

GREEN WAVE

Media Meets Mother Earth

November 2023

Coffee with a Conscience:

Brewing a brighter and greener future.

Environmental Benefits and Media Representation of Charity Shops

Poem : A Little Girl

Influencing Sustainability: The Roots of Veganism

Fashion and sustainability: How sustainable is the fashion industry?

*TikTok's Positive Impact:
Spreading Environmental
Awareness and Sustainability*

5 Ways to
be Sustainable



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Hello Fans!

What can we do to transform our world?

Sustainability is the core to saving the world, as small steps can change the future for the better. Greenwave strives to educate and help implement healthy habits to protect our planet.

Our team have worked together to form this publication to inform, educate and entertain – from our recyclable origami pages to sustainable lifestyle options.

We intend to show the world how little changes can paint a bigger picture. We thank you for supporting the Greenwave Team!

Will You Start Saving The Planet

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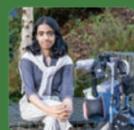
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Environmental Benefits and Media Representation of Charity Shops

BY JACK EDWARDS



Minds Matter Charity Shop
Winton, England
Taken by Jack

Charity shops are very beneficial to the environment as they provide a sustainable and ethical option when people want to discard unwanted clothing and other various items. Issues may arise within charity shops, such as not being able to sell an item, however they would often recycle them which promotes recycling. According to the 'Charity Retail Association' more than 90% of donated clothes and books are reused or recycled by charity shops as well as 85% of electrical items. Due to this high percentage of recycling, Charity shops play a significant role in reducing waste that ends up in landfills. To be more specific, the 'Charity Retail Association' found that 339,000 tons of textiles were kept out of landfill in 2018/19 because of the work charity shops do to recycle and repurpose items; This ultimately reduces CO2 emissions and helps to improve the UK's carbon footprint.

Shopping at charity shops gives a sustainable, economical, and environmentally friendly option which diverges away from fast fashion. They are affordable and good quality items which are usually more inexpensive than most fast fashion outlets. Charity shops therefore create competition for high street fast fashion outlets who mass produce items.

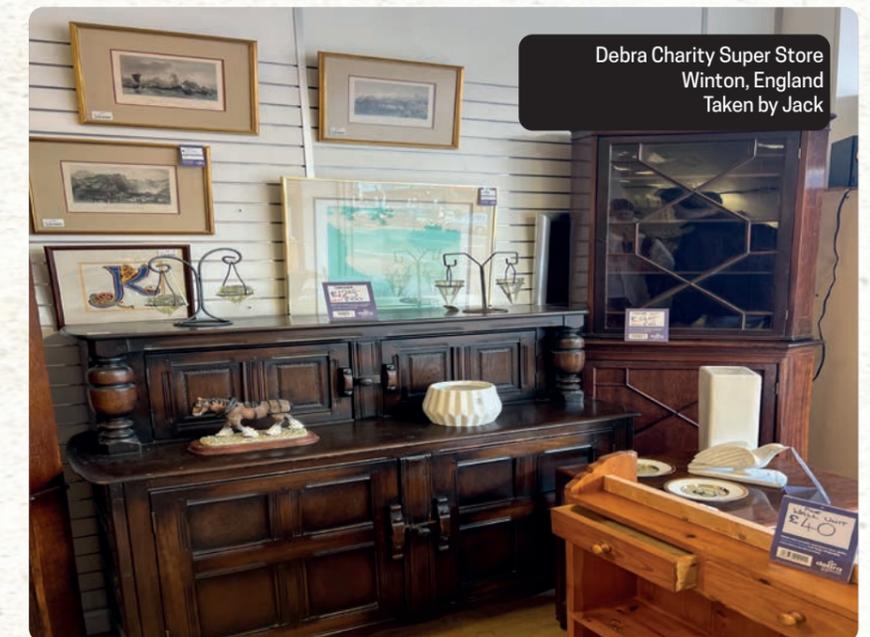
Many charities utilise social media, websites, marketing campaigns and partnerships to boost their popularity and spread awareness of the environmental benefits their charity provides. This is also a great way for them to promote their shops and the items they sell. It's

also very beneficial for charities to have online shopping as, according to a Charity Retail Association report, four in five charities that have a digital shop said it helped them expand their reach and customer base. Cancer Research UK is an example of a charity that has set up its own online shop selling its new ranges. The charity has also started to use marketplaces to sell their products; they now have an eBay shop, Depop store, profile on Asos marketplace and listings on Vestiaire Collective.

Social media is a very useful method for promoting charity shops and their campaigns across multiple social platforms. Charities that have implemented this method include The Salvation Army, Shelter, Age UK, and Oxfam. The charity 'Shelter' created a campaign called 'Resale Therapy' which aims to encourage more people to buy second hand. The Salvation Army had also launched a similar campaign called 'Reuse to Repurpose.' Meanwhile Age U.K. have partnered with the Wombles, a British novelty pop group from a classic 1970s Children's TV show. This partnership aims to encourage people to recycle and reuse pre-loved items by donating them. Oxfam also set up their own campaign called 'Secondhand September,' which promotes donating and shopping second hand during September and beyond. The campaign challenges people not to buy anything new for 30

days. 'Secondhand September' was first launched in 2019 and has proved to be highly successful in inspiring thousands of people to shop sustainably. #secondhandseptember is used heavily across social media and has thousands of posts of people sharing pictures of their favourite secondhand garments. Many charities also use their Instagram accounts to showcase their products, Traid is a good example of this, and they actually partner with social media influencers to wear their clothes, promote their shops, and highlight the versatility of second-hand clothing. By utilising campaigns, social media and having an online presence, this shows that charities can expand their reach and further promote sustainable shopping.

Sustainable fashion and secondhand shopping are on the rise and becoming more popular, particularly within the younger generation, specifically Gen Z. 40% of under 24's is now buying second-hand as often as possible. This is due to a multitude of reasons, one of which being that Gen Z is environmentally conscious and they want to make a difference to help the planet. Social media and trending hashtags also play a massive role in this, for example #thriftdfashion has 4.5 million posts on Instagram and an insane 1.1 billion views on Tik Tok. Social media influencers are constantly promoting charity shops and sustainable fashion



Debra Charity Super Store
Winton, England
Taken by Jack

as it has now become a trend to showcase thrifted finds, ethical brands, and sustainable fashion tips across social media platforms like Tik Tok, Instagram and YouTube. These influencers also raise awareness of the environmental and social issues surrounding fast fashion. This can inspire their followers to make more environmentally conscious decisions when shopping and support a more sustainable fashion industry by shopping at their local charity shop. Influencers have therefore had a huge impact on the increase in charity and sustainable shopping by using positive representation across social media platforms.

However, these influencers and content creators do not always represent charity shopping and sustainable fashion in a positive way. There are many videos created online which mock the concept of charity shopping and buying second-hand clothes. These videos usually follow some sort of challenge and are usually titled something like 'ugly thrift store challenge.' These types of videos take advantage of how cheap charity shops are in order to gain views without actually addressing how charity shops benefit the environment and how important these types of shops are for people on low incomes. This therefore shows how al-

though influencers and content creators spread awareness about and encourage charity shopping, this is not always for the right reasons and can leave charity shops and the sustainable fashion industry being represented negatively across social media.



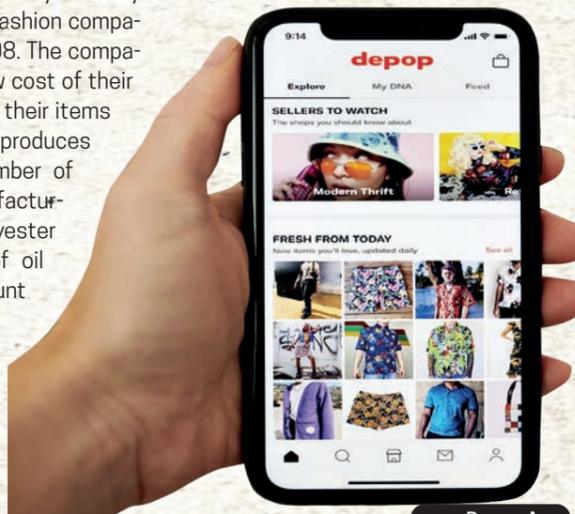
Barnardo's Charity Shop
Winton, England
Taken by Jack

Fashion and sustainability: How sustainable is the fashion industry?

Living more sustainably is not as difficult as it may seem. Your choices, no matter how small can have a significant effect on society as a whole; This includes sustainable clothing. An example of a brand not driven by environmentally friendly practices is Shein, a fast fashion company founded in China in 2008. The company's selling point is the low cost of their clothing and ability to ship their items to the customers. Shein produces an astonishingly high number of items daily and the manufacturer's rapid use of virgin polyester and large consumption of oil churns out the same amount of CO2 as approximately 180 coal-fired power plants, according to synthetic Anonymous 2.0, a report published on fashion sustainability.

An alternative to fast fashion brands like Shein is buying your clothes from online marketplaces such as eBay, Vinted and Depop. Depop is used by more than 15 million registered users. The company began as an online thrift store of sorts, enabling users to both buy and sell clothes. Depop has developed into a place where people can now set up their own online shops for their brand, which may or may not include clothes. Their slogan is, "Depop is the community-powered fashion ecosystem that's kinder on the planet and kinder to people". Their mission is to

create a place where anyone feels safe to show up as their full selves and feel good about the style choices they make. 25 million pre-existing items have been given a second life by users since 2021,



Depop App
Pexels

9 in 10 Purchases made on the website prevent the purchase of a brand-new item elsewhere and 100% of Depop's carbon emissions are offset - including every delivery.

Depop is all about 'circular fashion'. According to a 2022 article from 'good on you' journal, Circular fashion means that instead of producing new items from virgin sources, the focus is on recycling and reusing materials as well as designing durable, repairable and recyclable products. This method aims to close the loop on production and encourage responsible

manufacturing, use and end-of-life for every garment.

How do you know if an item of clothing is environmentally friendly? Natural fibres such as organic cotton, merino wool, hemp and bamboo are preferable over synthetic counterparts like polyester and nylon. This is because natural fibres are cultivated without synthetic pesticides and rely on more sustainable farming practices. Fabrics such as merino wool and organic cotton tend to have a lower carbon footprint. Look for labels that indicate eco-friendliness such as GOTS (Global Organic Textile Standard), OEKO-TEX Standard 100 and Fair Trade. These labels mean the garment meets specific environmental and ethical standards during its lifecycle. Research the brand you're thinking of purchasing from. Some brands prioritise sustainability and focus on reducing energy consumption, minimising water usage and adopting responsible dyeing and finishing processes. These transparent brands are providing their users with insights into their manufacturing. This information includes their supply chain, labour conditions and the steps they take to reduce their environmental impact. By choosing eco-friendly clothing you are doing your part in supporting brands and practices that prioritise sustainability, from the materials they use to the manufacturing processes they employ. By making thoughtful decisions about the clothes you purchase and wear, you play a role in shaping a more sustainable and environmentally conscious future.

BY: YAZZI ARNOLD

Coffee with a Conscience: Brewing a brighter, greener future.

As a coffee connoisseur, I tend to spend a lot of money on strong, caffeinated beverages. It is a personal goal to experiment with different cafés and test their espresso to see which one acquired to my taste. Whilst experiencing the joys of lockdowns during Covid-19, it gave me the opportunity to experiment with coffee by replicating recipes online; it was me and my instant coffee and kettle brewing up an assortment of concoctions in the kitchen at 2am. Once the restrictions were reduced over time, I was able to venture out into the world of cafés and coffee shops to broaden my taste for espresso - this is where my journey began.

Like many, my journey began with the green, twin-tailed siren coffee shop, Starbucks. Although, even now, I consume Starbucks coffee due to the convenience of the stores being so accessible and close by, however it doesn't satisfy me completely. I searched far and wide for the perfect café, something that felt warm and inviting as well as providing high quality coffee, without the burnt flavour of the beans. The universe heard my plea and introduced me to Esquires coffee - by universe I mean a very close friend of mine.

Esquires had an incredibly homely environment which felt natural and comfortable to be in. The café itself was decorated in wooden furniture, green plants and basically anything that looked and felt natural; Even the mugs and saucers felt as if they were handmade in a pottery class adding to its authenticity. As time flew by, I discovered many new things about Esquires such as their 10% student discount and - wait for it - their 15% off with GAIA card! Curiosity rattled my brain, so I dived straight into the world of GAIA and informed myself of their approach to sustainability and the environment.

Now, you may be wondering "What is GAIA?" - do not fret, I will elaborate on this wonderful organisation and the amazing things that they do for our planet. GAIA is a Dorset based organisation that strive to create a sustainable way of living as well as a healthy lifestyle by encouraging locals to contribute to sustainable consumption. GAIA's vision, according to their official website, is "to make sustainable and healthy living more accessible, affordable and appealing to the masses whilst reducing the damaging impact of

consumerism". To many, living a vegan lifestyle could be a bit pricey so GAIA assist with these choices by offering discounts with their GAIA card - which are 100% sustainably sourced. GAIA have many of their own goals which focus on reforestation and the positive impacts on the planet. Though, some may wonder why we should subscribe to a membership to get discounts; The green organisation strives to make the planet we live on a better place by replanting five trees per member that signs up to their membership. The subscription plans start from £4.49 per month for a standard subscription, £3.49 for a student subscription and £40 per year for an annual subscription. These small sums open a gateway to money saving deals that encourage sustainable consumption as these large discounts starting from 10%, going up to as much as 50% - Now that's a steal for real!

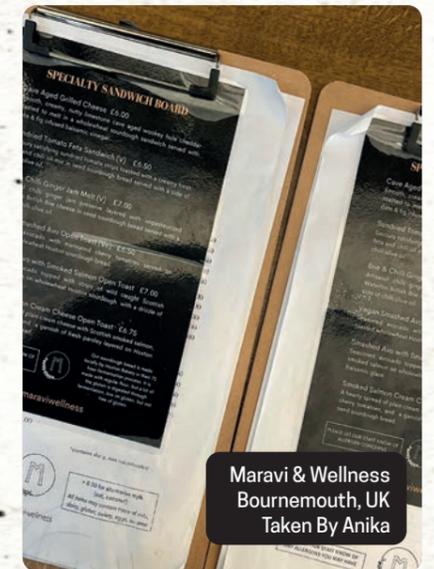
The trees are planted in partnership with The Eden Reforestation Project, who are a non-profit organisation that focus on reforestation. With this project, the type of trees that are grown vary on the needs of the local ecosystem, according to GAIA. GAIA and The Eden Reforestation Project are currently focusing on replanting mangroves in areas that have lost these trees due to "deforestation, coastal disasters and natural disasters." Reforestation will help our planet to fight the climate crisis and trees absorb carbon dioxide and store them within themselves. Why is this important? Well, carbon dioxide is one factor to global warming; According to OVO Energy, a study suggests that forests and natural ecosystems can assist in the reduction of CO2 by one third which can keep global warming below 2 degrees Celsius by 2030. Not only this, OVO Energy states that trees also absorb other gases such as nitrogen oxides, ammonia, and sulphur dioxide; by planting more trees, air pollution related illness could be reduced thus saving around £1 billion in avoided health damage costs. Other factors of growing trees and reforestation include sustaining wildlife, the prevention of flooding and reducing temperatures. So, from planting a simple tree to saving civilisation, small acts such as sustainable consumption makes a huge difference.

Now, back to our local businesses like Esquires and Maravi, what do they do to make small changes in our consumption

BY: ANIKA ISLAM



Esquires Coffee
Bournemouth, UK
Taken By Anika



Maravi & Wellness
Bournemouth, UK
Taken By Anika



Maravi & Wellness
Bournemouth, UK
Taken By Anika

habits? Esquires provides vegan food options, variety of alternative milk choices and paper cups which can be recycled and repurposed. Not only this, but they also use cardboard takeaway boxes instead of using polystyrene or plastic boxes which does not contribute to waste. Since they are partnered with GAIA, they offer 15% off to those who are subscribed and encourage sustainable consumption of food and beverages both vegan and non-vegan. Likewise, Maravi, located in Bournemouth and Poole, has also imple-

mented this in their business. They provide artisan pastries and cakes, which have vegan options, as well as a variety of alternative milk options to appeal to a wider demographic. Maravi also provides 20% off when a GAIA card is used which still encourages supporting sustainable businesses. With the GAIA discounts provided, this encourages many individuals to support businesses that help the environment and protect the planet that we live on. Both cafés have a loyalty scheme too so with this in mind, there are

two ways to get discounts at sustainable businesses.

The subscriptions are £3.49 for students and £4.49 standard per month; small sums like this can make a big difference and contribute to the Eden Re-forestation Project leading to a brighter, greener planet.

Overall, the impact of GAIA is immense. Beginning small can make a huge impact on the environment, especially with GAIA as they grow 5 trees per member that signs up with the organisation.

Influencing Sustainability: The Roots of Veganism

BY: ANIKA ISLAM

The vegan movement is not a modern-day thing, like many people think. The movement's historical background dates almost all the way back to Ancient Greece and Egypt! It's a shocking fact I know but for it to become a huge deal now, it must have been practiced at some point in our history. According to 'VeganSustainability.com' From 32000 BCE to 2023, Veganism has remained a constant and their ideologies behind it has stayed the same for all these years. The UK Vegan Society was established in 1944 which created a concrete society for those who have similar views supporting sustainability and animal cruelty for British individuals. This was a gateway to promote a greener, animal cruelty free, sustainable society that would teach others about alternative choices from animal related products. So, generally, the UK has been doing all they can to offer vegan alternatives at mainstream restaurants.

Bournemouth's vegan market is forever expanding when it comes to dining and the options are constantly multiplying for inclusivity and variety. Central Bournemouth is renowned for dining, from restaurants at the BH2 Leisure centre and The Triangle to Old Christchurch Road and Winton. As a Bournemouth local, I

have seen many Vegan restaurants open and close such as Plant Hustler, formerly known as Dirty Vegans, which was situated in Central Boscombe opposite the Sovereign Centre. They provided a wide range of vegan fast-food options which were a greener, inclusive alternative to meat products. They maintained a solid branding with their former name 'Dirty Vegans' as it was supposed to imply fast-food that is vegan. Smart right? 'Dirty Vegans' rebranded to 'Plant Hustler,' hustler is often used negatively although using colloquial language positions them to be a carefree and youthful fast-food joint, appealing to their younger demographics.

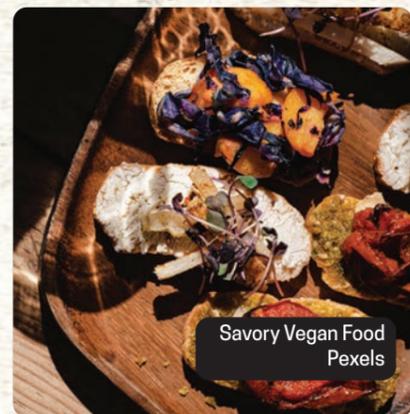
Due to economic crisis, Plant Hustler were unable to maintain as a deli and restaurant despite promoting veganism, vegan lifestyles and collaborating with many other plant-based businesses such as @Omni_foods.uk, @Phatpastycy, @Veganmagda and @Mock_uk. By having many collaborators this allowed the brand itself to accumulate many other businesses for those who are interested in veganism to refer to other platforms! Their contribution to the Vegan food industry helped the local community with educating curious minds about a plant-based lifestyle.

Nevertheless, there has been one fully plant-based, vegan restaurant that has been extremely successful, becoming nominees for 'Best Vegan Restaurant' at the British Restaurant awards, along with Gordon Ramsey and The Ritz; Twelve Eatery, located in The Triangle in Bournemouth Town Centre has been rated 5 stars on TripAdvisor and 4.8 stars on Google! This plant-based restaurant has been taking the Bournemouth dining experience by storm with majority 5 stars on Google reviews.



Vegan Cake Pexels

With close speculation of the social media platforms, Twelve Eatery has created a well-established brand for itself and uses language that is appealing to young adults, aged 18-25 with their engaging content. A common theme that I have noticed is the use of green and plant emojis as well as a variety of emojis that bullet point their captions making them easily accessible and legible. The plant and green emojis automatically associates their brand with a greenness and plant-based products. Using emojis has



Savory Vegan Food Pexels



Vegan Macaroon Taken By Anika



Maravi and Wellness Poole, England Taken By Anika

become a very common feature in written discourse since it shows us the tone and feel of the text and Twelve do this perfectly making them seem warm and welcoming! It is beautiful to see that Twelve Eatery have maintained their green and pink theme throughout their Instagram page which gives a green, environmentalist yet playful atmosphere to anyone that visits the page.

There is a recurring theme of using the word 'vegan' and 'sustainability' which emphasises and enhances the importance of sustainable consumption of food and sourcing. Furthermore, not only do they do this, but they also ensure that they explain

and show how they are sustainable and what they do; for example, in their caption for their 'vegan lasagne' they highlight that they are working with more local fruit and vegetable growers since "sustainability is at their core!" They made sure that it is the first thing that is read, positioned clearly with emojis that correspond with the context of the caption. Having posts like this shows that Twelve Eatery's mission is to maintain a sustainable and green approach to their business so not only are they sourcing locally, those who dine with Twelve Eatery are also contributing to a green, sustainable, and eco-friendly lifestyle and giving back to the local business. Clarity is important when talking about vegan brands and what they do to contribute to a greener planet and Twelve do exactly this.

Another business that is very similar

in terms of what they provide, on a much smaller scale, is FromAkai. FromAkai is a small business on Westover Road that provides Acai bowls, smoothies, protein shakes and smoothies all freshly made with local produce. They also use a similar colour palette of green and pink which reflects Twelve Eatery; coincidence or not they both are associated with each other which makes it easy for those interested in vegan alternatives to make these associations with the two businesses creating a local vegan community. The association of the green and pink is quite convenient, right? FromAkai uses rhetorical questions which encourages audience engagement which allows those interested in plant-based diets to interact and share their ideas with them and other individuals. This creates a good rapport with the brand and the consumers. The language FromAkai use is closely associated to young people, and this also includes the emojis used too. The difference between Twelve Eatery and FromAkai is that they are run by people who are in different age ranges although the demographics for both remain similar, if not the same.

Now we know the brief history of veganism, the UK Vegan Society, est. 1944, and now how local businesses have attempted and succeeded with starting up vegan restaurants and snack shacks in Bournemouth. The successes have proved that a plant-based diet is popular and trendy - which is a good thing obviously! - and will remain a positive trend to start small by dining at sustainable.

A Little Girl

POEM BY: AISHWARYA BALASUBRAMANIAN

There I go and there I stand

The tree that sheltered me looking down

It's leaves falling on me to let me know

Looking down with an expression I couldn't know

What is it? Why do you feel so changed?

They keep taking from my garden, those whiny wielders with axe

Why don't you ask them to plant some more near you?

I can't talk to them; they don't hear me. Only you do

She couldn't understand the tree

She couldn't understand why taking was okay

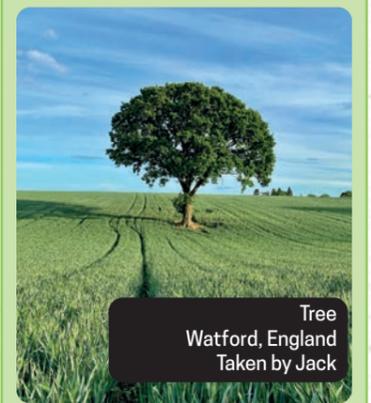
Giving was strange

She rested her back on the trunk of the tree

The tree looked at her with an expression she couldn't see

She couldn't see the world and yet,

She was the only one who could speak to the tree



Tree Watford, England Taken by Jack

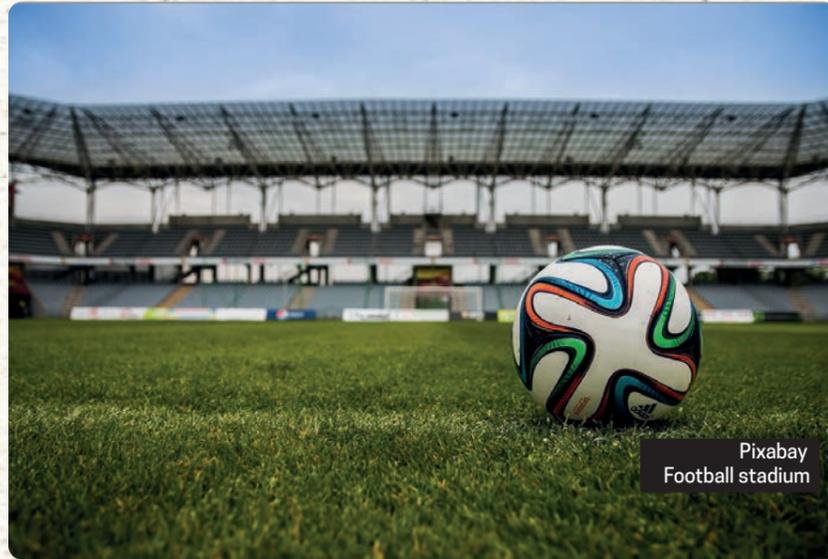
Planet League: Football meets Sustainability

BY: RYAN HERRICK

During a time where sustainability is needed more than ever, Planet League is combining football with competition as a method for having a positive impact on the world around us. Launched in 2022, the Planet League Cup will be one of Britain's largest Climate Action football campaigns and encourages fans to be more sustainable through collecting and featuring a leaderboard where fans can represent their club against other teams. According to their site, Planet League has saved over 582,000 kilograms of carbon dioxide and on their website, have had 181,262 verified actions.

Fans can collect points based on the actions they undertake, and these points are counted as 'goals' which are added up to a total score.

Some actions on the website include insulating your loft before winter, shortening shower times and travelling on foot, bike or public transport. These actions encourage fans to think about their sustainability and make greener choices. Through



Pixabay Football stadium

challenges which encourage sustainable transport, waste reduction and energy consumption, Planet League is playing a large part in reducing users Carbon footprint.

In April 2023, Planet League collaborated with Southampton to find the Saints 'greenest fan' in the 'Saint's Planet

League Cup'. The cup featured prizes such as a player meet and greet, hospitality tickets for two people and a signed shirt. Southampton, as a club, is "committed to ensuring a sustainable future" for their club (1) and by collaborating with Planet League it encourages their fans to share the same commitment.

Forest Green Rovers: Building the World's First Wooden Stadium

BY: RYAN HERRICK



Flickr Football Players

Forest Green Rovers pride themselves on being the World's first Carbon-Neutral club. Speaking in a FIFA documentary Dale Vince explains 'We're 100 per cent green electricity powered. We get 20 per cent from our solar panels and the rest of it

comes from our windmill up on the hill". But the club's sustainability efforts are about to take a jump as the club begins work on the world's first wooden stadium. Wooden stands within football were initially removed due the fire risk they

posed with fans safety taking a priority. The timber being used in this stadium is 100% fire resistant. Priding themselves on being Carbon Neutral, this Stadium will not require electric fans to keep spectators and the pitch cool. Instead, the Stadium is being designed to allow wind to pass through taking a further step in reducing the clubs Carbon footprint. Rather than using floodlights, Forest Green have opted for LED lights stripped on the top of the stadium as another method of consuming less energy.

In 2019, the club were denied planning permission for the new stadium. The ground was rejected due to fears surrounding community benefit, noise pollution and impact on the landscape. If the planning were to be approved in 2019 the stadium would have been ready for the current League two season. The rejection was appealed, and Forest green had plans accepted in 2021. But work has begun this season, and the stadium will not be ready until 2026.

The UK's proposed ban on disposable vapes

BY EMILY DAVIES



Vape on street Adobe Stock Images

The government is set to ban disposable vapes in the near future. Disposable vapes are convenient, small, non-rechargeable and filled with e-liquid. They come in an array of bright colours and different flavours which are primarily targeted towards younger age groups who have become highly addicted. These vapes are designed for single-use, and are composed of plastic, copper and a lithium-ion battery. Disposable vapes have been growing in popularity since 2021. According to a report by The House of Commons Library, 14 million disposable vapes are bought each month and over 50% of these get thrown away. 10 tonnes of lithium a year is used in disposable vapes; this is the equivalent to the batteries of 1,200 electric cars.

Some parts of a vape are recyclable such as the battery, however the rubber parts are not. The challenge with trying to recycle disposable vapes is that they are not designed to be easily dismantled. Taking apart a disposable vape runs the risk of fires due to the lithium battery. Furthermore, there is also the pollution from the actual production of disposable vapes, such as mining for materials, packaging and shipping which all contribute to carbon emissions further impacting the climate crisis.

The ban on disposable vapes comes as great news for the environment considering the significant damage that disposable vapes cause to the environment. Some media critique the ban suggesting that people will switch back to tobacco smoking. However, Rishi Sunak has also proposed a new legislation which will slowly raise the smoking age and phase out smoking amongst the whole

population of the UK.

The proposed ban on disposable vapes and the new legislation on smoking is a significantly bold step towards a more sustainable and healthier future in the UK.

Environmental Improvement Plan revision and Net Zero Rollbacks

The Government has also released the Environmental Improvement plan in 2023, a revision of the original 25-year environmental plan published in 2018.

This plan aims to achieve 10 goals in 25 years; these include:

- Goal 1: Thriving plants and wildlife
- Goal 2: Clean air
- Goal 3: Clean and plentiful water
- Goal 4: Managing exposure to chemicals and pesticides
- Goal 5: Maximise our resources, minimise our waste
- Goal 6: Using resources from nature sustainably
- Goal 7: Mitigating and adapting to climate change
- Goal 8: Reduced risk of harm from environmental hazards
- Goal 9: Enhancing biosecurity
- Goal 10: Enhanced beauty, heritage, and engagement with the natural environment

The plan is showing some positive improvements for the environment in the UK taking steps to achieve each goal.

Here are some of the top achievements:

- £8.6 million for over 1,350 low emission slurry spreaders
- The emissions have fallen for all 5 key air pollutants over the past 15 years
- £24 million awarded to 100 projects through the UK Seafood Fund
- £68 million to facilitate the development and adoption of emerging farming technologies

Furthermore, although the Government is creating change through this plan which looks very promising for the environment, recently there have been rollbacks on the Climate Change Act. The Climate Act was released in 2008 and further amended in 2019 to commit to achieving net zero in the UK by 2050. However, Rishi Sunak has recently rolled back on several climate pledges for the UK to reach net zero by 2050. This has been described as 'a new approach to reaching net zero', some of the pledges which have been rolled back include the ban of diesel and petrol cars by 2030 which will be pushed back to 2035. The deadline to install heat pumps will also be extended. The Tory party also will not implement policies which would encourage sustainable behaviour

According to Rishi Sunak these include scrapping:

- 1) Taxes on eating meat
- 2) New taxes to discourage flying
- 3) Sorting rubbish into seven different bins
- 4) Compulsory car sharing
- 5) Expensive insulation upgrades

The significant issue to 'stopping' measures which encourage sustainable behaviour is that it can be argued that it is not true. Compulsory car sharing was never actually a policy to begin with, there is also no evidence suggesting that to achieve net zero a meat or flying tax would be introduced. The introduction of Net Zero rollbacks were faced with backlash on social media, with several users on Instagram and Twitter stating that these policies are 'going backwards. The rollback of these policies will make achieving the net zero target by 2050 much harder to achieve. The Climate Change Committee also suggests that the rollback of net zero policies will cost the people, contradicting Rishi Sunak's statement that the new net zero will 'ease the burden on working people'. Additionally, the Climate Change Committee also states that the UK is not on track to reach the carbon budget targets in 2025 and 2030, these rollbacks make reaching net zero even harder.

Celebrities and the Environment

BY EMILY DAVIES

There are many celebrities who are environmental activists, inspiring people to increase their level of awareness and contribute to making a difference. Celebrities have a huge influence in society as many young people want to do what their favourite celebrity is doing; it creates a snowball effect and inspires individuals to do their part. There are key examples of well-known figures that are outspoken on their care of saving the environment:



Will Smith
Flickr

Smith Family' have used their platforms to show their care for making earth a better place through serving vegan food to people in need, and creating selling cruelty free, plastic free personal care line. Rihanna has ensured her makeup brand

to think about the environment. In 2021, The Netflix original 'Don't Look Up' was released, starring Leonardo DiCaprio and



Don't look up
Netflix

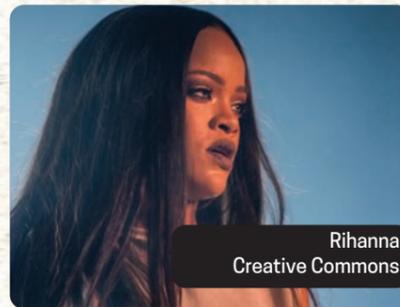
Jennifer Lawrence. Many other famous celebrities featured in the film such as Ariana Grande, making it a hot topic of discussion before it was released. The film is about two astronomers warning mankind of an approaching comet that will destroy the earth, sharing a message that society ignores the threat of our own self destruction. Adding famous celebrities together for one film influenced a lot of people to watch it, which encouraged individuals to think about the environmental crisis.

Celebrity hypocrisy
However, there has been many debates and conversations about celebrities and the environment. Many believe that celebrities use the media to display themselves as environmentally aware, but behind the scenes they are causing a huge amount of damage.



Leonardo DiCaprio
Flickr

Leonardo DiCaprio is argued to be one of the most out-spoken environmentalists in Hollywood, using social media platforms such as Instagram and Twitter to spread his awareness on environmental topics such as the lost species & the impact of deforestation. He even talks about saving the environment in his speech at the Oscars, emphasising his passion for protecting our planet.



Rihanna
Creative Commons

'Fenty' offers refills for products and a reduction of unnecessary packaging. Awareness through media

Social Media is a place where many celebrities inform the public about the ways we can live a greener life and the effects climate change has on our planet. From Instagram posts to TikTok videos, social media allows many ways to advocate. An example of this is Greta Thunberg is a climate justice activist and she uses her



David Attenborough
Flickr

Sir David Attenborough, a legendary filmmaker and broadcaster who produces wildlife and Climate change documentaries, is an important and influential figure in society due to his years of advocacy and care for the environment.

Will, Jada, Jaden, and Willow Smith, or 'The



Greta Thunberg
Flickr

platform to display her climate strikes and post information about the climate crisis.

The topic of the environment has also been portrayed through film, starring famous actors, which influences viewers

Are celebrities lying?
Are they creating a façade
to the public?

There have been claims in the media of some celebrities not practising what they preach in award shows and social media when it comes to saving the planet and advocating a greener lifestyle.

Private Jets



Private Jet
Pinterest

Many celebrities use private Jets; Private Jets emits 2 metric tons of carbon dioxide per hour, having the most CO2 emissions, following with a Superyacht. There are individuals at home wondering because celebrities are not held accountable for their actions while they are criticised for not using a metal straw.

Superyachts



Superyacht
Pexels

Superyachts are "by far the worst asset to own from an environmental standpoint" according to Time. Yacht emissions are usually overlooked due to being released out of the sea, but the oil and gas pollution it can cause is detrimental

Sustainability is not inclusive.

A real problem with sustainability and being environmentally friendly is that those who are privileged or are celebrities can afford the lifestyle. Many individuals who live a mainstream life see the eco-friendly and sustainable products but can't afford to buy them while paying other expenses. This makes many individuals frustrated and step away from sustainable products all together. According to Independent, as many as six in ten are worried about affording basic bills and household goods, while 26 percent say that organic and ethically sourced products are at the bottom of their shopping list. To buy first-hand, sustainable clothing is expensive due to factors such as natural and organic materials, fair trade, and innovation. Celebrities can afford to buy sustainable products or are sent these products for free so they can promote it, giving them the opportunity to be sustainable; sustainability should be inclusive.



BP Petrol Station
Flickr

How BP Manipulate the Narrative

BY: JUDD DUGDALE

BP initially spoke in 2020 via a press release about their ambition to achieve 'net zero' by 2050 or sooner. As part of this aim, they made a promise to cut emissions by 35-40% by the end of the decade. Now, just 3 years later, they have quietly shifted these targets to 20-30%, after the company's profits more than doubled in 2022, reaching £23 billion across the year. Their reasoning for changing their targets is to match investment in lower carbon projects with new investment in fossil fuels and extending the life of existing oil and gas projects. Of course, they didn't parade this over their website like they did for the initial plans of 35-40%, instead it only gets mentioned once or twice before being pushed aside to focus on other things.

This isn't the first time they have tried to shift the narrative by focusing on the 'good work' they do to shy away from everything else. In 2019, BP launched a global advertising campaign, labelled "Keep Advancing" and "Possibilities Everywhere". The campaign focused on everything BP does right, looking at things like their low-carbon energy products. This campaign only created more controversy, with many, including ClientEarth and Greenpeace refuting it, pointing out that more than

96% of BP's annual spending is on oil and gas. After many complaints were lodged against the campaign about how they misled the public, BP withdrew the advertisements in February 2020. BP's CEO, Bernard Looney, also came out stating that the company will introduce a new policy, bringing an end to "corporate reputation advertising," and instead BP will be redirecting its advertising resources towards advocating for progressive climate policies.

However, only a few years later, BP have again been called out for 'Greenwashing,' this time over their social media ads. This comes after they spent £800,000 on social media influence ads to promote their transition to net zero, as a way to champion the company's green energy investments. Many of the ads read things like "Backing Britain: Delivering homegrown energy;" while props to BP as they are starting to invest in green solutions, which will have a positive impact on the UK, they are still dwarfed by how much they are into fossil fuels. Many point out, just as Kyoto University researcher on energy policy and sustainability transitions Gregory Trencher, that these green investments only reflect a minor portion of the current energy production and investment behaviour.

TikTok's Positive Impact: Spreading Environmental Awareness and Sustainability

BY ROSE SAYED



In an age where social media platforms have become an integral part of our daily lives, TikTok is a powerful tool for spreading awareness about the environment and sustainability. TikTok has become a home for users who want to improve the environmental situation in the world, and according to TikTok Creative Center, many environmentalists use the platform to educate and spread awareness of the climate crisis, where they can openly talk about what excites them and receive support from the community and far beyond.

The Power of Short-Form Videos

TikTok's success can be attributed to its bite-sized, engaging video content that appeals to many users. The number of views of environmental content on TikTok has increased by six times over the past year, and these videos typically revolve around three topics/trends: sustainable lifestyle, climate awareness, and waste clean-up. TikTok is introducing a #ClimateAction global campaign to encourage communities worldwide to join the climate conversation and take action that has a positive impact on our planet. This campaign partners with TikTok crea-

tors, such as @environmental_education, to bring their inspiring climate content to the next level and ensure these critical conversations are front and centre.

For instance, content creators can condense complex topics like climate change, plastic pollution, or sustainable living into easily digestible videos. These short, informative clips can reach millions of viewers in hours, fostering a deeper understanding of environmental issues among the younger generation, who comprise a significant portion of TikTok's user base.

Raising Awareness through Viral Challenges

One of TikTok's defining features is its ability to make challenges go viral. Influencers and activists have harnessed this power to create environmentally focused challenges, encouraging users to participate actively. TikTok challenges have spurred real-world environmental action from the #TrashTag challenge, where individuals clean up littered areas and document their efforts, to the #PlantingChallenge, which promotes reforestation and tree planting.

These challenges also foster a sense of community and unity among users, reinforcing the idea that collectively, we can make a difference. As users share their participation in these challenges, they inspire others to join in, creating a ripple effect of positive environmental action.

Showcasing Sustainable Practices

TikTok is a platform for creators to

share their sustainable lifestyles and practices. Influencers passionate about eco-friendly living use the platform to document their journeys, offering tips on reducing waste, conserving energy, and making conscious consumer choices. These creators inspire their followers to adopt more sustainable habits by showcasing their day-to-day actions.

Additionally, TikTok's algorithm often promotes content related to a user's interests. When someone engages with environmental content, they are more likely to see similar content in their feed, increasing exposure to sustainability topics. This personalised content discovery system helps create a supportive educational environment for those interested in making eco-conscious choices.

Collaborations with Environmental Organizations

TikTok has also partnered with various environmental organisations to amplify their messages. By featuring nonprofit organisations, such as WWF and Greenpeace, TikTok provides a platform for these organisations to reach a broader and younger audience. These collaborations often result in viral campaigns, fundraisers, and educational initiatives that raise awareness and generate support for critical environmental causes.

Through the app, users can easily donate to these organisations and participate in fundraisers, making it simple for individuals to contribute to environmental efforts directly from their smartphones.

#EarthDay on TikTok

5B
Video Views

Last year TikTok hosted a LIVE broadcast where popular creators, musicians, artists and even astronauts participated. They talked about sustainable development and ecology, so that later every user could share something they've done for the planet with the #EarthDay hashtag.

#ForClimate

565M
Video Views

A project launched by the platform in partnership with the International Federation of Red Cross and Red Crescent Societies.

It invites users to talk about the effects of climate change and show what they are doing to make a difference.

#ClimateAction

702M
Video Views

This global campaign was launched in partnership with UN Climate (UNFCCC), creators and the eco-community to encourage global communities to join the climate change debate and start taking action in order to achieve the ambitious outcomes set as the goal of COP28.

5 WAYS TO BE SUSTAINABLE

1. Get a cute reusable cup for your morning coffee

Buy a reusable cup to take to your morning lectures in order to reduce waste



2. Unplug your electronics

Ensure you unplug your electronics after use to minimise your energy consumption

3. Only Buy New When You Need To

Going out this weekend? You don't need to buy a new outfit, rewear an outfit or you can always raid your friends wardrobe

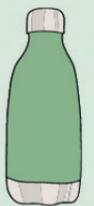


4. Be Conscious with your meat consumption

Shop consciously and always choose free range

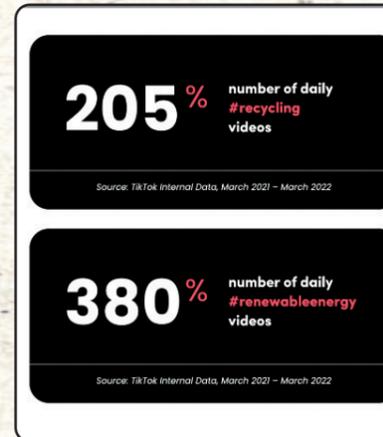
5. You & Your Water Bottle Against the World

Reduce plastic wastage and invest in a reusable water bottle. You will soon be best friends as you go everywhere together!



Education and Advocacy

Beyond raising awareness, TikTok has proven to be a valuable tool for education and advocacy. Environmental experts, scientists, and activists share their knowledge and insights through informative videos. These experts provide evidence-based information on climate change, biodiversity, and sustainable practices, helping to combat misinforma-



tion and promote scientific literacy.

Moreover, TikTok serves as a platform for advocacy campaigns. Users can create and sign petitions, contact their representatives, and join movements dedicated to environmental protection. This democratic engagement empowers individuals to take meaningful action and hold leaders accountable for their environmental policies.

TikTok has emerged as a surprising force for positive change in environmental awareness and sustainability. Its unique format, viral challenges, and robust algorithm have made it a valuable tool for raising awareness, inspiring action, and fostering a sense of community among environmentally conscious individuals. As TikTok continues to be a hub for climate conversations and environmental education, it is pivotal in encouraging individuals worldwide to take meaningful steps towards a more sustainable and environmentally friendly future.



Infographic Made By Amy

It took one seed to make the world

The world began with a flicker of dust, fire and storm
 The lava came rolling down soaring in joy
 The sky didn't know where it was going
 The colour was bleak, grey and very monochrome
 Among this madness was growing a seed
 A seed of life, a seed of green
 This was the first tree born on earth
 It took one seed to make the world
 Into the colour green



SUBU'S Community Kitchen paving the way for welcoming students

BY AISHWARYA BALASUBRAMANIAN

“My name is Sydnie, and I am an Advice Worker at SUBU. I have been working there for just over a year. I came from an advice background before that, but I wanted to work in a university which is what attracted me to this job.”

Her gentle, captivating voice was compelling. Our enthusiasm was beaming since Sydnie would enlighten us about such an interesting component of student life – the community kitchen.

Sydnie believes sustainability to be the heart of Students' Union. She tells me SUBU has its wider goals separated from team-specific goals. In her Advice team, the promotional materials and freebies which are pulled together for student events are sustainably sourced.

Their team takes part in conscious decision making such as choosing vegetarian options over meat, walking over using a car and more. They believe in the power of every single change, big or small. They have recently got a team member who is very determined to make sustainability work. He is good at giving them reminders for the small actions that create a ripple effect.

Sydnie apprises me how the idea of sustainability is often viewed as an uncomfortable burden since there is an unconscious need to fix it in some way. However, the key to embracing sustainability is working with it rather than working against it.

“A little bit goes a long way”

Coming to defining the term, Sydnie describes it as something to maintain for an extended period of time. For sustainability to flourish, the pathways should not be exhausted.

During these conversations, I have observed her passion to her work and her willingness to talk about the challenges with me. From all aspects from her tone to her body language, she reflects deeply on her responses before sharing valuable information with the Greenwave. She tells me that the ability to bring change lies between crossing the threshold from ‘Oh, but I am just one person’ to

‘This small step will make a difference.’

The community kitchen was first set up in the summer of 2022. It is situated on the second floor in SUBU for students and staff to come together for food. The idea was initiated from the vision of her team manager Chloe Lockhart. Chloe had gained insights after attending meetings with multiple organisations and local communities. It was a journey fuelled with the desire to fight the cost-of-living crisis in Bournemouth so, because of this passion, Chloe talked to the charities and picked up the idea with SUBU. Thankfully, a space for the kitchen was available and to this day, the kitchen now stands as a warm, community spot where students can be seen socialising with other likeminded individuals, sitting around the long table, relishing food and taking some time to themselves.

The kitchen is primarily funded from the Advice team budget which is part of SUBU budget. At present, it is found to be running well as there are additional partnerships which have taken place since the past few months. Some organisations they have collaborated with include local Co-op stores in Bournemouth, and Caboodle which is a food distribution charity that paves the way for communities to get in touch with sources who are storing surplus food. The team's mission is to manage food waste to an optimum standard and through the partnership with Campus Living Villages, a students' lettings group in Bournemouth, there is one confirmed collection point at Lyme Regis accommodation. The plan is to set up more collection points around Lansdowne, Winton and Charminster to increase the access for students to collect food.

Foodshare is another partner organisation which has good working relation-

ships with ASDA and Tesco, some KFC's and stores across the town. This helps to source surplus food from small to medium sized food stores and thus, contribute towards sustainability. Sydnie is thrilled to have been able to work together with similar driven organisations sharing the commitment to invest in their communities.

Caboodle is a budding organisation developed through the vision of CO-OP and Microsoft, the environmental charity Hubbub and marketing agency Team ITG to make the cycle of redistribution of surplus food accessible. According to food statistics, around £4 billion food gets disposed as waste from grocery stores, cafes and restaurants. Caboodle instantly creates the space for a community to get connected to a retailer on their home page. Any charity or community who have asked for surplus items will be notified from the businesses that they have contacted. By doing that, both the community and the retailer benefits.

The consequence is reduced food waste and community development. ITG believes in the preservation of surplus food. They have been instrumental in the creative branding and development of Caboodle as a digital platform. It has been tried and successfully tested across 100 co-ops across Northern Ireland, Milton, Keynes and London (Team ITG 2022).

Caboodle's homepage algorithm is a mixture of their tagline, signposting, and the use of graphical elements for pear, apple, a hot bun, a strawberry and watermelon near the right-hand border (Caboodle 2023).

CEO of Hubbub, Alex Robinson says they are more than delighted to support the running of Caboodle. They share a combined mission of leaving a positive impact on the environment. Hubbub provides the storage of surplus food to be stocked (Holland 2022). This makes the process of booking collection dates smoother.

Students at BU have expressed their gratitude for this unique space. As there is a prevalent social stigma about the idea of asking financial help from anyone, it is incredibly necessary that there is a space like the community kitchen on the

grounds of the University to send out the message that it is completely okay to ask for support. The courage it takes to ask for help, is something that is both vulnerable and brave.

The team have equipped themselves to make the conversation with students welcoming, empathising and consciously aware. The students are given the agency to make the decision of the extent of support they want to ask from the team. This is important for students to make them feel empowered enough to ask for accommodations.

The kitchen houses information about



cooking, nutrition guides, recipe pamphlets and signposting to other helpful recreation facilities carefully designed for student wellbeing. One of their slogans is “take something, leave something”. This is to encourage students to feel they too can give something back to other students by voluntary donations. The kitchen offers a monthly supper club and breakfast club which is promoted on their social media.

Working together with SUBU Communications Team, they have been successful in promoting the space on Instagram and around the campus. By tagging other BU accounts, it allows for those accounts to reshare the information. There are at least six baskets developed by the team, placed at several locations for broader access. With the inputs from the Communications Team, the kitchen is also promoted on the television screens inside buildings.

With regards to data collection, it was something that was not happening in the

initial months of setup. Later, they came to an agreement that to better understand and engage with diverse student needs, collecting some form of stats is important. Presently, the team is trying to strike a balance between collecting relevant information and maintaining anonymity.

The kitchen has been specially working well for international students; As moving away from home can be daunting and lonely, the Community Kitchen provides a space for them to interact and share with their peers. Likewise, these students may not return home for holidays due to expenses, so they continue using their accommodation throughout the vacation period. International students have visited the kitchen during bleak, winter months proving that the kitchen is a zone of safety and relaxation.

One of the most prominent challenges across this line of work is the total time process it takes for securing partnerships. Fairshare had taken a good number of months before sending an affirmative response.

On reflection, we hope that the living conditions improve in the coming months as it is a living situation that diminishes students' mental health amidst their academic and personal responsibilities.

It is an uncontrollable situation that requires conscious minded people such as Sydnie, Chloe and Caboodle to come together and improve the conditions.

For Sydnie, her favourite building on campus is the SUBU building. It self-regulates its temperature from inside and thus the heating is not required to be on 24/7.

On confirming with the Student President Chike Dike if this was true, they got back to me affirming that SUBU indeed self-regulates itself. Now that's something deserving of recognition! ‘Our work is one of those things that is always growing and expanding. My manager Chloe has envisioned to encourage more sustainable packing in the coming years for students to take forward’.

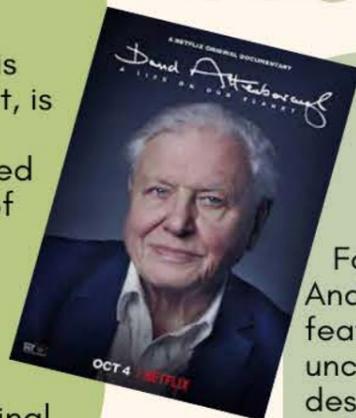
It was a pleasure to talk to someone, like Sydnie, who is keen on supporting local students and who is conscious about the impact of small actions on the environment to have a greener, brighter, and stronger planet.

DOCUMENTARIES YOU MUST WATCH

A LIFE ON OUR PLANET



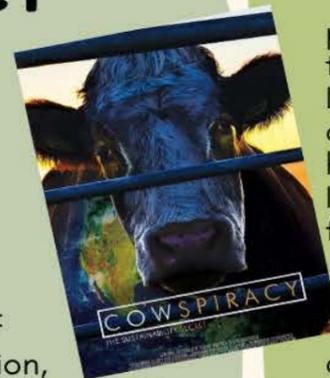
We all love David Attenborough and his Netflix documentary, *A Life on Our Planet*, is no different. A critical success, the documentary was praised for his detailed explanations and insightful exploration of the dying planet. At 97 years old, Attenborough gives a personal take, looking back at his own experiences and present audiences with a stark warning that time is running out. It is not all doom and gloom though, as the final half hour offers us a glimpse of hope as it expresses how it is not too late if we act now.



COWSPIRACY



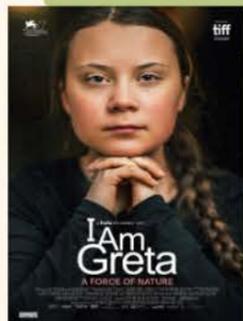
Following filmmaker Kip Andersen, this groundbreaking feature-length documentary uncovers the truth about the destructive impact the animal agriculture industry has on our planet. As the leading cause of deforestation, water consumption, pollution and greenhouse gas emissions, this documentary questions how it is going almost entirely unchallenged. Exposing the truth and starting the conversation, this documentary is a must see.



BEFORE THE FLOOD



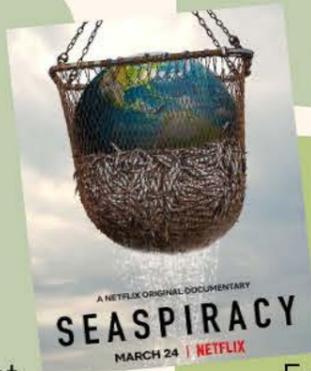
As a United Nations messenger of Peace for Climate Change, Leonardo DiCaprio takes his passion and concern for the environment to create this impactful documentary. Paired with scientists, DiCaprio visits the most vulnerably affected places on Earth to expose the harsh realities of what is happening. Involved in the project for three years, the 48 year old actor seeks to express the urgent need to find solutions and reverse the damage. The documentary also touches on climate change denial and how disastrous the ignorance of politicians and corporations are to the crisis. An insightful and important film everyone has to watch.



I AM GRETA



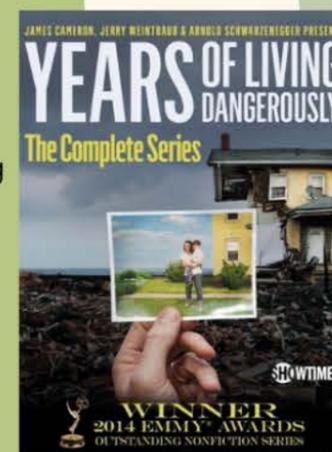
We all know the name Greta Thunberg and we should all be inspired by her incredible activism. Through her straightforward and poignant speeches, Thunberg has sparked the global movement around raising awareness of climate change. The empowered teenage activist shows the importance of young activism and persistence. This remarkable documentary features never before seen footage and powerful commentary, and we think it is a must see to encourage audiences to get involved before it is too late.



SEASPIRACY



From the creators of *Cowspiracy*, *Seaspiracy* examines the devastating human impacts on marine life. Uncovering the truth about the fishing industry, this documentary is hard-hitting and has found success in shifting audience's attitudes. British director and narrator, Ali Tabrizi shines a harsh light on the damaging realities of commercial fisheries and plants the seeds for change.



YEARS OF LIVING DANGEROUSLY



Utilising celebrity power, this Emmy award winning series follows journalists and celebrities around the world to interview different people on climate change, learning how everyday people are being affected by it on a daily basis. All your favourite celebrities are featured, including but not limited to Harrison Ford, Arnold Schwarzenegger, Matt Damon, Don Cheadle and Jessica Alba. The captivating and raw honesty of this documentary vividly illustrates the urgency of climate change, utilising personal narratives to bring the crisis to a personal, human level. It's purpose is to convey the urgency for change rather than evoking fear in audiences. Powerful and hard-hitting, watching this docuseries is a necessity.

Infographic Made By Amy

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To Explore
To Empower