citizens to demand a change.

# FASHION WITH A CONSCIENCE

BY FRANCESCA BAKER

**D**o you ever wonder what your jeans have got to do with ethics? Your shirt with water levels? How your pants may be affecting social rights on the other side of the world? Probably not, if you are like the majority of people, despite the exponential growth of a concern for ethical fashion.

Events in Bangladesh in April cast a more critical eye on clothing and its path to the consumer, as it seems that what we wear on the outside may be wearing out our world in many ways. After the collapse of the Rana Plaza building and the death of 1,127 people, ignorance can no longer be used as the blissful excuse that it often affords.

Like the food we put into our bodies, the clothes we put on them are our own choices, and those choices reflect our personalities. During the Lords' second debate on ethics and sustainability in March, Lady Young of Hornsey raised an important point about fashion that is often used to justify its aspirational and addictive nature.

Rather than just being garments to adorn ourselves in, they are "an expression of our professional and personal identities, an expression of where and how we see ourselves", she said

When taken in the context of ethical fashion, what does that say about most people? That we just don't care?

The current demand for speedy conversion of catwalk styles to high street garments means that there simply isn't time for sustainable and fair manufacturing processes. Short turnarounds and instantaneous celeb copying would not be possible if social impact, the use of pesticides, labour resources and fair wages, minimising water usage, eco-friendly fabrics, recycling and fair use of resources were all addressed.

Is this enough of an excuse – simply because we don't have time?

As ever, the question is one of taking responsibility. It is one of those strange quirks of citizens of any society that whilst they may cite themselves to be free and capable of thinking for themselves, direction from governments and corporations is often needed.

A lack of direction from above serves as an excuse for not taking action. We need someone to not only suggest that we pull our heads from the sand, but to literally drag them out for us.

Most consumers are aware of the basic laws of economics, and so education can't be used as an excuse. Despite the fact that overall retail sales were down 0.7% in the first quarter of 2013, Primark sales rose by 24%.

And I'm not picking on Primark – tags for Walmart, Sears Holdings Inc, Walt Disney Company and other big brand retailers were all found amongst the debris of

another Bangladesh factory destroyed by fire back in November. Meanwhile, many other retailers also failed to sign up to a legally binding initiative to offer financial support for fire safety and building improvements in the wake of most the recent big factory collapse.

We know that jumpers that cost roughly the same price as your morning coffee cannot possibly be produced in an ethical manner, yet still we keep purchasing. The end price of a garment reflects the investment that has been made in the people and product throughout the whole supply chain, and when something is on the market for pittance a similar proportion of care has been put into its creation. This fact is easy to ignore when not displayed directly in front of you, and this disconnection does wonders for appeasing our conscience and lining corporate pockets.

Of the \$2 billion worth of exports leaving Bangladesh each year, 78% are clothes – the vast majority making their way to the UK and US. In this country alone there are over 8,000 garment factories, employing 3.6 million workers, of which 80% are women.

As well as not being practical, it would be not be ethical to suddenly stop sourcing clothing from these countries, as this would lead to the economy and infrastructure to plummet. Bound up in what we wear are therefore issues of a whole





economy, social norms, gender equality and ecological impact.

No simple solution shouts out. What is necessary is for a sustainable and ethical economy and infrastructure throughout the whole chain – Bangladesh to Britain. One way that this has been expressed is in terms of the triple bottom line – social, environmental and commercial. Experience has proven that without a robust financial business model, long-term change is not feasible, but unless the social and environmental impact is considered meaningful, business practice is impossible. Responding to market needs and expectations can however mean more than pleasing stakeholders. If consumers and business people expect that the groups they interact with will maximise benefits to people and communities whilst minimising impact on the environment, this will have to be something that companies respond to.

More government intervention is cited as an important driver of change – but we haven't seen this work for recycling. Local laws will always have some kind of impact. Traffic lighting of clothes has also been

suggested, but the vast number of definitions of 'ethical' means that this would be difficult to quantify. So perhaps the answer really is to take grassroots action.

As well as profits, corporate reputation means a lot to companies, and thus consumers do have the power to make changes. However it is not easy. People Tree, probably the leader in the ethical fashion industry, has been trading for 20 years, and is yet to break even in the UK.

But as the path consumables take to reach the consumer becomes even more important, and it is clear what affect your £3 t-shirt is having, consider taking your money to some of these retailers.

- **Gossypium** – fair trade organic cotton clothing / [www.gossypium.co.uk](http://www.gossypium.co.uk)
- **Beyond Skin** – this company have been making vegan shoes since 2001 – and there is not a moccasin in site / [www.beyondskin.co.uk](http://www.beyondskin.co.uk)
- **Charlie Boots** – womenswear and accessories made in the UK from ethically sourced materials such as organic, sustainable, fair trade and vintage fabrics

*Francesca Baker is a freelance journalist, event organiser, and minor marketing whizz. She writes about music, literature, life, travel, art, London, and other general musings, and organises events that contain at least one of the above. You can find out more at [www.andsoshethinks.co.uk](http://www.andsoshethinks.co.uk).*

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

- **Love Me Again** – an independent fashion label that uses entirely recycled textiles unique and affordable clothes / [www.lovemeagain.co.uk](http://www.lovemeagain.co.uk)
- **Fashion Conscience** – a hub for all things stylish and sustainable / [www.fashion-conscience.com](http://www.fashion-conscience.com)

# A MANIFESTO FOR FASHION THAT TRULY CHALLENGES THE STATUS QUO

ALEX MCINTOSH OF THE CENTRE FOR SUSTAINABLE FASHION IN LONDON PROVIDES A MANIFESTO THAT SHOULD BE PART OF EVERYONE'S BUYING PSYCHE.

**“ BE PART OF A  
NEW FASHION TRIBE,  
ONE THAT RESPECTS  
BALANCE AS WELL  
AS EXCESS; ONE THAT  
ACKNOWLEDGES  
COLLECTIVE  
RESPONSIBILITY  
ALONGSIDE  
INDIVIDUAL FREEDOM  
AND ONE THAT SEEKS  
OUT AND CELEBRATES  
FASHION THAT TRULY  
CHALLENGES THE  
STATUS QUO**

**A**t the Centre for Sustainable Fashion, it's never our intention to be worthy or preachy but we do see our role as provocateurs, challenging the status quo. Fashion moves so fast that sometimes it's difficult to stop and take stock, there's always a new trend, a new face, a new shop but let's face it, in our hearts we all know that at least 50% of what we buy reflects little more than an unbridled desire to consume. It's not that every fashion choice has to be agonised over; it's just that the unquestioned purchase is often the disappointing purchase. An impulsive buy can on occasion be wonderful but more often than not it seems to fit less well or look less good once it's out of the changing room. Suffice to say fashion gluttony creates

an ever more insatiable appetite, one that cannot be satisfied. Considered and compassionate consumption should be the only trend we are following in 2014 and it is our firm belief that choosing better will make you feel better.

There is no getting away from the fact that sustainability has the capacity to scramble the mind; it can feel like a set of ever changing rules and restrictions, shifting sands that can leave you longing for the safety and security of the high street. Just remember, confusion is an inevitable part of reflection and reflection is the route to active and informed choices; whilst it may sometimes feel easier to put the blinkers on and keep going as is, as Socrates once said, "The unexamined life is not worth living."

So in order to help you choose well,



we've put together a short 'manifesto'; not an exhaustive set of rules or an overblown design for life, but simply questions and considerations that sum up some of the personal and global issues that you might want to consider before you hand over the credit card.

On the whole, the fashion industry doesn't want to give you the space to be inquisitive or to actively engage your imagination; it wants to keep you on the buying treadmill, breathless with no time to ask why.

We always want you to ask why and not just why, also where, who and how. So here are some of the whys, wheres and

hows that should be part of everyone's buying psyche.

- Do you ever question the people from whom you're purchasing? Wouldn't you expect them to know where the things they're selling came from and how they were made? Start asking and people will have to start answering
- Look at your clothes. Hundreds of people's lives and livelihoods are contained in every garment; the farmer, the spinner, the weaver, the knitter, the dyer, the printer, the seamstress, and the list goes on. Would you want to share their lives or survive on their livelihoods?
- What do you value: quality, detail, herit-

age, performance, durability, uniqueness, flamboyance, frivolity? Take the time to seek out designers and brands whose work aligns with your sensibilities and support them

- Here's an irony: whilst millions of clothes are discarded each day, the fashion industry expends vast amounts of energy and resources on making new things look old. How about this: if you want something that looks worn, buy something worn, there's plenty to choose from! If you want something 'new' buy something new and wear it in yourself
- Acquiring something 'new' should be a mutual commitment; the seller/giver should be promising you the best experience possible and you should promise to live that experience to the full. Look at what you own: has everything been lived in to the full? If not, why not?
- Too much stuff just clutters up your life and overwhelms your head. Have a physical and emotional clearout, not so you can buy more but so you can see what you have and what you really care about
- Ask yourself why certain things are precious to you. Is it because the thing itself is particularly beautiful or functional? Is it because of the time or place you were in or the person you were with when you were given/bought it? Understanding why you treasure the things you do might help you to choose and use with more care
- Be part of a new fashion tribe, one that respects balance as well as excess; one that acknowledges collective responsibility alongside individual freedom and one that seeks out and celebrates fashion that truly challenges the status quo

*Alex McIntosh is business and research manager at the Centre for Sustainable Fashion at London College of Fashion.*  
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**Centre for Sustainable Fashion**  
London College of Fashion



**“EARTH PROVIDES ENOUGH TO SATISFY EVERY  
MAN’S NEED, BUT NOT EVERY MAN’S GREED”**

– MAHATMA GANDHI

.....

**“ECONOMY DOES NOT LIE IN SPARING MONEY,  
BUT IN SPENDING IT WISELY” – ENGLISH  
BIOLOGIST THOMAS HUXLEY**

*“I believe that banking institutions are more dangerous  
to our liberties than standing armies” – former US  
president Thomas Jefferson*

“NATURE PROVIDES A FREE LUNCH, BUT ONLY IF WE CONTROL  
OUR APPETITES” – AMERICAN LAWYER WILLIAM RUCKELSHAUS

.....

*“The hardest*  
***thing*** **IS TO TAKE LESS  
WHEN YOU CAN  
GET MORE”  
– AMERICAN  
HUMOURIST KIN  
HUBBARD**

.....

*“You have succeeded in life when all you really  
want is only what you really need” – American  
spiritual teacher Vernon Howard*



# HOUSEHOLD





# THE REAL GREEN DEAL

CUTTING ENERGY AND WATER CONSUMPTION IN THE HOME IS THE BEST WAY TO TAKE CONTROL OF YOUR BILLS. FOR THE HARD-PRESSED CONSUMER, THE ONLY EFFECTIVE WAY TO REDUCE ENERGY AND WATER COSTS IS TO USE LESS. MARK SAIT, MANAGING DIRECTOR OF SAVEMONEYCUTCARBON, SHOWS YOU HOW.

Consumption is crucial for every energy and water consumer in the UK as utility bills continue to rise way ahead of inflation and earnings, while the government's green policies are, frankly, in disarray. It is not surprising that utility companies are less trusted than even the banks. The recent price increases from five of the big six energy companies have rightly provoked anger and criticism from consumers. It is the wake-up call we all needed. It's true that by switching supplier, we can all cut bills and challenger brands like Ovo Energy are showing the way by simply being more efficient in the way they do business. But currently, the vast majority of us do not switch and so are paying for inefficient utility companies, with the government apparently unable to act decisively.

We know that the green deal, which aimed to provide financial support and advice to households and businesses, has not delivered on its promises. Even if it had, the scope of the strategy was extremely limited in terms of helping people to reduce their use of electricity, water and gas.

Energy efficiency is a good thing and the green deal offers help with insulation, heating, draught-proofing and double

glazing, together with renewable energy generation (solar panels, heat pumps). With double glazing, a semi-detached house could save around £290 a year over 20 years, but payback on the purchase cost might take more than 15 years. Loft insulation payback is quicker (around two years) and if done right could save up to £180 a year.

But there is a real green deal – much simpler, more cost-effective and proven ways to cut energy and water consumption that should save a typical home around £650 a year on current prices. And with energy prices forecast to rise well above the rate of inflation for the next 17 years, driven by increased global demand and increased production costs, now is the time to cut consumption by replacing traditional lighting with LEDs and water/heat saving solution like eco shower heads, eco taps and tap aerators. Trusted data from Lux magazine shows that for a typical UK home, installation of LEDs would reduce the amount of lighting electricity used from 2,063.3 kilowatt hours (kWh) to just 364kWh, a saving on current prices of £254 a year – and payback would be around a year. There are LED products for the widest range of settings, from bulbs to spotlights and downlights, panels, tubes,

capsules and more. Did you know that only 5% of the energy drawn by an incandescent bulb is converted into light? They are actually more efficient as heaters. And if you put an LED bulb in a new baby's room now, it would probably not have to be replaced until the child goes to college.

Savings associated with water use are even more impressive than LED lighting solutions. For a typical household, installation of eco shower heads, eco taps and tap aerators should save more than £380 a year, with swift payback on purchase costs.

Many of us in the UK are in regions where the water supplier is rolling out meter installation programmes. It's pretty clear that water meters will be a fact of life for all of us sooner rather than later, and current data shows that the average household faces a £200 hike in bills after installation. The savvy response is to cut consumption without affecting quality and so take control of your bills.

As you may know, eco showers, like the range from leading manufacturer Hansgrohe, effectively mix air with the water flow. You still get the same quality of 'shower experience', and many people say the 'champagne effect' is an improvement, while you reduce the amount of heated water used by at least 50%.





Eco taps and the best-quality tap aerators work in a similar way to eco showers, with comparative savings but the key in all this is to choose wisely from the bewildering range of products in the market because, as with LEDs, many cheap solutions are really not worth buying. What every consumer wants, I think, is peace of mind, and for thousands of people in the UK, this means moving out of fuel poverty. A recent BBC Radio 4 Report programme on energy prices narrated the shocking story of a single mother with two children whose salary as an NHS administrator did not allow her to pay to heat her home for much of the time – sometimes it was so cold that you could see your breath. Reporter Hannah Barnes concluded, “The only way to stop our bills spiralling out of control is if we use less.” That’s why we think there should be a national focus on cutting energy and water consumption, with substantial government support that goes way beyond loft insulation, double glazing, draught proofing and solar panels. This focus for both consumer and business is a topic that Blue & Green Tomorrow should continue to talk about, because the debate over energy and

water will only grow in importance over the next decade.

There are two other energy effects that every consumer should be aware of – the threat of power cuts and blackouts, and the real ecological benefit of cutting consumption.

National Grid recently warned that demand for electricity could reach 95% of available supply if the country is hit by a prolonged cold snap. This could lead to power cuts and blackouts, particularly if an ageing power plant breaks down or imports are interrupted.

The better news is that by cutting consumption we take the strain off the Grid and also reduce significantly the amount of CO2 emissions. SaveMoneyCutCarbon has a unique calculator showing how much people can save in energy and water bills while at the same time indicating the reduction in tonnes of CO2 a year. We need to bring consumption under control, while helping to reduce carbon emissions and we deserve a more responsive and efficient market that is being reshaped by challenger brands. We need more consumer control, closer attention to the costs of renewable energy and a national policy that really does make a difference to consumer utility bills.

*Mark Sait is managing director of SaveMoneyCutCarbon, a uniquely positioned full-service efficiency partner to organisations and homes that want to reduce energy, water and carbon to improve sustainability. Clients include major hospitality groups, property ownership groups, distribution centres, theme parks and corporate offices as well as SMEs and private residences. [savemoneycutcarbon.com](http://savemoneycutcarbon.com)*

SaveMoneyCutCarbon.com  
reducing energy water & carbon

# CRUELTY-FREE COSMETICS

BY CHARLOTTE MALONE



**I**n March this year, the last phase of the European Union's ban on animal testing for cosmetics came into force. Does this mean consumers can be sure cosmetics are no longer tested on animals?

Michelle Thew, CEO of Cruelty Free International (CFI), a global organisation campaigning against animal testing for cosmetics and toiletries, said, "Many members of the public now believe [the EU ban] means that all cosmetics products on sale in the EU are free from animal testing. This is not the case."

The ban means that no company can carry out new animal tests for cosmetics purposes outside the EU for products to be sold in the EU. Products that have been tested on animals in the past can continue to be sold. If products have been tested on animals after the ban came into force these products cannot be marketed within the union.

However, companies, even if they are based in the EU, are still able to sell products with animal tested ingredients outside of the EU as long as the animal testing was done elsewhere.

CFI argues, "This could open up the theo-

retical possibility of a company conducting animal tests for ingredients in some markets but using non animal methods and existing data for the EU market."

Effectively this means shoppers could be putting their money into a company that conducts animal testing or using products that have been tested on animals despite disagreeing with the ethics of the issue and actively trying to avoid it.

A survey commissioned by CFI indicates that the majority of the public try to avoid products that have been tested on animals. Some 80% of people stated they will always or sometimes look at labels before deciding whether to buy cosmetics or household products.

Additionally, more than 60% would be put off buying a cosmetic or household product that had animal tested ingredients. High street retailer Lush, which actively campaigns against animal testing, has also noted the public's reaction to controversial issue.

The company's ethical director Hilary Jones commented, "Generally speaking, people hate animal testing. It is only able to continue because it is largely hidden from the public gaze. As soon as people



become aware of what happens to animals, they have an instinctive response to wish to see it stopped."

Lush is not currently approved by the Leaping Bunny scheme – the accepted standard for companies that don't use animal testing – but instead uses its own systems to stamp out the issue.

Thew also commented, "The ethical market is one which is growing at a rapid rate, which does certainly mean that consumers are more aware of what they purchase and, be it for their food, or their face, they are looking for a high ethical standard."

Despite the public's sentiments, product labels are often misleading. Thew explained, "We have found an increase in awareness about animal testing for consumer products. Unfortunately, however, the public are often misled when it comes to which products have and haven't been tested on animals, due to a confusing array of logos and statements, which adorn

products and packaging."

Many companies state on their packaging that they are 'against animal testing' and 'fund research into alternatives', leading consumers to believe they are buying non-animal tested products, which may not always be the case.

The Leaping Bunny represents the Humane Cosmetics Standard and gives consumers the assurance that a company does not test on animals in any of its operations or sales. The CFI only certifies companies that have a policy not to test on animals and as a result go beyond the legal minimum and eliminate animal testing from their whole supply chain.

Thew added, "The Leaping Bunny is a certification scheme, not just a list: we ask companies to prove their claims, and appoint an independent auditor to regularly ensure that their animal testing policies are watertight."

Over 500 companies have been certified so considering ethics when selecting

products doesn't mean that consumers will have a limited choice or lower quality of products.

"The only restriction we find on our business from our refusal to animal test, is that we are unable to use newly invented ingredients. These ingredients are the ones where animal testing is still mostly used. This search for new fangled ingredients for anti-aging etc is what is driving the need for more and more testing on animals", Jones said.

"We stock our shops with a full, wide range of skin, hair and bathing products, which are effective and creative and for which no animal has had to die. We have always wondered why, if we can do it, others don't."





# 10 GREEN PRODUCTS FOR YOUR HOME

MAKING YOUR HOME LIFE ETHICAL AND SUSTAINABLE IS BECOMING EASIER AS A WIDER RANGE OF BETTER PRODUCTS BEGIN TO ENTER THE MAINSTREAM.

BY CHARLOTTE MALONE

## 1. EFERGY E2

The e2 allows you to wirelessly monitor your electricity use and provides a package so the data can be tracked online. The instant information enables you to make changes to save money, energy and the environment. Additionally, the e2 monitors your carbon dioxide emissions, allowing you to determine your carbon footprint. Recommended retail price: £54.95

## 2. ECO SHOWERDROP

Whilst there are many shower timers available on the market the Showerdrop differs because it measures how much water is being used. A simple display lets you know how much water your shower has dispensed and alerts you when the recommended amount of water has been used and could save the average family £180. RRP: £11.99

## 3. BYE BYE STANDBY SAVER STARTER KIT

Leaving electrical device on standby can drive up electricity usage. This kit allows people to cut off energy for multiple devices by simply using a remote, saving money, energy and reducing carbon emissions. The starter pack contains one remote and one socket but other sockets can be added for an additional price. RRP: £12.95

## 4. RADIATOR BOOSTER MK3

The radiator booster uses a small fan to draw heat away from a standard radiator, and distributes it more efficiently through the room. A test from Which? found that this gadget can heat a room quicker, as a result heating systems that use a thermostat use less energy. RRP: £24.99

## 5. ECOZONE TUMBLE DRYING CUBES

Using eco-friendly dryer balls can reduce time for tumble dryers, soften clothes and reduce creases, eliminating the need for fabric softeners. By using dryer balls as a replacement you can reduce energy bills, get rid of harsh chemicals and cut excess packaging benefitting the environment as a result. RRP (pack of 2): £6.99

## 6. ECOVER MULTI ACTION SPRAY

This multi purpose action spray can be used throughout the house on all hard washable surfaces. The Ecover brand only uses plant and mineral based ingredients allowing users to clean safe in the knowledge that they aren't using harmful chemicals. The product is endorsed by the Good Housekeeping Institute, a testament to the products ability. RRP: £3.39



## 8. STANDARD ECO KETTLE

The ECO kettle makes an everyday appliance more environmentally friendly. The kettle contains a separate chamber for storing water, allowing the correct amount of water to be boiled each time. This coupled with its energy saving feature means that users can cut energy usage by up to 60% when compared to a regular kettle.

RRP: £34.99



## 7. NELLIE'S ALL-NATURAL LAUNDRY SODA

Unlike most detergents Nellie's doesn't contain any fillers or additives, leaving the laundry soft, fresh and residue free. The natural ingredients make it perfect for people with sensitive skin. It's also highly concentrated so you only need one tablespoon per load meaning it lasts longer than normal laundry products.

RRP (50 loads): £6.99

## 9. ENERGY SAVING LIGHT BULBS

Fitting all the lights in your house with energy-saving light bulbs could give you an annual saving of around £45 a year, according to Which?. Whilst the bulbs are generally more expensive than ordinary ones the savings they make on energy more than makes up for this, with payback time generally less than a year.

RRP: from £2.99

## 10. COMPOST KEEPER

A compost keeper can be used as a collection container in the kitchen to transfer to a composter. Composting is a great way to put usual household food waste to good use. They come in a wide variety of designs to suit various styles and tastes.

RRP: from £14.99

# FINDING UNIQUE BEAUTY SOLUTIONS, NATURALLY

BLUE & GREEN TOMORROW SPEAKS TO LAURA SANCHEZ, FOUNDER AND CEO OF LYPSSO, ABOUT SUSTAINABLE BEAUTY AND GROOMING PRODUCTS.

## What is Lypso?

Lypso.com aims to offer unique solutions to our users' beauty needs through beauty-hair treatments and natural-organic beauty products in one site.

It's an international 'all beauty' platform with a sustainability edge, where users and professionals can find information and post their views on natural-organic beauty products, and beauty-hair salons. Furthermore, we aim to raise users' awareness of beauty sustainability in a fashionable manner.

At Lypso, beauty users can compare and review a wide variety of natural and organic beauty products as well as hair and beauty salons they visited. We focus on natural and organic products as we believe in their values and feel that their availability is very limited, not meeting their growing demand. We aim to slowly change the perception of natural and organic beauty products and influence the beauty industry in the way beauty products are produced.

It is also a site where users can easily search for their favourite beauty and hair treatments in organic or regular salons, in the UK or anywhere in the world.

## What problem does Lypso uniquely solve?

We are trying to solve two problems: one has a business-to-consumer perspective and the other one has a business-to-business one.

Today's world offers internet users many options to find information on products, salons and beauty information. However we aim to offer users all the solutions to their beauty needs in one site. Just as Google would claim, "We want users to find what they want before they search", we will do so by offering them multiple solutions to solve their beauty needs. Solutions through natural and organic beauty products or beauty and hair treatments that they wouldn't have even thought that would be possible.

As well as helping users to find all the beauty information in the click of a button, we also have a strong drive to help small businesses by enabling them to market their products and services to a large base of beauty users from all over the globe and raise their online awareness.





### Who or what does Lypso benefit?

Lypso will benefit small-medium beauty product companies – as they will grow their online awareness; beauty lovers – as we will offer them unique beauty solutions to their needs; and hopefully we will change the perception that mainstream users have about natural-organic beauty products. We want to detach them from the ‘green’ perception that they may have of these products by offering them products that are just as effective as mainstream, but with the added benefits of ‘no chemicals’ that could be potentially harmful for their skin.

### What are the benefits of using natural/organic beauty products?

We use an average of 10 beauty products daily (body gel, lotion, shampoo, conditioner, face wash, moisturiser, makeup products and so on). None of these products will contain chemical ingredients that exceed the limits allowed by law. However, although the products may not be exceeding those limits that guarantee health safety, we will exceed those limits if we use 10 products, each one containing chemical ingredients. The skin is our largest organ and also a gateway to the bloodstream. Chemicals rubbed into the skin enter our bloodstream quickly – at times, even more quickly than if we were to eat them. And although some of the side effects

(skin irritation, hormonal alterations, to name a few) of repeated contact of ‘nasties’ or chemical ingredients with our skin haven’t been 100% proven, why risk our health when we have so many natural and organic products available in the market? Isn’t easier to not worry with harmful side effects or harsh chemicals? The question should be, why continue using products that contain chemicals or harm the environment, when there is a wide variety of non-harmful beauty products and makeup available out in the market that can make us look just as sexy and beautiful?

### What’s your personal background? How did you get to this point in your career?

I was born in Murcia, Spain, but I also lived in the US for a while when I was young and then moved to the UK for further education. I have a degree in business administration from Bath University and I recently completed an MBA. Prior to Lypso I was a senior business consultant for over seven years for a consultancy firm (which also happened to be a start-up). Over this time I worked in small and medium companies from different industries and I also took on the role of HR director for the firm. My professional passion is to nurture and help small companies to grow and develop; demonstrate high integrity and be ethical and transparent in all my business deal-

ings; and to share my passion and interest in beauty, by helping people solve their beauty needs, whilst using natural and non-chemical products and treatments. So after seven years of working for this consultancy company, I decided to quit my job to set up my own online beauty business and I recently moved to London, where I want to take Lypso.com to the next level.

### What do you see of the future of sustainable beauty products?

From my experience since working on Lypso, I find that the only reason why there aren’t more users of natural and organic beauty products or treatments, is because they don’t have the access to information on the products and brands out there that can meet their skin needs. Prices are no longer an issue, as there are natural and organic products, treatments and make up to suit all pockets. Having said that, trends show that consumers are now more aware of sustainability and beauty product ingredients than ever before. Growing access to information has allowed regular customers to find out about the possible side effects of some chemical ingredients found in many mainstream beauty products and makeup. They are concerned with what they put on their skin and natural and organic beauty products and makeup now are just as effective as any other products without all the nasties.

We also find that to meet this growing demand for natural and organic beauty, there has been an incredible growth in companies that offer natural and organic cosmetics. There are hundreds (or even thousands) of companies from all over the world working very hard to offer chemical free and sustainable beauty products and makeup waiting to be found. I sincerely think that a platform like Lypso will help non-natural and non-organic users to discover natural and organic beauty products in a different way and will help them understand that they can be as effective as mainstream ones.

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

Lypso.com  
The Beauty Network

# TOP 5 NATURAL AND ORGANIC PRODUCTS

LAURA SANCHEZ, CEO AND FOUNDER OF LYPSSO, RUNS THROUGH HER TOP FIVE NATURAL AND ORGANIC BEAUTY AND GROOMING PRODUCTS FOR WOMEN AND MEN.



## FOR WOMEN

### 1. NAFHA - Prickly Pear Seed Oil (£47.90)

This product is an excellent weapon against dry skin; it has ultra-effective anti ageing restructuring and natural revitalising agents.  
<http://bit.ly/17MwUJg>

### 2. Claudia Fallah - Energizing Beauty Fluid (£82.50)

This targeted beauty fluid can be added into any existing skincare regime to supercharge your daily routine. Considered by many as the ultimate skin food.  
<http://bit.ly/1c4Gfxx>

### 3. Romantaque - Post Hair Removal Hair Minimizing Lotion (£89.99)

This hair growth inhibitor gives a perceptible change in reduced pain and lesser hair growth and density, after repeated applications.  
<http://bit.ly/IgAl1Q>

### 4. IR Beautina - Radiant Gold Facial Treatment Set (£74)

Give your face a treat by using new IR Beautina Radiant Gold Skin Treatments. This four-piece set is using small gold nano particles & grape stem cell technology. The Radiant Gold Facial Treatment set will leave your skin with a detoxified shine.  
<http://bit.ly/1cLduUM>

### 5. Lass - Bosom Blossom Bust Firming Cream (£22)

Firm breasts with harmless and natural Bosom Blossom Breast Firming Cream. The natural formula contains herbs that rejuvenates the skin's support structure to increase the firmness of the bust and eliminate sagging. The product nourishes the skin's support structure to increase the firmness of the bust and eliminate sagging and firms breast contours by natural lift.  
<http://bit.ly/1iKtMSG>



## FOR MEN

### 1. Green People - Active Fix Anti-Ageing Repair Serum (£16.50)

A certified organic men's facial repair serum with proven anti-ageing effects. With a very nice fragrance and good texture. This product is suitable for men with sensitive skins, eczema, psoriasis, acne or skin blemishes.  
<http://bit.ly/Iditob>

### 2. VZ Hair and Glamour – HairyCure (£39.99)

HairyCure Permanent Hair Remover is a Herbal Oil Treatment. This product is finally putting an end to wide areas of unwanted hair, naturally and without pain.  
<http://bit.ly/1jBqbnI>

### 3. Morrocco method - Emerald Elixir (£62.50)

This elixir is the second in the Tri-Colour Elixir series, and it is perfect for cooling and intensified reconstruction in case of thinning or even hair loss.  
<http://bit.ly/1bhR2pA>

### 4. Green People - Shave Now - Wash & Shave (£12.50)

This is a great two in one product: face wash and shaving gel. As a face wash, you can apply it to wet skin, and for shaving, lather up and massage onto damp skin. It will leave you with a very refreshed sensation and it smells really good!  
<http://bit.ly/182hfT7>

### 5. Arigato - RAZZED Organic Sensitive Skin Balm (£35)

This is a rollerball containing anti-inflammatory oil for sensitive skin. It is excellent as an aftershave or for controlling redness and irritation; its natural colour gives skin a healthy glow.  
<http://bit.ly/1aSKLy2>

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

# LEADING SUSTAINABLE HEALTH AND BEAUTY BRANDS

BY CHARLOTTE MALONE

## LUSH

High street store Lush produces fresh handmade beauty products whilst campaigning on a wide range of environmental issues. The brand focuses on using natural ingredients in products in order to limit the impact on the environment. The company has a strict no animal testing policy, uses as little packaging as possible and has phased palm oil out of all of its products.

In its own words: "To us, sustainable beauty means inventing safe, effective products which people have a genuine use for in their life; those products should be produced with minimum impact to the planet and cause no harm to animals."

[www.lush.co.uk](http://www.lush.co.uk)



## FAITH IN NATURE

Faith in Nature is a natural beauty range formulated with naturally derived ingredients whilst maintaining high quality, affordability and continuing to innovate. Cruelty Free International has also approved all of Faith in Nature's product ranges, certifying that none of the products have been tested on animals.

In its own words: "Consumers are becoming ever more discerning of the ethical credentials of the products they buy. They are increasingly savvy about formulations, packaging and price points as well as seeking product innovation and a wide range of choice. With this in mind the sector is sure to grow as more shoppers make the switch to ethical beauty ranges."

[www.faithinnature.co.uk](http://www.faithinnature.co.uk)



## GREEN PEOPLE

Green People is one of the biggest



names in organic beauty in the UK with an extensive range of natural products from shampoos and body washes to face creams and sun lotions. All the products are naturally sourced with organic essential oils playing a key role and there is particular range formulated for people with delicate skin and multiple allergies. In its own words: "Everyone who cares about our planet, the environment in which we live, and our own health will understand the importance of farming and harvesting in a sustainable and earth-friendly way. The next logical step is to consider what we put onto our skin. Whilst organic cosmetics may cost more than mainstream products, they generally last longer."

[www.greenpeople.co.uk](http://www.greenpeople.co.uk)



GREEN PEOPLE  
Organic Lifestyle

## ISIS ESSENTIALS

American based company Isis Essentials creates anti-aging skincare products using only natural elements to create organic blends. The formulas are bottled in recyclable glass with minimal packaging to promote the company's value of conscious living.

In its own words: "We are passionate

about creating/crafting/blending organic formulas that cultivate ageless beauty and holistic wellness straight from the palm of nature. Our mission is to nurture and inspire your body, mind, and spirit to achieve vitality and inner balance."

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



## CLAUDIA FALLAH

Claudia Fallah Skincare is designed specifically for sensitive and traumatised skin and uses only natural ingredients so as not to further aggravate the skin. Its wide range of products have been developed since the late-90s and the brand has amassed a band of loyal customers.

In its own words: "In our increasingly polluted modern world, it is important to do all we can to avoid increasing the toxin loads in our bodies, therefore [we] believe using a natural skincare product is essential. [We] prefer to use nature's own ingredients instead of harsh chemicals, in order not to cause any more stress on the skin."

[www.claudiafallah.co.uk](http://www.claudiafallah.co.uk)





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Every week thousands of people like you read our e-newsletter to catch up with the stories they may have missed, the trends they need to understand and the knowledge that allows them to create a more sustainable investment portfolio and lifestyle.

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# BUSINESS



# THE BUSINESS CASE FOR BEING GREEN

CUT ENERGY CONSUMPTION, KEEP THE QUALITY, SAVE MONEY AND SHRINK CARBON FOOTPRINT. MARK SAIT SAYS WE CAN CUT BUSINESS COSTS BY CONSUMING LESS – AND SHOWS HOW COMPANIES HAVE REAPED THE REWARDS THIS YEAR.

**T**he business case for ‘being green’ is stronger now than at any time in the past 20 years, but companies want to know how to cut consumption, keep the quality, save money and shrink carbon footprint. Cutting consumption is the key element. In fact, it’s the only effective, long-term way for businesses to prevent their energy bills from spiralling out of control, meet regulatory requirements, build company value and reinforce their reputation in the market.

Energy and water prices will continue to rise for at least the next 17 years, and these rises are more than likely to be well above the rate of inflation, so using less energy and water, while maintaining quality of life is the goal of every business. The good news is that there are simple, cost-effective and highly efficient ways to use less energy and water. The proof is readily available and bill-cutting projects this year with hospitality groups in the UK and Ireland provide the data to support the business case for being green. These show that annual savings of between 35-90% can be made through

fully-managed energy and water-saving projects.

UK business is worried, as surveys by the CBI and the Major Energy Users Council (MEUC) highlight. More than nine in 10 British businesses say rising energy prices pose a threat to their competitiveness.

At the same time, 83% of SMEs report that they will miss their growth targets this year because of additional costs from recent energy price rises.

The annual CBI infrastructure survey, Connect More, conducted with consultants KPMG, alarmingly advises that just about every UK business (95%) surveyed is concerned about energy prices, with more than four out of five (77%) companies stating that energy costs might well prevent future investment. The CBI is also strident in its criticism of current government energy policies.

The MEUC survey, including 10% of the FTSE 100 (with a combined annual energy spend of roughly £1 billion) also found 90% thought rising energy prices posed a threat to competitiveness of UK businesses.

Add to those fears the fact that nearly

nine in 10 British businesses (88%) are worried about the security of their energy supply and Ofgem warns the UK could face ‘brownouts’ and ‘blackouts’ in 2015-16, and we have the makings of a perfect energy storm.

Andrew Bainbridge, chairman of the MEUC, advises, “It is clear that big businesses are becoming increasingly alarmed by the energy perils they face and understand they must stiffen their resolve to actively manage and reduce their costs.” It’s not just about power, there is also legal responsibility. All publicly listed companies now have to include full carbon-emissions (CO2e) data in their annual reports.

The MEUC poll found around three quarters (74%) of UK businesses are now aware of their responsibility to report carbon emissions in their annual directors’ report, although 21% said it was news to them. Just under half (48%) said they had made steps to comply with the obligations, while a third (33%) said they were yet to take any action. Nearly two-thirds (62%) said they had a carbon and energy reduction strategy in place. A third (33%)





## IT'S NOT A QUESTION OF LACK OF DEMAND FOR ALTERNATIVE BANKING; IT'S A QUESTION OF LACK OF SUPPLY

said they did not.

Being green, and accountable, is a fact of life for many UK businesses. This element of corporate social responsibility (CSR) has moved from a 'nice thing' to a 'must do' and it's an additional cost that can be minimised with the right advice.

Exactly how UK businesses cut consumption and comply, if legally required, with regulations is a terrain laced with pitfalls, traps and landmines. Clear maps, guides and advice are needed for companies to traverse the terrain successfully.

The mandatory reporting field is a topic too large to cover here, but the knowledge gained from working with leading hospitality groups shows how a range of solutions can save money, cut carbon footprint and add to company value. SaveMoneyCutCarbon's field services team is working with global hospitality group Carlson Rezidor [see page 44], supporting the company's Think Planet

green initiative, in the Radisson Blu and Park Inn by Radisson brands in the UK and Ireland.

The solutions are delivering exceptional business results - reducing consumption through LED lighting, effective smart-controls in guest-room heating and ventilation (HVAC), and water-saving installations. First-year savings on energy and water bills should be well over £600,000. Similar business benefits are reported by Puma Hotels Collection, which commissioned water-saving solutions - more efficient shower heads, taps and tap aerators - for its 21 UK properties. The hospitality group has recouped its £65,000 investment, with current savings of £100,000 inside eight months.

What's more, the bill-cutting solutions for these groups have an additional positive effect in reducing company carbon footprint substantially and the savings will continue year-on-year.

*Mark Sait is managing director of SaveMoneyCutCarbon, a uniquely positioned full-service efficiency partner to organisations and homes that want to reduce energy, water and carbon to improve sustainability. Clients include major hospitality groups, property ownership groups, distribution centres, theme parks and corporate offices as well as SMEs and private residences.*  
[savemoneycutcarbon.com](http://savemoneycutcarbon.com)

**SaveMoneyCutCarbon.com**  
reducing energy water & carbon

# CASE STUDY: CARLSON REZIDOR HOTEL GROUP



The Rezidor Hotel Group, a member of the Carlson Rezidor Hotel Group – one of the World's largest and most dynamic hotel groups – is garnering a reputation as one of the hotel industries strongest companies when it comes to corporate social responsibility.

Recognised by Ethisphere as one of the world's most ethical companies for the fourth year in succession in 2013, the group's ambitious Think Planet project is fully embedded into the business across a portfolio of more than 430 Park Inn by Radisson and Radisson Blu hotels in over 70 countries across Europe, the Middle East and Africa (EMEA).

Rezidor's green credentials date back to 1989 when it launched its first green policy. By 2003 this had developed into a group-wide Responsible Business programme. Today, this Responsible Business programme stands strong. Fully aligned with the group's business objectives, it covers three key pillars: Think People, Think Together and Think Planet.

Think People covers taking care of the health and safety of guests and employers; Think Together focuses on respecting social and ethical issues in the company and the communities in which the group operates; and Think Planet is the ambitious energy saving project that was launched in 2012, targeting a 25% reduction in energy consumption in every hotel across EMEA by 2016.

Within Think Planet, every hotel has its own annual individual action plan cover-





ing off five key activities. The Area and Corporate Support offices have the same. Within the Think Planet action plans, the focus is placed on activities with a return on investment of three years or less. Think Planet was launched into the business via a dedicated training and communication programme for all employees. Employee engagement was critical in bringing Think Planet to life in the business and in driving the procedures that generate a reduction in energy consumption in the business every day. In the first instance, this covered simple but smart initiatives such as turning off the lights in the meeting rooms when they are unoccupied or turning heating/cooling

to eco-mode.

A number of area-wide initiatives have been launched. In the UK, 32 Radisson Blu and Park Inn by Radisson hotels have undertaken an LED Lighting project, including the installation of more than 145,000 LED products, including downlights, GU10 lamps, Recessed ceiling panels and tubes. To date, this project alone has reduced electricity consumption by 3.67m watts, resulting in an annual saving of £250,000, with downloads cut by 85-90% and the tubes by 50%.

At hotel level, properties are seeing some really great results. The Radisson Blu Portman Hotel has had a proactive approach to Responsible Business for some time now. Located in the heart of London with an extremely high average occupancy, the building is 43 years old. With high usage levels and an older building, the challenges to keep everything work well are immense, to do so in an environmentally friendly and considerate way; even more so.

Energy consumption at the hotel is monitored daily using meter readings and in the last two years a number of energy-reducing initiatives have been introduced.

Through an LED project, existing lighting was replaced with low energy light bulbs in the hotel's lobby and ground floor, meetings and events area and in the corridors in the East Tower. Approximately 1184 bulbs were replaced, along with the installation of internal and external lighting control sensors. This

initiative resulted in an 85% reduction in annual energy consumption (from 518,837.68 kilowatt hours (kWh) per year to 77,824.24kWh per year) and a substantial reduction in energy costs (£43,500 per annum).

Other measures have included a switch to A-rated air conditioners and refrigeration, resulting in a 12% energy reduction. Forty-one E cubes were also installed. An E Cube is a thermostat which regulates the refrigeration temperature based upon food temperature rather than air temperature. By using E Cubes as a cycle control mechanism, refrigeration cycles last longer and can also deliver energy savings of up to 85%.

In the hotel's 272 guest bedrooms, multi showers were installed, resulting in an immediate reduction in water consumption of five litres per minute. Over a year, the saving equates to approximately nearly 3m litres of water.

Additionally, the installation of an ES Energy Saving System (ESS) on three gas boilers within the hotel has resulted in a 77.29 tonnes per annum reduction of carbon dioxide.

The Radisson Blu Portman Hotel is just one of the group's highlights with hotels throughout Rezidor's EMEA portfolio proactively looking for innovative solutions to become greener. As 2014 gets ever closer, it seems Rezidor is firmly on track to hit its ambitious Think Planet target.

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



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# TECH





# TOP 10 GREEN GADGETS

COMBINING TECHNOLOGICAL INNOVATION WITH SUSTAINABILITY, THESE ARE BLUE & GREEN TOMORROW'S TOP 10 GREEN GADGETS.

BY NICKY STUBBS

## 1. Empower: The Energy Generating Rocking Chair

It may cost \$1,300 but it certainly ticks all the green boxes. You sit, rock and simply watch the iPad charge. According to the manufacturers, if you rock in the chair for 60 minutes, an iPad 3 can be charged to 35%. It even has built-in speakers. Simply stick your Gran in the chair with her knitting and all your gadgets will be charged in no time.

RRP: £803 (\$1,300)  
[www.studiototal.se](http://www.studiototal.se)



## 3. Water Powered Clock

The water powered clock is, quite simply, genius. Just a cup of water will run this clock for about 12 weeks. Even more impressive, it doesn't have to be reset when it runs out because the clock remembers the time for you.

RRP: £10.95  
[www.bit.ly/1dvQwWV](http://www.bit.ly/1dvQwWV)



## 2. Philips 5000 Series

Following on from their 2010 "greenest TV ever", Philips have taken the newest, best and most crystal clear technology and engineered it beautifully into Europe's Greenest TV. It is made from recyclable materials and comes with the remote control app, so there's no need to wander around looking for that remote control! When switched to standby, it uses zero energy.

RRP: £900  
[www.philips.co.uk](http://www.philips.co.uk)



## 4. Nest Thermostat

The Nest Thermostat is a must-have in any energy efficient home. After installation, it monitors your heating habits for the first week, then does it all by itself thereafter. Best of all, it won't heat or cool an empty home. Although the product is only available in the US, Nest say they're working on getting in the UK market.

RRP: £153 (\$249)  
[www.nest.com/thermostat](http://www.nest.com/thermostat)





### 5. The Water Pebble

The water pebble is a great little gadget that tells you just how much water you are using. You put it near the plug hole of your shower and it measures the water that is being used. It also remembers how much you use, and gradually attempts to get you to use less by flashing a light to tell you to stop.

RRP: £7.25

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



### 8. iZen Bamboo Bluetooth keyboard

The iZen Bamboo Bluetooth keyboard is small, compact and portable, weighing just over a pound, and is recyclable. Powered by rechargeable batteries, it is the perfect eco-friendly tablet accessory.

RRP: \$99.99

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



### 6. Biolite Camp Stove

By using twigs on campsites, the Biolite Camp Stove not only cooks your food, but also generates power from the flame using a thermoelectric generator to charge

up your electronic devices and gadgets.

You'll never have to be stuck without your phone in the middle of the nowhere again.

RRP: £149.99

[www.biolitestove.com/campstove](http://www.biolitestove.com/campstove)



### 9. Ray Solar Charger

The ray solar charger is perfect for charging any device whilst on the move. It fits to the windscreen of your car, and also works on an aircraft or in the office, using solar photovoltaic technology to charge up your devices.

RRP: £24 (\$40)

[www.uncrate.com/stuff/ray-solar-charger](http://www.uncrate.com/stuff/ray-solar-charger)



### 7. Wheelie Butt

This piece of kit allows you to turn your wheelie bin into a wheelie butt. By collecting rain water, you can defy any hosepipe bans and give all the neighbours a reason to poke their heads over the fence.

RRP: £13.99

[www.amzn.to/19WrmbX](http://www.amzn.to/19WrmbX)



### 10. Eco-button

The eco-button is small, simple but extremely effective. After installing it at the office or home computer, you simply push it when you leave the desk and your PC will go straight into power saver mode.

RRP: £14.24

[www.ecosgreenstore.co.uk](http://www.ecosgreenstore.co.uk)

# HOW FAIR IS YOUR SMARTPHONE?

BY NICKY STUBBS



Introducing Fairphone: the world's first "ethical" smartphone. At first glance, it appears to be just like any other. While some reviewers have said its competitors may beat it in the technology department, when it comes to moral superiority, Fairphone wins hands down.

The unique selling point of the device lies not with the phone itself, but with the team behind it. Led by Bas van Abel, Fairphone's manufacturers are dedicated to creating a "fairer smartphone economy", taking into account the exact impact that their activities are having on the real world.

The concept of Fairphone started after a campaign in 2010 sought to highlight, according to its creators, "abuses in electronics supply chains". The social enterprise soon saw their pipedream of creating a completely ethical phone as actually tangible.

"Using existing initiatives such as Conflict-Free Tin Initiative and Solutions for Hope, we managed to ensure sources of tin and tantalum are conflict-free and we're trying to be as transparent as possible throughout the supply chain, from the mines to the factories to the end user", says Tessa Wernink, communications



director at Fairphone.

Wernink adds that Fairphone acts as a platform to bring together all of the issues of social and environmental value that the electronics industry can have.

Although the company admits that it is a very small challenger to a massive industry, Wernink says that its aim is to show "best practice" by inspiring both industry and consumers to completely rethink which phones they use. She adds that some of the bigger smartphone companies are also working towards more ethical handsets, and concedes that Fairphone may not be necessary if the industry does indeed change for the better.

The Fairphone handset itself is made from materials that are sourced from places where the demand for such materials does not create conflict, war or inequality. The tin used comes from mines in South Kivu Province in the Democratic Republic of Congo (DRC) and the tantalum comes from conflict-free mines in the north of the country. Fairphone claims that every material used to manufacture its device is precious, and by buying its phone, you can "change the way the industry sources, processes and perceives these precious materials".

But its ethical mission does not stop there. Fairphone strives to ensure that every

worker involved in the production of its smartphone is paid the living wage, a luxury much coveted by many employees working in supply chains around the world. We know from the developments this year in the global supply chain that often, the high demands of western consumerism come at the cost of the basic rights of those living in under-developed countries. Fairphone, along with many other organisations and companies, is working to address these issues.

But do these ethical considerations mean that you'll be paying through the nose? Well, if you put it next to Google's Nexus 4, which has a similar kind of specification, you'll see that it may cost a little bit extra. Whereas Google's device retails at £199, the Fairphone was launched in September with a price tag of £274. However, the beauty of the price is that the company publishes a complete breakdown of every single penny that you are spending and where that is going. According to their website, €185 is spent on the product itself with €45 spent on admin and operational costs and just €22 on making sure that the process of manufacturing the phone does not impact on the lives of the workers. This includes a workers' welfare fund and the cost of

mitigating the impact of e-waste, a problem that was recently said endangers the health of more than 200 million people around the globe.

In actual fact, when considered that the removable battery significantly increases the lifespan of the smartphone, that little bit of extra cash is probably worth it in the long run. But probably one of the most unique features of this smartphone is that it houses two SIM cards, meaning that the user can alternate between work and personal mobiles without needing to carry two handsets, but also cutting back the number of mobile phones in circulation. Let us hope that Fairphone manages to disrupt the status quo within the smartphone industry, rustle up a few feathers and get the big players to focus on making their phones more ethical. It's a refreshing change to see a smartphone company working not for mass profit or in the interest of its shareholders, but for mass social change in the interest of the planet and its people.

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





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# TRANSPORT



# AFTER A CENTURY OF WAITING FOR THE FUTURE, IS NOW THE DAWN OF THE ELECTRIC CAR?

IN SEPTEMBER, I ATTENDED AN EVENT HOSTED BY FORD IN FRANKFURT, INTRODUCING JOURNALISTS TO ITS NEW ELECTRIC AND HYBRID RANGE OF CARS. THE JOURNEY ITSELF WAS FITTING. TREKKING FROM THE MODEST SETTING OF DONCASTER TO THE GLASS MONOLITHS OF HEATHROW AIRPORT, AND THEN TO FRANKFURT, WITH ITS MONORAILS AND EVEN BIGGER GLASS MONOLITHS, THERE WAS A DISTINCT FEELING OF TRAVELLING INTO THE FUTURE.



BY TOM REVELL

Our perception of the future more often than not includes some form of electric vehicle, flying or otherwise. Yet many see electric cars in the same category as hologram TVs or hoverboards. The New York Times said that the electric car has long been recognised as “ideal” as it was cleaner, quieter and much more economical than gasoline-powered cars: an apt quote for 2013, yet it was published in 1911. In 1915, the Washington Post

wrote, “Prices on electric cars will continue to drop until they are within reach of the average family.”

Ford made its first electric car exactly 100 years ago, when, with a helping hand from Thomas Edison, it built a non-production electrified version of the Model T. However, its success was crippled by the limited battery technology of the time.

It may be reasonable to ask why, considering the technological advancements made in these 100 years, so many of us are still driving gas guzzlers. There are currently (according to Ford’s figures) around 270,000 electric vehicles (EVs) on the road worldwide. But to many, they still seem unusual, unnecessary, or at least undesirable.

A Ford-sponsored poll of 6,000 Europeans found that 54% of respondents believe that climate change is the biggest problem the world faces today, while 72% think EVs are better for the environment. But only 23% want to take efforts – including switching to electric cars – to change their future travel behaviour to be greener.

However Barb Samardzich, vice-president of product development at Ford of Europe, said he saw such figures as





cause for optimism. “European customers care deeply about the environment and are increasingly seeing electrified vehicles as a way of balancing those concerns with a commitment to car ownership”, he added.

With this optimism, the Ford Focus Electric is now on sale in the UK. It can achieve a top speed of 85mph with a driving range of 100 miles on a single charge – with charging time varying between 10-11 hours or 3-4 hours depending on the station.

After introductory talks in an absurdly fashionable Frankfurt hotel, the assorted crowd, largely made of automotive journalists, was invited to test drive the Focus Electric, as well as the hybrids C-MAX Energi and Fusion Hybrid, through the picturesque streets of Frankfurt.

As an unseasoned traveller whose experience on European right-sided roads consists entirely of trying to not be run over, it was suggested that I was perhaps better off in the passenger seat.

So while this article is far from an authoritative automotive review, I was assured that the Focus Electric is an almost indistinguishable drive from the standard Focus, save for its ghostly silence.

Speaking at the event was Robert Llewellyn – perhaps best known as Kryten in *Red Dwarf*, or for his boundlessly enthusiastic presenting of *Scrapheap Challenge* – now a staunch advocate of electric cars.

Llewellyn made some excellent points that debunked some of the shorthand daggers that are all too often used to puncture EV tires.

One of the most common putdowns, he said, he has encountered in his time as

an EV driver is that “you and your green tofu-eating, sandal-wearing ecocar are dirtier than my 19-year-old diesel that’s done 50,000 miles.”

Sceptics often disregard EVs on the basis that the electricity used to fuel them has itself been produced using carbon intensive methods. This is true, to an extent. However, most EV drivers charge their cars at night. At night, lower demand means that the National Grid does not have to use all available energy sources, and can be more selective.

This means the electricity you use at night comes from comparatively high levels of nuclear and renewable sources. “The actual electricity that goes into the car is of the lowest CO2 possible”, Llewellyn explained.

With the help of a home solar panel installation, the environmental benefits, not to mention the savings, can get even better. Llewellyn claimed that last year, free solar energy added 4,500 miles to his travels. In his latest car, driving for 32,000 miles has cost him less than £600.

There are of course enduring issues with EVs. Range is one of them. Local government grants are aiding councils in installing more electric vehicle charge points across the UK, but EVs are, for the foreseeable future, far more practical for the city navigator than the rural voyager. The other obstacle is the price tag, which can mitigate fuel savings at least in the short-term. The Focus Electric is priced from £33,500 but with an on-the-road price of £28,500 allowing for the £5,000 government plug-in car grant. An average Focus would cost at least £10,000 less, meaning that almost

100 years on, the Washington Post’s prophecy arguably still hasn’t been realised. The Focus Electric has initially only been launched in small volume, and the company expect sales to depend largely on fleet purchases.

Ford says that EV prices are linked with the cost of modern battery technology. When the cost of battery technology reduces, so will the cost of electric vehicles. However, this effect will be enhanced if increased customer demand then drives larger production volumes, they optimistically add.

Roland Krüger, head of Ford of Europe’s electric powertrain development, insisted that competitive pricing must be the next step. Electrification, he argued, must happen, as rapidly rising global populations will bring more and more drivers onto the road.

Similarly, the UK government has said every new car sold in 2040 should be an electric or hydrogen vehicle. In September, the Department of Transport hailed a new strategy for the future of low-emission cars. Transport minister Norman Baker said, “Our vision is that by 2050 almost every car and van will be an ultra low-emission vehicle with the UK at the forefront of their design, development and manufacture.”

BMW’s recent advertising campaign for its i3 model also tells us “The time to become electric is now”. But as this is something we have been told for about 100 years, scepticism may be a fair reaction.

Like those people who keep saying that Fernando Torres is a good footballer once again, it’s hard to know whether to trust those who say that this time, it really is the dawn of the electric car.

However, the Intergovernmental Panel on Climate Change’s latest report made it clear that the global economy must be decarbonised. The challenge is monumental, and EVs could be an important piece of the puzzle. Hybrids may play a more immediate role, but research published in July predicted that EV sales will rise by more than 200% by the end of the decade.

The necessity of the decarbonisation of our streets has never been greater. So maybe this time, the future is not so far away.

# SUSTAINABILITY ON TWO WHEELS

SICK OF TRAFFIC JAMS, MOTS, RISING PETROL PRICES, INSURANCE BILLS AND MOTORWAY BREAKDOWNS? CHANCES ARE YOU ALREADY KNOW A SOLUTION, AND IT COMES ON TWO WHEELS.



BY TOM REVELL

So many annoying journeys or vehicle related costs could be avoided by cycling. For many of us, learning to ride a bike is one of our earliest memories. And yet, according to statistics from the Department of Transport, during the year ending October 2012, only 10% of adults in England cycled at least once per week. Only 3% cycled at least five times per week. Meanwhile, according to the 2011 Census, only 2% of adults in England travel to work by bicycle. This is despite statistics from CTC – the national cycling charity – saying that over 40% of the population have access to a bike.

That means that a massive majority are missing out on a lot of benefits.

Sustrans is a charity that works with communities, policymakers and partner organisations, hoping to encourage people to make healthier, cleaner and cheaper journeys in safer environments.

Sustrans 'bike it' officer Roxane Hackwood says, "With obesity levels being at an all-time high and petrol prices forever rising, not to mention peak oil and envi-





ronmental issues, I find it hard to think of reasons why we should not all be making more efforts to travel more actively.”

Arguably, the chance to recoup on princely road costs may be the most convincing argument in this debate. Hackwood explains, “In the UK, the average cost of running a car ranges from approximately £3,089 to £6,600 a year, on a bike you are spending £80-£300 to maintain for everyday commuting purposes.

She adds, “Of course if you take off gym membership costs you would otherwise be spending to stay fit, then the bike would be completely free.”

Wheeling out the bike will do more than saving you pounds (in money) while losing you pounds (in weight), however. The potential environmental benefits are great. More cyclists mean fewer cars, which means less congestion, fossil fuel consumption and pollution.

Using a mid-sized, 20 miles per gallon (mpg) car for a 10-mile round commute, five days a week for a year produces around 1.3 tonnes of climate change contributing carbon dioxide. Recent studies have also found that the fumes coming from your exhaust are carcinogenic. This is not to mention the environmental damage caused in the manufacturing of your polluting steed – a problem that blights the eco-credentials of electric vehicles and hybrids, too.

Cycling, on the other hand, has a benign environmental impact. It creates no atmospheric or noise pollution, con-

sumes no fuels, and does not contribute to congestion.

But is it realistic that someone in today’s society can manage without a car? [See page 62] Arguably, yes. Hackwood tells how she sold her car around four years ago, and hasn’t looked back since.

“I no longer have to fear the impending MOT bill, insurance renewal and I never have to sit in traffic”, she explains.

“I have lived in Cardiff and London without a car, in Cardiff I cycled everywhere and now living in London I mainly cycle and use the tube or train when the distance is too great.”

Clearly, forgoing car ownership completely might not work for everyone. The British countryside may be the perfect vista for cycling, but when public transport is not as frequent and journeys are longer, those living in rural areas may struggle without four wheels.

However, if used in conjunction with car sharing and improved public transport, active travelling could prove to be an essential component to our cleaner future transportation habits.

Sustrans is currently targeting convincing the British public to make four out of five local journeys by foot, bike, or public transport. It is an ambitious target – representing double the current figure – but based on the merits of the arguments for leaving your car in the garage, it is surely not an unrealistic one.

[www.sustrans.org.uk](http://www.sustrans.org.uk)

## WHICH BIKE TO CHOOSE?

Roxane Hackwood of Sustrans recommends her top three multi-purpose bicycles:

*“If you will be cycling as well as using public transport for your journey I would recommend a folding Brompton bike. In my opinion they are the smartest folding bikes around. They are handy as well if you lack space in your home to store a bike, as then a fold up could be the best option. These can be expensive so I would recommend finding a second hand Brompton on eBay.*

*“For an all-purpose bike I would choose a hybrid, meaning you could use it as a commuter and use it on rougher terrain on weekend trips away. I highly rate the company Charge. The Grater Hybrid model will set you back around £400. If cost is an issue, again, look for pre-owned bikes.*

*“If you will be solely using your bike for getting from A to B and you want a quick effortless journey I would go for a road or racer bike. These will usually sport a lighter frame and thinner wheels. I ride a trek 1.1 road bike and would recommend it to anyone who wants a fast bike and does not want it to cost the Earth. I found mine second hand for around £300; from the shop they are £550.”*



# SHARING JOURNEYS FOR A BETTER FUTURE

WHEN IT COMES TO TRANSPORTATION, MANY PEOPLE ASSOCIATE GOING GREENER WITH GOING PRICIER.

BY TOM REVELL



A recent Ford-sponsored poll of 6,000 Europeans found that 54% of respondents believe that climate change is the single biggest problem the world faces today. But only 23% said they want to take efforts to change their future travel behavior to be greener.

Part of this apprehension may be something to do with the pricetag with some modes of greener transport. The Ford Focus Electric, for example, is priced from £33,500 (with an on the road price of £28,500 allowing for the £5,000 government plug-in car grant). An average Focus would could at least £10,000 less. Though the potential savings from powering up an EV with homegrown solar electricity are massive, it's the original bill that catches the eye.

Of course, this disadvantage doesn't fit everything. Catching the bus, or even doing some good, old fashioned walking are patently cheaper than keeping a gas-guzzling car on the road. But for many journeys, car ownership is simply more convenient.

The solution, which combines the convenience of having car with the financial prudence of, well, not having a car, is obvious. Car sharing provides a simple way for drivers and travellers to reduce both costs and environmental footprints. However, it is often overlooked.

Two companies seeking to change that are the lift-sharing platform BlaBlaCar and the 24/7 rental service City Car Club.

City Car Club parks vehicles around a number of UK cities, allowing its members to share them by booking and paying



**“UNLESS WE RADICALLY RATIONALISE OUR CAR USE, WE ARE GOING TO HIT A WALL**

only for the time they use. Car clubs allow their members to give up their own vehicles, as they can have use of a vehicle when they need one, without the associated costs and hassles of owning one.

Vicky Shipway, head of marketing at City Car Club, explains, “A significant proportion of money spent on a vehicle is not directly related to the journeys people make – MOTs, servicing and insurance costs have to be paid even when a vehicle isn’t used.

“Making the move to a car club instantly saves on these costs as you only pay for the journey you make. When combined with the use of public transport the savings can be significant – independent research has shown up to £3,600 can be saved every year by making the move from car ownership to a car club.”

BlaBlaCar meanwhile provides a membership service that connects drivers with empty seats and long distance journeys with people who want to travel in the same direction. In this case, the benefits for both are also clear. BlaBlaCar automatically calculates how much each passenger should contribute towards petrol costs. Taking three travellers can more or less cover a motorist’s expenses, while the hitchhikers can get a lift considerably cheaper than, say, a last-minute train ticket.

Vanina Schick, brand manager of BlaBlaCar, tells the story of one member named Helen, an elegant, 50-something textile designer working in London, her husband – an artist based in a studio in Cornwall – and her weekly commute to see him.

“Helen told me that she’s been doing this for 10 years, but then a couple of months ago she heard about BlaBlaCar and straight away offered her ride”, Schick explains.

“She has since had three passengers in her car for every single trip for the last two months.”

With each passenger contributing £20, Helen can recoup fuel costs of around £120 a week, or around £6,000 per year. According to BlaBlaCar’s figures, even someone making a more manageable weekly commute, between Oxford and London for example, could save over £1,000 a year by taking just two passengers on each journey.

And of course, this does not just apply to long-distance drivers. An average 30-mile trip to work can cost £23 per day, or £5,309 a year. Sharing the ride with just one colleague could save £11.50 per day, or £2,655 per annum. Northern Ireland’s Car Share Scheme provides a handy online calculator that can determine your potential savings.

However, there is more to the car sharing experience than this, Schick adds.

As it allows people to enjoy intergenerational conversations that tend not to happen elsewhere, there is also a social aspect – from which BlaBlaCar gets its name.

“We find that once people have shared a journey together, they never stop”, says Schick.

Perhaps more important than the socialising and the lessened impact on our pockets, however, is the environmental benefit; fewer cars means less pollution

and fewer accidents. Schick explains that car sharing is really about rationalising our roads.

“If you sit in a traffic jam, well, first of all it’s annoying because you’re sitting in a traffic jam. But then you look at the cars next to you and see that they are all single occupancy vehicles. It makes no sense.”

BlaBlaCar sees those empty seats as wasted assets, and all that unnecessarily burnt petrol as squandered natural capital. With globally rising populations and carbon emissions, they are indeed assets and capitals we cannot afford to waste.

“We’re seven billion people. Sustainably, one of our objectives is also to have a better quality of life for every single person on the planet”, says Schick.

“Quality of life is also about mobility. If you ascribe unlimited mobility to seven billion people, and if that translates to a car per person, that’s a catastrophe. There’s no way that can happen.

“Unless we radically rationalise our car use, we are going to hit a wall.”

[www.citycarclub.co.uk](http://www.citycarclub.co.uk)

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





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# WHAT DO I DO NEXT?

*Having read through the Guide to Sustainable Spending 2013, which we hope has inspired you to think twice about how you spend your money, you might be wondering how else you can make a difference in your life.*

*We encourage you to read our other in-depth reports, from both this year and last, on topics as varied as investment, tourism, energy and the media. But above all, we encourage you to act upon what you've read.*

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## FIND A SPECIALIST ETHICAL FINANCIAL ADVISER NEAR YOU

Sustainable investment is what we write about day in, day out. Contrary to the early-90s Des'ree hit 'Crazy Maze', which begins, "Money don't make my world go round", money is what governs almost every decision we as consumers and businesses make.

It's important, therefore, that we use it as a force for good. All the financial advisers listed are specialists in ethical investment and will help you choose the best possible financial solutions that match your values.

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## BOOK A SUSTAINABLE HOLIDAY WITH COTTAGES4YOU

While we wax lyrical about the wonders of doing good with your money, we're also of the mindset that consumers also want to have fun, kick back and relax. That's why we encourage sustainable tourism and responsible travel.

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