Green HEROINES These four women have found

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).

B ack 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, cofounded Giki (gikibadges. com), a free mobile app that tells you about the healthiness, sustainability and fairness of more than 280,000 different supermarket products.

iki 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

Woman's ENVIRONMENT

Pat Smith encourages people in her area to refuse plastic straws

impact, so choosing to

eat sustainable food is

reduce our impact. Often,

a really good way to

when people find out

oil, which is linked to

deforestation and the

destruction of orangutan

habitat, they then don't

including that ingredient.

want to buy products

As individuals and

communities, we have

huge potential to be a

force for good, to drive

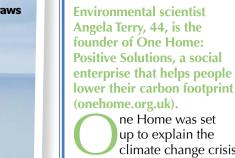
change through our own

actions, and we want to

help people achieve this.

about issues such as

unsustainable palm



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 moneysaving website, but for carbon – a portal for going green.





Emilie Vanpoperinghe, 39, is the co-founder of Oddbox (oddbox.co.uk), London's first <u>'wonky' fruit and vegeta</u>ble box.

e'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 ecoconscious consumers looking to do something good through their shopping and eating decisions – and we're looking to expand nationwide next year.