

Green HEROINES

These four women have found some clever ways to help you do your bit for the environment

Pat Smith, 71, is the founder of environmental group Final Straw Cornwall, a campaign to make Cornwall plastic straw-free (finalstrawcornwall.co.uk).

Back in March 2017, I saw an educational film called *A Plastic Ocean*, which shocked me deeply. Until that point I had no idea how big a problem plastic pollution was. I really wanted to do something about it and I knew it had to be easy for people.

That's how Final Straw was born: it's a campaign aiming to encourage people to refuse plastic straws when

offered, and businesses to commit to not provide any straws other than paper ones.

I now want to raise awareness of the issue of single-use plastic in general.

People think it's too big a problem for them to tackle, but it's about one person at a time doing something.

I want to flick the switch in people's minds so they see it is a problem they can help solve.



James and Jo Hand have created an app to educate shoppers

Along with her husband, James, Jo Hand, 44, co-founded Giki (gikibadges.com), a free mobile app that tells you about the healthiness, sustainability and fairness of more than 280,000 different supermarket products.

Giki stands for Get Informed, Know your Impact. We want to provide clear information to help consumers make choices based on informed decisions. The food and drink we consume makes up around a quarter of our total environmental

Pat Smith encourages people in her area to refuse plastic straws



Environmental scientist Angela Terry, 44, is the founder of One Home: Positive Solutions, a social enterprise that helps people lower their carbon footprint (onehome.org.uk).

One Home was set up to explain the climate change crisis and provide practical ways to go green. The genie is really out of the bottle now. People now know about climate change, so my focus is on informing people on the most meaningful action. I wanted to put everything people need to know in one place so what to eat, how to shop, how to heat and insulate your home, etc. I like to describe One Home as like a money-saving website, but for carbon – a portal for going green.

Angela Terry's website has all the information you need to go green



impact, so choosing to eat sustainable food is a really good way to reduce our impact. Often, when people find out about issues such as unsustainable palm oil, which is linked to deforestation and the destruction of orangutan habitat, they then don't want to buy products including that ingredient.

As individuals and communities, we have huge potential to be a force for good, to drive change through our own actions, and we want to help people achieve this.



Husband-and-wife team Deepak Ravindran and Emilie Vanpoeringhe

Emilie Vanpoeringhe, 39, is the co-founder of Oddbox (oddbox.co.uk), London's first 'wonky' fruit and vegetable box.

We're on a mission to tackle food waste with our wonky fruit and veg subscription box service.

Our aim is to raise awareness about this issue and to help people make a small difference every day. We also hope to inspire people to cook and eat more seasonally; it helps reduce waste and tastes so much better.

To date, we've prevented more than 523 tonnes of food from going to waste, which is the equivalent of 515 return flights from London to New York in carbon dioxide!

We also partner with local charities to donate up to 10% of the produce we rescue. It's such an exciting time – with a growing number of eco-conscious consumers looking to do something good through their shopping and eating decisions – and we're looking to expand nationwide next year.